



Eastern Creek Quarter Stage 3

Consultation Outcomes Report

Client: Frasers Property Australia

Date: 15 December 2020

Contact:

Calli Brown
calli.brown@elton.com.au
+61 (02) 9272 5645

**SYDNEY
02 9387 2600**

Level 27, 680 George Street
Sydney NSW 2000

www.elton.com.au
consulting@elton.com.au
Sydney | Brisbane | Canberra | Darwin | Melbourne | Perth
ABN 56 003 853 101

Prepared by	Laura Brice, Ella Burgess and Calli Brown
--------------------	---

Reviewed by	Rebecca Smith
--------------------	---------------

Date	15 December 2020
-------------	------------------

Version	9
----------------	---

Contents

1.1	Introduction	3
1.2	The Site	4
1.3	Overview of the development	5
1.4	SEARS requirements	6
1.5	Long term commitment to engaging with neighbours and the local community	6
3	COMMUNITY ENGAGEMENT PROGRAM	7
4	SURVEY RESULTS	8
1.6	Analysis of responses	8
1.6.1	Responses to multiple choice questions	9
1.6.2	Responses to open ended questions	18
2	STAKEHOLDER MEETINGS	22
2.1	Overview	22
2.2	Consultation with TfNSW	22
2.3	Consultation with Environment, Energy and Science Group (EES)	22
2.4	Blacktown City Council Planning Meeting	23
2.4.1	Stage 3 Concept Plan Lodgement Briefing	23
2.5	Eastern Creek Public School Meeting	24
2.5.1	Presentation	24
2.5.2	Question and Answer Session	25
3	SOCIAL MEDIA	27
4	1800 NUMBER	28
 FIGURES		
Figure 1: Site location Source: Nearmap		4
Figure 2 Indicative Concept Drawing		5
 APPENDICES		
A	Online survey	30
B	Online survey participant profile	35
C	Postcard distribution map	36
D	Postcard	37
E	Social Media	38
F	In centre Promotion	39
G	Eastern Creek Quarter Masterplan	41

1 Background and Context

1.1 Introduction

This Consultation Outcomes Report has been prepared for Frasers Property Australia to support a State Significant Development Application (SSDA) submitted to the Department of Planning, Industry and Environment (DPIE) relating to Lot 3 of the Eastern Creek Quarter Site at Rooty Hill Road South, Eastern Creek. The application seeks Concept Plan approval for the staged construction of a new retail outlet centre at Lot 3 with supporting food and beverage tenancies, and ancillary entertainment and recreation usages.

This report addresses the following items of the Secretary’s Environmental Assessment Requirements (SEARs):

SEARS consultation requirements	<p>During the preparation of the EIS, you must consult with the relevant local, State or Commonwealth Government authorities, service providers, community groups and affected landowners.</p> <p>In particular you must consult with:</p> <ul style="list-style-type: none">- Blacktown City Council- Transport for NSW- Environment, Energy and Science Group in DPIE- Eastern Creek Public School- Local community. <p>The EIS must describe the consultation process and the issues raised and identify where the design of the development has been amended in response to these issues. Where amendments have not been made to address an issue, a short explanation should be provided.</p>
--	--

1.2 The Site

The 34ha Eastern Creek Quarter site is situated to the north of the Great Western Highway between Rooty Hill Road South and the M7 Motorway. Church Street marks the site's northern boundary. The site forms part of the Western Sydney Parklands and is located within the Blacktown Local Government Area. It is located approximately 1.5km south east of Rooty Hill Station.

This SSDA relates to Lot 3 of the ECQ site, which is the final lot proposed to be developed. It is located in the northern part of the site and has an area of approximately 7.29ha (refer to **Figure 1** below).

Figure 1: Site location Source: Nearmap



1.3 Overview of the development

The proposed State Significant Development Application (SSDA) seeks Concept Plan approval for a new retail outlet centre at Lot 3 of the Eastern Creek Quarter site. The Concept Plan will establish the following framework to guide the future detailed design of the Lot 3 development:

- » Land uses, including retail (factory outlet), food and drink premises, amusement centre and indoor recreation facility;
- » Building footprints, including basement, with a maximum height of 12m;
- » A maximum GFA of 39,500m² at Lot 3 which will be staged as follows:
 - > Phase A: 29,500m²
 - > Phase B: 10,000m²
- » Upgrade of Church Street for vehicular access, including traffic signals at the Church Street/Rooty Hill Road South intersection;
- » Modifications to the Cable Place/Rooty Hill Road South/Site Access intersection; and
- » Modifications to the Francis Street/Eastern Road/Rooty Hill Road South intersection.

It is also proposed to seek consent for a series of early works including:

- » Removal of up to 0.73 ha of Cumberland Plains Woodlands in the south west corner of the site;
- » Bulk earthworks within Lot 3; and
- » Extension of the internal access road to connect to the basement car park.

The proposed outlet centre at Lot 3 will necessitate the inclusion of conditions of consent which requires the modification of SSD 5175 (the existing Concept Plan for the broader ECQ site) to amend the overall allocation of GFA and associated uses, relevant Concept Plans and the existing Design Guidelines.

This report is based on the Concept Plan prepared by i2C, shown at **Figure 2** below. An a more detailed copy of this plan can be found in **Appendix G**.

Figure 2 Indicative Concept Drawing



2 Purpose of this Report

1.4 SEARS requirements

As part of the SEARS consultation requirements, Elton Consulting supported Frasers in consulting with both Eastern Creek Public School and the local community. This report outlines the consultation program, including all communications and engagement tools and techniques, the feedback that was captured and the response to what was heard. The report also includes a summary of Frasers' consultation with Blacktown City Council.

1.5 Long term commitment to engaging with neighbours and the local community

Frasers is committed to engaging with its neighbours – particularly Eastern Creek Public school and the local community. In addition to statutory requirements to consult with the school and neighbours when seeking development applications, Frasers has been regularly engaging with the school and its community over the past several years.

Highlights of this engagement have been attendance and support at the 2019 Father's Day BBQ Breakfast, where project team members were on site to answer any questions the school and its community had in relation to the anticipated December 2019 opening. Following this engagement, a tour of the site was organised for school students towards the end of Stage 3 construction.

3 Community Engagement Program

The community engagement program launched on Monday 3 August for a four-week period, finishing on Monday 31 August 2020. To ensure the safety of Eastern Creek Quarter shoppers and the local community, the program was designed to allow for social distancing, through digital engagement.

To gather feedback from the local community, an online survey was developed which included a copy of the concept plan for respondents to review. **451 people responded to the survey during the engagement period. The survey was promoted through comprehensive communications:**



Updates to the Eastern Creek Quarter Website



A1 boards, posters, table decals and take-away postcards at heavy traffic sites throughout the existing Eastern Creek Quarter Shopping Centre (see examples in Appendices F).



Letterbox drop distributed to 1005 residents in a 1km radius



Project 1800 phone number and project email address were made available



Three updates on Eastern Creek Quarter's social media channels (Facebook and Instagram)



Carousel advertising on the homepage of the Eastern Creek Quarter website



Key stakeholder meetings



Advertisement in the local newspaper

4 Survey results

Overview

- » The online survey was open from the 3rd of August 2020 to the 31st of August 2020, a 4-week calendar period (Friday – Friday)
- » 451 people responded to the online survey
- » A random draw for an in-centre \$100 voucher was promoted to incentivise survey participation
- » A demographic profile of survey participants is provided in the Appendices

1.6 Analysis of responses

This section provides an analysis of the survey results.

The analysis is presented question by question. The number of people who responded to each question is indicated in the analysis below by **(n = 451)**.

