

Appendix G

Preliminary Community Consultation Report



Consultation Report

the future of Hornsby west side

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1. Executive Summary

In April 2011, Council submitted a Planning Proposal to the Department of Planning and Infrastructure (DP&I) concerning a review of planning controls for the Hornsby West Side Precinct. On 21 November 2012, Council resolved that the Planning Proposal include a requirement for a minimum floor space ratio of 1:1 employment generating development within a residential/mixed use building.

Council received a Gateway Determination from the DP&I in August 2011 advising that the proposal should proceed subject to conditions including the preparation of a revised Planning Proposal after undertaking strategic planning studies in urban design, traffic and economic feasibility.

It was originally envisaged that the exhibition of the Planning Proposal would take place early in the process, after the Gateway Determination was received from the DP&I. However, the Gateway Determination was issued with the requirement that the proposed heights and floor space ratio and other amendments to planning controls be drafted and resubmitted to the DP&I for approval for exhibition.

In light of this, and the importance of gaining feedback before any planning controls are drafted, Council undertook preliminary community consultation in the form of a workshop with property owners within the precinct and sought feedback from local residents and the wider community through a survey.

There were 22 attendees at the property owners workshop. The feedback from the workshop illustrated that there is a high level of enthusiasm and support for change, and that many land owners are ready to redevelop if suitable planning controls that allow for feasible development are adopted.

There were 660 community survey responses gathered through a variety of communication methods such as online, hard copy, subscriber newsletter and Twitter. Survey responses indicate that there is support for redevelopment at 5 to 8 storeys, if it includes more retail shops, improved pedestrian links, open space and landscaping and convenient access to shops.

The workshop outcomes and survey responses provide Council with valuable feedback which will be used by consultants to prepare a draft Structure Plan and associated draft planning controls for Hornsby West Side. The draft planning controls will be placed on public exhibition after the DP&I has agreed to the form and content of the revised planning proposal.

2. Purpose

The purpose of this report is to provide a summary of the survey responses received concerning the future of Hornsby West Side and an overview of the property owner workshop. This report does not attempt to capture all of the information put forward in the workshop and survey responses. The report focuses on providing an overview of the feedback received.

The key terms used throughout the report are defined in Appendix A.

3. Community Survey

In order to gain feedback from the community about the future of Hornsby West Side, Council prepared a survey to understand what the community like and don't like about the West Side and what would be important in any revitalisation.

The survey asked respondents about their perceptions and patronage of the West Side and contained both closed and open-ended questions. A copy of the survey is attached at Appendix B.

The survey was made available from Thursday, 6 December 2012 and closed on Tuesday, 18 December 2012. The survey was advertised in the local newspaper, on Council's website and via Twitter. On Tuesday, 11 December 2012, Council staff manned a stall near the western entry to Hornsby railway station from 7.30am to 7.00pm. Approximately 350 surveys were handed out, with many hundreds of people asking questions about the future of Hornsby West Side.



Photo 2 – Handing out surveys at the community stall



Photo 3 – Respondents completing surveys



Photo 1 – Staff at the community stall

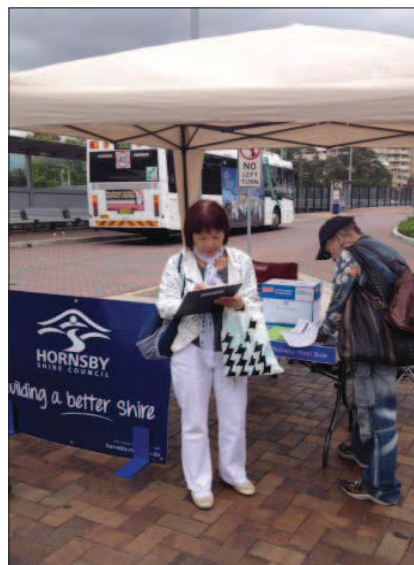


Photo 4 – Respondents completing surveys

4. Survey Results

The survey gathered information from respondents such as age and gender, where they live in relation to the West Side, how and why they visit the West Side and what would make them visit more. The survey also gathered information on how the community views redevelopment in terms of height and other built form and public domain outcomes.

A total of 660 survey responses were received during the survey period. A variety of communication methods were used to distribute the survey. Table 1 below shows the breakdown of survey responses by communication method.

Method	No. of surveys completed	Percentage
Hard copy	147	22%
Community Consultation Program database	82	12.5%
ENews	283	43%
Twitter	10	1.5%
Council Website	138	21%
Total	660	100%

Table 1 – Survey responses by communication method

The response rates for each method of distribution are shown below in Table 2. The response rates for the website are based on statistics indicating how many people visited the page containing the survey.

Method	Response rate
Hard copy	42%
Community Consultation Program database	63%
ENews	6%
Twitter	1%
Council Website	48%
Total	660

Table 2 – Response rates

Summary of Respondents

The majority of respondents are aged between 35 and 75, visit the West Side of Hornsby almost everyday (including weekends), live more than 1km away and travel by car or walk to the West Side. Figures 1 - 6 show information about the survey respondents.

