



12th April, 2023

Eastern Creek Lot 3 Outlet Centre Detailed Design Feedback

Thank you for the opportunity to comment on the Eastern Creek Lot 3 Outlet Centre Detailed Design plan.

These comments have been prepared on behalf of CAMWEST, a Bicycle NSW affiliated Bicycle User Group with a focus on advocating for and encouraging cycling in the Penrith, Blacktown, Parramatta, and Cumberland council areas of Western Sydney.

Here is a brief precis of CAMWEST:

- We originally formed in 1987 and have recently undergone a renewed focus on advocacy.
- We welcome roadway and infrastructure changes that help make cycling a safer and more realistic travel option for the wider community.
- Where appropriate, we encourage residents to replace at least some of their local car-based trips with active transport options.
- We believe cycling in a safe and welcoming environment can be a contributing factor towards physical health and mental well-being for a significant proportion of the population.
- We seek to educate people about what cycling infrastructure exists and show them the safer linkage roads in between. One way that we do this is via small group social rides of approx. 15 – 40km distance on weekends (as other commitments and weather permits).
- We support the policy framework set out by Bicycle NSW, which is guided by 3 main themes:



While acknowledging that the primary intent of this feedback is related to the Stage 3 proposal, we feel that a broader look at the development and community context is also warranted.

We refer to the 'Stage 1' development as ECQ and the more recent Stage 2 development as ECQ XL.

➤ Rider Cohorts:

I want to define two broad cohorts of potential riders that may currently or in the future visit the ECQ precinct:

- Those that are riding the M7 path (or to a lesser extent the Western Sydney Parkland Track) for social/fitness reasons and are looking for somewhere to stop for food/drink/toilets. They may or may not live locally.
- Those that are coming to the precinct for shopping purposes or to work in one of the outlets. They are more likely to live locally.

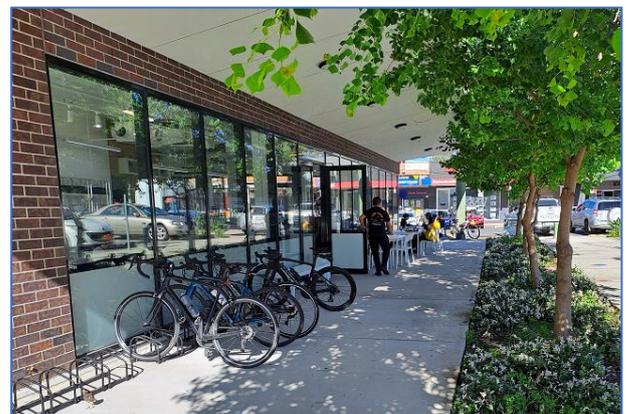
Social/Fitness Riders:

The M7 shared path is one of the most popular paths in Sydney, with rider numbers over 1000 per day on some weekends. There is a scarcity of amenities on or adjacent to the M7 path. The water-bubbler beside the M7 Control Centre is quite popular. The BP Truck stop a little further south on the corner of Wallgrove and Old Wallgrove Roads offers drink, food and toilets but is not particularly accessible or attractive for riders. There are cafes on the north and south side of Rooty Hill station which attract riders. There are other facilities a little further off the path, but you really need to know where they are and make a conscious effort to reach them. This group of riders are often 'light weight' riders and carry minimal gear. They rarely carry bike locks. Some of the bikes are quite expensive.

They want to buy something nice to eat or drink, sit down and chat for a while, then continue their ride or head home. Rather than leaving their bikes in publicly accessible racks a distance from where they're seated, they want them located close at hand.



*Outside 'Jas my Waffles' in Rooty Hill North
on 08/04/2023*



*Outside the TNB Café in Rooty Hill South
on 08/04/2023*

Although rider numbers aren't huge, cafes on the north and south side of Rooty Hill are attracting these types of riders. TNB also has a toilet, and the ability to sit indoors while still maintaining an eye on the bikes through the windows. Bikes at these venues can also be under a roofed area.

Shopping Purpose Visits:

Those that ride for shopping related purposes are low at present, but we would expect numbers to increase as infrastructure improves and people feel safe to ride to the Quarter. We make some suggestions regarding developing paths that will provide local residents with safer routes. These suggestions are primarily aimed at this cohort.

