

WILLOWTREE COMMUNICATIONS

INTEGRATED ENGAGEMENT OUTCOMES AND SOCIAL IMPACT ASSESSMENT REPORT

PROPOSED MUTLI DWELLING HOUSING
– LAND LEASE COMMUNITY ESTATE

Property at 286-310 Gregory Street, South West Rocks
SSD-82352708

Prepared by Willowtree Communications Pty Ltd
on behalf of South West Rocks Living Pty LT Group

8 July 2025

Willowtree Communications acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing and ongoing connections to land, waters, and community.

We acknowledge the Cammeraygal people, the Traditional Custodians of the land where this document was prepared, as well as the Traditional Owners of the Land where the proposed development will be located, the Dunghutti (Thunggutti) People. We pay our respects to Elders past, present and emerging.

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Disclaimer

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1.0 OVERVIEW

1.1 PURPOSE OF THE REPORT

This report accompanies the Environmental Impact Statement (EIS) for the State Significant Development (ref: SSD-82352708) for the proposed development of a multi dwelling housing - Land Lease Community Estate at 286-310 Gregory Street, South West Rocks. This report has been prepared to document the engagement and outcomes, along with an assessment of social impacts on behalf of South West Rocks Living Pty Ltd by Willowtree Communications.

The report has been prepared following the guidelines released by the Department of Planning, Housing and Infrastructure (DPHI), Kempsey Shire Council Community Participation Plan 2022 and the Secretary's Environmental Assessment Requirements (SEARs) for Housing issued on 16 April 2025. The SEARs were issued following the recommendation by the Housing Delivery Authority to Minister for Planning and Public Spaces, who declared that the development is State Significant as per State Significant Development Declaration Order (No 3) 2025 dated 18 March 2025.

Effective engagement processes and consideration of social impacts are underpinned by an understanding of the locality, the local and policy context, as well as the community demographics and dynamics. As such, this report is structured as follows:

- The first section of the report outlines the project, relevant SEARs and the methodology used to establish a social baseline that informed the engagement activities and impact assessment,
- The second section provides the context for the proposal in terms of policy and locality which together with demographics insights forms a social baseline and informs initial scoping of impacts as well as identification of community stakeholders.
- The third section documents the approach to engagement and engagement activities undertaken.
- Section four is specific to the assessment of social impacts, including responses to the positive and negative social impacts related to the proposed development, as well as recommendations for addressing residual impacts.
- Section five provides the documentation of engagement outcomes; and
- The final section provides the conclusion as well as the Author declaration.

It is understood that the recently revised SEARs requirement for Social Impact Assessment, from 'mandatory' to 'if required', is to help streamline pathways for the assessment of housing in response to housing pressures and the National Housing Accord. The inclusion of social impacts as part of the Engagement Report provides efficiencies due to the shared baseline information that informs engagement activities, whilst addressing separate requirements for engagement and social impact assessment.

Specific requirements for engagement and social impacts required under the respective DPHI Guidelines for Engagement and for Social Impacts contained in this report, are addressed in the following sections:

- Engagement
 - Section 1.4.1 Methodology
 - Section 2.4 Community Stakeholders
 - Section 3.1 to 3.3 Engagement area, approach and activities
 - Section 3.4 Documentation of engagement activities (Newsletter at **Appendix B**)
 - Section 3.5 Engagement Feedback



- Section 5 Engagement Outcomes
- Social Impact Assessment:
 - Section 1.4.2 Methodology
 - Section 1.4.3 Declaration of Author
 - Section 2.1 – 2.3 Local context, including policy context, social locality, demographic analysis and stakeholder mapping
 - Section 2.5 Preliminary Scoping of Impacts
 - Section 3.3.3 Community Social Impact Assessment Survey
 - Section 4 Social Impact Assessment, including Recommendations

1.2 PROJECT OVERVIEW

The site comprises Lot 3 DP801467 and is in the Kempsey Shire Council. The site area is 41, 640m² and the site is currently vacant (refer **Figure 1**). The site is almost evenly split between R1 General Residential and R3 Medium Density Residential zoning under Kempsey Local Environmental Plan 2013 (KLEP2013) (refer **Figure 2**). The site has an existing Development Approval T6-14-333 was granted in 2015 for a 46-lot residential subdivision on the subject site.



Figure 1: Aerial of Site- 286-310 Gregory Street, South West Rocks

Source: Google Earth / Willowtree Communications 2025



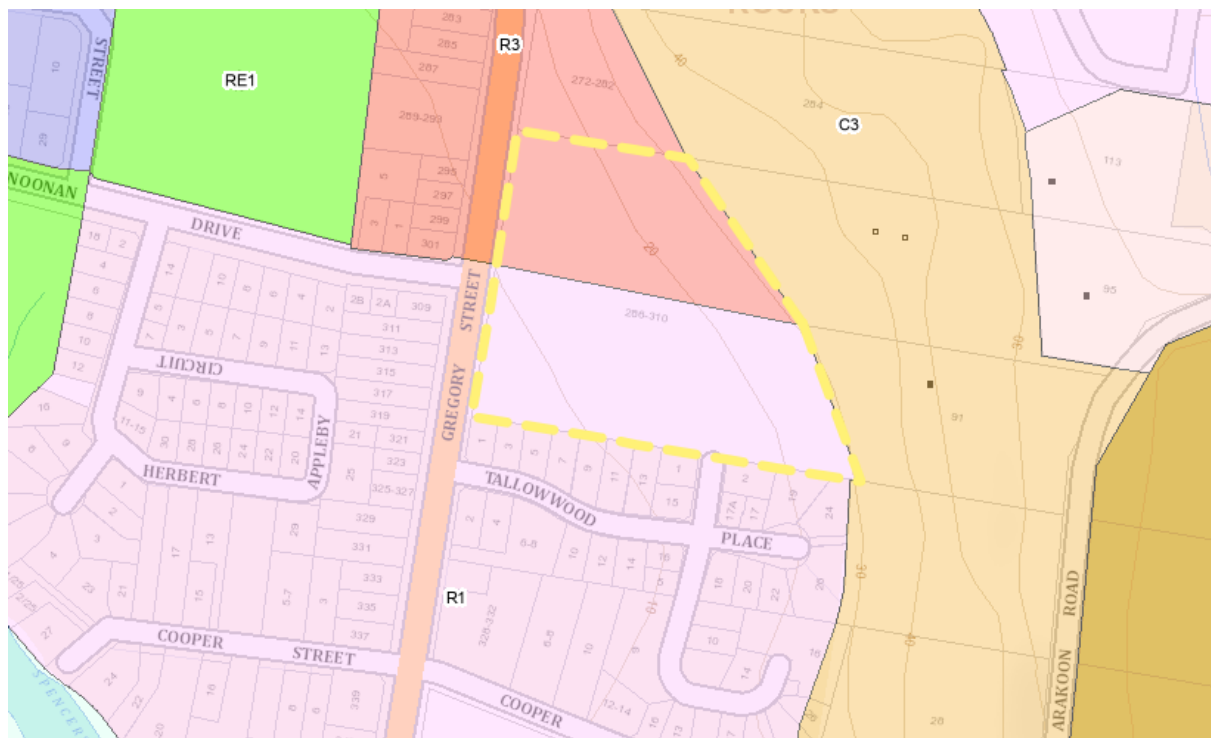


Figure 2: Land-use Zoning of Site-286-310 Gregory Street, South West Rocks

Source: NSW Planning Portal Spatial Viewer / Willowtree Communications 2025

South West Rocks Living Pty Ltd is proposing to construct and operate a Land Lease Community Estate for over 50's comprising 101 dwelling sites (see **Figure 3 - 5**), community facilities for residents and associated infrastructure and amenities.

Detail of the proposal include:

- Capacity to accommodate 101 one and two storey homes within a Land Lease Community Estate catering to residents aged 50 years and above
- Removal of two (2) trees and planting of 196 new trees
- Internal roadway and vehicle access Gregory Street and Racemosa Circuit (emergency access only)
- Two (2) storey community building (see **Figure 3-4**)
- 26 on-site visitor car parking spaces (including 2 accessible spaces)
- Parks with dog off leash area, picnic settings, community pool and pickleball court
- Relocation and installation of services, complementary landscaping, fencing and security gates, and public domain upgrades (including 1.5m footpath)

Key aspects of the proposed development are provided in **Table 1**

Table 1: Development Proposal Summary

DEVELOPMENT PARTICULARS	
Development Particular	Proposal
Site Area	41,640m ²
Development Type	Multi dwelling housing - land lease community estate
Height Control	8.5m
Dwellings	101 one and two storey dwellings
Common Areas	<ul style="list-style-type: none"> • Two storey community building, with adjacent outdoor area and pool and work shed • Parks with dog off leash area, picnic settings, pool and pickleball court



DEVELOPMENT PARTICULARS	
Development Particular	Proposal
Parking	26 on-site visitor car parking spaces (including 2 accessible spaces) in addition to parking associated with each dedicated home site
Landscaping	Associated landscaping, fencing and security gates, and public domain upgrades (including 1.5m footpath)



Site Plan (Source: King + Campbell, 2025)

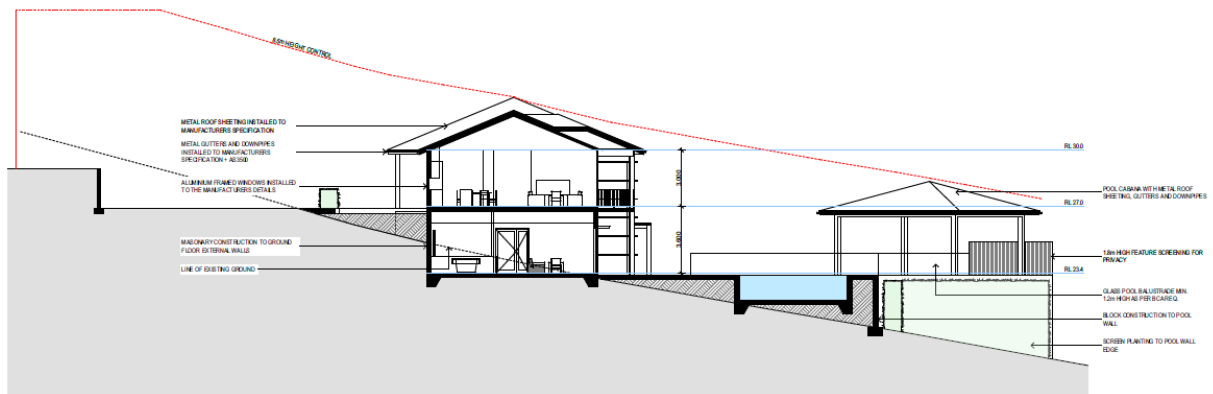


Figure 3: Elevations of the proposed community building and outdoor area
Source: King + Campbell 2025





Figure 4: Artist Render of the proposed community building
Source: King + Campbell 2025



Figure 5: Artist Render of the proposed development from Gregory Street
Source: King + Campbell 2025



1.3 RESPONSE TO SECRETARY’S ENVIRONMENTAL ASSESSMENT REQUIREMENTS (SEARs)

Engagement under the Planning Secretary’s Environmental Assessment Requirements (SEARs) for Housing includes the requirement for an Engagement Report to demonstrate how it was consistent with DPHI’s *Undertaking Engagement Guidelines for State Significant Projects*. The following table summarises the key requirements of the guidelines and relevant SEARs requirements.

Table 2: Response to SEARs – SSD-82352708

SEAR’s requirement:	Stakeholder
<p><i>Demonstrate that engagement and consultation activities have been undertaken in accordance with the Undertaking Engagement Guidelines for State Significant Projects and identify how issues raised, and feedback received have been considered in the design of the project.</i></p> <p>Engagement considerations and stakeholders include:</p>	
The relevant Department assessment team	<p><u>DPHI:</u> <u>SSDA Assessment Team</u></p>
Any relevant local councils	<u>Kempsey Shire Council</u>
Any relevant agencies	<p>Including considerations in relation to:</p> <p><u>Environment (DEECCW /DPHI Biodiversity Group/ NSW Rural Fire Service)</u></p> <ul style="list-style-type: none"> • Trees, Landscaping and Biodiversity • Bushfire Risk • Ground and Ground Water Conditions • Contamination and Remediation <p><u>Accessibility:</u> (Transport for NSW / Council)</p> <ul style="list-style-type: none"> • Site access and parking • Road network and public transport <p><u>Servicing, including</u></p> <ul style="list-style-type: none"> • Electricity infrastructure (council) • Water and Sewerage (Council) • Telecoms <p><u>Social and Cultural (DEECCW – Heritage, DPHI, Council):</u></p> <ul style="list-style-type: none"> • Heritage including Aboriginal Cultural heritage and environmental heritage • Contributions and public benefit
The community	<p>Including:</p> <ul style="list-style-type: none"> • Adjoining landowners, local business community and surrounding residential areas (Refer Engagement area in later section of the report)



	<ul style="list-style-type: none"> • Community Groups / institutions including South West Rocks Country Club, Voices of South West Rocks Community • Local Business community including South West Rocks Chamber of Commerce, Seascope Medical Centre and Rocks Central Shopping Centre • Aboriginal Community: Kempsey Local Aboriginal Land Council
<p>If the development would have required an approval or authorisation under another Act but for the application of s 4.41 of the EP&A Act or requires an approval or authorisation under another Act to be applied consistently by s 4.42 of the EP&A Act, the agency relevant to that approval or authorisation</p>	<p>Considerations include:</p> <ul style="list-style-type: none"> • Council in relation to driveway crossing which is a post consent matter

The SEARs, also include the following requirements in relation to Social Impact (Item 18) – ‘if required – Social Impact Assessment in accordance with the Guidelines’:

The EIS must consider social impacts and, should any significant social impacts be identified a Social Impact Assessment must be prepared in accordance with the Social Impact Assessment Guideline for State Significant Projects.

Stakeholder involvement is a key part of the assessment of social impacts, and the methodology is detailed in the following Section.

1.4 METHODOLOGY

The methodology and structure of this report are informed by the following documents and guidelines.

1.4.1 Engagement

DPHI’s Undertaking Engagement Guidelines for State Significant Projects (March 2024) outlines key considerations for engagement, including:

- Early and Ongoing Engagement: Proponents are encouraged to initiate engagement activities early in the project planning process and maintain continuous communication throughout the project's lifecycle.
- Proportional Engagement: The level of community engagement should be commensurate with the scale and potential impacts of the project.
- Clear Communication: Engagement activities must be transparent, providing stakeholders with accessible and understandable information about the project and its potential impacts.

The following outlines Kempsey Council’s expectations for community engagement based on their Community Strategic Plan and Community Engagement Strategy, including:

- Effective community engagement is inclusive, open, easy, meaningful, relevant and timely.
- Encourage participation from those who may find it difficult to participate in standard engagement activities, by offering options that are flexible and appropriate for our community, and that take account of language, literacy, cultural barriers and accessibility consideration
- Build and strengthen relationships with the community and reduce misinformation and misconceptions
- Manage risks and minimise negative impacts by understanding potential problems before they escalate

Drawing on both these inputs, the objectives of engagement are summarised below:

- Inform the local community and key stakeholders about the proposed development



- Facilitate meaningful and accessible engagement where stakeholders are given opportunities to provide feedback about the proposed development
- Provide opportunities for stakeholders to influence outcomes by considering and responding to stakeholder feedback
- Present outcomes from the engagement in a format that demonstrates consistency with the Undertaking Engagement Guidelines

1.4.2 Social Impact Assessment

DPHI’s Social Impact Assessment Guidelines (2023) include requirements as follows:

- Comprehensive Assessment: A thorough evaluation of potential social impacts, both positive and negative, is required. This includes assessing effects on community cohesion, health, and local economies.
- Engaging with affected communities and stakeholders is essential for identifying and understanding social impacts, which are informed by both primary and secondary data.
- Proportional Responses: Proposed mitigation and enhancement measures should be appropriate to the significance of identified social impacts.

An SIA aims to identify, predict and evaluate likely social impacts arising from a project and propose responses to the predicted impacts to mitigate any negative impact and enhance positive impacts. Social impacts will vary based on the nature, context and scale of a project. The SIA considers projects from the perspectives of people, which means developments are more likely to be socially sustainable based on “Social elements of value to people” as defined in the table below:

Table 3: Social Elements of Value to People - Community Values

Way of life	<i>Includes how people live, how they get around, how they work, how they play, and how they interact each day</i>
Community	<i>Including composition, cohesion, character, how the community functions, resilience, and people’s sense of place</i>
Accessibility	<i>Including how people access and use infrastructure, services and facilities, whether provided by a public, private, or not-for-profit organisation</i>
Health & Well-being	<i>Including physical and mental health especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health</i>
Culture	<i>Both Aboriginal and non-Aboriginal, including shared beliefs, customs, practices, obligations, values and stories, and connections to Country, land, waterways, places and buildings</i>
Surrounding	<i>Including ecosystem services such as shade, pollution control, erosion control, public safety and security, access to and use of the natural and built environment, and aesthetic value and amenity</i>
Livelihoods	<i>Including people’s capacity to sustain themselves through employment or business</i>
Decision making systems	<i>Including the extent to which people can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms.</i>

This report also refers to the ‘Social Impact Assessment for SSD housing - Case Study and Guidance for Practitioners’ (2024) to inform how social impacts are considered in order to support the EIS. In this context, the example DPHI’s key guidance webpage- Social Impact Assessment for SSD Housing



helped inform the appropriate scope of the social impact assessment contained in this report to form part of the EIS.

1.4.3 Technical Considerations

Technical reports prepared in response to SEARs have informed the engagement and respond to matters raised through the engagement. These reports have also informed mitigation and enhancement measures for potential social impacts identified. These reports include detailed analyses and targeted assessments that follow relevant guidelines and consultation requirements of the relevant agency and authority.

The following table shows where consideration of relevant agency and authority requirements has been undertaken as part of technical studies and key areas if/where consultation was needed as part of the pre-lodgement phase.

Table 4: Supporting Technical Reports

Report Name and Consultant	Status	Agency/Authority consultation requirements
Aboriginal Heritage Due Diligence Report Prepared by: Heritage Now Pty Ltd	The Aboriginal Heritage Due Diligence Report has been prepared in accordance with the due diligence process outlined in the Due Diligence Code of Practice for the Protection of Aboriginal Objects in NSW (DECCW 2010:10) The report concluded that the project area had been affected by vegetation clearance and erosion, which would have affected the potential for Aboriginal objects to be present. No Aboriginal objects or potential archaeological deposits were identified within the Project Area.	Agency considerations addressed as part of the Aboriginal Heritage Impact Assessment include the NSW Department of Climate Change, Energy, the Environment and Water (Heritage NSW) without the need for further engagement. In this context Kempsey Local Aboriginal Land Council (KLALC.)- were notified of the proposal as a community stakeholder and offered a project briefing by Willowtree Communications
Access Report Prepared by Steve Watson and Partners	The Access Report confirms the proposed design demonstrates sufficient spatial provisions, building layout, and accessible features to be readily capable of complying with the statutory requirements for access by people with a disability. The report will demonstrate the design can be developed at Construction Certificate stage without requiring a modified Development Consent	Relevant agency and Council considerations have been addressed in this report without the need for targeted preliminary engagement.
Arboriculture Impact Assessment (AIA) Prepared by King & Campbell	The development site has an active consent for a 46-lot residential subdivision that proposes the clearing of all trees except for two trees (species Eucalyptus microcorys). The clearing works have been undertaken, except for the two trees. The AIA report proposes that the two trees should be removed as part of the proposed works due to the trees having significant issues that could make them susceptible to large limb or full tree failure during the proposed bulk earthworks	Relevant agency and Council considerations have been addressed in this report without the need for targeted preliminary engagement.



