

CASTLE HILL COMMUNITY CONSULTATION REPORT

May — June 2021



DEICORP

**CASTLE
QUARTER**

CONTENTS

INTRODUCTION	03
LANDING PAGE.....	04
WEBSITE TRAFFIC	05
DL INVITE DISTRIBUTION	06
MEDIA PLACEMENT	07
INFORMATION BOARDS	08
THE COMMUNITY CONSULTATION EVENT	10



INTRODUCTION

As part of the Doran Drive Precinct State Significant Development Application (SSDA), Deicorp (the applicant) consulted with [key stakeholders/ the community] during the detailed design development through a community engagement session. The session ran from 6th May – 31st May 2021. Residents were invited to learn more about the project and provide feedback. Residents of 1km distance of Castle Hill were invited by leaflet drop and also an ad in a local magazine - 'Hills to Hawkesbury' that covered surrounding suburbs.

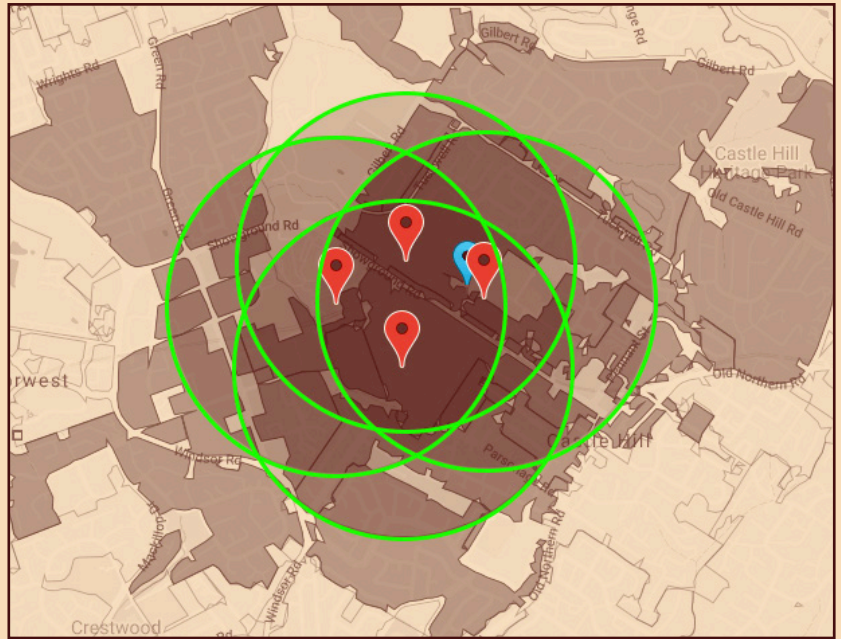
The consultation took place at the Harvey Lowe Pavilion on Saturday 29th May. To stay COVID safe, we allowed members to come and review the project over a long opening hour period, this ensured we spread out visitors. We had also widely dispersed the information boards. This successfully reduced gathering and prevented crowding.

Throughout the Community Information process, residents were able to learn about the project, submit questions and provide feedback on the proposal.

