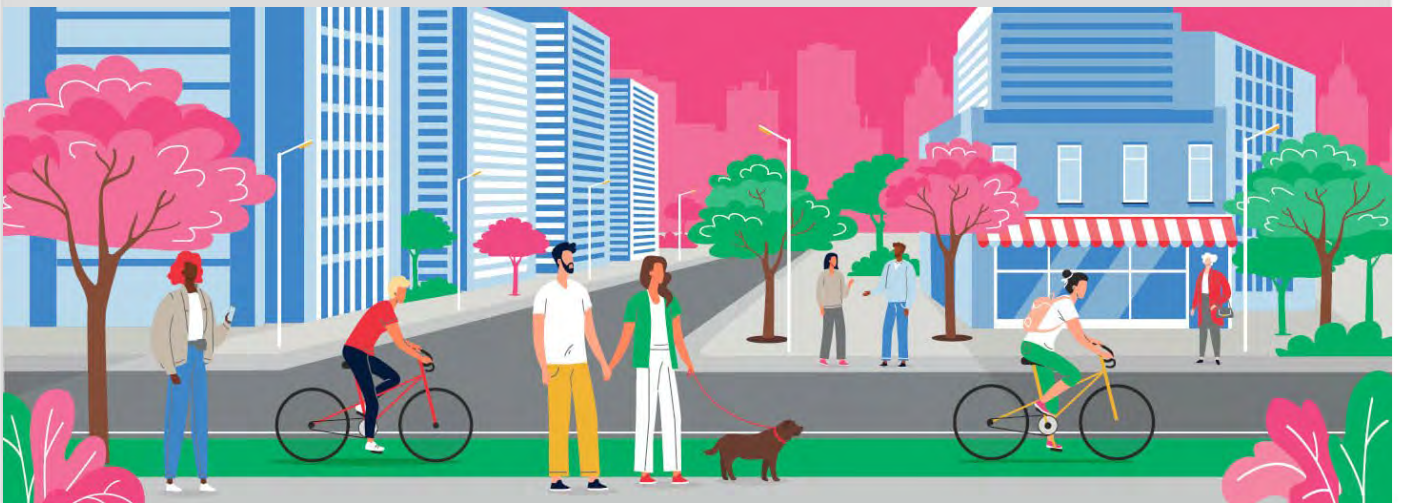




CUMBERLAND CITY COUNCIL



Westmead South Phase 1 Early Consultation Submissions Report

(25 October 2022- 30 November 2022)

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Introduction

Purpose

This report provides an analysis on the public submissions and feedback received by Cumberland City Council (Council) during Phase 1 Early Engagement for the strategic planning of Westmead South. Consultation was held between Tuesday 25 October 2022 and Wednesday 30 November 2022, and sought to gain feedback on the Westmead South Concept Land-Use Plan. This report sets out the key themes identified in the feedback received during this consultation period and provides Council officer responses.

Phase 1 Early Engagement is considered to have been a valuable exercise that provided Council with a substantial amount of feedback on the community aspirations for Westmead South. Feedback received has been used to inform and guide ongoing and future work on this project. This report seeks to provide public insight into the strategic planning process and Council's decision-making.

Background

As part of the public exhibition of the Cumberland LEP, a total of 222 individual submissions on the draft LEP were received, of which, several were site specific requests for zoning and/or planning control amendments. These submissions with site specific requests were considered on their merit and categorised into one of four streams. This approach to the categorisation of site-specific submissions was previously endorsed by Council following consideration of early LEP feedback in September 2019 (Council report item No. C09/19-218). Those early LEP submissions have been include in the overall tally of submissions.

- Stream 1: Include in the new Cumberland LEP
- Stream 2: Consider in Council's future work program of planning review for strategic corridors and centres
- Stream 3: Future review of future planning proposal if submitted to Council as an owner-initiated planning proposal
- Stream 4: No further action at this time

The site-specific requests received for Westmead South were endorsed to be considered in Council's future work program, with this work to also aligning with infrastructure investment by the NSW Government. These requests are outlined as follows:

Site Address	Proposal
Area bounded by Hawkesbury Road, Alexandra Avenue, Grand Avenue and Bridge Road	Rezone from R2 to R4, and increase FSR and height
79-87 Bridge Road	Rezone from R2 to R4
Hawkesbury Road and Howe Street	Rezone from R2/R3/B1 to R4
Pye Street and Good Street	Rezone from R3 to R4
74 Hawkesbury Road	Rezone from B1 to B4/R4

Following Council’s resolution to progress strategic planning work for Westmead South in February 2021, the strategic planning work program for Westmead South commenced in July 2021. Several technical studies had been undertaken for Westmead South prior as part of Council’s submission to the Draft Westmead Place Strategy. A review of the existing planning framework was undertaken, and Council is currently investigating the future needs of the community to determine how amendments to existing planning controls can best support the community’s aspirations.

Date	Key Events and Details
November 2017	The Department of Planning and Environment (DPE) announced Westmead as a Planned Precinct with two distinct areas: the health and education are north of the railway line (within City of Parramatta Council) and the residential area south of the railway line (within Cumberland City Council).
2018	<p>Under the Planned Precinct Program, DPE led investigations for Westmead South in consultation with Cumberland City Council. Stage 1, which involved background studies, was undertaken in 2018 by DPE. Stage 2 was put on hold due to the NSW Government elections. The studies undertaken in Stage 1 included the following:</p> <ul style="list-style-type: none"> • Urban Design Background Research and Contextual Analysis • Desktop Heritage Assessment • Desktop Aboriginal Archaeological Assessment • Desktop Ecological Assessment Report • Sustainability Analysis and Options Paper • Community Needs Assessment • Land Use and Transport Context Report • Flooding and Stormwater Study • Contamination and ASS Study • Utilities and Servicing Strategy • Market and Opportunities Analysis
December 2020	<i>Draft Westmead Place Strategy 2036</i> placed on exhibition from 14 December 2020 to 31 March 2021.
26 March 2021	Council lodged a submission on the <i>Westmead 2036 Draft Place Strategy</i> (herein called ‘initial submission’)
July - December 2021	Council’s Internal Context and Site Analysis
13 September 2021	<i>Westmead South Land Use Capability Study</i> by SGS Economics and Planning finalised.
15 December 2021	Council provided comments on the <i>Westmead Place-based Transport Strategy Silver Draft</i> .
8 February 2022	<i>Westmead South Centre Traffic and Transport Study</i> by SCT Consulting finalised.

18 March 2022	Comments provided to GSC on the <i>Draft Westmead Health and Innovation District Public Domain Strategy</i> .
5 April 2022	Addendum to the initial submission emailed to DPE, which raised matters regarding: <ul style="list-style-type: none"> the zoning of the three blocks adjoining the metro block to its east, southeast and north, and the proposed key place opportunities.
5 May 2022	Council officer comments on the updated <i>Westmead 2036 Draft Place Strategy</i> (June 2021 version).
October 2022	<i>Community Needs and Social Infrastructure Assessment</i> by GHD Consulting finalised.

Following the preparation of the Draft Westmead Place Strategy, Council undertook strategic planning for the future of Westmead South. In doing so, Council developed the Draft Concept Land Use Plan (CLUP). The CLUP focused on sustainable growth, diverse housing in close proximity to jobs and public transport, opportunities to preserve local character in the area, and promote active transport through a network of green spaces.

Council placed the CLUP on exhibition, alongside the *Westmead South Land Use Capability Study* by SGS Economics, the *Westmead South Centre Traffic and Transport Study* by SCT Consulting and the *Community Needs and Social Infrastructure Assessment* by GHD Consulting.

Engagement

Public consultation commenced on Tuesday 25 October 2022 and concluded on Wednesday 30 November 2022. The following tables briefly outline the engagement sessions and materials for the Phase 1 Early Engagement.

Table 1. Face to Face Sessions

Engagement Technique	Location	Date	Timeframe	Engagement Numbers
Drop-in session	Westmead Progress Hall	Thursday, 27 October	9am-12pm	6
Diwali Festival	Station St, Wentworthville	Saturday 29 October	5-9pm	228
Drop-in session	Westmead Christian Grammar School	Saturday, 5 November	2-3:30pm	25

Drop-in session	Westmead Public School	Thursday, 10 November	67-8:30pm	70
Oakes Centres Pop-up Stall #1	Oakes Centres	Saturday, 12 November	1:30-3:30pm	36
Westmead Station Pop-up Stall #1	Westmead Station	Thursday, 17 November	7-11am	22
Oakes Centres Pop-up Stall #2	Oakes Centres	Saturday, 19 November	9:30-11:30am	27
Westmead Station Pop-up Stall #2	Westmead Station	Thursday, 24 November	4-7pm	89
Total =				503

Table 2. Consultation Materials

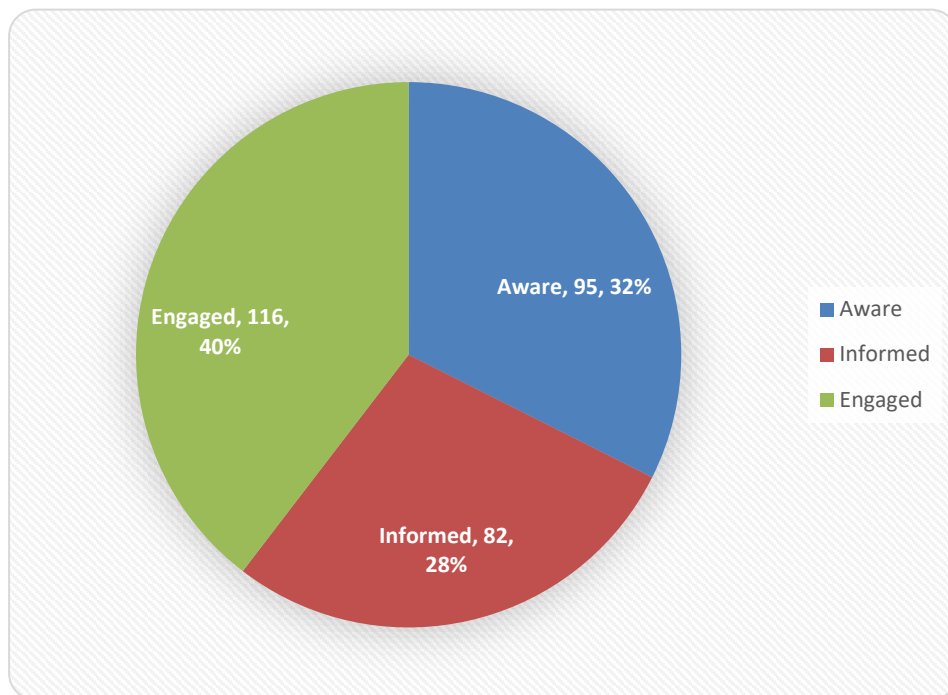
Engagement Technique	Distribution	Engagement Numbers
Corflute Sign	4 x signs at Westmead Station 3 x signs at MJ Bennett Reserve 2 x signs at Sydney Smith 3 x signs at the Oakes Centre 2 x signs at Westmead Christian Grammar School 1 x sign at Westmead Public School 1 x sign at Westmead Progress Hall	N/A
Phone- Speak to a Planner (for one-on-one conversations with Council planners)	5 Council officers direct phone numbers were provided on the HYS page.	28
HYS Survey (digital and hard copy)	This was available on the HYS page and provided as hard copies at all face-to-face sessions.	72
HYS Business Survey (digital and hard copy)	This was available on the HYS page and provided as hard copies at all pop-up sessions. Councils Business Development team also sent two electronic direct mails (EDMs) to businesses that are registered in or have an interest in Westmead	2 Surveys 408 Businesses on the EDM list 54% and 48% open rate
Interactive Maps (on HYS page)	On the HYS page for the exhibition period.	5
General FAQ (digital and hard copy)	On the HYS page for the exhibition period. Provided as hard copies at all face-to-face sessions.	250 Downloads

Heritage FAQ (digital and hard copy)	On the HYS page for the exhibition period. Provided as hard copies at all face-to-face sessions.	43 Downloads
Community Voice Panel FAQ	On the HYS page for the exhibition period. Provided as hard copies at all face-to-face sessions.	>60 views
Letters (hard copy mailed to residents)	Letters were mailed out to residents prior to the exhibition of the CLUP and supporting studies.	>5000
Advertisements (print and digital in 5 top languages of the area)	Targeted social media via Cumberland's Facebook page was utilised to inform the community of the consultation. The social media notice was posted on the following dates: <ul style="list-style-type: none"> • 28 October 2022 • 18 November 2022 	N/A
Written Submissions (email, letter, HYS)	N/A	Emails + HYS = 148 Letters = 8 Petitions = 3 Total = 159
State Agency Submissions (notification emailed)	14 emails were sent to various government agencies for comments.	10
Community Voice Panel EOI	On the HYS page for the exhibition period.	Online = 30 Email = 3 Total = 33
Westmead South Concept Land-use Plan	On the HYS page for the exhibition period. Provided as hard copies at all face-to-face sessions.	492 Downloads
Contributory Heritage Map	On the HYS page for the exhibition period. Provided as hard copies at all face-to-face sessions.	161 Downloads
Westmead South Proposed Built Form Typologies	On the HYS page for the exhibition period. Provided as hard copies at all face-to-face sessions.	191 Downloads
Westmead South Centre Traffic and Transport Study	This technical study was provided on the HYS for the exhibition period.	407 Downloads
Westmead South Land Use Capability Study	This technical study was provided on the HYS for the exhibition period.	680 Downloads
Westmead South Community Needs and	This technical study was provided on the HYS for the exhibition period.	379 Downloads

Table 3. Engagement at a Glance

Total Page Views	Aware Visitors	Informed Visitors	Engaged Visitors	Submissions
6832	95	82	116	Email & Online: 148 Petitions: 3 Letters: 8 Agencies: 10 Total: 169
Total Document Downloads	Total FAQ Views	Interactive Map Interactions	Event & Popup Engagement	QR Code Scans
3025	372	129	500+	330

Graph 1. Project Level of Engagement



Methodology and Outcomes

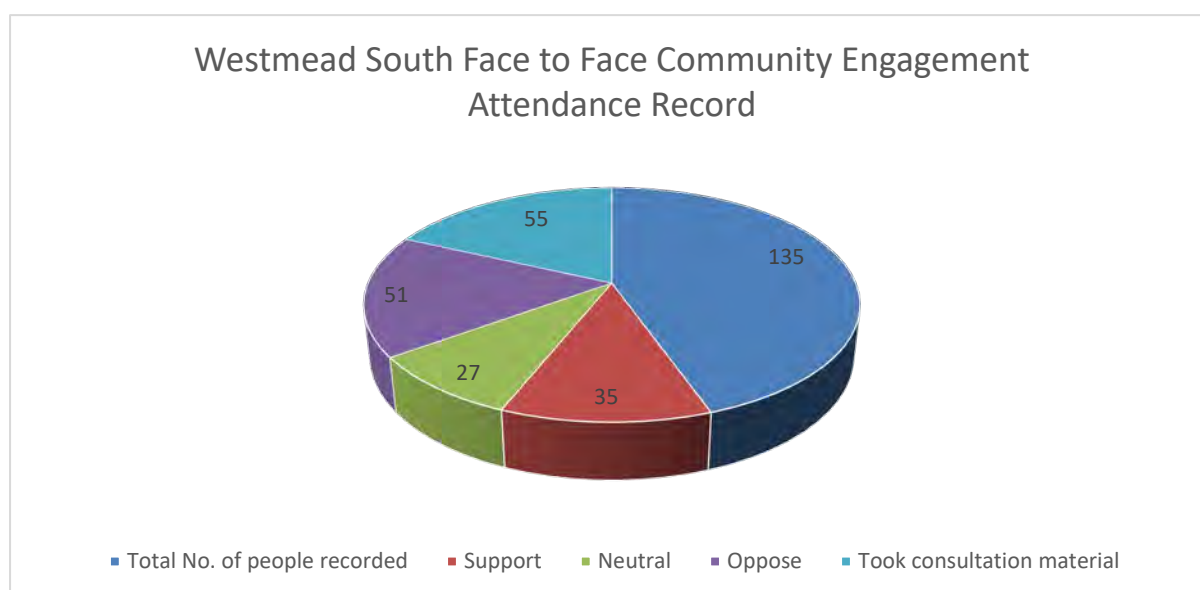
Face to Face Engagement Sessions

Eight (8) face to face engagement sessions were held during the exhibition period. These events were held on different days and nights of the week, both am and pm and on weekdays and weekends. The numbers provided below were based off the attendees who filled out the attendee sheet. This sheet was not mandatory and each question on the sheet was not required to be filled out if the attendee did not wish. Therefore, the below differs from the number of overall attendees at the face-to-face sessions shown in Table 1.

Table 4. The following outcomes have been derived from these sessions:

Total No. of people recorded	135
Support	35
Neutral	27
Oppose	51
Took consultation material	55

Graph 2- Westmead South Face to Face Community Engagement Attendance Record



Notification Letters

A total of 5,882 notification letters were sent to residents with 221 returns to sender (RTS) letters. The notification letter provided information about Phase 1 Early Consultation and contained a postcard, with a QR code directing users to the Have Your Say page and a Frequently Asked Question (FAQ) information sheet.

Electronic Direct Email

The Phase 1 Early Consultation for Westmead South was included in the November 2022 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 Westmead South consultation and associated project documentation
- The project exhibition period
- The connection to the Westmead South Master Plan
- How to reach an accessible point of contact to discuss concerns; and
- How to lodge a submission.

State Agency Submissions

A total of fourteen (14) emails which included thirty-three (33) individual email addresses, were sent to various government agencies for comments/feedback on the proposed strategic planning work for Westmead South. This email gave a brief overview of the CLUP and why it has been developed. It also provided a link to the HYS page where the CLUP and further information and technical reports could be found.

Council received ten (10) responses in return.

Westmead South Have Your Say Page (HYS)

A project landing page specifically for the Phase 1 Early Consultation for Westmead South was developed for Council's community engagement platform - Cumberland Conversations, this included:

- Information on the purpose of the Westmead South consultation.
- Frequently asked questions.
- An interactive map which comments could be added to.
- A document library with downloadable versions of the documents.
- Two online surveys, one general and one for business.

Community Voice Panel (CVP) HYS Page

A project landing page specifically for the Westmead Community Voice Panel - Expressions of Interest was developed for Council's community engagement platform - Cumberland Conversations, this included:

- Information on the purpose of Council's committees.
- Policies and Procedures for the committee.
- Ways in which the Expression of Interest could be submitted.
- A downloadable nomination form for those who wanted to print and send it in via email or post.