➤ Street Naming Notes:

- As per the documentation, we're referring to Rooty Hill Road South as RHRS.
- We're referring to the Great Western Highway as GWH.
- The main road leading in to ECQ and ECQ XL appears to go by four different names, depending on which map, documentation, or website you look at.
 - Google Maps names it as Cable Place as far as the roundabout (a continuation of Cable Place on the western side of RHRS), Cable Pl into ECQ and Goldsbro Glade into ECQ XL.
 - The diagrams in Appendix I refer to it as Goldsborough Glade.
 - Other documentation and Open Street Map names it Goldsbro Glade. Some of the shops in ECQ use this spelling for the address on their websites.
 - Other shop websites identify their street addresses as Goldsboro Glade.
 - We couldn't locate any street sign to confirm the spelling.

In this document we'll refer to the whole road (including from the roundabout into ECQ and ECQ XL) as Goldsbro Glade.

➤ Section Overview:

The remainder of this document is divided into the following sections:

- Comments on planned Stage 3 works. These are based largely on the material presented in the 'Eastern Creek Lot 3 Outlet Centre Detailed Design' plan documents.
- The broader ECQ and ECQ XL developments. Comments are largely based on what is 'on the ground' at present.
- Potential Precinct connectivity improvements.
- Broader context, outside of the immediate ECQ precinct development.
- Closing Comments.
- Appendix A – Rider Heatmaps.

► Comments on planned Stage 3 works:

