

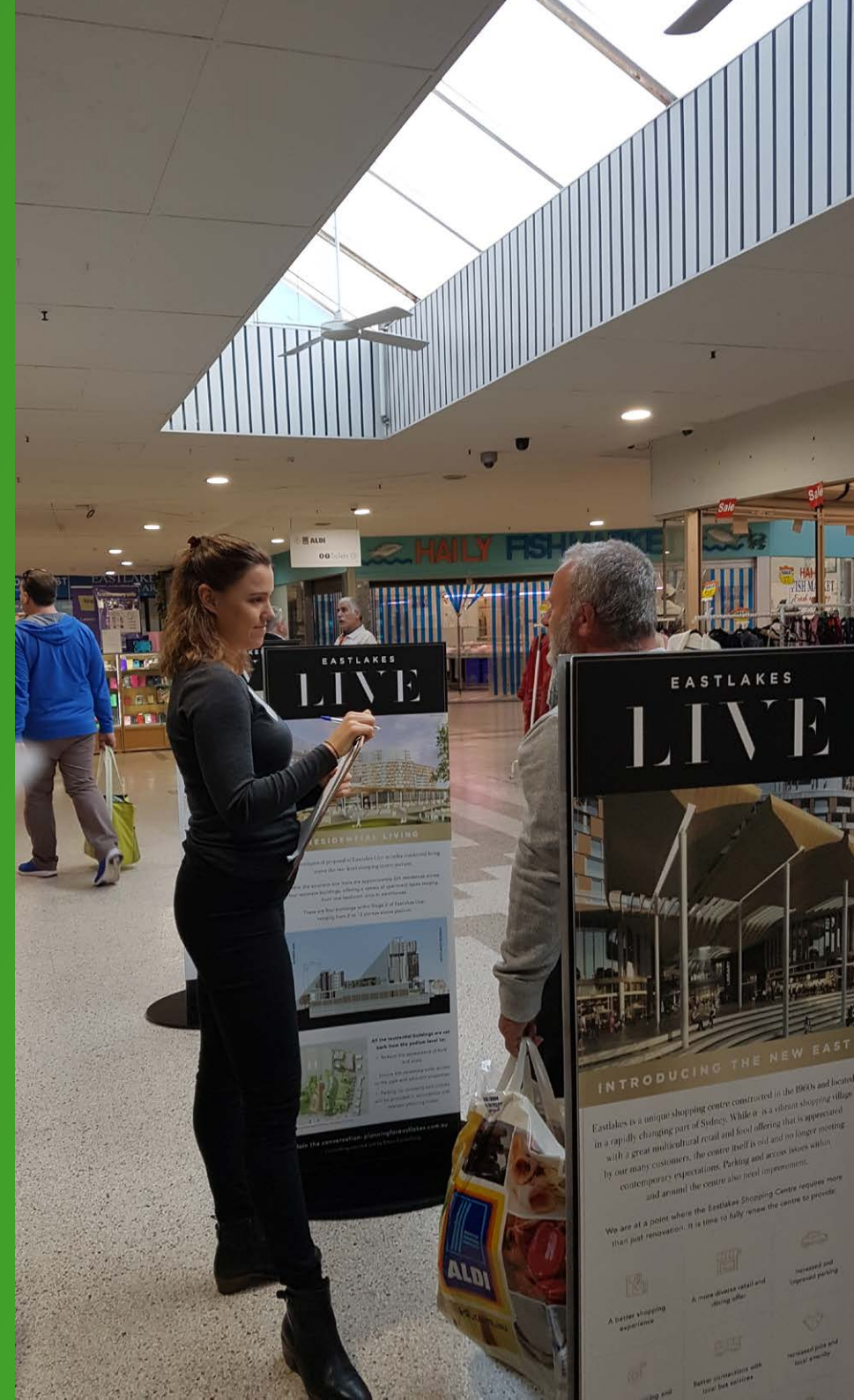
Outcomes Report Eastlakes Shopping Centre redevelopment community engagement

AUGUST 2018 REVISED MAY 2019



PREPARED BY

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1

Engagement Summary

The Project

Crown Group is seeking to renew the Eastlakes Shopping Centre as the retail hub for the rapidly changing area, the inclusion of residential provides the opportunity to create a space the community will come to for more than shopping. The proposal seeks to create a community hub that draws people for access to services, amenities and social interaction.

The present centre is well liked by locals although the extent of the offer, general appearance and difficulties with traffic and parking figure commonly in customer feedback.

In 2013 Crown Group, the owners of the centre, received Council approval to redevelop the centre and the adjacent northern site as a mixed use residential and retail precinct. In view of the significant change within the surrounding area, Crown Group is now looking to lodge a Section 75W to modify the existing approval with the NSW Department of Planning and Environment increasing height from up to 5 storeys above the podium to up to 15 storeys above the podium.



Purpose of Engagement

It is important to Crown Group that the broader community contributes their ideas and feedback to the Eastlakes Shopping Centre upgrade. Community pop-up sessions in the centre served as an introduction to the proposed modifications and were complemented by a series of briefings with the local council, key stakeholders and community representatives. Consultation also included relevant local, state and Commonwealth Government authorities and service providers.

By asking for feedback on the proposed plans, existing centre operations and community needs and aspirations Crown Group have initiated a conversation with the community which will continue during the public exhibition period, the detailed design development process and through to construction. Crown Group are committed to an inclusive, transparent process.

Engagement with the council and NSW Government agencies identified key areas of interest and important suggestions for the project team to consider.

The focus of this phase of consultation was to:

- » Communicate the proposed modification to the existing approval for the Eastlakes Shopping Centre upgrade and collect information to inform and enhance the project
- » Gain insight into what the community and stakeholders feel the centre should provide in terms of retail and services and importantly how the design and the community spaces could support the delivery of a local hub that supports their vision for the Eastlakes Centre as the area grows and evolves
- » Understand what aspects of the centre's character the community feel are important to retain and how the renewal could deliver changes they would like to see
- » Foster strong lines of communication between the project team, stakeholders and community
- » Ensure that adjacent stakeholders are aware of the project and consulted directly where appropriate
- » Proactively identify and manage project risks and impacts
- » Fulfil the consultation requirements of the SEARS.