<p>Building Code of Australia (BCA) and Access Report</p> <p>Prepared by: Steve Watson and Partners</p>	<p>The BCA report concludes that the proposed Clubhouse with an external swimming pool, as well as a proposed workshop, complies with the provisions of the Building Code of Australia (BCA) 2022.</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted engagement.</p>
<p>Biodiversity Development Assessment Report (BDAR) Waiver Application</p> <p>Prepared by: JBEnvir</p>	<p>The BDAR Waiver application confirms that the proposed development is not likely to have any significant impact on biodiversity values, and hence qualifies to have the requirement for a BDAR waived, as the site was cleared in early 2025 from a previous application.</p>	<p>The BDAR Waiver Application has been prepared as per DPIE (2019) <i>How to apply for a biodiversity development assessment report waiver for a Major Project Application without the need for targeted consultation.</i></p>
<p>Bushfire Hazard Assessment Report</p> <p>Prepared by Bushfire Building Solutions</p>	<p>The Bushfire Hazard Report assessed the proposed development in accordance with the requirements of Rural Fires Regulation (Reg's) 2022 and Planning for Bushfire Protection (PBP) 2019. It was determined that the proposal conforms to the requirements of both Clause 45 of the Reg's and PBP.</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted engagement.</p>
<p>Transport Impact Assessment (TIA)</p> <p>Prepared by InRoads Group</p>	<p>The findings of this TIA conclude that the traffic and parking aspects of the proposed development are satisfactory and have been prepared in accordance with the processes and methodology recommended in relevant policy and regulations including Kempsey LEP 2013, Kempsey DCP, as well as requirements of the Local Government (Manufactured Home Estates, Caravan Parks, Camping Grounds and Moveable Dwellings) Regulation 2021</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted preliminary engagement.</p>
<p>Construction Traffic Management Plan</p> <p>Prepared by MJ Traffic Planning</p>	<p>The CTMP report has been prepared in accordance with the requirements of Kempsey Shire Council, RMS Traffic Control at Work Sites Manual, Safe Work NSW Construction work code of practice and Work Health and Safety Act 2017 (NSW)</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted engagement.</p>
<p>Design Statement</p> <p>Prepared by King & Campbell</p>	<p>The report addresses the design requirements as per the Kempsey Development Control Plan 2013, other relevant guidelines and feedback from Council on initial designs.</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted engagement.</p>
<p>Section J Part J4 Compliance Report</p> <p>Prepared by E-LAB Consulting</p>	<p>The report assessed the clubhouse, which is part of the South West Rocks Community Estate project, and concluded that it will comply with NCC 2022 Part J4, provided the specified values outlined in the report are achieved.</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted engagement.</p>
<p>Geotechnical Assessment</p> <p>Prepared by Hunter Geotechnical Services</p>	<p>The Geotechnical Assessment report was prepared in accordance with the Council of Standards Australia AS3798-2007 Guidelines on Earthworks for Commercial and Residential Developments, NSW Office of Environment & Heritage (2018) eSPADE v2.0 and Safe Work Australia (2018) Excavation Work Code of Practice.</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted engagement.</p>



	<p>The assessment focused on a proposed retention system along the northern boundary of the residential development. It does not cover a site-wide geotechnical assessment for the subdivision. The report concluded that improper excavation staging, or construction could lead to rotational failures, especially in inclement weather. It recommends ensuring that temporary batters are flat or adequately supported to reduce risks.</p>	
<p>Landscape Design Plans</p> <p>Prepared by King & Campbell</p>	<p>The landscape plan has been prepared based on Kempsey DCP 2013 (Chapter B9 Landscaping and B10 Tree Preservation and Vegetation Management). The trees and vegetation suggested in the plans come under the Kempsey NATSPEC- Available Indigenous Species List, and as such meet the requirements set by the Council.</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted preliminary engagement.</p>
<p>Noise and Vibration Impact Assessment</p> <p>Prepared by E-Lab Consulting</p>	<p>The Noise and Vibration Impact Assessment has been prepared in accordance with relevant standards and guidelines including but not limited to NSW EPA Noise Policy for Industry (NPI) 2017; NSW EPA Road Noise Policy (RNP), 2011; NSW EPA Interim Construction Noise Guideline (ICNG) 2009; NSW EPA Assessing Vibration: A Technical Guideline 2006 and Australian Standards for Acoustics</p> <p>The report concludes that the proposed development is acceptable and warrants approval, subject to the implementation of the recommended mitigation measures</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted preliminary engagement.</p>
<p>Stormwater Management Report</p> <p>Prepared by King+Campbell</p>	<p>The report has been prepared in accordance with the requirements of Kempsey Shire Council AUS-SPEC- including D5 Stormwater Drainage Design, and D7 Erosion Control and Stormwater Management, Australian Rainfall & Runoff 2019 and NSW MUSIC Modelling Guidelines 2015.</p> <p>The report concluded that the site is not impacted by flooding and recommends mitigation measures, including a Stormwater Management Plan.</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted preliminary engagement.</p>
<p>Preliminary Site Investigation (PSI)</p> <p>Prepared by Hunter Geotechnical Services</p>	<p>Report addresses regulatory requirements and guidelines, including State Environment Planning Policy (SEPP Resilience and Hazards) 2021, the EPA and Council. The PSI was prepared in general accordance with provisions for a PSI as defined within the NSW EPA (2020) Guidelines for Consultants Reporting on Contaminated Sites (NSW EPA, 2020).</p> <p>The report concludes that no indication of potential gross contamination has</p>	<p>Relevant agency and Council considerations have been addressed in this report without the need for targeted preliminary engagement.</p>



	<p>been identified, which would suggest further investigation at the Site. The report considers the Site suitable for the proposed residential development and recommends that an unexpected finds protocol should be utilised during any proposed future earthworks at the Site.</p>	
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2.0 CONTEXT

2.1 SITE AND LOCALITY

The subject site is located in the southern part of the coastal town of South West Rocks (refer **Figure 6**) on the central thoroughfare of Gregory Street. The site is currently vacant, with two trees located on the site. The southern boundary is fenced, while the remaining site boundaries remain unfenced. The site can also be accessed by the Racemosa Circuit to the south. The land slopes from the northeast to the southwest. The subject site is located within a predominantly low-density residential area. The Rocks Central Shopping Centre is located about 300m north of the subject site. The site is located within the South West Rocks Structure Plan Area, which is summarised in the following section.

The South West Rocks town is located at the mouth of the Macleay River and surrounded by national parks. With an approximate population of 6,000 people, the town is a popular holiday and retirement destination, and is known for its opportunities for surfing, swimming, fishing and hiking.



Figure 6: Surrounding Locality

Source: Explorer, 2025

Land uses (existing and proposed) in the vicinity of the Site include:

- **North** – Rural / environmental lands immediately adjoining the site and further north is areas of low density residential, Rocks Shopping Centre, South West Rocks Country Club and the South West Rocks Township
- **East** – Large lot properties, environmental land, and Hat Head National Park further East.
- **South** – Low-density residential, and Hat Head National Park further south.
- **West** – Low density residential across Gregory Street which is the main thoroughfare of the South West Rock Township, industrial businesses and environmental land.

Locality Photos



The following photos of the site and surrounding streets show the current site, as well as the neighbouring residential areas



Site: View of site looking west



Site: View of site looking south



Site: View of site looking north



Surrounds: Streetscape looking south down Gregory Street



Surrounds: Looking south down Gregory Street



Surrounds: Looking east down Tallowwood Place



Surrounds: Looking west down Tallowwood Place



Surrounds: Looking west down Lindsay Noonan Drive

Figure 7: Site and Surrounds



Source: Willowtree Communications, 2025

Social Infrastructure

An analysis of social infrastructure, as illustrated in the following figure, reveals the key social attributes in both the immediate and wider areas. There is a small cluster of facilities within 800 metres of the site, mostly located within Rocks Central Shopping Centre and further facilities are clustered around the township 1.5 – 3km north of the site, refer to **Table 5**. There are facilities geared to services and tourism, such as souvenir shops, cafes and restaurants along Gregory Street to the north of the site.

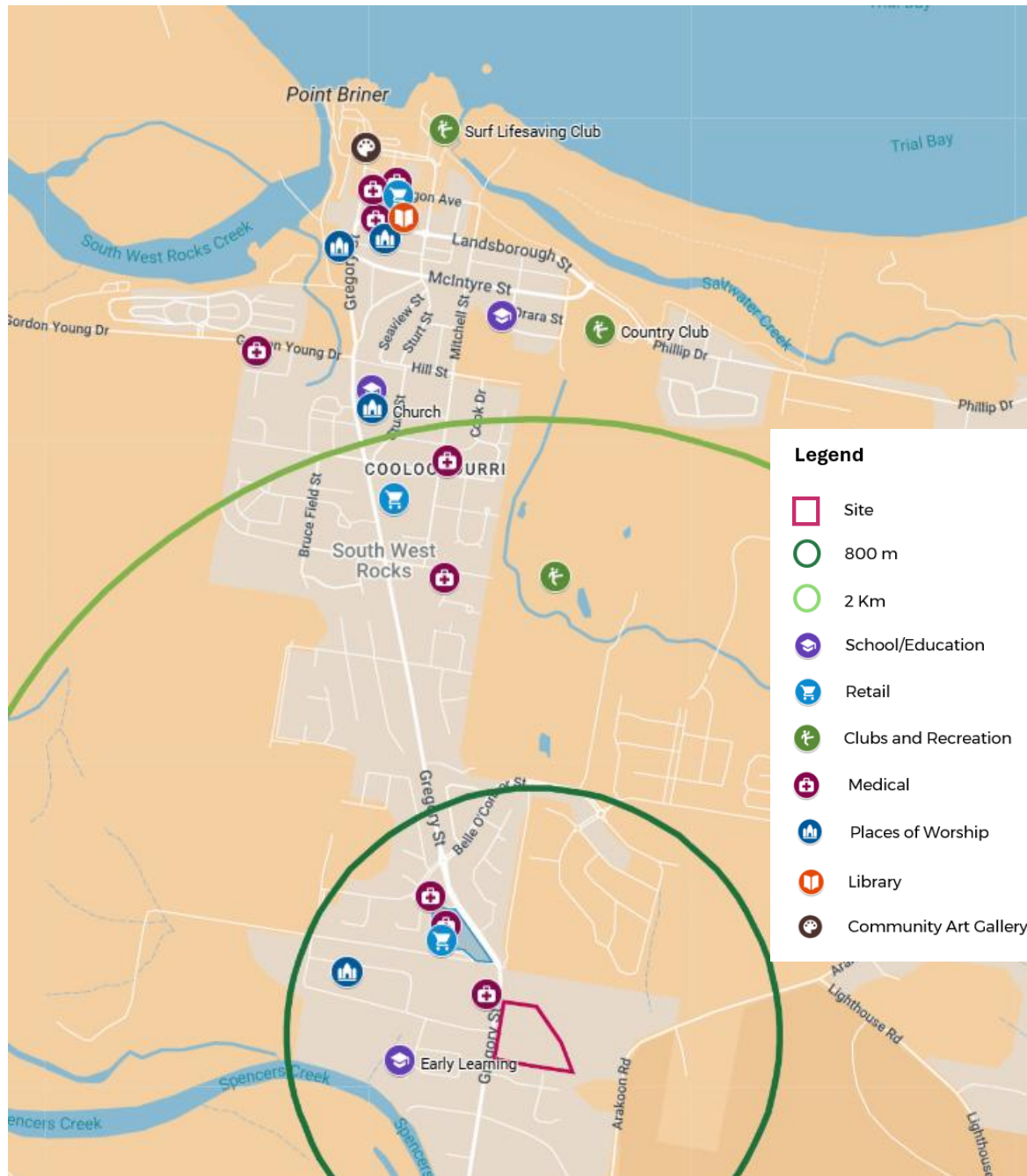


Figure 8: Social Infrastructure in Proximity to the Site
 Source: Google Maps/ Willowtree Communications, 2025



Table 5: Social Infrastructure Proximity to the Site

Name	Address	Distance from site
School/Education		
Kindy Rocks Early Learning Preschool	16 Wilfred Partridge St, South West Rocks NSW 2431	<320 m
South West Rocks Public School	62 Gregory St, South West Rocks NSW 2431	<2.1 km
South West Rocks Preschool	13 Trial St, South West Rocks NSW 2431	<2.25 km
Retail		
Rocks Central Shopping Centre, including: - Coles - Blooms the Chemist - Bread Shop - Cafe	255 Gregory St, South West Rocks NSW 2431	<300 m
South West Rocks IGA	102 Gregory St, South West Rocks NSW 2431	<1.8 km
Friendly Grocer South West Rocks Supermarket	19 Paragon Ave, South West Rocks NSW 2431	<2.8 km
Clubs and Recreation		
South West Rocks Golf Course and Cricket Ground	2 Sportmans Way, South West Rocks NSW 2431	<1.5 km
South West Rocks Country Club, including: - Netball Club - Bowling Club - Stadium	2 Sportmans Way, South West Rocks NSW 2431	<2.25 km
South West Rocks Surf Lifesaving Club	1 Livingstone St, South West Rocks NSW 2431	<3 km
Medical		
Seascape Medical Centre	289-293 Gregory St, South West Rocks NSW 2431	<100 m
South West Rocks Community Health Centre	7/9 Steve Eagleton Dr, South West Rocks NSW 2431	<420 m
Happy Smiles South West Rocks Dentist	3/255-279 Gregory St, South West Rocks NSW 2431	<315 m
Dr Marcelino Dalla Mariga - General Practitioner	18 Simpson St, South West Rocks NSW 2431	<1.5 km
Mitchell Street General Practice	70 Mitchell St, South West Rocks NSW 2431	<1.8 km
Trial Bay Family Practice	The Rocks Village, 28 Gordon Young Dr, South West Rocks NSW 2431	<2.3 km
South West Rocks Dental	2/2-6 Landsborough St, South West Rocks NSW 2431	<2.6 km
George & Matilda Eyecare	5 Paragon Ave, South West Rocks NSW 2431	<2.7 km
Virginia Ruscoe Physiotherapy	10 Prince of Wales Ave, South West Rocks NSW 2431	<2.7 km
Places of Worship		
My Church South West Rocks	30 Frederick Kelly St, South West Rocks NSW 2431	<550 m
Macleay Presbyterian Church at the Rocks	62 Gregory St, South West Rocks NSW 2431	<2.1 km
Church of Our Lady Star of the Sea	24/15 Gregory St, South West Rocks NSW 2431	<2.6 km
Uniting Church In Australia	9 Landsborough St, South West Rocks NSW 2431	<2.6 km



Community Buildings		
South West Rocks Library	22 Landsborough St, South West Rocks NSW 2431	<2.6 km
South West Rocks Community Art Gallery	Cnr Gregory &, Livingstone St, South West Rocks NSW 2431	<3 km

A range of social community groups include the South West Rocks Senior Citizens Group which organises activities and the newly established Probus Club that meets monthly at the Country Club.

A wider range of services is available in Kempsey, a 30-minute drive from South West Rocks. These include the regional North Coast Rail line, which provides connections to Coffs Harbour and Macksville to the north, and to Port Macquarie and Newcastle to the South. Regional bus routes between South West Rocks and Kempsey include the 348 and 350 routes, with a 40-44 minute journey time. The closest hospitals include Kempsey District Hospital to the west and Macksville District Hospital to the north-west.

2.2 KEY DEMOGRAPHIC CHARACTERISTICS

A comparative analysis of the local statistical areas comprising South West Rocks, Jerseyville and Arakoon Suburb and Localities (SALs) that make up South West Rocks SA2, the Kempsey LGA and NSW, was undertaken to identify key demographic characteristics of the area in terms of its more immediate and wider context. Statistics were sourced from the Kempsey LGA profile.id and/or Australian Bureau of Statistics (ABS) 2021 Census.

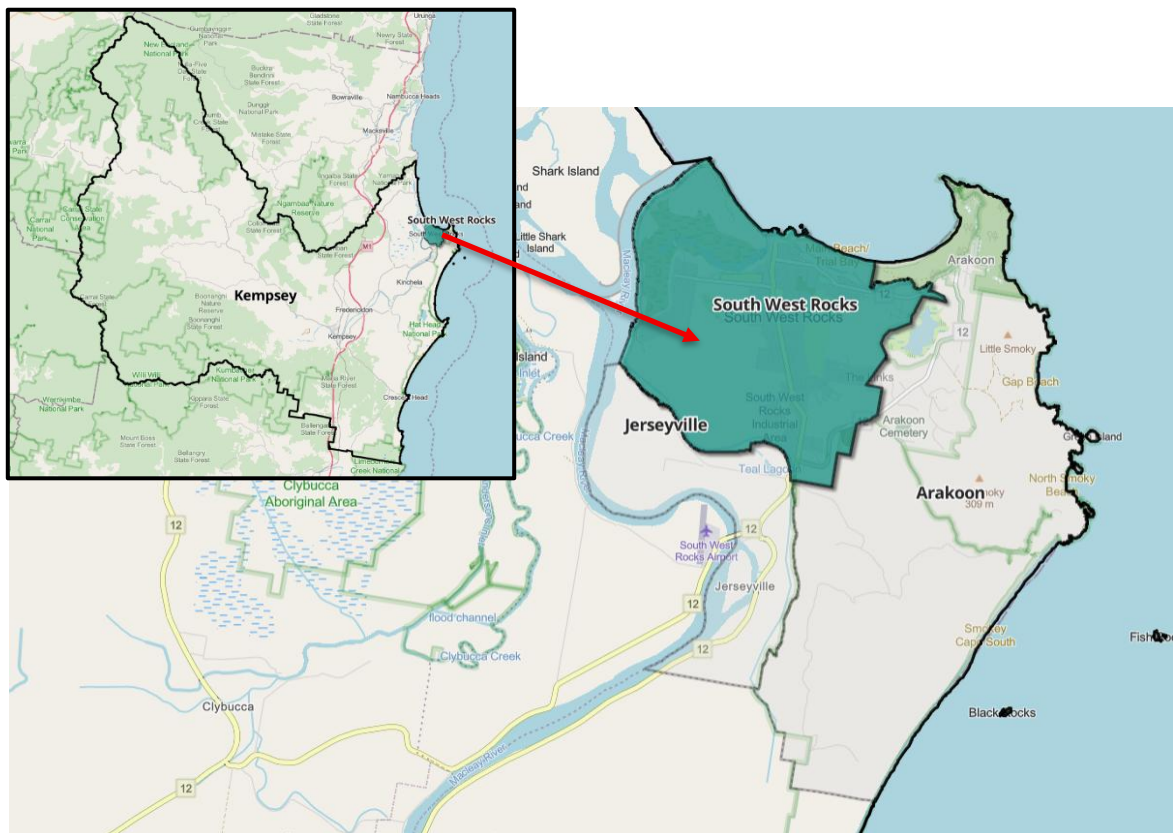


Figure 9: Geographic Context – Social Locality
 Source: Digital Atlas of Australia/Willowtree Communications, 2025



Demographics

- Population of South West Rocks SAL is 5,058 and Kempsey LGA is 30,688.
 - This is an 17.5% increase on the 2011 population of 4,304
- Median Age: In the combined South West Rocks – Jerseyville – Arakoon SAL has a notably older population (58 years) compared to Kempsey LGA (48) and NSW (39).
- Population Aged 65+: In the South West Rocks – Jerseyville – Arakoon SAL 38% of residents are aged 65 or over—double the NSW average (18%) and higher than Kempsey LGA (26%).
 - There has been a steady increase in the South West Rocks SAL in the age group of 65+ with the group making up 29.2% of the total population in 2011, which has grown to 38.1% in 2021.

Economic Characteristics

- Median Weekly Household Income: in the combined South West Rocks – Jerseyville – Arakoon SALs it is \$1,047, below both Kempsey LGA (\$1,114) and the NSW average (\$1,849).
- Labour Force Participation: in the combined South West Rocks – Jerseyville – Arakoon SALs only 41% of residents aged 15+ are in the labour force, compared to 45% in Kempsey and 59% across NSW. The top industries of employment in South West Rocks SAL are:
 - Health Care and Social Assistance - 15.5%
 - Accommodation and Food Services - 13.3%
 - Retail Trade- 11.3%
 - Construction- 10.8%

Family & Household Composition

- Older Couples Without Children: Represent 35.6% of the households in the combined South West Rocks – Jerseyville SALs—more than double the NSW average (10%). This is the most predominant household type in the South West Rocks SA2
- Lone Person: make up about 26.7% of the households in the combined South West Rocks – Jerseyville SALs which is comparable to Kempsey LGA (26.3%). It is slightly higher than NSW at 23.7%
- Couples with Children: Make up just 14.5% of households in the combined South West Rocks – Jerseyville SALs—significantly lower than NSW (31%).
 - Of the Couples with Children in the South West Rocks SA2 there are 7.9% with young children (Children aged under 15 only)
- The majority of the dwellings in the combined South West Rocks – Jerseyville SALs is separate house type (73%), which is lower than that of Kempsey LGA (86%). Both these statistical areas have higher percentages of single dwelling type compared to that of the state (63.8%)
- In the combined South West Rocks – Jerseyville SALs, 70% of households were purchasing or fully owned their home which is higher when compared to Kempsey LGA (67.9%) or NSW (61.3%)
 - Households with a Mortgage: there is a lower rate of mortgage holders in South West Rocks (19%) compared to Kempsey (25%) and NSW (31%)
 - 21.5% were renting privately in the South West Rocks SA2 compared to 22.8% in Kempsey and 31.3% in NSW
 - 1.1% were in social housing in South West Rocks SA2, a much lower rate than both Kempsey LGA (3.4%) and NSW (4%)

Cultural Diversity

- Aboriginal and Torres Strait Islander Population: Represents 6.1% of the population, lower than Kempsey LGA (12.9%) but higher than NSW overall (3.4%).
- Overseas-Born Residents: 10% in South West Rocks, slightly above Kempsey (8%) but well below NSW (29%).



- Language Other Than English at Home: Only 3.8% in South West Rocks SAL, which is slightly lower than the Kempsey LGA (4.6%) speak a language other than English at home, compared to 27% in NSW—indicating limited cultural and linguistic diversity.

Summary

South West Rocks is characterised by an aging population, with almost one-third of the population is aged 65 and over, with a significant number of residents owning their homes outright—common among retirees and long-term residents. Most households are composed of couples without children, reflecting this older age profile and a lower presence of young families.

The community is predominantly English-speaking, with ancestry groups such as English, Australian, Irish, and Scottish making up the majority. South West Rocks also has a notably higher-than-average Indigenous population, with 6.0% identifying as Aboriginal and/or Torres Strait Islander, compared to 3.4% across NSW.

South West Rocks exhibits a lower labour force participation rate compared to broader NSW averages, likely due to its aging population and older population. Of the workers in employment, this is predominantly full-time, with significant engagement in sectors like health care, retail, tourism, and construction.

No sensitive community requirements were identified to meet the requirements of preliminary community engagement.