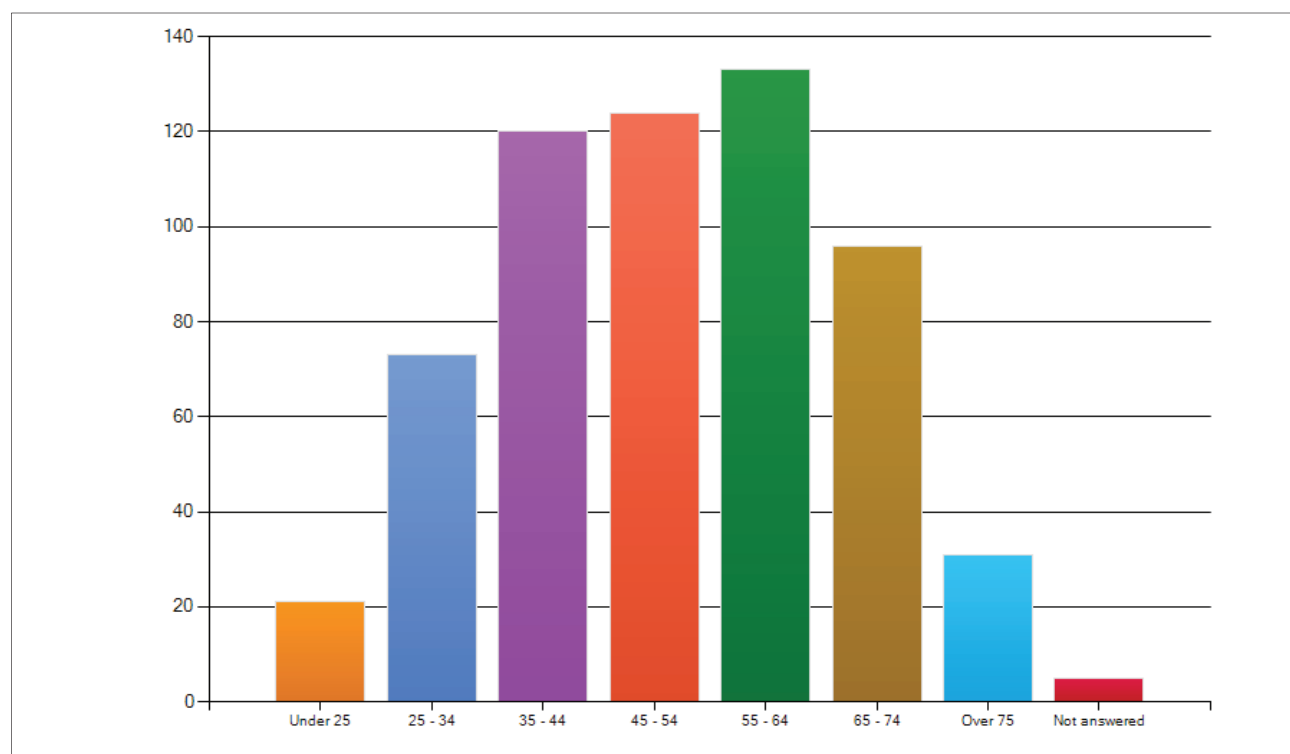


Figure 1 – Age of respondents

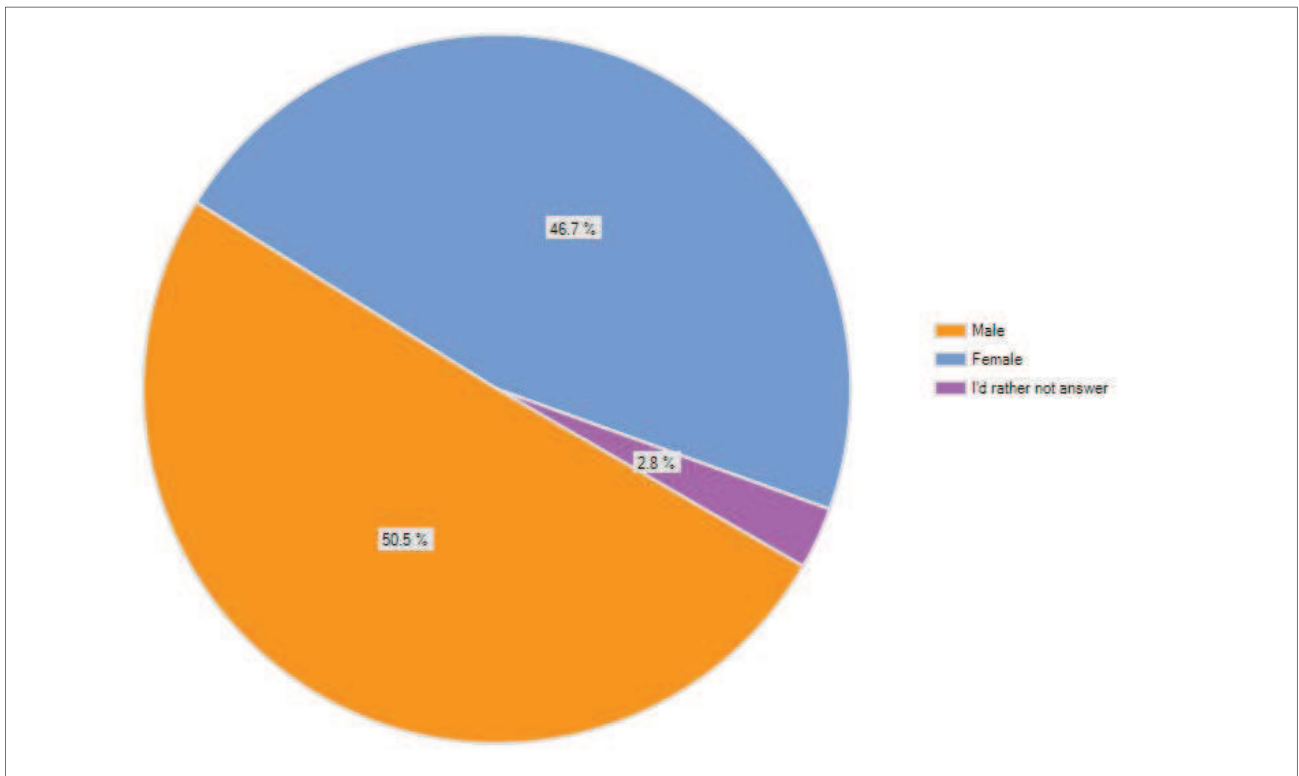


Figure 2 – Gender of respondents

