



**CUMBERLAND
CITY COUNCIL**



**Draft Cumberland Local Shops Study
Engagement Evaluation and Submissions
Report**

February 2024

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Introduction

Purpose

Following public exhibition of the Draft Cumberland Local Shops Study (the Study), this report seeks to provide an analysis of the feedback provided including any recommended changes to the Study.

Cumberland City Council undertook the consultation of the Draft Cumberland Local Shops Study between Monday 18 September 2023 and Tuesday 31 October 2023. The report sets out the learnings identified from the submissions received, as well as providing Council-officer responses. The community consultation is considered to have been a valuable exercise that provided Council with feedback which has, in turn, been used to inform and shape the finalisation of the Study.

Background

Cumberland 2030: Our Local Strategic Planning Statement includes a centres framework which includes a categorisation of centres, including:

- Merrylands as a strategic centre
- Four principal centres at Auburn, Granville, Lidcombe and Wentworthville
- Nine local centres at Berala, Greystanes, Guildford, Merrylands East, Merrylands West, Pemulwuy, Pendle Hill, Regents Park and Toongabbie

While there is a strategic planning work program for the centres covered above, further planning work on the role, economic drivers and future considerations for neighbourhood and local shops is required.

In addition, the recent NSW Government Employment Zone reforms consolidated the previous B1 Neighbourhood Centre and B2 Local Centre zonings into an E1 Local Centre zoning. The existing Cumberland Employment and Innovation Lands Strategy evaluates the previous B2 Local Centre and industrial zoned areas across Cumberland. This approach left a gap where the B1 Neighbourhood Centre zoned areas were not considered for their function and contribution to the community cohesiveness and productivity of Cumberland City.

Engagement and Outcomes

Public exhibition was undertaken between Monday 18 September 2023 and Tuesday 31 October 2023. To support the exhibition, the following engagement approaches were adopted, with the engagement numbers identified in Figure 1 below:

- Specialised consultation materials
- Hard copy notification letters to owners and occupiers of impacted properties
- Dedicated webpage on the Cumberland City Council Have Your Say platform
- Notification letter
- Electronic Direct Mail
- Postcard
- Flyers
- Newspaper adverts in the local papers
- Podcast
- Face-to-face engagement sessions
- Frequently Asked Questions (FAQs) documents
- General marketing materials and collateral with specialised designs.

