

**Andrew Beattie - Online Submission from Edward Nuss (object)**

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**From:** Edward Nuss <ted\_nuss@hotmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 4/09/2010 1:30 PM  
**Subject:** Online Submission from Edward Nuss (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I am writing to express my objection to the proposed expansion of Marrickville Metro Shopping Centre.

Marrickville is a unique, quirky council area with one of the slowest growing populations in Sydney. An expansion of a more than adequate shopping centre is unnecessary and wasteful. This area needs improvement, not expansion. With an extremely dense population, the government, both local and state, needs to work on improving traffic infrastructure and public transport. As a resident I find it quicker and easier to drive rather than use public transport. Road closures proposed in this expansion serve only to worsen already choked roads.

An expansion of the Marrickville Metro can thus only have the implication of slowly stripping the uniqueness of this area in which I live because I love its quirky ambience. If the agenda is, as usually is the case, to increase income to the area, it should do so not to create yet another clone of hundreds of suburban areas Worldwide. Why not utilise one of the highest concentrations of arts and culture workers in Australia? Create a better cultural area where creation is about creativity and money, not just money! In Marrickville we don't want more, we want better!

Sincerely Yours,

Edward Nuss

Name: Edward Nuss

Address:  
182 Edgeware Road  
Newtown 2042

IP Address: c220-239-251-165.randw3.nsw.optusnet.com.au - 220.239.251.165

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384  
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## Andrew Beattie - Online Submission from Hannah Forsyth (object)

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**From:** Hannah Forsyth <hannahelise.forsyth@gmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 8/09/2010 11:58 AM  
**Subject:** Online Submission from Hannah Forsyth (object)  
**CC:** <assessments@planning.nsw.gov.au>

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This project will cause traffic chaos in an already traffic-chaosed area. It is also likely to detract from King street which is a space the council should be protecting. A renovation of Metro is certainly in order, but an expansion is not justified.

Name: Hannah Forsyth

Address:  
20/501 King Street Newtown

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Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
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**Andrew Beattie - Online Submission from Denise Wedge of n/a (other)**

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**From:** Denise Wedge <d\_c\_wedge@hotmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 6/09/2010 2:22 PM  
**Subject:** Online Submission from Denise Wedge of n/a (other)  
**CC:** <assessments@planning.nsw.gov.au>

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Whilst there are many positive benefits from the proposed upgrading of Marrickville Metro I wish to comment on what I consider to be negative aspects.

1. Increased traffic:

Edinburgh Rd is used not only for access to and from Marrickville Metro but to and from roads beyond, e.g. Edgeware Rd, Victoria Rd and Enmore Rd and Fitzroy St. There have been times of the day when traffic is almost at a standstill in front of my place. At these times it is clear that current traffic flow is not effective. The kinds of vehicles range from cars to semi-trailers. The increase in traffic which would exist from the proposed Marrickville Metro development will exacerbate the current traffic situation. An increase in traffic would also make crossing the road more dangerous and difficult and impact negatively on existing street noise levels.

2. Increase in number of trolleys and amount of litter:

Currently as I walk along Edinburgh Rd and nearby streets I often pass by abandoned shopping trolleys and see littered take away food packaging. I am concerned that the number of abandoned trolleys and amount of litter will be increased. Any increase in the number of abandoned trolleys would also require an increase in the number of collection trailers or at the very least an increase in the trolley collection frequency. Such an increase would add to the existing street noise levels.

Name: Denise Wedge  
Organisation: n/a

Address:  
75 Edinburgh Rd,  
Marrickville NSW 2204

IP Address: - 129.94.181.137

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353

Catherine Desmier  
2 Park Road  
Marrickville NSW 2204

07 September 2010

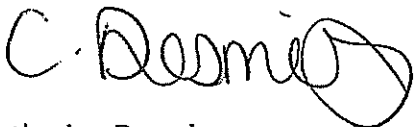
Director of Metropolitan Projects  
Department of Planning  
GPO Box 39  
Sydney NSW 2001

**RE: Major Project --MP\_0191**  
**34 Victoria road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville**

I ask you to stop the expansion of the Marrickville Metro shopping centre because:

- it will clog local streets with traffic and delivery trucks
- it will cause parking chaos in Enmore and Marrickville
- it will devastate our local shopping villages and businesses
- it is not located in an area with suitable infrastructure for a shopping mall
- it is a grab for profit by AMP that will impact negatively on local residents and business

Regards,



Catherine Desmier



## Andrew Beattie - Online Submission from Hannah Rauwendaal (object)

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**From:** Hannah Rauwendaal <h.rauwendaal@gmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 7/09/2010 1:18 AM  
**Subject:** Online Submission from Hannah Rauwendaal (object)  
**CC:** <assessments@planning.nsw.gov.au>

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Dear Minister Tony Kelly,

As a local of the Marrickville area for over 10 years, I am thoroughly opposed to  
Expanding the Metro Shopping Centre by 44,000 sqm

The area is not appropriate for this kind of development, especially because of the increase of traffic around the  
small residential streets it will create.

I would advise against a Mega shopping complex as many people move to the area to absorb the unique culture  
including small businesses, nightlife, boutique shops and cafes and enjoy the community spirit the Inner West has  
to offer.

Allowing this stale, sterile development to happen would devastate these small businesses, which would not benefit  
growth in the area or the economy. I do not want to stare at empty shops as I walk down my local shopping strip.

I am angry that I was not informed about this earlier. I received insufficient notice from AMP and did not receive  
enough information at the Information session AMP held at the Metro in July. How are any of the residents  
expected to trust in a company who lies to the community or withholds information from them.

AMP promise to plant trees, but I do not believe they will as they are cutting down many of the old established  
trees that surround the shopping centre today.

As minister for planning, I ask you to save the residents, business owners and inner west community from this  
massive over development.

Thankyou for your time.

Regards,  
Hannah Rauwendaal

Name: Hannah Rauwendaal

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32 Shirlow St Marrickville, 2204

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Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
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**Andrew Beattie - Online Submission from Anne Lawson of University of Sydney (object)**

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**From:** Anne Lawson <alawson@siriuscommunications.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 7/09/2010 11:48 AM  
**Subject:** Online Submission from Anne Lawson of University of Sydney (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I oppose the expansion of the Marrickville Metro shopping centre because:

- ? it will clog local streets with traffic and delivery trucks
- ? it will cause parking chaos in Enmore and Marrickville
- ? it will devastate our local shopping villages and businesses
- ? it is not located in an area with suitable infrastructure for a shopping mall
- ? it is a grab for profit by AMP that will impact negatively on local residents and business.

In particular, I am concerned that the community consultation and environmental assessment by AMP has been inadequate, and the information provided to the community by AMP was misleading.

AMP conducted three community consultation surveys and one meeting. AMP provided a misleading picture of what was intended and the survey questions were clearly biased. All the questions related to refurbishment of the current centre with no mention of physical expansion.

No explanation or definition was given on what the term ?expanded? meant.

AMP Capital also supports this sound finding. Their Newsletter 03 put in mail boxes at the end of July 2010 calls it the Marrickville Metro revitalisation project. Other terms used in the two page newsletter include ?upgrade?, ? revitalisation?, ?improvements to the layout of the Metro?. Nowhere in the document is any mention made of expanded or doubling in size.

Both surveys and the May 2010 community consultation asked the community to answer a ?wish list? about what extra facilities they would like. This ?wish list? questionnaire at the Metro in May 2010 had no provision for residents to say that they did not want any expansion in size at all.

There was no transport management plan or any information in the surveys about improved public transport or how the local one lane each way streets were to cope with the additional traffic.

The answers about public transport or traffic congestion in May 2008 stated that no consultation has been held with bus, rail or taxi authorities to seek assurances that these services would improve.

No shop owners have been made aware of the development by AMP Capital or their representatives and most are very concerned about the impact on the businesses.

The surveys and other consultative processes have all been done to date prior to the community being advised of the extent of the expansion, the fact that it is not just a revitalisation project and no information or advice has been provided to the community by any impartial agency.

The expansion size is still not well documented for the information of the residents as the display now in the Metro



still has no height or other scale dimensions on the concept drawings. Full plans to show the scale need to be provided by AMP Capital.

Name: Anne Lawson  
Organisation: University of Sydney

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Stella Coe  
12 Murray Street  
MARRICKVILLE NSW 2204

Director of Metropolitan Projects  
Department of Planning  
GPO Box 39  
Sydney NSW 2001

5 September 2010

**SUBJECT - Major Project MP09\_0191**  
**34 Victoria Road, 13-55 Edinburgh Rd and**  
**part of Smidmore Street, Marrickville**

I reside with my partner and two children at 12 Murray Street Marrickville, directly across the road from Marrickville Metro Shopping Centre and I object to the above proposal, Major Project MP09\_0191.

The proposed plans, Major Project MP09\_0191 for the expansion of Marrickville Metro Shopping Centre has proposed large spiral driveways, 24 hour operational loading docks, no sympathetic consideration for the surrounding low density residential development, or potential adverse traffic related issues, removal of healthy mature trees – all of the above directly impact my livelihood and the wellbeing of my family. Furthermore, as later stated in this submission, no attempt was ever made to consult with my family and my neighbours by the proponent, AMP Capital Investors, yet we live directly across the road from this major project.

The proponent's economic assessment and plans for the expansion have failed to recognise that I and my family reside at the residential end of Murray Street Marrickville. My house is directly across the road Marrickville Metro shopping centre and is part of the residential precinct of the neighbouring area. This part of Murray Street has similar characteristics of Victoria and Bourne Street which also surround Marrickville Metro and should be approached with the same consideration as the development does for Victoria Street and Bourne Street.

**Objection 1: The bulk and height of the proposed development on the north east corner has a negative impact on the neighbouring residential precinct in Murray Street. This directly impacts my house at 12 Murray Street Marrickville.**

The northern part of Murray Street has similar residential characteristics of Victoria and Bourne Street and should be approached with the same consideration as the development does for Victoria Street and Bourke Street. Setbacks on the north (30-45 metres) and east (37 metres) on all levels of the development ensure that existing sightlines from the neighbouring area are not eroded, and minimise the bulk of the development.

No setbacks are documented on the Murray Street elevation opposite my house and the neighbouring houses. The proposed 'variegated edge' to the building along Murray Street may be an appropriate way to soften the bulk of the development opposite industrial sites, but is not suited to a residential precinct on the northeast corner of the site. This variegated building edge, together with two rising vehicle ramps and an overhanging car park that extends to the boundary 14 metres above the street level offers the residents an overly complicated, bulky, visually dominating proposal that will negatively impact on the adjacent residential precinct including my house.

Setbacks to the upper levels along Murray Street are noted as negotiable in the Consultant reports. I strongly urge that setbacks along Murray Street in front of the residential precinct be implemented in a similar response to other streets.

#### References

- Architectural Report Sheet 14: outlines 'negotiable' bulk
- Architectural Report Sheet 20: introduces the variegated edge to soften the bulk
- Environmental Assessment Report Final 160710 Page 20: Documents the setbacks to Victoria and Bourke Street

**Objection 2: The location of the vehicle ramp on the corner of Murray and Victoria Street is in an inappropriate location for a residential precinct and will have a direct negative impact on my house and the neighbouring houses.**

The location of the circular ramp at the northeast corner of the site is objected on visual, noise and acoustic and environmental grounds.

Introduction of a "corkscrew" circular parking access structure on the corner of Murray Street and Victoria Road is of particular concern. This is a highly visible structure due to its height, shape and the geometry of the intersection. From my house the circular ramps are visually prominent, and is considered to have little design or streetscape merit.

The elevational drawings depict 14 metre high trees to partially screen the view of the ramp from Murray Street. New trees will not perform this function, noting that all the existing mature trees in the north-east corner adjoining Murray Street appear to be identified for removal (Appendix I Landscape Design Statement) Furthermore, Marrickville Council has identified that replacement street trees may not be able to be planted in Murray Street due to the location of subterranean services. The location of all service lines within the Murray Street road reserve need to be identified to clarify the possible planting locations.

The form of the circular ramps is in sharp contrast to the scale and aesthetic of the existing heritage wall and streetscape. The scale and form of structure protruding above the heritage wall erodes the significance of the wall and does not sit comfortably in a residential street. This permanent structure will undoubtedly outlast any existing trees that provide temporary screening, and so a more sensitive architectural form should be proposed on this part of the site.

I am concerned that night time use of the vehicle ramp will generate moving lights from vehicle headlights and tail lights. Although the balustrade of the ramp may prevent direct light from headlights extending beyond the building, the moving cars will be visible as they use the ramp. The introduction of a structure that generates illuminated moving lights is not appropriate for a residential street and will have a negative impact on the visual amenity of the surrounding area.

The noise generated from vehicles using the ramps is a serious concern for myself, my partner, my children and the residents in the surrounding area. The use of vehicles brakes, horns, car acceleration and idling engines are always greater on ramps and they generate noise. Although the lower parts of the ramp are buffered with the existing heritage wall and new walls along Murray Street, the ramps rise above this buffer and allow any vehicle noise generated on the ramp to travel directly to the neighbouring area. This will have a negative impact on the acoustic amenity of the surrounding area.

The fumes from vehicles using the ramp introduce a new source of air pollution for my family and my neighbours. The proposal has moved the existing ramps and existing source of car exhaust from the centre of the site to the Murray Street elevation in close proximity to residential houses. The

number of cars using the ramp will also increase with this development. This will impact negatively on the environmental amenity of the surrounding area.

### **Objection 3: Loading Docks – Operating Hours**

The proposed Loading Dock in Murray Street will be more than double the size of the current loading dock across the road from my home at 12 Murray Street Marrickville. The loading dock at present is not operational from 7pm to 7am because it located directly across the road from houses in Murray Street.

I object to the following that has been proposed:

- The modified loading dock fronting Murray Street is to be limited to no more than one semi-trailer delivery per night (between 10pm and 7am).
- The new loading docks in the south-east and south-west of the site shall accommodate no more than 1 vehicle delivery in any 15 minute period during the night time period (10pm-7am).

Operation of loading between the hours of 10pm and 7am is unacceptable. I object to the loading dock restrictions contained in the statement of commitments, as they presume approval to 24 hour delivery operations. Further to this, if the applicant intends to apply for such hours, this should be explicitly stated as a component of their application (which was not done). There is no reference to 24 hour use of loading docks in the Environmental Assessment Report accompanying the Concept Plan application. There should be no delivery vehicles accessing the site at night regardless of the recommendations on the Acoustic Logic report (**See Objection 4**). Traffic routes for all deliveries should also be identified as the area is enclosed on 3 sides by residential uses.

The proposal states that only one semi trailer would deliver at night. **1.** There is no statement showing how this can be patrolled. **2.** This is misleading as there is no mention of vehicles that are not semi trailers. Does this mean that other trucks and delivery vans can deliver all night? In the dead of night, the acoustic isolation proposed is no barrier for the crashing of pallets that we currently endure during the day time deliveries from large semi trailers. This crashing of pallets sound goes for over an hour with every semi trailer delivery. **3.** The semi trailer drivers refuse to turn off their very loud refrigeration motors. We currently experience excessive noise during the day time hours from the semi trailers, waste disposal trucks and many other large delivery trucks. Should this occur during the night, the noise would be magnified by the quiet night and we would not be able to sleep. The health and wellbeing of my family including two children will be completely destroyed. **4.** Trucks and semi trailers can easily enter Murray Street via Edgeware Road, thus driving past our homes. There is nothing to stop this. AMP cannot enforce the statement that all delivery trucks will enter via Edinburgh Road.

App W - Civil Engineers Assessment Page 23 Appendix B Concept Roadworks and Intersection Plans Drawing Number 210026-SK-008 Loading Dock 3 Turning Path Plan – This clearly indicates truck entry from Murray St by left turn from the south. Commitment will be sought from the proponent that trucks will not:

- not reverse across the boundary,
- enter the dock from Murray St by right turn from the north.

Conclusion: Sleep deprivation is a cause of serious physical and mental health problems. Approval of these proposed Loading Dock access hours will directly harm the health of local residents and our children. Approval of the proposed Loading Dock hours is a violation of our human rights and constitutes gross unfairness to the local residents of Murray Street that include the elderly, working parents, mothers, a baby and school aged children.

Clearly this is not acceptable in a residential area. At present AMP's security staff are unable to control driver arrival times with operations between 10pm and 7am banned. This is well documented in Council's files on Marrickville Metro Shopping Centre from the many residential complaints received.

#### **Objection 4: Acoustic Isolation of the proposed Loading Dock on Murray Street**

Architectural Plans EA003 and EA006 – shows the existing and proposed loading dock.

The most persistent noise issues arising from the dock are idling engines and refrigeration motors of trucks either waiting for the dock to open, or unloading in the loading dock. A semi trailer can be in the loading dock for as long as two hours and this noise is persistent the entire time. Noise issues are also experienced as the beeping hazard warning as trucks turn and reverse and the unloading of wooden pallets which are allowed to crash to the ground. We note that the proposed dock will be more than twice the size of the existing dock and that the number of vehicles using the dock at the same time will increase. We understand that activity within the dock involving pallets will also increase. We note in the traffic report that trucks will no longer be able to reverse onto the site from the street. We note in the acoustic report that semi trailers entering and leaving the loading dock will exceed background sound levels and provide a potential sleep disturbance to the Murray Street Residences. We are concerned that this general increased use of the loading dock will duplicate, rather than alleviate or improve, the current noise issues impacting residents, and the acoustic report confirms this. As stated in **Objection 3**, the health and wellbeing of my family including two children will be completely destroyed. The noise will disrupt our sleep and our health will disintegrate.

APP M Acoustic Report Page 11/12 – documents the projected noise levels as exceeding their own criteria for background noise, and therefore becoming a potential sleep disturbance to neighbours.

In the absence of any wall details on the architectural plans, we request that the enclosing loading dock walls and its roller shutter doors provide appropriate acoustic isolation between the dock activities and the residential houses on Murray Street. In the absence of any management plan, we request that the centre improves their management of the proposed loading dock to eliminate idling engines on our residential street.

#### **Objection 5: The proposal in the landscape drawings to remove the existing trees along Murray Street and Smidmore Street and replace them with new trees. I object as this will have a negative impact on the streetscape, the environment and a negative ecological impact.**

APP I: Issue A – May 2010 Site Image Landscape Architects

It is proposed that 35 trees will be removed (3 in civic place, 1 on Victoria Road, 22 on to Murray Street and 1 on Edinburgh Road and 8 on Smidmore Street) and 52 proposed to be planted (9 on Victoria Road, 28 on to Murray Street and 15 on Edinburgh Road and landscape zone) .

The landscape plan indicates the removal and replacement of the Murray Street and Smidmore Street trees. This will seriously impact on the streetscape. The existing trees provide scale to the street and offer a pleasant outlook to residents. Their removal will accentuate the bulk and scale of the proposed development and will expose a building elevation that does not relate to the street. Replacing the existing trees will have a negative impact on the amenity of the streetscape.

In Murray Street, all 22 existing *Ficus macrocarpa* var. 'Hillii' (Hills Weeping Fig) trees are healthy and this is incorrect. I dispute the landscape report that suggests the trees have a lifespan of 5 to 15 years. Marrickville Council's Parks and Reserves Services have reviewed the proposal and confirm that the lifespan of these healthy trees is much longer. The trees also provide homes and food for a



thriving colony of Australian Flying Fox bats as well as regular sightings of possums. No consideration has been made of the impact this will have on the existence of possums and colony of bats.

Furthermore, it is indicated in the documentation that replacement street trees may not be able to be planted in Murray Street due to the location of subterranean services. The location of all service lines within the Murray Street road reserve need to be identified to clarify the possible planting locations.

The removal of the *Corymbia citriodora* (Lemon Scented Gums) located in Smidmore Street are not supported. These trees are in good health and condition and are the most significant street trees in the immediate area. The Lemon Scented Gums contribute in a substantial way to the amenity of the streetscape and their removal would leave a large void in the local tree canopy.

Marrickville Council's Parks and Reserves Services does not support the removal of Trees 32, 35, 36, 77, 78, 79, 80, 81 and possibly 82, 83 and 84 for having a high landscape/significance value. Council does not support works that are likely to have a detrimental impact on mature healthy trees with high landscape significance. Council does not support works that will detrimentally impact the health and viability of trees 82, 83 and 84.

#### **Objection 6: Traffic Impact and insufficient Infrastructure**

The roads, public transport and other infrastructure immediately surrounding, and within a 1km radius of the Marrickville Metro site would not support the size of development proposed.

The current road infrastructure is not appropriate for this type of development and there is no capacity to make any significant improvements to the road network within the existing infrastructure and development constraints.

The centre is surrounded by narrow local streets, many residential, with the closest major (State) road at least 800 meters away. The streets surrounding the Marrickville Metro are already struggling with a large volume of traffic, common in inner-city areas.

Any increase in traffic will have an unsustainable impact on traffic conditions and traffic flow on local roads, and the connector and feeder roads within a 1 km radius of the site (almost all have capacity for only one lane of traffic in each direction).

The Traffic Management Report by Halcrow, prepared for AMP cannot find effective solutions as the roads are small and were never intended to support an expanded centre as currently proposed.

I object to The Traffic Management Report by Halcrow because the report is flawed due to the following reasons:

1. The Traffic Management Report by Halcrow, prepared for AMP, states that an additional 52.2% - an extra 526 cars per hour will arrive at Marrickville Metro on a Thursday evening. At peak times on a Saturday an additional 47.2% - an extra 928 cars per hour will arrive. Halcrow Report Table 6.6 Page 28. These vehicles are not already on the road as stated in the report. They are additional vehicles driving to Marrickville Metro should the Centre expand.

I live in Murray Street and during the peak hours of Thursday night and Saturday I currently experience difficulty trying to drive out of my driveway and onto the street. Murray Street and the

other surrounding streets are small streets, never intended nor designed to cope with a large shopping centre.

I cannot imagine what will happen with an increase of 928 vehicles per hour on a Saturday. I am directly affected by this as the Enter/Exit vehicle ramp is located in Murray Street. The huge proposed Loading Dock is also located in Murray Street and the increase in trucks and vans and semitrailers that an expanded Metro will bring has not been added to the extra vehicle load increase.

Metro Watch (community based organisation of local residents and small business owners) on Saturday 28 August 2010 added an extra 24 vehicles to drive four different routes around Marrickville Metro from 11.20am for the duration of one hour, a total of 150 trips were loaded on the surrounding roads (far short of Halcrow's extra 928 vehicles). Within 10 minutes in all directions around Marrickville Metro the streets were gridlocked and long queues formed on Murray St and Smidmore St. Within 15 minutes traffic was gridlocked on Edgeware Rd, Alice St and Llewellyn St. Vehicles wishing to exit the shopping centre's car park were jammed in long queues and the two exits ramps were jammed. The roads leading to Marrickville Metro and the roads surrounding the Metro cannot take on any additional load. Furthermore, Edgeware Road is unable to cope with the 2000 cars per hour it currently experiences (more than double the capacity for Edgeware Rd).

2. As a resident of Murray Street, with enter/exit vehicle ramps in my street as well as the huge combined proposed Loading Dock in my street, my family will be subjected to increase in carbon monoxide pollution from vehicles and a significant increase in noise from driving cars and trucks including additional braking noise and horn noise. The Halcrow report has not considered the impact the additional traffic will have on our lives and our health due to huge increase of traffic in our street and substantial extra traffic noise.

3. To alleviate the extra hourly increase of traffic as stated above, Halcrow Report Page v - Future Road Works has suggested extending the length of existing parking restrictions on Edgeware Rd, Alice St, Llewellyn St, May St, Campbell St, Bedwin St and Unwins Bridge Road. This is a poor solution as it does not consider that most residents in the locations suggested do not have off-street parking. Where is the solution for them to find new parking for their vehicle? Furthermore, St Pius Primary school is on Edgeware Road and during morning and afternoon peak hours Edgeware Rd is used by the mothers to park their vehicles to take or collect their children from school. Across from the school is St Pius Catholic church on Edgeware Rd and at present all churchgoers can park their cars on Edgeware Rd. Where is there a benefit if both children's parents and churchgoers lose their ability to park? Halcrow report has neglected to consider this.

4. Proposed changes to bus operations (i.e. bus stops and re routing). The additional use of public transport (buses) to access the site is based on the premise that additional services/ buses will be provided by Sydney Buses. There is no certainty in this assumption. Furthermore, Sydney Buses have not been consulted to support the proposal to relocate the bus routes from Smidmore Street to Edinburgh Road.

5. The proposed roundabout design at Edinburgh Road /Sydney Steel Road is flawed as it:
- narrows the footpath immediately adjacent to the entrance to the centre on Edinburgh Road where pedestrians are directed;
  - deflects vehicles (eastbound) towards the entrance of the centre creating a potential safety issue; and
  - removes footpath area on both Councils bicycle and pedestrian paths at the intersection of Sydney Steel Road and Edinburgh Road.

### **Objection 7: Relocation of Taxi Stand**

The taxi stand is currently located in Smidmore Street. The Halcrow report proposes to move the taxi stand to Murray Street. I object on the following grounds:

- The Murray Street relocation for the taxi stand is both dangerous and not safe. The relocation is very close to the Murray Street/Smidmore Street roundabout. This is a potential hazard for vehicles in the roundabout and would cause confusion. On Saturday 4 September 2010 Metro Watch group counted between 16 and 23 taxis leaving every hour. With an expanded shopping centre as proposed by AMP Capital Investors, this figure will be increased.
- Murray Street will already be overloaded with potentially 900 vehicles extra per hour on a Saturday
- As well all delivery trucks and semi trailers using this same roundabout as where the taxi stand is to be relocated to drive toward the loading docks.

### **Objection 8: Community Consultation**

Part 3A of the Act requires consultation to take place. This is not appropriate if the consultation undertaken is determined by the proponent. On all occasions that the AMP Capital Investors has undertaken a consultation process the views of the residents have been ignored. The consultation process undertaken by AMPCI was to seek input from the community on the shops they wanted not on whether the village community wanted the development at all. AMP has not adequately responded to any issues raised by the community members and does not adequately address this as required under the Act.

#### **APP G Community Consultation Report**

I object to the report submitted by Elton Consulting, engaged by AMP to provide community consultation. They did not effectively consult with the local community. The sample size as agreed by Marrickville Council was for AMP to target 3,000 local residents. This figure was never achieved. Elton Consulting did not contact 3000 residents.

Almost all households in the streets directly surrounding Marrickville Metro shopping centre and therefore directly impacted by this proposal were never contacted. I have personally knocked on every door in Murray Street, Victoria Street and Bourne Street. Elton Consulting never provided me with a leaflet; they organised leaflets to be hand delivered into letterboxes, but I never received one and we never discard brochures in our letterbox without checking the contents. No one ever knocked on my door – I only work part-time and either I or one of my teenage children are always at home. No one ever telephoned me. No attempt was made to contact any member of my family, yet I live directly opposite Marrickville Metro and am directly affected by this redevelopment.

Furthermore many residents contacted by Elton Consulting are not local.

I object also because the consultation process is flawed as the people consulted were not given the opportunity to view the proposed plans and were not given any information regarding the scale, size and height of the proposed expansion plans. Explanation follows:

**Elton Consulting – Community door knock survey** – March 2010: The response rate to the door to door questionnaire was very small - 3% response rate (119 of which 97 face to face and 22 post back). The survey questions were restricted to aspects of improving the Metro site with no mention of the scale/size/height of the development planned by AMP Capital. It was a “wish list” of what people would like to see in a revitalised centre. Furthermore, the consultations were carried out prior to the Community Information and Feedback Session at the Metro on 15 May 2010 when the actual development was unveiled.

An action group survey of shop owners in Enmore Road and King Street south revealed that AMP had at no time surveyed them nor had any of them received any of the newsletters issued by AMP. The shops are part of our community yet there has been no consultation undertaken with them. The Department of Planning needs to undertake research on what the effect of the proposed development will have on the small businesses in Enmore Road, King Street, Marrickville Road, Illawarra Road and Dulwich Hill prior to any decision being made on the proposal.

**Community Information and Feedback session (CIFS)** – At Metro 15 May 2010 between 11am and 1pm: This was the first opportunity for visitors to the Metro to view “concept plans” for the development. Elton Consulting staff ran the forum. 219 people visited the exhibition with only 29 completing the CIFS feedback form. There was no data collected on people opposed to the development and some people who spoke to the staff were disappointed with the knowledge of the staff regarding issues relating to traffic etc. This activity was not a community consultation process but yet again a questionnaire full of “wish list” items for shops and services such as a library and crèche. It was after this “consultation” process that Newsletters from AMPCI included the library and crèche and also called it a revitalisation project (refer to AMPCI Newsletter No3 of July 2010).

It should be noted that even at this forum, there was no opportunity on the questionnaire to object to the expansion proposal. The consultants were only there to provide information on what AMP was planning to do.

**Consultation before plans were on display** - Marrickville Metro Community Attitudes Survey, July 2008: 1200 telephone surveyed of which only 27% lived in Marrickville and 73% lived elsewhere. Research segmented findings into groups based on their attitudes to an upgrade of the Centre where 70% agreed it would serve the community better but there was never mention about the type of expansion or size of the development, ie all who were surveyed by phone were not aware of the scale, size and height of the plans.

Newsletters: AMP Capital community newsletters 1 & 2 (April/May) refers to 2008 surveys as support for the *revitalisation* of the Metro and again does not mention the extent of the development.

**Consultation provided by Metro Watch – a community based group of local residents and business owners in the Marrickville LGA– The Real Facts –**

Currently 4745 residents and small business owners are opposed to the existing AMP Capital Investors plans to expand the current Marrickville Metro site and the additional warehouse across the road in Smidmore Street. Petition sheets confirming the 4745 signatures objecting to AMP's proposal to expand Marrickville Metro Shopping Centre will be submitted in Metro Watch's objection submission to the Department of Planning.

79% surveyed do not want the site expanded as presented in the AMP plans. Reasons given include: The size, scale and height are too large for this area and traffic projection of an additional 526-928 vehicles per hour Thursday nights and Saturday mornings is not acceptable. Small roads that surround Metro cannot take this load without causing gridlock. The community understands that small local businesses on our local shopping strips will suffer.

7% want the development to go ahead

6% require more information

8% are not interested.

**APP B – Two Blind Mice: Marrickville Metro Community Attitudes Survey Findings of Quantitative Research Conducted with Marrickville LGA Residents**

I object to the survey questions asked as they have no relation to the actual plans that AMP have submitted to expand Marrickville Metro shopping centre. People surveyed were never shown plans for the expansion and the size, scale and height of the proposed plans were never part of the survey questions. The surveys and other consultative processes have all been done to date prior to the community being advised of the extent of the expansion, the fact that it is not just a "revitalisation project" and no information or advice has been provided to the community by any impartial agency.

The survey questions were grouped so that individual issues are impossible to assess and make sound findings.

For example:

- "Now I'll ask you how you would feel if the existing Marrickville Metro shopping centre was upgraded & expanded."
- In the July 2008 report (page 54), six questions were asked. Five of the questions included upgraded and expansion, improving atmosphere and appearance. These responses could all relate to refurbishment of the current centre with no physical expansion. The sixth question was about increasing the number of shops for the benefit of the community. Respondents could still see this question as more shops within the current building and the question is biased in relating it to the benefit issue.
- No explanation or definition was given on what the term "expanded" meant.

**Sound finding**

That all the respondents want the current centre to be upgraded given that the centre has been allowed to run down for the last 10 years. "Upgraded" has been interpreted by the respondents and many people in the community as renovation or keep it clean.

AMP Capital also supports this sound finding. Their Newsletter 03 put in mail boxes at the end of July 2010 calls it the *Marrickville Metro revitalisation project*. Other terms used in the two page newsletter include "upgrade", "revitalisation", "improvements to the layout of the Metro". Nowhere in the document is any mention made of expanded or doubling in size. Residents in Newtown south

who were doorknocked on the same day as the distribution of this newsletter were shocked when told that the Metro would expand, double in size (both up and out).

### **The size of the development**

Both surveys and the May 2010 community consultation asked the community to answer a “wish list” about what extra facilities they would like. My objection again is that none of the questions mentioned that the centre sought to double the size in order to put in 80 more specialty shops and one discount department store. The community consultation process has therefore come to unsound conclusions.

None of the questionnaires or community consultation processes has provided clear communication with the community. No definitions or clarity on terms such as expanded, upgraded or revitalised in relation to the size of the expansion or where the “wish list” services are to go. While concept drawings have been put on display at the Metro in May 2010 and now, these are not plans and still have no height scale on them.

### **Sound finding**

That the majority of the respondents to the questionnaires would be appalled at the doubling in size of the centre and change their minds about the “wish list” of shops and services offered by the developers.

This “wish list” questionnaire at the Metro in May 2010 had no provision for residents to say that they did not want any expansion in size at all.

There was no transport management plan or any information in the surveys about improved public transport or how the local one lane each way streets were to cope with the additional traffic.

The answers about public transport or traffic congestion in May 2008 stated that no consultation has been held with bus, rail or taxi authorities to seek assurances that these services would improve.

There is no way a finding of 81% of “pleased critics” can be made if there has been no explanation or definitions used on the terms used in the surveys.

### **Sampling of shop owners**

The size of the sample (n=7) of strip shop owners is too small to make any meaningful findings given the large number of shops in King Street, Enmore Road, Marrickville and Illawarra Roads and the strip shopping in Dulwich Hill.

There is also no information available on the types of shops selected. Were they hairdresser, convenience stores, greengrocers, butchers, gift shops, jewellers, cafes, restaurants, independent clothing stores, boutique clothing stores which also manufactured the clothes, jewellers or masseurs?

There is little information about how they were selected and a recommendation was made to undertake further studies on this issue. Was this done as no shop owners in King Street south knew about the development and nor had they been asked for their views. No newsletters appear to have been delivered to date to the shop owners in South Newtown.

### **Sound findings**

No shop owners have been made aware of the development by AMP Capital or their representatives and most are very concerned about the impact on the businesses.

When the Metro was built in 1987, King Street south lost 3 butchers, two delis, one chemist, a bottle shop, two Post Offices (one on Enmore Road) and the Commonwealth Bank. If the small number of

cafes and restaurants which existed at that time are excluded from this analysis, this represents an 80% impact on strip shopping and the decimation of one stop strip shopping. There are still shop vacancies in the area and any expansion of the Metro will put more out of business.

### **A community and multicultural area**

The surveys found that 80% want to shop locally, so why does the Metro want to change that by bringing in more cars. Surely shopping locally means that walking or bicycling is better for the environment and community support.

The survey makes findings on the community and multicultural feel of the area and the very strong attitudes of the residents, including that 50% do not have English as the first language in the home. If any of these multicultural people were included in the survey findings without an interpreter, their responses should be excluded. This does not appear to have been done. The survey stated that further study on this issue was needed but there is no evidence that this has happened.

### **Sound findings**

People who buy or rent in the area already know what the area is like and this is the reason for them choosing to live here so why is AMP Capital wanting to change the very nature of the community and the village feel they identified.

Further research needs to be taken on the multicultural residents views.

An increasing number of local residents are saying that they want to be able to strip shop and get to know their shop owners.

The survey findings support that the majority of residents want to shop locally so why is AMP Capital trying to bring more people and cars into the area.

### **Transport**

The survey concludes that there should be more follow up on the transport issues and this has not been adequately addressed to date. There has been no transport management plan put on display at the Metro. At the Metro in May 2010, the consultants advised residents that AMP Capital would only be discussing improved public transport after the expansion was approved. There has been no feasibility study undertaken. A resident in a wheelchair has been advised that none of the wheelchair accessible buses can go down the local narrow streets.

The fragmented shopping problems identified will not be resolved by the expansion of the Metro which primarily has indicated that the expansion will include a discounted department store and 80 specialty shops and few if any services.

### **Sound findings**

The expansion is designed to bring more cars on to the narrow streets and there will be gridlock at peak times. There will be no improvement in access for disabled shoppers wanting to travel there by public transport. The additional car spaces (715) will be filled with the additional workers coming in to work at the Metro (817).

### **Survey sampling and questionnaires**

The telephone and in person surveys were done a long time ago with no prior advice to residents on the proposed expansion. To date no shops in King Street south have received any AMP Capital in person or newsletter contact. A very limited number of residents near the Metro have had any contact either. The results of any research by AMP Capital is therefore biased and does not reflect the majority view which has been confirmed through a local door knock in the streets surrounding Marrickville Metro and also streets in Newtown south.

The community consultative process in the Metro in May 2010 did not provide any space for a resident to indicate that they did not want any expansion in size. There was only a "wish list" offered with most tick the box items relating to retail shops rather than services. Similarly the other two surveys did not provide an option for renovation only with no expansion. Door knocking in Marrickville and South Newtown revealed that residents were still unaware of the size of the expansion and only four people were found who were included in the previous surveys.

### **Objection 9: Option 1 – Closure of Smidmore Street**

The AMP proposal has two options involving Smidmore Street. Option 1 will worsen traffic conditions already projected to increase by a minimum of 50% should the proposal be approved.

I object to AMP Capital Investors Option 1 proposal to purchase Smidmore Street. Given the already congested traffic conditions, and the likely increase in this congestion, it is essential that this street remains available for traffic use. As a resident who lives very close to Smidmore Street, I use this street all the time and am not prepared to give up the community's right to use our local streets. The community should not lose access to a street for the commercial gain of people outside of the area. This street is not a mere dead end laneway – here are the facts of how many cars use this street:

Metro Watch members surveyed Smidmore Street on Saturday 31 July 2010. The following number of vehicles used Smidmore Street in the duration of 3 hours.

11am-12 noon 994 vehicles

12 noon-1pm 1052 vehicles

1pm-2pm 1003 vehicles

### **Objection 10: 13 – 55 Edinburgh Road, Marrickville is not zoned for business use**

The proposed development seeks an extension of the Metro over Smidmore Street and the adjacent industrial land at 13 – 55 Edinburgh Road, Marrickville

This site is zoned General Industrial (4A) under MLEP 2001. Under the zoning provisions applying to the land, the proposed development, seeking the construction of a new retail complex is a prohibited development.

The draft South Subregional Strategy's (dSSS) support for the rezoning of Category 1 Industrial Land opposite the Marrickville Metro for a range of business uses (including retail) to permit the expansion and redesign of the shopping centre is contrary to the Strategy's objectives for protection of Category 1 Industrial Land.

### **Objection 11: Economic impact for businesses located on the shopping retail strips in the Marrickville LGA**

One of AMP's key arguments in support of this proposal is that it will bring economic benefits to the Marrickville community. They project that the expansion will have minimal impact on the surrounding shopping retail strips. Yet even in the conservative scenario represented by AMP, the development will take away 5% of the profits from local retailers and put it into the hands of national and brand retailers. This does not represent economic benefit to the community and will seriously impact the retail strips of Marrickville Rd, Illawarra Rd, Enmore Rd, King St - south end of Newtown as well as local shopping in Dulwich Hill and Petersham.

The AMP proposal offered very little evidence to support this claim that the redevelopment will only have a 5% impact on local shopping strips. It also fails to identify the ramifications of a 5% impact. For owners of a number of large shopping centres, a 5% loss might be sustainable. For a smaller,



independent business a 5% loss may very well mean that some shops are forced to close. This could have a flow on effect if it impacts the overall amenity, environment or ambience of the area.

AMP plans to expand Marrickville Metro to 44,000 square metres of retail space has been proved in their own commissioned report that this expansion will definitely impact on the local retail strips in Marrickville and surrounding suburbs. The Economic Impact assessment prepared by Pitney Bowes for AMP has identified an additional \$102M (=100%) retail spend by 2012 with an expanded Metro. \$53.9M (ie 52.8%) is made up new market growth attributed to an expanded Metro and \$48.1M (ie 47.2%) will be made up of revenue from surrounding retail strips and centres. This \$48.1M is captured revenue from our local shopping strips. Metro will have sucked \$48M of revenue from surrounding retail strips and centres.

This could be expressed as lost jobs in a simplistic manner: \$48.1M (47.2%) loss of revenue in our local shopping strips can be calculated as a loss of 385 jobs from retail on the local shopping strips. 385 people who are currently employed on the retail shopping strips will lose their jobs and many businesses will lose enough income to make it unviable for their business to remain open.

Therefore, of the forecast 817 new jobs at expanded Metro (Pitney Bowes report), 47.2% of these jobs result from the loss of 385 jobs in surrounding retail strips and centres. The net increase in jobs resulting from expanded Metro is therefore 432 or 52.8%. AMP's expectation of creating 817 new jobs in this area is misleading; they did not account for the lost jobs in this area.

Central to AMP's proposal is the supposed "need" for more, large format supermarkets in the area. (The centre already has a Woolworths and an ALDI, and there is at least one other Woolworths in the suburb.)

However, their proposal offers no conclusive evidence that there is a "need" for more supermarkets. In fact, this argument demonstrates that AMP has very little understanding of the Marrickville community. The vibrancy of the inner-city shopping strip is a key asset to the area and is what attracts people to the suburb. It is because the community prefers this type of shopping that the strips continue to flourish.

Residents in the area have access to a variety of well-priced, fresh food and groceries from the existing supermarkets as well as a variety of smaller, specialised and independent retailers represented in the strip shops (and in some degree within the existing Metro Centre). If they want anything else, larger centres such as Broadway and the City are nearby and accessible by public transport.

AMP also claims that because there aren't enough supermarkets money is "escaping" the Marrickville community, yet offer no logical arguments about why it is better for a Marrickville resident to buy their groceries at Coles at Broadway rather than a new Coles at Marrickville (except that the new Coles at Marrickville is paying rent to AMP). There was no research by AMP as to where the money is "escaping" to and it could include the fact that many locals prefer to shop for fresh produce at the Everleigh or Addison Road markets and any expansion of the Metro could have an adverse effect on these markets.

By their own admission, the new centre will be filled with national, brand and franchise retailers. Profits at these outlets might be captured locally but will ultimately escape the local area with profits more likely going to multinationals who import more from outside Australia. The State and Federal Governments have supported small businesses in the past and have called for more competition. The expansion of the Metro will have the opposite effect and reduce the competition and viability of small businesses. The Metro Watch residents' action group and I call on the Department of

Planning to undertake a review of the impact of this proposal on small businesses and competition to more independently assess the overall impact.

People who want to shop at “national brand retailers” have options elsewhere. If this development destroys the Marrickville shopping strip those who prefer this type of shopping have very limited options.

In their proposal, AMP say that the possible impact on individual traders is not a relevant planning consideration so should not be considered by the Department of Planning.

In the same vein, I hope that the Department disregards any of the unsubstantiated claims like “There will be a positive community impact arising from providing additional retail services for the Marrickville community” included in the AMP proposal.

Further evidence that retail spend will be taken from the local shopping strips and spent in an expanded Marrickville Metro can be evidenced in the following comments delivered in APP B – Two Blind Mice: Marrickville Community Attitudes Research

*“If there was another level of shopping, it would stop me having to go to four or five places for all my shopping. That would be great”*

*“I think most people would appreciate finally being able to get everything in the one place”*

*“Everybody is so busy these days, it’s all about convenience. Put everything in the one place, and I’m sure they’ll all flock there”*

*“There’s so much opportunity to make it better with more shops and more variety. It could be a place to spend the day”*

*“If you could find shops that we like and are different and then put them all under one roof, well, that would be great”*

There is no evidence this redevelopment will bring economic benefits to Marrickville and the surrounding suburbs. However, for long-term sustainable urban planning, retaining the vibrancy and viability of the inner-west shopping strips is essential for greater economic, social and environment benefits to the area and for Sydney and Australia as a whole. The redevelopment proposal threatens this and I believe should be rejected.

### **Objection 12: Proponent’s plans suggesting that our community requires “much wanted community facilities”**

AMP’s proposal makes several references to providing community or performance space, community facilities, a library, a marketplace, a childcare centre and a town centre. The research done by AMP identified the village nature of the community and AMP is now indicating that it wants to turn it into a town centre. None of the residents in the area want a commercial for profit centre to become the “town centre”. By its very nature, a shopping centre is a privately-owned commercial space and not a community space. The Marrickville community does not need and does not want the “space” proposed by the redevelopment of the Marrickville Metro.

Marrickville, and the surrounding area, is already well serviced by true community spaces. This includes the park and swimming facilities at Enmore Park a few hundred meters away, a very large public space/park about 1km away at Sydney Park (which hosts a variety of community and sporting

events), the markets and other services in Addison Road, the Carriageworks (theatres, markets, community meeting spaces) within 2kms, and many sporting, live theatres, cinema, community meeting and recreation services provided by the council in the "heart" of Marrickville, along Marrickville and Illawarra Roads, King Street and Enmore Road.

The Marrickville area is serviced by three libraries and many child care centres. There has been no study undertaken by AMP to suggest that the community needs any of the above facilities and Marrickville Council totally opposes all the above AMP suggestions for this area's "much wanted community facilities". Even without the Council's approval, AMP is now including a library on all its concept drawings and newsletters and is giving inaccurate information to local residents.

The development proposed by AMP offers no benefit to the Marrickville community in terms of community space or community facilities. It is a commercial space for the commercial gain of corporations and people outside of the Marrickville local area.

As well, the neighbouring suburb, "Newtown still has a "huge resident artistic community" and the "highest concentration of independent theatres and live performance spaces in Sydney". - *The Sydney Morning Herald* – July 17, 2010.

In their submission, AMP describes the cultural specialisation and independent traders who make up this vibrant and (currently) viable strip, but does not mention the creative and social diversity of the community, evidenced not only in the main streets but other community hubs throughout the suburb.

This diversity and vibrancy represents the character of Marrickville and is what attracts and retains residents to the area. While AMP claim they are creating a "town centre" for the community they make no reference to how this centre and community space will promote, grow or support the current Marrickville demographic.

In fact, the design concept for the redevelopment of Marrickville Metro in no way reflects the vibrant and diverse nature and character of the Marrickville community. The artist's representations of the centre included in the proposal confirm it is a generic development with no features which reflect or represent the character or culture of its surrounds.

Keeping smaller, specialised, local and independent commercial spaces ensures this vibrancy and diversity is protected, nurtured and developed. The cultural and social diversity of the Marrickville community is important for all of Sydney, not just Marrickville community or the inner west.

Yours sincerely,  
Stella Coe  
12 Murray Street  
Marrickville NSW 2204  
5 September 2010

Karen Allan  
53/3 Erskineville Road  
Newtown 2042

Director of Metropolitan Projects  
Department of Planning  
GPO Box 39  
Sydney NSW 2001

16 August 2010

**SUBJECT - Major Project MP09\_0191**

34 Victoria Road (Marrickville Metro Shopping Centre),  
13-55 Edinburgh Rd and part of Smidmore Street, Marrickville

I object to the above proposal.

I am a regular shopper at the Marrickville Metro and a resident of the Marrickville state electorate.

I believe the proposal by AMP Capital to redevelop the site is inappropriate for the area, and that the size and scale of the proposal will have an adverse and irrevocable impact on the Marrickville community, culture, economy and environment. While the proposal will give AMP a significant financial gain, it will be at the economic, social and environmental expense of the Marrickville community and the proposal in its current form should be rejected.

In particular I oppose the proposal for the following reasons.

**TRAFFIC IMPACT / INSUFFICIENT INFRASTRUCTURE**

The roads, public transport and other infrastructure immediately surrounding, and within a 1km radius of the Marrickville Metro site would not support the size of development proposed.

The current road infrastructure is not appropriate for this type of development and there is no capacity to make any significant improvements to the road network within the existing infrastructure and development constraints.

The centre is surrounded by narrow local streets, many residential, with the closest major (State) road at least 800 meters away. The streets surrounding the Marrickville Metro are already struggling with a large volume of traffic, common in inner-city areas.

Any increase in traffic will have an unsustainable impact on traffic conditions and traffic flow on local roads, and the connector and feeder roads within a 1 km radius of the site (almost all have capacity for only one lane of traffic in each direction).

While any increase in traffic will adversely impact traffic conditions, I believe the AMP proposal has grossly underestimated the expected traffic impact. AMP's proposal indicates the centre will generate increases in traffic of between 50 - 58%. Yet, their proposal indicates floor space will increase by 116%, which includes an additional supermarket and discount department store. The increase of traffic estimated is inconsistent with the scale and type of development proposed. As there is inadequate public transport to support this increase in retail space (see below) there is no logic to suggest that the increase retail space will not result in a corresponding significant increase in traffic.

I also believe the traffic studies undertaken by AMP have ignored the two factors which currently cause the most congestion and greatest obstacle of traffic flow - that is traffic entering and exiting the centre, and trucks accessing the centre. I can't see any reference to these movements in the study.

Currently, traffic flow is stopped while vehicles wait to cross the opposing lane of traffic to enter the centre car park entrances. As there is no capacity for traffic behind to pass these vehicles, there can be significant delays, particularly during peak times.

As well, traffic is often stopped in both lanes for trucks entering and exiting loading docks, even if they aren't crossing opposing traffic lanes. Again, the narrow streets mean trucks can't easily access loading docks in one turn regardless of the direction they enter the dock. It can take trucks several minutes and multiple 'point-turns' to both enter and leave the docks. Traffic is blocked while the trucks undertake the movement. An increase in the size of the docks will not improve this, as it is the size of the streets which restrict the movements.

As well as traffic congestion, these movements by both the cars and trucks create a road safety hazard.

The road network and infrastructure can't support the Marrickville Metro redevelopment proposal, and the size and scale of the redevelopment is inappropriate for its location.

#### **SMIDMORE STREET – TRAFFIC FLOW AND SAFETY ISSUES**

The AMP proposal has two options involving Smidmore Street. Neither is acceptable or appropriate, and they will either worsen traffic conditions or create unnecessary safety hazards.

Given the already congested traffic conditions, and the likely increase in this congestion, it is essential that this street remains available for traffic use.

The other option, building across the street, will create a road safety hazard as pedestrians are likely to avoid overhead access to cross Smidmore Street to move between the centre's two buildings.

The community should not lose access to a street, or be exposed to unsafe road conditions, for the commercial gain of people outside of the area.

#### **INSUFFICIENT PUBLIC TRANSPORT**

The current level of public transport is not sufficient to support a larger shopping centre and there is no capacity within existing constraints to significantly improve public transport to the centre.

The AMP submission admits that the nearest train station is 800 meters away. While this may be useful to some employees, for the majority of customers it is too far away to realistically serve the centre.

One of AMP's key arguments in support the proposal is the supposed need to provide the local community with more large supermarkets. Most people doing grocery shopping need transport much closer than 800 meters from the supermarket. Therefore, it would be logical to assume most people doing their grocery shopping will come to the centre by car.

While a number of bus routes do service the area, the current level of service would not adequately support a significant increase in patronage. There is no indication STA will increase the bus services to the centre, but if bus services are increased, this will even more adversely affect traffic conditions (see above).

## **COST TO COMMUNITY/ ECONOMIC DEVELOPMENT COSTS**

One of AMP's key arguments in support of this proposal is that it will bring economic benefits to the Marrickville community. Yet even in the conservative scenario represented by AMP, the development will take away 5% of the profits from local retailers and put it into the hands of national and brand retailers. This does not represent economic benefit to the community.

In fact, from my experience as an Economic Development Manager with a local council, I know this sort of development will not support local businesses or residents, and ultimately will drain money, employment and economic development opportunities from the community.

Central to AMP's proposal is the supposed "need" for more, large format supermarkets in the area. (The centre already has a Woolworths and an ALDI, and there is at least one other Woolworths in the suburb.)

However, their proposal offers no conclusive evidence that there is a "need" for more supermarkets. In fact, this argument demonstrates that AMP has very little understanding of the Marrickville community. The vibrancy of the inner-city shopping strip is a key asset to the area and is what attracts people to the suburb. It is because the community prefers this type of shopping that the strips continue to flourish.

Residents in the area have access to a variety of well-priced, fresh food and groceries from the existing supermarkets as well as a variety of smaller, specialised and independent retailers represented in the strip shops (and in some degree within the existing Metro Centre). If they want anything else, larger centres such as Broadway are nearby and accessible by public transport.

AMP also claims that because there aren't enough supermarkets money is "escaping" the Marrickville community, yet offer no logical arguments about why it is better for a Marrickville resident to buy their groceries at Coles at Broadway rather than a new Coles at Marrickville (except that the new Coles at Marrickville is paying rent to AMP).

By their own admission, the new centre will be filled with national, brand and franchise retailers. Profits at these outlets might be captured locally but will ultimately escape the local area.

One of the areas key assets of Sydney's inner-west is the vibrant shopping strips and while this proposal dismisses claims that a redeveloped centre will not adversely impact the Marrickville strip shops, experience in other areas of Sydney tell a different story.

The same consultants who undertook the Environmental Impact Assessment for this AMP proposal (URBIS) had been employed by Woollahra Council to investigate ways to reverse the devastation caused to Oxford Street strip shops following the opening of the expanded Westfield at Bondi Junction.

In a paper published on the council's website, an URBIS report states that  
The major expansion of retail facilities at Westfield and its strengthened competitive position has had further impact on the performance of Oxford Street. .... Oxford Street now competes with Westfield in terms of both retaining retail tenants and customers.