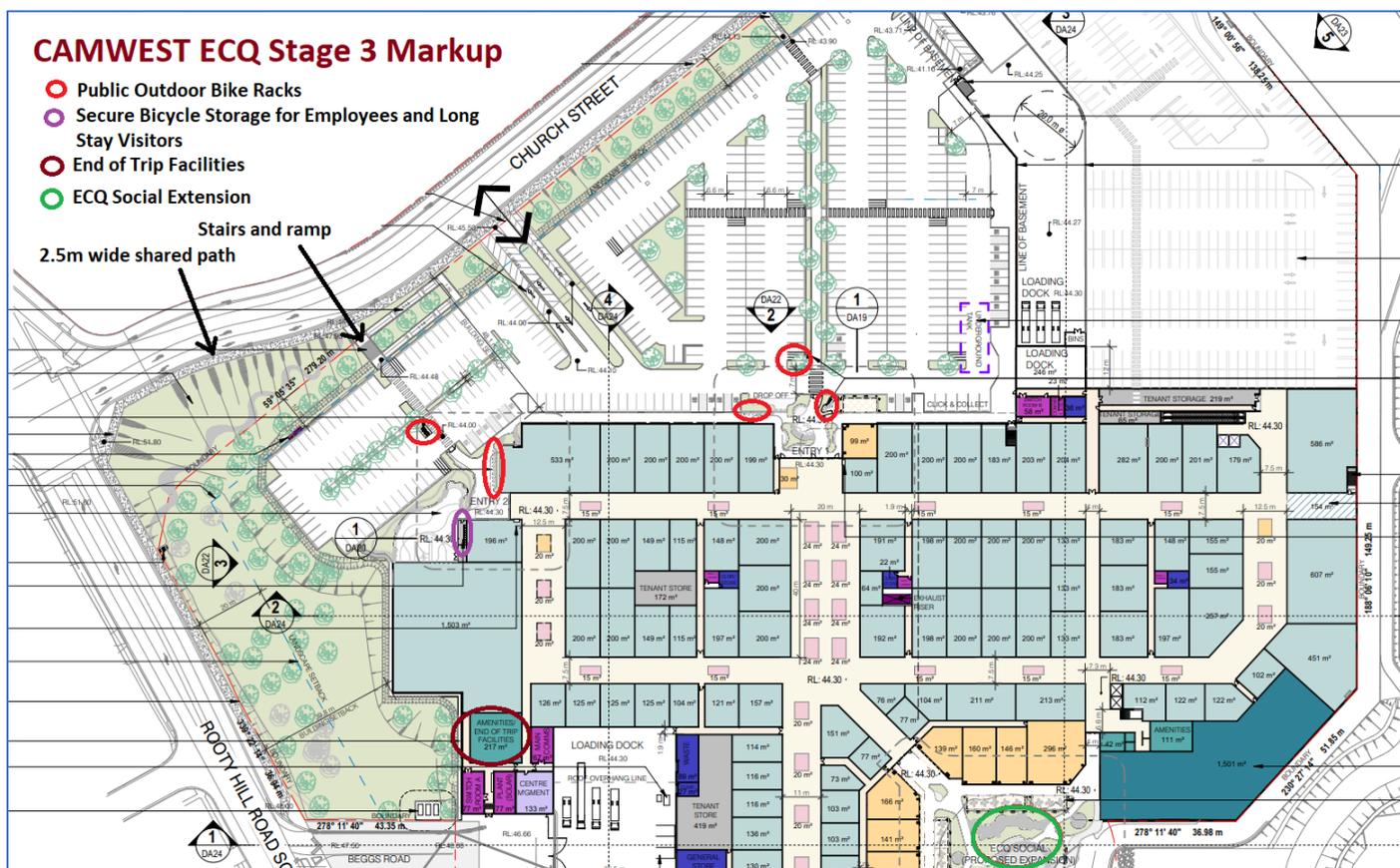


Figure 1 - Marked up partial copy of 'Stage 3 Proposed Floor Plan', page 15 of Appendix D - Architectural Drawings

1. While welcoming the inclusion of 16 secure 'Employee' bicycle parking spaces and 68 public 'visitor' spaces, we question whether these are actually meeting the current and future requirements of those visiting the centre.
 - a. The allocated spaces appear to be for 'standard' bikes. Bikes are increasingly coming in many different forms and configurations. There are longer than standard 'cargo' and tandem bikes, and cargo tricycles just to mention a few. Some bikes come with a stand, so don't require rails to lean up against for support but may require a rail for locking to. Where usable cycling infrastructure exists both to and within a shopping precinct, we would expect the use of cargo bikes to increase over time.
 - b. The current planned 'Secure' and roughly 40% of the 'public' spaces are close to Entry 2. The direct access to this area from Church St involves stairs or a DDA Compliant ramp with 90 degree turns. This may not be ideal for some bike riders. We were unable to see the width of the ramp marked on the drawings, but if scaling is correct it appears to be a lot narrower than the minimum standard 2.5m shared path. Would it be wide enough for users travelling in the opposite direction to pass? We have our doubts. We would like consideration given to either widening/improving the current ramp, or to building another ramp to Church St or RHRS for use by bike riders.
2. As mentioned above, we believe a significant number of the 'Social/Fitness' cohort may be unwilling to leave their bikes in the 'public' outside areas while they duck in for a beverage and/or something to eat. I suspect some in the 'Shopping' cohort may be in the same boat. We would like consideration given to:
 - a. Creating some bike parking areas in the extended ECQ social area, close to where riders may be sitting.
 - b. If possible, create a path/ramp into this area using part of the 6.5-7.5m wide area around the perimeter of the building along the corridor from Church St marked on the above plan as 'RFS VEHICLE ROUTE AROUND BACK OF SITE (EASEMENT)' (See brown line on Figure 4).
 - c. Create more secure bicycle parking, possibly in the underground carpark.

3. The proposed shared path along the south side of Church St crosses both the entrance and exits to the above ground and underground parking areas. With parking for 1171 vehicles, there is potential for a lot of vehicular movements across this path.
- Diverting the riders from the M7 path who wanted to go to ECQ Social around the RFS Vehicle route (as above) would remove some of the riders crossing one or both driveways.
- We would like to see an additional shared path constructed on the northern side of Church St, so those who wish to traverse between RHRS and the M7 path could avoid the driveway crossings into the precinct.

➤ Comments of ECQ:

We are quite impressed with ECQ Social and its assortment of food and beverage retailers. We feel it has the potential to be quite attractive to the social/fitness cohort of riders. We believe there are several obstacles curtailing the popularity of this area at present though:

- Lack of bicycle parking within the immediate area.
- Lack of clear shared path into the area.
- Riders don't know about it. There's no wayfinding signage, particularly from the M7 path and Parklands Track.

We have seen a few bikes in ECQ Social though. This photo of two bikes – one standard drop bar bike and a recumbent trike – was taken on one visit. After taking the photo, I spoke to the older gentleman on the recumbent and later his son who was riding the other bike. It was their first visit to ECQ. They live locally, and the son tries to get his father, who has some health/aging issues, out on the trike as often as possible. They accessed the area through the indoor mall. They parked in what is probably the most appropriate space in ECQ Social at present – relatively out of the main walkways.



Bike & trike in ECQ Social on 08/04/2023

Several days later another bike was spotted parked in the same location.

Outside of ECQ Social, there is also The Shed Café, which we have heard some riders have visited, and several other outlets that may attract riders.

