

URBIS

# SOCIAL IMPACT ASSESSMENT

311 South Street, Marsden  
Park

Prepared for  
**DEXUS**  
19 May 2022

**This Social Impact Assessment was prepared and reviewed by:**

Director **Dr Rachel Trigg**  
Doctor of Philosophy (Built Environment)  
Bachelor of Arts (Social Geography)  
Member of Planning Institute of Australia

This SIA is based on the information available at the time of writing.

At the time of writing the Aboriginal Cultural Heritage Assessment was not available for review. This SIA has therefore been unable to provide an assessment on the impacts of the proposal on Aboriginal heritage.

In all other respects, I confirm this SIA contains the relevant information and complies with legal and ethical obligations of social impact practitioners, including those set out in the Social Impact Assessment Guidelines for State Significant Project, 2021, prepared by the Department of Planning, Industry and Environment.

I further confirm that none of the information contained in the SIA is false or misleading.



**This Social Impact Assessment was prepared by:**

Associate Director **Sarah Braund**  
Master of Policy Studies  
Bachelor of Landscape Architecture

Consultant **Hugo Walton**  
Bachelor of Arts (Human Geography)  
Bachelor of Planning  
Member of Planning Institute of Australia

Project Code P0037247  
Report Number Final 3

**Urbis acknowledges the important contribution that  
Aboriginal and Torres Strait Islander people make in  
creating a strong and vibrant Australian society.**

**We acknowledge, in each of our offices the Traditional  
Owners on whose land we stand.**

All information supplied to Urbis in order to conduct this research has been treated in the strictest confidence. It shall only be used in this context and shall not be made available to third parties without client authorisation. Confidential information has been stored securely and data provided by respondents, as well as their identity, has been treated in the strictest confidence and all assurance given to respondents have been and shall be fulfilled.

© Urbis Pty Ltd  
50 105 256 228

All Rights Reserved. No material may be reproduced without prior permission.

You must read the important disclaimer appearing within the body of this report.

[urbis.com.au](http://urbis.com.au)

# CONTENTS

<b>1.</b>	<b>Executive Summary</b> .....	<b>i</b>
<b>2.</b>	<b>Introduction</b> .....	<b>1</b>
	2.1. Project Overview .....	1
	2.2. Report purpose and scope .....	2
	2.3. Structure of this report .....	2
<b>3.</b>	<b>Methodology</b> .....	<b>3</b>
	3.1. Legislation and guidelines .....	3
	3.2. Assessment methodology overview .....	3
	3.3. Approach to assessing social impacts .....	4
<b>4.</b>	<b>Policy context</b> .....	<b>5</b>
<b>5.</b>	<b>Social baseline</b> .....	<b>6</b>
	5.1. Social locality .....	6
	5.2. Community profile .....	8
	5.3. Crime and safety profile .....	9
	5.4. Relevant engagement outcomes .....	9
	5.5. Areas of social influence .....	10
<b>6.</b>	<b>Expected and perceived impacts</b> .....	<b>11</b>
	6.1. Neutral to low impacts .....	11
	6.2. Moderate to high impacts .....	13
<b>7.</b>	<b>Assessment of significant impacts</b> .....	<b>16</b>
	7.1. Increased employment opportunities .....	16
	7.2. Supporting employee health and wellbeing .....	17
	7.3. Increased traffic generation and travel times .....	18
	7.4. Creating a safe environment .....	20
<b>8.</b>	<b>Conclusion</b> .....	<b>22</b>
	8.1. Overall impact assessment .....	22
	8.2. Recommendations .....	22
	<b>References</b> .....	<b>24</b>
	<b>Disclaimer</b> .....	<b>25</b>

## FIGURES

Figure 1 Social impact categories .....	2
Figure 2 Site location .....	6
Figure 3 Site photos .....	7

## TABLES

Table 1 Social impact significance matrix .....	i
Table 2 SEARs item for SIA .....	3
Table 3 SIA methodology .....	3
Table 4 Social impact significance matrix .....	4
Table 5 Relevant social themes from policy review .....	5
Table 6 Initial scoping of neutral to low impacts .....	11
Table 7 Initial scoping of moderate to high impacts .....	13



# 1. EXECUTIVE SUMMARY

This Draft Social Impact Assessment (SIA) has been prepared for Dexus for the proposed industrial estate at 311 South Street, Marsden Park. The proposal seeks to demolish existing buildings onsite and develop and operate two warehouse and distribution centre facilities and associated infrastructure.

This SIA is based on the information available at the time of writing. There are a number of technical studies and reports that are in draft format, and the Aboriginal Cultural Heritage Assessment is not yet available. Final versions of these reports may suggest additional social impacts.

## Assessing social impacts

A SIA is a specialist technical study which identifies and analyses the potential positive and negative social impacts associated with a proposal. Social impacts are the consequences that people experience when a new project brings change. Social impacts are those that impact on people’s way of life, community, accessibility, decision making, culture, livelihoods, surroundings and health and wellbeing.

The potential impacts of the proposal are assessed by comparing the magnitude of impact (minimal to transformational) against the likelihood of the impact occurring (very unlikely to almost certain). This risk assessment methodology has been applied from the DPE SIA Guideline: Technical Supplement (2021) and is outlined below.

Table 1 Social impact significance matrix

		Magnitude level				
		1	2	3	4	5
Likelihood level		Minimal	Minor	Moderate	Major	Transformational
A	Almost certain	Low	Medium	High	Very high	Very high
B	Likely	Low	Medium	High	High	Very high
C	Possible	Low	Medium	Medium	High	High
D	Unlikely	Low	Low	Medium	Medium	High
E	Very unlikely	Low	Low	Low	Medium	Medium

Source: DPE, 2021, SIA Guideline for State Significant Projects: Technical Supplement, p. 13

## Potential social impacts

Based on the information available and assessment in this report, the key social impacts of the proposal are considered to be:

- **Increased employment opportunities:** The provision of jobs in the growing logistics sector, in an LGA with higher rates of unemployment, will likely provide positive impacts to the Blacktown LGA community. The magnitude of this impact however may be somewhat limited as the majority of jobs provided on site will likely be in warehousing and therefore will not cater to the employment needs of the new local tertiary-qualified community. An employment plan for the site could however potentially address this issue and result in improvements to job diversity. Based on consideration of these various factors, the proposal is likely to have a medium positive impact on the existing and future community.
- **Supporting employee health and wellbeing:** The proposal is likely to have a medium positive impact on the general health and wellbeing of workers through the provision of on-site facilities. This impact could be further enhanced by implementing the recommendation outlined.
- **Increased traffic generation and travel times:** Based on the findings of the TPA, consideration of the proposed management measures, opportunities for contributions to infrastructure upgrades, and further

enhancements outlined in the recommendations, the proposal will likely have a neutral impact long-term on the surrounding road network and travel times for local residents. It will however contribute to additional vehicle movement on South Street therefore, until earmarked transport infrastructure upgrades are implemented, the proposal will likely have a short-term low to medium negative impact on surrounding residents.

- **Creating a safe environment:** As the proposal will introduce activity to the site and surveillance of South Street and the Collector Road, the proposal is likely to have a low positive impact on future residents and workers in the area surrounding South Street. Plans for the site currently include limited detail on the incorporation of CPTED principles. Such design and management measures are essential to the creation of a safe environment for future workers and visitors to the site and reducing occurrences of actual and perceived crime the potential from crime. If the recommended CPTED measures are incorporated in the detailed design, the proposal will likely have a high positive impact on future workers, visitors and the surrounding residents.

Recommendations are provided below to help further manage and improve the potential impacts arising from the proposal.