Figure 1: Engagement at a Glance

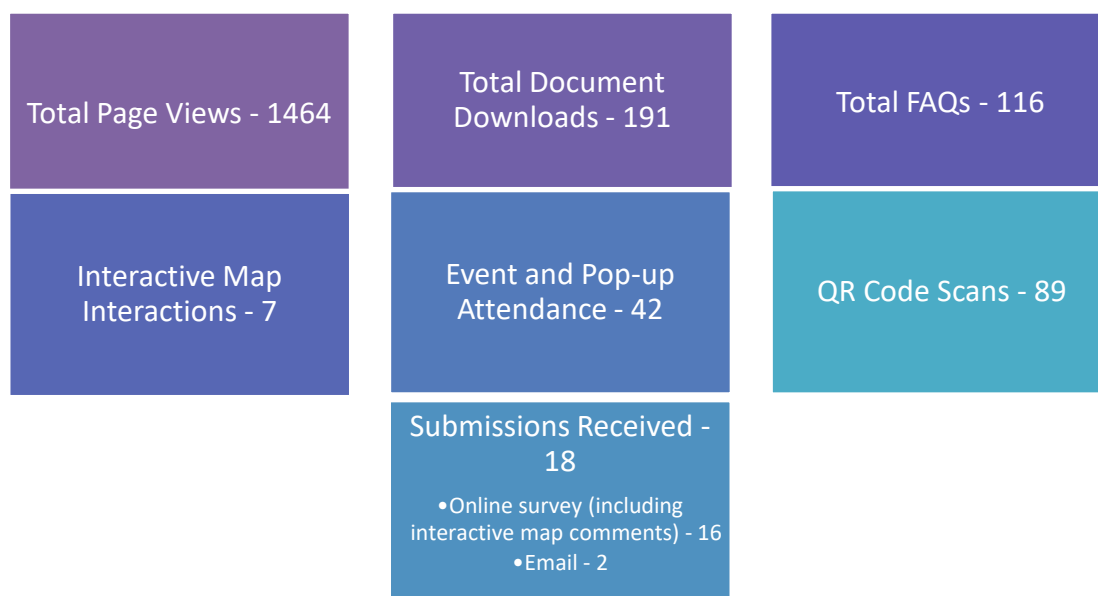


Table 1: Consultation Materials

Engagement Technique	Distribution	Engagement Numbers
Corflute Sign	A total of 40 signs placed at neighbourhood centres listed below: <ul style="list-style-type: none"> - Burnett Street Neighbourhood Centre, - Hilltop Road Neighbourhood Centre, - 6 Louis Street, Granville and Surrounds, - 12 Dellwood Street, South Granville and Surrounds, - 33-39 Irrigation Road, South 121 and 123 Fairfield Road, Guildford West, 	N/A

Engagement Technique	Distribution	Engagement Numbers
	<ul style="list-style-type: none"> - 176 and 223-505 Fowler Road, Guildford West, - Woodpark Shopping Centre, - 51 Coleman Street, Merrylands, - 49 Old Prospect Road, South Wentworthville and Surrounds, - 342, 344, 348 Blaxcell Street, South Granville and 1 Guildford Road South Granville, - 165 Clyde Street, South Granville (and surrounds), - 52-56 Excelsior Street, Merrylands, - Clyde Street / Rawson Road 'Service Centre' Cluster: 48-62 Wellington Road and 359-365 Clyde St, South Granville, - 38-42 Rawson Road, Guildford, - 234-238 Cumberland Road, Auburn, - Bathurst Street Shops: 41-51 Bathurst Street, Greystanes and Surrounds, - Damien Avenue Shops: 7 Lucinda Road, Greystanes, - Maple Street Shops: 41-49 Maple Street, Greystanes, - Carnation Street: 20-32 Carnation St, Greystanes, - 126-130 Hawkesview Street, Guildford, - 291-295 Clyde Street, South Granville, - 174-178 Excelsior Street, Guildford, - 271-277 Excelsior Street, Guildford, - 17 Brooks Circuit, Lidcombe. 	
Letters (hard copy mailed to residents)		A total of 159 letters were sent to business owners.
HYS Survey (digital and hard copy)	This was available on the HYS page and provided as hard copies at all face-to-face sessions.	9
Interactive Map (on HYS page)	On the HYS page for the exhibition period.	7
FAQs (digital and hard copy)	On the HYS page for the exhibition period. Provided as hard copies at all face-to-face sessions.	116
Face-to-Face Sessions	5 bookable sessions across LGA	42
Public Submissions (email, letter, HYS, excudes interactive map comments)	N/A	Emails = 2 HYS = 9 Total = 11

Notification Letters

Business owners received notification information about the Draft Cumberland Local Shops Study as part of the information pack about the Study.

The information package contained the QR code for the Have Your Say page to enable submissions.

Have Your Say (HYS)

