

Western Sydney Parklands Trust
Fifteenth Avenue Business Hub
Community Consultation Report

3 March 2015

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1. Introduction

The Western Sydney Parklands Trust (the Trust) is in the process of preparing an Environmental Impact Statement (EIS) for a proposed commercial Business Hub development at 195 Fifteenth Avenue, West Hoxton. To support the preparation of the EIS, KJA was engaged to assist in developing a program of communication and consultation to fulfill the Director Generals Requirements (DGRs) for consulting with community groups and affected landowners.

The following communication and engagement report deals with consultation undertaken with the local community and adjacent stakeholders, including property owners and local businesses throughout October and November 2014. It also provides a summary of the Trust's initial consultation with stakeholders in relation to a Plan of Management and the need for Business Hubs across the Parklands.

The consultation activities outlined in this report were predominantly structured to engage the local community and other stakeholders to build awareness of the Trust's plans and gain feedback on key areas of interest. Activities undertaken to support the preparation of the EIS included:

- 2 x drop in sessions to enable local neighbours to speak with project team
- Door knocking / and letter box drop to approximately 130 local residents;
- Letter mail out and meeting invitation sent to key stakeholders; and
- Meetings with adjacent business owners, Government agencies and infrastructure authorities.

These activities also assisted to facilitate opportunities for more detailed engagement with the project team on the various technical aspects of the proposal that must be addressed in the EIS.

Given that the EIS will be subject to a future public exhibition period, the consultation activities outlined in this report were not designed to provide a statistical analysis of support or objections for the proposed Business Hub. Nor should the feedback be interpreted as representing the full range of views from all stakeholders.

It should also be noted that while consultation with relevant local, State or Commonwealth Government authorities and service providers is listed in this report, the feedback and comments received from these organisations has been addressed in other technical reports by the Trust's project team.

Further, at the time of writing this report, communication and consultation activities are ongoing. As such, updates on the proposal will be posted on the Trust's website www.westernsydneyparklands.com.au. Additional communication activities will also be undertaken to support the formal public exhibition of the EIS and the Trust will continue to work with the three Parklands Councils, along with other relevant parties, as part of an ongoing commitment to stakeholder engagement.

2. Consultation background and overview

The Western Sydney Parklands Trust first embarked on an extensive program of community consultation in 2010 to help prepare a 10 year Plan of Management (POM) to guide the future management of the Parklands. The POM outlined a long term objective of leasing up to two per cent of the Parklands across a number of sites, for Business Hubs uses to generate a sustainable funding base to secure the future of the Parklands for the people of western Sydney.

Following the endorsement of the POM, the Trust conducted a number of consultative working group meetings in 2011 with each of the three Parklands' Councils of Liverpool, Fairfield and Blacktown about potential Business Hub locations. The purpose of these working groups was to identify issues and opportunities and to gain feedback on potential sites and appropriate land uses for Business Hubs in each Council's LGA.

The Trust subsequently undertook a further round of consultation in 2013 on a supplementary document to the original POM 2020. This document built on the previous consultation and identified nine Business Hub locations, three in each of the Parklands' LGAs. It also outlined potential land uses and the physical, environmental and other considerations to be taken into account in the future development of Business Hubs.

The Trust continues to engage with a broad range of Parklands' stakeholders about programs and activities within the Parklands. This includes regular liaison with Parklands' tenants, the three Parklands' Councils, relevant infrastructure authorities, as well as local communities and business groups.

Consultation programs have also been undertaken to encourage community and stakeholder input into a range of Parklands programs and activities. These have included the development of a Master Plan for the Bungaribee Precinct, a future urban farming precinct at Horsley Park, the Wylde MTB Trail at Cecil Hills and the development of Business Hub sites at Wetherill Park, Eastern Creek and Bringelly.

3. Consultation objectives

In addition to the Trust's broader objectives for the Parklands, the key communication and consultation objectives to support the preparation of the EIS for the Fifteenth Avenue Business Hub proposal were to:

- Ensure accurate, consistent and timely information and to demonstrate the Trust's commitment to open and transparent communication and engagement.
- Articulate the overarching rationale for the Fifteenth Avenue Business Hub within context of the Trust's POM funding objectives and land use targets.
- Raise awareness about the Trust's plans for the Fifteenth Avenue Business Hub site, including the potential land uses, the assessment process and expected timeframe for future development.
- Engage with a wide range of stakeholders to identify key issues, opportunities and areas of most interest.
- Ensure that consultation activities provide adequate opportunities for community feedback.