2.3 POLICY CONTEXT

Key policy considerations include the comprehensive planning for South West Rocks undertaken by Council over recent years and the attendant considerations for managing growth, including social and community infrastructure. A further consideration is the innovative housing delivery under the Land Lease regulations.

In 2023, Kempsey Council adopted the *South West Rocks Structure Plan* and *Kempsey Local Growth Management Strategy 2041* to guide growth and change following a range of background studies. These implemented or responded to the Local Strategic Planning Statement 2020-2040 '*Future Macleay – Growth and Character*', the '*Macleay Community Infrastructure Strategy*' and the community values identified in the '*Kempsey Community Strategic Plan 2042*'. Other relevant policy and plans include the Macleay Valley Community Infrastructure Strategy.

The regional policy context for these local plans and strategies includes the North Coast Regional Plan and the MNC Strategic Regional Plan. The North Coast Regional Plan encompasses 12 local government areas (LGAs) including Kempsey and establishes a 20-year land-use strategy for sustainable growth across the region. The Mid North Coast (MNC) Strategic Regional Plan 2023-2033 (Regional Development Australia Mid North Coast, 2023) sets out priorities for economic and community development, including the need to meet housing demand. These are briefly summarised in **Appendix A**.

2.3.1 Future Macleay – Growth & Character Local Strategic Planning Statement (LSPS) (2020)

The Kempsey Shire's Local Strategic Planning Statement (LSPS), *Your Future Macleay*, provides a long-term vision for sustainable land use, with a clear emphasis on accommodating population growth while protecting the Shire's valued natural and built character. The LSPS was built around key principles, including that "our community will be growing" and that "our different lifestyles,



cultures and needs will be met by a diverse range of housing types and locations, and designed for diversity, equality and inclusiveness.” It acknowledges the need to provide for “a growing segment of the Shire’s population” in the 65+ age group, with a noted trend toward smaller household sizes — 29% of households are sole occupants, and two-person households are dominant.

Housing supply and diversity are central planning priorities, captured under *Theme 4: Safe & Suitable Housing* (p.29). These include Planning Priority S1: Plan for housing demand, S2: Increase housing diversity and choice, S3: Deliver more opportunities for affordable housing, and S4: Deliver well-planned rural residential housing areas. The LSPS identifies South West Rocks as one of the Shire’s principal urban centres and a focus area for future housing growth (p.41) through “urban investigation areas” listed in the Local Growth Management Strategy: Residential Component. These areas are designated for Council consideration in future rezoning and subdivision proposals.

Place-based planning priorities for South West Rocks call for an overall growth framework that maintains the town’s coastal character and promotes accessibility through active transport. The LSPS outlines the need to “prepare an overall plan for the growth and development of South West Rocks,” ensuring that new housing aligns with the area’s environmental, cultural, and community values. These directives collectively support the delivery of diverse housing options that reflect demographic trends, local identity, and infrastructure capacity.

2.3.2 Macleay Valley Community Infrastructure Strategy (2020)

Kempsey Council undertook community engagement on Your Future Community Places and Spaces’ project, which was targeted to produce a long-term plan for open spaces and community facilities. The campaign sought the views of the general population (residents and workers), community groups and volunteers as well as relevant local businesses, organisations and Council officers. Approximately 119 people from across the region actively participated in engagement activities. Key findings and messages from the consultation activities were:

- Macleay is generally well serviced by community infrastructure
- Our links to Port Macquarie are important
- Open space is highly valued
- Information sharing
- Better transport connections
- Access for all abilities

The Macleay Valley Community Infrastructure Strategy, adopted in September 2020, incorporates the findings from the consultation along with other technical studies. It outlines a 20-year framework to ensure that community infrastructure across Kempsey Shire remains fit for purpose, inclusive, and responsive to the evolving needs of its residents and visitors. It recognises the Shire’s diverse townships, local values, and shifting demographic profile, with a particular emphasis on South West Rocks, which is expected to accommodate the most significant population growth within the LGA. Reflecting this, the strategy prioritises upgrades to existing facilities—notably the South West Rocks Sporting Complex and local library—to enhance capacity and adapt to changing demand.

Key findings in the strategy underscore the pressing importance of infrastructure accessibility, particularly for populations who are unable to drive due to age or mobility constraints. With a notable portion of households lacking internet access (approximately 25%), community facilities such as libraries are recognised as critical public access points for digital connectivity and civic participation. The strategy also identifies investment in community spaces that are safe, inclusive, and supportive as essential to long-term social outcomes.

The strategy acknowledges that many of the existing community buildings will require targeted upgrades or expansion over time, particularly in growth areas like South West Rocks. Community infrastructure planning is thus linked to both population growth management and housing delivery, ensuring that as new dwellings are added, the surrounding civic infrastructure keeps pace in terms of scale, inclusivity, and accessibility. The strategy aligns closely with broader planning documents,



reinforcing that high-quality infrastructure, when equitably distributed and maintained, underpins the social and economic resilience of the Macleay Valley.

2.3.3 Community Strategic Plan: 2042 (2022)

The 2022 update to Council's Community Strategic Plan 2042 was prepared after review of previous plan and community consultation that analysed over 890 feedback statements on priorities, visions and strengths collected between 2016 and 2022 (refer **Figure 10**). As such, the Plan captures the aspirations, concerns, and priorities of the Kempsey Shire community, shaping the long-term vision for a resilient, inclusive, and sustainable future.

We Value	<ul style="list-style-type: none"> • Natural beauty of the coastal, rural and hinterland environments • Retaining people in the Valley with access to relevant services and opportunities • Our diverse cultures, lifestyles and history • Agricultural, commercial, and industrial opportunities to expand our economy • Access to built and natural infrastructure to enable active lifestyles • Relaxed rural lifestyle • Our physical and emotional connection with the Macleay River
We Need	<ul style="list-style-type: none"> • Homes, infrastructure, and community networks that can withstand natural disasters • To reflect our heritage and culture in the streets and public spaces • Greater access to transport, education, health services and affordable housing • Enterprising businesses and employment generation as a tourism destination • Collaborative and inclusive decision making • Events where we can participate, connect and inspire
We're concerned about	<ul style="list-style-type: none"> • Whether the built environment retains the local character • Planning infrastructure that can withstand impacts of climate and population change • Loss of our green space and natural beauty • Opportunities, safety and employment for young people • The quality and maintenance of our roads and infrastructure • Creating safe places to live and visit • Aging population and services and housing needs for this group

Figure 10: What The Community Wants

Source: *Community Strategic Plan: 2042 (p.16)*

The four strategic focus areas of the Plan are summarised below:

Focus Area 1: Enhancing and protecting our natural and built environment

- Emphasises balancing development with protection of the Shire’s ecological and scenic assets;
- Calls for design outcomes that reflect local identity and safeguard green space.

Focus Area 2: Boosting and evolving Kempsey Shire’s prosperous economy

- Supports tourism, local enterprise, and industry diversification;
- Recognises the need for housing and infrastructure to enable economic participation.

Focus Area 3: Creating and celebrating a supportive, connected community- “Our public spaces and facilities keep pace with community needs.”

- Advocates for services and public infrastructure that support inclusion, especially for disadvantaged and ageing residents;
- Places strong emphasis on social connection, safety, and adaptability of townships.

Focus Area 4: Valued, informed leadership that engages and inspires

- Supports a culture of community-led planning, collaborative governance, and transparent communication.



Kempsey Council is in the process of updating the Community Strategic Plan – with the draft Plan for the period to 2045 being exhibited for community feedback and consultation in March – April 2025 and is set to be considered for finalisation in mid-2025. Many of the themes for managing growth in the current Plan are carried over in the 2025 update.

2.3.4 Background Studies:

In the lead up to the preparation of the Kempsey Local Growth Management Strategy 2041 and South West Rocks Structure Plan a series of background papers were prepared. This included LGA wide studies such as the draft Local Housing Strategy, Local Character Statement and Industrial Lands Audit as well as a South West Rocks Structure Plan Background Paper.

Community engagement on the Local Housing Strategy and Local Character Statement was undertaken in mid-2022 and this highlighted the high community value placed on the whole of Kempsey Shire being special because of its relatively undeveloped character. Key considerations included stronger recognition of the 'natural coast' and that future development needs to adequately demonstrate protections for scenic amenity.

The South West Rocks Structure Plan Background Paper (January 2022), released for public consultation in January 2022, received more than 400 submissions. The top five themes of community feedback included:

- Increased population will not have a positive impact and will place further demands on facilities, services and infrastructure.
- Strong support for increased active transport including walking and cycling paths that link key services and recreational areas
- The natural landscape and character of the area needs to be protected, preserved and safeguarded.
- Future development must consider places of cultural significance.
- Increase in community services, facilities, and infrastructure are required, to sustain the local population.

A community survey was undertaken as part of the South West Rocks Structure Plan Discussion Paper (December 2022) which highlighted an emerging pressure point is the changing demographic profile of the town, especially the growth in retirees and older residents. Key concerns included a shortage of general practitioners and difficulty accessing healthcare . (p.6). Additionally, the need to attract and retain essential workers, such as those in healthcare and education, has prompted calls for better childcare and educational facilities. Despite strong support for the existing range of services—with 94.6% of survey respondents agreeing that facilities were appropriate for a town of South West Rocks' size, there were opportunities identified for new or improved facilities such as a larger library, a multipurpose hub, leisure and cultural centres, and upgraded open space and playgrounds.

2.3.5 Kempsey Local Growth Management Strategy 2041 (2023)

The Kempsey Local Growth Management Strategy (LGMS) is the Council's strategic blueprint to guide population growth, housing development, and infrastructure planning across Kempsey Shire through to 2041. Anchored in the Local Strategic Planning Statement 2020 (LSPS) and aligned with both the North Coast Regional Plan 2041 and the Community Strategic Plan 2042, the Strategy seeks to provide a coordinated approach to land use, infrastructure delivery, and future policy development, As such the Strategy emphasises the need to balance this growth with environmental stewardship, stating that residential expansion should not occur "at the expense of maintaining important scenic and environmental values."

The central role of the Strategy was to identify key locations for residential and employment expansion aligned with infrastructure delivery and environmental constraints. South West Rocks is



recognised as “the key coastal lifestyle and tourism township for Kempsey Shire,” with a vision to offer “a range of housing densities and types, supported by commercial, retail and industrial development appropriate for the scale of the township.” The strategy anticipates a population increase of 5,421 people between 2020 and 2041, generating demand for approximately 2,790 new dwellings. The LGMS notes that: “*South West Rocks is expected to accommodate most of this growth. It is a major hub for future residential and commercial growth and remains an increasing tourism and lifestyle destination.*” (p.13)

Specifically South West Rocks, is expected to accommodate “an additional 1,582 dwellings between 2020–2041,” representing more than 56% of the Shire’s total new housing demand. Housing diversity is central to the strategy, with planned housing types by 2041 in South West Rocks to include: “*approximately 200 semi-detached dwellings and approximately 360 flats/apartments*”

The combined management strategies and actions are to ensure that new housing in South West Rocks aligns with infrastructure capacity, landscape values, and broader regional and local policy directions (refer **Figure 11**).

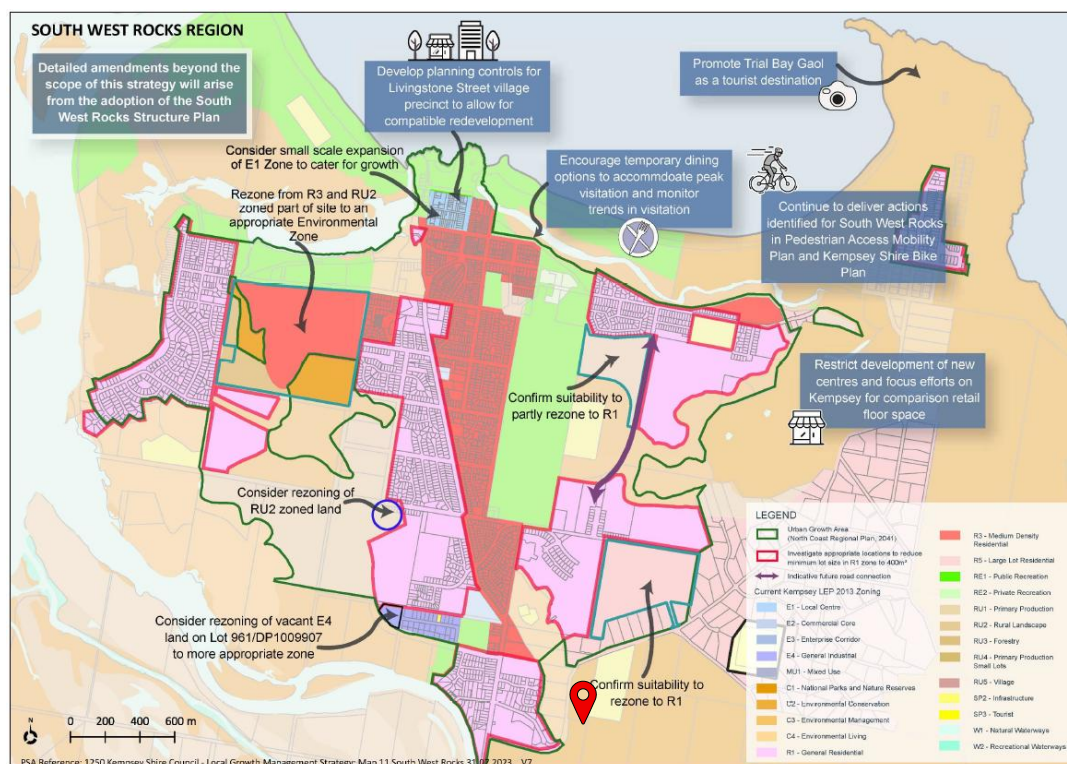


Figure 11: South West Rocks Local Growth Management Strategies and Actions

(Site identified with red marker)

Source: Kempsey Local Growth Management Strategy (p.49)

The Strategy also highlights the importance of delivering enabling infrastructure, noting that: “*the provision of adequate infrastructure (e.g. water and sewerage) to service the high growth projected for South West Rocks to 2041 will be critical.*” In this regard, Council is progressing an Integrated Water Cycle Management (IWCM) Strategy and a Sewerage Servicing Strategy, both of which aim to ensure sustainable, cost-effective utility provision over the next 30 years.

The Strategy provides the framework for the more detailed structure plan for South West Rocks, which was prepared in parallel. The exhibition of the draft Strategy (1 February to 14 March 2023)

received community feedback emphasising the need to ensure that the community’s local character is identified and respected.

2.3.6 South West Rocks Structure Plan (2023)

The South West Rocks Structure Plan (SWRSP) sets in place the long-term framework for managing growth and informs future amendments to Kempsey’s LEP and DCP, ensuring that growth proceeds in a manner aligned with the town’s unique character and long-term vision. Key principles embedded within the Structure Plan include maintaining green corridors, preserving scenic and environmental values, and ensuring future development occurs within the established settlement footprint. The site is identified as a ‘future residential growth area’ (refer **Figure 12**).

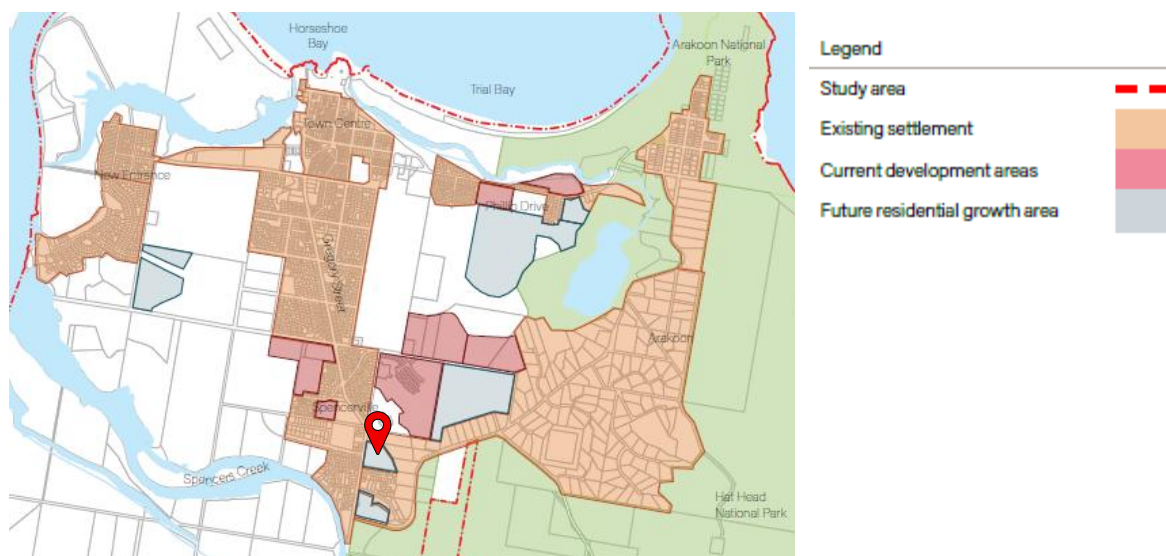


Figure 12: Existing Settlement Boundary, including existing development and currently undeveloped land

(Site identified with red marker)

Source: South West Rocks Structure Plan (p.19)

While no further industrial expansion is required—per the Kempsey Shire Employment Land Audit (2022)—the town’s long-term sustainability will rely on balancing housing delivery with environmental sensitivity, infrastructure capacity, and the shifting needs of an ageing and increasingly diverse community. The Plan details the town’s projected growth and demographic change, particularly the increase in residents aged 65 and over. The Plan emphasises the importance of “specialised housing, mobility and servicing needs,” alongside ensuring access to health, employment, and support services.

The Plan also highlights a range of issues, including the need for inclusive and adaptable spaces that consider the needs of First Nations people, younger residents, retirees, and tourists. It also identifies opportunities to repurpose heritage buildings into cultural facilities, co-locate uses such as libraries with other services, and address the current under-provision of local parks and active recreation spaces. The foreshore and headland areas around Horseshoe Bay, which are heavily used by both residents and tourists, are under increasing pressure from overuse due to their partial occupation by caravan parks.

The site is part of the Spencerville Precinct (neighbourhood 3), is identified as a key neighbourhood targeted for growth comprising low-scale infill and integrated mixed-use development, leveraging existing zoning and opportunity sites to deliver additional dwellings, retail services, and public open



space (refer **Figure 13**). The Plan calls for the precinct to evolve into a “genuine mixed-use zone” that accommodates medium-density housing and reinforces local access to essential amenities.