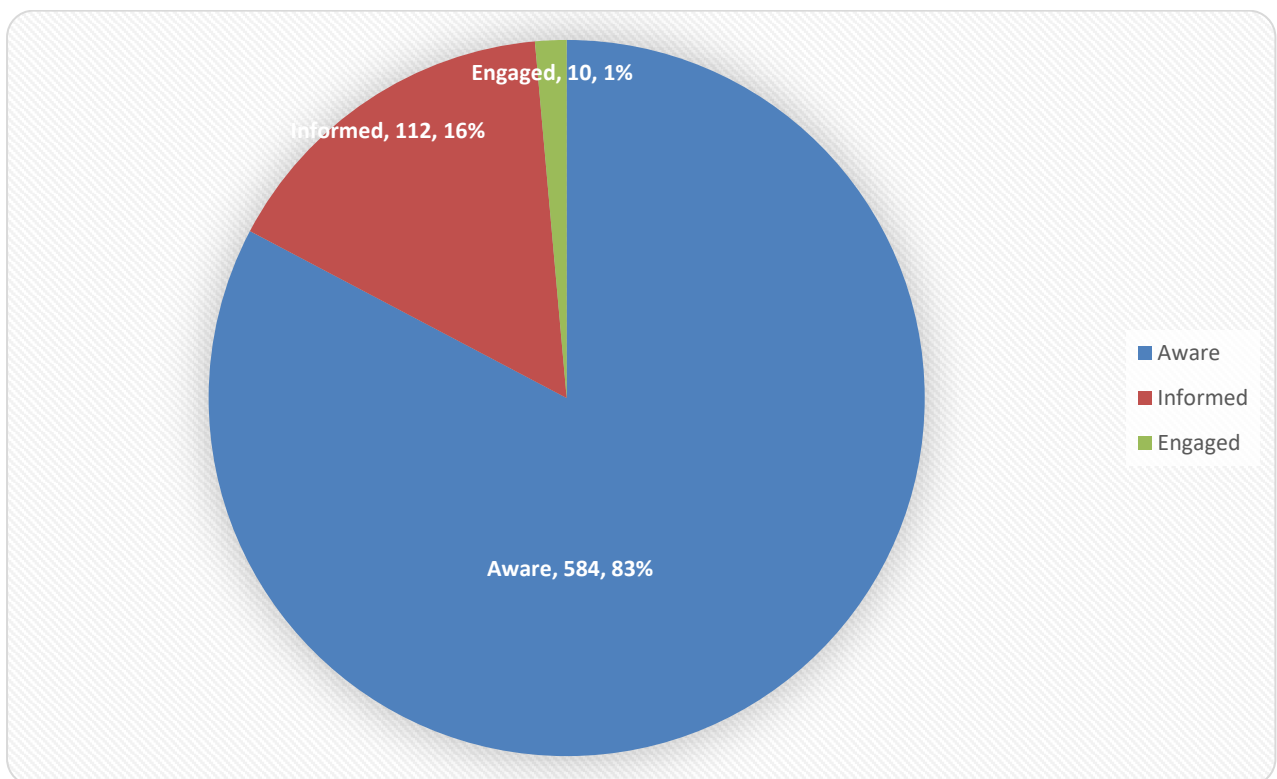
A project landing page specifically for the Draft Local Shop Study Consultation was developed for Council's community engagement platform - Cumberland Conversations, this included:

- Information on the purpose of the Draft Local Shop Study Consultation consultation.
- Frequently asked questions.
- An interactive map which comments could be added to.
- A document library with downloadable versions of the documents.
- Online surveys.
- Contact details of the relevant Council officers.

There were 11 online submissions and seven (7) interactive map comments received for Draft Cumberland Local Shop Study during the consultation period.

The project level of engagement is summarised in Figure 2.

Figure 2: Project Level of Engagement



The dedicated consultation webpage has remained live since launching in September 2023 and currently serves as a reference library and location to provide project updates. The webpage can be viewed via this link: <https://haveyoursay.cumberland.nsw.gov.au>

Electronic Direct Mail

The Draft Cumberland Local Shops Study was included in the September 2023 Have Your Say Monthly Newsletter, which was sent via a direct email to registered users. This notified them of the exhibition period and provided link redirecting to the HYS project page and include:

- Information about the Draft Cumberland Local Shops Study and associated project documentation;
- The project exhibition period;
- Links to drop-in sessions in each Council ward;
- How to lodge a submission.

Postcard

A postcard was designed to hand out to the local shops and at drop-in-sessions. This had the QR code directing business owners to the HYS page for more information and to how to submit a survey for the Draft Cumberland Local Shops Study.

Flyers

900 flyers were distributed in libraries across Cumberland and handed out at drop-in sessions. This had the QR code directing residents to the Have Your Say page for more information and to how to submit a survey for the Draft Cumberland Local Shops Study.

Newspaper Advertisement

Newspaper advertisements were created and placed in the Auburn Review and Parra News. This was put in place to reach a wider audience. Advertisements were placed in both papers on 19 September 2023.

Cumberland Conversation Podcast

The Draft Cumberland Local Shops Study was included in two episodes of the Cumberland Conversations podcast:

- Featured interview with Senior Strategic Planner and Strategic Planner to discuss details of the consultation and the how businesses and residents could get involved in the September episode.
- Included in the projects open for comment section in the September and October episodes.