2

Communications

Project website

Communications aimed to provide the opportunity to understand what is proposed for the site, ask questions, and share thoughts both about the plans and community needs and aspirations.

Engagement was designed to reach neighbouring residents, centre users and key stakeholders.

- » A dedicated project website was established to provide information for community and stakeholders, the site was launched on 17 May 2018.
- » Between 17 and 26 May the 'Planning for Eastlakes' web site received visits from 71 new users. The average time on the webpage is 2.57 minutes.
- » Information provided included:
 - » Key features
 - » What is proposed. The web page included link to displays)
 - Overview
 - Vision
 - Planning
 - New shopping hub
 - Residential
 - Access and transport
 - » Frequently Asked Questions. **The FAQs are included at Appendix B.**
 - » Planning process

The feedback page on the website provides the opportunity to make comment and ask questions. The feedback form was also provided at the pop-up sessions.

A flexible and easily adaptable communication tool, the website was used as a source of detailed project information and will be updated as planning progresses.

Eight information panels were developed displaying information about the project, artist's impressions and diagrams. The panels have been loaded on the project website and also printed and displayed at the Pop-up.

Displays

sessions in the Centre and remain displayed on site. The project website address is included for further information and to provide feedback.

The information displays are included at Appendix A.

Feedback form

The feedback form asked for comment on the proposal and what was important to consider as planning progresses.

Respondents were also asked to provide information about themselves if they were happy to do so.

The feedback form is included at Appendix E.

On 17 May 2018, an A4 notification was distributed to 2,260 residents and businesses in the area surrounding the Centre.

The distribution map is included in Appendix D.

Flyer

The flyer is included at Appendix C.

Face to face opportunity to explain what is proposed, clarify misconceptions and seek comments on the proposal and local and visitor needs and aspirations. Ensuring the redevelopment of the site is reflective of both current and future users aspirations and demands to build a strong sense of community ownership.

Target wide demographic, ensuring a wide range of views and opinions are recorded and considered in the lead up to DA lodgement.

Pop – up events

Three Pop-Up events were held at Eastlakes Shopping Centre on:

- » Thursday 17 May 2018, from 4pm – 7pm (51 people engaged)
- » Friday 18 May 2018, from 2pm – 5pm (27 people engaged)
- » Saturday 19 May, from 10am – 2pm (90 people engaged)

Total people engaged: 168

Events were promoted through:

- » A flyer delivered to 2,260 local residents
- » Updates on the Eastlakes Live Website
- » Temporary display boards in Eastlakes Shopping Centre

The information displays are included at Appendix A.

3

What we heard

Key insights

Design

- » The need for renewal as soon as possible
- » Concern about increased traffic flow and congestion
- » Support for the proposed car park access changes and entry storage area which is a queuing area within the car park to prevent cars blocking traffic at the car park entry
- » Suggest inclusion of kiss and ride, uber/taxi points and community transport drop off and pick up
- » Concerns regarding the proposed height of the residential component and what it will look like from the surrounding area
- » Support for the inclusion of setbacks and the need for a range of different building heights for the residential buildings
- » Support for the open central space within the centre and improved pedestrian links to the surrounding area

Offerings, amenity and sense of place

- » Keep multicultural food offerings
- » Ensure affordable food options remain
- » Would like to see the area activated with more people around, especially in the evenings
- » Lots of new young families have moved into the surrounding area, would love to have a modern, inviting, safe and well maintained new shopping centre with community spaces
- » Would like to see a gym, with extended hours
- » Inviting cafés and restaurants, not just good food but a nice setting
- » Include non-retail spaces to meet friends, sit and people watch
- » Support for some form of community activity. This could be a library, community centre, spaces for classes, IT/business centre hub, study spaces, room hire
- » Strong support for child care

Detailed feedback

Pop up events

Overview

Accessibility is important for people with mobility constraints who use walkers, wheelchairs etc as well as people with prams. Current accessibility within the centre is poor, with access via stairs and/or non-compliant ramps. The surrounding footpath network to access the centre is in poor condition and some new sections of footpath associated are quite narrow.

Three Pop-Up events were held at Eastlakes Shopping Centre as outlined in this report at 2. These sessions were informal and the community could 'drop in' at any time during the session. Elton Consulting staff spoke to shoppers and explained the concept for Eastlakes Live South Site, answered questions and sought verbal and written feedback on the current concept plan, what they would like to see included in terms of retail, services and community spaces, what aspects of the character were important to retain and how the renewal could contribute to their vision for the area as it grows and evolves.

The majority of attendees expressed support for redevelopment and the improvement in amenity it would bring, with a large number of people commenting they would like it to happen as soon as possible. There were a number of comments about traffic and concerns about an increase in road congestion, with support for the proposed changes to access to the car park. Some attendees also expressed concern about the proposed 15 storey height. Setbacks and the range of heights throughout the site were considered to be good design and the open central space with pedestrian links to surrounding streets was welcomed. Overall, the feeling was that the existing shopping centre needs an overall revitalisation as soon as possible.

Attendees sought clarification over issues such as parking and traffic, scale and size, and elements of the design. The key comments and conversations from the pop ups are captured below.