Yet in the report supporting the Marrickville proposal, URBIS claims the Metro redevelopment will have only a 5% impact on local traders and the strip shops will not be in competition with the new centre.

The inconsistency in arguments indicts to me that they are consultants who will produce whatever documents they are paid to produce, regardless of the lack of evidence to support, dubious methodology and inconsistency in logic and position.

The AMP proposal offered very little evidence to support this claim that the redevelopment will only have a 5% impact on local shopping strips. It also fails to identify the ramifications of a 5% impact. For owners of a number of large shopping centres, a 5% loss might be sustainable. For a smaller, independent business a 5% loss might be and may very well mean that some shops are forced to close. This could have a flow on effect if it impacts the overall amenity, environment or ambience of the area.

People who want to shop at "national brand retailers" have options elsewhere. If this development destroys the Marrickville shopping strip those who prefer this type of shopping have very limited options.

In their proposal, AMP say that the possible impact on individual traders is not a relevant planning consideration so should not be considered by the Department of Planning.

In the same vein, I hope that the Department disregards any of the unsubstantiated claims like "There will be a positive community impact arising from providing additional retail services for the Marrickville community" included in the AMP proposal.

There is no evidence this development will bring economic benefits to Marrickville, Sydney or NSW. However, for long-term sustainable urban planning, retaining the vibrancy and viability of the inner-west shopping strips is essential for greater economic, social and environment benefits to the area and for Sydney as a whole. The redevelopment proposal threatens this and I believe should be rejected.

#### **"FALSE" COMMUNITY SPACE/ LACK OF CULTURAL COMPATIBILITY**

The AMP proposal makes several references to providing community space, community facilities and a town centre. By its very nature, a shopping centre is a privately-owned commercial space and not a community space. The Marrickville community does not need and does not want the "space" proposed by the redevelopment of the Marrickville Metro.

Marrickville, and the surrounding area, is already well serviced by true community spaces. This includes the park and swimming facilities at Enmore Park a few hundred meters away, very large public space/park about 1km away at Sydney Park (which hosts a variety of community and sporting events), the markets and other services in Addison Road, the Carriage Works (theatres, markets, community meeting spaces) within 2kms, and many sporting, community meeting and recreation services provided by the council in the "heart" of Marrickville, along Marrickville and Illawarra roads.

All of these facilities are true community spaces, not privately owned commercial spaces, and accurately reflect the character and needs of the Marrickville community.

As well, the neighbouring suburb, "Newtown still has a "huge resident artistic community" and the "highest concentration of independent theatres and live performance spaces in Sydney". - *The Sydney Morning Herald* – July 17, 2010.

The proposal also purports to be creating a "town centre" for the Marrickville community. Marrickville already has an established town centre of long-standing – the Marrickville main street and surrounds along Marrickville and Illawarra roads.

In their submission, AMP describes the cultural specialisation and independent traders who make up this vibrant and (currently) viable strip, but does not mention the creative and social diversity of the community, evidenced not only in the main streets but other community hubs throughout the suburb.

This diversity and vibrancy represents the character of Marrickville and is what attracts and retains residents to the area. While AMP claim they are creating a "town centre" for the community they make no reference to how this centre and community space will promote, grow or support the current Marrickville demographic.

In fact, the design concept for the redevelopment of Marrickville Metro in no way reflects the vibrant and diverse nature and character of the Marrickville community. The artist's representations of the centre included in the proposal confirm it is a generic development with no features which reflect or represent the character or culture of its surrounds.

Keeping smaller, specialised, local and independent commercial spaces ensures this vibrancy and diversity is protected, nurtured and developed. The cultural and social diversity of the Marrickville community is important for all of Sydney, not just Marrickville community or the inner west.

The development proposed by AMP offers no benefit to the Marrickville community in terms of community space or community facilities. It is a commercial space for the commercial gain of corporations and people outside of the Marrickville local area.

#### **INCOMPATIBILITY WITH BUILT ENVIRONMENT**

Much of the current centre has a facade of former historical warehouse, is low rise and while not completely sympathetic with its surrounds, its size means it is not overwhelmingly obtrusive.

The AMP proposal, however, by doubling floor space and elevating to four plus floors, will create an architectural anomaly which will overwhelm, overshadow and distract from the surrounding low rise federation and post federation homes.

I believe by allowing a development that is the size and design of this proposal, and completely incompatible with its surrounds, will have a detrimental effect on the area's amenity and aesthetics.

I ask that the Department of Planning consider these objections and reject the AMP development application for the Marrickville Metro and ask AMP to reconsider the proposal in order to create a centre more appropriate, sympathetic and harmonious with its surrounds.

Yours sincerely

Karen Allan



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## Andrew Beattie - Online Submission from Gabriel Garcia Isola ()

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**From:** Gabriel Garcia Isola <g.garciaisola@vwfs.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 7/09/2010 2:33 PM  
**Subject:** Online Submission from Gabriel Garcia Isola ()  
**CC:** <assessments@planning.nsw.gov.au>

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I totally oppose this redevelopment. The shopping centre is big enough as it is and the only benefit will run for AMP Capital.

This redevelopment will increase traffic, pollution and will decline the overall quality of life of people living around it.

I hope you can consider the neighbours opinions and object this application as I'm doing

Thanks

Name: Gabriel Garcia Isola

Address:  
86 Edgeware Rd, Enmore

IP Address: - 218.185.50.6

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

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**Andrew Beattie - Online Submission from Scott Butler (object)**

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**From:** Scott Butler <sbutler@tpg.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 8/09/2010 10:25 AM  
**Subject:** Online Submission from Scott Butler (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I wish to lodge my objection to the current proposal to expand the Marrickville Metro site. While I believe the site is in need of refurbishment and renovation, the scope of the expansion that has been proposed is unnecessary and will be detrimental to local residents and businesses in a number of ways:

1) Traffic. The proposed expansion includes an approximate 50% increase in car parking with an inferred 50% increase in vehicle traffic. While the submission includes a traffic study, it takes no account of the impact on the small residential streets surrounding the site. Streets such as Lord Street, Darley Street and Wells street already see large volumes of traffic as they are used as 'short cuts' to and from the Metro site and an expansion of the site will increase this traffic volume. This will cause the expansion to have a negative impact on local residents in these streets as well as diminishing street safety which is very important due to the number of small children living in the area.

The proposed changes to traffic flow on Edgeware Road, diverting traffic under the overpass at Bedwin Road, will also cause congestion at the intersection with Lord Street again negatively impacting on local residents.

Expansion of shopping will also lead to a significant increase in delivery vehicles, which already utilise the residential streets for access to the site, further increasing traffic pressure on these areas. The same impact will occur during construction.

If this proposal is to proceed, a strict traffic management plan needs to be presented by the proponents to local residents. This plan needs to explicitly control vehicle access to the construction site as well as future vehicle access for deliveries post-construction. This plan must include strict controls forbidding the use of these small residential streets granting access to the Metro area by construction vehicles, delivery vehicles and construction personnel.

2) Local Business. The Newtown, Enmore, Marrickville area already have thriving suburban shopping strips that well serve the local residents. Any expansion of central located shopping at the Metro will have negative impacts on the local businesses by introducing undue competition. It seems irresponsible to put in place structures that will kill off some of Sydney's last remaining suburban shopping strips.

3) Waste. The Metro site already produces large volumes of waste in local streets, predominantly from a small number of chain food outlets. Any expansion of the food court / food outlets facilities at the site will increase this waste being dumped in the local area. The proponents have not presented any plan for controlling waste generated by consumers from the new project.

4) Local Setting. The size of the proposal is unsuitable in the local development context. It is much larger than any local structures, will be visible from long distance and disturb the current local landscape. The taller structure proposed will overshadow local residents and light pollution from rooftop parking space will be disruptive over a large surrounding area.

5) Sustainability. The proposal provides no firm commitments on any areas of sustainable development beyond a vague statement to investigate the use of several energy and water saving techniques. Stricter guidelines for energy and water savings must be placed on a project of this size. I believe that in failing to provide any commitment in this area the proposal has not met the Director General's guidelines and cannot be allowed to proceed until commitment is provided.

6) Conduct of the Proponent. I also object to the misleading conduct of the proponent. Local information distributed as part of their community consultation has continually attempted to pass off the project as a 'revitalisation' with very little information on the scale of the expansion provided. Anecdotal evidence from conversation with local residents also suggests that no surveys were conducted of residents in the area of Wells Street, Darley Street and Lord Street one block distant from the proposal.

Claims have been made by the proponents that local residents are 'overwhelmingly' in support of the project, however I believe this is misleading. On examining the survey included in the proposal documents, the project is sold purely as a revitalisation with new shops and no mention is made of an expansion of the site. This means the proponent cannot claim residents are in favour of an expansion, as proposed, as the expansion was never surveyed.

Name: Scott Butler

Address:

142 Lord Street NEWTOWN NSW 2042

IP Address: 82.34.254.125.unassigned.soulaustralia.com.au - 125.254.34.82

Submission for Job: #3734 MP09\_0191 - Marrickville Metro

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**Andrew Beattie**

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**Andrew Beattie - Online Submission from Pierrette Khoury (support)**

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**From:** Pierrette Khoury <pierrette\_khoury@yahoo.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 8/09/2010 4:30 PM  
**Subject:** Online Submission from Pierrette Khoury (support)  
**CC:** <assessments@planning.nsw.gov.au>

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To whom it may concern,

I live in the Marrickville area and am of the view that expansion of the Marrickville metro shopping centre will add value to the area. The area is renowned for being multicultural and family orientated.

The Marrickville area is a fantastic place to live and visit. The area has a vibrant, ethnically diverse population with people from a broad range of cultures who speak different languages.

The expansion would create employment opportunities which in turn will dramatically impact the economy in a positive way. It will also add to business growth in the area.

Currently there are no extensive shopping centres that are close to the Marrickville municipality. Expansion of the shopping centre will encourage citizens from Dulwich Hill, Summer Hill, Marrickville, Earlwood, Hurlstone Park, Sydenham, Enmore, Tempe to visit the shopping centre as they require of the centres? services.

I invite you to review and consider my submission for the benefit of Marrickville citizens, the economy and business growth and development.

Regards,

Pierrette Khoury

Name: Pierrette Khoury

Address:  
30 Pine Street Marrickville NSW 2204

IP Address: mail.doyleslawyers.com - 150.101.127.103

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**Andrew Beattie**

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## Andrew Beattie - Online Submission from Susan Mikhael (support)

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**From:** Susan Mikhael <suemikhael@yahoo.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 8/09/2010 4:47 PM  
**Subject:** Online Submission from Susan Mikhael (support)  
**CC:** <assessments@planning.nsw.gov.au>

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I think the expansion of the shopping centre would benefit the area. The extra shops in the centre would benefit the community.

Name: Susan Mikhael

Address:  
48 Nelson Avenue  
Belmore 2192

IP Address: c211-30-125-35.rivrw2.nsw.optusnet.com.au - 211.30.125.35

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
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**Andrew Beattie - Online Submission from Martin Pooley (support)**

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**From:** Martin Pooley <m\_pooley@optusnet.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 8/09/2010 6:28 PM  
**Subject:** Online Submission from Martin Pooley (support)  
**CC:** <assessments@planning.nsw.gov.au>

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I support the proposed development of Marrickville Metro as the area really needs a good shopping centre. The objections put forward by Metro Watch are simply not valid or can easily be overcome. Metro Watch doesn't speak for me. The development should provide a good quality one-stop shopping centre as well as a gathering place for the community.

Name: Martin Pooley

Address:

13 Agar Street, Marrickville, NSW 2204

IP Address: c211-30-134-136.rivrw3.nsw.optusnet.com.au - 211.30.134.136

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
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**Andrew Beattie**

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**Andrew Beattie - Online Submission from Peter Bulger (object)**

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**From:** Peter Bulger <peterbulger1@optusnet.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 8/09/2010 10:38 PM  
**Subject:** Online Submission from Peter Bulger (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I am deeply concerned about the potential traffic increases arising from the proposed expansion of Marrickville Metro. St Peters cops a lot of traffic and this expansion clearly aims to put more traffic through St Peters by establishing no stopping/standing areas along May Street and Unwins Bridge Road.

I am concerned about a number of aspects including:

- ? The proposal fails to take into account already approved developments in the area including the Enmore Park Aquatic Centre and Ikea;
- ? Residents of parts of May Street and Unwin's Bridge Road will have nowhere to park. While residents do not have a right to park outside their house, the proposal will simply strip residents of existing amenity forcing parking in other adjoining streets that are simply always parked out;
- ? The proposal does nothing to encourage walking or riding a bicycle to the centre. The increased traffic will only force Metro patrons to drive to the centre as a safer option to the more environmentally friendly alternatives; and
- ? The increased traffic around ST Pious Church, St Pious Schools and Camdenville Public school.

I ask that this massive expansion be rejected and any expansion protects amenity of residents and promotes safer and more environmental transport alternatives.

Name: Peter Bulger

Address:

13A Barwon Park Road, St Peters, NSW, 2044

IP Address: c220-239-171-4.randw3.nsw.optusnet.com.au - 220.239.171.4

Submission for Job: #3734 MP09\_0191 - Marrickville Metro

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**From:** "Min & Pete" <minpete@optusnet.com.au>  
**To:** <kristina.keneally@parliament.nsw.gov.au>  
**Date:** 8/09/2010 10:27 pm  
**Subject:** Please halt Metro Expansion

Dear Premier (Kristina)

I am deeply concerned about the potential traffic increases arising from the proposed expansion of Marrickville Metro. St Peters cops a lot of traffic and this expansion clearly aims to put more traffic through St Peters by establishing no stopping/standing areas along May Street and Unwins Bridge Road.

I am concerned about a number of aspects including:

- . The proposal fails to take into account already approved developments in the area including the Enmore Park Aquatic Centre and Ikea;

- . Residents of parts of May Street and Unwin's Bridge Road will have nowhere to park. While residents do not have a right to park outside their house, the proposal will simply strip residents of existing amenity forcing parking in other adjoining streets that are simply always parked out; and

- . The proposal does nothing to encourage walking or riding a bicycle to the centre. The increased traffic will only force Metro patrons to drive to the centre as a safer option to the more environmentally friendly alternatives.

I ask you to stop the massive expansion of the Marrickville Metro shopping centre and ensure your constituents are reasonably protected from using St Peters as a traffic funnel to a massive shopping centre surrounded by narrow street and many residents..

Regards

Peter Bulger

13A Barwon Park Road

St Peters

Ph:0432 993 193



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**Andrew Beattie - Major Project MP\_0191**

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**From:** Daniel Jacobson <dddanjacobson@yahoo.com>  
**To:** <plan\_comment@planning.nsw.gov.au>  
**Date:** 9/09/2010 9:29 AM  
**Subject:** Major Project MP\_0191

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I am writing to object to the proposed Marrickville Metro redevelopment.

Like many in the area we are concerned about the impact that this will have on the character of the area. I have seen many examples over the years of new developments sucking the life out of other nearby shopping strips and leaving a wasteland where there was once a vibrant atmosphere. Addison road as it is at present is one example of this, it went to ruin when the original Metro appeared. The city center of Newcastle has been long since gutted, and Canberra's Civic district also appears to be in long-term decline, outside of the mall areas. Closer to home, many retailers in Oxford street have closed, or been forced to move into the new Bondi Westfield center. This is an irreversible process and for those of us who choose to live here because we like the vibrant and diverse character of the place, it is very disturbing to imagine it transformed along these lines.

I do not accept the developer's arguments that there will be an economic benefit to the local area. Jobs created will merely be transferred from other shopping areas and businesses. Consumer prices will rise as competition is reduced. Currently the Marrickville Road shopping district provides highly competitive food prices, cheaper even than the major supermarkets. The specialist food outlets in the Marrickville Metro are, in contrast, extremely expensive. This isn't entirely their choice, though there is a discretionary price they can charge us for convenience. The landlord (AMP Capital) is able to charge extortionate rents, and these will only rise with decreased competition. The only real beneficiaries are AMP Capital Partners. Local businesses, residents and consumers generally are the losers.

I ask you to consider the long term impacts and broader side effects of this development in making planning decisions. It is not just the effects on residents in the immediate vicinity that are of concern, but the nature and character of the Inner West. I have no comment regarding specifics of the development, only that it is simply too big for its impacts not to be felt well beyond the immediate area.

Regards,  
Dan Jacobson

13 Llewellyn Street,  
Marrickville NSW 2204

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## Andrew Beattie - Online Submission from Andra Keay (object)

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**From:** Andra Keay <andra@igecko.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 10:10 AM  
**Subject:** Online Submission from Andra Keay (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I do not support the proposed Marrickville Metro development, nor do I agree that the developers have properly consulted the community and have 'majority support' as they claim.

I live nearby the Metro and I shop both at the Metro and on local main streets. I don't need more shops. I don't want more shops.

Traffic in the locality of the metro is highly congested and many vehicles including large trucks are already forced to use the narrow one-way roads in the area. An expansion to the Metro without all of its access routes being doubled or tripled in capacity is absolutely unworkable.

Name: Andra Keay

Address:  
165 Darley St  
Newtown

IP Address: 214.18.233.220.static.exetel.com.au - 220.233.18.214

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
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**Andrew Beattie**

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**Andrew Beattie - Online Submission from Sean Volke ()**

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**From:** Sean Volke <vvsnaill@zip.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 10:17 AM  
**Subject:** Online Submission from Sean Volke ()  
**CC:** <assessments@planning.nsw.gov.au>

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I am interested in seeing Marrickville Metro redeveloped as it's rather ugly in its current form. However, I don't believe this proposal is the right approach as it seems destined to fracture communities and rip into the environment. There is already a big shopping mall at Broadway which is within easy reach.

Marrickville Metro is located within a mix of housing and industrial zones, with a nearby pool and playground - both of which are undergoing redevelopment themselves; a good redevelopment at that - friends have already reported their enjoyment of the new playground near the pool. This is half a block from the proposed Metro expansion. I think the increased traffic and noise will impair the pleasure of the revamped park.

The Metro expansion as it stands does not integrate with the location and seems purpose built to create as much havoc as possible. Traffic around the current Metro site is already problematic, with queues regularly developing on Edgeware Rd. On a Saturday morning, walking is the only useful way of getting through.

I don't know what the answer is, as the site needs to be improved as the streetscape is ugly and the insides lack natural light. It feels like a box. However it must be improved in a way that is sympathetic to the community and the environment in which it is situated.

The proposed expansion is not sympathetic at all and shows no care for its surroundings.

Name: Sean Volke

Address:  
305/11-23 Gordon St  
Marrickville NSW 2204

IP Address: r220-101-92-75.cpe.unwired.net.au - 220.101.92.75

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhive.com/index.pl?action=view_job&id=3734)

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**Andrew Beattie**

P: 02 9228 6384  
E: andrew.beattie@planning.nsw.gov.au  
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**Andrew Beattie - Online Submission from Timothy Roxburgh (object)**

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**From:** Timothy Roxburgh <tim.roxburgh@gmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 11:03 AM  
**Subject:** Online Submission from Timothy Roxburgh (object)  
**CC:** <assessments@planning.nsw.gov.au>

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There is no doubt a need to deal with the increased population density in the inner west with increased space for retail outlets, but this is the wrong kind of development. The inner west doesn't desire another large mall in an awkward location, it wants creative solutions to increased population density, solutions that support local businesses like the ones on Marrickville rd, and that add to the sense of community rather than subtract from it.

Name: Timothy Roxburgh

Address:  
192 Denison Rd  
Dulwich Hill  
NSW 2203

IP Address: proxy-web-prd-ext-4.ucc.usyd.edu.au - 129.78.32.24

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384  
E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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## Andrew Beattie - Online Submission from Peter McGee ()

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**From:** Peter McGee <petermcgee14@hotmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 12:00 PM  
**Subject:** Online Submission from Peter McGee ()  
**CC:** <assessments@planning.nsw.gov.au>

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I am a local resident and am opposed to the proposed redevelopment of the Marrickville Metro proposed by AMP.

I am concerned that there will be an increased number of cars in the area and its surrounds; already traffic is a problem in the inner city. The proposal would have a significant detrimental impact in the local community, amenity would be lost for local residents due to increased noise, pollution and trucks. The local shop keepers in surrounding shopping strips would face unreasonable competition which could damage the fabric of the village communities surrounding the Metro in the longer term.

Please reject the development proposal.

Regards

Peter McGee

Name: Peter McGee

Address:  
24 Gowrie Street  
Newtown 2042

IP Address: 60-242-177-209.static.tpgi.com.au - 60.242.177.209

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384  
E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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(369)

**Andrew Beattie - Online Submission from Laura Burt (support)**

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**From:** Laura Burt <laurasburt@gmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 12:06 PM  
**Subject:** Online Submission from Laura Burt (support)  
**CC:** <assessments@planning.nsw.gov.au>

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I live in the area and regularly shop at Marrickville Metro. I am very much in support of the expansion and redevelopment of the mall. I think it would provide a much needed boost to the area and importantly bring it up to date with other Sydney shopping plazas. I am very excited by the plans, I currently do not enjoy the experience of shopping at Marrickville Metro as it is very dated, disorganised, and grungy and I feel that with the expansion the shopping and community life surrounding Marrickville will be greatly improved. It would be an incredible shame to let such a fantastic opportunity pass.

Name: Laura Burt

Address:  
43 Amy Street Erskineville NSW 2043

IP Address: 218.144.dsl.syd.iprimus.net.au - 58.178.250.218

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
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**Andrew Beattie**

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E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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(370)

**Andrew Beattie - Online Submission from Abigail Jeffs (object)**

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**From:** Abigail Jeffs <abbie@straight-talk.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 12:58 PM  
**Subject:** Online Submission from Abigail Jeffs (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I have been shopping at Marrickville Metro over the last ten years and have seen it become tired and run down. As such, I support a revitalisation project to revamp the look and feel of the shopping centre and possibly to expand it slightly. However, I think the proposal is excessive and will potentially have a detrimental impact on the vitality of the King Street, Enmore Road and Marrickville Road main streets. There is a desperate need for stronger communities and I believe that main streets provide more opportunity for social interaction with meeting spaces and street life which contribute to community vitality more than big box shopping centres which are geared towards consumption and don't contribute much to community life.

On this basis, while I think a modest expansion and retrofit is desirable, I think the scale of the proposed development is somewhat excessive. Furthermore, in order to make a determination, I think the Department should seek independent advice to verify the socioeconomic impact of the proposed development on existing shopping streets - King Street and Marrickville Road. If these shopping streets become run down and unviable because of the development, it would be a very bad thing for the inner west.

regards

Abbie Jeffs

Name: Abigail Jeffs

Address:  
6 Fulham Street, Newtown, NSW, 2042

IP Address: - 125.7.52.129

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
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**Andrew Beattie**

P: 02 9228 6384  
E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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371

## Andrew Beattie - Online Submission from Alex Crowfoot of Local resident (object)

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**From:** Alex Crowfoot <alexcrowfoot@gmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 1:28 PM  
**Subject:** Online Submission from Alex Crowfoot of Local resident (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I object to the proposal on the following grounds:

1. 60% increase in local traffic in an area that is already highly congested.
2. Other developments in the wider area such as IKEA are already going to hugely increase traffic to and through this area and this is NOT accounted for
3. Impact of current impact of delivery trucks, or increased future deliveries, not taken into account
4. Peak traffic underestimated - rainy weather for example
5. Development way too large for local infrastructure. Renovation with current floor space is all that is needed to revitalise this mall which has long been neglected with little or no investment. If AMP believe it is performing poorly, they can look to this, not to it's size.
6. Negative effect on vibrant local business community - the money spent in malls doesn't come from the sky, it is money not spent in existing businesses and the Newtown/Enmore/Marrickville area is one of the most interesting and characterful in Sydney. It's why I live here and a doubling in size of this mall will kill off many local businesses. This area is a draw card for a Sydney that is trying to prove it has more to attract people than beaches and harbour (it has to, not everyone can live the beach/harbour life); a mall this size will kill some of that individuality. We have enough Just Jeans/Supre/Wendy's/Ken's Cardiology/Howards Storage World/Dick Smith etc laden malls in this city.  
  
Please do not underestimate the significance of this point. This area is a huge asset to Sydney with more and more tourists ? and visitors from the rest of the city ? coming to enjoy the life of the area. What's another mall going to be? Just another mall.
7. Large malls further ingrain dependence on cars when we need to be building a more sustainable city
8. In an era when, by law, we demand minimised energy and water use from new home building, this will see a huge increase in energy consumption. The development shows little sign of the sustainability leadership we should expect to see by now. If this redevelopment takes place on this scale it is a backward step. We have to think further ahead than the next election and political donations towards the sort of city that is going to be liveable in 30 years; driving to the mall will and must be a SMALLER part of that future, walking to accessible shops is far more sustainable.
9. This is exactly the kind of development we need to be moving away from for a more sustainable city
10. Poor current management!! - the current mall can't even manage to prevent trolleys leaving the premises as the constant abandoned ones in our street will attest. I really don't think they deserve the opportunity to expand. People who live near the mall are plagued by the sound of trolleys been dragged along 'cobbled' paths. The Metro is totally out of step with the local community, does not interact or listen to it. This area has one of the highest levels of bicycle usage and they took years to even notice that bike parking was insufficient.



11. We want vibrant local spaces that belong to all of us as commercial centres, not private spaces masquerading as community spaces with facilities that are locked away between 10pm and 9am. The "public plaza" they want to create will not be one. It will be a private space that is dead as a dodo at night. This is not a public plaza, it gives nothing to the local community.

12. There are so very many innovations that could have been built into this project to minimise impact and maximise convenience for the local community but I see none in its current form. AMP are aware that roads around the Metro are already at peak capacity. Have they sought to reduce this by, for instance, promising a free and frequent minibus service for shoppers? No. We're just supposed to put up with it. Why? So they can make more money. No thanks.

Name: Alex Crowfoot  
Organisation: Local resident

Address:  
31 Newington Road  
Marrickville  
NSW 2204

IP Address: 128.78-134-203.dynamic.dsl.syd.iprimus.net.au - 203.134.78.128

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384  
E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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**The Hon. Carmel Tebbutt MP**  
**244 Illawarra Road,**  
**MARRICKVILLE NSW 2204**

9/11/2010

Dear Minister Tebbutt,

I ask you to stop the expansion of the Marrickville Metro shopping centre. There are many reasons that I believe this proposal is very negative, including:

- 60% increase in local traffic in an area that is already highly congested.
- Other developments in the wider area such as IKEA are already going to hugely increase traffic to and through this area and this is *not* accounted for.
- Impact of current impact of delivery trucks, or increased future deliveries, not taken into account.
- Peak traffic underestimated - rainy weather for example.
- Development way too large for local infrastructure. Renovation with current floor space is all that is needed to revitalise this mall which has long been neglected with little or no investment. If AMP believe it is performing poorly, they can look to this, not to it's size.
- Negative effect on vibrant local business community - the money spent in malls doesn't come from the sky, it is money not spent in existing businesses and the Newtown/Enmore/Marrickville area is one of the most interesting and characterful in Sydney. It's why I live here and a doubling in size of this mall will kill off many local businesses.
- This area is a draw card for a Sydney that is trying to prove it has more to it than beaches and harbour. A mall this size will kill some of that individuality. We have enough Just Jeans/Supre/Wendy's/Ken's Cardiology/Howards Storage World/Dick Smith etc laden malls in this city.

Please do not underestimate the significance of this point. This area is a huge asset to Sydney with more and more tourists – and visitors from the rest of the city – coming to enjoy the unique character of the area. What's another mall going to be? Just another mall. And if it opens at this size, people are going to show up to find 20% of shops vacant. And they won't come back.

- Large malls further ingrain dependence on cars when we need to be building a more sustainable city.
- In an era when, by law, we demand minimised energy and water use from new home building, this development will see a huge increase in energy consumption. The development shows little sign of the sustainability leadership we should expect to see by now. If this redevelopment takes place on this scale it is a backward step. We have to think further ahead than the next election and political donations and towards the sort of city that is going to be liveable in 30 years; driving to the mall will and must be a smaller part of that future.

So... this is the kind of development we need to be moving *away* from for a more sustainable city!

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## Andrew Beattie - Online Submission from Belinda Rawlings (object)

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**From:** Belinda Rawlings <bindy20@hotmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 1:39 PM  
**Subject:** Online Submission from Belinda Rawlings (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I ask you to stop the expansion of the Marrickville Metro shopping centre because:  
? it will clog local streets with traffic and delivery trucks  
? it will cause parking chaos in Enmore and Marrickville  
? it will devastate our local shopping villages and businesses  
? it is not located in an area with suitable infrastructure for a shopping mall  
? it is a grab for profit by AMP that will impact negatively on local residents and business

Name: Belinda Rawlings

Address:  
61 Marian Street  
Enmore 2042

IP Address: ladygo3.lnk.telstra.net - 165.228.71.80

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384  
E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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projected traffic increase is more. **The report says that the surrounding roads are currently already at maximum capacity.** Currently peak traffic brings surrounding streets to gridlock. The projected increase in traffic will seriously affect many streets in Newtown, Enmore, St Peters and Sydenham in addition to the streets around the Metro shopping centre.

Local Residents will experience a huge increase in trucks, cars, noise and air pollution affecting our quality of life, and small businesses along our vibrant inner west shopping strips will be ruined by the arrival of a giant shopping mall in the heart of our village. Our shopping strips are community spaces, and they are integral to the diversity and enjoyment of the suburb of Marrickville.

AMP has lodged a formal request with Marrickville Council to purchase Smidmore Street. In return it is offering "open green space for community enjoyment". Residents have never asked for this, we have open green spaces in our parks, including Enmore Park, located one block away. AMP's true intention is to link the current Metro site with the warehouse it purchased in Smidmore Street. AMP has no regard for how this will worsen the traffic situation. Members of the local community surveyed Smidmore Street on Saturday 31 July 2010.

The following number of vehicles used Smidmore Street in the duration of 3 hours:

11am-12 noon - 994 vehicles

12 noon-1pm - 1052 vehicles

1pm-2pm - 1003 vehicles

Losing Smidmore Street will increase the burden of traffic on surrounding streets, which if this proposal goes ahead, will increase by a minimum of 50%.

Expanding Marrickville Metro shopping centre by an additional 35,505 square metres means:

- More than doubling current retail space and more than doubling the current building height
- 4 million extra shoppers each year
- More cars and trucks clogging local roads
- More noise and air pollution
- Devastation of our local shopping villages and businesses
- Parking problems for local residents
- Privatised community space

Very few people in the Marrickville area are happy about this proposal now that we understand it's full scale. It has become a major issue that will decide votes in the upcoming state election in March.

I am urging you to save Marrickville from this unsuitable development and not allow this project to go ahead.

Signed: Belinda Rawlings

Date: 9th September 2010

Address: 61 Marian Street  
Enmore 2042

**Phil Pick**

**From:** Belinda Rawlings [bindy20@hotmail.com]

**Sent:** Thursday, 9 September 2010 1:46 PM

**To:** Planning

**TO:**

**The Hon. Tony Kelly, ALGA MLC  
Governor Macquarie Tower,  
Level 34, 1 Farrer Place,  
SYDNEY NSW 2000**

planning@lpma.nsw.gov.au

Re: MP\_0191

34 Victoria Road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville

Dear Minister Kelly,

As you are no doubt aware, AMP Capital Investors, owner of Marrickville Metro Shopping Centre, has submitted plans to your department for the redevelopment of The Marrickville Metro Shopping Centre.

AMP proposes a 115% increase in gross floor area and a 65% increase in parking for Marrickville Metro. The plan includes prohibited development – expansion of retailing on the industrial zoned land.

There are more than 2000 residences within 600m radius of the centre of Marrickville Metro and over 11,000 residences within a 1 kilometre radius of the centre.

AMP Capital purports to be community focused and to have consulted with the local community. However, in reality AMP contacted 1200 residents over a period of two years, and the vast majority were not local residents. Furthermore, nobody consulted were shown AMP's plans to expand. The 1200 consulted were not given the opportunity to comment on the size and scale of the expansion. The majority of local residents who will be most negatively impacted by the development have not received contact from AMP until a 3rd newsletter dated August 2010, nor were they door-knocked or contacted by phone.

Phone polling was conducted at 2pm on a weekday related to shopping preference rather than consultation on impact of proposed development of the Metro shopping centre, about which no information was provided.

A community group opposing the expansion have communicated with more than 1500 local residents and almost all were under the misconception that Marrickville Metro Shopping Centre is undergoing a "revitalisation".

Residents assumed revitalisation meant modernising and renovating the current centre. Nobody realised the actual size and scale of the proposed expansion.

AMP's proposal for a shopping centre more than twice the size and height of the current Marrickville Metro is not in sympathy with the surrounding built environment (three sides of the existing centre are largely Federation and post-Federation cottages). Our single lane residential streets were never intended to cope with the current shopping centre, let alone one that is double in size and is projecting to attract approximately 5 million shoppers per year.

AMP's traffic study has identified that traffic will increase by a minimum of 50%. At peak times

22/09/2010

projected traffic increase is more. **The report says that the surrounding roads are currently already at maximum capacity.** Currently peak traffic brings surrounding streets to gridlock. The projected increase in traffic will seriously affect many streets in Newtown, Enmore, St Peters and Sydenham in addition to the streets around the Metro shopping centre.

Local Residents will experience a huge increase in trucks, cars, noise and air pollution affecting our quality of life, and small businesses along our vibrant inner west shopping strips will be ruined by the arrival of a giant shopping mall in the heart of our village. Our shopping strips are community spaces, and they are integral to the diversity and enjoyment of the suburb of Marrickville.

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- Privatised community space

Very few people in the Marrickville area are happy about this proposal now that we understand it's full scale. It has become a major issue that will decide votes in the upcoming state election in March.

I am urging you to save Marrickville from this unsuitable development and not allow this project to go ahead.

Signed: Belinda Rawlings

Date: 9th September 2010

Address: 61 Marian Street  
Enmore 2042

**Phil Pick**

---

**From:** sandrags@tpg.com.au  
**Sent:** Thursday, 9 September 2010 1:57 PM  
**To:** Planning  
**Subject:** RE: MP\_0191

**Attachments:** M Metro Objection\_20100909134105.pdf



M Metro  
ction\_20100909134

Please read the enclosed letter outlining my objections to the proposed redevelopment of the Marrickville Metro Shopping Centre.

Kind Regards  
Sandra Smith  
7 Short Street  
Enmore NSW 2042

TO:  
The Hon. Tony Kelly, ALGA MLC  
Governor Macquarie Tower,  
Level 34, 1 Farrer Place,  
SYDNEY NSW 2000

planning@lpma.nsw.gov.au

Re: MP\_0191  
34 Victoria Road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville

Dear Minister Kelly,

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Phone polling was conducted at 2pm on a weekday related to shopping preference rather than consultation on impact of proposed development of the Metro shopping centre, about which no information was provided.

A community group opposing the expansion have communicated with more than 1500 local residents and almost all were under the misconception that Marrickville Metro Shopping Centre is undergoing a "revitalisation".

Residents assumed revitalisation meant modernising and renovating the current centre. Nobody realised the actual size and scale of the proposed expansion.

AMP's proposal for a shopping centre more than twice the size and height of the current Marrickville Metro is not in sympathy with the surrounding built environment (three sides of the existing centre are largely Federation and post-Federation cottages). Our single lane residential streets were never intended to cope with the current shopping centre, let alone one that is double in size and is projecting to attract approximately 5 million shoppers per year.

AMP's traffic study has identified that traffic will increase by a minimum of 50%. At peak times projected traffic increase is more. **The report says that the surrounding roads are currently already at maximum capacity.** Currently peak traffic brings



surrounding streets to gridlock. The projected increase in traffic will seriously affect many streets in Newtown, Enmore, St Peters and Sydenham in addition to the streets around the Metro shopping centre.

Local Residents will experience a huge increase in trucks, cars, noise and air pollution affecting our quality of life, and small businesses along our vibrant inner west shopping strips will be ruined by the arrival of a giant shopping mall in the heart of our village. Our shopping strips are community spaces, and they are integral to the diversity and enjoyment of the suburb of Marrickville.

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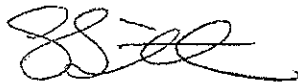
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- Devastation of our local shopping villages and businesses
- Parking problems for local residents
- Privatised community space

Very few people in the Marrickville area are happy about this proposal now that we understand it's full scale. It has become a major issue that will decide votes in the upcoming state election in March.

I am urging you to save Marrickville from this unsuitable development and not allow this project to go ahead.

Signed:



Date:

9 September 2010

Address:

7 Short Street, Enmore 2042

**Andrew Beattie - Online Submission from Sandra Smith (object)**

---

**From:** Sandra Smith <sandrags@tpg.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 2:07 PM  
**Subject:** Online Submission from Sandra Smith (object)  
**CC:** <assessments@planning.nsw.gov.au>

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Re: MP\_0191

34 Victoria Road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville

As you are no doubt aware, AMP Capital Investors, owner of Marrickville Metro Shopping Centre, has submitted plans to your department for the redevelopment of The Marrickville Metro Shopping Centre.

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Residents assumed revitalisation meant modernising and renovating the current centre. Nobody realised the actual size and scale of the proposed expansion.

AMP's proposal for a shopping centre more than twice the size and height of the current Marrickville Metro is not in sympathy with the surrounding built environment (three sides of the existing centre are largely Federation and post-Federation cottages). Our single lane residential streets were never intended to cope with the current shopping centre, let alone one that is double in size and is projecting to attract approximately 5 million shoppers per year.

AMP's traffic study has identified that traffic will increase by a minimum of 50%. At peak times projected traffic increase is more. The report says that the surrounding roads are currently already at maximum capacity. Currently peak traffic brings surrounding streets to gridlock. The projected increase in traffic will seriously affect many streets in Newtown, Enmore, St Peters and Sydenham in addition to the streets around the Metro shopping centre.

Local Residents will experience a huge increase in trucks, cars, noise and air pollution affecting our quality of life, and small businesses along our vibrant inner west shopping strips will be ruined by the arrival of a giant shopping mall in the heart of our village. Our shopping strips are community spaces, and they are integral to the diversity and enjoyment of the suburb of Marrickville.

AMP has lodged a formal request with Marrickville Council to purchase Smidmore Street. In return it is offering ? open green space for community enjoyment?. Residents have never asked for this, we have open green spaces in our parks, including Enmore Park, located one block away. AMP's true intention is to link the current Metro site

with the warehouse it purchased in Smidmore Street. AMP has no regard for how this will worsen the traffic situation.

Members of the local community surveyed Smidmore Street on Saturday 31 July 2010.

The following number of vehicles used Smidmore Street in the duration of 3 hours:

11am-12 noon - 994 vehicles

12 noon-1pm - 1052 vehicles

1pm-2pm - 1003 vehicles

Losing Smidmore Street will increase the burden of traffic on surrounding streets, which if this proposal goes ahead, will increase by a minimum of 50%.

Expanding Marrickville Metro shopping centre by an additional 35,505 square metres means:

? More than doubling current retail space and more than doubling the current building height

? 4 million extra shoppers each year

? More cars and trucks clogging local roads

? More noise and air pollution

? Devastation of our local shopping villages and businesses

? Parking problems for local residents

? Privatised community space

Very few people in the Marrickville area are happy about this proposal now that we understand it's full scale. It has become a major issue that will decide votes in the upcoming state election in March.

I am urging you to save Marrickville from this unsuitable development and not allow this project to go ahead.

Name: Sandra Smith

Address:

7 Short Street

Enmore 2042

IP Address: - 203.30.93.16

Submission for Job: #3734 MP09\_0191 - Marrickville Metro

[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St

[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384

E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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**From:** <sandrags@tpg.com.au>  
**To:** <Plan\_comment@planning.nsw.gov.au>  
**Date:** 9/09/2010 2:03 pm  
**Subject:** Re: MP\_0191

To Whom it May Concern:

Re: MP\_0191  
34 Victoria Road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville

As you are no doubt aware, AMP Capital Investors, owner of Marrickville Metro Shopping Centre, has submitted plans to your department for the redevelopment of The Marrickville Metro Shopping Centre.

AMP proposes a 115% increase in gross floor area and a 65% increase in parking for Marrickville Metro. The plan includes prohibited development – expansion of retailing on the industrial zoned land.

There are more than 2000 residences within 600m radius of the centre of Marrickville Metro and over 11,000 residences within a 1 kilometre radius of the centre.

AMP Capital purports to be community focused and to have consulted with the local community. However, in reality AMP contacted 1200 residents over a period of two years, and the vast majority were not local residents. Furthermore, nobody consulted were shown AMP's plans to expand. The 1200 consulted were not given the opportunity to comment on the size and scale of the expansion. The majority of local residents who will be most negatively impacted by the development have not received contact from AMP until a 3rd newsletter dated August 2010, nor were they door-knocked or contacted by phone.

Phone polling was conducted at 2pm on a weekday related to shopping preference rather than consultation on impact of proposed development of the Metro shopping centre, about which no information was provided.

A community group opposing the expansion have communicated with more than 1500 local residents and almost all were under the misconception that Marrickville Metro Shopping Centre is undergoing a "revitalisation".

Residents assumed revitalisation meant modernising and renovating the current centre. Nobody realised the actual size and scale of the proposed expansion.

AMP's proposal for a shopping centre more than twice the size and height of the current Marrickville Metro is not in sympathy with the surrounding built environment (three sides of the existing centre are largely Federation and post-Federation cottages). Our single lane residential streets were never intended to cope with the current shopping centre, let alone one that is double in size and is projecting to attract approximately 5 million shoppers per year.

AMP's traffic study has identified that traffic will increase by a minimum of 50%. At peak times projected traffic increase is more. The report says that the surrounding roads are currently already at maximum capacity. Currently peak traffic brings surrounding streets to gridlock. The projected increase in traffic will seriously affect many streets in Newtown, Enmore, St Peters and Sydenham in addition to the streets around the Metro shopping centre.

Local Residents will experience a huge increase in trucks, cars, noise and air pollution affecting our quality of life, and small businesses along our vibrant inner west shopping strips will be ruined by the arrival of a giant shopping mall in the heart of our village. Our shopping strips are community spaces, and they are integral to the diversity and enjoyment of the suburb of Marrickville.

AMP has lodged a formal request with Marrickville Council to purchase Smidmore Street. In return it is offering "open green space for community enjoyment". Residents have never asked for this, we have open green spaces in our parks, including Enmore Park, located one block away. AMP's true intention is to link the current Metro site with the warehouse it purchased in Smidmore Street. AMP has no regard for how this will worsen the traffic situation. Members of the local community surveyed Smidmore Street on Saturday 31 July 2010.

The following number of vehicles used Smidmore Street in the duration of 3 hours:  
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Losing Smidmore Street will increase the burden of traffic on surrounding streets, which if this proposal goes ahead, will increase by a minimum of 50%. Expanding Marrickville Metro shopping centre by an additional 35,505 square metres means:

- More than doubling current retail space and more than doubling the current building height
- 4 million extra shoppers each year
- More cars and trucks clogging local roads
- More noise and air pollution
- Devastation of our local shopping villages and businesses
- Parking problems for local residents
- Privatised community space

Very few people in the Marrickville area are happy about this proposal now that we understand it's full scale. It has become a major issue that will decide votes in the upcoming state election in March.

I am urging you to save Marrickville from this unsuitable development and not allow this project to go ahead.

Kind Regards  
Sandra Smith  
7 Short Street  
Enmore NSW 2042

379

**From:** Theodore Galanis <tgalanis@ihug.com.au>  
**To:** <Plan\_comment@planning.nsw.gov.au>, <Marrickville@parliament.nsw.gov.au>...  
**Date:** 9/09/2010 11:38 am  
**Subject:** RE: Major Project --MP\_0191 / 34 Victoria road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville

Director of Metropolitan Projects  
Department of Planning  
GPO Box 39  
Sydney NSW 2001

RE: Major Project --MP\_0191  
34 Victoria road, 13-55 Edinburgh Road and part of Smidmore Street,  
Marrickville

I support the proposal to expand Marrickville Metro.

I support it because I feel that the shopping centre has more potential that is not currently being realised.  
I shop there occasionally but would do so more often if I could buy more things in one trip instead of having to go elsewhere.

Theodore Galanis

11 Penrose Ave  
Belmore South  
NSW 2192

Michael Rossi  
43 Hutchinson St  
St Peters NSW 2044

Director of Metropolitan Projects  
Department of Planning  
GPO Box 39  
Sydney NSW 2001

RE: Major Project MP\_0191  
34 Victoria Road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville

I am writing to object to the proposal by AMP Capital to 'revitalise' the Marrickville Metro. As a long time Newtown and St Peters resident, Marrickville Metro is often my port of call for grocery shopping. While I am not opposed to a refurbishment and modernisation of the existing Marrickville Metro shopping centre, I am opposed to the expansion and increased size of AMP's proposal.

I object mainly because I strongly believe that a large part of the inner west's charm and character comes from its community spirit. This charm and character has been built around small-scale, locally focussed businesses and initiatives that allow community members to interact with each other and their public spaces in meaningful ways. Retail strips like King Street, Enmore Road and Marrickville Road are the lifeblood of the inner west community, and have long been supported and fostered by the community-minded Marrickville council. AMP's proposal to expand Marrickville Metro directly threatens the viability of many of the area's small, locally focussed retail strips, and Marrickville Council has been surreptitiously bypassed in the planning process.

The current size of the Marrickville Metro Shopping Centre is more than adequate enough for the area it serves. While the existing centre could do with a facelift and refurbishment, it does not need to expand to more than double its current size, as proposed by AMP. We should have learned some valuable lessons from our willingness build large scale Westfield-style shopping malls throughout Sydney's suburbs. Climate controlled, artificially lit, indoor shopping malls do nothing to foster the community spirit that characterises Sydney's inner west. Instead, they privatise 'public' space, dictating when and how such 'public' spaces can be used. They draw pedestrian traffic away from truly public, local shopping streets, and effectively funnel money away from local businesses into the hands of large corporate interests. Furthermore, they encourage people to drive rather than walk, which will add to carbon emissions and traffic congestion in what is already a heavily congested area with many narrow streets.

Rather than approving large, profit-focussed, corporate run retail developments, we should be encouraging smaller scale retail precincts which can be owned, controlled and run by local community members, who have a vested interest in the improvement of the local environment and service to the local community. We should be encouraging retail experiences that promote walking or cycling rather than driving. We should be encouraging pedestrians to repopulate their local streets and support local businesses rather than drive to privatised indoor mega malls created to fuel Woolworths, Coles, McDonald's and co's profits. We should be encouraging retail areas that foster community spirit and pour life back into local streets and public spaces- after all, it's what makes the inner west a desirable place to live, and the community has a right to keep it that way.

Sincerely,

Michael Rossi  
9 September, 2010.

(376)

**Andrew Beattie - Online Submission from Rachel Mahon of N/A - private ratepayer (support)**

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**From:** Rachel Mahon <rachel.mahon-castles@crowncastle.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 3:04 PM  
**Subject:** Online Submission from Rachel Mahon of N/A - private ratepayer (support)  
**CC:** <assessments@planning.nsw.gov.au>

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I think the development is very timely and will do great things for the area. The existing mall is old and tired, dirty, darkly lit and uninviting. It has no community benefits as is in my opinion - no open spaces or play equipment for kids to let off a bit of steam during the necessary family shopping trips - it downgrades the whole area. There is no Medicare or Fam Assist office or anything remotely useful like that (except RTA granted). We need to focus on the future not stay stuck in the past. The whole area is lifting its profile - and we need a decent shopping mall to go with it. I think it could be a lot more family friendly - would welcome some green spaces, paved outdoors and water features - more outdoor cafes to enjoy the great climate we have here, and a general upgrade of the facilities and shops available. At present I dislike going there but do so only because it is closer. Much prefer the cleanliness, modernity and variety that Broadway has to offer. Time to clean it up and provide us with the shopping facilities we want. I will still visit the local Marrickville businesses for speciality Vietnamese restaurants and foods, wholesale fish outlets, factory outlets, post offices, banks and especially cafes and parks etc. I can't see how our local community would not benefit from the upgrade - it is well overdue. I wholeheartedly support AMP's proposal.

Name: Rachel Mahon  
Organisation: N/A - private ratepayer

Address:  
26a Chester Street  
Petersham

IP Address: ccicaumsx2.au.crowncastle.com - 61.88.125.50

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384  
E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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## Andrew Beattie - Online Submission from Anne Bell (support)

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**From:** Anne Bell <anne\_e\_bell@yahoo.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 3:28 PM  
**Subject:** Online Submission from Anne Bell (support)  
**CC:** <assessments@planning.nsw.gov.au>

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I support the development of the Marrickville Metro. The centre as it stands is dark, grubby and very uninspiring. I can only imagine that the proposed changes will enhance the shopping experience of the local people that use the centre now. An upgrade would hopefully also mean that better shops are interested in renting space in the centre which would also be good

Name: Anne Bell

Address:

13 Margaret Street, Newtown, NSW 2042

IP Address: c122-106-88-119.randw3.nsw.optusnet.com.au - 122.106.88.119

Submission for Job: #3734 MP09\_0191 - Marrickville Metro

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Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St

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**Andrew Beattie**

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## Andrew Beattie - Online Submission from Nikolic John (support)

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**From:** Nikolic John <John.Nik@hotmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 4:07 PM  
**Subject:** Online Submission from Nikolic John (support)  
**CC:** <assessments@planning.nsw.gov.au>

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I support the development and think that it would greatly benefit the community and surrounding area.

Name: Nikolic John

Address:

3 Devine Street Erskineville NSW 2043

IP Address: 218.144.dsl.syd.iprimus.net.au - 58.178.250.218

Submission for Job: #3734 MP09\_0191 - Marrickville Metro

[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St

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**Andrew Beattie**

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(379)

**Andrew Beattie - Online Submission from Kendall Banfield of - (other)**

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**From:** Kendall Banfield <->  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 4:43 PM  
**Subject:** Online Submission from Kendall Banfield of - (other)  
**CC:** <assessments@planning.nsw.gov.au>

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Thank you for the opportunity to comment on the proposed expansion of Marrickville Metro. My comments are as follows:

? Prefer that Metro not expand, and additional retail floorspace be instead created within the Marrickville mainstreet centre. The added floorspace would provide a much-needed boost to the mainstreet centre. It would also create better sustainable transport outcomes as the centre has limited parking and is well served by rail and buses. Hence the additional retail floorspace in this location would generate less traffic than at Metro.

? Should expansion proceed, there is an opportunity shift Metro's mode share away from private motor vehicle toward sustainable transport, i.e. walking, cycling and use of public transport. This is a real possibility given Metro's inner-Sydney location and reasonable access to walking, cycling and bus routes and some access to rail.

? The mode shift away from the car could be assisted by a range of lower order transport actions, which should be documented in the Transport Management and Accessibility Plan (TMAP) for the proposal. The TMAP should be prepared and implemented by a suitably qualified consultant and should follow NSW Government's TMAP Guidelines and the Improving Transport Choice guidelines (draft SEPP 66). It should include mode shift targets toward sustainable transport, with a range of actions designed to achieve these targets.

? Expansion could include some residential development. This would increase the local customer base, who would access Metro on foot rather than by car. It would also improve surveillance around Metro out of shopping hours.

? Expansion should be upward on the current site only. This would create a more compact and shopper-friendly Metro development and there would be no need to alter surrounding streets such as Smidmore Street.

? Should Metro expand outward as proposed, Smidmore Street should remain open in its current state - i.e. prefer the ?alternative? proposal shown in Fig 8 of the EA report. Smidmore Street should then be treated to make it work better for pedestrians, cyclists and buses. The street could remain open to motor vehicles, but on a more limited basis than at present, with speeds substantially reduced. A zebra crossing on Smidmore Street and modest-width pedestrian overbridge could facilitate pedestrian movement across Smidmore Street. Activated retail frontages onto Smidmore Street would enliven the space and provide surveillance. Retention of Smidmore Street is critical to retain walkability and cycleability. Relevant principles are outlined in a number of NSW Government policies, e.g. Metro Strategy, Planning Guidelines for Walking and Cycling and the recently released NSW Govt / PCAL Development & Active Living guidelines. The Marrickville LGA is fortunate in having a traditional and fine-grained grid street system, which facilitates directness, permeability and multiple route options for walking and cycling. It is important that this is maintained through retention of streets, or at the very least retention of walk/cycle passages in the face of lot consolidations or ?super blocking? as is proposed for this development. Where access is denied through development over roadways or laneways, permeability is reduced and walk/cycle distances increase. There are many examples in Marrickville and elsewhere where sale of lanes and streets without retention of walk/cycle access had had a significant negative impact on walking and cycling. Once roadways are sold and blocked, the impact is permanent and irreversible.

? If Smidmore Street were to be acquired, then Council should retain ownership of a generous strip of land (or at the very least create a permanent easement) along the Smidmore Street alignment to create a walk/cycle route. Public walk/cycle access should be 24/7 and in perpetuity.