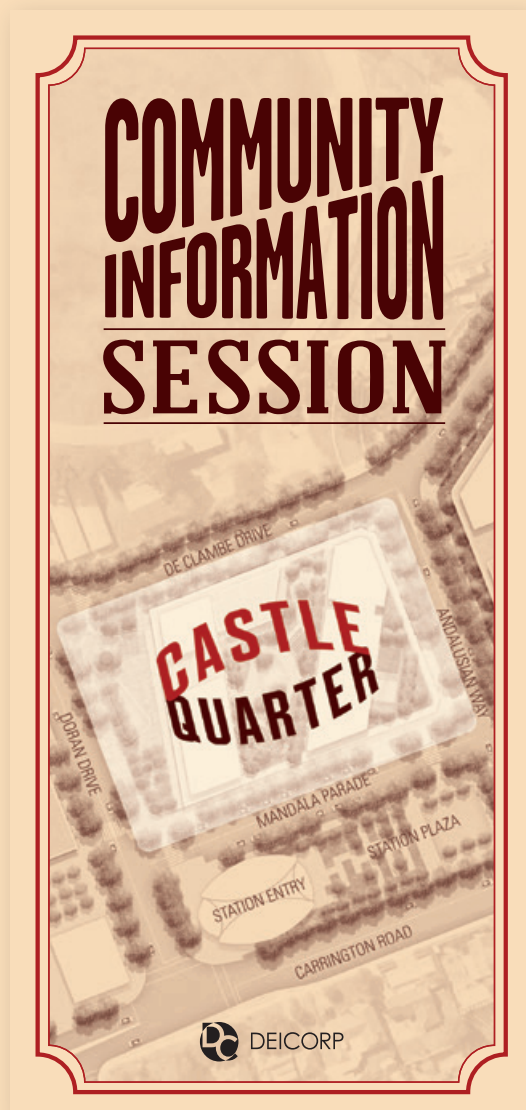


LEAFLET DROP INVITE DISTRIBUTION

To create awareness of the Community Information session and process, 8,000 DL flyers were printed and distributed to households within a 1 km radius of the Doran Drive precinct.



Unaddressed mail drop to approx. 8000 residences within approx. 1 km of Castle Quarter location



MEDIA PLACEMENT

Further awareness was created through the placement of an ad in the local community magazine, Hills to Hawkesbury.



Hills to Hawkesbury Publication



**SHAPE & BUILD
A STRONGER COMMUNITY**

COME VISIT US

Harvey Lowe Pavilion
Doran Drive, Castle Hill NSW 2154
29TH MAY 2021 | 11AM - 1PM

DEICORP INVITES THE COMMUNITY TO LEARN MORE ABOUT OUR NEW RESIDENTIAL AND RETAIL PROJECT AT THE SHOWGROUND PRECINCT

CAN'T MAKE IT?

VISIT [DEICORPCASTLEHILL.COM](https://www.deicorpcastlehill.com)
FOR MORE INFORMATION

HAWKESBURY DISTRIBUTION



10K COPIES FORTNIGHTLY

120 LOCATIONS

98%+ ARE PICKED UP AND TAKEN HOME

ENGAGED READERSHIP

WEBSITE LANDING PAGE

A landing page was developed to provide further information about the event and to accommodate any enquiry or feedback that the community wanted to share ahead of time.

Users were invited to the landing page via DL drop and the magazine advert.

DEICORPCASTLEHILL.COM

CASTLE QUARTER

REGISTER NOW **PROJECT UPDATE**

COMMUNITY INFORMATION SESSION

Deicorp invites you to attend our Community Information Session to learn more about our new residential and retail project in the Showground Precinct next to the Showground Metro Station

Harvey Lowe Pavillion
Doran Drive, Castle Hill NSW 2154
29TH MAY 2021 | 11AM - 1PM

PROJECT INFORMATION

If you are unable to attend our drop-in session, you can still find out about this exciting new project by downloading the project information pack from the link below.

DOWNLOAD THE PROJECT INFORMATION PACK

DOWNLOAD

PROJECT SITE PLAN

WANT TO KEEP UP TO DATE?

First Name*
Last Name*
Phone Number*
Email*
Postcode*
Feedback

SUBMIT

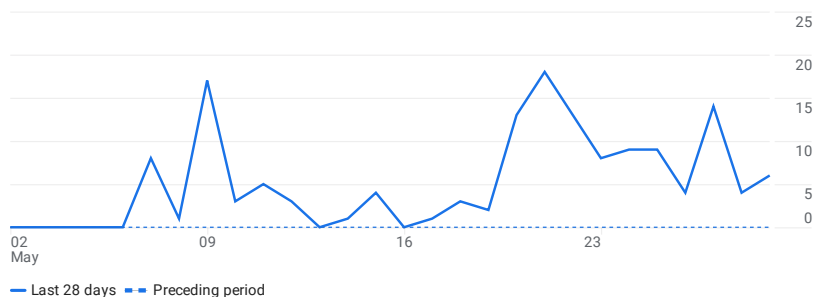
WEBSITE TRAFFIC

The landing page had 139 views up to 31st May 2021 and 35 people left their details to be updated as the project proceeds.