Detailed feedback

Pop up events

The redevelopment and proposed design

- » Acknowledgement that the existing space is run down and needs to be updated. Quotes include:
 - “ Anything would be better in the area ”
 - “ Shopping Centre design looks beautiful ”
 - “ Progress- it’s go to happen ”
 - “ Can’t happen soon enough ”
 - “ Any improvement to the area is good”
- » Designs to encourage people out into the area improving the sense of community would be appreciated
- » Attendees liked the open design and liked that the shopping centre would continue to be a meeting place for people
- » The open design would encourage neighbours to interact with the space
- » People expressed support for the way the centre design incorporated the surrounding green area and flowed into the park
- » People really liked Council’s upgrade of the park and said this has brought people out into the area and with more people around they felt safer
- » Some attendees felt it was important to differentiate the site and the adjacent park noting that the park was not part of the development
- » More trees could be planted around the centre, along the footpath
- » Attendees commented that a renewal of the shopping centre would positively impact the community and local property prices
- » One attendee commented that Racecourse Plaza is an unsuitable name and that the name should reflect the local area, e.g. Evans Plaza
- » One community member questioned why there were no ground level apartments on offer and that these would be ideal for the older generation

Detailed feedback

Pop up events

The project scale and scope

- » Concern was expressed about the height of the development
- » Some people commented that there are too many apartments planned
- » Concern expressed that developers are not listening to the community, development is too big for local infrastructure

What they would like to see

- » Multiple requests for more cafés and restaurants to visit with friends and family, which overlook the park
- » Many people saw the development as an opportunity to improve the local nightlife and offer fancy and exciting shops and place, providing the community with a day and night venue to visit other than the City or Maroubra

“it would be good to get out of my house because there’s nothing to do around here”

- » Many commented that the updated centre would provide opportunity to implement strategies that ensured shopping trolleys would not be left on the streets and make the area unsightly
- » Attendees were asked about what types of spaces, shops and facilities including community facilities they would like to see at the new Eastlakes Live. These include:

Retail / hospitality

- » wider range of cafés and restaurants, modern and with a range of price points
- » affordable fresh food options
- » Woolworths, Aldi and fruit shop must stay
- » fast food options, e.g. McDonalds, KFC and Hungry Jacks
- » venues with opportunities for dancing at night

Detailed feedback

Pop up events

What they would like to see

Retain existing shops and multi-cultural vibe

- » Shoppers shop at Eastlakes particularly for the low prices and multi-cultural shop options
- » Concern that with renewal, the centre will lose its “rustic, authentic realness”
- » Attendees expressed disappointment if existing shops could not afford new rent prices
- » Concern that the new development would reduce the affordability of shopping
- » People acknowledged that the area is changing but felt the area should not lose its cultural diversity
- » Reasons people shop at Eastlakes Shopping Centre include:
 - Diverse and multi-cultural shopping options
 - Low and affordable prices
 - Different types of retailers, including locksmith, post-office, Aldi, real butchers, and medical facilities
 - If these left, many shoppers said they would not visit the centre as much

“I come here for the different shops but would not come if they all leave or become expensive”

Services

- medical and dental facilities including GP
- banks
- travel agent
- 24-hour gym
- general fitness spaces
- childcare services
- cinema

Detailed feedback

Pop up events

What they would like to see

Community spaces

- » play area and playgroup for new mums in the area
- » library – mixed feedback was received about having a library in Eastlakes Live; some attendees felt that there were enough local libraries (e.g. Eastgardens) and that the space could be used for something else, whilst others supported the inclusion of a public library
- » community centre
- » spaces to hire for private events
- » senior services
- » services to support older people; spaces where older people can go, sit and talk to people, and ask for help if they need it
- » english learning centre particularly for seniors
- » family friendly spaces
- » community spaces for activities such as meditation and yoga
- » swimming pool
- » cultural events and services

Access

- » neighbourhood shuttle bus for people with restricted mobility and unable to access the centre without assistance
- » kiss and ride and uber / taxi points and space for community bus pick up and drop off
- » will be great to have good ramps, the ones in the centre are very steep

Darling Quarter



Artist's impressions for illustrative purposes

Detailed feedback

Pop up events

What they would like to see

Parking, traffic, and transport links

- » concerns about the increase in traffic
- » requests for further information about how surrounding streets will cope with the increase in traffic
- » suggested a direct exit onto Gardeners Road from the Eastlakes Live North site to reduce congestion on Evans Avenue
- » Would like to see the roads surrounding the centre widened, more lanes needed to handle the increase in cars
- » Some attendees expressed that they may be less inclined to visit the centre if traffic increased and it was hard to find parking
- » Interest in knowing the ratio of residential parking compared to parking for shoppers
- » Attendees were very interested in knowing how many carpark spaces there would be
- » Comments that pedestrian and cycling connections to Kingsford need to be improved
- » Improved bus routes are needed to link with centre
- » Requests for better walkways through and around the shopping centre

Project length

- » Some attendees noted construction fatigue, while they were in support of the project, it seemed to be taking too long to complete
- » Quotes received include:
 - “Every year they say development will happen”**
 - “It’s taking too long”**
 - “Why is it taking so long?”**

Detailed feedback

Stakeholder meetings and feedback

Bayside Council

8 May 2018

- » Proposal needs to demonstrate alignment with the Strategic Context, both state and local
- » Open space considerations, investigate options for the way the local centre interfaces with and addresses the local park
- » Social and community impacts need to be considered
- » Apply place based urban design
- » Consider the traffic and transport impacts
- » Housing Strategy for the area has not yet been developed, consider housing targets identified in the Eastern City District Plan
- » Potential projects identified for the Eastlakes Reserve include further upgrades to paths, a new gazebo/shelter/rotunda, an additional fitness station and senior play items and renewal of the basketball court

Transport for NSW

10 May 2018

- » Focus on planning for the next 0-10 years – there will be increased bus services to meet increased demand, consideration will be given to light rail connections and future metro stations
 - Annual reviews of services, 'Growth Service Program', is undertaken which consider changes in population
 - As the light rail nears completion planning for additional services on Gardeners Road connecting to light rail services will be finalised
 - The increase of services to support the growing population in and around Green Square has a flow on effect for services to the Mascot/Eastlakes area, providing these areas with additional connections to the city
- » Appreciate being kept informed about plans for the site to assist with service planning

Detailed feedback

Stakeholder meetings and feedback

South Eastern Community Connect (SECC)

Meeting 15 May 2018

SECC delivers a wide range of services, programs and advocacy supporting young families, seniors, people living with disabilities and people from diverse cultural backgrounds.