1.6.1 Responses to multiple choice questions

Q1. How often do you visit/shop at Eastern Creek Quarter? (n = 449)

Approximately three quarters of respondents visit the site between one and several times per week. Of these respondents, there was almost an equal split between people who visited the site for once weekly 'big grocery shop' and those who made multiple smaller visits.

98 per cent of participants had visited Eastern Creek Quarter before. It can be assumed that the Two per cent who had not visited the centre found out about the survey through the communication channels used to promote the engagement.

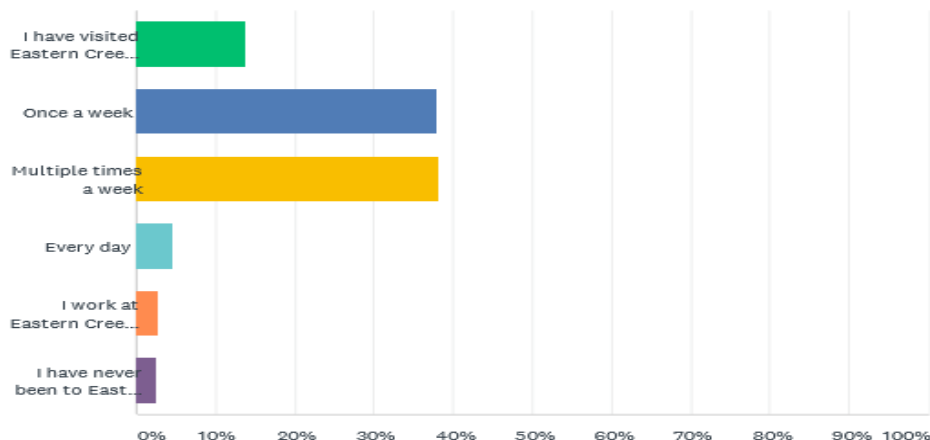
Respondents indicated the frequency of their visits below:

1. Multiple times a week (selected by 172 participants, 38.31%)
2. Once a week (selected by 171 participants, 38.08%)
3. I have visited Eastern Creek Quarter on one occasion (selected by 62 participants, 13.81%)
4. Every day (selected by 21 participants, 4.68%)
5. I work at Eastern Creek Quarter (selected by 12 participants, 2.67%)
6. I have never been to Eastern Creek Quarter (selected by 11 participants, 2.45%)

Eastern Creek Quarter Stage 3

Q1 How often do you visit/shop at Eastern Creek Quarter? Select one

Answered: 449 Skipped: 2



Q2. What do you like most about Eastern Creek Quarter so far? Select any (n=448, multiple responses allowed)

The two most popular attractions that were selected by participants were:

- » the food and beverage offering
- » the range of shops and services that meet their needs

Just over half of the participants felt that Eastern Creek Quarter was accessible with good parking and transport, while over a said they liked the community and neighbourhood feel.

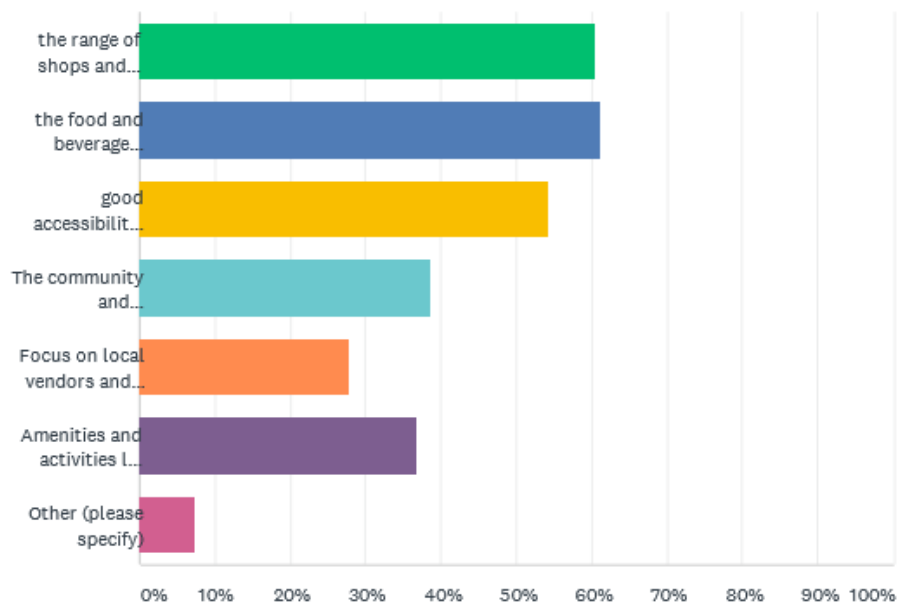
When choosing their favourite attractions, respondents selected the following options:

1. The food and beverage offering (selected by 275 participants, 61.38%)
2. The range of shops and services meets my needs (selected by 271 participants, 60.49%)
3. Good accessibility with parking and transport (selected by 244 participants, 54.46%)
4. The community and neighbourhood feel (selected by 173 participants, 38.62%)
5. Amenities and activities like kids play equipment, outdoor big screen (selected by 165 participants, 36.83%)
6. Focus on local vendors and culture (selected by 125 participants, 27.90%)
7. Other, please specify (selected by 33 participants, 7.37%)

Eastern Creek Quarter Stage 3

Q2 What do you like most about Eastern Creek Quarter so far? Select any

Answered: 448 Skipped: 3



Q3. When you think about future stages of Eastern Creek Quarter, what would be of most interest to you? Select any (n = 449, multiple responses allowed)

An overwhelming majority (almost 90%) indicated a wider and more diverse range of shops and services in the future stages of Eastern Creek Quarter is of most value. Over half the participants also nominated that they would like to see an increase in food and beverage providers available. This speaks to the potential and demand for the centre to become a true destination for shopping and dining in the local area.

When choosing facilities that were of most interest to them, respondents selected the following options:

1. A bigger range of shops and services (selected by 396 participants, 88.20%)
2. Increased food and beverage (selected by 241 participants, 53.67%)
3. More facilities and activities for the community (selected by 171 participants, 38.08%)
4. Jobs or business opportunities (selected by 120 participants, 26.73%)
5. Better accessibility to parking and transport options (selected by 104 participants, 23.16%)
6. Opportunity for more people outside the area to visit (selected by 86 participants, 19.15%)
7. Other, please specify (selected by 36 participants, 8.02%)

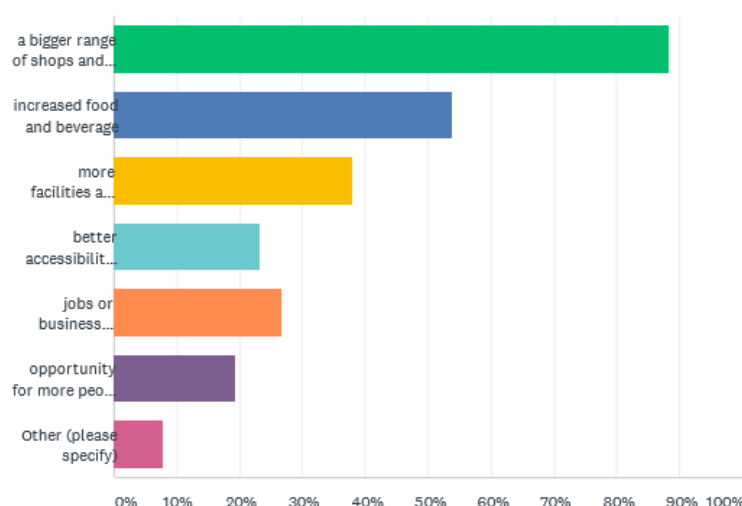
Of the 'other' option, the most frequent suggestions included

- » Aldi
- » Big W or Target
- » More seating spaces
- » Banks
- » Butcher
- » Post Office

Eastern Creek Quarter Stage 3

Q3 When you think about future stages of Eastern Creek Quarter, what would be of most interest to you? Select any

Answered: 449 Skipped: 2



Q4. In the last month which of the following categories have you purchased at Eastern Creek Quarter or elsewhere? Select any (n = 447, multiple responses allowed)

Three quarters of respondents had shopped for fashion across gender and age, while another 40 per cent nominated hair and beauty.