Corflute Signs

Corflute signs with the QR code were printed, to assist with directing residents to the Have Your Say page. These were placed were placed at strategic locations around each of the local shops area and were also used in the pop up sessions.

Document Downloads

There were 4 document available on the Have Your Say Page with more than 190 document download during the consultation period, which were broken down in the following way:

Draft Cumberland Local Shops Study Documents	No of Downloads
Draft Cumberland Local Shops Study	62
Preliminary Urban Design, Place and Public Domain Analysis	55
Cumberland Local Centre Economic and Retail Analysis	49
Local Shop Study Downloadable Survey	25
Total	191

Frequently Asked Question (FAQs) Documents

Frequently Asked Questions were set up to provide more information about the Draft Cumberland Local Shops Study. The FAQs were provided to assist the community with their feedback. The online FAQs were accessed more than 130 times.

Draft Cumberland Local Shops Study FAQs	No of Views
What is the Cumberland Draft Local Shops Study?	30
Why do we need a Local Shops Study?	28
What are the benefits of Local Shops?	21
What are the next steps in developing the Local Shops Study?	20
Why have Burnett Street Merrylands and Louis Street Granville local shop areas been identified in the Study?	21
What will happen with the information collected during Community Engagement?	17
Total	137

Printed version of the FAQs was available at all the drop in sessions that were held during the exhibition period.

Face-to-Face Engagement Sessions

Five (5) face-to-face engagement sessions were held during the exhibition period. These events were held on different days and nights of the weekdays.

Table 2: Face-to-Face Engagement Sessions

Engagement Technique	Date	Location	Engagement Numbers
Drop-in session	Tuesday, 9 October 2023	Wentworthville Community Centre	2
Drop-in session	Tuesday, 10 October 2023	Nemesia Street Park Hall	2
Drop-in session	Monday, 16 October 2023	Granville Town Hall	12
Drop-in session	Tuesday, 17 October 2023	Guildford Library	6
Drop-in session	Tuesday, 24 October 2023	Berala Community Centre	20
Total			42

Business Engagement

Multiple business engagements were conducted to inform the targeted local shops of the Local Shops Study. 185 businesses were engaged with on the following dates:

- Tuesday 19 September 2023
- Monday 25 September 2023
- Tuesday 26 September 2023
- Wednesday 27 September 2023

Summary of Submissions and Responses

During the consultation period, a total of 18 written public submissions were received, which included 2 emails, 9 online submissions (HYS survey) and 7 interactive map comments.

The next section of this report consists of the feedback received through the submissions and a Council officer response is provided.

Conclusion

As a result of the community engagement and submissions received, Council officers have reviewed and provided a response. Refer to Appendix 1 for detailed information.

Terminology

- *Aware: Number of unique visitors who have viewed the project page, minus any visitors who have undertaken any activity eg: downloaded a document, viewed a video, completed a survey etc.*
- *Informed: Any unique visitor who has viewed a latest news item, viewed a document, viewed a video, viewed a FAQ minus any user that has engaged eg: done a poll, survey, ideas wall, interactive mapping, interactive document, forum.*
- *Engaged: Any unique visitor who has done a poll, survey, ideas wall, interactive mapping, interactive document, forum.*

Appendix 1 – Submissions Response Table (Detailed)

