

Eastern Creek Quarter

Consultation Outcomes Report

PREPARED BY



ELTON CONSULTING

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Introduction

Introduction

In November 2016, Western Sydney Parklands Trust awarded Frasers Property Australia the tender to develop a new retail centre on the corner of Rooty Hill Road South and the Great Western Highway.

Named Eastern Creek Quarter – the centre has the potential to become more than a place where people shop. It can become a community hub where people visit for the variety of indoor entertainment and exciting dining options, or to enjoy outdoor activities in a beautiful bushland setting.

The consultation ran for three weeks. The overarching aim was to hear from community members and stakeholders about what they'd like to see, do and experience at Eastern Creek Quarter. We wanted to involve the local community and stakeholders in the early planning phase of the project, to gather their ideas and suggestions for possible inclusions in the Master Plan such as the retail shops on offer, types of outdoor activities, indoor entertainment and dining options they would like. It was also an opportunity to gain feedback on ideas that had already been developed by the project team.

Consultation and engagement was carried out through:



Newspaper articles were also published in the *St Marys-Mt Druitt Star* and *Blacktown Sun*. The articles highlighted key aspects of the project, directed people to the online survey and invited community members to the Community Information and Feedback Session (CIFS).

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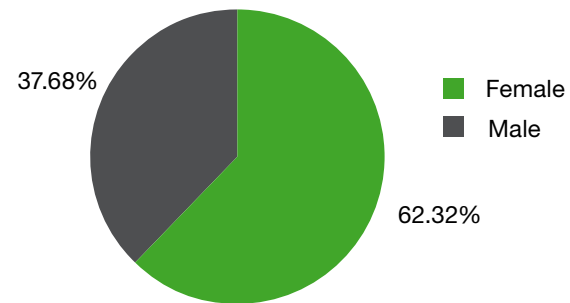
Survey results

Demographic data

There were 75 respondents to the online survey.

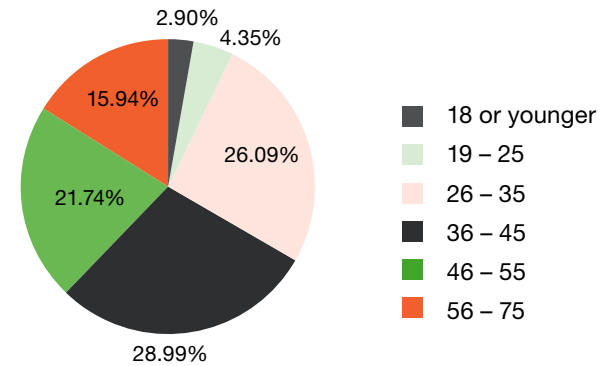
Breakdown of gender

More females completed the survey than males.



Breakdown of respondents' age

Just over half of the respondents (55.08%) were aged between 26 to 45.



Outdoors activities

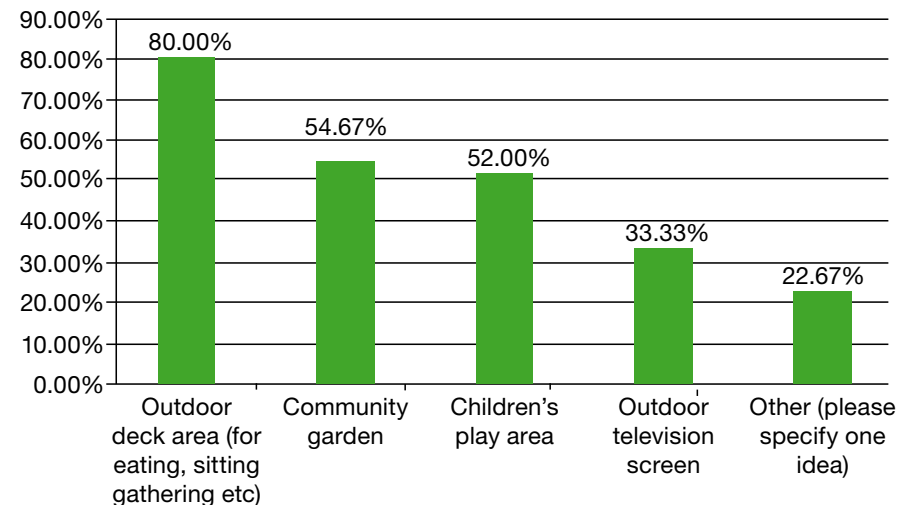
The outdoor deck and community garden were the most popular attractions.

Q. We want to encourage our visitors to use our outdoor spaces just as much as our indoor facilities. What kind of activity would you like to be included? (You may select up to 3 choices)

The majority of respondents (80%) liked the idea of a versatile outdoor deck area that could accommodate a range of activities such as eating and relaxing. The proposed community garden and outdoor children's play area also attracted support from over half of respondents (54.67% and 52% respectively).

There were 17 respondents who left other comments which are summarised below:

- » A few responses focused on creating a community park with space for playing, having BBQs, and being active.
- » A small number of responses proposed a stage or amphitheatre for outdoor entrainment.
- » A small number of responses proposed an outdoor pop-up market and festival space. It is possible that the proposed outdoor deck could accommodate such activities.
- » A small number of responses proposed leaving the area as natural open space without any development.



Outdoor children's play area

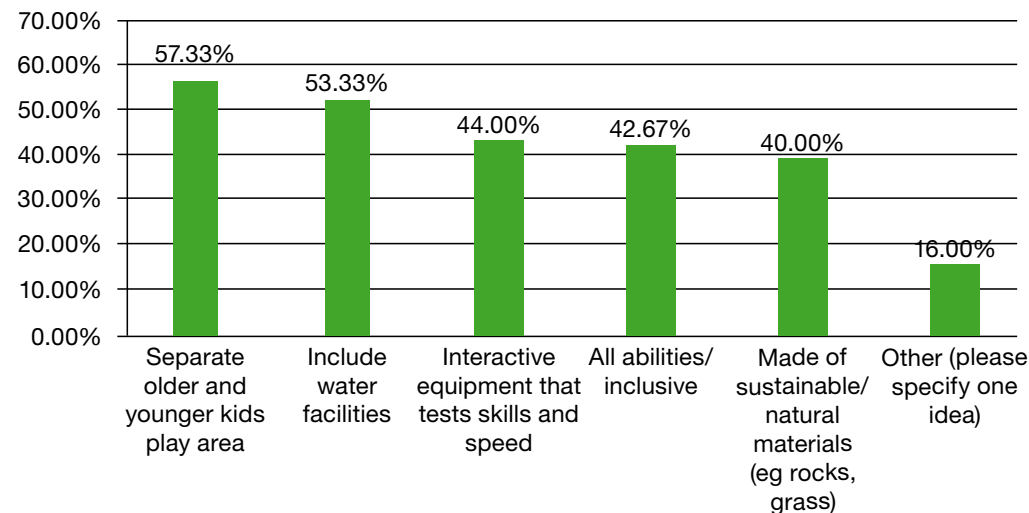
Catering for all ages and incorporating water play were the most sought after play equipment.

Q. If we were to incorporate an outdoor children's play area, what would you like to see? (You may select up to 3 choices)

There was no definitive answer to this question, instead, the options were fairly consistent with one another. Separating older and younger kids' play area and including water facilities received the most support (57.33% and 53.33% respectively).

There were 12 respondents who left other comments and responses varied significantly. Some proposed ideas included:

- » A play area for teenagers
- » Kids fitness activities
- » Educational facilities teaching about different cultures and customs.



Community gardens and urban farms

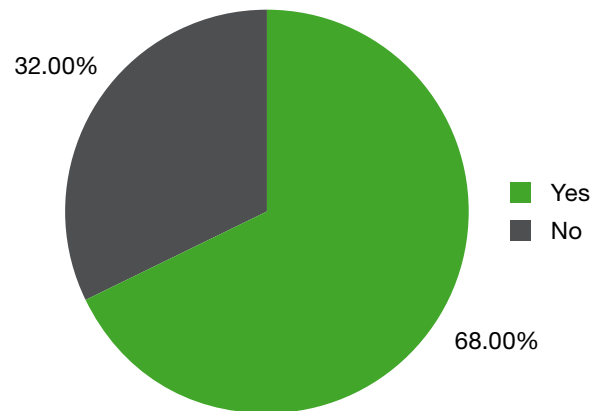
The community garden concept was very well received.

Q. We are excited about the potential to establish Community Gardens or Urban farms. Is this something you'd be interested in either participating in, or seeing at Eastern Creek Quarter?

The majority of respondents were interested in this proposal.

If yes, how would you like to get involved?