Interestingly, the largest proportion of respondents (44%) nominated 'other' These participants nominated:

- » Groceries/ food and beverages
- » Dental/medical items

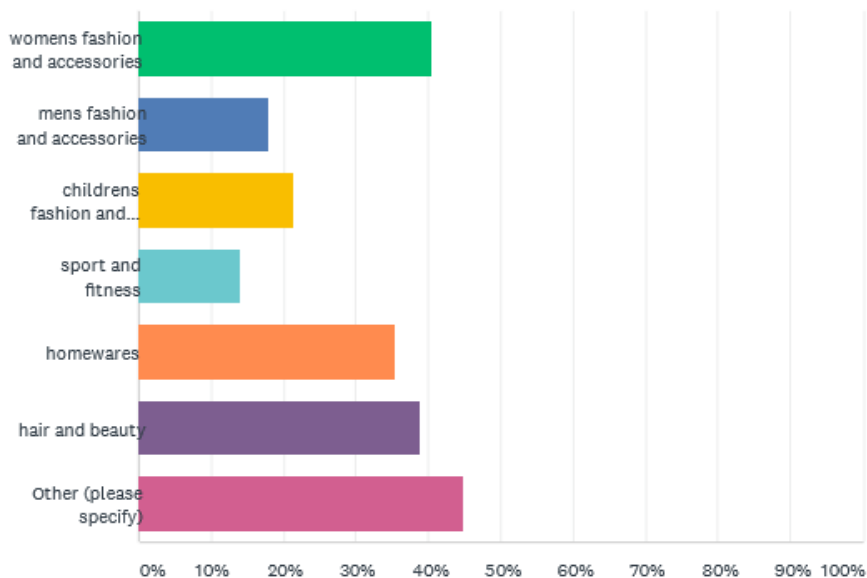
When nominating which categories participants bought from, participants selected the below:

1. Other (selected by 200 participants, 44.74%)
2. Women's fashion and accessories (selected by 181 participants, 40.49%)
3. Hair and beauty (selected by 174 participants, 38.93%)
4. Homewares (selected by 158 participants, 35.35%)
5. Children's fashion and accessories (selected by 95 participants, 21.25%)
6. Men's fashion and accessories (selected by 80 participants, 17.90%)
7. Sport and fitness (selected by 63 participants, 14.09%)

Eastern Creek Quarter Stage 3

Q4 In the last month which of the following categories have you purchased at Eastern Creek Quarter or elsewhere? Select any

Answered: 447 Skipped: 4



Q5. What do you like most about your local area? Select any (n=448, multiple responses allowed)

It was clear from the results that respondents highly value the accessibility and the area's natural environment. Accessibility also featured in how easy it is to drive around the area. Interestingly, cultural diversity and vibrancy is also highly valued among respondents.

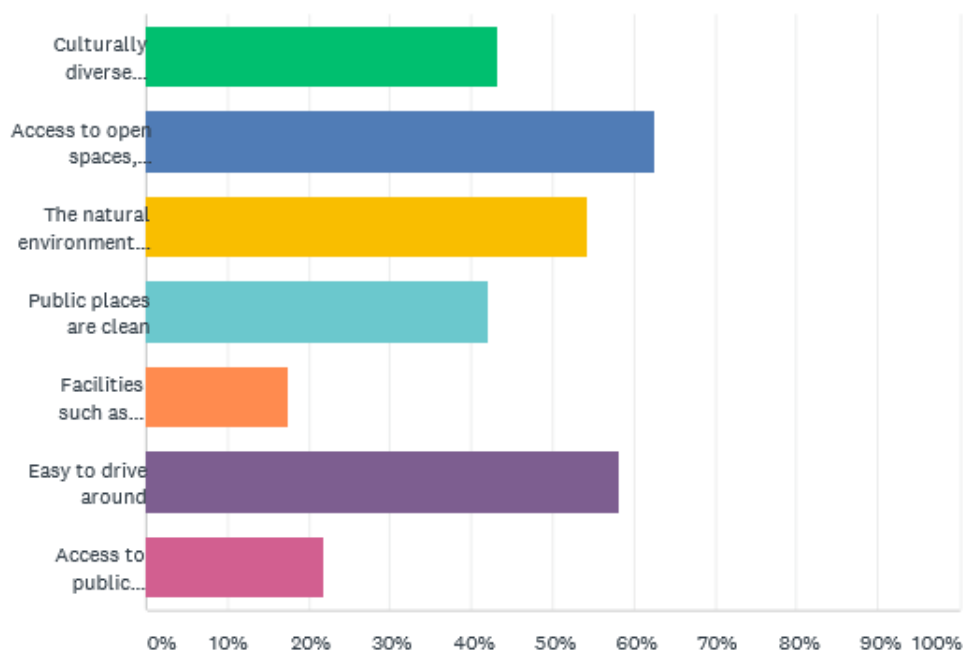
When selecting what they liked most about their local area, participants chose:

1. Access to open spaces, parklands and sport fields (selected by 280 participants, 62.50%)
2. Easy to drive around (selected by 261 participants, 58.26%)
3. Culturally diverse community (selected by 194 participants, 43.30%)
4. The natural environment including bushland and waterways (selected by 244 participants, 54.46%)
5. Public places are clean (selected by 188 participants, 41.96%)
6. Access to public transport (selected by 98 participants, 21.88%)
7. Facilities such as libraries, community centres (selected by 79 participants, 17.63%)

Eastern Creek Quarter Stage 3

Q5 What do you like most about your local area? Select any

Answered: 448 Skipped: 3



Q6. What would you like more of in the local area? Select any (n=448, multiple responses allowed)

Participants' selections indicated a clear trend for support towards indoor and outdoor facilities catering for activities and events. Outdoor community facilities, outdoor sporting facilities and indoor recreational facilities each scored above 50 per cent. This suggests there is a demand for these types of facilities in the local area.

A strong sense of community was evident as events and community activities were a popular option with respondents.