? Car parking provision should be constrained and parking time-limited and priced in the interests of car travel demand management. Priority parking should be allocated to mobility pass holders, pram users, environmental and carshare vehicles and higher occupancy vehicles, and safe and legible walking routes should be provided through the Metro car parking areas;

? Semi trailers movements associated with the Metro development should be limited to reduce the significant safety and noise issues that these vehicles create on surrounding streets. In general, the development should be served by smaller rigid trucks rather than semi-trailers.

? Quality bicycle parking facilities should be provided for Metro staff and customers. For staff, facilities would predominantly be racks or bike lockers near workplaces, clothes lockers and showers. For shoppers, facilities would be bike racks near building entrances with room to enable shopping to be transferred from shopping trolleys to bicycles. All bicycle parking facilities should be under cover. For almost all of the 23 years Metro has been trading, there have been no suitable bicycle parking facilities for shoppers, even though demand for bicycle parking has been strong. About 12 months ago, suitable facilities (well designed racks) were installed near the Mill House (northern entrance), but there are still no facilities near the southern entrance on Smidmore Street.

? The walking and cycling environment on streets around Metro should be upgraded. Such upgrading would include resurfacing of footways, installation or upgrading of pedestrian crossing facilities, wayfinding signage and new or upgraded footway gardens and trees.

? Development contributions and/or voluntary planning agreements should be used to fund of many of the abovementioned actions, and could also be used to improve STA bus services serving Metro.

? Metro should facilitate and subsidise transport for shoppers without cars, e.g. bicycle parking, subsidised home delivery, improved taxi pick-up and drop-off areas and retail incentives designed to promote sustainable transport, such as shopper rewards schemes for sustainable transport users (as opposed to free car parking and supermarket petrol discounts).

? Metro should implement a Workplace Travel Plan to facilitate a shift toward sustainable transport by Metro businesses and staff. This should include development and promotion of Transport Access Guide information.

? Large/mature eucalypts along the Smidmore Street footway should be retained.

Name: Kendall Banfield

Organisation: -

Address:

14/177 Sydenham Road, Marrickville, NSW 2204

IP Address: proxy7.messagelabs.net - 117.120.18.131

Submission for Job: #3734 MP09\_0191 - Marrickville Metro

[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

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**Andrew Beattie**

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## Andrew Beattie - Online Submission from Rodney Mc shanag (support)

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**From:** Rodney Mc shanag <Rodne001@gmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 4:58 PM  
**Subject:** Online Submission from Rodney Mc shanag (support)  
**CC:** <assessments@planning.nsw.gov.au>

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The site can do with a full overall and I do not believe it would have an effect on newtown/marrickville local shops as these are quite different so I full support submission

Name: Rodney Mc shanag

Address:

30 brown st st peters new 2044

IP Address: c220-239-162-37.randw3.nsw.optusnet.com.au - 220.239.162.37

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

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**Andrew Beattie**

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## Andrew Beattie - Online Submission from rodney mcshanag (support)

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**From:** rodney mcshanag <littlebear98@optusnet.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 5:08 PM  
**Subject:** Online Submission from rodney mcshanag (support)  
**CC:** <assessments@planning.nsw.gov.au>

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We are for the redevelopment of the marrickville Metro shopping centre

Name: rodney mcshanag

Address:  
30 brown street  
st peters 2044

IP Address: c220-239-162-37.randw3.nsw.optusnet.com.au - 220.239.162.37

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
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**Andrew Beattie**

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**Andrew Beattie - Online Submission from Martina Eyre (object)**

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**From:** Martina Eyre <martinaeyre@optusnet.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 6:43 PM  
**Subject:** Online Submission from Martina Eyre (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I wish to voice my opposition to the expansion of Marrickville Metro. Whilst the centre may be older and in need of some freshening up, the proposed extension is excessive and not required by the local community, many of whom choose to shop there because it is small and relatively easy to deal with. I am particularly concerned at the impact this expansion will have on the residents who live close by, as they are already dealing with parking issues, rubbish and noise related to the shopping centre. Increasing the size will increase all these factors and will no doubt devalue their homes. The size of the proposed centre is inappropriate and out of context with the residential and light industrial area that surrounds it. This community already has access to a large retail mall in Westfield at Broadway...there is no need for another one in the same area. The only consultation that I recall being party too was a telephone survey that I answered some months ago. I made it very clear that there was no need for any expansion of this centre and that the additional retail they were suggesting we needed could already be accessed in the local area...there was no need for any more. I know I am not alone in expressing these views, yet somehow our opinions are being ignored. I don't believe this project will bring any benefit to the Marrickville community, it will ruin the residential area around it and increase traffic problems, noise and other pollution problems.

Name: Martina Eyre

Address:  
69 Simmons St, Enmore

IP Address: c220-239-166-116.randw3.nsw.optusnet.com.au - 220.239.166.116

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
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**Andrew Beattie**

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TO: The Hon. Carmel Tebbutt MP  
244 Illawarra Road,  
MARRICKVILLE NSW 2204

Dear Minister Tebbutt,

STAMP  
HERE

I ask you to stop the expansion of the Murrickville Metro shopping centre because:

- it will clog local streets with traffic and delivery trucks
- it will cause parking chaos in Enmore and Murrickville
- it will devastate our local shopping villages and businesses
- it is not located in an area with suitable infrastructure for a shopping mall
- it is a grab for profit by AMP that will impact negatively on local residents and business

Signed: M. Cyne Name: MARTINA CYNE

Address: 69 SIMMONS ST, ENMORE

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## Andrew Beattie - Online Submission from Emma Henning (object)

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**From:** Emma Henning <emma@henning.com.au>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 8:21 PM  
**Subject:** Online Submission from Emma Henning (object)  
**CC:** <assessments@planning.nsw.gov.au>

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Dear Sir/ Madam

I would like to register my objection to the Marrickville Metro redevelopment proposal.

I am a local resident and frequent customer of the Marrickville Metro. I do not believe an expanded shopping centre is needed and do believe that the proposed development would be detrimental to our community.

My primary concerns are that

1. there will be even greater traffic on our already congested roads,
2. noise and pollution will increase, and
3. the shopping strips of Enmore Rd, south King St and Marrickville Rd will suffer.

One of the great things about living in this area is the diversity of small shops and cafes on our local shopping strips. I believe the proposed redevelopment of Marrickville Metro will threaten the viability of some of those small businesses, forcing them to close.

The Metro in its current form is a suitable size for our community, a suburb of mainly single story federation style houses. Broadway shopping Centre is not far away when we want to visit a larger mall.

The traffic on Victoria Rd, Edgeware Rd and Alice St is already congested particularly on Saturdays and Thursday nights. Living near the intersection of Edgeware Rd and Victoria Rd, I am very aware of the noise from frustrated drivers beeping their horns trying to cross the intersection with cars backed up for blocks. Adding to this traffic will have an enormous impact on both local residents and people travelling though.

Many people in our community are opposed to this development for similar reasons to those I have stated. I hope you will consider the negative impacts this redevelopment will have on the community it is supposed to serve.

Yours sincerely,  
Emma Henning

Name: Emma Henning

Address:  
5 Victoria Rd  
Marrickville NSW 2204

IP Address: 220-245-24-239.tpgi.com.au - 220.245.24.239

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore

St

[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384

E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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283

## Andrew Beattie - Online Submission from anita comyn (support)

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**From:** anita comyn <anitacomyn@bigpond.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 8:26 PM  
**Subject:** Online Submission from anita comyn (support)  
**CC:** <assessments@planning.nsw.gov.au>

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I believe expansion of Marrickville metro is an excellent idea! I believe Marrickville requires a greater selection of retail outlets, as currently it is underserved.

Name: anita comyn

Address:  
51 neville st marrickville

IP Address: cpe-121-212-131-170.lns10.ken.bigpond.net.au - 121.212.131.170

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384  
E: [andrew.beattie@planning.nsw.gov.au](mailto:andrew.beattie@planning.nsw.gov.au)  
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(384)

**Andrew Beattie - Online Submission from Daniel Walker (support)**

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**From:** Daniel Walker <danielwalker@yahoo.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 10/09/2010 7:38 AM  
**Subject:** Online Submission from Daniel Walker (support)  
**CC:** <assessments@planning.nsw.gov.au>

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As a local resident I am strongly in favour of the proposed extension to the Marrickville Metro.

I use the Metro on a weekly basis for the majority of my food shopping but the center is lacking other shops of a reasonable quality. Should the center be extended and more quality shops added I would frequent it more often. I am also a regular shopper on King St in Newtown, Enmore Road in Enmore and Marrickville Road in Marrickville. The shopping I do in these areas is completely different to that I undertake in the Metro and would not be effected in any way by the proposed extension of the Metro, if anything it would mean more of my shopping would be done locally which is something I am in favour of.

The competition for the Metro is not these local shopping strips but the Broadway center and other Westfield's therefore this expansion should not effect these areas.

Name: Daniel Walker

Address:

28 London St  
Enmore NSW 2042

IP Address: c211-30-2-31.rivrw2.nsw.optusnet.com.au - 211.30.2.31

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhivve.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhivve.com/index.pl?action=view_job&id=3734)

Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhivve.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhivve.com/index.pl?action=view_site&id=2118)

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**Andrew Beattie**

P: 02 9228 6384

E: andrew.beattie@planning.nsw.gov.au  
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385

## Andrew Beattie - Online Submission from Lydia Natsis (object)

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**From:** Lydia Natsis <lydia.natsis@gmail.com>  
**To:** Andrew Beattie <andrew.beattie@planning.nsw.gov.au>  
**Date:** 9/09/2010 10:42 PM  
**Subject:** Online Submission from Lydia Natsis (object)  
**CC:** <assessments@planning.nsw.gov.au>

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I strongly oppose the expansion of Marrickville Metro shopping centre. It will impose on the local residents and take away business from smaller shop owners in the area.

Name: Lydia Natsis

Address:  
23 Park Rd Marrickville 2204

IP Address: 124-169-153-136.dyn.iinet.net.au - 124.169.153.136

Submission for Job: #3734 MP09\_0191 - Marrickville Metro  
[https://majorprojects.onhiive.com/index.pl?action=view\\_job&id=3734](https://majorprojects.onhiive.com/index.pl?action=view_job&id=3734)

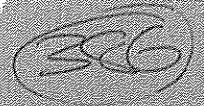
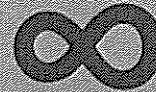
Site: #2118 Marrickville Metro - 35 Victoria Road, 13-55 Edinburg Road and within the Public Reserve of Smidmore St  
[https://majorprojects.onhiive.com/index.pl?action=view\\_site&id=2118](https://majorprojects.onhiive.com/index.pl?action=view_site&id=2118)

-----  
**Andrew Beattie**

P: 02 9228 6384  
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**figureight**

Figureight Sustainable Events  
146 Edinburgh Road  
Marrickville NSW 2204  
ABN: 50 692 404 374  
info@figureight.org

07/09/10

To the NSW Department of Planning,

I am writing to you regarding the proposed development of the Marrickville Metro shopping centre, Major Project MP09\_0191 – 34 Victoria Road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville.

As a business owner and resident of Marrickville, I have a number of issues with the proposed development.

My business and residence is located on Edinburgh Road, Marrickville, and while I am generally happy with the area – proximity to parks, local markets and public transport, I have one major qualm – the traffic on Edinburgh Road.

Currently it is very difficult to find a park any time of the day along the residential section of the street, and even more difficult to reverse vehicles of any significant size down the driveway due to fast-moving, persistent traffic.

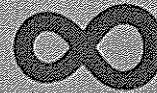
According to the submitted Environmental Assessment Report, section 7.4: **"The proposed development is considered to result in an increase in traffic generation... of 56.8%..."**. I find this completely unacceptable.

I also wish to draw your attention to the submitted Environmental Assessment Report – section 5.7.2: a "do nothing" scenario on the Metro site will mean that **"The community's retail needs will not be met."**

The local Marrickville area has enough retail facilities to more than adequately meet the needs of all sections of the community – the current Metro shopping centre, combined with Marrickville and Illawarra Roads' retail strips, cater for every basic need of any person, providing enough choice and variety to encourage healthy competition between small business owners and keep prices affordable for most socio-economic groups.

Further retail needs, such as specialty stores, boutique outlets and restaurants are provided more than adequately in the local area – King Street Newtown being the obvious example – not to mention the major shopping centre at **Broadway being less than ten minutes away** by car. Both these areas are serviced by extensive and regular public transport options too.

Finally, I wish to express my surprise and outrage at the vague details of



**figureight**

Figureight Sustainable Events  
146 Edinburgh Road  
Marrickville NSW 2204  
ABN: 50 692 404 374  
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environmentally sustainable building designs included in the proposal. While the development will attempt to conform to *sustainable best practice* standards, the six design details included are merely being "**considered for implementation.**" This offers little in terms of providing a sustainable building example for the rest of the community.

As the owner of a small business that prides itself on setting ambitious targets for working and living sustainably - and achieving them - I would like to see big business and developers doing exactly the same.

I want to see far more comprehensive details on how the new Marrickville Metro will incorporate innovative sustainable design, and I want the **guaranteed implementation** of these designs to form an explicit condition to the approval of the development application.

If you wish to discuss any details of this letter with me, please do not hesitate to contact me on 0405 253 335 or [matt@figureight.org](mailto:matt@figureight.org).

Yours sincerely,

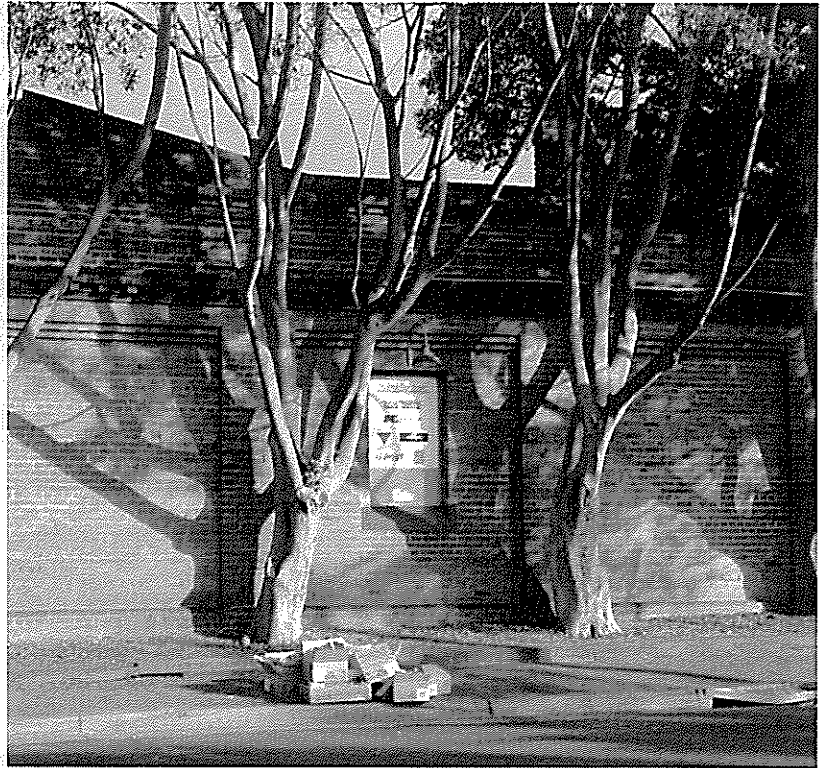
Matt Woodham  
Figureight Sustainable Events



# Objection to Marrickville Metro Expansion

Stephen Middleton - Metro Watch

MP09\_0190



We acknowledge the prior ownership of the Marrickville area by the Cadigal people a clan of the Eora nation; who were dispossessed by European invasion more than two hundred years ago. We celebrate the survival of Aboriginal people and their culture following the devastating impact of European invasion and support their right to determine their own future. We recognise the right of Aboriginal people to live according to their own values and culture. We accept our responsibility to develop an awareness and appreciation of Aboriginal history and society in our community and to protect and preserve the environment and significant and sacred sites. In doing so we acknowledge that Aboriginal culture continues to strengthen and enrich our community. The Marrickville area is now occupied by people drawn from many different lands who share the values of tolerance of and respect for one another. We encourage Aboriginal and non-Aboriginal people to work to overcome their differences and continue to go forward together.

Stephen Middleton - Metro Watch  
With extensive assistance from Volunteers  
12 Murray St Marrickville NSW 2204  
Metro\_Watch@OptusNet.com.au

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## METRO WATCH FORMED IN RESPONSE TO COMMUNITY CONSULTATION

Core members of "Marrickville Metro Shopping Centre Redevelopment Watchdog" or Metro Watch came together quite spontaneously as a result of the open, inclusive and informative community consultation undertaken in support of the expansion of Marrickville Metro. Metro Watch as an organisation had three main objectives:

1. Inform the community of the proposed expansion of Marrickville Metro and the ramifications of this development. As a result encourage action during the exhibition period.
2. Impress upon stakeholders the need for genuine consultation with the neighbourhood and find out community views.
3. Emphasise that we are not anti-development. We constructively support development that enhances the Marrickville Metro community.

As a consequence of these objectives Metro Watch has primarily acted as a clearing house for information, finding the facts and disseminating them as widely as possible in the community. We have used quite diverse sources of information but a great treasure trove of gems was provided us on the 28<sup>th</sup> of June when the EA went on Exhibition. Until this time so much fundamental information about the project had been withheld. For example no elevations and some complete plans had been withheld from the concept stage. Much of the research and review information we generated is presented here. Some of the more contentious or inflammatory findings have been withheld for the time being.

As a volunteer organisation Metro Watch is able to mobilise more swiftly than some of our allies. As a consequence we have been able to conduct several new investigations and these are also presented.

Along the way we have realised that those involved in Metro Watch appreciate the support we are able to offer when dealing with Marrickville Metro operationally. For example Metro Watch now advocates a zero tolerance approach to infringement of agreed loading dock operating hours, deliveries and waste removal out of agreed hours as well as construction and maintenance activities out of hours, audible alarms out of hours and so forth. Realising that Marrickville Metro management was not tracking issues and complaints, Metro Watch recommends that residents communicate every issue to Marrickville Council and obtain a receipt for the communication.

As a result of the proponent's actions: for the first time residents around Marrickville Metro are able to easily compare notes and experiences. Metro Watch can also offer support to residents in South Ward who are affected by the operations of other businesses in the area.

At present there are 104 people registered with Metro Watch as active volunteers with more joining each week. The Metro Watch local pamphlet run hits 2000 addresses, South Ward and LGA pamphlet runs 6000 and 10000 respectively. We have recently sorted ourselves into branches to spread the contact load.

## PETITION AND PERSON TO PERSON SURVEYS

As part of this submission we present the NSW Department of Planning with a petition comprising 4830 signatures in support of our objection to the proponent's proposal. Excerpt of blank petition below.

### PETITION

**TO: NSW GOVERNMENT**  
**TO: NSW OPPOSITION**  
**TO: MARRICKVILLE COUNCIL**

Residents, local businesses and other supporters of Marrickville, New South Wales, are strongly opposed to the extension of car parking and retail space at the Marrickville Metro Shopping Centre – we want to save our valuable local shopping strips. We consider the impact and damage to the local area including residential areas, residents, street traffic, streetscape, amenity, retailers along all shopping strips including Marrickville, Dulwich Hill, Petersham, Newtown and Enmore will be significant and unacceptable.

We request that the proposed extension to Marrickville Metro Shopping Centre not be allowed to go ahead. We have been working hard towards improving Marrickville and want to ensure that this growing and vibrant community and village shopping precinct does not get trampled under the extension of another large shopping centre.

Name	Address	Phone	Signature

Metro Watch acknowledges the support of the Marrickville Chamber of Commerce, other businesses in and around Enmore Rd and King St as well as the many volunteers who have worked with their neighbours and other members of the community to gather these signatures.

When we have volunteers out canvassing for signatures we have them note the relative response rate. An example of these notes is presented in the table below:

Surveyors Notes		Sunday 25 July 2010
520	70%	Proportion of Local respondents
Were you consulted by the proponent?		
156	30%	respondants who where unaware of any development
359	69%	respondants who where unaware of the scale of the development
5	1%	respondants who had received Metro Watch material and where informed about the development
0	0%	respondants who had received information about the development from the proponent
Would you like more information regarding the proposed development and the likely impact on local residents and buisnesses?		
170		Groups of local people who received a pamphlet
Do you support the proposed development?		
520	100%	respondants who were interested in the development and approached the surveyor or engaged in a conversation regarding the proposed development.
1	0%	respondants who were in favour of the development
78	15%	respondants who wanted to consider the information further
441	85%	respondants who were not in favour of the development
52	10%	respondants who were prepared to sign the petition against the development
4	1%	respondants who gave their contact details to assist in taking further action against the development

The proportion of respondents opposed was unusually high on this particular day at this location. Typically this rate hovers around 79% "not in favour".

# EXTENT OF REVIEW OF EA ON EXHIBITION

Report	page count	Metro Watch Review Status
APP A Business Lands Report	16 pages	Complete
APP B Two Blind Mice – Quantitative report	50 pages	Complete
APP C Two Blind Mice – Community Research March 2008	44 Pages	Complete
APP D Environmental Impact Statement	96 pages	Complete
App E – Retail Strip Review	50 pages	Complete
App F – Social Impact Study	63 pages	Complete
App G – Community Consultation Report	56 pages	Complete
App H – Traffic Management and accessibility Plan Part 1	74 pages	Complete
App H – Traffic Management and Accessibility Plan Part 2	9 pages	Complete
App I – Arborist Report	42 pages	Complete
App I – Ecologically Sustainable Development	15 pages	
App K – CPTED Assessment	36 pages	
App L – Heritage Impact Statement	36 Pages	Complete
App M – Acoustic Report	27 pages	Complete
App N – Electrical Design Statement	6 pages	
App O – Wind Assessment	7 pages	Complete
App P – Accessibility Report	10 pages	
App Q – Stage 1 Site Contamination Report	188 pages	
App Q – Stage 2 Site Contamination Report	215 pages	
App R – Infrastructure and Hydrology	50 pages	
App S – BCA Assessment Report	18 pages	
App T – Staged Fire Safety Strategy	10 pages	
App T – Preliminary Fire Safety Measures	21 pages	
App U – Operational Waste Management Plan	17 pages	
App V – Construction Management Plan	4 pages	
App W – Civil Engineers Assessment	23 pages	Complete
App X – Geotechnical Investigation Report	51 pages	
App Y – Quantity Surveyors Statement	16 pages	
Architectural Report Part 1	7 pages	Complete
Architectural Report Part 2	8 pages	Complete
Architectural Report Part 3	16 pages	Complete
Architectural Report Part 4	11 pages	Complete
Cover Letter		Complete
Environmental Assessment Report Final 160710	100 pages	Complete
Survey Drawings		Complete

REVIEW OF DGR COMPLIANCE		
NSW Planning		
Director General's Requirements		
Section 75F of the <i>Environment Planning and Assessment Act 1979</i>		
Application Number	MP 09 0191	Status
Project	Concept Plan for the expansion of the Marrickville Metro Retail Centre.	
Location	34 Victoria Rd, 13-55 Edinburgh Road and a Portion of Simdmore Street	
Proponent	Urbis Pty Ltd on behalf of AMP Capital Investors Pty Ltd	
Date Issued	3/03/2010	
Expiry date	If the Environmental Assessment (EA) is not exhibited within 2 years after the date of issue, the applicant must consult further with the Director-General in relation to the preparation of the environmental assessment.	
Key Issues	The Environmental assessment (EA) must address the following key issues:	
	1. Relevant EPI's policies and Guidelines to be addressed	
	2. Built Form Urban Design/Public Domain	View analysis not available for Edgeware Rd/Enmore Rd intersection
		View Analysis not available for Edgeware Rd Victoria Rd
		View Analysis not available for Enmore Park
		Options for building Envelopes, Massing and Articulation missing for Murray St.
	3. Staging	
	4. Land Ownership	
	5. Land Use	
	6. Economic Impact Assessment	
	7. Transport & Accessibility Impacts (Construction and Operational)	
	Traffic Management and Accessibility Plan (TMAP)	
	Transport & Accessibility Impact Study	
	Assessment of the implications of the proposed development for non car travel modes	
	Provide an assessment of existing STA bus services and capacity the impact on current and future bus service needs, including proposed new interchange / terminus arrangements	Not Provided
	Details of service vehicle movements	Not Provided
	8. Environmental and Residential Amenity	A low level of Residential Amenity is achieved

	9. Ecologically Sustainable Development (ESD)	
	10. Contributions	
	11. Consultation	
	Undertake an appropriate and justified level of consultation in accordance with the Dept's Major Project Community Consultation Guidelines Oct 2007.	The level of Consultation is neither appropriate nor is the (low) level of consultation justified
	12. Drainage	
	13. Groundwater	
	14. Utilities	NBN Co is not considered. Assumes services can be routed in the road reserve disturbing established trees.
	15. Statement of Commitments	There is no explanation of how overnight delivery movements will be monitored to measure compliance with commitments.
	16. Heritage	
Deemed Refusal period		60 days
APPENDIX A	Marrickville Employment Lands Study 2008	Inadequately dealt with

## MANY OF THE RECOMMENDED ACTIONS CAN BE TAKEN INDEPENDENTLY OF EXPANSION

Many of the recommended actions can be taken independently of expansion of Marrickville Metro including:

- Pedestrian amenity sign posting etc
- Relocation of buses and taxi rank
- Visitor guide to alternative methods of access to the centre
- Shuttle buses to help integrate the shopping experience between the Metro and other shopping destinations like King St Newtown.
- Improvements to Car Park accesses to improve peak flow.
- Consolidation of loading docks to improve compliance with Australian standards with respect to delivery vehicles reversing across the boundary.
- Engagement with STA to provide a wider range of Bus routes – particularly to the south and west.

Certainly a proponent with so much community benefit on it's mind really needs to get going on these initiatives – decoupling them from dependence on such a comprehensive expansion, which is clearly not going to be built overnight. Why wait, why make these initiatives conditional on expansion plans being approved. Even better, measurements could be made of the effect of the proposed initiatives so we could understand how effective they will be before the expansion is approved.



## CHANGE IN ZONING IS NOT CONSISTENT WITH MMC AND DOP STRATEGIC PLANS



If successful AMP will have sidestepped important State Government planning policies:

Firstly, the State Government's Metro Strategy has put an embargo on the rezoning of Category 1 Industrial Lands. Dept of Planning have proven almost unmoveable on this. The land acquired by AMP to the South of Smidmore St is currently Category 1.

Secondly, as part of Marrickville Council's LEP Review they have undertaken a Centres Study. This categorises urban centres into local shops, village, small town centre and town Centre. Each category requires certain criteria should be met. Apparently the State Government are pushing for the Metro to be a Town Centre. One of the criteria for this is that there be a 600m radius of residential around the site. This is not the case at the metro and this is one reason Council has consistently refused to call the Metro a Town Centre.



## TRAFFIC IMPACTS

At a very fundamental level this Traffic Report brings no new information to the issue of a Sub-regional stand alone shopping centre served by local roads, that wasn't raised in 1981 when the shopping centre was first proposed. The original proposals in the 1980s were in the final approval, constrained by council and the Dept of Main Roads based on the predicted impact of the increased traffic flows to the surrounding area. All of the intersections around the centre have a different character now than they had before the centre was opened.

There is very little that can be done now to remediate further traffic load. The outcome of this should be that expansion of Marrickville Metro should not be approved.

The Traffic Report on Exhibition has several flaws including, but not limited to:

- Not addressing the reduction in amenity caused by increased traffic arising from the proposed expansion,
- Not addressing the impact of bus movements including "not in service" buses arriving at the terminal.
- Not addressing the impact of taxi departures as a separate item.
- Not addressing the impact of delivery and waste removal vehicle movements as a separate item.
- Not surveying vehicle drivers on their visit to Marrickville Metro – intended visit, passing or diverted, and trip source,
- Not surveying vehicle drivers on their visit to competitor's centres such as Norton St, Broadway and Ashfield Mall – shopping preference for this trip, intended visit, passing or diverted, and trip source,
- Linkage with Economic impact report for future traffic generation sources and sinks; is not verifiable and possibly miss-represented, - allowing a significant bias in the allocation of future traffic load away from the key intersections at Alice St and Edgeware Rd and at Bedwin St Unwins Bridge Rd.
- Overstating the impact of traffic contributions arising from the new Annette Kellerman pool and from the Industrial Subdivision at 91 Fitzroy St
- Overstating the pessimistic conservatism of not discounting the removal of traffic from the Smidmore Rd warehouse to be incorporated in the proposed expansion of the centre which amounts to 12 trips at peak hour.
- Not modelling the saved trips of people not leaving the area to shop elsewhere.
- Unjustified selection of peak hour for both Thursday and Saturday.
- Noting several minor remedial items but only recommending two both of which reduce the amenity of nearby residents.
- Not explaining the throttling effect of intersections at either end of Edgeware Rd
- Not incorporating survey data and intersection modelling for Enmore Rd Edgeware Rd.
- Not modelling intersections performance at car park accesses and therefore not having any understanding of the need for remediation at these points.
- Not conducting basic failure analysis on the trip assumptions and their impact on future state flows and loads.
- Not looking at festival peaks
- Future State traffic flows do not include any organic growth over the time of the development.
- Future State traffic flows do not include any traffic from Lord St into the system.
- Effect of Remediation work (increase of parking restrictions minor road widening and addition of slip lanes) on intersection service level is not disclosed.
- Study Does not Model Option 2

These flaws have been verified by two separate consultancies engaged by others to submit objections to the proposed expansion. Metro Watch does not believe that the proposal can be approved with such a laundry list of outstanding issues. Metro Watch would appreciate an opportunity to review new information as it comes to hand.

#### MISREPRESENTATION IN PROPONENT'S TMAP REPORTS

The traffic report commissioned by AMP Capital is an alarming miss-representation of both the current and likely future state of the road network around an expanded Marrickville Metro. Our studies show that the peak traffic flow may occur at different times with a subsequent 10% to 30% greater current traffic flow than reported at the nominated peak hour.

Irrespective; if their working assumptions pan out there will be a 52% increase in vehicle trips at the nominated peak hour on Thursday evening and a 58% increase in vehicle trips at the nominated peak hour on Saturday morning. If their assumptions are not realised the increase in vehicle trips may be significantly higher, failure analysis indicates high sensitivity to reduced pedestrian and passenger trips. If the pedestrian trips drop by as much as 15% the increase in traffic spikes to 70% and 80%. Imagine 80% more traffic on a rainy Saturday morning.

Based on an economic impact study commissioned by AMP Capital the future state indicates an optimistic reduction in traffic to the north. This fails to recognise that the saved trips to competing shopping centres like Broadway are trips taken outside the local road network around Marrickville Metro. I mean, who gets in their car in Marrickville and drives to The Broadway shopping centre via the Murray St at Marrickville Metro shopping centre without visiting the Metro?

Another key concern for locals is the impact traffic generated by the new IKEA headquarters on Princes Highway at Tempe will have on the roads of St Peters, Marrickville and Enmore. Marrickville Council is currently conducting traffic studies on both developments.

# TMAP REVIEW – FAILURE ANALYSIS

## Traffic Generating Trips (TGT)

Mode	Thursday Evening Peak Hour					Saturday Peak Hour				
	Existing	Future				Existing			Future	
	Trips	TGT	Trips	TGT	Trip Increase	TGT Increase	Trips	TGT	Trips	TGT Increase
Train	4	0	6	0	0.1%	0.0%	0	0	11	0.3%
Bicycle	16	2	45	5	1.5%	0.3%	50	5	107	1.7%
Bus 1/15	61	4	105	7	2.2%	0.3%	63	4	134	2.1%
Walk	315	0	480	72	8.4%	6.4%	495	0	802	9.2%
Car Passenger	490	0	738	110.7	12.6%	9.9%	1039	0	1648	18.3%
Car Driver	1041	1041	1567	1567	26.7%	46.8%	1597	1597	2525	27.9%
Dropped off	37	37	54	54	0.9%	1.5%	63	63	96	1.0%
Taxi	4	40	7	70	0.2%	2.7%	17	170	27	0.3%
Total	1968	1124	3002	1885	52.5%	67.8%	3324	1839	5350	78.2%

assumes 15 passengers on a bus at peak

1 passenger in a taxi with a 10 to one taxi departure premium (there is no causal link between arrivals and departures)

bicycles contribute to traffic at a

10% rate

Failure of the strategy

Failure of the strategy

## Failure Analysis

15%

15%

If the Walk and Passenger strategy is only 75% effective the traffic increase will be 80% on Thursday Peak

If the Walk and Passenger strategy is only 75% effective the traffic increase will be 100% on Saturday Peak

This could occur during inclement weather or under any conditions where the draw from outside the area is increased such as under sale conditions

## METRO WATCH TRAFFIC STUDY

Of particular interest is this selective analysis of the increase in flows on key intersections in the network.

As others have noted the increase is somewhat arbitrarily attributed – there is no linkage into the Economic Impact Assessment.

<b>Marrickville Metro Shopping Centre Redevelopment Proposal</b>	
App H - Traffic Management & Accessibility Plan Part 1	
<b>Marrickville Metro TMAP Inc Traffic and Parking Study</b>	
Prepared for AMP Capital	By Halcrow

### P. 40 8.3 Future Traffic Flows

P41 There is no evidence to suggest that these avoided trips would use the same nodes or even the same network to reach their destination  
Similarly there is no evidence of where these trips originate from but it seems self evident that they do not originate from the Metro SC  
It is also evident that these trips don't originate from the immediate south of the centre as this is all industrial for several square kilometers

P42

**Alice St, Llewellyn St, Edgeware Rd**

	Alice St to Llewellyn St	Alice St Left to Edgware Rd	Alice St right to Edgware Rd	Edgware Rd right to Alice St	Edgware Rd North	Edgware Rd left to Llewellyn	Llewellyn St right to Edgware Rd	Llewellyn St to Alice St	Llewellyn St left to Edgware Rd	Edgware Rd left to Alice St	Edgware Rd South
Thursday peak hour	current future increase	167 193 15.6%	85 91 7.1%	181 181 0.0%	128 134 4.7%	693 693 0.0%	187 187 0.0%	65 76 16.9%	127 153 20.5%	28 34 21.4%	167 167 0.0%
Saturday peak hour	current future increase	102 128 25.5%	105 115 9.5%	150 150 0.0%	144 154 6.9%	660 662 0.3%	159 159 0.0%	87 98 12.6%	168 194 15.5%	28 34 21.4%	183 183 0.0%

#### Edgware Rd, Victoria Rd

	Edgware Rd South	Edgware Rd right to Victoria	Edgware Rd North	Edgware Rd left to Victoria Rd	Victoria Rd right to Edgware Rd	Victoria Rd left to Edgware Rd
Thursday peak hour	current future increase	566 577 1.9%	214 220 2.8%	748 759 1.5%	12 12 0.0%	11 11 0.0%
Saturday peak hour	current future increase	575 586 1.9%	251 263 4.8%	622 633 1.8%	22 22 0.0%	32 32 0.0%

#### May St, Unwins Bridge Rd, Campbell Rd and Bedwin Rd

	Cambell Rd left to Unwins Bridge Rd	Cambell Rd Bedwin Rd	Unwins Bridge Rd right to Cambell Rd	Unwins Bridge Rd to May St	Unwins Bridge Rd left to Bedwin Rd	Bedwin Rd right to Unwins Bridge Rd	Bedwin Rd to Cambell Rd	Bedwin Rd left to May St	May St left to Campbell	May St to Unwins Bridge Rd	May St right to Bedwin Rd
Thursday peak hour	current 101 future 101 increase 0.0%	225 257 14.2%	22 22 0.0%	271 271 0.0%	579 608 5.0%	307 346 12.7%	313 357 14.1%	176 228 29.5%	29 29 0.0%	491 491 0.0%	296 340 14.9%
Saturday peak hour	current 31 future 31 increase 0.0%	67 117 74.6%	27 27 0.0%	267 267 0.0%	559 597 6.8%	387 425 9.8%	291 341 17.2%	245 310 26.5%	25 25 0.0%	280 280 0.0%	263 330 25.5%

NB// No new traffic coming from Lord St!

#### Murray St Carpark Access

	Murray St left to CP Access	Murray St North	Murray St south	Murra y St right to CP Access	CP Access left to Murra y St	CP Access right to Murra y St
Thursday peak hour	current 133 future 119 increase -10.5%	150 116 -22.7%	76 73 -3.9%	148 157 6.1%	99 139 40.4%	132 107 -18.9%
Saturday peak hour	current 250 future 210 increase -16.0%	172 110 -36.0%	72 69 -4.2%	201 216 7.5%	198 272 37.4%	200 171 -14.5%

Metro Watch Data shows high variability between samples eg Peak time Thursday on

29 July 2010 5pm until 6pm

This was a wet night and showed 146 over 133 turning left into CP Access ie a 10% greater flow over the proponent's nominated peak between 530pm and 630pm Similarly leaving right turn south 161 over 132 ie 22% greater flow over the nominated peak And 110 over 99 or 11% greater leaving left into Murray St

Metro watch data for Saturday the 31 July also indicates an alternate peak (11-12pm) and recognised that the distribution of traffic over a Saturday is extremely flat resulting in extraordinarily high traffic flows over a morning (2800 between 11 am and 2 pm)

Anecdotal evidence suggests that the Edgeware Rd peak flow for a Saturday lies between 2 pm and 5pm and as two critical intersections lie on this route, a more complete traffic survey including long term statistical sampling (Ikea) is justified to establish the actual peaks for the centre.

#### Smidmore St Carpark Access

	Smidmore west	Smidmore right to CP Access	Smidmore east	Smidmore left to CP Access	CP access right to Smidmore	CP access left to Smidmore
Thursday peak hour	current future increase	124 0 219	43 0 219	144 0 38%	176 355 27%	94 0 310
Saturday peak hour	current future increase	124 0 305	49 0 305	194 0 46%	256 563 30%	163 0 443

Metro Watch Data shows high variability between samples eg Peak time Thursday on 29 July 2010 5pm until 6pm

This was a wet night and showed 191 over 176 turning left into CP Access ie a 9% greater flow over the proponent's nominated peak between 530pm and 630pm Similarly leaving right turn west 237 over 216 ie 10% greater flow over the nominated peak And 119 over 94 ie 27% greater leaving left into Smidmore Rd



The proponent does not offer an margin of error for this work nor an accuracy value  
Metro watch data for Saturday the 31 July also indicates an alternate peak (1130-1230pm) and recognised that the distribution of traffic over a Saturday is extremely flat resulting in extraordinarily high traffic flows over a morning (3050 between 11am and 2 pm)  
This was a fine morning and showed 294 over 256 turning left to CP Access  
ie a 15% greater flow over the proponent's nominated peak between 12pm and 1pm  
Similarly leaving left turn east 185 over 163 ie 13% greater flow over the nominated peak  
Anecdotal evidence suggests that the Edgeware Rd peak flow for a Saturday lies between

Is the source and destination of traffic for Metro going to fundamentally change as a result of the expansion  
The author considers this unlikely; the proponent's misunderstanding of how the local traffic network operates is expected given the level of community consultation that has been undertaken.

## METRO WATCH LOADING EXPERIMENT

On Saturday 28 August Metro Watch conducted an experiment on the roads surrounding the Marrickville Metro, aiming to simulate the effect of a proportion of the projected 56.8% increase in shopping centre traffic the expanded Metro would bring. Local residents drove their cars on four pre-determined routes around the Marrickville Metro for 90 minutes on Saturday, a peak shopping day for the centre, and were easily able to congest the surrounding roads within the first 15 minutes.

Our intent was to increase the load on the roads and intersections around Marrickville Metro and measure the effect. Between 11am and 1pm we injected approximately 220 vehicle trips into the network. This represents an increase of 156 vehicles per hour. It should be noted that AMP's traffic projections indicate that the Saturday morning peak flow will increase by 938 vehicles per hour.

Metro Watch was able to bring traffic to a standstill on the road network that serves Marrickville Metro with just one-sixth of AMP's projected traffic increase. Within 15 minutes intersection service levels had dropped noticeably and traffic flow was stopped for extended periods of time. Security staff wearing traffic control vests directed traffic through the car park access points.

AMP's Traffic Management & Accessibility Plan states that the roads leading to the Marrickville Metro are already at peak capacity. The roads surrounding the Metro are easily gridlocked during peak periods. There is very little that can be done now to remediate further traffic loads. The outcome of this should be that the expansion of the centre should continue to be constrained rather than increased by 115%, as proposed by AMP.

AMP has proposed road changes, including removing residents' on-street parking, to help cope with the increased traffic demands the shopping centre would create, but there is no data on exhibition explaining the effect of these road changes on the future state traffic load.



IF YOU THINK THE  
TRAFFIC IS BAD NOW  
YOU AINT SEEN NOTHING!

We apologise if you experienced heavy traffic at Marrickville Metro today. Extra vehicles drove on surrounding roads to simulate the traffic you will experience every day if AMP's plans to double the size of the Metro are approved by the NSW Department of Planning.

Marrickville Council, local businesses and more than 4500 residents object to the expansion of the Marrickville Metro and the closure of Smidmore St because it will:

- Increase shoppers by at least 4 million a year
- Increase traffic by at least 50%\*
- Increase noise and air pollution
- Devastate local shopping villages
- Create parking problems for local residents

About 3000 vehicles use Smidmore St on Saturdays from 11am-2pm\*\*. With 50% more traffic (500-900 more cars per hour\*) and Smidmore St closed, it will make the current traffic issues worse than you could ever imagine.

The streets around the Metro are already at capacity, and AMP wants to change them to suit the traffic it will generate. They will take away street parking for residents. We cannot let them do this to our suburb. Write a letter stating your objections to Department of Planning before 10 September 2010.

\*AMP Traffic Management and Accessibility Plan. \*\*Metro Watch traffic survey.



**AMP CAPITAL FROM DOUBLING THE  
SIZE OF THE MARRICKVILLE METRO**  
visit [www.metrowatch.com.au](http://www.metrowatch.com.au) for more information.

## UNBALANCING THE TMAP

AMP Capital / Halcrow arguments about no proportionate increase in traffic depend on the basic assumption that non-car visits will increase in proportion.

There does not appear to be actual data about the current utilisation factor of the bus services to the Metro most of which terminate there and so clearly provide a simple analysis of bus-using visitors. Undertaking a survey by simply counting the number of passengers arriving on each service over the different days of the week may be an option. Survey results from Thursday and Saturday peak are presented on the next two pages. These show that bus utilisation is below 20% and 35% respectively. Consequently there is much to be gained by:

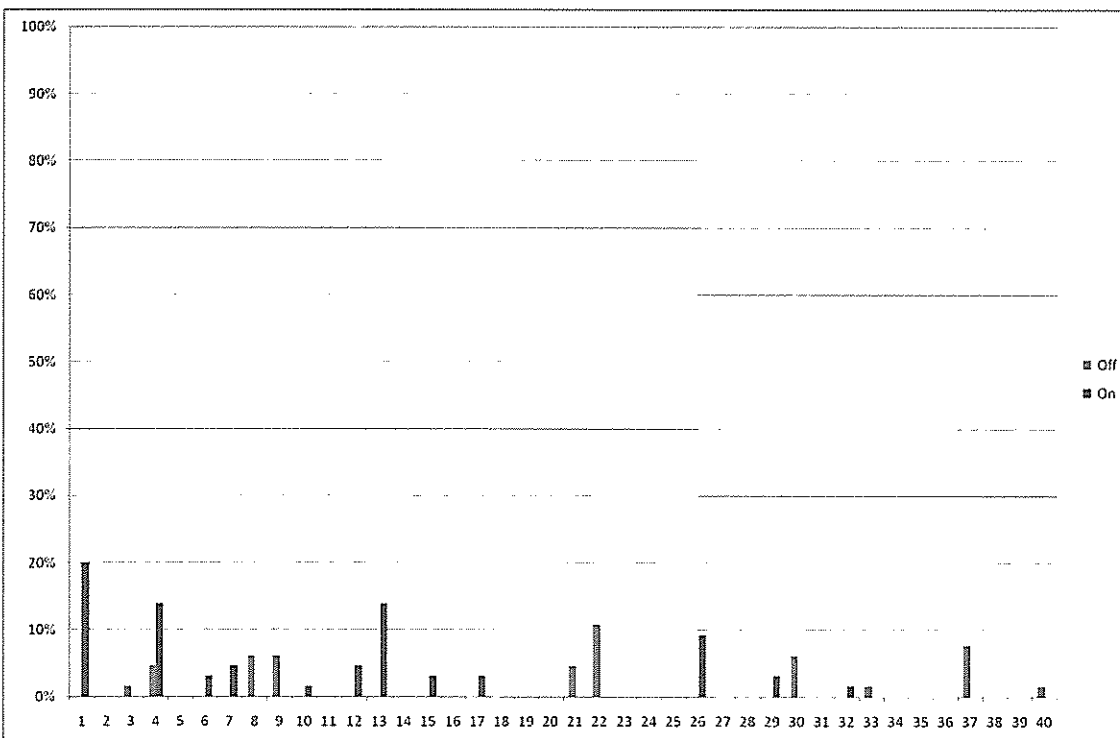
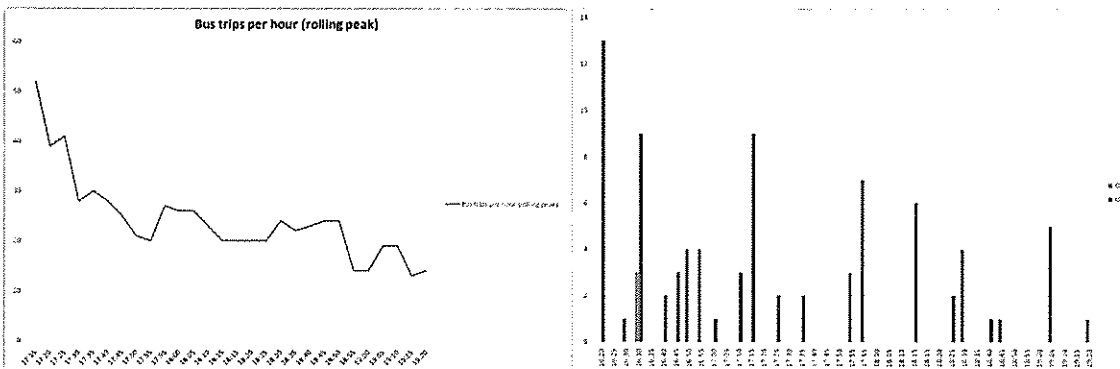
- a) Encouraging public transport use by providing public transport information to customers now and measuring its effect.
- b) Working with State Transit now to determine more desirable routes for existing busses and or additional routes to the south. Following this action up with measurements of bus utilisation will positively determine the effectiveness of this approach.

# Summary

Thursday 2/09/2010

	Off	On	total	Peak before 17:15
Buses	33	53	86	
Trips	8	13	22	52
Trips per hour	11%	20%		
Max Utilisation				
Taxis				
Passengers			Total	Peak
Total trips			18	17:10pm
trips per hour			5	12

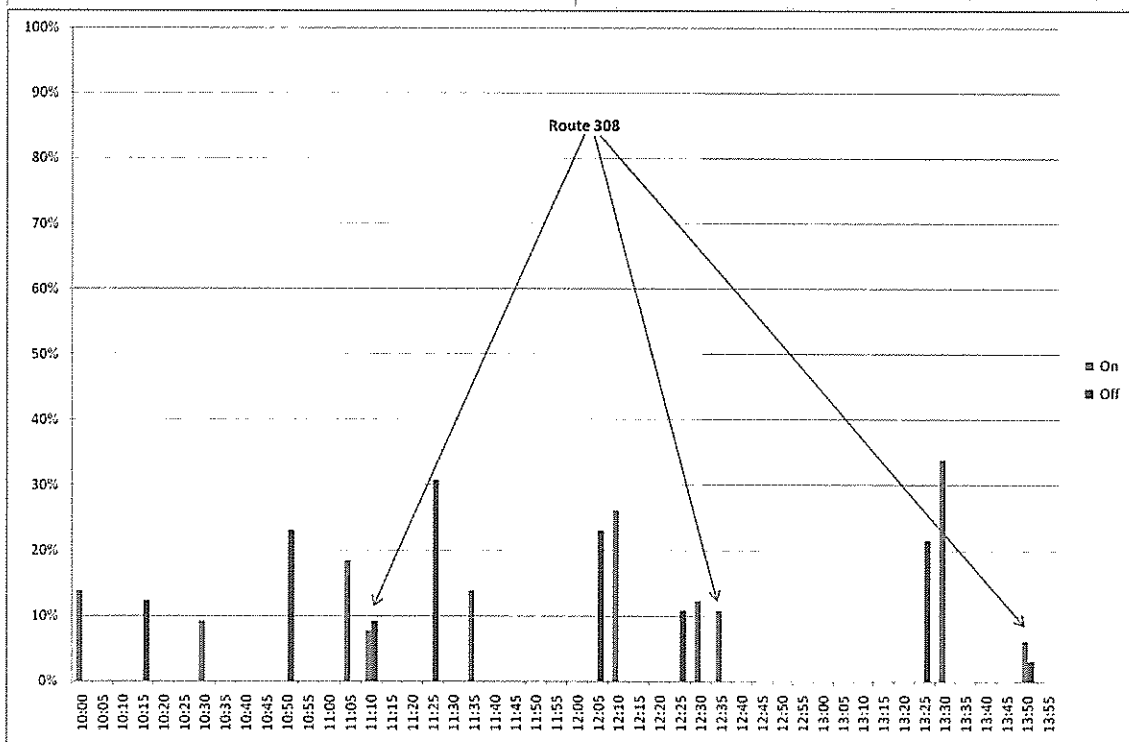
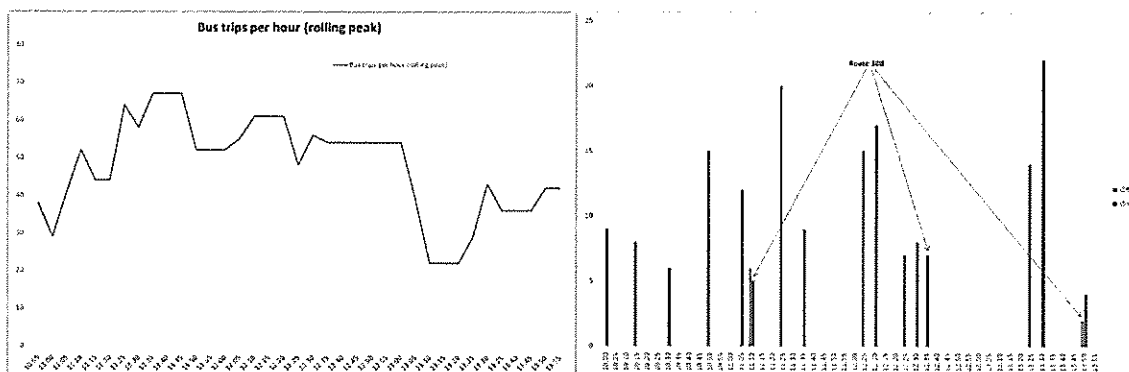
	Departure Time	Bike with Shopping	Shopping Trolley	Shopping Bags	Nothing	Walk to car	Gross Ped	Net Ped	Net per hour peak
Towards Victoria and Murray St	Trips	0	38	101	61	22	200	178	
	Per hour	0	10	25	15	6	50	45	67
Towards Victoria and Juliett St	Trips	5	28	192	131	24	351	327	
	Per hour	1	7	48	33	6	88	82	108
Towards Edinburgh Rd & Murray St	Trips	0	5	74	26	9	105	96	
	Per hour	0	1	19	7	2	26	24	39
Towards Edgeware Rd & Smidmore Rd	Trips	0	7	57	14	6	78	72	
	Per hour	0	2	14	4	2	20	18	30
Towards Edinburgh Rd & Smidmore Rd	Trips	1	16	100	41	48	18	157	109
	Per hour	0	4	25	10	12	5	39	27
	Trips	6	94	524	273	109	752	830	
	Per hour av	2	24	131	68	27	188	208	



# Summary

Sat 4/09/2010					
Buses	Trips	Off	On	total	Peak before 11:35 - 11:45
	Trips per hour	22	25	47	67
	Max Utilisation	31%	34%		
Taxis	Passengers	Taxis		Total	Peak
	Total trips	81	57	6	63
	trips per hour	20	14	2	16
					12:55pm
					23

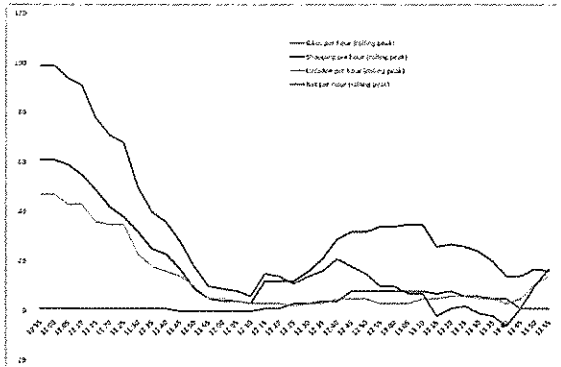
	Departure Time	Bike with Shopping	Shopping Trolley	Shopping Bags	Nothing	Walk to car	Gross Ped	Net Ped	Max Net peak
Towards Edinburgh Rd on Smidmore Rd	Trips	10	36	80	69	49	185	136	99
	Per hour	3	9	20	17	12	46	34	before 11am
Towards Edgeware Rd	Trips	5	24	169	78	49	271	222	88
	Per hour	1	6	42	20	12	68	56	12:05pm
Towards Edinburgh Rd on Murray St	Trips	6	13	111	60	11	184	173	88
	Per hour	1.5	3	28	15	3	46	43	11:50am
Towards Victoria Rd & Murray St	Trips	4	24	183	121	19	328	309	121
	Per hour	1	6	46	30	5	82	77	13:10pm
Towards Victoria Rd & Juliett St	Trips	5	64	336	201	16	601	585	183
	Per hour	1	16	84	50	4	150	146	11:50am
	Trips	30	161	879	529	144	1569	1425	
	Per hour	8	40	220	132	36	392	356	



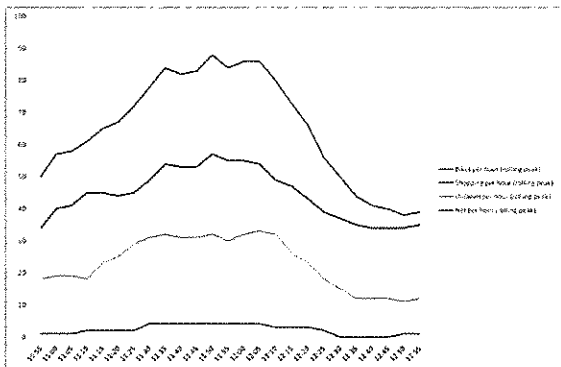
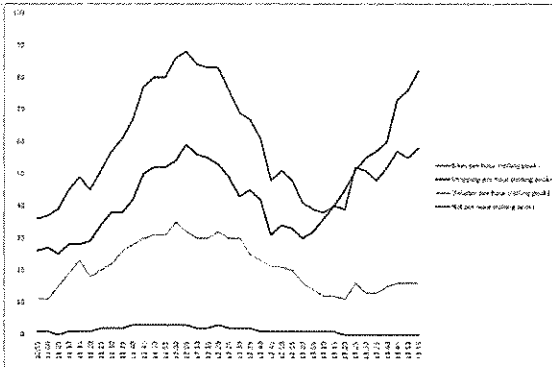
TMAP is using data about foot visitors which is subject to the same possible flaw. The pedestrian demand is fixed within the prescribed radii 5min (400m) and 10min (800m) and there are no extra people living there in the future state. The only source of increased visits is that the existing users visit more often which does not seem reasonable especially given the proposed mix of new retail tenants. An interesting number would be for Woolworths and Aldi to provide the data on how many trolleys they recover from the surrounding streets. It would indicate how many people walk home with more than a couple of bags of shopping.