There were 30 responses to this question. The majority of respondents commented that they would be involved in gardening activities and would like to take their children there so they can interact with the garden. One respondent also suggested establishing a market to sell the garden's produce. Some respondents commented that they were unsure about how they would like to get involved.



Outdoors recreation activities

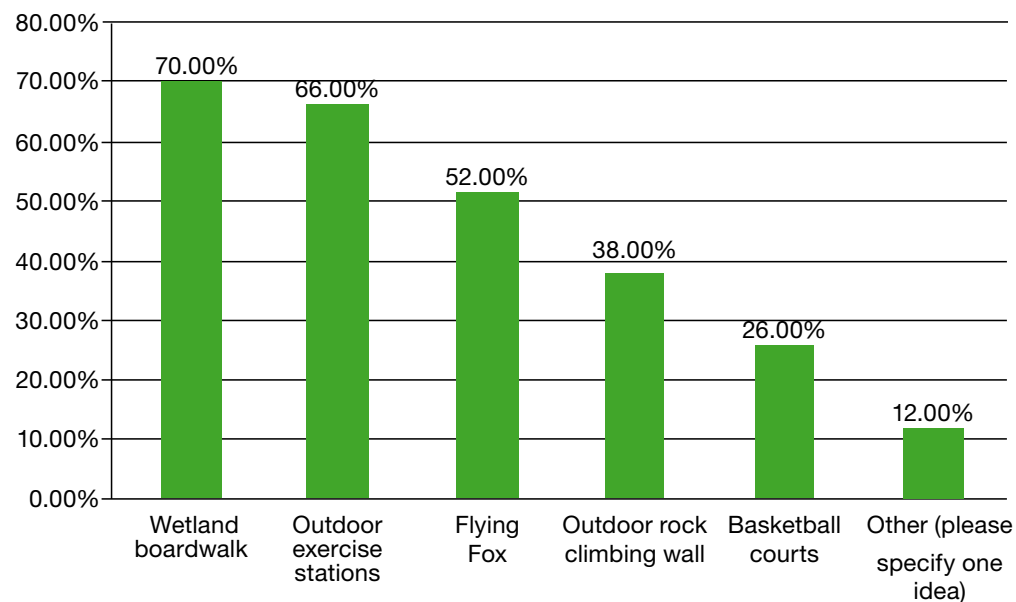
Respondents were excited about an outdoor experience at Eastern Creek Quarter.

Q. As part of the plans, we would like to include other larger outdoor recreational activities. What kind of activities would you like to experience?

The wetland boardwalk and outdoor exercise stations were the most popular options (70% and 66% respectively). This indicates that respondents were interested in using the outdoor space for both passive and active recreational activities.

There were six respondents who left other comments and responses varied significantly. Some proposed ideas included:

- » Accessible walking areas, ample rest areas and drinking fountains for disabled access
- » Bike and skateboard park
- » A garden maze.



Indoor entertainment

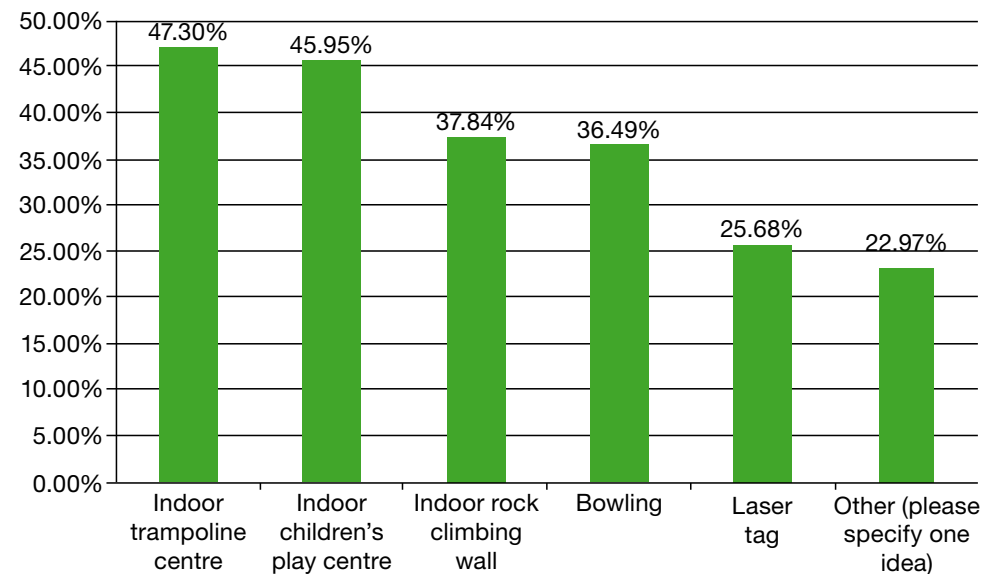
High energy all-weather facilities were the most popular.

Q. We want Eastern Creek Quarter to be more than a shopping centre. As part of our plans, we have dedicated space available for an indoor entertainment facility. What kind of entertainment activity would you like to see? (You may select up to 3 choices)

Indoor trampolining centres are becoming a popular indoor activity so it is unsurprising that this was the most popular option (47.30%). The indoor children's play centre was also another popular option amongst respondents (45.95%).

There were 17 respondents who left other comments and responses varied significantly:

- » Respondents suggested a cinema and dining options which are already being considered.
- » A small number of respondents said the area should be left as open space.
- » An ice or roller skating rink was suggested.
- » Shopping centre support services such as efficient wifi and seating/relaxation areas were suggested by a few respondents.

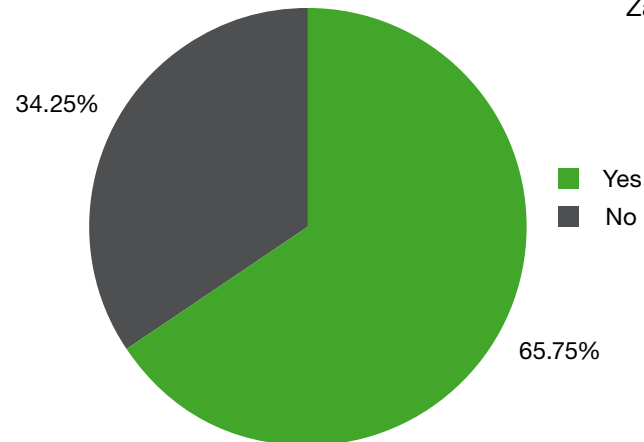


Supermarkets

There is very strong support for a supermarket.

Q. Are there any local brands / shops / providers that you would like to see at Eastern Creek Quarter?

Over two thirds of respondents indicated that there were local brands, shops or providers that they would like to see at the new centre.



If yes, what are they?

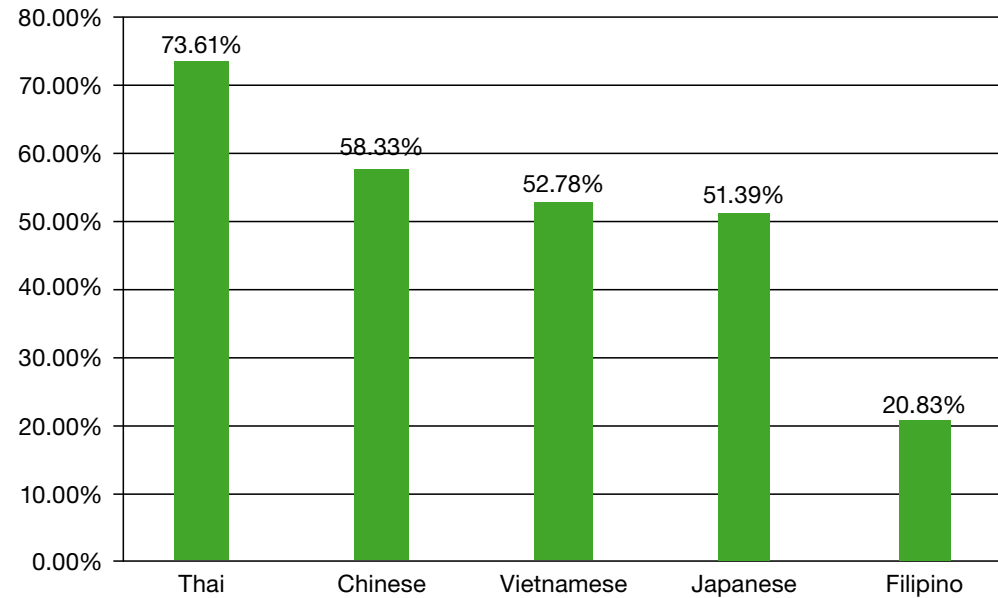
Respondents indicated a preference for supermarkets in the centre. There were suggestions for all major supermarket retailers: Coles, Woolworths, IGA and Aldi. There was a preference for the centre to have a variety of dining options such as restaurants and cafes. Respondents also suggested a variety of fashion retailers they would like to see. These included Zara, H&M, Jacqui E and Just Jeans.