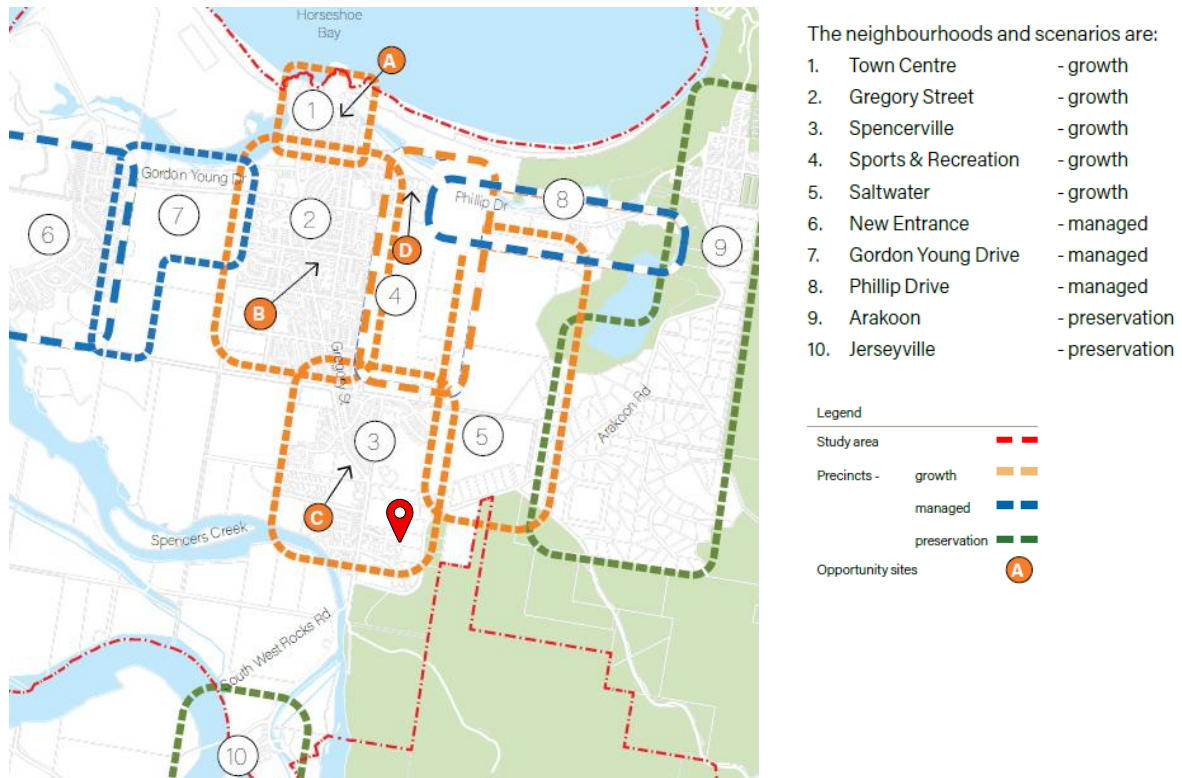
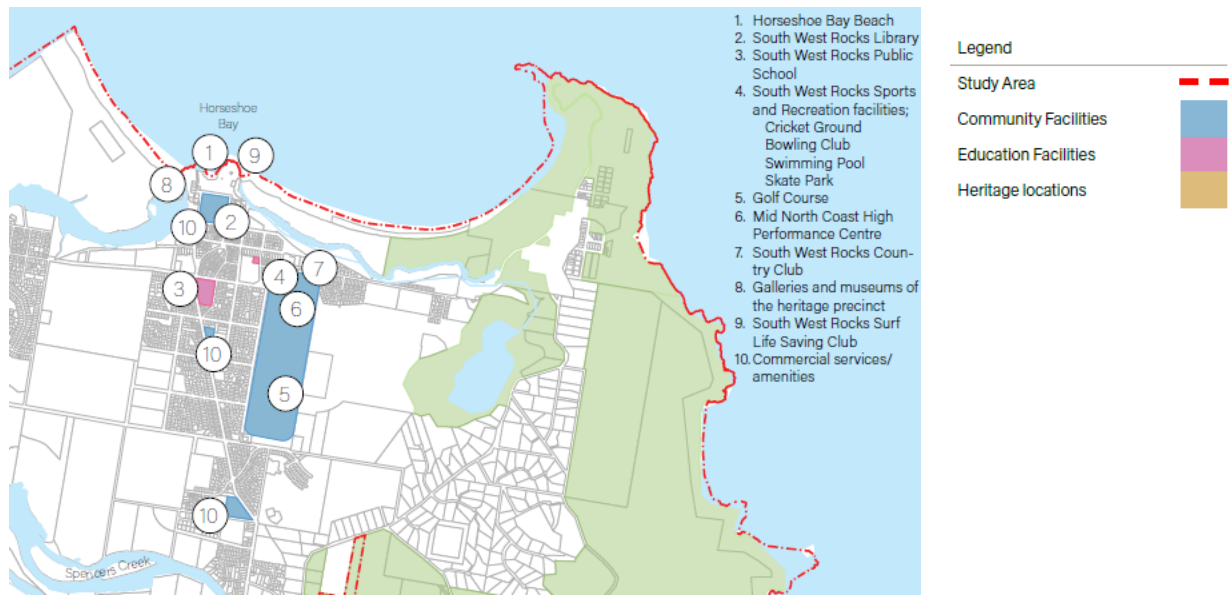


Figure 13: South West Rocks Neighbourhoods - possible future scenarios
(Site identified with red marker)

Source: South West Rocks Structure Plan (p.36)

The plan also anticipates population growth and identifies existing social and community infrastructure (refer **Figure 14**). This baseline helped inform identification of opportunities for the expansion of sporting fields and community spaces to accommodate future demand. Mixed-use development is seen as a key mechanism to meet this need, particularly in the town centre and Spencerville precincts.





Existing Conditions - Social and community

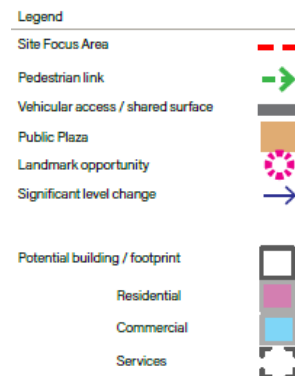
Figure 14: Existing Conditions in South West Rocks for Social Infrastructure

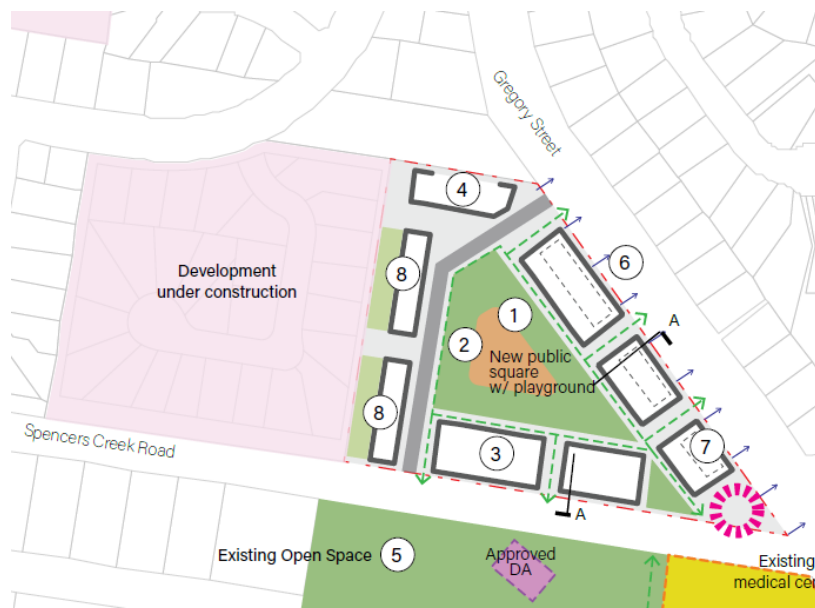
Source: South West Rocks Structure Plan (p.20)

The indicative concept for the Spencerville Precinct (refer **Figure 15**) at Opportunity site C is the renewal of the commercial/retail hub that is less than 200 m from the site described as:

“The local centre has the opportunity to optimise mixed use development, providing increased dwellings, community facilities and public open space. The function of this precinct should be reinforced through the establishment of a genuine mixed-use zone which provides locals with retail, community services, public space and medium density housing” (extract from South West Rocks Structure Plan p.37)

The concept outlines a new public square with a playground, retail and service uses, and possible locations for co-located library and community services in the vicinity of the Rocks Central Shopping Centre to the north east of the site. These developments are aimed at reinforcing the role of the local centre as a community hub, while also providing for medium-density housing and increased amenity through well-designed public spaces.





1. Proposed new anchor supermarket under podium level.
2. Public square with playground.
3. Possible location for library and other community services connected to square.
4. Mixed tenure - residential units
5. Reinforce connections to existing open space to the south.
6. Low to medium rise buildings with retail space facing new square.
7. Gateway building to corner Gregory Street.
8. Lower scale terrace dwellings

Spencerville Precinct (Rocks Central Shopping Centre) - Indicative Concept

Figure 15: Future Opportunities for South West Rocks

Source; South West Rocks Structure Plan (p.40)

The draft Structure Plan was on public exhibition from 1 February to 14 March 2023, following which the plan was adopted in June. Community input highlighted that existing infrastructure and services as “already operating at capacity,” and indicated strong support for Council’s social and community opportunities.

2.3.7 Residential (Land Lease) Communities

The RLLC Act (2013) regulates the legal relationship between residents—who typically own their dwellings—and operators—who own and manage the leased land within residential land lease communities. It addresses critical aspects such as:

- Disclosure requirements
- Site agreements and fees
- Resident rights and responsibilities
- Operator obligations
- Dispute resolution mechanisms

In developments governed under this model, residents purchase and own their homes but lease the land from a Proponent—the party responsible for operating the development. This tenure model provides a hybrid benefit: residents enjoy the security and autonomy of home ownership while gaining access to shared amenities, open spaces, and organized community activities.

On 25th September 2024, significant changes were made to the laws governing residential land lease communities in New South Wales. These reforms mark the first phase of implementing 48 recommendations arising from the five-year statutory review of the Residential (Land Lease) Communities Act 2013 (RLLC Act). The changes reflect years of sustained advocacy and reform efforts by residents and supporters, with the aim of enhancing fairness and transparency in these communities.

In the subject site the homes will be designed and constructed by the Proponent in collaboration with the purchaser, allowing for tailored design while ensuring compliance with community



standards. Shared facilities will be owned and maintained by the Proponent and an on-site manager, ensuring professional upkeep and fostering a well-integrated community environment.

2.4 Neighbouring Developments

Following the adoption of the planning framework (as well as some recent decisions by the Land and Environment Court), the South West Rocks area has potential for around 500 additional dwellings which are at various stages of being progressed. These projects are summarised below (with further details provided in **Section 4.3**, Cumulative Impacts).

- Rosarii (334–356 Gregory Street)
Development approval to subdivide the site into 46 lots across three stages was granted in 2007. According to the Council, the developers have recently applied for a construction certificate to commence works.
- Belle O'Connor Subdivision (South West Rocks)
 - Shamrock Avenue
Involves the subdivision of 269 residential lots and associated works.
 - It was approved in 2011 by the Planning Assessment Commission.
 - A separate NSW Government approval was granted for 16 lots on Shamrock Avenue in 2011.
 - A modification to the application was subsequently made and approved in 2018.
 - Seascape Grove
The final stage (Stage 1C) of the residential subdivision known as *Seascape Grove*.
 - The original development was approved under Master Plan 38-9-2004.
 - In 2007, a major project approval (05_0018) was granted for a 108-lot residential subdivision.
 - Stage 1C, approved in 2010, continues the earlier stages and includes 56 allotments, including two future development lots.
- Settlers Ridge
Development approvals have been submitted for two additional stages of the Settlers Ridge residential development, which initially received NSW Government approval in 2013. Recent approvals granted in 2023 include:
 - Stage T6-20-507: Located at the rear of the site off Keith Andrews Avenue, this stage includes 50 residential lots. Land clearing has been completed. Site establishment and preliminary works are currently underway.
 - Stage DA2100150: Located at the front of the site behind Beech Place and Mertens Place, with southern frontage on Steve Eagleton Drive, this stage includes 35 residential lots. Land clearing and site establishment works have commenced.
- Saltwater Development (Waianbar Avenue, South West Rocks)
A concept proposal was submitted for a 221-lot subdivision, with Stage 1 approval granted for 29 residential lots.
 - Approval was issued by the Land and Environment Court in 2019.

2.6 INITIAL SCOPING OF SOCIAL IMPACTS

Consistent with the DPHI Guidelines and best-practice social impact assessment, an initial scoping exercise has been undertaken to identify the potential social implications of the proposed development on the local and wider community as part of the project's establishment. The scoping exercise draws on the strategic context outlined above, the planning and technical reports associated with the development proposal, and a site visit, as well as broader Council-led community consultations, including the Kempsey Community Strategic Plan 2042, South West Rocks Discussion Paper and Future Macleay – Growth & Character Local Strategic Planning Statement.

Key findings from the Council's engagement activities indicate that population growth, ageing demographics, and increased development pressure (need for more housing) are driving change across the town. The community has raised concerns regarding infrastructure strain, housing



affordability, increased congestion, and the changing character of neighbourhoods. In particular, residents emphasised the need to protect the natural environment, maintain the area's village-like character, and manage future development carefully. Survey responses consistently called for long-term planning to support sustainable growth, better traffic management, and prioritisation of infrastructure and services before further expansion.

The housing theme is especially prominent. The community identified a preference for medium-density housing (e.g., townhouses and duplexes) over high-rise developments, and stressed the need for more diverse and affordable housing types. There is also strong support for housing that accommodates key workers, ageing residents, and people vulnerable to homelessness. This aligns with the South West Rocks findings, which also highlight concerns about housing pressure caused by tourism and short-term rental markets, as well as the need for aged care housing and improved medical facilities.

In this context the initial scoping exercise identified six overarching themes as follows:

- **Visual Character Impact:** The development must be sensitive to local scale and streetscape character. Architectural quality, landscaping, and setbacks are essential tools to manage height and overshadowing impacts. New buildings should reflect and reinforce the established identity of South West Rocks, particularly in heritage and low-density areas, ensuring that change is positive rather than disruptive.
- **Traffic and Congestion:** The local road network's inherent limitations and the inadvertent increase in traffic have already been identified by the community as a pressing concern. Traffic flow improvements, pedestrian links, and active transport options that are inclusive of community needs will be essential.
- **Environment Sensitivity:** Tree retention and green infrastructure are important community expectations. Preservation of mature trees and inclusion of greenery throughout new developments are essential to retain the natural character and identity of South West Rocks. Where removal is unavoidable, appropriate compensatory planting and protections during construction will be expected.
- **Service Infrastructure:** Managing the transition to accommodate an increasing population will be crucial, through ensuring that the water, sewerage and telecommunications facilities are able to support expanded demand. The relationship with the local centre- that serves in retail capacity must be considered- as it needs to be able to meet the demands of future population.



3.0 ENGAGEMENT ACTIVITIES

3.1 ENGAGEMENT APPROACH

Analyses of the proposal, stakeholders, and the surrounding area informed a tiered approach to engagement, aligned with the IAP2 Public Participation Spectrum for Engagement. This approach ensured engagement was proportionate to the potential impacts of the project on different stakeholders while providing open and transparent channels for communication and opportunities for stakeholders to provide meaningful feedback. **Table 6** outlines the engagement process of key stakeholders and the community as part of the pre-lodgement SSDA process.

Table 6: Engagement Approach

Key Stakeholders	Strategic Intent	IAP2 Level of Engagement	Engagement Activity & Tools
Local Councils, Government Agencies and Authorities			
DPHI and relevant agencies Kempsey Shire Council	To gain technical input and feedback on the proposal	Involve	Direct approach by Project Team's technical consultants as needed to meet SEARs requirements (emails & meetings)
Adjoining Neighbours			
Neighbouring residents in proximity of the site including: <ul style="list-style-type: none"> Gregory Street Tallowood Place Racemosa Crecent Arakoon Road Belle O'Connor Street Burrawong Drive 	Encourage and facilitate involvement in the consultation process	Involve	Community Newsletter #1 via letterbox drop Community Survey via newsletter Invitation to online briefing Provision of project email address
Community Stakeholders			
<ul style="list-style-type: none"> Landowners/occupiers of residences, businesses, community services and institutions within approx. 500 metres of the site. Aboriginal Community: Kempsey Local Aboriginal Land Council 	Raise awareness and provide opportunities for engagement on the proposal	Consult	Community Newsletter #1 via letterbox drop / email Community Survey via Newsletter Provision of project email address

3.2 ENGAGEMENT AREA

The community engagement area was identified following the social baseline analysis, the scoping of preliminary social impacts, the stakeholder analysis and the engagement approach outlined in the sections above. The interactions between the site and Gregory Street area were also a factor used in the determination. The engagement area (refer **Figure 16**), therefore, includes the surrounding community within approx. 500m of the site as well businesses in close proximity to the site

Within this 'Distribution Area' area, there are approximately 400 addresses, with the majority being residential.



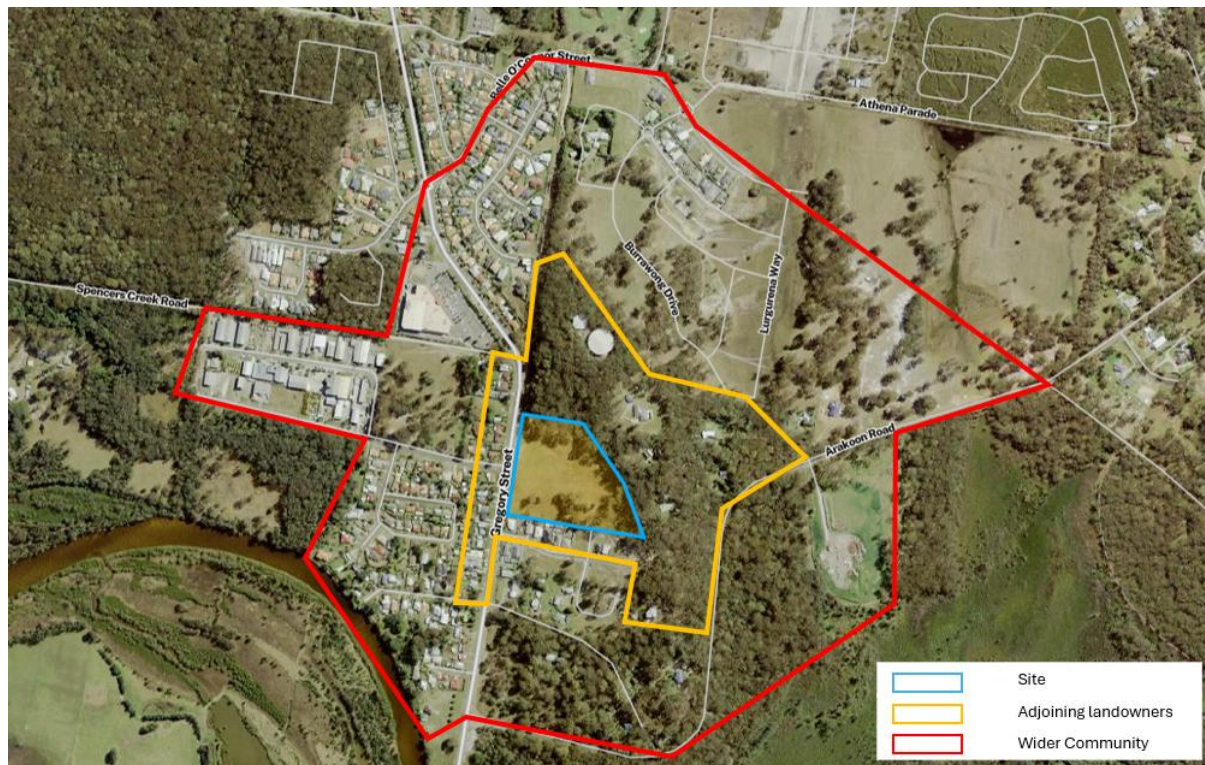


Figure 16: Community Engagement Area.
 Source: Explorer, 2025

3.3 COMMUNITY STAKEHOLDERS

The stakeholder map (refer **Figure 17**) shows the mix of residential, religious and educational institutions and businesses in proximity to the site within a 400m radius. Community stakeholder groups are set out in **Table 7**:

Stakeholder mapping was conducted to identify people and groups who are interested in or likely to be affected by the proposal. The community stakeholders listed below were identified and classified through desktop research, site inspections, and scoping of potential impacts from the proposed development.

Table 7: Community Stakeholder Groups

Local Community Stakeholders	
Stakeholder Group	Description
Adjoining Neighbours	The Site is bounded by private land and large lot properties to the north, Gregory Street to the East, low density housing along Tallowood Place and Racemosa Circuit to the south, and large lot properties to the west on Arakoon Road.
Broader Community Stakeholders Landowners / Occupiers	Residents and business operators/owners service providers within 300 metres of the site; include: <ul style="list-style-type: none"> Seascape Medical Centre Rocks Central Shopping Centre Hat Head National Park
Aboriginal Community	Kempsey Local Aboriginal Land Council
Community Action Groups	Voices of South West Rocks Committee Inc
Community Services – Council	Kempsey Shire Council



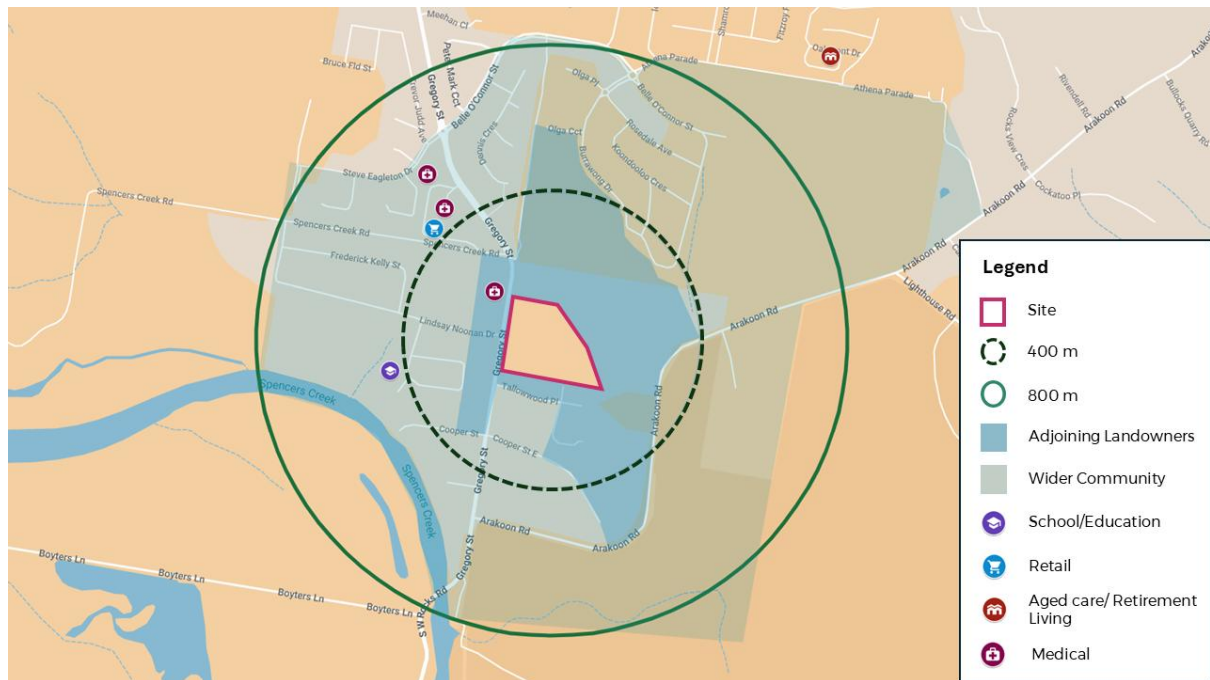


Figure 17: Stakeholder map

Source: Google Maps / Willowtree Communications, 2025

3.3 ENGAGEMENT ACTIVITIES

3.3.1 COMMUNITY NEWSLETTER

The Community Newsletter #1 (See **Appendix B**) was designed to support the ‘pre-lodgement’ engagement phase and inform the preparation of the detailed proposal that will be subject to the assessment stage of engagement. It provided key information about the proposal, including its objectives, location, key aspects of the design and an overview of the SSD Application engagement process.