The results of an analogous survey (for the Saturday peak only) occur on the next few pages:

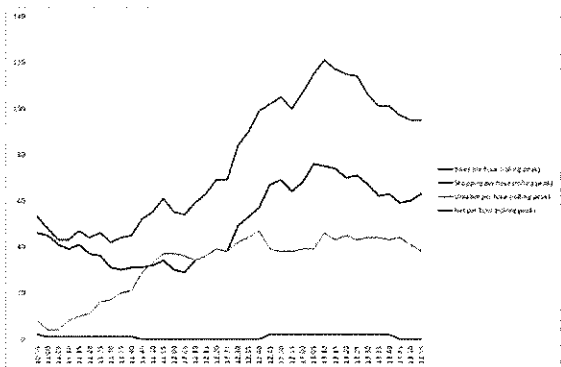
Leaving Smidmore via Edinburgh



Leaving Smidmore via Edgeware



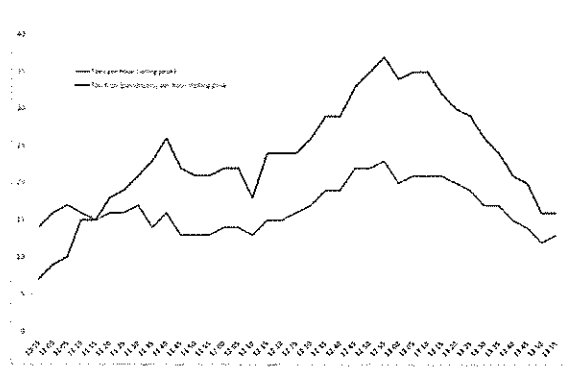
Leaving Smidmore via Murray



Leaving Victoria to Murray

Leaving Victoria to Juliett

## Additional data on Taxis per hour across the Saturday morning peak



The nature of the current available shopping in the Metro is essentially that of a typical shopping strip. Woolworths, Aldi, fish, meat, vegetables, takeaway and eat in food and a number of smaller chains and independents (not many of those left). Basically a high street shopping strip that is undercover. The proposed additional shopping 'opportunities' include bulky goods and national chains all of whom are visited typically by car-using shoppers owing to the need to transport the goods home. Again the assumptions regarding foot visitors increasing with the extra shopping 'opportunities' appears to be flawed.

## PARKING SURVEYS

Metro Watch Parking capacity count of rooftop car parking revealed 1047 car parks. The Halcrow utilisation survey below indicates that there is currently under utilisation even at peak and that an available car par indicator system would improve utilisation.

Car park Survey on 12 and 13 Feb 2010



**R.O.A.R. DATA**  
Reliable, Original & Authentic Results  
Ph.88196847, Fax 88196849, Mob.0418-239019



Client : Halcrow  
Job No / Name : 2983 MARRICKVILLE Traffic & Parking Counts

Day/Date : Friday 12th February 2010		Cap	1230	1300	1330	1400	1430	1500
Zone	Location	Cap						
A	Roof Parking	895	614	607	609	608	593	556
B	Upper Roof	163	46	44	38	46	44	39
Total Vehicles Parked		1058	651	647	654	637	595	523
Number of Vacant Spaces			407	411	404	421	463	535
% of Capacity Used			61.5%	61.2%	61.8%	60.2%	56.2%	49.4%

Day/Date : Saturday 13th February 2010		Cap	1000	1030	1100	1130	1230	1300	1330	1400	1430	1500	1530	1600	1630	1700
Zone	Location	Cap														
A	Roof Parking	895	697	742	816	880	877	830	831	778	747	736	738	689	664	617
B	Upper Roof	163	58	61	87	97	101	104	93	88	62	54	46	46	38	22
Total Vehicles Parked		1058	755	803	903	957	934	924	866	809	790	784	737	702	647	534
Number of Vacant Spaces			303	255	155	101	124	134	192	249	268	274	321	358	411	524
% of Capacity Used			71.4%	75.9%	85.3%	95.5%	88.3%	87.3%	81.9%	76.5%	74.7%	74.1%	69.7%	66.4%	61.2%	50.3%



## WIND STUDY

Sydney, Australia

Dated May 2010

Urbis consultants claim that elevations for the centre were not available in May consequently this wind assessment completed by CPP in May 2010 is based on incomplete information and

On page four of the assessment the first paragraph of the section Environmental Wind Assessment"

The following claim is made:

The proposed Marrickville Metro Shopping Centre will have similar height and massing to the existing shopping centre on the site, and therefore the wind conditions around the site are expected to be generally similar to existing except in some localised areas. Existing wind conditions around the shopping centre and Civic Place are known to be acceptable for use as a public area.

As we know the height is more than doubling and the massing is increasing significantly this claim is invalid and consequently this report must be revised.

As required under section 8 of the DGR for the Marrickville Metro Shopping centre expansion this report must be based on the proposed expansion rather than the misleading concept available in May 2010

Intriguingly the report goes on to state:

In the existing centre pedestrian access is largely via the rooftop car park and this will continue with the redevelopment of the site. The Level 1 and especially Level 2 car park deck is currently exposed to Sydney's prevailing wind directions given its elevation.

Winds at the existing and proposed roof car park levels may therefore be approaching the pedestrian walking criterion particularly near the edges, but this will be acceptable for the intended use. Some relaxation of the Lawson criterion should be permitted on the car park roof as there will be an expectation by users of slightly higher winds in the elevated and exposed location which will be used only for short term vehicle access type activities.

As we know the proponents claim in their traffic study that pedestrian and other non-vehicle trips will increase

to offset vehicle trips; this statement about pedestrian access remaining largely from the rooftop car park belies the claim in the traffic report

## URBAN DESIGN REVIEW OF PROPOSED EXTENSION TO MARRICKVILLE METRO SHOPPING CENTRE

An architect with a background in Shopping Centre Projects has contributed the following comments for the use of Metro Watch:

This review considers the urban design issues that will impact negatively upon the quality of the environment for the adjoining neighbourhood.

The issues have been developed from:

1. Design issues that are evident in the proposed design drawings.
2. Issues that will emerge in the future design development of the centre.
3. Issues that will become evident during the operation of the centre.

### BUILDING FORM

The proposed building will reach a RL of approximately 26 metres. A building of this size will have no relationship to the residential nature of Marrickville and will dwarf the surrounding neighbourhood. A building of this size will also cast a significant shadow on its adjacent residential neighbours during the winter months.

### RESPECT FOR STREETSCAPE

Current good design practice attempts to engage the existing streetscape with active retail in respect of the surrounding residential streets. This development presents loading docks, back of house areas or car parks on all three major streets rather than appropriate activities. The proposed plaza is internal to the development and contributes little to the surrounding streets. Shadows that will be cast onto the plaza in the winter months may jeopardise the success of the space.

### CUSTOMER VEHICULAR ENTRY

The project proposes to increase the customer car parking from 1100 to 1815, an increase of 715 car spaces. The car parking levels are located on the roof and will be accessed by three ramp systems. The success of this system will rely on:

- Ease of access on the ramps
- Efficient circulation on the car park levels
- Ease of finding and departing car spaces

During peak times with a maximum number of car movements coupled with a lack of queuing length on site, cars may well be forced to queue on the public streets therefore causing disruption.

### SERVICE VEHICLES

It is proposed to increase service vehicle loading docks on site from 14 to 28 resulting in the equivalent of one delivery every 15 minutes 24 hours a day. It is proposed that all service vehicle manoeuvres occur within the site which is current best practice and mandatory. Conflicts will occur between number of loading docks on site, frequency of trucks (time between visitations), time taken to unload which may result in holding trucks off site in the public street causing disruption.

### SERVICE VEHICLE/CUSTOMER VEHICLE CLASH

Current good design practice separates loading docks and truck movements from customer vehicle movements by the strategic planning of the centre. The current scheme fails to achieve this separation, both Murray St. and Edinburgh Rd. have loading docks beside the customer car park entries sharing the same streets. Service vehicles will mix with customers, which is not good practice (to the point of being dangerous). Also, possible delays with service vehicles will impact customer access, similarly delays with customer vehicles will impact on service vehicles resulting in congestion in the surrounding streets.

## A SHOPPING CENTRE REALLY IS A POOR EXCUSE FOR A COMMUNITY - COMMUNITY SPACE ON PRIVATE PROPERTY

- The present shopping centre proposal is for a fully enclosed, modern shopping mall. It is aimed at providing local shoppers with a one-stop shopping option, but specifically broadens their access to 'comparison' goods and specialty shops are also included.
- One significant aspect of this proposal is the retention of the 'Mill House' with its surrounding open space, especially the three striking Moreton Bay Fig trees. ...Its use as a community facility will mean local residents can gain access to an historic building, as well as benefit from its services. ...its incorporation into the overall design of the [shopping] centre enhances the image and identity of the shopping centre.

These are excerpts from the DAs between 1980 and 1987 for development of the Marrickville Plaza as it was known. The latter point regarding the use of the Mill House as a community facility was committed to by the developer but never realised, and highlights the difficulty in realising "community space on private property".

While Metro Watch volunteers counted pedestrian departures recently they observed a "big bubble" busker working to the delight of shoppers and their children outside the Mill House (Community Space; remember) The Metro Watch Volunteers concluded that Metro had engaged the busker to work there. When a security guard came over to the performer there was a brief interchange. The Security guard went to check with centre management. And returned 5 minutes later and escorted the busker off the premises. Community Space on private property – I don't think so.

There is commentary within the exhibition documentation that the proposal will incorporate a Council run library. This proposal relates to the draft voluntary planning agreement (VPA) which includes a commitment for the provision of community facilities or a monetary contribution to the value of \$800,000. It should be noted that the VPA and any associated contribution is conditional on Council deciding to sell part of Smidmore Street to the proponent.

## THE NEED TO CONSULT

When I wanted to develop my property one of the greatest concerns I had was for my neighbours – how they will react and is there an impact on them I have not foreseen. In my experience the most successful and indeed well received developments have engaged with neighbours early and often. Consultation is very different to communication and surveying. When I consult I am genuinely interested to communicate the full extent of my vision and determine from my neighbours their concerns not in order to register and dispense with them but with a genuine intent to modify my proposal to reduce the impact of my proposal on my neighbours. My neighbours then feel included like they have made a contribution. The worst developments do not engage with neighbours, unintentionally or deliberately misrepresent the developer's intent, repeatedly surprise neighbours - surprises are never good.

The proponent and their consultants have consistently miss-understood the intent of the GUIDELINES FOR MAJOR PROJECT COMMUNITY CONSULTATION available from the department and that form Key Issue 11 of the Director General's requirements.

- Ensure that factual information about a proposal is widely available to people with an interest
- Allow the community and relevant stakeholders to have their say in the assessment process
- Bring new information and ideas to a project
- Avoid unnecessary delays by addressing stakeholder concerns prior to lodgement
- Provide an opportunity for the negotiation of outcomes acceptable to both the proponent and community
- Build important long term relationships in the local community
- Enhance a proponent's reputation in the community.

The proponents apparently believe that community consultation in relation to a project of this nature is best achieved via shopping preference surveys as I have heard from the few (3) of my neighbours so contacted. There was no engagement, the first written notice of this development I received was from the NSW Dept of Planning to inform me that the exhibition period had commenced. Of course neighbours of ours that work at the shops informed us of the proposal following the event held at the shops to show shoppers the concept plans (no elevations). We absorbed everything then available realising that we had been excluded; either by folly or intent. We informed our neighbours and made submissions to the nominated consultants.

It is notable that the proponent has communicated much more effectively with their tenants than with the immediate neighbours; stakeholders with the most to lose.

### OBJECTION – INSUFFICIENT ALTERNATIVES CANVASSED

In the EA at section "5.7 Alternatives to the Proposal" it is apparent that either the proponent's consultants are not very imaginative or an undeclared motive is driving the expansion. For example "refurbishment without expansion must be an economically viable alternative" and should be clearly explored and articulated. Other alternatives would be to expand the shops without increasing the parking provided, or increase the retail space and the parking space by a more modest amount. I'm hardly racking my brain here.

### OBJECTION – AMP CAPITAL COMMUNITY CONSULTATION PROCESS

#### Presentation to Metro Watch community meeting 12 August 2010

The NSW Govt states: "Community and stakeholder consultation is an important component of NSW Govt environment assessment process for projects under Part 3A."

*A quick review of AMP Capital's community consultation and understanding where AMP draws its conclusions on what the community wants at Marrickville Metro.*

#### Consultation Pre Plans on Display

- *Marrickville Community Attitudes Survey, March 2008 – 11 focus groups; objective to understand attitudes and expectations of Marrickville residents towards retail offerings or a "wish list".*
- *Marrickville Metro Community Attitudes Survey, July 2008 – 1200 respondents - telephone survey. 27% lived in Marrickville, while 73% lived elsewhere. Research segmented findings into groups based on their attitudes to an*

*upgrade of the shopping centre (70% agreed it would serve the community better) but no mention was made about the type of expansion or size of the development.*

**Then 2 years on:**

- *Elton Consulting – Community door knock survey – March 2010*

The sample size as agreed by Marrickville Council was to target 3,000 local residents. The response rate to the door to door questionnaire was very small - 3% response rate (119) - of which 97 were face-to-face and 22 posted surveys back. Objective: To enable AMP Capital to understand how community needs can be met through the proposed upgrade of the site.

The survey questions were restricted to aspects of improving the Metro site with no mention of the scale of the development planned. Again it was a “wish list” of what people would like to see in a revitalised centre and the **current** issues with the existing centre.

**Newsletters:** AMP Capital community newsletters 1 & 2 (April/May) refers to 2008 surveys as support for the revitalisation of the Metro and again does not mention the extent of the development.

**Consultation after Development Plans on Display**

- **Elton consultancy - Community Information and Feedback session (CIFS)** At Marrickville Metro 15 May 2010, between 11am and 1pm. This was the first opportunity for visitors to the Metro to view the plans for the site. Elton Consulting staff ran the forum. 219 people visited the exhibition with only 29 completing the CIFS feedback form.
- AMP's newsletter 3 was put in mail boxes at the end of July 2010 and calls it the *Marrickville Metro revitalisation project*. No mention made of expanded or doubling in size.

Newsletter 4 (August) - this distribution actually reached residents living near the Metro. Referred to issues raised and how they have responded – one line statements that really don't answer the issues. Again this newsletter does not mention doubling the size but instead revitalisation or upgrade.

**Metro Watch's findings of community support are very different from those of AMP Capital. Our Community Consultation Response:**

After the plans went on display at the Metro, local residents Carol Menzies and Coleen Fowler decided to find out how many residents in the area were aware of the size of the planned development at Marrickville Metro, and also identify who was opposed to it, who supported it and who was not interested.

A door-to-door campaign was conducted on Sunday 1 August and Sunday 8 August in Darley Street, Lord Street, Wells Street, Little Commodore St and Holmwood Street in South Newtown. A total of 205 residents were spoken to one-on-one.

**Findings:**

Of the 205 residents contacted one-on-one:

**79% Do not want site expanded and signed a petition**

**7% want the development to go ahead**

**6% require more information**

**8% are not interested**

**The majority of local residents contacted were unaware of the size of the development and that it also incorporated the site across Smidmore Street or of AMP's desire to buy Smidmore St from Marrickville Council.**

Everyone agreed the current site needs to be updated and revitalised as AMP Capital has allowed the site to become run down without any major enhancements to the centre other than shops having to refurbish each time their contract expires since it was first developed in 1987.

**The key issues stated by these respondents was:**

traffic congestion; inadequate local transport; the development was not seen as not being in-keeping with the local

environment/culture of the community; there was no need for such a huge retail centre in the area given the easy access to other shopping centres close by.

The evidence is overwhelming that the community does **not want** a development of this size.

Metro Watch believes that AMP community consultation has not consulted directly with the local residents but has consulted more residents out of area and not the area that Marrickville Council identified to be consulted (residents immediately around the Metro and streets from Lord Street to Enmore Road).

All the information AMP Capital collected is aimed at diffusing the issues without any real solutions to the issues expressed by the community.

## COMMENTS ON APPENDIX B AND METRO COMMUNITY CONSULTATION

The AMP Capital conducted three community consultation surveys and the following documents have been reviewed in relation to this consultation processes:

- *Marrickville Community Attitudes Survey, March 2008*
- *Marrickville Metro Community Attitudes Survey, July 2008*
- One two hour community consultation session at Metro in May 2008 between 11am and 1pm (when many people are at lunch).
- Newsletter 03 from AMP Capital distributed late July 2010 (the Newsletter).

The issues raised in these consultative processes include survey methodology, interpretation of findings and lack of clarity on what information was provided to respondents.

### 1. Questioning techniques and findings

The survey questions were grouped so that individual issues are impossible to assess and make sound findings.

For example:

- "Now I'll ask you how you would feel if the existing Marrickville Metro shopping centre was upgraded & expanded."
- In the July 2008 report (page 54), six questions were asked. Five of the questions included upgraded and expansion, improving atmosphere and appearance. These responses could all relate to refurbishment of the current centre with no physical expansion. The sixth question as about increasing the number of shops for the benefit of the community. Respondents could still see this question as more shops within the current building and the question is biased in relating it to the benefit issue.
- No explanation or definition was given on what the term "expanded" meant.

### Sound finding

That all the respondents want the current centre to be upgraded given that the centre has been allowed to run down for the last 10 years. "Upgraded" has been interpreted by the respondents and many people in the community as renovation or keep it clean.

AMP Capital also supports this sound finding. Their Newsletter 03 put in mail boxes at the end of July 2010 calls it the *Marrickville Metro revitalisation project*. Other terms used in the two page newsletter include "upgrade", "revitalisation", "improvements to the layout of the Metro". Nowhere in the document is any mention made of expanded or doubling in size. Residents in Newtown south who were doorknocked on the same day as the distribution of this newsletter were shocked when told that the Metro would expand, double in size (both up and out).

### 2. The size of the development

Both surveys and the May 2010 community consultation asked the community to answer a "wish list" about what extra facilities they would like. None of the questions mentioned that the centre sought to double the size in order to put in 80 more specialty shops and one discount department store. The community consultation process has therefore come to unsound conclusions.

None of the questionnaires or community consultation processes has provided clear communication with the community. No definitions or clarity on terms such as expanded, upgraded or revitalised in relation to the size of the expansion or where the "wish list" services are to go. While concept drawings have been put on display at the Metro in May 2010 and now, these are not plans and still have no height scale on them.

### **Sound finding**

That the majority of the respondents to the questionnaires would be appalled at the doubling in size of the centre and change their minds about the "wish list" of shops and services offered by the developers.

This "wish list" questionnaire at the Metro in May 2010 had no provision for residents to say that they did not want any expansion in size at all.

There was no transport management plan or any information in the surveys about improved public transport or how the local one lane each way streets were to cope with the additional traffic.

The answers about public transport or traffic congestion in May 2008 stated that no consultation has been held with bus, rail or taxi authorities to seek assurances that these services would improve.

Motherhood statements only have been made in the survey findings (eg more car parking spaces). The Newsletter says there will be 777 long term retail jobs most of whom will want to park in the 715 new car spaces. Most of the workers in the Metro from anecdotal evidence indicates that they live outside the area.

There is no way a finding of 81% of "pleased critics" can be made if there has been no explanation or definitions used on the terms used in the surveys.

### **3. Sampling of shop owners**

The size of the sample (n=7) of strip shop owners is too small to make any meaningful findings given the large number of shops in King Street, Enmore Road, Marrickville and Illawarra Roads and the strip shopping in Dulwich Hill.

There is also no information available on the types of shops selected. Were they hairdresser, convenience stores, greengrocers, butchers, gift shops, jewellers, cafes, restaurants, independent clothing stores, boutique clothing stores which also manufactured the clothes, jewellers or masseurs?

There is little information about how they were selected and a recommendation was made to undertake further studies on this issue. Was this done as no shop owners in King Street south knew about the development and nor had they been asked for their views. No newsletters appear to have been delivered to date to the shop owners in South Newtown.

Other documentation issued by AMP Capital claims that there will only be a 3% impact on the strip shops but there is no evidence to support this finding.

### **Sound findings**

No shop owners have been made aware of the development by AMP Capital or their representatives and most are very concerned about the impact on the businesses.

When the Metro was built in 1987, King Street south lost 3 butchers, two delis, one chemist, a bottle shop, two Post Offices (one on Enmore Road) and the Commonwealth Bank. If the small number of cafes and restaurants which existed at that time are excluded from this analysis, this represents an 80% impact on strip shopping and the decimation of one stop strip shopping.

There are still shop vacancies in the area and any expansion of the Metro will put more out of business.

### **4. A community and multicultural area**

The surveys found that 80% want to shop locally, so why does the Metro want to change that by bringing in more cars. Surely shopping locally means that walking or bicycling is better for the environment and community support.

The survey makes findings on the community and multicultural feel of the area and the very strong attitudes of the residents, including that 50% do not have English as the first language in the home. If any of these multicultural people were included in the survey findings without an interpreter, their responses should be excluded. This does not appear to have been done. The survey stated that further study on this issue was needed but there is no evidence that this has happened.

#### **Sound findings**

People who buy or rent in the area already know what the area is like and this is the reason for them choosing to live here so why is AMP Capital wanting to change the very nature of the community.

Further research needs to be taken on the multicultural residents views.

An increasing number of local residents are saying that they want to be able to strip shop and get to know their shop owners.

The survey findings support that the majority of residents want to shop locally so why is AMP Capital trying to bring more people and cars into the area.

#### **5. Transport**

The survey concludes that there should be more follow up on the transport issues and this has not been adequately addressed to date. There has been no transport management plan put on display at the Metro. At the Metro in May 2010, the consultants advised residents that AMP Capital would only be discussing improved public transport after the expansion was approved. There has been no feasibility study undertaken. A resident in a wheelchair has been advised that none of the wheelchair access buses can go down the local narrow streets.

The fragmented shopping problems identified will not be resolved by the expansion of the Metro which primarily has indicated that the expansion will include a discounted department store and 80 specialty shops and few if any services.

#### **Sound findings**

The expansion is designed to bring more cars on to the narrow streets and there will be gridlock at peak times. There will be no improvement in access for disabled shoppers wanting to travel there by public transport. The additional car spaces will be filled with the additional workers coming in to work at the Metro.

The main public transport facilities and routes do not include the Metro and locals will still find it easier to catch a bus to Broadway or a train to the city especially for service outlets such as Centrelink, Medicare, private health funds, doctors, dentists etc.

#### **6. Survey sampling and questionnaires**

The telephone and in person surveys were done a long time ago with no prior advice to residents on the proposed expansion. To date no shops in King Street south have received any AMP Capital in person or newsletter contact. No residents near the Metro have had any contact either. The results of any research by AMP Capital is therefore biased and do not reflect the majority view which has been confirmed through a local doorknock in Newtown south.

The community consultative process in the Metro in May 2010 did not provide any space for a resident to indicate that they did not want any expansion in size. There was only a "wish list" offered with most tick the box items relating to retail shops rather than services.

Similarly the other two surveys did not provide an option for renovation only with no expansion.

Door knocking in South Newtown revealed that residents were still unaware of the size of the expansion and only one person was found who was included in the previous surveys.

The surveys used suburb names in their analysis which is not very meaningful. The number of kilometres from the Metro would have revealed more information. For example, a person living in Newtown may be one block from the Metro on the other side of Edgeware Road. Someone from Marrickville may be in the south over 15 km from Metro with worse public transport than a person in Dulwich Hill and may drive to Hurstville for their shopping. Residents in Erskinvillie may walk to Metro.



Everleigh markets may be used more particularly by Newtown and Erskinvile residents and this has not been considered as the surveys were mainly interested in competition from other shopping malls and strip shopping.

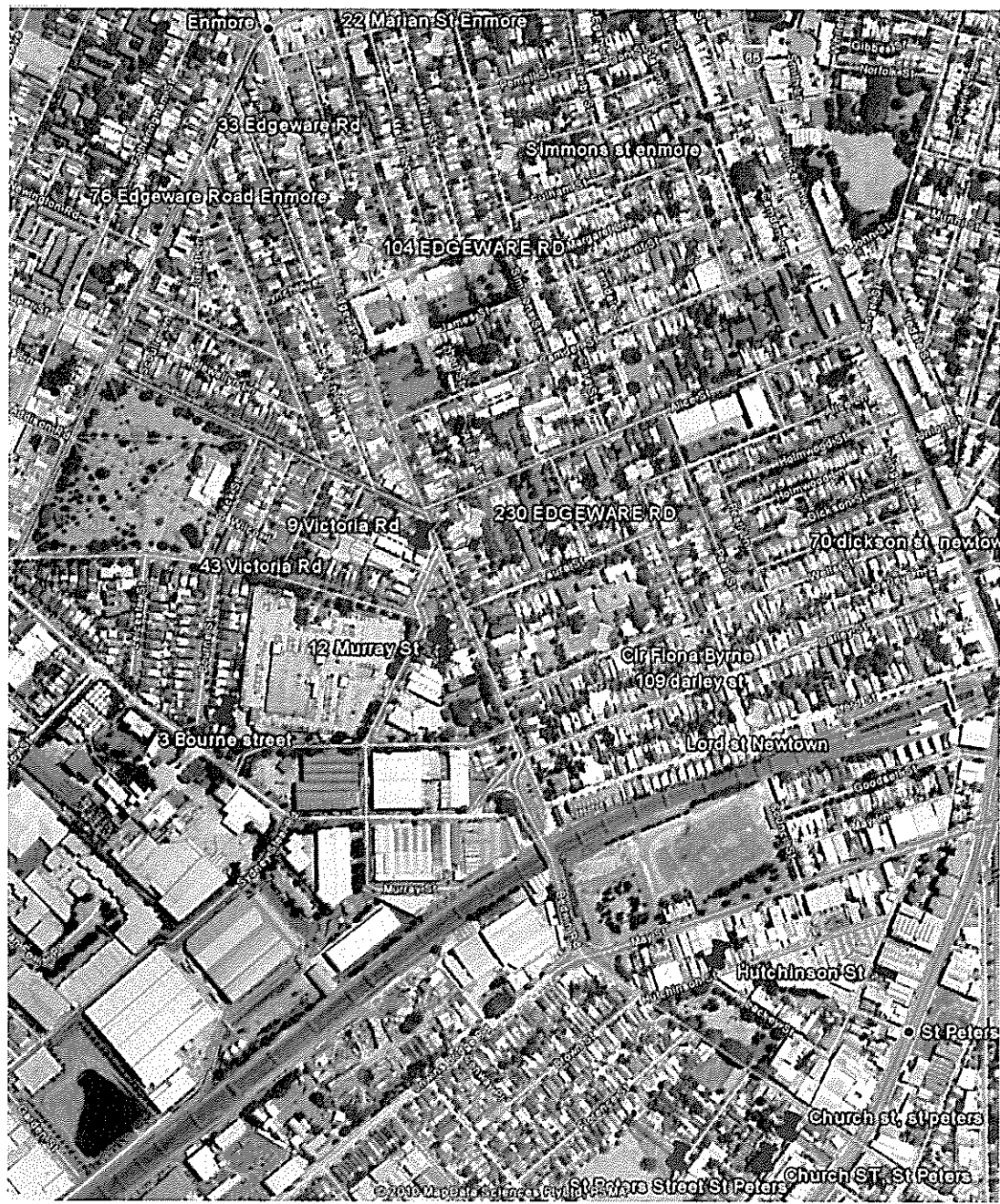
**Summary**

The surveys and other consultative processes have all been done to date prior to the community being advised of the extent of the expansion, the fact that it is not just a revitalisation project and no information or advice has been provided to the community by any impartial agency.

The expansion size is still not well documented for the information of the residents as the display now in the Metro still has no height or other scale dimensions on the concept drawings. Full plans to show the scale need to be provided by AMP Capital.

**SAMPLE COVERAGE FOR AMP CAPITAL MAILOUT**

Example of coverage for an AMP Mail-out on 9/9/2010 where red pinned locations didn't receive the content and yellow pins received the content below:





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](http://www.talkmarrickvillemetro.com.au) for more information about the Marrickville Metro upgrade.

Yours sincerely

**Centre Management**  
**Marrickville Metro**  
AMP Capital Shopping Centres



## ECONOMIC IMPACT

The proponent downplays the community feedback that makes the small is better argument. The proponent runs the risk of disenfranchising an unquantified segment of its customers.

Anecdotally my neighbour knows of people who travel to shop at the Metro. One of his friends lives at Avalon and another resides at Mosman. They travel over the Bridge to shop at the Metro, as they prefer the smallness of the centre, as it is all on one level, with parking very easy. Normally there are no crowds nor lengthy waiting in queues. They also feel the centre has a pleasant ambience. All of these facts my neighbour most certainly agree with and are reasons why he also opposes the planned extensions. He believes it is a great shopping area, very friendly people and shop keepers and to make it bigger will kill off this.



P76 Table 5.6  
figures seem to indicate Metro expansion will grow the retail market in the trading area by \$53.9M  
Assuming the remaining trading impact \$48.1M represents trade won from competitors

P 64	Total projected (2012)	\$ 316.9	M
P 71	Total projected without development proceeding (2012)	\$ 214.9	M
	Metro 2012 driven by expansion	\$ 102.0	M
	Including other TTA Retail	-48.1	-47.2%
		53.9	52.8%

This can be related directly to employment opportunity lost from competing centres and strips, ie. The employment growth attributable to the expansion of Marrickville metro must be tempered by the employment reduction in other centres

	new jobs estimated at the centre	817
	jobs lost across the trading area	-385
	Nett increase in jobs arising from the expansion of Marrickville metro	432

P78 In our observation, the strongest of the strips at present (excluding King St, Newtown) are also those located in closest proximity to Marrickville Metro – Illawarra Road and Marrickville Road, Marrickville. This is despite the fact that Marrickville Metro, even in its current format, has a strong food and service offer.

The two different retail formats (shopping centre and retail strip) co-exist comfortably within the trade area, and there is no reason to expect this relationship will not continue after Marrickville Metro is expanded. While Illawarra and Marrickville Roads are expected to experience the greatest impact (-5%) from the proposed expansion, this will not threaten their ongoing viability provided they continue to meet the specific, localised needs of their surrounding residents.

This flies in the face of historical truth and belies the likelihood that either the current owners or new owners

Will need to engage in significant rental discounting to fill the new space.

P80 5.5 Net Community benefit  
The provision of a wider range of shopping facilities for residents of Sydney's Inner West, provided in a 'one-stop' retail facility.

Same language used in 1981, 1985 and 1987 to support the proposal then

Big W Evaline St Campsie NSW 2194

Employees don't come from the local area?  
Who says they are permanent?

P82 Convenience, reduced travel times and reduced escape expenditure. The expansion of retail facilities at Marrickville Metro would better serve Sydney's

Who are we kidding here the real benefit of this expansion attributes to AMP capital and their shareholders

## Conclusions

P83 Marrickville Metro is a successful sub-regional shopping centre, located in the inner west Sydney suburb of Marrickville. The trade area served by the centre is characterised by a significant under supply of retail floorspace. Marrickville Metro is the only existing shopping centre within the defined main trade area which offers consumers significant comparison shopping facilities.

**apparent over supply of strip shop retail - so which is it?  
More and more people are comparison shopping online**

In general, the lower quality of retail floorspace provided along these strips (excluding the provision at King St, Newtown), and lack of critical mass in terms of a comprehensive retail specialty offer, make it unlikely that national brand retailers not currently represented would be drawn to any of the strips.

**this is an excellent situation and one which most 79% of residents surveyed wish to continue.**

**The perception of quality of retail floor space is a subjective one for which the proponent offers no metric.**

**certainly at present the proponent offers a low quality retail environment under maintained and desperately in need of redecoration.**

**Safety and health issues at the centre range from rats in the bakery to collapse of extractor hoods and a seasonal mouse plague which our cats make the most of.**

**certainly if the word quality is replaced by size there are not retail spaces of sufficient size for the majors and once again this is how most residents prefer the local shopping experience to remain.**

**Need it be reiterated that the residents have chosen to live in this area in order to avoid the national (vanilla) brand shopping experience.**

Consumer research suggests that there is demand in the trade area for the provision of a 'one-stop-shopping' destination, to complement the localised offers of retail strips within the trade area. The above average sales densities currently being achieved by supermarkets within the main trade area also suggests that there is demand for additional supermarket floorspace

**There is however no justification for a DDS**

A greater proportion of the sales expected to be generated by the proposed expansion of Marrickville Metro is expected to come from the retention of resident spending which is currently escaping the trade area. The expanded Marrickville Metro is likely to take on a more comprehensive role in the retail hierarchy, meeting a greater range of trade area residents' comparison shopping needs than does the centre's current offer. As such, it will compete more directly with the higher order facilities located beyond the trade area, such as the Sydney CBD, Westfield Eastgardens, Burwood and Bondi Junction, Ashfield Mall and the Campsie Centre.

**This is an abhorrent comparison and one which the proponents on consumer survey indicate time and again that the respondents do not want a Westfield (Bondi Junction)**

It is clear that the proposed expansion of Marrickville Metro will also result in a range of very important economic benefits, including the provision of a wider range of shopping facilities to trade area residents, additional employment, and improved amenity for local residents.

**It is clear that the proponent is satisfied that they will realise the yield required to support their business case.**

**Economic benefits are limited to provision of unwanted consumer choice**

**Additional employment at the expanded centre will be offset by reduction of employment at shopping strips in Marrickville, south kind St and Enmore.**

**Local residents amenity will be further reduced.**

# Marrickville Metro Revitalisation Project

## Review of Elton Consulting Report dated 25 May 2010

Prepared by Carol Menzies on 4 August 2010

### Overview

Elton Consulting key objectives were to provide independent community engagement to find out the community views regarding the redevelopment of the Marrickville Metro site and to highlight the community benefits of the proposal.

A number of activities were conducted with the main interactive consultation being a community survey and community information and feedback session. My review of their processes and findings and my observations from discussions with the local residents and businesses are in the attached Appendix 1.

AMP Capital has allowed the site to become run down without any major enhancements to the centre other than shops having to refurbish each time their contract expires. AMP Capital has made no upgrades to the common areas and the areas around the centre are never clear of rubbish. Many of these shop refurbishments appear very basic and therefore do not change the feel that the centre is run down. Several retailers have left the centre and moved back to the Marrickville strip or to other suburbs after being in the centre when it first opened.

Our findings are very different from those of AMP Capital. Our findings show that the majority of the community supports the concept of updating the **existing** site but do not support the massive development proposed by AMP Capital.

### Elton Consulting - Community Consultation Activities

#### 1. Community Survey

The sample size as agreed by Marrickville Council was to target 3,000 local residents. The response rate to the door to door questionnaire was very small - 3% response rate (119 of which 97 face to face and 22 post back).

The survey questions were restricted to aspects of improving the Metro site with no mention of the scale of the development planned by AMP Capital. It was a "wish list" of what people would like to see in a revitalised centre and the current issues with the existing centre.

During this consultation period there was no information provided on the actual size of the development and many people in the community were under the impression that the current site was being revitalised and at most may include an additional floor.

The community newsletters 1 & 2 did not discuss this aspect of the development and in fact the visual used in the banner appears to reflect an upgrade to the current site.

**These consultations were carried out prior to the Community Information and Feedback Session at the Metro on 15 May 2010 when the actual development was unveiled.**

#### 2. Community Information and Feedback session (CIFS)

This was the first opportunity for visitors to the Metro to view the plans for the development.

Elton Consulting staff ran the forum. 219 people visited the exhibition with only 29 completing the CIFS feedback form. There was no data collected on people opposed to the development and some people who spoke to the staff were disappointed with the knowledge of the staff regarding issues relating to traffic etc.

#### 3. Website

The Elton Consulting report provides a lot of detail about the traffic to the website [www.talkmarrickvillemetro.com.au](http://www.talkmarrickvillemetro.com.au). The information provided on this website is a one way communication and is simply a copy of the latest newsletter it does not provide the visitor with the opportunity to comment nor are the plans available on this site. Therefore as a communication vehicle it is very uninformative.

### Our Community Consultation Response:



After the plans went on display at the Metro myself and another local resident decided to find out how many residents in our local area were aware of the size of the planned development at Marrickville Metro and also identify who was opposed to it, who supported it and who weren't interested. Our concern was that the AMP Capital surveys with the community were conducted prior to the plans going on public display.

A door to door campaign was conducted on Sunday 1 August and Sunday 8 August in Darley Street, Lord Street, Wells Street and Holmwood Street and a total of 205 residents were interviewed one on one.

***Findings:***

One on one- residents contacted: 205

Do not want site expanded and signed a petition: 161

Required more information: 13

Want planned development: 15

Not Interested: 16

**79% of the residents contacted did not want to see the expansion of the Marrickville Metro.**

**7% want the development to go ahead**

**6% require more information**

**8% are not interested.**

These results are indicative of the mood of the local residents with many more signing the petitions in the premises of local businesses. Everyone surveyed agreed the current site needs to be revitalised as it has had no upgrade since it was first developed in 1987, even though the shops within the complex have to upgrade at the end of each contract date this has not been reflected in the common areas managed by the Centre Management.

The majority of local residents contacted were unaware of the **size** of the development and that it also incorporated the site across Smidmore Street and the key issues for them were the traffic congestion concerns and the development was not seen as being in-keeping with the local environment/ culture of the community. There was no need for such a huge retail centre in the area given the easy access to other shopping centres close by.

It is interesting how the AMP Capital is trying to project the new development as becoming a Centre for all Community activities eg Library, cafe/ restaurants plaza (which we already have ample selection of in the local shopping strips and the quality and price draws people from all over Sydney ), venue for entertainment, a market (which I am sure the big retailers will not be happy about and a local market already exists in Addison Road) and so on. There are no shopping centres I can recall trying to pretend it can be the focal point / hub for a community. Granted some shopping centres in the outer suburbs may have a culture of people spending large amounts of their time in their shopping centre but I am sure that is due to there being very few alternate destinations in their area eg Campbelltown.

The evidence is overwhelming the community does not want a development of this size as there are adequate alternatives nearby for large scale retail shopping. Also once the city centre is finally developed this will be a key focus for the serious shopper and we are fortunate as local residents we have easy access to the city by good local transport. Yes, AMP Capital needs to revitalise the **existing** site which they have let run down.

**Carol Menzies 167 Darley Street Newtown 2042**



## Appendix 1.

This appendix reviews the Elton Consulting findings on some of the community issues raised during the consultation process and AMP's response to these issues.

Community Issues	AMP Capital Response	Comments/ Observations
<p><b>1. Availability and design of car parking:</b></p> <ul style="list-style-type: none"> <li>Currently there is a lot of good parking available which should be maintained as part of any expansion</li> <li>Short-term parking for "quick in and out"</li> <li>Need to limit parking in residential streets, in particular Victoria Street</li> <li>More shaded parking needed</li> <li>Construction of pool at Enmore Park may also increase car park use</li> <li>Centre's current car park design is "odd and difficult" Parent parking is needed</li> <li>More handicapped parking needed.</li> </ul>	<p><b>AMP Capital is providing:</b></p> <ul style="list-style-type: none"> <li>An additional 715 car parking spaces, with at least half undercover</li> <li>A minimum of 36 disabled car spaces</li> <li>A disabled taxi space</li> <li>Two dedicated car share spaces</li> <li>A system that indicates how many cars are free on each level, making it easier for people to locate</li> </ul>	<ul style="list-style-type: none"> <li>The current parking is adequate only during non peak periods.</li> <li>AMP Capital has stated the expanded centre will employ 777 people and will increase the additional car parking by 715 spaces. With the local transport being inadequate one can assume the additional staff will be taking up many of the additional parking spaces.</li> </ul>
<p><b>2. Traffic management</b></p> <ul style="list-style-type: none"> <li>Current traffic management is quite effective</li> <li>Need to ensure the residential area and local streets are not "choked with traffic and parking chaos" if the proposal is approved</li> <li>Need to manage traffic effectively on Edgeware Road</li> <li>Turning right out of Smidmore Street is currently difficult</li> <li>Reduce speed limits around the centre</li> <li>Problems with pick-ups and traffic jams around the centre need to be addressed.</li> </ul>	<p>Marrickville Metro is proposing a range of measures to improve traffic flow around the centre both during construction and after the upgrade is complete, including:</p> <ul style="list-style-type: none"> <li>An independent traffic management plan for the project, prepared by Halcrow Group, to minimise impacts on neighbouring businesses and residents</li> <li>Moving buses to Edinbrough Road, creating a new bus shelter to cater for community demand</li> <li>Improved accessibility throughout the precinct, including a new pedestrian entry on Smidmore Street and Edinbrough Road and a new car park entry from Edinbrough Road</li> <li>Rationalising three loading docks on Murray</li> </ul>	<p>AMP' Traffic Management Plan appears to rely on using Edinbrough Rd for a new access; including pedestrian entry, new ramp and bus stop. Also having Council approval to block off Smidmore St.</p> <ul style="list-style-type: none"> <li>Edinbrough Rd currently is a busy road for traffic not only cars but trucks as well. This road connects traffic from Victoria Rd to Edgeware Rd as well traffic from King St down Lord Street to Marrickville. There are also many local factories which use this road.</li> <li>The flow of the traffic along Edinbrough Rd will be seriously impacted with this proposal and will be just moving the existing traffic problems from Smidmore St and Murray St to Edinbrough Rd.</li> <li>Rationalising the loading docks will mean residents near Murray St will be seriously affected by this one dock (traffic, noise) and cannot see how it will improve traffic flow as the expanded</li> </ul>

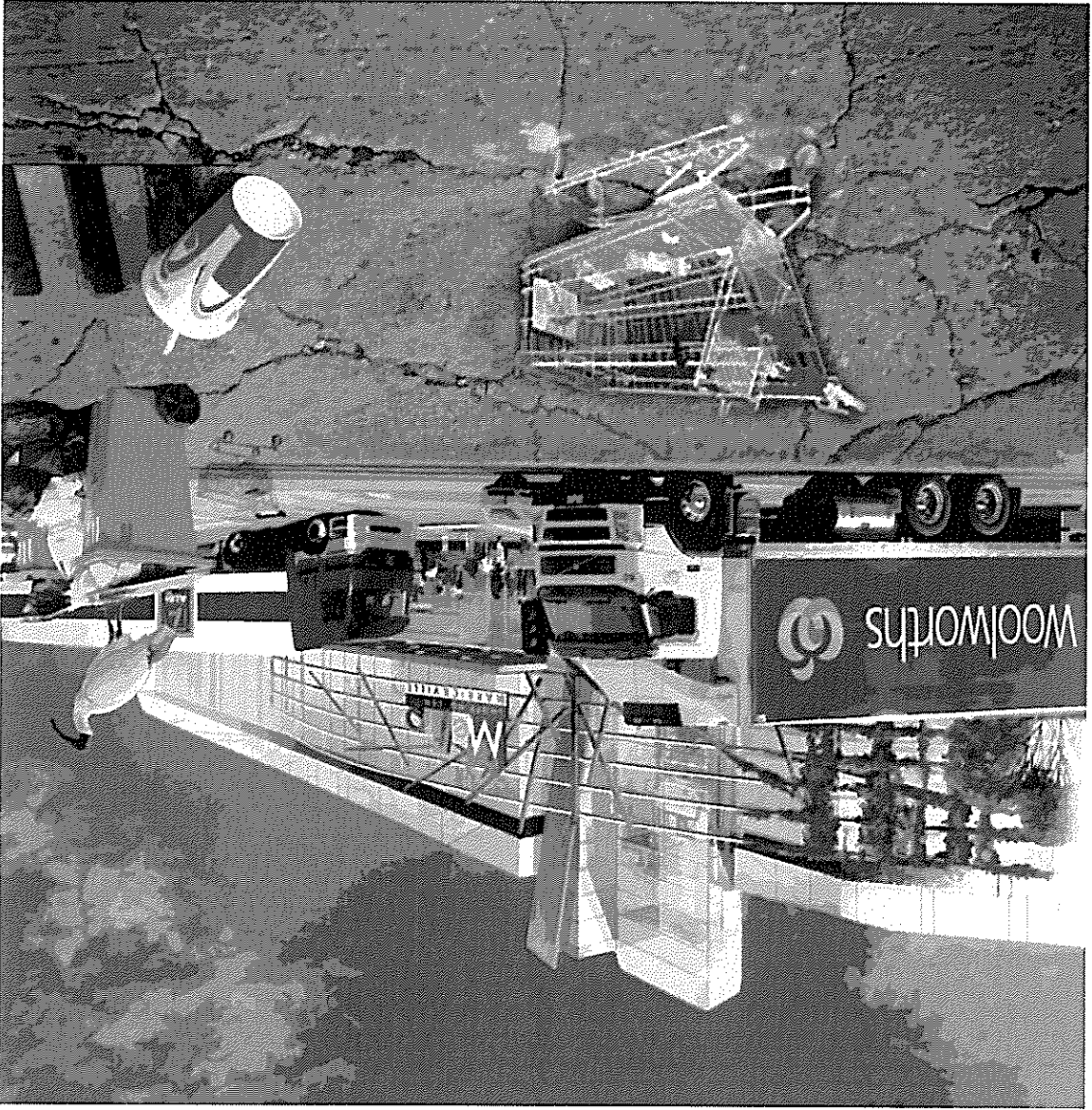
	Street into one dock – to improve traffic flow and the appearance of Murray Street _ Providing a better car entry into the centre, by extending the existing Smidmore Street ramp and building a new ramp off Edinburgh Road.	centre will have more trucks using this one dock than the total of the current 3. Has any analysis been provided on the proposed number of trucks using this dock and hours of operation?  • Much of the traffic plan relies on the approval by Council/RTA of moving the bus stop/ and AMP buying and closing off Smidmore St. Need to have traffic management plan Option 2 showing how the traffic will be handled if approval is not given. • AMP has not addressed issue of increase traffic congestion on neighbouring streets eg Edgeware Rd, Edinburgh Rd etc
<b>Community Issues</b>	<b>AMP Capital Response</b>	<b>Comments/ Observations</b>
<b>3. Public transport</b> _ Restrict Smidmore Street to buses and taxis _ Improved bus shelter/terminal _ More bike racks needed _ Increase bus services to reduce carbon footprint.	Moving buses to Edinburgh Road, creating a new bus shelter to meet community demand _ Additional, secure bike racks and showers available in the centre – as part of Marrickville Metro's efforts to encourage employees and customers to use sustainable transport.	<ul style="list-style-type: none"> <li>• The centre is not easily accessible by Public Transport like the Broadway centre. Moving the buses to Edinburgh Rd will do nothing to solve this issue.</li> <li>• AMP's survey findings show 70% of the current users of the Metro arrives by car which highlights the problem and will cause more traffic issues with the increase in users of the metro (4 million as projected by AMP)</li> <li>• Encouraging employees &amp; customers to use bikes is a meaningless statement unless there has been a survey amongst staff indicating they like this concept. Many current employees live out of area.</li> <li>• Major issue only 1 pedestrian crossing around the metro this is at Murray St and it is very dangerous crossing. Plans do not incorporate pedestrian crossings in their plans.</li> <li>• Another congestion point is traffic entering Murray St to and from Edgeware Rd is a nightmare and dangerous.</li> </ul>
<b>4. Current upkeep and maintenance of centre</b> _ Need to maintain the landscape and nature strip outside the centre _ Upkeep of the centre is inconsistent _ Trolley collection from residential streets around Metro is sporadic _ Coin-operated trolleys / trolleys with automatic brakes that	Landscaping around the centre, and particularly along Victoria Road, will be improved by: Removing shrubs along the heritage wall and replacing with mulch, to create a cleaner look with more space _ Trees will remain the same _ Shrubs surrounding the trees will be removed to reduce litter accumulation _ This work commenced <b>11 May 2010</b> .	<ul style="list-style-type: none"> <li>• When Metro was first proposed in 1987 many of the concerns related to the litter, trolley collection and ensuring the centre was maintained and not allowed to become run down. So what has happened the AMP has allowed the current centre to run down, litter in the surrounding streets has increased enormously, trolleys dot the local landscape and basic health issues such as a clean toilets and the smoking areas was never addressed.</li> </ul>

<p>prevent them going beyond a certain point would help to address this issue</p> <ul style="list-style-type: none"> <li>– Toilets need to be cleaned more regularly and repaired</li> <li>– Litter in streets and overflowing bins</li> <li>– Air conditioning in the centre is not effective</li> <li>– Remove all smoking areas from the centre.</li> </ul>	<ul style="list-style-type: none"> <li>– More consistent upkeep of the centre will be achieved through: <ul style="list-style-type: none"> <li>– Repainting both the inside and outside of the centre</li> <li>– Refurbishments of some stores, with six completed over the past four months, and an additional five planned.</li> </ul> </li> <li>– Litter on surrounding streets is being addressed by: <ul style="list-style-type: none"> <li>– Discussions with Council to obtain more bins</li> <li>– Hiring an additional cleaner to patrol the area surrounding the centre for one hour each morning and afternoon and also clean additional areas near parks and gutters</li> <li>– This work will commence <b>as soon as possible</b> once negotiations with the cleaning contractor have settled.</li> </ul> </li> <li>– Trolley collection from surrounding streets is being improved by: <ul style="list-style-type: none"> <li>– Trolley management plan</li> <li>– Sourcing an additional trolley collector to service the areas where trolleys are left most regularly</li> <li>– This work will commence <b>as soon as possible</b> once a contractor has been agreed.</li> </ul> </li> <li>– Toilet maintenance is being improved through: <ul style="list-style-type: none"> <li>– Refurbishing the toilets within the existing centre</li> <li>– an <b>internal AMP Capital expenditure application has been made</b></li> <li>– An upgraded parents' room which aims to achieve a 5-star rating from the Breast Feeding Association</li> <li>– Male and female toilets will also be improved in both the existing and expanded centre.</li> </ul> </li> </ul> <p>The upgrade will boost Marrickville's local economy by: ... Delivering more jobs, approximately 600 during the construction period</p>	<p>What guarantees have we that AMP Capital will honour its commitments when it hasn't done so in the past?</p> <ul style="list-style-type: none"> <li>• Early in the year several local residents had issues with shopping trolleys being dumped in the surrounding streets and contacted the Centre and were told there was a new policy: residents had to find out which store's trolley was left and to contact them direct as it was not the Centre's responsibility but the stores!!!! We then referred the matter to Council.</li> <li>• AMP Capital's comment that "Trees will remain the same" does not show this in the plans however I am assuming that NO trees around the current sites will be removed.</li> <li>• When Metro opened there was a trolley service but one issue with the contractors used was "the cowboy" approach of collecting trolleys with the result local resident cars parked in their streets were being damaged as the roads are extremely narrow at the best of times.</li> </ul>
<p><b>5. Boost/protect the local economy</b></p> <ul style="list-style-type: none"> <li>– Impact on / competition with the strips</li> <li>– Ensure the proposal boosts</li> </ul>	<p>The upgrade will boost Marrickville's local economy by: ... Delivering more jobs, approximately 600 during the construction period</p>	<ul style="list-style-type: none"> <li>• The common theme from residents is that they do not want to change the uniqueness of the area, keep the village feel and the AMP survey findings confirm that developments deemed</li> </ul>