## Recommendations

The following recommendations are provided to further manage the potential impacts from the proposal:

- Consider creating an employment plan for the construction phase and letting/tenant selection process. The plan could include measures to facilitate local employment and a strategy to attract and select suitable tenants from a range of industries and sectors.
- Implement end of trip facilities as specified in the Green Travel Plan.
- Continue to consult with TfNSW and Blacktown City Council as the proposal and Marsden Park Industrial Precinct develops to monitor road performance and infrastructure delivery and make future modelling adjustments as required.
- Incorporate CPTED measures and initiatives in detailed design and management plans for the site. These should include:
  - A lighting plan for internal and external areas that considers the safety of workers and visitors in and around the site and deters criminal activity.
  - Vehicle and pedestrian access and movement plans and measures around the site to ensure the safety of pedestrians and drivers.
  - Site security and surveillance systems, and access control measures to site and building entrance points.
  - Design of vehicular entry and exit points to ensure the safety of pedestrians using the north-south collector road.
  - Surveillance and other CPTED measures along the south-western boundary of the site as this area is particularly obscured from view.
  - Incorporating maintenance measures in a management plan for the site to ensure planting does not obstruct sightlines, and the site presents as clean and well maintained to increase perceptions of safety and deter criminal activity.

## Overall impact assessment

Based on this assessment and the recommendations provided, the proposal is expected to have an overall low to medium positive social impact by creating new employment opportunities, particularly for unskilled workers, including young people and people who are unemployed. These opportunities will be provided in a workplace with good provision of worker amenities and facilities.

The potential changes to traffic conditions and the visual and acoustic environment have been assessed by relevant technical specialists. On the basis of those assessments, the impacts of the proposal on surrounding residents will be sufficiently managed by the proposed design and the implementation of additional recommendations.

## 2. INTRODUCTION

Urbis Pty Ltd (Urbis) was engaged by Dexu to prepare a Social Impact Assessment (SIA) for 311 South Street, Marsden Park (the site). The SIA is to inform the development of two warehouse facilities and associated infrastructure on site.

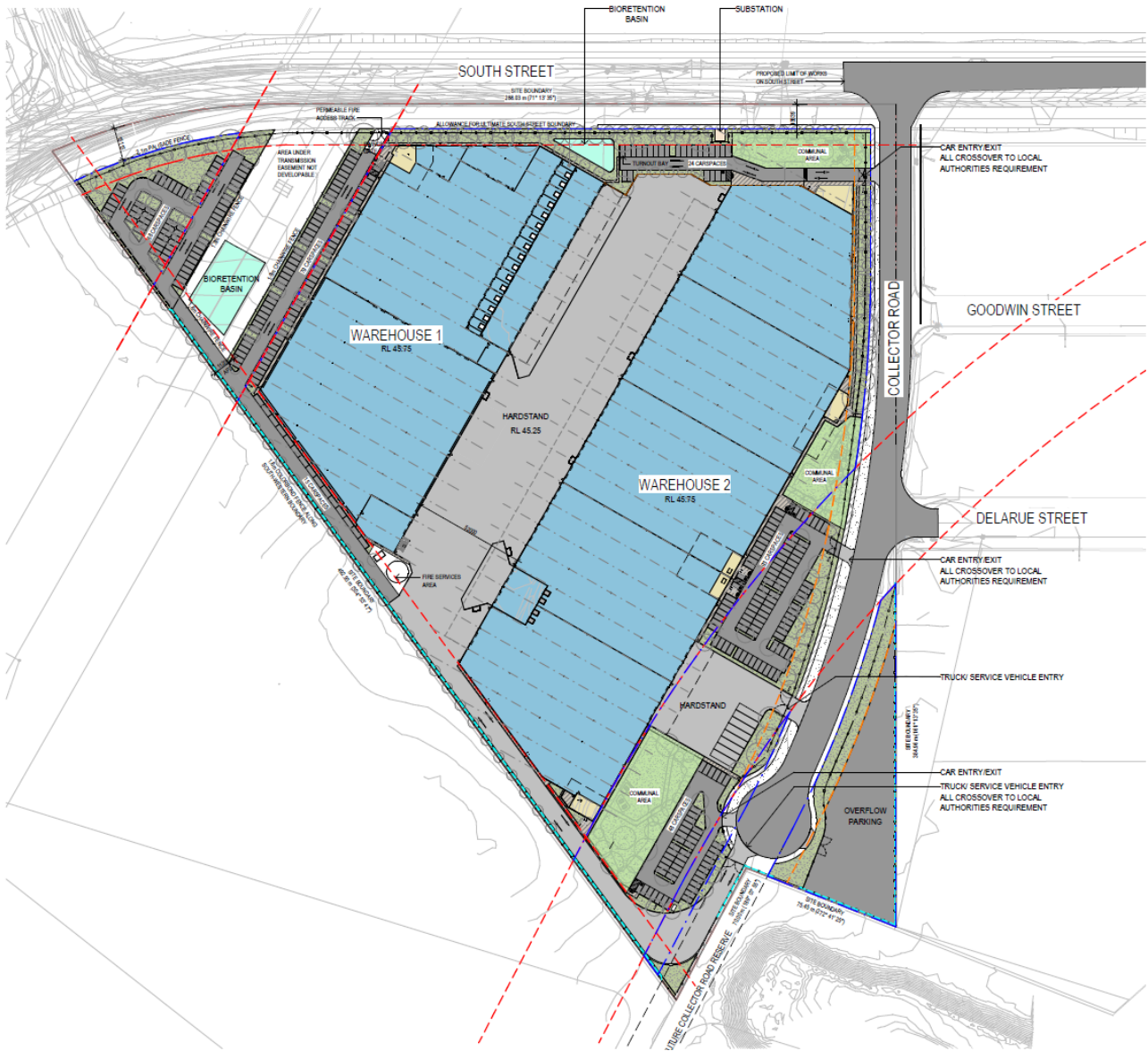
### 2.1. PROJECT OVERVIEW

The proposal comprises the following elements:

A Master Plan for 311 South Street comprising two (2) warehouse and centre buildings, internal road network layout, building locations, gross floor area (GFA), car parking, hardstand areas, concept landscaping, building heights, setbacks, built form parameters and two (2) on-site bioretention basins.

- Master Plan
  - Principal site access and key estate road alignment;
  - Core development controls; and
  - Staged delivery of the estate aligned with infrastructure and service delivery.
- Development and operation of the Master Plan
  - Bulk and detailed earthworks including cut and fill, dam dewatering and construction of benched pads with associated retaining walls;
  - Construction of internal public estate roads and with access provided off the north-south Collector Road off South Street;
  - Stormwater and drainage work including stormwater detention and bio-retention system;
  - Landscaping of bio-retention basin and street verges;
  - Provision of site servicing infrastructure to allow the 24hr operation of the industrial units for warehouse and distribution uses and light industries;
  - Provision for a portion of the north-south Collector Road off South Street;
  - Construction and use of two (2) warehouses and distribution centres with a GFA of 15,950m<sup>2</sup> and 24,950m<sup>2</sup> and associated office spaces with a GFA of 390m<sup>2</sup> and 1,710m<sup>2</sup>, for Warehouse 1 and 2 respectively.
  - Construction of associated communal areas and landscaping which make up a total area of 4,080m<sup>2</sup> and 7,690m<sup>2</sup> respectively.
  - Construction of associated carparking and heavy vehicle hardstand areas, vehicle crossings/driveways, soft and hard landscaping, perimeter security fencing;
  - Estate signage and tenant building signage.