Project context

The Fifteenth Avenue site is located within Precinct 15 'West Hoxton' and was identified as one of the nine potential Business Hub locations in the Western Sydney Parklands Plan of Management 2020 *supplement October 2013*. Independent economic forecasting has identified a demand for new business operations and specialty shops in the region. The Trust expects that if approved, the Business Hub will complement other business centers in meeting the needs of the growing population and provide jobs closer to home.

Proposed Land Uses:

The site has been identified for specialist facilities such as childcare, medical, business premises, commercial and retail. The location is considered an important gateway site, positioned between two significant residential growth areas. The proposed land uses will service the local market needs and build on the existing neighbourhood shops located opposite on Fifteenth Avenue. The Business Hub will propose land uses that are compatible with the proposed neighbourhood centres in the South West Growth Centre precinct of Austral.

4. Communication and consultation tools and activities

To meet both the consultation requirements in the DGRs for the Fifteenth Avenue Business Hub proposal and the Trust's broader commitment to engaging with Parklands' stakeholders, a range of activities were undertaken. These activities were conducted over a three week period between late October and 21 November 2014 and encompassed:

Consultation with residents, neighbours and community groups:

- Doorknock and letter drop of residents and businesses within a 500m radius of the site on 5 November 2014. The aim was to engage directly with neighbours to raise awareness of the Trust's plans. (Refer attachment 1 for map of doorknock and distribution area).
- Two community drop in sessions held at West Hoxton Community Church Hall located at 31-35 Twenty Second Avenue, West Hoxton.

Drop in session 1

Date: Thursday 13 November

Time: 5:00pm -7:00pm

Drop in session 2

Date: Saturday 15 November

Time: 10am -2:00pm

Correspondence/briefings with stakeholders including:

- Adjacent businesses owners and landlords to explain the Trust's plans:
 - Campisi fine food and deli
 - J&C Mower Service
 - Avati Auto Repairs
 - Kids Korner Childcare - West Hoxton
 - LJ Hooker
 - West Hoxton General Store
 - West Hoxton Liquor
 - West Hoxton Post Office
 - Shine Hair
- Regional business groups and peak bodies to outline economic benefits for the region:
 - Western Sydney Business Connection
 - Liverpool Chamber of Commerce
 - NSW Business Chamber Sydney South West region

- Local Members of Parliament to provide an overview of the proposal and to outline the program of community consultation being undertaken:
 - (Federal) Member for Fowler, Chris Hayes
 - (State) Member for Mulgoa, Tanya Davies
 - (State) Member for Macquarie Fields Dr Andrew McDonald
 - (State) Member for Liverpool, Paul Lynch
- Ongoing briefings/meetings with Liverpool City Council including, Councillors, planners, economic development officers and relevant members of Council's executive committee.
- Liverpool LGA residents were targeted through newspaper coverage in Liverpool Leader, outlining in detail the Trust's plans for the site.
- *Government agencies and utility providers
 - NSW EPA
 - NSW Department of Primary Industry
 - Telstra
 - Endeavour Energy
 - NSW Rural Fire Service
 - Transport for NSW
 - Roads and Maritime Services
 - Sydney Water
 - Office of environment and Heritage
 - Office of Water
 - Department of Planning and Environment

*Note: feedback and comments from these groups has been included in other areas of the EIS.

Dedicated communication collateral:

- A dedicated webpage on the Trust's website www.westernsydneyparklands.com.au . The webpage was used to provide general information on the Trust's plans.
- An email address and phone number - included on all printed material to enable community members or other stakeholders to engage directly with the project team or to make enquiries.
- Postcard with invitation to community drop in sessions - delivered via doorknock, letter drop. (Refer attachment 2)
- 3 x AO project boards - used at drop in sessions and uploaded onto the Trust's website. (Refer attachment 3)
- Newspaper advertising notices in the *Liverpool Champion* and *Liverpool Leader* on 5 November. (Refer attachment 4)
- Project flyer with overview of proposed business hub - distributed at briefings and or meetings. (Refer attachment 5)
- Media release. (Refer attachment 6)

5. Feedback

More than 130 properties were contacted by doorknock or letter drop and 23 people attended the community drop in sessions. The Trust also conducted ten individual meetings with the adjacent business owners and other stakeholders.

The Trust has also received nine emails and three calls, during the preliminary three week consultation period.

