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Northmead Warehouse

CONSULTATION OUTCOMES REPORT

**Prepared for
Coca-Cola Amatil**

By

Elton Consulting
Author: Trish Oakley
Sign-off: James Evans

25 August 2006

Introduction

Coca-Cola Amatil (CCA) is seeking planning approval from the Minister for Planning under Part 3A of the *Environmental Planning and Assessment Act 1979* for a proposal at its Briens Road, Northmead manufacturing facility. At this facility, CCA seeks to gain permission to construct a new fully-automated, state of the art bulk distribution centre, together with three additional production lines that will be installed over a period of several years to meet anticipated growth in demand for CCA product.

CCA has undertaken specialist technical studies about the potential environmental impacts of the proposal. These have formed part of the Environmental Assessment Report to be submitted to the NSW Department of Planning (DoP).

CCA commissioned Elton Consulting to manage community engagement during the environmental assessment and proposal development process for CCA's plans.

The purpose of the community engagement was to provide:

- Accurate information about many aspects of the proposal.
- An opportunity for local residents and key stakeholders to express their points of view.
- An opportunity for these comments to be reviewed by the CCA project team.

This report outlines the feedback received during these processes, both in written and anecdotal form.

It is important to note that this report:

- Will function as one of many inputs into the planning process.
- Does not make any recommendations regarding potential refinements of the indicative concept plans.
- Cannot be construed as being statistically representative of opinion within the local community.

Consultation Process Summary

Elton Consulting designed, implemented and reported on the community engagement process.

The process included:

- Engagement with government agencies and stakeholder organisations, including Parramatta City Council, NSW Members of Parliament, and community groups such as the Toongabbie Creek Bush Regeneration, Sydney Metropolitan Wildlife Services and the local Historic Society.
- Information was provided on a dedicated website (www.ccawest.com.au). This included summary information about the project, key features of the project, a display of all design options and a facility to upload technical information, such as the application documents and technical studies.
- A community information sheet, with a project summary and details of community information sessions, website and other contact material, distributed to about 2,000 local residents and businesses.
- An email address and contact name and telephone number for comments. Emails were received by members of the public and responded to by the project team.
- Two Community Information and Feedback Sessions (CIFS) held on Saturday 15th July (12.00 pm – 2.00 pm) and Wednesday 19th July (7.00 pm – 9.00). Members of the public were invited to view the concept plan, and specific information on the proposal was presented in a series of display panels. Project team members attended to answer questions and provide detailed information about features of the proposal. Structured feedback was gathered through feedback forms handed to participants, and anecdotally through notes made by members of the project team. There was a total of 64 people at both CIFS:
 - 17 came to the Saturday session
 - 47 came to the Wednesday session
- This document, the Consultation Outcomes Report for the proposed Northmead project, forms the independent report on the engagement process as is required under the Environmental Assessment process. It is made available to both to CCA and the Department of Planning.

Consultation Activities Report

Meetings with Key Stakeholders

The following table identifies key stakeholders who were offered one-on-one briefings by Elton Consulting and the project team.

Stakeholder	Description of Engagement
Toongabbie Creek Bush Regeneration (Ms A Nielson)	Elton called to inform about project, CIFS and website. Elton also offered briefing meeting involving CCA and some project team. Views not expressed in phone call and opportunity for meeting not taken up.
NSW Branch Sydney Metropolitan Wildlife Service (Hon Secretary)	Elton called to inform about project, CIFS and website. Elton also offered briefing meeting involving CCA and some project team. Views not expressed in phone call and opportunity for meeting not taken up.
Historic Society (Mr D Webb)	Elton called to inform about project, CIFS and website. Elton also offered briefing meeting involving CCA and some project team. Views not expressed in phone call and opportunity for meeting not taken up.
Westmead Hospital and Westmead Children's Hospital	CCA had a meeting with Westmead Hospital. Westmead expressed interest in and offered support for the project.
Careflight helicopter medical rescue service	CCA had a meeting with Chairman Ian Badham and CEO Derek Colenbrander and two senior pilots. Careflight confirmed that the building would not impede the flight plan of the helicopter.
University of Western Sydney.	CCA had a meeting with Mr M Gallagher who was satisfied with the proposal.
Local churches and schools	Elton called to inform about project, CIFS and website.

