

Client

Henroth Investments Pty Limited

Project

Kirrawee Brick Pit
Consultation Outcomes Report

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1 Introduction

1.1 Background

Henroth Investments Pty Limited, owners of the Kirrawee Brick Pit site is currently preparing an application to redevelop the site to enable residential, retail and commercial use. The 4.2 ha site is bounded by the Princes Highway, Oak Road, and Flora Street in Kirrawee and is located adjacent to the Kirrawee local shopping centre and railway station.

The Department of Planning has determined that planning for the site should be considered under Part 3A of the Environment Planning and Assessment Act 1979.

Elton Consulting understand that the proposal to develop the site includes:

- Residential development of approximately 484 dwellings within eight separate buildings
- A retail shopping centre - including one full line supermarket and one smaller discount supermarket, specialty stores, and a number of cafés
- Commercial and showroom spaces
- A commuter car park for approximately 200 spaces
- A public park (approximately 9,000 sq.m)
- Various pocket parks or urban spaces within the development and general landscaping of the site
- External road improvements.

The Director General's Requirements for this project ask Henroth to undertake "appropriate and justified level of consultation in accordance with the Department's Major Project Community Consultation Guidelines 2007". In response to this requirement, Henroth engaged Elton Consulting to facilitate a period of community consultation with local community and stakeholders.

This report outlines consultation activities and feedback received during these consultations, in the period from 7 September 2010 to 7 October 2010.

Elton Consulting understand that this report will be submitted along with other planning documentation to the Department of Planning for assessment.

1.2 Consultation Overview

The purpose of these consultations was to inform community stakeholders about the development proposal and to provide a forum for the Henroth project team to listen, understand and seek feedback from key stakeholders to ensure relevant issues are considered during the development of the proposal.

It was also intended that consultations would allow Henroth to gauge the level of community stakeholder support and acceptance for the proposal.

Accordingly, the key objectives of this consultation were to:

- Identify key community stakeholders with an interest in the project
- Provide accurate and relevant information about the proposal to local residents and community stakeholders to create an awareness of the proposal
- Provide a means by which stakeholders could comment on the proposed plans prior to their finalisation
- Assist the project team to better understand the local context
- Provide the project team with the opportunity to incorporate stakeholder feedback into the planning and development process.

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

- Cannot be construed as being statistically representative of opinion within the local community
- Is part of a statutory consultation process which is held prior to the lodgement of proposal
- Will be one of the many inputs considered by Henroth and their project team as they refine plans for the future planning of the site
- As per the *Department's Major Project Community Consultation Guidelines 2007*, consultations were intended to provide those with the potential to be "directly impacted by the project" an opportunity to receive information and provide feedback. Potential impacts were considered to be mainly localised issues relating to the scale of development and the potential for impacts on local business. For this reason this report relates primarily to stakeholder feedback gathered from a geographic area in proximity to the site.

2 Summary of consultation activities

A range of consultation activities were undertaken to provide the local community with information on Henroth's proposal and give community stakeholders an opportunity to provide feedback.

Consultation activities included:

- A newsletter distributed to local stakeholders informing them of the project including information about the proposal, the consultation process, timeframes and the planning process. (A copy of the newsletter is included in Appendix A, and a map of the distribution catchment is included as Appendix B)
- A stand-alone project website (www.kirraweebrickpit.com.au) was also established to provide a free and accessible electronic repository of information and an opportunity to provide feedback online
- A walk up survey of local stakeholders including local residents, users of the Kirrawee shops and local businesses adjacent to the site
- One on one stakeholder briefings and interviews with local shop keepers and interested local residents.

The suitability of consultation activities and the identification of relevant key stakeholder organisations were tested prior to the commencement of consultations with relevant DoP officers.

3 Stakeholder interviews

3.1 Background

Stakeholder interviews were held with:

- Residents of Donald Robinson Retirement Village
- Local business (shop) owners.

3.2 Stakeholder feedback – Donald Robinson Retirement Village residents

Elton Consulting met with approximately 20 residents from the Donald Robinson Retirement Village following a request from an interested resident.