Hawker food market

'Traditional' Asian cuisines were the most popular.

Q. We have space for a “hawker” style open air food market. What kind of Asian cuisines would you like to be on offer? (You may select up to 3 choices)

Despite the Blacktown area's large and vibrant Filipino community, Thai food was the most popular cuisine people wanted to see in the “hawker” style open air food market (73.61%).

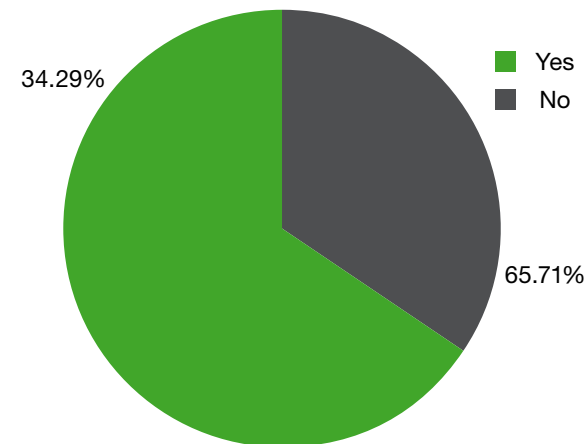


Local 'Heroes'

There is no clear preference for the "hawker" market.

Q. Are there any local Asian restaurants that you would like to see in the "hawker" market?

The majority of respondents chose not to make any suggestions for local Asian restaurants they would like to see.



If yes, what are they?

Respondents left their comments in an open text box and made the following suggestions:

- | | |
|------------------------------|------------------------------------|
| » Sushi Train | » Noodle Box |
| » Stir Crazy | » Shanghai Chef Kitchen |
| » Thai Spice | » Kanzo Fresh Sushi |
| » Thai Paragon | » Moeru Japanese |
| » Papa Rich | » Ginger Shallots Chinese Cuisine. |
| » Sushi Bay | |
| » Dumpling House | |
| » Easy Way | |
| » Big Chiefs | |
| » Hero Sushi | |
| » Mappen Noodle Bar | |
| » Hokka Hokka | |
| » Pho Pasteur | |
| » Chatkazz Indian restaurant | |

They also suggested different Asian cuisines they would like to see such as Thai, Chinese, Vietnamese, Japanese and Indian.

Dining options

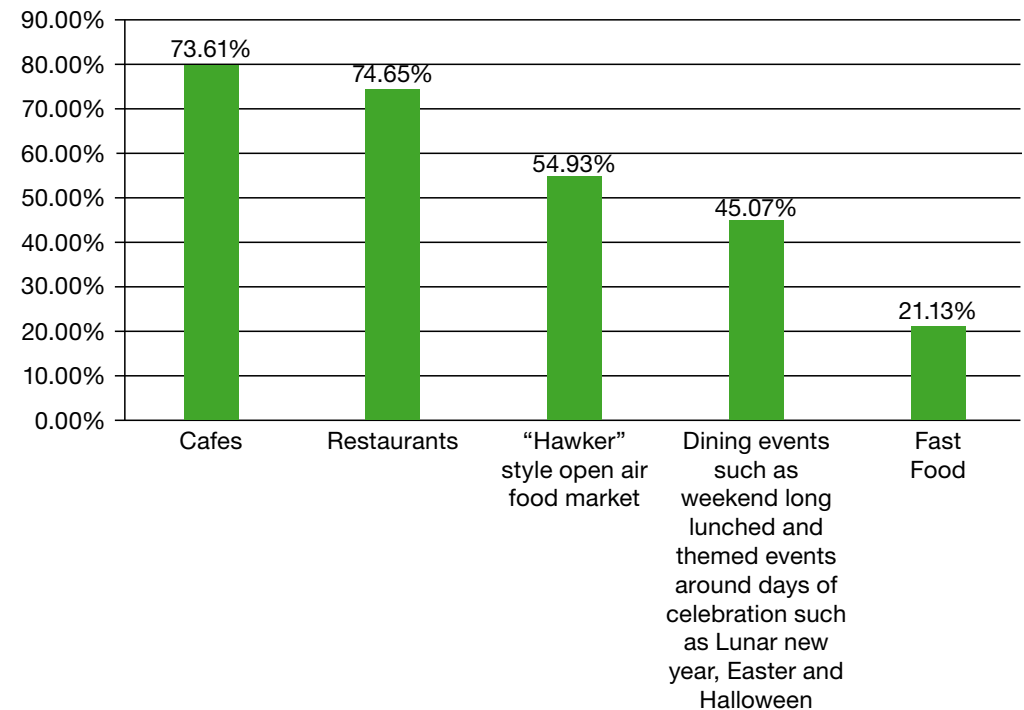
Visitors would like a diversity of dining options in the outdoor area.

Q. What kind of food would you like to have in our outdoor spaces?

Respondents left their comments in an open text box. The majority of comments (37%) suggested different kinds of international cuisines which included: Mexican, Italian, Indian, Mediterranean and Thai. Around 30% of comments suggested the different kinds of food they would like to eat, with burgers the most common suggestion.

Q. We think there is potential to create some fantastic dining areas. Do you think the local area needs some exciting dining options? Of the following, what kind of dining option would you visit the most? (You may select up to 3 choices)

Cafes and restaurants were the most popular options (80.28% and 74.65% respectively). Over half of respondents were still interested in going to the proposed “hawker” style open air food market. Fast food outlets received the lowest level of support, perhaps indicating that visitors want to spend more time in the centre, rather than grabbing a quick meal.



Childcare

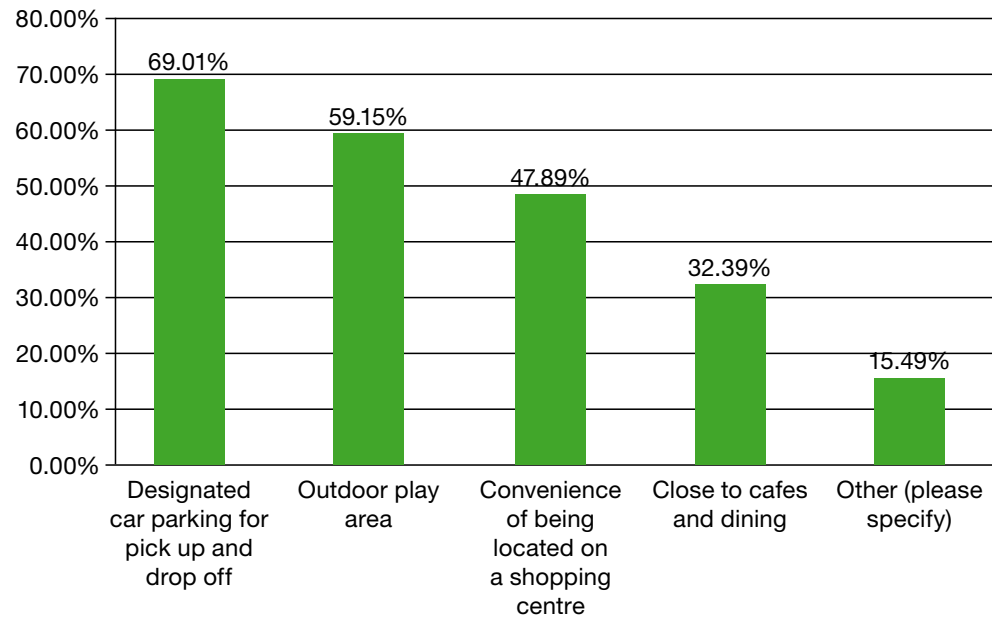
Parking and access to the outdoors were the most popular offerings.

Q. What would make a childcare centre attractive to use at Eastern Creek Quarter? (You may select up to 3 choices)

Designated car parking was the most significant consideration for a childcare centre located on this site.

There were 11 respondents who left other comments and responses varied significantly. Some comments included:

- » Longer opening hours
- » Covered areas in the childcare centre
- » Reasonable prices
- » Proximity to a gym
- » An Out of School Hours care provider for local schools.