Comments – what did people say?

Overall feedback received from direct engagement with the community and local businesses has been positive and indicates there is a broad level of support for the Trust’s Fifteenth Avenue Business Hub proposal. The majority of people who participated in the consultation commented that the provision of local retail services in the Fifteenth Avenue Business Hub would make a positive contribution to the local area.

In addition to general feedback received, a number of other items were raised, although most of these were unrelated to the Fifteenth Avenue Business Hub. Key items raised during consultation are outlined below:

Item	Response
<p>Traffic:</p> <p>The most contentious issue raised by the community was the potential impact on traffic that the Business Hub would create in the area. Many residents who participated in consultation claimed that the traffic situation is currently quite dangerous and congested during morning and evening peak hours. A particular concern related to vehicle egress from the adjacent residential area on to Fifteenth Avenue from Twenty Seventh Avenue and Twenty Second Avenue. The majority of comments related to existing traffic conditions on Fifteenth Avenue. Comments about the potential traffic from the proposed Fifteenth Avenue Business Hub, focused on pedestrian safety and whether a pedestrian crossing, or traffic lights would be installed. Many of the residents requested that the Trust consider an access solution that would dually benefit the adjacent residential community and local businesses.</p>	<p>Following the consultation period, the Trust worked through access solutions which would create a safe entry point. There is ongoing consultation with Council and the RMS on creating an intersection which will benefit the adjacent residents current businesses and the Business Hub.</p>

<p>The provision of service infrastructure:</p> <p>There were some queries about whether the recently installed sewer service (for residential properties in the adjacent area) has the capacity to cope with further development. Additional comments related to whether the Business Hub development would facilitate the installation of additional utility infrastructure such as natural gas, the NBN and an extension of sewer services to properties that aren't 'on the system'.</p>	<p>The Trust has discussed servicing solutions with the relevant authorities to facilitate services to the development.</p>
<p>Other:</p> <p>Proposed Fire Station on Twenty Seventh Avenue:</p> <p>An unrelated proposal for a Fire Station off Twenty Seventh Avenue received a range of comments, with some community members concerned about noise from sirens, increased traffic and a lack of consultation.</p>	<p>Unrelated.</p>
<p>Memorial plaque at Kirkpatrick-Boyland Park:</p> <p>At least one person was interested in the memorial plaque at Kirkpatrick-Boyland Park. The Trust noted that the Kirkpatrick-Boyland Park is in the ownership of Liverpool City Council and unrelated to the Business Hub.</p>	<p>The Trust noted this park is in ownership of Liverpool Council and will not be impacted by the development.</p>
<p>Competition between businesses:</p> <p>A number of local businesses were interested in the type of retail businesses and potential impact of increased competition to their business.</p>	<p>The Trust provided an indication of potential land uses of the site subject to further economical assessments.</p>

6. Next steps

The proposed development will be placed on public exhibition for 30 days in accordance with clause 83 of the *Environmental Planning and Assessment Regulation 2000*. During the public exhibition period Council, State agencies and the public will have an opportunity to make submissions on the project.

7. Attachments

1. Doorknock letter drop - distribution map
2. Postcard
3. 3 x AO project boards
4. Newspaper advertising notice
5. A4 Project flyer
6. Media release.

1. Doorknock letter drop - distribution map



DOORKNOCK / LETTERDROP AREA

2. Postcard



Western Sydney Parklands on Fifteenth Avenue

INDICATIVE SITE PLAN ONLY



Dear neighbour,

As South West Sydney changes with new homes and families moving in, Western Sydney Parklands Trust would like you to know about the vision to create a Business Hub on Fifteenth Avenue at West Hoxton.

Analysis has shown a demand for new businesses in the area, and the site would suit a childcare centre, gym, and or service station. If approved, the businesses will assist in meeting the needs of our growing community and provide jobs closer to home.

Alternatively, please visit the Western Sydney Parklands website at www.westernsydneparklands.com.au to learn more about the Parklands and the proposal.