Key points:

- » Very culturally diverse area, SECC programs are not tailored to micro groups, the focus is on interest-based programs
- » A community based on location creates a sense of belonging
- » Demographics in the area are changing
- » Ongoing affordability is a key issue, maintaining affordable food and services is important
- » With an ageing population, support services such as community transport are in high demand, it will be important to maintain pick up and drop off access to the centre
- » Accessibility and walkability is an issue as local footpaths providing access to the centre and nearby public open space are narrow and not well maintained

Suggestions for community spaces / services:

- » Don't consider a library would be the best use of community space with established libraries at Eastgardens and Maroubra and a new library and community precinct opening at Green Square before the end of 2018
- » Propose multi-purpose spaces that would facilitate activities such as:
 - Youth retraining
 - Kitchen skills training and reablement of skills
 - Seniors activities such as yoga and light exercise
 - Mums respite space to connect with other mums while children are in the childcare centre, playgroup and mothers group
 - Noted that there are now better opportunities for working with Council with more community spaces becoming available and accessible
 - Indoor play spaces
 - Art spaces
- » Contribution to Council park, consider some value adds such as a community garden or healing garden, community art project

Detailed feedback

Stakeholder meetings and feedback

Eastlakes Public School

Meeting 15 May 2018

- » Look forward to a renewed centre, considers it to be positive
- » Haven't heard discussion about the centre amongst the families

Key points:

- » School is currently seeking to increase enrolment numbers, believes JJ Cahill High School is in the same position
- » Keeping some affordable and multicultural shopping will be important for many of the families,
- » Support for a Library and Childcare
- » Important for mums at home to have places to interact with the community, social spaces within the centre, community spaces for English classes, art workshops
- » Any extra amenities in the park would be great; skateboard area, cycleways

Market Square



Examples for illustrative purposes

Detailed feedback

Stakeholder meetings and feedback

Centre businesses

Meeting 15 May 2018

An update on the progress of work on the northern site was provided with retailer occupation expected in 2020. Leasing expressions of Interest to be sent out by June 2018 and ALDI has been confirmed.

- » Traders asked about timing for the northern and southern sites, with the northern site expected to be operational by the beginning of 2021 and the southern site still in planning
- » Number of shops on each site, with 13 including Aldi on the northern site with numbers on the southern site to be finalised as planning progresses, expected to be around 60
- » Questioned whether the smaller centre on the north would be disadvantaged when the larger southern site opens, it was noted that the northern and southern sites would not be set up to compete with each other and future retailers planning is underway to get the mix right
- » Questions related to business sustainability such as the number of proposed residences which would generate trade, expected population growth, number of car spaces for retail, amenities
- » Questions related to impacts during construction of the centre on the southern site including parking, staging, noise car park access during construction on the southern site
- » Feedback was generally very positive, **“Looks great”**
“I really like it”
- » Like the improved loading dock / waste collection
- » Look forward to improvements to air conditioning
- » Key inclusions for the new centre:
 - Air-conditioning
 - Accessibility, ramps – prams and elderly or mobility impaired people
 - Pick up point – kiss and ride, taxi, uber
 - Car wash
 - Valet parking
 - Bank

Detailed feedback

Stakeholder meetings and feedback

Land and Housing Corporation (LAHC)

Meeting 18 May 2018

LAHC holds over 600 properties within the immediate area.

- » These are predominantly larger apartment blocks.
- » FACS manages the bulk of these with a few operated by the AHO and St George Community Housing.
- » Around 60% of residents are on disability or aged support.
- » Less than 6% of social housing households within the area have children

Key issues for consideration:

- » If project proceeds LAHC would like to be consulted in development of Construction Management Plan (CMP). Maintaining emergency access and access for community transport during and after construction is a key consideration.
- » Loss of local shopping facilities during construction has potential to impact on residents.
- » Access is quite difficult for pedestrians as the local footpath network is poor for people with mobility issues. The local streetscape appearance is also poor. People within social housing have viewed improvements to the park favourably.

Feedback on the proposed new centre:

- » Would be good to improve DDA compliance and overall access
- » Continue to offer very affordable food and groceries to ensure people living on low incomes can still utilise the centre
- » Some community use or space would be beneficial
- » A local pharmacy and medical services is a real advantage
- » Improvements for community transport would be valued

LAHC would like to:

- » Understand the affordable housing offer
- » Be informed when application goes on exhibition
- » Continue the discussion particularly around the CMP

4

Ongoing engagement

Project website

Crown Group have made a commitment to continue to engage with the community and stakeholders to keep them up to date and to inform planning.

The project community engagement website, www.planningforeastlakes.com.au has been established as a contact point for information and feedback.

The site will be used to provide:

- » regular updates on the planning process and where we are at
- » opportunities to have a say including formal submissions during any public displays
- » information about development applications to support public display processes
- » a platform for surveys and polls to gain further insights into community needs and aspirations for public amenities and services. including priorities

Community newsletters / postcards

Community newsletters / postcards will be used at key points in the planning process to ensure neighbours are aware of:

- » the project website
- » what is proposed
- » opportunities to inform public amenity
- » opportunities to make formal comment during public displays
- » how to contact the project team to ask questions or share feedback

Information sessions / pop-ups

Would be held to support public display of development applications and to seek feedback on public amenity needs, aspirations and priorities.

Community Advisory Committee

A community advisory committee is proposed comprising a representative group of community and stakeholders to test ideas to inform planning and construction management and to support effective responses to community issues and concerns.

Ongoing Engagement to Date

November 2018

Communications supporting public display

Website update

Project update 'where we are at' information about the public display and opportunity to make submissions.

DPE link details to view detailed plans and make formal submissions.