Analytics

[Go to report](#)
[Home](#)
[All Users](#)
[Add comparison](#)

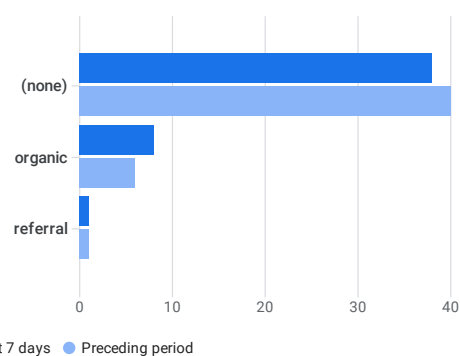
Users: 135, New users: 135, Average engagement time: 0m 36s, Total revenue: \$0.00



Last 28 days

WHERE DO YOUR NEW USERS COME FROM?

New users by User medium



Last 7 days

[View user acquisition](#)

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session medium

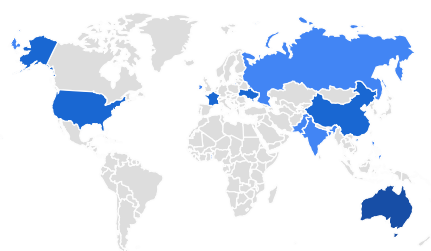
SESSION MEDIUM	SESSIONS	
(none)	46	0.0
organic	8	↑ 14.3%
referral	3	↑ 200.0%

Last 7 days

[View traffic acquisition](#)

WHERE ARE YOUR USERS VISITING FROM?

Users by Country



Last 60 days

[View countries](#)

COUNTRY	USERS	
Australia	82	-
United States	21	-
France	8	-
China	7	-
Ukraine	6	-
India	3	-
Bangladesh	1	-

35 TOTAL NUMBER OF ENQUIRIES THROUGH WEBSITE

INFORMATION BOARDS

To help communicate the project information and assist community members with their understanding of the proposal, the Community Information session displayed 10 information boards at the event. The boards included information covering Deicorp's role in the project, their expertise and project specific information. The information boards were a useful tool in helping residents understand the project and the process moving forward.

1.


DEICORP

SHAPING COMMUNITIES



-  Recognised track record since 1999
-  Award winning developer
-  Homegrown developer and builder
-  8,000+ apartments and counting
-  Liveable, connected and affordable communities
-  Projects spanning 40 suburbs in Sydney

2.



North Village, Kellyville
209 apartments and 13 retail shops

URBA, Redfern
135 apartments, retail and commercial

The Banks, Rockdale
116 apartments, retail and childcare

Hillside, Westmead
553 apartments

Deicota, Redfern
89 apartments and commercial

Revolution Apartments, Murrumbidgee
179 apartments and 7 retail

Crowle Estate, Murrumbidgee
416 apartments

TNT Residences, Redfern
146 apartments across 2 towers with commercial and retail

South Village, Kiriwong
779 apartments and 36 specialty retailers with flagship Coles and ALDI supermarkets

The Charles, Canterbury
229 apartments and 8 retail shops with Woolworths and BWS

Endeavour Apartments, Arncliffe
234 apartments, 6 commercial and retail spaces

Proximity, Rozelle Hill
375 apartments and 2,500sqm commercial retail space

Mass Mood, Kogarah
84 apartments

Grandt, Hurstville
381 apartments, 2 retail suites and Council carpark

The Siding, Petersham
357 apartments with retail and dining precinct

Miram, Rockdale
187 apartments

Castle Quarter, Castle Hill
440 apartments and retail

North West Village, Tullahoma
987 apartments with 9,000sqm commercial, retail and 3,400sqm park

Downtown, Zetland
546 apartments

The Rentschler, Rosebery
176 apartments

LEGACY OF SUCCESS

We have now proudly delivered over 8,000 apartments, 150,000sqm of retail and commercial space and \$3.5 billion invested in 40 suburbs. Each Deicorp property is representative of our unwavering commitment to quality.



3.



BUILDING STRONGER COMMUNITIES

Deicorp makes a difference by being genuinely engaged with the communities we work with through sponsoring, donations and support. Deicorp has sponsored local groups including Hills Community Aid and Riverstone Neighbourhood Centre.




Ways we help:

-  Empowering local communities to be more resilient
-  Supporting families and children living with disadvantage
-  Improving health and mental health outcomes
-  Improving the lives of people living with disabilities

“Deicorp is committed to strengthening the communities we work in, by building hope and opportunity.”

