# PROPOSED RAMSGATE TOWN CENTRE

## Community and Stakeholder Engagement Outcomes

193-199 Rocky Point Road,
66-68 Ramsgate Road
and 2-6 Targo Road,
Ramsgate

Prepared for
**TIME & PLACE AND WOOLWORTHS**
13 October 2021

URBIS

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| Report Number | Final |

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**We acknowledge, in each of our offices, the Traditional Owners on whose land we stand.**

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# 1. INTRODUCTION

This Community and Stakeholder Engagement Outcomes Report (the Report) has been prepared by Urbis Pty Ltd (Urbis) for the Proponent, Point Gate Developments, a Joint Venture between Time & Place and Woolworths.

The Report has been prepared as part of a Planning Proposal for a mixed-use development located at 193 - 199 Rocky Point Road Ramsgate (the Proposal). The Proposal aims to create a vibrant mixed-use development comprising residential, retail and commercial uses, as well as a high quality publicly accessible open space on the site.

Urbis Engagement undertook consultation across two phases to inform the Proposal:

1. **Aspirations for Ramsgate**: Preliminary community consultation and research was held during June and July 2021. The purpose of this stage of consultation was to understand community views on the character of this area of Ramsgate and aspirations for the future, to inform master planning of the Proposal and future detailed plans. Members of the community were identified for involvement in this stage via statistically-valid methods, this enabled us to ensure that a broad spectrum of demographics and views were canvassed in this formative stage of consultation.

2. **Feedback on the draft Proposal**: during September-October 2021, a series of consultation activities were held that provided all interested members of the community with an opportunity to learn more about and understand the Proposal and to ask questions of the proponent and project team. This stage enabled important elements of the Proposal to be tested and refined with the community.

This Report documents the consultation process and feedback for both phases of consultation, covering the period between June 2021 and mid-October 2021.

# 2. OVERVIEW OF PROPOSAL

Australian developer Time & Place and Woolworths (the Proponent) have partnered to deliver a new town centre for the local community at 193-199 Rocky Point Rd, 2-6 Targo Rd and 66-68 Ramsgate Rd, Ramsgate. The site is located within the Georges River Council local government area (LGA).

The Planning Proposal seeks to rezone the site and amend the relevant built form controls under the Georges River Local Environmental Plan (LEP) to enable the redevelopment of the site to create a vibrant mixed-use development comprising residential, retail and commercial uses, as well as a high quality publicly accessible open space on the site.

By amalgamating these sites, the Proponent has been able to create a consolidated site that presents a unique opportunity to deliver a high-quality mixed-use development within Ramsgate's retail core, anchored by a full-line supermarket, and incorporating a range of specialty retail, residential uses and publicly accessible open space.

The site is strategically located and sized to facilitate the redevelopment, allowing the precinct to transition into a crucial local centre located on the boundary of Ramsgate and Beverley Park. The site is close to existing shops, services, bus routes to the Sydney central business district (CBD), and near local beaches and parks.

If approved, the Proposal would include a full-line Woolworths supermarket and Dan Murphy's in the basement, specialty retail and publicly accessible open space on the ground floor, and around 185 apartments across buildings of 6, 8, and 9 storeys.

A Planning Proposal will seek approval from Georges River Council for planning controls and zoning to facilitate this outcome. The Planning Proposal will be followed by further detailed planning of built form and further community consultation, through a Development Application (DA) process.

If the Planning Proposal and subsequent Development Application are approved, the project will create around 120 jobs during construction, and around 300 ongoing retail jobs once complete.

# 3. ENGAGEMENT PROCESS

Community and stakeholder engagement activities were undertaken from June to October 2021. These activities included initial research with members of the community to understand their current experiences and perceptions of the site and its surrounds. It also sought to understand their aspirations and vision for this area of Ramsgate to inform the master plan, followed by open and transparent communication on the master plan.

The engagement activities and their purpose are outlined in Section 5.

Feedback is summarised in Section 6 of this report.

## 3.1. PURPOSE OF ENGAGEMENT

The community and stakeholder engagement approach was developed in accordance with the International Association of Public Participation's (IAP2) Public Participation principles.

The purpose of engagement for this project was to:

- Provide an opportunity for early identification of people's current experiences and perceptions of the site and its surrounds, including their, aspirations and preferences for future use of the site
- Deliver clear and factual key messages from an early stage of the planning process
- Articulate the facts of the Proposal and the potential impacts and benefits for the community and other stakeholders
- Provide a range of opportunities for stakeholders to contribute feedback on the Proposal
- Document feedback to inform ongoing design and master planning
- Deliver an independent, transparent, and accountable consultation process.

## 3.2. ENGAGEMENT APPROACH

The engagement approach was adapted from the International Association of Public Participation's (IAP2) Public Participation spectrum. The spectrum (Figure 1) describes goals for public participation and the corresponding promise to the public.

For this particular approach, the engagement objective aligned to the goals of informing and consulting with stakeholders and the community. For more information on this approach, please refer to Figure 1 overleaf.

**Given the Covid-19 restrictions in NSW, the consultation activities outlined in this Report were limited to online, telephone and direct mail activities. While the engagement process reached a wide audience, the local demographic comprises an older population, and face-to-face consultation is often preferred.**

**The Proponent will continue to consult with the community as they finalise detailed plans for the site– and once the current health restrictions are lifted, we look forward to engaging with the community face-to-face.**

Figure 1 – IAP2 Spectrum of Public Participation

| | INFORM | CONSULT | INVOLVE | COLLABORATE | EMPOWER |
|---|---|---|---|---|---|
| GOAL | To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions | To obtain public feedback on analysis alternatives and/or decisions | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered. | To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution. | To place final decision- making in the hands of the public. |
| PROMISE | We will keep you informed. | We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. | We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision. | We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible. | We will implement what you decide. |

*Source: IAP2*

# 4. STAKEHOLDER ANALYSIS

Stakeholders are individuals, groups of individuals or organisations that may be impacted (positively or negatively) by a project. To ensure a coordinated approach, Urbis Engagement collaborated with the Proponent to engage with the various stakeholder groups outlined in Table 1.

The following table outlines the key stakeholders who were consulted on the Proposal. The stakeholder identification matrix is based on the principles in accordance with the IAP2 Public Participation spectrum, as outlined in Section 3.2.

## 4.1. PROJECT STAKEHOLDERS

Table 1 – Stakeholder Identification

| Stakeholder | Level of engagement | Forms of engagement |
|---|---|---|
| **Government** | | |
| Georges River Council – Mayor and Councillors | Consult: Provide balanced and objective information on the Proposal and invite feedback. | Written correspondence<br>Virtual project briefing, led by Council officers<br>Verbal (phone call correspondence) |
| **Community Groups** | | |
| Kogarah Residents Association Incorporated | Inform: Provide balanced information on the Proposal and invite feedback. | Written (email) correspondence<br>Verbal (phone call) correspondence |
| Kogarah Bay Progress Association | Inform: Provide balanced information on the Proposal and invite feedback. | Written (email) correspondence<br>Verbal (phone call) correspondence |
| St George Business Chamber | Inform: Provide balanced information on the Proposal and invite feedback. | Written (email) correspondence<br>Verbal (phone call) correspondence<br>Community information session (webinar) |
| Ramsgate Community Church | Inform: Provide balanced information on the Proposal and invite feedback. | Written (email) correspondence<br>Verbal (phone call) correspondence |
| Sans Souci Community Group | Inform: Provide balanced information on the Proposal and invite feedback. | Written (email) correspondence<br>Verbal (phone call) correspondence<br>Virtual project briefing |

| Stakeholder | Level of engagement | Forms of engagement |
|---|---|---|
| **Surrounding community** | | |
| Residents (within approx. 600m radius) | Inform: Provide balanced information on the Proposal and invite feedback. | Telephone survey (community research)<br>Focus group sessions (community research)<br>Written (email) correspondence<br>Community information session (webinar) |
| Businesses (within approx. 600m radius) | Inform: Provide balanced information on the Proposal and invite feedback. | Written (email) correspondence<br>Community information session (webinar) |

# 5. ENGAGEMENT ACTIVITIES

Urbis Engagement undertook consultation across two phases to inform the Proposal:

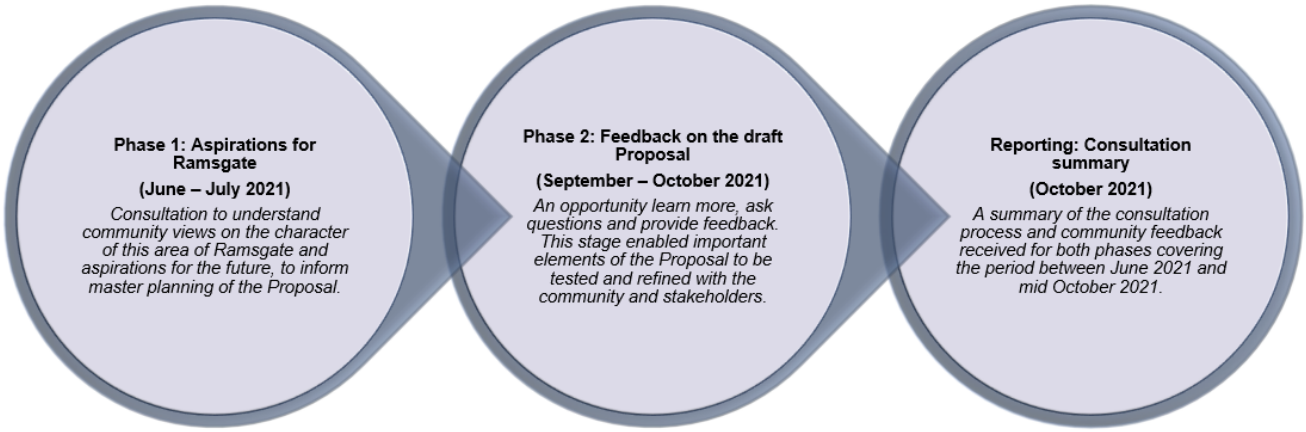
1. **Aspirations for Ramsgate**: Preliminary community consultation and research was held during June and July 2021. The purpose of this stage of consultation was to understand community views on the character of this area of Ramsgate and aspirations for the future, to inform master planning of the Proposal. Members of the community were identified for involvement in this stage via statistically-valid methods, this enabled us to ensure that a broad spectrum of demographics and views were canvassed in this formative stage of consultation.

2. **Feedback on the draft Proposal**: During September and October 2021, a series of consultation activities were held that provided all interested members of the community with an opportunity to learn more about and understand the Proposal and to ask questions of the proponent and project team. This stage enabled important elements of the Proposal to be tested and refined with the community.

During the two phases of consultation, the project team heard from more than 400 community members across Ramsgate and nearby suburbs, including via a statistically-valid phone survey, two focus groups, meetings with local community and resident groups, and an online community information session (webinar) attended by close to 100 residents.

This section of the Report outlines the activities undertaken at each phase of the consultation process.

Figure 2 – Phased Approach to Community Consultation




## 5.1. INITIAL CONSULTATION: ASPIRATIONS FOR RAMSGATE

The first step in consulting the community was undertaken to understand the community's perception of the site and its surroundings, understand what the community considers is needed in the area, test the types of uses contemplated in the master plan, and capture the community's ideas, desires and recommendations on how this site could be best revitalised, whilst managing potential impacts on the community.

This initial research was undertaken to inform the development of the Planning Proposal and future community engagement.

The preliminary research process consisted of:

- A statistically valid phone survey of 203 near residents (16-21 June 2021)
- Two, 90-minute focus group sessions held with 23 participants (22 July 2021).

### 5.1.1. Telephone Survey

The telephone survey was undertaken by an accredited market research provider and involved a random sample of 203 residents in suburbs around the site, incorporating both suburbs in the Georges River and Bayside local government areas (LGA).

These suburbs are Allawah, Beverley Park, Carlton, Carss Park, Dolls Point, Kogarah Bay, Monterey, Ramsgate, Ramsgate Beach and Sans Souci. This catchment was decided because it provides a sound indication of people who will be impacted (both positively and negatively) by the mixed-use proposal.

To reach survey respondents, the survey company randomly selects phone numbers covering the local area, including mobile phones. This approach ensures that the survey is statistically-valid.

The survey is valid to a 95% confidence level with a 6.9% random sampling error. This means that if the survey was repeated 20 times, it would be accurate to +/-6.9% in 19 of every 20 surveys.

The survey data is therefore very robust, and the Proponent has confidence in the findings. It's important to note that the survey is just one way the Proponent is consulting with stakeholders and the community. The insights gathered from the community survey will be balanced with the other feedback received via the online community information session (webinar), stakeholder briefings and engagement phone and email lines.

Key survey findings of the survey include:

- 49% of respondents believe the area is old and run down
- 59% of respondents were supportive of mixed use (retail and residential) renewal
- 60% of respondents supported or were neutral on the inclusion of residential apartments
- 67% of respondents would like to see restaurants / cafes / food and beverage spaces in the area.

### 5.1.2. Focus Groups

Survey respondents could then nominate to attend a focus group. In the focus groups, people provided insights about what they enjoy about the area surrounding the site, how it could be improved, and how potential impacts could be addressed.

A total of 23 people participated in the focus group session. Focus group participants were made up of residents from the following suburbs:

- Ramsgate – 6
- Beverley Park – 5
- Kogarah Bay – 4
- Sans Souci – 3
- Ramsgate Beach – 2
- Monterey – 2
- Carlton – 2
- Carss Park – 2
- Dolls Point – 1

The focus groups provided more detailed, qualitative feedback on how the community perceives the area today and how often they visit the area. The sessions also offered constructive input on how the Proposal can maximise community benefits and mitigate impacts.

To inform master planning, an initial community insights report was prepared for the Proponent following these activities and is included in Appendix A of this report.

There was a were a range of views identified during the focus groups sessions. These views ranged from very supportive to those locally concerned. Key findings from focus group sessions include:

- **Traffic management and additional parking:** Easy parking, controlled traffic and accessibility were identified as key markers of success for the revitalisation of the site.
- **Convenience (one-stop-shop):** With a large portion of the demographic being downsizers, convenience – apartment living with everything available at your doorstep – was identified as a major drawcard among focus groups participants.

- **Open, outdoor space:** Outdoor seating, a green landscaped area, playgrounds where children can play and families can relax was a priority.
- **Quality apartments:** Focus group participants noted that a building that matches the character of Ramsgate, is high quality and fits in with the existing landscape is important.

## 5.2. WEBSITE

As part of the engagement process and to ensure access to detailed information regarding the Proposal, a dedicated project information website was developed and published on 17 September 2021.

The website (www.ramsgatetowncentre.com.au) provides information about what's being proposed, the planning process, key insights gathered from the community during initial consultation, and project contact information.

This engagement activity was designed to be used as an IAP2 'inform' tool, with easily accessible information available anywhere, at any time. It also included details of a project email and phone number managed by Urbis Engagement to enable people to provide feedback on the project (an IAP2 'consult' tool).

The website is updated at key project milestones, to ensure the community and stakeholders have access to the most up to date information.

Following a high volume of questions received from the community during the community information session (webinar), the project website has been updated with all questions that were not answered during the session. These questions have been consolidated and responses have been published on the dedicated project website. The website was updated one week following the session.

At the time of writing this Report, the website has received a total of 2,023 unique visitors, with an average session duration of one minute and eight seconds. The home page is the most popular, followed by 'traffic and access', 'the planning process', 'community benefits' and 'FAQs' pages.

## 5.3. PROJECT FACT SHEET

The two-page letter (project fact sheet) outlined key features of the Proposal and invited stakeholders and the community to attend a two-hour community information session (webinar) and provide feedback. It included details of a project email and phone number managed by Urbis Engagement to enable the collection of this feedback.

It was distributed by letterbox drop to approximately 1,412 households and businesses in Ramsgate on 17 September 2021. The fact sheet was also emailed to those who participated in the focus groups sessions (outlined in Section 5.1.2) and all stakeholder groups outlined in Section 4.1, Table 1.

The fact sheet is in Appendix B.

The distribution area is in Appendix C.