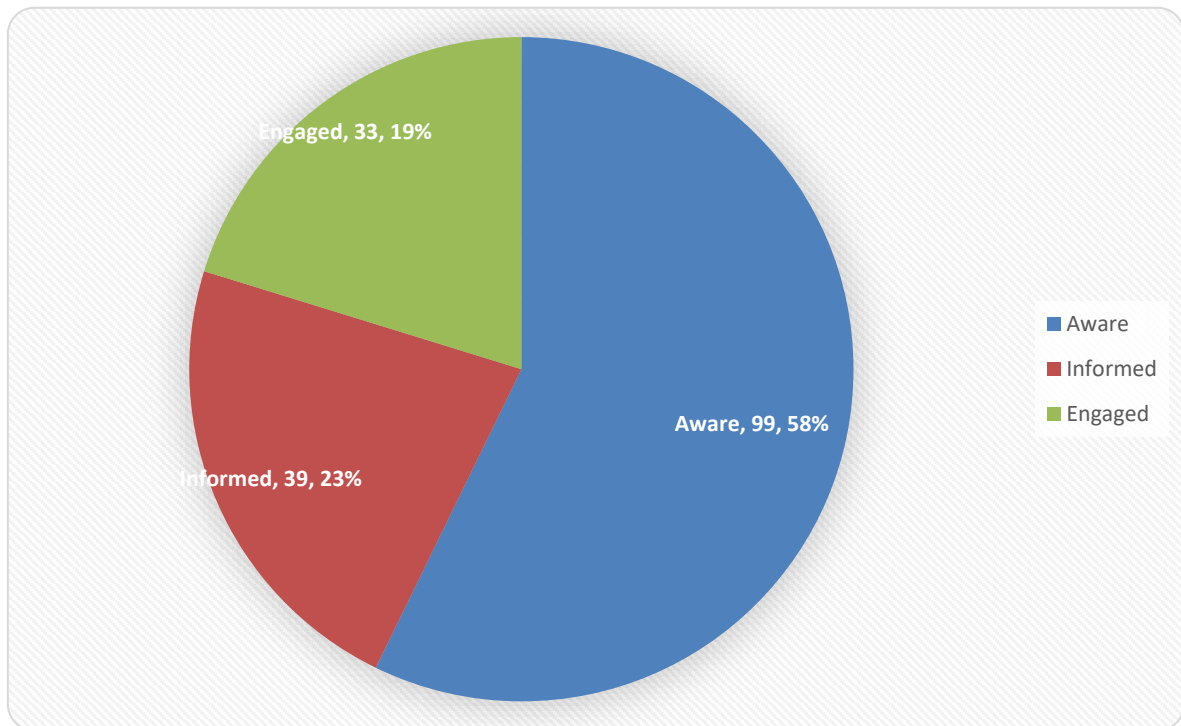
Data Collection Period

The Westmead Community Voice Panel (CVP) - Expressions of Interest was open for community consultation from Tuesday 25 October - Wednesday 30 November 2022. During this time, the CVP Have Your Say page had the following online engagement:

Table 4. CVP Have Your Say page online engagement:

Total Page Views	Total Document Downloads	Total FAQ Views	Aware Visitors	Informed Visitors	EOI Submissions
1072	42	63	99	39	Online: 30 Email: 3 Total: 33

Graph 3. Project Level of Engagement:



General Engagement Materials

Corflute signs

Corflute signs with the QR code were printed to assist with directing residents to the Have Your Say page. These were placed at strategic locations around the Westmead South area, which included:

- 4 x signs at Westmead Station
- 3 x signs at MJ Bennett Reserve
- 2 x signs at Sydney Smith
- 3 x signs at the Oakes Centre
- 2 x signs at Westmead Christian Grammar School
- 1 x sign at Westmead Public School
- 1 x sign at Westmead Progress Hall

Postcard

A postcard sized flyer was designed to hand out at train stations and pop-up sessions. This had the QR code directing residents to the Have Your Say page for more information and to how to submit a survey on the CLUP.

QR Code

A QR code was created with the Have Your Say link, which was shared on flyers and promotional material such as the printed FAQs. This was scanned about 330 times.

Frequently Asked Question (FAQs) Documents

Four Frequently Asked Questions (FAQ) documents were set up to provide more information about the Westmead South Early Consultation. Of the four FAQ documents, one covered general queries on the project, two focused on heritage matters in Westmead South and the fourth focused on the Westmead South Community Voice Panel. The FAQs were provided to assist the community with their feedback, and were accessed more than 370 times.

Downloadable FAQs	No. of Downloads
Westmead South Master Plan FAQ	250
Westmead South Proposed Heritage Items and Conservation Areas FAQs	43
Westmead South Existing and Proposed Heritage Items FAQs	35

Community Voice Panel

A series of Frequently Asked Questions were set up to provide more information about the Westmead Community Voice Panel for prospective participants. The FAQs were accessed more than 60 times.

FAQ	No. of Views
What is the Westmead South Community Voice Panel?	11
When will the first workshop take place? And how many workshops will there be?	12
How will the panel members be selected?	11
Will the workshops be held in person or online?	7
What is the purpose of the Westmead South Community Voice Panel?	9
Can a community group representative submit an application?	9

What will happen with the ideas and feedback provided by the Community Voice Panel?	4
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A printed version of the FAQs was available at all the community information sessions and pop-ups that were held during the exhibition period.

Phone- Talk to a Planner

5 Council officers direct phone numbers were provided on the HYS page. 28 calls were logged by Council Officers.

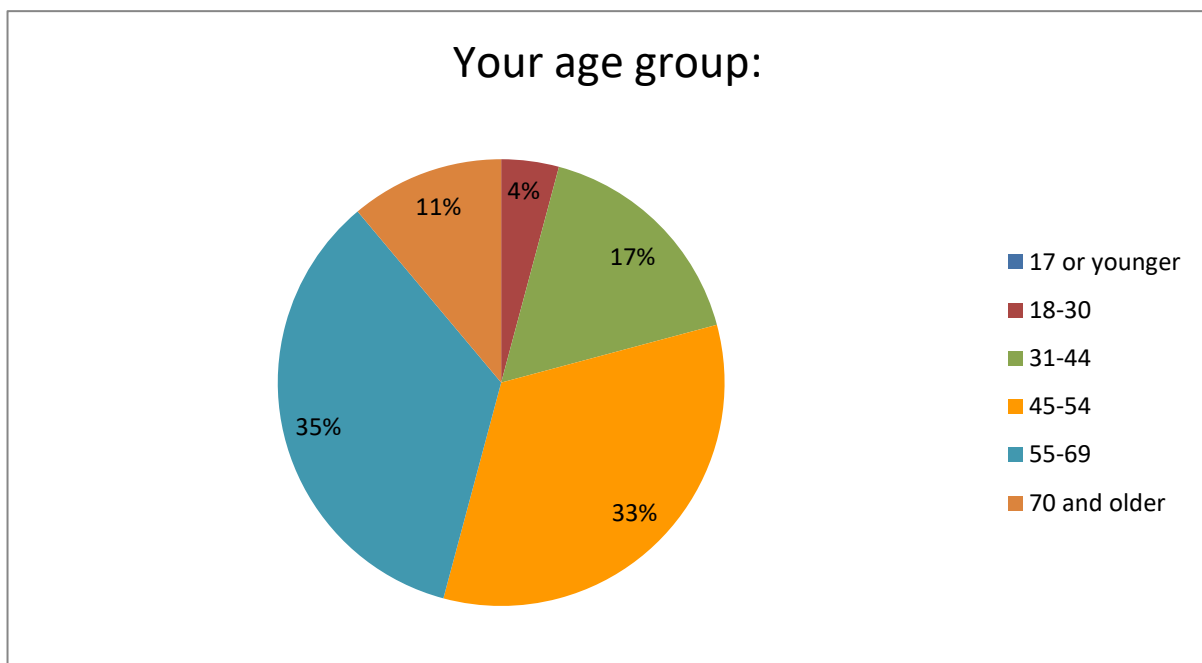
Surveys

There were 63 online submissions received on the Westmead South CLUP 'Have Your Say' Page during the consultation period. Some key findings from the survey responses are below.

Of those who completed the online survey:

- More than half were in the 55-59 age group (about 35%) or the 45-54 age group (about 33%)

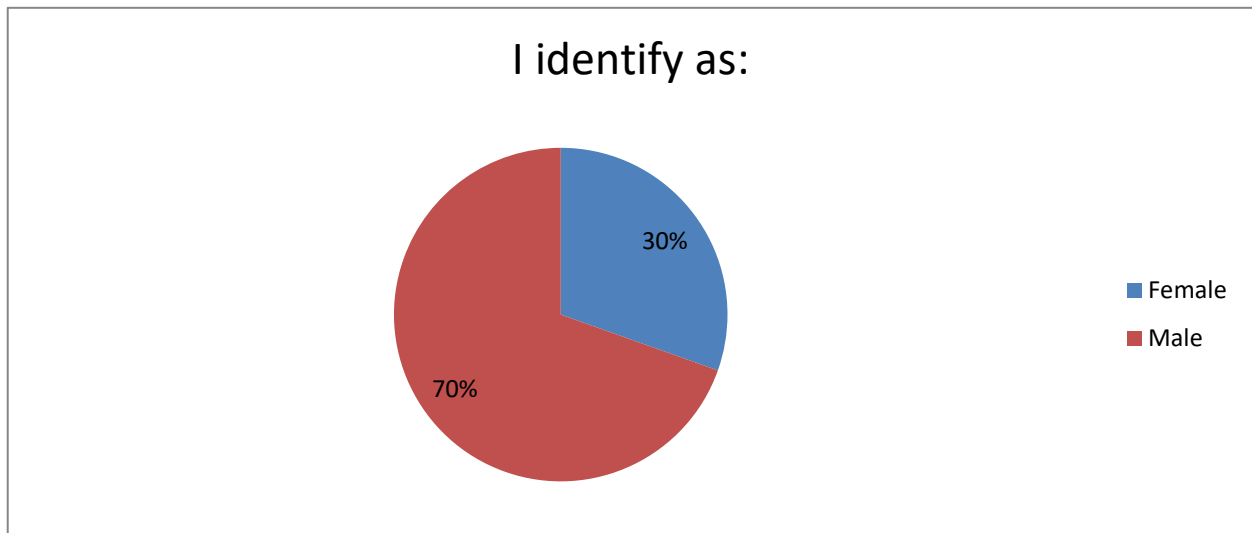
Graph 4. Response by age group



Of those who completed the online survey:

- About 70% were male.
- About 30% were female.

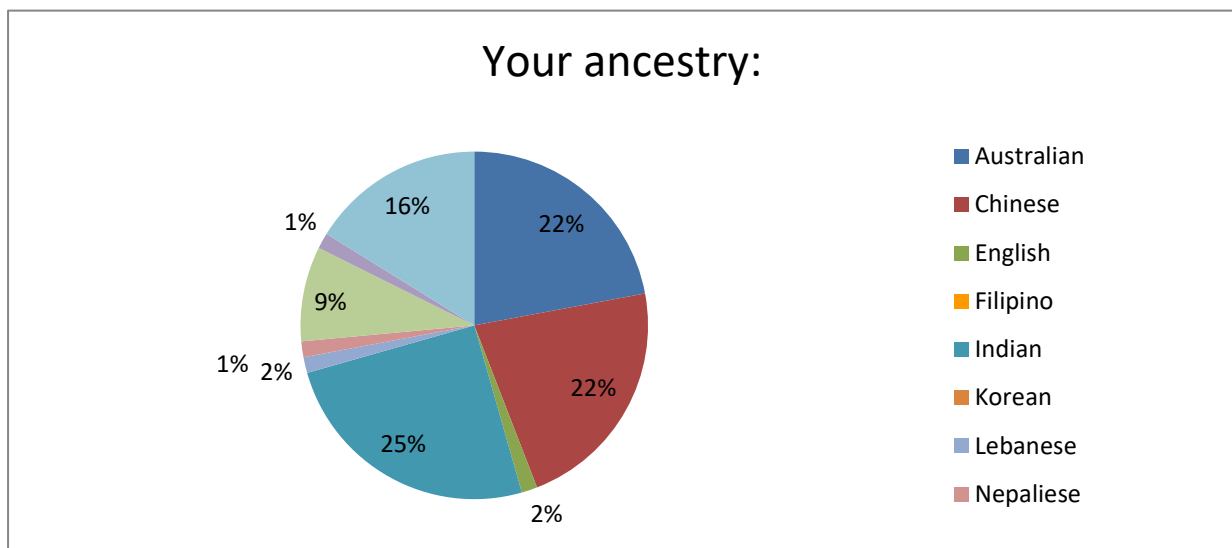
Graph 5. Identity of respondents



The respondents represented a wide range of cultural groups.

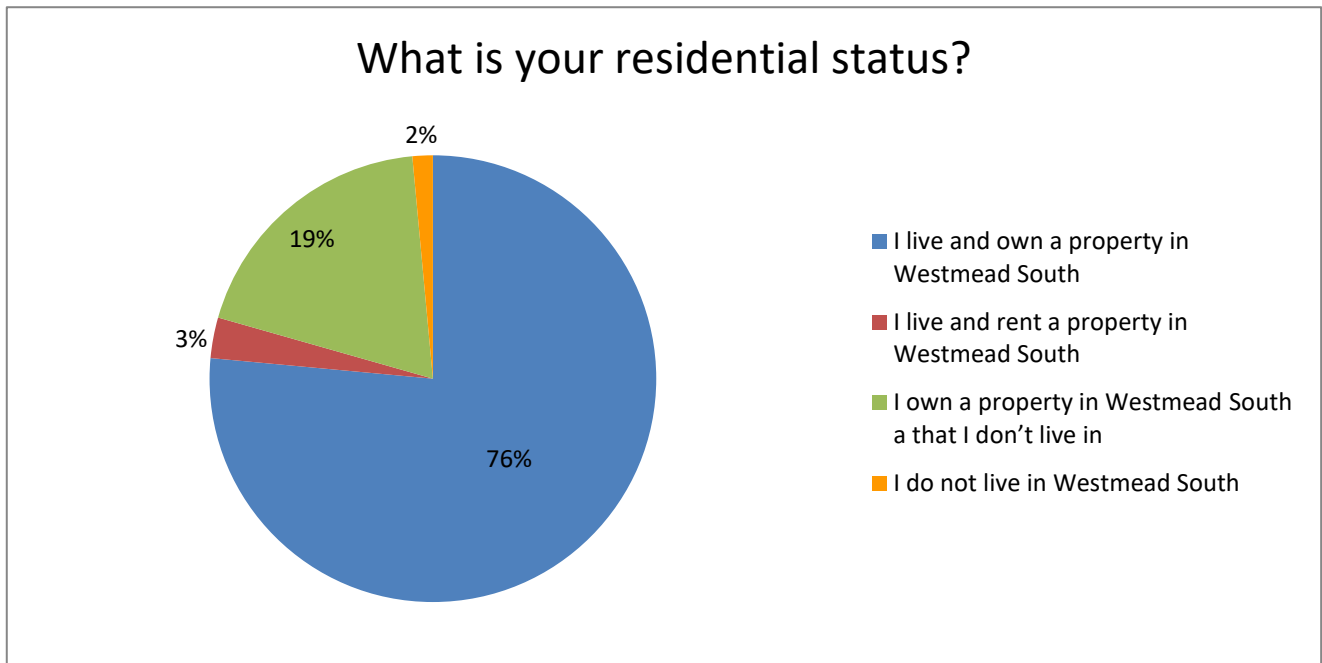
- The most represented ancestry was Indian with about 17% of respondents.
- English and Chinese tied for second the greatest number of respondents with about 15% each.

Graph 6. Ancestry of respondents



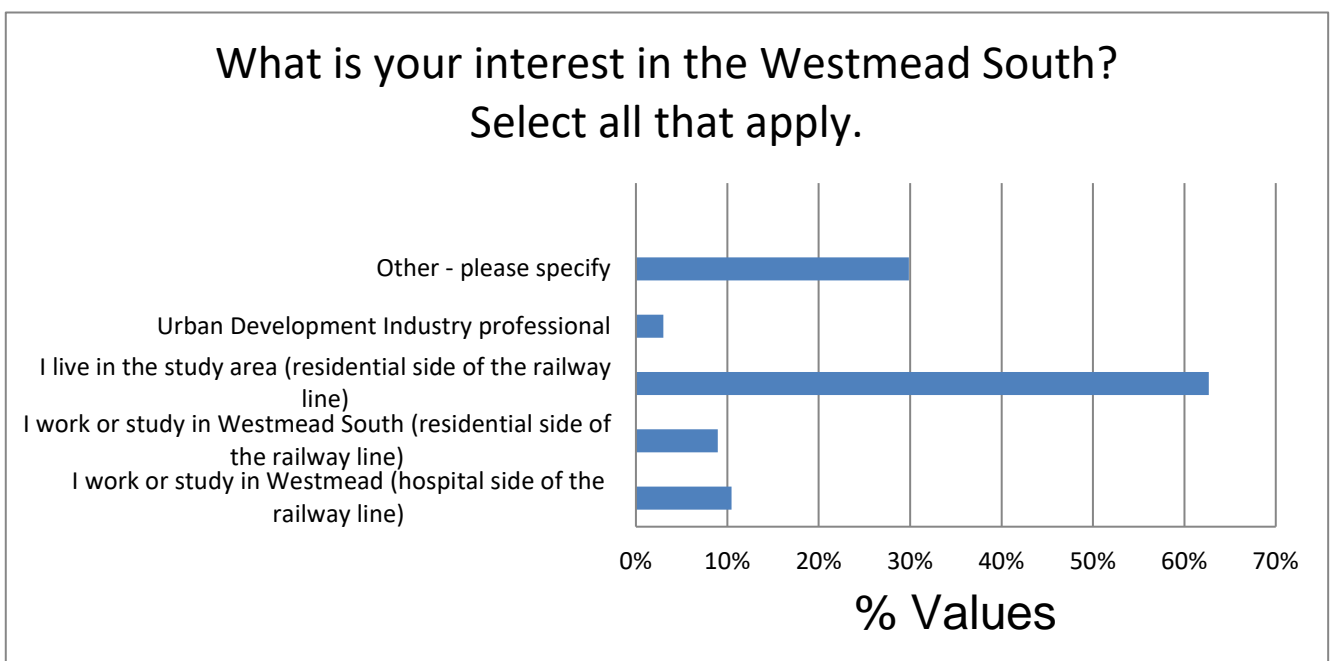
The majority of respondents (about 76%) both lived and owned a property in Westmead South.