FRANCO DEIRA
MANAGING DIRECTOR, DEICORP

4.

Castle Quarter is a master planned community; an eco-system of architecture, nature and connection.

Castle Quarter is located within the Doran Drive Stage 1 precinct of the H16 Showground Station Precinct. Development directly opposite The H16 Showground Metro Station.

In January 2021, the NSW Department of Planning, Industry and Environment (DPIE) approved the Development Consent (DC) for the H16 Showground precinct. This has been awarded the contract to build the vision for the Doran Drive precinct which is the component of the broader H16 Showground precinct. Development proposals will make the vision for this exciting new precinct to become a reality.

"This precinct creates new opportunities, a lifestyle that is alive with connection, convenience and diverse experiences"

5.

CASTLE QUARTER

OPPORTUNITIES & PRINCIPLES

A SAFE CONNECTED COMMUNITY
 Welcoming is a neighbourhood that creates a safe sense of belonging within the wider local community. Welcoming is to quality education and exposure amenities and entertainment. Castle Quarter is generous to a lifestyle and space that is engaging and supportive.

SUSTAINABILITY & INNOVATION
 Spatial design principles and innovative technologies are underpinned by a commitment to a sustainable future. The development is designed to be a green building with 75% site coverage aimed at reducing increasing urban temperatures, living green infrastructure and building residents, sustainable communities.

A HEALTHY LIFESTYLE
 The masterplan promotes a healthy, active lifestyle, connecting the community with open to parks and open spaces, sporting facilities and lifestyle amenities.

HARMONY WITH NATURE
 Biophilic design principles inform the development, supporting the development through sustainable connections to the natural environment. Canopies of trees, natural materials and wildlife local vegetation and species by the foundation to the development and its legacy in the community.

- Up to 440 apartments
- 20 levels, 4 buildings
- Up to 10,935^{m²} Commercial/retail and Community facilities
- Up to 1,400^{m²} Publicly accessible park
- Affordable Housing Minimum 5%
- Green Star Building Sustainable & Ecological

6.

DESIGN OBJECTIVES

ENVIRONMENT AND OPEN SPACE
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient

RETAIL SERVICES AND VARIETY
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient

PLACES
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient

PEOPLE
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient

STREETSCAPE
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient

SUSTAINABILITY AND INFRASTRUCTURE
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient
 • A high quality environment that is sustainable and resilient

7.

AN ARCHITECTURAL MARVEL

DEVELOPMENT
 The site is located at the heart of the H16 Showground Station Precinct, which is situated immediately to the north of H16 Showground Station on the Metro North West Line. Deicorp seeks to redevelop the site as a high-quality mixed-use development. The design has been prepared in accordance with the Stage 1 Strategic Urban Design Guidelines prepared by Cox Architects and Orlin Architects.

RESIDENTIAL TOWERS
 The residential towers are connected into development concept around Doran Drive Plaza. Located to the west of the site and the plaza stands as the active heart of the Showground Station Precinct.

COMMUNAL SPACE
 The open, communal space created by the podium design is open to the north and to the south, welcoming users to walk through the space.

DORAN DRIVE PLAZA
 The 1,400m² landscaped Doran Drive Plaza is built with retail with the high-quality main retail entrance, pedestrian access and the plaza's eastern edge.

SUMMARY
 Residential GFA: 40,000m²
 Plaza/Commercial GFA: 15,935m²

8.

Sensitively designed to enhance and protect the environment

Community integration and participation will be encouraged by a community development officer, establishing community groups, facilitating free community events on.

V16 provides a 5% affordable housing.

On-site energy production (PV) capable of generating a 5% of the total predicted energy demand of the project.

EV charge stations provided to a 10% of the total number of parking spaces.

V16 does a 90% construction waste from landfill.

Podium parks to facilitate a sense of community.

Enhancing the ecological value corridor & develop a Biodiversity Management Plan to manage the site in the future.

Community resilience plan will be developed to address disaster preparation + response.

At Castle Quarter, Deicorp's commitment includes the following objectives:

- A 5-Star Green Rating across the entire project site
- Underground rainwater tanks for irrigation of gardens and parks
- On-site renewable energy generation such as solar panels
- Extensive landscaping to reduce heat and provide shade
- Use of sustainable materials such as sustainable timber throughout the project
- Project designed to encourage active transport such as walking and cycling paths
- Incorporating EV charging stations where it's possible to encourage use of electric vehicles

Deicorp is committed to protecting and enhancing the natural environment in all of its projects.