Figure 1 Proposed Concept Plan



Source: Watson Young

## 2.2. REPORT PURPOSE AND SCOPE

A SIA is a specialist technical study which identifies and analyses the potential positive and negative social impacts associated with a proposal. It involves a detailed and independent study to scope potential social impacts, identify appropriate mitigation measures and provide recommendations aligned with professional standards and statutory obligations.

According to the Department of Planning and Environment's (DPE), former Department of Planning, Industry and Environment (DPE), SIA Guideline for State Significant Projects (2021), social impacts are the consequences that people experience when a new project brings change. For the purposes of an SIA, 'people' can be individuals, households, groups, communities, businesses or organisations. These impacts can be considered in eight categories, as shown in Figure 1 below.

Figure 2 Social impact categories



Source: DPE, 2021, SIA Guideline for State Significant Projects

## 2.3. STRUCTURE OF THIS REPORT

This report has seven chapters as summarised below:

- **Chapter 2** (this chapter) introduces the proposal, purpose and scope of this report
- **Chapter 3** outlines the legislative requirements and methodology applied to complete this SIA
- **Chapter 4** reviews the key findings and strategic directions from relevant state and local policies, as it relates to the proposal
- **Chapter 5** provides a social baseline of the study area including the site's locality, social and demographic characteristics, and consultation outcomes
- **Chapter 6** outlines a preliminary assessment of expected and perceived social impacts of the proposal
- **Chapter 7** assesses the significant (moderate to very high impacts) of the proposal, including mitigation and management measures
- **Chapter 8** concludes the SIA by setting out a summary of the social impacts, recommendations and overall impact assessment.

### 3. METHODOLOGY

This section outlines the methodology to prepare this assessment, with reference to the relevant legislative requirements.

#### 3.1. LEGISLATION AND GUIDELINES

This SIA has been prepared in response to the requirements of the Secretary’s Environmental Assessment Requirements (SEARs) for the proposal, as outlined in Table 2.

Table 2 SEARs item for SIA

Issue and Assessment Requirements	Documentation
<b>20. Social Impact</b> <ul style="list-style-type: none"> <li>Provide a Social Impact Assessment prepared in accordance with the Social Impact Assessment Guidelines for State Significant Projects.</li> </ul>	<ul style="list-style-type: none"> <li>Social Impact Assessment</li> </ul>

Source: SEARs SSD-29668067 issued on 15 October 2021

#### 3.2. ASSESSMENT METHODOLOGY OVERVIEW

The following methodology was undertaken to prepare this SIA. The methodology was informed by the guidance contained within the DPE SIA Guidelines for State Significant Projects (2021).

Table 3 SIA methodology

Background review	Impact scoping	Assessment and reporting
<ul style="list-style-type: none"> <li>Review of surrounding land uses and site visit</li> <li>Review of relevant state and local policies to understand potential implications of the proposal</li> <li>Analysis of relevant data to understand the existing community.</li> </ul>	<ul style="list-style-type: none"> <li>Review of site plans and technical assessments</li> <li>Consultation with Council to identify potential impacts</li> <li>Review of engagement outcomes</li> <li>Identification of impacted groups</li> <li>Initial scoping of impacts.</li> </ul>	<ul style="list-style-type: none"> <li>Assessment of significant impacts and consideration of management measures</li> <li>Provision of recommendations to enhance positive impacts, reduce negative impacts and monitor ongoing impacts.</li> </ul>

### 3.3. APPROACH TO ASSESSING SOCIAL IMPACTS

The assessment of social impacts can be approached in several ways. The International Association for Impact Assessment (IAIA) highlights a risk assessment methodology, whereby the significance of potential impacts is assessed by comparing the consequence of an impact against the likelihood of the impact occurring. This approach is used in the Technical Supplement which supported DPE’s SIA Guideline.

The DPE’s risk assessment methodology is outlined below and has been applied in this SIA.

Table 4 Social impact significance matrix

		Magnitude level				
		1	2	3	4	5
Likelihood level		Minimal	Minor	Moderate	Major	Transformational
A	Almost certain	Low	Medium	High	Very high	Very high
B	Likely	Low	Medium	High	High	Very high
C	Possible	Low	Medium	Medium	High	High
D	Unlikely	Low	Low	Medium	Medium	High
E	Very unlikely	Low	Low	Low	Medium	Medium

Source: DPE, 2021, SIA Guideline for State Significant Projects: Technical Supplement, p. 13

#### Likelihood and magnitude level characteristics

The likelihood and magnitude levels are determined by subjective and objective components. It considers both individual experiences, community perceptions and technical evaluations.

The likelihood level assesses the probability of the impact occurring impact. The level of magnitude assesses the likely significance of the impact and considers several characteristics including:

- **Extent:** the volume of people expected to be affected and their relative location to the proposal
- **Duration:** the timeframe and frequency of potential impacts
- **Severity or scale:** the degree of change from the existing condition as a result of the impact
- **Intensity or importance:** the extent to which people or an environment can adapt to or mitigate the impact, including the value they attach to the matter and their capacity to cope and/or adapt to change
- **Level of concern/interest:** the level of interest or concern among the people affected.

#### Management measures

Social impacts are assessed before and after the implementation of management measures. Management measures are designed to reduce negative impacts and enhance positive impacts. These measures can take different forms and may be incorporated in the planning, construction, or operational stage of the proposal.

Section 5 of this report assess potential impacts prior to management measures as part of the impact scoping phase. Impacts which are assessed as moderate or higher are considered significant and included for further assessment in Section 6. The significant impacts are assessed with any planned mitigation measures to determine the residual impact level.





## 4. POLICY CONTEXT

A review of relevant state and local policies was undertaken to understand the strategic context of the proposed development and any potential impacts. This review included the following documents:

- Central City District Plan, Greater Sydney Commission (2018)
- Local Strategic Planning Statement (LSPS), Blacktown City Council (2020)
- Community Strategic Plan (CSP), Blacktown City Council (2017)
- Economic Development Strategy (EDS), Blacktown City Council (2018)
- Priority Growth Area Precincts Development Control Plan (DCP), Blacktown City Council (2011)
- Turn Down the Heat Strategy and Action Plan, Western Sydney Regional Organisation of Councils (WSR0C) (2018)

A summary of key findings relating to the potential social impacts of the proposal is provided below.

Table 5 Relevant social themes from policy review

Theme	Summary of findings
Growing employment and innovation in industrial lands 	The Central City District Plan, LSPS, CSP and EDS all contain objectives around maximising opportunities to attract economic opportunities and investment within the LGA, particularly in the form of advanced manufacturing and innovation on industrial and urban services land. Doing so will provide access to local employment for the growing population of the North West Growth Area and assist in meeting the growing demand for goods and services to strategic centres.
Managing the interface between residential and industrial land uses 	The CCDP contains a key objective to minimise the impact of freight movements on urban amenity while supporting efficient freight movements and deliveries. The DCP provides objectives and controls to guide the transition of the area to an industrial precinct while protecting and improving the existing environmental amenity and accessibility for future and existing neighbouring residents. This includes minimising odour impacts, enhancing the streetscape, incorporating Environmentally Sustainable Design (ESD) principles, and providing landscape buffering.
Protecting future worker health and wellbeing 	The DCP contains objectives targeted at improving worker health and wellbeing. This includes the use of effective cross flow ventilation, the provision of natural light, the control of direct sunlight and the provision of quality landscaped outdoor areas and amenities for staff. The LSPS and CSP identify a need to encourage sustainable and active transport options in strategic centres and areas of urban renewal. The CSP more specifically identifies the need to connect and link the Marsden Park Industrial Precinct with surrounding areas with walking and cycling connections.
Creating a cool and comfortable environment 	To combat the rising temperatures and contribute towards cooling the urban environment of the North West Growth Area, the LSPS, DCP, and Turn Down the Heat Strategy all contain direct actions to promote best practice design measures (use of cool materials, air flow, green space, increased building efficiency and adaptability, water sensitive urban design) and an increase in tree canopy cover.