## 5.4. PROJECT CONVERSATIONS

On 10 September 2021, Urbis Engagement commenced initial phone calls to community groups and representatives (outlined in Section 4.1, Table 1). The purpose of this contact was to provide key project stakeholders the opportunity to discuss the Proposal with the project team and offer views and feedback, as well as ensure that stakeholders who community members may contact for information about the Proposal were aware of it and could direct community members to further information.

Conversations with the project team were held on request and sessions were held with the following groups:

- San Souci Community Group – briefing held on Wednesday 22 September 2021.

## 5.5. COMMUNITY INFORMATION SESSION (WEBINAR)

A 90-minute community information session (webinar) was held on Wednesday, 29 September 2021, from 7pm to 8.30pm. Due to Covid-19 restrictions at the time of the information session being held, it was hosted online via Zoom.

The information session was advertised via a letterbox drop to approximately 1,412 households, individual phone calls to the community groups outlined in Section 4.1 of this Report and email invitations.

More than 128 community members registered and close to 100 members of the community attended the session. The project team presented the detail of the Proposal and were available to answer questions. The session was facilitated by Urbis Engagement.

The project team who presented on the night included:

- Pierre Abrahamse, Woolworths
- Evan Papadopoulos, Time & Place
- Adam Haddow, Architect from SJB Architects
- Tim Rogers, Transport Engineer from Colston, Budd, Rogers and Kafes (CBRK).

During the session, the community were invited to ask questions and provide their views on the Proposal. They were also encouraged to submit questions ahead of time via the project email address provided to ensure the key information attendees were seeking would be covered in more detail during the presentation.

A total of 172 questions and comments were submitted during the information session through the Q&A function, and approximately 15 were submitted via email prior to and following the session.

Given the volume of questions, all questions that were not answered during the session were consolidated and responses published on the dedicated project website the week after the session. Members of the community who attended the information session were notified via email that all questions and answers were available on the project website.

A copy of the community information session (webinar) presentation is in Appendix D.

## 5.6. ENGAGEMENT EMAIL AND PHONE LINE

Members of the community and stakeholders were invited to contact Urbis Engagement through a dedicated phone number and email address to ask questions and provide feedback on the Proposal. Approximately 20 people have phoned or emailed to provide feedback or seek further information during the period from June 2021 to the time this report was issued (mid October 2021).

A detailed summary of feedback has been outlined in Section 6.2 of this report.

# 6. ENGAGEMENT FEEDBACK

The following section of this Report outlines the feedback received from the community and key stakeholders during the consultation period and the responses provided by the project team.

## 6.1. OVERVIEW OF FEEDBACK

Since June 2021, the project team has heard from more than 400 community members across Ramsgate and nearby suburbs, including via a statistically-valid phone survey, two focus groups, meetings with local community and resident groups, direct emails and phone calls, and an online community information session (webinar) attended by close to 100 residents.

There were a range of views received from the community during the consultation process.

**Overview of what we have heard from the community:**

- The importance of a well-designed, quality project that considers the local Ramsgate character and is well integrated with surrounding homes and other buildings.
- Support for a full-line Woolworths supermarket with adequate parking, and a new, modern mix of shops and food and dining options to create a unique, local destination for the community.
- Interest and concerns about the proposed traffic management, parking and access arrangements.
- Interest in how these plans differ from past plans for the site.
- The importance of continuing to consult with the community as planning for Ramsgate Town Centre progresses.

**The themes raised throughout the consultation period include** (refer to Section 6.2 for retailed response)**:**

- **Retail**
  - What speciality stores are being considered
  - Proposed floor area of the supermarket and other retail
  - Understanding the local need for a full-line supermarket
  - How a mix of quality retail will be assured.
- **Traffic management**
  - Impact on existing local traffic conditions
  - Delivery routes and frequency
  - Access and egress arrangements
  - Potential traffic impacts due to proposed signalised intersections.
- **Parking**
  - Adequacy of proposed parking
  - Likely split between retail and residential parking
  - The inclusion of parking for staff
  - Proposed mitigations to deter parking on local streets.
- **Managing store operations**
  - Garbage removal
  - Trading hours.
- **Likely impact on local neighbourhood and surrounding residents**

  - Building height and density
  - Management of overshadowing and privacy for surrounding residents
  - Changes to the street front along Rocky Point Road
  - Management of noise associated with site operations
  - Site rezoning, including concerns about “density creep”.
- **Residential enquiries**
  - Proposed mix of 1, 2 and 3-bedroom apartments
  - Target market and price of the proposed apartments
  - Apartment design.
- **Management of construction impacts**
  - Construction traffic management
  - Construction program and timing
  - Management of construction noise and dust.

## 6.2. DETAILED FEEDBACK AND RESPONSES

Detailed feedback and responses are included in the table below.