Feedback was received from those who attended and subsequently through detailed written submissions by the residents. Refer to Appendix C for copies of the submissions received.

The feedback has been organised into themes and is summarised below:

Introduction of local amenity

These stakeholders supported the increase in local amenity the proposal would bring. Currently this group drive or are driven to do their shopping and many spoke of the difficulties they face in doing so.

The ability to walk to shops and services is of top priority with a large number of stakeholders concerned about how they will manage when they can no longer drive.

A number of stakeholders identified insufficiencies in the local shopping and amenity at Kirrawee.

Examples of feedback on the proposal is listed below:

- The development will bring retail diversity and needed amenity - "Most of the current shops are either restaurants or take-away outlets"
- "There is a large number of elderly people living in Kirrawee . . . It would be a huge benefit to them as well as the many young families who live here to be able to walk to the local shops"

- "The proposed complex would be easily accessible to those residents with walkers or scooters".

Revitalisation of Kirrawee

Many of these stakeholders perceived the project would enhance the local area. Feedback included the following:

- One stakeholder believed the proposal "could start the update which is needed around Kirrawee shopping centre"
- A stakeholder believed the new development would be "a great asset to the Kirrawee community"
- Another stakeholder believed that the development would give Kirrawee "its rightful place in the Shire instead of being a forgotten backwater"
- One stakeholder claimed that the proposed development has "something for everyone!"; catering to all members of the community by providing much needed housing, much needed shopping and a much needed park.

Approval issues and delays

A number of stakeholders expressed their concerns with the political treatment of the project. These concerns are summarised below:

- A perception that Sutherland Shire Council are claiming to represent the opinions of all when opposing the development
- Concern that the local media is painting a negative picture of the development and influencing some local views
- A number of stakeholders believe that opposition to the project is being fuelled by other retailers and retail centres in the shire concerned with the competition the new development would bring. They believe local views and needs are not being considered.

3.3 Stakeholder feedback – Local business owners

Feedback from local shop owners is summarised below.

- One shop owner welcomed the existing foot traffic that the proposed development would bring
- Generally this group of stakeholders were concerned that the proposed development would impact the viability of their businesses

4 Walk up surveys

4.1 Background

Walk up surveys were carried out by Elton Consulting on 15 and 16 September 2010.

The walk up survey provided the opportunity to brief local stakeholders on the project and collect feedback. The survey covered residents and businesses in the Newsletter catchment area identified in Appendix B.

Participants were briefed on the project and asked a total of five questions, consisting of a mix of open and closed questions. A copy of the survey is included in Appendix D.

To ensure the privacy of respondents, survey forms did not ask for the residential address, contact details or names of any individuals.

A total of 51 walk up surveys were completed. The survey forms were collated by Elton consulting.

4.2 Survey responses

The following section outlines the questions asked and provides a summary of the responses.

4.2.1 Q.1 What do you think are the three main issues as we plan for the Kirrawee Brick Pit site?

Responses to this question have been categorised into the following key themes.

Community

The most common issues raised can be grouped under the theme of community. A summary of responses is outlined below.

- A substantial number of respondents believed that the proposal would offer benefits for local residents with more amenity, retail options, and competitive prices at a convenient location within walking distance
- Some respondents believed that local business will benefit from the development through increased foot traffic
- A number of respondents raised concerns and questions about whether the development will impact negatively on existing businesses by providing competition
- There were requests to preserve the "village feel"/ "maintain the local village atmosphere" as

well concerns that the development will destroy this existing atmosphere.

In addition suggestions for the inclusion of amenity were made such as a newsagency, post office and post boxes.

Landuse

The landuse proposed was another theme that emerged. A summary of responses relating to this theme are outlined below.

- A significant number of respondents welcomed the introduction of more shops and amenity in the area
- There was positive response to the residential component of the proposal
- One respondent commented on the change of land-use from "open space" to residential and was concerned about the loss of fauna habitat and visual impact on the landscape
- There was some concern regarding the high density residential proposed
- Some respondents believed that another shopping centre/ more retail is not required (due to the existing shopping at Kirrawee and/ or other large shopping centres in the shire).