The community newsletter invited stakeholders to make enquiries via an email address, engage@willowtc.com.au, and to provide feedback via an online survey. Approximately 400 copies of Community Newsletter #1 were distributed on 9 May 2025 to residents, businesses and community service providers within the distribution area (refer **Figures 16 & 17**).

The maps below in **Figure 18** show the newsletter letterbox distribution undertaken via letterbox drop. Newsletters delivered to letterboxes along Arakoon Road were done so via car due to the distance between properties, and businesses received the newsletters via email.





Figure 18: Newsletter letterbox distribution routes

Source: Garmin Connect/Willowtree Communications, 2025

3.3.2 SOCIAL IMPACT ASSESSMENT SURVEY

The Online Survey was open from 9 May - 26 May 2025. It consisted of twelve (12) questions and responses were recorded online through the Survey Monkey platform and collated by Willowtree Communications for report preparation and presentation purposes.

The survey was designed to capture independent primary data - both quantitative and qualitative. For this reason, the survey had three parts: firstly, general demographics and baseline activity, followed by socio-economic and lifestyle concerns. Freeform stakeholder feedback was also incorporated into the survey to ensure that wide-ranging concerns could also be captured. Survey questions are provided in **Appendix C**.

3.3.3 ADJOINING LANDOWNER LETTER AND KEY STAKEHOLDER INVITATION TO ONLINE BRIEFING SESSION

A letter was distributed to adjoining landowners and key stakeholder groups, asking them to register their interest in attending an online briefing session to hear more about the project, and ask any questions they might have. The letter is provided in **Appendix D**.

3.3.4 DEDICATED EMAIL

A dedicated project email was established to provide the avenue for enquiries and direct feedback to be provided by community members. Monitored daily, meant bespoke replies could be provided on specific issues raised. Community members were also able to phone Willowtree Communications through our business contact details.

3.3.5 ONLINE BRIEFING

Online briefing sessions were held at 12pm and 6pm on Thursday 22 May, to ensure the community had different options to suit their needs. The online briefing sessions included a PowerPoint presentation (refer **Appendix E**), and the opportunity for community to ask any questions they might have or provide initial feedback on the proposal.



3.4 ENGAGEMENT PROGRAM

The implementation of the Engagement Strategy, including activities undertaken, stakeholders engaged, and responses received, is detailed below.

Table 8: Engagement Program, activities and response summary

Date	Targeted Stakeholders	Activities	Response Summary
26 June 2024	Kempsey Shire Council	Pre-lodgement meeting with Kempsey Shire Council to development (prior to progressing SSDA pathway)	Provided comment in regards to requirements for Council DA.
March 2025	DPHI - Housing Delivery Authority process	Pre-lodgement meeting with South West Rocks Living and Willowtree Planning confirming SSDA pathway following declaration of State Significance on 17 March (as per Housing Delivery Authority decision on 7 March)	EOI provided an overview of the proposal and SEARs confirmed requirements of assessment team
9 May 2025	Local community stakeholders within community newsletter distribution Area (refer Figure 13)	Distribution of Community Newsletter #1 providing information on proposal and access to an online feedback survey.	14 online surveys completed
	Kempsey Local Aboriginal Land Council	Email including community newsletter, online survey QR code and project contact details for enquiries / requests to discuss the project	No response
	Community Organisations / Groups	Newsletters delivered to <ul style="list-style-type: none"> • South West Rocks Country Club • Voices of South West Rocks Community • South West Rocks Chamber of Commerce • Seascope Medical Centre • Rocks Central Shopping Centre • National Parks and Wildlife Services NSW 	Responses from <ul style="list-style-type: none"> • Voices of South West Rocks Community Inc • Seascope Medical Centre • National Parks and Wildlife Services NSW



9 May 2026	Kempsey Shire Council	Email, newsletter and offer of briefing /discussion	Automated response received – acknowledgement of email
9 May – 26 May 2025	Community Enquiries	Five (5) community members provided feedback through email.	All email responses were acknowledged (including where multiple emails were received by two individuals). Further details were provided where available to the community member that requested additional information.
22 May 2025	Community Organisations / Groups	Online briefing discussion	Two people attended online briefings.
3 June 2025	Kempsey Shire Council	Follow-up email confirming engagement period has now closed, and to advise if they'd like to discuss the development further.	Automated response received – acknowledgement of email

3.5 ENGAGEMENT FEEDBACK

3.5.1 Agencies and Authorities

No significant issues were raised by agencies, authorities or identified by technical consultants that required additional engagement – as set out in **Table 4** (refer **Section 1.4.1**). Two ongoing matters relate to Council confirming approvals associated with the delivery phase following the approval of the proposal in relation to driveway locations and access points to utilities.

The NSW National Parks & Wildlife Service also advised they are not a direct neighbour to this development and consequently cannot see any impacts to the existing reserve management, and at this stage do not require a meeting or additional information concerning the proposal.

3.5.2 Council

On the 26 June 2024, members of the development team met with Kempsey Shire Council, as part of the Pre-Lodgement Meeting to submit a Development Application (DA) through council. During this meeting council outlined the following reports and assessments would be required to be submitted with any future DA (at a minimum).

- Architectural Plans – Site Plan, Floor Plans, Elevation Plans, Section Plans.
- SEE – explain the proposal in detail; adequately addresses all potential hazards and impacts; and demonstrates compliance with all relevant legislation, policy and guidelines. Key consideration to address within the SEE is how the development complies with Chapter C1 of the Kempsey Development Control Plan 2013 and any justification must be provided for any proposed variations to the DCP requirements;
- Stormwater Management Plan;
- Pedestrian Access Management Plan (PAMP) and Bike Plan



- Construction Site Management Plan;
- Earthworks Plan –
- Landscape Plan;
- Streetscape Plan;
- Bushfire Assessment Report; and
- Construction Management Plan
- Traffic Impact Assessment

Following an Expression of Interest to the Housing Delivery Authority the proposal was able to be progressed as a State Significant Development Application. Council's previous feedback was incorporated into the proposal. On the 9 May 2025, Willowtree Communications emailed Kempsey Shire Council a copy of the Community Newsletter, which included a QR code to complete the online survey and offer to provide further information. Kempsey Shire did not respond to the email/invitation to meet with the project/engagement team. A further email was sent in early June, again with no response.

3.5.3 Community Group Feedback

In total, three community groups provided additional feedback regarding the proposal, with the summary of how they responded, and the topics raised outlined in the table below.

Table 9: Community Group Feedback

Community Group	Topics Raised
<p>Voices of South West Rocks Community Inc</p> <ul style="list-style-type: none"> • Two members of attended the Online briefing session was held 6pm on Thursday 22nd of May 	<ul style="list-style-type: none"> • Site history and development progress • Previous meetings with Kempsey Shire Council • Traffic and Parking • Landscaping • Open Space and Lot Size • Screening on Gregory Street • Use of local builders and trades • Solar panels and community batteries • Current design • Flood and Stormwater Management
<p>Seascope Medical Centre</p> <ul style="list-style-type: none"> • Response to direct email 	<p>Mentioned the need for additional infrastructure and major services (especially medical) to support development.</p>
<p>National Parks and Wildlife Services NSW</p> <ul style="list-style-type: none"> • Response to direct email 	<p>Advised they are not a direct neighbour to this development and consequently cannot see any impacts to existing reserve management, and at this stage do not require a meeting or additional information concerning the proposal.</p>



3.5.4 Community Survey Outcomes

Survey Outcomes

The local community and key stakeholders were invited to take part in the online survey. Fourteen (14) fully completed responses to the survey were received from community members with the survey closing on 26th May 2025 (refer **Appendix F**).

An analysis of the key survey questions and results are provided below:

Locality of respondents

- 8 respondents confirmed they live on the streets close to the site, 3 respondents lived further than 500m from the site, and 2 were regular visitors to Southwest Rocks.

Level of support

Of the survey respondents questioned on support for the proposal:

- less than half were either are very unsupportive (5) or unsupportive (1) for the development.
- four (4) respondents expressed that they were supportive and one (1) supportive proposal,
- three (3) respondents were neutral towards the proposal,

Key Concerns

Of the survey respondents questions on the aspects of the proposal that concerns them:

- Ten respondents were concerned about traffic impacts on Gregory Street and impacts on existing services
- Nine (9) respondents were concerned with the scale of the proposed development
- Six (6) respondents were concerned with increased local population
- Six (6) respondents provided additional feedback

Positive aspects

Of the survey respondents' questions when asked to consider the most positive aspects of the proposal

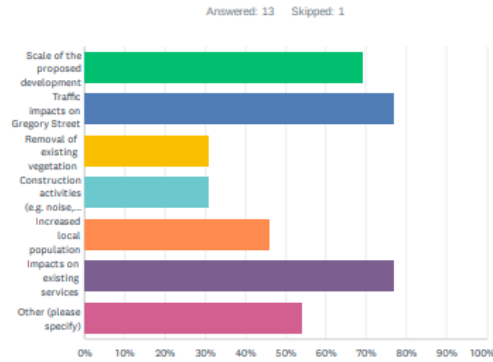
- Four (4) respondents were positive about greater supply in the area
- Three (3) respondents were positive about the provision of community-based housing
- Three (3) respondents provided additional feedback.

Further details regarding the positive aspects of the development are provided in the following figures.

Further details regarding the concerns and positive aspects are provided in **Figure 19** below. Key concerns raised through free text sections of the survey mostly raised the concern for the pressure on existing infrastructure to support a growing population.



Q7 Are there any aspects of the proposal that concern you? (select all that apply)

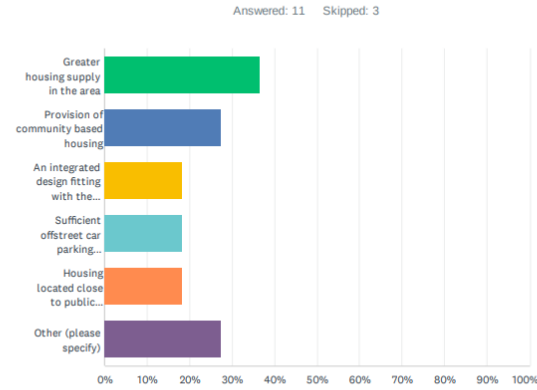


ANSWER CHOICES	RESPONSES
Scale of the proposed development	69.23% 9
Traffic impacts on Gregory Street	76.92% 10
Removal of existing vegetation	30.77% 4
Construction activities (e.g. noise, traffic)	30.77% 4
Increased local population	46.15% 6
Impacts on existing services	76.92% 10
Other (please specify)	53.85% 7
Total Respondents: 13	

#	OTHER (PLEASE SPECIFY)	DATE
1	Type of estate	5/21/2025 2:36 PM
2	Community infrastructure i.e. Medical, shopping Centre, education, transport, shared footpaths	5/17/2025 9:36 PM
3	No Doctors no services, supermarket shelves are already empty. We do not have enough services as it is and need these before population grows. No proper mobile service. This town is not ready for an increase in any more population without services and better roads etc.	5/13/2025 9:16 AM
4	Other over 50s estates in the town are vacant	5/11/2025 12:42 PM
5	We don't have enough infrastructure to support that many extra people.	5/11/2025 8:56 AM
6	Rocky and and very wet area on a slope. I don't see any easements to msnage the land and safe flow of water.	5/11/2025 7:30 AM
7	Access from Racemosa Circuit	5/10/2025 7:18 PM

Aspects of proposal that concern survey respondents

Q8 Which of the following do you consider the most positive aspects of the proposal (please select all that apply)



ANSWER CHOICES	RESPONSES
Greater housing supply in the area	36.36% 4
Provision of community based housing	27.27% 3
An integrated design fitting with the surrounding area	18.18% 2
Sufficient offstreet car parking provided for new residents	18.18% 2
Housing located close to public transport networks (bus stop within 200m of site)	18.18% 2
Other (please specify)	27.27% 3
Total Respondents: 11	

#	OTHER (PLEASE SPECIFY)	DATE
1	None of the above, loaded question 18	5/26/2025 8:57 AM
2	None	5/11/2025 12:42 PM
3	Will it be affordable housing???	5/11/2025 8:56 AM

Aspects of proposal that are most positive for survey respondents

Figure 19: Aspects of concerns and potential benefits according to the survey respondents

Source: Willowtree Communications (2025)



Further Feedback

Eight (8) responses were provided to a request for further feedback on any other aspects of the proposal to mitigate and/or enhance outcomes. The responses are provided below in **Figure 20**.

Q9 Do you have any feedback on other aspects of the proposal to mitigate and/or enhance outcomes?

Answered: 8 Skipped: 6

#	RESPONSES	DATE
1	Not enough infrastructure to support yet another development in South West Rocks	5/26/2025 8:57 AM
2	I will submit more details via email	5/21/2025 2:36 PM
3	You need to improve and increase all services in the town before growing in population.	5/13/2025 9:16 AM
4	This is not open to the community for our say or council as it part of the state or federal government on fast tracking housing in small allotments getting the boxes ticked in breacractic politics	5/11/2025 1:56 PM
5	We don't need any more community housing in this town.	5/11/2025 12:42 PM
6	It looks like they are all jammed in like a slum waiting to happen. This area need affordable housing for our children and their families.....there are enough of us old farts here as it is. I know, I'm one of them.	5/11/2025 8:56 AM
7	There needs to be environmental zone on the Southern face of the land to manage water problem. The area is full of springs when the water level rises with rains.	5/11/2025 7:30 AM
8	Already too many trees have been removed. Too many houses crammed into a small area. Will our sewerage system and water supply system cope with over 100 new homes?	5/9/2025 4:31 PM

Figure 20: Feedback regarding other aspects of the proposal

Source: Willowtree Communications (2025)

Additional Comments

Eight (8) responses were provided to any other comments on the proposal. The responses are provided below in **Figure 21**

Q11 Do you have any other comments?

Answered: 8 Skipped: 6

#	RESPONSES	DATE
1	Please contact Voices of South West Rocks, they'll fill you in more than I can !!	5/26/2025 8:57 AM
2	This area doesn't need another over 50s style housing solution. As we are on the coast there is already a huge amount of land/housing currently on offer. What size are these blocks meant to accommodate? The developer has indicated manufactured homes are which is completely out of character to the surrounding housing. This area has already been identified by council as a high growth housing area with up to 2000 new homes to be built here in the next 10 to 20 years.	5/21/2025 2:36 PM
3	This town cannot take an increase in population without more and better services first. This is just greed and not about real change.	5/13/2025 9:16 AM
4	We don't need more developers and building unless it's to give locals the services we need new library heated pool services medical facilities	5/11/2025 1:56 PM
5	Stupid plan.	5/11/2025 12:42 PM
6	I don't feel that this box like housing is in keeping with the 'vibe' of our sleepy seaside village.	5/11/2025 8:56 AM
7	South West Rocks is a community already suffering from over development without a corresponding increase in social services such as access to local medical services and public transport	5/10/2025 11:33 AM
8	We don't have enough medical facilities to cope with more people in the over 50 age bracket to move here from further away. Will all of those people be able to get out of there is a bushfire in the bushland behind the the estate? That's a lot of cars trying to leave at the same time via two exits.	5/9/2025 4:31 PM

Figure 21: Additional comments on the proposal

Source: Willowtree Communications (2025)



This feedback reiterated the concerns on the ability of infrastructure to support further growth in the town – including services and utilities. Other concerns flagged over development and the changing character and demographics with the increase housing and the proportion of older people in the community. The need for affordable housing was also raised.

3.5.5 Online Briefing Session Feedback

Online briefing sessions were held at both 12pm and 6pm on Thursday 22nd of May, to ensure the community had the option to attend the session during both the day and the evening session.

- Zero community members attended the 12pm online briefing session.
- Two community* members attended the 6pm online briefing session, both of which were from the Voices of South West Rocks Committee.

Topics raised by the community members included:

- Site history and development progress
- Meetings with Kempsey Shire Council
- Traffic and Parking
- Landscaping
- Open Space and Lot Size
- Screening on Gregory Street
- Use of local builders and trades
- Solar panels and community batteries
- Sources of electricity
- Current design
- Flood and Stormwater Management

A copy of the presentation can be found in **Appendix E**.

Note: Two community members advised they were unable to attend the 6pm briefing session due to the weather conditions in the area. A copy of the presentation was issued to the community members, and an alternative session was offered.

3.5.6 Written Submissions

In total five (5) community members who provided written enquiries / feedback via email. The issues raised and (number) of enquiries relating to certain topics are listed below.

- Impacts to traffic along Gregory Street (2)
- Wanted to ensure engagement was undertaken with local aboriginal community (1)
- Potential impacts to native wildlife and threatened species (1)
- Need for additional infrastructure and major services (1)



4.0 SOCIAL IMPACT ASSESSMENT

4.1 SOCIAL IMPACT CONSIDERATIONS

An overview of social impact considerations is provided for each of the eight community values, as briefly introduced in **Section 1.4**. This builds on the initial scoping of impacts outlined in **Section 2.6** and, together with the community stakeholder feedback documented in **Section 3**, provides the context for identifying both positive and negative impacts for assessment.

Way of life

Includes how people live, how they get around, how they work, how they play, and how they interact each day

The introduction of 101 Land Lease homes is consistent with the sites envisaged residential use and will increase the local population, particularly among individuals aged 55 years and older which is part of a long-standing trend in the town. The location near a local neighbourhood centre and abundant natural areas means the residents will have access to a range of goods and local services as well as extensive recreation opportunities.

The provision of on-site community and recreation facilities including the community centre, open space and other recreational facilities designed to support social and recreational needs. This may mean residents may have fewer reasons to regularly engage with local public spaces and the broader community however this is balanced with increased pressure on existing community and recreation facilities nearby. Wider community services are also available in Kempsey town centre reflecting the regional context of the South West Rocks town.

During construction, increased vehicle movements, noise, and activity may temporarily disrupt local routines and contribute to a sense of disturbance in the area. In the long run, the addition of 101 households—although they may generate less traffic compared to traditional family housing—may modestly increase local traffic.

Community

Including composition, cohesion, character, how the community functions, resilience, and people's sense of place

South West Rocks is known for its coastal village character and strong local identity. The site currently remains empty with no pre-existing uses but has been identified for future residential development in councils plans that were developed following extensive community engagement. The surrounding neighbourhood is characterised by low-density residential housing and family households with several other new development underway in the local area. The introduction of a Land Lease Community Estate would represent a further intensification in the community composition of older cohort and demand for attendant services for an aging population.



The land lease community support greater resilience in the housing market by providing an innovative housing choice that removes several of the costly barriers to secure quality housing with good amenities. This can be particularly attractive to older population and downsizers, where greater flexibility for financial management in retirement may be needed.

The design of the housing layout retains a connection to the street frontage of Gregory Street, integrating with surrounding residential areas, which is important to the experience of the main street for the wider community and their sense of place. Social cohesion within the land lease community is supported by community and recreation facilities that can provide a range of community functions.

During construction, disruptions related to access, noise, and vehicle movement may temporarily impact how the community operates and interacts, particularly for nearby residents accustomed to a quiet, low-traffic environment. However, as previously noted, there is a series of developments that are in various stages of construction/delivery delivering infill development, which has been the subject of extensive community engagement.

Accessibility

Including how people access and use infrastructure, services and facilities, whether provided by a public, private, or not-for-profit organisation

The proposed development is in a predominantly residential area, with the main access via Gregory Street and is within walking distance of the Rocks Central Shopping Centre and local bus stops on routes that connect to Kempsey. Whilst the development includes onsite parking for all residents as well as parking for visitors its location on Gregory Street, new pathways and road crossing will enhance pedestrian safety and support walking to access local services, particularly the local shopping centre.

Other local facilities in the northern part of the town can be accessed by short bus or car trip including a range of recreational areas, health care centres, library, golf course and country club. As the population grows, additional demand will be placed on local services, including health care and transport services. This requires ongoing coordination with the Council and service providers to ensure adequate capacity is maintained.

During construction, temporary impacts to local traffic, on-street parking, and pedestrian access may affect nearby residents, particularly those living along Gregory Street. Effective traffic and construction management will be essential to minimise disruption to local access patterns.

Health & Well-being

Including physical and mental health especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health

The existing neighbourhood benefits from the established character of low density residential development in a scenic coastal setting, with access to green space, and a generally low-traffic, quiet environment which supports community health and well-being. Ensuring accessible, well-designed green spaces—both within and surrounding the development is important to supporting individual and community wellbeing over time.



The proposed development includes communal open spaces, including parks and a pool, recreation areas and walking paths, and shaded gathering areas, which are likely to support active ageing, social interaction, and mental wellbeing among future residents. The landscaping of 196 new trees and over 22,000 m² of complementary planting will provide canopy cover that reduces urban heat and provide amenity that may further support long-term public health outcomes.

Construction activity, including bulk earthworks and high volumes of vehicle movement, is expected to generate temporary noise, dust, and vibration. These disruptions may affect nearby residents, particularly those with young children, chronic illnesses, or sensitivity to environmental changes. Psychological stress may also arise from a perceived loss of local character, reduced privacy, or increased traffic, especially if communication and site management are inadequate.