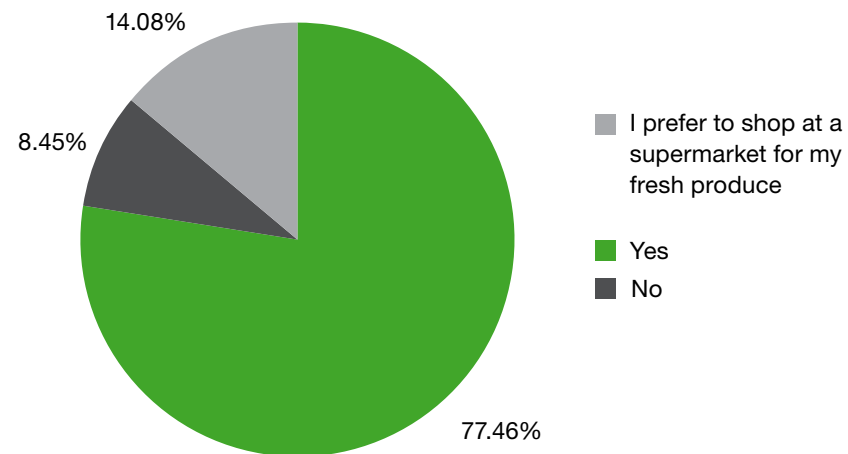


Fresh produce market

A fresh produce market was very well received.

Q. Would you be interested in shopping for fresh food in a market-style setting?

Over three quarters of respondents indicated that they would be interested in shopping for fresh food in a market-style setting.

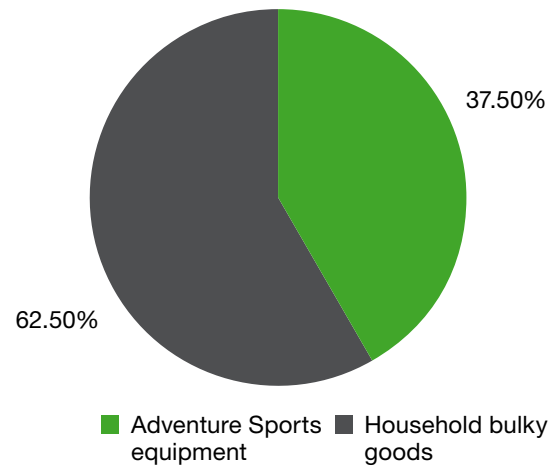


Future planning

Household bulky goods shopping was preferred.

Q. We are planning a future stage for Eastern Creek Quarter. Do you think there is more of a need for?

Around two thirds of respondents indicated that in the future, they will have greater need to shop for household bulky goods rather than adventure or sports equipment.



Shopping experiences

Temporary shops to provide new experiences was popular.

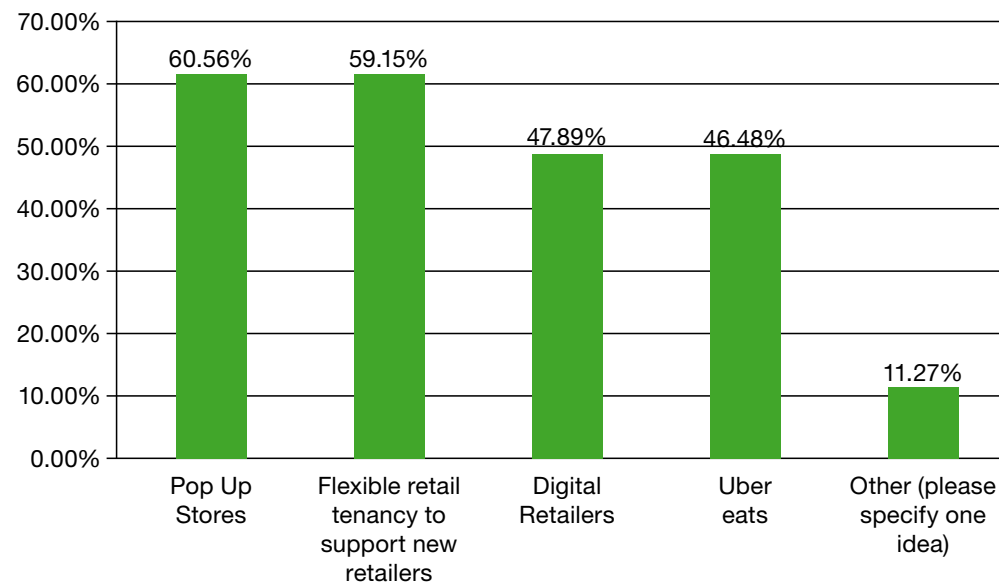
Q. In our future planning, we are considering how to provide innovative shopping experiences. Would you be interested in the following? (You may select up to 3 choices)

Respondents were most interested in pop-up stores and providing flexible retail tenancy to support new retailers (60.56% and 59.15%). This indicates that respondents are interested in having access to a variety of different stores that

change throughout the year.

There were eight respondents who left other comments and responses varied significantly. Some comments included:

- » Supporting local retailers
- » International franchises
- » Assisted shopping points and delivery to your car or home.



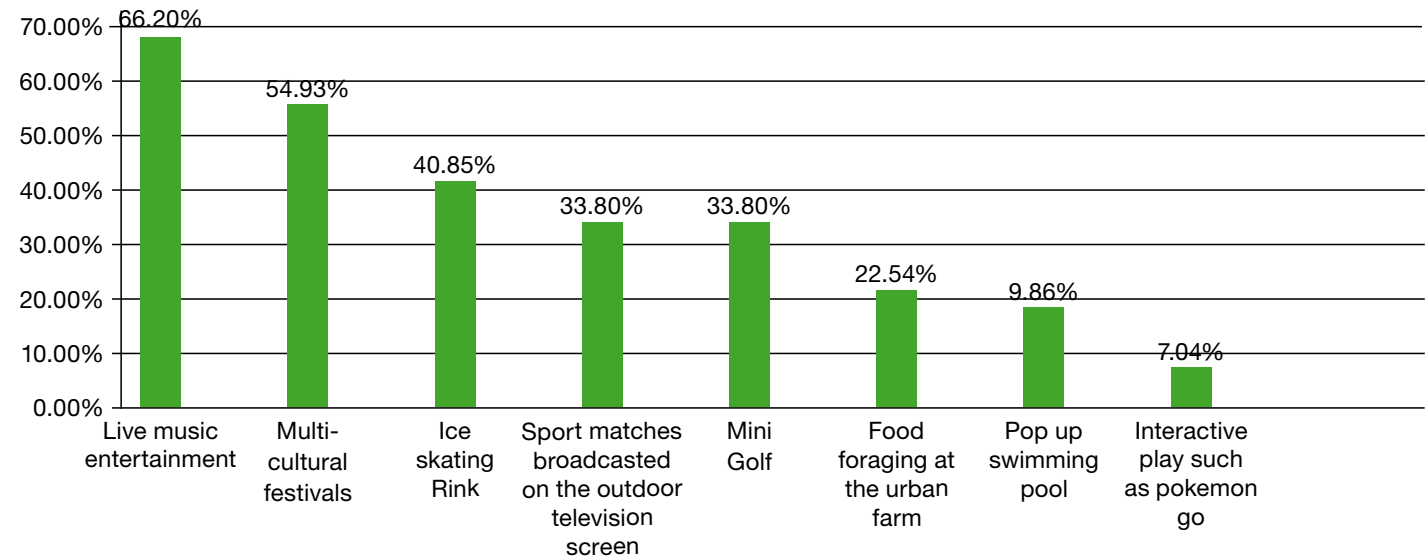
Events

Atmospheric and 'cultural' celebrations were the biggest attractions.

Q. We would like Eastern Creek Quarter to have an interesting and fun calendar of events. Of the following, what events would you most like to participate in? (You may select up to 3 choices)

The majority of respondents selected live music entertainment as a future event they would like to participate in (66.20%). Multi-cultural festivals

were also a popular option (54.93%). Mini golf and an ice skating rink were also fairly popular (33.80% and 40.85% respectively) indicating that respondents were interested in a variety of indoor and outdoor and small and large-scale events. There was a small number of other comments. These included suggestions of regular running events and pop-up events such as beer and wine events.