Graph 7. Residential status of respondents



When asked their interest in the Westmead South area, about 63% of respondents indicated that they live in the study area.

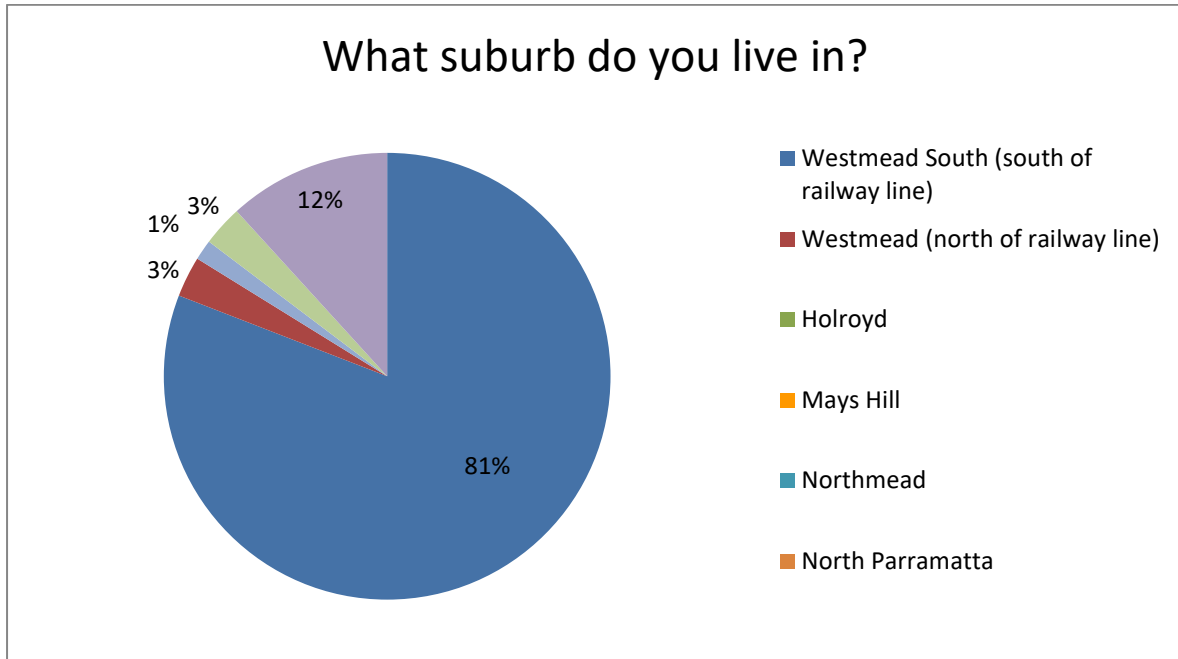
Graph 8. Respondent interest in Westmead South



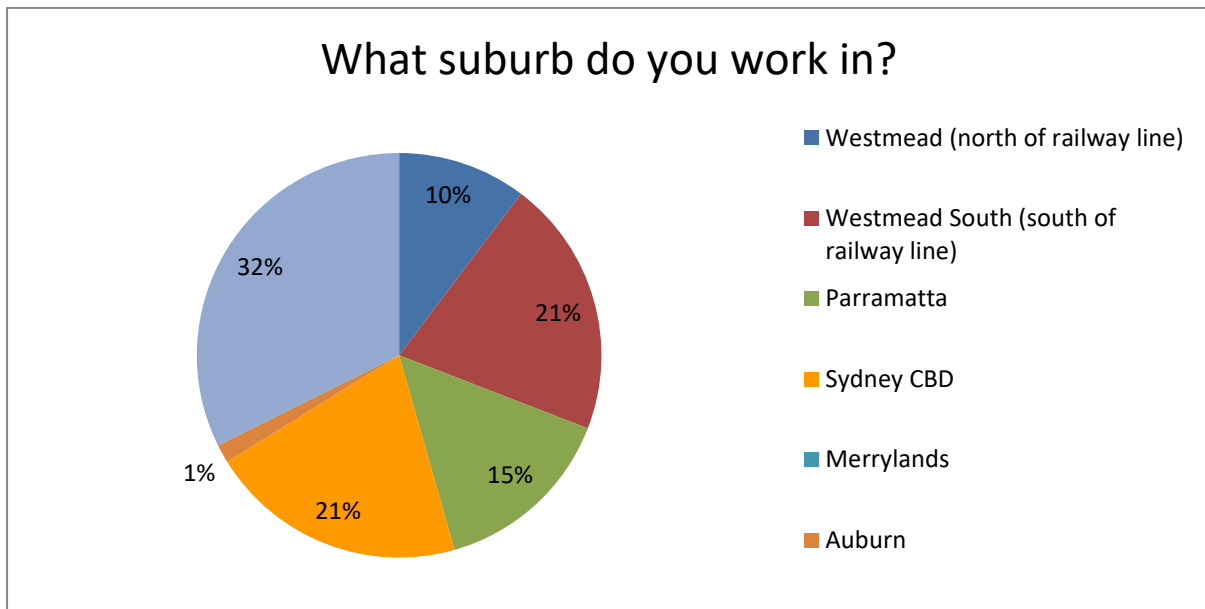
Of the respondents:

- About 81% live in Westmead South
- However only about 21% work in the Westmead South area.

Graph 9. Suburb of respondent



Graph 10. Suburb of work for respondent



Business Engagement

A Business Audit of Westmead South was conducted on Saturday 12 and Saturday 19 November 2022 at the Oakes Centre by the Economic Development team.

The Economic Development team also sent two electronic direct mails (EDMs) to businesses that are registered in or have an interest in Westmead - totalling to 408 businesses. Further detail can be seen below:

- 16 November 2022 - about 54% open rate.
- 30 November 2022 - about 48% open rate.

Local businesses were encouraged to provide feedback on the proposal and indicate how they felt changes would potentially impact the business community of Westmead South.

Advertisements

Newspaper advertisements were created and placed in the Auburn Review and Parra News. This was put in place to reach a wider audience, beyond those within Westmead. Advertisements were placed in both papers on the following dates:

- 25 October 2022
- 8 November 2022
- 22 November 2022

Limitations

The following limitations were noted for the exhibition:

- Uncertainty of all notification letters being posted and delivered to all residents via Australia Post, due to
 - Incorrect addresses or names
 - Unforeseen mailing issues
 - Residents being overseas or the like
 - Demolition of buildings
- Language barriers with notification materials or at face-to-face sessions

Consultation Feedback

Overview of Submissions

169 written independent submissions, which included 85 emails, 8 letters and 3 petitions, 63 online submissions (HYS survey) and 10 agency submissions, were received from individuals, families, households, businesses, organisations etc. as part of the consultation period.

Following the close of community consultation, Council reviewed all written submissions, as well as verbal conversations recorded during face-to-face sessions. Public views and opinions were categorised into eight (8) broad themes.

These themes relate to the types of changes proposed in the CLUP. The themes are explained further in the below table:

(1) Heritage

This theme serves to capture all feedback related to the proposed Westmead Estate Heritage Conservation Area (contributory and non-contributory status of properties) and the proposed Heritage Items within the study area.

(2) Parks

This theme serves to capture all feedback related to the existing parks, the proposed expansion and/or upgrades to parks within the study area.

(3) Transport

This theme serves to capture all feedback related to existing roads, public transport and/or the current and proposed active transport links within the study area.

(4) Land-use/Density

This theme serves to capture all feedback related to the proposed zoning, density and storeys proposed. As well as any comments related to existing zoning and/or fairness of changes to zoning and density within the study area.

(5) Schools

This theme serves to capture all feedback related to the existing schools within the study area.

(6) Infrastructure

This theme serves to capture all feedback related to existing infrastructure within the study area.

(7) General

This theme serves to capture all feedback related to the concept land-use plan that was general in nature e.g. enquiries about what is happening, timing of the project, where to find information in relation to the proposed planning work and study area etc.

(8) Other

This theme serves to capture all feedback which did not fall into the above categories.

Council officers undertook a thorough review of all submissions recorded during and after the consultation period and broke them down into the key themes mentioned above. The key themes were identified through their repeated presence within a submission. There are

eight (8) key themes discussed below, each with its own subsection in which it is briefly defined, its prevalence (i.e. the number of submissions in which it is present) is identified, and a Council-officer response is provided.

Please note, one submission may contain elements from each key theme.

Support for the Project

17 submissions were received expressing support for the proposed key moves and vision for Westmead South set out in the CLUP.

Opposition to the Project

75 submissions were received expressing broad opposition to the key moves and vision for Westmead South set out in the CLUP. This included opposition to propose changes to the land use zoning of certain blocks, as well as individual properties, and/or proposed heritage listings/heritage conservation area.

Neutral about the Project

67 submissions were received which did not specifically state support or opposition to the CLUP, but rather offered comments for consideration by Council.

Key Theme 1: Heritage

This theme serves to capture all feedback related to the proposed Westmead Estate Heritage Conservation Area (including the contributory and non-contribute status of properties) and the proposed Heritage Items within the study area.

23 submissions were identified as providing feedback of this type.

Response

Recommendations supporting the proposed listing of new heritage items originated from technical advice received as part of the Cumberland Comprehensive Heritage Study.

As part of Council's obligations to maintain an up-to-date register of local heritage items in the Cumberland LEP 2021, Council sought independent advice to review and provide recommendations on existing heritage items within the Cumberland Local Government Area. Council engaged Nimbus Architecture and Heritage (Nimbus) to undertake an independent peer review of the Cumberland Heritage Study, including the proposed heritage items and heritage conservation areas within Westmead South. Nimbus' peer review largely supported the recommendations of the original report.

Council considers the process to be sound, and that the independent authors of the Heritage Study undertook their work without prejudice for the outcome.

This follows best-practice methodology and is in accordance with the guidelines set out in *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance* and the New South Wales Heritage Manual, *Assessing Heritage Significance*. The final assessments of significance were made in accordance with the NSW heritage assessment criteria developed by (the predecessors of) Heritage NSW and the Department of Premier and Cabinet (formerly known as the Office of Environment and Heritage).

The Westmead Place Strategy 2036 identifies the area proposed as the 'Westmead Estate HCA' as a character investigation area as well as identifying heritage view corridors. As

discussed above, Council has undertaken a Heritage Study and Peer Review of this area and other proposed items within Westmead South. Council will be undertaking further heritage advice which will further inform the development of the Draft Westmead South Master Plan.

Key Theme 2: Parks

This theme captures all feedback related to any comments on the existing parks, the proposed expansion and/or upgrades to parks within the study area.

10 submissions were identified as providing feedback of this type.

Response

There were several submissions which raised concern over the lack of open space, parks, and tree canopy in Westmead South. A number of submissions provided recommendations to improve existing parks and open space.

Council acknowledges these issues and comments raised by the community. The provision of sufficient open space and community facilities is a key priority in the vision for Westmead South. This will be considered through further technical studies in the development of the Draft Westmead South Master Plan. The master planning process will incorporate development controls around open space, landscaping and tree canopy planting and built form densities.

Key Theme 3: Transport

This theme captures all feedback related to existing roads, public transport and/or the current and proposed active transport links within the study area.

5 submissions were identified as providing feedback of this type.

Response

Submissions were received which raised concern over existing public transport routes being overcrowded and lack of accessibility as a result. Feedback also proposed Council introduce walking and cycling infrastructure throughout the precinct. Of the five submissions, one expressed support for the proposed Green Link identified on the CLUP.

A key priority in the development of the draft Westmead South Master Plan is to improve connectivity in and around Westmead South. This includes exploring the potential to provide the 'green link', bike and pedestrian infrastructure and improve public transport. Further technical studies, in conjunction with work being undertaken by TfNSW, will inform key changes to the CLUP.

Council will be testing different development scenarios and determine the level of impact this will have on the existing road infrastructure, to ensure that necessary infrastructure upgrades are identified to support the projected population growth in the Westmead South precinct.

Key Theme 4: Land-use/Density

This theme captures all feedback related to the proposed zoning, density and storeys proposed. Also captured in this theme are comments related to existing zoning, fairness of zoning changes and density within the study area.

55 submissions were identified as providing feedback of this type.

Response

Majority of submissions received by Council were in relation to the proposed changes to land use zones and building heights identified in the CLUP. Comments included both opposition to high-density development, as well as support of the CLUP and proposed up-zoning.

Other submissions raised opposition to their properties *not* being re-zoned and the fairness of this. Submissions also recommended certain areas be up-zoned to permit higher densities and/or mixed use, including Bailey Street, Grand Avenue, Moree Avenue and the sites directly adjacent to Sydney Smith Park. This was due to proximity to new Metro Station as well as providing a cluster of high density and preventing site isolation.

Council received several submissions which were generally opposed to any re-zoning or strategic planning work for the precinct, recommending that Council leave Westmead South as is.

The Westmead 2036 Draft Place Strategy is the NSW Government's strategy to guide the future planning needs of the Westmead Precinct to meet its regional relevance, anticipated growth, and renewal. It sets the planning context and precinct-wide vision for Westmead, with which Council strategies and planning should be consistent. Westmead South is one of seven sub-precincts of the Westmead Precinct. It is envisioned to be a walkable residential neighbourhood, transformed by the proposed Metro Station to increase connectivity, offering housing choice and diversity, with an urban village at its heart.

The Strategy proposes several changes in land use and development within Westmead South that extends beyond its current context, role, and function. It was recommended that Council lead this body of work.

Council intends to undertake further technical studies to better inform the CLUP and further strategic planning work in the precinct, including the feasibility of the proposed changes as suggested by residents. Council acknowledges the need to provide additional housing to accommodate future population growth in the precinct. Further technical advice will be sought on the best pathway to deliver a diverse range of housing types and densities in the precinct.

Key Theme 5: Schools

This theme captures all feedback related to the existing schools within the study area.

7 submissions were identified as providing feedback of this type.

Response

Council is working with Schools Infrastructure NSW (SINSW) on the strategic planning for a new school in Westmead. They are a key agency in the development of the Westmead Master Plan and will continue to be consulted with throughout the process.

Key Theme 6: Infrastructure

This theme captures all feedback related to existing infrastructure within the study area.

10 submissions were identified as providing feedback of this type.

Response

Council acknowledges the community's concern over the capacity of existing infrastructure for current and future residents in Westmead South.

Key objectives that are being investigated in the development of the Draft Westmead South Master Plan address the concerns raised. Council intends to undertake further technical studies to better inform the CLUP and further strategic planning work in the precinct, including the necessary infrastructure upgrades as part of the proposed changes. Council acknowledges the need to improve existing infrastructure constraints in the precinct. Further technical advice will be sought on the best pathway to deliver necessary infrastructure in the precinct.

Transport for NSW and the NSW Department of Planning and Environment are also undertaking technical studies for Westmead alongside Council.

Key Theme 7: General

This theme captures all feedback related to the CLUP that was general in nature e.g. enquiries about what is happening, timing of the project, where to find information in relation to the proposed planning work and study area.

29 submissions were identified as providing feedback of this type.

Response

Council acknowledges the community's concerns regarding property value and the stress it may cause as changes are made in the precinct. Council's intention is to deliver on the objectives of the Westmead Place Strategy 2036, as well as addressing the growing needs of Westmead as identified in Cumberland 2030: Our Local Strategic Planning Statement.

Council notes that concerns around noise and air pollution, poor construction, and its impacts, are all issues which must be addressed under Section 4.15 of the Environmental Planning and Assessment Act, 1979.

Further technical advice will be sought to understand the potential noise and air pollution impacts associated with future development in the precinct. Any other considerations relating to quality of construction, privacy impacts and overshadowing will be assessed in the development application stage.

Submissions were also received which raised concern over the technical studies completed and that were made available during the exhibition period. Council advised that we intend

to engage a suite of technical experts to further the work already done by SCT Consulting, GHD and SGS Economics. These technical studies will help to further inform the CLUP and overall Master Plan for Westmead South.

One (1) submission raised concerns regarding misguided public perception and expectations about the future planning for Westmead South. Council is responding to the objectives and recommendations set out in the NSW Government's Draft Westmead 2036 Place Strategy, which seek to guide the future planning needs of the Westmead Precinct to meet its regional relevance, anticipated growth, and renewal. It sets the planning context and precinct-wide vision for Westmead, with which Council strategies and planning should be consistent.

This round of consultation forms Phase 1 Early Engagement for the planning of Westmead South, with Phase 2 to take place in 2023. The community will continue to be informed and consulted during this process.

Council officers responded directly to residents who made an email submission with direct questions relating to the CLUP and impacts to their properties.

Key Theme 8: Other

This theme captures miscellaneous feedback which did not fall into the above categories. This includes submissions advising that they have put in a GIPA request and for Council to reinstate a sculpture that was removed.

4 submissions were identified as providing feedback of this type.

Response

These matters do not form part of the scope of the Master Planning work for Westmead South, however, will be dealt with through the relevant team within Council.

Site Specific Submissions

Council received one (1) submission for the consideration of a site specific planning proposal on behalf of the owners of 1 Bridge Road, 2-6 Hawkesbury Road and 238-240 Great Western Highway, Westmead.

The submission states that a site of this size, coupled with its strategic location, is a significant urban renewal opportunity. Further to this, the submission states it should be considered as a strategic site as the southern gateway to Westmead centre and the Westmead Health and Innovation District.

The submission highlights support for:

- Height and Density - supports high-density development with heights up to 15 storeys.
- Place Node - supports the identification of this site as a place node.
- Hawkesbury Road Transport Spine - supports improvements to transport infrastructure along Hawkesbury Road and the intentions of the Westmead Place Strategy 2036.

The submission highlights the following site opportunities:

- Mix of uses
- Employment
- Open space
- A mix of housing
- Sustainable transport including improved active transport and connectivity
- A catalyst site at the gateway to Westmead South
- Range of public benefits

Council Response:

Cumberland City Council is currently developing a Masterplan for Westmead South. Following preparation of the draft Westmead South Master Plan, planning controls will be prepared to implement the growth envisioned through the planning undertaken for Westmead South. In consideration of this, Council recommends that the proposal not proceed at this stage, as it will be further considered in the Westmead South Planning Proposal. A draft proposal is targeted to be prepared by the end of 2023, following the completion and publication of a suite of technical studies for the precinct.

