

Potts Hill redevelopment

Cooper Road community consultation – results report
May 2009

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1 Executive summary

Landcom is preparing detailed plans for the design of a new residential precinct at Sydney Water's Potts Hill Reservoir site in south west Sydney. As part of the planning process for the new residential precinct, Landcom engaged Manidis Roberts to design and implement a consultation program with residents of Cooper Road, Birrong.

The primary objective of the consultation program was to gain feedback from residents on Cooper Road (eastern side), on Landcom's plans for the design of the boundary between existing properties and the new development. A program of home visits to residents – supported by information materials and a formal questionnaire – was implemented to achieve this objective.

Participation in the consultation program was relatively high. Over forty-five per cent of residents in the target audience participated in the consultation program either by completing the questionnaire or by participating in a home visit consultation.

The results of the consultation program include both quantitative and qualitative data. In summary, the consultation program found that the key issues for residents on Cooper Road, in relation to the design of the boundary between existing properties and the new residential precinct, include:

- Concerns over loss of privacy as a result of the new development.
- Concerns over loss of bushland including existing flora and fauna.
- Safety and security and traffic congestion.
- Potential impacts to property values.

The consultation program found that there is a portion of Cooper road residents who are resistant to the proposed development. However, the approach taken in this consultation program has helped to build relationships between residents of Cooper Road and Landcom, and the results achieved can be used by Landcom as a valuable input into the design of the boundary between existing Cooper Road properties and the new residential precinct.

In order to maintain and enhance the goodwill achieved from this program, it is recommended that Landcom continue to inform and involve Cooper Road residents in the planning of the residential precinct. There are a number of opportunities available for future involvement of residents including the planning and design of landscaping, parks, pedestrian paths and cycleways and the development of a Heritage Interpretation Plan.

In addition to ongoing communications and consultation with Cooper Road residents, it is recommended that Landcom engage with the broader Birrong community as part of the planning process for the residential precinct. A stakeholder communications and consultation strategy should be prepared to support this process, including methods for communicating with people from non-English speaking backgrounds, particularly Vietnamese.

2 Introduction

2.1 Project context

Landcom is preparing detailed plans for the design of a new residential precinct at Sydney Water's Potts Hill Reservoir site in south west Sydney. The residential precinct is just one aspect of Landcom and Sydney Water's broader plans for redevelopment of around 40 hectares of the 116 hectare site. The redevelopment also includes a business park and a new field headquarters for Sydney Water staff.

The residential precinct will consist of around 400 new homes and areas of open space. Concept plan approval for the development was granted by the NSW Minister for Planning in April 2009.

As part of the planning process for the new residential precinct, Landcom employed Manidis Roberts (referred to in this report as 'the consultant team') to design and implement a consultation program with residents of Cooper Road. The primary objective of the consultation program was to gain feedback from residents on Cooper Road, Birrong (eastern side) regarding Landcom's plans for the design of the boundary between existing properties and the new development. This consultation program builds on the results of Landcom's previous consultation with residents (completed as part of the preparation of the concept plan), which found that residents are concerned about issues such as potential noise and traffic impacts and loss of flora and fauna, as a result of the development.

2.2 Purpose and structure

The purpose of this report is to document the process and outcomes of the consultant team's consultation with Cooper Road residents regarding the design of the residential precinct at Potts Hill. Landcom will consider the conclusions and recommendations included in this report as an input into the detailed design of the Potts Hill residential precinct.

The structure of this report is detailed below:

- **Chapter 1 Executive summary** – this chapter includes a summary of the overall document including the key conclusions and recommendations for next steps.
- **Chapter 2 Introduction** – this chapter establishes the project context and explains the objectives of the community consultation process.
- **Chapter 3 Consultation approach** – this chapter identifies the target audience and community consultation methodology.
- **Chapter 4 Results** – this chapter presents the results of the questionnaire as well as the home visits. It also discusses some of the challenges and issues faced during the consultation process.
- **Chapter 5 Conclusion** – this chapter summarises the key results of the community consultation process.

- **Chapter 6 Recommendations** – this chapter provides recommendations for managing community expectations, and for communication and consultation strategies to support the project going forward.
- **Appendices** – this section includes copies of the consultation materials, raw data relating to the completed questionnaires, a register of home visits and a copy of an anonymous letter to residents regarding the consultation process.

2.3 Objectives

The objectives of the community consultation program were to:

- Inform residents about the Potts Hill redevelopment project and the planning and approvals process for the residential precinct.
- Inform residents about Landcom's ideas for the design of the residential precinct, and specifically the design of the boundary between existing Cooper Road properties and the new development.
- Inform residents about Landcom's community consultation process and explain how they can have input into the planning process.
- Gain feedback from residents on Landcom's ideas for the design of the residential precinct and specifically, the design of the boundary between existing Cooper Road properties and the new development.
- Gain feedback from residents on how residents in the new development could integrate with the existing community.
- Build and enhance relationships between Landcom and residents of Cooper Road.

3 Consultation approach

3.1 Target audience

The consultation program was targeted at residents of Cooper Road, Birrong, whose properties will potentially adjoin the new residential precinct at Potts Hill.

The target audience comprises 69 properties with a mix of single dwellings and townhouses.

The properties are owner-occupied, privately leased or leased from the NSW Department of Housing.

Of these, 16 are owned by the NSW Department of Housing. Tenants of properties owned by the NSW Department of Housing were included in the consultation program and Landcom is also consulting the NSW Department of Housing directly.

The target audience is culturally diverse with a relatively high proportion of residents speaking languages other than English at home. Those languages include Vietnamese and Arabic.

Figure 1 on the following page, shows the location of the target audience including properties owned by the NSW Department of Housing.

Figure 1 Target audience including properties owned by the NSW Department of Housing.



3.2 Methodology

After consideration of the community consultation objectives and the target audience involved, Landcom and the consultant team determined that a program of home visits to residents, supported by information materials and a formal questionnaire, would be the most appropriate and effective consultation methodology. A detailed explanation of the consultation methodology is provided below.

Phase one – consultation preparation and information distribution

The first phase of the consultation program involved preparing information and consultation materials and distributing these materials to residents.

The consultant team prepared an information package for residents including a letter, information booklet, questionnaire and reply-paid envelope.

The letter and information booklet explained the project planning and consultation process and Landcom's ideas for how to design the boundary between the new residential precinct and existing homes on Cooper Road. Drawings were included in the information booklet to illustrate these ideas.

The questionnaire asked for residents' feedback on Landcom's ideas and on how residents in the new development could integrate with the existing community. The information booklet and questionnaire included information translated into Arabic and Vietnamese, inviting residents to call the toll free community information line for a fully translated copy of the information.