9.

VISION OF CASTLE QUARTER

The landscape proposal for Castle Quarter thoughtfully connects architecture, nature and community.

PLACE
 Embracing surrounding bushland and an enviable riverbank setting, the landscape master plan reflects the natural flow of the local environment. The Cadell Creek area will inspire the use of endemic and local species, providing year-round colour, diverse textures and varied silhouettes and will incorporate 70% indigenous/water-sensitive plant species.

DESIGN
 Across retail spaces and open plazas, the flow of space, entries and walkways brings the natural environment together with a sense of dynamism through the sounds and rhythm of surrounding urban life.

CONNECTION
 A strong sense of place will restore identity and forge a strong sense of community, paving the way to a more connected and sustainable future.
 High quality retail and commerce amenities will breed new opportunities and dust daily conversations with renewed creativity and unique perspectives.

"To create an engaging & inclusive series of permeable spaces that are rooted in local identity yet look to a future that is innovative and sustainable."

10.

THANK YOU

for your interest in Castle Quarter

Deicorp is working with all relevant authorities and stakeholders with the aim of submitting a Development Application to the Department of Planning, Industry and Environment (DPIE) by August/September 2021 for determination.

Once received, DPIE will undertake a further round of consultation with all stakeholders before making a decision.

If you have any questions or feedback about Deicorp's proposal or would like more information, please visit our community information website.

DEICORPCASTLEQUARTER.COM

THE COMMUNITY CONSULTATION EVENT

Residents were able to talk with several senior representatives from Deicorp as well as the project architect from Turners who were able to explain the project and answer questions.



35 PEOPLE ATTENDED

15 PROVIDED FEEDBACK

ATTENDEES COMMENTS

Below are the responses collected from the Castle Hill community. We had a total of 12 comments, and 2 people left their details to be further contacted in the future with updates on the project.

In summary, the community members are excited about the increased retail and commercial businesses. However some were concerned with lack of parking spaces and increased traffic.

1 RESPONDENT COMMENTED ON SHADOWING AND THE HEIGHT OF THE BUILDING

25% OF RESPONDENTS WERE CONCERNED ABOUT TRAFFIC IN THE AREA

33% OF RESPONDENTS QUERIED PARKING AVAILABILITY

40% OF RESPONDENTS WERE LOOKING FORWARD TO THE ADDITION TO THE NEIGHBOURHOOD

Feedback

PARKING PARKING PARKING AS USUAL UNDERSTANDS FOR INCREASED OVERALL METRO/LANDOWN LIMIT WHY?

IT'S ALREADY A PROBLEM WHICH WILL BE GREATLY WORSENERD BY THE CURRENT PROPOSALS FIX IT BEFORE IT IS TOO LATE!

Ed Fidler

Feedback

Traffic congestion + Parking!!!
Noise impact on existing residents

Feedback

Exciting concept and looking forward to see the project to start soon.

Be good if the commercial ~~space~~ / Retail space is doubled.

Feedback

Prior to the based lockdown in 2020 the existing parking for the hotel was obviously inadequate, with cars increasing using local streets, e.g. Tishburn Road, Middleton etc. These streets are narrow, so if cars are parked on either side, they become a one car carriage way.

Feedback

Worried about - traffic congestion
- shadowing
- height scaling

Feedback

PRICING

HOW MANY UNITS WILL BE 2, 3 & 4 BEDROOM
CONCERNS ABOUT PARKING - NEEDED FOR VISITORS

Feedback

How exciting to see all the projects!

Feedback

As a longtime resident the retail, dining, art areas will be much appreciated.

Feedback

- Shopping centre needs more parking we live close but not close enough to walk grocery home
- Need more train/Metro parking.

Feedback

Fantastic building coming to neighbourhood. Looking forward.

Feedback

Interested to know the range of pricing for the apartments when it is available.
Just concerned abt. traffic as it is already very congested to & from work @ Victoria Avenue...

Feedback

Would like more information

CASTLE QUARTER



DEICORP

Report prepared by Heard Agency