Agency Submissions

City of Parramatta Council (CoP)

The City of Parramatta (CoP) provided the following comments to the CULP:

- Houison Street would be perfect for a separated cycleway, it is quite wide, you could get one in without removing parking (along most of it) and get some good tree coverage. Topography is kind, connects to the park and at the southern end it has a signalised crossing of GWH.
- Agrees with the Bailey Street (bike path) and Drew Street (shared path or quietway) to the east, however, would suggest having the east-west path along Randle Street as it connects the school, signals over Hawkesbury Road and goes to the local centre.
- Consider extending the park green link with a shared path on western side of Macarthur with a bonus link through the little park in the south.
- Northern side of Austral Avenue would also be a good connection to have.
- Northern verge should probably be a shared path too (and it already looks like developers are putting in a wide path already)
- Suggests that Grand Avenue is better than Alexandra Avenue as the parking would be easier to discuss, and it goes through the middle of the density and therefore is much more accessible.
- Consider an additional through site link between Alexandra Avenue and Grand Avenue, west of Hawkesbury Road

Council response:

Council thanks CoP for the detailed and beneficial comments in regard to the proposed pedestrian and cycle routes and infrastructure. This will be explored further in the investigative studies currently being undertaken in preparation for the draft planning proposal. Council will continue to consult in CoP throughout this process.

NSW Environmental Protection Authority (EPA)

The EPA has no comment on the proposal.

Council response:

Noted.

NSW Rural Fire Service

The NSW RFS considered the information submitted and provided the following comment: The land designated for development in Westmead South following the preparation of *Draft Westmead Place Strategy* is not mapped as bush fire prone. Therefore, there is no requirement to consider bush fire protection measures for any future works in Westmead South identified in the *Draft Concept Land Use Plan*.

Council response:

Noted.

Greater Sydney Parklands

Greater Sydney Parklands considered the information submitted and provided the following comment:

In progressing future work in Westmead South Council is encouraged to further consider how the opportunities in the 50 year vision for Greater Sydney's Open Space and Parklands could be realised in Westmead South for example, how to maximise tree canopy cover.

The Plan of Management for Parramatta Park, *Your Parramatta Park 2030*, refers to the area adjacent to Westmead South as the Mays Hill precinct and identifies the need to work with Cumberland Council to:

- improve connections between Mays Hill and surrounding streets and improve entries to Mays Hill, and
- improve water quality entering the headwaters of Domain Creek.

Would appreciate the opportunity to work further with Council in relation to these items as work on Westmead South progresses. In particular, while the Concept Land Use Plan identifies a number of active transport links connecting into Parramatta Park, further work is required to ensure that the links proposed connect with paths being implemented in Parramatta Park. We would welcome the opportunity to meet with you to discuss this further.

The *Mays Hill Precinct Master Plan* was prepared in 2017 which also identifies the opportunity to strengthen the connection between the Mays Hill precinct and surrounding streets. Please note that the master plan predates the Plan of Management (PoM) and as such we are proposing to update this in due course based on learnings from the preparation of the PoM.

The Community Needs and Social Infrastructure Assessment makes a number of recommendations in relation to open space. Specifically, it recommends that Pemulwuy Reserve be formally connected and integrated into the Mays Hill Precinct and masterplan. The integration of adjacent areas of open space is supported in principle but would appreciate the opportunity to discuss this with Council as work on Westmead South progresses.

They support no inclusion of a road between Westmead South and Parramatta Park.

Council response:

Noted. Council understands the importance of connected open space and will continue to consult with Greater Sydney Parklands throughout the process to ensure these visions are achieved to the best outcome.

Transport for NSW (TfNSW) - Smart Places

The Smart Places team stated they will continue to engage with Cumberland Council and provide advice and guidance. As such the submission did not relate specifically to the documents on exhibition but rather is intended to guide Council planners and place owners to integrate smart places for continuing the development of the Master Plan and planning controls. These should be read with and align with the work previously completed on the Smart Central River City Strategy and ongoing Smart Places Strategy

work. These relate to Smart Places Design, performance outcomes and benchmark solutions, associated smart place outcomes (services and utilities, services and utilities) telecommunication facilities.

Council response:

Noted. Council will continue to consult with the Smart Places Team at TfNSW throughout this master planning process. Further to this, Council will be engaging a Smart Places consultant to inform the planning proposal.

Transport for NSW (TfNSW) - Sydney Trains

The following comments were provided for Councils considerations:

- Notes the concept plan indicates linkages across the existing rail corridor. Please be advised that any access across the corridor will require further consultation with TfNSW, Sydney Trains and TAHE.
- TfNSW-Sydney Trains must be consulted (alongside the Transport Cluster) and be part of the decision-making process in identifying the exact location of any future bridge proposed over the rail corridor. Appropriate asset protection and construction management will need to be applied to protect the rail corridor, rail assets and railway stations at the location of proposed bridge/s.
- Any future proposal must be supported by a Traffic Management Plan for the construction phase, and future operation phase to demonstrate that additional vehicular movements do not potentially obstruct access onto TAHE land or cause queuing issues associated with access across the rail corridor. Rail bridge load restrictions must also be considered and adhered to.

Council response:

Noted. Council will continue to consult with TfNSW - Sydney Trains throughout this master planning process. Further to this, Council will be engaging further technical studies to explore potential bridge crossing, traffic and transport to inform the planning proposal Westmead South.

Transport for NSW (TfNSW) - Transport Asset Holding Entity (TAHE) NSW

As neighbouring land owner TAHE would like the following matters to be considered in Council's further development of the subject land use plan:

- The subject area is bordered to the north by Transport Asset Holding Entity (TAHE) owned land including the Westmead Railway Station. We request that Council include the station in the study area, and consideration be given to enabling the future development of the airspace above the station, with associated height and density controls.
- The allowable height, density, setbacks, minimum car parking etc within the study area should in no way rely on TAHE owned land (apart from public transport offered at the station) for variations to any such controls that would otherwise apply, as TAHE aims to protect their properties from other developments impacting on their future redevelopment potential.

Council response:

Noted. Council will ensure TAHE owned land is not adversely impacted by the proposed planning work. Further, Council will continue to consult TAHE throughout the master planning process.

Transport for NSW (TfNSW)- Sydney Metro

The following comments for provided for Councils consideration:

- The blocks to the east and south of the Metro site are currently zoned High Density Residential and the Westmead South Concept Land Use Plan identifies no change to the land use zoning of these blocks. It is noted however, that the DPE Strategy identifies these blocks for future mixed use. Sydney Metro has commenced planning for the Metro site and clarification is sought on the future likely land use for these surrounding sites as this will influence the place outcomes for the Westmead precinct.
- The Land Use Capability Study outlines options for provision of affordable housing, social housing and student housing. These options should align with the approved NSW government policy position on these issues. Sydney Metro is at the early stages of planning for the site and would be looking to align with the approved policy in place at the time of development. However, no scope for Metro to provide a commuter carpark.
- There are sites which are positioned above the station and tunnel alignments for Sydney Metro - West. Any future development on this land will need to consider the State Environmental Planning Policy (Transport and Infrastructure) 2021 and the Sydney Metro Underground Corridor Protection Guidelines and/or Sydney Metro at Grade and Elevated Sections Guidelines

Council response:

Noted. Council acknowledges the previous and on-going work for Sydney Metro at Westmead and will therefore be consulting closely throughout this master planning process.

The technical investigations that Council is currently undertaking will better inform the future likely land-use and density for the sites surrounding the Metro site and will be exhibited in the next phase of engagement when the draft planning proposal has been prepared.

It is a key priority to ensure the master planning work aligns with the vision and directions of the Westmead Place Strategy for Westmead and Westmead South more specifically.

Western Sydney Local Health District

Provided further information regarding the expected increase of workers across Westmead by 2036 and therefore the need for key worker accommodation is key.

Provided further info in regard to future development of the Westmead Health Precinct. They support the need for a multipurpose community hub (from needs assessment) and the option for WSLHD community health services such as a child and family nursing to use some of this space. It is also suggested that the description and Appendix B on Health services and facilities (page 40 of needs assessment) include the Westmead Children's Hospital.

Council response:

Noted. Council thanks WSLHD for providing further clarification on this data and will ensure the documents and plans are updated accordingly.

Schools Infrastructure NSW (SINSW)

SINSW provides a confidential submission to Council.

Council response:

Noted. Council will continue to consult SINSW throughout the master planning process and will advise if there is any staging proposed. Further, Council will further develop and concept land-use plan as development of the planning proposal progressing and will look to clearly delineate between low and medium density development.

Conclusion

Results of the Consultation

The response to the community consultation was strong both in terms of the number of submissions and in the content of the feedback.

There was a total of 169 submissions (emails, letters, petitions, surveys and agencies) received during the exhibition through a mix of online and email channels. The feedback on the Westmead South proposal was mixed, with positive and negative responses.

- There was general support for the proposal to invest in Westmead South, with suggestions and concerns about certain aspects of the plan.
- There were concerns about high rise building in front of the Westmead Public School and next to the metro for fear it will become a highly congested area.
- There were concerns about inconsistencies between the Concept Land Use Plan Map and Capability Study.
- Residents living in areas labelled as proposed heritage listings had concerns about the impact this might have on their homes.
- Shop owners raised concerns over the proposed heritage listing of the 'Oakes Shopping Centre', as they felt it will restrict the redevelopment and modernisation of the centre.
- Some residents living in low/medium density areas which are to be surrounded by high density areas under the new proposal raised concerns:
 - they fear this will diminish the value of their properties
 - there was a fear that high rise apartments would overshadow their homes, and
 - they felt the proposal would create an uninviting neighbourhood.
- Some residents felt that the proposed plan does not support house-based family living in South Westmead.
- There were suggestions to create more parking complexes to compensate for the influx of new apartments, businesses, community spaces.
- Suggestions for community hubs in a variety of locations, including
 - Howe street, amalgamating the properties that back onto Sydney Smith Park
 - Intersection at the Great Western Highway and Hawkesbury Road, identified as a node on the Concept Land Use Plan Map
 - Revitalising the Oakes Centre to become key shopping hub

- There were suggestions to upgrade some already existing unit blocks instead of establishing new apartment blocks, particularly closer to the station.

Overall, the early consultation exercise is considered to have been useful and valuable in improving the quality of Council's assessment and consideration processes and will be used to during the further technical investigations and preparation of the draft planning proposal.

Appendices

Appendix 1

Westmead South Phase 1 Early Consultation 2022 – Public Submissions and Responses

Appendix 2

Westmead South Community Voice Panel – Engagement Evaluation Report

Appendix 3

Westmead South Phase 1 Early Consultation 2022 – Engagement Evaluation Report



**CUMBERLAND
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Appendix 1 – Westmead South Phase 1 Early Consultation 2022 - Public Submissions and Responses

Umbrella Theme	Submission No(s).	Issues	Response
Does not support the proposed Land-use/density	01, 01a,	Opposes the 'no change' proposed for the property: <ul style="list-style-type: none"> 54-60 Hassall 	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes.
	04	Do not re-zone anything (leave Westmead as is).	The Westmead 2036 Draft Place Strategy is the NSW Government's strategy to guide the future planning needs of the Westmead Precinct to meet its regional relevance, anticipated growth, and renewal. It sets the planning context and precinct-wide vision for Westmead, with which Council strategies and planning should be consistent. Westmead South is one of seven sub-precincts of the Westmead Precinct. It is envisioned to be a walkable residential neighbourhood, transformed by the proposed Metro Station to increase connectivity, offering housing choice and diversity, with an urban village at its heart. The Strategy proposes several changes in land use and development that extends on its current context, role, and function and therefore, Council is undertaking this planning work.
	52, 52a	Oppose the rezoning in Bridge Road due to existing issues like traffic, water pressure, lack of shopping centre and accidents. The submitter is concerned that due to increasing apartment in the surrounding the property value of their property will be reduced.	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes.
	53, 54, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68,	Oppose re-zoning of Amos Street, Bernard Street or Drew Street. Three petitions (one for each street) were also submitted in opposition.	Noted. Council is about to engage in further technical studies which will better inform the

	70, 71, 72, 74, 104, P01, P02, P03,		concept land-use plan and the proposed zoning changes. Further to this, Council acknowledges the needs to provide a range of different housing types and densities and appreciates the strong feedback from this community.
	48	Needs to be more low density zoning and the properties between MJ Bennett and School Parade should be low density (2-3 storeys), due to loss of privacy from 3-4 storey development.	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes. This further investigative work will explore the demands and feasibility, along with planning controls, on the different development scenarios. This means Council can investigate the feasibility of the re-zoning suggested by residents.
	73	Oppose the proposed increase in density. The submitter wants to see low density around Amos Street and high density around the station, improves amenities, green spaces and tree plantation on every street.	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes.
	82, 139, 143	Oppose to high density rezoning of the area and potential impacts it will have to the amenity of the suburb.	In 2022, the Department of Planning and Environment released the Westmead Place Strategy 2036. This document provides a vision for Westmead Precinct to be Australia's premier Health and Innovation District - an ecosystem for new discoveries, economic growth and global recognition. Westmead South is one of seven (7) sub-precincts within the Westmead Place Strategy 2036 area. Council is also preparing Master Plans for our Cumberland City's key centres and corridors. The intent of the Master Plans is to locate a mix of homes close to jobs and high frequency transport services. Council is also liaising with Department of Planning, TfNSW and other agencies to explore

			the demands and feasibility, along with planning controls, on the different development scenarios.
	90	Opposes the high rise rezoning along Hawkesbury Road block.	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes.
	91	Questions the height distribution and suggests higher density should be put on the block near the station.	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes.
	105, 139	The submitter states that there is no enough space to allow for this development. In fact, it would deter people from wanting to move in this area.	Refer to the above response.

	108	The zoning at the beginning of Bridge Rd is not appropriate. It should be the same as that along Alexandra Avenue. Rather than medium-high density, it should be high density. There is no need to isolate this little strip of houses, that includes 81-85 Bridge rd. A developer could purchase the lane behind this block, which is unused, and make that a larger block for high density development. Hence allowing more, much needed affordable housing within this central and accessible block.	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes.
	138	Changing the zoning of the proposed areas in Westmead South negatively impacts the strong sense of community that presently exists in the area by creating greater social isolation. It also overpopulates the area and changes the entire character and feel of the community which many residents have come to appreciate and love about the area.	In 2022, the Department of Planning and Environment released the Westmead Place Strategy 2036. This document provides a vision for Westmead Precinct to be Australia's premier Health and Innovation District - an ecosystem for new discoveries, economic growth and global recognition. Westmead South is one of seven (7) sub-precincts within the Westmead Place Strategy 2036 area. Council is also preparing Master Plans for our Cumberland City's key centres and corridors. The intent of the Master Plans is to locate a mix of homes close to jobs and high frequency transport services.
	142	Strongly disagrees with a proposed plan for Westmead South as all areas should be developed in Westmead and not some. Zoning should be the same for all, especially in front of the Metro Station, which is advised not to be developed.	Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes. This further investigative work will explore the demands and feasibility, along with planning controls, on the different development scenarios. This means Council can investigate the feasibility of the re-zoning suggested by residents.
Neutral: seeking more more/higher density.	10a, 12, 12a, 13, 13a, 19, 26, 27, 29, L07, L08, 30, 33, 36, 40, 42, 44,	Up-zone: <ul style="list-style-type: none"> • 26-30 Bailey Street should be rezoned to high density or mixed used zoning (20+ storeys) 	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes.

	45, 111, 112, 113, 117, 118, 119, 121, 128, 132, 133, 136, 144, 148	<ul style="list-style-type: none"> • The proposed zoning of sites to the west and east of 156, 154 and 152 Hawkesbury Rd as mixed use (20+ stories) makes it important for 156,154 and 152 Hawkesbury Road to be also zoned for mixed use 20+ stories to provide continuity of activity street edges • 54 Moree Ave to Medium High (4-6 Storeys) to be consistent • Change the density from Low Density (2-3 stories) to Medium Density (4-6 stories) at the western end of the Alexander and Grand Avenue • 10-32 Grand Ave to high density to meet Westmead Place Strategy and close proximity to transport • Alexandra Avenue and Grand Avenue should be 20 or higher storey due to those two places are only at most 10mins on walks to the metro, train, light rail and bus station. it will help increase the population of Westmead South, and attract more people who are working in Westmead medical complex or studies in the UWS campus to spend or live in Westmead rather than in other suburbs • 16 Grand Ave to high density due to close proximity to the current and future transport hub • Both sides of Moree Ave to high density (7-15 storeys) - to restrict one side of Moree Ave to Medium High Density (4-6 storeys) directly contradicts the Westmead Place Strategy • The land contained within the boundaries of Alexandra Ave, Grand Ave, Hawkesbury Road and Bridge Road should be considered for 15-20 stories rather than 7-15. Going higher than the current 7-15 proposal represents a unique opportunity to maximise housing around public transport without binging traffic congestion • 52 / 53 54 / 56 Moree Ave, 77B & C Bridge Road and beyond would be better served as a uniformed medium high-density zoning • All properties in School Parade and Hawkesbury Road should be High Density • To consider south-eastern part of the study area higher density 	This further investigative work will explore the demands and feasibility, along with planning controls, on the different development scenarios. This means Council can investigate the feasibility of the re-zoning suggested by residents.
	83	Would like to understand if there is an opportunity to upgrade the height limit from the current proposal of 2-3 storey to 4-6.	Refer to the above response.