The information package was distributed to residents via letterbox drop on Thursday 16 April 2009. A copy of the information package was also sent to a range of key stakeholders including Bankstown and Auburn councils, the NSW Department of Housing, NSW Department of Planning, and relevant state and federal Members of Parliament. A copy of the information and consultation materials is provided in Appendix A.

Phase one of the consultation program also involved preparing for the home visits to residents. The consultant team prepared a key messages sheet to guide discussions with residents during the home visits, to ensure an accurate and consistent response to questions was provided. The key messages sheet included agreed statements about issues of interest to residents. An A3 size book of three-dimensional computer-generated images was also prepared to use during the home visits, to show residents what the new residential development might look like from their backyards, and vice versa.

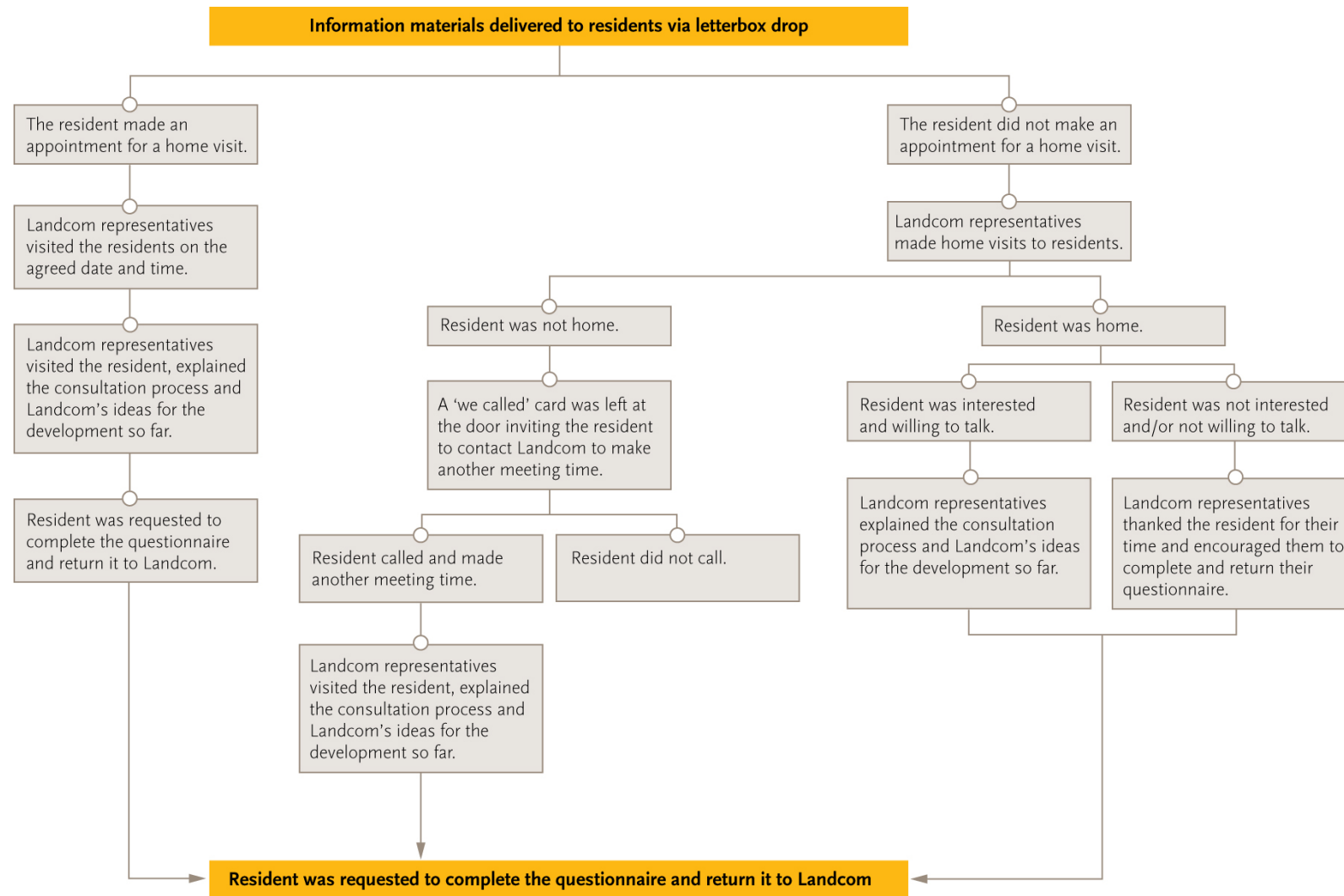
As part of the preparation for the home visits, the consultant team undertook a trial home before the formal consultation period commenced. The trial home visit provided the consultant team with an opportunity to test the home visit approach and make any necessary refinements before the formal process got underway.

Phase two – home visits and community consultation

Phase two of the consultation program involved completing home visits to each of the target residents on Cooper Road. The home visits were completed over approximately a ten day period from Monday 20 April 2009 to Thursday 30 April 2009. The home visits were completed between the hours of 2pm and 6pm, except when appointments were taken for an alternate time.

The flow chart provided in Figure 2 explains the process followed for completing the home visits.

Figure 2 Home visit methodology



As shown in Figure 2, the consultant team (referred to as 'Landcom representatives' in Figure 2) visited residents either at a pre-scheduled date and time or at random, depending on whether or not residents made an appointment. In the case that the resident was not home at the time of the home visit, a 'we called' card was left at the property, inviting the resident to contact Landcom to make an alternate meeting time. A copy of the 'we called' card is provided in Appendix A.

During the home visit consultations, the consultant team explained to residents the plans for the residential precinct and Landcom's ideas for the design of the boundary between existing Cooper Road properties and the new development. A book of three-dimensional computer generated images was shown to residents to help explain how the new residential development could look. The consultant team took notes of the issues raised during the home visit consultations. Any questions asked by residents that could not be answered on the spot were noted and followed up with Landcom and the residents involved. Chapter 4 provides the results regarding the number of home visit consultations completed by the consultant team.

Phase three – evaluation and reporting

The third phase of the consultation program involved evaluating and reporting on the results of the home visits and questionnaires.

During the home visits, the consultant team maintained a register to record the outcome of home visits and the details of the consultation. Details were recorded for each home in the target consultation area. Records included whether or not the resident was home at the time of the home visit, details of issues discussed, whether the resident was the property owner, and if they spoke a language other than English at home. The results of the home visits are discussed in Chapter 4.

At the conclusion of the consultation period, the consultant team analysed the results of the questionnaires. The completed questionnaires provided a variety of both quantitative and qualitative information. A content analysis was undertaken on the qualitative information to highlight any themes or trends. The results of the questionnaires are discussed in Chapter 4.

4 Results

The results of the questionnaire reveal some interesting information about the residents along Cooper Road, both demographic information and more qualitative results.