Culture

Both Aboriginal and non-Aboriginal, including shared beliefs, customs, practices, obligations, values and stories, and connections to Country, land, waterways, places and buildings

The South West Rocks is in the traditional lands of the Dunghutti (Thunggutti) that spanned the area from Point Lookout southwards as far as the headwaters of the Macleay River and the vicinity of the Mount Royal Range. About 6.4% of the local population identify themselves as Aboriginal and/or Torres Strait Islander. The Aboriginal Due Diligence Reports do not identify any objects of Aboriginal cultural heritage within the site due to the intensification of land use across the region. Integrating 'Designing with Country' principles during landscape design and public domain upgrades can help acknowledge and reflect local Aboriginal values, even in the absence of known cultural artefacts.

From a non-Aboriginal cultural perspective, prevailing community values evident in the surrounding area recognise the township within the surrounding rural and natural environment hinterland located on the coastal fringe. The introduction of further infill housing is in keeping with the established residential character, although it may be a degree more intense than existing lower density areas and landscaping. The extensive tree planting reflects the community's aspirations for enhanced amenity.

Construction activities may temporarily disrupt community engagement with the place, particularly if access routes or familiar walking paths are altered. Maintaining a connection to place throughout and beyond the build phase requires deliberate design responses—such as open view corridors, natural materials, and interpretive landscaping—that communicate respect for the existing cultural identity while establishing a new sense of belonging.

Surrounding

Including ecosystem services such as shade, pollution control, erosion control, public safety and security, access to and use of the natural and built environment, and aesthetic value and amenity



The structure of South West Rocks town generally reflects the character of a historic seaside holiday town, organised around a main thoroughfare extending from the coast back towards the highway. The site is situated within this seaside town context, highly valued for its natural landscape and in demand for housing opportunities, as evidenced by the current level of housing activity.

The development includes a range of on-site safety and amenity measures for residents through fencing, pathways and signage and landscaping. The layout also provides passive surveillance, and some of street-level interaction through the semi-solid fencing and orientation of homes to address Gregory Street. The streetscape character will also be influenced by how the built form articulation (including parking) and landscape planting that address its visual impact.

The proposed development would include site preparation earthworks and some targeted vegetation removal, which would temporarily disrupt local ecosystem services. During construction, local amenities will be reduced due to the presence of heavy machinery, noise, and temporary access limitations. Restoration of visual quality and local access post-construction will be key to re-establishing a positive relationship between the site and its surroundings.

Livelihoods

Including people's capacity to sustain themselves through employment or business

By nature of being a residential development targeting over 55-year-olds, the access to employment is expected to be lower as most are anticipated to be retired and/or able to generate income whilst deciding to live in a small regional town. However, access to employment opportunities include those in larger towns such as Kempsey within 30-minute drive.

The increase in population associated with the development will directly contribute to the local economy by accommodating a stable resident base that supports nearby shops, health providers, and local services. This can bolster ongoing demand for essential goods and services in the area and counter the impacts of peak tourism demand periods. Additionally, while not employment intensive, the ongoing estate maintenance and the running of the community facilities will generate a few full-time occupations that can benefit the local community.

Short-term employment opportunities are also expected to be generated during the construction phase, benefiting local trades, contractors, and suppliers. However, construction activity may temporarily disrupt neighbouring businesses through noise, access limitations, and reduced parking, particularly if unmitigated. Early and ongoing communication with local businesses, combined with clear signage and traffic management, can reduce the severity of these impacts.

While the proposal does not directly contribute to employment-generating land uses, it supports long-term economic resilience by expanding housing options for downsizers and retirees, potentially freeing up larger homes for younger families within the region. This dynamic may have indirect effects on local workforce distribution and housing affordability over time.



Decision Making Systems

Including the extent to which people can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms.

The residential growth in South West Rocks has been the subject of extensive community engagement over many years. This has included surveys of the local community on specific needs in the town, consultation of precinct and site-specific detail through the Structure Plan for South West Rocks as well as community values in the wider Kempsey LGA. In this context, the community has been provided with ongoing access to decision making that affects their local community. Future decision-making regarding public domain enhancements, additional green space, and transport upgrades should involve resident consultation to align with the long-term vision for South West Rocks

In relation to this specific proposal, decision-making systems are an important part of the day-to-day management of land lease communities. Post-construction, the community association should work together with management to maintain building upkeep, safety, and community well-being.



4.2 ASSESSMENT OF IMPACTS

Each impact, as has been identified through the scoping of impacts and further reviewed through the engagement and community consultation, is evaluated against the social value categories, which in turn helps identify the type of impact (positive or negative) and its likelihood and magnitude. Standard or project-specific mitigation is then referred to or provided to reduce residual impact. The cumulative impacts of this project concerning neighbouring projects are discussed in **Section 4.3** according to the guidelines set out in the Cumulative Impact Assessment Guidelines for State Significant Projects (2024). A summary of the identified social impacts and mitigation/enhancement strategies is provided in **Table 9**.

Table 10: Summary of proposed mitigation/enhancement of the identified social impacts

Social Impact	Social Elements of Value to People	Evaluated Significance	Mitigation/Enhancement	Residual Impact Significance
<p>Impact on local housing supply</p> <p>The proposal will involve a residential subdivision that is to provide housing targeted at the over-55s.</p>	<p>Way of life Livelihoods Accessibility</p>	<p>Almost Certain + Moderate = High</p> <p>Positive: As the land lease model provides housing supply in a cost effective and compact model providing more choice for residents and improving housing diversity in the area.</p> <p><i>Reference: Design Statement prepared by King+Campbell</i></p>	<p>N/A</p> <p>Positive: Addresses the need for housing, especially the diversity of housing for retiring age population.</p>	<p>Almost Certain + Moderate = High</p> <p>Proponent to provide information on how land lease arrangements work to promote understanding of innovative housing choices.</p>
<p>Generation of additional employment</p> <p>Additional employment can mean a positive benefit to the local community.</p>	<p>Community Livelihood Health and Wellbeing</p>	<p>Almost Certain + Minor = Medium</p> <p>Positive: Increase in employment during the construction and maintenance of the new estate-including the community facilities</p> <p><i>Reference: Estimated Development Cost Report prepared by Coutts Cost Consulting</i></p>	<p>N/A</p> <p>The estimated cost of the project is approximately \$33 M, which would generate significant demand for construction workers as well as support the local jobs and industries</p>	<p>Almost Certain + Minor = Medium</p> <p>Positive: Skilled workers/contractors will benefit from additional opportunities and continue to deliver quality outcomes.</p> <p>Potential to provide sector-specific jobs in health care and service industries</p>



Social Impact	Social Elements of Value to People	Evaluated Significance	Mitigation/Enhancement	Residual Impact Significance
<p>Local Character and Vegetation Loss</p> <p>Changes to the local character and landscape due to site preparation and construction works.</p> <p>Clearing of vegetation and some mature trees on the site as part of site preparation works may temporarily reduce the amenity of the site.</p>	<p>Community Culture Way of Life Surroundings Health and Wellbeing</p>	<p>Almost Certain + Minor = Medium</p> <p>Negative: Significant tree Clearing was done prior to the conception of this project as part of a previous development application.</p> <p>The Arboriculture Report recommends to remove the remaining two trees on site, due to their quality and potential to failure in the future due to earthworks proposed on site.</p> <p><i>Reference: Arboricultural Impact Assessment prepared by King+Campbell</i></p>	<p>Implementation of landscaping plans that include 196 new trees and over 22,000 m² of complementary planting. This will involve using local native plants and applying protection measures to ensure tree health after the site is occupied.</p>	<p>Possible + Minimal = Low</p> <p>Negative: The site will need to have new plantings due to the potential for non-existent trees on the site.</p> <p>Subject to the implementation of proposed urban design measures and the Landscape Plan, the impact is considered mitigated.</p>
<p>Indigenous and non-indigenous heritage</p> <p>Concerns towards loss of heritage during construction and delivery</p>	<p>Culture Surroundings Health and Wellbeing</p>	<p>Unlikely + Minor = Low</p> <p>Negative: The Aboriginal Heritage Due Diligence did not identify any aboriginal objects or potential archaeological deposits within the site area.</p> <p><i>Reference: Aboriginal Heritage Due Diligence Report prepared by Heritage Now</i></p>	<p>Project should include provision for responding to discovery of any potential archaeological heritage objects found prior to the commencement of any works</p> <ul style="list-style-type: none"> Should any archaeological heritage item be found, works in the vicinity should be stopped, and assessment would have to be made consistent as per Heritage Act 1977 (Heritage Act) 	<p>Unlikely + Minor = Low</p> <p>Negative: Subject to the implementation of recommendations as per the Aboriginal Heritage Due Diligence Report, the proposal is unlikely to have effects on the Aboriginal heritage and protocols are in place for unexpected finds.</p>



Social Impact	Social Elements of Value to People	Evaluated Significance	Mitigation/Enhancement	Residual Impact Significance
<p>Increased bulk, height, scale, and density</p> <p>Changes in the area can lead to potential permanent changes in the sense of place.</p> <p>The development may have impacts to visual amenity to the local community</p>	<p>Way of life Community Surroundings</p>	<p>Almost Certain + Minor = Medium</p> <p>Negative: The scale of the development due to the addition of 101 one or two-storey buildings can impact the surrounding residents.</p> <p><i>Reference: Design Statement prepared by King+Campbell</i></p>	<p>Requirements for Visual Impact Assessment ensure that the proposal addresses the landscape setting and incorporates measures such as high-quality design elements that respond to the local context</p> <ul style="list-style-type: none"> The urban design elements of the proposed project development include many aspects that can improve the perception of the bulk and scale such as: use of materials, landscaping and setbacks that respect the existing character 	<p>Likely + Minor = Medium</p> <p>Neutral: Subject to the implementation of the proposed urban design and Landscape Plans, the proposal is unlikely to cause a significant residual impact.</p> <p>Additional residential community and increased density is planned for and promoted in a wide range of Council documents.</p>
<p>Construction activities can cause a potential decline in amenities</p> <p>Construction Traffic, noise, dust and vibration cause a decline in access, health or well-being for immediate neighbours</p>	<p>Way of Life Community Health and Wellbeing Surroundings</p>	<p>Likely + Minor = Medium</p> <p>Negative: The construction works are likely to have impacts in terms of reducing acoustic amenities, especially on neighbours and sensitive users</p> <p>Construction vehicle movement and employee transit can cause variations in transport patterns that can temporarily reduce the accessibility of the local community</p> <p><i>Reference: Preliminary Construction Traffic, Road Traffic and Pedestrian Management Plan prepared by MJ Traffic</i></p>	<ul style="list-style-type: none"> Construction Management Plan (CMP) to establish environmental criteria in relation to noise, dust, traffic and contractor behaviour should be established prior to the commencement of construction. Implementation of recommendations from the following reports: <ul style="list-style-type: none"> Noise and Vibration (Acoustic) Studies to mitigate unacceptable levels of noise 	<p>Likely + Minor = Medium</p> <p>Negative: The predicted construction noise levels are based on the typical worst-case scenario that the equipment is operating concurrently. These conditions are not realistically expected to be constant.</p>



Social Impact	Social Elements of Value to People	Evaluated Significance	Mitigation/Enhancement	Residual Impact Significance
		<p><i>Planning, Noise and Vibration Impact Assessment prepared by E-Lab Consulting</i></p>	<ul style="list-style-type: none"> ○ Air Quality Impact Assessment Report to mitigate dust deposition for different construction phases ○ Preliminary Construction Traffic, Road Traffic and Pedestrian Management Plan Report to manage construction traffic to ensure that it does not impede local traffic as well as Green Travel Plan to be prepared to encourage active and public transport usage 	<p>The predicted construction traffic levels are based on the typical worst-case scenario where there is a traffic peak. Subject to implementation of the Construction and Traffic Management Plan the construction traffic, parking and safety are considered able to be managed and mitigated to a generally acceptable degree of change.</p>
<p>Amenities and Services</p> <p>Potentially increased demand for provision for services and amenities due to increased local population</p>	<p>Community Way of Life Accessibility, Health and Wellbeing Livelihoods</p>	<p>Possible +Minimal = Low</p> <p>Negative: The Community feedback, gathered for preparing strategic documents for creating the South West Rocks reinforces the need to improve infrastructure provision in line with changing population dynamics</p> <p><i>Reference: Section 2.1 to 2.3 of this report</i></p>	<ul style="list-style-type: none"> ● The development brings about new amenities for the residents and the local communities: <ul style="list-style-type: none"> ○ Co-working spaces ○ Lounge/café ○ Gym/wellness centre ○ Pool ○ Landscaping and access path including more than 1800m² of communal space 	<p>Possible +Minimal = Low</p> <p>Neutral: The site is well located near social infrastructure facilities, and are likely to be able to accommodate any additional demands generated by the proposal and no further mitigation is required.</p> <p>Notably, the Council's strategies highlight the need to improve the public domain and social infrastructure – with tentative plans to improve the town centre which is less than 200 m from the site.</p>



Social Impact	Social Elements of Value to People	Evaluated Significance	Mitigation/Enhancement	Residual Impact Significance
			<ul style="list-style-type: none"> Standard strategies include NSW Government agencies services planning and local council community service planning as well as local recreation areas and retail hierarchy to protect and grow local and strategic centres 	
<p>Increased traffic in the area as well as parking</p> <p>Increase in traffic and vehicle movements likely putting pressure on road capacity.</p> <p>Potential decrease in the ease of movement.</p>	Accessibility Surrounding	<p>Likely + Moderate = High</p> <p>Negative: There might be difficulties in terms of traffic congestion during peak times due to the movement of construction vehicles, equipment and workers to and from the site.</p> <p><i>Reference: Preliminary Construction Traffic, Road Traffic and Pedestrian Management Plan prepared by MJ Traffic Planning</i></p>	<p>Undertake and implement recommendations from relevant traffic studies undertaken as part of the project planning and development process, including:</p> <ul style="list-style-type: none"> All parking demands are accommodated onsite with no reliance on on-street parking Internal accessibility is accounted for, that supports diverse modes of transport 	<p>Likely + Minor = Medium</p> <p>Negative: The Traffic Assessment report concludes that, provided the recommendations are implemented, no further mitigation measures are required.</p>
<p>Flood Impacts</p> <p>The increased land-use intensity, and the nature of the topography can increase the risks due to flood events</p>	Accessibility Surrounding	<p>Likely + Minor = Medium</p> <p>Negative: The Stormwater Management Plan Report concludes that the site is not impacted by flood. Stormwater generated in the proposed development can impact the surroundings.</p> <p><i>Reference: Stormwater Management Report prepared by King+Campbell</i></p>	<p>Implement the recommendations in the Stormwater Management Report, including a detention tank in the southwest corner of the site, a suitable outlet to discharge to the council's existing stormwater network in Gregory Street Road reserve and a water treatment system.</p>	<p>Likely + Minimal = Low</p> <p>Neutral: The Stormwater Management report concludes that, provided the recommendations are implemented, no further mitigation measures are required.</p>



Social Impact	Social Elements of Value to People	Evaluated Significance	Mitigation/Enhancement	Residual Impact Significance
<p>Regional Flood Impacts</p> <p>The Macleay River catchment contains areas of flood that can affect the community's access to goods and services within the LGA.</p>	<p>Accessibility Surrounding</p>	<p>Likely + Minor = Low</p> <p>The Flood studies done for : Lower Macleay state that properties along South West Rocks Creek are not subject to flooding during minor flood events (0.2EY) as water levels are predominantly influenced by oceanic tidal conditions rather than fluvial processes for events up to and including the 5% AEP magnitude.</p> <p>The site and its immediate surroundings do not appear to be affected according to the South West Rocks Structure Plan.</p> <p><i>Source: Lower Macleay Flood Study prepared by Kempsey Council (2019)</i> <i>South West Rocks Structure Plan prepared by Kempsey Council</i></p>	<p>Council planning for growth and flood management takes onto account growth in the South West Rocks town – which helped inform the selection of South West Rocks for infill residential development.</p> <p>It is recommended that stormwater/pit and pipe design of the land-lease estate and emergency plans in case of adverse weather events be considered,</p>	<p>Likely + Minimal = Low</p> <p>Regional flooding does not directly impact South West Rocks however accessibility issues in time of major flood events require ongoing consideration.</p>
<p>Bushfire Risk</p> <p>Bushfires can significantly impact on lives, property and the environment affecting the personal safety and wellbeing of the surrounding community.</p>	<p>Surroundings Health and Wellbeing</p>	<p>Likely + Moderate = High</p> <p>Negative: NSW Government Planning Portal (Bushfire Mapping) identifies the property as being bushfire-prone. Most vegetation in the property identified as risk has been removed, with hazard now existing beyond the north and east boundaries of the property.</p>	<p>Implement the recommendations addressed in the Bushfire Hazard Assessment Report:</p> <ul style="list-style-type: none"> Asset protection zones and building design and siting to help minimise the effects and levels of radiant heat, localised smoke and ember attack; 	<p>Likely + Minor = Low</p> <p>Negative: The proposal site layout observes the asset protection zone setbacks to the north and eastern boundaries and landscaping and site access (including secondary access to the south) has been incorporated in the project that balances improved amenity with risk management.</p>



Social Impact	Social Elements of Value to People	Evaluated Significance	Mitigation/Enhancement	Residual Impact Significance
		<p><i>Reference: Bushfire Hazard Assessment Report prepared by Bushfire Building Solutions</i></p>	<ul style="list-style-type: none"> • An appropriate operational environment for emergency service personnel during firefighting and emergency management to be provided; • Existing infrastructure (such as roads and utilities) can accommodate the increase in demand during emergencies as a result of the development; and • Emergency evacuation procedures and management provide for the special characteristics and needs of occupants, to be provided. 	<p>The Bushfire Hazard Assessment Report concludes that, provided the recommendations are implemented, no further mitigation measures are required.</p>
<p>Urban Heat</p> <p>Built environment intensification is likely to contribute to the urban heat island effect.</p> <p>Increased urban heat will likely result in decreased health and wellbeing for the local community</p>	<p>Surroundings Health and Wellbeing</p>	<p>Likely + Minor = Low</p> <p>Negative: Climate change is expected to increase the frequency and intensity of periods of extreme heat across the state.</p> <p>Heat stress is the leading cause of weather-related deaths and can worsen many other underlying illnesses, and can especially affect vulnerable populations, including Elderly people.</p>	<p>Standard strategies to reduce the impacts of urban heat in built areas include increasing vegetation and green spaces, providing shade structures and water misting, using reflective building materials, and incorporating sustainable and water-sensitive design practices</p>	<p>Likely + Minimal = Low</p> <p>Negative: The mitigation approaches can assist in reducing the urban heat effect and maintaining a comfortable work environment. Landscaping can assist in reducing the wider impacts of urban heat and needs to be maintained to ensure retention of benefits.</p>



Social Impact	Social Elements of Value to People	Evaluated Significance	Mitigation/Enhancement	Residual Impact Significance
		<p><i>Reference: Sustainability & Resilience Strategy prepared by Kempsey Council (2022)</i></p>	<p>Implementation of recommendations from the Ecologically Sustainable Development Report and Landscape Report including retention of deep soil areas for trees, increased tree canopy and vegetated areas.</p>	
<p>Adequate communication and consultation with local community</p> <p>Potential impact to community for feeling of powerlessness in decision making processes.</p>	<p>Decision making systems</p>	<p>Possible + Minor = Medium</p> <p>Negative</p> <p><i>Reference: Engagement activities as per Sections 3 and 5 of this reports</i></p>	<p>Proponent is undertaking ongoing and open communication with adjoining landowners that may be impacted by the duration of the project</p> <ul style="list-style-type: none"> Engagement on SSDA included Community Newsletter, communication with key stakeholders and local business survey to inform the community of the proposed development and opportunities to make submissions in the assessment process A follow-up Community Newsletter will be issued on submission of EIS for assessment to ensure community awareness of input into decision-making process 	<p>Possible + Minimal = Low</p> <p>Positive: Ensuring that all community members have access to information and participation opportunities, while also making sure that the information is transparent and that engagement occurs throughout the project.</p>



4.3 CUMULATIVE IMPACTS

The Cumulative Impact Assessment Guidelines for State Significant Projects 2024 states that

“Cumulative impacts are a result of incremental, sustained and combined effects of human action and natural variations over time and can be both positive and negative. They can be caused by the compounding effects of a single project or multiple projects in an area, and by the accumulation of effects from past, current and future activities as they arise.”

An analysis of development activity in the area has identified projects underway or approved that show the locality of South West Rocks is changing in that the town’s role as a major location for residential growth in the Kempsey LGA is progressing with residential develop underway in several locations. This includes projects that have been in the planning process for years and others that have responded to recent updates to the planning framework. The cumulative impacts of this proposed development means the built environment is in a state of change - to a town of greater intensity of housing in existing residential areas and adjoining residential area. These changes are summarised below.