Shopping Centre display

Advising project is on public display

Proposal diagrams

DPE link details to view detailed plans and make formal submissions

Project email address to view information and register for updates.

February 2019

Project update and encourage the community to register for updates

Website update

Project update 'where we are at' advising the project team are currently reviewing all submissions received during the public display period.

Community flyer / e-news

Project update South Site 'Where we are at' advising the project team are currently reviewing all submissions received during the public display period

Proposed key features

Project update North Site

The flyer is included at **Appendix F.**

Shopping Centre display

Project update South Site 'Where we are at' advising the project team are currently reviewing all submissions received during the public display period

Proposed key features

Project update North Site

The display is included at **Appendix G.**

5

Appendices

A Displays

EASTLAKES

LIVE

INTRODUCING THE NEW EAST

Eastlakes is a unique shopping centre constructed in the 1960s and located in a rapidly changing part of Sydney. While it is a vibrant shopping village with a great multicultural retail and food offering that is appreciated by our many customers, the centre itself is old and no longer meeting contemporary expectations. Parking and access issues within and around the centre also need improvement.

We are at a point where the Eastlakes Shopping Centre requires more than just renovation. It is time to fully renew the centre to provide:

<p>A better shopping experience</p>	<p>A more diverse retail and dining offer</p>	<p>Increased and improved parking</p>
<p>Enclosed servicing and loading facilities</p>	<p>Better connections with local bus services</p>	<p>Increased jobs and local amenity</p>
<p>A beautifully designed centre with new gathering spaces</p>	<p>Opportunity for improved landscaping in surrounding streets and parks</p>	<p>Premium residential apartments above to add to the vibrancy of the area</p>

Join the conversation: planningforeastlakes.com.au

Consulting carried out by Elton Consulting

A Displays

EASTLAKES
LIVE



PLANNING

In 2013 Crown Group, as the owners of the centre, received Council approval to redevelop the centre and the adjacent northern site.

In view of the significant change within the surrounding area, Crown Group is now looking to modify the existing approval to create Eastlakes Live. The proposal covers the north and south sites shown below in orange.



We recognise the important role Eastlakes Shopping Centre plays within the local community and also the impact of some of our existing operations. We believe our proposed plans will help to address many of these issues.

Prior to lodging an application with the NSW Department of Planning and Environment, Crown Group is keen to talk with neighbours and local business about our plans for the centre and Eastlakes Live precinct. We look forward to your response to this proposal. The Department of Planning and Environment will place the application on exhibition at which there will be more opportunities to provide feedback.

Join the conversation: planningforeastlakes.com.au
Consulting carried out by Elton Consulting

A Displays

EASTLAKES
LIVE

MARKET SQUARE
Fresh Produce / Local Businesses

EVANS HIGH STREET
Specialty Retail & Fast Food

GARDENERS ROAD
Landscaping

EVANS ALIDE
Urban Design & Traffic Calming

SOCIAL
Child Care / Medical Suites /
Community / Arts / Gym

WESTERN VERANDAH
Family Dining

Potential improvements
to park subject to
council approval

THE FUTURE VISION

Once complete, Eastlakes Live will still have a unique and extended multicultural offering that makes it different to the typical shopping centre. With the incorporation of quality apartments, it will be a new place that residents will be able to call home.

The table outlines key facts and figures regarding the existing approval and the proposed modification.


EXISTING APPROVAL	PROPOSED MODIFICATION
Around 14,500sqm of retail	Around 19,000sqm of retail
400 apartments	620 apartments
Buildings ranging from 2 to 5 storeys above podium	Buildings ranging from 2 to 12 storeys above podium
940 car spaces	1770 car spaces

Within 10 minutes by public transport of 220,000 jobs and within a 10 minute drive of over 550,000 jobs, the proposed modifications would service retail and residential needs as well as providing more public spaces.

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A Displays

EASTLAKES LIVE

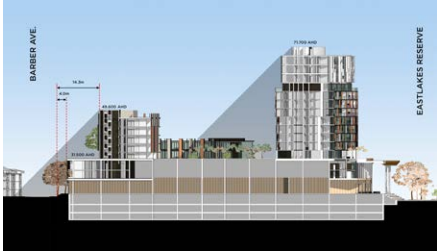



RESIDENTIAL LIVING

The development proposal of Eastlakes Live includes residential living above the two-level shopping centre podium.

Within the southern site there are approximately 534 residences across four separate buildings, offering a variety of apartment types ranging from one-bedroom units to penthouses.

There are four buildings within Stage 2 of Eastlakes Live, ranging from 2 to 12 storeys above podium.

All the residential buildings are set back from the podium level to:

- Reduce the appearance of bulk and scale
- Ensure the necessary solar access to the park and adjacent properties
- Parking for residents and visitors will be provided in accordance with relevant planning codes


Please note: potential improvements to park subject to council.

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Consulting carried out by Elton Consulting

A Displays

EASTLAKES LIVE



Example of public park reserved in Darling Quarter

ACCESS AND TRANSPORT

INTEGRATION WITH THE EASTLAKES RESERVE

Eastlakes Live has been designed to present a much more attractive face to the park reserve. FJMT, the architects of Eastlakes Live, have had extensive experience in successfully integrating buildings and outdoor spaces through developments and precincts like Darling Quarter in Darling Harbour.





Throughout the preparation of the application, Crown Group will work with Bayside Council to explore potential opportunities to improve the Eastlakes Reserve and surrounding streetscapes. We would be keen to know what kind of improvements the community would like to see.

ACCESS

The redeveloped centre will be better integrated into the surrounding pedestrian, road and bus networks. The retail centre is the major generator of vehicle movements to and from the site. There is no significant increase of retail space in the modification. The additional residential component would contribute an extra 50 vehicle movements an hour at peak times.