Table 2 – Summary of Key Issues and Feedback

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| **General feedback and comments** | Engagement email and phone line. | There were a range of views received from the community during the consultation process. Views and opinions varied from:<br>▪ Concerns around localised impacts, mainly traffic and built form<br>▪ Support for the delivery of a convenient retail and a revitalised town centre.<br>▪ Queries about the Proposal.<br>General feedback and comments received via email:<br>▪ *"Thank you again so much for bringing such a quality project to this area."*<br>▪ *"I have just viewed your information about the proposed new development at Ramsgate, and to say that I am really excited would be an understatement."*<br>▪ *"I believe your planning proposal will have a negative impact where I live."*<br>▪ *"What you are proposing looks absolutely fantastic – modern, but with a reflection on* | The Proponent appreciates the support and feedback received. All recommendations will be considered throughout future detailed planning. |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | | *the art deco buildings which will be left at the Ramsgate Road end of the block."*<br>▪ *"To have Woolworths, and another 20 speciality shops/eateries, will inject new life into the area. I live five minutes down the road in Sans Souci which is also in need of a makeover, but let's just start with Ramsgate first."*<br>▪ *"The community here has settled with the belief that we would not be affected by a constant flow of people which this development WILL attract."*<br>▪ *"I am supportive for anything vibrant and creating ambience."*<br>▪ *"Where will the high rise be built? We are enjoying the sun now and are concerned it will be lost."*<br>▪ *"Although I recognise the need to reinvigorate that area – I am opposed to the scale of the proposal. We don't need a full-line Woolworths nor a Dan Murphy's. A smaller Woolworths Metro-style store would be sufficient. We definitely don't want towers exceeding 5 storeys."*<br>▪ *"I am a resident of the apartment block directly opposite the proposed entrance to Ramsgate Town Centre. I think the development will be great for Ramsgate and* | |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | | *hopefully will have a positive effect on property values in the area. I'm also hopeful for minimum disruption during construction."*<br><br>Specialty store recommendations / suggestions *"My suggestion for the specialty shops and cafés would be to keep them different to what is already in the area."*<br><br>Feedback about the proposed community plaza. *"Obviously, the new community piazza area would be great to use both day and night – a meeting place for friends and family."* | |
| **Traffic management** | Engagement email and phone line – approximately five emails received referred to traffic.<br><br>Stakeholder briefings – traffic was raised during both stakeholder briefings.<br><br>Community information session (webinar) – approximately 39 enquiries were submitted during | Truck deliveries – enquiries regarding Woolworths' deliveries, specifically:<br>▪ Enquiries regarding dedicated delivery times<br>▪ Enquiries regarding the expected number of deliveries per day.<br>▪ Truck size – concerns around B-double semi-trailers entering the area. | As the Proposal is at an early stage, the number of delivery trucks each day will be determined as part of the future Development Application stage.<br><br>The loading dock has been designed to allow service and delivery vehicles of up to 12.5 metres long, not B-double semi-trailers. |
| | | Delivery truck routes – enquiries regarding proposed access for delivery trucks, specifically:<br>▪ When travelling south on Rocky Point Road<br>▪ Access when travelling from the east, south or north | As there will be no right turn into Targo Road or Ramsgate Road from Rocky Point Road, delivery trucks will enter via Burgess Street, turning right onto Targo Road, then left onto Ramsgate Road.<br><br>All directions would be via Hastings Road, left onto Burgess Street, right on Targo Road, then left onto Ramsgate Road.<br><br>As part of a future loading dock management plan, delivery trucks will arrive from the west via Ramsgate Road and depart |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | the webinar in relation to traffic. | ▪ Concerns regarding trucks using Dillon Street, Campbell Street and Macdonald Street. | by a right turn onto Targo Road, then either a left or right turn onto Rocky Point Road. |
| | | Impact on local traffic conditions – enquiries regarding how the Centre will likely impact the local traffic conditions, specifically:<br>▪ Targo Road and Burgess Street.<br>▪ Concerns were raised around traffic queueing on Targo Road when turning right onto Ramsgate Road.<br>▪ Concerns Beverley Park residents have experienced traffic increases because of the development at 1A Targo Road and the Darrell Lea development on the Bayside Council side of Rocky Point Road. | The project team knows through early engagement with the community in June 2021, that traffic flow and volume is an important issue to the community.<br>A detailed assessment of traffic has been undertaken to ensure the plans maintain safe, convenient and efficient traffic flow in and around the area.<br>An increase in traffic can be accommodated by the proposed upgrades of new traffic lights at the intersection of Ramsgate Road, Targo Road, and at the intersection of Rocky Point Road and Targo Road. |
| | | Daily flow of vehicles in and around the Centre – enquiries regarding forecasted number of vehicles per day. | A detailed traffic assessment will be undertaken as part of the future Development Application.<br>Based on the indicative scheme, the Planning Proposal would generate a few hundred additional peak hour vehicle trips (two way), which can be accommodated by the proposed upgrades of new traffic lights at the intersection of Ramsgate Road, Targo Road, and at the intersection of Rocky Point Road and Targo Road. |
| | | Proposed traffic lights – enquiries regarding the purpose of proposed traffic lights planned for the Targo Road and Ramsgate Road intersection. | The purpose of the traffic lights at the intersection of Targo Road and Ramsgate Road is to allow traffic that has approached from the west to return to the west. The current |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | | | proposal for traffic signals at this intersection is to allow for through movements between Targo Road and The Promenade.<br><br>The new traffic signals will be designed to comply with Transport for NSW requirements, and a 200-metre sight distance on the Ramsgate Road approach, between the crest of the hill and the intersection with Targo Road is proposed. |
| **Parking** | Engagement email and phone line – approximately three emails received referred to parking.<br><br>Stakeholder briefings – parking was raised during both stakeholder briefings.<br><br>Community information session (webinar) – approximately 21 enquiries were submitted during the webinar in relation to parking. | Enquiries regarding parking cost and time restrictions. | The Proposal is at an early stage, this detail has not been determined as yet, however, as is the case in similar retail hubs, it is likely that car parking would be free for a number of hours, with some cost beyond that. |
| | | Enquiries regarding how much additional parking will be provided, including:<br>▪ Enquiry regarding how The Proponent will ensure that this Proposal doesn't negatively impact on street parking surrounding the site.<br>▪ Enquiries regarding impacts on local street parking. | The proposed parking rate is above the Council's requirements for this site. The Proponent is proposing more parking than Council's development control plan (DCP) requires for retail parking as well as dedicated, separate parking for residents.<br><br>The exact number of residential car spaces will be determined at the future Development Application stage, and based on the mix of 1, 2 and 3 bedroom apartments provided.<br><br>Retail parking will also include:<br>▪ Contactless pick up via Woolworths' direct to boot service<br>▪ Parking for people with disability<br>▪ Bike parking with end of trip facilities to support active transport. |
| | | Enquiries regarding the provision of staff parking. | Woolworths' data from across other supermarkets identifies that a large number of team members are younger people, often dropped off work by a parent or guardian. |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | | Enquiries regarding local resident parking permits. | As on-street parking permits are determined by Council, this will be a matter for Council consideration. |
| | | Enquiries regarding whether bus links will be established with the new centre to alleviate pressure on parking. | A detailed traffic assessment will be undertaken as part of the future Development Application. This will determine whether there is a need for additional public transport to service the site. |
| **Retail** | Engagement email and phone line – approximately three emails received referred to the retail offering (including trading and operation hours).<br><br>Stakeholder briefings.<br><br>Community information session (webinar) – approximately 18 enquiries were submitted during the webinar in relation to retail. | Enquiries regarding total floor space size, including location of Dan Murphy's. | The Planning Proposal seeks approval for a below ground full-line Woolworths supermarket and Dan Murphy's, ground level cafes, restaurants, plaza area and specialty retail.<br><br>The exact retail floor area and detailed design will be determined at the future Development Application stage. The project team will also work with retail specialists and the community, to ensure that the shops and services provided in the future plans create a unique local shopping destination for the community. |
| | | Enquiries regarding the local need for a full-line supermarket. | Economic impact studies undertaken as part of the Planning Proposal, identify an undersupply of supermarket options within the local area. This means residents are driving outside of the suburb to meet their fresh food needs.<br><br>The project team believes a full-line Woolworths supermarket, supported by a new, modern mix of shops and food and dining options at this site, will meet the needs of the community now and into the future. It was noted from well over half of the focus group participants that groceries or other food retail was supported at this location. |
| | | Enquiries regarding trading hours, specifically:<br><br>▪ Woolworths open times. | The proposed opening hours of the Woolworths, specialty shops, and food and dining outlets, will be determined at the |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | | ▪ General curfews for the centre. | future Development Application, and subject to Council assessment. |
| | | Enquiries regarding the proposed retail offering, specifically:<br>▪ What speciality stores / style of retail will be consider offering (including quality) considered as part of the Proposal<br>▪ Enquiries regarding how the community can trust quality will be delivered. | Based on the findings of the survey and focus groups, The Proponent has heard that the local community is seeking something special at this location.<br>Community consultation so far has identified that residents want:<br>▪ A family-friendly place where children can play, and parents can relax.<br>▪ A place to get a coffee, meal, or sit indoors.<br>▪ Night-time activation of the area to provide a safe, welcoming space to connect with family and friends.<br>▪ Easy parking, controlled traffic, and accessibility.<br>▪ The convenience of a one-stop-shop, including apartment living with great access to local retail and a public open plaza.<br>▪ Design in keeping with Ramsgate's local character.<br>The project team intend to set a new benchmark for quality retail and residential development in Ramsgate and believe award winning architects SJB have prepared a concept design that is of high quality for the community.<br>BN Group, a boutique firm of architects and retail design specialists, have also been appointed to create a retail vision, to ensure that the future retail mix creates a unique local destination. |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| **Managing centre operations** | Engagement email and phone line.<br><br>Stakeholder briefings.<br><br>Community information session (webinar) – approximately five enquiries were submitted during the webinar in relation to operations. | Waste & recycling – Enquiries regarding whether there will be a centralised garbage removal for the whole site. It was noted that currently, apartments on the corner of Targo Road and Rocky Point Road use individual bins and restrict parking every week on Targo. | Waste and recycling trucks will enter the site from Ramsgate Road, load within the loading dock, and exit via Targo Road. |
| | | Enquiries regarding time curfews for the centre, specifically:<br>▪ Open hours of the courtyard area<br>▪ Consideration / restrictions for loitering after closing hours. | As plans are in the early stage, this detail is still being finalised. The project team will carefully consider curfews and courtyard access to help create a safe community environment. |
| | | Enquiries regarding management of trolley collection in the area. | As part of the future Development Application, measures to keep trolleys contained within the site will be considered. |