Increased housing

Responses included:

- Positive response to the significant residential component of the proposal – "accommodation needed for young families"
- As well as concern – "Too many units here – it causes parking problems".

Traffic and Parking

Traffic and parking was another theme raised by respondents. Respondents eluded to existing traffic problems in the area, particularly around Oak Road, the Flora Street roundabout and the Princes Highway. They were keen to know how the proposal would address these issues.

Questions and comments about traffic and parking concerned:

- The potential for traffic congestion caused by an increase of residents
- Potential traffic congestion caused by an increase of cars visiting the new retail centre
- The proposal's parking capacity – whether it is sufficient or would it cause a street parking shortage that would negatively impact surrounding residents?

- The inability of streets to handle increased traffic (notably Flora Street and Oak Road)
- The management of traffic entering and exiting the new development.

4.2.2 Q.2 What kinds of activities do you think are needed in the local area?

Multiple choice options were presented for this question with the option to specify answers. Options included were:

- Recreational facilities
- Community facilities
- Parks and open space
- Public transport
- Shopping
- Parking
- Other

A large number of participants selected 'shopping', 'parking' and 'parks and open space' in response to this question.

Of those who selected shopping (32 participants in total) ten specified a 'supermarket' as their preference for type of shopping needed.

Specified information also highlighted public toilets as a desired community facility and a 'children's park' as a desired recreational facility.

The survey responses to this question are represented in the graph below.

4.2.3 Q.3 Where do you normally do your grocery shopping? How do you get there?

The majority of respondents travel to do their shopping by car with only three respondents shopping locally (within walking distance).

The most common shopping destinations specified were Sutherland, Miranda and Menai.

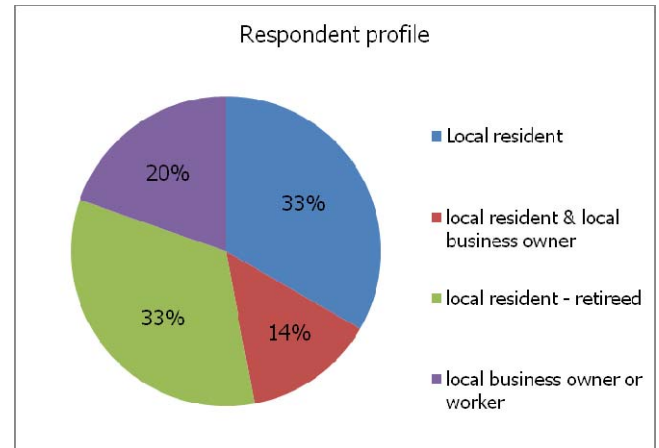
4.2.4 Q.4 Which best describes you?

This multiple choice question provides information on the respondent makeup including:

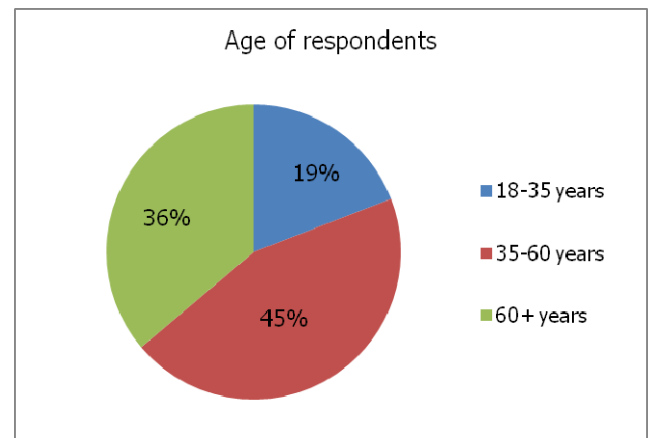
- their stakeholder status/ interest (resident, business owner, worker or retiree)
- age.

In summary, the majority of respondents were local residents (41) of which seven also work locally (business owner or otherwise) and seventeen are retired. The remaining respondents were either business owners or workers in the area.