Government Representatives

Parramatta City Council

CCA and the project team had a number of meetings with Parramatta City Council (PCC) in the development of the project application plans.

First formal contact with PCC regarding the current proposal occurred on 27 October 2005. A Planning Focus Meeting was held on-site at 104 Briens Rd on 13 December 2005, and attended by a Council officer.

The CCA project team met with Council staff and Councillors on a number of occasions in the lead up to and during the community engagement process.

In July, Elton Consulting facilitated a meeting with the Mayor, council officers and members of the project team.

Issues included:

- The design of the warehouse. Views were expressed that the warehouse design should be 'architectural' in approach and that a 'big box' would not be appropriate for the area.
- The height of the proposal was out of step with surrounding buildings.
- The economic benefit of the project was recognised.
- Community issues should be listened to and respected.
- Amenity issues, such as noise and traffic should be identified and dealt with by experts as part of the planning process.

On August 9, at the request of DoP, CCA met again with PCC. The Mayor, all Councillors and relevant Council staff were invited. Five Councillors attended and two officers. Issues included:

- The notification process for the CIFS and the statutory exhibition phase.
- A public meeting should be called on the project.
- Traffic impacts affecting local roads.
- The height of the building and possible alternatives such as sinking the building into the ground.

NSW Members of Parliament

Elton Consulting facilitated meetings with the Local NSW Member of Parliament and the MP for the adjoining electorate. The first meeting occurred with the MP for Parramatta, Ms Tanya Gadiel, on Monday 29 June, 2006 and Ms Pam Allan, the MP for Wentworthville on June 7, 2006.

Issues raised by the two MP's included:

- The design of the warehouse. Both MPs expressed the view that the warehouse should blend with local built form and not represent a statement building. The design options were presented to both MPs during the consultation process.
- The two major amenity issues were noise and traffic.

Community Information and Feedback Sessions (CIFS)

The CIFS were held on Saturday 15 July (12.00 pm – 2.00 pm) and Wednesday 19 July (7.00 pm – 9.00). Members of the public were invited to view the concept plan, and specific information on the proposal was presented in a series of display panels. Project team members attended to answer questions and provide detailed information about features of the proposal. Structured feedback was gathered through feedback forms handed to participants, and anecdotally through notes made by members of the project team.

The Department of Planning had requested CCA to take a range of design options to the community. As such 6 options (agreed with DoP) were displayed at the CIFS and were also uploaded to the web site.

The catchment for the notification of the CIFS included about two-thousand residents and businesses in the immediate area (see attached information sheet and map of distribution area).

The CIFS and website were also advertised for two weeks in the two local newspapers: the Parramatta Advertiser and the Parramatta Sun (see attached).

Parramatta City Council decided to advise a wider catchment of the second CIFS, distributing their flyer to Toongabbie, Winston Hills, Holroyd and Old Toongabbie. Elton Consulting has been advised that the catchment area covered 24,000 households. Elton Consulting was advised that the flyer was distributed on the weekend of 15/16 July and invited people to attend the second CIFS.

Details of those who attended the CIFS include:

- There was a total of 64 people at both CIFS
 - 17 came to the Saturday session
 - 47 came to the Wednesday session
- This represented a mix of local residents from the surrounding areas including:
 - Northmead
 - Wentworthville
 - Toongabbie
 - Winston Hills
 - Holroyd
 - Old Toongabbie
- Members of Parramatta City Council were present at both meetings, including the Lord Mayor, Councillors and members of Council's Planning Department

Feedback Summary

Verbal feedback

Common themes that have emerged from verbal feedback provided to the project team during the CIFS were focused on the issues listed below.

It should be noted that a significant proportion of the matters raised by residents related to amenity issues with the operations of the existing site. During the consultation process the CCA team developed strategies to address a number of these issues and these strategies were communicated to residents. The CCA team said a number of these issues, such as noise and traffic, would be resolved by the proposal.

It should also be noted that while visual impact was a significant issue, it was not the primary area of concern for residents.