| | | Noise/loitering/antisocial behaviour – the community raised concerns regarding noise and anti-social behaviour because of the restaurants open to late. | The project team is proposing a new town centre which will include key improvements to the area. The following is anticipated to create a friendly, safe and dynamic environment:<br>▪ Creating an outdoor plaza at ground level, protected from the noise from Rocky Point Road, with high levels of amenity, sunlight, and character, with new pedestrian connections through the site.<br>▪ Shopfronts designed to open out onto Rocky Point Road and Targo Road to create an inviting town centre.<br>▪ A lighting and safety design strategy will be explored at a later stage. |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| **Previous planning proposal** | Engagement email and phone line – approximate two emails received referred to the previous proposal.<br><br>Community information session (webinar) – approximately three enquiries were submitted during the webinar in relation to the previous planning proposal. | Questions regarding whether this Proposal is being lodged by the same developer as the previous proposal. | This Proposal involves entirely new project partners, Time & Place and Woolworths who are partnering with award-winning architects SJB, alongside an industry leading technical team. |
| | | Enquiries regarding the key changes of the proposal compared to the previous proposal that was assessed by the Council in 2019. | The project team is proposing a fresh approach for the town centre, with key improvements from previous plans including:<br>▪ A built form that sensitively responds to the local context, including locating taller buildings at the centre of the site, with lower rise buildings to the west and south to provide a transition in height to near neighbours.<br>▪ Creating an outdoor plaza at ground level, protected from the noise from Rocky Point Road, with high levels of amenity, sunlight, and character, with new pedestrian connections through the site.<br>▪ Shopfronts designed to open out onto Rocky Point Road and Targo Road to create an inviting town centre.<br>▪ A design inspired by the local character of Ramsgate, including a design that references the character of nearby Art Deco buildings, including warm coloured brickwork, sunny balconies framing local views, and generous landscaping on apartment rooftops to provide a visual link to nearby green spaces. |
| **Impact on local neighbourhood and surrounding residents** | Engagement email and phone line – approximately five | Proposed height, including how overshadowing and privacy have been considered. | The building will step down from 9 to 8 to 6 storeys to minimise overshadowing on neighbours.<br><br>The Proponent proposed plans have carefully considered solar access, potential overshadowing, and maintaining privacy, and complies with relevant Council and Planning guidelines. |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | emails referred to height.<br><br>Community information session (webinar) – approximately 17 enquiries were submitted during the webinar in relation to how The Proponent intends to preserve and protect local character of Ramsgate. | | The buildings have been set-back away from neighbouring properties to maintain privacy, and solar access studies have been undertaken to ensure good sunlight is maintained to near neighbours.<br><br>Further considerations on privacy will be considered in the detailed design phase as part of the Development Application. |
| | | Enquiries regarding what the view will look like from Ramsgate Road. | The Proponent has engaged architects, SJB, to design an activated and considered town centre. Architectural merit is important to both Time & Place and Woolworths.<br><br>The current Proposal has shops fronting onto Rocky Point Road as well as toward the outdoor plaza in the middle of the site. This design aims to bring back the high street shopping experience to Rocky Point Road. |
| | | Height on the western side, beside the existing homes on Targo Road and Ramsgate Road. | The building on the western side, beside the existing homes on Targo, is 8 storeys toward the middle of the site and steps down to 2-storeys as it approaches the boundary, with a setback. The other building by Ramsgate Road, is 6 storeys with a setback from the neighbours. |
| | | Enquiries regarding the proposed number of stories. | At this stage, around 185 apartments in buildings of 6, 8, and 9 storeys. Each building part has been carefully considered to minimise impacts on neighbours. The taller residential buildings will be located towards Rocky Point Road, away from adjoining properties.<br><br>Middle and upper levels are set back to reduce the scale when viewed from neighbouring properties. |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | | | Shops have been designed facing the main street, to bring back the original high street shopping experience to Rocky Point Road. |
| | | Rezoning – enquiries were submitted in relation to the rezoning to B2 Local Centre from R4 Residential , specifically in relation to:<br>▪ Why the Proposal does not seek development within the current site zoning and height limits.<br>▪ Enquiries regarding how the rezoning would work on the site.<br>▪ Enquiry regarding why residents should tolerate another change to the planning controls to allow the height of this Proposal. It was noted that residents have already experienced the impact of the Council's last Local Environmental Plan between 2014-2016. | Under the current site zoning, a full-line Woolworths underground supermarket is not permitted.<br>The rezoning will also allow us to step the building down towards neighbouring properties, to integrate the development with surrounding homes and buildings. |
| | | Surrounding structures, including:<br>▪ Enquiries into whether the current structures will remain on the corner of Rocky Point Road and Ramsgate Road.<br>▪ A question was asked as to why the buildings near the corner of Rocky Point Road and Ramsgate Road have not been including in the plans. | These sites are not owned by The Proponent and are therefore not part of the proposed plans. The sites included in the plans are 193 - 199 Rocky Point Road, 66 - 68 Ramsgate Road and 2 - 6 Targo Road, Ramsgate. |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| **Residential offering** | Engagement email and phone line – approximately three emails referred to proposed residential.<br><br>Community information session (webinar) – approximately seven enquiries were submitted during the webinar in relation to what's being proposed as part of the residential offering. | Breakdown of apartment types, including enquiry regarding why no studio or four-bedroom apartments have been included in the plans. | The current mix has been predominantly driven by Council's existing DCP controls however further research will be undertaken in the future before lodging a Development Application (DA) to better understand market needs and demand. |
| | | Enquiries regarding target market and price of the proposed apartments. | As home prices in Sydney rise, many long-term locals are being pushed out of the Ramsgate market. From early research, the project team understands that Ramsgate is made up of a mix of young families, first home buyers and downsizers.<br><br>The proposed mix of 1-, 2-, and 3-bedroom apartments aims to provide a range of new housing options available to everyone.<br><br>The project team will carefully consider the mix of apartments at the future Development Application stage. |
| | | Clarification on the proposed number of apartments. | At this stage, around 185 apartments in buildings of 6, 8, and 9 storeys. Each building part has been carefully considered to minimise impacts on neighbours. |
| | | Enquiry regarding previous plans for the town centre, which implied that there was a possibility that the complex of villas and townhouses at 8 Targo Road would be acquired. | The Proponent has no plans to purchase 8 Targo Road at this stage. |
| **Managing construction impacts (including timing / delivery)** | Community information session (webinar) – approximately four enquiries | Enquiries regarding the expected start date and how long the development will take to be completed. Questions were also submitted regarding whether there is an expected completion date. | The Proposal is at an early stage with a number of planning approval steps before construction can start. The Proponent anticipates the planning approval timeline will be at least another 2.5 to 3 years, meaning construction would not start |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | were submitted during the webinar in relation to the construction program and delivery times.<br><br>Engagement email and phone line – approximately four emails received referred to the construction start and program / timing. | | until late 2024. If the project is approved, construction would take approximately 2 years. |
| | | Enquiries regarding how traffic will be considered during construction, including whether trucks be travelling along Targo Road or Rocky Point Road. | A Construction Traffic Management Plan will form part of the future Development Application including traffic routes for any construction-related trucks.<br><br>While the project team is still in the early stages of planning, it is likely that construction vehicles will enter left into Ramsgate Road, and right out from Targo Road, to ensure trucks are kept away from residents along Targo Road and Burgess Street. |
| | | Enquiries into what plans, and controls will be put in place to ensure that the construction phase does not heavily impact local residents' health, safety, and traffic management. | A Construction Management Plan will be prepared at a future stage, to ensure construction impacts such as dust, noise, and traffic are effectively mitigated.<br><br>Best-practice measures likely to be used include using barriers and screens to contain dust and maintaining a clean worksite.<br><br>The project team is committed to working with the community throughout the future construction phase and welcome any feedback or concerns from the community on how to minimise impacts. |
| **Time & Place track record** | Community information session (webinar) – two enquiries were submitted during the webinar in relation to Time & Place's track record. | Enquiries were submitted during the webinar in relation to Time & Place's experience, including previous projects. | Time & Place has included examples of projects within its portfolio onto the website for the local community to view and consider. All Time & Place projects, including detailed descriptions, can be found on the Time & Place website. |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| **Previous engagement** | Community information session (webinar) – approximately four enquiries were submitted during the webinar in relation to the previous engagement with the community. | Enquiries regarding what consultation has been undertaken to date with the community. | The Proponent is committed to consulting the community prior to lodging their plans with Georges River Council. Consultation and communications to date include:<br>▪ A statistically valid phone survey of near residents across both Georges River and Bayside local government areas (June 2021)<br>▪ Two focus group sessions held with 23 near residents (July 2021)<br>▪ Project website (launched September 2021)<br>▪ Letter on the Proposal to 1,412 near residents (September 2021)<br>▪ Meetings with local community and resident groups (in September 2021)<br>▪ An online community information session attended by 95 people (held in September 2021).<br>The Proponent will continue to consult with the community as it finalises the detailed plans – and once the current health restrictions are lifted, the project team look forward to engaging with the community face-to-face. |
| | | Enquiries regarding how the community was selected to participate in the survey and focus groups. | The project team appointed an accredited market research provider to undertake a phone survey of a random sample of 203 residents in suburbs around the site, including suburbs from both Georges River and Bayside local government areas (LGA). |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | | | Residents who surveyed were from Allawah, Beverley Park, Carlton, Carss Park, Dolls Point, Kogarah Bay, Monterey, Ramsgate, Ramsgate Beach, and Sans Souci.<br><br>Although the survey findings are robust, this was just one way the project team is consulting with the community and balancing those insights with other feedback.<br><br>Survey respondents could nominate to attend a focus group. In the focus groups, community members shared insights about what they enjoy about the area surrounding the site, how it could be improved, and what potential impacts need to be considered in future plans. |
| | | Enquiries regarding letter box drop distribution area. | The letter was distributed to residents and businesses approximately 600m from the project site, including Ramsgate, Sans Souci, and Beverley Park, bounded by Walter Street, Tonbridge Street, Clarks Road, Hastings Road, Burgess Street, The Promenade, and Alice Street. |
| | | Enquiries regarding how much influence residents have, and how will local needs/amenities be considered. | To create a vibrant and successful town centre for Ramsgate, the proposed retail offering, and design of the open plaza, will need to be shaped by local community needs and priorities.<br><br>During early consultation, The Proponent heard from the community that close to three out of four people surveyed supported new restaurants, cafes and food and beverage options at this location, and the project team believes the proposed mix will allow residents to enjoy staying local to catch up with family and friends.<br><br>It was noted that close to three out of four people want to see an outdoor plaza, or public open space, away from Rocky Point |