The questionnaires were distributed to approximately 69 homes, with 21 questionnaires returned – a response rate of approximately 30 per cent. Most respondents completed the required quantitative and demographic data questions, and some of the qualitative questions. Some residents completed the questionnaire as well as participating in the home visit consultations. Conversely, some residents did not engage in either the questionnaire or the home visit consultations.

Most who responded to the questionnaire also included their contact details (ie. were not anonymous responses). A summary of these statistics can be found in Table 1 below.

Table 1 Number of surveyed and contacted households

Description	Total	Proportion
Target properties	69	100%
Questionnaires completed	21	30%
Home visit consultation completed	22	32%
Contact made	22	32%
Total number of residents engaged (home visit consultation plus questionnaire)	32*	46%

**This figure is for total number of householders participating – those who participated in both questionnaire and home visit are counted once.*

The map provided in Figure 3 shows the residents who were consulted and the properties that returned a questionnaire. As shown in Figure 3, the location of participants in the consultation program is distributed fairly evenly across the target consultation area including the northern, southern and middle sections of Cooper Road.

Figure 3 Map showing residents consulted and properties that returned a completed questionnaire.



4.2 Questionnaire results

The results of the questionnaire are set out below. Responses are shown as a frequency; percentages are calculated from the total responses to the question. Some of the qualitative responses such as questions five through to 11 allowed for multiple responses (this is why some of the 'responses' totals exceed the number of returned questionnaires). These were also grouped as closely as possible into themes for ease of analysis.

Question one – How long have you lived at your current address?

The results for this question reveal that around 58 per cent of people had lived in the area for more than ten years, and a further 26 per cent between five and ten years. The highest response was 59 years.

Table 2 Responses to question one

Response	Frequency
Less than 6 months	0
6 months to 3 years	1
3 to 5 years	2
5 to 10 years	5
10+ years	11
Total	19

Question two – How many people regularly live at your address?

The most common response was a household of three people – around 29 per cent of respondents lived in a three-person household. Following this, around 24 per cent of people lived in households of either two, four or more than five people.

Table 3 Responses to question two

Response	Frequency
1 person	0
2 people	4
3 people	5
4 people	4
5+ people	4
Total	17

Question three – Please tell us whether you own your home or are renting.

The majority of respondents owned their own home (70 per cent) with around ten per cent renting. Around 20 per cent indicated other modes of housing, which included relocatable homes behind existing properties, renting from housing schemes such as Hume Housing, and a respite care home property.

Table 4 Responses to question three

Response	Frequency
Own home	14
Renting	2
Other *	4
Total	20

*Other responses include NSW Department of Housing, boarding, house minding, etc.

Question four – Do you speak a language other than English at home? If yes, what other languages do you speak?

Of the respondents, around 53 per cent spoke another language at home (the NSW average from the 2006 Census data is 26 per cent). Approximately 47 per cent of residents spoke English only.

Over 60 per cent of those who spoke another language at home spoke Vietnamese, with around 10 per cent speaking Arabic, ten per cent Chinese and 20 per cent other languages including Lebanese and Dutch.

Table 5 Responses to question four

Response	Frequency
Yes	9
No	8
Total	17

Table 6 Responses to question four – languages spoken

Language	Frequency
Vietnamese	6
Arabic	1
Chinese (Mandarin/Cantonese)	1
Other (including Turkish, Dutch)	2
Total	10

Question five – Are you familiar with Landcom's proposal to redevelop parts of the Potts Hill Reservoir site? If yes, what do you like about the redevelopment proposal and why? If yes, what do you dislike about the redevelopment proposal and why?

Approximately 85 per cent of the respondents said they were familiar with Landcom's redevelopment proposal, with around 15 per cent responding they were not familiar with the proposal.

Table 7 Responses to question five

Response	Frequency
Yes	17
No	3
Total	20

For the extended part of the question, the qualitative responses have been categorised in themes according to the frequency of response. Respondents could indicate more than one theme. The most common response to the question about what residents like about the proposal was a negative response of 'nothing' at around 54 per cent. The next most common response related to the increase in housing (23 per cent). These results are presented in Table 8.

Table 8 Extended responses to question five – likes

Response theme	Frequency
I don't like anything	7
New homes	3
Better facilities	1
New parks	1
Privacy	1

Responses to the questions about what residents disliked about the redevelopment proposal were lengthy. Again, the responses are grouped into themes, with the most common response to the question about what residents disliked about the proposal being loss of natural environment and habitat (26 per cent) and also opposition to the whole project (24 per cent). Other issues include traffic and noise (23 per cent) and (perceived) loss of property value (12 per cent).

Table 9 Extended responses to question five – dislikes

Response theme	Frequency
Loss of environment	6
Opposed to whole project	4
Traffic and noise	4
Loss of value	2
Economic benefits (more jobs, more industry)	1

Question six – How do you think the new residents could integrate with your community?

There were around 12 responses to this question. Some responses included ways to improve the community and other responses suggested that they would not like the new community.

Around 25 per cent of residents indicated that their concern was around congestion, traffic and overcrowding, which would alter the peaceful environment of the Birrong community. Other residents believed that it would depend on who moves in to the community as to how they could integrate.

Table 10 provides a sample of the responses to question six.

Table 10 Responses to question six

How do you think the new residents could integrate with your community?
'Our current neighbours respect our privacy – we hope the new neighbours will do the same'
'Build cyclepaths and new parks to share'
'It will be difficult as we have our own community and it has been here for many years'
'What community?'
'Don't put commission homes behind my home'
'Depends on who moves in'

Question seven – An idea being considered by Landcom is to build a new public road behind your property to provide access to the new housing development. A new fence would be built between existing homes on Cooper Road and the new public road. Landcom would plant trees and shrubs outside your property fence line to help screen the new homes from your property. What do you think about this idea and why?

Responses to this question and question eight were qualitative. Further details of the nature of the responses are included in Chapter 4.2.

Of the 21 questionnaires returned, there were around 22 varying responses to this question. Within these responses, positive comments numbered 12, or around 70 percent, and negative responses numbered five, or around 30 per cent. Remaining comments were neutral.

General themes for comments made on this idea were similar to those reflected in the home visit consultations. As shown in Table 11, major themes were privacy concerns (with 50 percent of responses relating to this issue), followed by environmental concerns (14 per cent) and concerns for property value (14 per cent). Other major themes include safety and security (nine per cent), subdivision and access (nine per cent) and noise and overcrowding (five per cent).

Table 11 Responses to question seven – key themes

Response theme	Frequency
Privacy	11
Environmental issues	3
Property value	3
Safety and security	2
Improved access to subdivision	2
Noise and overcrowding	1

Table 12 provides a sample of responses to question seven.