Traffic

- Truck movements in and around Darcy Road
- Perception that changes to the plant and the distribution centre would bring extra truck movements
- Lack of explanation to residents regarding truck operating hours
- Safety issues relating to trucks entering and leaving the CCA Northmead site
- The impact of the Cumberland Hwy T-WAY on general traffic, and how CCA would integrate this into their traffic plan

Visual Impact

- The height of the proposed structure
- It was suggested that sinking the warehouse might be the preferred option
- The aesthetics of the building – it should not look like a box
- Other residents thought that some visual issues could be addressed through creative and thoughtful landscaping
- Glare from the walls of the proposed warehouse
- Several residents concerned that there was no indication of visual impact from the South or West of the site

Noise

- Residents in the immediate vicinity had experienced noise associated with the general running of the plant.
- More specifically:
 - The loosening of sugar residue from the truck containers
 - Reversing alarms on trucks
 - Trucks operating on a Sunday before 7am

Economic

- The CCA Northmead facility was a valuable local asset
- The plant provided much needed employment opportunities for the local area.

Issues with the consultation process

- Several members of Council were concerned with the structure of the consultation process, preferring a meeting format to the CIFS.
- There was the perception by some attendees that more explicit information (particularly with relation to truck movements and traffic issues) would be helpful
- A resident from Holroyd reported that she and other residents from the local area were unhappy about not being invited to the CIFS.

Written Feedback

A total of 14 respondents have provided written feedback. Five feedback forms were returned at the CIFS, and nine were received by mail (See attached feedback form).

A feedback form was received from a Councillor as this report was being finalised for inclusion in the Project Application. It reflected the views that the Councillor had previously expressed on traffic, visual impact and the consultation process itself.

On the whole, results tended to reflect comments made to the project team at the CIFS.

Positive feedback tended to focus on the following:

- That this kind of investment was good for the State and local economy
- Treatment of environmental sustainability in the concept plan (eg, rain water re-use)

Concerns have been expressed around:

- Existing traffic and noise
- A perception of increased traffic impacts
- Height of the proposed structure
- Visual impact of warehouse

In terms of the written feedback, very few residents expressed a preference for any of the design options. For those residents who did express a preference, they tended to prefer option 6 or 'the wave'.

Visual impact, however, was not the most recorded issue. For those residents who did regard visual impact as the major concern, they tended to express general opposition in terms of the bulk and scale.

Responses to feedback form questions.

Question a) What do you think are the most important issues that should be addressed by the project team in the next stage of planning?

The majority of respondents cited traffic as the most important issue. Also mentioned were issues relating to environment and landscaping, noise and visual impacts:

Sample comments relating to traffic included:

- *"Largest concern is the increased traffic follow along Briens Rd"*
- *"Traffic problems with semi trailers taking short cuts into and out of Coke along Darcy Rd"*
- *"There should be no use of Darcy Rd, all trucks should go onto Old Windsor Rd"*
- *Entry and exit points to the site need further investigation"*
- *"My concerns are all about heavy trucks using the local roads"*

Issues relating to Visual impacts included:

Question a) What do you think are the most important issues that should be addressed by the project team in the next stage of planning?

- *"The design appears to be far too large for the area in which it's situated"*
- *"Where are there any other nine story buildings in the area?"*

Responses on environment and landscaping issues included:

- *"We would like the building of this warehouse to be as tidy as possible as the surrounding areas are already a mess at the moment"*
- *"Ensure tree planting on site and surrounds"*
- *"Plant plenty of trees along Briens Rd"*
- *"We are subjected to excessive exhaust fumes from trucks entering and leaving the factory"*

Examples of replies relating to noise:

- *"No sounding proofing in buildings walls"*
- *"What are you going to do about the sound of reversing trucks"*
- *"Compression braking with large trucks is a problem"*
- *"The noise level will be greater because it will bounce back from such a high building"*

Question b) CCA has shown you some options for the look of the warehouse building. We would appreciate your comments on the design.

Response to this question was extremely focused. Almost all participants preferred Option 6, with Option 1 being the least popular.

Range of comments included:

- *"Option 6 blends into the skyline much better than the others"*
- *"Option 1 looks like a block of cheese!"*
- *"Love the way Option 6 blends in as shown in photos on display"*
- *"I consider Option 6 the best as it is simple and most aesthetic, blending with the landscape"*
- *"The blue wave looks the best, the others are gimmicky"*
- *"Most were acceptable definitely not the block of cheese"*
- *"All the designs are too high"*

Question c) Do you have any other comments or suggestions about the project?