| Theme | Source | Feedback (issues/topics raised) | Project response |
|---|---|---|---|
| | | | Road, as part of any future plans for this site. The project team believes the proposed open plaza will meet that need.<br><br>Over half of the community surveyed supported groceries or other food retail at this site. The Proponent believes the plans for a new Woolworths will meet the need for residents to shop locally, rather than travelling outside the local area.<br><br>The community can also provide a submission on the Proposal during the future public exhibition period, before the Proposal is assessed by the Department of Planning.<br><br>The project team is committed to consulting with the community to understand local views and priorities during future detailed planning stages and will provide a range of opportunities to ensure we hear from the community as we prepare a Development Application.<br><br>There will be an opportunity for the community to provide a submission on the Development Application when it is exhibited by Georges River Council. |

# 7. NEXT STEPS

The Proponent will continue to keep stakeholders and the community informed of the project status, including through the exhibition and determination phases.

Ongoing community and stakeholder engagement activities planned at the time of writing this report are as follows:

- Near neighbour door knock – local business street walk and near neighbour door knock
- Community update letter Ongoing website updates
- Ongoing enquiry management via the 1800 number and email address.

# DISCLAIMER

This report is dated 13 October 2021 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd **(Urbis)** opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Point Gate Developments Pty Ltd **(Instructing Party)** for the purpose of Outcomes report **(Purpose)** and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

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This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

# APPENDIX A COMMUNITY RESEARCH INSIGHTS REPORT

URBIS

# RAMSGATE VILLAGE – COMMUNITY INSIGHTS RESEARCH

## 1. INTRODUCTION

Urbis Engagement was commissioned by Australian retailer Woolworths Group and Australian developer Time & Place to undertake initial research on the future possibilities for the site 193-199 Rocky Point Rd, 2-6 Targo Rd and 66-68 Ramsgate Rd Ramsgate (referred to in this report as Ramsgate Village).

This initial research aimed to understand the community's perception of the site and its surroundings, understand what the community considers is lacking in the area, test the types of uses contemplated in the Ramsgate Village Planning Proposal (in preparation), and capture the community's ideas, desires and recommendations on how this space could be best utilised.

This initial research was undertaken to inform the development of the Planning Proposal and future community engagement.

## 2. RESEARCH OVERVIEW

The research process consisted of:

- A statistically valid phone survey of 203 near residents (16-21 June 2021)
- Two, 90-minute focus group sessions held with 23 participants (22 July 2021).

The survey was undertaken by Urbis Engagement's ISO accredited market research partner, Jetty Research.

*The survey findings provide an accurate measure of community sentiment, to a 95% confidence level with a 6.9% random sampling error. This means that were the survey repeated 20 times, it would be accurate to +/- 6.9% in 19 of every 20 surveys.*

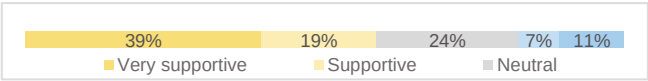
The focus groups provided more detailed, qualitative feedback on how the community perceives the area today and how often they visit the area. The sessions also offered constructive input on how the proposal can maximise community benefits and mitigate impacts.

Research participants were selected from a defined catchment area surrounding the site. The catchment area included Allawah, Beverley Park, Carlton, Carss Park, Dolls Point, Kogarah Bay, Monterey, Ramsgate, Ramsgate Beach and Sans Souci. This catchment was decided because it provides a sound indication of people who will be impacted (both positively and negatively) by the mixed-use proposal.

## 3. KEY FINDINGS

Close to half (46%) of survey respondents describe the site and surrounding area as run down, inconvenient to stop at and unsafe at night.

**59%** **Were supportive of mixed use (retail and residential) renewal**




59% of respondents support mixed-use renewal of the site, including retail and residential uses. Delving into specific uses on the site:

- 70% of survey respondents would like to see **public open space** or an outdoor plaza off the main road.
- 67% of survey respondents support new **restaurants, cafes and food and beverage** options.
- 63% support **groceries or other food retail** on the site.

- 60% of survey respondents were supportive or neutral about the inclusion of **residential** apartments on the site.

# 4. KEY CONSIDERATIONS FROM THE COMMUNITY

**Design in keeping with Ramsgate's local character**

The research identified a strong community attachment towards Ramsgate. It is considered "a family suburb", "where people know their neighbours and say hello to one another", "a sleepy suburb where people stay", and is considered "not like other parts of Sydney".

Whilst the statistically-valid phone survey identified support for mixed use renewal of the site, focus group participants (a smaller and self-selected sample) held mixed views about any proposal they considered would change the suburban character of Ramsgate.

This demonstrates a need to work closely with the community in future stages to ensure that the proposal's design is sympathetic to community views and local character.

**Address traffic management and provide additional parking**

All participants were concerned about existing traffic conditions on Rocky Point and Ramsgate Roads and the surrounding traffic network. They held concerns about increasing traffic congestion as a result of the proposal and want to see this managed well. They wanted to see adequate parking for retail uses, noting the current lack of on-street parking which deters people accessing the site.

**Convenience is key**

Subject to the management of traffic and parking, many focus group participants liked the idea of the site being a "one stop shop" for everyday essentials.

Support for the inclusion of a supermarket and specialist food retail was strong both in the survey and focus groups.

People also like the idea of having a convenient place to get a coffee, meal or sit in the outdoors.

*"I like the idea of a having a café – and a nighttime café. I also like the idea of having a play area near the café – in the space out the back."*

*"I do like the idea of a Woolworths… I think trying to keep it family-orientated, in keeping with the local area."*

*"I would like to see hair and beauty, a doctor and maybe a chemist. More specialty shops would be good."*

*"Some more fancy restaurants would encourage me to stop. I'm worried a supermarket would increase population and traffic."*

*"I would like to see banks and more ATMs. Maybe a hardware store. A little shopping centre. I used to go once or twice a week, and now, the shops don't interest me."*

Night time activation of the area was considered important to increasing the safety and community perception of the area.

# 5. NEXT STEPS

Woolworths Group and Time & Place are working with the findings of the insights research to inform the development of their Planning Proposal and future community engagement.

# APPENDIX B FACT SHEET

TIME& PLACE

WOOLWORTHS GROUP

17 September 2021

Dear Neighbour,

**New proposal for Ramsgate town centre - 193-199 Rocky Point Road, Ramsgate**

Australian developer Time & Place, and Woolworths Property, are partnering to plan for a vibrant destination for the local community at 193-199 Rocky Point Road and adjoining 66-68 Ramsgate Road and 2-6 Targo Road, Ramsgate, and we are seeking community feedback on our vision.

We understand from some early discussions with the community that there is support for a renewal of the area and for retail uses, if the proposed development is sympathetic to the area's character and addresses the site's access and transport needs.