Table 12 Responses to question seven – sample quotes

An idea being considered by Landcom is to build a new public road behind your property to provide access to the new housing development. What do you think about this idea and why?
'This option will reduce stormwater overflow. Will give us privacy.'
'I don't like this as it is unsafe and much easier for robbers.'
'This will ensure some privacy, and dual access to property would give two options to manage traffic.'
'I don't like this idea- I don't want people walking past looking into my yard.'
'This option give a better chance that trees will stay.'
'Hopefully this won't reduce the price of our home.'
'I don't want new houses adjoining my yard.'
'Direct buildings adjoining our property could lead to children climbing over the fence/entering, leading to intrusion (this is a respite centre). Also, this could let us have another drop off zone for our students as Cooper Road is very busy – new entrance at back.'
'Not happy with proposal but this was better – gives at least some privacy, and keep some house value.'
'A few shrubs won't stop people climbing our fence. At present we have security and barbed wire fence – why change? We will be in a 'dark spot' with the new development with no security patrols by Sydney Water.'
'In the case of our property, we will be surrounded by roads back front and side – our streets will be noisy the whole day.'
'Prefer this as we will have a second access – however a higher than normal fence will be ideal – people can climb the standard fence.'

Question eight – Another idea being considered by Landcom is to build new homes directly behind your property. A new fence would be built between existing homes on Cooper Road and the new housing development. Landcom would plant trees and shrubs outside your property fence line to help screen the new homes from your property. What do you think about this idea and why?

Responses to this question were qualitative and also reflected the general views that we received from the home visit consultation process.

Of the 21 questionnaires returned, there were around 20 varying responses to this question. Within these responses, positive comments numbered 4, or around 25 per cent, and negative responses numbered 12, or around 75 per cent. Remaining responses were neutral.

The responses were generally grouped into themes similar to question seven. The main responses to the idea to build homes behind the boundary of existing properties related mostly to concerns for privacy (45 per cent) followed by concerns over property value (20 per cent) and safety and security (20 per cent).

Table 13 illustrates the themes of responses and their frequency.

Table 13 Responses to question eight – key themes

Response theme	Frequency
Privacy	9
Property value	4
Safety and security	4
Noise and overcrowding	2
Trees and environment	1

Some key qualitative responses are shown in Table 14 below, illustrating residents' concerns regarding this idea for the boundary.

Table 14 Responses to question eight – sample quotes

Another idea being considered by Landcom is to build new homes directly behind your property. What do you think about this idea and why?
'Water overflow from rear of houses. Trees on title will cause arguments between residents.'
'A two storey would look directly into my property.'
'I like this for safety and prevents trespassers.'
'Unacceptable – probably small blocks with two storey homes close to back fence.'
'I paid a higher price for my property knowing it has privacy. I bought when there was no indication that Landcom would one day build new houses directly adjoining my backyard.'
'New blocks will be small and houses will only be metres away from my fence.'
'As long as there is a fence big enough for privacy I like this idea. We need more than wire fencing, I have a granddaughter and I don't want her looking through the fence with strangers around, and hang washing out without peering eyes.'
'Screening trees could be removed (when on someone's title).'
'Will reduce price of my house.'
'I am absolutely against this proposal. I paid a higher price for this property to enjoy the privacy and security of our backyard.'
'During construction Birrong will no longer be a quiet residential area but noisy, it will introduce new crowds to the community and make it busier.'

Question nine – Please explain any suggestions you may have about other ways Landcom could design the boundary between new homes and existing homes on Cooper Road?

There were around 12 responses to this question, and responses were grouped into themes.

The following table outlines the frequency of responses for these general themes. The most popular response was to keep the existing bush land and build further away (42 per cent), followed by building taller fences and build new fences (25 per cent), and not build new homes. The frequency of responses (grouped by theme) is shown in Table 15 below.

Table 15 Responses to question nine – key themes

Response theme	Frequency
Keep bush and/or build houses further away (ie bigger buffer zone)	5
Build bigger and new fences	3
No homes	2
No road, make one way	1
Build cycleway/footpath on fence line	1

Question ten – What do you think that are important issues for Landcom to consider?

Responses to this question gave residents the opportunity to reinforce what they thought was important to the next steps of the process, and reiterate the important themes of their responses to the boundary design questions.

There were around 26 responses to this question, with the most popular response relating to noise and traffic (31 per cent), followed by safety, security and social impacts (27 per cent). An equal number of people named environmental impacts and privacy as issues (15 per cent).

Table 16 outlines the themes and frequency of responses.

Table 16 Responses to question ten – key issues

Response issue	Frequency
Noise and traffic	8
Safety, security, and social impacts	7
Environmental impacts	4
Privacy	4
Property value and impact	3

A sample of the qualitative responses is provided in Table 17.

Table 17 Responses to question ten – sample quotes

What do you think are the most important issues for Landcom to consider?
'Parks will bring vandals.'
'Too much traffic and pollution.'
'Pest control is very important.'
'Put solar lights in the new park areas (for security).'
'Don't cut down the beautiful trees.'
'Respect wishes of existing community.'
'Ensure a variety of housing.'
'Genuinely consult with residents not just send letters and ignore us.'
'Take privacy very seriously.'
'The new road should have road humps.'
'Land size should not be too small so local schools will not be overcrowded.'
'Privacy, land value and flora and fauna.'
'I don't like the bushland behind me as it's a bushfire hazard and safety issue.'
'Crowds and business of Birrong will have an impact.'
'Construction will be loud and stations and roads will be busier.'
'Consider if the current infrastructure is able to cope.'
'Traffic and public transport capability.'
'Consider the opinions of the current residents.'
'Safety of current residents.'

4.3 Home visit results

The consultant team visited all 69 homes within the target consultation area over approximately a ten day period from Monday 20 April 2009 to Thursday 30 April 2009.

Of the 69 homes visited:

- A 'we called' card was left at approximately 24 homes where the residents were not at home. Some of these residents have since returned the questionnaires via post.
- The consultant team consulted (this includes discussing the project, walk through of pictorials and assistance were necessary with non-English speaking residents completing the questionnaire) with 22 residents, representing approximately 32 per cent of the target group.
- The consultant team spoke with a further 22 residents, representing approximately 32 per cent of the target group. This involved giving a general introduction to the project and a reminder about completing the questionnaire. The 1800 number was provided to residents for directing further questions.
- Four residents submitted their completed questionnaires before the consultant team made the home visit.

The consultant team received much useful feedback from the residents who agreed to meet and spend time to go through the development proposal. The key themes and issues raised during the home visit consultation are provided below.