The heatmap screenshots in Appendix A give a rough relative indication of the routes that riders take. I've marked on them the two previous mentioned Rooty Hill cafes. Note that the parking area on the north side of the line is also popular with people from further abroad driving and parking, then riding to/from Rooty Hill. Some people may also be riding to the station to catch a train. These caveats aside, I think it's reasonable to assume that more riders are visiting these cafes than ECQ at present.



Another rider in the same location

In our view, the ECQ food and beverage retailers are missing out on potential income from cyclists.

We feel the bike parking facilities at ECQ are sub-optimal.

We've located 3 sets of 4 bicycle parking hoops. There is no clearly marked cycling route to any of them. If we assume that the main entry into ECQ is the wide path off RHRs opposite Cawarra St, riders can get to the racks closest to The Shed Café without having to go on the road, but the pathway in places is around 1.4m wide. We couldn't see any signage prohibiting riding, but the sight lines and clearances aren't good, so we'd recommend walking.



Entrance off RHRs. Riders could veer left under the shelter, or right alongside the EV charging stations and poles. If veering right, 'path' width is around 1.4m.



Further along the 1.4m wide 'path'. If riding from this direction, pedestrians walking from one of the main entrances toward the kerb ramp and cyclists have limited visibility of each other.



4 bicycle parking hoops. On one visit no bikes were parked here. On a subsequent visit 1 bike was parked. (Photo shown with my bike as well). No obvious camera coverage in this area. There is potential to park free-standing bikes or trikes in this area.

Just near where the above photo was taken from, we found the second set of 4 hoops. We doubt whether at least the furthest two are really usable due to the location of the charity bins. There's no obvious camera coverage for this area.



4 Bicycle parking hoops beside charity bins.

The third set of racks are near the entry with the parcel lockers. Riders are required to access these either via the parking area or presumably by walking through the complex from the entrance near The Shed Café, (if in fact this is allowable). All hoops are in the open and offer no protection from the elements. There are 3 cameras positioned in the ceiling beside this entrance. One may be capturing bike parking movements. I rode back through the car park from this set of racks on a Saturday afternoon and felt quite vulnerable with all the car movements.



4 bike parking hoops beside this entrance.

➤ Comments on ECQ XL and surrounds:

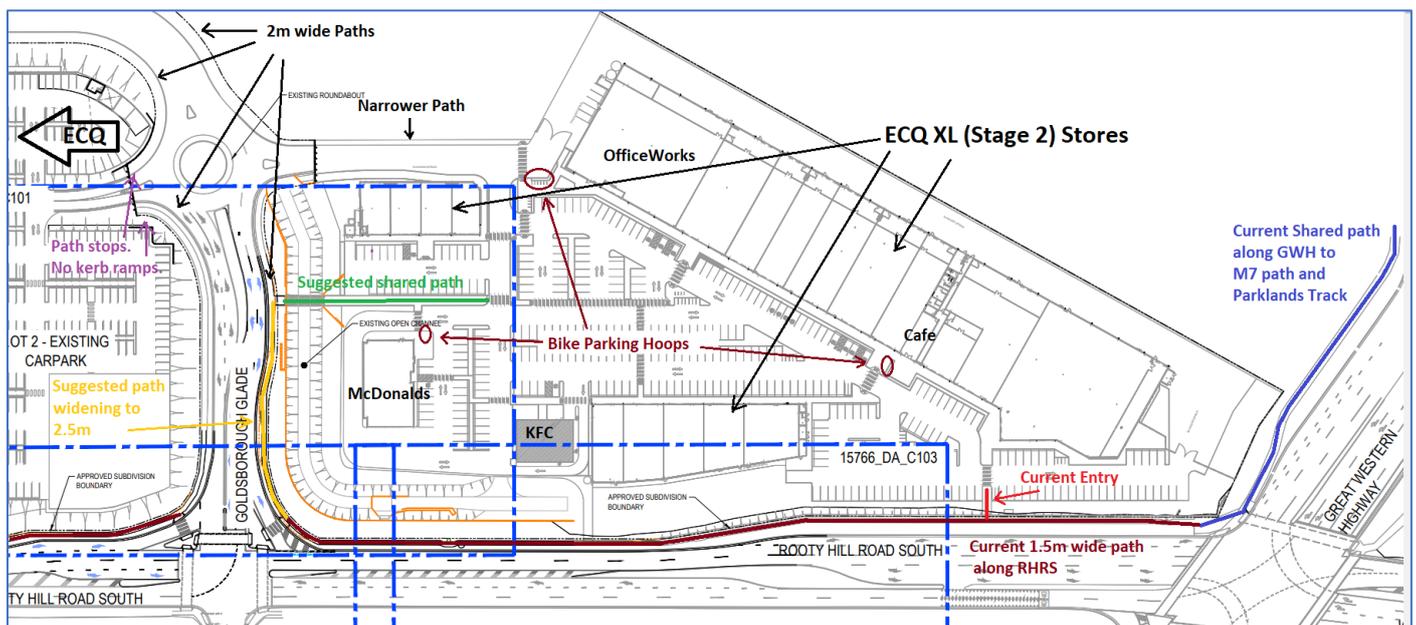


Figure 2 - Marked-up partial copy of Drawing 15766_DA_C100, Appendix I page 2.

In ECQ XL, there are 2 lots of 5 hoop rails. McDonalds has an additional 2 hoop rails.

These racks at the northern end of ECQ XL near Officeworks are in the open and not readily accessible via shared path. A camera on the Officeworks veranda may cover this area.



5 Bicycle Parking hoops near Officeworks

These racks beside the T-Spoon Café in the southern section of ECQ XL are well positioned if wanting to park and eat at the tables outside the café. There are also public toilets next to the café. The area appears to be monitored by camera. Although not perfect, access from RHRS is reasonable.



5 bicycle parking hoops alongside the T-Spoon Café outside dining area..

McDonalds has a couple of bike parking hoops. KFC doesn't appear to have any but is relatively close to McDonalds. These aren't readily accessible from RHRS.



Precinct Active Transport Connections Summary:

Despite being constructed recently, the existing path along RHRS (between the bus stop opposite Cawarra St and the Great Western Hwy) is only 1.5m wide.



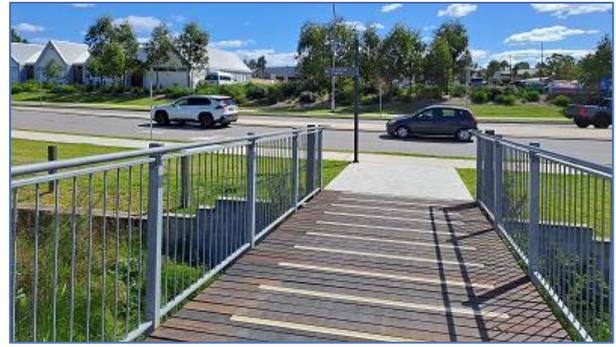
Looking South to GWH along RHRS, where the 1.5m wide path widens. 'Bike Lane Ends' sign facing the wrong direction.

The paths alongside Goldsbro Glade widen to 2m in places, but at the roundabout there are no formed provisions to cross the ECQ car park entry and exit road. The path just ends and then starts on the other side. There is no real refuge island in the middle for those wishing to cross. We'd love to hear the reasoning behind this.



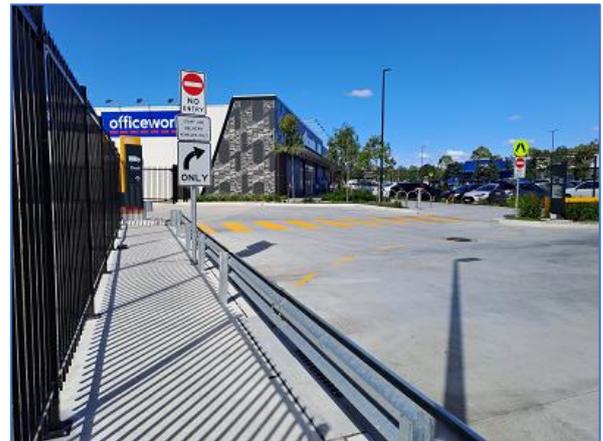
2m wide path ends with no kerb ramp to cross the ECQ car park entry road.

There is a nice wide path crossing the channel between ECQ XL and Goldsbro Glade, but no route along the 'desire line' across the road and into the ECQ car parking area. I witnessed one person following this 'desire line' on foot. Drawing 15766_DA_C101 shows a proposed 'Type 1 Pedestrian Fence' along Goldsbro Glade, presumably to prevent people crossing. The intended route, as signposted, is to go back to the RHRS traffic lights and cross Goldsbro Glade there.



Looking north from ECQ XL towards Goldsbro Glade and ECQ. At least there's a wayfinding sign pointing left to the Shopping Centre. This is about the only wayfinding sign that we've noticed.