Our proposed vision is to deliver a refreshed town centre for Ramsgate, including a full-line Woolworths supermarket, a mix of specialty shops and dining options, along with an outdoor plaza and new pedestrian connections from Rocky Point Road and Ramsgate Road through the site.

We will lodge a Planning Proposal with Georges River Council later this year, seeking approval for a site masterplan to guide our detailed plans.

These plans would include around 170 apartments above the new retail, including a mix of 1, 2 and 3 bedroom apartments and around 300 basement car parks which will support customers shopping at the new Woolworths and specialty stores, and benefit existing shops and services on Rocky Point Road. We have included some concept images of the proposed new retail, and outdoor plaza on the following page.

**Community consultation to understand local views**
We are engaging with our neighbours and the community, to understand local views and priorities, and to shape future detailed plans for the site.

We have appointed community engagement consultants, Urbis, to support our engagement on our proposed plans for Ramsgate Town Centre.

If you are a near neighbour to the site and would like to meet with the project team to discuss the proposed plans, we are happy to coordinate an online meeting or phone call at a time of your convenience.

**Join our online webinar, Wednesday 29 September 2021, 7.00 - 8.00pm**
We are holding an online webinar where you can meet the project team, learn more about our vision for the site, and share your views. Register to attend by Monday 27 September at https://tinyurl.com/5pmnc37a.

You can also find out more about our proposed plans at www.ramsgatetowncentre.com.au. If you have any questions, please contact us via Urbis on (02) 7202 1239 or email engagement@urbis.com.au.

Yours sincerely,

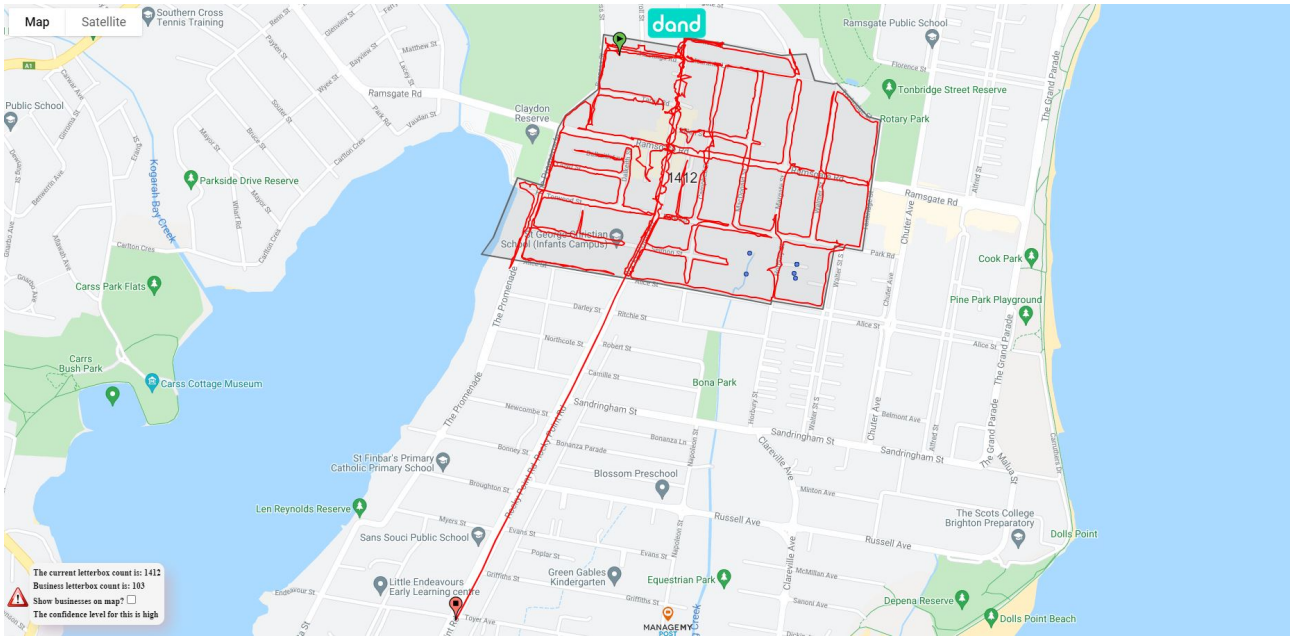
Evan Papadopoulos
Principal - NSW
Time & Place

Pierre Abrahamse
Head of Mixed Use Property Development
Woolworths Group

**The proposed retail shops, services and dining options, and pedestrian links, view from Rocky Point Road, Ramsgate.**

**The proposed public open plaza, and retail, view from within the development.**

# APPENDIX C DISTRIBUTION ZONE


Map
Satellite
dand
1412
The current letterbox count is: 1412
Business letterbox count is: 103
Show businesses on map?
The confidence level for this is high
Southern Cross Tennis Training
Public School
Ramsgate Rd
Claydon Reserve
Parkside Drive Reserve
Kogarah Bay Creek
Carss Park Flats
Carrs Bush Park
Carss Cottage Museum
Ramsgate Public School
Tonbridge Street Reserve
Rotary Park
Cook Park
Pine Park Playground
Bona Park
Sandringham St
The Promenade
St Finbar's Primary Catholic Primary School
Blossom Preschool
Len Reynolds Reserve
Sans Souci Public School
Little Endeavours Early Learning centre
Green Gables Kindergarten
Equestrian Park
Russell Ave
The Scots College Brighton Preparatory
Dolls Point
Depena Reserve
Dolls Point Beach
The Grand Parade
Chuter Ave
Clareville Ave

# APPENDIX D WEBINAR PRESENTATION

# A new proposal to revitalise Ramsgate Town Centre

TIME& PLACE

WOOLWORTHS GROUP

September 2021

# Welcome and Acknowledgement of Country

We acknowledge the traditional custodians of the various lands on which we are meeting today
and pay our respects to elders –
past, present and emerging.

TIME& PLACE

# Today’s session

www.ramsgatetowncentre.com.au

Presentation followed by a Q&A.

Ask questions by clicking on the Q&A button and typing.

TIME& PLACE

# Project Team

| | | | | |
|---|---|---|---|---|
| ARCHITECT | LANDSCAPE | TOWN PLANNING<br>COMMUNITY<br>ENGAGEMENT<br>ECONOMIC | TRAFFIC | PLACE MAKER |

# About the partnership

**Australian developer Time & Place and Woolworths Property are partnering to deliver a vibrant destination for the local community of Ramsgate.**

## About Time & Place

Since 2015, Time & Place have delivered **exemplary projects** of purpose and value across **Sydney and Melbourne**.

- Over **2,500** apartments settled.
- **600** apartments currently under construction.
- **Experience** in residential, mixed-use, hotels, industrial and commercial developments.

The Harrington Collection, The Rocks, Sydney

TIME& PLACE

# About Woolworths Property

**Woolworths Property creates better places together for a better tomorrow.**

Woolworths Property delivers **architecturally designed,** retail and mixed use projects in **quality locations** with **customer convenience** in mind

Woolworths is committed to be the long-term anchor tenant of this project.

Award-winning Kiaora Place Double Bay delivered in partnership with Woollahra Council

Woolworths Mount Pleasant featuring high quality public artwork to activate the local high street

TIME& PLACE

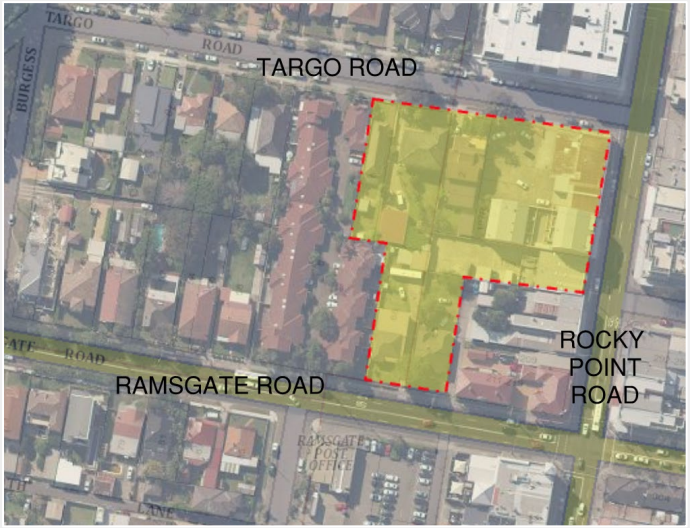
# Local context

**The site fronts Rocky Point Road, Ramsgate Road and Targo Road.**

**New retail and residential development has largely been:**

- On separate, smaller sites along Rocky Point Road.
- Lacking integration with surrounding homes and buildings.
- Local character and quality for Ramsgate has not been prioritised.