PUBLIC TRANSPORT

In addition to existing transport links, the area would benefit from future public transport initiatives committed to or to be investigated within the next 20 years as part of the Future Transport strategy. These include:

 <p>CBD and South East Light Rail extension to Maroubra Junction</p>	 <p>Harbour CBD to Green Square mass transit link improving public transport along Botany Road</p>
 <p>Centre-serving transport links:</p> <ul style="list-style-type: none">* Green Square to La Perouse bus links* Eastern Suburbs to Inner West bus links* Improvements to complement CBD and South East Light Rail	 <p>Complete missing links in the bicycle network to encourage short trips to centres and services, freeing road capacity for public transport and longer distance drivers.</p>

Join the conversation: planningforeastlakes.com.au
Consulting carried out by Elton Consulting

A Displays

EAST LAKES

LIVE

ACCESS AND TRANSPORT

Context and Urban Response

Improved footpaths and connections would make it easier to walk to the centre and nearby bus stops

The redevelopment is adjacent to the city-serving transport corridor linking Kingsford to Mascot station which was identified in the recent state infrastructure strategy

Increased parking and improved vehicle access arrangements will help alleviate present issues with traffic accessing the centre


Increased parking and improved vehicle access arrangements will help alleviate present issues with traffic accessing the centre

Join the conversation: planningforeastlakes.com.au

Consulting carried out by Elton Consulting

A Displays


EASTLAKES LIVE



EASTLAKES LIVE: A NEW SHOPPING HUB


1 THE WESTERN VERANDAH

A new grand verandah forming a vibrant and active edge to the park.
A place to meet, dine and watch the life of the park unfold.



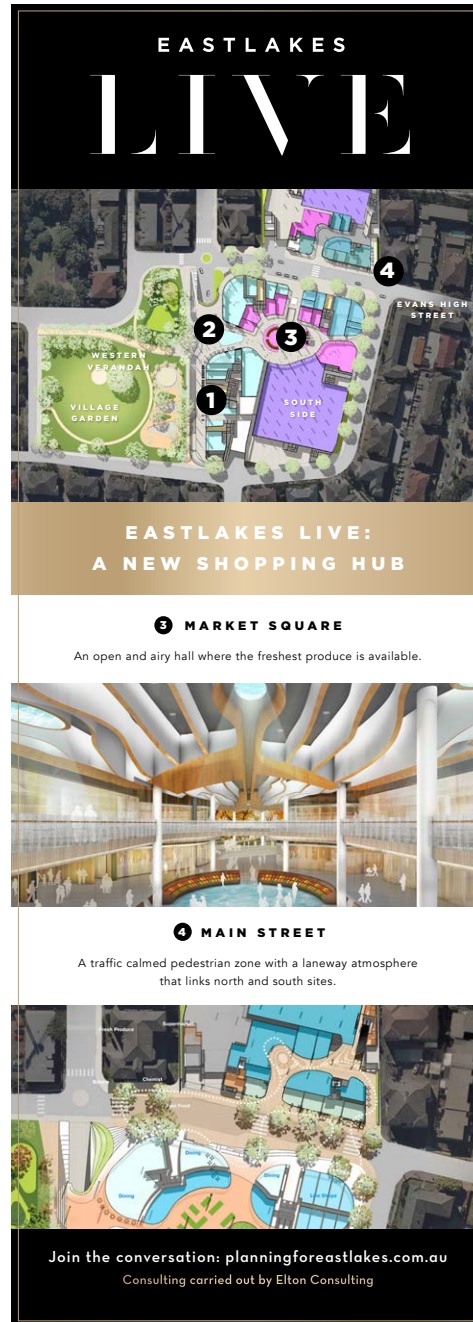
2 RACECOURSE PLAZA

A new forecourt providing a transition zone between the surrounding suburb and the revitalised town centre.



Join the conversation: planningforeastlakes.com.au
Consulting carried out by Elton Consulting

A Displays



B FAQs

FAQs

Eastlakes Shopping Centre south side site

WHAT IS PROPOSED FOR THE EASTLAKES SHOPPING CENTRE SITE?

- » Mixed-use development with varying heights throughout the site of up to 15 storeys, comprising approximately:
 - > 38,000 sqm of residential floor space accommodating a diverse mix of 460 apartments with associated new parking
 - > 6,900sqm for retail uses
 - > 1,700sqm restaurant/cafe
 - > 3,650sqm for other commercial and community uses
- » Creation of vibrant new centre with improved accessibility and permeability throughout the site
- » New public plaza with landscaping that would address the adjoining public park
- » New pedestrian and vehicle access to improve traffic flow surrounding the site
- » Parking for both retail and residential would be provided as per relevant codes
- » Enclosed servicing consolidated into a single loading dock would significantly increase neighbourhood amenity compared to the current arrangements
- » Landscaping would occur around the new centre to improve local streetscapes
- » Demolition of existing building and necessary enabling works required for project

WHY IS THE PROPOSED DEVELOPMENT BIGGER THAN THE 2013 APPROVED PLANS?

Eastlakes is a unique shopping centre located in a rapidly changing part of Sydney.

The centre was constructed in the 1960s. While it is a vibrant centre with a great multicultural retail and food offer that is appreciated by our many customers the centre itself is old and no longer meeting contemporary expectations. It also has very constrained parking which is causing traffic accessing the centre to at times queue in surrounding streets. Similarly, garbage and servicing is located in an area that is having impacts on the amenity of our neighbours.

We are at a point where the centre requires more than just renovation. It is time to fully renew the centre. Once complete it will still have a unique multicultural offer that makes it different to the typical shopping centre. With the incorporation of quality apartments, it will be home to new residential community as well.

The redeveloped centre will be better integrated into the surrounding area and improved parking and servicing arrangements will help to alleviate present issues with traffic accessing the centre.

WHY A MIXED-USE DEVELOPMENT?

We are looking at the long term, this is a great location in close proximity to employment and transport and infill development encourages better utilisation of space in a highly desirable area.