<p>employment, and doesn't take away jobs</p> <ul style="list-style-type: none"> <li>– "To boost the local economy, we need more little shops as in Newtown, and less shopping centres".</li> </ul>	<p>as well as over 777 long term retail employment jobs</p> <ul style="list-style-type: none"> <li>– Promoting business investment in the Marrickville area</li> <li>– Providing more variety and choice so residents can do more of their shopping in the local area.</li> </ul> <p>Upgrade plans have been designed to minimise impacts to local business owners along King Street, Marrickville Road and Illawarra Road. It will offer different types of shops and services to the strips.</p> <p>An independent economic impact analysis has indicated a 3% impact on the strips, which will not threaten their viability.</p> <p>Research conducted by AMP Capital in 2008 indicated that the majority of people like to shop at both strips and shopping centres because of the different offers available. A phone survey of 1,200 people in the local area found:</p> <ul style="list-style-type: none"> <li>– One-fifth preferred shopping strips</li> <li>– One-fifth preferred shopping centres</li> <li>– 58 per cent of respondents liked to shop in both.</li> </ul> <p>Local businesses may also benefit from increased consumer traffic in Marrickville as a result of this upgrade</p>	<p>suitable need to be in keeping with the key characteristics of: vibrancy, sense of community, diversity and lifestyle. The current businesses in the Marrickville area are the ones that have influenced this uniqueness especially with the variety and quality of the restaurants and current businesses.</p> <ul style="list-style-type: none"> <li>• The Metro does compete with the local shopping strips and the figure of 3% impact on local businesses is questionable given the experience of the impact the Metro had on local businesses when the Metro first opened in 1987 (Stella need to see if we can get from the Business Council what the impact was on the local businesses when the metro first opened)</li> <li>• No evidence to support the statement that an increase in consumer traffic will benefit local businesses.</li> </ul>
<p><b>Community Issues</b></p> <p><b>6. Size of the proposed expansion</b></p> <ul style="list-style-type: none"> <li>– "Do not want a Westfield"</li> <li>– "I only shop at Marrickville Metro because it is compact and not a Westfield"</li> <li>– Ensure the centre remains in-keeping with the local area</li> <li>– Creating variety doesn't necessarily mean the centre needs to be bigger</li> </ul>	<p><b>AMP Capital Response</b></p> <p>Extending the centre up one retail level and out across Smidmore Street into the adjacent site at 13-55 Edinburgh Road, to create a total of 44,000 square metres of retail space and a total gross floor area of approximately 58,000 square metres</p> <ul style="list-style-type: none"> <li>– This scale is appropriate for the local area, comparable to Broadway Shopping Centre</li> <li>– Marrickville Metro has been classified as a</li> </ul>	<p><b>Comments/ Observations</b></p> <ul style="list-style-type: none"> <li>• The Community Action Group findings support the comments gathered by Elton that the local community does not support a massive expansion of the current site and it must be in keeping with the local area.</li> <li>• Our findings also show that the residents were not aware of the extent of the expansion and assumed it was an upgrade of the current site with the prospect of going up at most another retail level. This is understandable given the marketing of the proposal speaks of "revitalisation" "upgrading" and not</li> </ul>

<p>– “I don’t think people want a bigger shopping centre”</p> <p>– “The centre should be bigger”.</p>	<p>village in the NSW Department of Planning’s Draft South Subregional Strategy. The strategy notes that with increased retail/commercial floor space and higher density housing, it could achieve Town Centre status.</p>	<p>“expanding” the site across Smidmore Road.</p> <ul style="list-style-type: none"> <li>• The newsletters to the residents visually appear to show one building and does not include the premises opposite.</li> <li>• Also the exhibition of the full development was only on display on 15 May which was <b>after</b> the community door knock survey, and distribution of Newsletters 1 &amp; 2.</li> <li>• 219 people attended this AMP forum run by Elton Consulting however no stats were collected on the number of people <b>opposed</b> to the development. Only 29 surveys were completed at this event. Some of the residents who attended were disappointed the consultants were unable to provide answers to many of the issues they raised.</li> <li>• Even with the current exhibition at the Metro it still does not indicate the actual height of the new development, nor the option if Smidmore St is to remain public property.</li> <li>• The size of the proposal is considered by a majority of the local residents surveyed by the Community group as inappropriate for the area and not in keeping with what is required by the residents which is an upgrade to the current centre.</li> <li>• AMP Capital believes that the scale of the plans for the Metro “is appropriate for the local area, comparable to Broadway Shopping Centre”. What they neglect to say is that Broadway site has a long association with shopping with Grace Brothers opening its store in 1904. This centre is an historical retail landmark and even though the centre has grown the external building has retained its original look. This centre is supported by good public transport and the roads are major with little traffic congestion around the centre.</li> <li>• Also many of the local residents don’t distinguish shopping centres by who owns them eg Mirvac or AMP or Westfield’s. The term “Westfields” is often used as a generic term for a large shopping centre similar to the word “hover” being associated with any vacuum cleaners. Our findings showed that those residents opposed to the development did not think a centre the size of Broadway Centre was appropriate for the site.</li> </ul>
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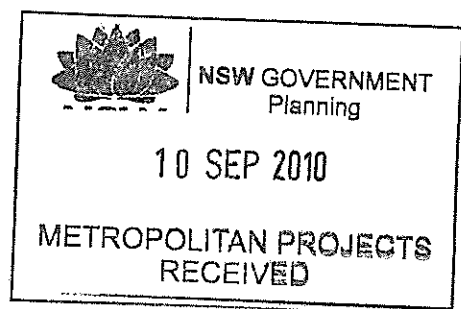
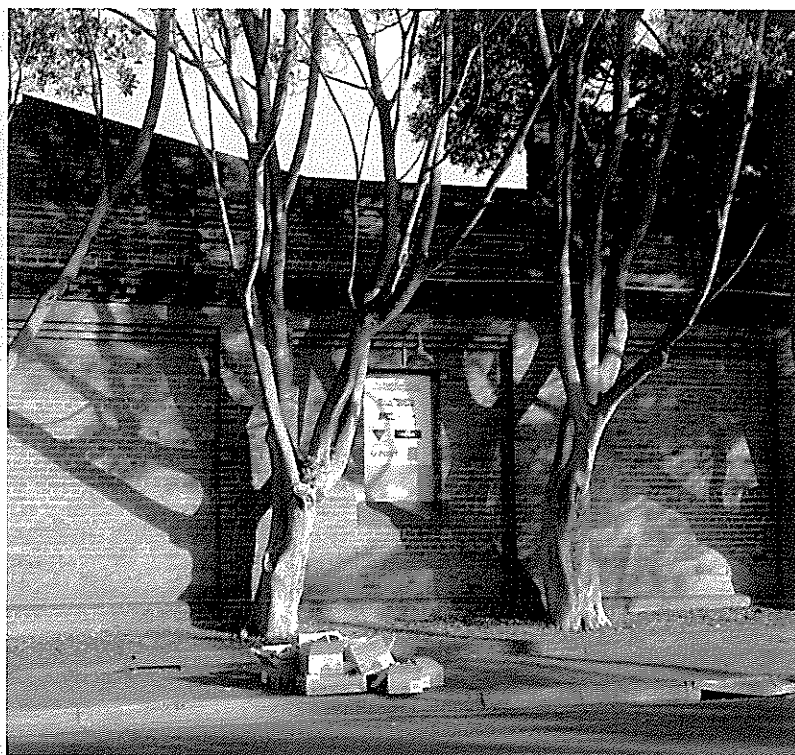
		<ul style="list-style-type: none"> <li>The community should also be very concerned that the NSW Department of Planning's Draft South Subregional Strategy currently classifies the Marrickville Metro as a village however with increased retail / commercial floor space and higher density housing, it could "achieve Town Centre" status!!!</li> </ul>
<b>Community Issues</b> <b>6 Noise Impacts</b> <ul style="list-style-type: none"> <li>- Construction timeframes and length to create the expanded centre             <ul style="list-style-type: none"> <li>_ Current rubbish collection late at night</li> <li>_ Current truck loading dock noise, particularly on Edinburgh Road.</li> </ul> </li> </ul>	<b>AMP Capital Response</b>  <p>If the expansion is approved, construction works will be managed to minimise impacts on surrounding residents and businesses</p> <p>Work would be limited to daylight hours and residents would be given advance notice of any out of hours work</p> <p>_ The proposal includes rationalising three loading docks on Murray Street into one dock, which will limit noise impacts on neighbouring residents.</p> <p>AMP Capital is exploring options for tenants on Smidmore Plaza to have leases to trade into the night, for example, restaurants.</p>	<b>Comments/ Observations</b> <ul style="list-style-type: none"> <li>AMP Capital proposal of rationalising 3 loading docks into one also includes having this accessible to trucks 24 hours. The rationalisation cannot limit noise impacts on residents when the number of trucks will increase to service the increase in retail space and it has requested a 24 hour access.</li> <li>This will definitely increase the noise impact on local residents.</li> <li>Again AMP exploring longer later trading hours will also increase the noise factor. Especially if the restaurants also have alcohol licences this brings a completely new set of issues.</li> </ul>



# Objection to Marrickville Metro Expansion

Stephen Middleton - Metro Watch

MP09\_0190



Stephen Middleton - Metro Watch  
With extensive assistance from Volunteers  
12 Murray St Marrickville NSW 2204  
Metro\_Watch@OptusNet.com.au

We acknowledge the prior ownership of the Marrickville area by the Cadigal people a clan of the Eora nation; who were dispossessed by European invasion more than two hundred years ago. We celebrate the survival of Aboriginal people and their culture following the devastating impact of European invasion and support their right to determine their own future. We recognise the right of Aboriginal people to live according to their own values and culture. We accept our responsibility to develop an awareness and appreciation of Aboriginal history and society in our community and to protect and preserve the environment and significant and sacred sites. In doing so we acknowledge that Aboriginal culture continues to strengthen and enrich our community. The Marrickville area is now occupied by people drawn from many different lands who share the values of tolerance of and respect for one another. We encourage Aboriginal and non-Aboriginal people to work to overcome their differences and continue to go forward together.

10-09-2010



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## METRO WATCH FORMED IN RESPONSE TO COMMUNITY CONSULTATION

Core members of "Marrickville Metro Shopping Centre Redevelopment Watchdog" or Metro Watch came together quite spontaneously as a result of the open, inclusive and informative community consultation undertaken in support of the expansion of Marrickville Metro. Metro Watch as an organisation had three main objectives:

1. Inform the community of the proposed expansion of Marrickville Metro and the ramifications of this development. As a result encourage action during the exhibition period.
2. Impress upon stakeholders the need for genuine consultation with the neighbourhood and find out community views.
3. Emphasise that we are not anti-development. We constructively support development that enhances the Marrickville Metro community.

As a consequence of these objectives Metro Watch has primarily acted as a clearing house for information, finding the facts and disseminating them as widely as possible in the community. We have used quite diverse sources of information but a great treasure trove of gems was provided us on the 28<sup>th</sup> of June when the EA went on Exhibition. Until this time so much fundamental information about the project had been withheld. For example no elevations and some complete plans had been withheld from the concept stage. Much of the research and review information we generated is presented here. Some of the more contentious or inflammatory findings have been withheld for the time being.

As a volunteer organisation Metro Watch is able to mobilise more swiftly than some of our allies. As a consequence we have been able to conduct several new investigations and these are also presented.

Along the way we have realised that those involved in Metro Watch appreciate the support we are able to offer when dealing with Marrickville Metro operationally. For example Metro Watch now advocates a zero tolerance approach to infringement of agreed loading dock operating hours, deliveries and waste removal out of agreed hours as well as construction and maintenance activities out of hours, audible alarms out of hours and so forth. Realising that Marrickville Metro management was not tracking issues and complaints, Metro Watch recommends that residents communicate every issue to Marrickville Council and obtain a receipt for the communication.

As a result of the proponent's actions: for the first time residents around Marrickville Metro are able to easily compare notes and experiences. Metro Watch can also offer support to residents in South Ward who are affected by the operations of other businesses in the area.

At present there are 104 people registered with Metro Watch as active volunteers with more joining each week. The Metro Watch local pamphlet run hits 2000 addresses, South Ward and LGA pamphlet runs 6000 and 10000 respectively. We have recently sorted ourselves into branches to spread the contact load.

## PETITION AND PERSON TO PERSON SURVEYS

As part of this submission we present the NSW Department of Planning with a petition comprising 4830 signatures in support of our objection to the proponent's proposal. Excerpt of blank petition below.

### PETITION

**TO: NSW GOVERNMENT**  
**TO: NSW OPPOSITION**  
**TO: MARRICKVILLE COUNCIL**

Residents, local businesses and other supporters of Marrickville, New South Wales, are strongly opposed to the extension of car parking and retail space at the Marrickville Metro Shopping Centre – **we want to save our valuable local shopping strips**. We consider the impact and damage to the local area including residential areas, residents, street traffic, streetscape, amenity, retailers along all shopping strips including Marrickville, Dulwich Hill, Petersham, Newtown and Enmore will be significant and unacceptable.

We request that the proposed extension to Marrickville Metro Shopping Centre not be allowed to go ahead. We have been working hard towards improving Marrickville and want to ensure that this growing and vibrant community and village shopping precinct does not get trampled under the extension of another large shopping centre.

<u>Name</u>	<u>Address</u>	<u>Phone</u>	<u>Signature</u>

Metro Watch acknowledges the support of the Marrickville Chamber of Commerce, other businesses in and around Enmore Rd and King St as well as the many volunteers who have worked with their neighbours and other members of the community to gather these signatures.

When we have volunteers out canvassing for signatures we have them note the relative response rate. An example of these notes is presented in the table below:

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**Surveyors Notes Sunday 25 July 2010**

520	70%	Proportion of Local respondents
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Were you consulted by the proponent?

156	30%	respondants who where unaware of any development
359	69%	respondants who where unaware of the scale of the development
5	1%	respondants who had received Metro Watch material and where informed about the development
0	0%	respondants who had received information about the development from the proponent

Would you like more information regarding the proposed development and the likely impact on local residents and buisnesses?

170	Groups of local people who received a pamphlet
-----	--

Do you support the proposed development?

520	100%	respondants who were interested in the development and approached the surveyor or engaged in a conversation regarding the proposed development.
1	0%	respondants who were in favour of the development
78	15%	respondants who wanted to consider the information further
441	85%	respondants who were not in favour of the development
52	10%	respondants who were prepared to sign the petition against the development
4	1%	respondants who gave their contact details to assist in taking further action against the development

The proportion of respondents opposed was unusually high on this particular day at this location. Typically this rate hovers around 79% "not in favour".

# EXTENT OF REVIEW OF EA ON EXHIBITION

Report	page count	Metro Watch Review Status
APP A Business Lands Report	16 pages	Complete
APP B Two Blind Mice – Quantitative report	50 pages	Complete
APP C Two Blind Mice – Community Research March 2008	44 Pages	Complete
APP D Environmental Impact Statement	96 pages	Complete
App E – Retail Strip Review	50 pages	Complete
App F – Social Impact Study	63 pages	Complete
App G – Community Consultation Report	56 pages	Complete
App H – Traffic Management and accessibility Plan Part 1	74 pages	Complete
App H – Traffic Management and Accessibility Plan Part 2	9 pages	Complete
App I – Arborist Report	42 pages	Complete
App I – Ecologically Sustainable Development	15 pages	
App K – CPTED Assessment	36 pages	
App L – Heritage Impact Statement	36 Pages	Complete
App M – Acoustic Report	27 pages	Complete
App N – Electrical Design Statement	6 pages	
App O – Wind Assessment	7 pages	Complete
App P – Accessibility Report	10 pages	
App Q – Stage 1 Site Contamination Report	188 pages	
App Q – Stage 2 Site Contamination Report	215 pages	
App R – Infrastructure and Hydrology	50 pages	
App S – BCA Assessment Report	18 pages	
App T – Staged Fire Safety Strategy	10 pages	
App T – Preliminary Fire Safety Measures	21 pages	
App U = Operational Waste Management Plan	17 pages	
App V – Construction Management Plan	4 pages	
App W – Civil Engineers Assessment	23 pages	Complete
App X – Geotechnical Investigation Report	51 pages	
App Y – Quantity Surveyors Statement	16 pages	
Architectural Report Part 1	7 pages	Complete
Architectural Report Part 2	8 pages	Complete
Architectural Report Part 3	16 pages	Complete
Architectural Report Part 4	11 pages	Complete
Cover Letter		Complete
Environmental Assessment Report Final 160710	100 pages	Complete
Survey Drawings		Complete

REVIEW OF DGR COMPLIANCE		
NSW Planning		
Director General's Requirements		
Section 75F of the <i>Environment Planning and Assessment Act 1979</i>		
Application Number	MP 09_0191	Status
Project	Concept Plan for the expansion of the Marrickville Metro Retail Centre.	
Location	34 Victoria Rd, 13-55 Edinburgh Road and a Portion of Simdmore Street	
Proponent	Urbis Pty Ltd on behalf of AMP Capital Investors Pty Ltd	
Date Issued	3/03/2010	
Expiry date	If the Environmental Assessment (EA) is not exhibited within 2 years after the date of issue, the applicant must consult further with the Director-General in relation to the preparation of the environmental assessment.	
Key Issues	The Environmental assessment (EA) must address the following key issues:	
	1. Relevant EPI's policies and Guidelines to be addressed	
	2. Built Form Urban Design/Public Domain	View analysis not available for Edgeware Rd/Enmore Rd intersection
		View Analysis not available for Edgeware Rd Victoria Rd
		View Analysis not available for Enmore Park
		Options for building Envelopes, Massing and Articulation missing for Murray St.
	3. Staging	
	4. Land Ownership	
	5. Land Use	
	6. Economic Impact Assessment	
	7. Transport & Accessibility Impacts (Construction and Operational)	
	Traffic Management and Accessibility Plan (TMAP)	
	Transport & Accessibility Impact Study	
	Assessment of the implications of the proposed development for non car travel modes	
	Provide an assessment of existing STA bus services and capacity the impact on current and future bus service needs, including proposed new interchange / terminus arrangements	Not Provided
	Details of service vehicle movements	Not Provided
	8. Environmental and Residential Amenity	A low level of Residential Amenity is achieved

	9. Ecologically Sustainable Development (ESD)	
	10. Contributions	
	11. Consultation	
	Undertake an appropriate and justified level of consultation in accordance with the Dept's Major Project Community Consultation Guidelines Oct 2007.	The level of Consultation is neither appropriate nor is the (low) level of consultation justified
	12. Drainage	
	13. Groundwater	
	14. Utilities	NBN Co is not considered. Assumes services can be routed in the road reserve disturbing established trees.
	15. Statement of Commitments	There is no explanation of how overnight delivery movements will be monitored to measure compliance with commitments.
	16. Heritage	
Deemed Refusal period		60 days
APPENDIX A	Marrickville Employment Lands Study 2008	Inadequately dealt with

## MANY OF THE RECOMMENDED ACTIONS CAN BE TAKEN INDEPENDENTLY OF EXPANSION

Many of the recommended actions can be taken independently of expansion of Marrickville Metro including:

- Pedestrian amenity sign posting etc
- Relocation of buses and taxi rank
- Visitor guide to alternative methods of access to the centre
- Shuttle buses to help integrate the shopping experience between the Metro and other shopping destinations like King St Newtown.
- Improvements to Car Park accesses to improve peak flow.
- Consolidation of loading docks to improve compliance with Australian standards with respect to delivery vehicles reversing across the boundary.
- Engagement with STA to provide a wider range of Bus routes – particularly to the south and west.

Certainly a proponent with so much community benefit on it's mind really needs to get going on these initiatives – decoupling them from dependence on such a comprehensive expansion, which is clearly not going to be built overnight. Why wait, why make these initiatives conditional on expansion plans being approved. Even better, measurements could be made of the effect of the proposed initiatives so we could understand how effective they will be before the expansion is approved.

## CHANGE IN ZONING IS NOT CONSISTENT WITH MMC AND DOP STRATEGIC PLANS



If successful AMP will have sidestepped important State Government planning policies:

Firstly, the State Government's Metro Strategy has put an embargo on the rezoning of Category 1 Industrial Lands. Dept of Planning have proven almost unmoveable on this. The land acquired by AMP to the South of Smidmore St is currently Category 1.

Secondly, as part of Marrickville Council's LEP Review they have undertaken a Centres Study. This categorises urban centres into local shops, village, small town centre and town Centre. Each category requires certain criteria should be met. Apparently the State Government are pushing for the Metro to be a Town Centre. One of the criteria for this is that there be a 600m radius of residential around the site. This is not the case at the metro and this is one reason Council has consistently refused to call the Metro a Town Centre.





## TRAFFIC IMPACTS

At a very fundamental level this Traffic Report brings no new information to the issue of a Sub-regional stand alone shopping centre served by local roads, that wasn't raised in 1981 when the shopping centre was first proposed. The original proposals in the 1980s were in the final approval, constrained by council and the Dept of Main Roads based on the predicted impact of the increased traffic flows to the surrounding area. All of the intersections around the centre have a different character now than they had before the centre was opened.

There is very little that can be done now to remediate further traffic load. The outcome of this should be that expansion of Marrickville Metro should not be approved.

The Traffic Report on Exhibition has several flaws including, but not limited to:

- Not addressing the reduction in amenity caused by increased traffic arising from the proposed expansion,
- Not addressing the impact of bus movements including "not in service" buses arriving at the terminal.
- Not addressing the impact of taxi departures as a separate item.
- Not addressing the impact of delivery and waste removal vehicle movements as a separate item.
- Not surveying vehicle drivers on their visit to Marrickville Metro – intended visit, passing or diverted, and trip source,
- Not surveying vehicle drivers on their visit to competitor's centres such as Norton St, Broadway and Ashfield Mall – shopping preference for this trip, intended visit, passing or diverted, and trip source,
- Linkage with Economic impact report for future traffic generation sources and sinks; is not verifiable and possibly miss-represented, - allowing a significant bias in the allocation of future traffic load away from the key intersections at Alice St and Edgeware Rd and at Bedwin St Unwins Bridge Rd.
- Overstating the impact of traffic contributions arising from the new Annette Kellerman pool and from the Industrial Subdivision at 91 Fitzroy St
- Overstating the pessimistic conservatism of not discounting the removal of traffic from the Smidmore Rd warehouse to be incorporated in the proposed expansion of the centre which amounts to 12 trips at peak hour.
- Not modelling the saved trips of people not leaving the area to shop elsewhere.
- Unjustified selection of peak hour for both Thursday and Saturday.
- Noting several minor remedial items but only recommending two both of which reduce the amenity of nearby residents.
- Not explaining the throttling effect of intersections at either end of Edgeware Rd
- Not incorporating survey data and intersection modelling for Enmore Rd Edgeware Rd.
- Not modelling intersections performance at car park accesses and therefore not having any understanding of the need for remediation at these points.
- Not conducting basic failure analysis on the trip assumptions and their impact on future state flows and loads.
- Not looking at festival peaks
- Future State traffic flows do not include any organic growth over the time of the development.
- Future State traffic flows do not include any traffic from Lord St into the system.
- Effect of Remediation work (increase of parking restrictions minor road widening and addition of slip lanes) on intersection service level is not disclosed.
- Study Does not Model Option 2

These flaws have been verified by two separate consultancies engaged by others to submit objections to the proposed expansion. Metro Watch does not believe that the proposal can be approved with such a laundry list of outstanding issues. Metro Watch would appreciate an opportunity to review new information as it comes to hand.

## MISREPRESENTATION IN PROPONENT'S TMAP REPORTS

The traffic report commissioned by AMP Capital is an alarming miss-representation of both the current and likely future state of the road network around an expanded Marrickville Metro. Our studies show that the peak traffic flow may occur at different times with a subsequent 10% to 30% greater current traffic flow than reported at the nominated peak hour.

Irrespective; if their working assumptions pan out there will be a 52% increase in vehicle trips at the nominated peak hour on Thursday evening and a 58% increase in vehicle trips at the nominated peak hour on Saturday morning. If their assumptions are not realised the increase in vehicle trips may be significantly higher, failure analysis indicates high sensitivity to reduced pedestrian and passenger trips. If the pedestrian trips drop by as much as 15% the increase in traffic spikes to 70% and 80%. Imagine 80% more traffic on a rainy Saturday morning.

Based on an economic impact study commissioned by AMP Capital the future state indicates an optimistic reduction in traffic to the north. This fails to recognise that the saved trips to competing shopping centres like Broadway are trips taken outside the local road network around Marrickville Metro. I mean, who gets in their car in Marrickville and drives to The Broadway shopping centre via the Murray St at Marrickville Metro shopping centre without visiting the Metro?

Another key concern for locals is the impact traffic generated by the new IKEA headquarters on Princes Highway at Tempe will have on the roads of St Peters, Marrickville and Enmore. Marrickville Council is currently conducting traffic studies on both developments.

# TMAP REVIEW – FAILURE ANALYSIS

## Traffic Generating Trips (TGT)

Mode	Thursday Evening Peak Hour						Saturday Peak Hour					
	Existing	Future					Existing	Future				
	Trips	TGT	Trips	TGT	Trip Increase	TGT Increase	Trips	TGT	Trips	TGT	Trip Increase	TGT Increase
Train	4	0	6	0	0.1%	0.0%	0	0	11	0	0.3%	0.0%
Bicycle	16	2	45	5	1.5%	0.3%	50	5	107	11	1.7%	0.3%
Bus 1/15	61	4	105	7	2.2%	0.3%	63	4	134	9	2.1%	0.3%
Walk	315	0	480	72	8.4%	6.4%	495	0	802	120	9.2%	6.5%
Car Passenger	490	0	738	110.7	12.6%	9.9%	1039	0	1648	247.2	18.3%	13.4%
Car Driver	1041	1041	1567	1567	26.7%	46.8%	1597	1597	2525	2525	27.9%	50.5%
Dropped off	37	37	54	54	0.9%	1.5%	63	63	96	96	1.0%	1.8%
Taxi	4	40	7	70	0.2%	2.7%	17	170	27	270	0.3%	5.4%
Total	1968	1124	3002	1885	52.5%	67.8%	3324	1839	5350	3278	61.0%	78.2%

assumes 15 passengers on a bus at peak

1 passenger in a taxi with a 10 to one taxi departure premium (there is no causal link between arrivals and departures)

bicycles contribute to traffic at a

## Failure Analysis

If the Walk and Passenger strategy is only 75% effective the traffic increase will be 80% on Thursday Peak

If the Walk and Passenger strategy is only 75% effective the traffic increase will be 100% on Saturday Peak

This could occur during inclement weather or under any conditions where the draw from outside the area is increased such as under sale conditions

Failure of the strategy  
15%

Failure of the strategy  
15%

10% rate

METRO WATCH TRAFFIC STUDY

Of particular interest is this selective analysis of the increase in flows on key intersections in the network.

As others have noted the increase is somewhat arbitrarily attributed – there is no linkage into the Economic Impact Assessment.

<b>Marrickville Metro Shopping Centre Redevelopment Proposal</b>	
App H - Traffic Management & Accessibility Plan Part 1	
<b>Marrickville Metro TMAP Inc Traffic and Parking Study</b>	
Prepared for AMP Capital	By Halcrow

P. 40      8.3 Future Traffic Flows

P41      There is no evidence to suggest that these avoided trips would use the same nodes or even the same network to reach their destination  
Similarly there is no evidence of where these trips originate from but it seems self evident that they do not originate from the Metro SC  
It is also evident that these trips don't originate from the immediate south of the centre as this is all industrial for several square kilometers

P42

Alice St, Llewellyn St, Edgeware Rd

	Alice St to Llewellyn St	Alice St Left to Edgware Rd	Alice St right to Edgware Rd	Edgware Rd right to Alice St	Edgware Rd North	Edgware Rd left to Llewellyn	Llewellyn St right to Edgware Rd	Llewellyn St to Alice St	Llewellyn St left to Edgware Rd	Edgware Rd left to Alice St	Edgware Rd South
Thursday peak hour	current	167	85	181	128	693	187	127	28	167	600
	future	193	91	181	134	693	187	153	34	167	600
	increase	15.6%	7.1%	0.0%	4.7%	0.0%	0.0%	20.5%	21.4%	0.0%	0.0%
Saturday peak hour	current	102	105	150	144	660	159	168	28	183	626
	future	128	115	150	154	662	159	194	34	183	628
	increase	25.5%	9.5%	0.0%	6.9%	0.3%	0.0%	15.5%	21.4%	0.0%	0.3%

#### Edgware Rd, Victoria Rd

	Edgware Rd South	Edgware Rd right to Victoria	Edgware Rd North	Edgware Rd left to Victoria Rd	Victoria Rd right to Edgware Rd	Victoria Rd left to Edgware Rd
Thursday peak hour	current	566	214	748	12	241
	future	577	220	759	12	247
	increase	1.9%	2.8%	1.5%	0.0%	2.5%
Saturday peak hour	current	575	251	622	22	339
	future	586	263	633	22	351
	increase	1.9%	4.8%	1.8%	0.0%	3.5%

May St, Unwins Bridge Rd, Campbell Rd and Bedwin Rd

	Cambell Rd left to Unwins Bridge Rd	Cambell Rd Bedwin Rd	Unwins Bridge Rd right to Cambell Rd	Unwins Bridge Rd to May St	Unwins Bridge Rd left to Bedwin Rd	Bedwin Rd right to Unwins Bridge Rd	Bedwin Rd to Cambell Rd	Bedwin Rd left to May St	May St left to Campbell	May St to Unwins Bridge Rd	May St right to Bedwin Rd
Thursday peak hour	current 101 future 101 increase 0.0%	225 257 14.2%	22 22 0.0%	271 271 0.0%	579 608 5.0%	307 346 12.7%	313 357 14.1%	176 228 29.5%	29 29 0.0%	491 491 0.0%	296 340 14.9%
Saturday peak hour	current 31 future 31 increase 0.0%	67 117 74.6%	27 27 0.0%	267 267 0.0%	559 597 6.8%	387 425 9.8%	291 341 17.2%	245 310 26.5%	25 25 0.0%	280 280 0.0%	263 330 25.5%

NB// No new traffic coming from Lord St!

#### Murray St Carpark Access

	Murray St left to CP Access	Murray St North	Murray St south	Murray y St right to CP Access	CP Access left to Murray y St	CP Access right to Murray y St
Thursday peak hour	current 133 future 119 increase -10.5%	150 116 -22.7%	76 73 -3.9%	148 157 6.1%	99 139 40.4%	132 107 -18.9%
Saturday peak hour	current 250 future 210 increase -16.0%	172 110 -36.0%	72 69 -4.2%	201 216 7.5%	198 272 37.4%	200 171 -14.5%

Metro Watch Data shows high variability between samples eg Peak time Thursday on

29 July 2010 5pm until 6pm

This was a wet night and showed 146 over 133 turning left into CP Access ie a 10% greater flow over the proponent's nominated peak between 530pm and 630pm Similarly leaving right turn south 161 over 132 ie 22% greater flow over the nominated peak And 110 over 99 or 11% greater leaving left into Murray St

Metro watch data for Saturday the 31 July also indicates an alternate peak (11-12pm) and recognised that the distribution of traffic over a Saturday is extremely flat resulting in extraordinarily high traffic flows over a morning (2800 between 11 am and 2 pm)

Anecdotal evidence suggests that the Edgeware Rd peak flow for a Saturday lies between 2 pm and 5pm and as two critical intersections lie on this route, a more complete traffic survey including long term statistical sampling (Ikea) is justified to establish the actual peaks for the centre.

#### Smidmore St Carpark Access

	Smidmore west	Smidmore right to CP Access	Smidmore east	Smidmore left to CP Access	CP access right to Smidmore	CP access left to Smidmore
Thursday peak hour	current future increase	124 0 219	43 0 219	144 0 38%	176 355 27%	216 426 310
Saturday peak hour	current future increase	124 0 305	49 0 305	194 0 46%	256 563 30%	280 631 443

Metro Watch Data shows high variability between samples eg Peak time Thursday on 29 July 2010 5pm until 6pm

This was a wet night and showed 191 over 176 turning left into CP Access ie a 9% greater flow over the proponent's nominated peak between 530pm and 630pm Similarly leaving right turn west 237 over 216 ie 10% greater flow over the nominated peak And 119 over 94 ie 27% greater leaving left into Smidmore Rd

The proponent does not offer an margin of error for this work nor an accuracy value

Metro watch data for Saturday the 31 July also indicates an alternate peak (1130-1230pm) and recognised that the distribution of traffic over a Saturday is extremely flat resulting in extraordinarily high traffic flows over a morning (3050 between 11am and 2 pm)

This was a fine morning and showed 294 over 256 turning left to CP Access

ie a 15% greater flow over the proponent's nominated peak between 12pm and 1pm

Similarly leaving left turn east 185 over 163 ie 13% greater flow over the nominated peak

Anecdotal evidence suggests that the Edgeware Rd peak flow for a Saturday lies between

Is the source and destination of traffic for Metro going to fundamentally change as a result of the expansion

The author considers this unlikely; the proponent's misunderstanding of how the local traffic network operates is expected given the level of community consultation that has been undertaken.



## METRO WATCH LOADING EXPERIMENT

On Saturday 28 August Metro Watch conducted an experiment on the roads surrounding the Marrickville Metro, aiming to simulate the effect of a proportion of the projected 56.8% increase in shopping centre traffic the expanded Metro would bring. Local residents drove their cars on four pre-determined routes around the Marrickville Metro for 90 minutes on Saturday, a peak shopping day for the centre, and were easily able to congest the surrounding roads within the first 15 minutes.

Our intent was to increase the load on the roads and intersections around Marrickville Metro and measure the effect. Between 11am and 1pm we injected approximately 220 vehicle trips into the network. This represents an increase of 156 vehicles per hour. It should be noted that AMP's traffic projections indicate that the Saturday morning peak flow will increase by 938 vehicles per hour.

Metro Watch was able to bring traffic to a standstill on the road network that serves Marrickville Metro with just one-sixth of AMP's projected traffic increase. Within 15 minutes intersection service levels had dropped noticeably and traffic flow was stopped for extended periods of time. Security staff wearing traffic control vests directed traffic through the car park access points.

AMP's Traffic Management & Accessibility Plan states that the roads leading to the Marrickville Metro are already at peak capacity. The roads surrounding the Metro are easily gridlocked during peak periods. There is very little that can be done now to remediate further traffic loads. The outcome of this should be that the expansion of the centre should continue to be constrained rather than increased by 115%, as proposed by AMP.

AMP has proposed road changes, including removing residents' on-street parking, to help cope with the increased traffic demands the shopping centre would create, but there is no data on exhibition explaining the effect of these road changes on the future state traffic load.



IF YOU THINK THE  
TRAFFIC IS BAD NOW  
YOU AINT SEEN NOTHING!

We apologise if you experienced heavy traffic at Marrickville Metro today. Extra vehicles drove on surrounding roads to simulate the traffic you will experience every day if AMP's plans to double the size of the Metro are approved by the NSW Department of Planning.

Marrickville Council, local businesses and more than 4500 residents object to the expansion of the Marrickville Metro and the closure of Smidmore St because it will:

- Increase shoppers by at least 4 million a year
- Increase traffic by at least 50%\*
- Increase noise and air pollution
- Devastate local shopping villages
- Create parking problems for local residents

About 3000 vehicles use Smidmore St on Saturdays from 11am-2pm\*\*. With 50% more traffic (500-900 more cars per hour\*) and Smidmore St closed, it will make the current traffic issues worse than you could ever imagine.

The streets around the Metro are already at capacity, and AMP wants to change them to suit the traffic it will generate. They will take away street parking for residents. We cannot let them do this to our suburb. Write a letter stating your objections to Department of Planning before 10 September 2010.

\* AMP Traffic Management and Accessibility Plan. \*\* Metro Watch traffic survey.



**AMP CAPITAL FROM DOUBLING THE  
SIZE OF THE MARRICKVILLE METRO**  
visit [www.metrowatch.com.au](http://www.metrowatch.com.au) for more information.

## UNBALANCING THE TMAP

AMP Capital / Halcrow arguments about no proportionate increase in traffic depend on the basic assumption that non-car visits will increase in proportion.

There does not appear to be actual data about the current utilisation factor of the bus services to the Metro most of which terminate there and so clearly provide a simple analysis of bus-using visitors. Undertaking a survey by simply counting the number of passengers arriving on each service over the different days of the week may be an option. Survey results from Thursday and Saturday peak are presented on the next two pages. These show that bus utilisation is below 20% and 35% respectively. Consequently there is much to be gained by:

- a) Encouraging public transport use by providing public transport information to customers now and measuring its effect.
- b) Working with State Transit now to determine more desirable routes for existing busses and or additional routes to the south. Following this action up with measurements of bus utilisation will positively determine the effectiveness of this approach.

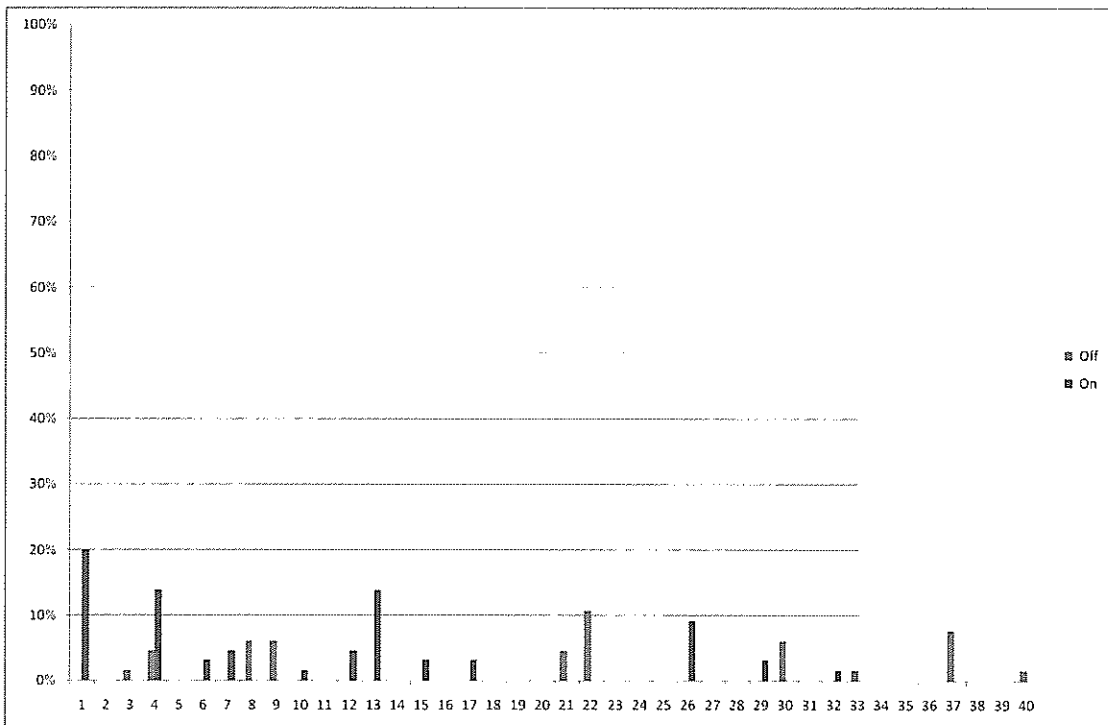
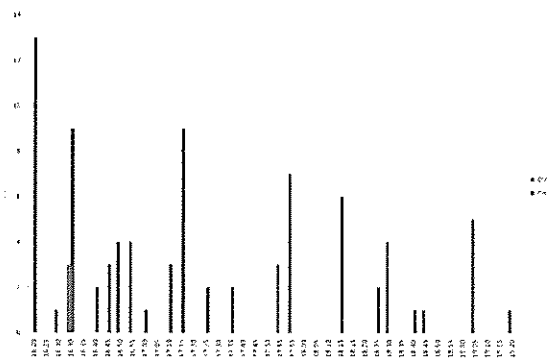
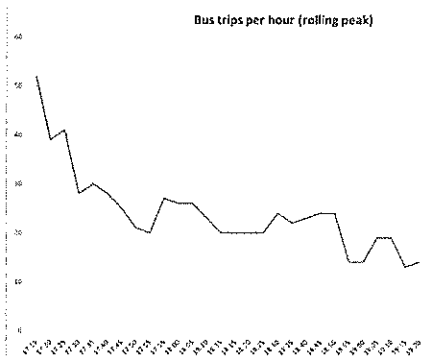
# Summary

Thursday 2/09/2010

	Off	On	total	Peak before 17:15
Buses	33	53	86	
Trips	8	13	22	52
Trips per hour				
Max Utilisation	11%	20%		

	Passengers	Taxis	Total	Peak
Taxis	18	17:10pm		
Total trips	5	12		
trips per hour				

	Departure Time	Bike with Shopping	Shopping Trolley	Shopping Bags	Nothing	Walk to car	Gross Ped	Net Ped	Net per hour peak
Towards Victoria and Murray St	Trips	0	38	101	61	22	200	178	
	Per hour	0	10	25	15	6	50	45	67
Towards Victoria and Juliett St	Trips	5	28	192	131	24	351	327	
	Per hour	1	7	48	33	6	88	82	108
Towards Edinburgh Rd & Murray St	Trips	0	5	74	26	9	105	96	
	Per hour	0	1	19	7	2	26	24	39
Towards Edgeware Rd & Smidmore Rd	Trips	0	7	57	14	6	78	72	
	Per hour	0	2	14	4	2	20	18	30
Towards Edinburgh Rd & Smidmore Rd	Trips	1	16	100	41	48	18	157	
	Per hour	0	4	25	10	12	5	39	27
	Trips	6	94	524	273	109	752	830	
	Per hour av.	2	24	131	68	27	188	208	

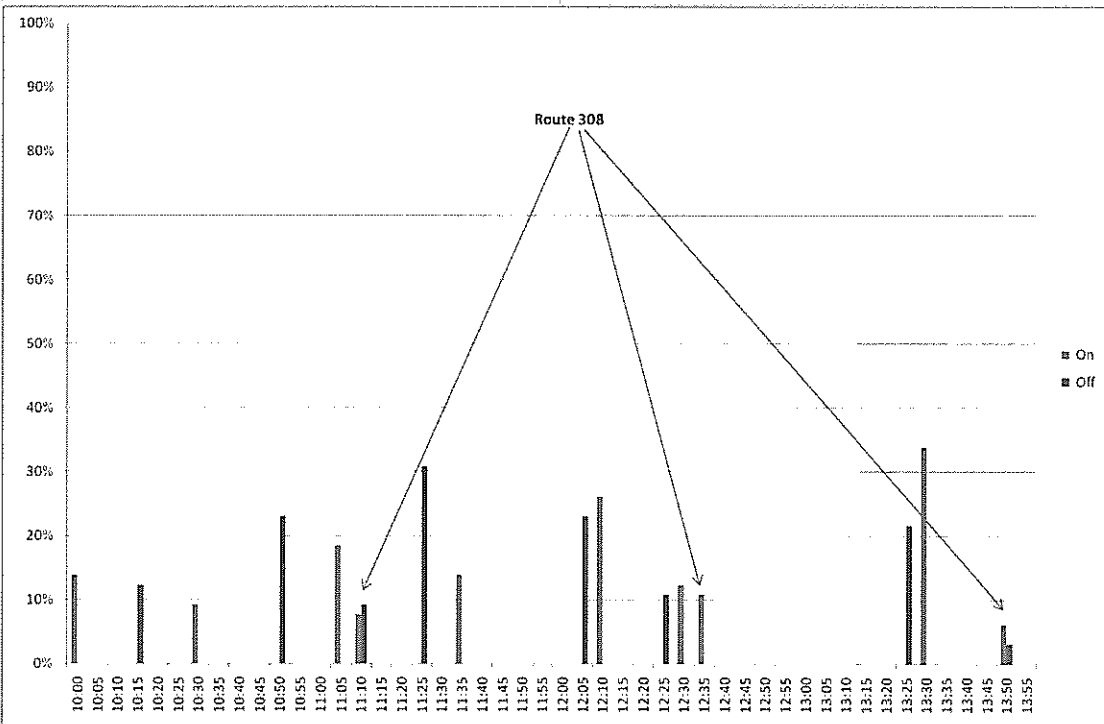
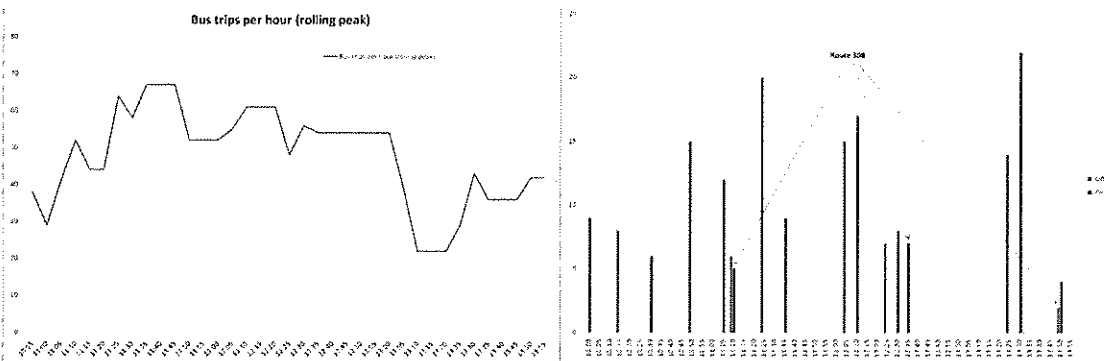


# Summary

Sat 4/09/2010

		Off	On	total	Peak before 11:35 - 11:45
Buses	Trips	87	99	186	
	Trips per hour	22	25	47	67
	Max Utilisation	31%	34%		
	Passengers		Taxis	Total	Peak
Taxis	Total trips	81	57	6	63
	trips per hour	20	14	2	16
					23

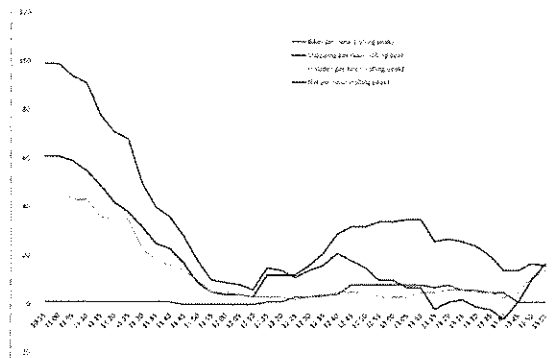
	Departure Time	Bike with Shopping	Shopping Trolley	Shopping Bags	Nothing	Walk to car	Gross Ped	Net Ped	Max Net peak
Towards Edinburgh Rd on Smidmore Rd	Trips	10	36	80	69	49	185	136	99
	Per hour	3	9	20	17	12	46	34	before 11am
Towards Edgeware Rd	Trips	5	24	169	78	49	271	222	88
	Per hour	1	6	42	20	12	68	56	12:05pm
Towards Edinburgh Rd on Murray St	Trips	6	13	111	60	11	184	173	88
	Per hour	1.5	3	28	15	3	46	43	11:50am
Towards Victoria Rd & Murray St	Trips	4	24	183	121	19	328	309	121
	Per hour	1	6	46	30	5	82	77	13:10pm
Towards Victoria Rd & Juliett St	Trips	5	64	336	201	16	601	585	183
	Per hour	1	16	84	50	4	150	146	11:50am
	Trips	30	161	879	529	144	1569	1425	
	Per hour	8	40	220	132	36	392	356	



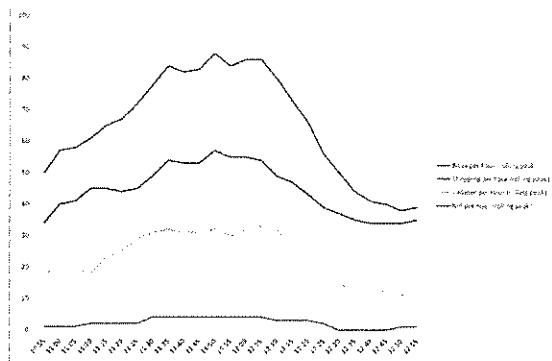
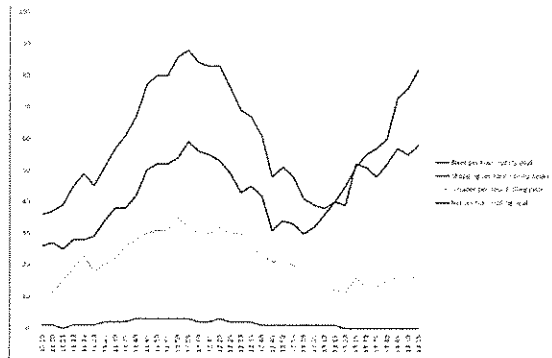
TMAP is using data about foot visitors which is subject to the same possible flaw. The pedestrian demand is fixed within the prescribed radii 5min (400m) and 10min (800m) and there are no extra people living there in the future state. The only source of increased visits is that the existing users visit more often which does not seem reasonable especially given the proposed mix of new retail tenants. An interesting number would be for Woolworths and Aldi to provide the data on how many trolleys they recover from the surrounding streets. It would indicate how many people walk home with more than a couple of bags of shopping.

The results of an analogous survey (for the Saturday peak only) occur on the next few pages:

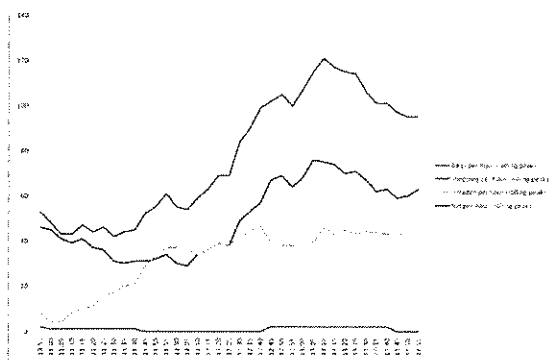
Leaving Smidmore via Edinburgh



Leaving Smidmore via Edgeware



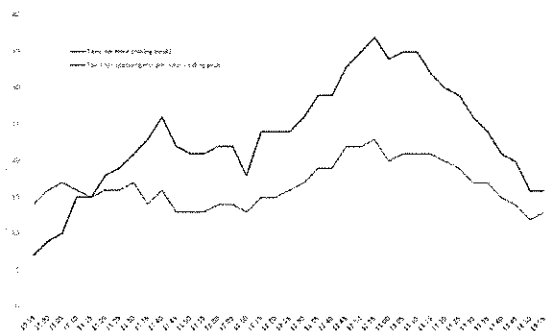
Leaving Smidmore via Murray



Leaving Victoria to Murray

Leaving Victoria to Juliatt

## Additional data on Taxis per hour across the Saturday morning peak



The nature of the current available shopping in the Metro is essentially that of a typical shopping strip. Woolworths, Aldi, fish, meat, vegetables, takeaway and eat in food and a number of smaller chains and independents (not many of those left). Basically a high street shopping strip that is undercover. The proposed additional shopping 'opportunities' include bulky goods and national chains all of whom are visited typically by car-using shoppers owing to the need to transport the goods home. Again the assumptions regarding foot visitors increasing with the extra shopping 'opportunities' appears to be flawed.

## PARKING SURVEYS

Metro Watch Parking capacity count of rooftop car parking revealed 1047 car parks. The Halcrow utilisation survey below indicates that there is currently under utilisation even at peak and that an available car par indicator system would improve utilisation.