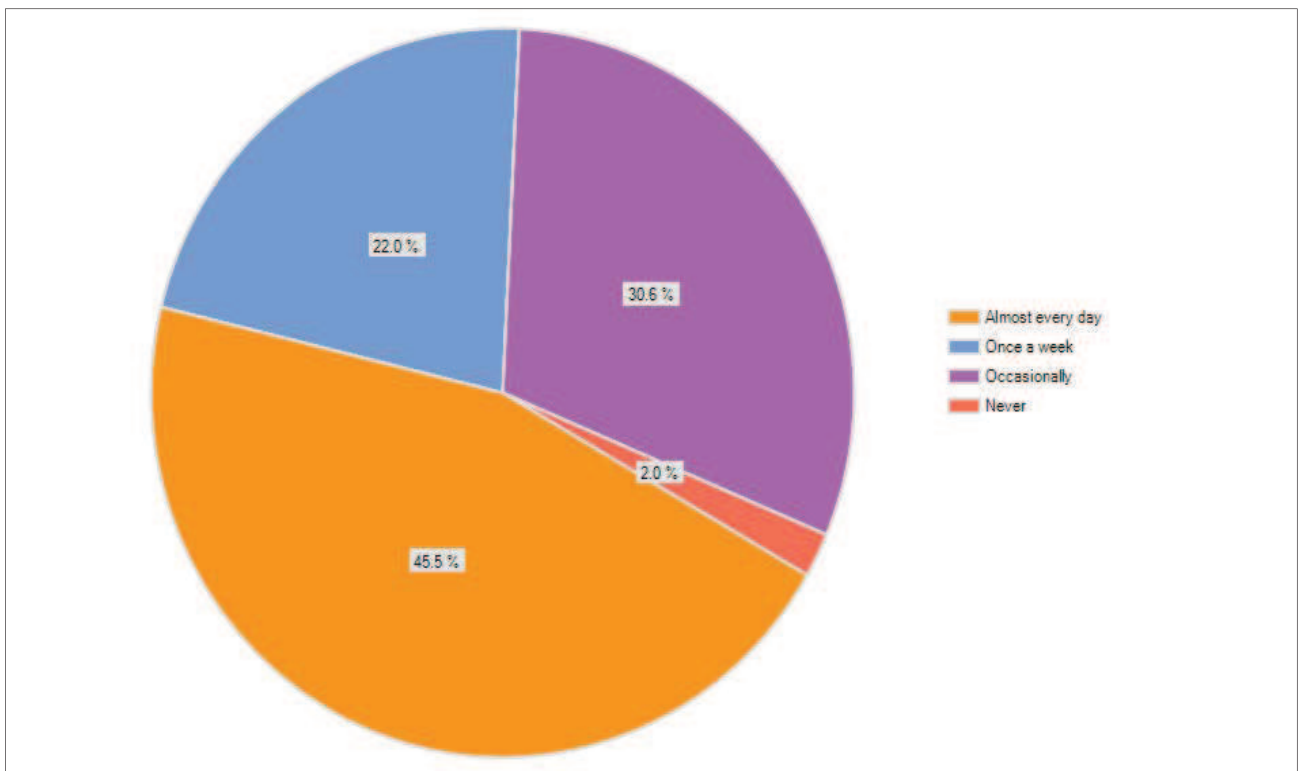


Figure 3 – Patronage of the West Side (frequency)

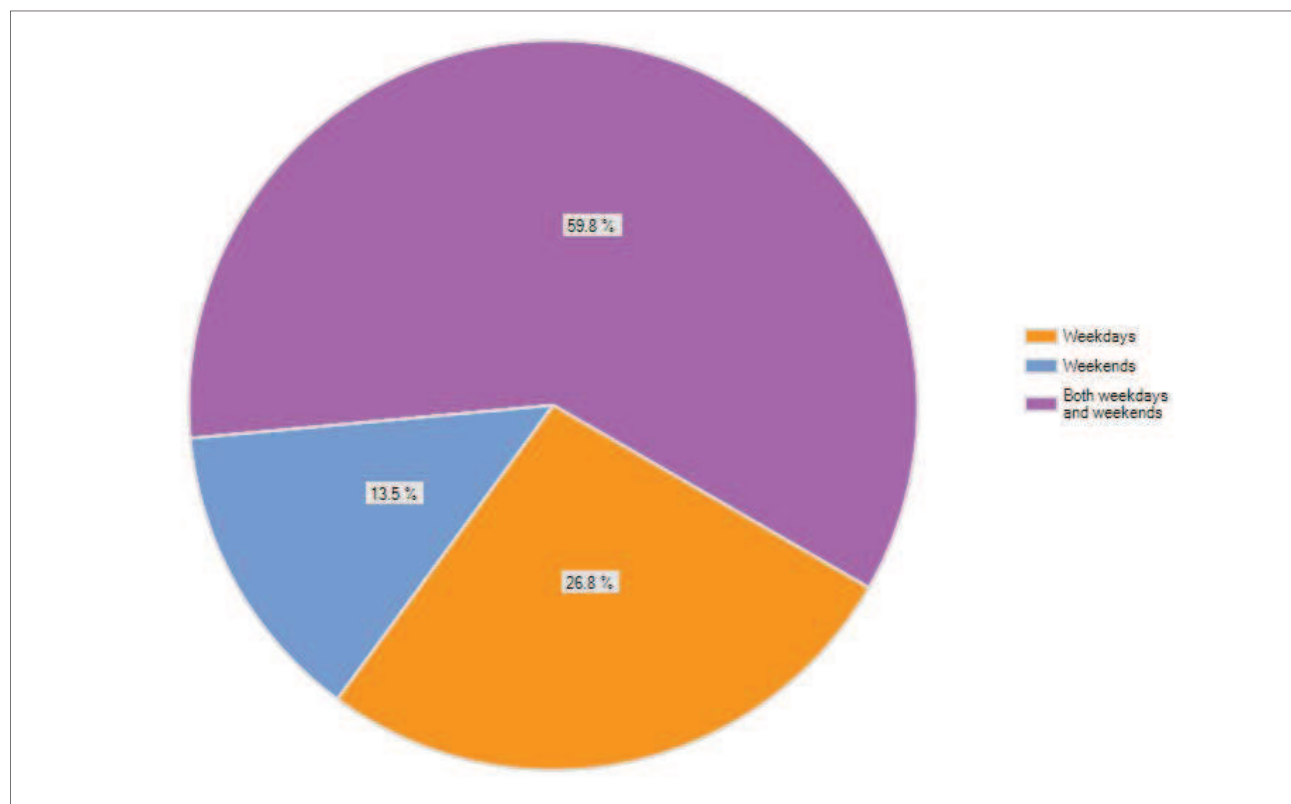


Figure 4 – Patronage of the West Side (pattern)