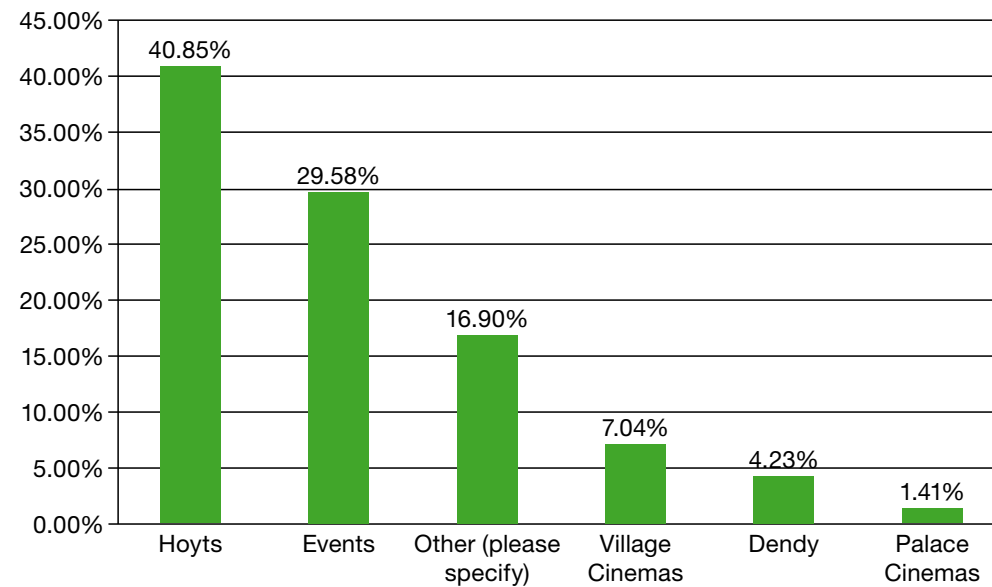


Cinema

Major cinemas are a clear favourite.

Q. Which cinema provider/brand would you prefer at Eastern Creek Quarter?

Hoyts and Events cinemas were the most popular selections (40.85% and 29.58%). Respondents who left other comments also suggested Reading Cinemas. This was equal to 7% of the total number of respondents.

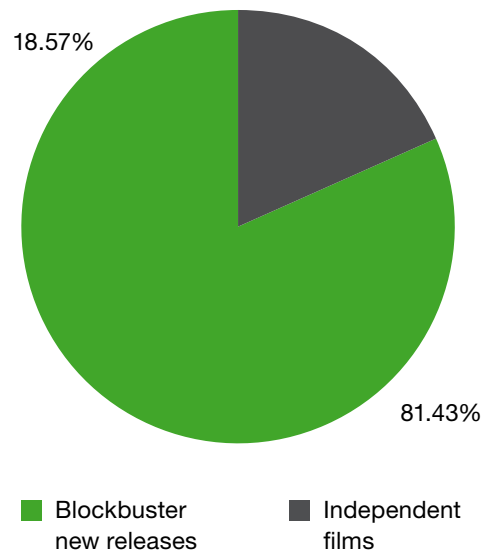


Cinema

Blockbuster movies
were preferred.

Q. What kind of movies would you like to watch?

Respondents showed a preference to watch blockbuster new releases which is in line with the strong preference for having a Hoyts or Events cinema in the centre.



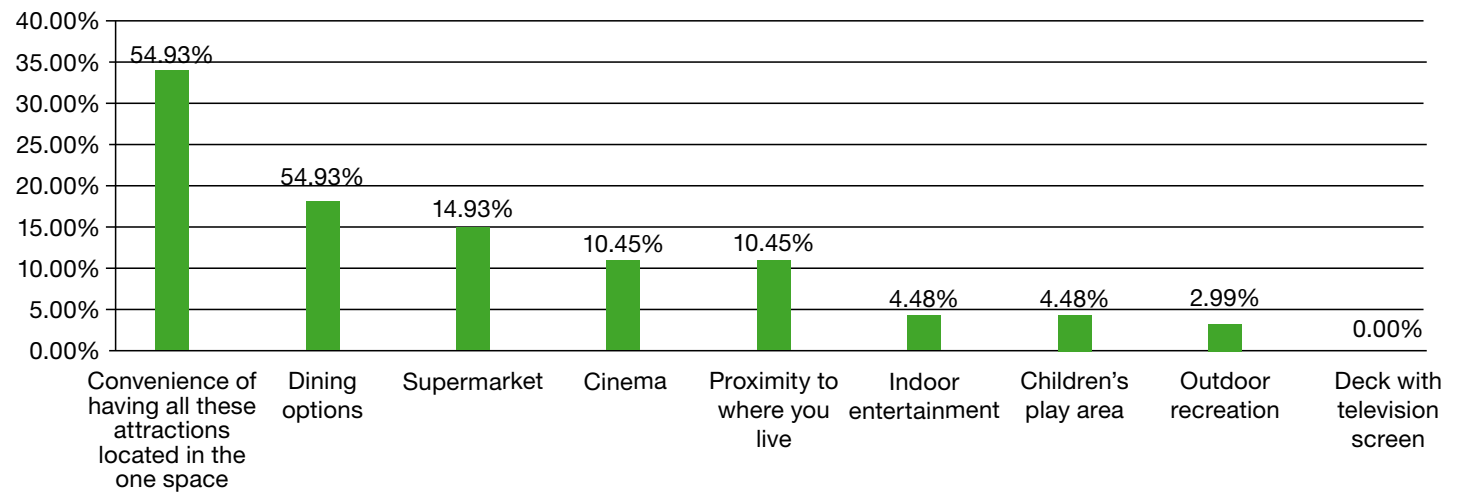
Visiting the Centre

Convenience and a variety of experiences were important draw-cards.

Q. Of the following, what would make Eastern Creek Quarter appealing to visit regularly?

Responses to this question indicate that respondents are looking forward to visiting a

centre that offers all kinds of facilities that can meet their different needs. Dining options were more important to people than supermarkets, indicating that respondents are intending to visit the centre not just for their shopping needs.

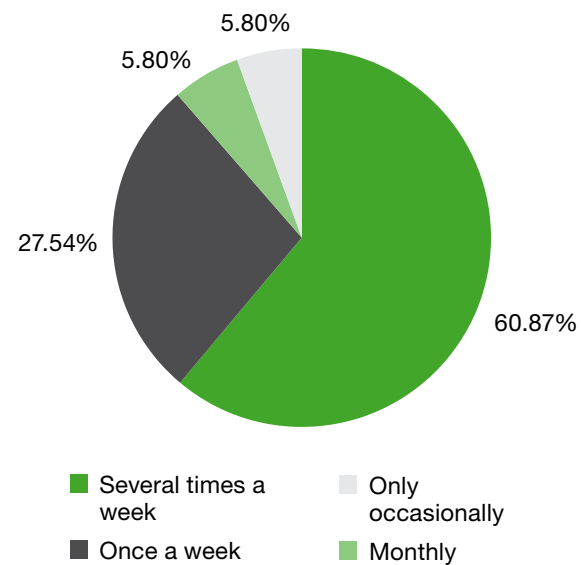


Visiting the Centre

Respondents indicated they will be visiting regularly.

Q. How often would you consider visiting Eastern Creek Quarter?

Just under 90% of respondents are considering visiting the centre at least once a week. This indicates a preference to visit the centre for other reasons, such as eating out or using the outdoor entertainment spaces, than just doing their weekly grocery shopping



3

Community Information and Feedback Session

A Community Information and Feedback Session (CIFS) was held on Saturday 28 October 2017 at the Rooty Hill Senior Citizens Centre.

The purpose of this session was for the community to meet the project team, learn about the project and for the team to gather feedback and ideas. The project team spoke to approximately 39 community members. Most attendees were local residents living nearby.

Overwhelmingly, attendees showed support for the project and were enthusiastic about the proposal. Many expressed excitement about visiting the centre once completed, noting the local area needs this facility.

**“ This area is screaming for something like this”
(attendee, 28 October 2017)**

Convenience

Attendees expressed that they were looking forward to doing their weekly shopping at Eastern Creek Quarter as it was closer to home. Some attendees that live close to the site were excited that they would be able to easily walk there to have a coffee and enjoy the natural bushland and wetlands.

Traffic and access

Traffic impacts were an important issue for some attendees, especially those that live close to the site. Many supported the road upgrades at Rooty Hill Road South, Cable Place and Beggs Road, which have been proposed as part of the development. They commented that these upgrades would make it easy to drive in and out of the centre.

Many attendees identified the cause of traffic congestion along Rooty Hill Road South as the single lane bridge located near Rooty Hill RSL. Residents feel that expansion to two lanes is overdue and would solve current congestion problems. This was seen as more of a concern than the increased traffic that would be generated by Eastern Creek Quarter.

**“ This will be fabulous”
(attendee, 28 October 2017)**

Attendees requested that the centre be accessible for people with limited mobility. Attendees were pleased to hear that there will be a new public bus stop outside the centre. They also suggested that a community shuttle bus service run to and from the centre and that there should be signage at Rooty Hill Train Station directing people to Eastern Creek Quarter.