# 5. SOCIAL BASELINE

This section provides a social baseline of the study area. It includes a description and analysis of the site's locality, social context, demographic characteristics, and areas of social influence. It also includes a summary of engagement outcomes relevant to the assessment.

## 5.1. SOCIAL LOCALITY

The site is located at 311 South Street, Marsden Park. It is a large (10.4ha) level, triangular shaped site with road frontage to South Street. Currently the site mostly consists of vacant land, with some residential dwellings.

The site is located 10km north west of the Blacktown CBD, within the Marsden Park Industrial Precinct in the North West Growth Area, the area has featured considerable development in terms of greenfield residential growth in recent decades. What was once large lot rural residential dwellings is transitioning into more densely populated residential suburbs. The site itself is within an area zoned B7 – 'Business Park'. There are other vacant sites surrounding the site to be developed. The land adjoining at the east is to be developed and is zoned B7 and R3 for Medium Density Residential. The land adjoining the site to the south to be developed is zoned IN1 for General Industrial. On the western side of South Street, opposite the site, is land to be developed and is zoned RE1 for Public Recreation and R2 for Low Density Residential.

In addition to the vacant sites surrounding the site, there is also six blocks of new low density development to the south of the site along South Street and Goodison Parade. There is a mix of completed houses, and houses still under construction. To the south of the site within the Sydney Business Park, warehouse and distribution centres including the IKEA Distribution Centre and Marsden Park Logistics Estate, as well as bulky goods retail such as IKEA, Costco, JB Hi Fi and Bing Lee.

The site has limited connection to public and active transport infrastructure, with no formalised footpaths along South Street, and the nearest bus stop being located approximately 1km to the east of the site at the intersection of South Street and Richmond Road.

Figure 3 Site context



Source: Urbis

Figure 4 Site photos



Picture 1 Existing dwelling on the site



Picture 2 Transmission lines on the site



Picture 3 Residential development to the south west of the site



Picture 4 Dwelling to the north of the site on South Street



Picture 5 Land adjoining the site to the east



Picture 6 View east from the site down South Street

Source: Urbis

## 5.2. COMMUNITY PROFILE

A community profile identifies the demographic and social characteristics of a proposal's likely area of social influence. This is an important tool in understanding how a community currently lives and that community's potential capacity to adapt to changes arising from a proposal.

A community profile has been developed for Marsden Park based on demographic data from: Australian Bureau of Statistics (2016) Census of Population and Housing, and DPE (2019) NSW population projections.

While population data from the 2016 Census now dates to five years ago, it remains the most recent population data source until the release of 2021 Census data in June 2022.

The demographic characteristics of Blacktown and Greater Sydney have been used, where relevant, to provide a comparison. Key characteristics of this community include:



### Older adult population

The median age in Marsden Park was 40. Significantly higher than the median ages of the Blacktown LGA (33) and Greater Sydney (36). 40.5% of the population of Marsden Park are aged 50 years or older. People of the same age bracket make up 26.2% of the Blacktown LGA and 31.0% of Greater Sydney.



### High rates of home ownership

Close to half (49.3%) of Marsden Park residents owned their home outright. A significantly higher proportion of outright home ownership when compared to both the Blacktown LGA (22.5%) and Greater Sydney (29.1%).



### Small households

Marsden Park had an average household size of 2.5 people. Lone person households made up 31.7% of all households in Marsden Park. Lone person households made up just 15.2% of the Blacktown LGA and 21.6% of Greater Sydney.



### Low rates of unemployment

Of Marsden Park residents within the workforce, just 4.1% identified as unemployed. Compared to Blacktown LGA and Greater Sydney where 7.3% and 6.0% respectively identified as unemployed.



### Blue collar workforce

Technicians, Trades Workers, Labourers, Machinery Operators and Drivers made up 40.2% of Marsden Parks workforce. Compared to 33.9% of the workforce of Blacktown LGA and 24.8% of the workforce of Greater Sydney.



### Lower median income

The median household income in Marsden Park was \$1,161. This was approximately 32.2% lower than the median household income for the Blacktown LGA (\$1,711) and 31.7% lower than the median household income for Greater Sydney (\$1,700).

## 5.3. CRIME AND SAFETY PROFILE

As part of the community profile, an analysis of the NSW Bureau of Crime Statistics and Research data was undertaken on 12 November 2021 to assess crime and safety risk around the site.

At the time of writing, the site was within a crime hotspot for the following reported crime types relevant to the proposal:

- Incidents of theft (break and enter non-dwelling)
- Incidents of theft (motor vehicle theft).

Marsden Park generally has higher rates of relevant crimes per 100,000 people compared to NSW. Crime rates (July 2019 to June 2021) indicate t the area experiences higher rates per 100,000 people of:

- Incidents of Assault (non-domestic assault)
- Incidents of theft (break and enter non-dwelling)
- Incidents of theft (motor vehicle theft)
- Incidents of theft (steal from retail store)
- Incidents of theft (steal from person)
- Incidents of malicious damage to property
- Incidents of disorderly conduct (trespass).

Consideration will need to be given to the above crime and safety issues and the potential impact, both positive or negative, the proposal may have on the safety of future employees, site users, and the surrounding community.

## 5.4. RELEVANT ENGAGEMENT OUTCOMES

### Community consultation

The Urbis Engagement team undertook community consultation and stakeholder consultation for the proposal between November and December 2021. The purpose of the consultation was to inform the community of the proposal and to provide an opportunity to give feedback. As part of this process, a project fact sheet was distributed to approximately 600 properties surrounding the proposal site and a dedicated communication line was established by which the community could provide feedback.

As of 14 December 2021, there has been no feedback received from the community. A complete summary of the consultation process is contained in the Engagement Outcomes Report (Urbis, December 2021)

### SIA discussion with Blacktown City Council

To help inform this SIA, a meeting was held with a member of Blacktown City Council's Social Planning Team on 24 November 2021. The meeting focused on understanding the characteristics of the local community and to identify, from Council's perspective, any potential positive or negative social impacts that may arise from the proposal.

Key feedback from this meeting is summarised below:

- The Marsden Park community has changed significantly over the past 5 to 10 years. What was previously farmland, has experienced substantial greenfield housing development, resulting in a growing population and changing demographic.
- The community is in a transitional phase and community identity is expected to continue to change. Social connections have been interrupted for established residents, as the new community establishes new connections.
- The increase in housing growth has been coupled with an increase in average household size to an average of 3.19 persons per dwelling in the Marsden Park, Shanes Park and Melonba area.

- Key challenges facing the community include:
  - There are issues with transport access and connectivity. Bus lines do not connect to train stations and there are concerns around the flow of traffic in the area. There is demand for increased public transport options and access. It will be important for areas in the LGA with higher rates of unemployment and people without qualifications, in particular younger working age groups, to have good access to the Marsden Park Industrial Precinct, which will provide employment opportunities for these cohorts
  - The community is heavily dependent on car use, and the amount of time people are spending in cars is having a negative impact on community wellbeing
  - There is a lack of local employment opportunities and diversity of jobs in the area, resulting in residents having to travel further and outside the LGA for work
  - A notable proportion of new residents in the area have tertiary qualifications, however there is a lack of suitable jobs for these qualified workers
  - The loss of green space through development, and lack of tree canopy in the area, continue to contribute to the urban heat island effect. This has impacts on the health and wellbeing of residents and their ability to actively travel around the local area and LGA
  - The delivery of key social infrastructure, including schools, hospitals and childcare, is not keeping up with development and population growth, and therefore there is a gap in provision in the area
  - There is work to be done with the community in resilience and disaster preparedness.
- Key opportunities for the site include:
  - Opportunities to provide a diversity of job types, including those that match the skill set and qualifications of the local community, as well as pathways to employment for younger people
  - By stimulating existing businesses, adding value to existing services, and providing additional workforce to the area, the proposal will have economic benefits for the surrounding area
  - Mitigation measures should be implemented in the site design to limit emissions and noise from the site, and address traffic impacts. The site design should also address issues associated with the loss of green space and lack of tree canopy in the area
  - It would be beneficial if future employees have access to amenities including shading and public and active transport alternatives. This would assist in curbing car dependency
  - Environmentally sustainable design measures are encouraged to reduce the overall energy consumption of the site.