Participants could choose multiple options from those listed below:

1. Indoor recreational facilities eg. virtual reality sport, indoor rock climbing (selected by 239 participants, 53.23%)
2. Outdoor community facilities eg. Community farm, pop-up gardens (selected by 238 participants, 53.01%)
3. Outdoor sporting facilities eg. Cycling path, outdoor rock climbing (selected by 234 participants, 52.12%)
4. Events eg. music, comedy (selected by 220 participants, 49.00%)
5. Family-oriented facilities eg. kids play centre (selected by 212 participants, 47.22%)
6. Activities that bring people from outside the area to Blacktown (selected by 116 participants, 25.84%)
7. Access for disabilities (selected by 81 participants, 18.04%)
8. Other (selected by 30 participants, 6.68%)

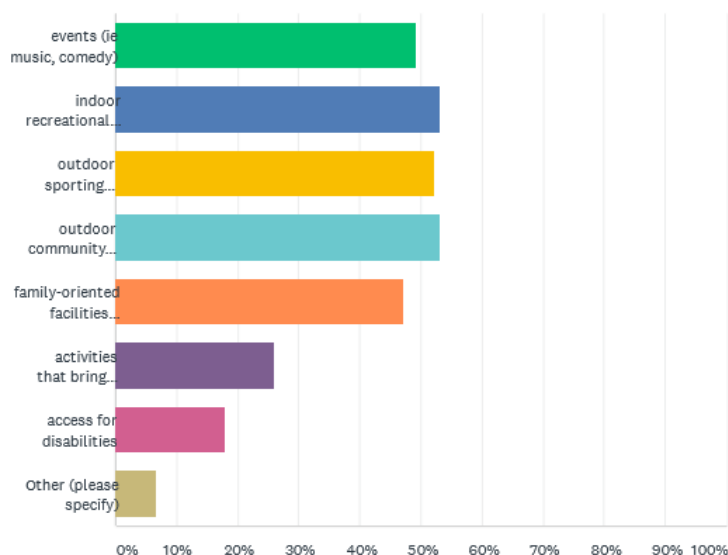
When nominating 'other' participants suggestions reflected the demand for outdoor sporting facilities. Suggestions included:

- » Bicycle parking near cafes
- » Farmers' Markets
- » Cinema
- » Activities for teens
- » Facilities for the elderly, e.g. a bus catering for all abilities.

Eastern Creek Quarter Stage 3

Q6 What would you like more of in the local area? Select any

Answered: 448 Skipped: 3



Q7. When travelling to Eastern Creek Quarter, which sustainable travel choices would be most likely to use, if any? Select any (n = 445, multiple responses allowed)

Almost half of respondents (48.65 per cent) said they would opt to car share, which suggests it would be the most convenient option. Over one third noted that they would walk.

Participants could choose multiple options from those listed below:

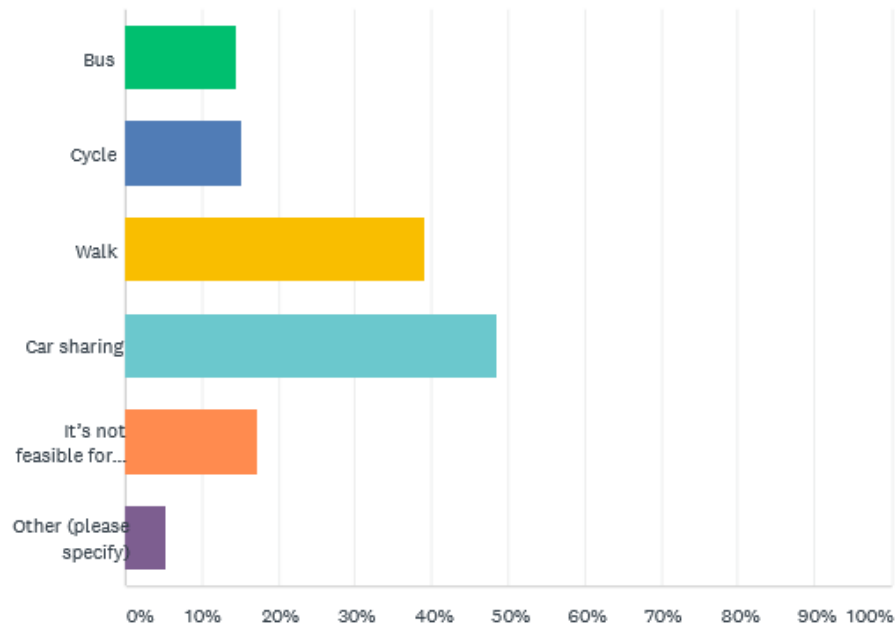
1. Car sharing (selected by 217 participants, 48.65%)
2. Walk (selected by 174 participants, 39.01%)
2. It's not feasible for me to use these methods of transport (selected by 77 participants, 17.26%)
3. Cycle (selected by 68 participants, 15.25%)
4. Bus (selected by 64 participants, 14.38%)
5. Other (selected by 23 participants, 5.17%)

Of the 'other' almost all of respondents indicated they would drive themselves.

Eastern Creek Quarter Stage 3

Q7 When travelling to Eastern Creek Quarter which sustainable travel choices would be most likely to use, if any? Select any

Answered: 445 Skipped: 6



**Q8. What would encourage you to use any of the sustainable travel options?
(n = 223, optional)**

This question as connected to the previous question, and was optional. Only half (223) participants responded to this question. Many participants seemed to not understand the nature of the question, indicating they would continue to drive their own cars. Of those who provided a response, the most frequent answers included:

- » Nothing
- » Hybrid cars
- » Free shuttle bus
- » Live close and would prefer to use car for convenience of taking groceries home
- » If there were nightlife venues this would encourage more access via non-car transport options
- » Nothing
- » Better bike paths
- » Reliable/frequent public transport

Q9. When it comes to future construction at Eastern Creek Quarter, what do you think is most important? Select any (n = 440, multiple responses allowed)

Not surprisingly, almost three quarters indicated increased traffic impacts. This was followed by managing impacts during construction. It should also be noted that adequate parking during construction was important to respondents. Sustainability and heritage were also important, which is reflected by the number of people selecting environmental and cultural considerations.

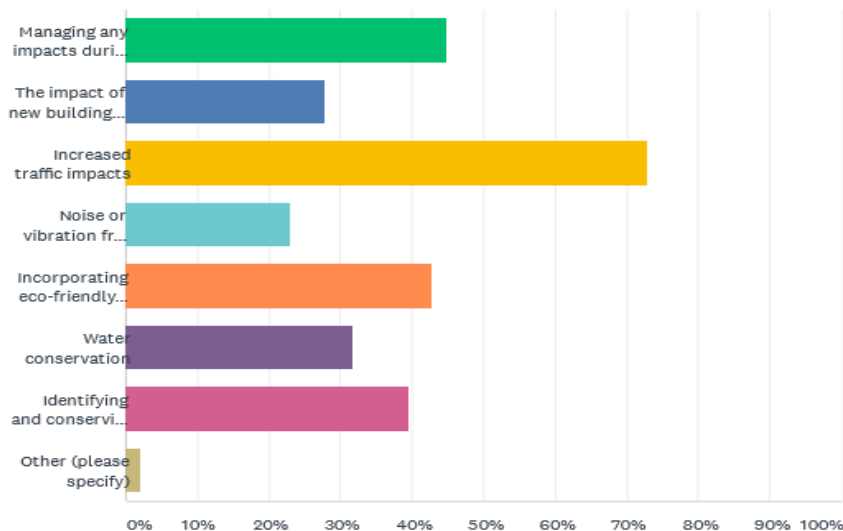
The options participants could choose from are listed below:

1. Increased traffic impacts (selected by 321 participants, 72.95%)
2. Managing any impacts during construction (selected by 197 participants, 44.77%)
3. Incorporating eco-friendly energy and materials (selected by 189 participants, 42.95%)
4. Identifying and conserving biodiversity, heritage and Aboriginal heritage (selected by 174 participants, 39.55%)
5. Water conservation (selected by 140 participants, 31.82%)
6. The impact of new buildings on local amenity (selected by 122 participants, 27.73%)
7. Noise or vibration from construction (selected by 101 participants, 22.95%)
8. Other (selected by 9 participants, 2.05%)

Eastern Creek Quarter Stage 3

Q9 When it comes to future construction at Eastern Creek Quarter, what do you think is most important? Select any

