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# **2-30 TEMPUS STREET, ROUSE HILL SSDA**

Community and Stakeholder  
Engagement Outcomes Report

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We recognise that First Nations sovereignty was never ceded and respect First Nations peoples continuing connection to these lands, waterways and ecosystems for over 60,000 years.

We pay our respects to First Nations Elders, past and present.

The river is the symbol of the Dreaming and the journey of life. The circles and lines represent people meeting and connections across time and space. When we are working in different places, we can still be connected and work towards the same goal.

Title: Sacred River Dreaming  
Artist Hayley Pigram  
Darug Nation  
Sydney, NSW

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# ABBREVIATIONS

Table 1 Abbreviations

<b>Abbreviation</b>	<b>Definition</b>
DPHI	Department of Planning, Housing and Environment
SEARs	Secretary's Environmental Assessment Requirements
EIS	Environmental Impact Statement
SSDA	State Significant Development Application
SSD	State Significant Development
EP&A Act	Environmental Planning and Assessment Act 1979
IAP2	International Association of Public Participation
LGA	Local Government Area
DP	Deposited Plan

# 1. INTRODUCTION

Urbis has been commissioned by Freecity Group to prepare this *Community and Stakeholder Engagement Outcomes Report* in accordance with the technical requirements of the Secretary's Environmental Assessment Requirements (SEARs) as part of the preparation of an Environmental Impact Assessment (EIS) and State Significant Development Application (SSDA) for the proposed development of an 11, 18 and 23-storey mixed-use development at 2-30 Tempus Street, Rouse Hill. The site is made up of one lot, being Lot 19 in DP 280013.

The engagement strategy and approach detailed within this report has been prepared to address the:

- Secretary's Environmental Assessment Requirements (**SEARs**) issued for the project (SSD-76190964)
- Department of Planning Housing and Infrastructure's (DPHI) *Undertaking Guidelines for State Significant Projects* (March 2024) (*Undertaking Engagement Guidelines*)
- International Association of Public Participation (IAP2) Public Participation Spectrum.
- DPHI's *Community Participation Plan*.

The strategy was directly informed by Urbis Engagement's analysis of the wider community, The Hills Shire Council and elected officials' sentiment regarding increased residential densities in Rouse Hill and The Hills Shire Council local government area (Section 3.3.1), and our understanding of the Rouse Hill community profile (Section 3.3). Our analysis revealed strong interest and concern from community and stakeholders. This analysis also informed our engagement approach, which was designed to be transparent, proactive, inclusive, offering easily accessible information, and the opportunity to provide informed feedback through a diverse range of channels.

The result of this approach yielded limited interest from community and stakeholders to provide feedback and received minimal negative feedback, and an understanding that some community members are open to the potential of more housing options and the vibrancy that comes with a denser population as evidenced in [Section 5](#) of this report.

## 1.1. LEGISLATIVE CONTEXT

In NSW, the preparation and evaluation of environmental assessments for state significant developments is legislated through the Environmental Planning and Assessment Act 1979 (EP&A Act). The EP&A Act outlines a series of statutory requirements for proponents seeking development approval. The EP&A Act includes specific requirements to provide community members and stakeholders with opportunities to participate in the planning process.

As such, this report has been prepared in line with the following guidelines and requirements:

- The industry-specific Build-to-Rent SEARs issued for this project
- DPHI's *Undertaking Engagement Guidelines for State Significant Projects* (March 2024) (*Undertaking Engagement Guidelines*)
- DPHI's *Community Participation Plan* (April 2024)
- The International Association of Public Participation's (IAP2) Public Participation Spectrum
- Response to Secretary's Environmental Assessment Requirements (SEARs).

## 1.2. RESPONSE TO SECRETARY'S ENVIRONMENTAL ASSESSMENT REQUIREMENTS (SEARS)

The engagement activities and outcomes detailed within this report address the SEARs, as issued by the DPHI. The SEARs require demonstration of how the engagement to be undertaken for this project is consistent with DPHI's *Undertaking Engagement Guidelines for State Significant Projects*.

Table 1 provides the SEARs that are relevant to the delivery of community and stakeholder engagement for this project.

Table 1 Response to SEARs – SSD-76190964

SEARs item	Project response
26. Engagement	
<p>Detail engagement undertaken and demonstrate how it was consistent with DPHI's <i>Undertaking Engagement Guidelines for State Significant Projects</i>. Detail how issues raised, and feedback provided have been considered and responded to in the project. In particular, applicants must consult with:</p> <ul style="list-style-type: none"> <li>▪ The relevant Department assessment team.</li> <li>▪ Any relevant local councils.</li> <li>▪ Any relevant agencies.</li> <li>▪ The community.</li> <li>▪ If the development would have required an approval or authorisation under another Act but for application of s 4.41 of the EP&amp;A Act or requires an approval or authorisation under another Act to be applied consistently by s 4.42 of the EP&amp;A Act, the agency relevant to that approval or authorisation.</li> </ul>	Engagement Outcomes Report

### 1.3. ALIGNMENT WITH UNDERTAKING ENGAGEMENT GUIDELINES FOR STATE SIGNIFICANT PROJECTS

This engagement outcomes report has been prepared in line with DPHI's *Undertaking Engagement Guidelines*, which provide guidance for the effective delivery of engagement to support the development of state significant projects in NSW. The *Undertaking Engagement Guidelines* provides a series of objectives for effective engagement. These community participation objectives are detailed in Table 1. This table also outlines where each objective has been addressed within this report.

Table 1 Community participation objectives

	Objective	Where has this been addressed
1	Identify the people or groups who are interested in or are likely to be affected by the project.	Community and key stakeholders are detailed in Section <a href="#">3.2.1</a> .
2	<p>Use appropriate engagement techniques. This includes:</p> <ul style="list-style-type: none"> <li>▪ considering the accessibility of how information is delivered</li> <li>▪ the avoidance of technical language and jargon so information can be easily interpreted by the audience</li> <li>▪ the adoption of non-written forms of engagement, where needed.</li> </ul> <p><i>Appropriate engagement techniques are particularly important when engaging with specific groups, such as Aboriginal and Torres Strait Islander</i></p>	<p>For an overview of engagement activities, see <a href="#">Section 4</a>.</p> <p>For an overview of the engagement activities to be utilised throughout this engagement process, see <a href="#">Section 4</a>.</p>

	<b>Objective</b>	<b>Where has this been addressed</b>
	<i>groups, where engagement should be a discrete, planned activity undertaken by and with experienced Indigenous engagement specialists.</i>	
3	Ensure the community are provided with safe, respectful and inclusive opportunities to express their views	For an overview of engagement activities, see <a href="#">Section 4</a> .
4	Involve the community, councils and government agencies early in the development of the proposal, to enable their views to be considered in project planning and design	For details of the approach to engagement with key stakeholders, such as community, council and government agencies, see <a href="#">Section 3</a> .
5	Be innovative in their engagement approach and tailor engagement activities to suit the: <ul style="list-style-type: none"> <li>▪ context (e.g. sensitivity of the site and surrounds)</li> <li>▪ scale and nature of the project and its impacts</li> <li>▪ level of interest in the project.</li> </ul>	For an overview of the project context, see <a href="#">Section 3.2</a> .  See <a href="#">Section 2.5</a> for an overview of the project.
6	Provide clear and concise information about what is proposed and the likely impacts for the relevant people or group they are engaging with.	See Appendix A, B and C for a copy of the community notification, which was used to provide the community with clear and concise information about the proposal, and details of how the community can provide feedback.
7	Clearly outline how and when the community can be involved in the process.	
8	Make it easy for the community to access information and provide feedback.	Stakeholder may provide feedback on the proposal.  Details of the engagement activities are provided in <a href="#">Section 4</a> .
9	Seek to understand issues of concern for all affected people and groups and respond appropriately to those concerns.	For an overview of engagement activities, see <a href="#">Section 4</a> .
10	Provide feedback about how community and stakeholder views were used to shape the project or considered in making decisions.	Community and stakeholder views will be summarised and provided in the Engagement Outcomes Report to be prepared for this project.

Source: DPHI's Undertaking Engagement Guidelines for State Significant Projects – March 2024