Thank you for your time
Calli and Tim
COMMUNITY ENGAGEMENT TEAM



Western Sydney Parklands

We would like to give you the opportunity to review and comment on the vision for the site

DROP-IN SESSION 1

Thursday 13 November

Time: 5.30pm - 7.30pm

DROP-IN SESSION 2

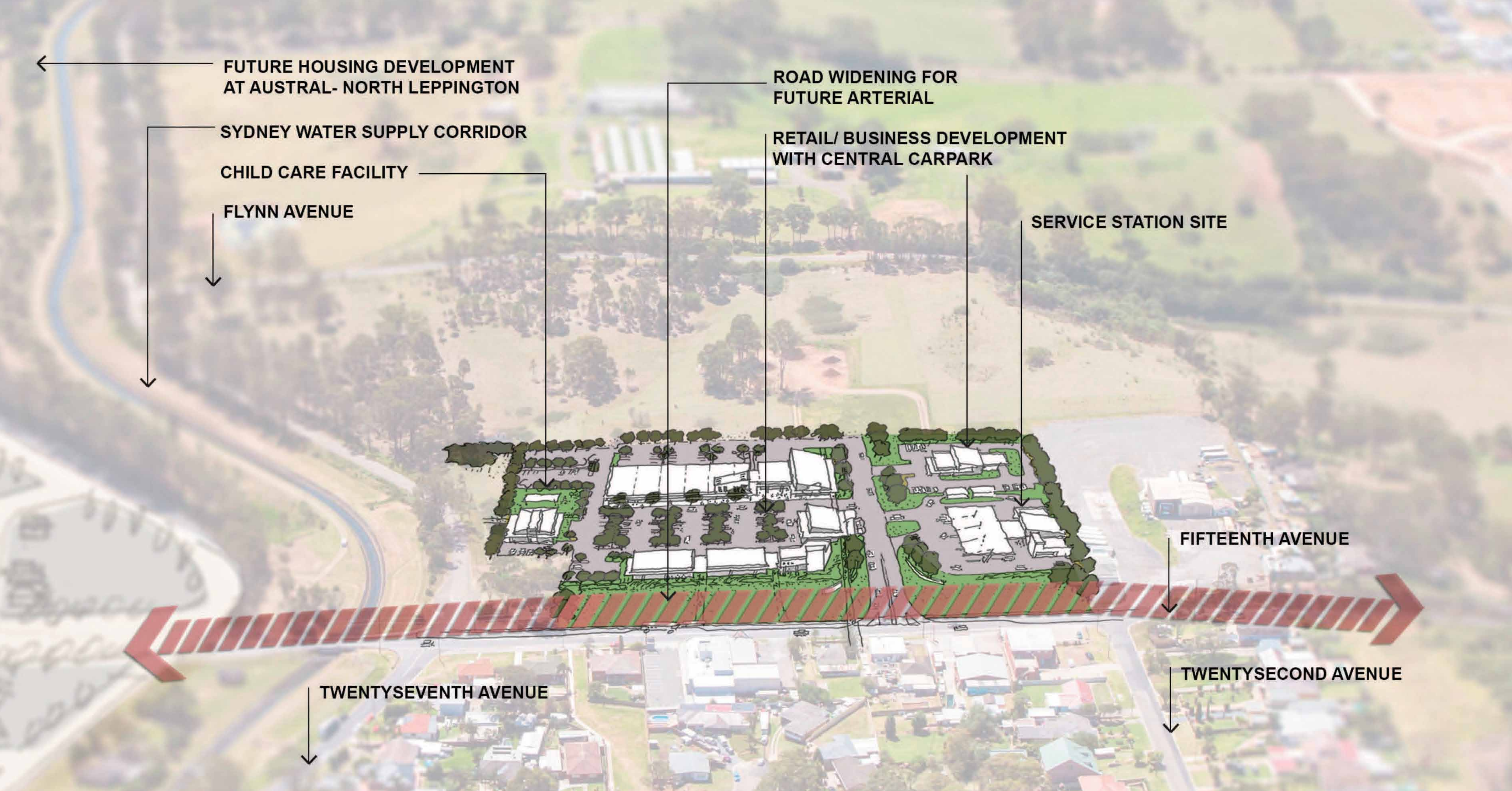
Saturday 15 November

Time: 10am – 12:30pm

Location: West Hoxton Community Church Hall
31-35 Twenty Second Ave, West Hoxton

You can contact us by email or phone:
enquiries@wspt.nsw.gov.au
02 9895 7500

3. 3 x AO project boards



A Sustainable Revenue Base From The Business Hub Will Fund:



Site and proposed uses

- The site may include businesses such as a gym; medical centre; retail; childcare and service station.
- Independent economic forecasting has identified demand for new business/retail floor space within the region.
- The scope of the planning application includes roads, services, site works and indicative building layout. Individual buildings proposed in the future will be the subject of future Development Applications.
- The aim of the proposed hub is to complement existing and future commercial centres that are also servicing the growing population in the region.