- **Privacy** – New dwellings at the back would reduce the level of privacy residents currently enjoy. Most residents look out over bushland and have a concern about having new neighbour(s) looking into their back property.
- **Preservation of bushland** – Almost all residents asked whether the larger gums and established trees could be kept/protected maintained. Most were concerned that the loss of trees would result in a loss of habitat, especially birds, and the outlook makes the properties along Cooper Road so pleasant. Only one resident (who would have the new park behind them) would like the area cleared (for security reasons).
- **Traffic** – There was a concern from residents about the safety of turns out of the new road, the existing congestion and noise and what more homes and commuters would do to the already hazardous traffic conditions especially around peak school times. This was an issue mostly for residents at the southern end of Cooper Road.
- **Security** – Many residents were concerned about security and safety- related to higher populations of people in the area and congregation of people in parklands after dark. Some were concerned that the lack of security patrol presence (which is currently operated for the Sydney Water site) which they see means break ins and crime will increase.
- **Property value and subdivision** – Residents were concerned that the loss of bushland would decrease the value of their property and they had similar concerns if homes were built behind their property. Some residents were also interested in gaining approval for a subdivision or accessing their property from the proposed new road.
- **Approvals** – Most residents indicated that they would like to be kept informed of the next steps of the process and were interested in how this consultation process fitted into the wider approval process. Many were interested in knowing about when the plans would be finalised, when the plans would go on exhibition, as well as when they could get more detailed plans on fencing and the facilities in the new community.

There were some residents, such as those who live near the proposed entrances, who had slightly different concerns; mostly related to noise and safety, given roads will be on three sides of their property. Other concerns include termites, snakes and pests being driven into backyards during the construction period, safety of parks and facilities and questions about the possibility of new shopping facilities being provided in the new development.

4.4 Consultation issues

There are a number of factors that should be considered when interpreting the results of this consultation program.

Upon starting the home visits to residents on Monday 20th April 2009, the consultant team became aware that residents of Cooper Road had been sent a letter from an anonymous source, encouraging them to complete Landcom's questionnaire stating a preference for one of Landcom's two design ideas. In response, Landcom distributed a follow-up letter to residents to clarify that Landcom did not distribute the anonymous letter and to confirm the importance of residents' involvement in the consultation

program. A copy of the anonymous letter and the letter of response from Landcom is provided in Appendices C and D.

Unfortunately, the impact of the anonymous letter on the results of this consultation program cannot be quantified. Feedback from residents provided to the consultant team during the home visits, suggests that the impact of the letter on residents' perceptions and views is mixed. Some residents stated that they had initially thought that Landcom distributed the anonymous letter and seemed interested in the possibility of being able to potentially subdivide their property. Other residents believed that the letter was distributed by someone who had a vested interest in supporting one of the design ideas suggested by Landcom.

The Birrong community has a relatively high proportion of residents speaking languages other than English at home, particularly Vietnamese and Arabic. During the home visits to residents, the consultant team found that 17 of the households we spoke with were home to residents from a non-English speaking background. These residents had varying levels of English proficiency ranging from little to no spoken English to total fluency.

While a number of residents from a non-English speaking background did participate in the home visit consultations and questionnaire, it is possible that the language barrier may have prohibited some residents from participating in the consultation program. It is recommended that Landcom consider translating any future community information materials into Vietnamese, as a matter of routine.

5 Conclusion

This consultation program has been successful in meeting the desired objectives and has gained useful feedback from residents of Cooper Road on Landcom's ideas for the design of the residential precinct at Potts Hill.

Participation in the consultation program was relatively high, with over forty-five per cent of residents in the target audience either completing the questionnaire or participating in a home visit consultation.

The results of the consultation program include both quantitative and qualitative data. In summary, the consultation program found that the key issues for residents on Cooper Road, in relation to the design of the boundary between existing properties and the new residential precinct, include:

- Concerns over loss of privacy as a result of the new development.
- Concerns over loss of bushland including existing flora and fauna.
- Safety and security and traffic congestion.
- Potential impacts to property values.

The consultation program found that there is a portion of Cooper Road residents who are opposed to the proposed development. Despite this, the majority of residents that engaged with the consultant team during the home visit consultations were appreciative of the consultation process and were grateful for the opportunity to have their say. Many residents also expressed a desire to be kept informed of the development as it progresses through the planning and approvals process.

6 Recommendations

This consultation program has helped to identify the key issues of concern of Cooper Road residents in relation to the design of the new residential precinct at Potts Hill and it builds on the results of Landcom's consultation with residents as part of its preparation of the Potts Hill concept plan. Landcom should address these issues in determining a final design for the boundary between existing Cooper Road properties and the new residential precinct. Feedback should also be provided to Cooper Road residents, demonstrating how Landcom has considered and addressed residents' concerns.

The home visit approach that was selected for this consultation program has helped to build relationships between residents of Cooper Road and Landcom. In order to maintain and enhance the goodwill achieved from this program, it is recommended that Landcom continue to inform and involve Cooper Road residents in the planning of the residential precinct.

Key opportunities for future involvement of Cooper Road residents include:

- The planning and design of the proposed new fence and landscaping along the boundary between existing Cooper Road properties and the new development.
- The planning and design of parks within the new residential precinct.
- The planning of pedestrian paths and cycleways within the new residential precinct.
- The development of a Heritage Interpretation Plan for the site.

There is a range of consultation methods that could be used to involve residents in the above tasks.

This consultation program has also identified a need for further engagement with the residents of Cooper Road whose properties will potentially adjoin the new road entrances into the residential precinct. It is recommended that Landcom work with these residents to explore opportunities (through landscaping for example) to minimise potential noise and visual impacts.

A comprehensive database of property owner details was not available for this consultation program and as a result, the information package was delivered "to the residents" at their Cooper Road address. The majority of residents that participated in the consultation program were owner-occupiers or tenants of properties owned by the NSW Department of Housing. However, of the residents that did not participate in the process, it is not known whether they are owner-occupiers or tenants. It is recommended that further efforts be made to identify and consult the owners of any properties on Cooper Road that are privately leased, who have not had the opportunity to be involved in this consultation program.

This consultation program has been effective in gaining feedback from residents of Cooper Road about Landcom's ideas for the design of the boundary between existing Cooper Road properties and the new residential precinct. However, it is recommended that Landcom engage with the broader Birrong community as part of the planning process for the residential precinct.

A stakeholder communications and consultation strategy should be prepared to support the preparation and public exhibition of the residential precinct project application. The strategy should identify target stakeholders and key issues, communications and consultation techniques and a program for implementing the strategy in coordination with the overall project timeline. The strategy should also identify methods for communicating with people from a non-English speaking background, particularly with Vietnamese speaking residents, and detail responsibilities for ongoing management of resident concerns and enquiries.

Appendix A Consultation materials

APPENDIX A Letter to residents



www.landcom.com.au

16 April 2009

To the Resident/s
Cooper Road
BIRRONG NSW 2143

Dear Resident/s,

Potts Hill redevelopment – resident questionnaire

Landcom is currently preparing plans for a new residential development at Sydney Water's Potts Hill Reservoir site. The residential development is proposed for the western side of the Potts Hill Reservoir site and adjoins existing properties on Cooper Road.

As part of our planning process we would like input from local residents. We have developed some ideas for how to design the boundary between the proposed new homes and existing homes on Cooper Road and we would like to know what you think about them.