Incorporating retail, services, residential and public spaces within a site creates vibrant and active community hubs, places where people can meet and socialise.

Increased activation reduces anti-social behaviour and promotes passive community surveillance on and around the site.

B FAQs

WHY INCREASE RESIDENTIAL DEVELOPMENT BEYOND WHAT IS PRESENTLY APPROVED?

Since the 2013 approval for the site, population forecasts in Sydney have changed. The Greater Sydney Commission released updated forecasts in April this year along with the release of the final Eastern City District Plan.

HOW MANY LEVELS WILL THERE BE?

3 – 15 storeys

WILL THE PROPOSED HEIGHT CAUSE OVERSHADOWING OF HOMES AND PUBLIC OPEN SPACE?

Overshadowing can be managed through high quality and sensitive urban design to minimise impacts. The architects use 3d modelling to ensure they comply with ADG (Australian Design Guidelines) requirements.

The proposal incorporates additional setbacks from the boundary and, in parts, a 'stepped built form' design approach in recognition of the transition to the existing dwellings along the opposite side of Barber Avenue as well as Eastlakes Reserve. The proposal will demonstrate acceptable solar access is maintained to these existing dwellings and overshadowing is minimised to Eastlakes Reserve.

Shadow impacts from the new development have been carefully considered during the design process. Detail consideration has been given to the bulk and form of the new buildings such shadow impacts are mitigated to the surrounding public domain, with particular consideration of Eastlakes reserve. Detailed computation analysis shows that the new building will not overshadow the park after 10.00am in midwinter. Additional analysis has been undertaken to ensure any shadow impacts upon neighbouring residential properties are limited to those deemed permissible under the NSW Department of Planning and Environment's Apartment Design Guide. Detailed analysis will form part of the submission for planning approval.

WILL THE PROPOSED CENTRE DOMINATE THE ADJACENT SMALL RESERVE?

The proposal incorporates additional setbacks from the boundary and, in parts, a 'stepped built form' design approach in recognition of the transition to the existing dwellings along the opposite side of Barber Avenue as well as Eastlakes Reserve. The proposal will demonstrate acceptable solar access is maintained to these existing dwellings and overshadowing is minimised to Eastlakes Reserve.

The bulk and scale of the building relative to Eastlakes reserve has been carefully mitigated through the provision of a low canopy element that forms a public scale veranda and provides a human scale. The curved forms of the residential building beyond is setback behind the canopy to ensure an appropriate transition. Façade articulation and material selections have been designed and selected to respond to the special character of Eastlakes. The scale of the residential building reduces in both height and bulk along the Barber Avenue edge of the site in response to the lower scale of the existing residential development. The ground plane and low level facades have been designed to provide maximum street activation and human scale such that they positively contribute to the pedestrian level experience.

HOW WILL THE PROPOSAL AFFECT THE EXISTING NEIGHBOURHOOD CHARACTER? HOW DOES THIS FIT IN WITH PREDOMINANTLY THREE AND FOUR STOREY SURROUNDING THE CENTRE?

The redeveloped centre will be better integrated into the surrounding area and improved parking and servicing arrangements, such as relocation of delivery docks and waste management, will help to alleviate present issues with traffic accessing the centre.

The proposal seeks to create a strong sense of community ownership throughout site connecting existing local park with new public plaza. The proposal would improve wayfinding across the site allowing for easier access and street permeability for local residents and visitors

We will be offering the opportunity to upgrade the adjacent park and surrounds and are committed to working with Council to explore all opportunities for how we can help to improve public spaces. Local character will be an important part of considerations in this process.

It is intended that the Shopping Centre will still have a unique multicultural offer that makes it different to the typical shopping centre. With the incorporation of quality apartments, it will be home to new residential community as well.

B FAQs

HOW WILL THE TRAFFIC IMPACTS OF A BIGGER CENTRE AND ADDITIONAL RESIDENTS BE MANAGED?

A traffic specialist is working closely with the Developer on a site-specific level as well as a wider strategic level which includes meetings with relevant Authorities and considering future infrastructure.

WILL THERE BE MORE LOCAL INFRASTRUCTURE TO MEET THE INCREASED POPULATION, SCHOOLS, PUBLIC TRANSPORT, ROADS, PEDESTRIAN AND CYCLE WAYS, OPEN SPACE?

Plans released by the Greater Sydney Commission for the Eastern City District Plan identify:

- » Future improvements to east-west public transport links between Randwick and Mascot and Green Square Train Stations. This city-serving network supports and enables higher density residential areas by offering convenient and reliable connectivity to key destinations. Over the next 10 years the NSW Government has committed to increasing the capacity of the city-serving network. This includes increasing the role of public transport through greater prioritisation of bus services along city-serving corridors and within centres to improve 30-minute access and investing in priority walking and cycling networks around centres.
- » **Green Grid Priority Corridor:** Mill Stream and Botany Wetlands Open Space Corridor: Extends from Botany Bay and Sydney Airport through The Australian, Lakes Eastlakes and Bonnie Doon golf courses to Centennial Park. Public use and access along this corridor is limited, and this project presents a significant opportunity for improved north-south access and cross-district access.
- » **Additional Green Grid Opportunities:** along Gardeners Road from Mascot to Kingsford and through to the Eastern Beaches.
- » **Transport for NSW is establishing a Principle Bicycle Network** in collaboration with councils and opportunities to integrate this with the Green Grid will be an important part of linking centres.

WHO APPROVES THE REDEVELOPMENT AND WHAT IS THE PLANNING PROCESS?

Approval was received from the Planning Assessment Commission in 2013 to redevelop the centre and the adjacent northern site.

Since 2013 a modification to the existing approval has been lodged with the NSW Department of Planning and Environment, in response to the changes occurring to the surrounding area, to create Eastlakes Live. We are currently carrying out consultation with neighbours and local business about our plans for the centre and Eastlakes Live precinct. We look forward to your ideas for consideration as the planning process progresses.