Submission IDs/Numbers	Feedback	Council Officer Response
1	LS 7 Fowler Road - These above shops are diverse and attract a variety of customers and small business with employment, they play a crucial role in the community as well people passing by as customers.	Noted. Council acknowledges the need to protect and maintain the existing local shops to nurture social well-being and connection, deliver convenient local goods and services and add a rich layer of character and local identity to the neighbourhood.
2	LS 23 174-178 Excelsior Street - The problem with the shops at 174-178 Excelsior St Guildford, cnr Constance St is that there is a lack of parking, severe traffic congestion, dangerous driving, illegal parking in No Stopping area without consequences. There is a high amount of litter eg. cigarette butts, paper, cardboard at front of shops, at the entrance to Constance St and around back at Porst Place. It is generally dirty. It needs to be hosed down. No rubbish allowed. Clean up Constance St. It is visually unpleasant.	Noted. The feedback has been forwarded to the relevant departments in Council for review and consideration.
3	The fact that Guildford shops on the side of Military Rd & Guildford rd is not mentioned or considered is shameful. It's shows how little you regard the shops on that side of the station. The streetscaping have not been significantly updated in 15+ years. The area around Guildford community centre is Scungy, with uneven pavement & very poor street lighting. It appears dirty, unsafe. The shop keepers feel unsupported in running their business because of your lack of commitment to Guildford.	The Study is focused on maintaining and enhancing local shops in the neighbourhood level (the areas previously zoned B1 Neighbourhood Centre zone). Shops on Guildford Road and Military Road are within Guildford Local Centre under Cumberland 2030: Our Local Strategic Planning Statement. Therefore, they are excluded from this Study. Council has prepared a Guildford Town Centre Public Domain Plan that includes the shops on the western side of Guildford Station at Military Road and Guildford Road. This public domain plan was released for consultation in late 2023.
4	LS 10 Old Prospect Road - The physio therapist is at the end of a row of shops with a car park next door. As patients may have injuries etc. it is important that there is lighting at night time, it is also a safety issue as its	Noted. Council acknowledges the need to provide supporting infrastructure for Local Shops to promote the safety and confort of the users. The Study identifies public realm quality opportunities at this location and encourages to 'deliver a coordinated streetscape and public domain plan incorporating additional street

Submission IDs/Numbers	Feedback	Council Officer Response
	very dark there in the evening and not many people around.	trees and planting, street furniture, lighting and consistent, high quality paving treatments' (refer to page 151 of the Draft Cumberland Local Shops Study).
5	LS 8 Dell Street - More parking at the Park side where all the blue poles are.	Noted. The feedback has been forwarded to the relevant team in Council for review and consideration.
6	Guildford West area needs a larger grocery store. eg. Coles or Woolworths. Where I am, I have to drive 10mins in either direction to get to Merrylands or Fairfield which are both always overcrowded.	Noted. The location of supermarket is driven by the private sector and not by Council.
7	LS 2 Hilltop Road - Can we please have the plants fixed up between Chester Street and Burnett Street as it can bring more life to the area.	Noted. The feedback has been forwarded to the relevant departments in Council for review and consideration.
8, 9	LS 3, 12, 13 - We don't need food & coffee shops, clothes, hardware shops.	Noted. Different types of retail offering are driven by the private sector and not by Council.
10	<p data-bbox="315 893 994 1062">Submitter requested to add Toongabbie shop area to the schedule for Town Centre upgrade. Toongabbie is one of the areas that will be most adversely affected by urban heat and yet trees in the main shopping strip have been removed and not replaced.</p> <p data-bbox="315 1090 994 1329">There is inadequate seating in the shopping strip, footpaths are uneven and Portico Park, which has some beautiful, older style features is looking tired and neglected. There is an arched walkway which could have some beautiful vines grown over to provide shade. The playgrounds at Portico and Girraween Parks could also use updating.</p> <p data-bbox="315 1356 994 1436">Council has approved multiple apartment blocks in the immediate area bringing in many more people, but has</p>	<p data-bbox="1025 893 2136 1085">Noted. The Study is focused on maintaining and enhancing local shops in the neighbourhood level (the areas previously zoned B1 Neighbourhood Centre zone). Toongabbie shops are within Toongabbie Local Centre under Cumberland 2030: Our Local Strategic Planning Statement. Therefore, they are excluded from this Study.</p> <p data-bbox="1025 1112 2136 1212">Council officers are preparing a Toongabbie Town Centre Public Domain Plan for consideration by Council. The feedback has also been forwarded to the relevant team in Council for review and consideration in the preparation of this work.</p>