Answered: 440 Skipped: 11



Frasers response to the multiple-choice survey questions

- » In response to the strong support for a bigger range of shops, Stage 3 is proposing to include significant outlet retail shopping. Example categories include apparel and fashion accessories, which are strongly supported by respondents.
- » In response to the respondents' appreciation of the existing food and beverage and support for an increase to the food and beverage offering, Frasers is looking to further enhance the precinct's offerings. Frasers' plan is to provide more food and beverage tenancies in Stage 3, including slow dining restaurants, cafes, and food kiosks.
- » In response to the respondents' demand for recreation facilities, Frasers is looking into having an area or a large tenancy box in the proposed Stage 3 centre, dedicated for entertainment use. The existing outdoor space in Stage 1 will be further expanded as part of the Stage 3 proposal. This outdoor deck area provides excellent opportunity for community events and family-oriented recreation activities. We will consider providing further community and recreational facilities (such as bike paths, outdoor sporting facilities) in the design progress.
- » Frasers understands the importance of open spaces and parklands to the local community. As part of the design, we are looking to incorporate visual and physical links to the Western Sydney Parklands. Frasers will work with the Western Sydney Parklands Trust to achieve these connections.
- » Frasers understands the respondents' concern with traffic, and we are in process of reviewing the proposed infrastructure upgrade works. Please see detailed response in the "Parking and Traffic" section below.
- » Frasers hears the community's concern regarding the impacts of construction both during the build and on the natural environment. Frasers notes that impact during construction and impact on natural environment (including ecology and heritage) will be actively managed. Frasers is in the process of arranging for specific consultant reports on assessing potential impacts and preparing a construction management plan.
- » Eco-friendly energy and materials will be considered. Frasers has a high sustainability standard on our assets. We are in the process of reviewing appropriate sustainability targets for Eastern Creek Stage 3 (e.g. Green Star) and will fulfil relevant requirements during and after the construction process.

1.6.2 Responses to open ended questions

Q10. Do you have any comments or further suggestions about future stages of Eastern Creek Quarter or anything that could be improved (n = 249, 195 skipped this question)

As this is an open-ended question and qualitative in nature, a thematic analysis has been conducted. This is because open ended questions lend themselves to multiple themes appearing in one submission. The purpose of this question isn't to gather statistics, but rather gain an understanding of respondents' ideas and values in their own words. This can then be used to complement the data from previous questions.

Comments and feedback have been analysed and grouped in themes. Quotes that are representative of the themes have been included below. Themes are listed in order of frequency.

It is important to note that only just over half of all respondents (55%) elected to answer this question

Stage 3 (the development application)

The most frequent response received was in the form of support for the Stage 3 Concept, particular mention was paid to establishing a DFO:

"A DFO style shopping centre would be amazing to have"

"I'm happy with the progress this. DFO shopping would be great"

"More retail shops would be great. Bring DFO"

"Keep it up, the local community are behind you"

"Really meets community needs"

"Would love to be able to have a complete shopping, dining and community precinct that would stop me from having to go elsewhere. The convenience of living to ECQ is great and I would love to have a one stop for everything just like Mount Druitt offers"

"Love it and cannot wait to see more! Such a great addition to the neighbourhood!"

Frasers Response

It is pleasing to see the support for an outlet centre at Eastern Creek Stage 3. The proposed Stage 3 development will include a large outlet centre with significant space for discount outlet shops, with various food and beverage offerings.

Frasers is committed to engaging with the community as the development progresses

Parking and Traffic

The community expressed concern about the current carpark and traffic congestion. Creating a safe, more accessible carpark was of particular importance to participants.

"Parking needs to be commensurate to the increased retailers"

"Current parking levels will be an issue in summer"

"Entrance to Great Western Highway could be wider"

"Better carpark management. Currently the drive in from the roundabout people will speed straight in and I've almost been side swiped a few times trying to exit. Even just a stop sign or give way sign will help a lot"

"Undercover parking would be good"

"The parking area should be improved. The roads within the carpark should be widened"

"Improve the roads around the complex prior to completion. Having two lanes merging into one right before entering the shopping centre is an accident waiting to happen when crossing the Great western highway"

"Parking could be easier - pedestrian access away from cars"

"More disability parking"

"Wider parking spaces to allow easier access to car especially when putting children in cars"

Frasers Response

Parking: Frasers understands the respondents' concern on parking availability and management. The Stage 3 development will include more than 1,000 additional car parking spaces to accommodate increased parking demand, and will likely include both basement and on-grade spaces.

Traffic: Frasers understands the importance of vehicular access to the Eastern Creek site and acknowledge the respondents' concern with possible congestion. Frasers is investigating proposed infrastructure upgrade works with our traffic consultant Colston Budd Rogers & Kafes (CBRK). Frasers has been actively consulting with Transport for NSW (TfNSW) and the Blacktown City Council (BCC) to address the traffic impacts associated with the proposal. Proposed upgrades to Church St. and key intersections (including Church Street and RHRS intersection, Cable place & RHRS intersection, Francis Road & Eastern Road & RHRS intersection) are currently under review.

All age events and entertainment

Participants provided suggestions for activities and gatherings for all age groups. Comments would indicate there is a strong demand for ECQ to widen its opportunity for leisure and entertainment activities and offerings.

"The idea of allowing for a weekly or monthly night market event where people can come trade, listen to live music and eat would be really cool!"

"After COVID is over and we get back to normality, Indoor markets or plays/shows...Something where you really see community spirit coming together and smiling!"

"Events for family"

"If you are going to attract families you need to have live entertainment and activities"

"Do an outdoor cinema, entertainment for the youth (e.g. cinemas, bowling, time zone, bar)"

"Kids outdoor playground is a great space. Consider an indoor one for wet weather"

"Make it more family orientated, more options for shops, activities"

"It would be nice to maybe have some areas for older kids to enjoy like 8 - 15. Maybe like a half Basketball court or recreational activities to use while the younger kids play and parents are enjoying a meal or coffee"

"The centre needs more entertainment options (e.g. cinemas)"

Fraser's Response

Fraser's acknowledges that recreational facilities are important for families and building a sense of community. Currently the deck plaza with outdoor cinema screen is popular with families. As part of Stage 3, we are looking to expand the deck area and potentially relocate the cinema screen to create a larger gathering space for the community and facilitate family-oriented events. Fraser's appreciates respondents' suggestions (such as night markets, live events) and will facilitate these where possible. Fraser's is proposing to include entertainment facility in the Stage 3 Concept Plan that would cater for youth and children.

Retail suggestions

Interestingly, the responses received reflect the quantitative data from question 4 relating to the demand for fashion stores, and support for the development application.

"More retail shops"

"Some larger stores like JD sports, rebel etc"

"There needs to be a butcher, clothing alterations and big speciality stores such as Kmart"

"Not just be the same groups of shops"

"More variety of shops"

"A shoe shop such as footlocker, or a clothing brand store"

"More shops particularly women's and children clothing"

"Would love to see more selection of homewares shops and sporting shops"

"Have a good variety of name Fashion shops"

"Wider variety of major brand stores"

"More options for mens and womens clothing"

"A hub or section for the public to leave their recyclables e.g batteries, soft plastic, beauty packaging, soft plastics green energy and recycling"

Frasers Response

Frasers notes the strong demand for fashion stores, variety of shops and major brands. They have incorporated these suggestions in the leasing strategy for the Stage 3 centre, including targeting popular international brands (focusing on apparel) and providing a large variety of stores.

Connecting the centre to existing bike paths and the natural environment

Participants expressed the need for increased connection to active transport routes and outdoor neighbouring facilities.