The following graph illustrates the breakdown.



Forty-seven of the fifty-one respondents answered this question. The majority of respondents were between 35 and 60 years. The age breakdown is represented in the following graph.



5 Online surveys

5.1 Background

The website offered an on-line survey as another method and opportunity for the community to provide input and feedback.

A total of 15 online surveys were submitted between 10 September 2010 to 10 October 2010. The survey forms were collated by Elton consulting.

The survey consisted of three open questions with two closed questions aimed at capturing the profile of respondents and Question 6 offering the option to receive further information about the project. A copy of the online survey is included in Appendix E.

Respondents had the choice of identifying themselves and receiving additional information about the project.

5.2 Website usage data

Since the project webpage was launched there have been 76 visits to the site. Of these visits, 56 were absolute unique user visits, with an average of 5:05 minutes time spent viewing the webpage.

5.3 Survey responses

The following section outlines the questions asked and provides a summary of the responses.

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

Responses to this question have been categorised into the following key themes.

Community

The most common responses by online survey respondents involved the impact of the development on the community. Responses included:

- Positive feedback on the addition of amenity and shops in the area
- The perceived increase of the viability of local business that the development will bring
- The perceived positive impacts on the local community - "it will make Kirrawee a better place to live"

- The perceived negative impacts on the urban environment from high-rise development
- The impact on the privacy of surrounding residents with apartments "looking down into backyards".

There were also comments and input including:

- The importance of maintaining the village atmosphere
- Integrating the development into the existing Kirrawee town centre
- Ensuring the viability of existing local businesses is protected.

Character and scale of the development

Concerns or input regarding the character and scale of the development were also recorded. These include:

- A request that the developer ensure the development is of high quality – "keep it upmarket and classy"
- A request for the inclusion of green spaces – that the development not be "a concrete jungle"
- Concerns regarding the proposed scale (bulk and height)
- A concern regarding the potential impact of highrise development on the urban environment.

Increased population/ housing

Comments regarding the increase of housing supply are recorded. In summary, responses included:

- The potential for increased population to make local business more viable
- General concern regarding the potential impact on traffic.

Traffic and parking

Traffic and parking was the second most common topic raised by respondents.

Responses include:

- Concerns that the surrounding road network will be unable to cope with increased traffic. Flora and Oak Streets were mentioned as problem areas
- The request that the developer ensure that adequate parking is provided within the development to ensure that the current street

parking is maintained and protected for existing residents.

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

The following responses to this question were submitted.

Delays and approval

One respondent expressed frustration with the approval process – “just get on with the project and end the years of argument”.

Kirrawee station train capacity

One respondent raised the existing commuter capacity as an issue, claiming that “it is nearly impossible to get onto the train at Kirrawee station in the morning”. They were concerned that the system would not cope with the increase in population and, therefore, commuters.

Tavern proposal

One respondent wanted to be sure that the development did not include a tavern that they had seen in a previous proposal. They were concerned that a tavern would change the “family friendly feel of Kirrawee”.

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

The majority of responses to this question fall under the themes raised in Question 1 and, therefore have been incorporated into the Question 1 summary.

An additional theme was raised by this question and involved access to information about the development. These included the following responses:

- Interest in purchasing a unit in the development
- Comments on the lack of access to information about the development.

5.3.4 Q.4 Which of the following best describes you?

This multiple choice question provides information on the respondent makeup - their stakeholder status/ interest.

In summary, of the respondents who answered this question the majority selected ‘local resident’ (11) and one selected ‘local business owner’.

5.3.5 Q.5 How did you hear about this website?

The majority of respondents heard about the project through the Newsletter letter box drop. Two heard through the local media and one by word of mouth.