	97	The submitter enquires about the density and change in height along Grand Ave.	Refer to the above response.
	100	The submitter enquires if there any hope for more Low Density Development in the north side of Drew St.	Refer to the above response.
	114	Alexandra avenue has high traffic of morning and afternoon car and people commuting. Rezoning to high density with vibrant commercial shops on the first floor for this street is well overdue.	Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes.
	131	The proposed changes of high tower apartments in particular R2 to R7 and higher in south will destroy the area and the roads and access in and out isn't sustainable.	Refer to the above response.
	134	The submitter states that Hassall Street and its surrounding area should be considered as Mixed-Use building. This would create bigger lots that would give developers more choice of housing, create more business and housing, and help create more jobs in this upcoming world-class health and innovation precinct. Further, Hassall Street is an active transport link and as such, the future development of this street would have significant impact on the ability of residents, workers, and travellers to access transportation, healthcare, and other services.	Refer to the above response.
Supports the proposed Land-use/density	49, 78, 101, 124, 127, 145	Supports the proposed zonings.	Noted.
	11, 110	General supports however, 20+ storeys property in front of the school (Westmead Public) is problematic as it causes overshadowing on play areas. This area should instead be used as a turning bay for pick-up/drop-offs.	Noted.
	22, 23, 24, 35, 43, 123, 127	Create a community hub around Sydney Smith Park by up-zoning to mixed-use and/or high density for Howe and Cotswold properties adjacent to the park.	A key focus for Westmead South is to provide the community a hub and to become a destination for residents. Further investitive work can help to explore this option which is the next step in the development of the master plan.
	38, 39, 47, 49, 123, 137	Support and encourage proposal however: <ul style="list-style-type: none"> • Consideration should be given to the missed opportunity of not rezoning the bounds of Fraser, Bernard, Whitworth Street and the Great Western Highway (GWH) to match the existing zoning (R4) east of Whitworth and west of Bernard • Don't change zoning between Bridge Rd and Hawkesbury Rd • Hawkesbury Rd and Ralph need to stay as R3/R4 on CLUP 	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes. This further investigative work will explore the demands and feasibility, along with planning controls, on the different development scenarios.

		<ul style="list-style-type: none"> • Keep R2 as is on CLUP • The area around Sydney Smith Park to retain R2 and HOB as it stands being Howe Street, Cotswold Street, Houison Street. Keep Amos Street zoned as R2 to be retained with HOB staying the same as is on CLUP • No. 3 to No. 13 Bridge Rd should be re-zoned for high density to align with the rest of the re-zoned properties • Grand Ave should be mixed Use. High density should be along the northern side of Austral Ave with R3 being in place for the southern part • Howe Street; Cotswold Streets should be high density or mixed-use, to create quality apartment living where people would want to move into and live 	This means Council can investigate the feasibility of the re-zoning suggested by residents.
Does not support the proposed Heritage Conservation Area (HCA)	02, 08, 16, 49, 89	<p>Does not support the inclusion of property within the Westmead Estate Heritage Conservation Area (HCA)</p> <ul style="list-style-type: none"> • 45 Austral Ave • 17 Church Ave • 1A and 1B Church Avenue 	The Westmead Place Strategy 2036 identifies this areas as a character area for further investigation. Council has undertaken a heritage study and peer review for this area which was a robust investigation of this areas heritage value. The aim of this plan is to retain this existing, low density and post war character and therefore, provide a variety of housing in Westmead South
	130	<p>Strongly oppose the proposed Heritage Conservation Areas. So many properties within proposed HCA have been modified or rebuilt. It is unfair to put restrictions to owners who seeing neighbours have a relatively new house, but they now lost the chance to rebuild the property if the HCA is approved.</p> <p>Submitter is supportive of Special Character Area instead of HCA.</p>	Refer to the above response.
Supports the proposed Heritage Conservation Area (HCA)	39	Keep HCA.	Noted.
Neutral of proposed Heritage	85	The submitter enquires if 30 Austral Avenue is in the proposed Westmead HCA.	Yes, 30 Austral Avenue is included in the proposed Westmead HCA.

Conservation Area (HCA)			
	115	<p>The submitter believes there is no significant cultural or heritage significance that warrants protecting. It has to be noted that four properties that are featured on the heritage map (6 and 7 Fenwick Place and 1 and 3 Nolan Crescent) have already been demolished for a multi-storey community housing project, seemingly without any regard to any of the heritage significance that those properties possess. If the area had significant heritage value, why did the Council approve of the NSW Land and Housing Corp's proposal to demolish these four properties. Putting a heritage restriction on properties presents clear problems not only for owners but for the council's Concept Land Use Plan. Heritage restrictions, despite what has been presented by the Council do devalue the land value of property. For example, the existing property that is subject to heritage restrictions on Moree Avenue have a land value circa of \$640k whereas the exact same sized property next to those heritage properties have a land value in excess of \$1.2 million. This would severely impact owners who may be subject to compulsory/acquisition if the Council or State Government require the property and the land for its proposals. Furthermore, the need to build affordable housing is impacted by the red tape and regulation regarding housing approvals. This is why it is strange that the council would be proposing such a policy when it impacts their ability to achieve their own aims. Perhaps, there is some ulterior motive for the Council wanting to drive land prices down by heritage restrictions, but it seems extremely counter-intuitive.</p>	<p>The Westmead Place Strategy 2036 identifies this areas as a character area for further investigation. Council has undertaken a heritage study and peer review for this area which was a robust investigation of this areas heritage value. The aim of this plan is to retain this existing, low density and post war character and therefore, provide a variety of housing in Westmead South.</p> <p>Council do not seek to devalue the land value of any property.</p>
Does not support the proposed Heritage Item	06, L01, L02, 07, 09, L03, L04, L05, L06, 13, 13a, 32, 32a, 34, 48, 49, 78, 86, 126, 134, 135	<p>Opposition to the following properties being a heritage item:</p> <ul style="list-style-type: none"> • Oakes Shopping Centre • 156 Hawkesbury Road • 33 Grand Ave (should be removed as per Nimbus peer review) • 12 Ralph Street (Scared Heart Primary School & Church) • 75 Hawkesbury Road (St Barnabas Anglican Church) • 74 Houison Street • 1 Fenwicjk Place 	<p>The heritage values of identified sites will be further explored as part of the further technical studies currently being undertaken.</p> <p>Council will continue to liaise with SINSW.</p>

Supports the proposed Heritage Item	14, 39, 122	Supports the inclusion of the Oakes Shopping Centre Keep proposed heritage items and revitalise the Oakes Centre (internal fitouts to retain heritage features).	Noted.
Neutral of proposed Heritage Item	106	The submitter states that State Government/Council is simultaneously looking to heritage protect existing houses in Westmead whilst dramatically increasing the density of population at the north end of Westmead South. There has to be a more appropriate transition from the new to the old than is currently proposed.	Noted. Council is about to engage in further technical studies which will better inform the concept land-use plan and the proposed zoning changes.
Parks	03a, 28, 122	Lack of adequate open space and tree canopy.	Open space for Westmead South will be further investigated as part of the technical studies which Council will undertake and use to inform the Draft Master Plan which is the next step in this process. Open space is a key priority for Westmead South.
	05, 48, 103, 123	Improve parks by: <ul style="list-style-type: none"> Plant more trees, introduce exercise and sporting facilities in parks. Make MJ Bennett a sensory park (dog park, jogging path, meditation space, more sporting nets etc.) Green gardens 	
	10	Public spaces should be introduced around the ground floor and provide site through links for high density developments.	
	22, 23, 24, 35, 41	Create a public plaza around Sydney Smith Park.	
	78	Oppose to the potential path on Ralph Street.	
Transport	28,	Buses to Parra are already full and congested therefore, skipping stops in Westmead.	A key priority for this master plan work is to improve connect ability in and around Westmead South. This includes exploring the potential to provide the 'green link', bike and pedestrian infrastructure and improve public transport.
	05, 39, 48, 123	Introduce bike paths/lanes.	
	49	Supports green link.	As mentioned above, key priority for this master plan work is to improve connect ability in and around Westmead South. This includes exploring the potential to provide the 'green link', bike and pedestrian infrastructure and improve public transport.
	80	Oppose to active transport links and would like confirmation about location of links.	
Schools	28, 37, 48, 54, 76, 76a, 94, 107	Westmead Public School does not have capacity to accommodate the increased density.	This is noted and Council is working with Schools Infrastructure NSW (SINSW) on school planning for the future. They are a key agency in the development of the Westmead Master Plan and will be consulted with throughout the process.
	32, 32a, 34	St Barnabas and SINSW have an entered into an in-principle agreement for SINSW to lease 2,879m2 of land at the rear of the Site.	Noted and to be explored in further consultation with SINSW and technical studies.

		<p>The Westmead South Concept Land Use Plan should be updated to reflect the correct land categorisation and map the rear of the Site as School.</p> <p>SINSW and property owner in negotiations of purchase to extend land and open space of Sacred Heart School.</p>	
Infrastructure	05, 74	Implement bike lane to reduce traffic congestion and 'no street parking' sign. Fix pavements and address weeds along the Great Western Highway.	All points raised are key objectives for this master plan process and will be explored in the further technical studies.
	25	No discussion around the safety for new laneways in the concept plan	
	37, 39, 41, 48, 54	Existing networks will not accommodate the proposed density increase (e.g. Alexandra Ave to Austral Avenue). The CLUP has not been prepared taking into account the flow-on traffic, school and other infrastructure consequences of the specified density proposals	Transport for NSW and the Department of Planning and Environment are also doing technical studies for Westmead including traffic and transport studies.
	39	Lack of community infrastructure (walkable blocks, connections to parks, safety, cycling facilities), failing a further development of Bailey Street and the Metro Site, traffic issues (Bridge Rd over rail crossing).	
	39, 48	Revitalise the Oakes Centre to be a shopping/community centre/hub.	
	76, 76b, 78, 79, 96, 98, 99, 102, 108, 116, 122, 125	Concerned about the traffic issue and parking.	Noted. This is a key priority for this master plan and will be further explored through the urban design technical study.
	120	The proposed car parking plans are insufficient. Looking at the estimated population and work force growth, number of visitors to that area, more car parking is required.	Transport for NSW and the Department of Planning and Environment are also doing technical studies for Westmead including traffic and transport studies.
		Refer to the above response.	
General	01b	Existing home owners are less likely to sell as their homes are brand new and moved purposefully for a house. Whereas it is mostly renters in the subject apartment building and therefore, more likely to sell.	This is noted and will be further explored through technical studies
	03, 03a, 25, 28, 53, 54, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 70, 71, 72, 74, 76,	<p>Impacts from proposed density and construction:</p> <ul style="list-style-type: none"> noise pollution, dirty, poor construction, reduction in tree canopy, rate payer impacts, lack of open space, air pollution, housing diversity, physical constraints (topography), limited services and amenities 	Environmental impacts such as noise and air pollution, construction impacts and poor construction are all issues which must be considered and assessed under Section 4.15 of the Environmental Planning and Assessment Act,

	76a, 108 P01, P02, P03	<ul style="list-style-type: none"> • site isolation caused by heritage items on Grand Ave and proposed zoning in this area • privacy and overshadowing impacts from high density onto smaller heritage items 	1979. Further to this, these issues are considered during the master planning work, planning proposal and development applications and are therefore, carefully, and thoroughly considered. Site isolation, privacy impacts and overshadowing are planning issues which are also assessed and managed through planning controls implemented through the planning proposal phase. These controls are created from the suite of technical studies which is the next step in this planning proposal.
	25, 37	<p>Comments regarding the supporting documents:</p> <ul style="list-style-type: none"> • CLUP doesn't show new school or open space as required in GHD report • The capability study is now 12 months old and there is inconsistencies with the CLUP • The high density scenario in capability study is far lower than proposed in the concept plan • Lack of parking and elements of the concept plans do not match the other documents, e.g. high density scenario in the plan does not match the capability report and needs assessment 	As previously mentioned in this report, Council is about to engage a suite of technical experts to further the work already done by SCT Consulting, GHD and SGS. These technical studies will then help to further inform the concept land-use plan and overall master plan for Westmead South. Through this work they test the different density scenarios and ensure the best planning outcomes for this area.
	37	Misguided public perception and expectations about the future planning for Westmead South.	This is first exhibition and community consultation for the future of Westmead South was to advise the community that Cumberland Council is addressing state policies such as A metropolis of Three Cities and the Westmead Place Strategy 2036. Further to this, the future of Westmead South is part of Councils Strategic Corridors work identified in the Local Strategic Planning Statement (LSPS). This is only the first phase of the master plan for Westmead and the community will be informed and consulted with several more times throughout this process.
	51	Raised the following questions to be answered:	Council officer responded via email on 19/12/2022. Further emails were exchanged on

		<ul style="list-style-type: none"> • Why are we kept under no change and limited to only 3-4 story buildings when a new Metro station is nearer from my building • How frequently does the Council review the zoning. • What is the possibility of changing the status from "no change" to High-density development for the apartments along with Pye and Hassall Street? 	19/12/2022, 20/12/2022 and 21/12/2022 in response to the questions raised and further information provided.
	53	<p>Raised the following points:</p> <ul style="list-style-type: none"> • Beautification of Pye Street (why is only one side being re-zoned • What is council planning for this street and it's look?. • How will Pye Street look if one side is old and one is new • What's the impact on street parking and play areas? • 5. There are always challenges to accommodate heavy residence buildings in development plan however, long term plan should be more on beautification rather than initial challenges 	Council Officer responded via email and explained further technical studies currently being undertaken will inform and better answer/explore the points and questions raised.
	75	The submitter seeks details of what is being planned and the timeline for the project.	<p>This is first exhibition and community consultation for the future of Westmead South was to advise the community that Cumberland Council is addressing state policies such as A metropolis of Three Cities and the Westmead Place Strategy 2036. Further to this, the future of Westmead South is part of Councils Strategic Corridors work identified in the Local Strategic Planning Statement (LSPS).</p> <p>This is only the first phase of the master plan for Westmead and the community will be informed and consulted with several more times throughout this process.</p>
	77	Strong objection to this plan and any other plan that would impact their house to be removed to make a path or road. (Cross block link through Cotswold St properties.	This is noted and will be further explored through technical studies and design at the DA stage.
	81	The submitter would like to understand if the Master Plan is going to be fast tracked and opportunities for funding the project.	Council's master planning process aligns with the Department of Planning, Infrastructure and

			Environment's Local Environmental Plan (LEP) Making Guideline, regarding timing.
129	<p>Raised the following questions to be answered:</p> <ul style="list-style-type: none"> • What is the proposed real estate stock (RES) that is proposed in high rise buildings. • When is RES is occupied (fully/partly) how does the infrastructure (like drainage, storm water clearance, traffic load etc) cope up with. • What support the Council and/or Planning Dept is going to extent to subject living in affected area. 	<p>This is first exhibition and community consultation for the future of Westmead South was to advise the community that Cumberland Council is addressing state policies such as A metropolis of Three Cities and the Westmead Place Strategy 2036. Further to this, the future of Westmead South is part of Councils Strategic Corridors work identified in the Local Strategic Planning Statement (LSPS).</p> <p>This is only the first phase of the master plan for Westmead and the community will be informed and consulted with several more times throughout this process.</p>	
140	<p>Why was consultation not undertaken before the plans were put forward.</p>	<p>Refer to the response above.</p> <p>Council ran community consultation for the Westmead Concept Land Use Plan from 25 October 2022 to 30 November 2022. This was notified to all the residents in the area.</p>	
141	<p>This plan will create a chaotic environment to this area, dwelling for working people in Westmead. the major railway hub will attract more and more residents in this area, that will allow to have more dwellings.</p>	<p>The Westmead Place Strategy 2036 identifies this areas as a character area for further investigation. Council has undertaken a heritage study and peer review for this area which was a robust investigation of this area's heritage value. The aim of this plan is to retain this existing, low density and post war character and therefore, provide a variety of housing in Westmead South.</p>	
146	<p>The submitter raised following queries:</p> <ul style="list-style-type: none"> • The areas of high density and medium density vary with the consultant indicating fewer areas of high density and more green spaces • Council plan has far more areas of high density 7- 15 storeys, centred around Cotswold Street, Houison, Pye, Good and Drew Streets. Not the same in the consultant High Density Scenario 	<p>This is first exhibition and community consultation for the future of Westmead South was to advise the community that Cumberland Council is addressing state policies such as A Metropolis of Three Cities and the Westmead Place Strategy 2036. Further to this, the future of Westmead South is part of Council's Strategic</p>	

		<ul style="list-style-type: none"> • Hawkesbury Road is identified as a transport spine however the consultants Centre Traffic and Transport Study clearly states it is failing at the peak hours of use and there is no real plan to account for this other than to add turning lanes at the Hawkesbury Road & GWH junction and Bridge Road & GWH junction • The consultant states: "New roads and laneways could improve the connectivity of the street network and the community's access to open space, both new and existing • "Expanding the network of laneways behind apartment and shop top housing developments would both increase walkability and allow garage entrances and services to be removed from streets, making streets more attractive." • There doesn't appear to be any adopting of these measures in the Council Land Use Plan? • Why has there been no rezoning of the two properties on Cotswold Street, Numbers 7 & 9? These properties will be surrounded by high rise zoning • Why is there such a big difference between the consultant's scenario's and the Council proposal? 	<p>Corridors work identified in the Local Strategic Planning Statement (LSPS).</p> <p>Council is engaging TFNSW, SINSW and Heritage consultant for further technical studies.</p>
	147	<p>The submitter raised following queries:</p> <ul style="list-style-type: none"> • Is extra high density zoning or at least to the extent proposed required? • What is the reason for the medium density zoning strip south of Amos street which would then be between high density on GWH and medium-high density, north of Amos Street on the plan • Lack of a good mix of density types? • Does a row of 15 storey buildings in Cotswold Street really benefit the suburb, splitting the suburb in two? • Is the proposed heritage area around Deskford House going to form a park land area? Additional green space is always required in a growing suburb (mentioned by the capability study) and an ideal way to admire this lovely building too • There seems to be limited options to expand the major Hawkesbury transport spine for cars 	Refer to the above response.

		<ul style="list-style-type: none"> Has the Land Use plan considered schooling resources in the design? 	
Other	01c	Apartment building is full of defects and a GIPA request was submitted.	Issue was dealt with separately as it is not directly related to master planning work.
	21, 57	Unfair they have to move from their house because of this plan and proposed re-zoning.	It is not the intention of master planning work to displace people. Master planning work in general and more specifically in an area such as Westmead South, seeks to address the housing and development needs to meet the demands of population forecasts and job demands. That is why the CLUP provides a range of housing and development types.
	50a	Reinstate sculpture at the intersection of Railway Pde and Hawkesbury Rd (removed during light rail construction).	Whilst this doesn't form part of the master planning work it can be something that is considered by Council in the future.
	87	Expressed concerns over housing commission and suggested removal of housing commission in the area.	Council acknowledges the need to provide a range of different housing types and densities to accommodate the growing population in Westmead. However, Council cannot force the relocation of the properties owned by NSW Land and Housing Corporation. Council will continue to coordinate with the relevant state agencies to deliver the master plan for the area.
General Support for the concept land-use plan (CLUP)	14, 22, 31, 43, 47, 92, 93	Expressed broad support for the CLUP.	Noted.
Does not support the concept land-use plan (CLUP)	15, 21, 41, 46, 109, 88, 89, 94, 95	Expressed broad opposition to the CLUP.	The Westmead 2036 Draft Place Strategy is the NSW Government's strategy to guide the future planning needs of the Westmead Precinct to meet its regional relevance, anticipated growth, and renewal. It sets the planning context and precinct-wide vision for Westmead, with which

			<p>Council strategies and planning should be consistent.</p> <p>Westmead South is one of seven sub-precincts of the Westmead Precinct. It is envisioned to be a walkable residential neighbourhood, transformed by the proposed Metro Station to increase connectivity, offering housing choice and diversity, with an urban village at its heart.</p> <p>The Strategy proposes several changes in land use and development that extends on its current context, role, and function and therefore, Council is undertaking this planning work.</p>
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**CUMBERLAND
CITY COUNCIL**

ENGAGEMENT EVALUATION REPORT

**Westmead Community Voice Panel –
Expression of Interest**



Executive Summary



Council is seeking Expression of Interests (EOI) from local community members to represent the local area in a Community Voice Panel on planning work for Westmead South.