## 2. PROJECT DETAILS

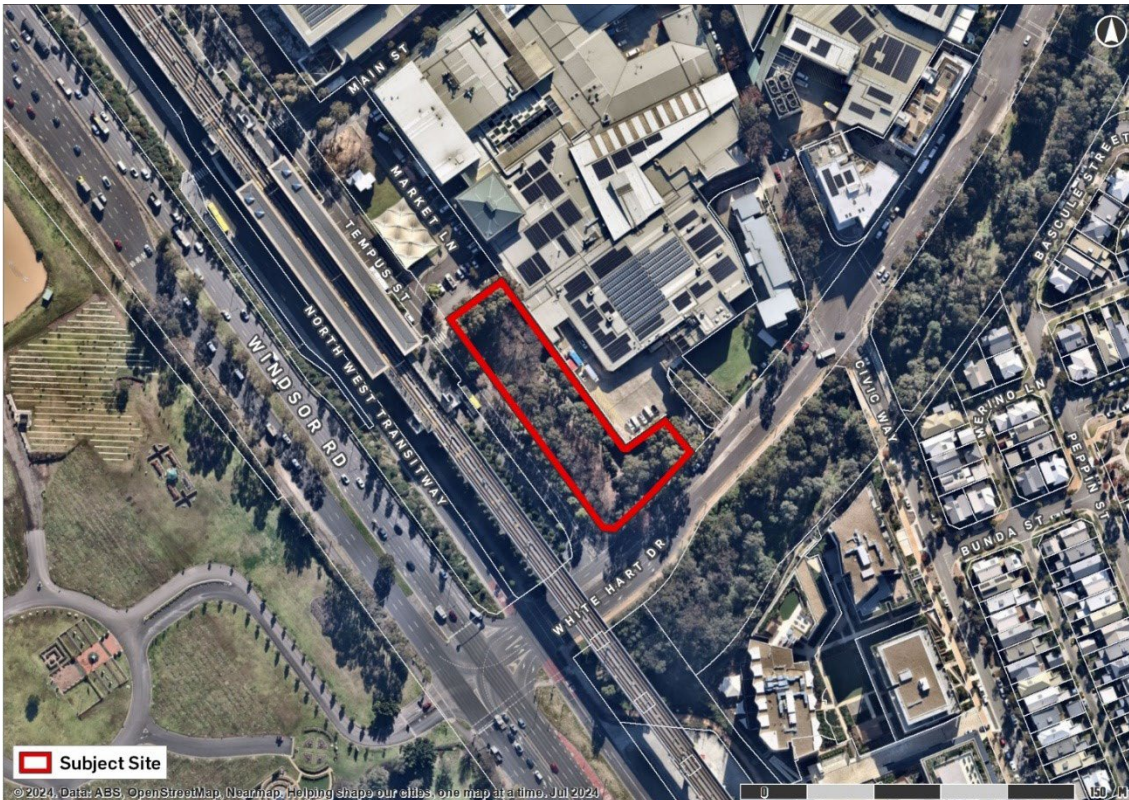
This section provides an overview of the project details, including the project site and surrounding locality, project context, and a detailed description of the proposed development.

### 2.1. PROJECT SITE

The site is located at 2-30 Tempus Street, Rouse Hill, within The Hills Shire Council (Council) local government area (LGA). The site is legally described as Lot 19 in DP 280013.

The site has a frontage of approximately 118m to Tempus Street and approximately 50m to White Hart Drive. The site has a total area of 4,387sqm.

Figure 1 Local context map



Source: Urbis

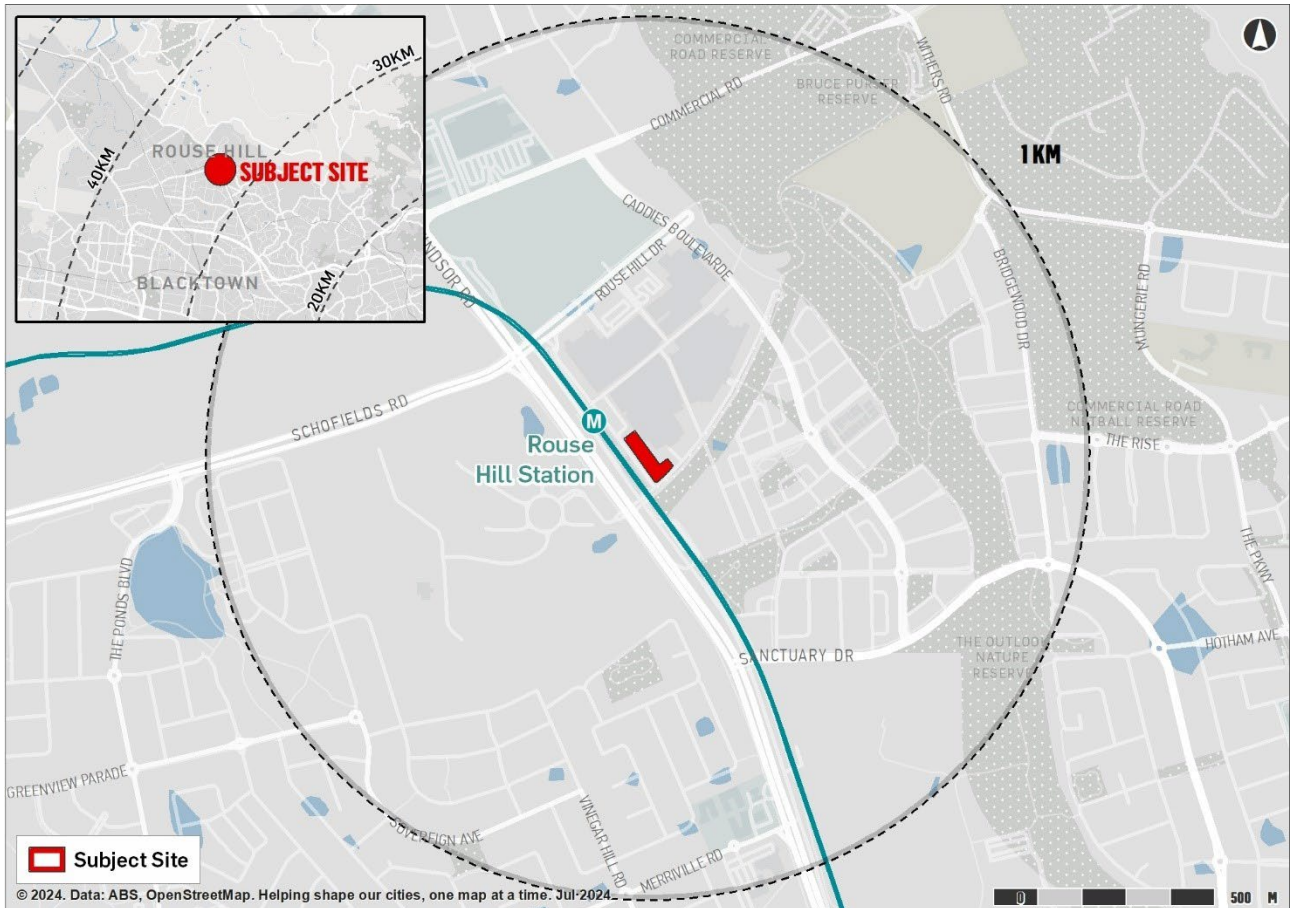
### 2.2. THE SURROUNDING LOCALITY

The site is located on the southern edge of Rouse Hill Town Centre and to the east of Rouse Hill Metro Station.

To the east of the site across White Hart Drive is a large residential area comprising single dwellings and town houses.

To the south of the site across White Hart Drive is new residential development of approximately 6 to 12 storeys.

Figure 2 Regional context



The site is located close to open spaces including Castlebrook Memorial Park to the south-west of the site across Windsor Road, and Caddies Creek Park and Reserve to the south of the site. Iron Bark Ridge is located to the west of the site at Caddies Creek.

The site is identified as a 'sleeve' site in the Rouse Hill Town Centre Precinct Plan approval (DA 1581/2005/HB). The intention of this design is that future development will create an appealing streetscape screen or envelope around 'big box' retail and car parking structures. The retail and car parking structures have already been constructed and are in operation, therefore the site was temporarily treated with soil mounds, landscaping and tree planting until the site is developed.

No other structures exist on the site.

## 2.3. PROJECT CONTEXT

The site is in Rouse Hill, which is part of the NSW Government's Northwest Growth Area. The area is a significant focus for the urban expansion in Sydney. It is positioned to evolve into a regional destination that services the needs of Sydney's Northwest.

The Rouse Hill community is characterised as a family-centric area. Demographic data indicates the area has a high family household composition of 90.8%, compared to Greater Sydney (72.6%).<sup>1</sup> However, its single skilled professional worker population is on the rise.<sup>2</sup> This trend can be attributed to the area being close to employment hubs, including the Norwest Business Park and the area's transport connections to Sydney CBD.

<sup>1</sup> Australian Bureau of Statistics (2021) 'Rouse Hill Census Community Profile' <https://abs.gov.au/census/find-census-data/community-profiles/2021/SAL13444>

<sup>2</sup> .id (2021) 'Rouse Hill Occupation of Employment' <https://profile.id.com.au/the-hills/occupations?WebID=230>

Planning for Rouse Hill is to accommodate a substantial increase in population growth and provide much-needed homes given the current housing crisis in Greater Sydney. The site will also provide housing for key and essential workers required for the planned Rouse Hill Hospital.

The site is located adjacent to the Rouse Hill Town Centre which is a commercial, retail and entertainment hub for the local community.

Rouse Hill Metro Station and bus services are located opposite the site. The Metro line connects Rouse Hill to Tallawong in the north, and to other key commercial and employment centres including Macquarie Park, Chatswood, North Sydney and Sydney's CBD to the east and south, achieving the outcome of locating homes to employment, services and centres of amenity. The site is also located adjacent to the Windsor Road corridor, connecting vehicular traffic to the M2 and M7.

### **2.3.1. Community and stakeholder sentiment towards increased residential density**

A community and stakeholder sentiment analysis conducted by Urbis Engagement regarding increased residential density within Rouse Hill and the Council LGA revealed a high-level of interest and concern from the wider community, Council and elected officials.

The Council and elected officials have consistently voiced opposition to higher residential densities within the LGA and the impact of increased population in The Hills Shire Council on critical local infrastructure including roads, traffic, parking, schools and green spaces. Most recently, the Mayor of The Hills Shire Council, Dr Michelle Byrne, launched the *Fight for a Fairer Hills Future* campaign. This campaign urges the NSW Government to fund critical infrastructure, such as road upgrades, new schools, sporting fields, and other essential services. Previously, Council also opposed increased housing development between the Kellyville and Bella Vista Metro trains.

The key areas of concern regarding increasing residential densities are focused on infrastructure's capacity to cope with additional residents, pressure on community services to meet residents' needs such as schools, traffic and parking congestion, loss of green spaces and in turn the impacts on biodiversity, the change of character of the area and loss of its suburban character, and quality of life impacts such as reduced privacy and noise pollution.