Shopping

The convenient shopping offering attracted interest. Feedback indicated support for a high quality, major supermarket. For many attendees a large supermarket was the most important aspect of Eastern Creek Quarter. People showed a preference for buying groceries closer to home, rather than having to travel to centres in other suburbs, such as Plumpton, Blacktown and the Rainbow Centre at Doonside. A small number of attendees also requested specialist shops such as a fish monger, butcher and bakery for further convenience.

Suggestions for specific retailers were made by most attendees. These included Millers, Best & Less and Lowes. They also suggested including



***If I want a nice restaurant I have to go to Parramatta”
(attendee, 28 October 2017)***

a Post Office, Chemist and Medical Centre. Some attendees suggested that the retail and bulky goods offering should be interesting to avoid a centre filled with “the same-old same-old shops.”

Dining

Attendees were excited about the proposed dining options and provided their ideas. High quality restaurants for dinner in different cuisines were mostly requested, with many attendees noting a lack of variety among existing local restaurants. Some attendees also suggested modelling the restaurants around a lake, similar to the shopping centre at Norwest. Night food markets and stalls were also commonly suggested as something fun and interesting for families and young people to do.

Outdoor Spaces

Attendees were supportive of plans to regenerate and revitalise the site’s surrounding bushlands and wetlands. Similar to survey responses, there was strong support for the proposed walking and cycling boardwalk as a way to enjoy the site’s natural environment. One attendee suggested linking the bike path with a bike repair shop and café. There was also a significant amount of

support for outdoor exercise stations, and they were seen to complement other activities.

The outdoor deck area also attracted support, and several attendees commented that they are looking forward to using this space to relax with a cup of coffee and enjoy the natural environment. This level of support was also reflected in the survey data. One attendee suggested that this space could act as an informal outdoor gathering space for community groups and organisations.

Attendees were also enthusiastic about the possibility of establishing a community garden or urban farm.

Indoor entertainment

The proposed cinema was seen by many as a good inclusion. Attendees were positive about going to a cinema and restaurants in one location. The proposed indoor bowling centre attracted mixed reviews due to the close proximity to the Rooty Hill RSL's bowling alley.

Featuring the history of the local area

Many attendees had lived in the local area for their whole lives, and some several generations. There was a strong sense of community pride and great interest in the area's history. Many wondered if Eastern Creek Quarter could be a place that incorporates a 'homage' to the area's history, which could tell the story of how the area has transformed from farms to a thriving suburban experience.



**Community
Information and
Feedback Session**

4

Stakeholder engagement

Targeted engagement was carried out with local schools, community groups, sports groups, chambers of commerce and Blacktown City Council Councillors.

Stakeholders were invited to attend a briefing before the CIFS where they could meet the project team and raise any issues or provide feedback on the concept plan. A total of 12 stakeholders attended this briefing.

Overall, stakeholders were very excited about the project and the potential it has to transform the area. Stakeholders were also keen to explore opportunities to get more involved in the project and were looking forward to continuing the conversation.

**“ It is going to be a valuable asset to our community”
(stakeholder, 28 October 2017)**

Convenience

Stakeholders echoed many of the comments made by community members and shared the same level of excitement about having a convenient shopping centre with key facilities located so close to their organisations. This sentiment was also expressed in the survey responses. Another stakeholder suggested that the centre should remain open till 8.30pm or 9pm to make it convenient for local residents to visit after work.

Services

Stakeholders also made a number of suggestions for supporting services so Eastern Creek Quarter could be a “one stop shop” enhancing the centre’s convenience. Suggestions included plenty of ATMs, banks, accountants and a post office with parcel delivery areas. Several stakeholders also commented that the area needs both an after-hours medical centre and a late-night pharmacy.

**“ Being able to zip in and zip out is very important”
(stakeholder, 28 October 2017)**

Some stakeholders also suggested specific services for community groups and organisations to utilise in the centre. A community centre and flexible meeting spaces were seen as good opportunities for the centre to support the growth of local community groups and organisations. One group was passionate about including a convention centre that they could use but also be an attraction for other businesses and organisations.

One stakeholder also commented that a Before & After School Care Centre, as well as the proposed childcare centre, could benefit the local schools surrounding Eastern Creek Quarter. They indicated that this would especially suit families with children in both primary school and day care.

Traffic and access

Traffic and access were also important issues for stakeholders, especially those that are located close to the site. One stakeholder raised concerns about the expected increase in traffic the centre will bring and how it could present parking constraints.

There are a number of bike paths near the site and it was proposed by a stakeholder to connect the paths to Eastern Creek Quarter.

Crossing Rooty Hill Road South was raised as a potential safety concern for young children as it is a four lane main arterial road. One stakeholder suggested a measure to improve safety would be a pedestrian link, benefiting children and families attending Eastern Creek Public School.

Shopping

Stakeholders were also very interested in the convenient shopping offering. They want the supermarket to be high quality so local residents can do their weekly shopping there and not have to travel far to other centres. Stakeholders also requested that this be supported by specialist shops so local residents have more shopping choices and variety.

One stakeholder also proposed that pop-up shops could be considered as a way to give local businesses a chance to sell their wares without needing to take out a retail lease. They also commented that it would provide a variety of shopping experiences to local residents, which is currently lacking in the area.

**“ It’s going to help our area out”
(stakeholder, 28 October 2017)**

Dining

Similar to community members, stakeholders were also looking forward to dining at Eastern Creek Quarter. Similar to the survey responses, stakeholders commonly suggested cafes and restaurants. Stakeholders were also excited about the prospect of using these restaurants as a new place for organisation members to gather.

Indoor entertainment

There was no one indoor entertainment facility that stood out for stakeholders. Instead comments were made that the offering should be something special and different. They also suggested that these facilities need to be “budget conscience” and priced appropriately so the local community can use the facility.

Featuring the history of the local area

Similar to local residents, stakeholders were very passionate and enthusiastic about the area’s history and saw Eastern Creek Quarter as an opportunity to celebrate how the area has evolved over time. They suggested interactive historical features such as a museum or making a time capsule with local school students.

Other comments

One stakeholder suggested Eastern Creek Quarter could take a pro-active approach and ban plastic bags from use in the Centre.

5

Submissions

One email submission was received from a Rooty Hill local resident in support of the project. The main suggestions in their submission were:

- » more disabled and senior car parking spots located close to the centre's entrance,
- » wider car parking sports for bigger cars,
- » longer opening hours for coffee shops in the centre,
- » a dedicated and patrolled smoking area located away from the centre's entrance, and
- » suitable seating benches for the disabled and elderly.



As a resident of Rooty Hill for many years, I'm so excited that we're finally getting a shopping centre"
(local resident, 20 October 2017)

6

Next steps

Feedback contained in this Outcomes report will help inform the Development Applications for stages 1 and 2 of the development. Approval is expected to be granted in mid-2018. Construction will then start and it is expected both stages will be open by the end of 2019.

7

Appendices

- A** Newsletter
- B** Newsletter distribution area
- C** Newspaper ads
- D** A0 display boards at CIFS
- E** Newspaper Articles

**Eastern
Creek
Quarter**
Shopping Centre



The difference is real

**Have
your say**

In 2016, Frasers Property Australia was awarded the tender to develop Eastern Creek Quarter – a new retail centre located on the corner of Rooty Hill Road South and the Great Western Highway.

You're invited to attend our Community Information & Feedback Session where you can learn more about the project, meet the project team and provide us with your great ideas.

Join us on Saturday 28 October 2017 from 11am – 2pm, at Rooty Hill Senior Citizens Centre, 34A Rooty Hill Rd South, Rooty Hill 2766.



**Eastern
Creek
Quarter**
Shopping Centre

Eastern Creek Quarter has the potential to be more than a place where people shop. It can become a community hub, where visitors enjoy a wide variety of entertainment and dining in a unique and exciting retail space. A place where you can shop and feel connected to the natural bushland that surrounds it, and enjoy outdoor activities.

Eastern Creek Quarter will be delivered in two stages:

1. Core retail – local neighbourhood shopping including a Supermarket
2. Bulky goods – shops where you can buy goods that need a large floor space

We are aiming to submit Development Applications for stages 1 and 2 by December 2017. We hope to gain approval by mid next year (2018). Construction will then start and we expect to open both stages by the end of 2019.