Car park Survey on 12 and 13 Feb 2010



**R.O.A.R. DATA**  
Reliable, Original & Authentic Results  
Ph.88196847, Fax 88196849, Mob.0418-239019



Client : Halcrow  
Job No / Name : 2983 MARRICKVILLE Traffic & Parking Counts

Day/Date : Friday 12th February 2010

Zone	Location	Cap	1230	1300	1330	1400	1430	1500
A	Roof Parking	895	614	607	609	606	593	550
B	Upper Roof	163	46	44	38	46	44	39
Total Vehicles Parked		1058	651	647	654	637	595	523
Number of Vacant Spaces			407	411	404	421	463	535
% of Capacity Used			61.5%	61.2%	61.8%	60.2%	58.2%	49.4%

Day/Date : Saturday 13th February 2010

Zone	Location	Cap	1000	1030	1100	1130	1230	1300	1330	1400	1430	1500	1530	1600	1630	1700
A	Roof Parking	895	697	742	816	880	877	830	831	778	747	736	738	689	604	512
B	Upper Roof	163	59	61	87	97	101	104	93	88	62	54	46	46	38	22
Total Vehicles Parked		1058	755	803	903	957	934	924	866	809	780	784	737	702	647	534
Number of Vacant Spaces			303	255	155	101	124	134	192	249	268	274	321	356	411	524
% of Capacity Used			71.4%	75.9%	85.3%	90.5%	68.3%	67.3%	61.9%	76.5%	74.7%	74.1%	69.7%	66.4%	61.2%	50.5%

## WIND STUDY

Sydney, Australia

Dated May 2010

Urbis consultants claim that elevations for the centre were not available in May consequently this wind assessment completed by CPP in May 2010 is based on incomplete information and

On page four of the assessment the first paragraph of the section Environmental Wind Assessment"

The following claim is made:

The proposed Marrickville Metro Shopping Centre will have similar height and massing to the existing shopping centre on the site, and therefore the wind conditions around the site are expected to be generally similar to existing except in some localised areas. Existing wind conditions around the shopping centre and Civic Place are known to be acceptable for use as a public area.

As we know the height is more than doubling and the massing is increasing significantly this claim is invalid and consequently this report must be revised.

As required under section 8 of the DGR for the Marrickville Metro Shopping centre expansion this report must be based on the proposed expansion rather than the misleading concept available in May 2010

Intriguingly the report goes on to state:

In the existing centre pedestrian access is largely via the rooftop car park and this will continue with the redevelopment of the site. The Level 1 and especially Level 2 car park deck is currently exposed to Sydney's prevailing wind directions given its elevation.

Winds at the existing and proposed roof car park levels may therefore be approaching the pedestrian walking criterion particularly near the edges, but this will be acceptable for the intended use. Some relaxation of the Lawson criterion should be permitted on the car park roof as there will be an expectation by users of slightly higher winds in the elevated and exposed location which will be used only for short term vehicle access type activities.

As we know the proponents claim in their traffic study that pedestrian and other non-vehicle trips will increase

to offset vehicle trips; this statement about pedestrian access remaining largely from the rooftop car park belies the claim in the traffic report



## URBAN DESIGN REVIEW OF PROPOSED EXTENSION TO MARRICKVILLE METRO SHOPPING CENTRE

An architect with a background in Shopping Centre Projects as contributed the following comments for the use of Metro Watch:

This review considers the urban design issues that will impact negatively upon the quality of the environment for the adjoining neighbourhood.

The issues have been developed from:

1. Design issues that are evident in the proposed design drawings.
2. Issues that will emerge in the future design development of the centre.
3. Issues that will become evident during the operation of the centre.

### BUILDING FORM

The proposed building will reach a RL of approximately 26 metres. A building of this size will have no relationship to the residential nature of Marrickville and will dwarf the surrounding neighbourhood. A building of this size will also cast a significant shadow on its adjacent residential neighbours during the winter months.

### RESPECT FOR STREETSCAPE

Current good design practice attempts to engage the existing streetscape with active retail in respect of the surrounding residential streets. This development presents loading docks, back of house areas or carparks on all three major streets rather than appropriate activities. The proposed plaza is internal to the development and contributes little to the surrounding streets. Shadows that will be cast onto the plaza in the winter months may jeopardise the success of the space.

### CUSTOMER VEHICAL ENTRY

The project proposes to increase the customer car parking from 1100 to 1815, an increase of 715 car spaces. The car parking levels are located on the roof and will be accessed by three ramp systems. The success of this system will rely on:

- Ease of access on the ramps
- Efficient circulation on the car park levels
- Ease of finding and departing car spaces

During peak times with a maximum number of car movements coupled with a lack of queuing length on site, cars may well be forced to queue on the public streets therefore causing disruption.

### SERVICE VEHICLES

It is proposed to increase service vehicle loading docks on site from 14 to 28 resulting in the equivalent of one delivery every 15 minutes 24 hours a day. It is proposed that all service vehicle manoeuvres occur within the site which is current best practice and mandatory. Conflicts will occur between number of loading docks on site, frequency of trucks (time between visitations), time taken to unload which may result in holding trucks off site in the public street causing disruption.

### SERVICE VEHICLE/CUSTOMER VEHICLE CLASH

Current good design practice separates loading docks and truck movements from customer vehicle movements by the strategic planning of the centre. The current scheme fails to achieve this separation, both Murray St. and Edinburgh Rd. have loading docks beside the customer car park entries sharing the same streets. Service vehicles will mix with customers, which is not good practice (to the point of being dangerous). Also, possible delays with service vehicles will impact customer access, similarly delays with customer vehicles will impact on service vehicles resulting in congestion in the surrounding streets.

## A SHOPPING CENTRE REALLY IS A POOR EXCUSE FOR A COMMUNITY - COMMUNITY SPACE ON PRIVATE PROPERTY

- The present shopping centre proposal is for a fully enclosed, modern shopping mall. It is aimed at providing local shoppers with a one-stop shopping option, but specifically broadens their access to 'comparison' goods and specialty shops are also included.
- One significant aspect of this proposal is the retention of the 'Mill House' with its surrounding open space, especially the three striking Moreton Bay Fig trees. ...Its use as a community facility will mean local residents can gain access to an historic building, as well as benefit from its services. ...its incorporation into the overall design of the [shopping] centre enhances the image and identity of the shopping centre.

These are excerpts from the DAs between 1980 and 1987 for development of the Marrickville Plaza as it was known. The latter point regarding the use of the Mill House as a community facility was committed to by the developer but never realised, and highlights the difficulty in realising "community space on private property".

While Metro Watch volunteers counted pedestrian departures recently they observed a "big bubble" busker working to the delight of shoppers and their children outside the Mill House (Community Space; remember) The Metro Watch Volunteers concluded that Metro had engaged the busker to work there. When a security guard came over to the performer there was a brief interchange. The Security guard went to check with centre management. And returned 5 minutes later and escorted the busker off the premises. Community Space on private property – I don't think so.

There is commentary within the exhibition documentation that the proposal will incorporate a Council run library. This proposal relates to the draft voluntary planning agreement (VPA) which includes a commitment for the provision of community facilities or a monetary contribution to the value of \$800,000. It should be noted that the VPA and any associated contribution is conditional on Council deciding to sell part of Smidmore Street to the proponent.

## THE NEED TO CONSULT

When I wanted to develop my property one of the greatest concerns I had was for my neighbours – how they will react and is there an impact on them I have not foreseen. In my experience the most successful and indeed well received developments have engaged with neighbours early and often. Consultation is very different to communication and surveying. When I consult I am genuinely interested to communicate the full extent of my vision and determine from my neighbours their concerns not in order to register and dispense with them but with a genuine intent to modify my proposal to reduce the impact of my proposal on my neighbours. My neighbours then feel included like they have made a contribution. The worst developments do not engage with neighbours, unintentionally or deliberately misrepresent the developer's intent, repeatedly surprise neighbours - surprises are never good.

The proponent and their consultants have consistently miss-understood the intent of the GUIDELINES FOR MAJOR PROJECT COMMUNITY CONSULTATION available from the department and that form Key Issue 11 of the Director General's requirements.

- Ensure that factual information about a proposal is widely available to people with an interest
- Allow the community and relevant stakeholders to have their say in the assessment process
- Bring new information and ideas to a project
- Avoid unnecessary delays by addressing stakeholder concerns prior to lodgement
- Provide an opportunity for the negotiation of outcomes acceptable to both the proponent and community
- Build important long term relationships in the local community
- Enhance a proponent's reputation in the community.

The proponents apparently believe that community consultation in relation to a project of this nature is best achieved via shopping preference surveys as I have heard from the few (3) of my neighbours so contacted. There was no engagement, the first written notice of this development I received was from the NSW Dept of Planning to inform me that the exhibition period had commenced. Of course neighbours of ours that work at the shops informed us of the proposal following the event held at the shops to show shoppers the concept plans (no elevations). We absorbed everything then available realising that we had been excluded; either by folly or intent. We informed our neighbours and made submissions to the nominated consultants.

It is notable that the proponent has communicated much more effectively with their tenants than with the immediate neighbours; stakeholders with the most to lose.

### OBJECTION – INSUFFICIENT ALTERNATIVES CANVASSED

In the EA at section "5.7 Alternatives to the Proposal" it is apparent that either the proponent's consultants are not very imaginative or an undeclared motive is driving the expansion. For example "refurbishment without expansion must be an economically viable alternative" and should be clearly explored and articulated. Other alternatives would be to expand the shops without increasing the parking provided, or increase the retail space and the parking space by a more modest amount. I'm hardly racking my brain here.

### OBJECTION – AMP CAPITAL COMMUNITY CONSULTATION PROCESS

#### Presentation to Metro Watch community meeting 12 August 2010

The NSW Govt states: "Community and stakeholder consultation is an important component of NSW Govt environment assessment process for projects under Part 3A."

***A quick review of AMP Capital's community consultation and understanding where AMP draws its conclusions on what the community wants at Marrickville Metro.***

#### Consultation Pre Plans on Display

- *Marrickville Community Attitudes Survey, March 2008 – 11 focus groups; objective to understand attitudes and expectations of Marrickville residents towards retail offerings or a "wish list".*
- *Marrickville Metro Community Attitudes Survey, July 2008 – 1200 respondents - telephone survey. 27% lived in Marrickville, while 73% lived elsewhere. Research segmented findings into groups based on their attitudes to an*

*upgrade of the shopping centre (70% agreed it would serve the community better) but no mention was made about the type of expansion or size of the development.*

**Then 2 years on:**

- *Elton Consulting – Community door knock survey – March 2010*

The sample size as agreed by Marrickville Council was to target 3,000 local residents. The response rate to the door to door questionnaire was very small - 3% response rate (119) - of which 97 were face-to-face and 22 posted surveys back. Objective: To enable AMP Capital to understand how community needs can be met through the proposed upgrade of the site.

The survey questions were restricted to aspects of improving the Metro site with no mention of the scale of the development planned. Again it was a "wish list" of what people would like to see in a revitalised centre and the **current issues** with the existing centre.

**Newsletters:** AMP Capital community newsletters 1 & 2 (April/May) refers to 2008 surveys as support for the revitalisation of the Metro and again does not mention the extent of the development.

**Consultation after Development Plans on Display**

- **Elton consultancy - Community Information and Feedback session (CIFS)** At Marrickville Metro 15 May 2010, between 11am and 1pm. This was the first opportunity for visitors to the Metro to view the plans for the site. Elton Consulting staff ran the forum. 219 people visited the exhibition with only 29 completing the CIFS feedback form.
- AMP's newsletter 3 was put in mail boxes at the end of July 2010 and calls it the *Marrickville Metro revitalisation project*. No mention made of expanded or doubling in size.

Newsletter 4 (August) - this distribution actually reached residents living near the Metro. Referred to issues raised and how they have responded – one line statements that really don't answer the issues. Again this newsletter does not mention doubling the size but instead revitalisation or upgrade.

**Metro Watch's findings of community support are very different from those of AMP Capital. Our Community Consultation Response:**

After the plans went on display at the Metro, local residents Carol Menzies and Coleen Fowler decided to find out how many residents in the area were aware of the size of the planned development at Marrickville Metro, and also identify who was opposed to it, who supported it and who was not interested.

A door-to-door campaign was conducted on Sunday 1 August and Sunday 8 August in Darley Street, Lord Street, Wells Street, Little Commodore St and Holmwood Street in South Newtown. A total of 205 residents were spoken to one-on-one.

**Findings:**

Of the 205 residents contacted one-on-one:

**79% Do not want site expanded and signed a petition**

**7% want the development to go ahead**

**6% require more information**

**8% are not interested**

**The majority of local residents contacted were unaware of the size of the development and that it also incorporated the site across Smidmore Street or of AMP's desire to buy Smidmore St from Marrickville Council.**

Everyone agreed the current site needs to be updated and revitalised as AMP Capital has allowed the site to become run down without any major enhancements to the centre other than shops having to refurbish each time their contract expires since it was first developed in 1987.

**The key issues stated by these respondents was:**

traffic congestion; inadequate local transport; the development was not seen as not being in-keeping with the local

environment/culture of the community; there was no need for such a huge retail centre in the area given the easy access to other shopping centres close by.

The evidence is overwhelming that the community does **not want** a development of this size.

Metro Watch believes that AMP community consultation has not consulted directly with the local residents but has consulted more residents out of area and not the area that Marrickville Council identified to be consulted (residents immediately around the Metro and streets from Lord Street to Enmore Road).

All the information AMP Capital collected is aimed at diffusing the issues without any real solutions to the issues expressed by the community.

## COMMENTS ON APPENDIX B AND METRO COMMUNITY CONSULTATION

The AMP Capital conducted three community consultation surveys and the following documents have been reviewed in relation to this consultation processes:

- *Marrickville Community Attitudes Survey, March 2008*
- *Marrickville Metro Community Attitudes Survey, July 2008*
- One two hour community consultation session at Metro in May 2008 between 11am and 1pm (when many people are at lunch).
- Newsletter 03 from AMP Capital distributed late July 2010 (the Newsletter).

The issues raised in these consultative processes include survey methodology, interpretation of findings and lack of clarity on what information was provided to respondents.

### 1. Questioning techniques and findings

The survey questions were grouped so that individual issues are impossible to assess and make sound findings.

For example:

- "Now I'll ask you how you would feel if the existing Marrickville Metro shopping centre was upgraded & expanded."
- In the July 2008 report (page 54), six questions were asked. Five of the questions included upgraded and expansion, improving atmosphere and appearance. These responses could all relate to refurbishment of the current centre with no physical expansion. The sixth question as about increasing the number of shops for the benefit of the community. Respondents could still see this question as more shops within the current building and the question is biased in relating it to the benefit issue.
- No explanation or definition was given on what the term "expanded" meant.

### Sound finding

That all the respondents want the current centre to be upgraded given that the centre has been allowed to run down for the last 10 years. "Upgraded" has been interpreted by the respondents and many people in the community as renovation or keep it clean.

AMP Capital also supports this sound finding. Their Newsletter 03 put in mail boxes at the end of July 2010 calls it the *Marrickville Metro revitalisation project*. Other terms used in the two page newsletter include "upgrade", "revitalisation", "improvements to the layout of the Metro". Nowhere in the document is any mention made of expanded or doubling in size. Residents in Newtown south who were doorknocked on the same day as the distribution of this newsletter were shocked when told that the Metro would expand, double in size (both up and out).

### 2. The size of the development

Both surveys and the May 2010 community consultation asked the community to answer a "wish list" about what extra facilities they would like. None of the questions mentioned that the centre sought to double the size in order to put in 80 more specialty shops and one discount department store. The community consultation process has therefore come to unsound conclusions.

None of the questionnaires or community consultation processes has provided clear communication with the community. No definitions or clarity on terms such as expanded, upgraded or revitalised in relation to the size of the expansion or where the "wish list" services are to go. While concept drawings have been put on display at the Metro in May 2010 and now, these are not plans and still have no height scale on them.

### **Sound finding**

That the majority of the respondents to the questionnaires would be appalled at the doubling in size of the centre and change their minds about the "wish list" of shops and services offered by the developers.

This "wish list" questionnaire at the Metro in May 2010 had no provision for residents to say that they did not want any expansion in size at all.

There was no transport management plan or any information in the surveys about improved public transport or how the local one lane each way streets were to cope with the additional traffic.

The answers about public transport or traffic congestion in May 2008 stated that no consultation has been held with bus, rail or taxi authorities to seek assurances that these services would improve.

Motherhood statements only have been made in the survey findings (eg more car parking spaces). The Newsletter says there will be 777 long term retail jobs most of whom will want to park in the 715 new car spaces. Most of the workers in the Metro from anecdotal evidence indicates that they live outside the area.

There is no way a finding of 81% of "pleased critics" can be made if there has been no explanation or definitions used on the terms used in the surveys.

### **3. Sampling of shop owners**

The size of the sample (n=7) of strip shop owners is too small to make any meaningful findings given the large number of shops in King Street, Enmore Road, Marrickville and Illawarra Roads and the strip shopping in Dulwich Hill.

There is also no information available on the types of shops selected. Were they hairdresser, convenience stores, greengrocers, butchers, gift shops, jewellers, cafes, restaurants, independent clothing stores, boutique clothing stores which also manufactured the clothes, jewellers or masseurs?

There is little information about how they were selected and a recommendation was made to undertake further studies on this issue. Was this done as no shop owners in King Street south knew about the development and nor had they been asked for their views. No newsletters appear to have been delivered to date to the shop owners in South Newtown.

Other documentation issued by AMP Capital claims that there will only be a 3% impact on the strip shops but there is no evidence to support this finding.

### **Sound findings**

No shop owners have been made aware of the development by AMP Capital or their representatives and most are very concerned about the impact on the businesses.

When the Metro was built in 1987, King Street south lost 3 butchers, two delis, one chemist, a bottle shop, two Post Offices (one on Enmore Road) and the Commonwealth Bank. If the small number of cafes and restaurants which existed at that time are excluded from this analysis, this represents an 80% impact on strip shopping and the decimation of one stop strip shopping.

There are still shop vacancies in the area and any expansion of the Metro will put more out of business.

### **4. A community and multicultural area**

The surveys found that 80% want to shop locally, so why does the Metro want to change that by bringing in more cars. Surely shopping locally means that walking or bicycling is better for the environment and community support.

The survey makes findings on the community and multicultural feel of the area and the very strong attitudes of the residents, including that 50% do not have English as the first language in the home. If any of these multicultural people were included in the survey findings without an interpreter, their responses should be excluded. This does not appear to have been done. The survey stated that further study on this issue was needed but there is no evidence that this has happened.

#### **Sound findings**

People who buy or rent in the area already know what the area is like and this is the reason for them choosing to live here so why is AMP Capital wanting to change the very nature of the community.

Further research needs to be taken on the multicultural residents views.

An increasing number of local residents are saying that they want to be able to strip shop and get to know their shop owners.

The survey findings support that the majority of residents want to shop locally so why is AMP Capital trying to bring more people and cars into the area.

#### **5. Transport**

The survey concludes that there should be more follow up on the transport issues and this has not been adequately addressed to date. There has been no transport management plan put on display at the Metro. At the Metro in May 2010, the consultants advised residents that AMP Capital would only be discussing improved public transport after the expansion was approved. There has been no feasibility study undertaken. A resident in a wheelchair has been advised that none of the wheelchair access buses can go down the local narrow streets.

The fragmented shopping problems identified will not be resolved by the expansion of the Metro which primarily has indicated that the expansion will include a discounted department store and 80 specialty shops and few if any services.

#### **Sound findings**

The expansion is designed to bring more cars on to the narrow streets and there will be gridlock at peak times. There will be no improvement in access for disabled shoppers wanting to travel there by public transport. The additional car spaces will be filled with the additional workers coming in to work at the Metro.

The main public transport facilities and routes do not include the Metro and locals will still find it easier to catch a bus to Broadway or a train to the city especially for service outlets such as Centrelink, Medicare, private health funds, doctors, dentists etc.

#### **6. Survey sampling and questionnaires**

The telephone and in person surveys were done a long time ago with no prior advice to residents on the proposed expansion. To date no shops in King Street south have received any AMP Capital in person or newsletter contact. No residents near the Metro have had any contact either. The results of any research by AMP Capital is therefore biased and do not reflect the majority view which has been confirmed through a local doorknock in Newtown south.

The community consultative process in the Metro in May 2010 did not provide any space for a resident to indicate that they did not want any expansion in size. There was only a "wish list" offered with most tick the box items relating to retail shops rather than services.

Similarly the other two surveys did not provide an option for renovation only with no expansion.

Door knocking in South Newtown revealed that residents were still unaware of the size of the expansion and only one person was found who was included in the previous surveys.

The surveys used suburb names in their analysis which is not very meaningful. The number of kilometres from the Metro would have revealed more information. For example, a person living in Newtown may be one block from the Metro on the other side of Edgeware Road. Someone from Marrickville may be in the south over 15 km from Metro with worse public transport than a person in Dulwich Hill and may drive to Hurstville for their shopping. Residents in Erskinvillie may walk to Metro.

Everleigh markets may be used more particularly by Newtown and Erskinvile residents and this has not been considered as the surveys were mainly interested in competition from other shopping malls and strip shopping.

### Summary

The surveys and other consultative processes have all been done to date prior to the community being advised of the extent of the expansion, the fact that it is not just a revitalisation project and no information or advice has been provided to the community by any impartial agency.

The expansion size is still not well documented for the information of the residents as the display now in the Metro still has no height or other scale dimensions on the concept drawings. Full plans to show the scale need to be provided by AMP Capital.

### SAMPLE COVERAGE FOR AMP CAPITAL MAILOUT

Example of coverage for an AMP Mail-out on 9/9/2010 where red pinned locations didn't receive the content and yellow pins received the content below:







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](http://www.talkmarrickvillemetro.com.au) for more information about the Marrickville Metro upgrade.

Yours sincerely

**Centre Management**  
**Marrickville Metro**  
AMP Capital Shopping Centres

[www.talkmarrickvillemetro.com.au](http://www.talkmarrickvillemetro.com.au)

## ECONOMIC IMPACT

The proponent downplays the community feedback that makes the small is better argument. The proponent runs the risk of disenfranchising an unquantified segment of its customers.

Anecdotally my neighbour knows of people who travel to shop at the Metro. One of his friends lives at Avalon and another resides at Mosman. They travel over the Bridge to shop at the Metro, as they prefer the smallness of the centre, as it is all on one level, with parking very easy. Normally there are no crowds nor lengthy waiting in queues. They also feel the centre has a pleasant ambience. All of these facts my neighbour most certainly agree with and are reasons why he also opposes the planned extensions. He believes it is a great shopping area, very friendly people and shop keepers and to make it bigger will kill off this.



P76 Table 5.6  
figures seem to indicate Metro expansion will grow the retail market in the trading area by \$53.9M  
Assuming the remaining trading impact \$48.1M represents trade won from competitors

P 64	Total projected (2012)	\$ 316.9	M
P 71	Total projected without development proceeding (2012)	\$ 214.9	M
	Metro 2012 driven by expansion	\$ 102.0	M
	Including other TTA Retail	-48.1	-47.2%
		53.9	52.8%

This can be related directly to employment opportunity lost from competing centres and strips, ie. The employment growth attributable to the expansion of Marrickville metro must be tempered by the employment reduction in other centres

	new jobs estimated at the centre	817
	jobs lost across the trading area	-385
	Nett increase in jobs arising from the expansion of Marrickville metro	432

P78 In our observation, the strongest of the strips at present (excluding King St, Newtown) are also those located in closest proximity to Marrickville Metro – Illawarra Road and Marrickville Road, Marrickville. This is despite the fact that Marrickville Metro, even in its current format, has a strong food and service offer.

The two different retail formats (shopping centre and retail strip) co-exist comfortably within the trade area, and there is no reason to expect this relationship will not continue after Marrickville Metro is expanded. While Illawarra and Marrickville Roads are expected to experience the greatest impact (-5%) from the proposed expansion, this will not threaten their ongoing viability provided they continue to meet the specific, localised needs of their surrounding residents.

This flies in the face of historical truth and belies the likelihood that either the current owners or new owners

Will need to engage in significant rental discounting to fill the new space.

P80 5.5 Net Community benefit  
The provision of a wider range of shopping facilities for residents of Sydney's Inner West, provided in a 'one-stop' retail facility.

Same language used in 1981, 1985 and 1987 to support the proposal then

Big W Evaline St Campsie NSW 2194

Employees don't come from the local area?

Who says they are permanent?

P82 Convenience, reduced travel times and reduced escape expenditure. The expansion of retail facilities at Marrickville Metro would better serve Sydney's

Who are we kidding here the real benefit of this expansion attributes to AMP capital and their shareholders

## Conclusions

P83 Marrickville Metro is a successful sub-regional shopping centre, located in the inner west Sydney suburb of Marrickville. The trade area served by the centre is characterised by a significant under supply of retail floorspace. Marrickville Metro is the only existing shopping centre within the defined main trade area which offers consumers significant comparison shopping facilities.

**apparent over supply of strip shop retail - so which is it?**

**More and more people are comparison shopping online**

In general, the lower quality of retail floorspace provided along these strips (excluding the provision at King St, Newtown), and lack of critical mass in terms of a comprehensive retail specialty offer, make it unlikely that national brand retailers not currently represented would be drawn to any of the strips.

**this is an excellent situation and one which most 79% of residents surveyed wish to continue.**

**The perception of quality of retail floor space is a subjective one for which the proponent offers no metric.**

**certainly at present the proponent offers a low quality retail environment under maintained and desperately in need of redecoration.**

**Safety and health issues at the centre range from rats in the bakery to collapse of extractor hoods and a seasonal mouse plague which our cats make the most of.**

**certainly if the word quality is replaced by size there are not retail spaces of sufficient size for the majors and once again this is how most residents prefer the local shopping experience to remain.**

**Need it be reiterated that the residents have chosen to live in this area in order to avoid the national (vanilla) brand shopping experience.**

Consumer research suggests that there is demand in the trade area for the provision of a 'one-stop-shopping' destination, to complement the localised offers of retail strips within the trade area. The above average sales densities currently being achieved by supermarkets within the main trade area also suggests that there is demand for additional supermarket floorspace

**There is however no justification for a DDS**

A greater proportion of the sales expected to be generated by the proposed expansion of Marrickville Metro is expected to come from the retention of resident spending which is currently escaping the trade area. The expanded Marrickville Metro is likely to take on a more comprehensive role in the retail hierarchy, meeting a greater range of trade area residents' comparison shopping needs than does the centre's current offer. As such, it will compete more directly with the higher order facilities located beyond the trade area, such as the Sydney CBD, Westfield Eastgardens, Burwood and Bondi Junction, Ashfield Mall and the Campsie Centre.

**This is an abhorrent comparison and one which the proponents on consumer survey indicate time and again that the respondents do not want a Westfield (Bondi Junction)**

It is clear that the proposed expansion of Marrickville Metro will also result in a range of very important economic benefits, including the provision of a wider range of shopping facilities to trade area residents, additional employment, and improved amenity for local residents.

**It is clear that the proponent is satisfied that they will realise the yield required to support their business case.**

**Economic benefits are limited to provision of unwanted consumer choice**

**Additional employment at the expanded centre will be offset by reduction of employment at shopping strips in Marrickville, south kind St and Enmore.**

**Local residents amenity will be further reduced.**

# Marrickville Metro Revitalisation Project

## Review of Elton Consulting Report dated 25 May 2010

Prepared by Carol Menzies on 4 August 2010

### Overview

Elton Consulting key objectives were to provide independent community engagement to find out the community views regarding the redevelopment of the Marrickville Metro site and to highlight the community benefits of the proposal.

A number of activities were conducted with the main interactive consultation being a community survey and community information and feedback session. My review of their processes and findings and my observations from discussions with the local residents and businesses are in the attached Appendix 1.

AMP Capital has allowed the site to become run down without any major enhancements to the centre other than shops having to refurbish each time their contract expires. AMP Capital has made no upgrades to the common areas and the areas around the centre are never clear of rubbish. Many of these shop refurbishments appear very basic and therefore do not change the feel that the centre is run down. Several retailers have left the centre and moved back to the Marrickville strip or to other suburbs after being in the centre when it first opened.

Our findings are very different from those of AMP Capital. Our findings show that the majority of the community supports the concept of updating the existing site but do not support the massive development proposed by AMP Capital.

### Elton Consulting - Community Consultation Activities

#### 1. Community Survey

The sample size as agreed by Marrickville Council was to target 3,000 local residents. The response rate to the door to door questionnaire was very small - 3% response rate (119 of which 97 face to face and 22 post back).

The survey questions were restricted to aspects of improving the Metro site with no mention of the scale of the development planned by AMP Capital. It was a "wish list" of what people would like to see in a revitalised centre and the current issues with the existing centre.

During this consultation period there was no information provided on the actual size of the development and many people in the community were under the impression that the current site was being revitalised and at most may include an additional floor.

The community newsletters 1 & 2 did not discuss this aspect of the development and in fact the visual used in the banner appears to reflect an upgrade to the current site.

**These consultations were carried out prior to the Community Information and Feedback Session at the Metro on 15 May 2010 when the actual development was unveiled.**

#### 2. Community Information and Feedback session (CIFS)

This was the first opportunity for visitors to the Metro to view the plans for the development.

Elton Consulting staff ran the forum. 219 people visited the exhibition with only 29 completing the CIFS feedback form. There was no data collected on people opposed to the development and some people who spoke to the staff were disappointed with the knowledge of the staff regarding issues relating to traffic etc.

#### 3. Website

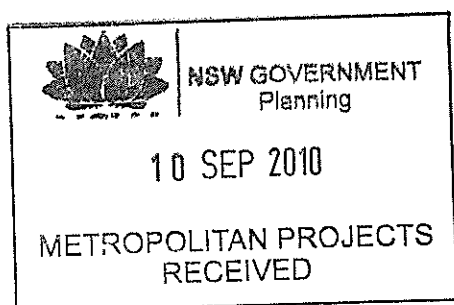
The Elton Consulting report provides a lot of detail about the traffic to the website [www.talkmarrickvillemetro.com.au](http://www.talkmarrickvillemetro.com.au). The information provided on this website is a one way communication and is simply a copy of the latest newsletter it does not provide the visitor with the opportunity to comment nor are the plans available on this site. Therefore as a communication vehicle it is very uninformative.

**Our Community Consultation Response:**

# Objection to Marrickville Metro Expansion

Stephen Middleton

MP09\_0190



We acknowledge the prior ownership of the Marrickville area by the Cadigal people a clan of the Eora nation; who were dispossessed by European invasion more than two hundred years ago. We celebrate the survival of Aboriginal people and their culture following the devastating impact of European invasion and support their right to determine their own future. We recognise the right of Aboriginal people to live according to their own values and culture. We accept our responsibility to develop an awareness and appreciation of Aboriginal history and society in our community and to protect and preserve the environment and significant and sacred sites. In doing so we acknowledge that Aboriginal culture continues to strengthen and enrich our community. The Marrickville area is now occupied by people drawn from many different lands who share the values of tolerance of and respect for one another. We encourage Aboriginal and non-Aboriginal people to work to overcome their differences and continue to go forward together.

A handwritten signature in black ink, appearing to read "Stephen Middleton". The signature is stylized with long, sweeping strokes.

10 09 10

Stephen Middleton

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## OBJECTION - THE PROPOSED DEVELOPMENT

- The present shopping centre proposal is for a fully enclosed, modern shopping mall. It is aimed at providing local shoppers with a one-stop shopping option, but specifically broadens their access to 'comparison' goods and specialty shops are also included.
- One significant aspect of this proposal is the retention of the 'Mill House' with its surrounding open space, especially the three striking Moreton Bay Fig trees. ...Its use as a community facility will mean local residents can gain access to an historic building, as well as benefit from its services. ...its incorporation into the overall design of the [shopping] centre enhances the image and identity of the shopping centre.

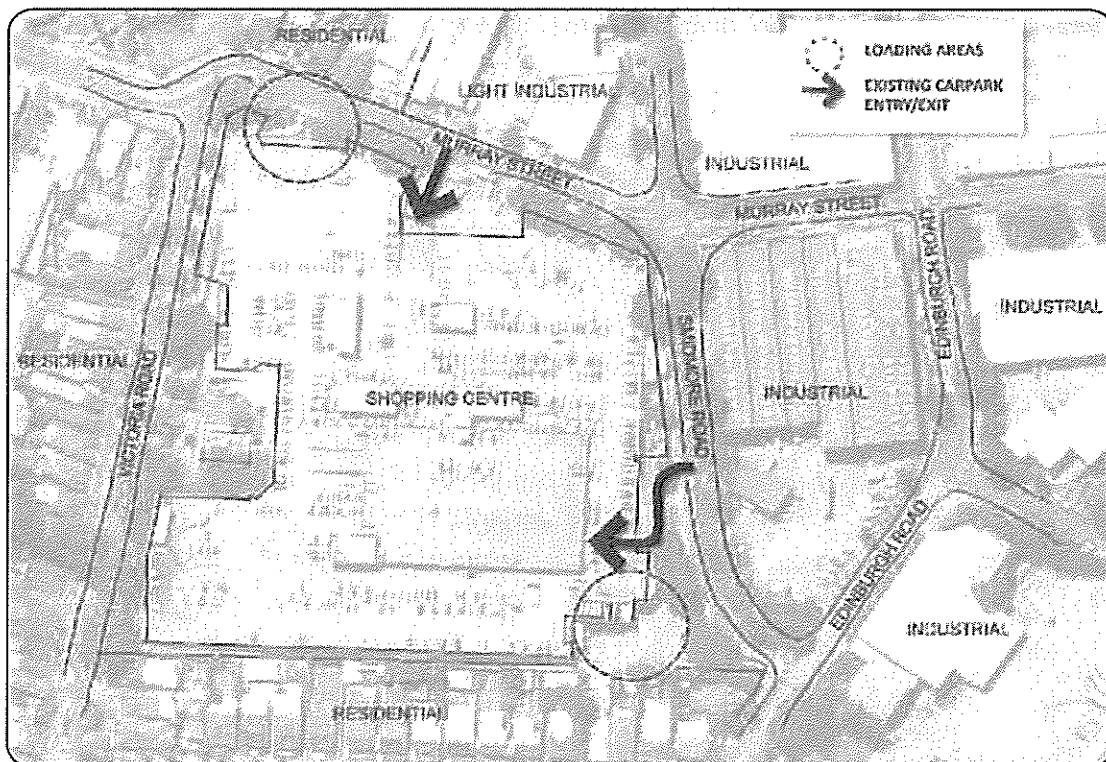
These are excerpts from the DAs between 1981 and 1987 for development of the Marrickville Plaza as it was known. The latter point regarding the use of the Mill House as a community facility was committed to by the developer but never realised, and highlights the difficulty in realising "community space on private property".

I object to the proposal in its current form. Generally the proposal is immature, that is to say that in many areas there is inconsistent information between reports. Insufficient updating of reports has occurred between the Concept stage in May 2010 and the release of the EA in July 2010. Several of the reports are vague to the extent that the reader is easily tempted to conclude that the resultant difficulty in grasping the complexity of the proposal and its supposed justification is intentional. A particular example is the TMAP which has items missing from its scope such as Option 2 Smidmore R Future state, modelling of Car Park access intersection, data missing from intersection and flow modelling and no explanation of the method of distribution of future state traffic across the network.

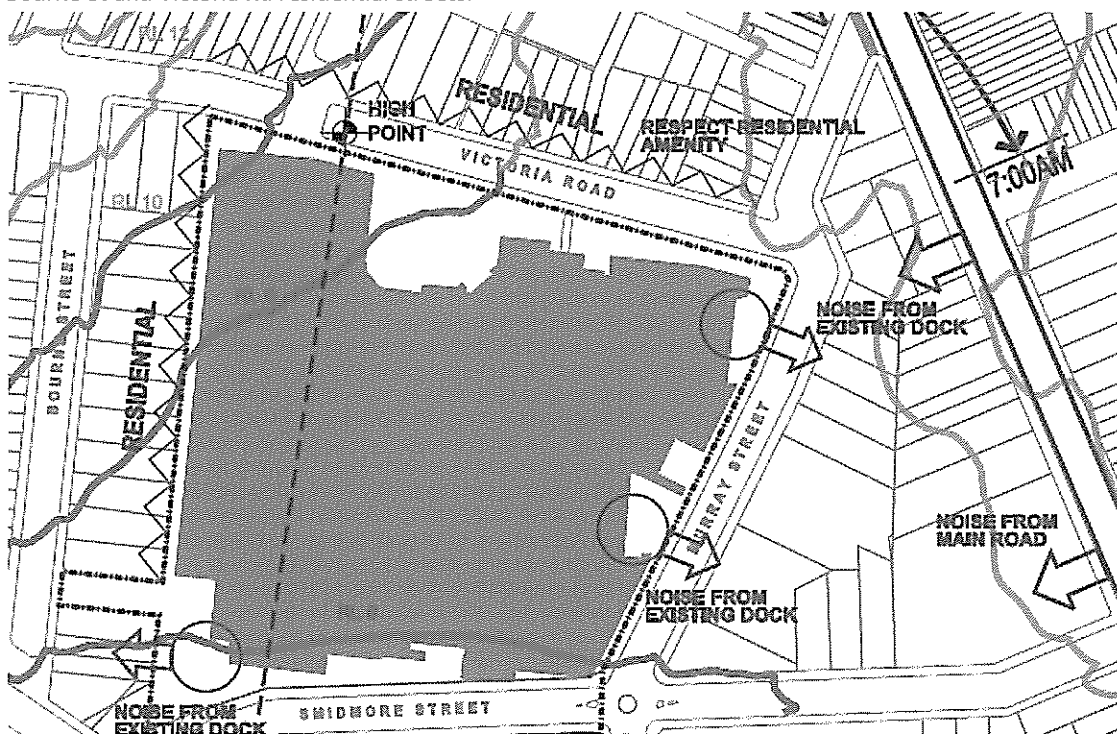
Unfortunately the proposal draws on out of date information for key baselines such as trading area data based on Shopper surveys from 2005 which then supposedly informs the distribution of future state traffic load. As other submissions note there is actually no analytical link between the trade area sales forecasts tabulated in the Economic Impact Report and the TMAP. One would think that the future state traffic load had been artfully distributed across the network in order to support the proponent's contention that traffic growth to the north and east will be minimised by geographical barriers that local residents don't take account of and the much vaunted capture of escaping revenue. The proponent erroneously relieves the network of this escaping traffic not taking into account that today this traffic does not enter the network under analysis and so can only increase the load not decrease the load as attempted in the case of net reductions in traffic at intersections on Murray St!

## MURRAY ST IS A RESIDENTIAL LOCATION

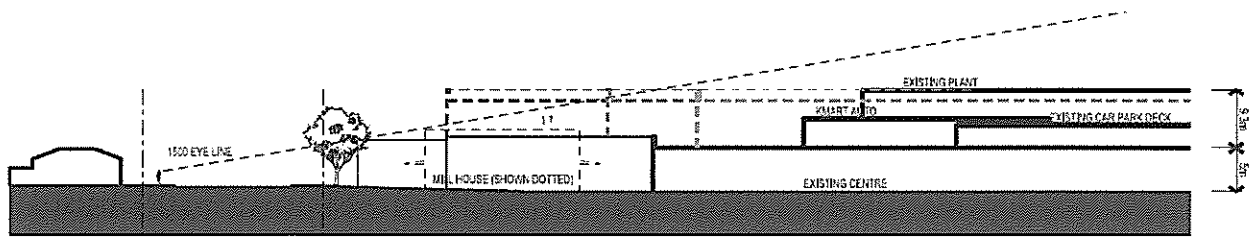
The fact that Murray St is a residential location was recognised in some of the earlier concept work [Strategic Concept Plan - October 2009].



However in the EA on exhibition (EA002 Site Analysis Plan) we do not see Murray St treated on par with Bourne St and Victoria Rd residential streets.



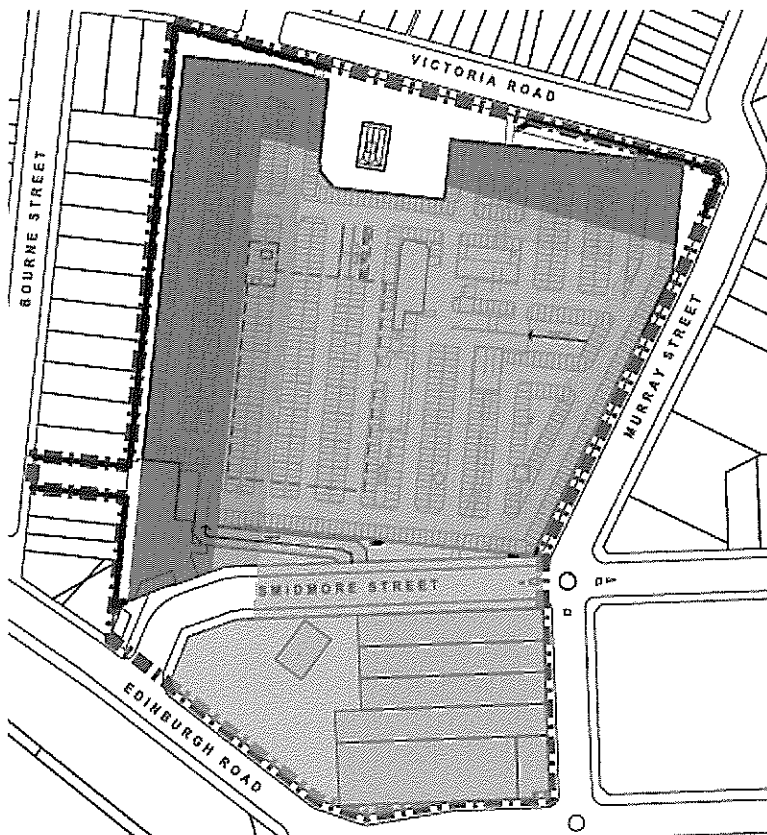
For example a height and massing justification is not provided for Murray St as it is for Bourne St and Victoria Rd.



SECTION 02 - NORTH - VICTORIA ROAD

No red zone is allowed for the façade on Murray St and in any case the helical Car Park access ramp is not considered in the height and massing work. We consider this to be either a gross oversight or a sacrificial inclusion.

The concept of negotiable building form is intriguing – almost as though the proponent sets the limits of negotiation.



Our architect has advised us in this respect and we require set back of 50m form and perpendicular to the Murray St property boundary of number 16 Murray St; being the southern most residentially zoned property on Murray St.



As explained by Our Architect further below the proposed form and scale is not sympathetic to the residential area at the northern end of Murray St.

I dread being able to identify the ridiculous helical parking ramps from the top of Edgeware Rd at the Enmore Rd intersection or looking up at this same ramp from the corner of Edgeware Rd and Victoria Rd as I walk home from Newtown Station. The proposed helical parking ramp structure is an abomination and will visually and acoustically overwhelm the historic Vicar's Mill facade and intersection of Murray St and Victoria Rd. Acoustically it is a nightmare waiting to happen

#### CURRENT STATE OF THE METRO SHOPS

No one would argue that the shops don't need revitalisation however to link revitalisation and refurbishment with such wholesale expansion is laughable in the extreme.

The proponent's neglect of maintenance and cleaning of the food hall area borders on the unsafe with the La Marina Café & Pizza shop a case in point. Leaks allowed rain to enter the food preparation area and resulting structural damage led to the collapse of an extraction hood and enclosure. Some weeks after the ceiling was restored the remaining health hazard was sealing behind a temporary plastic sheet barrier.

#### OBJECTION – IN SUFFICIENT ALTERNATIVES CANVASSED

In the EA at section "5.7 Alternatives to the Proposal" it is apparent that either the proponent's consultants are not very imaginative or an undeclared motive is driving the expansion. For example "refurbishment without expansion must be an economically viable alternative" and should be clearly explored and articulated. Other alternatives would be to expand the shops without increasing the parking provided, or increase the retail space and the parking space by a more modest amount. I'm hardly racking my brain here.

## THE NEED TO CONSULT

When I wanted to develop my property one of the greatest concerns I had was for my neighbours – how they will react and is there an impact on them I have not foreseen. In my experience the most successful and indeed well received developments have engaged with neighbours early and often. Consultation is very different to communication and surveying. When I consult I am genuinely interested to communicate the full extent of my vision and determine from my neighbours their concerns not in order to register and dispense with them but with a genuine intent to modify my proposal to reduce the impact of my proposal on my neighbours. My neighbours then feel included like they have made a contribution. The worst developments do not engage with neighbours, unintentionally or deliberately misrepresent the developer's intent, repeatedly surprise neighbours – surprises are never good.

The proponent and their consultants have consistently miss-understood the intent of the GUIDELINES FOR MAJOR PROJECT COMMUNITY CONSULTATION available from the department and that form Key Issue 11 of the Director General's requirements.

- Ensure that factual information about a proposal is widely available to people with an interest
- Allow the community and relevant stakeholders to have their say in the assessment process
- Bring new information and ideas to a project
- Avoid unnecessary delays by addressing stakeholder concerns prior to lodgement
- Provide an opportunity for the negotiation of outcomes acceptable to both the proponent and community
- Build important long term relationships in the local community
- Enhance a proponent's reputation in the community.

The proponents apparently believe that community consultation in relation to a project of this nature is best achieved via shopping preference surveys as I have heard from the few (3) of my neighbours so contacted. There was no engagement, the first written notice of this development I received was from the NSW Dept of Planning to inform me that the exhibition period had commenced. Of course neighbours of ours that work at the shops informed us of the proposal following the event held at the shops to show shoppers the concept plans (no elevations). We absorbed everything then available realising that we had been excluded; either by folly or intent. We informed our neighbours and made submissions to the nominated consultants.

It is notable that the proponent has communicated much more effectively with their tenants than with the immediate neighbours; stakeholders with the most to lose.

## NOISE IMPACTS FROM THE SHOPS

As a result of the Dairy Farmers milk depot development at Edinburgh Rd and Sydney Steel Rd commitments were made the delivery trucks would not make use of Edgeware Rd or approaches and a supporting light traffic zone was signposted on intersections with Edgeware Rd as indicated in the photographs below. Residents police this zone.

Edgeware Rd opposite Victoria Rd, Edgeware Rd corner of Llewellyn St, Bedwin Rd corner of Edinburgh Rd.





#### OBJECTION - NIGHT DELIVERIES

There is no notable night traffic in the area immediately around Metro shops. Obviously Aircraft noise is not a feature after 10 pm and before 6am. Any extension of operating hours for deliveries will noticeably reduce residential amenity and will not be accepted.

Policing of a dock operating hours is left up to residents who are affected. This leads to a four way finger pointing activity between Council Officers, Operating staff at Metro Shops, Metro tenants and tenants' delivery, fit-out and waste removal contractors.

It is certainly not practical to restrict night deliveries to one or to one delivery every 15 minutes. Deliveries during the night are not acceptable and will not be tolerated.

The existing acoustic impact is inappropriately monitored (from the Mill House) to be extrapolated to the loading docks on Murray St the forecast incompletely forecast as the Traffic study does not have delivery movements in scope. Further more details of shielding and materials for the proposed loading dock are not provided so a complete assessment can not be made on the impact of this dock. Our Architect addresses these issues more completely below.



## OBJECTION - DOCK OPERATING HOURS

Agreed operating hours on Murray St are 7am to 7pm – 24 hour dock operations are not acceptable.

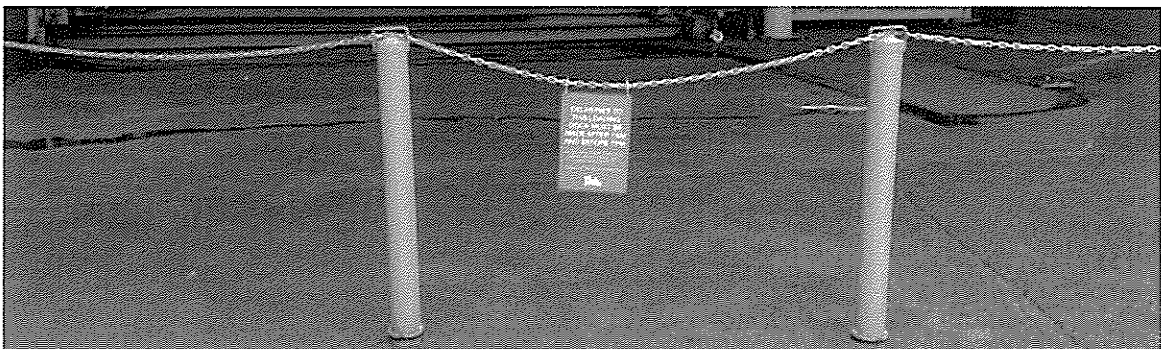
At present trades people engaged to complete shop fit-outs or maintenance are prevented from working outside of the hours of 7am to 7pm as a result of loading dock operating hours. Residents have secured a surcease from such operations outside of hours at the southern dock on Murray St.

Dock operations include forklift trucks, rubbish compactors, compressors and pallet lifter trolleys which each cause their own disturbance.

At present audible security alarms are not permitted or are being removed in cooperation with residents' complaints.

At present residents on Murray St are rarely disturbed by machinery noise emanating from the Metro Shops. This must not change.

Proposed operating hours at the proposed dock take no note of residents concerns expressed in May 2010 that dock operating hours are frequently abused by tenants, contractors and delivery vehicles, with Metro operations staff at a loss as to how to efficiently control operations short of locking off the docks with bollards, chains and signs indicating agreed operating hours.



## OBJECTION - LOCATION OF CAR PARK ACCESS ON MURRAY ST

The Murray St Car Park access has moved north in the proposal and as such is unacceptable - residents on Murray St would rather have the existing loading docks operating between 7am & 7pm than the more poisson distributed impact of the Car Park Access ramps operating for whatever the agreed trading hours of the shops.

## OBJECTION - LOCATION OF LOADING DOCKS ON MURRAY ST

Proposed location of the loading dock on Murray St is still too close to residentially zoned property on Murray St. We suggest relocating such a substantial facility to Murray St between Smidmore and Edinburgh Rd and integrating it with the dock proposed there.

Truck access to dock as indicated in the civil engineer's report shows no trucks entering by right turn from Murray St south bound. The proponent must commit to truck access only occurring from the north bound left turn into the dock.

## FORM AND SCALE

It is worth noting that the existing Metro shops are of a height with the neighbouring industrial buildings. There are no neighbouring buildings that are 14m high on the boundary.



Our Architect has provided the following points:

A significant issue with the submission is the failure to recognise that the residential end of Murray Street is part of the residential precinct of the neighbouring area. This part of Murray Street has similar characteristics of Victoria and Bourne Street and should be approached with the same consideration as the development does for Victoria Street and Bourke Street. Similar Characteristics – residential land use, built form, residential scale, suburban streetscape, tree-lined outlook,



## ARCHITECTURAL OBJECTION 1: THE BULK AND HEIGHT OF THE PROPOSED DEVELOPMENT ON THE NORTH EAST CORNER HAS A NEGATIVE IMPACT ON THE NEIGHBOURING RESIDENTIAL PRECINCT IN MURRAY STREET.

The northern part of Murray Street has similar residential characteristics of Victoria and Bourne Street and should be approached with the same consideration as the development does for Victoria Street and Bourke Street. Setbacks on the north (30-45 metres) and east (37 metres) on all levels of the development ensure that existing sightlines from the neighbouring area are not eroded, and minimise the bulk of the development.

No setbacks are documented on the Murray Street elevation opposite the neighbouring houses. The proposed 'variegated edge' to the building along Murray Street may be an appropriate way to soften the bulk of the development opposite industrial sites, but is not suited to a residential precinct on the northeast corner of the site. This variegated building edge, together with two rising vehicle ramps and an overhanging carpark that extends to the boundary 14 metres above the street level offers the residents an overly complicated, bulky, visually dominating proposal that will negatively impact on the adjacent residential precinct.

Setbacks to the upper levels along Murray Street are noted as negotiable in the Consultant reports. We strongly urge that setbacks along Murray Street in front of the residential precinct be implemented in a similar response to other streets.

### References:

- Architectural Report Sheet 14: *outlines 'negotiable' bulk*
- Architectural Report Sheet 20: *introduces the variegated edge to soften the bulk*
- Environmental Assessment Report Final 160710 Page 20: *Documents the setbacks to Victoria and Bourke Street*

## ARCHITECTURAL OBJECTION 2: LOCATION OF THE VEHICLE RAMP ON THE CORNER OF MURRAY & VICTORIA STREET IS IN AN INAPPROPRIATE LOCATION FOR A RESIDENTIAL PRECINCT AND WILL HAVE A NEGATIVE IMPACT ON NEIGHBOURING HOUSES.

The location of the circular ramp at the northeast corner of the site is objected on visual, acoustic and environmental grounds.

The form of the circular ramps is in sharp contrast to the scale and aesthetic of the existing heritage wall and streetscape. The scale and form of structure protruding above the heritage wall erodes the significance of the wall and does not sit comfortably in a residential street. This permanent structure will undoubtedly outlast any existing trees that provide temporary screening, and so a more sensitive architectural form should be proposed on this part of the site.

There is a concern that night time use of the vehicle ramp will generate moving lights from vehicle headlights and tail lights. Although the balustrade of the ramp may prevent direct light from headlights extending beyond the building, the moving cars will be visible as they use the ramp. The introduction of a structure that generates illuminated moving lights is not appropriate for a residential street and will have a negative impact on the visual amenity of the surrounding area.

The noise generated from vehicles using the ramps is a concern for the residents in the surrounding area. The use of vehicles brakes, horns, car acceleration and idling engines are always greater on ramps and they generate noise. Although the lower parts of the ramp are buffered with the existing heritage wall and new walls along Murray Street, the ramps rise above this buffer and allow any vehicle noise generated on the ramp

to travel directly to the neighbouring area. This will have a negative impact on the acoustic amenity of the surrounding area.

The fumes from vehicles using the ramp introduce a new source of air pollution for the neighbouring properties. The proposal has moved the existing ramps and existing source of car exhaust from the centre of the site to the Murray Street elevation in close proximity to residential houses. The number of cars using the ramp will also increase with this development. This will impact negatively on the environmental amenity of the surrounding area.