Table 10 11: Projects included as part of the Cumulative Impact Considerations

Project	Address and Proximity (distance to project)	Description
Rosarii Subdivision (Maxus Gardens Estate) (MP05_0058)	<350 m from the site to the south 334–356 Gregory Street, South West Rocks	Approved in 2007 for a 46-lot residential subdivision. The developer has recently applied for a construction certificate, indicating imminent commencement of works.
Belle O’Connor Subdivision Shamrock Avenue Part of MP08_0167 Seascape Grove– Stage 1C	<650 m from the site to the north-east Belle O’Connor Street, South West Rocks	Approved in 2011 by the Planning Assessment Commission for the subdivision of 269 residential lots and associated works. A separate NSW Government approval was granted for 16 lots on Shamrock Avenue in 2011, with a modification approved in 2018. Part of a multi-stage residential subdivision on a 30-ha area- the proposal involved 180 residential lots along with provisions for green space and associated works. Stage 1C was approved in 2010 for 56 residential allotments, including two future development lots
Settlers Ridge MP10_0103	<1.5 km from the site to the north west Keith Andrews Avenue, South West Rocks	Approved in 2013 for two stages being handled by two separate developers being taken forward simultaneously. - Stage T6-20-507, located towards the rear of the site off Keith Andrews Ave, is approved for 50 residential lots. - Stage DA2100150, located at the front of the site behind Beech Place and Mertens Place, with the southern frontage on Steve Eagleton Drive, is approved for 35 residential lots



		Land clearing has been completed, with site establishment and preliminary works currently underway.
Saltwater Development – Stage 1 T6-17-446	<2.3 km from the site to the north-east 32 Waianbar Avenue, South West Rocks	A concept proposal for a 221-lot subdivision, with Stage 1 approval granted in 2019 for 29 residential lots.

Due to the nature of these projects in the immediate vicinity of the site, the cumulative impacts of the projects are considered for both the Construction Phase and the Occupancy/Operational Phase as outlined below. It is noteworthy that the identified projects are residential in nature, however other projects to support the growth in South West Rocks planned and being scoped by Council have been outlined in the South West Structure Plan and Kempsey Growth Management Strategy outlined in Section 2.3.5 and 2.3.6 of this report.

Construction Impacts:

- **Extended Disruptions:** Multiple overlapping construction projects will increase noise, dust, traffic congestion, and access restrictions for a prolonged period, affecting residents' daily lives.
- **Increased Construction Traffic:** Heavy vehicles, equipment deliveries, and road closures could create safety concerns and delays on local roads.
- **Community Stress and Uncertainty:** The scale of changes may create anxiety among long-term residents about the transformation of Gordon's character and landscape.

Cumulative Post-Construction/Occupation Impacts:

- **Urban Density and Character Change:** The rate of change through the number of housing developments may shift the coastal village feel of South West Rocks to be perceived as a larger town with a more urban environment, which could impact the perception of the town, particularly for long standing residents who might be averse to this change.
- **Infrastructure and Transport Pressure:** Increased demand on roads, public transport, schools, healthcare, and utilities may require upgrades to ensure the area remains liveable, however increased population may support the delivery of more services to the local area bring benefits to the existing community. Aligning infrastructure provision with growth has seen the provision of a new substation as part of the proposal.
- **Social and Economic Effects:** More housing will bring economic growth to the area but also place greater demand on services and community facilities, including health care for older population. The changing composition as the town's population could also lead to changing the socio-economic mix of the area whilst providing housing that meets housing needs.
- **Environmental and Green Space Pressure:** The intensification of development of the town vacant may contribute to the perception of greater flood risk and safety concerns as well as the loss of local flora and fauna which is important to this community. This needs to be managed at a site level and also at a regional level including sufficient stormwater management, landscaping and buffers to natural areas are required at the site level and LGA wide programs for increasing local open space and the management of flood and natural areas continue to ensure community values are preserved.

Council's Structure Plan and Growth Management Plan have identified a framework for aligning growth with infrastructure and improved community / social infrastructure. This includes utilities upgrade to accommodate growth, preparation of a concept plans for community facilities and parks that focus



on the local centres in the town. Council's strategies have been developed reflecting community values to balance growth with the protection of the natural environmental values of the LGA



4.4 MITIGATION MEASURES FOR RESIDUAL IMPACTS

The assessment of positive and negative impacts, along with proposed mitigation measures, indicates that the proposal has the potential for residual impacts of medium significance for both positive and negative outcomes. The positive outcomes will realise the central objectives to address demand for housing in the LGA and deliver a greater diversity and supply of housing in NSW. Utility upgrades include the new substation to be located within the site.

In relation to the potential negative residual impacts at a local level, these are considered acceptable subject to a range of site-specific and broader considerations. At a site level, these include ensuring the technical studies recommended approaches are implemented, including:

- Construction Traffic Management Plan;
- Design Report and Landscape Plan; and
- Traffic Impact Assessment.

The potential for negative outcomes at the cumulative level arises from the concurrent delivery of housing in the wider town and the impacts of the increased population on essential services and infrastructure. This cumulative impact is well recognised by Council and the Growth Management Strategy and Structure Plan together provide a framework for addressing these. However, it is noted that funding for improved community services and facilities is balanced with competing demands such as responding to natural disasters in the LGA, such as the recent major flood event that impacted Kempsey town centre and smaller towns in flood prone areas of the catchment.

Key ongoing actions of the operator of the Land Lease community, as identified in the impact assessment and mitigation strategies include:

- Community consultation in the management of the Land Lease community, including the operation and maintenance of the shared facilities
- Taking part in Council consultation program for the future enhancement of the public domain and community facilities being planned for South West Rocks, in particularly in their local Spencerville Precinct.



5.0 ENGAGEMENT OUTCOMES

SUMMARY OF ENGAGEMENT FEEDBACK AND PROJECT RESPONSE

In total, 14 community members provided survey feedback, 5 written responses were received via email and feedback was provided by two stakeholders representing the local community, during the online briefing sessions. Drawing from feedback received, a summary of issues raised through engagement, and responses to these matters is provided in the below Response to feedback table.

Table 11: Summary of Engagement Feedback and Project Response

Feedback	Response
<p>Aboriginal Engagement</p> <ul style="list-style-type: none"> Engagement with Aboriginal Community and Local Aboriginal Land Council. 	<ul style="list-style-type: none"> An Aboriginal Heritage Due Diligence report has been included in this EIS submission and found there were no aboriginal objects or potential archaeological deposits within the identified project area. Directed engagement was undertaken with the Kempsey Local Aboriginal Land Council, asking them to provide their feedback on the proposed development. Kempsey Council pro-actively engages with the Aboriginal Community on growth strategies and protection of the natural environment which may reduce the need for site-by-site feedback.
<p>Traffic</p> <ul style="list-style-type: none"> Impacts to traffic along Gregory Street 	<ul style="list-style-type: none"> A Traffic Impact Assessment (TIA) has been included in the EIS. The results of the analyses from the TIA reveal that the access is expected to operate satisfactory from a capacity perspective, with very limited vehicle queuing and delays. A new pedestrian refigure is proposed to support increased pedestrian activity in the area particularly to access the local centre No further external roadworks is required to support the proposed development, from a capacity perspective The entry gate on Gregory Street is positioned approx. 12m inside the property boundary, to ensure there is limited queuing of traffic on Gregory St.
<p>Environment</p> <ul style="list-style-type: none"> Impacts to native wildlife and threatened species Removal of existing trees for native wildlife Planting of new native trees and plants to support native wildlife 	<ul style="list-style-type: none"> A Biodiversity Development Assessment Report (BDAR) was included as part of the EIS, and found that the order of magnitude of the proposal's negative effects is not considered sufficient to result in a direct decline (i.e. reduce viability) of the local population of any of the subject species. The proposal will see removal of remaining 2 trees, due to conflicts with engineering requirements, neither of which had roosting or nesting habitats, hence there is no risk of impacts on these key habitats and lifecycle stage. The proposed development will include the planting of 196 native trees and plants within and along the site boundary significantly increasing the amenity of the site and surrounds.
<p>Infrastructure</p> <ul style="list-style-type: none"> Lack of surrounding infrastructure services to meet growing community needs 	<ul style="list-style-type: none"> The Kempsey Community Strategic Plan 2042: Your Future which is key to Council's operational plans, outlines a 20-year vision for the region, emphasizing the development of infrastructure to support community growth and well-being. The South West Rocks Structure Plan and Growth Management Strategy, both adopted by Kempsey Shire



Feedback	Response
	<p>Council in July 2023, provides a strategic framework to guide the town's growth while preserving its unique coastal character.</p> <ul style="list-style-type: none"> The South West Structure Plan includes site specific concept plans to improve local centres in South West Rocks to support community services and to attract investment in business and services to the town.
<p>Scale Open Space</p> <ul style="list-style-type: none"> Amount of open space within the development 	<ul style="list-style-type: none"> There are several opens space areas within the site, including park and picnic shelters, nature strips and community areas. The development will be in line with the Kempsey Shire Council's Development Control Plan (KDCP) 2013 open space requirements for residential developments in South West Rocks.
<p>Flood and stormwater management</p> <ul style="list-style-type: none"> Impacts from flood due to site topography 	<ul style="list-style-type: none"> The proponent has commissioned a Storm Water Management Plan and incorporated an appropriate design to satisfy the stormwater objectives of Kempsey Shire Council. Wider consideration of regional flooding has identified South West Rocks as a suitable location for housing growth as part of a balanced approach to risk management, housing demand and preservation of natural areas.
<p>Screening on Gregory Street</p> <ul style="list-style-type: none"> Screening or properties and street presence for properties on Gregory Street. 	<ul style="list-style-type: none"> Current design has been implemented, following feedback from council to ensure there was an appropriate integration of the site and Gregory Street. Screen planting will be strategic to maintain privacy and security but also ensure there is connectivity of the site and passive surveillance of Gregory Street.
<p>Visual Impact</p> <ul style="list-style-type: none"> Properties are very 'similar' in terms of roof design, colour scheme and size. 	<ul style="list-style-type: none"> Current artists impression was based only a select number of options and colours. It was also noted that the size, colour scheme and other elements would vary due to design preferences from individual owners.
<p>Scale of development</p>	<ul style="list-style-type: none"> The site will comprise one or two story homes, and properties will be a maximum of 65% of the lot size, ensuring there is still a proportionate amount of open space within the estate.
<p>Utilities</p> <ul style="list-style-type: none"> Electrician substations 	<ul style="list-style-type: none"> An electrical substation will be incorporated in development to meet electrical needs
<p>Sustainability</p> <ul style="list-style-type: none"> EV charging stations and community batteries Solar panel requirements 	<ul style="list-style-type: none"> EV charging stations and community battery options would be considered as the development progresses. Owners of each site will have the ability to install solar on their roofs if they'd like. Most homes, also have the potential for multiple rainwater tanks installed in their properties.



6.0 CONCLUSION

The Engagement Outcomes and Social Impact Assessment Report outlines the outcomes of community and stakeholder engagement activities conducted prior to lodging the SSDA for the proposed development at 286-310 Gregory Street, South West Rocks.

In accordance with the SEARs outlined in **Section 1.3** of this report, and in line with DPHI's Undertaking Engagement Guidelines For State Significant Projects, and requirement for using primary data to inform Social Impact Assessments, engagement was undertaken to inform and consult with stakeholders and the community about the proposed development at 286-310 Gregory Street. This included consideration of agencies', authorities' and council's requirements as well as targeted consultation with local community members and key stakeholders.

Analyses of the proposal, stakeholders, and the surrounding area informed a tiered approach to engagement, aligned with the IAP2 Public Participation Spectrum for Engagement. This ensured engagement was proportionate to the likely scale and impact of the project, in line with DPHI's engagement guidelines.

Agency, authority, and council considerations relating to issues such as scale, design, traffic, environment, and landscaping were able to be addressed, with the key stakeholder input being Council's feedback on initial concept designs for the site. This included addressing stormwater, landscaping, traffic and pedestrian movements and design of the interface with Gregory Street

The opportunity for community engagement was offered to more than 500 community stakeholders during pre-lodgement engagement, with a total of 14 survey responses and 5 direct email responses received and 2 community members attending the online briefing sessions, showing a low level of interest in the proposal. It is noted that the extensive community engagement undertaken by Council in recent years included identification of the subject site for infill housing and concept design for the local centre in response to community concerns to align growth with infrastructure and services.

Concerns raised by the community for the specific proposal included the bulk and scale of the development, impacts to traffic, floor and stormwater management building and local area impacts to ecology and the environment. Ongoing concerns about the capacity of services and infrastructure were also recorded. Responses to these issues have been set out in **Table 11: Summary Engagement Feedback and Project Response** and have helped inform the refinement of the proposal.

The Engagement Outcomes and Social Impact Assessment Report includes dedicated sections for the Social Impact Assessment. The SIA elements, prepared following the DPHI Guidelines for Social Impact Assessment, included initial scoping of impacts to inform the community survey as part of the collection of primary data. The assessment identifies both positive and negative social impacts, with negative impacts able to be mitigated at a local level and more broadly, as set out in **Section 4**. Positive impacts include realisation of well-located housing to meet demand. Negative impacts can be mitigated at a local level. Cumulative impacts raised by the analysis and community largely related to the level of residential development in the local area, and the sufficiencies of utilities and infrastructure to support the increased population density. These considerations are well recognised by Council and have been a key driver of Council's detailed planning for the area. The authors' qualifications and declaration are provided in the following section.

In conclusion, this report confirms that appropriate, proportionate, and inclusive engagement was undertaken to ensure stakeholders, and the community were provided with clear, relevant and timely information about the proposal and its impacts. It demonstrates that the community and stakeholders interested in or likely to be affected by the project were given meaningful opportunities to provide feedback and provide primary data to inform the social impact assessment. The report's



Engagement Outcomes Table details how the issues raised, and feedback provided have been considered and responded to in the EIS. In this context, the proposal is considered suitable for progressing to a detailed assessment stage.

6.1 SIA Declaration of Author

As per DPHI's Guideline for preparing a Social Impact Assessment (SIA), the report must be prepared by suitably qualified people. The declaration and qualifications of the authors of this report are set out below.

Relevant sections of this document have been prepared in accordance with the SIA Guidelines and standards for conducting social impact assessments. The information presented in this assessment is based on thorough research, analysis, and professional expertise in the field. Efforts have been made to ensure the accuracy, integrity, and transparency of the data and findings contained within this document.

The purpose of this social impact assessment is to evaluate the potential social impacts of the proposed multi-dwelling housing - land lease community estate and provide actionable recommendations for the proponent and relevant agency/authority stakeholders. The contributions of individuals and organisations consulted during the assessment process are acknowledged, and a commitment to upholding ethical practices throughout has been established.

Lead Author:

Stephanie Barker PSM, B Sc (Arch), Master Urban and Regional Planning, Certificate of Engagement (IAP2)



Appendix A - Regional Plans and Strategies

North Coast Regional Plan 2041 (NSW Department of Planning and Environment, 2022)

The North Coast Regional Plan establishes a 20-year land-use strategy for sustainable growth across the region, encompassing 12 local government areas (LGAs), including Kempsey. The Plan was exhibited between 11 July – 24 August 2022 and 178 submissions were received that included 14 from councils within the North Coast region, 13 from NSW government agencies, 26 from peak bodies or industry groups, 24 from community groups and 101 from individuals. One of the key themes that emerged from the consultation was that of Housing with a broad support on matters related to affordability, as well as matters raised related to short-term rental accommodation, caravan parks, and manufactured home estates.

The Plan also highlights the town's strategic role in the Mid North Coast subregion, noting its continued popularity as a coastal destination and its contribution to economic diversification through tourism, health, education, and construction. It emphasises the need for a more diverse range of housing types to meet the evolving needs of the community. The Plan identifies South West Rocks as a priority location for new housing delivery, alongside West and South Kempsey, to respond to increasing population growth and demographic shifts, particularly an ageing population.

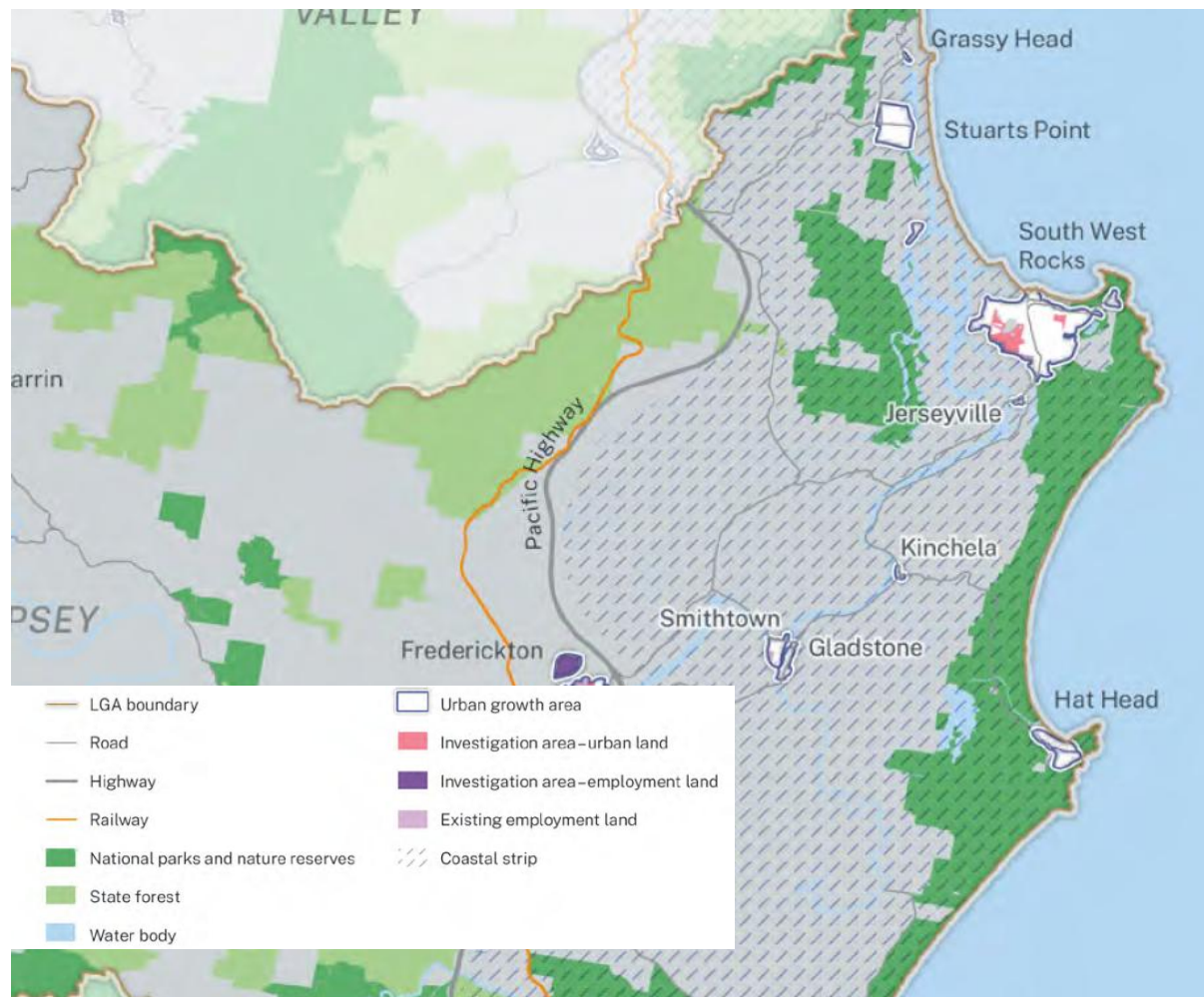


Figure A1: Excerpt from Urban growth area map for Kempsey LGA

Source: North Coast Regional Plan 2022, p. 98

Mid North Coast (MNC) Strategic Regional Plan 2023-2033 (Regional Development Australia Mid North Coast, 2023)

Regional Development Australia Mid North Coast (RDAMNC) is a not-for-profit organisation funded primarily by the Federal Government and funded on a project basis by the State Government of NSW and other government agencies. The organisation's role is to support the economic development of the region, which spans the local government areas of Coffs Harbour, Bellingen, Nambucca, Kempsey, Port-Hastings and MidCoast.

The Mid North Coast Strategic Regional Plan 2023–2033, prepared by RDAMNC, outlines a framework for economic development and regional resilience, aligning with six Commonwealth Government regional priorities: connectivity and infrastructure; human capital and skills; regional employment and business; leadership and collaboration; amenity and liveability; and sustainable natural resources. It aims to create a link between the various plans and strategies developed for this region in order to deliver coordinated outcomes. Among the Commonwealth Government's six regional priorities is that of housing and liability. RDAMNC explicitly notes that "*homelessness, particularly among older women, is a dire issue at this time,*" (p.31) and prioritises strategic actions to increase and diversify the housing supply across the region.

Among the initiatives outlined are efforts to "develop a regional catalogue of residential lands for activation," and to "proactively seek funding opportunities for enabling infrastructure to accelerate housing supply." The Plan calls for collaboration with the NSW Department of Planning and Environment to enhance the development feasibility of diverse housing choices and affordability. The emphasis on linking housing, transport, and precinct planning underlines the integrated approach to sustainable growth envisioned for the Mid North Coast.

The plan includes references to recent investments in the region, specifically identifying the Hastings Macleay area as detailed below:

HASTINGS MACLEAY

Private:

- Charles Sturt University Port Macquarie Stage 2
- Sails Port Macquarie Resort refurbishment
- Sovereign Place Town Centre
- Kempsey Cinema
- Port Macquarie Private Hospital expansion
- Port Macquarie Koala Hospital redevelopment
- Birdon Holdings Aluminium fabrication facility.