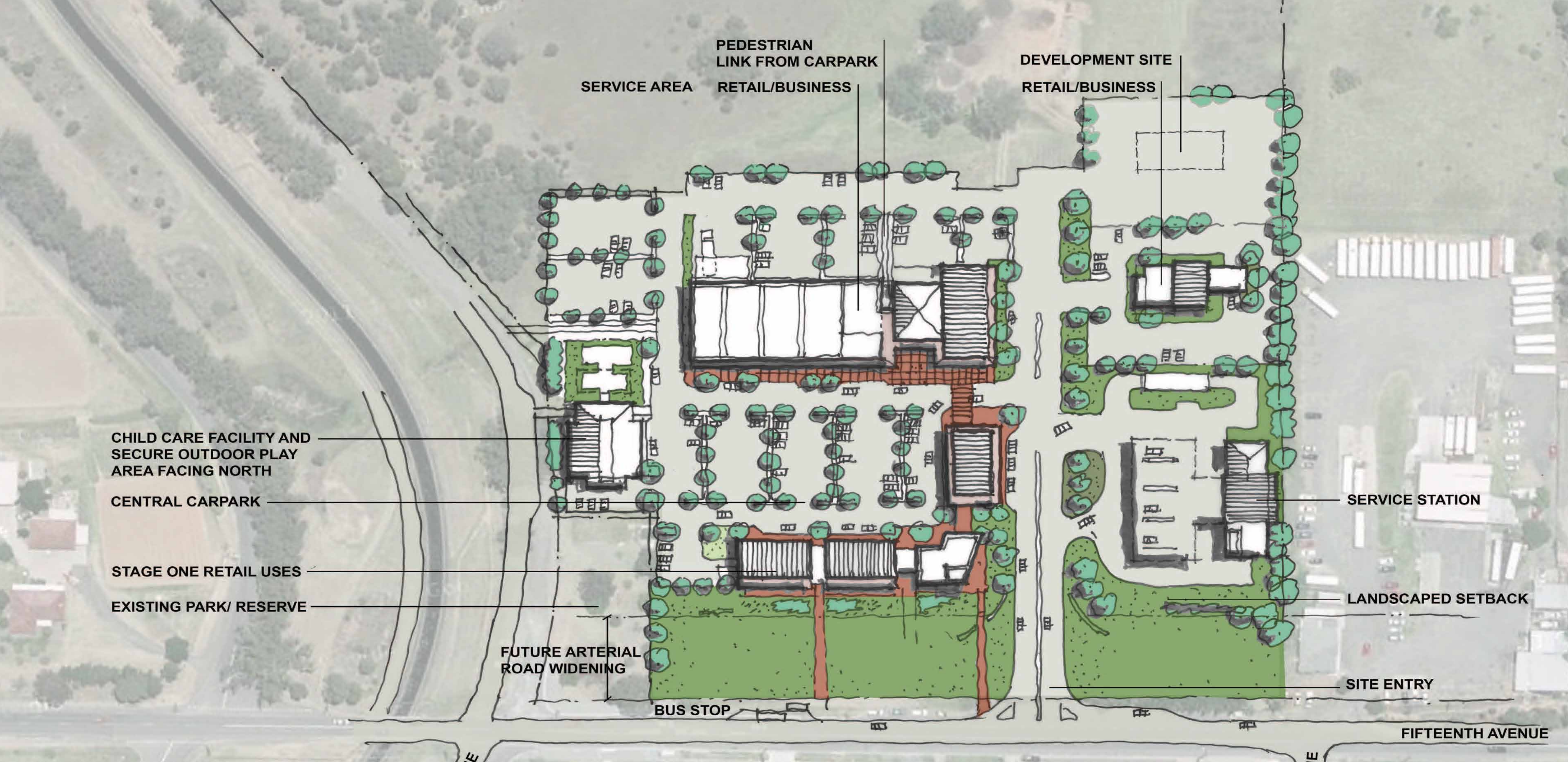


About Fifteenth Avenue Business Hub

- The proposed Business Hub is part of the **2%** of the Parklands which will deliver a sustainable funding base to maintain and enhance the remainder. All Business Hubs are part of the approved Plan of Management (inc Supplement) process with the purpose of creating a sustainable future.
- A number of sites that have **low ecological value** and are **located on the periphery of the Parklands**, adjacent to major arterial roads, have been selected for Business Hubs. Revenue will be derived from long term leases, and are expected to generate **8,000 jobs**.
- The revenue generated will **fund future active and passive recreational facilities, events and festivals** within the 1500 hectare Liverpool region of the Parklands.