Enclosed is an information booklet which provides some diagrams and more details about these ideas, as well as a short questionnaire which asks for your feedback. Feedback will be used along with the results of environmental, social and other studies, to help us develop a preferred design for the development.

We would appreciate it if you could complete the attached questionnaire and return it to us in the enclosed reply paid envelope by Friday 1 May 2009.

From Monday 20th April 2009 for a one to two week period, we will be visiting residents in your street to answer questions about the proposed development and questionnaire. During these visits, Landcom representatives will explain what stage the plans are up to and will show you some more pictures which may help you better understand how the new residential development could look from your property. This is also an opportunity for you to explain in person, what issues you feel are most important.

If you would like to make a specific time for us to visit you, please call us on the toll free community information line on 1800 768 226. We look forward to receiving your feedback.

Yours sincerely,

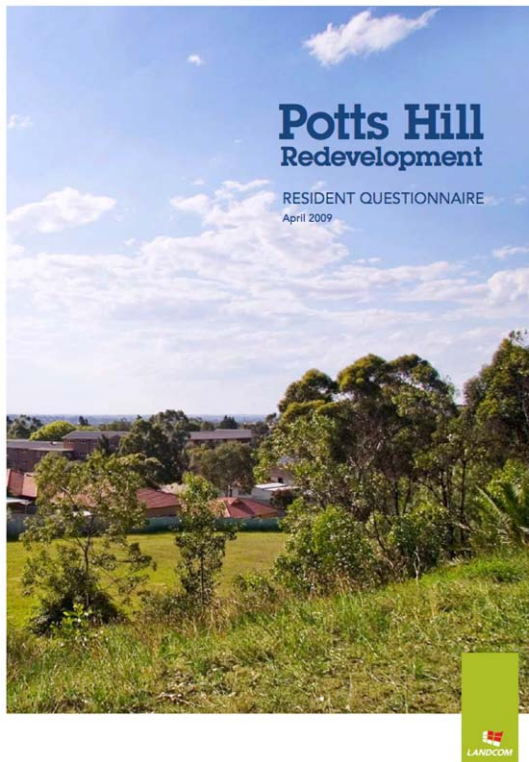
A handwritten signature in black ink that reads 'Camille Abbott'.

Camille Abbott
Development Director



Level 2, 330 Church Street
Parramatta NSW 2150
PO Box 237 Parramatta NSW 2124
DX 28448 Parramatta
ABN 79 268 280 688
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Facsimile 61 2 9641 8888
enquiry@landcom.nsw.gov.au

APPENDIX B Questionnaire



Resident questionnaire

Thank you for participating in this questionnaire.

Landcom is currently preparing plans for a new residential development at Sydney Water's Potts Hill Reservoir site. As part of our planning process we would like input from local residents.

The aim of this questionnaire is to find out how residents feel about our ideas for how to design the boundary between the proposed new homes and existing homes on Cooper Road. Your feedback will help us to understand what issues are important to you and your neighbours. We will use the results of this questionnaire, along with the results of environmental, social and other studies, to help develop a preferred design.

We would appreciate it if you could take a few minutes to answer the following questions.

1. Please tell us approximately how long you have lived at your current address? _____
2. How many people regularly live at your address? _____
3. Please tell us whether you own your home or are renting? (please tick)
☐ Own ☐ Rent ☐ Other
If 'other,' please explain: _____
If you are renting, please tell us the contact details of your managing agent so that we can also invite the owner of your property to participate in this questionnaire:
Name of managing agent: _____
Phone number: _____
4. Do you speak a language other than English at home? (please tick)
☐ Yes ☐ No
If yes, what other language(s) do you speak? _____
5. Are you familiar with Landcom's proposal to redevelop parts of the Potts Hill Reservoir site? (please tick)
☐ Yes ☐ No
If yes, what do you like about the redevelopment proposal and why? _____

If yes, what do you dislike about the redevelopment proposal and why? _____

6. How do you think the new residents could integrate with your community? _____

The information booklet provided with this questionnaire explains Landcom's ideas for how the boundary between the new housing development and existing homes on Cooper Road could be designed (please refer to pages 4 and 5 of the information booklet). The following questions ask for your feedback on these ideas.

7. An idea being considered by Landcom is to build a new public road behind your property to provide access to the new housing development. A new fence would be built between existing homes on Cooper Road and the new public road. Landcom would plant trees and shrubs outside your property fence line to help screen the new homes from your property. What do you think about this idea and why?

8. Another idea being considered by Landcom is to build new homes directly behind your property. A new fence would be built between existing homes on Cooper Road and the new housing development. Landcom would plant trees and shrubs outside your property fence line to help screen the new homes from your property. What do you think about this idea and why?

9. Please explain any suggestions you may have about other ways Landcom could design the boundary between new homes and existing homes on Cooper Road?

10. What do you think are the most important issues for Landcom to consider?

Issue 1: _____
Issue 2: _____
Issue 3: _____

(continued over page)

11. Please make any other comments:

If you would like to be kept informed about the project, please provide your contact details below:

Name: _____
Address: _____
Phone: _____ Email address: _____

Your completed questionnaire should be returned to us in the enclosed reply paid envelope by Friday 1 May 2009.

More information

If you would like more information or have a question about the Potts Hill project, please call the toll free information line on 1800 768 226 or email pottshill@landcom.nsw.gov.au

If you would like a copy of this information in a language other than English, please call the toll free information line on 1800 768 226 or write to:

Potts Hill Project
GPO Box 91
Sydney NSW 2001

إذا رغبتم في الحصول على نسخة من هذه المعلومات باللغة العربية، فالرجاء الاتصال
بمركز المعلومات على الرقم المجاني ١٨٠٠ ٧٦٨ ٢٢٦ أو الكتابة إلى:

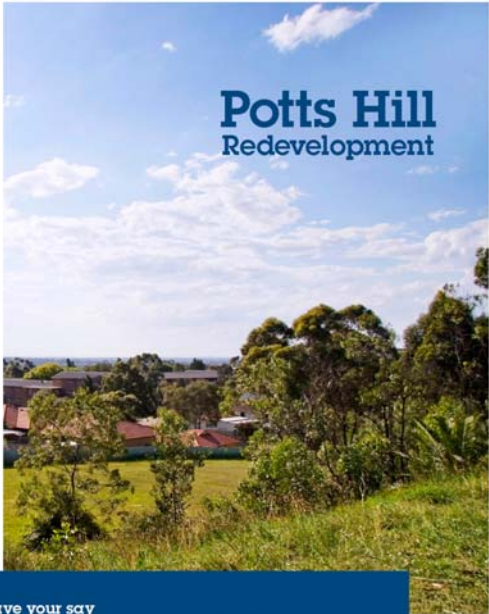
Potts Hill Project
GPO Box 91
Sydney NSW 2001

Nếu quý vị muốn có một bản sao về thông tin này bằng tiếng Việt, xin gọi cho
đường dây thông tin theo số điện thoại miễn phí 1800 768 226 hoặc viết cho:

Potts Hill Project
GPO Box 91
Sydney NSW 2001



APPENDIX C Information booklet



Potts Hill Redevelopment

Have your say
Landcom is currently preparing plans for a new residential development at Sydney Water's Potts Hill Reservoir site. Have your say on the plans and contribute your ideas about the development.