Submission IDs/Numbers	Feedback	Council Officer Response
	<p>not kept the facilities maintained.</p> <p>The area around the station also lacks a decent dine in cafe. There is a Gloria Jeans and a cake shop in the plaza, but options are limited. There is a cafe called Perfecto on Aurelia St, but it is closed on weekends. With weekend sports matches in the park and well attended church services at St Anthony's on Aurelia St, perhaps it could be an idea to run a cafe out of the Boronia Multicultural Services building on Octavia St or the Toongabbie Community Centre on weekends to raise revenue. Even a food/coffee truck at the park on weekends would be an idea.</p> <p>Also, a street library at Girraween Park facing Octavia St would be a welcome addition to the area.</p>	
11	<p>Submitter suggested the below inclusion to the Study.</p> <p>1. Quiet hour and spaces</p> <p>As an introvert, I find very busy and noisy shopping areas a physically draining experience. It would be wonderful to have the option to visit stores during their nominated quiet hours or have a nearby quiet community space to rest.</p> <p>There are many community groups like those with noise sensitivity and social anxiety that would also benefit from this suggestion.</p> <p>2. Pedestrian infrastructure between local shop areas</p> <p>Having previously lived in Guildford West, the walkways from residential streets to the local shops are often</p>	<p>Noted.</p> <p>The feedback has also been forwarded to the relevant departments in Council for review and consideration.</p>

Submission IDs/Numbers	Feedback	Council Officer Response
	<p>missing, damaged, or present challenges to persons with walking-related disabilities.</p> <p>Improving the condition of common walkways between local shops would encourage healthy pedestrian activities and improve local businesses.</p>	
12	<p>LS17 Bathurst Street - Need more variety in shops and services. More eating and drinking venues. Places to visit in the evening for dinner and drinks (ie. food and wine speciality stores).</p>	<p>Noted.</p> <p>Different types of retail offering are driven by the private sector and not by Council.</p>
13	<p>LS 19 Maple Street - Great local gym with good equipment and highly professional and friendly coaches. The other shops seems to be closed most of the time though. A convenient store/fresh food store/café/small restaurant might help boost the foot traffic to the area especially around school pick up and drop off hours, considering OLQP is just a block away.</p>	<p>Noted.</p> <p>Different types of retail offering are driven by the private sector and not by Council. However, the Study does identify the future opportunities for this area as follow:</p> <p>'Attract destination food and beverage tenancies that draw direct benefits from the high amenity location but do not rely on pass-by trade' (refer to Page 61 of the Draft Cumberland Local Shops Study).</p>
14	<p>LS 13 Excelsior Street - Node of shops on corner of Farnell and Excelsior Streets Merrylands has illegal parking on side corner.</p>	<p>Noted.</p> <p>The feedback has also been forwarded to the relevant departments in Council for review and consideration.</p>
15	<p>LS 3 Louis Street - The Woolworths carpark in Blaxcell St Granville is always untidy, needs disposing of rubbish left by shoppers. Not an inviting entry for a worthy retail.</p>	<p>Noted.</p> <p>The feedback has also been forwarded to the relevant departments in Council for review and consideration.</p>
16	<p>LS17 Bathurst Street - Bathurst St shops have a good offering but not appealing look and could do with a streetscape upgrade.</p>	<p>Noted.</p> <p>The feedback has also been forwarded to the relevant departments in Council for review and consideration.</p>

Submission IDs/Numbers	Feedback	Council Officer Response
17	<p>LS 2 Hilltop Road - The sign advertising the project was only on the minor side of the shopping strip, as far as I could see - many more people visit the other side where the newsagency is. Bus seats - green paint scratched and worn. Seats on other side, no paint at all. Chewing gum - black spots marking the pavement - not just here, but all across Merrylands shopping areas. This really brings down the atmosphere.</p>	<p>Noted.</p> <p>The feedback has also been forwarded to the relevant departments in Council for review and consideration.</p>
18	<p>LS 2 Hilltop Road - the plants added in recent years are a huge improvement. Crossing at the lights - the lights do not have the auditory cue to let you know when the light has turned green for you to cross - I find this very disturbing as I don't come across anywhere else where this feature is missing. Positives - that the newsagency is still there, the marvellous fish and chip shop and the Cafe - indeed, all the shops are great. Bus service is also great.</p>	<p>Noted.</p> <p>The feedback has also been forwarded to the relevant departments in Council for review and consideration.</p>



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