The Council's Community Engagement Policy and Strategy recognises that involving the community in these discussions is crucial for making informed and balanced decisions that reflect the needs and aspirations of residents.<sup>3</sup>

## **2.4. POLICY CONTEXT**

### **2.4.1. NSW Government Transport Orientated Development Policy**

The NSW Government's Transit Orientated Development (TOD) policy aims to create vibrant, sustainable, and well-connected communities by focusing on high-density, mixed-use developments around public transport hubs.

Rouse Hill has been identified as a key precinct for TODs. The site is located adjacent to the Rouse Hill Metro Station and bus interchange and supports this policy.

### **2.4.2. Greater Sydney Region Plan: A Metropolis of Three Cities**

The Greater Sydney Region Plan: A Metropolis of Three Cities (Regional Plan) outlines the vision for Sydney's growth over the next 40 years. Under Regional Plan the site sits within the Central River City. The Regional Plan envisions the Central River City as a dynamic and vibrant urban area that integrates residential, commercial and recreational spaces. It aims to create well-connected communities with diverse housing options, close to employment opportunities and public transport links enhancing overall quality of life.

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<sup>3</sup> The Hills Shire Council (2024) 'Community Engagement Policy and Strategy' <https://www.thehills.nsw.gov.au/Council/Key-Documents-Reports-Policies/Council-Key-Documents-Directory/Community-Engagement-Policy-Strategy>

The proposal aligns with the Regional Plan's vision by fostering a dynamic urban environment that integrates diverse residential and commercial spaces, enhancing the area's vibrancy.

- Offering a range of housing types including BTR and co-living apartments, providing housing choice to meet diverse community needs.
- The site is close to Rouse Hill Town Centre, with access to local amenity, retail offerings, services, employment and sustainable transport options.
- The development includes commercial and retail spaces that will generate employment and economic growth in Rouse Hill.
- Sustainability is key, with the site located less than 50 metres from Rouse Hill Metro Station, promoting walkability and public transport use.

### **2.4.3. Central City District Plan**

The Central City District Plan is a 20-year plan to manage growth in the context of economic, social and environmental matters to implement the objectives of the Greater Sydney Region Plan.

The proposed development is consistent with the following District Plan Planning Priorities:

- Providing housing supply, choice and affordability, with access to jobs, services and public transport.
- Creating and renewing great places and local centres.
- Delivering integrated land use and transport planning and a 30-minute city.
- Growing investment, business opportunities and jobs in strategic centres.
- Reducing carbon emissions and managing energy, water and waste efficiently.
- Adapting to the impacts of urban and natural hazards and climate change.

### **2.4.4. NSW Government Housing 2041 Strategy**

The proposed development is aligned with the key objectives of the NSW Government's Housing 2041 Strategy. The proposal meets the objectives of the strategy by increasing housing supply, diversity, and affordability. By integrating high density residential and commercial floor space, the proposed development supports the creation of vibrant, sustainable communities that offer a range of housing options to meet the needs of a growing and diverse population. Additionally, the proposed development's proximity to public transport and essential services enhances accessibility and reduces reliance on private vehicles, promoting a more sustainable urban lifestyle.

This approach not only responds to the currently high housing demands in NSW but also anticipates future growth and ensures that Rouse Hill evolves into a resilient and inclusive community in line with the long-term vision of the Housing 2041 strategy.

### **2.4.5. The Hills Shire Local Environmental Plan 2019**

The site is zoned MU1 Mixed Use under The Hills Shire Local Environmental Plan (LEP) 2019, allowing for commercial premises (including retail), residential flat buildings, and shop top housing with consent.

Under Chapter 3, Part 4 of the Housing State Environmental Planning Policies (SEPP), BTR development is permissible with consent in the MU1 Mixed Use zone if:

- The development includes at least 50 dwellings occupied, or intended to be occupied, by individuals under residential tenancy agreements.
- All buildings containing the dwellings are located on the same lot.

The proposed development meets these criteria, with more than 50 BTR dwellings, all located on the same lot.

Co-living accommodation is defined as a type of 'residential accommodation' in The Hills Shire LEP 2019. While residential accommodation is generally prohibited in the MU1 zone, Chapter 3, Part 3 of the Housing

SEPP permits co-living with consent in zones where residential flat buildings or shop top housing are allowed under another Environmental Planning Instrument (EPI).

Since residential flat buildings and shop top housing are permissible with consent in the MU1 zone under The Hills LEP, co-living accommodation is also permissible with consent on this site.

### **2.4.6. The Rouse Hill Precinct Plan**

The Rouse Hill Precinct Plan (Precinct Plan) sets the framework for Rouse Hill to grow into a thriving regional destination and mixed-use Strategic Centre with employment opportunities for its residents. The Precinct Plan applies the principles of TOD to the future growth of the Rouse Hill Strategic Centre. This promotes a compact walkable Precinct, which accommodates a mix of uses all centred around the well-established Town Centre and Rouse Hill Metro Station.

## **2.5. PROJECT DESCRIPTION**

The application seeks development consent for the development of an 11, 18 and 23 storey mixed use development at 2-30 Tempus Street, Rouse Hill. Specifically, the SSDA seeks development consent for:

- Site preparation works including removal of temporary planting, bulk excavation and earthworks
- Construction and operation of an 11, 18 and 23 storey mixed use development, comprising:
  - Consolidated podium comprising ground level lobby, retail and wellness tenancies, and two levels of commercial floor space above
  - 216 co-living units within the 11-storey tower
  - 332 build-to-rent units across the 18 and 23-storey towers, including 105 units in a dual key configuration
  - Rooftop internal and external amenity spaces on each tower to service the build-to-rent and co-living residents
- Landscaping and public domain works, including:
  - Retaining existing street trees
  - Provision of a deep soil landscaped buffer zone along the rear boundary
  - On-structure landscaping on each rooftop.
- Construction and use of two basement levels, accessed from White Hart Drive, to accommodate:
  - Approximately 111 car spaces
  - Motorcycle and bicycle parking
  - Loading dock facilities
- Extension and augmentation of services and infrastructure as required.

### 3. COMMUNITY AND STAKEHOLDER STRATEGY

This section outlines the engagement activities delivered between March 2025 and April 2025 to raise community and stakeholder awareness of, and invite feedback on, the proposal. This engagement methodology and its outcomes have been informed and are consistent with DPHI's *Undertaking Engagement Guidelines for State Significant Projects*.

#### 3.1. ENGAGEMENT OBJECTIVE AND APPROACH

The engagement objectives and approach have been informed by the International Association of Public Participation's (IAP2's) *Public Participation spectrum*, DPHI's *Undertaking Engagement Guidelines* and *Community Participation Plan*, our Sentiment Analysis detailed in Section 3.3.1 of this report and our understanding of the Rouse Hill community (Section 3.3).

Our sentiment research revealed strong interest and concern from the wider community, The Hills Shire Council, and elected officials in State and Local Government, and local advocacy groups regarding developments that propose higher residential densities.

Additionally, our understanding of the Rouse Hill area through our community profiling highlighted that it is a family-oriented community, with a growing number of single, skilled professionals.

In light of these insights, our engagement approach was designed to proactively provide transparent and clear information, the opportunity for engagement, and to seek feedback from the following groups via appropriate communication channels. Informed by this sentiment analysis, our approach included:

- **Engagement with residents, families, community groups and local schools** engaged via community newsletter. The newsletter provided project information and details of the Community Pop-up Information Session. The Community Pop-up Information Session was held within at the Rouse Hill Town Centre shopping mall on Saturday 22 March 2025, a high-traffic, popular family location. The information session included the display of project information on large-format exhibition boards and a link to the Social Impact Assessment (SIA) survey. The Community Pop-up Information Session was also promoted through the Hills to Hawkesbury's Facebook feed, geotargeting residents with a Rouse Hill postcode.
- **Engagement with The Hills Shire Council and elected officials (State and Federal)** via two written project updates and invitations to briefing meetings.
- **Engagement with industry and all tiers of Government** with LinkedIn communication of the proposal on the Freecity Group corporate page, including details on how further information could be obtained and feedback provided. This post proactively tagged The Hills Shire Council.

Freecity Group sought to provide transparent, clear, open communication with the community and key stakeholders with the aim of informing and consulting. This approach is in line with DPHI's *Community Participation Plan*, and the approach to engagement was informed by the objectives shown in Figure 4.

It has been noted that in the fortnight following the Community Pop-Up Information Session, the Mayor of the Hills Shire Council has launched a campaign on 'Fight for a Fairer Hills Future', which actively lobbies the NSW Government for urgent funding of road upgrades, new schools, sporting fields and local infrastructure including open space.