April 2009



Changes at Potts Hill

Landcom is currently preparing plans for a new residential development at Sydney Water's Potts Hill Reservoir site. The residential development is just one aspect of Landcom and Sydney Water's broader plans for redevelopment of around 40 hectares of the 116 hectare site.

Work on the redevelopment has included preparation of an environmental assessment for the concept plan. This document explained the redevelopment proposal and included broad plans for new parks, residential housing and a business park. The assessment went on public display in August last year and Landcom and Sydney Water received much useful feedback from the public and other stakeholders. Landcom and Sydney Water prepared a revised concept plan based on stakeholder feedback and additional studies, and this has been submitted to the Department of Planning for final assessment. A decision on approval of the proposal is expected by the middle of this year.

Landcom is now preparing more detailed plans for the layout of the proposed residential development. The plans include around 400 new homes and Landcom is investigating a variety of housing types ranging from single homes to townhouses, seniors living and small-scale apartments. The residential development is proposed for the western side of the Potts Hill Reservoir site and adjoins existing properties on Cooper Road. The location of the proposed residential area is shown in blue on the map provided to the right.



KEY
Site for proposed residential development

How to have your say

As part of the planning process for the new residential development, Landcom would like input from local residents.

A short questionnaire has been developed which asks for your feedback on Landcom's ideas for how to design the boundary between the proposed new residential development and existing homes on Cooper Road. More information about these ideas is provided in this booklet.

Your completed questionnaire should be returned to Landcom in the reply paid envelope provided, by Friday 1 May 2009.

Landcom is committed to consulting with local residents about the proposed residential development.

Your feedback will help Landcom to understand what issues are important to you and your neighbours. It will be used by Landcom along with the results of environmental, social and other studies, to help develop a preferred plan for the development.

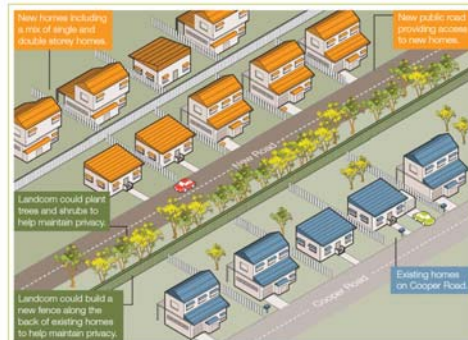


Some of the plans so far

As shown by the map on the previous page, the proposed new residential development adjoins existing properties on Cooper Road. Landcom has come up with some ideas for how the boundary between the new housing development and existing homes on Cooper Road

could be designed. The pictures provided below help to explain these ideas.

Landcom is interested in your feedback on these ideas and the issues you think are most important to consider when designing the development boundary.

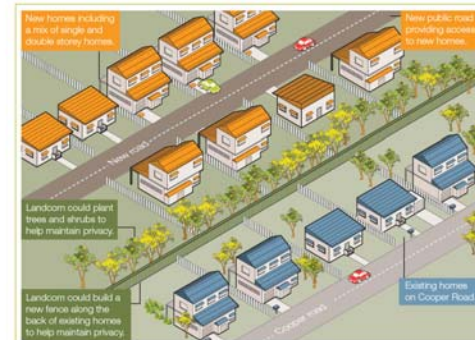


An idea being considered by Landcom is to build a new public road behind your property to provide access to the new housing development. As shown above, a new fence would be built between existing homes on Cooper Road and the new public road. Landcom would plant

trees and shrubs outside your property fence line to help screen the new homes from your property.

Direct access to your property would remain from Cooper Road but would also be possible from the proposed new road at the rear of your property.

Note: Indicative only, not to scale.



Another idea being considered by Landcom is to build new homes directly behind your property. A new fence would be built between existing homes on Cooper Road and the new housing development. Landcom would plant

trees and shrubs outside your property fence line to help screen the new homes from your property.

Direct access to your property from Cooper Road would remain unchanged.

Note: Indicative only, not to scale.



How to get more information

From Monday 20 April 2009 for a one to two week period, representatives from Landcom will be visiting residents in your street to answer questions about the proposed development and questionnaire.

During the visit, Landcom representatives will explain what stage the plans are up to and will show you some more pictures which may help you better understand how the new residential development could look from your property.

This is also an opportunity for you to explain in person, what issues you feel are most important.

If you would like to make a specific time for Landcom's representatives to visit you, please call the toll free community information line on 1800 768 226.

If you have any other general questions or would like a copy of this information in another language, please call the toll free community information line on 1800 768 226.

The next steps in the planning process

A number of factors must be considered by Landcom when planning the new residential development at Potts Hill. The results of the resident questionnaire and other stakeholder consultation will be assessed by Landcom along with the outcomes of social, environmental, economic and other studies, in order to come up with a preferred plan.

Landcom will keep residents up to date with the progress of the redevelopment through community newsletters. You are always welcome to contact Landcom on the toll free community information line 1800 768 226 or email pottshill@landcom.nsw.gov.au to ask any questions.

APPENDIX D 'We called' card

Potts Hill Redevelopment

We called...

_____ from Landcom's
Potts Hill Redevelopment Project visited you today
_____ at _____
but unfortunately there was nobody home.

We were visiting to discuss Landcom's proposal for a new residential development within Sydney Water's Potts Hill Reservoir site. Landcom is currently preparing the plans for this development and we would like your input.

We recently sent you a short questionnaire asking for your feedback on Landcom's ideas for the development. We would appreciate it if you could return your completed questionnaire to us by **Friday 1 May 2009**.

If you have any questions about the questionnaire or the redevelopment proposal, or would like to arrange a more convenient time for us to meet with you, please call the toll free community information line on **1800 768 226** or email us at pottshill@landcom.nsw.gov.au



We called...

For more information on the Potts Hill Redevelopment Project, please call the toll free community information line on **1800 768 226** or email us at pottshill@landcom.nsw.gov.au

Anonymous resident letter

Cooper Street Residents

Landcom proposal –New Houses behind your backyard

All of Landcom's proposals sent to the residents of Cooper Road until recently were that they would put a new road bordering your property and build any new houses on the other side of this road. Now Landcom has sent you a questionnaire in which they are putting forward 2 "ideas" and asking you which one of these ideas you like and why.