## 5.5. AREAS OF SOCIAL INFLUENCE

Considering the outcomes from the social baseline, the area of social influence is mostly confined to the immediate context, Blacktown LGA and the wider district. Within the areas of social influence, the following individuals and communities are likely to be impacted by the proposal:

- Existing residents and workers on South Street
- Future residents and workers in the area surrounding South Street
- Marsden Park residents
- Blacktown LGA residents and workers
- North West Growth Area residents and workers
- Future workers and visitors on site.

## 6. EXPECTED AND PERCEIVED IMPACTS

A proposal may cause a range of direct and indirect social impacts which can have a positive, negative or neutral impact on the community. A SIA should assess the expected and perceived impacts which are considered will have the most significant impacts on the community and identified stakeholder groups.

The following section outlines the impact scoping considerations which were used to inform the determination of significant social impacts. These impacts have been informed by the contextual information outlined in Sections 2 – 5 of this SIA and have been assessed against the SIA criteria described in Section 2.

This draft impact scoping is based on the information available at the time of writing. There are a number of technical studies and reports that are in draft format, and the Aboriginal Cultural Heritage Assessment is not yet available. Final versions of these reports may suggest additional social impacts, or may alter the information provided below.

### 6.1. NEUTRAL TO LOW IMPACTS

This section outlines the social impacts considered to have a neutral to low impact on the community. As these are not considered to have a significant impact on the community, they are not included for further assessment.

Table 6 Initial scoping of neutral to low impacts.

Social impact category	Impact assessment summary
Way of Life Surroundings	<b>Increased noise and vibration</b>
	Potentially impacted groups: Existing residents and workers on South Street, Marsden Park residents
	<p>The proposal will introduce warehousing, logistics and office facilities to the site, which are proposed to operate 24 hours a day, 7 days a week. Given the site is currently occupied by a rural residential lot producing no to very low noise and vibration impact, the construction and ongoing operation of the warehouses is likely to generate increased noise and vibration. This has potential to be disruptive for people living and working in the area.</p> <p>The Acoustic Report (Acoustic Works, May 2022) prepared for the proposal assessed the cumulative noise and vibration impacts of all stages of the proposed development against relevant criteria and industry standards, with consideration given to identified sensitive receivers. The assessment considers the noise and vibrations generated by the construction and operation of the proposal to be satisfactory, with the incorporation of proposed mitigation measures.</p> <p>The assessment recommends acoustic treatments and management measures to mitigate potential noise and vibration impacts. This includes the monitoring and reporting of noise and vibration, construction of an acoustic barrier between the two buildings, provision of building awnings, restricting heaving vehicle access to specific loading docks after hours, specification of building materials and dimensions, and the installation of isolation equipment on any vibrating equipment.</p> <p>Based on the findings and recommendations of the Acoustic Report, potential noise and vibration emissions from the proposal (both during construction and operation) are likely to have a neutral impact on the community. This impact is therefore not included for further assessment.</p>

Social impact category	Impact assessment summary
Surroundings Community Way of Life	<p><b>Change to local character and sense of place</b></p>
	<p>Potentially impacted groups: Marsden Park residents</p>
	<p>Marsden Park and surrounding suburbs have been undergoing a significant transformation over the past decade, as a result of the area's identification as part of a major greenfield growth area. The area, previously characterised by small lot farms, has been rezoned and is being redeveloped. Newly developed residential land exists to the west of the site on South Street and an additional residential area is currently being constructed immediately east of the site. Other residential land-uses are predicted to be developed to the north of the site. The land to the south and further east of the site forms part of the Marsden Park Industrial Precinct, which will serve as a major industry and employment hub.</p> <p>The significant redevelopment and transformation of the area is dramatically altering the landscape and the local character. This change has the potential to impact a sense and connection to place for residents who remain in the area.</p> <p>While the proposed development will contribute to bringing about this change, it is part of broader transformation of the area. The altering of local character is also being brought about gradually as a result of long-term planning and delivery rather than sudden change, which is likely to reduce the impact to residents.</p> <p>The early identification of the Marsden Park Industrial Precinct in State and local strategies and plans may lessen the impact of the proposal on residents of the residential area to the west.</p> <p>As outlined by the Urban Context Report (Urbis, May 2022) the site has two key sensitive interfaces due to its proximity to residential land uses. The proposal incorporates visual and acoustic responses to these interfaces. These include an acoustic wall, soft landscaping within setbacks and articulated façades with an artwork zone. The Landscape Plan for the site (Site Image, April 2022) proposes soft landscaped buffers to street frontages. The proposed plantings include native trees, shrubs and grasses. The landscaped setbacks aim to soften the street interface, contribute positively to the landscape character, and provide a green visual buffer between the site and surrounding land-uses, in particular the more sensitive residential uses in the north and east.</p> <p>The Visual Impact Assessment (VIA) for the proposal (Urbis, May 2022) determines the visual impacts of the proposed development on the existing visual context to be between low and acceptable. The VIA found that the desired future character of the area, compliance with land use objectives, inclusion of landscaped setbacks, and the orientation and visual permeability of proposed warehouse buildings will contribute towards lessening the visual effects of the proposal.</p> <p>Given the existing significant transformation of the surrounding area, the extended timeframe in which this is occurring, the proposed landscape treatments and the VIA findings, the proposal is likely to have a low negative to neutral impact on Marsden Park residents, their sense of place and local character.</p>
Health and Wellbeing	<p><b>Mitigating the urban heat island effect</b></p> <p>Potentially impacted groups: North West Growth Area residents and workers</p>

Social impact category	Impact assessment summary
Surroundings Way of Life	<p>As the North West Growth Area undergoes increasing urbanisation, there is also a need to respond to the urban heat island effect and create a cooler, more comfortable environment for people living, working and visiting the area. The policy review identified several actions from applicable policies and strategies aimed at reducing the urban heat island effect in the Blacktown LGA and the North West Growth Area. Council's representative also referenced the importance of considering this growing issue.</p> <p>Due to the development involving warehousing and distribution uses, the site will contain large building footprints and significant areas of hard pavement. The development therefore could play a role the broader precinct contributing to the urban heat island effect. Landscape treatments are proposed to areas of the site where possible to lesson this impact. The Landscape Plans (Site Image, April 2022) indicate the provision of large canopy trees and planting along the perimeter of the site on South Street, the Collector Road and the south western boundary as well as throughout hardstand carparking areas and adjacent all outdoors spaces provided for workers. The tree canopy will assist in cooling these areas by providing shade. Additional planting, including trees, shrubs and grasses, is also proposed throughout the carparking and bioretention areas.</p> <p>Based on an analysis of the landscape plans (Site Image, April 2022) the proposal's contribution to the urban heat island effect will be reduced through planting throughout the site, particularly within the sites western, northern and eastern setbacks. Overall, additional heating of the area created by the proposal is likely to have a low negative impact on North West Growth Area residents and workers.</p>