Figure 3: IAP2 public participation spectrum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Source: IAP2

Figure 4 DPHI Community Participation Plan objectives

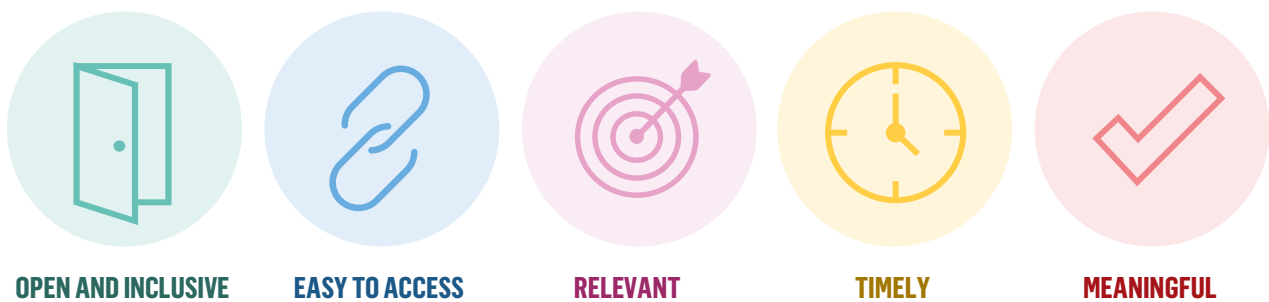



















Table 2 Engagement approach and alignment with objectives

Approach	Alignment with objectives
Providing consistent, relevant, jargon-free and up-to-date information on the proposal, impacts, benefits, and the planning report process through accessible, tailored open lines of communication.	  
Identify potential impacts on stakeholders and the community, as well as measures to enhance potential positive impacts and minimise potential negative impacts, through genuine and consistent consultation.	  
Providing methods for monitoring and opportunities for the community to give feedback to help inform the planning process.	 

Responding appropriately and in a timely manner to concerns or questions raised by the community and stakeholders throughout the lifecycle of the project.	   
Facilitating information flow to the project team by establishing working relationships to ensure stakeholder and community views and local knowledge are appropriately incorporated into the design of the project.	 
Managing expectations by closing the feedback loop and sharing how stakeholder and community views influenced the proposal.	  

## 3.2. COMMUNITY AND STAKEHOLDERS

Stakeholders are individuals, groups of individuals or organisations that could influence or affect a project. Described in DPHI’s *Undertaking Engagement Guide: Guidance for State Significant Projects*, the community is anyone interested in or likely to be affected by the project.

### 3.2.1. Stakeholder categories

Within this context, the stakeholders for this project were categorised by group, as shown in Figure 5. The community stakeholders were identified due to their proximity to the site, potential concerns about the project impacts, and general interest in the project.

The Stakeholder Matrix in Table 3 outlines the stakeholders, engagement objective and forms of engagement.

Figure 5 Stakeholder categories

GOVERNMENT AUTHORITIES	RELEVANT AGENCIES	ABORIGINAL STAKEHOLDERS
<ul style="list-style-type: none"> <li>▪ <b>Department of Planning, Housing and Infrastructure (DPHI), specifically:</b> <ul style="list-style-type: none"> <li>– Assessment Team</li> </ul> </li> <li>▪ <b>The Hills Shire Council, specifically the:</b> <ul style="list-style-type: none"> <li>– Planning and Assessment Team</li> <li>– Social Planner</li> <li>– Environmental and Health Team</li> </ul> </li> <li>▪ <b>Elected officials:</b> <ul style="list-style-type: none"> <li>– The Hills Shire Council Mayor and Councillors</li> <li>– State Member for Kellyville, Mr Raymond Craig Williams MP</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Transport for NSW (TfNSW)</li> <li>▪ Sydney Water</li> <li>▪ Ausgrid</li> <li>▪ School Infrastructure NSW</li> </ul>	<ul style="list-style-type: none"> <li>▪ Registered Aboriginal parties, local knowledge holders and custodians</li> <li>▪ Metropolitan Local Aboriginal Land Council</li> </ul>

- Federal Member for Mitchell, The Hon. Alex Hawke MP

#### SURROUNDING COMMUNITY

- Surrounding landowners, occupiers and businesses (within 500m radius of the site)
- Castlebrook Memorial Park: Rouse Hill Cemetery

#### LOCAL SCHOOLS

- **Local schools within 2km:**
  - Rouse Hill Public School
  - Rouse Hill High School
  - Rouse Hill Anglican College
  - Our Lady of the Angels Primary School
  - Ironbark Ridge Public School
  - The Ponds School
  - Kellyville Ridge Public School
  - Beaumont Hills Public School
  - Kellyville Ridge Preschool & Long Daycare
  - Guardian Childcare and Education Rouse Hill
  - Kindalin @ Rouse Hill
  - Berry Patch Preschool & Long Daycare

## 4. ENGAGEMENT ACTIVITIES

This section outlines the engagement activities that were implemented during the consultation process.

Figure 6 Engagement activities



### 4.1. NEWSLETTER

On 20 March 2025, a community newsletter about the proposal was distributed via letterboxes to 1,230 neighbouring properties within the community (as shown in Appendix B). The newsletter:

- Provided information about the project.
- Outlined how the community could give feedback on the proposal.
- Advertised the Community Pop-up Information Session.
- Shared the opportunity to undertake the Social Impact Assessment (SIA) Survey.

On the 20 March 2025, the newsletter was also distributed via email to key stakeholders including The Hills Shire Council Mayor Dr Michelle Byrne, Councillor Mitchell Blue, Councillor Jacob Jackson, Councillor Dr Mila Kasby, State Member for Kellyville Mr Raymond Craig Williams MP, Federal Member for Mitchell The Hon. Alex Hawke MP and school principals in the area.

### 4.2. COMMUNITY POP-UP INFORMATION SESSION

A Community Pop-up Information Session was held on 22 March 2025 from 11.00 to 1.30pm at Rouse Hill Town Centre shopping centre. The purpose of this session was to:

- Provide the community with the opportunity to speak directly to the project team.
- Share the proposal and project plans with the community alongside visual materials.
- Allow the community to ask questions and provide their feedback on the proposal.
- Shared the opportunity to undertake the Social Impact Assessment Survey.

## **4.2.1. Social media advertisement**

### **4.2.1.1. Facebook**

On 17 March 2025, a social media advertisement was published on the *Hills to Hawkesbury* Facebook page (appendix C.1). The advertisement was geotargeted to Facebook profiles indicating residence in Rouse Hill. The post informed the community about the Community Pop-Up Information Session taking place on Saturday 22 March (section 4.2). The advertisement detailed the information session's location and purpose and included an image of the proposal and the artist's impression of the final design. The Facebook post promoting the Community Pop-Up Information Session achieved a reach of 11,883.

## **4.2.2. Social media communication**

### **4.2.2.1. LinkedIn**

Following the Community Information Pop-Up Session, Freecity Group posted on their corporate LinkedIn feed on Tuesday 25 March 2025 (as shown in appendix C.2). The purpose of the post was to encourage industry and government stakeholders to be informed and provide feedback on the proposal, and to be informed that community engagement was underway. The post proactively tagged The Hills Shire Council. The post content included details of the project's Community Information Pop-up Session, and the enquiry lines available via 1800 number and email to provide government and industry stakeholders with the information on how to provide feedback. The post achieved a reach of 4,399 impressions and 304 engagement clicks.

## **4.3. SOCIAL IMPACT ASSESSMENT SURVEY**

A Social Impact Assessment (SIA) survey was conducted to understand the potential social impacts and benefits of the proposal. A link to the survey was communicated via a community newsletter to 1,230 residences within 500m of the site on 14 March 2025. A total of 15 responses to the survey were received, with 9 completing the survey and 6 incomplete responses.

Survey respondents' feedback focused on the following themes:

- Positive sentiment towards increasing housing supply and diversity of housing in Rouse Hill.
- The proposal's potential impact on traffic and parking in the area and how this may impact pedestrian safety during construction and operation.
- Construction impacts including dust and noise.
- Removal of vegetation on the site and environmental impacts.
- The proposal's height and scale, visual and overshadowing impacts and loss of local character.
- Concerns about transport infrastructure capacity to accommodating additional residents.

Detailed survey responses can be found within the SIA Report submitted with the EIS.

## **4.4. STAKEHOLDER BRIEFINGS**

Freecity Group communicated via letter to The Hills Shire Mayor Dr Michelle Byrne, Councillor Mitchell Blue, Councillor Jacob Jackson, Councillor Dr Mila Kasby, State Member for Kellyville Raymond Craig Williams, Federal Member for Mitchell, The Hon. Alex Hawke on 14 February 2025. The letter introduced the project and invited elected officials to a briefing with the project team.

A briefing was held with The Hills Shire Mayor, Manager of Development Assessment, Group Manager Development Compliance and Group Manager Shire Strategy on 11 April 2025. Members of the Freecity Group, Urbis Planning, Urbis Engagement, and Urbis Social Planning were in attendance.

No response has been received from State Member for Kellyville or Federal Member for Mitchell at the time of writing this report.

## **4.5. ENGAGEMENT EMAIL AND PHONE NUMBER**

A 1800 number and email address was communicated to community members and stakeholders throughout the consultation period, providing the opportunity for people to ask questions, seek further information and provide feedback. One call and no emails were received at the time of writing this report.

# 5. WHAT WE HEARD

## 5.1. COMMUNITY STAKEHOLDERS

Urbis Engagement has identified the following four themes through the consultation with community members and stakeholders. They included:

- Concerns regarding the additional traffic generation and parking demand
- Positive sentiment towards provision of additional and diverse housing options
- Removal of vegetation and loss of green space
- Changing character of the area and overdevelopment

One stakeholder provided feedback on the impact of additional residents on local green and open spaces.

These themes and detailed feedback are outlined below. Responses to the feedback received, including non-recurring feedback, are outlined in Section 4.2 below.

### 5.1.1. Traffic and parking

A key issue raised by community members during the Community Pop-up Information Session, and one via the project's engagement email, were concerns about the proposal's impact on traffic and parking in the area. Community members noted the area's existing traffic congestion and lack of parking around the Rouse Hill Town Centre.