### ARCHITECTURAL OBJECTION 3: THE PROPOSAL IN THE LANDSCAPE DRAWINGS TO GET RID OF THE EXISTING TREES ALONG MURRAY STREET AND REPLACE THEM WITH NEW TREES WILL HAVE A NEGATIVE IMPACT ON THE STREETSCAPE.

The landscape plan indicates the removal and replacement of the Murray Street trees. This will seriously impact on the streetscape. The existing trees provide scale to the street and offer a pleasant outlook to residents. Their removal will accentuate the bulk and scale of the proposed development and will expose a building elevation that does not relate to the street. Replacing the existing trees will have a negative impact on the amenity of the streetscape.

#### References:

- Landscape Drawings Technical 5 : *Existing trees to be replaced*
- Arborists Report Appendix 1 pages 25-27: *Recommendation to retain trees on Murray Street*
- Environmental Assessment Report Final 160710 Page 22: *Existing trees to Murray Street to be monitored and replaced at the end of their life.*

### ARCHITECTURAL CONCERN 1: ACOUSTIC ISOLATION OF THE PROPOSED LOADING DOCK ON MURRAY STREET.

The architectural plans have shown that the existing loading dock on Murray Street is to be relocated south, closer towards Smidmore Street. This relocation, away from the residential part of Murray Street, will help to alleviate the ongoing operational noise issues from the loading dock currently impacting residents. The most persistent noise issues arising from the dock are idling engines of trucks waiting for the dock to open, the beeping hazard warning as trucks reverse , and the use (stacking?) of wooden pallets. The proposed development could address and improve on the current acoustic issues impacting the residents.

We note that the proposed dock will be more than twice the size of the existing dock and that the number of vehicles using the dock will increase. We understand that activity within the dock involving pallets will also increase. We note in the traffic report that trucks will no longer be able to reverse onto the site from the street. We note in the acoustic report that semi trailers entering and leaving the loading dock will exceed background sound levels and provide a potential sleep disturbance to the Murray Street Residences. We are concerned that this general increased use of the loading dock will duplicate, rather than alleviate or improve, the current noise issues impacting residents, and the acoustic report confirms this.

In the absence of any wall details on the architectural plans, we request that the enclosing loading dock walls and its roller shutter doors provide appropriate acoustic isolation between the dock activities and the residential houses on Murray Street. In the absence of any management plan, we request that the Metro Shops improve their management of the proposed loading dock to eliminate idling engines on our residential street.

#### References:

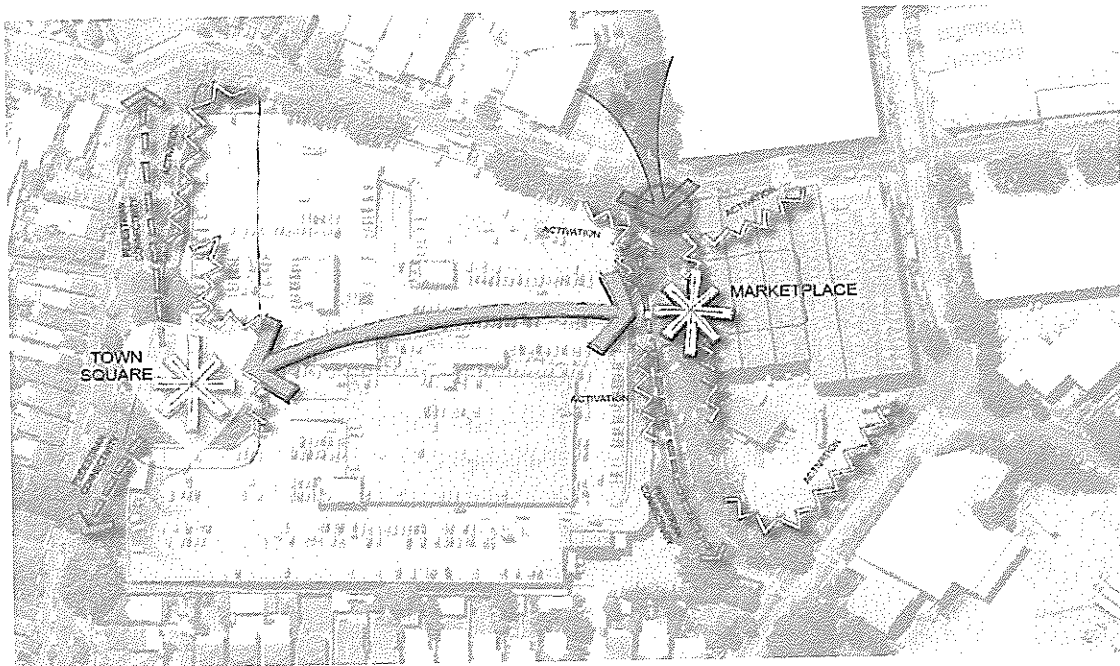
- Architectural Plans EA003 and EA006 – shows the existing and proposed loading dock.
- APP H – Traffic Management and Accessibility Plan Part 1 Page 44/45 – reports that the “reverse in” loading dock bays will be replaced by the larger dock. The inference is that no trucks will be required to reverse onto the site from the street, although this is not clearly stipulated. Reversing from the street onto a site contravenes industry practice, particularly for commercial vehicles. It may contravene Australian Standard 2890.2 “Parking for Commercial Vehicles” but I can’t get access to this (yet) to check.
- APP M Acoustic Report Page 11/12 – documents the projected noise levels as exceeding their own criteria for background noise, and therefore becoming a potential sleep disturbance to neighbours.
- App W - Civil Engineers Assessment Page 23 Appendix B Concept Roadworks and Intersection Plans Drawing Number 210026-SK-008 Loading Dock 3 Turning Path Plan – Clearly indicates truck entry from Murray St by left turn from the south. Commitment will be sort from the proponent that trucks will not:
  - reverse across the boundary,
  - Enter the dock from Murray St by right turn from the north.

## STREETSCAPE

Murray St is a location of some interest in spite of the accident of planning located on the western roadside.

### OBJECTION - ACTIVATION OF THE STREET INTERFACE

Murray St residents understand from the term active interfaces that the proponent seeks to bring retail shop fronts out on to the street. Setting aside the implications for Vicar's Mill heritage wall which already has unwanted advertising situated in window recesses; these active interfaces may be more or less disturbing depending on trading hours for these interfaces. Suffice it to say that Murray St residences consider the advent of active retail interfaces on Murray St to be a dubious prospect. Of even greater concern is the prospect of outdoor dining late into the evening at the interfaces.



## CONCERN - VICAR'S MILL HERITAGE FAÇADE

Of interest is the historical façade of the Vicar's Mill extending from the northern corner of Murray St and Victoria Rd and along Victoria Rd. While this is retained in the proposed development some particular care needs to be taken to ensure that it sustains no further damage in its topmost southern extent during construction. Furthermore appropriate restoration and integration of this feature of the site with proposed works must be committed to by the proponent. When original access was made for the loading dock opposite number 12 Murray St, the historical brick work was simply cut through with a circular brick saw. The damage from this act and caused by wind sway at the top of this extent needs to be restored by a heritage brick layer and integrated with proposed new work.

## OBJECTION – REMOVAL OF MURRAY ST TREES

The 22 trees on Murray St are an integral part of the streetscape enjoyed by Murray St residents. The proponent's proposal is both trying to hide behind these trees enlarging and overstating the shielding effect of these trees to soften and hide the enormous bulk proposed and to shield residents from the helical parking ramp proposed for the corner of Murray St and Victoria Rd. Simultaneously the report from the proponent's arborist claims the trees have a limited lifespan remaining and indicates that they be replaced with 28 new trees although it is unclear what the proposed timeline or phasing for this remedial action or when the shielding effect will reoccur. Resident's advice from council arborist is that these 22 trees have a likely lifespan of 40 years provided due care is taken during any proposed construction and the roots are not damaged by running underground services beneath and within the drip-line. There remains the contention that the trees on Murray St are of historical significance according to Council's Arborist.

## OBJECTION - INGROUND SERVICES FOOTPATH ALIGNMENT

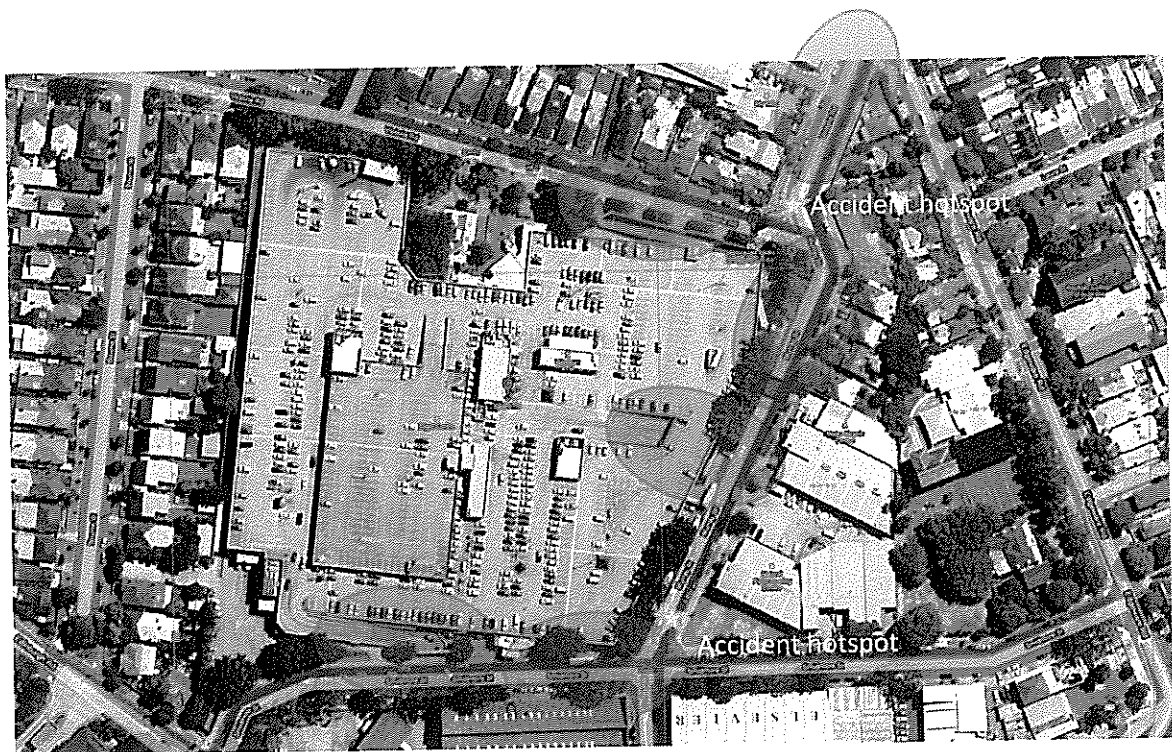
Consequently any routing or rerouting of underground services must occur within the boundary of the Metro Shops so as to maintain the good health of these trees which form such an important part of the streetscape residents presently enjoy.

## TRAFFIC

The Metro shops are only served by local roads, train stations are more than 10 min (800m) walk away. At present bus services are focused on City and Bondi Junction with inefficient routes connecting several underserved intermediate destinations. Services to the south and west leave from the other side of Enmore Park between the corner of Addison Rd and Llewellyn St on Enmore Rd a 5min walk (400m) away.

Traffic gridlock is a very real and demonstrable effect on Murray St. It is not dependent on trucks reversing across boundaries. The effect arises as a consequence of feedback between the Murray St Car Park access and the intersections of Victoria Rd and Edgeware Rd and the intersection at Edgeware Rd, Alice St at Llewellyn St.

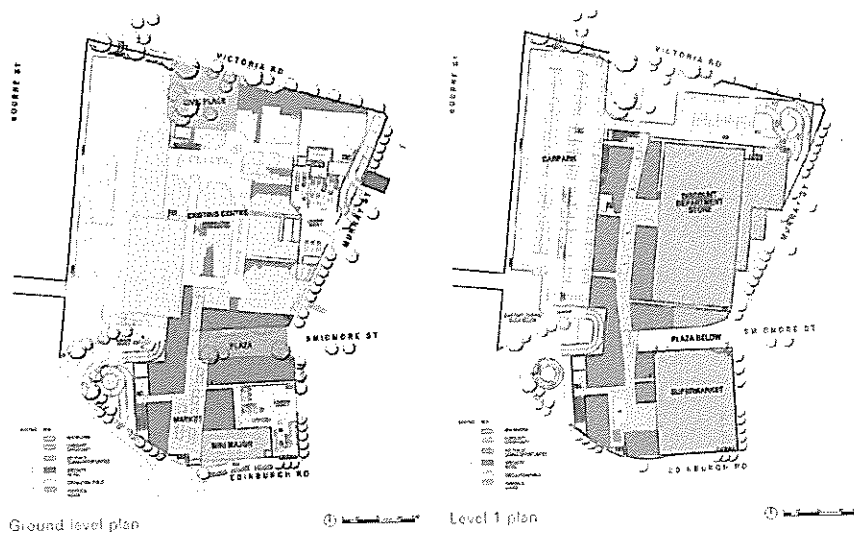
At present this gridlock effect occurs on the last shopping day before any festival such as Orthodox Easter. But the effect can be demonstrated with as little as a 10% increase in peak hour traffic.



## OBJECTION - TRAFFIC RELIEF FOR MURRAY ST RESIDENTS

Provision of relief to Murray St residents from vehicle trips and delivery operations is not considered in the EA on exhibition. When the original Marrickville Plaza was proposed and approved in the late 1980s, all other neighbouring residential streets were rendered "local traffic only" by virtue of road closures. If this development proceeds Murray St must be closed at or near number 16 Murray St (the southern most residentially zoned property on Murray St) to allow residents respite from the peak vehicle flows and delivery operations on Murray St.

This will have the effect of reducing the peak load at intersection of Edgeware Rd and Victoria Rd, which Metro Watch demonstrated is much more susceptible to small increases in traffic than has been allowed for in the Traffic Report. The closure is consistent with the after hours operating approach on Edgeware Rd.



Similar relief may be possible by implementing alternatives on Murray St such as restricted traffic flow and or direction, preventing right turns into or out of Car Park access on Murray St by extending the median strip from the intersection of Murray St and Victoria south to outside the Car Park access. Delivery truck access on Murray St must be similarly restricted.

## CONSTRUCTION IMPACTS

### CONCERN – CONSTRUCTION PHASING IS TO THE CONVENIENCE OF THE PROPONENT

Should the proposed expansion of Metro Shops be approved Phasing of construction must be minimised so that construction impacts on neighbour should occur for the shortest possible time.

Construction deliveries, waste removal and construction operations outside agreed operating hours for Metro loading docks will not be tolerated.

Traffic Flow on Murray St must not be un-necessarily impeded.

Dust from demolition, waste material removal or construction must be minimised at all times.

Material storage must occur on site, and not in the road reserve.

Construction Waste must be collected and stored on site and not in the road reserve.

All trees in the road reserve must be protected from impacts of construction to levels that meet or exceed best practice.

## SUBMISSIONS TO ELTON CONSULTING MAY 2010

The first submission below to Elton consulting followed advice from a tenant at Metro Shops that concept drawings had been on display in the shops outside Kmart the previous week. When the architectural studies were placed on exhibition as advised by the NSW Department of Planning it became clear that our concerns as expressed below had not been considered. The EA on exhibition includes commitment based on the acoustic study that amount to 24 hour operations at the proposed consolidated loading dock on Murray St. The acoustic report does not recognise the reflection of noise from the southern loading dock on Murray St impacting the residences at the northern end of Murray St. The TMAP traffic study does not recognise the gridlock effect mentioned below that arises from traffic load exceeding the capacity of intersections and Car Park access. The proposed Car Park access on Murray St does not restrict south bound visitors from turning right in to the Car Park access nor visitor leaving the car park from turning right to leave the area going south. Consequently with the projected increase of traffic exceeding 50% the gridlock effect will occur much more frequently. Our studies demonstrate the gridlock will occur six times more frequently without effective treatment of Car Park access including but not limited to closure of Murray St north of the loading docks and Car Park access. Proposed intersection modifications intended to remediate projected traffic increase do nothing to remove this effect. The TMAP report indicates that Car Park access intersections have not been modelled. Increases in in-service and not in-service bus and delivery vehicle movements have not been modelled. The proposed bus stop on Murray St referred to below was mentioned in concept information available online in May 2010 and may now be the shuttle bus and passenger drop of and pick up point which is referred to in the EA but not explicitly located.

If true consultation had occurred these impacts could have been addressed in concert with Murray St residents prior to the release of the EA for exhibition.

Whether the proposed expansion occurs or not; the passage of delivery vehicles across the boundary in a reverse direction is not conformant with Australian Standards and conformance must be improved.

In relation to the comments below from AMP Capital that the traffic study will tell all – we are now aware that the TMAP does not consider Option 2 at all.

In relation to the comments about the expanded height of the proposed development being similar to the height of surrounding industrial buildings I have not found any building in the immediate area with a height at RL 21m to 26m.

## FIRST SUBMISSION TO ELTON

**From:** Stephen Middleton [mailto:Stephen.Middleton@OptusNet.com.au]

**Sent:** Sunday, 23 May 2010 12:23 PM

**To:** 'consulting@elton.com.au'

**Cc:** Stella Coe (stella.coe@optusnet.com.au); 'nigel@themonkeyscobbler.com.au'

**Subject:** Metro Development Concept Plan impacts on residences at Murray St Marrickville

Please record my contact details in relation to consultation on your proposed project. In relation your proposed project; my neighbours and I are primarily concerned about over-shadowing, operating hours, noise, and traffic impacts.

Please note that there are residences at 8, 10, 12,14 and 16 Murray St. At present we are directly affected by operations of all loading docks on Murray St and retail traffic arriving and departing from car park entrance on Murray St. *There is a full record of letter writing and action regarding these effects with council, Metro Shops management past and present, and with the local newspapers.*

### Over-shadowing

The existing height of the loading dock area opposite residences on Murray St is acceptable and afternoon sun is not greatly obscured. It is not clear how many storeys of retail and floors of parking over shadowing Murray St are proposed in the present concepts as no elevations have been provided. *It is important that development overshadowing Murray St does not reduce afternoon sun reaching the front boundaries of our properties.*

### Operating Hours

Operating hours of loading docks have long been a subject of ongoing negotiation between the residents on Murray St and the various management/owners of the Metro Shops , at present there seems to be a mutual understanding of the operating hours and residents are only disturbed when new security staff are engaged and not adequately briefed about operating hours by Metro Shops management. *We will not accept a return to loading dock operations between 10pm and 6am.*

### Noise

You may not be aware but the area around the Metro Shops is extremely quite after operating hours. As a consequence the advent of traffic noise from loading docks and car parks after hours has an unusually high impact. *It is important that traffic noise from proposed development overlooking Murray St is prevented from escaping the Metro Shops into the street.* Aspects of loading docks (sound shell) that result in noise being directed must result in traffic and operational noise being directed away from residences on Murray St.

## Traffic Impacts

At present there are several days a year when it is not possible to enter or exit our properties due to traffic congestion. *It is important that the number of days per year that my neighbours and I experience this impact is not increased.*

In anticipation of your contact,

SBM.

**Stephen Middleton** | Owner Occupier | m. +61 402 462 763 | h. +61 2 951 99281 |  
| w. +61 2 992 74037 | 12 Murray Street, Marrickville NSW 2204 Australia |

## SECOND SUBMISSION TO ELTON

**From:** Stephen Middleton

**Sent:** Thursday, 27 May, 2010 12:46 PM

**To:** 'consulting@elton.com.au'

**Cc:** 'Stephen Middleton'; 'stella.coe@OptusNet.com.au'; 'Stella Coe';

'nigel@themonkeyscobbler.com.au'

**Subject:** MP09\_0191 - Retail Development - Impacts on residences at Murray St Marrickville

As we further consider the incomplete set of conceptual information which is publically available at present; the following additional impacts have occurred to us:

### Construction

The residents on Murray St require that construction activities on Murray St are minimised and there by the impact of construction activity to the use and enjoyment of our properties is minimised, there should be no storage of materials or waste on the street or footpaths. *Construction site operating hours must not exceed the present operating hours of the loading dock opposite residences on Murray St.*

### Traffic – Car parking entry and exit

As previously identified Murray St is subject to complete congestion on several days a year. Due to the bad design of existing car parking entrance and exit, traffic turning right into the Murray street car parking entrance is impeded by both through traffic and by traffic exiting the car parking ramp on Murray St turning south in to Murray St. This results in traffic building up along Murray St to the north through Victoria Rd and causing a queue to form along Edgeware Rd to the North effecting the intersection with Alice and Llewellyn Streets. *It is important the traffic flow from car park entry and or exits is streamlines to reduce this effect.* This effect results in residents not being able to enter or leave their properties by car. The effect is further exacerbated when the car park approached capacity as queues to entry then form reducing the efficiency of exit. As exit congestion builds at the northern end of Victoria Rd where traffic turning left into Edgeware Rd is limited by the traffic signals on the intersection at Alice and Llewellyn Streets this has a feedback effect on traffic exiting the car park and turning left on to Murray St to the North.

### Traffic – Buses

At present the occurrence of buses on Murray St is minimal – no more than two buses per hour at peak. The proposal to place a Bus stop on Murray St is expected to have a significant impact on traffic volume on Murray



St and residents on Murray St are inclined to conclude that this proposal is unacceptable. *An alternative would be to move the bus stop proposed for Murray St to Edinburgh Rd where traffic flows considerably more freely and with the introduction of a pedestrian over pass can be rendered more safe for all.*

#### **Traffic – Loading Dock**

At present operations at the loading dock opposite residences on Murray St include the arrival and departure of huge unmarked trucks servicing the Aldi shop. Both the arrival and departure of these truck results in traffic in both directions on Murray St having to stop. In the case of arrival the trucks perform an extremely convoluted manoeuvre to position themselves before they can reverse their way into the Aldi dock. This process stops traffic for approximately ten minutes and can take longer where the driver is not experienced with the local situation and misses the mark needing to restart.

*It is important that the design of the new dock avoids the need for the truck to manoeuvre on arrival.*

#### **Traffic – Proposed Closure of Smidmore St**

Residents question the practicality of increasing the number of car spaces and therefore the number of vehicles entering and exiting the car parking on Murray St, increasing the number of Bus movements on Murray St, increasing the capacity of the relocated loading dock on Murray St, adding a pedestrian entry on Murray St and closing Smidmore St between Murray St and Edinburgh Rd.

The Closure of Smidmore St will cause the displaced traffic onto Edinburgh Rd and Murray St and possibly Smidmore Rd between Murray St and Edgeware Rd. *We eagerly await the results of the traffic movement study deonstrating the combined effect of these proposed changes on traffic in Murray St.*

#### **Overshadowing**

We recognise a divergence between the indications for UPPER FLOOR and UPPER PARKING 2 developments submitted to Planning NSW and the concept plans available on the TalkMarrickville website. The lift off point for first (retail) storey and second (parking) storey development in the UPPER diagrams submitted in the Application appears set back from Murray St and opposite the boundary between No. 14 and No. 16 Murray St. In the concept plans a three storey development is proposed and the lift off point appears on the Murray St Metro boundary and opposite the boundary between No. 12 and No. 14 Murray St. *The residents find both of these lift off points will impact negatively on our outlook to the streetscape with the proposed concept plans indicating a lift off point and number of storeys that will encroach more on the western skyline, both horizontally and vertically from the point of view of Murray St Residents.*

#### **Radio Reception**

At present reception of Radio Frequency signals from the Blue Mountains is possible using standard analogue television antenna equipment in spite of the height of the Metro. It is important that our enjoyment of these signals remains possible subsequent to any proposed development. *This may require the introduction of a wide band repeater system to the development.*

In anticipation of your acknowledgement,

SBM.

**Stephen Middleton** | Owner Occupier | m: +61 402 462 763 | h: +61 2 951 99281 |

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## AMP CAPITAL RESPONSE TO SECOND SUBMISSION TO ELTON

**From:** Nicole Eastaway [mailto:nicole@elton.com.au]  
**Sent:** Thursday, 27 May 2010 3:27 PM  
**To:** Stephen.Middleton@OptusNet.com.au  
**Subject:** RE: MP09\_0191 - Retail Development - Impacts on residences at Murray St Marrickville

Dear Stephen,

I have received advice from AMP Capital for you in regards to the matters you raised in your earlier, as set out below:

**Construction:** A construction management plan in line with relevant guidelines will be prepared prior to construction. The plan will aim to minimise impacts on surrounding residents.

**Traffic – Car parking entry and exit:** Traffic studies of the surrounding street network have been undertaken to ensure all intersections will operate sufficiently post development. We have accepted all recommendations from the report. This study will be available for viewing during the exhibition period in the next couple of months.

**Traffic – Buses:** AMP Capital is not aware of a relocated bus stop on Murray St. We propose to relocate the bus stop on Smidmore St to Edinburgh Rd.

**Traffic – Loading Dock:** We are aware of the issue with the Aldi loading dock. The proposal aims to improve the centres interface with Murray St by consolidating the loading docks on Murray St into one large internalised loading dock with the entry located on Murray St away from residents towards Smidmore St.

**Traffic – Proposed Closure of Smidmore St:** A full traffic study has been undertaken and will form part of the documents to be exhibited in the next couple of months.

**Overshadowing:** The Metro is very conscious of minimising impacts on surrounding residents, this includes increased overshadowing.

**Radio Reception:** The height of the metro post development is similar to the height of the surrounding industrial buildings therefore we do not anticipate interruptions to Radio Frequency signals.

Thanks again Stephen, and please don't hesitate to contact me if needed.

Yours sincerely,  
Nicole Eastaway  
Graduate Consultant



Elton Consulting

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# Objection to Marrickville Metro Expansion

Stephen Middleton

MP09\_0190



We acknowledge the prior ownership of the Marrickville area by the Cadigal people a clan of the Eora nation; who were dispossessed by European invasion more than two hundred years ago. We celebrate the survival of Aboriginal people and their culture following the devastating impact of European invasion and support their right to determine their own future. We recognise the right of Aboriginal people to live according to their own values and culture. We accept our responsibility to develop an awareness and appreciation of Aboriginal history and society in our community and to protect and preserve the environment and significant and sacred sites. In doing so we acknowledge that Aboriginal culture continues to strengthen and enrich our community. The Marrickville area is now occupied by people drawn from many different lands who share the values of tolerance of and respect for one another. We encourage Aboriginal and non-Aboriginal people to work to overcome their differences and continue to go forward together.

Stephen Middleton  
12 Murray St Marrickville NSW 2204  
+61 402462763  
[Stephen.Middleton@OptusNet.com.au](mailto:Stephen.Middleton@OptusNet.com.au)

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## OBJECTION - THE PROPOSED DEVELOPMENT

- The present shopping centre proposal is for a fully enclosed, modern shopping mall. It is aimed at providing local shoppers with a one-stop shopping option, but specifically broadens their access to 'comparison' goods and specialty shops are also included.
- One significant aspect of this proposal is the retention of the 'Mill House' with its surrounding open space, especially the three striking Moreton Bay Fig trees. ...Its use as a community facility will mean local residents can gain access to an historic building, as well as benefit from its services. ...its incorporation into the overall design of the [shopping] centre enhances the image and identity of the shopping centre.

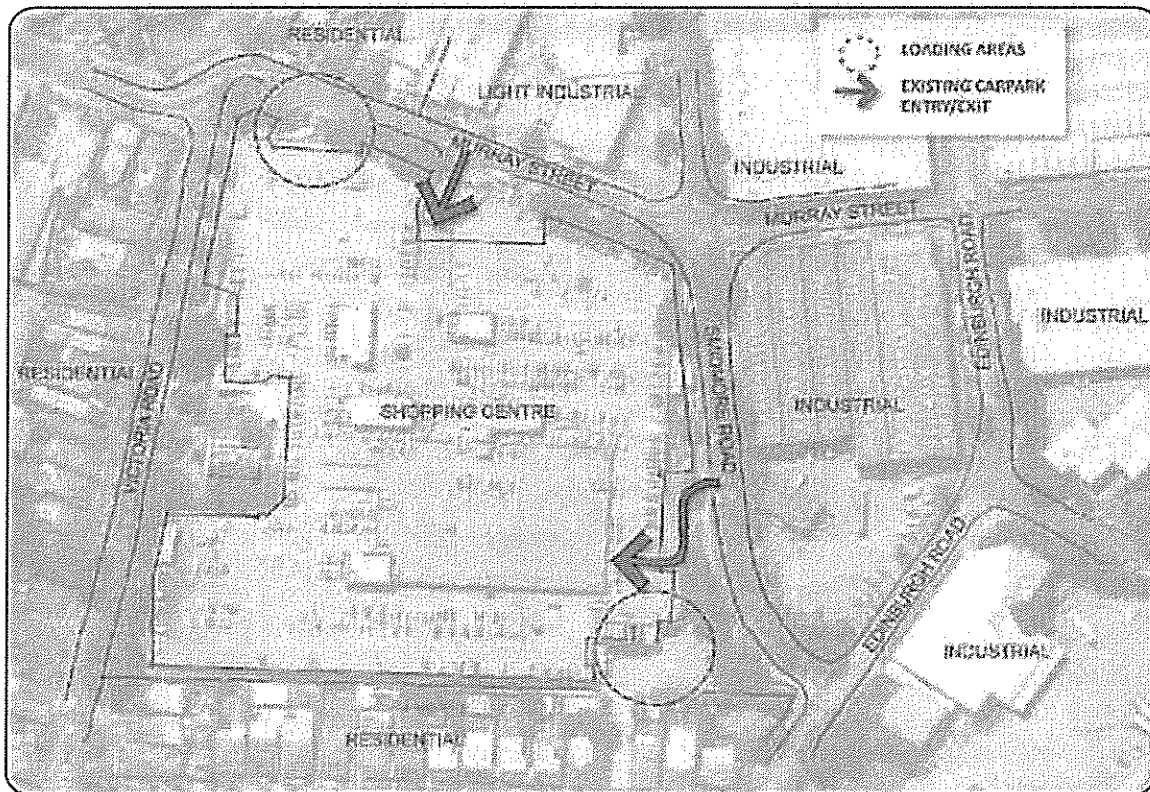
These are excerpts from the DAs between 1981 and 1987 for development of the Marrickville Plaza as it was known. The latter point regarding the use of the Mill House as a community facility was committed to by the developer but never realised, and highlights the difficulty in realising "community space on private property".

I object to the proposal in its current form. Generally the proposal is immature, that is to say that in many areas there is inconsistent information between reports. Insufficient updating of reports has occurred between the Concept stage in May 2010 and the release of the EA in July 2010. Several of the reports are vague to the extent that the reader is easily tempted to conclude that the resultant difficulty in grasping the complexity of the proposal and its supposed justification is intentional. A particular example is the TMAP which has items missing from its scope such as Option 2 Smidmore R Future state, modelling of Car Park access intersection, data missing from intersection and flow modelling and no explanation of the method of distribution of future state traffic across the network.

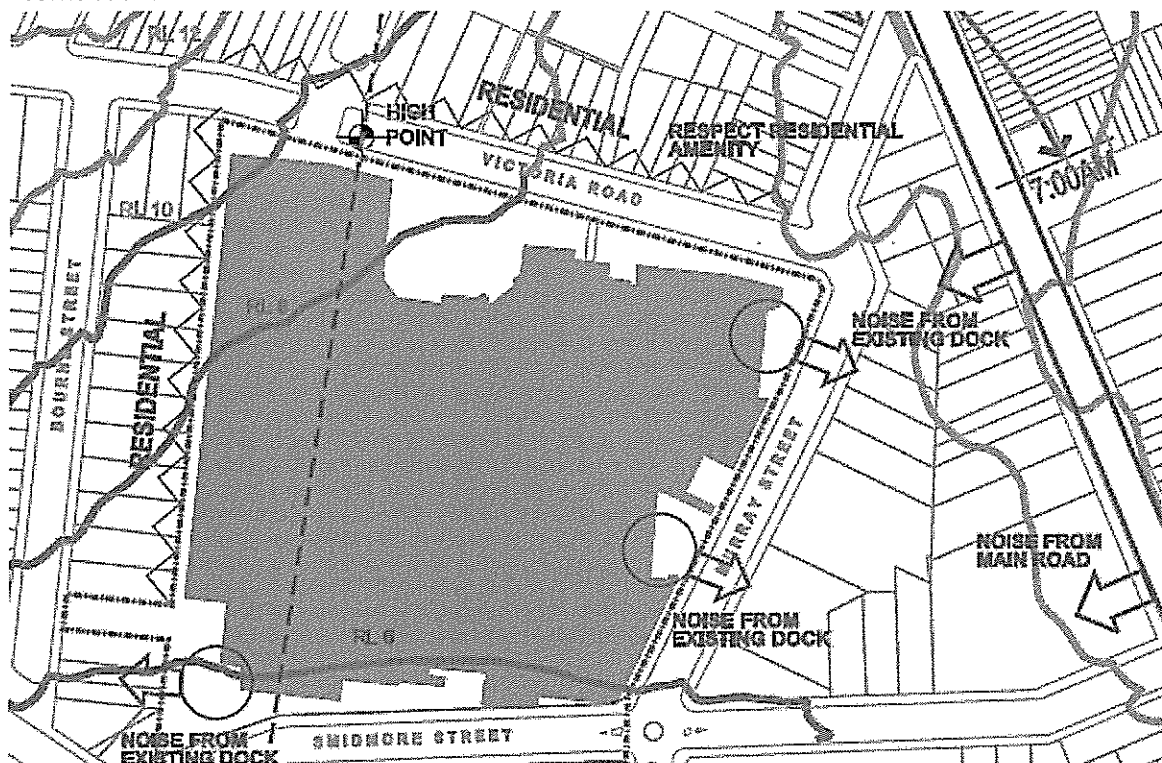
Unfortunately the proposal draws on out of date information for key baselines such as trading area data based on Shopper surveys from 2005 which then supposedly informs the distribution of future state traffic load. As other submissions note there is actually no analytical link between the trade area sales forecasts tabulated in the Economic Impact Report and the TMAP. One would think that the future state traffic load had been artfully distributed across the network in order to support the proponent's contention that traffic growth to the north and east will be minimised by geographical barriers that local residents don't take account of and the much vaunted capture of escaping revenue. The proponent erroneously relieves the network of this escaping traffic not taking into account that today this traffic does not enter the network under analysis and so can only increase the load not decrease the load as attempted in the case of net reductions in traffic at intersections on Murray St!

## MURRAY ST IS A RESIDENTIAL LOCATION

The fact that Murray St is a residential location was recognised in some of the earlier concept work [Strategic Concept Plan - October 2009].

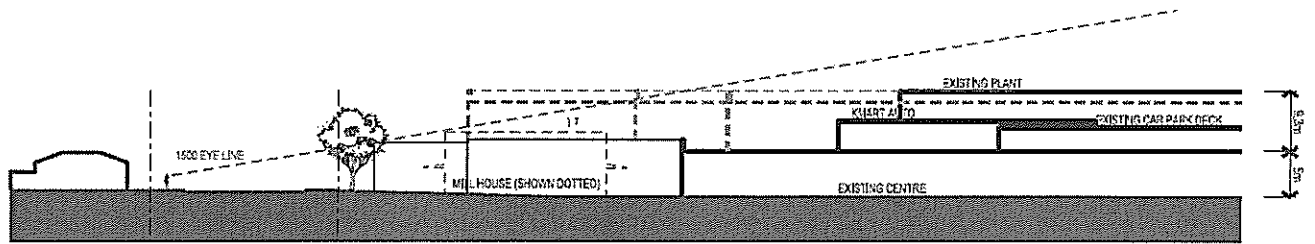


However in the EA on exhibition (EA002 Site Analysis Plan) we do not see Murray St treated on par with Bourne St and Victoria Rd residential streets.



For example a height and massing justification is not provided for Murray St as it is for Bourne St and Victoria Rd.

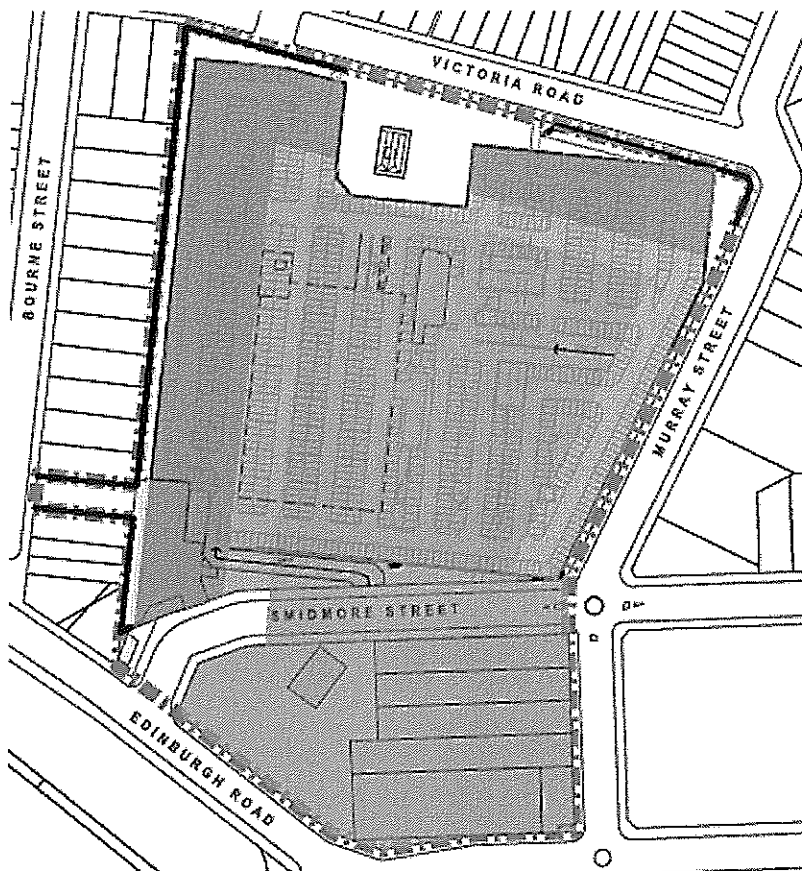




#### SECTION 02 - NORTH - VICTORIA ROAD

No red zone is allowed for the façade on Murray St and in any case the helical Car Park access ramp is not considered in the height and massing work. We consider this to be either a gross oversight or a sacrificial inclusion.

The concept of negotiable building form is intriguing – almost as though the proponent sets the limits of negotiation.



Our architect has advised us in this respect and we require set back of 50m form and perpendicular to the Murray St property boundary of number 16 Murray St; being the southern most residentially zoned property on Murray St.





As explained by Our Architect further below the proposed form and scale is not sympathetic to the residential area at the northern end of Murray St.

I dread being able to identify the ridiculous helical parking ramps from the top of Edgeware Rd at the Enmore Rd intersection or looking up at this same ramp from the corner of Edgeware Rd and Victoria Rd as I walk home from Newtown Station. The proposed helical parking ramp structure is an abomination and will visually and acoustically overwhelm the historic Vicar's Mill facade and intersection of Murray St and Victoria Rd. Acoustically it is a nightmare waiting to happen

## CURRENT STATE OF THE METRO SHOPS

No one would argue that the shops don't need revitalisation however to link revitalisation and refurbishment with such wholesale expansion is laughable in the extreme.

The proponent's neglect of maintenance and cleaning of the food hall area borders on the unsafe with the La Marina Café & Pizza shop a case in point. Leaks allowed rain to enter the food preparation area and resulting structural damage led to the collapse of an extraction hood and enclosure. Some weeks after the ceiling was restored the remaining health hazard was sealing behind a temporary plastic sheet barrier.

## OBJECTION – IN SUFFICIENT ALTERNATIVES CANVASSED

In the EA at section "5.7 Alternatives to the Proposal" it is apparent that either the proponent's consultants are not very imaginative or an undeclared motive is driving the expansion. For example "refurbishment without expansion must be an economically viable alternative" and should be clearly explored and articulated. Other alternatives would be to expand the shops without increasing the parking provided, or increase the retail space and the parking space by a more modest amount. I'm hardly racking my brain here.

## THE NEED TO CONSULT

When I wanted to develop my property one of the greatest concerns I had was for my neighbours – how they will react and is there an impact on them I have not foreseen. In my experience the most successful and indeed well received developments have engaged with neighbours early and often. Consultation is very different to communication and surveying. When I consult I am genuinely interested to communicate the full extent of my vision and determine from my neighbours their concerns not in order to register and dispense with them but with a genuine intent to modify my proposal to reduce the impact of my proposal on my neighbours. My neighbours then feel included like they have made a contribution. The worst developments do not engage with neighbours, unintentionally or deliberately misrepresent the developer's intent, repeatedly surprise neighbours – surprises are never good.

The proponent and their consultants have consistently miss-understood the intent of the GUIDELINES FOR MAJOR PROJECT COMMUNITY CONSULTATION available from the department and that form Key Issue 11 of the Director General's requirements.

- Ensure that factual information about a proposal is widely available to people with an interest
- Allow the community and relevant stakeholders to have their say in the assessment process
- Bring new information and ideas to a project
- Avoid unnecessary delays by addressing stakeholder concerns prior to lodgement
- Provide an opportunity for the negotiation of outcomes acceptable to both the proponent and community
- Build important long term relationships in the local community
- Enhance a proponent's reputation in the community.

The proponents apparently believe that community consultation in relation to a project of this nature is best achieved via shopping preference surveys as I have heard from the few (3) of my neighbours so contacted. There was no engagement, the first written notice of this development I received was from the NSW Dept of Planning to inform me that the exhibition period had commenced. Of course neighbours of ours that work at the shops informed us of the proposal following the event held at the shops to show shoppers the concept plans (no elevations). We absorbed everything then available realising that we had been excluded; either by folly or intent. We informed our neighbours and made submissions to the nominated consultants.

It is notable that the proponent has communicated much more effectively with their tenants than with the immediate neighbours; stakeholders with the most to lose.

## NOISE IMPACTS FROM THE SHOPS

As a result of the Dairy Farmers milk depot development at Edinburgh Rd and Sydney Steel Rd commitments were made the delivery trucks would not make use of Edgeware Rd or approaches and a supporting light traffic zone was signposted on intersections with Edgeware Rd as indicated in the photographs below. Residents police this zone.

Edgeware Rd opposite Victoria Rd, Edgeware Rd corner of Llewellyn St, Bedwin Rd corner of Edinburgh Rd.





#### OBJECTION - NIGHT DELIVERIES

There is no notable night traffic in the area immediately around Metro shops. Obviously Aircraft noise is not a feature after 10 pm and before 6am. Any extension of operating hours for deliveries will noticeably reduce residential amenity and will not be accepted.

Policing of a dock operating hours is left up to residents who are affected. This leads to a four way finger pointing activity between Council Officers, Operating staff at Metro Shops, Metro tenants and tenants' delivery, fit-out and waste removal contractors.

It is certainly not practical to restrict night deliveries to one or to one delivery every 15 minutes. Deliveries during the night are not acceptable and will not be tolerated.

The existing acoustic impact is inappropriately monitored (from the Mill House) to be extrapolated to the loading docks on Murray St the forecast incompletely forecast as the Traffic study does not have delivery movements in scope. Further more details of shielding and materials for the proposed loading dock are not provided so a complete assessment can not be made on the impact of this dock. Our Architect addresses these issues more completely below.

## OBJECTION - DOCK OPERATING HOURS

Agreed operating hours on Murray St are 7am to 7pm – 24 hour dock operations are not acceptable.

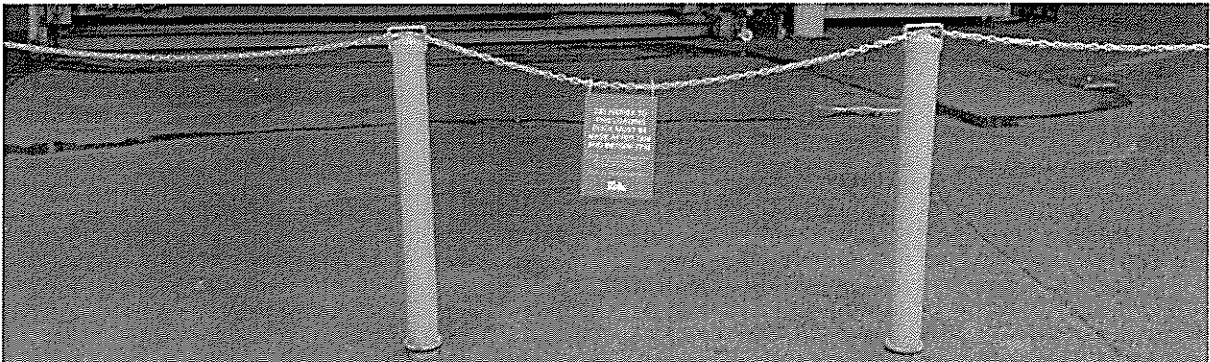
At present trades people engaged to complete shop fit-outs or maintenance are prevented from working outside of the hours of 7am to 7pm as a result of loading dock operating hours. Residents have secured a surcease from such operations outside of hours at the southern dock on Murray St.

Dock operations include forklift trucks, rubbish compactors, compressors and pallet lifter trolleys which each cause their own disturbance.

At present audible security alarms are not permitted or are being removed in cooperation with residents' complaints.

At present residents on Murray St are rarely disturbed by machinery noise emanating from the Metro Shops. This must not change.

Proposed operating hours at the proposed dock take no note of residents concerns expressed in May 2010 that dock operating hours are frequently abused by tenants, contractors and delivery vehicles, with Metro operations staff at a loss as to how to efficiently control operations short of locking off the docks with bollards, chains and signs indicating agreed operating hours.



## OBJECTION - LOCATION OF CAR PARK ACCESS ON MURRAY ST

The Murray St Car Park access has moved north in the proposal and as such is unacceptable - residents on Murray St would rather have the existing loading docks operating between 7am & 7pm than the more poisson distributed impact of the Car Park Access ramps operating for whatever the agreed trading hours of the shops.



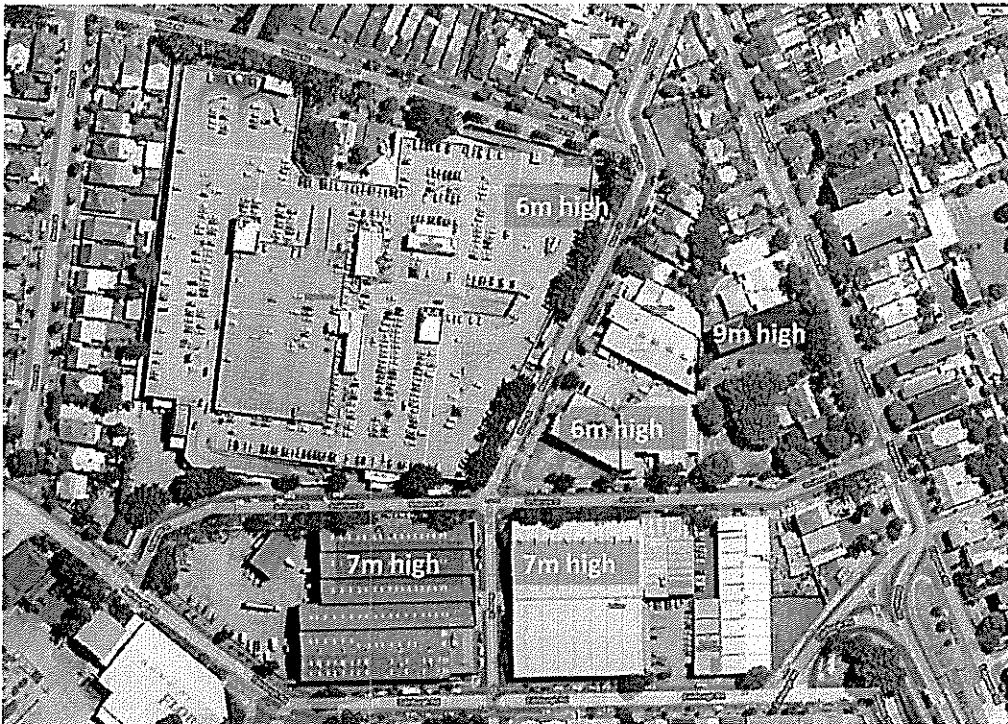
## OBJECTION - LOCATION OF LOADING DOCKS ON MURRAY ST

Proposed location of the loading dock on Murray St is still too close to residentially zoned property on Murray St. We suggest relocating such a substantial facility to Murray St between Smidmore and Edinburgh Rd and integrating it with the dock proposed there.

Truck access to dock as indicated in the civil engineer's report shows no trucks entering by right turn from Murray St south bound. The proponent must commit to truck access only occurring from the north bound left turn into the dock.

## FORM AND SCALE

It is worth noting that the existing Metro shops are of a height with the neighbouring industrial buildings. There are no neighbouring buildings that are 14m high on the boundary.



Our Architect has provided the following points:

A significant issue with the submission is the failure to recognise that the residential end of Murray Street is part of the residential precinct of the neighbouring area. This part of Murray Street has similar characteristics of Victoria and Bourne Street and should be approached with the same consideration as the development does for Victoria Street and Bourke Street. Similar Characteristics – residential land use, built form, residential scale, suburban streetscape, tree-lined outlook,

**ARCHITECTURAL OBJECTION 1: THE BULK AND HEIGHT OF THE PROPOSED DEVELOPMENT ON THE NORTH EAST CORNER HAS A NEGATIVE IMPACT ON THE NEIGHBOURING RESIDENTIAL PRECINCT IN MURRAY STREET.**

The northern part of Murray Street has similar residential characteristics of Victoria and Bourne Street and should be approached with the same consideration as the development does for Victoria Street and Bourke Street. Setbacks on the north (30-45 metres) and east (37 metres) on all levels of the development ensure that existing sightlines from the neighbouring area are not eroded, and minimise the bulk of the development.

No setbacks are documented on the Murray Street elevation opposite the neighbouring houses. The proposed 'variegated edge' to the building along Murray Street may be an appropriate way to soften the bulk of the development opposite industrial sites, but is not suited to a residential precinct on the northeast corner of the site. This variegated building edge, together with two rising vehicle ramps and an overhanging carpark that extends to the boundary 14 metres above the street level offers the residents an overly complicated, bulky, visually dominating proposal that will negatively impact on the adjacent residential precinct.

Setbacks to the upper levels along Murray Street are noted as negotiable in the Consultant reports. We strongly urge that setbacks along Murray Street in front of the residential precinct be implemented in a similar response to other streets.

**References:**

- Architectural Report Sheet 14: *outlines 'negotiable' bulk*
- Architectural Report Sheet 20: *introduces the variegated edge to soften the bulk*
- Environmental Assessment Report Final 160710 Page 20: *Documents the setbacks to Victoria and Bourke Street*

**ARCHITECTURAL OBJECTION 2: LOCATION OF THE VEHICLE RAMP ON THE CORNER OF MURRAY & VICTORIA STREET IS IN AN INAPPROPRIATE LOCATION FOR A RESIDENTIAL PRECINCT AND WILL HAVE A NEGATIVE IMPACT ON NEIGHBOURING HOUSES.**

The location of the circular ramp at the northeast corner of the site is objected on visual, acoustic and environmental grounds.

The form of the circular ramps is in sharp contrast to the scale and aesthetic of the existing heritage wall and streetscape. The scale and form of structure protruding above the heritage wall erodes the significance of the wall and does not sit comfortably in a residential street. This permanent structure will undoubtedly outlast any existing trees that provide temporary screening, and so a more sensitive architectural form should be proposed on this part of the site.

There is a concern that night time use of the vehicle ramp will generate moving lights from vehicle headlights and tail lights. Although the balustrade of the ramp may prevent direct light from headlights extending beyond the building, the moving cars will be visible as they use the ramp. The introduction of a structure that generates illuminated moving lights is not appropriate for a residential street and will have a negative impact on the visual amenity of the surrounding area.

The noise generated from vehicles using the ramps is a concern for the residents in the surrounding area. The use of vehicles brakes, horns, car acceleration and idling engines are always greater on ramps and they generate noise. Although the lower parts of the ramp are buffered with the existing heritage wall and new walls along Murray Street, the ramps rise above this buffer and allow any vehicle noise generated on the ramp

to travel directly to the neighbouring area. This will have a negative impact on the acoustic amenity of the surrounding area.

The fumes from vehicles using the ramp introduce a new source of air pollution for the neighbouring properties. The proposal has moved the existing ramps and existing source of car exhaust from the centre of the site to the Murray Street elevation in close proximity to residential houses. The number of cars using the ramp will also increase with this development. This will impact negatively on the environmental amenity of the surrounding area.

### ARCHITECTURAL OBJECTION 3: THE PROPOSAL IN THE LANDSCAPE DRAWINGS TO GET RID OF THE EXISTING TREES ALONG MURRAY STREET AND REPLACE THEM WITH NEW TREES WILL HAVE A NEGATIVE IMPACT ON THE STREETScape.