Western Sydney Parklands



State Significant Development Application Process

Issue of Director General's Requirements

1

- Requests Department of Planning and Environment (DP&E) to issue Director General's Requirements for the proposed development
- Director General's Requirements issued

Preparation Lodgement, and Exhibition

2

- Undertake economic, traffic and other technical studies
- **Consults with Local Council, NSW Government Agencies and the community and prepares application report**
- Applicant lodges application with the Department of Planning & Environment
- The proposal is publicly exhibited (for minimum 30 days)



WE ARE HERE

Until Friday 21 November we'd like to hear your views on the vision for the proposed Fifteenth Avenue Business Hub.

Review of Submissions

3

- DP&E review submissions and forward to the applicant, Council and State Government agencies
- Applicant prepares a 'Submission Report' to respond to submissions (within 21 days)
- Proposal adjusted as a result of submissions, where required.
- DP&E review need to re-exhibit, if required

Assessment and Determination

4

- DP&E prepare assessment report in consultation with Council and State Government agencies
- The report is placed on the DP&E website and to the consent authority*
- Consent authority determines the Application

* **Consent authority may be either:**

- The Minister for Planning & Environment
- The Planning Assessment Commission; or
- A delegated officer of DP&E

Future Steps

5

- Marketing process to procure a developer/lessee for the site
- Future Development Applications for each building/structure
- Public exhibition of Development Applications for community submissions
- Infrastructure upgrades and bulk earthworks



Western Sydney Parklands

4. Newspaper advertising notice



Western Sydney Parklands

Western Sydney Parklands on Fifteenth Avenue is changing

Western Sydney Parklands Trust would like you to know about the vision to create a Business Hub on Fifteenth Avenue West Hoxton. Market demand analysis has determined a shortage in business/retail floorspace within the region and land uses may suit businesses such as a gym, medical centre, childcare and/or service station to complement existing and future businesses in the area.

If approved, the hub will assist in meeting the needs of the growing populations of Austral, Middleton Grange and West Hoxton, and provide jobs closer to home.

We would like to give you the opportunity to review and comment on the vision for the site:

DROP-IN SESSION 1

Thursday 13 November

Time: 5:30pm - 7:30pm

DROP-IN SESSION 2

Saturday 15 November

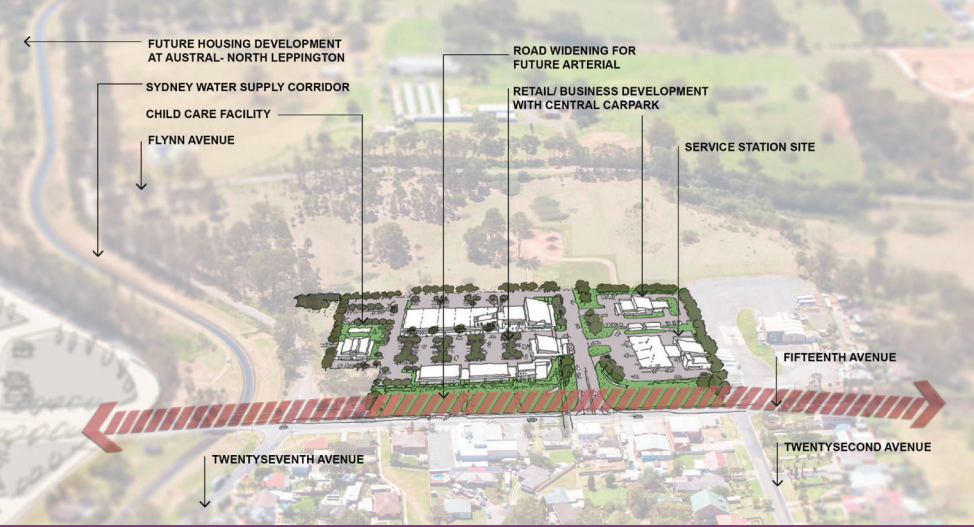
Time: 10am – 12:30pm

Location: West Hoxton Community Church Hall
31-35 Twenty Second Ave, West Hoxton

Alternatively, please visit the Western Sydney Parklands website at www.westernsydneyparklands.com.au to learn more about the Parklands and the proposal. Submissions close on Friday 21st November.