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*“It is already very hard to park here [Rouse Hill Town Centre]” – wider community member at the Community Pop-up Information Session.*

*“Congestion is a real issue here” – wider community member at the Community Pop-up Information Session.*

*“They will all have cars, and the road infrastructure isn't keeping up” – wider community member at the Community Pop-up Information Session.*

*“The two levels of basement car parking is a good inclusion, although the 120 spaces although falls woefully short of the approximately 528 apartments that have been detailed in the proposal, given the area has little to no on-street parking” – wider community member via engagement email.*

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### 5.1.2. Positive sentiment on the provision of additional and diverse housing options

During the Community Pop-up Information Session, several community members provided positive feedback regarding proposed housing types and that the proposal is providing diverse housing options for the area.

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*“Housing is good”*

*“We like it, good have more [housing] in the area”*

*“If it helps with housing affordability, I support it”*

*“I like the idea of co-living”*

*“The different housing is great”*

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### 5.1.3. Removal of vegetation and loss of green space

During the Community Pop-up Information Session, some community members raised concerns about the removal of the temporary planting including trees and vegetation on the site, and the broader issue of the reduction of green space in the local community.

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*“Temporary vegetation? Those trees are quite massive now.”*

*“I don’t want a concrete jungle.”*

*“There is no space to replace the trees.”*

*“Where is the green space?”*

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### 5.1.4. Changing character of the area and overdevelopment

Several community members during the Community Pop-up Information Session and one via the project’s engagement email expressed concerned about the change in character of the area and overdevelopment.

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*“The area is overdeveloped.”*

*“I like the village-style living of Rouse Hill.”*

*“I don’t want the town centre and surrounds to be dwarfed by these buildings, as it would completely change the tone and appeal of the area (which is known for its airy outdoor shopping, green spaces, and access to facilities.)”*

*“There is too much development happening.”*

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## 5.2. ISSUES RAISED

The following table outlines the issues raised by the community and stakeholders and the project response.

Table 3 Issues raised and project response

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
<b>Government:</b>				
<ul style="list-style-type: none"> <li>▪ <b>Department of Planning, Housing and Infrastructure (DPHI), specifically:</b> <ul style="list-style-type: none"> <li>– Assessment Team</li> </ul> </li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>▪ On 29 August 2024, Urbis Planning met with DPHI for a scoping meeting to discuss the preparation of an SSDA for the site.</li> <li>▪ On 21 January 2025 Urbis Planning emailed DPHI to provide an update on changes to the proposal, including change of the serviced apartment use in the southern tower to co-living.</li> </ul>	<ul style="list-style-type: none"> <li>▪ On 20 January 2025 DPHI confirmed via email the amendments to the proposal, including change of use to co-living for the southern tower, do not require amendments to the SEARs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Urbis submitted a formal request for SEARs on the NSW Planning Portal on 10 September 2024.</li> <li>▪ SEARs for the project were issued on 30 September 2024.</li> <li>▪ Urbis Planning have outlined changes to the proposal from the initial SEARs request in the EIS.</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>The Hills Shire Council, specifically the:</b></li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>▪ On the 6 March 2024 a pre-lodgement meeting was held with The Hills Shire Council's Principal Executive Planner as</li> </ul>	<p>On 6 March 2024 Council advised:</p> <ul style="list-style-type: none"> <li>▪ The proposed plans need to align with the approved Rouse Hill</li> </ul>	<ul style="list-style-type: none"> <li>▪ Technical consultants have reviewed Council's pre-lodgement meeting feedback and have prepared the following reports</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
<ul style="list-style-type: none"> <li>- Planning and Assessment Team</li> </ul>		<p>part of early consultation for the SSDA.</p> <ul style="list-style-type: none"> <li>▪ On 5 November 2024 Urbis Planning contacted Council's Principal Executive Planner via telephone requesting a meeting to discuss Council feedback on the SSDA.</li> <li>▪ On 14 November 2024, Urbis Planning emailed Council to arrange a meeting to discuss progress of the SSDA.</li> </ul>	<p>Masterplan (the Masterplan) and Town Centre Precinct Plan including the density provisions.</p> <ul style="list-style-type: none"> <li>▪ Freecity Group to engage with GPT the owner of the surrounding sites.</li> <li>▪ A request be made for the Rouse Hill Design Review Panel to review the proposal.</li> </ul> <p><b>Site use</b></p> <ul style="list-style-type: none"> <li>▪ Although residential uses are allowed, they do not support the proposed residential use on the site. Employment generating uses are preferred.</li> <li>▪ Ground level uses need to integrate with the existing uses, such as retail, food and drink to active the street.</li> </ul>	<p>submitted with the EIS with consideration to Council's feedback:</p> <ul style="list-style-type: none"> <li>- Architectural Design Report</li> <li>- Visual Impact Assessment Report</li> <li>- Social Impact Assessment Report</li> <li>- Traffic and Transport Impact Assessment Report</li> <li>- Arboriculture Impact Assessment Report</li> <li>- Landscape Plan</li> <li>- Acoustic Report</li> <li>- Stormwater Management Plan</li> <li>- Flood Compliance Report</li> <li>- Waste Management Plan.</li> <li>▪ Freecity Group will continue to provide project updates to Council and offer the opportunity to comment and provide feedback should plans change.</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
			<p><b>Height</b></p> <ul style="list-style-type: none"> <li>▪ The proposed building height is excessive for the site and raised concerns about visual and overshadowing impacts on the street and to the open space to the south-east.</li> </ul> <p><b>Traffic and Parking</b></p> <ul style="list-style-type: none"> <li>▪ Concerns were raised about the amount of parking proposed.</li> <li>▪ A traffic and parking impact assessment was requested to ensure there are no impacts on surrounding roads and intersections and pedestrian safety.</li> </ul> <p><b>Vegetation and tree removal</b></p> <ul style="list-style-type: none"> <li>▪ A number of trees and vegetation is proposed to be removed. An Arboriculture Impact Assessment Report be</li> </ul>	

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
			<p>prepared to assess the impact.</p> <p><b>Landscaping</b></p> <ul style="list-style-type: none"> <li>▪ Planting be provided to soften the development and include adequate soil depths to support planting.</li> <li>▪ Where possible trees be retained and incorporated into proposed landscaping.</li> <li>▪ Proposed street tree species adhere to the requirements in the Rouse Hill Street Tree Masterplan.</li> <li>▪ Landscaping aligned with all architectural, stormwater and civil engineering plans.</li> </ul> <p><b>Noise</b></p> <ul style="list-style-type: none"> <li>▪ An acoustic report be prepared to assess the noise impacts on proposed residences</li> </ul>	

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
			<p>from the surrounding uses such as the Rouse Hill Metro station and proposed commercial uses.</p> <p><b>Stormwater and flooding</b></p> <ul style="list-style-type: none"> <li>▪ Proposal be consistent with the approved stormwater management strategy under the approved Masterplan.</li> <li>▪ A flood compliance report be prepared.</li> </ul> <p><b>Waste management</b></p> <ul style="list-style-type: none"> <li>▪ Ensure onsite waste collection is implemented with appropriate vehicle access.</li> <li>▪ On 15 November 2024, Council advised a meeting is not required at this stage unless there are major design changes.</li> </ul>	