Answers to this question tended to address topics discussed in question one. There were also a number of mixed responses which touched on a range of topics:

- *“We need investments like this in NSW”*
- *“Automation is the future but I have a concern that this will lead to unemployment for young people in the area”*
- *“Is there any obligation to ensure there is no damage to Toongabbie Creek during the building process?”*
- *“Would like assurances there will be no widening of the Bridge Rd Bridge”*
- *“This development will cause our property values to fall and we need to be somehow compensated if this all happens”*
- *All this should be kept at the far end of Briens Rd which is all industrial and not mixed with residential”*
- *“How does CCA intend to insulate residents from the noise, fumes and glare caused by this building”*

Email Feedback

The email feedback address of consulting@elton.com.au has been widely advertised through the website, the information sheets and the CIFS.

At the time of lodgment, the address received eight emails.

Comments and questions ranged from:

- Current vehicle movements in and out of the site.
- The consultation process and the lack of time for submitting feedback
- Potential noise from the proposal
- Potential for additional greenhouse gases and other pollutants
- Energy use at the plant from the heating and cooling of liquids
- Request to develop a walking and cycle way along Toongabbie Creek
- Suggestion to use natural gas in trucks
- Height of proposal.

CCA has provided comprehensive responses to each of these emails.

Website hits

The dedicated website, www.ccawest.com.au was launched on July 5, 2006 and is still live at the time of writing.

The website provider, WebCentral, has recorded the number of visits to the website on any one day ranging from 0-65.

Individual Community Meetings

Following the first CIFS, members of the project team conducted a one-on-one meeting with local residents who raised amenity issues with the current operations on the site.

Residents mainly complained about the noise of trucks reversing into loading docks, triggering reversing warning signals. The residents also complained about the noise of trucks using Darcy Road as an exit route.

The residents also said they heard 'banging' and other operational noises from the site reasonably regularly.

The CCA proposal would clearly address some of the issues raised by the residents. The 102 Briens Rd site, would become more of a 'normal hours' operation where the numbers of trucks would be significantly reduced.

Other strategies immediately introduced by CCA to address these issues include:

- Review of complaints handling procedures at the plant.
- Enforcement of appropriate vehicle routes. Introduction of strategies to enforce movements of trucks onto Briens Road (see attached letter to residents from CCA and letter to PCC Traffic Committee).
- Investigation of white noise reversing warning mechanisms on trucks.

Conclusion

This report will be submitted to CCA and the Department of Planning to inform the assessment of the Part 3A application by CCA for the Briens Road facility.

CCA is committed to continuing engagement with the community using the following techniques:

- ongoing updating and maintenance of the website
- updating the community and stakeholders through the media
- improving complaints handling procedures with neighbours.

CCA has also lodged a Statement of Commitments with the Part 3A application. There is a section in the Statement relating to ongoing consultation.

Appendices

Community Information Sheet

CCA WEST Briens Road Northmead Warehouse

COMMUNITY INFORMATION

Coca-Cola Amatil (CCA) is an Australian manufacturing company which produces Australia's leading brands of beverages and foods - including Coca-Cola, Coca-Cola Zero, diet Coke, Sprite, Fanta and Powerade, Mt Franklin, Neverfail and Deep Spring mineral waters and Fruitopia fruit juices, as well as Grinders Coffee and SPC Ardmona's packaged, ready-to-eat fruit and vegetable products.

CCA is proposing to invest \$180 million over the next three years in Sydney's West, in a substantial commitment to the manufacturing industry in NSW.

CCA is planning to invest in new infrastructure at Eastern Creek and at Northmead. CCA plans to build a new storage and distribution warehouse which will have the capacity to house expanded manufacturing facilities at its Briens Road premises at Northmead. The other half of the project will be a new distribution centre at Eastern Creek.

The main component of the Northmead facility will be a new, fully-automated, state-of-the-art bulk distribution centre.

CCA will lodge its plans for Northmead with the NSW Department of Planning later this year. In the meantime, CCA is providing a number of opportunities for local residents to be informed of the proposal and to provide feedback.