The Westmead South Community Voice Panel is a coordinated representative sample of community members who agree to be consulted about the issues, topics and preparation of a Master Plan for Westmead South.



Council, through all channels, collected a total of **33 responses** to during the Expression of Interest period.



Feedback came through via a mix of online and email Expressions of Interest.



15 panel members were selected and a series of 3 panel sessions were held during 2023 calendar year.



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Methodology

Have your say

A project landing page specifically for the Westmead Community Voice Panel - Expressions of Interest was developed for Council's community engagement platform – Cumberland Conversations, this included:

- Information on the purpose of Council's committees.
- Policies and Procedures for the committee.
- Ways in which the Expression of Interest could be submitted.
- A downloadable nomination form for those who wanted to print and send it in via email or post.

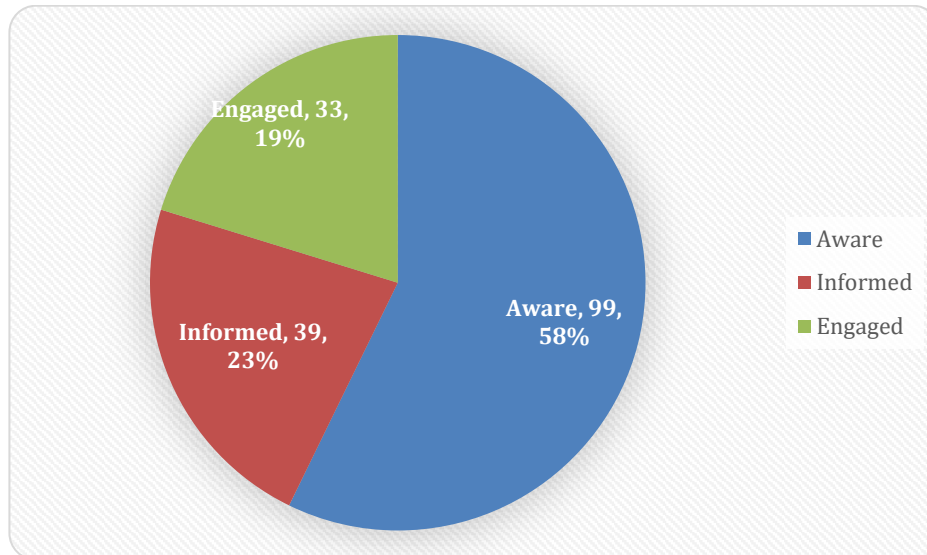
Data Collection Period

The Westmead Community Voice Panel - Expressions of Interest was open for community consultation from Monday 24 October – Wednesday 30 November 2022. During this time, the Have Your Say page had the following online engagement:

Total Page Views	Total Document Downloads	Total FAQ Views	Aware Visitors	Informed Visitors	EOI Submissions
1072	42	63	99	39	Online: 30 Email: 3 Total: 33



Project Level of Engagement



Community Voice Panel EOI Custom Branding

Customised branding was created for the Community Voice Panel EOI, working with the Strategic Communications Team. The branding was chosen to stand out from our other engagement projects, and to complement the Westmead South consultation which was running in parallel to the Community Voice Panel EOI.

The Have Your Say page, documents, digital banners, and all collateral used this branding for consistent messaging.





Online engagement

An online version of the Expression of Interest Form was used on the Have Your Say platform.

Frequently Asked Questions

A series of Frequently Asked Questions were set up to provide more information about the Westmead Community Voice Panel for prospective participants. The FAQs were accessed more than 60 times.

FAQ	No of Views
What is the Westmead South Community Voice Panel?	11
When will the first workshop take place? And how many workshops will there be?	12
How will the panel members be selected?	11
Will the workshops be held in person or online?	7
What is the purpose of the Westmead South Community Voice Panel?	9
Can a community group representative submit an application?	9
What will happen with the ideas and feedback provided by the Community Voice Panel?	4

A printed version of the FAQs was available at all the community information sessions and pop-ups that were held during the exhibition period.



Notification letters

Residents received notification information about the Westmead Community Voice Panel Expression of Interest as part of the information pack about the Westmead South consultation. The information pack contained the QR code for the Have Your Say page to enable submissions.

QR Code

A QR code was created with the Have Your Say link, which was shared on flyers and promotional material such as the printed FAQs. This was scanned 55 times.

Electronic Direct Mail

The Westmead Community Voice Panel EOI was included in the November 2022 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 Westmead Community Voice Panel and associated project documentation;
- The project exhibition period;
- The connection to the Westmead South Master Plan;
- How to reach an accessible point of contact to discuss concerns; and
- How to lodge an Expression of Interest.



Cumberland Conversations Podcast

The Westmead South Early Engagement was included in two episodes of the Cumberland Conversations podcast:

- Featured interview with Executive Manager to discuss details of the consultation and the community voice panel in October episode;
- Included in the projects open for comment section in October 2022 and November 2022 episodes.

Document Downloads

There was one document for this project. The downloadable version of the Westmead Community Voice Panel FAQs was downloaded 54 times. This included information in community languages on scanning the QR code for more information.

Westmead South Community Voice Panel

Expressions of Interest

Council is seeking Expressions of Interest (EOI) from local community members to represent the local area in a Community Voice Panel on planning work for Westmead South.

EOI applications will be evaluated based on the following criteria:

- Familiarity with Westmead South and Cumberland as a resident, business owner, worker or visitor
- Representation of a range of perspectives from within the local community
- Proximity of home or workplace to Westmead South
- Ability to express views respectfully (language/interpreter support is available)
- A demographic mix that reflects the community

If successful, you would play an important role in planning for the future of Westmead South by providing direct feedback to Council and help shape the draft Master Plan as its development progresses.

Applications via the online form <https://haveyoursay.cumberland.nsw.gov.au/westmead-community-voice-panel> or the QR code on the next page are open until **30 November 2022, 5pm**.

Scan here for your translation

اسمت هنا عن ترجمتكم. 번역은 여기로 신청하십시오. तपाईंको भाषामा अनुवादित पुस्तिका हेनै पढी अर्ने अनुवाद के लिए यहाँ स्क्रन गर्नुहोस्।

Frequently Asked Questions

What is the Westmead South Community Voice Panel?

The Westmead South Community Voice Panel is a coordinated representative sample of community members who agree to be consulted about the vision, topics and preparation of a Master Plan for Westmead South.

What is the purpose of the Westmead South Community Voice Panel?

The purpose of a Community Voice Panel is to provide representative community engagement from the Westmead South area that will:

- Provide feedback to Council that may inform development of a Master Plan.

Westmead South Community Voice Panel | FAQ | 1

- Provide feedback to Council to clarify community and stakeholder priorities, aspirations and values for Westmead South in the future, and;
- Provide feedback on the Draft Westmead South Master Plan prepared by Council and supporting studies (where relevant), as part of the second phase of early community consultation.

The approach has been shown to assist Council's in hearing many diverse views of the community and strengthen strategic planning in this area.

When will the first workshop take place? And how many workshops will there be?

All applicants will need to be available to attend **at least, two** workshops (either in person at Council's Merrylands Office or online).

The workshops will take place in the evening (6pm or later), with workshop times to be confirmed following selection of the Panel.

The timing and total number of workshops required between February 2023 to February 2024 is yet to be confirmed. Additional workshops may be organised as planning work progresses in this period for Westmead South.

Surveys and email correspondence from Council seeking your view on different issues may also occur during the life of the project.

How will the panel members be selected?

Panel members will be selected based on the following criteria:

- Familiarity with Westmead South and Cumberland as a resident, business owner, worker or visitor
- Representation of a range of perspectives from within the local community
- Proximity of home or workplace to Westmead South
- Ability to express views respectfully (language/interpreter support is available)
- A demographic mix that reflects the community

Panel members will also need to agree to Council's Code of Conduct to be able to participate in the Panel.

Can a community group representative submit an application?

Yes, if you are applying to be part of the panel as a representative of a community group or organisation, please state this in your application form. Only one representative from each community group will be accepted.

What will happen with the ideas and feedback provided by the Community Voice Panel?

Input from the panel will inform the development of the Draft Master Plan. Ideas and feedback will also assist in understanding areas that may need further investigation and matters of general support. Feedback from the Panel will be sought at various stages of planning work for Westmead South, with planning information refined in response to the Panel's feedback.

Will the workshops be held in person or online?

How the workshops will be hosted will depend on the restrictions in place and successful applicants will be advised ahead of the workshop. Council will follow the advice from the NSW Government and Public Health Orders (where applicable) in order to keep the community safe.

Cumberland City Council
16 Memorial Avenue, PO Box 42, Merrylands NSW 2160
T 8757 9000 W cumberland.nsw.gov.au E council@cumberland.nsw.gov.au
Cumberland City Council Sydney @ [cumberlandcitycouncil](https://www.cumberlandcitycouncil.nsw.gov.au)

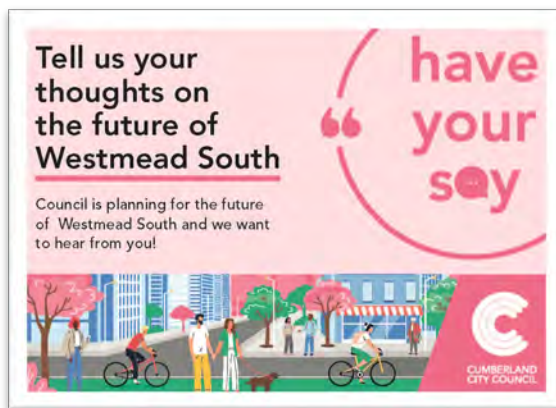
Westmead South Community Voice Panel | FAQ | 2



Postcard flyers



A postcard sized flyer was designed to hand out at train stations and pop ups. This had the QR code directing residents to the Have Your Say page for more information and to submit an Expression of Interest for the Westmead Community Voice Panel.



Information sessions

A series of information sessions were held during the exhibition period, to provide information and allow questions from prospective applicants. More than 500 people were engaged with at these sessions, where the Community Voice FAQs were available, along with the postcard containing the HYS information.

- Three drop-in sessions at locations around Westmead
- Engagement session at Diwali
- Two Westmead train station pop ups
- Two community pop up at Oakes Road shops

These sessions had the following engagement numbers:



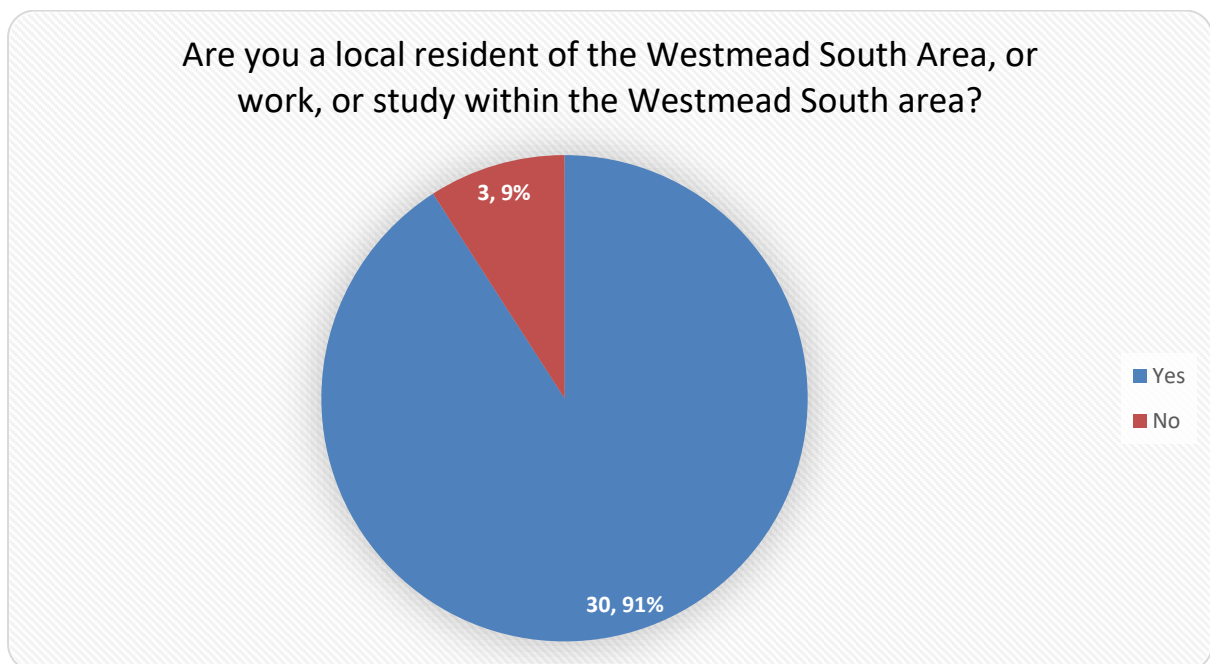
Engagement session	Venue	Date	Number of people engaged
Drop-in session	Westmead Progress Hall	Thursday, 27 October 2022	6
Diwali Festival	Wentworthville	Saturday 29 October 2022	228
Drop-in session	Westmead Christian Grammar	Saturday, 5 November 2022	25
Drop-in session	Westmead Public School	Thursday, 10 November 2022	70
Oakes Centres Pop-up Stall #1	Oakes Centre	Saturday, 12 November 2022	36
Westmead Station Pop-up Stall #1	Westmead Station	Thursday, 17 November 2022	22
Oakes Centres Pop-up Stall #2	Oakes Centre	Saturday, 19 November 2022	27
Westmead Station Pop-up Stall #2	Westmead Station	Thursday, 24 November 2022	89



Expressions of Interest Received

There were 30 online submissions and 3 email submissions received for Westmead Community Voice Panel - Expressions of Interest, making a total of 33 submissions received during the EOI period. The submissions represent a diverse range of residents, ages and cultural backgrounds.

Of the submissions received, 91% (30) are from people who live, work or study in the Westmead South area. The remaining submissions are from people who have other interests in the area, such as owning property but do not live there.





Next Steps

Detailed reports with the full Expression of Interest submissions have been provided to the Project Owner, to allow the committee selection process to progress to the next stage.

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.*

END OF REPORT.



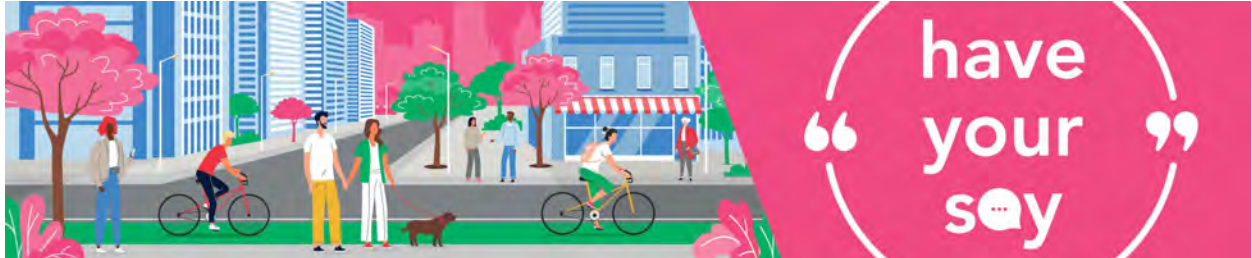
**CUMBERLAND
CITY COUNCIL**

ENGAGEMENT EVALUATION REPORT

Westmead South Phase 1 Early Consultation 2022



Executive Summary



Council invited the community to give feedback on planning for the future of Westmead South. Following the preparation of the Westmead Place Strategy by the NSW Government, Council is undertaking planning work to shape the growth of Westmead South over the next 20 years.

A concept land use plan has been developed with a focus on sustainable growth and development, a range of housing close to jobs and public transport, and opportunities to preserve local character in the area.

Council sought feedback to understand the key priorities, aspirations and values of the local community. This will enable Council to progress more detailed planning for Westmead South, which is anticipated to be provided to the community for further consultation in 2023.



Council, through all channels, collected a total of **169 responses** to during the consultation period, which comprised **85 emails, 63 surveys, 8 letters, 3 petition** and **10 agencies**.



Feedback came through via a mix of online, written and email submissions.



A series of 8 engagement sessions were held during the exhibition period.



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Methodology

Have your say

A project landing page specifically for the Westmead South Early Consultation was developed for Council's community engagement platform – Cumberland Conversations, this included:

- Information on the purpose of the Westmead South consultation.
- Frequently asked questions.
- An interactive map which comments could be added to.
- A document library with downloadable versions of the documents.
- Two online surveys, one general and one for business.

Data Collection Period

The Westmead South Early Consultation was open for community consultation from Monday 24 October – Wednesday 30 November 2022.