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
		<ul style="list-style-type: none"> <li>▪ On 11 April 2025 a briefing was held with The Hills Shire Mayor and Council’s Planning and Assessment Team.</li> </ul>	<ul style="list-style-type: none"> <li>▪ See detailed feedback from the meeting in this table below under The Hills Shire Council elected officials Mayor’s feedback.</li> </ul>	<ul style="list-style-type: none"> <li>▪ See project response in this table under The Hills Shire Council elected officials Mayor’s feedback.</li> </ul>
<ul style="list-style-type: none"> <li>– Social Planner</li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>▪ On 25 March 2025, Urbis emailed Council’s Principal Executive Planner regarding an interview for the Social Impact Assessment (SIA).</li> <li>▪ On 4 April 2025 Council responded via email advising a meeting to discuss Social Impact Assessment is not required at this time.</li> </ul>	Council advised: <ul style="list-style-type: none"> <li>▪ The Social Impact Assessment needs to consider how the proposed additional residents will impact the demand for active and passive open space, indicate how the development will respond to this need and make appropriate contributions toward the delivery of active and passive open space infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>▪ A Social Impact Assessment Report has been prepared and submitted with the EIS.               <ul style="list-style-type: none"> <li>– As noted above Freecity Group is in ongoing discussions with Council regarding a potential Voluntary Planning Agreement to support upgrade of local infrastructure.</li> </ul> </li> <li>▪ Freecity Group is committed to maintaining ongoing consultation through the planning process and will be available to answer questions and receive feedback as the project progresses.</li> </ul>
<ul style="list-style-type: none"> <li>– Environmental and Health Team</li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>▪ On 4 September 2024 and 6 and 19 March 2025 10 March 2025 Elephants Foot Group emailed Council’s Environmental Health</li> </ul>	<ul style="list-style-type: none"> <li>▪ Council confirmed:               <ul style="list-style-type: none"> <li>– The waste rates for the proposal.</li> <li>– The height requirements for heavy</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Freecity Group will provide Council’s Environmental and Health Team project updates as required and offer the opportunity to comment/provide feedback should plans change.</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
		<p>Team to confirm waste truck requirements for the proposal.</p>	<p>rigid vehicles entering the proposal.</p> <ul style="list-style-type: none"> <li>– Requirements for a turntable.</li> </ul>	
<b>Elected officials:</b>				
<ul style="list-style-type: none"> <li>▪ The Hills Shire Council Mayor and Councillors</li> </ul>	<p>Consult: obtain feedback on the project.</p>	<ul style="list-style-type: none"> <li>▪ See detailed description of engagement in Section 4.4: <ul style="list-style-type: none"> <li>– Letter emailed 14 February 2025.</li> <li>– Community newsletter emailed 20 March 2025.</li> <li>– Briefing with The Hills Shire Mayor and Council staff on 11 April 2025.</li> </ul> </li> </ul>	<p>The Hills Shire Council Mayor and Council staff provided the following feedback:</p> <ul style="list-style-type: none"> <li>▪ Concern was expressed about the proposal’s height and scale and potential visual impacts, change of local character and overshadowing.</li> <li>▪ It was advised the proposal must consider The Hills Shire Council’s Local Environmental Plan and Development Control Plan height limit for the site.</li> <li>▪ The Rouse Hill Town Centre’s existing traffic</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Hills Shire Council Mayor and Council staff feedback has been reviewed and considered within the EIS and accompanying technical reports including: <ul style="list-style-type: none"> <li>– Architectural Design Report</li> <li>– Visual Impact Assessment Report</li> <li>– Traffic Impact Assessment Report</li> <li>– Social Impact Assessment Report</li> <li>– Arborist Report</li> <li>– Landscape Management Plan</li> </ul> </li> <li>▪ Freecity Group is committed to maintaining ongoing consultation through the planning process and will be available to answer questions and receive feedback as the project progresses.</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
			<p>and parking congestion was noted.</p> <ul style="list-style-type: none"> <li>▪ Council acknowledged the proposed mixed residential and commercial uses are an allowable use for the site, but advised it is Council's preference the site is used for commercial only.</li> <li>▪ It was noted the Freecity Group is in ongoing discussions with Council regarding a potential Voluntary Planning Agreement to support upgrade of local infrastructure.</li> </ul>	
<ul style="list-style-type: none"> <li>▪ State Member for Kellyville, Mr Raymond Craig Williams MP</li> </ul>	<p>Consult: obtain feedback on the project.</p>	<ul style="list-style-type: none"> <li>▪ See detailed description of engagement in Section 4.4: <ul style="list-style-type: none"> <li>– Letter emailed 14 February 2025.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ At the time of writing this report, no response has been received.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Freecity Group is committed to maintaining ongoing consultation through the planning process and will be available to answer questions and receive feedback as the project progresses.</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
		<ul style="list-style-type: none"> <li>– Community newsletter emailed 20 March 2025.</li> </ul>		
<ul style="list-style-type: none"> <li>▪ Federal Member for Mitchell, The Hon, Alex Hawke MP</li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>▪ See detailed description of engagement in Section 4.4:</li> <li>– Letter emailed 14 February 2025.</li> <li>– Community newsletter emailed 20 March 2025.</li> </ul>	<ul style="list-style-type: none"> <li>▪ At the time of writing this report, no response has been received.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Freecity Group is committed to maintaining ongoing consultation through the planning process and will be available to answer questions and receive feedback as the project progresses.</li> </ul>
<b>Relevant agencies:</b>				
<ul style="list-style-type: none"> <li>▪ Transport for NSW (TfNSW)</li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>▪ On 26 February 2025, Anson Group phoned TfNSW to discuss requirements for traffic modelling.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TfNSW requested traffic modelling include an assessment of the proposal's impact along White Hart Drive during weekday evenings and Saturdays at midday.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Traffic surveys and modelling have been completed to assess the proposal's impact along White Hart Drive during \ weekday evenings and Saturdays at midday. The Traffic Impact Assessment Report will be included in the EIS.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Sydney Water</li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>▪ On 2 April 2025 Collective Engineering emailed Sydney Water to share details of the</li> </ul>	<ul style="list-style-type: none"> <li>▪ On 3 April 2025 Sydney Water advised the proposal's site is close to Sydney Water infrastructure and engagement with a</li> </ul>	<ul style="list-style-type: none"> <li>▪ Collective Engineering on behalf of Freecity Group is undertaking ongoing consultation with Sydney Water to assess potential impacts from the proposal and provide project updates and offer the</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
		proposal and request feedback.	Water Servicing Coordinator is required.	opportunity to comment/ provide feedback as the project progresses.
<ul style="list-style-type: none"> <li>Endeavour Energy</li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>On 2 April 2025 Collective Engineering submitted an application to Endeavour Energy via their online Connections portal.</li> </ul>	<ul style="list-style-type: none"> <li>To date, no response has been received.</li> </ul>	<ul style="list-style-type: none"> <li>Freecity Group will continue to consult with and provide project updates and offer the opportunity to comment/ provide feedback as the project progresses.</li> </ul>
<ul style="list-style-type: none"> <li>Schools Infrastructure NSW (SINSW)</li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>On 15 January and 17 March 2025, Urbis Social Planning emailed SINSW regarding advice on the impact of the proposed development on local school demand and capacity.</li> </ul>	<ul style="list-style-type: none"> <li>At the time of writing this report, awaiting final response/advice.</li> </ul>	<ul style="list-style-type: none"> <li>Freecity Group will respond to SINSW advice when received, continue to consult and provide project updates to SINSW as required, in relation to impact on local schools.</li> </ul>
<b>Aboriginal stakeholders:</b>				
<ul style="list-style-type: none"> <li>Corroboree Aboriginal Corporation</li> <li>Guntawang Aboriginal Resources Incorporated</li> </ul>	Consult: obtain feedback on the project.	<ul style="list-style-type: none"> <li>On the 14 October 2024 as part of the Connecting with Country Framework process and to inform the Assessment Report (ACHAR), Aboriginal Cultural</li> </ul>	<ul style="list-style-type: none"> <li>Feedback from this consultation is included in the ACHAR and Connecting with Country Framework Report.</li> </ul>	<ul style="list-style-type: none"> <li>Refer to the Connecting with Country Framework included in this EIS.</li> <li>Refer to the ACHAR included in this EIS.</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
<ul style="list-style-type: none"> <li>▪ Didge Ngunawal Clan</li> <li>▪ Thomas Dahlstrom</li> <li>▪ Butucarbin Aboriginal Corporation</li> <li>▪ Kamilaroi Yankuntjatjara Working Group</li> <li>▪ Ginninderra Aboriginal Corporation</li> <li>▪ Yenu Allowah</li> <li>▪ Aboriginal Housing Corporation</li> <li>▪ Badanami Centre for Indigenous Education (UWS)</li> <li>▪ Muragardi Aboriginal Corporation</li> <li>▪ Woka Aboriginal Corporation</li> <li>▪ University of Western Sydney Aunty Jean</li> </ul>		<p>Heritage Consultants, Archaeological Management &amp; Consulting Group (AMAC), conducted two workshops with Registered Aboriginal Parties, local knowledge holders and custodians and the Metropolitan Local Aboriginal Land Council. This included a Walk on Country.</p>		