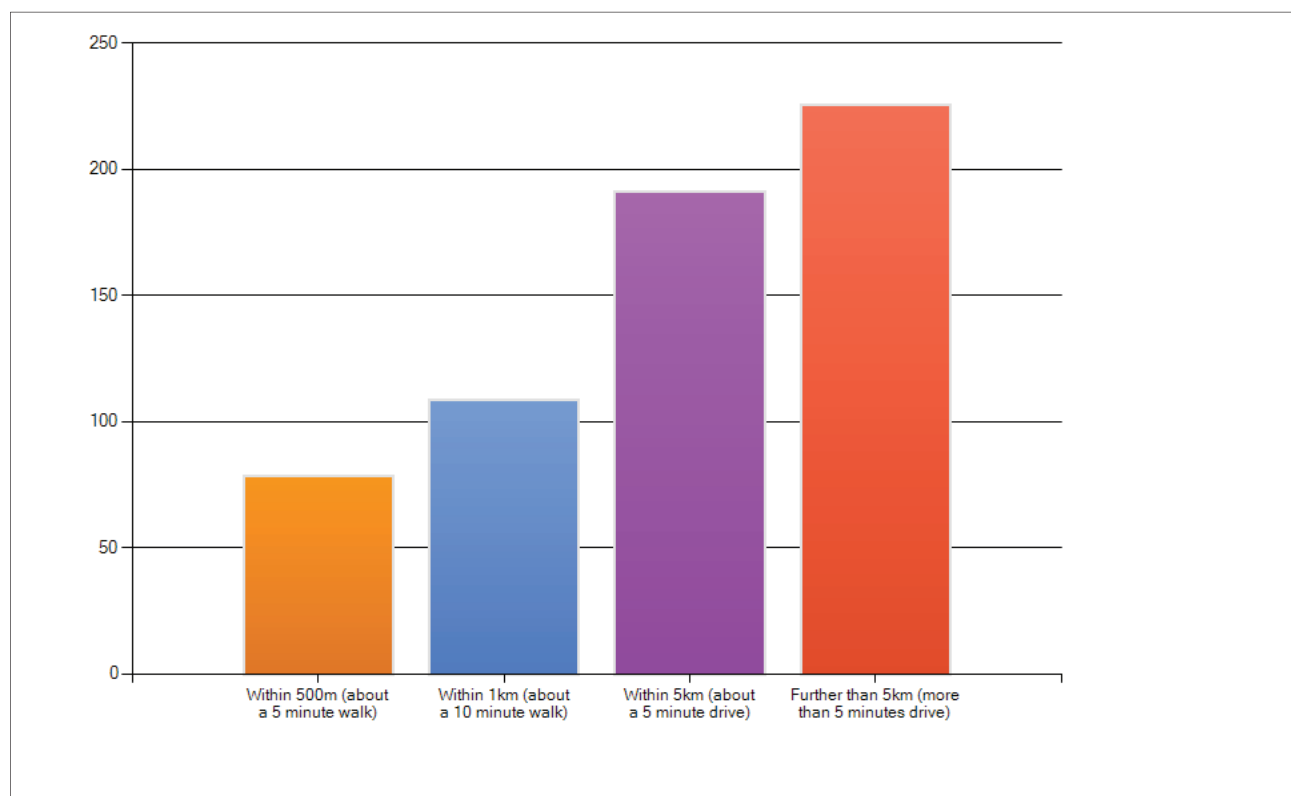


Figure 5 – Respondent location

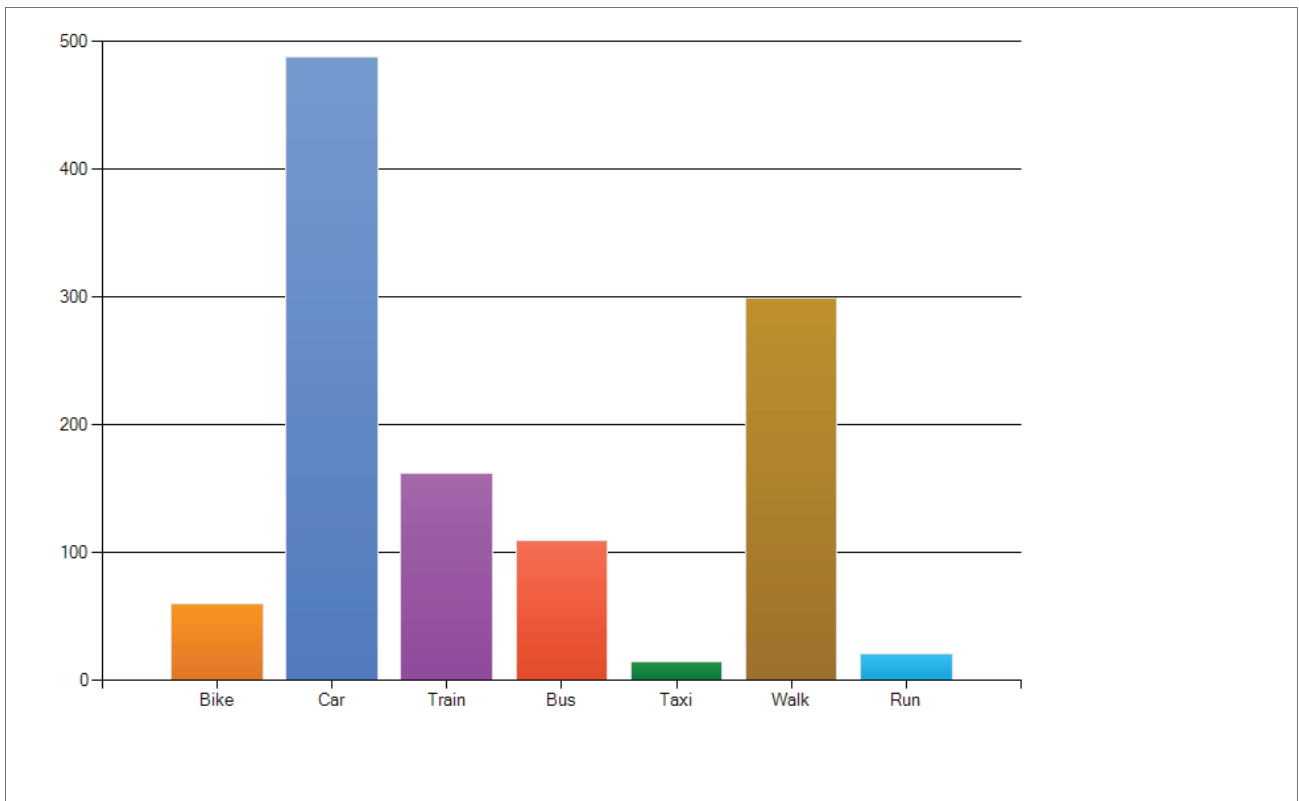


Figure 6 – Method of travel to the West Side

Respondent Views about the West Side

Shopping, dining/eating, catching the train and leisure activities were the main reasons for respondents visiting the West Side of Hornsby (see Figure 7).

When asked what would make respondents visit the West Side more often, the most common answer was better shops and more restaurants/cafes and outdoor dining. The word cloud shown in Figure 8 illustrates the common words from the survey responses.