## 6.2. MODERATE TO HIGH IMPACTS

Table 7 outlines the social impacts which were identified in preliminary scoping as likely to be moderate to high. **These impacts are considered significant and are included for further assessment in Section 7 of this report.**

Table 7 Initial scoping of moderate to high impacts

Social impact category	Preliminary assessment (Refer to Section 7 for complete assessment)
Livelihoods Accessibility	<p><b>Increased employment opportunities</b></p> <p>Potentially impacted groups: Blacktown LGA residents and workers</p> <p>Blacktown City Council Priority Growth Area Precincts Development Control Plan - Schedule 3 Marsden Park Industrial Precinct highlights the importance of the area in which the site is located, as a major employment precinct in Sydney's North-West. The proposal will provide 43,000 sqm of lettable area for warehousing and distribution use and employment. The Economic Benefit Assessment (Urbis, April 2022) projects the proposal will generate 315 direct operational jobs and 237 indirect jobs from its operations. The proposal is also projected to generate 139 jobs in construction during its one year construction period, and 203 indirect jobs from its construction.</p>

<b>Social impact category</b>	<b>Preliminary assessment (Refer to Section 7 for complete assessment)</b>
	<p>The proposal will provide a positive impact by providing additional ongoing primarily low-skilled jobs, in an LGA with higher rates of unemployment. It may not however deliver a high diversity of jobs, or a majority of jobs catering the needs and skill sets of nearby tertiary qualified residents.</p> <p>Based on the increased employment opportunities and the types of employment proposed, this impact has been included for further assessment in Section 7.</p>
<b>Health &amp; Wellbeing</b>	<p><b>Employee and community health and wellbeing</b></p> <p>Potentially impacted groups: Future workers on site, Marsden Park residents.</p> <p>The transition of Marsden Park from a rural residential area to industrial and commercial uses will require appropriate planning and staging for facilities and infrastructure to meet the health and wellbeing of workers. This includes design measures and planting to assist in creating a comfortable environment for workers and visitors to the site. This will include the provision of adequate facilities for workers, shelter and shade throughout the site, and facilitated access to active transport options (pedestrian and cycle) that will link workers to the Marsden Park Strategic Centre and public transport.</p> <p>Based on the direct impact the proposal will have on the day-to-day life and the health and wellbeing of future workers, this impact has been included for further assessment in Section 7.</p>
<b>Way of Life Accessibility Health and Wellbeing</b>	<p><b>Increased traffic generation and travel times</b></p> <p>Potentially impacted groups: Households and workers on South Street, Marsden Park residents</p> <p>The proposal will generate increased traffic movements to and from the site. Consultation with a representative from Council's social planning team indicated that there are concerns around the flow of traffic in the area surrounding the site, and there are limited public and active transport options for residents.</p> <p>The Transport and Parking Assessment Report (TPA) prepared by Positive Traffic (May 2022) determines the overall traffic impacts of the proposal to be acceptable, as they have been fully accounted for in the modelling assessment of future traffic arrangements and upgrades for the Marsden Park area. However, as the site will likely be developed and operational before the implementation of the upgrades, there may be short-term impacts on the immediate surrounding community by increasing traffic and travel times in the immediate surrounding area.</p> <p>As the proposal will generate additional traffic in an area already experiencing issues, this impact has been included for further assessment in Section 7.</p>
<b>Health and Wellbeing</b>	<p><b>Creating a safe environment</b></p> <p>Potentially impacted groups: Future workers and visitors on site, future residents and workers in the area surrounding South Street</p> <p>The site is currently relatively isolated and there are low levels of activity and passive surveillance of the site and surrounding area. BOCSAR crime data indicates Marsden Park currently experiences high rates of crime.</p>

<b>Social impact category</b>	<b>Preliminary assessment (Refer to Section 7 for complete assessment)</b>
	<p>The proposal will provide new uses that will increase activity and passive surveillance of South Street, which is likely to increase safety.</p> <p>The proposal however currently details very few measures that will ensure the safety of visitors and workers to the site.</p> <p>As the proposal will have a direct impact on the safety of site users, this impact has been included for further assessment in Section 7.</p>

## 7. ASSESSMENT OF SIGNIFICANT IMPACTS

The following section provides a detailed assessment of the significant social impacts of the proposal, as identified in Table 7. The significant impacts are assessed with any planned mitigation measures to determine the residual impact level. The assessment process used to determine each impact level is described in Section 2.

### 7.1. INCREASED EMPLOYMENT OPPORTUNITIES

<p><b>Description of impact</b></p> <p>The proposal will provide the potential for new employment opportunities in the warehousing and distribution sector.</p>
<p><b>Current environment</b></p> <p>The site is currently a rural lot. Schedule 3 of the DCP envisages Marsden Park as a key employment precinct in Sydney's north-west.</p> <p>Blacktown LGA experiences higher rates of unemployment (7.3%) compared to Greater Sydney (6.0%). Numerous council documents seek to create job creation opportunities within the LGA, particularly in the form of advanced manufacturing and innovation on industrial and urban services land.</p> <p>In consultation, Council's representative stated that a notable proportion of new residents in Marsden Park and the north-west have tertiary qualifications, however there is a lack of suitable jobs for these qualified workers. It was also noted that there is a need for additional low-skilled jobs in the LGA as a pathway into employment, particularly for young people.</p>
<p><b>Impact of the proposal</b></p> <p>The proposal will provide 43,000 sqm of space, consisting of six warehouses with accompanying offices.</p> <p>The Economic Benefit Assessment (Urbis, April 2022) projects the proposal will generate a total of 342 jobs associated with its construction over a one-year period. This includes 139 direct jobs and 203 indirect jobs, the latter primarily in manufacturing. The direct jobs will provide employment opportunities in the construction sector, in which 8.9% of working Blacktown LGA residents are employed.</p> <p>The Economic Benefit Assessment also projects the proposal will generate 315 ongoing operational jobs in the warehousing industry, and 237 indirect jobs.</p> <p>The logics sector, with which warehousing and distribution are associated, is a growing industry. Data from the Australian Bureau of Infrastructure and Transport Research Economics indicates that the volume of freight transported by road in Australia has increased by 36.9 billion ton kilometres between 2010 and 2020 and is forecast to grow by 56.4 billion ton kilometres between 2020 and 2030. The Australian Government's Job Outlook projects strong or moderate growth in many job types associated with the warehousing and distribution.</p> <p>While the proposal is unlikely to provide, or to provide a limited number of jobs that cater to local residents with tertiary qualifications, it is likely to play a role in providing lower skilled jobs for young people and people without qualifications across the Blacktown LGA.</p> <p>The positive impact of these new job opportunities is somewhat reduced by the difficulty in accessing the site via public transport, particularly at night and in the early morning. Access to the site by public transport is currently limited, with the nearest service being via a bus stop located 1km away at the intersection of South Street and Richmond Road.</p>

Management measures		SIA recommendations
		<ul style="list-style-type: none"> <li>Consider creating an employment plan for the construction phase and letting/tenant selection process. The plan could include measures to facilitate local employment and a strategy to attract and select suitable tenants from a range of industries and sectors.</li> </ul>
Residual impact (considering management measures)		
<b>Likelihood:</b> Likely	<b>Magnitude:</b> Minor	<b>Resultant impact:</b> Medium
<p>The provision of jobs in the growing logistics sector will provide opportunities for unskilled workers, including young people and people who are unemployed. The magnitude of this impact is reduced by the difficulty in accessing the site without a car.</p> <p>Overall, jobs created by the proposal will likely create a medium positive impact for unskilled workers living in around the Blacktown LGA.</p>		