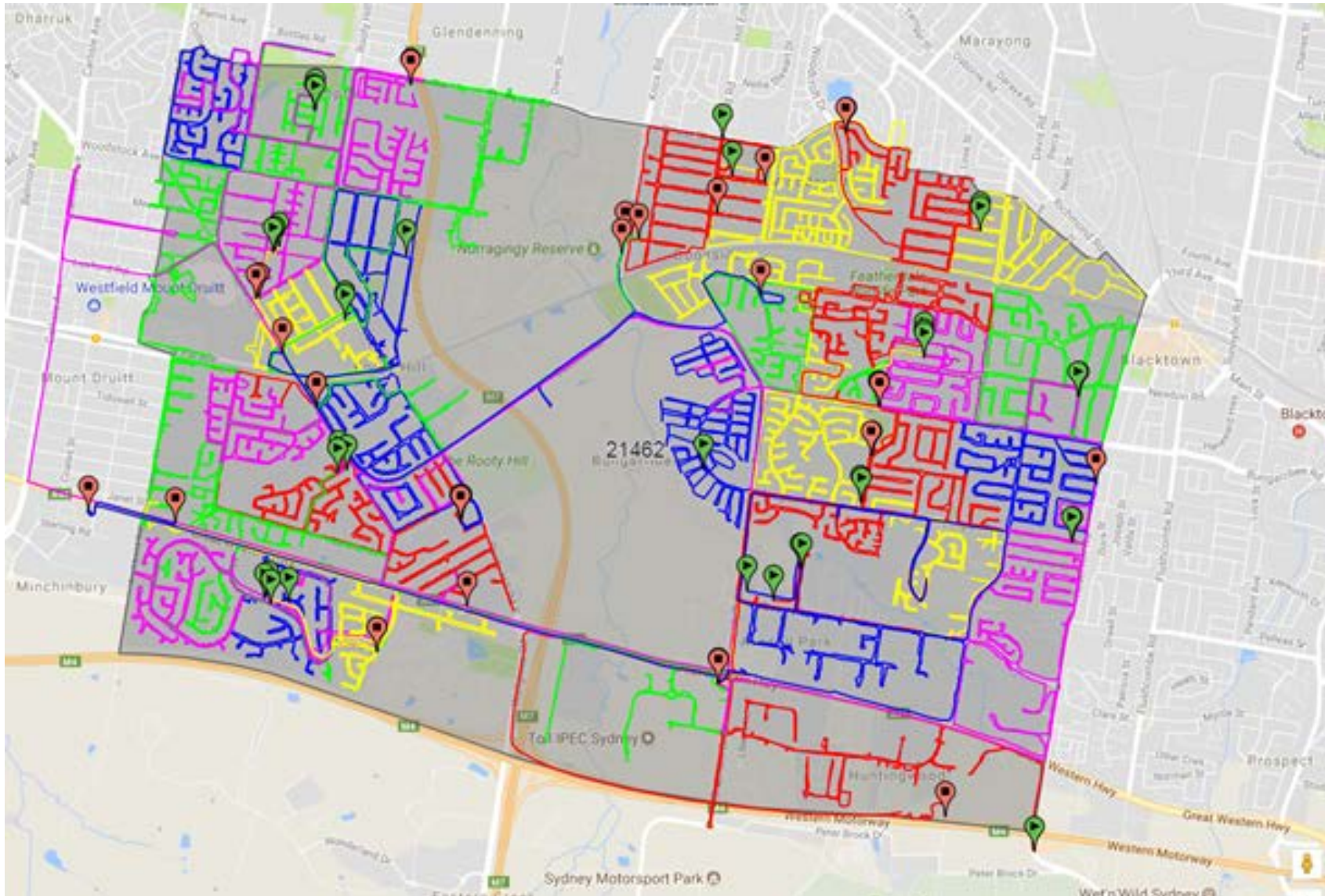
We want Eastern Creek Quarter to be a place you love to visit.

As well as space for shops, we have areas dedicated to develop interesting, fun and engaging outdoor recreation spaces, indoor entertainment options and dining experiences. We would like the local community to help us decide the kinds of activities and facilities we should include in these areas.

If you are unable to make it, there are still plenty of other ways you can provide your feedback and ideas. You can:

- Fill out our online survey on <https://www.research.net/r/easterncreekquarter>
- Visit our Social Pinpoint page on <https://eltonconsulting.mysocialpinpoint.com/eastern-creek-quarter#/>
- Call 1800 152 332 or email ecq@elton.com.au

B Newsletter distribution area



C Newspaper ads



Eastern Creek Quarter
Shopping Centre

FRASERS PROPERTY
The difference is real

Have your say

In 2016, Frasers Property Australia was awarded the tender to develop Eastern Creek Quarter – a new retail centre located on the corner of Rooty Hill Road South and the Great Western Highway.

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- Call 1800 152 332 or email ecq@elton.com.au

D A0 display boards at CIFS




The difference is real

Eastern Creek Quarter
Shopping Centre

Welcome to today's community information and feedback session.

We're pleased you're able to join us and hear more about our plans for the Eastern Creek Quarter development.





The difference is real

Eastern Creek Quarter Vision

About today

In November 2016, Western Sydney Parklands Trust awarded Frasers Property Australia the tender to develop a new retail centre.

Branded as Eastern Creek Quarter, the site is approximately 15 hectares and has frontages to Rooty Hill Road South, Great Western Highway and Westlink M7.

Eastern Creek Quarter has the potential to be more than a place where people shop. It can become a community hub, where visitors enjoy a wide variety of entertainment and dining in a unique and exciting retail space. A place where you can shop and feel connected to the natural bushland that surrounds it, and enjoy outdoor activities.

We want to hear from you about what you'd like to see, do and experience at Eastern Creek Quarter. We're after your thoughts on the types of outdoor activities, indoor entertainment activities and dining options proposed to be a part of the development of Eastern Creek Quarter.

Have your say

We welcome feedback and your ideas for the development of Eastern Creek Quarter. You can tell us your ideas by:

- Filling out our online survey today on iPads
- Visiting our Social Pinpoint page and uploading your ideas and any inspirational images
- Calling 1800 152 332
- Emailing ecq@elton.com.au
- Speaking to a member of the team here today

Eastern Creek Quarter Timings and Next Steps

The project will be delivered in two stages:

- 1) Core retail
- 2) Bulky goods

Development Applications lodged:
By December 2017

Development Applications approved:
By mid-2018

Construction for stages 1 & 2 starts on site:
June 2018

Stages 1 & 2 open:
mid to end of 2019

Frasers Property Australia is committed to listening to members, residents, community members, and stakeholders, and taking your feedback and ideas into account.

From our consultation, we will produce a report which will help us finalise the design of the first stage of the development, and guide our future planning.

Eastern Creek Quarter Attractions

Eastern Creek Quarter will be more than just a shopping centre. We would like your feedback and ideas today to help us decide what kind of entertainment attractions you would like to see and experience.



Outdoor Areas

Situated next to the Western Sydney Parklands, we want our visitors to connect with the natural bushland surrounding the site. We are excited about the potential to establish Community Gardens or Urban farms. Is this something you'd be interested in either participating in, or seeing at Eastern Creek Quarter?

We would like to know what you think of the following options and whether you have any other ideas:

- Children's play area
- Outdoor deck area (for eating, sitting, gathering etc)
- Outdoor television screen

As part of the plans, we would like to include other larger outdoor recreational activities.

What do you think of the following options?

- Flying fox
- Basketball courts
- Wetland boardwalk
- Outdoor rock climbing wall
- Outdoor exercise stations



The difference is real

Eastern Creek Quarter Attractions

Indoor Entertainment

We want Eastern Creek Quarter to provide children, adults and families in the local area with quality entertainment which is needed in the local area.

As part of our plans, we have dedicated space available for an indoor entertainment facility as well as a cinema. We would like to know what you think of the following options and whether you have any other ideas:

- Laser tag
- Indoor trampoline centre
- Bowling
- Indoor rock climbing wall
- Indoor children's play centre
- Do you have any other suggestions?

You can provide your ideas by completing a survey online at – www.research.net/r/easterncreekquarter

We'd also love to see any images of great places on our Social Pinpoint page – eltonconsulting.mysocialpinpoint.com/eastern-creek-quarter#/



The difference is real

Eastern Creek Quarter Dining, Shopping and Childcare

Dining Options

We think there is potential to create some fantastic dining areas. Do you think the local area needs some exciting dining options? Of the following, what kind of dining option would you visit the most?

- Cafes
- Restaurants
- "Hawker" style open air food market
- Dining events such as weekend long lunches and themed events around days of celebration such as Lunar new year, Easter and Halloween.

Visited a great shopping centre with an amazing dining area?

Upload images to our Social Pinpoint page that you think we should use as our inspiration <https://eltonconsulting.mysocialpinpoint.com/eastern-creek-quarter#/>

Childcare Centre

Our research suggests there is a need for a larger childcare centre, perhaps between 100-120 places. We think that being located next to the Western Sydney Parklands, would be attractive for parents as the Centre would be able to incorporate outdoor activities. If you had children that needed to be enrolled in a childcare centre, would this location be attractive to you?