5. A4 Project flyer



Western Sydney Parklands on Fifteenth Avenue is changing

Covering over 5200 hectares, Western Sydney Parklands provides the community with sporting and recreation facilities, picnic grounds and shelters, extensive walking and cycling tracks, children’s playgrounds and year-round events. Established as a self-funded government agency, **two percent of the Parklands will deliver a sustainable funding base to maintain and enhance the remainder of the Parklands.** A number of sites for Business Hubs have been selected because of their low ecological value, and are located on the periphery of the Parklands, adjacent to major arterial roads. Revenue will be derived from long term leases, and the Business Hubs are expected to generate over 8,800 jobs for the people of western Sydney.

The Trust is proposing a Business Hub to be located on Fifteenth Avenue, and the revenue derived from the long term leases will fund the future development of the recreational areas within the 1500 hectare Liverpool LGA, and in particular in the Shale Hills area.

In the near future, the Parklands will be seeking community feedback and ideas for this area which could possibly include a super park, regional sporting facilities, a tourism attraction, bushland corridor and possible bridle trails.



About the proposed Fifteenth Avenue Business Hub

- The site may include businesses such as a gym; medical centre; retail; childcare and a service station.
- Independent economic forecasting has identified demand for new business/retail floor space within the region.
- The scope of the planning application includes roads, services, site works and indicative building layout.
- Individual buildings will be the subject of future Development Applications.
- The aim of the proposed hub is to complement existing and future commercial centres that are also servicing the growing population in the South West Growth Centre.
- If approved the business hub will assist in meeting the needs of the growing population and provide jobs closer to home.

Issue of Director General's Requirements

1

- Requests Department of Planning and Environment (DP&E) to issue Director General's Requirements for the proposed development
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Preparation Lodgement, and Exhibition

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Future Steps

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- Marketing process to procure a developer/lessee for the site
- Future Development Applications for each building/structure
- Public exhibition of Development Applications for community submissions
- Infrastructure upgrades and bulk earthworks

6. Media release.



Community views wanted for Parklands

Western Sydney Parklands Trust is embarking on community consultation for its long term plans for the Liverpool region, including a Business Hub and the community facilities the hub will fund.

Until Friday 21st November, the community can have a say on the proposed Business Hub to be located on Fifteenth Avenue West Hoxton.

The vision for the proposed business hub is a business gateway, servicing the Austral, Middleton Grange and West Hoxton communities as new families and residents move into the area. The land use would suit businesses such as a gym; medical centre; childcare and service station.

Independent economic forecasting has identified a demand for new business operations and speciality shops in the region. The Trust expects that if approved, the business hub will complement other business centres in meeting the needs of the growing population, and provide jobs closer to home.

The proposed Business Hub on Fifteenth Avenue is part of the two percent of the Parklands which will deliver a sustainable funding base to maintain and enhance the remainder. A number of sites that have low ecological value and are located on the periphery of the Parklands, adjacent to major arterial roads, have been selected for Business Hubs. Revenue will be derived from long term leases, and are expected to generate to 8,800 jobs.

The revenue generated from the Fifteenth Avenue Business Hub will fund future active and passive recreational facilities, events and festivals within the 1500 hectare Liverpool region of the Parklands. In the near future, the Parklands will be seeking community feedback and ideas for this area which could possibly include a super park, regional sporting facilities, a tourism attraction, bushland corridor and possible bridle trails.

The vision for Fifteenth Avenue Business Hub can be viewed at the information sessions at xxxx West Hoxton.

You are invited to drop in, meet the team, and discuss the project.

Session Thurs 13th November between 5:30pm and 7:30pm

West Hoxton Community Church Hall
31-35 Twenty Second Ave West Hoxton

Session 2 Saturday 15th November between 10am – 12:30pm

West Hoxton Community Church Hall
31-35 Twenty Second Ave West Hoxton

We welcome your feedback on the vision for the Fifteenth Avenue Business Hub until Friday 21st November 2014 and we will keep you informed as the proposal progresses. In the meantime, should you have any questions or comments you are welcome to contact the planning and community engagement team on enquiries@wspt.nsw.gov.au. More information can be viewed online www.westernsydneyparklands.com.au.

<ENDS>

MEDIA CONTACT: Calli Brown 04161 171 067