The landscape plan indicates the removal and replacement of the Murray Street trees. This will seriously impact on the streetscape. The existing trees provide scale to the street and offer a pleasant outlook to residents. Their removal will accentuate the bulk and scale of the proposed development and will expose a building elevation that does not relate to the street. Replacing the existing trees will have a negative impact on the amenity of the streetscape.

#### References:

- Landscape Drawings Technical 5 : *Existing trees to be replaced*
- Arborists Report Appendix 1 pages 25-27: *Recommendation to retain trees on Murray Street*
- Environmental Assessment Report Final 160710 Page 22: *Existing trees to Murray Street to be monitored and replaced at the end of their life.*

### ARCHITECTURAL CONCERN 1: ACOUSTIC ISOLATION OF THE PROPOSED LOADING DOCK ON MURRAY STREET.

The architectural plans have shown that the existing loading dock on Murray Street is to be relocated south, closer towards Smidmore Street. This relocation, away from the residential part of Murray Street, will help to alleviate the ongoing operational noise issues from the loading dock currently impacting residents. The most persistent noise issues arising from the dock are idling engines of trucks waiting for the dock to open, the beeping hazard warning as trucks reverse , and the use (stacking?) of wooden pallets. The proposed development could address and improve on the current acoustic issues impacting the residents.

We note that the proposed dock will be more than twice the size of the existing dock and that the number of vehicles using the dock will increase. We understand that activity within the dock involving pallets will also increase. We note in the traffic report that trucks will no longer be able to reverse onto the site from the street. We note in the acoustic report that semi trailers entering and leaving the loading dock will exceed background sound levels and provide a potential sleep disturbance to the Murray Street Residences. We are concerned that this general increased use of the loading dock will duplicate, rather than alleviate or improve, the current noise issues impacting residents, and the acoustic report confirms this.

In the absence of any wall details on the architectural plans, we request that the enclosing loading dock walls and its roller shutter doors provide appropriate acoustic isolation between the dock activities and the residential houses on Murray Street. In the absence of any management plan, we request that the Metro Shops improve their management of the proposed loading dock to eliminate idling engines on our residential street.

## References:

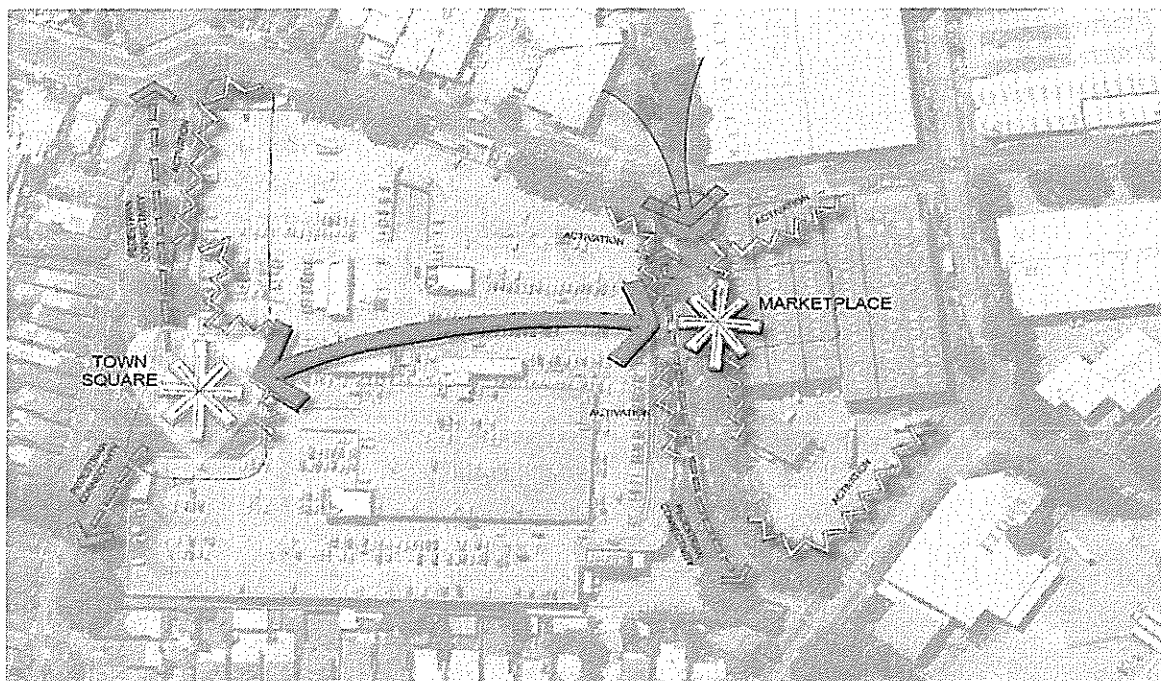
- Architectural Plans EA003 and EA006 – shows the existing and proposed loading dock.
- APP H – Traffic Management and Accessibility Plan Part 1 Page 44/45 – reports that the “reverse in” loading dock bays will be replaced by the larger dock. The inference is that no trucks will be required to reverse onto the site from the street, although this is not clearly stipulated. Reversing from the street onto a site contravenes industry practice, particularly for commercial vehicles. It may contravene Australian Standard 2890.2 “Parking for Commercial Vehicles” but I can’t get access to this (yet) to check.
- APP M Acoustic Report Page 11/12 – documents the projected noise levels as exceeding their own criteria for background noise, and therefore becoming a potential sleep disturbance to neighbours.
- App W - Civil Engineers Assessment Page 23 Appendix B Concept Roadworks and Intersection Plans Drawing Number 210026-SK-008 Loading Dock 3 Turning Path Plan – Clearly indicates truck entry from Murray St by left turn from the south. Commitment will be sort from the proponent that trucks will not:
  - reverse across the boundary,
  - Enter the dock from Murray St by right turn from the north.

## STREETSCAPE

Murray St is a location of some interest in spite of the accident of planning located on the western roadside.

## OBJECTION - ACTIVATION OF THE STREET INTERFACE

Murray St residents understand from the term active interfaces that the proponent seeks to bring retail shop fronts out on to the street. Setting aside the implications for Vicar's Mill heritage wall which already has unwanted advertising situated in window recesses; these active interfaces may be more or less disturbing depending on trading hours for these interfaces. Suffice it to say that Murray St residences consider the advent of active retail interfaces on Murray St to be a dubious prospect. Of even greater concern is the prospect of outdoor dining late into the evening at the interfaces.





## CONCERN - VICAR'S MILL HERITAGE FAÇADE

Of interest is the historical façade of the Vicar's Mill extending from the northern corner of Murray St and Victoria Rd and along Victoria Rd. While this is retained in the proposed development some particular care needs to be taken to ensure that it sustains no further damage in its topmost southern extent during construction. Furthermore appropriate restoration and integration of this feature of the site with proposed works must be committed to by the proponent. When original access was made for the loading dock opposite number 12 Murray St, the historical brick work was simply cut through with a circular brick saw. The damage from this act and caused by wind sway at the top of this extent needs to be restored by a heritage brick layer and integrated with proposed new work.

## OBJECTION – REMOVAL OF MURRAY ST TREES

The 22 trees on Murray St are an integral part of the streetscape enjoyed by Murray St residents. The proponent's proposal is both trying to hide behind these trees enlarging and overstating the shielding effect of these trees to soften and hide the enormous bulk proposed and to shield residents from the helical parking ramp proposed for the corner of Murray St and Victoria Rd. Simultaneously the report from the proponent's arborist claims the trees have a limited lifespan remaining and indicates that they be replaced with 28 new trees although it is unclear what the proposed timeline or phasing for this remedial action or when the shielding effect will reoccur. Resident's advice from council arborist is that these 22 trees have a likely lifespan of 40 years provided due care is taken during any proposed construction and the roots are not damaged by running underground services beneath and within the drip-line. There remains the contention that the trees on Murray St are of historical significance according to council's arborist.

## OBJECTION - INGROUND SERVICES FOOTPATH ALIGNMENT

Consequently any routing or rerouting of underground services must occur within the boundary of the Metro Shops so as to maintain the good health of these trees which form such an important part of the streetscape residents presently enjoy.

## TRAFFIC

The Metro shops are only served by local roads, train stations are more than 10 min (800m) walk away. At present bus services are focused on City and Bondi Junction with inefficient routes connecting several underserved intermediate destinations. Services to the south and west leave from the other side of Enmore Park between the corner of Addison Rd and Llewellyn St on Enmore Rd a 5min walk (400m) away.

Traffic gridlock is a very real and demonstrable effect on Murray St. It is not dependent on trucks reversing across boundaries. The effect arises as a consequence of feedback between the Murray St Car Park access and the intersections of Victoria Rd and Edgeware Rd and the intersection at Edgeware Rd, Alice St at Llewellyn St.

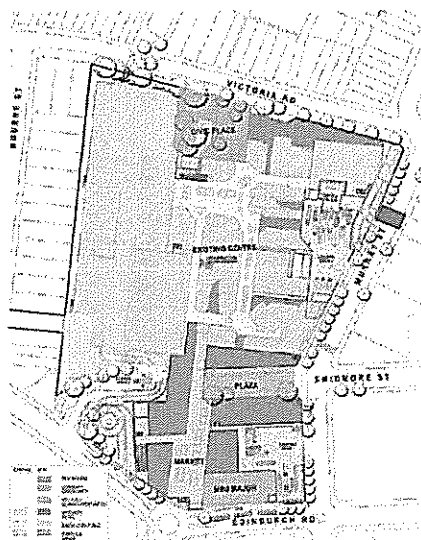
At present this gridlock effect occurs on the last shopping day before any festival such as Orthodox Easter. But the effect can be demonstrated with as little as a 10% increase in peak hour traffic.



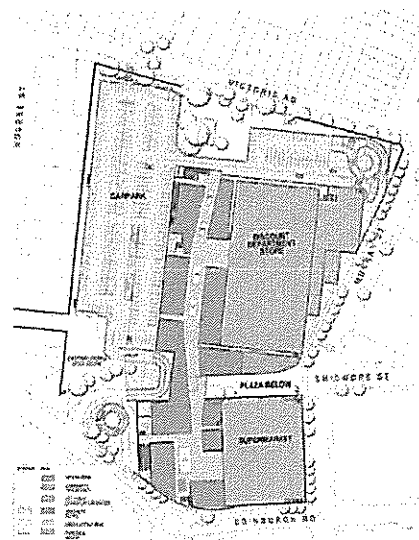
## OBJECTION - TRAFFIC RELIEF FOR MURRAY ST RESIDENTS

Provision of relief to Murray St residents from vehicle trips and delivery operations is not considered in the EA on exhibition. When the original Marrickville Plaza was proposed and approved in the late 1980s, all other neighbouring residential streets were rendered "local traffic only" by virtue of road closures. If this development proceeds Murray St must be closed at or near number 16 Murray St (the southern most residentially zoned property on Murray St) to allow residents respite from the peak vehicle flows and delivery operations on Murray St.

This will have the effect of reducing the peak load at intersection of Edgeware Rd and Victoria Rd, which Metro Watch demonstrated is much more susceptible to small increases in traffic than has been allowed for in the Traffic Report. The closure is consistent with the after hours operating approach on Edgeware Rd.



Ground level plan



Level 1 plan

Similar relief may be possible by implementing alternatives on Murray St such as restricted traffic flow and or direction, preventing right turns into or out of Car Park access on Murray St by extending the median strip from the intersection of Murray St and Victoria south to outside the Car Park access. Delivery truck access on Murray St must be similarly restricted.

## CONSTRUCTION IMPACTS

### CONCERN – CONSTRUCTION PHASING IS TO THE CONVENIENCE OF THE PROPONENT

Should the proposed expansion of Metro Shops be approved Phasing of construction must be minimised so that construction impacts on neighbour should occur for the shortest possible time.

Construction deliveries, waste removal and construction operations outside agreed operating hours for Metro loading docks will not be tolerated.

Traffic Flow on Murray St must not be unnecessarily impeded.

Dust from demolition, waste material removal or construction must be minimised at all times.

Material storage must occur on site, and not in the road reserve.

Construction Waste must be collected and stored on site and not in the road reserve.

All trees in the road reserve must be protected from impacts of construction to levels that meet or exceed best practice.

## SUBMISSIONS TO ELTON CONSULTING MAY 2010

The first submission below to Elton consulting followed advice from a tenant at Metro Shops that concept drawings had been on display in the shops outside Kmart the previous week. When the architectural studies were placed on exhibition as advised by the NSW Department of Planning it became clear that our concerns as expressed below had not been considered. The EA on exhibition includes commitment based on the acoustic study that amount to 24 hour operations at the proposed consolidated loading dock on Murray St. The acoustic report does not recognise the reflection of noise from the southern loading dock on Murray St impacting the residences at the northern end of Murray St. The TMAP traffic study does not recognise the gridlock effect mentioned below that arises from traffic load exceeding the capacity of intersections and Car Park access. The proposed Car Park access on Murray St does not restrict south bound visitors from turning right in to the Car Park access nor visitor leaving the car park from turning right to leave the area going south. Consequently with the projected increase of traffic exceeding 50% the gridlock effect will occur much more frequently. Our studies demonstrate the gridlock will occur six times more frequently without effective treatment of Car Park access including but not limited to closure of Murray St north of the loading docks and Car Park access. Proposed intersection modifications intended to remediate projected traffic increase do nothing to remove this effect. The TMAP report indicates that Car Park access intersections have not been modelled. Increases in in-service and not in-service bus and delivery vehicle movements have not been modelled. The proposed bus stop on Murray St referred to below was mentioned in concept information available online in May 2010 and may now be the shuttle bus and passenger drop of and pick up point which is referred to in the EA but not explicitly located.

If true consultation had occurred these impacts could have been addressed in concert with Murray St residents prior to the release of the EA for exhibition.

Whether the proposed expansion occurs or not; the passage of delivery vehicles across the boundary in a reverse direction is not conformant with Australian Standards and conformance must be improved.

In relation to the comments below from AMP Capital that the traffic study will tell all – we are now aware that the TMAP does not consider Option 2 at all.

In relation to the comments about the expanded height of the proposed development being similar to the height of surrounding industrial buildings I have not found any building in the immediate area with a height at RL 21m to 26m.

#### FIRST SUBMISSION TO ELTON

**From:** Stephen Middleton [mailto:Stephen.Middleton@OptusNet.com.au]

**Sent:** Sunday, 23 May 2010 12:23 PM

**To:** 'consulting@elton.com.au'

**Cc:** Stella Coe (stella.coe@optusnet.com.au); 'nigel@themonkeyscobbler.com.au'

**Subject:** Metro Development Concept Plan impacts on residences at Murray St Marrickville

Please record my contact details in relation to consultation on your proposed project. In relation your proposed project; my neighbours and I are primarily concerned about over-shadowing, operating hours, noise, and traffic impacts.

Please note that there are residences at 8, 10, 12,14 and 16 Murray St. At present we are directly affected by operations of all loading docks on Murray St and retail traffic arriving and departing from car park entrance on Murray St. *There is a full record of letter writing and action regarding these effects with council, Metro Shops management past and present, and with the local newspapers.*

#### Over-shadowing

The existing height of the loading dock area opposite residences on Murray St is acceptable and afternoon sun is not greatly obscured. It is not clear how many storeys of retail and floors of parking over shadowing Murray St are proposed in the present concepts as no elevations have been provided. *It is important that development overshadowing Murray St does not reduce afternoon sun reaching the front boundaries of our properties.*

#### Operating Hours

Operating hours of loading docks have long been a subject of ongoing negotiation between the residents on Murray St and the various management/owners of the Metro Shops , at present there seems to be a mutual understanding of the operating hours and residents are only disturbed when new security staff are engaged and not adequately briefed about operating hours by Metro Shops management. *We will not accept a return to loading dock operations between 10pm and 6am.*

#### Noise

You may not be aware but the area around the Metro Shops is extremely quite after operating hours. As a consequence the advent of traffic noise from loading docks and car parks after hours has an unusually high impact. *It is important that traffic noise from proposed development overlooking Murray St is prevented from escaping the Metro Shops into the street.* Aspects of loading docks (sound shell) that result in noise being directed must result in traffic and operational noise being directed away from residences on Murray St.

## Traffic Impacts

At present there are several days a year when it is not possible to enter or exit our properties due to traffic congestion. *It is important that the number of days per year that my neighbours and I experience this impact is not increased.*

In anticipation of your contact,

SBM.

**Stephen Middleton** | Owner Occupier | m: +61 402 462 763 | h: +61 2 951 99281 |  
| w: +61 2 992 74037 | 12 Murray Street, Marrickville NSW 2204 Australia |

## SECOND SUBMISSION TO ELTON

**From:** Stephen Middleton

**Sent:** Thursday, 27 May, 2010 12:46 PM

**To:** 'consulting@elton.com.au'

**Cc:** 'Stephen Middleton'; 'stella.coe@OptusNet.com.au'; 'Stella Coe';

'nigel@themonkeyscobbler.com.au'

**Subject:** MP09\_0191 - Retail Development - Impacts on residences at Murray St Marrickville

As we further consider the incomplete set of conceptual information which is publically available at present; the following additional impacts have occurred to us:

### Construction

The residents on Murray St require that construction activities on Murray St are minimised and there by the impact of construction activity to the use and enjoyment of our properties is minimised, there should be no storage of materials or waste on the street or footpaths. *Construction site operating hours must not exceed the present operating hours of the loading dock opposite residences on Murray St.*

### Traffic – Car parking entry and exit

As previously identified Murray St is subject to complete congestion on several days a year. Due to the bad design of existing car parking entrance and exit, traffic turning right into the Murray street car parking entrance is impeded by both through traffic and by traffic exiting the car parking ramp on Murray St turning south in to Murray St. This results in traffic building up along Murray St to the north through Victoria Rd and causing a queue to form along Edgeware Rd to the North effecting the intersection with Alice and Llewellyn Streets. *It is important the traffic flow from car park entry and or exits is streamlines to reduce this effect.* This effect results in residents not being able to enter or leave their properties by car. The effect is further exacerbated when the car park approached capacity as queues to entry then form reducing the efficiency of exit. As exit congestion builds at the northern end of Victoria Rd where traffic turning left into Edgeware Rd is limited by the traffic signals on the intersection at Alice and Llewellyn Streets this has a feedback effect on traffic exiting the car park and turning left on to Murray St to the North.

### Traffic – Buses

At present the occurrence of buses on Murray St is minimal – no more than two buses per hour at peak. The proposal to place a Bus stop on Murray St is expected to have a significant impact on traffic volume on Murray

St and residents on Murray St are inclined to conclude that this proposal is unacceptable. *An alternative would be to move the bus stop proposed for Murray St to Edinburgh Rd where traffic flows considerably more freely and with the introduction of a pedestrian over pass can be rendered more safe for all.*

#### **Traffic – Loading Dock**

At present operations at the loading dock opposite residences on Murray St include the arrival and departure of huge unmarked trucks servicing the Aldi shop. Both the arrival and departure of these truck results in traffic in both directions on Murray St having to stop. In the case of arrival the trucks perform an extremely convoluted manoeuvre to position themselves before they can reverse their way into the Aldi dock. This process stops traffic for approximately ten minutes and can take longer where the driver is not experienced with the local situation and misses the mark needing to restart.

*It is important that the design of the new dock avoids the need for the truck to manoeuvre on arrival.*

#### **Traffic – Proposed Closure of Smidmore St**

Residents question the practicality of increasing the number of car spaces and therefore the number of vehicles entering and exiting the car parking on Murray St, increasing the number of Bus movements on Murray St, increasing the capacity of the relocated loading dock on Murray St, adding a pedestrian entry on Murray St and closing Smidmore St between Murray St and Edinburgh Rd.

The Closure of Smidmore St will cause the displaced traffic onto Edinburgh Rd and Murray St and possibly Smidmore Rd between Murray St and Edgeware Rd. *We eagerly await the results of the traffic movement study deonstrating the combined effect of these proposed changes on traffic in Murray St.*

#### **Overshadowing**

We recognise a divergence between the indications for UPPER FLOOR and UPPER PARKING 2 developments submitted to Planning NSW and the concept plans available on the TalkMarrickville website. The lift off point for first (retail) storey and second (parking) storey development in the UPPER diagrams submitted in the Application appears set back from Murray St and opposite the boundary between No. 14 and No. 16 Murray St. In the concept plans a three storey development is proposed and the lift off point appears on the Murray St Metro boundary and opposite the boundary between No. 12 and No. 14 Murray St. *The residents find both of these lift off points will impact negatively on our outlook to the streetscape with the proposed concept plans indicating a lift off point and number of storeys that will encroach more on the western skyline, both horizontally and vertically from the point of view of Murray St Residents.*

#### **Radio Reception**

At present reception of Radio Frequency signals from the Blue Mountains is possible using standard analogue television antenna equipment in spite of the height of the Metro. It is important that our enjoyment of these signals remains possible subsequent to any proposed development. *This may require the introduction of a wide band repeater system to the development.*

In anticipation of your acknowledgement,

SBM.

**Stephen Middleton** | Owner Occupier | m: +61 402 462 763 | h: +61 2 951 99281 |

| w: +61 2 992 74037 | 12 Murray Street, Marrickville NSW 2204 Australia |

## AMP CAPITAL RESPONSE TO SECOND SUBMISSION TO ELTON

**From:** Nicole Eastaway [mailto:nicole@elton.com.au]  
**Sent:** Thursday, 27 May 2010 3:27 PM  
**To:** Stephen.Middleton@OptusNet.com.au  
**Subject:** RE: MP09\_0191 - Retail Development - Impacts on residences at Murray St Marrickville

Dear Stephen,

I have received advice from AMP Capital for you in regards to the matters you raised in your earlier, as set out below:

**Construction:** A construction management plan in line with relevant guidelines will be prepared prior to construction. The plan will aim to minimise impacts on surrounding residents.

**Traffic – Car parking entry and exit:** Traffic studies of the surrounding street network have been undertaken to ensure all intersections will operate sufficiently post development. We have accepted all recommendations from the report. This study will be available for viewing during the exhibition period in the next couple of months.

**Traffic – Buses:** AMP Capital is not aware of a relocated bus stop on Murray St. We propose to relocate the bus stop on Smidmore St to Edinburgh Rd.

**Traffic – Loading Dock:** We are aware of the issue with the Aldi loading dock. The proposal aims to improve the centres interface with Murray St by consolidating the loading docks on Murray St into one large internalised loading dock with the entry located on Murray St away from residents towards Smidmore St.

**Traffic – Proposed Closure of Smidmore St:** A full traffic study has been undertaken and will form part of the documents to be exhibited in the next couple of months.

**Overshadowing:** The Metro is very conscious of minimising impacts on surrounding residents, this includes increased overshadowing.

**Radio Reception:** The height of the metro post development is similar to the height of the surrounding industrial buildings therefore we do not anticipate interruptions to Radio Frequency signals.

Thanks again Stephen, and please don't hesitate to contact me if needed.

Yours sincerely,  
Nicole Eastaway  
Graduate Consultant



**Elton Consulting**

Sydney | Canberra | Darwin | Brisbane | Melbourne | Adelaide  
PO Box 1488, Level 6, 332-342 Oxford St, Bondi Junction NSW 1355  
t (02) 9387 2600 f (02) 9387 2557

[www.elton.com.au](http://www.elton.com.au)





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**ElectorateOffice Marrickville - Due representation**

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**From:** "Stephen Middleton" <Stephen.Middleton@OptusNet.com.au>  
**To:** <marrickville@parliament.nsw.gov.au>  
**Date:** 1/08/2010 5:54 AM  
**Subject:** Due representation  
**CC:** "Stella Coe" <Stella.Coe@OptusNet.com.au>

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Dear Ms Tebbutt,

As I sit at my desk sometime after 5am on a Sunday morning thinking through what has been achieved in the last few weeks and overwhelmed by what is still to be done, my thoughts turned to you and your ability to influence an outcome that will impact thousands of people in your electorate of Marrickville, with respect to the Expansion of Marrickville Metro Shopping Centre.

As polling for Federal Labour plummets and I find I am re-evaluating long held Labour conviction (workers rights, fair and equal pay, the right to associate) in the light of the relevance of The Greens to my life today. I wonder whether you can do more to help guide Hon. Mr Kelly NSW Minister for Planning. Certainly I perceive a ground swell toward The Greens on this issue and it will be interesting to see whether there is any impact on the seat of Grayndler in the Federal Election.

I want to thank you for attending our first Marrickville Metro Shopping Centre Redevelopment Watch community meeting on the evening of Wednesday 21 at St Peters Town Hall. I was impressed that a senior member of the NSW Labour Government was able to join us, however briefly. I really appreciate the contribution you made to help those in attendance to understand the Part 3A process and NSW State Labour policy in this area. I further appreciate your statement of support for local residents and businesses and opposition to the development in its current form.

Since that meeting where we gained a handful of fresh organiser we have been door knocking and handing out pamphlets to hundreds of local people, the petition initiated by Morris Hanna has hundreds of additional signatures, we have begun our review of the EA which went on exhibition this week, engaging several volunteer professionals to support us. We have even counted traffic at a couple of intersections to see how our data compares to the Traffic Survey prepared for AMP Capital.

Right now there are two things we are hoping we can encourage you to do;

Firstly I hope that you could express to the Minister for Planning my concern shared by the residents and business owners involved in Marrickville Metro Shopping Centre Redevelopment Watch group that residents and small business people will not have adequate time to digest the extent of the Environmental Assessment prepared by AMP Capital (150MB of drawings and reports including 28 appendices) let alone prepare adequate responses within the 30 day exhibition time period allowed. Given we all have day jobs and limited resources to engage professional consultants, I estimate a period of 90 days would better allow considered submissions to be prepared. It is my concern that AMP have had a 12 month period allowed to adopt the Director General's Requirements placed on them by the Department of Planning. Apparently requests for extensions of the period of exhibition are being considered by AMP Capital as though their development timeline were the most important driver here. We will be living and working with the outcome of this process every day and night for many years to come.

Secondly I hope that you will share your experience of some of the historical impact of this Shopping Centre on the area, and that the relatively recent recovery of shopping precincts in South King St, Enmore Rd and Marrickville Rd to nearly 100% occupancy will be undone by a Metro Expansion of the of the scale proposed. Perhaps furthermore call into question whether this expansion is really a State Level issue when so many of the reports contained in the EA refer to local traffic containment, local retail capture, retail interest bounded by the Erskineville valley.

I appreciate anything concrete you can do to effect these outcomes.

Kind regards,  
SBM.

**Stephen Middleton** | Owner Builder | m: +61 402 462 763 | h: +61 2 951 99281 |  
| w: +61 2 808 26072 | 12 Murray Street, Marrickville NSW 2204 Australia |

TO:

The Hon. Carmel Tebbutt MP  
244 Illawarra Road,  
MARRICKVILLE NSW 2204

Dear Minister Tebbutt,

I ask you to stop the expansion of the Marrickville Metro shopping centre because:

- it will clog local streets with traffic and delivery trucks
- it will cause parking chaos in Enmore and Marrickville
- it will devastate our local shopping villages and businesses
- it is not located in an area with suitable infrastructure for a shopping mall
- it is a grab for profit by AMP that will impact negatively on local residents and business

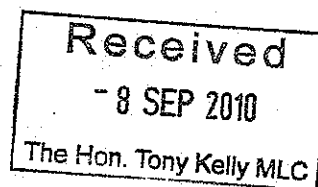
Signed:

*Robert Messitt*

Name:

126 May Street St Peters 2044 Robert Messitt

Address:



**TO:**  
**The Hon. Tony Kelly, ALGA MLC**  
**Governor Macquarie Tower,**  
**Level 34, 1 Farrer Place,**  
**SYDNEY NSW 2000**

planning@lpma.nsw.gov.au

Re: MP\_0191

34 Victoria Road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville

Dear Minister Kelly,

As you are no doubt aware, AMP Capital Investors, owner of Marrickville Metro Shopping Centre, has submitted plans to your department for the redevelopment of The Marrickville Metro Shopping Centre.

AMP proposes a 115% increase in gross floor area and a 65% increase in parking for Marrickville Metro. The plan includes prohibited development – expansion of retailing on the industrial zoned land.

There are more than 2000 residences within 600m radius of the centre of Marrickville Metro and over 11,000 residences within a 1 kilometre radius of the centre.

AMP Capital purports to be community focused and to have consulted with the local community. However, in reality AMP contacted 1200 residents over a period of two years, and the vast majority were not local residents. Furthermore, nobody consulted were shown AMP's plans to expand. The 1200 consulted were not given the opportunity to comment on the size and scale of the expansion. The majority of local residents who will be most negatively impacted by the development have not received contact from AMP until a 3rd newsletter dated August 2010, nor were they door-knocked or contacted by phone.

Phone polling was conducted at 2pm on a weekday related to shopping preference rather than consultation on impact of proposed development of the Metro shopping centre, about which no information was provided.

A community group opposing the expansion have communicated with more than 1500 local residents and almost all were under the misconception that Marrickville Metro Shopping Centre is undergoing a "revitalisation".

Residents assumed revitalisation meant modernising and renovating the current centre. Nobody realised the actual size and scale of the proposed expansion.

AMP's proposal for a shopping centre more than twice the size and height of the current Marrickville Metro is not in sympathy with the surrounding built environment (three sides of the existing centre are largely Federation and post-Federation cottages). Our single lane residential streets were never intended to cope with the current shopping centre, let alone one that is double in size and is projecting to attract approximately 5 million shoppers per year.

AMP's traffic study has identified that traffic will increase by a minimum of 50%. At peak times projected traffic increase is more. **The report says that the surrounding roads are currently already at maximum capacity.** Currently peak traffic brings

surrounding streets to gridlock. The projected increase in traffic will seriously affect many streets in Newtown, Enmore, St Peters and Sydenham in addition to the streets around the Metro shopping centre.

Local Residents will experience a huge increase in trucks, cars, noise and air pollution affecting our quality of life, and small businesses along our vibrant inner west shopping strips will be ruined by the arrival of a giant shopping mall in the heart of our village. Our shopping strips are community spaces, and they are integral to the diversity and enjoyment of the suburb of Marrickville.

AMP has lodged a formal request with Marrickville Council to purchase Smidmore Street. In return it is offering "open green space for community enjoyment". Residents have never asked for this, we have open green spaces in our parks, including Enmore Park, located one block away. AMP's true intention is to link the current Metro site with the warehouse it purchased in Smidmore Street. AMP has no regard for how this will worsen the traffic situation.

Members of the local community surveyed Smidmore Street on Saturday 31 July 2010.

The following number of vehicles used Smidmore Street in the duration of 3 hours:

11am-12 noon - 994 vehicles  
12 noon-1pm - 1052 vehicles  
1pm-2pm - 1003 vehicles

Losing Smidmore Street will increase the burden of traffic on surrounding streets, which if this proposal goes ahead, will increase by a minimum of 50%.

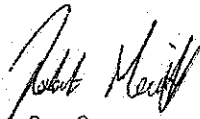
Expanding Marrickville Metro shopping centre by an additional 35,505 square metres means:

- More than doubling current retail space and more than doubling the current building height
- 4 million extra shoppers each year
- More cars and trucks clogging local roads
- More noise and air pollution
- Devastation of our local shopping villages and businesses
- Parking problems for local residents
- Privatised community space

Very few people in the Marrickville area are happy about this proposal now that we understand it's full scale. It has become a major issue that will decide votes in the upcoming state election in March.

I am urging you to save Marrickville from this unsuitable development and not allow this project to go ahead.

Signed:



Date:

2.9.2010

Address:

126 May Street St Peters 2044

TO:

The Hon. Carmel Tebbutt MP  
244 Illawarra Road,  
MARRICKVILLE NSW 2204

Dear Minister Tebbutt,

I ask you to stop the expansion of the Marrickville Metro shopping centre because:

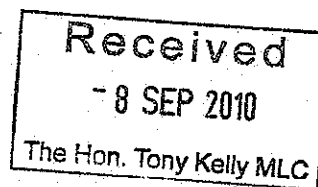
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Name:

Address:

*Robert Messitt*  
126 May Street St Peters 2044 Robert Messitt



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The Hon. Tony Kelly, ALGA MLC  
Governor Macquarie Tower,  
Level 34, 1 Farrer Place,  
SYDNEY NSW 2000

planning@lpma.nsw.gov.au

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Phone polling was conducted at 2pm on a weekday related to shopping preference rather than consultation on impact of proposed development of the Metro shopping centre, about which no information was provided.

A community group opposing the expansion have communicated with more than 1500 local residents and almost all were under the misconception that Marrickville Metro Shopping Centre is undergoing a "revitalisation".

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AMP's proposal for a shopping centre more than twice the size and height of the current Marrickville Metro is not in sympathy with the surrounding built environment (three sides of the existing centre are largely Federation and post-Federation cottages). Our single lane residential streets were never intended to cope with the current shopping centre, let alone one that is double in size and is projecting to attract approximately 5 million shoppers per year.

AMP's traffic study has identified that traffic will increase by a minimum of 50%. At peak times projected traffic increase is more. **The report says that the surrounding roads are currently already at maximum capacity.** Currently peak traffic brings

surrounding streets to gridlock. The projected increase in traffic will seriously affect many streets in Newtown, Enmore, St Peters and Sydenham in addition to the streets around the Metro shopping centre.

Local Residents will experience a huge increase in trucks, cars, noise and air pollution affecting our quality of life, and small businesses along our vibrant inner west shopping strips will be ruined by the arrival of a giant shopping mall in the heart of our village. Our shopping strips are community spaces, and they are integral to the diversity and enjoyment of the suburb of Marrickville.

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- Parking problems for local residents
- Privatised community space

Very few people in the Marrickville area are happy about this proposal now that we understand it's full scale. It has become a major issue that will decide votes in the upcoming state election in March.

I am urging you to save Marrickville from this unsuitable development and not allow this project to go ahead.

Signed:

Date:

2.9.2010

Address:

126 May Street St Peters 2044





3 September 2010

The Hon. Tony Kelly MLC  
Minister for Planning  
Level 34 Governor Macquarie Tower  
1 Farrer Place  
SYDNEY NSW 2000

Dear Minister

**Marrickville Metro Redevelopment - MP09\_0191**

I write on behalf of residents who have contacted me about the proposed Marrickville Metro Redevelopment.

According to residents, the planned expansion is inconsistent with the industrial zoning on adjacent land, and should not be considered. Those who have contacted me are concerned that this is not a state significant project or critical infrastructure, and should be considered by the local Council.

Residents who have contacted me are concerned about expansion of this site and commercial activity in this precinct. They say that the proposal would allow a 115 per cent increase in gross floor area and double existing building heights. They say that the proposal will generate an additional four million visitors to the centre annually, and this scale of development should be located where there is adequate public transport and appropriate access.

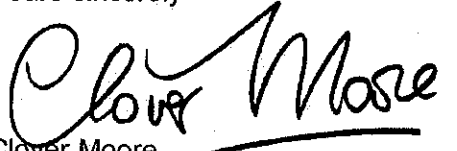
They are concerned about significantly increased traffic with a proposed 65 per cent increase in parking spaces, and the impact of increased numbers of heavy vehicles using local roads. Adjacent residents say that the proposal will reduce available on-street parking spaces.

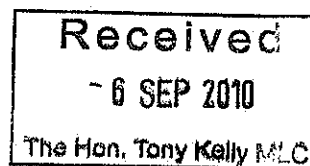
Residents who have contacted me are concerned about impacts on local and main street shops. They are concerned that the proposal will result privatisation of public space that will be incorporated into the expanded centre.

Some residents tell me that the proponent has provided misleading information about the proposal, and that the community does not understand that this proposal is a major expansion rather than the stated "revitalisation" of the existing centre.

***Could you please ensure that these community concerns are assessed and inform me what action you will take?***

Yours sincerely

  
Clover Moore  
Member for Sydney





# Carmel Tebbutt MP

MEMBER FOR MARRICKVILLE

7<sup>th</sup> September 2010

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The Hon Tony Kelly MLC  
Minister for Planning, Minister for Infrastructure  
and Minister for Lands  
Level 34, Governor Macquarie Tower  
1 Farrer Place  
SYDNEY NSW 2000

Dear Minister 

I recently met with Ms Molly Furzer and Ms Ngaio Richards, who both live on Edgeware Road, Enmore, regarding the proposed expansion of Marrickville Metro Shopping Centre.

Ms Furzer and Ms Richards are very concerned with the proposal in relation to traffic. They have raised a number of points including:

- Number of accidents and near misses at the intersection of Edgeware Road, Alice Street and Llewellyn St.
- Access to driveway. Ms Richards lives directly opposite Victoria Road on Edgeware Road and has concerns with traffic and access to her garage.
- Residents do not want a clearway between Alice and Camden Street. There is already limited parking and this will impact on the residents being able to park their vehicles in front of their homes.
- Residents believe that AMP have underestimated the number of vehicles that will use Edgeware Road. They have not taken into account north travelling traffic.
- There is only one lane each way on Edgeware Road and when there is an accident or a breakdown, there is chaos and can lead to road rage.
- Residents would like to know if AMP is proposing to introduce pay parking at the Metro.
- Concern with the 24 hour loading dock.
- Impact the Metro will have on shopping strips.
- Impact of redevelopment of Enmore Pool and new IKEA at Tempe will also mean more traffic.

I would be pleased if you could take Ms Furzer's and Ms Richards' concerns into consideration when assessing the Marrickville Metro redevelopment proposal.

Yours sincerely



Carmel Tebbutt MP  
**Deputy Premier**  
**Member for Marrickville**



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**From:** <lupa7@optusnet.com.au>  
**To:** <marrickville@parliament.nsw.gov.au>  
**Date:** 4/05/2010 6:45 pm  
**Subject:** APPALLED ABOUT EXPANSION OF MARRICKVILLE METRO!!!!

25 Juliett Street  
Marrickville

Dear Carmel Tebbutt,

I write to express my absolute horror at the ALP's support of the expansion of Marrickville Metro. The area is adequately supported as it is and congestion and pollution would increase exponentially with the proposed doubling of the site.

Aside from this, what do you think this would do to the depressed precinct around Illawarra Road?

You, of all people, should be able to anticipate the local repercussions.

If this goes ahead, it will be the final nail in the coffin of my life-long loyalty to the Australian Labor Party. I am appalled that the ALP is endorsing this destructive proposal.

Sincerely,

Patricia Kennedy/ Pugliese

26 Probert Street

Camperdown NSW 2050.

**From:** Co-op Coordinator <coordinator@alfalfahouse.org>  
**To:** <marrickville@parliament.nsw.gov.au>  
**Date:** 5/05/2010 11:28 AM

---

Dear Minister Tebbutt,

On behalf of Alfalfa House Community Food Co-operative, I ask you to stop the expansion of the Marrickville Metro shopping centre because:

- it will clog local streets with traffic and delivery trucks
- it will cause parking chaos in Enmore and Marrickville
- it will devastate our local shopping villages and businesses
- it is not located in an area with suitable infrastructure for a shopping mall
- it is a grab for profit by AMP that will impact negatively on local residents and business

Regards,  
Nija Dalal

---

Co-op Co-ordinator  
Alfalfa House Community Food Cooperative  
113 Enmore Road, Enmore, NSW, 2042  
02 9519 3374  
[coordinator@alfalfahouse.org](mailto:coordinator@alfalfahouse.org)

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**ElectorateOffice Marrickville**

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**From:** sara hristov <sarahristov@hotmail.com>  
**To:** <editor@innerwestcourier.com.au>  
**Date:** 10/05/2010 7:11 PM  
**CC:** <marrickville@parliament.nsw.gov.au>

---

The expansion of the Marrickville Metro shopping centre should not be allowed because:

- \* it will clog local streets with traffic and delivery trucks
- \* it will cause parking chaos in Enmore and Marrickville
- \* it will devastate our local shopping villages and businesses
- \* it is not located in an area with suitable infrastructure for a shopping mall
- \* it is a grab for profit by AMP that will impact negatively on local residents and business

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Sara Hristov  
1 Leicester Street  
Marrickville NSW 2204.

Dept. of Planning  
GPO Box 39



30 Wemyss St.  
ENMORE 2042

SYDNEY 2001.

16<sup>th</sup> September 2010

Attention Mr. Andrew Beattie

Re: Proposed Marrickville Metro Development.

Dear Mr. Beattie,

I wish to register my strong opposition to the proposed development of Marrickville Metro. Please do not allow AMP Capital Shopping Centres to ruin this area as they have done with their disastrous takeover of Warringah Mall at Brookvale. Since AMP took over Marrickville, we have lost good quality shops because of rental increases. There was once a good book shop, a quality shoe shop, a good craft jewellers, and some reasonable clothes shops. Now we have dreadful cheap glitz, and we'll only get more of the same.

We are not fooled by being told it "could" include a library and childcare space. We know AMP flogs space to the highest bidder. "Traffic forecasts" are worthless without considering the Enmore Park development.

In exchange for more tacky shops, more traffic, damage to small business in Marrickville and Newtown, we are told we'll have a new bus shelter and some new rainwater tanks!??

The strong points of Marrickville Metro are: -

1. It is smaller than other (hideous) shopping complexes
2. It is all on one shopping level, and easy for prams, wheel chairs and heavy trolleys.
3. It has everything we need except for

hardware, furniture, garden products and top quality clothing. These won't be part of the extension - we'll get duplication of small outlets, and more food courts.

4. Parking is easy except at a few busy times.

There is no mention of additional parking - only "better car parking spaces." Better, how?

The letter circulated to local residents on 7 September is a vacuous piece of "spin". AMP never has, and never will, listen to the

community. If you increase the size, you will take away the reasons for using Metro at all.

I do not know one resident of this area who supports this proposal, so I find it hard to believe that many are in favour. To enlarge Marrickville Metro is to take away everything in its favour, and we may as well then go to Broadway - probably will.

Do not allow this to proceed - please.

Yours sincerely  
(Ms) Carolyn Richard  
*CRichard*

Also supported by:

Vicki Scifleet

46 Camden St. NEWTOWN 2042

*V. Scifleet*

Lee Williamson

32 Wemyss St.

ENMORE 2042

*Bob Pro*

28 Wemyss St

Enmore

*Sheryl Salome*

28 Wemyss St

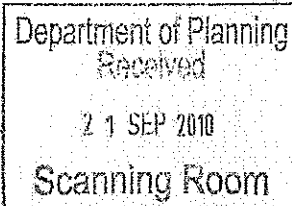
Enmore 2042

*Rachel Ward*

Rachel Ward

30 Wemyss St. ENMORE

*R. Ward*



TO:

The Hon. Carmel Tebbutt MP  
244 Illawarra Road,  
MARRICKVILLE NSW 2204

Tuesday 17th August 2010

Dear Minister Tebbutt,

I am extremely concerned about the proposal for the expansion of Marrickville Metro shopping centre. In recent years my partner and I bought a property in Gordon Street Marrickville and I do appreciate growth and development for the future, but fear this is not in the best interest of our local community.

My first concern regarding this proposal is increased traffic. Weekend and peak hour traffic is already at what I would describe crisis levels, it can take up to 15- 20minutes to travel a few hundred meters from Addison Road to Stanmore Road. I would expect with the recent pool development that this will deteriorate further over the summer months. Such a large expansion is going to cause major traffic head aches for local residence as it is not possible to expand current roads feeding the Metro.

Secondly the local community and shopping villages of Enmore and Marrickville will suffer. What a shame when we have seen in past months new businesses moving into both areas and these areas becoming such inviting places to meet. I fear the pressure of an influx of larger companies into a newly developed Metro will put such new businesses under pressure and possible see their closure.

Thirdly the infrastructure of the area would not appear to suit such an expansive shopping centre. No local trains to the centre, buses which are already quite full and busy on the weekends, no major roads feeding to the metro.

I truly fear this development will impact negatively on the local environment and community. I look forward to hearing your response and your views on this matter

Yours sincerely



Elisia Manson  
12 Gordon Street  
Marrickville NSW 2204





surrounding streets to gridlock. The projected increase in traffic will seriously affect many streets in Newtown, Enmore, St Peters and Sydenham in addition to the streets around the Metro shopping centre.

Local Residents will experience a huge increase in trucks, cars, noise and air pollution affecting our quality of life, and small businesses along our vibrant inner west shopping strips will be ruined by the arrival of a giant shopping mall in the heart of our village. Our shopping strips are community spaces, and they are integral to the diversity and enjoyment of the suburb of Marrickville.

AMP has lodged a formal request with Marrickville Council to purchase Smidmore Street. In return it is offering "open green space for community enjoyment". Residents have never asked for this, we have open green spaces in our parks, including Enmore Park, located one block away. AMP's true intention is to link the current Metro site with the warehouse it purchased in Smidmore Street. AMP has no regard for how this will worsen the traffic situation.

Members of the local community surveyed Smidmore Street on Saturday 31 July 2010.

The following number of vehicles used Smidmore Street in the duration of 3 hours:

11am-12 noon - 994 vehicles  
12 noon-1pm - 1052 vehicles  
1pm-2pm - 1003 vehicles

Losing Smidmore Street will increase the burden of traffic on surrounding streets, which if this proposal goes ahead, will increase by a minimum of 50%.

Expanding Marrickville Metro shopping centre by an additional 35,505 square metres means:

- More than doubling current retail space and more than doubling the current building height
- 4 million extra shoppers each year
- More cars and trucks clogging local roads
- More noise and air pollution
- Devastation of our local shopping villages and businesses
- Parking problems for local residents
- Privatised community space

Very few people in the Marrickville area are happy about this proposal now that we understand it's full scale. It has become a major issue that will decide votes in the upcoming state election in March.

I am urging you to save Marrickville from this unsuitable development and not allow this project to go ahead. I look forward to hearing from you in regards to this matter.

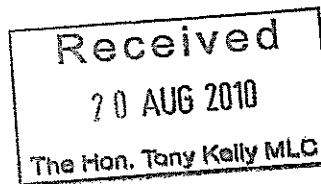
Your sincerely



Elisia Manson  
12 Gordon Street  
Marrickville NSW 2204

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TO:  
The Hon. Tony Kelly, ALGA MLC  
Governor Macquarie Tower,  
Level 34, 1 Farrer Place,  
SYDNEY NSW 2000



planning@lpma.nsw.gov.au

Re: MP\_0191  
34 Victoria Road, 13-55 Edinburgh Road and part of Smidmore Street, Marrickville

Dear Minister Kelly,

As you are no doubt aware, AMP Capital Investors, owner of Marrickville Metro Shopping Centre, has submitted plans to your department for the redevelopment of The Marrickville Metro Shopping Centre.

AMP proposes a 115% increase in gross floor area and a 65% increase in parking for Marrickville Metro. The plan includes prohibited development – expansion of retailing on the industrial zoned land.

There are more than 2000 residences within 600m radius of the centre of Marrickville Metro and over 11,000 residences within a 1 kilometre radius of the centre.

AMP Capital purports to be community focused and to have consulted with the local community. However, in reality AMP contacted 1200 residents over a period of two years, and the vast majority were not local residents. Furthermore, nobody consulted were shown AMP's plans to expand. The 1200 consulted were not given the opportunity to comment on the size and scale of the expansion. The majority of local residents who will be most negatively impacted by the development have not received contact from AMP until a 3rd newsletter dated August 2010, nor were they door-knocked or contacted by phone.

Phone polling was conducted at 2pm on a weekday related to shopping preference rather than consultation on impact of proposed development of the Metro shopping centre, about which no information was provided.

A community group opposing the expansion have communicated with more than 1500 local residents and almost all were under the misconception that Marrickville Metro Shopping Centre is undergoing a "revitalisation".

Residents assumed revitalisation meant modernising and renovating the current centre. Nobody realised the actual size and scale of the proposed expansion.

AMP's proposal for a shopping centre more than twice the size and height of the current Marrickville Metro is not in sympathy with the surrounding built environment (three sides of the existing centre are largely Federation and post-Federation cottages). Our single lane residential streets were never intended to cope with the current shopping centre, let alone one that is double in size and is projecting to attract approximately 5 million shoppers per year.

AMP's traffic study has identified that traffic will increase by a minimum of 50%. At peak times projected traffic increase is more. **The report says that the surrounding roads are currently already at maximum capacity.** Currently peak traffic brings

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**ElectorateOffice Marrickville - Marickville Metro expansion -**

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**From:** Helen Jones <helen.m.jones4@gmail.com>  
**To:** <marrickville@parliament.nsw.gov.au>  
**Date:** 25/08/2010 6:10 PM  
**Subject:** Marickville Metro expansion -

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Hi Carmel, I just wanted to add my voice to the debate but in favour not against. I live in Juliett Street Marrickville and fully support the development. Simply because the anti Metro campaigners shout the loudest does not mean there is not the same level of support in favour of the project. I have three young children and am looking forward to the expanded facilities that the development will offer. I have seen no evidence that the claims being made that Sth Newtown and Marrickville shopping strip will be comprised and find it hard to see how as they offer such different propositions in terms of local shops, cafes etc. I cannot see how the expansion will change habits so dramatically. I will continue to use my local shopping strip (Enmore rd and Marrickville Road) for the cafes and eclectic shops. However, one habit that will change is that I will no longer need to go to Broadway and will bring more of my business to the local community.

Helen Jones  
15 Juliett Street  
0401003349

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**ElectorateOffice Marrickville - Marrickville Metro Shopping Centre**

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**From:** sara hristov <sarahristov@hotmail.com>  
**To:** <marrickville@parliament.nsw.gov.au>  
**Date:** 25/07/2010 2:13 PM  
**Subject:** Marrickville Metro Shopping Centre  
**CC:** <editor@innerwestcourier.com.au>

---

Dear Minister Tebutt,

I ask you to **stop** the **expansion** of the **Marrickville Metro Shopping Centre** because:

- \* it will clog local streets with traffic and delivery trucks
- \* it will cause parking chaos in Enmore and Marrickville
- \* it will devastate our local shopping villages and buisnesses
- \* it is not located in an area with suitable infrastructure for a shopping mall
- \* it is a grab for profit by AMP that will impact negatively on local residents and business

Residents are already having to "Put Up" with the Air traffic/noise and redevelopment of the Aquatic Centre.

Regards

S.Hristov · Sarah Hristov  
1. Leicester St, Marrickville.

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**From:** <erika.barna@au.pwc.com>  
**To:** "marrickville@parliament.nsw.gov.au" <marrickvi...  
**Date:** 26/08/2010 10:26 am  
**Subject:** Stomp AMP Capital from destroying the Inner West

Dear Minister Tebbutt,

As a local resident of Marrickville I am writing to ask for you help is saving my local area from being destroyed by the proposed development of Marrickville Metro shopping Centre.

AMP Capital has neglected the centre for the past 10 years to the state that it is in a state of disgrace. This is a company with only profits at mind and have no interest in the local community. This is displayed by their lack of real community consultation and their underhanded tactics of taking the development proposal directly to state government,. Thereby avoiding the back lash from the local councillors and community they are planning to destroy.

The small, quaint streets of Marrickville and Enmore are not set up to cope with such a large development as this. The traffic can already be bad in the area on a weekend and increasing the size of Metro by 100% will destroy the local streets and cause untold traffic, parking and pollution problems. With plans currently in place to develop and open the largest IKEA store in the southern hemisphere just down the road in Tempe, do we really need a super mega mall in the Inner West? The residents who love the area for its local village feel and boutique, independent shops think not. The local shopping villages of Marrickville and Enmore are what gives this area it's charm. We have art galleries and creative spaces popping up all along Enmore road and Addison road and unique fashion outlets dotted throughout the area. These wonderful local business will struggle and most likely close if the Metro goes ahead. Real Estate experts recently tipped Marrickville to be the next Paddington and the popularity of the area has been booming over the last 3 years. It is not big mega malls that make the area attractive, it is the unique community features I mentioned above. Please don't destroy these for the sake of making AMP ever wealthier. Minister, please fight for your local residents in this very important issue. The inner west doesn't need this development. Just look at this impact the large Westfield's shopping centre has had on Burwood. Parking there is impossible and it can take 30 mins to get through a set of lights near the centre.

Your sincerely,

Erika Barna  
Senior Manager  
PricewaterhouseCoopers Australia  
Office: +61 (2) 8266 7998  
Mobile: 0412465886  
Fax: +61 (2) 8286 7998  
erika.barna@au.pwc.com  
<http://www.pwc.com.au>

20/36 Perry Street Marrickville NSW 2204.

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TO: The Hon. Carmel Tebbutt MP  
244 Illawarra Road,  
MARRICKVILLE NSW 2204

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STAMP  
HERE

Dear Minister Tebbutt,

I ask you to stop the expansion of the Marrickville Metro shopping centre because:

- it will clog local streets with traffic and delivery trucks
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- it is a grab for profit by AMP that will impact negatively on local residents and business

Signed: Leo Pavles Name: LEO PAVLES

Address: 134 Lewington Rd Marrickville 2204

TO: The Hon. Carmel Tebbutt MP  
244 Illawarra Road,  
MARRICKVILLE NSW 2204

399

STAMP  
HERE

Dear Minister Tebbutt,

I ask you to stop the expansion of the Marrickville Metro shopping centre because:

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- it is a grab for profit by AMP that will impact negatively on local residents and business

Signed: Helen Sanderson Name: Helen Sanderson

Address: 4 Gordon Square Marrickville 2204