"Get an extension from the M7 shared path to the shops to make it safer & easier for walkers & cyclists to get there"

"I think it would be good to link the bike path to the shopping centre. Many cyclists would visit for coffee etc"

"A shared path connecting the M7 cycleway to Eastern Creek Quarter. Could be done by having a path through the parklands."

"Bike path from M7 for cyclists and runners"

"Great facilities and clean and tidy. Would be nice to access the centre from the walking track that runs behind the m7/Bunya and Zoo"

"More outside areas with connection to the bush land around the area"

"More focus on nature and recycled water systems"

"Community garden"

"More trees and places for dogs also"

"A nature reserve and leash free dog park... Please include and cater for both"

Frasers Response

Frasers appreciates the respondents' suggestions of facilitating bike paths and other access to open space. We have been reviewing options for incorporating bike paths and bike cafes as part of design. Frasers is looking into other open space activation ideas such as a community garden and an educational centre. These ideas will be explored in further detail in future design process.

2 Stakeholder Meetings

2.1 Overview

Frasers held four stakeholder engagement meetings to seek feedback from key stakeholders. They were with TfNSW and Environment, Energy and Science Group as well as Blacktown City Council (BCC) and Eastern Creek Public School, as outlined in the SEARs requirements as well as. A high-level summary of the discussions of each meeting are captured below:

2.2 Consultation with TfNSW

Frasers Property Australia attended a meeting with TfNSW and traffic consultant Colston Budd Rogers & Kafes (CBRK) on 5 August 2020. The following was discussed at this meeting:

- Frasers & CBRK acknowledged receipt of the SEARs, including TfNSW's requirements, which will be addressed within the Traffic Report;
- Frasers & CBRK informed TfNSW of the proposed Stage 3 Concept Plan and sought their feedback on the proposed traffic works, including proposed works to:
 - Church Street/Rooty Hill Road South intersection;
 - Cable Place/Rooty Hill Road South/Site Access intersection;
 - Francis Street/Eastern Road/Rooty Hill Road South intersection;
- Frasers & CBRK attended a subsequent meeting with Blacktown City Council (BCC) in relation to the proposed traffic works, and incorporated both BCC and TfNSW feedback in the Traffic Report.
- Please refer to the EIS and Traffic Report for further details.

2.3 Consultation with Environment, Energy and Science Group (EES)

Ecological Australia (on behalf of Frasers Property Australia) wrote to EES on 11 December 2020 advising of the proposed Stage 3 Concept Plan and offering the opportunity to provide comment on this prior to submission. The following was addressed within the correspondence:

- Proposal to lodge a Biodiversity Development Assessment Report (BDAR) as part of SEARS requirements
- Noting that the proposal involves the removal of 0.73 ha of Cumberland Plain Woodland which meets both the BC Act and EPBC Act definition of the community
- Advising that Ecological Australia has prepared both a BDAR and an EPBC Act referral for the proposed modification
- Advising that The Department of Agriculture, Water and Environment determined that it is to be assessed using the Bilateral Agreement
- Please refer to the EIS and BDAR for further details.

2.4 Blacktown City Council Planning Meeting

Monday July 6th 2020

» 2-3pm

» Blacktown City Council

» Attendees: 10

Blacktown City Council (BCC)

» Glennys James, Director Planning and Development

» Richard Campbell, Manager Access and Transport Management

» Jey Mahendra, Chief Property Officer

» Judith Portelli, Manager Development Assessment

» Kelly Coyne, Assistant Team Leader Development

Frasers Property Australia (FPA)

» Joanna Russell, General Manager- Retail Development

» Matthew van Rijswijk, Development Director

» Mark Cleveland, Senior Development Manager

» Emelie Watkinson, Development Manager

The meeting was divided into two sections that the FPA presented to BCC:

2.4.1 Stage 3 Concept Plan Lodgement Briefing

The meeting was an opportunity for Frasers to present the latest Concept Plan for the Stage 3 site and the required infrastructure upgrades as well as preliminary Economic Impact Assessment.

BCC remained generally supportive of the application and saw the plan as a Regional/District offering to Metro Sydney. The tourism component of the proposal was supported to bring visitors to the Blacktown LGA.

BCC noted that the regional scale of the proposal, and the nature of the site as a regional destination, will mean that parking rates need to be reflective and appropriate parking allowances need to be made. Public transport from stations was highlighted as an aspect to be considered.

Frasers identified a circa 585sqm portion of land that may potentially need to be acquired to facilitate the intersection upgrade at the Church Street and Rooty Hill Road South intersection. BCC was to seek valuation and advice regarding the acquisition process.

Timing was noted as around September 2020 for the Concept Lodgement Plan.

2.5 Eastern Creek Public School Meeting

Friday 14 August

- » 10am
- » Online
- » Attendees: 8
- Fraser's Property Australia
- » Emelie Watkinson
- » Yvette Fenech
- » Angela Wang
- » Danielle Krebs
- » Matthew van Rijswijk
- Elton Consulting (Facilitator)
- » Calli Brown
- Eastern Creek Public School
- » Lee Sibir, Principal
- » Helen Moore, administrative assistant

The purpose of the meeting was to inform the school of the application and seek their feedback. As a long standing a positive relationship has been developed over the past three years, Fraser's also took the opportunity to check in with the School regarding any other general feedback they had regarding the development.

Due to social distancing requirements, the meeting was held via an online platform, Microsoft Teams.

The format of the meeting was a presentation delivered by Fraser's Property Australia, followed by a general question and answer session.

2.5.1 Presentation

Below is a high-level summary of the PowerPoint presentation given by Fraser's Property Australia.

Update on stages 1 and 2:

Stage 1

- » Centre has been trading well since it opened in June

Stage 2

- » Early works are currently happening
- » It will be a large retail format
- » Currently working on leasing then hoping to start construction later this year
- » It will have a home maker centre with a recreational focus
- » 12-month construction period
- » Anticipated opening is end 2021 – early 2022.

Development Application

Amending the New Stage 3 Vision

- » Reviewing the original concept plan as it has evolved from large format discount retail, towards a DFO due to market conditions.
- » It will also include a complete upgrade to Church Street intersection as this will become another entry to the centre, and the main entrance to stage 3.
- » Concept still being worked through and resolved, and is a 6 – 8 weeks away from lodgement
- » The application also includes a request to extend the centre over time -including mapping an area for a potential future expansion, that will depend on how the centre trades over the next couple of years and if there is sufficient demand.

2.5.2 Question and Answer Session

Below is a summary of the questions, answers and general discussion that took place during the meeting.

Stage 1

The school had very positive feedback about the centre since its opening in June.

"Parents love it"

"Some families that are there every day"

"The shop keepers are beautiful"

"I get asked questions every day such as 'is there going to be a bank?'"

"Traffic is building up, but I know it will change once the upgrades are complete."

"Our main concern and has been all along is safety for the kids crossing the road."

"Even High school kids are crossing the road at the bus stop and get stuck in the middle of the road instead of crossing at the lights at cable place. It would be good if there could be Safety awareness and signage along the road, but I know that is a Council issue."

"Could there be Signage in the centre – in the car park – to be aware of kids, and the school 40 zone when drivers are exiting?"

Our Response:

Frasers is committed to:

- » Implementing safety signage at the car park exit to raise awareness with drivers of the school's location across the road and the 40-speed zone
- » Speaking to the local high school about the safety of their school children when crossing the road

Stage 2

Questions and comments generally related to access into the centre once it is expanded, and the impacts on traffic.

"Will there only be one entry point?"

"There are very few centres that have 1 entry and 1 exit. Only having 1 entry and access for the two stages will cause traffic but let's wait and see."