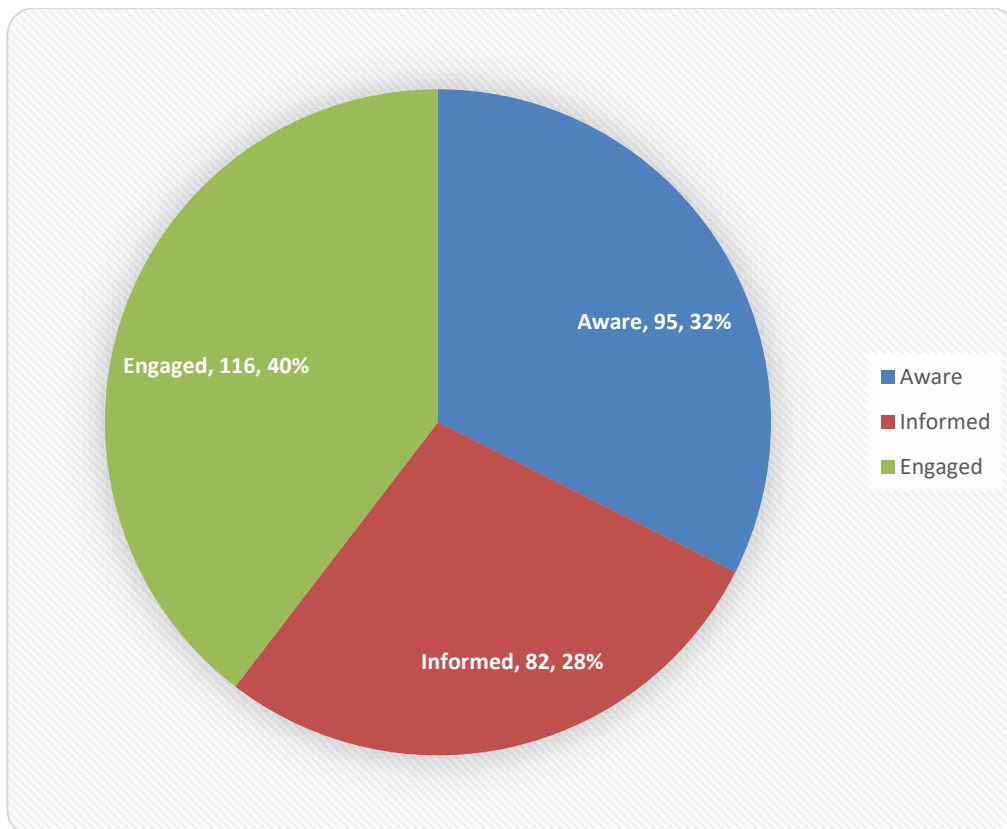
Engagement At A Glance

Total Page Views	Aware Visitors	Informed Visitors	Engaged Visitors	Submissions
6832	95	82	116	Online: 63 Email: 85 Letter: 8 Petition: 3 Agencies: 10 Total: 169



Total Document Downloads	Total FAQ Views	Interactive Map Interactions	Event & Popup Engagement	QR Code Scans
3025	372	129	500+	330

Project Level of Engagement



Notification letters

Residents received notification information about the Westmead South Early Consultation as part of the information pack about the Westmead South consultation. The information pack contained the QR code for the Have Your Say page to enable submissions.



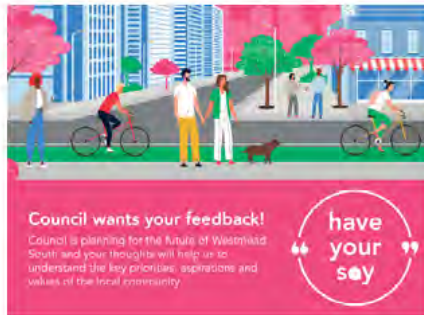
Online engagement

Two online surveys were available on the Have Your Say platform. There was a general survey for community members, and a second survey for businesses.

Electronic Direct Mail

The Westmead South Early Consultation was included in the November 2022 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 Westmead South consultation and associated project documentation;
- The project exhibition period;
- The connection to the Westmead South Master Plan;
- How to reach an accessible point of contact to discuss concerns; and
- How to lodge a submission.



Have Your Say on the future of Westmead South

Council is seeking early feedback on land use in Westmead South.

We are seeking your feedback to understand the key priorities, aspirations and values of the local community. This will enable us to progress more detailed planning for Westmead South, which is anticipated to be provided to the community for further consultation in 2023

The surveys are on our [Cumberland Conversations website](#).

Submissions are open until Wednesday 30 November 2022.



Westmead South Community Voice Panel EOI

Council is seeking Expression of Interests (EOI) from local community members to represent the local area in a Community Voice Panel on planning work for Westmead South.

The Westmead South Community Voice Panel is a coordinated representative sample of community members who agree to be consulted about the issues, topics and preparation of a Master Plan for Westmead South. [The submission form is available on our Have Your Say site.](#)

Nominations are open until Wednesday 30 November 2022.

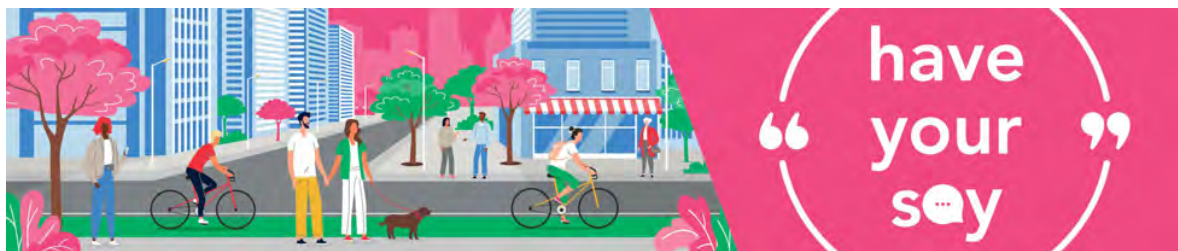
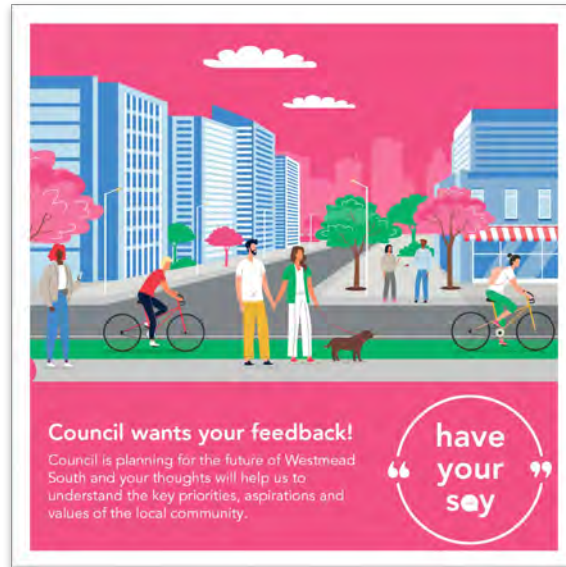
QR Code

A QR code was created with the Have Your Say link, which was shared on flyers and promotional material such as the printed FAQs. This was scanned 330 times.

Westmead South Early Consultation Custom Branding

Customised branding was created for the Westmead South Early Consultation, working with the Strategic Communications Team. The branding was chosen to stand out from our other engagement projects, and to complement the Westmead Community Voice Panel EOI which was running in parallel to the Westmead South Early Consultation.

The Have Your Say page, documents, digital banners, and all collateral including corflute signs used this branding for consistent messaging.



Postcard flyers

A postcard sized flyer was designed to hand out at train stations and pop ups. 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 Westmead South Early Consultation.



Tell us your thoughts on the future of Westmead South

“ have your say ”

Council is planning for the future of Westmead South and we want to hear from you!

CUMBERLAND CITY COUNCIL

For more information, details on the face-to-face sessions and to provide feedback, visit <https://haveyoursay.cumberland.nsw.gov.au/westmead-south> or scan the QR code below.

<p>Westmead South</p>	<p>Community Voice Panel</p>
-----------------------	------------------------------

Scan here for your translation

<p>नमस्तर अनुवाद मटे अर्छीं स्केन करी। अपने अनुवाद के लिए यहां स्कैन करे। तपाईंको भाषामा अनुवादित पुस्तिका हेर्न यहाँ स्वयान गर्नुहोस्।</p>	<p>உங்கள் மொழிபெயர்ப்புக்கு இங்கே அலுகிடவும் (scan). మీ అనువాదం కొరకు ఇక్కడ స్కాన్ చేయండి.</p>
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Newspapers

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 the following date:

- 25 October 2022
- 8 November 2022



- 22 November 2022

Community News Update

Message from Mayor Lake

Diwali Celebrations 2022
Diwali celebrations are lighting up our community with residents decorating their houses to mark the annual event. Diwali is also known as the 'festival of lights' symbolising the victory of light over darkness. To celebrate, Council will be hosting a Diwali Festival in Wentworthville on Saturday 29 October from 5pm. There'll be a variety of pop-up market stalls in the Street Bazaar, entertainment at the Bollywood Bhangra Party and a range of food, art and cultural activities on offer. I hope to see you there on the night, and on behalf of Cumberland Council I wish you and your family a 'Happy Diwali'. For more information visit www.cumberland.nsw.gov.au/diwali

WestInvest Community Project Grants Program
In some exciting news, Cumberland Council was successful in its application to the NSW Government for funding for key infrastructure projects. As part of the WestInvest Community Project Grants Program, over \$20m has been allocated to upgrade three community infrastructure projects in Pendle Hill, Guelbford and Lidcombe. This funding will help improve the local infrastructure, increase accessibility, and reallocate key facilities which is very important to creating a thriving community where we can live, work and play.

Multicultural Mawlid Concert
To mark Mawlid celebrations with the Islamic community, I was invited to attend the Darululafwa Islamic High Council of Australia's Multicultural Mawlid concert held in Homebush. The evening celebrated the birthday of the Prophet Muhammad, with thousands across the world uniting in celebration by reciting the Qur'an, praising, and sharing the story of the Prophet's honourable life.

Wentworthville Community Garden Open Day
I'd like to thank the community members of the Wentworthville Community Garden for putting on a great open day. It was a wonderful day with hundreds turning out to explore the garden, browse the market stalls and grab a bite to eat. The garden is blooming with vegetables and is open to the public on weekends and Wednesdays. For more information visit www.cumberland.nsw.gov.au/our-environment

Local Citizen of the Year and Community Pride Awards - Australia Day 2023
If you know someone who has made an outstanding contribution to the community, we want to hear from you! Nominations for the Local Citizen of the Year and Community Pride Awards - Australia Day 2023 are now open. Fill in a nomination form before Friday 4 November 2022. For more information, visit www.cumberland.nsw.gov.au/cooty

Diwali Festival
Station Street, Wentworthville
Saturday 29 October
5pm to 9pm
This event is proudly sponsored by Official Media Partner SBS, Wenty League and URM

Contact Cumberland City Council
8757 9000 | council@cumberland.nsw.gov.au | www.cumberland.nsw.gov.au | Cumberland City Council Sydney
16 Memorial Avenue, PO Box 42, Merrylands NSW 2160

2 | parra news • Tuesday, October 25, 2022

Cumberland Conversations Podcast

The Westmead South Early Engagement was included in two episodes of the Cumberland Conversations podcast:

- Featured interview with Executive Manager Porter Shona Porter, to discuss details of the consultation and the community voice panel in October episode;

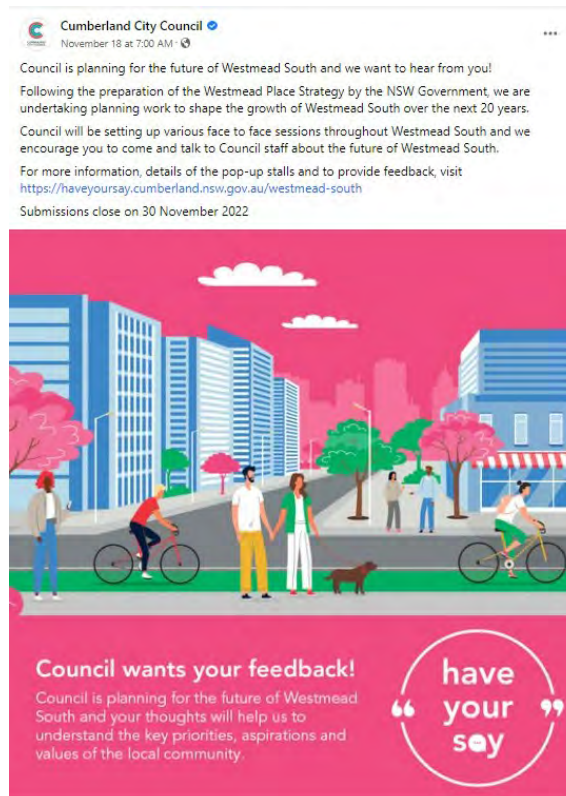


- Included in the projects open for comment section in October and November episodes.

Social Media

Targeted social media via Cumberland's Facebook page was utilised to inform the community of the consultation. The social media notice was posted on the following dates:

- 28 October 2022
- 18 November 2022



Corflute signs

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

An example of the corflute used as part of the Diwali set up can be seen below.



Document Downloads

There were 25 documents available on the Have Your Say Page, divided into four categories:



- Westmead South documents
- Westmead Heritage Items
- Downloadable FAQs
- Printable versions of the surveys

There were more than 3,000 document downloads across these four categories during the consultation period, which were broken down in the following way:

Westmead South Documents	No of Downloads
Westmead South Concept Land Use Plan Map	492
Contributory Heritage Map	161
Westmead South Proposed Built Form Typologies	191
Westmead South Centre Traffic and Transport Study	407
Westmead South Land Use Capability Study	680
Westmead South Community Needs and Social Infrastructure Assessment Report	379

Westmead Heritage Items	No of Downloads
Westmead Separated Peer Review Report	75
(HS89) Post-War Bungalow (30 Alexandra Avenue, Westmead, 2145)	53
(HS90) Inter-War Bungalow (18 Austral Avenue, Westmead, 2145)	37



Westmead Heritage Items	No of Downloads
(HS91) Austral Avenue Commission Housing Group (45-51 Austral Avenue, Westmead, 2145)	49
(HS92) Post-War Austerity Style House (33 Grand Avenue, Westmead, 2145)	58
(HS93) Inter-War Bungalow (4 Cotswold Street, Westmead, 2145)	37
(HS95) Deskford - Victorian Gothic Residence (41-43 Hawkesbury Road, Westmead, 2145)	31
(HS96) The Oakes Centre (74 Hawkesbury Road, Westmead, 2145)	45
(HS97) St Barnabas Church and Hall (75 Hawkesbury Road, Westmead, 2145)	36
(HS99) Group of Inter-war Bungalows (152-156 Hawkesbury Road, Westmead, 2145)	52
(HS100) Inter-War Bungalow (74 Houison Street, Westmead, 2145)	35
(HS101) Sacred Heart Primary School and Church (14 Ralph Street, Westmead, 2145)	47
(HS145) (Extension of) Toohey's Palm Estate Group Conservation Area (Westmead)	64
(HS146) Westmead Estate Conservation Area (Westmead)	55

Downloadable FAQs	No of Downloads
Westmead South Master Plan FAQ	250
Westmead South Proposed Heritage Items and Conservation Areas FAQs	43



Downloadable FAQs	No of Downloads
Westmead South Existing and Proposed Heritage Items FAQs	35

Printable versions of the surveys	No of Downloads
Feedback on Planning for Westmead South	72
Business Survey for Westmead	44



Frequently Asked Questions

Two sets series of Frequently Asked Questions were set up to provide more information about the Westmead South Early Consultation. One set were general ones about the consultation, the other were Heritage specific. The FAQs were provided to assist the community with their feedback. The online FAQs were accessed more than 370 times.

Westmead South FAQs	No of Views
What is a Master Plan?	34
How will a master plan improve Westmead South?	24
Why do we need a Westmead South Master Plan?	26
Have any decisions been made yet?	44
What am I commenting on and why? / What are the different Phases of Early Consultation?	20
How will my feedback be considered?	24
How will the Master Plan be implemented? / What are the next steps in developing the Westmead South Master Plan?	43

Proposed Heritage Items and Conservation Areas FAQs	No of Views
What is on Public Exhibition? / Why am I being consulted again about heritage?	13
Why is there a proposal to list items and conservation areas in Westmead South?	12



Proposed Heritage Items and Conservation Areas FAQs	No of Views
What are some of the reasons that Westmead Estate have been identified as having significant cultural history and special character?	12
What are the benefits of these items and HCA's being listed?	11
What is a heritage listing?	11
What is a Heritage Item?	7
What is a Heritage Conservation Area (HCA)?	12
Will a heritage listing restrict how a property can be used or prevent a property being changed?	11
Does heritage listing reduce development potential or property value?	9
Can I make alterations or demolish a building in a heritage conservation area or that is a heritage item?	8
What does the Toohey's Palm Estate HCA mean for my property?	11
What does the Westmead Estate HCA mean for my property?	18
How was my property identified as a potential heritage listing?	15
What is the alternative, if the Westmead Estate is not listed as a Heritage Conservation Area?	17

Printed versions of the FAQs was available at all the community information sessions and pop-ups that were held during the exhibition period.



Information sessions



A series of information sessions were held during the exhibition period, to provide information and allow questions from prospective applicants.

More than 500 people were engaged with at these sessions, where the Community Voice FAQs were available, along with the postcard

containing the HYS information.

- Three drop-in sessions at locations around Westmead
- Engagement session at Diwali
- Two Westmead train station pop ups
- Two community pop up at Oakes Road shops

These sessions had the following engagement numbers:

Engagement session	Venue	Date	Number of people engaged
Drop-in session	Westmead Progress Hall	Thursday, 27 October 2022	6
Diwali Festival	Wentworthville	Saturday 29 October 2022	228
Drop-in session	Westmead Christian Grammar	Saturday, 5 November 2022	25
Drop-in session	Westmead Public School	Thursday, 10 November 2022	70
Oakes Centres Pop-up Stall #1	Oakes Centre	Saturday, 12 November 2022	36
Westmead Station Pop-up Stall #1	Westmead Station	Thursday, 17 November 2022	22
Oakes Centres Pop-up Stall #2	Oakes Centre	Saturday, 19 November 2022	27
Westmead Station Pop-up Stall #2	Westmead Station	Thursday, 24 November 2022	89



Business Engagement

A Business Audit and Engagement of Westmead South was conducted on Saturday 12 and Saturday 19 November at the Oakes Centre shops in Westmead the Economic Development team.

The Economic Development team also sent two electronic direct mails (EDMs) to businesses that are registered in or have an interested in Westmead, a total of 408 businesses. The details can be seen below:

- 16 November 2022 – 54% open rate.
- 30 November 2022 – 48% open rate.

Local businesses were encouraged to provide feedback on the proposal, and indicate how they felt changes would potentially impact the business community of Westmead South.