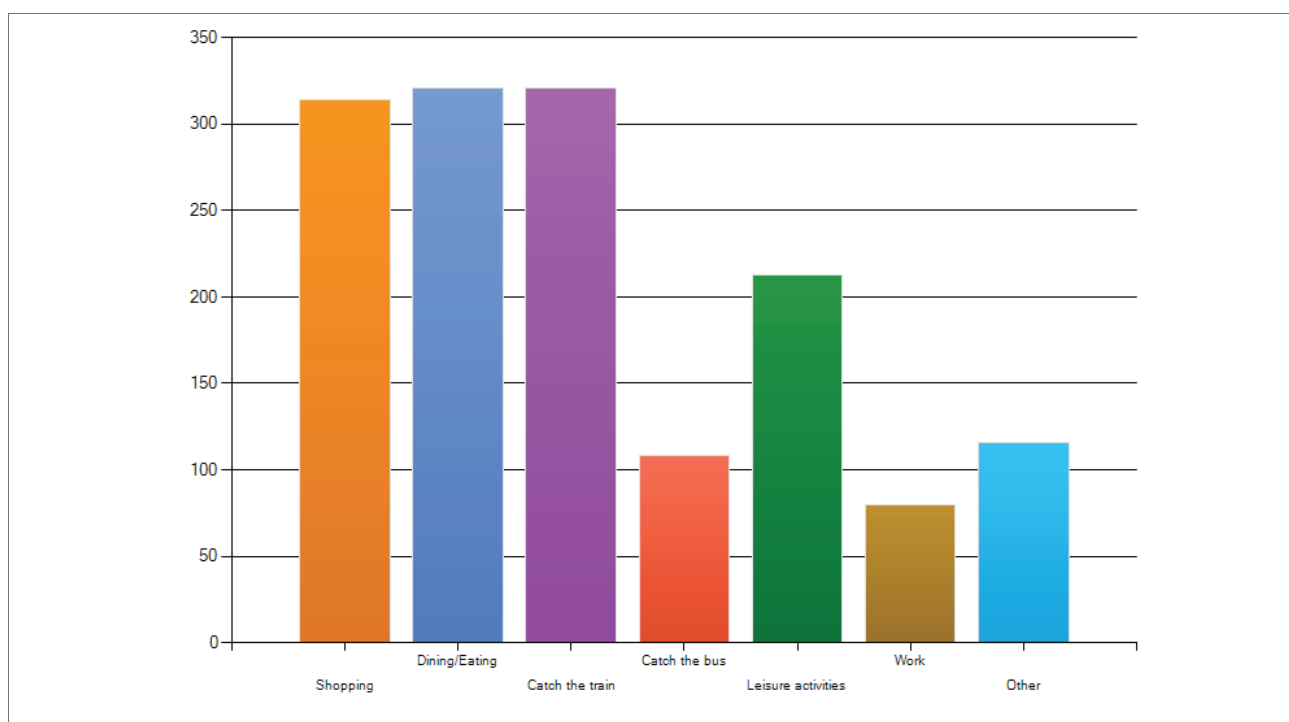


Figure 7 – Reasons for visiting the West Side



Figure 8 – What would make respondents visit the West Side more

Respondents were asked what is one of the best things about Hornsby West Side. The most common answers were as follows:

- The RSL;
- The Odeon Cinema;
- The proximity to Westfield and the eastern side of Hornsby;
- That it is not Westfield;
- The character and atmosphere;
- The streetscape and heritage facades; and
- The cafes/restaurants.

Respondents were asked what is one of the worst things about Hornsby West Side. The most common answers were as follows:

- Appearance/condition; and
- Traffic/roads.

The word clouds below illustrate the common words from the survey responses. Figure 9 contains common words concerning the best things about the West Side, Figure 10 contains common words concerning the worst things about the West Side.



Figure 9 - The best things about the West Side

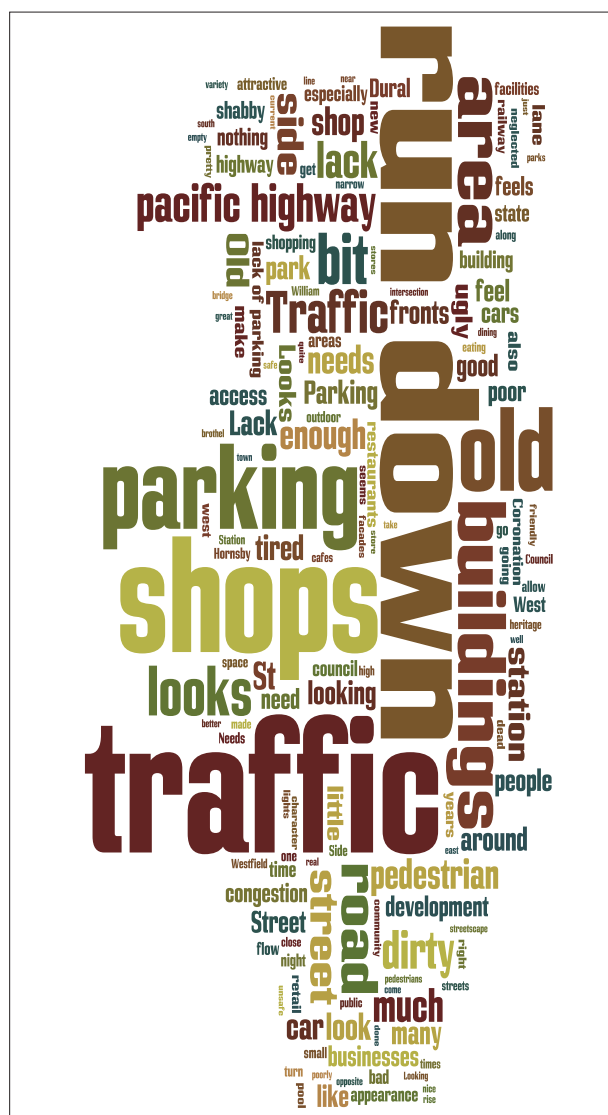


Figure 10 – The worst things about the West Side

Respondent Views about redevelopment of the West Side

Respondents were asked what they think the maximum height for any development on the West Side should be. The question was prefaced with a statement that Council is considering allowing development consisting of two storey shops/commercial offices at the street, with residential apartments above the shops but setback from the street.

The survey indicated that five storey development is already allowed under existing planning controls.

Figure 11 below shows that the majority of respondents think the maximum height should remain at five storeys.

Of the respondents that chose “Other” heights, 47 suggested heights below five storeys, and 11 suggested heights above 20 storeys.