"It Looks fantastic"

Our response

The intersection and internal access road have been appropriately designed to accommodate the traffic generation expected from both Stage 1 and Stage 2.

The stage 2 development has an approved development consent which is supported by a traffic assessment report.

Stage 3

There was a genuine sense of excitement and support expressed for the amended direction for Stage 3 and the introduction for a DFO. The school expressed that the change would be positive for the local area, and would not have any detrimental impacts on the school, noting the additional entry would ease existing congestion.

"Looks fantastic"

"Sounds great"

"Great for the area"

"Parents and community going to love that"

"Also DFOs usually open later at 10am, which will be good for the school"

"I can't see how the additional traffic will impact families or school because of the church street lights"

"Cable street residents are happy with the traffic lights as they can now get out of their street. It's also safer for families."

Our response

We are delighted with the level of support expressed by our key stakeholders and we will continue to build on this productive relationship through regular project updates. It should be noted that staff members, including the Principal, frequent the centre and have an existing positive relationship with Centre Management. We have facilitated educational events with Eastern Creek Public School during development of Stage 1 and received very positive feedback. We hope to organise similar activities for the School's staff, children, and parents in the future.

3 Social media

To ensure a thorough examination of the community sentiment toward the direction for Stage 3 of the project, Elton Consulting published 3 posts to Eastern Creek Quarter's social media platforms, promoting the consultation and survey. Using social media gave a deeper insight into how the broader community perceives the project. The widespread nature of social media allowed us to engage groups within the community who we may have not reached otherwise.

Post 1

Date: 5/08/2020

Reached 2,113 people

8% engagement

Post 2

Date: 14/08/2020

Reached 4,536 people

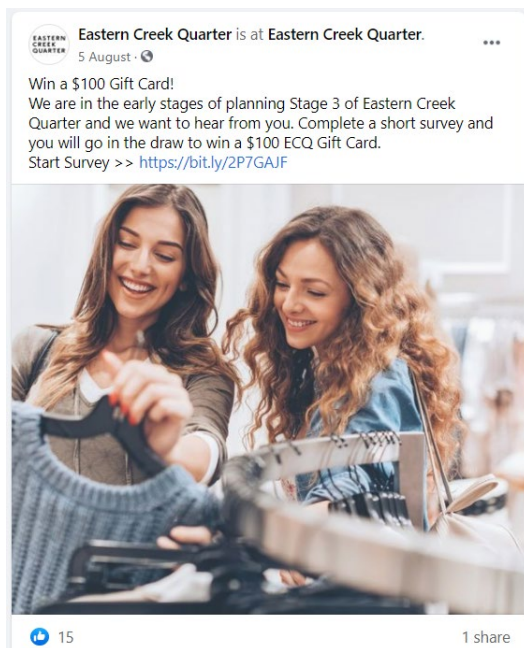
14.3% engagement

Post 3

Date: 25/08/2020

Reached 2,356 people

9% engagement



4 **1800 Number**

To ensure accessibility for all, a 1800 number was established to complement the digital engagement methods. Only two calls were received. One was a request for help finding the survey on the EFQ website, and the other was an enquiry about leasing.

Appendices

- A Online survey
- B Online survey participant profile
- C Postcard distribution map
- D Postcard
- E Social Media
- F In centre Promotion
- G Eastern Creek Quarter Masterplan

A Online survey

Eastern Creek Quarter – Stage 3

Eastern Creek Quarter is Western Sydney's latest shopping, dining and entertainment destination.

With Stage 1 now open we are planning for the next stages of Eastern Creek Quarter and we want to hear from you.

Please answer this short survey to help shape the vision and go into the draw to win a \$100 shopping voucher for Eastern Creek Quarter.

1. How often do you visit/shop at Eastern Creek Quarter? *Select one*

- ☐ I have visited Eastern Creek Quarter on one occasion
- ☐ Once a week
- ☐ Multiple times a week
- ☐ Every day
- ☐ I work at Eastern Creek Quarter
- ☐ I have never been to Eastern Creek Quarter

2. What do you like most about Eastern Creek Quarter so far? *Select up to three*

- ☐ the range of shops and services meets my needs
- ☐ the food and beverage offering
- ☐ good accessibility with parking and transport
- ☐ The community and neighbourhood feel
- ☐ Focus on local vendors and culture
- ☐ Amenities and activities like kids play equipment, cinemas
- ☐ Other please specify _____

3. When you think about future stages of Eastern Creek Quarter, what would be of most interest to you? *Select up to three*

- ☐ a bigger range of shops and services
- ☐ increased food and beverage

- more facilities and activities for the community
- better accessibility to parking and transport options
- jobs or business opportunities
- opportunity for more people outside Blacktown to visit the area
- other please specify _____

4. In the last month which of the following categories have you purchased at Eastern Creek Quarter or elsewhere? (select all that apply)

- womens fashion and accessories
- mens fashion and accessories
- childrens fashion and accessories
- sport and fitness
- homewares
- hair and beauty
- other please specify _____

5. What do you like most about your local area? Select any

- Culturally diverse community
- Access to open spaces, parklands and sport fields
- The natural environment including bushland and waterways
- Public places are clean
- Facilities such as libraries, community centres
- Easy to drive around
- Access to public transport

6. In the Eastern Creek area, what would you like more of in the local area? Select any

- events (ie music, comedy)
- indoor recreational facilities (e.g. virtual reality sport, indoor rock climbing)
- outdoor sporting facilities (e.g. cycling path, outdoor rock climbing)
- outdoor community facilities (e.g. community farm, pop-up gardens)
- family-oriented facilities (e.g. kids play centre)
- activities that bring people from outside the area to Blacktown

- ☐ access for disabilities
- ☐ Other please specify _____

7. When travelling to Eastern Creek Quarter which sustainable travel choices would be most likely to use, if any? *Select any*

- ☐ Bus
- ☐ Cycle
- ☐ Walk
- ☐ Car sharing
- ☐ It's not feasible for me to use these methods of transport
- ☐ Other please specify _____

8. What would encourage you to use any of the sustainable travel options? *(optional)*

100 words

9. When it comes to the construction of the next stage, what do you think is most important? *Select up to three*

- ☐ Managing any impacts during construction
- ☐ The impact of new buildings on local amenity
- ☐ Increased traffic impacts
- ☐ Noise or vibration from construction
- ☐ Incorporating eco-friendly energy and materials
- ☐ Water conservation
- ☐ Identifying and conserving biodiversity, heritage and aboriginal heritage
- ☐ Other please specify _____

10. Do you have any comments or further suggestions about future stages of Eastern Creek Quarter or anything that could be improved? *(optional)*

100 words

Please tell us a bit about yourself

11. Gender

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to specify

12. Age bracket

- ☐ 18 or under
- ☐ 19-30
- ☐ 31-45
- ☐ 45-65
- ☐ Over 65

13. Post code

14. What is the main language spoken at home?

- | | |
|--|----------------------------------|
| <input type="radio"/> English | <input type="radio"/> Cantonese |
| <input type="radio"/> Arabic | <input type="radio"/> Hindi |
| <input type="radio"/> Tagalog | <input type="radio"/> Punjabi |
| <input type="radio"/> Samoan | <input type="radio"/> Urdu |
| <input type="radio"/> Tamil | <input type="radio"/> Gujarati |
| <input type="radio"/> Mandarin | <input type="radio"/> Vietnamese |
| <input type="radio"/> Other (please specify) | |

15. How did you find out about the survey?

- | | |
|-------------------------------|--|
| <input type="radio"/> Website | <input type="radio"/> Word of mouth |
| <input type="radio"/> Email | <input type="radio"/> Local representative |
| <input type="radio"/> Council | <input type="radio"/> News |

- ☐ Facebook
- ☐ School

16. How would you like to be kept informed and updated about the project?

- ☐ ECQ Website
- ☐ Post
- ☐ Email
- ☐ Text
- ☐ ECQ Facebook Page
- ☐ Local newspaper

17. Would you like to receive updates about Eastern Creek Quarter?

- ☐ Yes
- ☐ No

18. Please provide your contact details below

Name

Email Address

Postal Address

Phone Number

Thank you for completing this survey – we appreciate your feedback and suggestions which will be considered as the project progresses.