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
<p>Sutton: Elder in Residence (UWS)</p> <ul style="list-style-type: none"> <li>▪ Muru Mittigar</li> </ul>				
<b>Community:</b>				
<ul style="list-style-type: none"> <li>▪ Surrounding landowners, occupiers and businesses (within 500m radius of the site)</li> </ul>	<p>Consult: obtain feedback on the project.</p>	<ul style="list-style-type: none"> <li>▪ Community newsletter (see detailed description Section 4.1)</li> </ul>	<ul style="list-style-type: none"> <li>▪ One community member contacted Urbis Engagement in response to the community newsletter expressing they are not opposed to the development but concerned about: <ul style="list-style-type: none"> <li>– The proposal’s height in comparison to surrounding buildings and impacts on local character.</li> <li>– Influx of housing into the area may lead to an oversupply.</li> <li>– Co-living units reduced sizes impacting resident’s quality of life.</li> <li>– Co-living units being used as short-term</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ The following responses were provided: <ul style="list-style-type: none"> <li>– The proposal’s height is in line with other master planned sites on neighbouring sites surrounding the Town Centre.</li> <li>– A Visual Impact Assessment and Architectural Design Report will be prepared and submitted with the EIS to assess potential visual, as well as bulk and scale impacts including overshadowing, privacy and solar access and propose mitigation measures.</li> <li>– The proposal provides Built-to-Rent and Co-living options, not properties for sale. The proposal aims to contribute positively to current housing shortage in New South Wales.</li> <li>– Co-living units aim to provide a diversity of housing options for the</li> </ul> </li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
			<p>holiday accommodation.</p> <ul style="list-style-type: none"> <li>– The quantity of parking spaces provided compared to the number of apartments proposed and the lack of street parking in the area.</li> <li>– The proposal contributing to the existing traffic congestion in the area.</li> </ul>	<p>community, specifically providing options for younger professionals close to transport, jobs, retail amenity and essential services. There is no intention to provide short-term rental accommodation within the proposal.</p> <ul style="list-style-type: none"> <li>– The proposal aims to mitigate road congestion and parking impacts by maximising the proposal’s location close to the Rouse Hill Metro and bus services and within walking distance of the amenities at the Rouse Hill Town Centre. A Traffic Impact Assessment is being prepared and will be submitted with the EIS.</li> <li>– The proposed development responds to government initiatives of providing housing close to transport hubs, active transport routes, amenity and essential services. The proposal is walking distance to Rouse Hill Metro Station and cycle paths, and the aim of the proposal is to reduce the reliance on private vehicles for transport.</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
		<ul style="list-style-type: none"> <li>▪ A Community Pop-up Information Session was held on Saturday 22 March 2025 from 11.00am to 1.00pm at the Rouse Hill Town Centre shopping centre Town Square. Approximately 20 community members attended.</li> </ul>	<p>During the Community Pop-up following community feedback was received:</p> <p><b>Traffic and parking:</b></p> <ul style="list-style-type: none"> <li>▪ Many community members raised concerns about additional traffic generation and parking demand from the proposal noting the existing traffic congestion and lack of parking around the Rouse Hill Town Centre.</li> </ul> <p><b>Public transit:</b></p> <ul style="list-style-type: none"> <li>▪ Several community members were concerned about capacity of the Metro and bus services to accommodate additional residents.</li> <li>▪ Several community members were concerned about the lack of bus routes in the</li> </ul>	<p>Attendees were provided with the following responses:</p> <p><b>Traffic and parking:</b></p> <ul style="list-style-type: none"> <li>▪ The proposal aims to mitigate potential traffic impacts including increased road congestion and parking by providing resident parking on-site, maximising its location next to the Rouse Hill Metro Station and bus services, and walking distance to Rouse Hill Town Centre amenities reducing reliance on private vehicles.</li> <li>▪ A Traffic Impact Assessment has been prepared and submitted with the EIS.</li> </ul> <p><b>Public transit:</b></p> <ul style="list-style-type: none"> <li>▪ Feedback was noted regarding the capacity of and access to public transport including the Metro and bus services.</li> <li>▪ A Traffic Impact Assessment has been prepared and submitted with the EIS.</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
			<p>area to service new residents. They noted the unreliability of the existing on demand bus service (<a href="#">Coote Busways</a>). This leads to people driving and more traffic and parking congestion.</p> <ul style="list-style-type: none"> <li>▪ Several community members expressed concern visitors to the proposal would use the adjacent Rouse Hill Metro station's commuter parking which is at capacity very early in the morning.</li> </ul> <p><b>Positive sentiment towards additional housing:</b></p> <ul style="list-style-type: none"> <li>▪ Many people were supportive of the proposed additional housing for the area and the inclusion of diverse housing types. Some noted the co-living and build to rent apartments</li> </ul>	<p><b>Positive sentiment towards additional housing:</b></p> <ul style="list-style-type: none"> <li>▪ The positive sentiment towards the proposed housing was noted.</li> </ul> <p><b>Changing character of the area and overdevelopment:</b></p> <ul style="list-style-type: none"> <li>▪ The proposal's height is in line with other master planned sites on neighbouring sites surrounding the Town Centre.</li> <li>▪ A Visual Impact Assessment (VIA) will be undertaken, which will assess the proposal from various vantage points and overshadowing, privacy and solar access and propose mitigation measures.</li> </ul> <p><b>Open space:</b></p> <ul style="list-style-type: none"> <li>▪ The proposal offers 1680 square metres of landscaped communal open space at ground and rooftop levels.</li> <li>▪ A Social Impact Assessment has been prepared and submitted with the EIS.</li> </ul> <p><b>Loss of vegetation and green space:</b></p>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
			<p>could cater to future workers of the proposed new hospital.</p> <p><b>Changing character of the area and overdevelopment:</b></p> <ul style="list-style-type: none"> <li>A few residents were concerned about overdevelopment of the area and the proposal's contribution to this. They noted the change in character of the area over time and a desire not to lose the "village feel".</li> </ul> <p><b>Open space:</b></p> <ul style="list-style-type: none"> <li>One community member was concerned about the capacity of the surrounding area's open space and recreation areas to support additional residents.</li> </ul> <p><b>Loss of vegetation and green space:</b></p>	<ul style="list-style-type: none"> <li>An Arboriculture Report is being prepared and will be submitted with the EIS. This will assess the existing vegetation on the site.</li> <li>A Landscape Plan has been prepared incorporating vegetation onto the site and will be submitted with the EIS.</li> </ul> <p><b>Local amenities:</b></p> <ul style="list-style-type: none"> <li>The need for shops to be open later has been noted.</li> </ul> <p><b>Sustainability:</b></p> <ul style="list-style-type: none"> <li>The proposal has a 5 Star Green Star Building rating. This ensures the proposed building is energy and water efficient, uses healthy materials, implements waste and emission reduction strategies leading to better environmental outcomes and healthier living spaces.</li> <li>The proposal has a Wellness Environment Living Lab (WELL) for residential certification. A WELL Certification supports sustainability by encouraging building practices that improve people's health, reduce</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
			<ul style="list-style-type: none"> <li>▪ Several community members raised concerns about the removal of the trees and vegetation on the site. One person clarified their concern was regarding how it reduced urban heat.</li> </ul> <p><b>Local amenities:</b></p> <ul style="list-style-type: none"> <li>▪ One community member commented residents will require services, noting shops need to be open later at night.</li> </ul> <p><b>Sustainability:</b></p> <ul style="list-style-type: none"> <li>▪ One community member highlighted their desire to incorporate sustainability into the proposal. They were concerned what the area would look like in the future.</li> </ul>	<p>harm to the environment, and use resources efficiently, benefiting both the planet and communities.</p>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
<ul style="list-style-type: none"> <li>▪ CastleBrook Memorial Park: Rouse Hill Cemetery</li> </ul>	<p>Inform: provide information on the proposal.</p>	<ul style="list-style-type: none"> <li>▪ Newsletters were emailed on 20 March 2025. The newsletters provided an overview of the project, an invitation to attend the Community Pop-up Information Session, provide feedback via the SIA survey, project 1800 number or project email address.</li> </ul>	<ul style="list-style-type: none"> <li>▪ At the time of writing this report, no response has been received.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Freecity Group is committed to maintaining ongoing consultation through the planning process and will be available to answer questions and receive feedback as the project progresses.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Local Schools within 2km including: <ul style="list-style-type: none"> <li>– Rouse Hill Public School</li> <li>– Rouse Hill High School</li> <li>– Rouse Hill Anglican College</li> <li>– Our Lady of the Angels Primary School</li> <li>– Ironbark Ridge Public School</li> </ul> </li> </ul>	<p>Consult: obtain feedback on the project.</p>	<ul style="list-style-type: none"> <li>▪ Newsletters were emailed to Principals of local schools and directors of local early learning centres on 20 March 2025. The newsletters provided an overview of the project, an invitation to attend the Community Pop-up Information Session, provide feedback via the SIA survey, project 1800 number or project email address.</li> </ul>	<ul style="list-style-type: none"> <li>▪ At the time of writing this report, no response has been received.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Freecity Group is committed to maintaining ongoing consultation through the planning process and will be available to answer questions and receive feedback as the project progresses.</li> </ul>

Stakeholder	Engagement objective	How this stakeholder was consulted	Feedback	Project response
<ul style="list-style-type: none"> <li>– The Ponds School</li> <li>– Kellyville Ridge Public School</li> <li>– Beaumont Hills Public School</li> <li>– Kellyville Ridge Preschool &amp; Long Daycare</li> <li>– Guardian Childcare and Education Rouse Hill</li> <li>– Kindalin @ Rouse Hill</li> <li>– Berry Patch Preschool &amp; Long Daycare</li> </ul>				



## **6. FUTURE COMMUNITY AND STAKEHOLDER ENGAGEMENT**

After the development application has been lodged, the local community will be notified via a process called 'exhibition'. The community will be formally invited to provide feedback to DPHI as part of the exhibition.

Freecity Group welcomes feedback on the proposal. Freecity Group will continue to keep stakeholders and the community informed of the project approval process through the exhibition and determination phases by:

- Continuing to engage with the community about the project, its impacts, and the approval process
- Enabling the community to seek clarification about the project through the two-way communication channels.

# DISCLAIMER

This report is dated 14 April 2025 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 Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Freecity Group (**Instructing Party**) for the purpose of Engagement Outcomes Report (**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.

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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.

# APPENDIX A COMMUNITY NEWSLETTER



## NEW MIXED-USE DEVELOPMENT 2 – 30 TEMPUS ST, ROUSE HILL

MARCH 2025

*Artist impression of proposal (view from Tempus Street) – indicative only.*

Freecity Group is seeking approval from the NSW Department of Planning, Housing and Infrastructure (DPHI) to construct a mixed-use residential and commercial development at 2-30 Tempus Street, Rouse Hill adjacent to the Rouse Hill Metro Station.

The proposal provides much-needed modern, flexible housing close to Rouse Hill Town Centre, local retail precincts and amenities, as well as transport, health services and schools.

### WHAT IS BEING PROPOSED?

The proposal involves the construction of three towers of 11, 18, and 23 storeys at 2-30 Tempus Street, Rouse Hill, including residential, commercial, and retail spaces, including:

- Site preparation works including clearing existing temporary planting, excavation and earthworks.
- Two levels of basement car parking with approximately 120 car spaces and a basement loading dock with vehicle access off White Hart Drive.
- A 3-level podium including the ground level lobby, retail, wellness spaces, and two floors of commercial space.
- 216 co-living units within the 11-storey tower.
- 332 build-to-rent units across the 18 and 23-storey towers, including 105 units in a dual key configuration.
- Tower rooftop spaces for residents.
- Upgrades to local services and infrastructure as required.

### DIVERSE HOUSING

The proposal offers a range of housing types including Build-to-Rent and Co-living Apartments to meet the diverse needs of the community.

- The Build-to-Rent (BTR) Scheme is a NSW Government initiative that promotes the development of stable, long-term, high-quality rental properties to enhance housing choice. Unlike traditional renting, BTR apartments are professionally managed ensuring high quality amenity for residents.
- Co-living apartments offer flexible, affordable rental options with a mix of private and communal spaces, including private units with bathrooms and kitchens, and shared living areas and amenities.