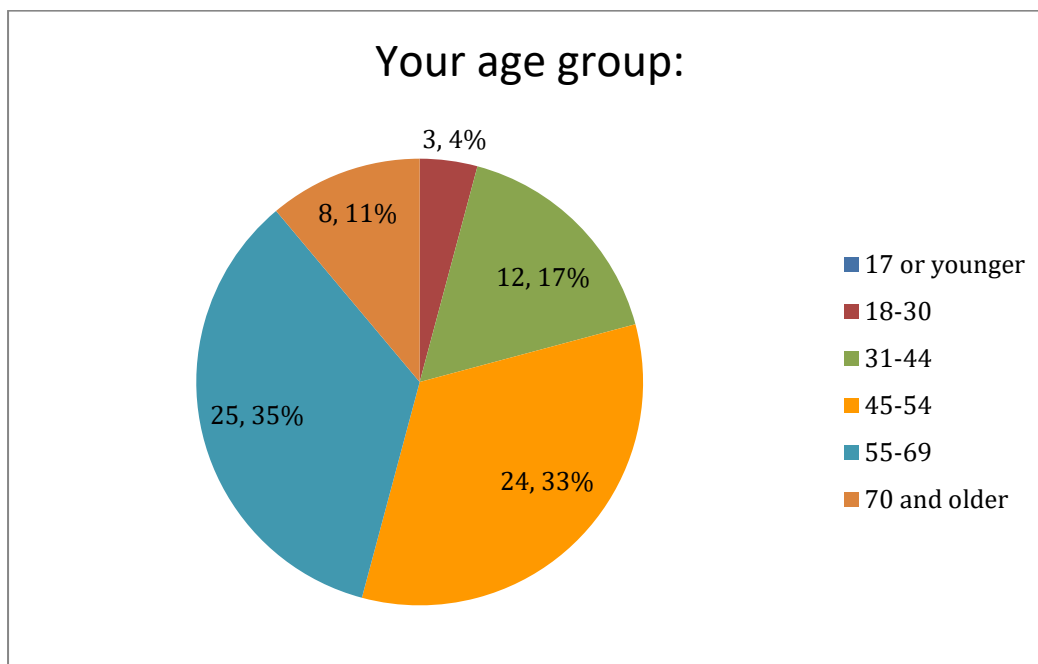
Survey Feedback

There were 63 online, 85 written email, 8 letters, 3 petition and 10 agencies submissions received for Westmead South Early Consultation, making a total of 169 submissions received during the consultation period. Some key findings from the survey responses are below.

Demographics

Of those who completed the online survey,

- More than half were in the 55-59 age group (35%) or the 45-54 age group (33%)

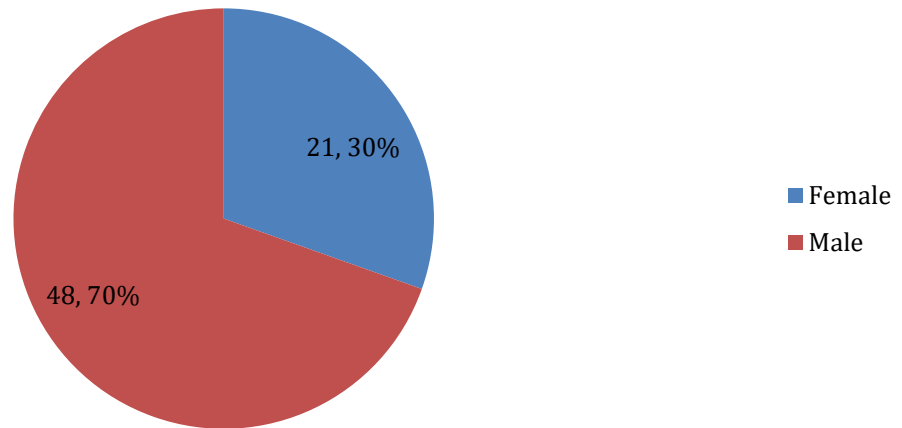


Of those who completed the online survey,

- 70% (48) were male
- 30% (21) were female



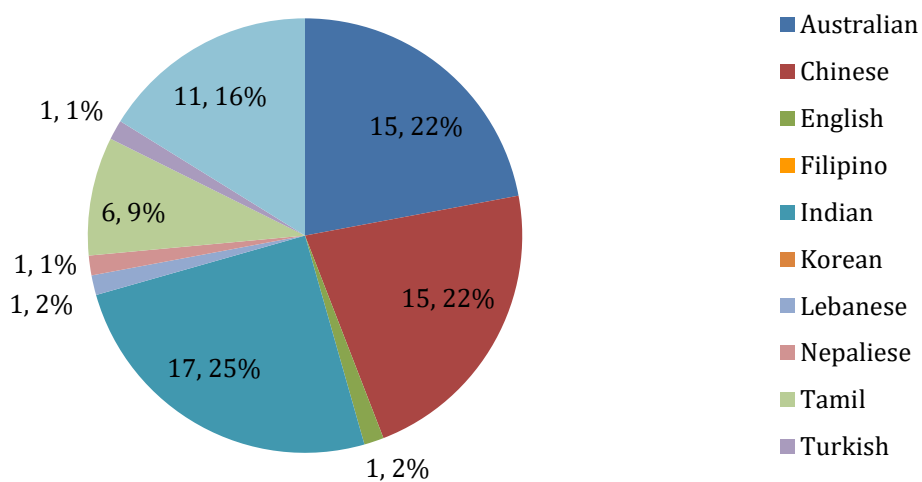
I identify as:



The respondents represented a wide range of cultural groups.

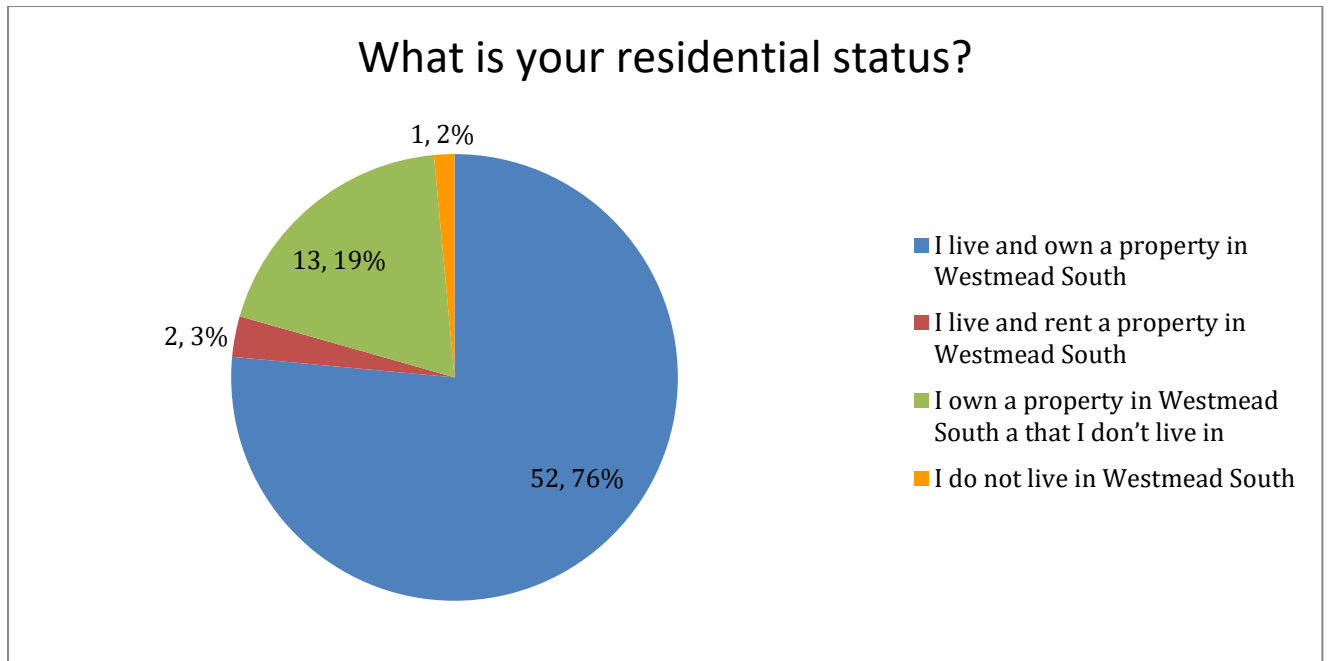
- The most represented ancestry was Indian with 17% of respondents.
- English and Chinese tied for second most number of respondents with 15% each.

Your ancestry:

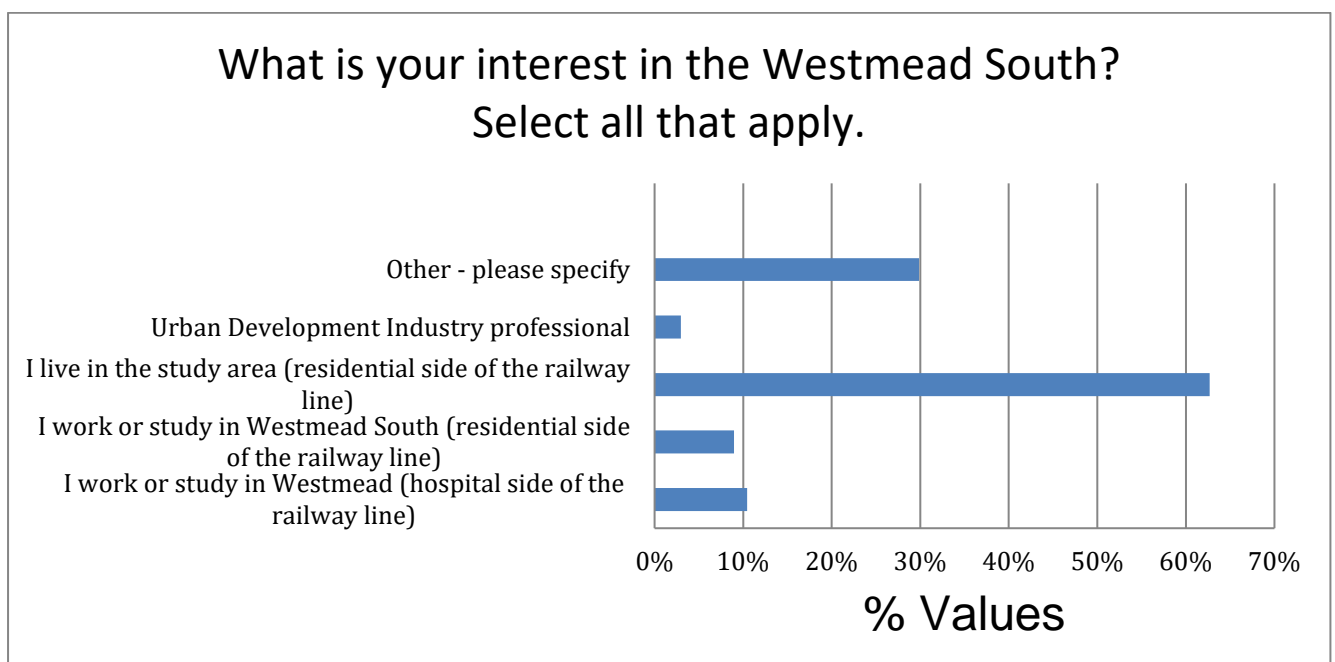




The majority of respondents (76%) both lived and owned a property in Westmead South.



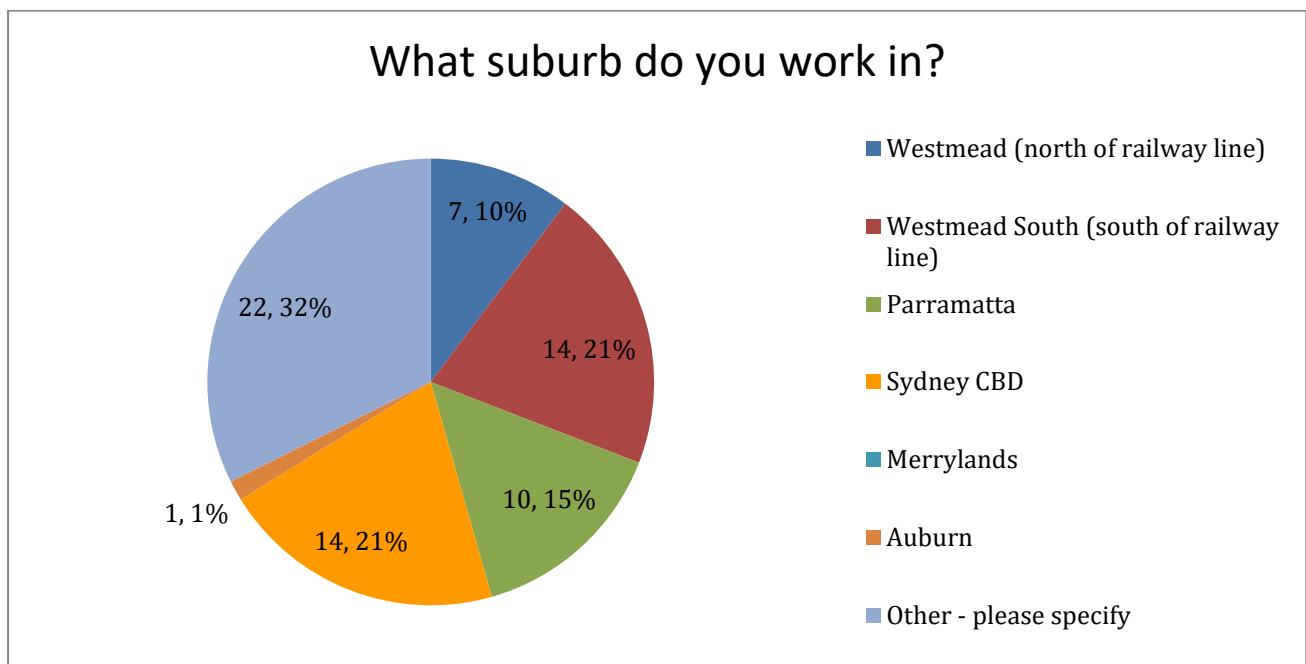
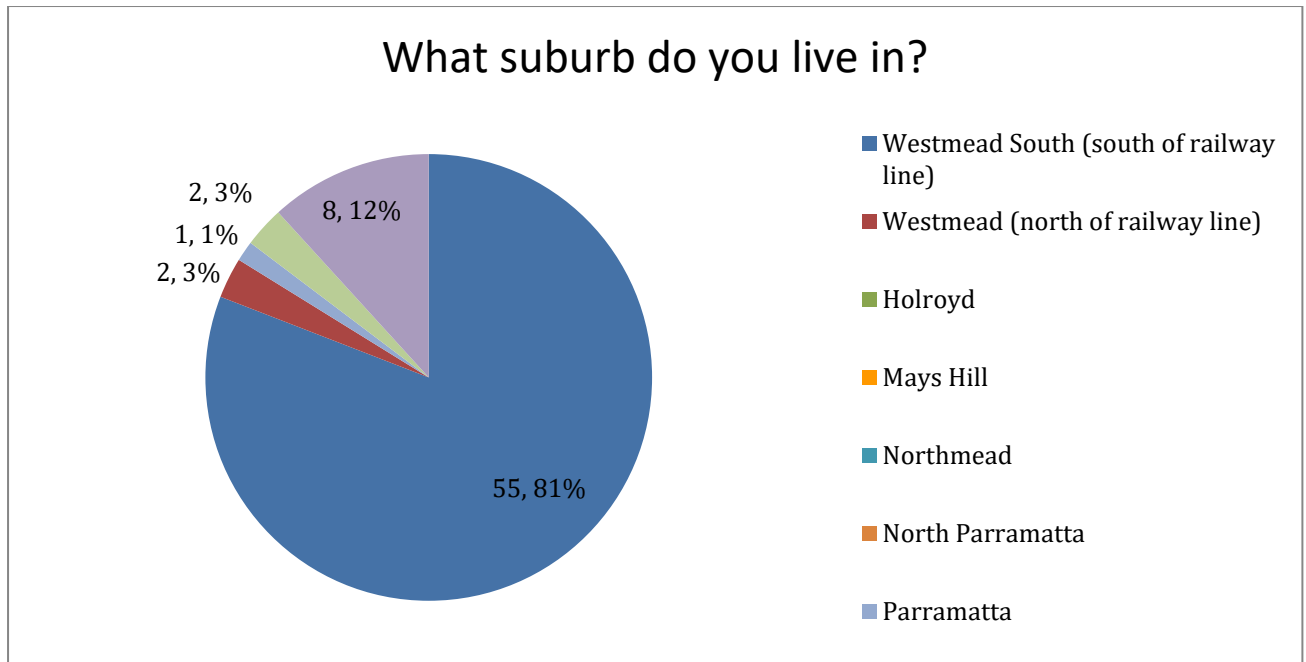
When asked their interest in the Westmead South area, 63% of respondents indicated that they live in the study area.





Of the respondents:

- 81% (55) live in Westmead South
- However only 21% (14) work in the Westmead South area.





The full survey report will be provided to the Urban Strategy and Planning team with additional information.

What we heard

There was a total of 169 submissions received during the exhibition through a mix of online and email channels. The feedback on the Westmead South proposal was mixed, with positive and negative responses.

- There was general support for the proposal to invest in Westmead South, with suggestions and concerns about certain aspects of the plan.
- There were concerns about high rise building in front of the Westmead Public School and next to the metro for fear it will become a highly congested area.
- There were concerns about inconsistencies between the Concept Land Use Plan Map and Capability Study.
- Residents living in areas labelled as proposed heritage listings had concerns about the impact this might have on their homes.
- Shop owners raised concerns over the proposed heritage listing of the 'Oaks Shopping Centre', as they felt it will restrict the redevelopment and modernisation of the centre.
- Some residents living in low/medium density areas which are to be surrounded by high density areas under the new proposal raised concerns:
 - they fear this will diminish the value of their properties
 - there was a fear that high rise apartments would overshadow their homes, and
 - they felt the proposal would create an uninviting neighbourhood.
- Some residents felt that the proposed plan does not support house-based family living in South Westmead.
- There were suggestions to create more parking complexes to compensate for the influx of new apartments, businesses, community spaces.
- Suggestions for community hubs in a variety of locations, including



- Howe Street, amalgamating the properties that back onto Sydney Smith Park
- Intersection at the Great Western Highway and Hawkesbury Road, identified as a node on the Concept Land Use Plan Map
- There were suggestions to upgrade some already existing unit blocks instead of establishing new apartment blocks, particularly closer to the station.

Conclusions

Detailed reports with the full survey responses will be provided to the Urban Planning and Strategy team.

It is recommended, where possible, for the project team to close the loop with those who have participated in the engagement. This is at the discretion of the project team.

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.*

END OF REPORT.