Respondents were asked to rate the importance of certain aspects in any revitalisation of the West Side. The survey included a scale of Not important, Slightly Important, Important and Very Important. On average, the most important aspect of redevelopment is for the West Side to be pedestrian friendly. Convenient access to shops, open space and landscaping were also very important, as illustrated in Figure 12.

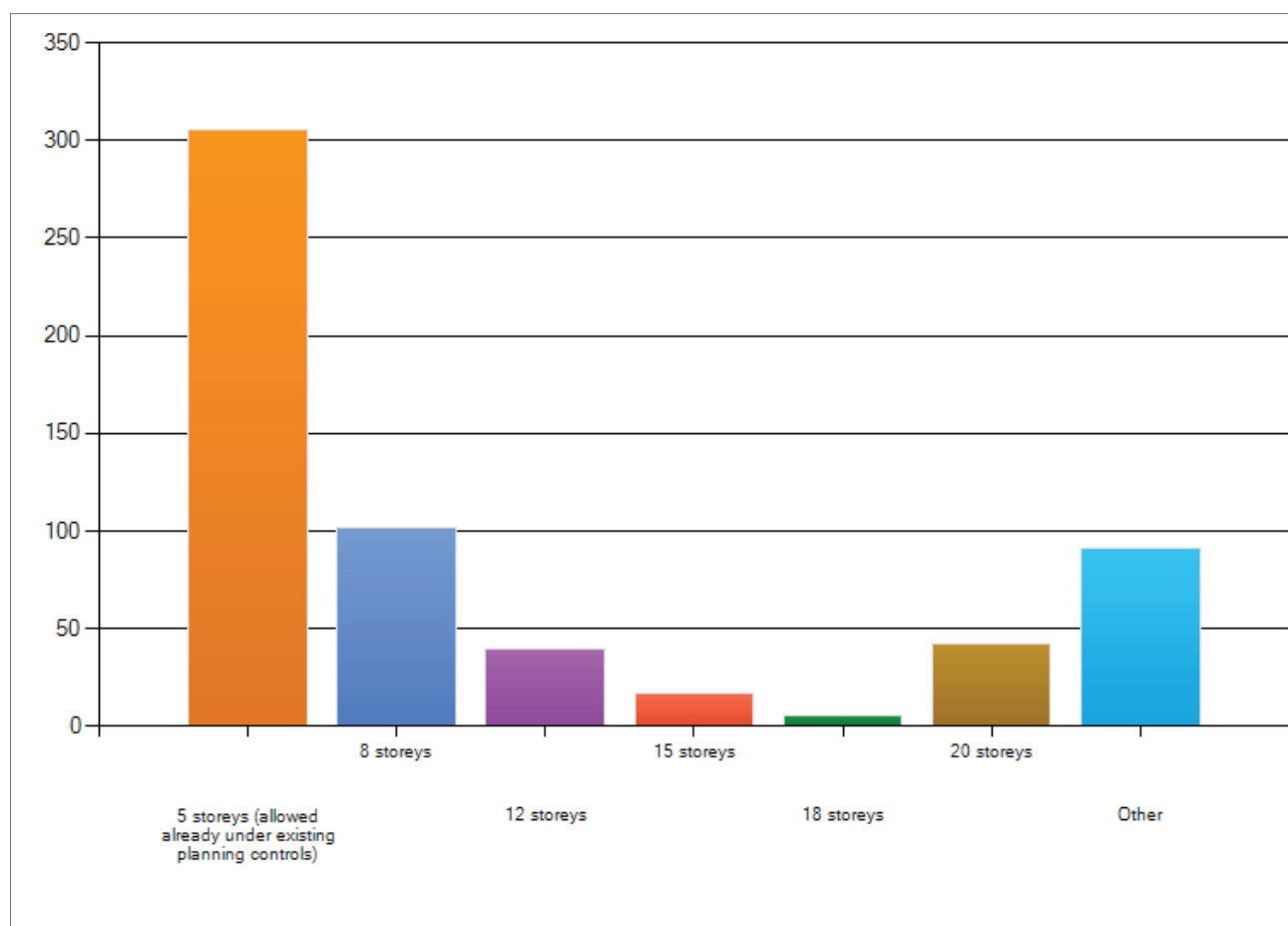


Figure 11 – Maximum height of future development

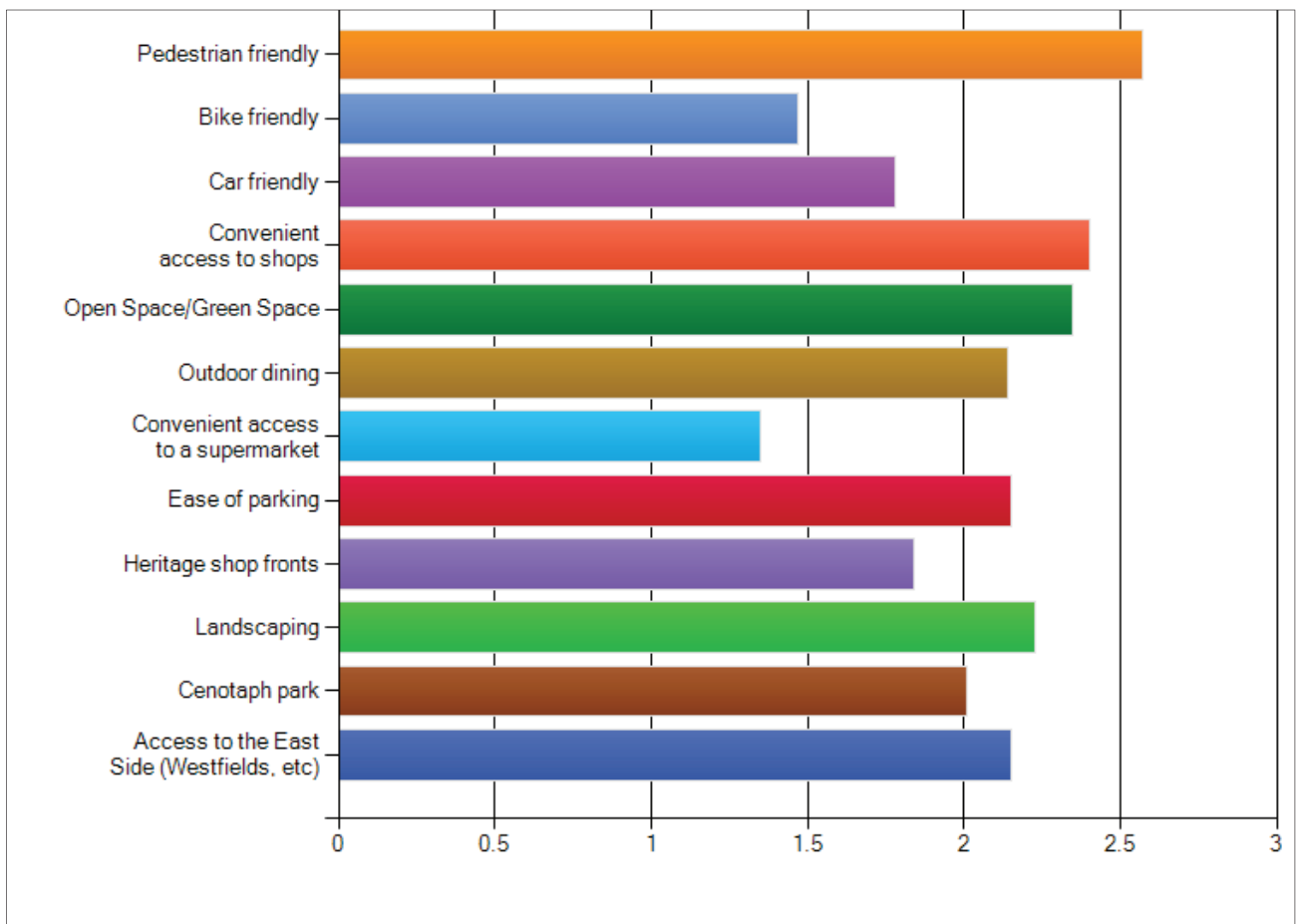


Figure 12 – Rated importance of issues in any revitalisation or redevelopment

Finally, respondents were asked to indicate their level of support for the idea of particular aspects of development. The survey included the following scale:

- I would not be supportive
- I might not be supportive
- I might be supportive
- I would be supportive