The site is close to Rouse Hill Town Centre and is designed to meet the needs of the growing population including young families and skilled workers who will benefit from local amenity and access to transport, employment, services and recreational facilities.

### WHY THIS PROPOSAL?

Rouse Hill is part of the NSW Government's Northwest Growth Area. With the region expected to accommodate significant population growth expected by 2036, this development will contribute to the NSW Government's commitment to deliver 380,000 new, well-located homes by 2029 and the Hills Shire Council's commitment to building 23,300 new homes by 2029.

The proposal is next to Rouse Hill Town Centre, and Rouse Hill Metro Station and bus interchange, ensuring residents and young professionals can live within 30 minutes travel time to workplaces and other major employment centres, amenities, and future major public health services.

The proposal also aligns with the NSW Government Transit-Oriented Development (TOD) policy, which promotes vibrant, well-connected communities around public transport hubs.



## MANAGING POTENTIAL IMPACTS

Freecity Group is working with a range of independent technical experts to prepare an Environmental Impact Statement (EIS), which will assess any potential construction and operational impacts of the proposal.

## NEXT STEPS

Freecity Group is seeking approval for their proposal from DPHI through the State Significant Development Application (SSDA) planning pathway.

### SEPTEMBER 2024

- DPHI issued a Secretary's Environmental Assessment Requirements (SEARs). This is the first step in the SSDA process. The SEARs ensure government agencies and relevant service providers are informed and provided with the opportunity to request certain information be addressed within the SSDA.

### WE ARE HERE

- Freecity Group is preparing an EIS and as part of this process, is seeking stakeholder and community feedback on the proposal.
- Community feedback will be collated into an Engagement Outcomes Report, which forms part of the EIS submission to DPHI to inform future planning.

### MID-2025

- A formal SSDA will be lodged. DPHI will publicly exhibit the proposal, at this point the community can make formal submission to DPHI for a period of four weeks.

**Freecity Group is expecting a determination on the SSDA within 6-9 months of lodgement.**

## ABOUT FREECITY GROUP

Freecity Group is Australian-owned developer, revolutionising Sydney living through innovative developments, specialising in crafting community-focused environments that enhance the quality of life, work and recreation. Freecity Group believes in establishing a connection between people and their surroundings and redefining city living through a deep understanding of local landscapes.

## PROVIDE YOUR FEEDBACK

Freecity Group has appointed Urbis Engagement to collect your feedback and provide further information about the proposal. Provide your feedback by contacting the team via:

✉ [engagement@urbis.com.au](mailto:engagement@urbis.com.au)

☎ 1800 244 863



### COMMUNITY POP-UP INFORMATION SESSION

Freecity Group is holding a Community Pop-Up Information Session to provide the community with an opportunity to meet the project team, ask questions and provide feedback on the proposal. Details of the Community Pop-up Information Session are as follows:

- Date: Saturday 22 March 2025
- Time: 11.00am - 1.00pm
- Where: Rouse Hill Town Centre - Town Square on the corner of Civic Way and Main Street

### SOCIAL IMPACT ASSESSMENT ONLINE SURVEY

Urbis is preparing a Social Impact Assessment (SIA) to inform the SSDA.

An SIA is an independent, objective study undertaken to identify and analyse potential social impacts and benefits associated with the construction and operation of the proposed development. The SIA will also identify and recommend enhancement and mitigation measures. Community feedback is an important component of the SIA and will inform the assessment and the proposed design.

You can share your thoughts on the potential social impacts and benefits of the proposal by completing a short online survey. To access the survey, scan the QR code or visit the survey

URL:  
<https://urbis.questionpro.com.au/TempusStRouseHill>

The survey will close on  
Monday 31 March 2025 at 5.00pm



# APPENDIX B NOTIFICATION DISTRIBUTION AREA



# APPENDIX C SOCIAL MEDIA POSTS


## C.1 FACEBOOK ADVERTISEMENT OF COMMUNITY POP-UP INFORMATION SESSION

**H2H** Hills to Hawkesbury  
Community shared a link.  
Sponsored · 


... X

Freecity Group is seeking approval for a new mixed-use development at

**2-30 TEMPUS ST,  
ROUSE HILL**



You are invited to our Community Pop-up Information session to learn more about the proposal, meet the project team, ask questions and provide feedback. Details are provided below:



**Date:** Saturday, 22 March 2025

**Time:** 11.00am-1.00pm  
(No registration is required. There will be no formal presentations, you can come any time)

**Where:** Rouse Hill Town Centre – Town Square on the corner of Civic Way and Main Street

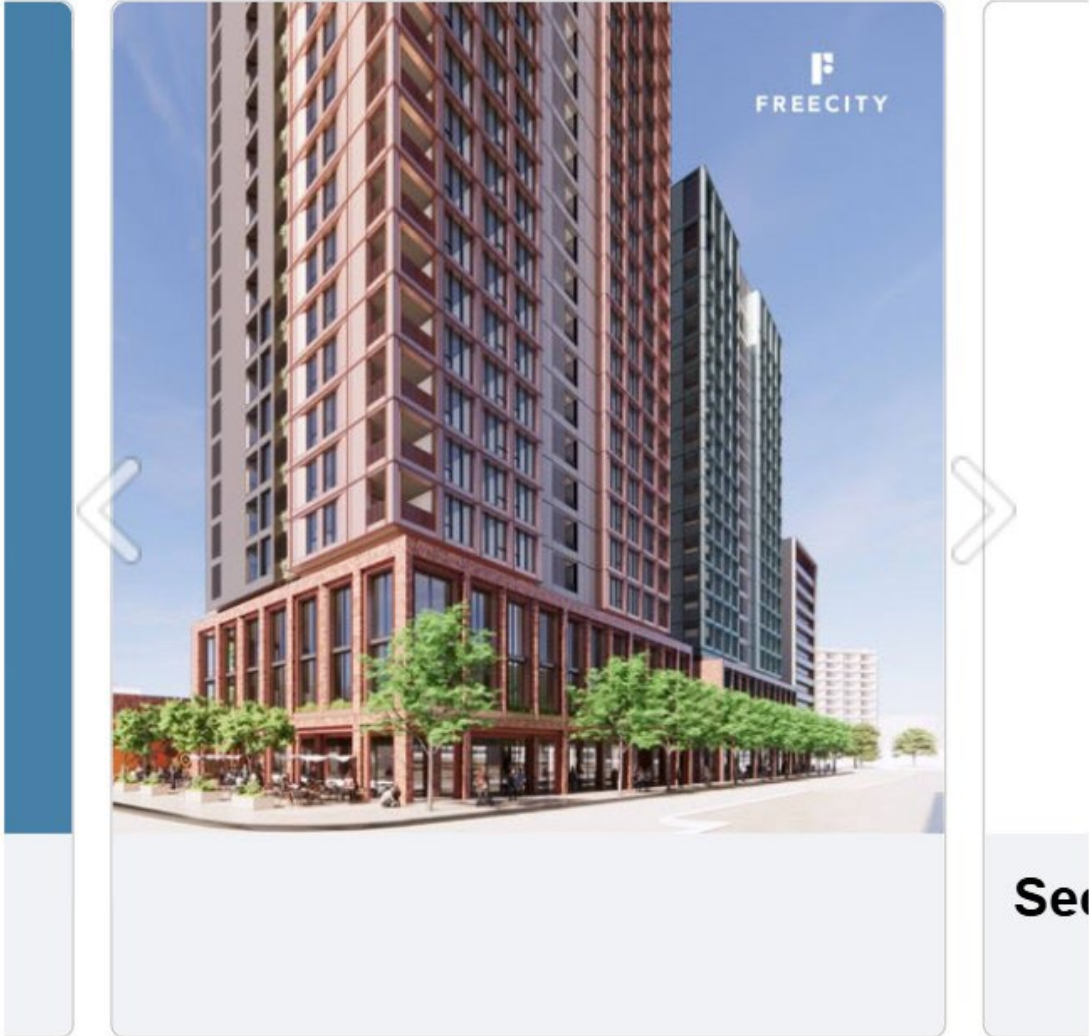




Hills to Hawkesbury  
Community shared a link.



Sponsored ·



See



Like



Comment



Share

## C.2 LINKEDIN POST



**FREECITY GROUP** is proposing a mixed-use residential and commercial development that will contribute to providing much-needed homes in Sydney's north-west in [The Hills Shire Council](#).

The planning proposal for 2-30 Tempus Street, Rouse Hill will go through the State Significant Development Application (SSDA) pathway to seek approval from the [NSW Department of Planning, Housing and Infrastructure](#) (DPHI).

Located within walking distance of Rouse Hill Metro Station, Rouse Hill Town Centre and next to the proposed Rouse Hill Hospital site – this proposed development aims to provide modern, flexible and diverse [#housingsolutions](#).

On Saturday 22 March, we worked with [Urbis](#) to gather feedback and to answer enquiries from the local community at Rouse Hill Town Centre.

**FREECITY GROUP** is committed to engaging with the community and providing clear and open communication on the proposal for Tempus Street, Rouse Hill.

Thank you to everyone who met with us on Saturday.

Our enquiry lines are still open if you have any questions or feedback:

 1800 244 863

 [engagement@urbis.com.au](mailto:engagement@urbis.com.au)

[#InnovatingFutureLiving](#) [#BTR](#) [#Sydney](#) [#Coliving](#) [#Residential](#)  
[#ThrivingCommunities](#) [#Realestate](#) [#Developments](#) [#housingcrisis](#)

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