Planning for the Factory Outlet Area:

We are currently investigating options of the types of shops you would be interested in, specifically the kinds of large items you would like buy. The last stage to be developed is the factory outlet area. We are wondering if you would prefer to shop for Adventure and sports equipment, such as Patagonia or Anaconda, or Household bulky goods?

You can provide your ideas by completing a survey online at – www.research.net/r/easterncreekquarter

We'd also love to see any images of great places on our Social Pinpoint page – eltonconsulting.mysocialpinpoint.com/eastern-creek-quarter#/

Eastern Creek Quarter The Masterplan



The difference is real



Eastern Creek Quarter Jobs and Economic Benefits



The difference is real

We believe Eastern Creek Quarter will have many positive economic benefits to both the local area and beyond.

An economic impact assessment investigated what impacts a retail centre would have on the local community. Its research found that a retail centre on this site would have a positive impact on residents in Blacktown and beyond. The benefits included:

- Job Creation
- Responding to the need for a retail centre in the area
- Widening the choice for consumers, without jeopardising the viability of any existing or future retail centres or clusters in the wider area



Job Creation:

We're confident that we'll be supporting local people in their search for a job close to home.

- It is estimated around 500 direct jobs and a further 1,600 jobs will be created during the construction phase.
- Creating approximately 1,000 permanent full and part time jobs once full operational.

Need for this type of Retail Centre:

As there is no comparable retail centre in the local and surrounding area, there is an unmet need for a retail centre that provides a diversity of experiences. A place where you can do your weekly shopping in the same location as your childcare centre, stay for a family dinner, or visit on a weekend and be entertained, catch up with friends in the outdoor dining area, or enjoy a coffee and walk in the outdoor areas.

Supporting local small businesses:

We want to see existing small businesses grow and thrive. We'd also like to support new local businesses. We're actively looking for local small businesses to be part of Eastern Creek Quarter. If you are one, or know of a local hero, we'd love to hear from you ecq@elton.com.au

Eastern Creek Quarter Traffic



The difference is real

One of the site's benefits is its location close to major roads – particularly the Great Western highway, the M4 and the M7.

As the site will take several years to be fully operational, traffic is forecast to increase gradually over this time. We are also confident that a reasonable amount of the traffic accessing the site will be from existing traffic already using Rooty Hill Road South and the Great Western Highway. However, to reduce the impact of increased traffic, the following upgrades will occur:



Intersection of Rooty Hill Road South with the Great Western Highway

The following upgrades to the intersection will be undertaken to improve traffic flow:

1. A new right-turn lane of 90m in length; and
2. Extension of the 90m left-turn lane to 150m in length

The development of Eastern Creek Quarter will also provide an opportunity to dedicate currently unoccupied land for future road improvements. This will help traffic flow into and out of the site, but would also provide significant public benefit for the many existing and future users of the surrounding roads network.



A new signalised intersection is approved on Rooty Hill Road South at Cable Place.

This will be the main entrance into the site, and was a request from the State Government.

A separate left turn entry from Rooty Hill Road South is also approved, north of Cable Place, including a deceleration lane.

Service Access through Beggs Road

Service access will be separated from the customer entry. Service vehicles will enter the site via Beggs Road via left in and left out.

We'll be upgrading the intersection of Beggs Road and Rooty Hill Road South so that large vehicles can turn from the kerbside lane.

This will assist in the flow of traffic. Beggs Road will also have two metre high acoustic wall.

Retail centre to border parklands

ANOTHER section of Western Sydney Parklands is set to be transformed into Sydney's latest shopping centre.

The proposed Eastern Creek Quarter would create a 16-hectare retail precinct at the corner of Rooty Hill Road South and the Great Western Highway.

Western Sydney Parklands Trust awarded the tender to Frasers Property in November last year.

The company is now looking for community feedback into the proposed project, which would be built over five years with the first stage due to open by late 2019.

Frasers Property retail general manager Peri Macdonald said it was important for the community to feel "a degree of ownership".

"Eastern Creek Quarter has the potential to be more than just a place where people shop. It can become a community hub where visitors enjoy a wide range of indoor and outdoor entertainment," Mr Macdonald said.

"We'll look to integrate the centre's prominent lo-



RETAIL DESTINATION: An artist's impression of the proposed Eastern Creek Quarter. A community feedback session will be held in Rooty Hill this weekend.

cation next to the Western Sydney Parklands through the development of facilities and amenities that will connect visitors with the natural bushland."

Outdoor activities including a wetlands boardwalk and community urban farm have been proposed for

the site, as well as a 'hawk-er-style' open air market.

The first community information session will be held at Rooty Hill Senior Citizens Club from 11am-2pm on Saturday, October 28, or have your say online: research.net/r/easterncreekquarter.

— HARRISON VESEY



ANOTHER TIME: A bustling Queen Street in the 1970s. More details at penrithcity.nsw.gov.au. Picture: Penrith Council

Artists wanted to bring past to life

ST MARYS' rich past will be revived in shops along its main street when Queen Street Riches and Textures returns next year.

Penrith Council has called for emerging artists to submit their vision for the 2018 edition, titled *Windows on Queen*.

The project will be featured during September's St Marys Spring Festival.

The exhibition will feature interactive posters placed in shop windows along Queen Street, which tell the story of the old homes, shops and

businesses that once resided at that address.

Videos of residents telling tales of St Marys' history and information about the suburb's early days will also be triggered via digital codes.

The videos will also be available on the council's website.

Penrith mayor John Thain said the project created social, cultural and economic capital for the region.

"The annual Queen Street Riches and Textures project with Queen Street as its focal point highlights the diversity

and history of this most important thoroughfare in our city," Cr Thain said.

Successful applicants will work with artist Stephanie Peters, who has worked on projects in Australia and abroad.

Artists will receive a \$500 allowance.

Entries will close on Friday, November 10. The project will run from January to May 2018.

More details: Adnan Begic, 4732 7879, or adnan.begic@penrith.city.

— HEATH PARKES-HUPTON

Childcare shuts down

BY HARRISON VESEY

PARENTS have been left outraged by the shock closure of a childcare centre and associated services.

Western Sydney Local Health District (WSLHD) announced earlier this month it would be shutting down Birdwood Child Care Centre at the end of the year.

The government health body established the Doonside centre in 1992.

Its two staff currently offer childcare from Monday to Wednesday at Doonside Community Health Centre, and programs on Thursday and Friday at Bungarribee Community Resource Hub.

All the services will cease as of December 22.

Kathleen Kovach, 25, said the shock announcement was a blow for her and future mothers.

She attends the weekly mums and bubs group for children aged up to six months.

"Before this group, I didn't have anyone that I could talk to, that I could ask for support. For me it's about that connection and reducing



VITAL SUPPORT: Members of the mums and bubs group, which Western Sydney Local Health District runs in Bungarribee every Friday. The service is among three ceasing at the end of the year. **Picture: Isabella Lettini**

isolation for myself," she said.

"I've got my friends but it's a different type of community and a different sense of belonging."

Ms Kovach said many groups only took children up to 12 weeks, which made it hard for many mothers to attend long enough to make close connections.

WSLHD community

health operations director Adam Cruickshank said the space previously occupied by Birdwood Child Care Centre would be "reconfigured" to "deliver vital health services" for children including family health nursing, clinics, counselling, speech pathology and occupational therapy.

He also said similar childcare services were available

with other providers.

But new mother Pamela Nunan, herself a midwife, said the population boom in the area meant more services were needed without cutting existing programs.

She believes the education component of the mums and bubs group is helping prevent health issues including post-natal depression.

"It would mean a lot less referrals and burden on a lot of other health services, for something that's very simple," she said.

"They've never actually consulted the consumers of this group...they don't even know what they're cancelling. They don't know what kind of support it gives to women."

Eastern Creek to get retail precinct

ANOTHER section of Western Sydney Parklands is set to be transformed into Sydney's latest shopping centre.

The proposed Eastern Creek Quarter would create a 16-hectare retail precinct at the corner of Rooty Hill Road South and the Great Western Highway.

Western Sydney Parklands Trust awarded the tender to Frasers Property in November last year. The company is now looking for community feedback into the proposed five-year project, with the first stage due to open by mid-to-late 2019.

Outdoor activities including a wetlands boardwalk and community urban farm have been proposed for the site, as well as a 'hawk-er-style' open air market.

The first community information session will be held at Rooty Hill Senior Citizens Club from 11am-2pm on Saturday, October 28, or have your say online at: research.net/t/easterncreekquarter.