Figure 13 presents the results based on an average from the scaled answers. On average, there was most support for improved pedestrian links, a market space/town square, community markets, more retail shops and more parking. On average, there was least support for less parking.

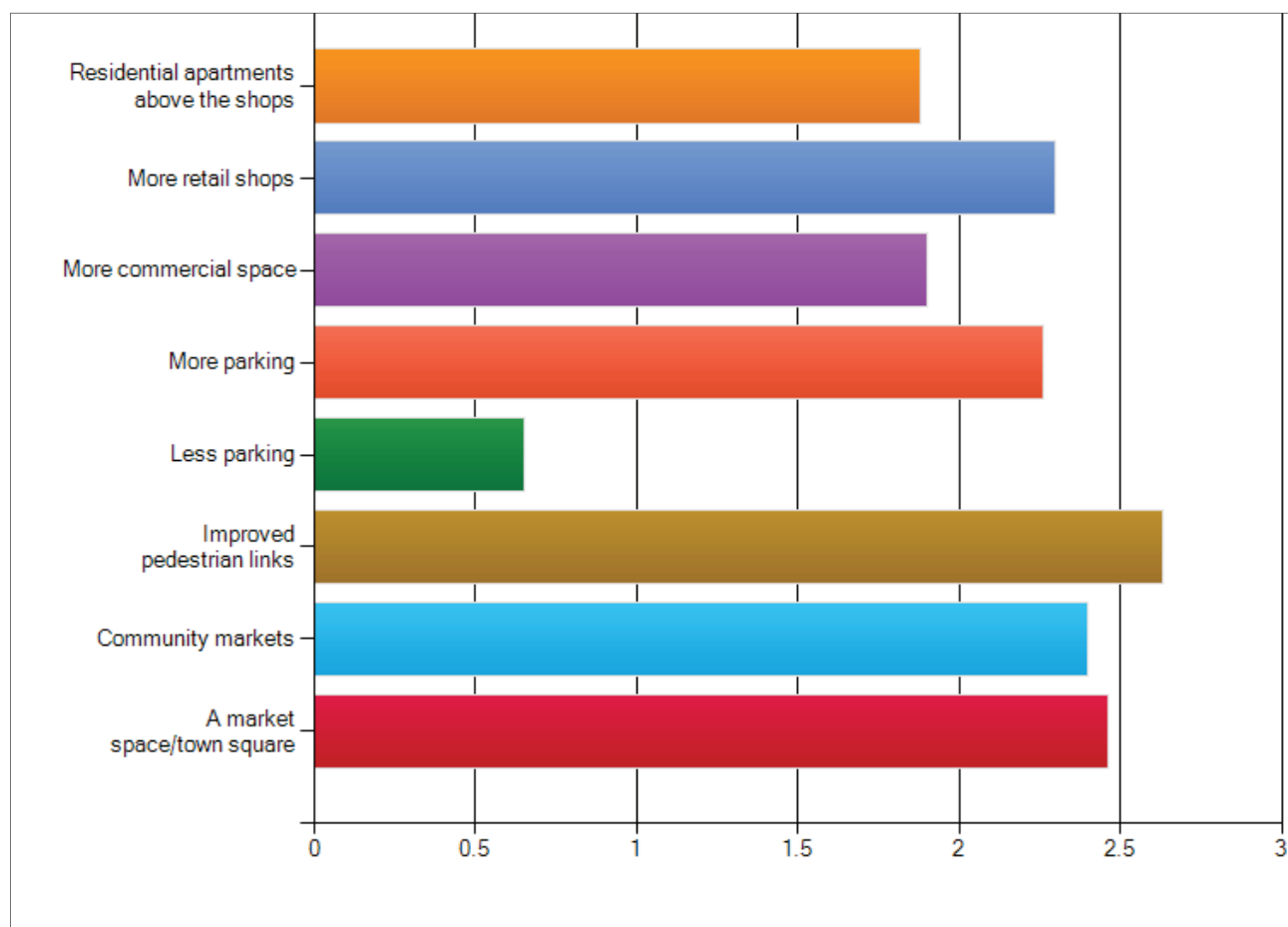


Figure 13 – Rated average support for various aspects of revitalisation or redevelopment

5. Property Owner Workshop

On 12 December 2012 a workshop was held for landowners within the West Side Precinct. The meeting was held at 9am in the Council Chambers.

The purpose of the workshop was to inform the owners of business properties within the West Side precinct about the planning process and Council's resolution to review the planning controls in the area.

Twenty-two property owners attended the workshop, representing a number of businesses and landholdings within the precinct.