## 7.2. SUPPORTING EMPLOYEE HEALTH AND WELLBEING

Description of impact
Providing the facilities, spaces, and infrastructure to meet the health and wellbeing of future workers.
Current environment
<p>The site and surrounding Marsden Park Industrial Precinct are experiencing a period of significant change as they transition from a rural area, into an area for industrial, commercial and residential uses. Numerous policies indicate the need for protecting and promoting employee health and wellbeing through building design measures, planting, quality outdoor areas, amenities for staff, and the encouragement of active transport options.</p>
Impact of the proposal
<p>As outlined in Section 7.1 above, when operational the proposal is expected to support 315 workers on site. These workers will require access to breakout rooms, rest and recreational areas, healthy food options and open space during the working day. These facilities will be particularly important for employees operating machinery or driving heavy vehicles for long periods of time.</p> <p>The architectural plans (Watson Young, April 2022) indicate that each of the warehouses and offices will include internal lunch and tea rooms, breakout space, terraces, and outdoor spaces for workers. These spaces will all assist in providing for the day to day needs of workers.</p> <p>A Green Travel Plan (GTP) (High Range Analytics, April 2022) prepared for the proposal aims to reduce future workers' reliance on car travel by encouraging use of walking, cycling and public transport. It has the potential to facilitate worker health and wellbeing, by reducing travel times and facilitating active transport and associated physical activity.</p> <p>The architectural plans include bicycle storage onsite. The provision of these facilities will help meet the objectives of the GTP and support the health and wellbeing of workers.</p> <p>The landscape plans propose planting that will provide shade for workers and visitors to the site. The landscape plans indicate the provision of large canopy tree planting along the perimeter of the site on</p>

South Street and the Collector Road, and adjacent to outdoors spaces provided for workers. Design and embellishment of these spaces has been considered and includes appropriate seating, planting, shading and amenities to support workers on shift breaks.

Additional planting, including trees, shrubs and grasses, is also proposed throughout the carparking and bioretention areas.

Management measures	SIA recommendations
<ul style="list-style-type: none"> <li>▪ A Green Travel Plan (GTP) to increase active and public transport modes.</li> <li>▪ Provision of internal lunchrooms, outdoor areas and breakout spaces for each of the proposed offices.</li> <li>▪ Proposed landscaping providing shade for workers and visitors to the site and outdoors spaces for workers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Implement end of trip facilities as specified in the Green Travel Plan.</li> </ul>

**Residual impact (considering management measures)**

<b>Likelihood:</b> Possible	<b>Magnitude:</b> Moderate	<b>Resultant impact:</b> Medium
-----------------------------	----------------------------	---------------------------------

Based on the above assessment, the proposal is likely to have a medium positive impact on the general health and wellbeing of workers through the provision of on-site facilities. This impact could be further enhanced by implementing the recommendation outlined above.

### 7.3. INCREASED TRAFFIC GENERATION AND TRAVEL TIMES

Description of impact
Potential for increased traffic congestion on local road networks.
Current environment
<p>The site currently has vehicular access from South Street, a local street which connects to Richmond Road, currently under the care and control of Blacktown City Council.</p> <p>As noted above, access to the site by public transport is currently limited, with the nearest bus stop being located 1km to the east of the site at the intersection of South Street and Richmond Road. The largely undeveloped nature of surrounding rural land means that South Street does not currently have any formalised pedestrian or cycle infrastructure (Refer Section 5, Picture 6).</p> <p>A representative of Council’s social planning team noted concerns around the flow of traffic in the area around the site, the existing community is dependent on private vehicles, and there is limited access to public and active transport.</p> <p>Significant changes to the road network around the site are planned. The 2009 Marsden Park Industrial (Employment) Precinct Transport and Access Study, which established the future road network for the Marsden Park Industrial Precinct, identifies South Street as a future major sub-arterial road to be under the care and control of TfNSW. A SIC levy applies to the Marsden Park Industrial Precinct to deliver South Street to its future form. Roadworks, formal pedestrian, and cycle pathways are all expected to be delivered as part of the South Street upgrades.</p>

### Impact of the proposal

The proposal will introduce warehouses and ancillary office spaces, hard stands and parking to the site, which will generate increased vehicle movements to and from the site on local road networks and increase travel times for local residents, therefore impacting resident wellbeing.

The Transport and Parking Assessment Report (TPA) (Positive Traffic, May 2022) references the significant area wide local traffic modelling that was undertaken for the Marsden Park Industrial Precinct. The long-term road capacity and accessibility of the Marsden Park Industrial Precinct is dependent on infrastructure upgrades by TfNSW. The TPA determines the overall traffic impacts of the proposal are considered acceptable and have been fully accounted for in the modelling assessment of future traffic arrangements and therefore the traffic impacts of the proposal are considered satisfactory.

The TPA also determines that, based on a SIDRA intersection assessment, the new intersection of South Street and the Collector Road will operate at a satisfactory level. The proposal will however introduce additional traffic to the area and therefore will, prior to the precinct upgrades, have a short-term negative impact on the immediate surrounding community by increasing traffic and therefore travel times.

Management measures	SIA recommendations
<ul style="list-style-type: none"> <li>A Green Travel Plan (GTP) to increase active and public transport modes.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to consult with TfNSW and Blacktown City Council as the proposal and Marsden Park Industrial Precinct develops to monitor road performance and infrastructure delivery and make future modelling adjustments as required.</li> </ul>

### Residual impact (considering management measures)

<b>Likelihood:</b> Likely	<b>Magnitude:</b> Minor	<b>Resultant impact:</b> Medium
---------------------------	-------------------------	---------------------------------

Based on the findings of the TPA, consideration of the proposed management measures, and opportunities for contributions to infrastructure upgrades and further enhancements outlined in the recommendations, the proposal will likely have a neutral impact long-term on the surrounding road network and travel times for local residents.

As the proposal is likely to be delivered before the earmarked transport infrastructure upgrades are implemented, the proposal will likely have short term low-medium negative impacts on surrounding residents as there will be minor impacts to their travel times and ability to access their local area.