These include:

- **Two community information sessions (see details below)**
- **A website dedicated to this project: www.ccawest.com.au**
- **A Frequently Asked Question document (over page)**

Or you can contact Susan Peterson at Elton Consulting on 02 9387 2600 or susan@elton.com.au.

COMMUNITY INFORMATION SESSIONS

CCA is voluntarily providing two community information sessions attended by experts.

At these sessions, you will be able to read all about the project on story boards and ask any question of the project team who will be on hand to assist you.

WHEN: SATURDAY JULY 15 2006: 12PM – 2PM

WHERE: ASSEMBLY HALL, NORTHMEAD HIGH SCHOOL Campbell St, Northmead.

WHEN: WEDNESDAY JULY 19 2006: 7PM – 9PM

WHERE: REG BYRNE COMMUNITY CENTRE - Cnr Fyall Avenue and Darcy Rd Wentworthville

You can view the website on www.ccawest.com.au

What is the Northmead project about?

The main component involves the redevelopment of the Briens Road site to build a new fully-automated, state-of-the-art bulk distribution centre. This new centre would have the capacity to support expanded manufacturing operations. A complementary component of the project involves construction of a new distribution centre at Eastern Creek.

What will the new warehouse look like?

The unique design of the Northmead building has been developed by architects to blend with the surrounding environment, both natural and built. The 'wave formation' of the building has been designed to reflect local topography, as well as the curved roofline of our neighbour, Westmead Hospital. The Northmead facility would be a 'living machine' rather than a building. The built form (cladding) would be attached directly to the frame of the machinery, effectively creating an outer shell of the plant.

The proposed facility would be 32 metres in height, which is equivalent to a nine storey office building. It would be based on best practice design principles for what is called a High Bay Warehouse – a design that allows a building to go "up", increasing storage without contributing to urban sprawl. Thirty two metres is the minimum height required to achieve this style of distribution centre at the Northmead site.

Is this project a major investment by CCA into the local area?

The project represents a \$180 million investment in Sydney's Greater West. The project would mean the retention of 700 existing jobs at Northmead. As well, it would create 15 new permanent high-tech jobs. The proposed Northmead facility would have the capacity to house three new production lines, which would create, over time, an additional 90 new permanent production line jobs. The project would create an additional 120 construction jobs during the 18-month construction phase.

With this major project CCA is demonstrating its commitment to the economic future of NSW and Australia at a time when other companies are downsizing or closing their manufacturing activities.

Why can't you just keep operating with your existing facilities?

Our current facilities in NSW are already reaching capacity. This new centre would support expanded manufacturing and production operations well into the future. As the Northmead and Eastern Creek facilities are complementary components of the project, it's not feasible for us to build one without the other and if Northmead fails to go ahead, the Eastern Creek component of the project would need to be reconsidered.

What happens if the project doesn't go ahead?

If Northmead fails to go ahead, the project in the proposed form would be reconsidered and a new scheme for logistics for the Australian Eastern Seaboard would be required. CCA would be forced to consider new major investment in either Brisbane or Melbourne, where we already have substantial infrastructure, for the expansion of manufacturing operations.

What would be the impact on traffic and transport?

The project would lead to greater storage capacity at Northmead, reducing the need to transfer product between distribution centres and facilitating direct delivery to customers without double-handling. This would eliminate 55 percent of CCA's forecast inter-warehouse truck movements in Sydney's West – reducing the load on Western Sydney roads by more than 26,000 truck movements per year and reducing the emission of almost 7,000 tonnes of greenhouse gases annually.

What would the working hours of the new facility be?

There would no change. The production and distribution facility would work around the clock as it does now.

Advertisement for Print Media



INFORMATION SESSION

Coca-Cola Amatil (CCA), the Australian-owned beverage and food manufacturing company, is proposing to invest \$180 million to upgrade its operations in Sydney's West.

Part of the investment is planned for CCA's bottling plant at Briens Road, Northmead.

Local residents are invited to free Information Sessions to view plans for CCA's proposed bulk distribution centre at the Briens Road site.

WHEN: Saturday July 15 2006: 12pm-2pm

WHERE: Assembly Hall, Northmead High School, Campbell St, Northmead.

WHEN: Wednesday July 19 2006: 7pm-9pm.