In the questionnaire as per question number 7 Landcom will build a **new road behind your property** and new houses on the other side of the new road (picture number 1 on page 4 of the booklet) **so that the new houses will not be adjoining your backyard.**

You should very strongly make it clear that this is the option that you want for the following reasons:

1. You will retain some of the privacy that you have enjoyed for years. The new houses will not be adjoining your backyard but will be on the other side of the new road. The new road will be between your backyard and the new houses.
2. You will have a second access to your backyard from the new road for boats , trailers, trucks etc
3. At the moment Bankstown Council will not allow you to build another house in your backyard (even though you have large backyards) because the Council requires all new houses to have street frontage. With the new road bordering your property at the back you should be able to build another house in your backyard fronting the new road and access from the new road. You could rent or sell the second house and get a return from the large backyard that's lying idle.
4. This will increase the value of your property

In the questionnaire as per question number 8 Landcom **now dose not want to waste its land** to build a new road behind your property and new houses on the other side of the new road. It wants to build the **new houses adjoining directly to your backyard** (picture number 2 on page 5 of the booklet).

You should very strongly make it clear that you don't want this option for the following reasons:

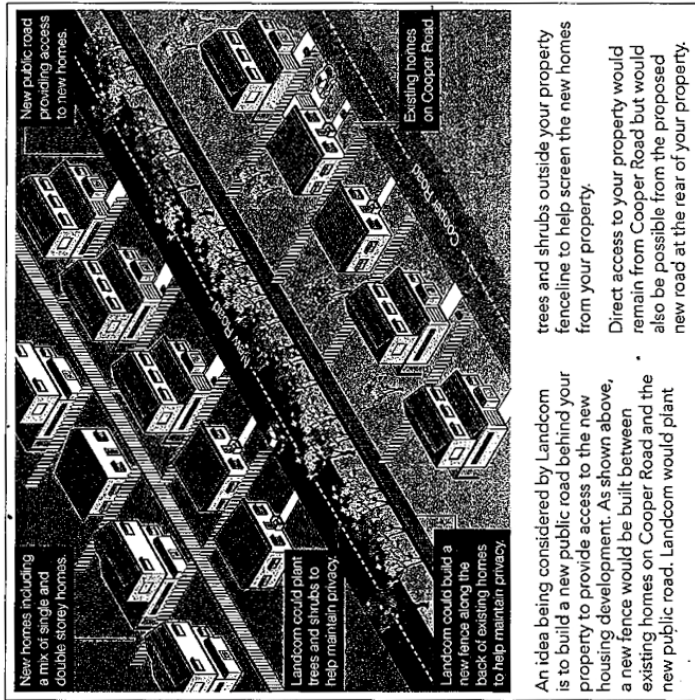
1. You paid higher price for your property to enjoy the privacy & security of your backyard. When you bought your property there was no indication that Landcom will one day build new houses directly adjoining your backyard.
2. Remember the blocks of land in the new development will be much smaller than your property and there for the new houses will come up to within a few meters of your backyard boundary. The new houses will be 2 storey looking into your backyard. Just have a look at the houses in the new development of Botanica (opposite the Carnarvon Golf Course)
3. This will definitely drop the value of your property.
4. The people who buy these new houses will be new. You won't know them like you have known your exiting neighbours for years.

Some of the plans so far

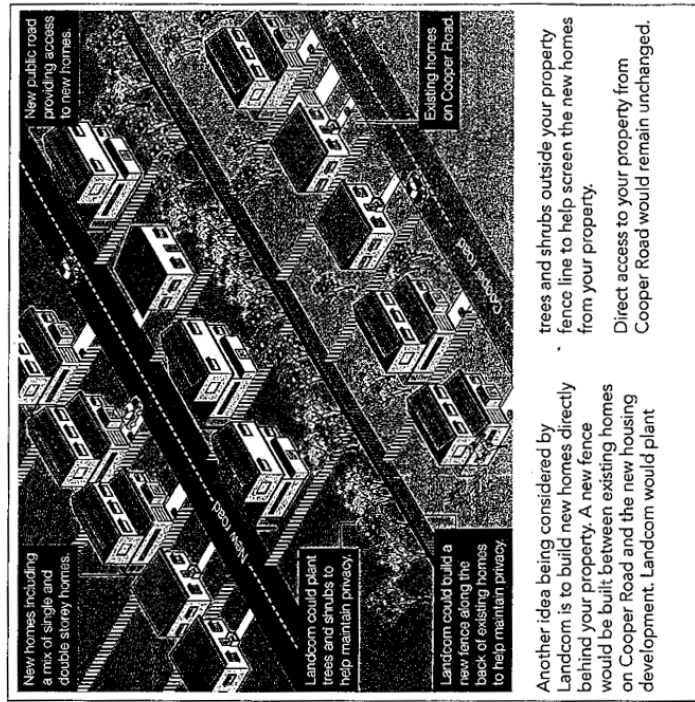
As shown by the map on the previous page, the proposed new residential development adjoins existing properties on Cooper Road. Landcom has come up with some ideas for how the boundary between the new housing development and existing homes on Cooper Road could be designed. The pictures provided below help to explain these ideas.

Landcom is interested in your feedback on these ideas and the issues you think are most important to consider when designing the development boundary.

1



2



Appendix C Landcom update letter



www.landcom.com.au

23 April 2009

To the residents
Cooper Road
BIRRONG NSW 2143

Dear resident,

Potts Hill redevelopment – update on community consultation

I'm writing about Landcom's consultation process with Cooper Road residents for the proposed residential development at Sydney Water's Potts Hill Reservoir site.

Last Thursday 16th April, we sent you a letter, information materials and a questionnaire asking for feedback on Landcom's ideas for the design of the boundary between the proposed new homes and existing homes on Cooper Road. During this week and next, Landcom representatives are visiting residents to answer questions about the proposed development and questionnaire.

We are aware that on Monday 20th April, residents were also sent an anonymous letter, suggesting that you should support the plan for a new road immediately behind your property. I would like to clarify that this letter is **not** from Landcom and the views contained in the letter are not those of Landcom. We encourage you to contact us on our toll free community information line on 1800 768 226 if you would like any clarification on the issues raised in the letter.

Your participation in the questionnaire

Your opinion and feedback are an important part of the decision making process for the new residential development. We encourage you to complete the questionnaire and provide your personal feedback and opinion.

All feedback received from residents is strictly confidential. Your completed questionnaire is due back by Friday 1st May 2009 and can be returned in the reply-paid envelope supplied.

If you have any questions about the redevelopment proposal or you would like to make a specific time for us to visit you, please call us on 1800 768 226. We look forward to receiving your feedback and thank you for your participation.

Yours sincerely,

A handwritten signature in black ink that reads 'Camille Abbott'.

Camille Abbott
Development Director



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Parramatta NSW 2150
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enquiry@landcom.nsw.gov.au