## 7.4. CREATING A SAFE ENVIRONMENT

<b>Description of impact</b>	
Potential for reduced crime and increased safety through greater passive surveillance, design, and operational measures.	
<b>Current environment</b>	
Currently there are low levels of activity on and around the site and therefore low levels of passive surveillance, providing greater opportunities for incidents of crime. BOCSAR crime data indicates Marsden Park currently experiences high rates of crime, with the site and immediate surrounds in a hotspot area for incidents of theft (break and enter non-dwelling and motor vehicle theft).	
<b>Impact of the proposal</b>	
<p>The proposal will provide new uses that will increase activity and passive surveillance of South Street, which is likely to increase safety. The proposed plans for both warehouse buildings include mezzanine offices that overlook South Street and the Collector Road. These offices include large areas of glazing that will allow passive surveillance of the street.</p> <p>It will be important that the development provides a safe environment for future workers and visitors onsite. This can be achieved through the implementation of Crime Prevention Through Environmental Design (CPTED) principles and initiatives during the detailed design, that prevent and deter actual and perceived crime. These include surveillance and lighting, territorial reinforcement, access control, and space and activity management.</p> <p>The Urban Context Report (Urbis, May 2022) notes that the proposed offices predominantly face towards and address the sites two street frontages, allowing for passive surveillance of adjacent spaces, including the landscape area under the transmission easement. Additionally, entries to buildings are visible and well signposted</p> <p>The Landscape Plan proposes tall canopy trees and low shrubs and grasses to maintain sightlines and facilitate passive surveillance. The proposal also includes perimeter fencing to the site to control prohibited access and increase security. Other potential CPTED measures and initiatives are currently not detailed in the plans for the site.</p>	
<b>Management measures</b>	<b>SIA recommendations</b>
<ul style="list-style-type: none"> <li>▪ A planting plan that aims to maintain sightlines into and through the site.</li> <li>▪ Perimeter fencing to the site to control prohibited access.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Incorporate CPTED measures and initiatives in detailed design and management plans for the site. These should include: <ul style="list-style-type: none"> <li>– A lighting plan for internal and external areas that considers the safety of workers and visitors in and around the site and deters criminal activity.</li> <li>– Vehicle and pedestrian access and movement plans and measures around the site to ensure the safety of pedestrians and drivers.</li> <li>– Site security and surveillance systems, and access control measures to site and building entrance points.</li> <li>– Design of vehicular entry and exit points to ensure the safety of pedestrians using the north-south collector road.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>– Surveillance and other CPTED measures along the south-western boundary of the site as this area is particularly obscured from view.</li> <li>– Incorporating maintenance measures in a management plan for the site to ensure planting does not obstruct sightlines, and the site presents as clean and well maintained to increase perceptions of safety and deter criminal activity.</li> </ul>	
<b>Residual impact (considering management measures)</b>		
<b>Likelihood:</b> Likely	<b>Magnitude:</b> Moderate	<b>Resultant impact:</b> High
<p>As the proposal will introduce activity to the site and surveillance of South Street, the proposal is likely to have a low positive impact on future residents and workers in the area surrounding South Street.</p> <p>Plans for the site currently include limited detail on the incorporation of CPTED principles. Such design and management measures are essential to the creation of a safe environment for future workers and visitors to the site and reducing occurrences of actual and perceived crime the potential from crime. If the recommended CPTED measures are incorporated, the proposal will likely have a high positive impact on future workers, visitors and the surrounding residents.</p>		

## 8. CONCLUSION

This SIA has been undertaken to assess the potential social impacts arising from the proposed industrial estate at 311 South Street, Marsden Park

Based on the assessment in this report, the key social impacts of this proposal are:

- **Increased employment opportunities:** The provision of jobs in the growing logistics sector, in an LGA with higher rates of unemployment, will likely provide positive impacts on benefits to Blacktown LGA community.

The magnitude of this impact however may be somewhat limited as the majority of jobs provided on site will likely be in warehousing and therefore not all jobs provided will cater to the employment needs of the new local tertiary-qualified community. An employment plan for the site could however potentially address this issue and result in improvements to job diversity. Based on consideration of these various factors, the proposal is likely to have a medium positive impact on the existing and future community.

- **Supporting employee health and wellbeing:** The proposal is likely to have a medium positive impact on the general health and wellbeing of workers through the provision of on-site facilities. This impact could be further enhanced by implementing the recommendation outlined.
- **Increased traffic generation and travel times:** Based on the findings of the TPA, consideration of the proposed management measures, and opportunities for contributions to infrastructure upgrades and further enhancements outlined in the recommendations, the proposal will likely have a neutral impact long-term on the surrounding road network and travel times for local residents. Prior to these road upgrades however, the proposal will have short-term low-medium negative impacts on residents as their travel times and ability to access their local area will be impacted.
- **Creating a safe environment:** As the proposal will introduce activity to the site and surveillance of South Street and the Collector Road, the proposal is likely to have a low positive impact on future residents and workers in the area surrounding South Street. Plans for the site currently include limited detail on the incorporation of CPTED principles. Such design and management measures are essential to the creation of a safe environment for future workers and visitors to the site and reducing occurrences of actual and perceived crime the potential from crime. If the recommended CPTED measures are incorporated, the proposal will likely have a high positive impact on future workers, visitors and the surrounding residents.

### 8.1. OVERALL IMPACT ASSESSMENT

Based on this assessment and the recommendations provided, the proposal is expected to have an overall low to medium positive social impact by creating new employment opportunities, particularly for unskilled workers, including young people and people who are unemployed. These opportunities will be provided in a workplace with good provision of worker amenities and facilities.

The potential changes to traffic conditions and the visual and acoustic environment have been assessed by relevant technical specialists. On the basis of those assessments, the impacts of the proposal on surrounding residents will be sufficiently managed by the proposed design and the implementation of additional recommendations.

### 8.2. RECOMMENDATIONS

The following recommendations are provided to further manage the potential impacts from the proposal:

- Consider creating an employment plan for the construction phase and letting/tenant selection process. The plan could include measures to facilitate local employment and a strategy to attract and select suitable tenants from a range of industries and sectors.
- Implement end of trip facilities as specified in the Green Travel Plan.
- Continue to consult with TfNSW and Blacktown City Council as the proposal and Marsden Park Industrial Precinct develops to monitor road performance and infrastructure delivery and make future modelling adjustments as required.

- Incorporate CPTED measures and initiatives in detailed design and management plans for the site. These should include:
  - A lighting plan for internal and external areas that considers the safety of workers and visitors in and around the site and deters criminal activity.
  - Vehicle and pedestrian access and movement plans and measures around the site to ensure the safety of pedestrians and drivers.
  - Site security and surveillance systems, and access control measures to site and building entrance points.
  - Design of vehicular entry and exit points to ensure the safety of pedestrians using the north-south collector road.
  - Surveillance and other CPTED measures along the south-western boundary of the site as this area is particularly obscured from view.
  - Incorporating maintenance measures in a management plan for the site to ensure planting does not obstruct sightlines, and the site presents as clean and well maintained to increase perceptions of safety and deter criminal activity.

# REFERENCES

This SIA has been informed by a range of data sources, information, and technical studies. The following data sources have been used:

## Demographic, crime and health data

- Census of Population and Housing, 2016, Greater Sydney, Blacktown LGA (SA3) and Marsden Park (SA2) data, Australian Bureau of Statistics (2021)
- Marsden Park, Blacktown LGA and NSW hotspot maps and crime rates, Bureau of Crime Statistics and Research (2021)
- NSW population projections. Department of Planning, Industry and Environment (2021)
- Marsden Park community profile, Profile id (2021)

## Policy documents

- Central City District Plan, Greater Sydney Commission (2018)
- Local Strategic Planning Statement (LSPS), Blacktown City Council (2020)
- Community Strategic Plan (CSP), Blacktown City Council (2017)
- Economic Development Strategy (EDS), Blacktown City Council (2018)
- Priority Growth Area Precincts Development Control Plan (DCP), Blacktown City Council (2011)
- Turn Down the Heat Strategy and Action Plan, Western Sydney Regional Organisation of Councils (WSR0C) (2018)
- Social Impact Assessment Guideline: State significant projects, NSW Department of Planning, Industry and Environment (2021)
- Social Impact Assessment: Guidance for assessing and managing the social impacts of projects, International Association for Impact Assessment (2015)

## Technical studies

- Architectural Plans, Watson Young (2022)
- Landscape Plans, Site Image (2022)
- Acoustic Report, Acoustic Works (2022)
- Green Travel Plan, High Range Analytics (2022)
- Transport and Parking Assessment Report, Positive Traffic (2022)
- Urban Context Report, Urbis (2022)
- Economic Benefit Assessment, Urbis (2022)
- Visual Impact Assessment, Urbis (2022)

## Other sources

Australian Freight Transport Forecasts Dashboard, Bureau of Infrastructure and Transport Research Economics (2021)

# DISCLAIMER

This report is dated 18 May 2022 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Dexus (**Instructing Party**) for the purpose of Social Impact Assessment (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

In preparing this report, Urbis may rely on or refer to documents in a language other than English, which Urbis may arrange to be translated. Urbis is not responsible for the accuracy or completeness of such translations and disclaims any liability for any statement or opinion made in this report being inaccurate or incomplete arising from such translations.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