There is a path along the eastern side of Goldsbro Glade between ECQ and ECQ XL. At the ECQ end this is 2m wide, but at the roundabout it narrows. This photo was taken from the path looking towards ECQ XL and the bicycle parking hoops near Officeworks. If this path were wider it could be quite a useful link between the existing two precincts and potentially Stage 3 as well. However, due to this paved area being built-up above the natural ground level, we think widening would be knocked back on cost grounds.



Looking south towards ECQ XL on footpath along Goldsbro Glade

ECQ and ECQ XL Summary:

We feel both ECQ and ECQ XL have delivered poor outcomes for cyclists to date.

- Apart from the racks outside the T-Spoon café, bicycle parking provisions are poor.
- Marked shared paths are non-existent.
- Cycling around Goldsbro Glade and the parking aisles on a busy day is not a pleasant experience for experienced riders. We wouldn't consider riding around here with children or inexperienced riders.
- RHRS roadway is not cycle friendly, and the current path along RHRS from the GWH shared path is too narrow to be considered a shared path. Riders struggle to legally get to the Quarter at present.

Bicycle infrastructure appears to have been a box-ticking exercise, with no consideration given as to how cyclists would move into or around the precinct.

We are of the strong opinion that this precinct is geared solely towards the motor vehicle. Anyone not in a vehicle appears not to be welcome.

➤ Potential Precinct Connectivity Improvements

Looking at the Appendix A Heatmaps, it appears that most riders arriving at the precinct are coming off the GWH shared path from the M7 path or the Parklands Track. As noted above, it is technically illegal to ride along the 1.5m wide path along RHRS, as it's not wide enough to be a shared path.

As previously noted, part of the Stage 3 works involves constructing a 2.5m wide shared path along the southern side of Church St up to the realignment curve. This path doesn't quite reach RHRS. Diagram 20224_DA_C103 (Appendix I, page 20) indicates that the remaining short 2.5m wide path in Church St, then around the corner at the new signalised intersection and onto RHRS as far as Beggs Rd is being constructed under a different approval – presumably by TfNSW as part of the intersection upgrade.

The below blurb suggests that there are plans to widen the path for the entire length between Church St and the GWH.



Figure 3 - From Appendix R, page 57

However, diagram 15766_DA-C103 (Appendix I, page 5) appears to show that after a proposed reconfiguration of the Goldsbro Glade intersection the path along RHRS will still be 1.5m wide.

We seek clarification as to what is being planned here. We can't see how both statements can be correct.

Although we'd love to see a path along the eastern edge of the precinct (along Goldsbro Glade), we don't see this as feasible due to width constraints on part of the route. The most practical route for a shared path would seem to be along RHRS.

Assuming this is the case, we'd like to see at least one more cycle accessible entrance to ECQ XL. Probably the most logical is widening the southern side of Goldsbro Glade between RHRS and the Pedestrian bridge over the open channel to 2.5m (Orange line on Figure 2 above) and allowing riders to ride across the bridge and along the path as far as the zebra crossing (Figure 2 Green line). This would take riders close to entrances to McDonalds and to a lesser extent KFC. Although not ideal, they could walk across the zebra crossings to the bike hoops near Officeworks.

➤ Developing paths surrounding the ECQ Precinct:

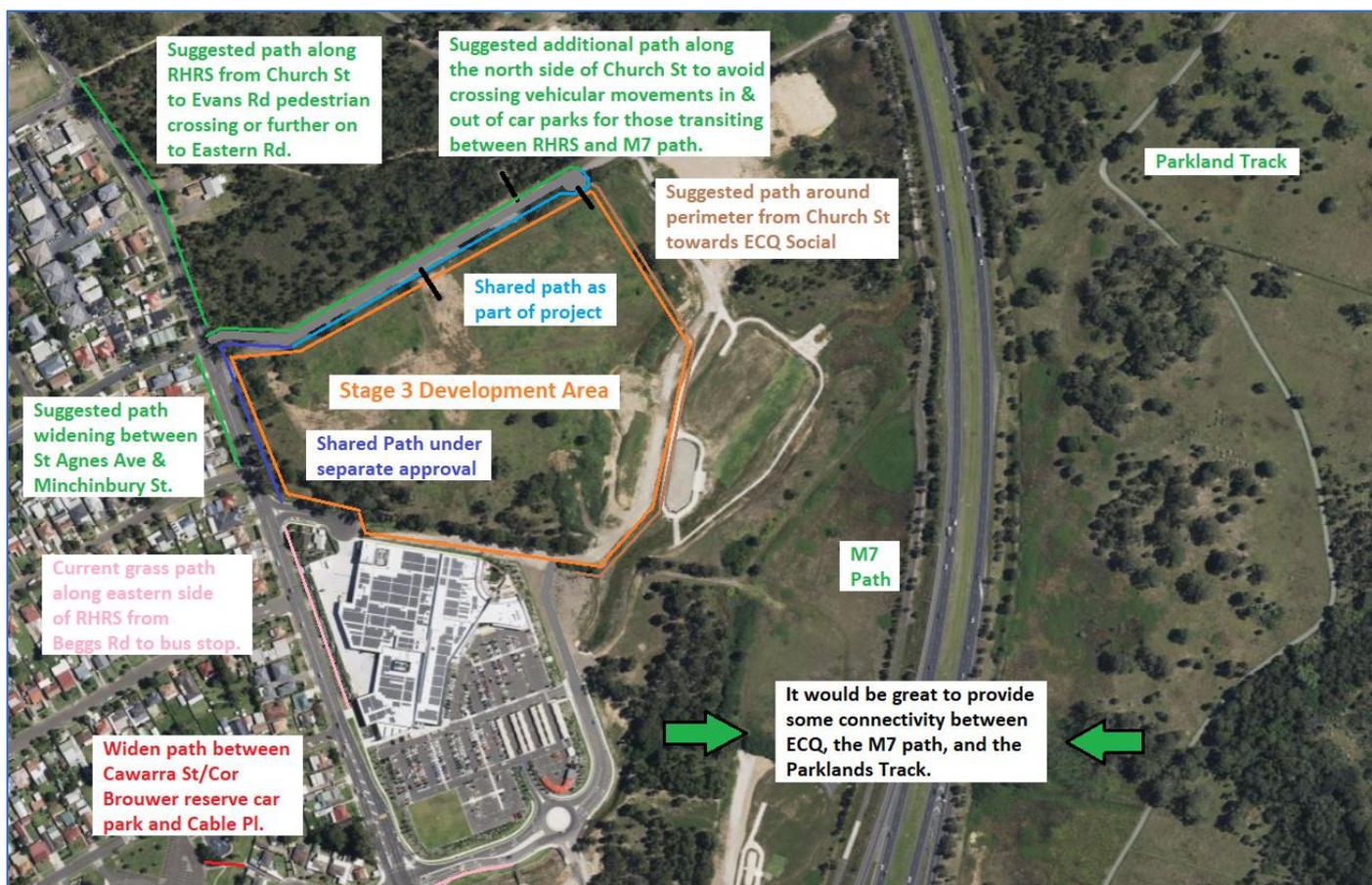


Figure 4 – Suggested paths leading into the northern section of the precinct.

CAMWEST would like to see shared path linkages feeding into the precinct from the surrounding community. We believe that this is the first step in encouraging residents to replace some of their driving trips with riding.

1. The above map shows two segments of shared path already outlined in the detailed plan:
 - a. The shared plan along the south side of Church St until the realignment curve (light blue line).
 - b. The extension, presumably by TfNSW, for the remainder of Church St and then around into RHRs and heading south as far as Beggs Rd (dark blue line).
2. As proposed in Appendix R above:
 - a. The continuation of the shared path from Beggs Rd to the start of the current 1.5m path at the bus stop opposite Cawarra St (Mauve line)
 - b. The widening of the current footpath between the bus stop and the GWH, crossing over Goldsbro Glade. The crossing lanterns at this intersection should be changed to combined pedestrian/cycling lanterns.
3. The construction of a shared path along the northern side of Church St, so riders traversing between RHRs and the M7 path don't have to cross the Stage 3 above ground and underground car park driveways.
4. Widen 110m of current footpath on the western side of RHRs between Minchinbury St and St Agnes Ave to shared path width. This would provide a relatively low traffic route from Minchinbury St (and the Minchinbury suburb on the other side of the GWH) into the precinct.
5. Build a shared path along the eastern side of RHRs north from Church St to at least Evans Rd pedestrian lights or preferably up to Eastern Rd.
6. Use combined pedestrian/bicycle lanterns on the new signalised intersection of Church St, St Agnes Ave and RHRs.
7. Build a path around the external walls of Stage 3 to bring riders from Church St into ECQ Social (Brown line).
8. Particularly if 7 can't be accomplished, build a more direct path from ECQ (and in particular ECQ Social) to the M7 path.