6 Consultation feedback summary

6.1 Summary

The following offers a summary of the feedback received across the various activities of the consultation process:

- Generally respondents welcome the introduction of new amenity in Kirrawee (including retail and parks)
- Generally there is support for the proposed investment in Kirrawee and the role the development would play in the revitalisation of the area
- There is a desire to preserve the existing Kirrawee atmosphere – the local, village feel
- Some respondents welcomed the substantial housing component proposed while others were concerned about the scale and number of units
- There is support for the increased foot traffic that the new development would bring however, some shop owners are concerned that the development will compete with their businesses and impact viability
- Existing traffic and parking issues were highlighted and respondents were interested in how the proposal would address these issues or concerned that it may worsen the problem.

Appendix A – Newsletter

HENROTH Kirrawee Brick Pit

NEWSLETTER 01 SEPTEMBER 2010

Welcome

Welcome to our community newsletter which is designed to keep you updated on the Kirrawee Brick Pit project.

Planning is underway to develop the old Kirrawee Brick Pit site to provide a mix of residential, retail, commercial and quality green open space.

The site is strategically important for providing local affordable housing, shopping and employment opportunities as it is close to public transport and is bounded by the Princes Highway.

The Minister for Planning has determined that the proposed project is of state significance and will be assessed by the Planning Assessment Commission, an independent panel of experts, under Part 3A of the Environment Planning and Assessment Act 1979.

Henroth Investments, the owners of the site, believe an important part of planning for any new development involves speaking with the local community. In addition to this newsletter, a dedicated project website has been put in place to provide you with more information and an opportunity to provide feedback online.

Thank you for taking the time to read this newsletter. We encourage you to have your say on this important local project.



What is Being Proposed?

- » Approximately 484 one, two and three bedroom residential units that will assist in meeting the current shortage of affordable accommodation in the area;
- » A neighbourhood retail shopping centre - including one full line supermarket and one smaller discount supermarket, specialty stores, and a number of cafés;
- » Potential for aged care housing and medical uses;
- » Commercial and showroom spaces;
- » Commuter parking to compliment the Kirrawee train station
- » A major new public park, providing 9,000 square metres of green open space for the community to enjoy;
- » Various pocket parks and urban spaces within the development and general landscaping of the site;
- » External road improvements to the Princes Highway, Oak Road and Flora Street, that will be funded privately to make a safer, more attractive environment.

Community Consultation

We are interested in what you have to say and will ensure we talk to local residents, businesses and community groups.

We have engaged independent specialists, Elton Consulting, to engage in community consultation and feedback. A survey of local residents will be conducted and a number of meetings set up with local businesses and community groups. An independent report will be prepared for the Department of Planning outlining feedback received during consultations.

Have Your Say

A project website (www.kirraweebrickpit.com.au) has also been set up to provide up to date information and an online feedback form.

Thank you for taking the time to read this newsletter.



Planning Process

The proposed development is considered a “major project” under the NSW State Environmental Planning Policy (Major Projects) 2005. The proposal will be assessed under Part 3A of the Environmental Planning and Assessment Act 1979 and involves the following steps;

STEP 01	19 May 2010 Preliminary Environmental Assessment	Henroth appoints specialist consultants to undertake technical investigations and prepare and lodge a Preliminary Environmental Assessment and project application with the Department of Planning.
STEP 02	12 July 2010, Declaration of Major Project	NSW Minister for Planning declared the proposed development a major project.
STEP 03	3 September 2010 Community consultation	Henroth engages with local community and stakeholders to consult and identify issues
STEP 04	September/ November 2010 Environmental Assessment of the Concept Plan	Henroth prepares the Environmental Assessment with the Department of Planning.
STEP 05	Nov 2010 Environmental Assessment lodged	Henroth lodges the Environmental Assessment with the Department of Planning.
STEP 06	First quarter 2011 Dept of Planning Recommendation	After assessing the application and public submissions, including Council's, the Department of Planning makes a recommendation to the Planning Assessment Commission.
STEP 07	First quarter 2011 Determination	The Planning Assessment Commission decides whether to approve the project.

WE ARE HERE



How to Keep in Touch

If you have any questions regarding the information in this newsletter or the consultation process, please email consulting@elton.com.au.

This newsletter is available online at www.kirraweebrickpit.com.au