The Department of Planning and Environment will place the application on public exhibition at which there will be more opportunities to provide feedback.

WHY IS BAYSIDE COUNCIL NOT THE APPROVAL AUTHORITY?

The approved development, under the relevant legislation, was assessed by the Department of Planning and Environment and determined by the Planning Assessment Commission.

The subject proposal is a modification to the approved development, rather than a new application. The proposal will therefore follow the same planning approval process as the approved development.

Crown Group has consulted with Bayside Council over the past year. This consultation will be maintained throughout the next stages of the project.

WHEN WOULD IT BE BUILT?

The northern site is expected to be complete by beginning of 2021.

The planning process for the southern site is currently underway, as planning progresses planning for construction would commence.

B FAQs

HOW WILL CONSTRUCTION TRAFFIC AND NOISE BE MANAGED?

Construction would be staged to minimise disruption on traffic, access and surrounding area.

Construction Management and Traffic Management Plans will be prepared as part of the development application process, these are considered by Council Department of Planning and Environment as part of the approvals process with conditions in place to minimise local impacts.

WHERE WILL I SHOP DURING THE REDEVELOPMENT?

The southern site will not be demolished until the northern site is open for business. This site contains approximately 15 shops which will provide the community with same convenience they currently experience.

WILL THE EXISTING BUSINESSES BE ABLE TO BE PART OF THE NEW CENTRE?

It is intended that the Shopping Centre will still have a unique multicultural offer that makes it different to the typical shopping centre.

There is a formal leasing process that takes place with all existing businesses invited to be a part of this exciting new development.



RENEWING EASTLAKES SHOPPING CENTRE

Eastlakes is a unique shopping centre constructed in the 1960s and located in a rapidly changing part of Sydney. While it is a vibrant shopping village with a great multicultural retail and food offering that is appreciated by our many customers, the centre itself is old and in need of renewal.

In 2013 Crown Group, the owners of the centre, received Council approval to redevelop the centre and the adjacent northern site as a mixed use residential and retail precinct. In view of the significant change within the surrounding area, Crown Group is now looking to lodge a request to modify the existing approval with the NSW Department of Planning and Environment. Prior to lodging the revised plans Crown Group is keen to talk with neighbours, customers and retailers about the revised proposal.

FIND OUT MORE & SHARE YOUR FEEDBACK

Drop by our in centre information display near Woolworths any time on:

THURSDAY 17 MAY BETWEEN 4PM - 7PM

FRIDAY 18 MAY BETWEEN 2PM - 5PM

SATURDAY 19 MAY BETWEEN 10AM & 2PM

www.planningforeastlakes.com.au



CrownGroup

D Distribution area



E Feedback form

Eastlakes Shopping Centre redevelopment - Feedback Form

We invite you to share your feedback on the proposal for the site and provide any other comments or suggestions for consideration as planning progresses.

You can send us your feedback and register for future updates using the form below. We look forward to hearing your thoughts about the proposal.

Your Name

Your Email

Do you have any feedback on the current proposed plans for the site?

Do you have any other comments or suggestions for the project team to consider as planning for the site progresses?

F Community flyer / e-news February 2019

EASTLAKES

LIVE

PLANNING FOR EASTLAKES SHOPPING CENTRE

SOUTH SITE

A modification for the South site responding to the changes occurring to the surrounding area was lodged with the Department of Planning and Environment and placed on public exhibition for comment for 28 days in November 2018.

We thank the community for their interest in the centre and taking the time to make comment and share their thoughts. We are currently reviewing all submissions received from community, council and state government agencies, to ensure our response is informed by a thorough understanding of all issues and suggestions.

We will keep you informed as planning progresses and encourage you to register for project updates by visiting www.planningforeastlakes.com.au

NORTH SITE

Work is progressing with installation of the piles needed to anchor the buildings completed in January and the rig demobilised from site. All bulk excavation work is also expected to be complete by mid-February. Fun fact is that the material being excavated is pure sand!

The concrete slabs for the basement will be poured from March through to May after which the main building structure works will start.

PROPOSED KEY FEATURES

Retail, Hospitality, Services & Community

A better shopping experience that includes market-style fresh food in a new shopping hub with more diverse retail and dining.

Spaces for services, such as medical and dental and childcare.

An architecturally designed centre with new inviting gathering spaces for customers, visitors, workers and residents to share.

Additional community space.

Potential for improved landscaping in surroundings streets and parks, and additional amenities for Eastlakes Reserve.

Traffic & Access

A shopping hub designed to be accessible, easy to move around and better connected into the surrounding area.

Traffic flow improvements.

Increased and improved parking.

Better connections with the local bus services.

Enclosed delivery and servicing facilities including garbage collection.

Join the conversation: planningforeastlakes.com.au

Consulting carried out by Elton Consulting | Update February 2019


ELTON CONSULTING

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G Shopping Centre display February 2019

CrownGroup

Residential | Hotel & Suites | Retail | Leasing | Global Capital



PLANNING FOR EASTLAKES SHOPPING CENTRE

We are pleased to provide you with the latest update on planning and construction for the revitalisation of the Eastlakes Shopping Centre.

SOUTH SITE

A modification for the South site responding to the changes occurring to the surrounding area was lodged with the Department of Planning and Environment and placed on public exhibition for comment for 28 days in November 2018.

We thank the community for their interest in the centre and taking the time to make comment and share their thoughts. We are currently reviewing all submissions received from community, council and state government agencies, to ensure our response is informed by a thorough understanding of all issues and suggestions.


We will keep you informed as planning progresses and encourage you to register for further project updates by visiting www.planningforeastlakes.com.au

NORTH SITE

Work is progressing on the North Site with all piling and bulk excavation work now complete. Fun fact: all the material that was excavated was pure sand!

The first basement slab pour is currently underway and the remaining concrete slabs for the basement will be poured from March through to May after which the main building structure works will start. We will keep you up to date as work progresses.

Elton Consulting



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