Public:

- Kempsey Regional Saleyards infrastructure upgrade
- Port Macquarie Health and Education Precinct
- Port Macquarie Hospital helipad relocation and new car parking
- Road upgrades
- Fixing Country Bridges project
- Port Macquarie Airport Parallel Taxiway
- Mid North Coast High Performance Centre
- Hastings Regional Sports Complex
- Verge and Eden Sporting Complex upgrades
- Macleay Valley Recreation Adventure Park
- Cowarra State Forest
- Port Macquarie Bicentennial Walkway upgrades
- Five Headlands Coastal Experience
- Port Macquarie Airport Business and Technology Park
- South Kempsey Employment Lands Hub sewerage upgrades.

Figure A2: Significant Infrastructure Investments since 2018 (extract)

Source: MNC Strategic Regional Plan 2023-2033 (p.41)



Appendix B - Community Newsletter #1



9 May 2025

Community Newsletter #1

Dear Neighbour

Re: Proposed Residential Development at 286-310 Gregory Street, South West Rocks

We are writing to advise you of a State Significant Development Application (Reference: SSD-82352708) that is being prepared by South West Living Pty Ltd for a proposed community estate to cater for the over 50's housing market.

The proposed development is to establish a Land Lease Community Estate that will accommodate 101 homes, along with community facilities for residents and associated landscaping, infrastructure and amenities. Land lease communities are a form of multi-dwelling housing where individual homes are installed and maintained on leased land.

South West Living Pty Ltd have engaged Willowtree Communications to undertake community engagement and gather feedback on the proposal. This will inform an assessment of social impacts and help refine the proposal before it is submitted to the Department of Planning Housing and Infrastructure (DPHI) for assessment.



The objectives of the development proposal are to:

- Provide a community housing estate to meet the increased housing demand
- Deliver a high-quality and modern housing estate design, that aligns with the expectations of the local community.
- Provide community facilities for residents and associated infrastructure and amenities
- Provide safe car and pedestrian access from Gregory Street and onsite parking needs
- Respond to site setting through landscaping and site setbacks

Site Location Map: 286-310 Gregory Street, South West Rocks
Source: NSW Explorer/Willowtree Comms, 2025



Have your say

You are invited to provide preliminary feedback on this proposal by scanning the QR code to complete a short survey by **26 May 2025**. You can also register to receive project updates via the QR code.

For further information, enquiries or to provide additional feedback, please email us at engage@willowtc.com.au





Project Details

The proposed Land Lease Community Estate includes:

- Capacity for 101 one or two storey homes within a Land Lease Community Estate, with a focus on catering to residents aged 50 years and above
- Removal of two (2) trees and planting of 196 new trees
- Internal roadway and vehicle access from Gregory Street and with emergency access via Racemosa Circuit as well as a central tree lined pedestrian boulevard linking to common facilities
- A two-storey community building, with adjacent outdoor area and pool and work shed
- 26 on-site visitor car parking spaces (including 2 accessible spaces) in addition to parking associated with each dedicated home site
- Parks with dog off leash area, picnic settings, pool and pickleball court within Community Estate
- Relocation and installation of services, complementary landscaping, fencing and security gates, and public domain upgrades (including 1.5m footpath)



Layout Concept Plan

(Preliminary concept only - subject to change / approval)
 Source: King & Cambell, 2025

Artist impressions

Top: View to Community Building
 Bottom: View from Gregory Street
 Source: King & Cambell, 2025

Next steps:

Following community engagement and ongoing engagement with relevant government agencies, the Project Team will refine the proposal for submission to DPHI.

Further community engagement will be undertaken as part of DPHI's detailed assessment process under Project Reference No (SSD-82352708).

For any further information, please email us at engage@willowtc.com.au



Appendix C – Survey Questions

286-310 Gregory Street, South West Rocks - Community Survey

SOCIAL IMPACT SURVEY

This survey has been designed to support a Social Impact Assessment (SIA) for a Multi Dwelling Housing Development (SSD-82352708) located at 286-310 Gregory Street, South West Rocks. The proposed development will comprise 101 homes within a Land Lease Community Estate and includes the construction of community facilities for residents and associated infrastructure and amenities.

Willowtree Communications has been engaged by South West Rocks Living Pty Ltd to undertake community engagement and gather feedback on the proposal. This includes undertaking a survey to contribute to the preparation of a Social Impact Assessment.

This survey is designed to collect feedback from the community about how the proposed project may affect them—both positively and negatively. Your responses will help to identify ways to reduce any negative impacts and improve positive ones during the design, construction, and operation of the development. All answers will remain anonymous in the Social Impacts Assessment report.

The survey will be open until **5 pm on Monday 26 May 2025**.

Thank you for your participation.

Demographics

1. Where do you live or work?

- Gregory street
- Tallowood Place
- Lindsay Noonan Drive
- Racemosa Circuit
- Arakoona Road
- Burrawong Drive
- Other (please specify)



2. What is your age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-75
- 75+

3. What is your gender identity?

- Female
- Male
- Non-binary
- Not specified above, please specify

4. What best describes your connection to the local area? (please select all that apply)

- Nearby resident (within 500m of the proposal)
- South West Rocks (further than 500m from the proposal)
- Employee of business in South West Rocks
- Business owner in South West Rocks
- Regular visitor to South West Rocks
- Other (please specify)



5. What is your current employment status

- Full-time
- Part-time
- Retired
- Student
- Prefer not to say

The proposal

6. How supportive are you of the proposal Land Lease Community Estate

- Very supportive
- Supportive
- Neutral
- Unsupportive
- Very unsupportive

7. Are there any aspects of the proposal that concern you? (select all that apply)

- Scale of the proposed development
- Traffic impacts on Gregory Street
- Removal of existing vegetation
- Construction activities (e.g. noise, traffic)
- Increased local population
- Impacts on existing services
- Other (please specify)



8. Which of the following do you consider the most positive aspects of the proposal (please select all that apply)

- Greater housing supply in the area
- Provision of community based housing
- An integrated design fitting with the surrounding area
- Sufficient offstreet car parking provided for new residents
- Housing located close to public transport networks (bus top within 200m of site)
- Other (please specify)

9. Do you have any feedback on other aspects of the proposal to mitigate and/or enhance outcomes?

Local Context

10. Are there any facilities, services or infrastructure you think would enhance the South West Rocks area?

11. Do you have any other comments?

12. Would you like to be kept up to date on the project as it progresses?

- Yes
- No

If yes, please provide your email address.



Appendix D – Adjoining Landowner and Key Stakeholder Letter



9 May 2025

Dear Neighbour

Re: Proposed Residential Development at 286-320 Gregory Street, South West Rocks.

We are writing to advise you of an opportunity of a State Significant Development Application (Reference SSD – 82352708) that is being prepared by South West Living Pty Ltd for a proposed community estate to cater for the over 50s housing market.

The proposed development is to establish a Land Lease Community Estate that will accommodate 101 homes, along with community facilities for residents and associated landscaping, infrastructure and amenities. Land lease communities are a form of multi-dwelling housing where individual homes are installed and maintained on leased land.

We have attached a Community Newsletter to this letter, which provides some more information about the proposal, along with an opportunity to 'Have your say', by scanning the QR code to complete a short survey or sending your feedback to enagage@willowtc.com.au.

Attend an online briefing

As a nearby neighbour, we would like to invite you to meet with the project team, to learn more about the proposal and answer any questions you might have.

We will be holding online briefings over the next two weeks, if you are interested in attending, please email us at enagage@willowtc.com.au, and we can send you the event details.

South West Living Pty Ltd have engaged Willowtree Communications to undertake community engagement and gather feedback on the proposal. This will inform an assessment of social impacts and help refine the proposal before it is submitted to the Department of Planning Housing and Infrastructure (DPHI) for assessment.

Thank you for your attention, and we look forward to meeting you at one of our upcoming briefings.

Kind Regards

Willowtree Communications Team

Email: enagage@willowtc.com.au



Appendix E – Online Briefing Presentation



**286-310 Gregory Street
South West Rocks**

Online Briefing Session



Broadlands South West Rocks - Development Overview

Development Overview

A State Significant Development Application (SSDA) is being prepared for proposed community estate to cater for the over 50's housing market.

The proposed development is to establish a Land Lease Community Estate that will accommodate 101 homes, along with community facilities for residents.

What is an SSD?

A development is considered significant to the State if it is over a specific size, is in an environmentally sensitive area or will exceed capital investment value.

How do Land Lease Communities Work?

Broadlands Land Lease Communities work on the Land Lease model where you buy your own home and lease the land on which it is on.

About the developer?

Broadlands offers vibrant lifestyle communities designed to empower Australians over 50, promoting personal freedom and wellbeing.

Other Broadlands locations include :

- Green Point, Central Coast
- [Musewellbrook](#)
- Tamworth
- Harrington
- [Narooma](#)



Key Project Details

Proposed Broadlands South West Rocks

Land Lease Community Estate includes:

- Capacity for 101 one or two storey homes within a Land Lease Community Estate, with a focus on catering to residents aged 50 years and above
- Removal of two (2) trees and planting of 196 new trees
- Internal roadway and vehicle access from Gregory Street and with emergency access via Racemosa Circuit as well as a central tree lined pedestrian boulevard linking to common facilities
- A two-storey community building, with adjacent outdoor area and pool and work shed
- 26 on-site visitor car parking spaces (including 2 accessible spaces) in addition to parking associated with each dedicated home site
- Parks with dog off leash area, picnic settings, pool and pickleball court within Community Estate
- Relocation and installation of services, complementary landscaping, fencing and security gates, and public domain upgrades (including 1.5m footpath)



Traffic and Pedestrian Management

A Traffic Report was developed in accordance with Kempsey Shire Council planning requirements.

Car Parking

- Car parking to be provided on each lot (for residents)
- 26 on-site visitor car parking spaces (including 2 accessible spaces)

Changes to Gregory Street

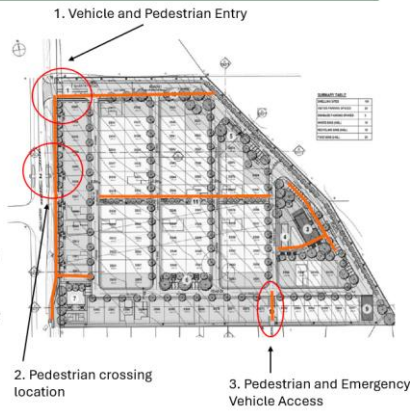
- Gated vehicle entry and exit via northern end of Gregory Street.
 - Entry gate is positioned approx. 12m inside the property boundary
- A new pedestrian crossing to the north of Lindsay Noonan Drive.
- Frontage works along the full extent of the Gregory Street, including pavement widening on Gregory Street, drainage and 1.5m wide footpath

Changes to Racemosa Circuit

- Pedestrian access via gate and secondary emergency vehicle access
- The emergency vehicle access will have a locked gate or removable bollard to prevent its use by vehicular traffic other than emergency vehicles.

Impacts to Traffic

- Traffic Impact Assessment outlines development is expected to have very little impact to traffic along Gregory Street.
 - No further external roadworks are considered to be required to support the development



Landscaping Overview

- Removal of two (2) trees and planting of 196 new trees
- Parks with dog off leash area, picnic settings, pool and pickleball court within Community Estate
- Tree and shrub planting along Gregory Street
- Frontage works along the full extent of the Gregory Street frontage, including pavement widening on Gregory Street.
- 2.4m high screen planting along Southern boundary to help maintain privacy



Above: Plant and Tree Schedule



Above: Landscape Plan

Site Boundaries and Setbacks

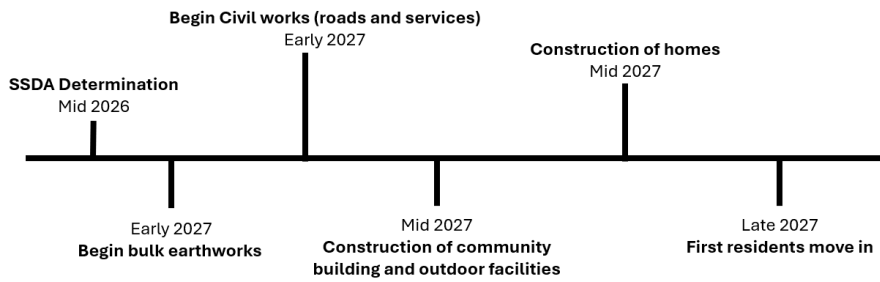
- All built form proposed is significantly setback from all site boundaries
- The development is low rise residential and will comply with the requirements set out in the Local Government Regulations.
- **Western Boundary:** landscaped and street trees with pedestrian footpath
- **Northern, northeastern and eastern boundary:** Retaining Walls to be constructed
- **Southern boundary:** 2.4m High screen planting to help maintain privacy for existing properties
 - Existing 1.8m high privacy fences to be retained along majority of southern boundary
 - Infill 1.8m high privacy fences to meet existing fences of neighboring properties in southwest corner of site.



Artists Impression: Western Boundary to Gregory street



Indicative Construction Program



Appendix F – Survey Results

Q1: Where do you live or work

ANSWER CHOICES	RESPONSES
Gregory street	0.00% 0
Tallowood Place	21.43% 3
Lindsay Noonan Drive	21.43% 3
Racemosa Circuit	14.29% 2
Arakoono Road	0.00% 0
Burrawong Drive	0.00% 0
Other (please specify)	42.86% 6
TOTAL	14

#	OTHER (PLEASE SPECIFY)	DATE
1	Wilfred Partridge St	5/26/2025 8:57 AM
2	Arthur Street South West Rocks	5/21/2025 2:36 PM
3	Moree	5/18/2025 11:22 AM
4	Cooper st	5/13/2025 11:05 AM
5	Keith Andrews Avenue swr	5/11/2025 1:56 PM
6	Salmon Circuit	5/11/2025 8:56 AM

Q2: What is your age?

ANSWER CHOICES	RESPONSES
18-24	0.00% 0
25-34	7.14% 1
35-44	7.14% 1
45-54	7.14% 1
55-64	50.00% 7
65-75	28.57% 4
75+	0.00% 0
TOTAL	14

Q3: What is your gender identity?

ANSWER CHOICES	RESPONSES
Female	57.14% 8
Male	42.86% 6
Non-binary	0.00% 0
Not specified above, please specify	0.00% 0
TOTAL	14

#	NOT SPECIFIED ABOVE, PLEASE SPECIFY	DATE
	There are no responses.	



Q4: What best describes your connection to the local area?(please select all that apply)

ANSWER CHOICES		RESPONSES	
Nearby resident (within 500m of the proposal)		57.14%	8
South West Rocks (further than 500m from the proposal)		21.43%	3
Employee of business in South West Rocks		0.00%	0
Business owner in South West Rocks		7.14%	1
Regular visitor to South West Rocks		14.29%	2
Other (please specify)		7.14%	1
Total Respondents: 14			

#	OTHER (PLEASE SPECIFY)	DATE
1	Adjacent to the development area	5/11/2025 7:30 AM

Q5: What is your current employment status?

ANSWER CHOICES	RESPONSES	
Full-time	42.86%	6
Part-time	21.43%	3
Retired	21.43%	3
Student	0.00%	0
Prefer not to say	14.29%	2
TOTAL		14

Q6: How supportive are you of the proposal Land Lease Community Estate

ANSWER CHOICES	RESPONSES	
Very supportive	7.14%	1
Supportive	28.57%	4
Neutral	21.43%	3
Unsupportive	7.14%	1
Very unsupportive	35.71%	5
TOTAL		14



Q7: Are there any aspects of the proposal that concern you? (select all that apply)

ANSWER CHOICES	RESPONSES	
Scale of the proposed development	69.23%	9
Traffic impacts on Gregory Street	76.92%	10
Removal of existing vegetation	30.77%	4
Construction activities (e.g. noise, traffic)	30.77%	4
Increased local population	46.15%	6
Impacts on existing services	76.92%	10
Other (please specify)	53.85%	7
Total Respondents: 13		

#	OTHER (PLEASE SPECIFY)	DATE
1	Type of estate	5/21/2025 2:36 PM
2	Community infrastructure i.e. Medical, shopping Centre, education, transport, shared footpaths	5/17/2025 9:36 PM
3	No Doctors no services, supermarket shelves are already empty. We do not have enough services as it is and need these before population grows. No proper mobile service. This town is not ready for an increase in any more population without services and better roads etc.	5/13/2025 9:16 AM
4	Other over 50s estates in the town are vacant	5/11/2025 12:42 PM
5	We don't have enough infrastructure to support that many extra people.	5/11/2025 8:56 AM
6	Rocky and and very wet area on a slope. I don't see any easements to msnage the land and safe flow of water.	5/11/2025 7:30 AM
7	Access from Racemosa Circuit	5/10/2025 7:18 PM

Q8: Which of the following do you consider the most positive aspects of the proposal? (please select all that apply)

ANSWER CHOICES	RESPONSES	
Greater housing supply in the area	36.36%	4
Provision of community based housing	27.27%	3
An integrated design fitting with the sumounding area	18.18%	2
Sufficient offstreet car parking provided for new residents	18.18%	2
Housing located close to public transport networks (bus top within 200m of site)	18.18%	2
Other (please specify)	27.27%	3
Total Respondents: 11		

#	OTHER (PLEASE SPECIFY)	DATE
1	None of the above, loaded question !8	5/26/2025 8:57 AM
2	None	5/11/2025 12:42 PM
3	Will it be affordable housing???	5/11/2025 8:56 AM



Q9: Do you have any feedback on other aspects of the proposal to mitigate and/or enhance outcomes?

#	RESPONSES	DATE
1	Not enough infrastructure to support yet another development in South West Rocks	5/26/2025 8:57 AM
2	I will submit more details via email	5/21/2025 2:36 PM
3	You need to improve and increase all services in the town before growing in population.	5/13/2025 9:16 AM
4	This is not open to the community for our say or council as it part of the state or federal government on fast tracking housing in small alotments getting the boxes ticked in breacractic politics	5/11/2025 1:56 PM
5	We don't need any more community housing in this town.	5/11/2025 12:42 PM
6	It looks like they are all jammed in like a slum waiting to happen. This area need affordable housing for our children and their families.....there are enough of us old farts here as it is. I know, I'm one of them.	5/11/2025 8:56 AM
7	There needs to be environmental zone on the Southern face of the land to manage water problem. The area is full of springs when the water level rises with rains.	5/11/2025 7:30 AM
8	Already too many trees have been removed. Too many houses crammed into a small area. Will our sewerage system and water supply system cope with over 100 new homes?	5/9/2025 4:31 PM

Q10: Are there any facilities, services or infrastructure you think would enhance the South West Rocks area?

#	RESPONSES	DATE
1	See following suggestion!	5/26/2025 8:57 AM
2	More doctors, childcare services, better roads, entertainment, restaurants, supermarkets, parking, playgrounds.	5/21/2025 2:36 PM
3	Medical, shared paths, bus on demand	5/17/2025 9:36 PM
4	We need more Medical & Police involvement, especially with potentially an extra 200+ people moving into town	5/14/2025 10:22 AM
5	More restaurants and another supermarket to get some competition against Cole's we need more medical facilities and a high school	5/13/2025 11:05 AM
6	Another supermarket. Better mobile service.need more towers. Improved roads. More Doctors.	5/13/2025 9:16 AM
7	& where would they go South West Rocks doesn't have the room for it taking more away from wild life	5/11/2025 1:56 PM
8	High school, doctors surgery, other infrastructure - not houses	5/11/2025 12:42 PM
9	Emergency medical services. More doctors. Highschool Supermarket competition .	5/11/2025 8:56 AM
10	Padestrian pavement and crossing facilities are not sufficiently available in this area. This problem should be addressed.	5/11/2025 7:30 AM
11	Doctors	5/10/2025 7:18 PM
12	More access to doctors and medical services	5/10/2025 11:33 AM



Q11: Do you have any other comments?

#	RESPONSES	DATE
1	Please contact Voices of South West Rocks, they'll fill you in more than I can !!	5/26/2025 8:57 AM
2	This area doesn't need another over 50s style housing solution. As we are on the coast there is already a huge amount of land/housing currently on offer. What size are these blocks meant to accommodate? The developer has indicated manufactured homes are which is completely out of character to the surrounding housing. This area has already been identified by council as a high growth housing area with up to 2000 new homes to be built here in the next 10 to 20 years.	5/21/2025 2:36 PM
3	This town cannot take an increase in population without more and better services first. This is just greed and not about real change.	5/13/2025 9:16 AM
4	We don't need more developers and building unless it's to give locals the services we need new library heated pool services medical facilities	5/11/2025 1:56 PM
5	Stupid plan.	5/11/2025 12:42 PM
6	I don't feel that this box like housing is in keeping with the 'vibe' of our sleepy seaside village.	5/11/2025 8:56 AM
7	South West Rocks is a community already suffering from over development without a corresponding increase in social services such as access to local medical services and public transport	5/10/2025 11:33 AM
8	We don't have enough medical facilities to cope with more people in the over 50 age bracket to move here from further away. Will all of those people be able to get out of there is a bushfire in the bushland behind the the estate? That's a lot of cars trying to leave at the same time via two exits.	5/9/2025 4:31 PM

Q12: Would you like to be kept up to date on the project as it progresses?

ANSWER CHOICES	RESPONSES	
Yes	92.86%	13
No	7.14%	1
TOTAL		14