All information provided will be strictly confidential.

Stay in touch by joining our Facebook community:

www.facebook.com/easterncreekquarter

Alternatively, if you have further comments you can email or call us: ecq@elton.com.au or 1800 749 236

B Online survey participant profile

The online survey was completed by 451 respondents, however only 418 respondents provided their demographic details before exiting the survey.

Q11 What is your gender? (n = 418)

Participants were asked about their gender. The largest portion identified as female (77.75%) followed by those who identified as male (21.77%) and those who preferred not to specify (0.48%).

Q12 What is your age? (n = 418)

Participants were asked about their age. The largest portion of respondents were aged 30 – 39 (35.41%), followed by those aged 40 – 49 (25.60%).

The remaining participants were aged 21 – 29 (15.79%), 50 – 59 (12.92%), 60 or older (6.70%), 18-20 (2.39%) and 17 or younger (1.20%).

Q14 What is your main language spoken at home? (n=413)

Participants were asked what the main language was that they spoke at home. The largest portion of respondents spoke English (87.65%), followed by Tagalog (3.15%), followed by Hindi (2.42%), Punjabi (0.97%), Urdu, Mandarin & Cantonese all equal (0.48%) then Arabic & Gujarati both (0.24%) followed by those whose language was not listed (3.87%).

Q15 How did you find out about the survey? (n=409)

Participants were asked how they found out about the survey. The largest proportion of respondents found out about the survey via Facebook (66.50%), followed by website (20.05%), word of mouth (8.31%) then local representative (5.38%), email, council and news each (11%) and school (0.73%).

Q16 Would you like to receive updates about the next stages of Eastern Creek Quarter? (n=412)

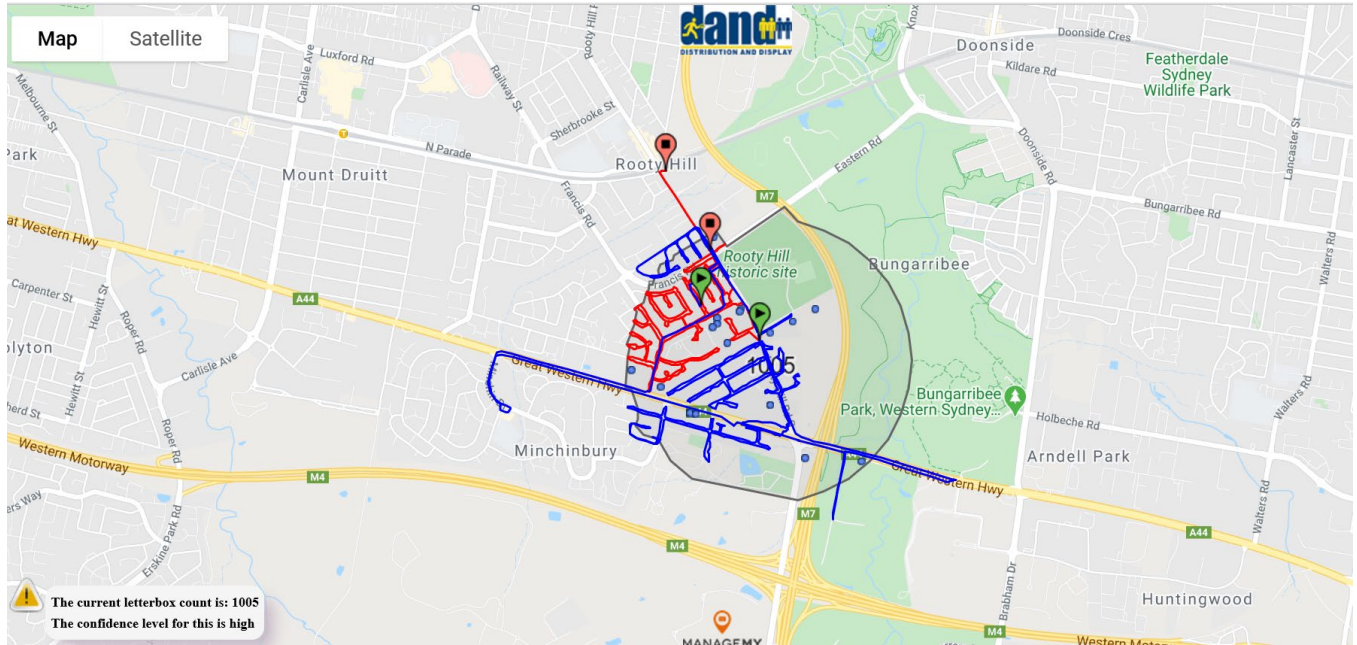
Participants were asked if they would like to receive updates about the next stages of the Eastern Creek Quarters. The vast majority of participants voted that they would like to receive updates (76.94%), whilst a much smaller proportion did not want to receive updates (23.06%).

Q17 How would you like to be kept informed and updated about the project (n=408)

Participants nominated their preferred method to be kept updated about the project. Their preferences are listed below in order of number of respondents.

- » ECQ Facebook Page (56.62%)
- » Email (35.29%)
- » ECQ Website (29.66%)
- » Post (8.33%)
- » Text (6.13%)
- » Other (4.66%)
- » Local newspaper (3.435)

C Postcard distribution map



D Postcard



Stage 3
Your feedback
welcomed

Eastern Creek Quarter
is Western Sydney's latest
shopping, dining and
entertainment destination.

EASTERN CREEK QUARTER

We are in the early stages of planning for Stage 3 of Eastern Creek Quarter and we want to hear from you.

Community input is important in designing Eastern Creek Quarter. There will be more opportunities to view plans and provide feedback as the design progresses.



@easterncreekquarter
easterncreekquarter.shopping

Win a \$100 Gift Card!

Answer a short survey to help shape the vision for Stage 3 and you'll go into the draw to win a \$100 Gift Card for Eastern Creek Quarter. To access the survey, you can:

1. Scan the QR code




2. Visit www.easterncreekquarter.shopping

3. Email ecq@elton.com.au or

4. Call 1800 749 236

E Social Media



Eastern Creek Quarter is at Eastern Creek Quarter.


5 August · 🌐


...

Win a \$100 Gift Card!


We are in the early stages of planning Stage 3 of Eastern Creek Quarter and we want to hear from you. Complete a short survey and you will go in the draw to win a \$100 ECQ Gift Card.

Start Survey >> <https://bit.ly/2P7GAJF>



 15

1 share



Eastern Creek Quarter is at Eastern Creek Quarter.

14 August · 🌐


...


Help shape the next stages of Eastern Creek Quarter.



Complete the survey at the link below to go into the draw to win a \$100 ECQ gift voucher.

Start survey >> <https://bit.ly/2P7GAJF>

#visitEasternCreekQuarter

 i2C Design & Management



  You and 37 others

3 shares

F In centre Promotion





G Eastern Creek Quarter Masterplan