WHERE: Reg Byrne Community Centre, cnr Fyall Avenue and Darcy Rd, Wentworthville

You can also view the website at www.ccawest.com.au.

c) Do you have any other comments or suggestions about the project?

d) Which best describes you? (please tick one or more)

- A resident /landowner of a property immediately adjacent to, or opposite the site
- A resident of the surrounding area
- Other (Organisation etc - please specify): _____

e) Contact details (optional)

If you would like to receive further updates and information, please feel free to leave us your contact details:

Name:

Postal address:

Email address:

Thank you for taking the time to complete this form. Please hand it to one of the consultants present or place it in the box provided. If you wish to make additional comments feel welcome to attach them to this form. If you would like more time to consider your response, please return the completed form to us by Friday 21 July 2006 through:

- **Fax** 9387 2557 (please fax both sides of the form)
- **Post** Using the replied paid envelope to:
Elton Consulting, PO Box 1488, Bondi Junction NSW 1355
- **Email** consulting@elton.com.au

You can view the information presented today on the project website:

www.ccawest.com.au

Thank you for your interest in this project and your valuable feedback.

Letter to Residents re Truck Movements

TRUCK MOVEMENTS IN DARCY ROAD AREA

02 August 2006

To the residents of Darcy Road and surrounding area,

Thank you for your participation in the recent community engagement process for our proposed distribution centre at our Briens Road site.

During our community information sessions on the 15th and 19th July, some of you told us of your concerns about semi trailer and b-double truck movements along Darcy Road. We agree that this is occurring and creates noise and other problems for our neighbours.

As a result of raising these issues, Coca-Cola Amatil (CCA) is enforcing a new route on all Coca-Cola semi trailer and b-double truck drivers. As of Monday 1 August 2006, all drivers and contract carriers have been instructed to use Briens Road via the Cumberland Highway to enter and exit the site. All drivers must turn right along Briens Road when exiting the site. This will take all Coca-Cola truck movements off Darcy Road. Any driver of a semi trailer or b-double truck seen turning left will be reprimanded and if they persist will be dismissed from the site.

If you see a Coca-Cola truck going along Darcy Road, please take down the license plate number and report it to our Consumer Information Centre on 1800 025 123.

CCA has also written to the Parramatta City Council Traffic Committee and the Roads and Traffic Authority of NSW requesting that they reintroduce the weight limit on Briens Road beyond the CCA site. The reintroduction of this weight limit would ban all semi trailer and b-double truck movements in your area.

Traffic

Some of you also asked us in our information sessions about traffic volume. If CCA's project application for the distribution centre is approved, there would be an immediate and substantial fall in CCA heavy vehicles, especially B-Double trucks as we will no longer be required to shuttle stock between our current site and 102 Briens Road (the API site) for storage purposes.

If you have any questions about the proposed CCA distribution centre, please contact Johanne Larkham at CCA on 8839 2444.

Yours sincerely,

John Newell
NSW Operations Manager

Jeff Maguire
General Manager Operations

Letter to Parramatta Traffic Committee

1 August 2006

Mr Richard Searle
Service Manager Traffic and Transport
Parramatta City Council
PO Box 32,
Parramatta NSW 2124

Dear Mr Searle,

RE: Weight limit on Darcy Road, Northmead

During Coca-Cola Amatil's (CCA) community information sessions on the 15th and 19th of July about our proposed distribution centre at the Briens Road, Northmead site, some of our stakeholders told us of their concerns about articulated truck movements along Darcy Road.

We agree with our neighbours that this should not be happening and have since enforced a new route on all CCA drivers which requires all articulated vehicles to enter and exit the site via the Cumberland Highway.

Further to this, we would like to request that the traffic committee considers reinstating the weight limit on Briens Road that leads onto Darcy Road. The reintroduction of this weight limit would stop not only CCA's trucks from using this route, but reduce considerably all truck movements in this residential area.

We have notified our neighbours of our change of practice and our support for the reinstatement of the load limit beyond our site. I would be happy to discuss this further with the committee and can be contacted on 02 9259 6499.

Yours sincerely

Jeff Maguire
General Manager Operations
Coca-Cola Amatil

CC:

Ian Lovelock, Road Network Leader, Roads and Traffic Authority NSW
Cr Chris Worthington, Chairman Parramatta Traffic Committee