9. If logistically possible and not too expensive, provide a connection from the Parklands Track under or over the M7 onto the M7 shared path. This should be closely aligned with 8, so the residents of Bungarribee have the shortest practicable route into the ECQ precinct. The best place for an underpass of the M7 may be near the GWH toll gantries.
10. Either build a new shared path from Cawarra St to Cable Place through Cor Brouwer Reserve or widen existing 1.5m path which runs from the reserve car park to Cable Place.



Current 1.5m wide path from Cor Brouwer Reserve carpark to Cable Place.

➤ Closing Comments

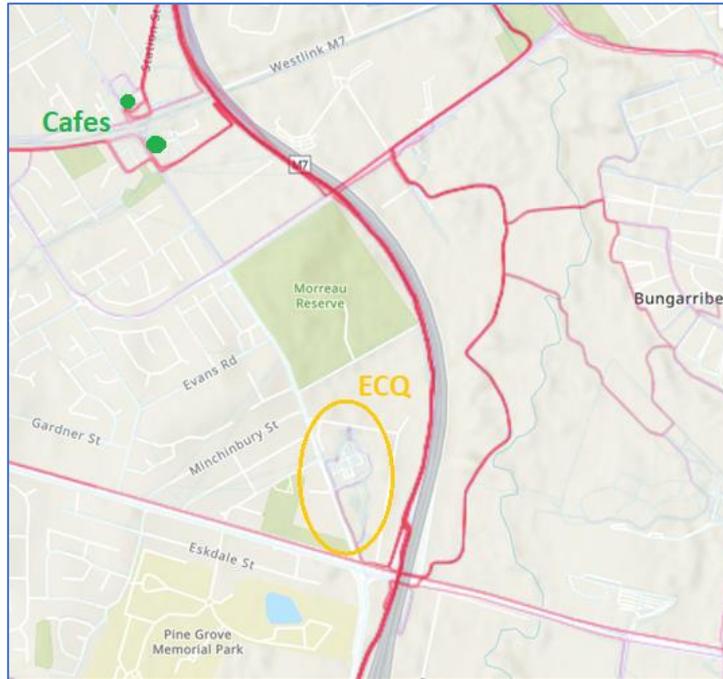
- We are disappointed that to date ECQ, ECQ XL and surrounds seem largely unwelcoming to cyclists, given they are part of the generally cycle friendly Western Sydney Parklands. Given the proximity to both the M7 shared path and the Parklands Track we would expect the precinct would potentially be a popular destination or stop-over point for riders. While some are now visiting, with proper connectivity and wayfinding signage we feel the number of cyclists and revenue for businesses within the precinct could increase.
- Now that we've realised the relative ease of accessibility of the T-Spoon café, we can consider incorporating this into some of our group rides. We look forward to the time when cycling infrastructure improves leading to other sections of the precinct become more accessible.
- We encourage you to look at the suggestions presented to try and make Stage 3 more appealing for riders.
- We are keen to receive clarification on whether the path along RHRS between Beggs Rd and the GWH is really planned to be built, and if so, an approximate timeframe.
- Water bubblers and a bike repair station (Similar to the Saris Deluxe Public Work Stand, Wheel Chock and Outdoor Public Bike Pump installed at the M7 water bubbler) may help attract riders to the precinct.
- We are happy to clarify or elaborate on any of the points or suggestions outlined in the feedback.

Prepared by Rob Kemp with input from a few others on behalf of CAMWEST.

➤ Appendix A - Rider Heatmaps:

The below heatmaps are of publicly available riding data using two of the most popular riding platforms – Ride with GPS (RWGPS) and Strava. Strava is probably more widely used and geared towards the more serious riders (and hence may traverse busier roads), whereas RWGPS is likely more used by social riders. There are several caveats to keep in mind when viewing data from these platforms:

- One person riding a route multiple times may appear the same as multiple people riding the route once.
- Both platforms only capture a percentage of those riding bikes; a lot of riders may not use an app, or if they do use one of these apps, may choose to keep all or some of their data private.



[RWGPS Heatmap](#) of the last 2 years of publicly available riding data in the area.



[Strava Cycling Heatmap](#) of the last 12 months of riding in the area.
(Note: Map displayed in detail above using a free Strava account)