The workshop was facilitated by JBA Planning. Representatives from JBA Planning outlined the opportunities and constraints that they had identified within the precinct. The attendees were then split into two groups to brainstorm the vision for the future of the West Side and to discuss some of the barriers to redevelopment.

Using aerial photos and cadastre maps, attendees marked out traffic and circulation issues, parking issues, and outlined their vision with suggestions on what would improve the viability and vibrancy of the West Side.



Photo 5 – Property owner workshop - group work



Photo 6 – Property owner workshop - group work



Photo 7 – Property owner workshop - reporting back after group work

As summarised by JBA Planning in the Hornsby West Side Urban Design Analysis, the feedback from the workshop illustrated:

- There is a need to rethink the current planning controls which have hindered redevelopment within the West Side precinct and are seen as a reason for the decline within the area;
- There is a high level of enthusiasm and support for change;
- There is a good deal of scepticism that anything will happen; and
- Many of the landowners are ready to redevelop if suitable planning controls that allow for feasible development are adopted.



Photo 8 – Property owner workshop - group work



Photo 9 – Property owner workshop - notes from group work

Appendix A

Key Terms Used

Cenotaph - War Memorial monument.

Community Consultation Program Database - a group of Hornsby Shire residents who have indicated to Council that they wish to be on a mailing/email list to provide opinions through online surveys and focus groups.

DP&I - Department of Planning and Infrastructure (State Government department).

Employment generating development - non-residential development, for example commercial office space, retail shops, child care centres, community facilities, medical centres, etc.

Floor space ratio - the ratio of the gross floor area of buildings within the site to the site area.

Gateway Determination - an approval from the DP&I which advises whether a Planning Proposal should proceed, whether further planning studies are required, what community consultation is required, what consultation is required with State authorities and timelines for various stages of the Planning Proposal.

Mixed use development - means a building comprising two or more different land uses, in this case combining residential and employment generating development.

Planning Proposal - a document that explains the planning controls which Council intends to review or change, including justification for the changes, planning provisions, mapping and details of the community consultation that is to be undertaken.

Word cloud - a visual representation of text, where words that appear frequently in the source text are given prominence with increased font size and/or different colours.

Appendix B

Community Survey



The future of Hornsby West Side

Council is reviewing the planning controls for the business area on the western side of Hornsby to help activate and revitalise the area.

We are seeking feedback about what you like and don't like about the west side and what would be important to you in any revitalisation.

This survey is also available online on Council's website www.hornsby.nsw.gov.au or via Twitter. Please complete the survey in hard copy or electronically by 18 December 2012.

Please return your hard copy survey to:

The General Manager
Hornsby Shire Council
PO Box 37
Hornsby NSW 1630

The future of Hornsby West Side

For the purpose of this project Hornsby West Side is the business area located on the western side of Hornsby Railway Station.

Council is reviewing the planning controls to help activate and revitalise the area and is seeking feedback from the community about your perceptions and patronage of the West Side and what would be important to you in any revitalisation.

This survey will take you less than 5 minutes to complete. Your time in providing feedback is appreciated. All answers will remain anonymous.

Aerial photo of study area



The future of Hornsby West Side

1. How often do you visit Hornsby West Side?

- ☐ Almost every day
- ☐ Once a week
- ☐ Occasionally
- ☐ Never (Go to Question 5)

2. What is the main purpose of your visits? (you may choose more than one answer)

- ☐ Shopping
- ☐ Dining/Eating
- ☐ Catch the train
- ☐ Catch the bus
- ☐ Leisure activities
- ☐ Work
- ☐ Other

If Other, please specify

3. Are you more likely to visit on weekdays or weekends?

- ☐ Weekdays
- ☐ Weekends
- ☐ Both weekdays and weekends

4. How do you get to the West Side? (you may choose more than one answer)

- ☐ Bike
- ☐ Car
- ☐ Train
- ☐ Bus
- ☐ Taxi
- ☐ Walk
- ☐ Run

The future of Hornsby West Side

5. How close to Hornsby West Side do you live?

- ☐ Within 500m (about a 5 minute walk)
- ☐ Within 1km (about a 10 minute walk)
- ☐ Within 5km (about a 5 minute drive)
- ☐ Further than 5km (more than 5 minutes drive)

6. What would make you visit the West Side more often?

7. Council is considering allowing development consisting of two storey shops/commercial offices at the street, with residential apartments above the shops but setback from the street, at varying heights. What is the maximum height you think any development should be in the West Side?

- ☐ 5 storeys (allowed already under existing planning controls)
- ☐ 8 storeys
- ☐ 12 storeys
- ☐ 15 storeys
- ☐ 18 storeys
- ☐ 20 storeys
- ☐ Other

If Other, please specify and/or provide any comments

8. What do you think is one of the best things about Hornsby West Side?

9. What do you think is one of the worst things about Hornsby West Side?

The future of Hornsby West Side

10. Rate your importance of the following aspects in any revitalisation of Hornsby West Side

	Not important	Slightly important	Important	Very important
Pedestrian friendly	☐	☐	☐	☐
Bike friendly	☐	☐	☐	☐
Car friendly	☐	☐	☐	☐
Convenient access to shops	☐	☐	☐	☐
Open Space/Green Space	☐	☐	☐	☐
Outdoor dining	☐	☐	☐	☐
Convenient access to a supermarket	☐	☐	☐	☐
Ease of parking	☐	☐	☐	☐
Heritage shop fronts	☐	☐	☐	☐
Landscaping	☐	☐	☐	☐
Cenotaph park	☐	☐	☐	☐
Access to the East Side (Westfields, etc)	☐	☐	☐	☐

11. Thinking about the West Side, indicate your support for the idea of....

	I would not be supportive	I might not be supportive	I might be supportive	I would be supportive
Residential apartments above the shops	☐	☐	☐	☐
More retail shops	☐	☐	☐	☐
More commercial space	☐	☐	☐	☐
More parking	☐	☐	☐	☐
Less parking	☐	☐	☐	☐
Improved pedestrian links	☐	☐	☐	☐
Community markets	☐	☐	☐	☐
A market space/town square	☐	☐	☐	☐

12. What is your gender?

- ☐ Male
☐ Female
☐ I'd rather not answer

The future of Hornsby West Side

13. What is your age group?

- ☐ Under 25
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 - 74
- ☐ Over 75

14. If you would like to be added to Council's mailing list to be advised of updates concerning the progression of this project, please provide your contact details below

Name

Email Address

(preferred)

OR Postal Address