A larger site provides an opportunity to masterplan a revitalised Ramsgate Town Centre.




Site map

Recent residential projects along Rocky Point Road

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# What we heard

We held two focus groups and found these keys to success for revitalising Ramsgate Town Centre::

**A place for family to enjoy**

A family-friendly place where children can play, and parents can relax.

**Convenience is key**

Apartment living with everything available at your doorstep, was a drawcard.

**Traffic management and additional parking**

Easy parking, controlled traffic and accessibility

# Community consultation so far

The project team is seeking community insights to:

- understand local views
- understand aspirations for a revitalised town centre
- inform our plans.

A survey of 200 local residents found:

**1/2**
**supported groceries** or other **food retail at this site**

**3/4**
supported **new restaurants, cafes and food and beverage** options

**3/4**
want to see an **outdoor plaza, or public open space,** away from Rocky Point Road

Future community engagement includes:

- 1:1 meetings with neighbouring residents, businesses, stakeholder groups.
- project website, phone, email channels.
- online community information session.

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# Urban Context

TIME& PLACE

# Urban Context

## Open space

TIME&
PLACE

# Major roads

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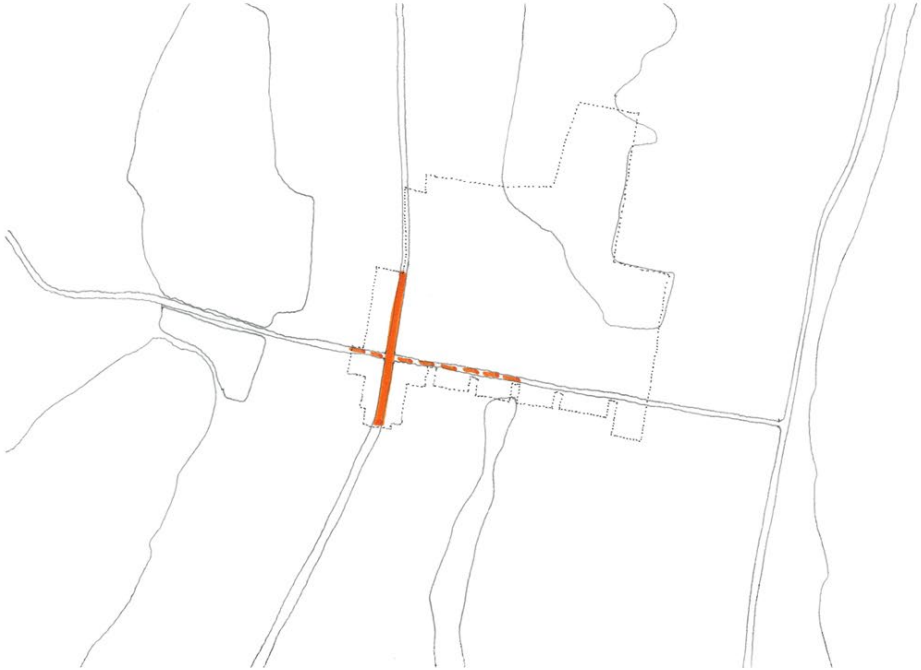
PLACE

# Village intersection



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# Active edges

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# Open space & Major Roads

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## Secondary roads

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## Tertiary roads

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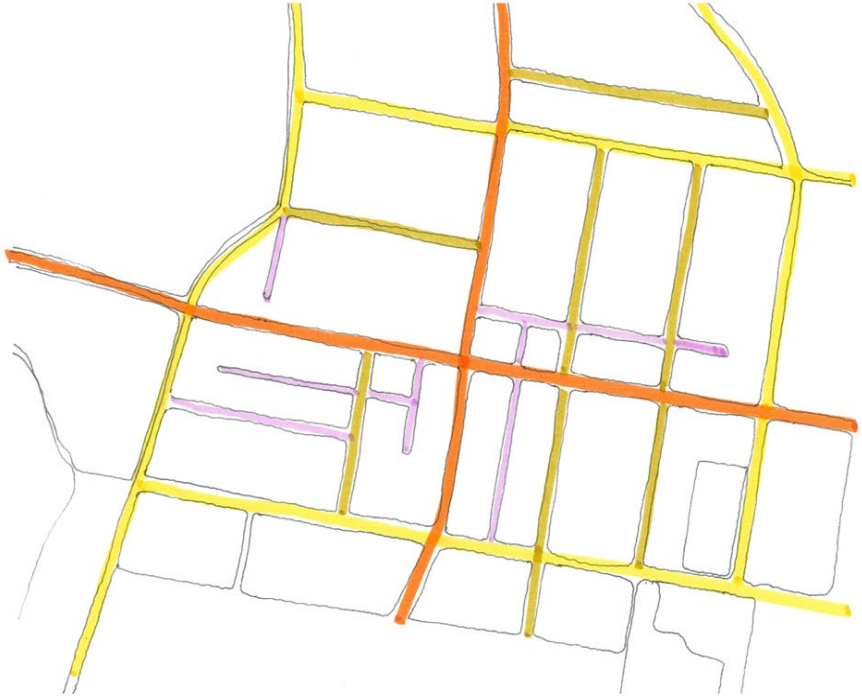
# Lanes and connectors



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# Major roads

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# Active edges

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# Retail conditions

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PLACE

# Site consolidation

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PLACE

# Adjoining sites

TIME&
PLACE

# Create a buffer

TIME&
PLACE

# Retail loop

TIME&
PLACE

# Open space

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PLACE

# Retail loops / permeability

TIME&
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# Connecting beyond the site

TIME&
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# Urban form

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# Weaving Pedestrian Links

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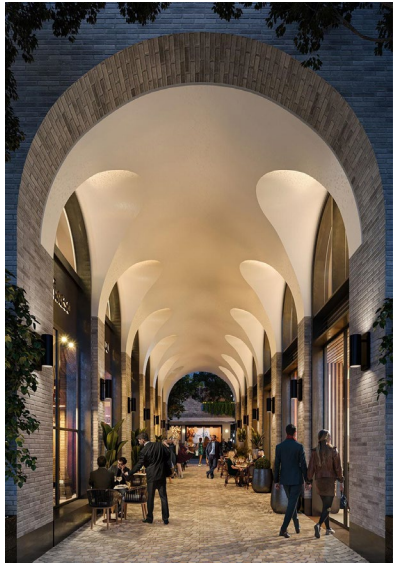
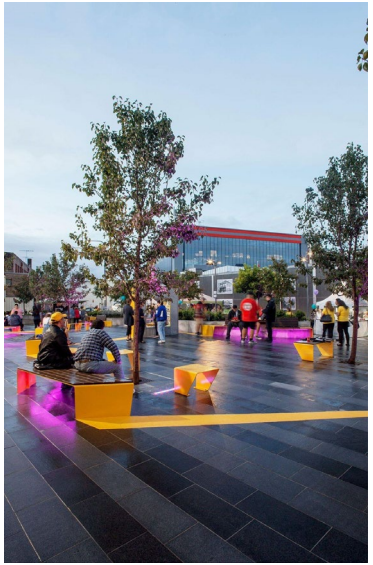
# Urban vision



Connectors and through site links

Active retail

Activation by program



Unique public open space

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# A Fresh Approach

## Better considered urban design

- Push supermarket below ground level to create open space at ground
- Improve building setbacks to Rocky Point Rd
- Step building down to the western properties, consistent with Council's intent
- Consideration to adjoining properties regarding preserving their amenity

## Safe and vibrant main street

- Pedestrian thoroughfares consistent with the Council's intent
- Increased active frontages and pedestrian experience
- Sun drenched public open plaza, protected from Rocky Point Rd

## Quality design

- New rules to guide future Development Applications
- A design inspired by the much loved local character of Ramsgate.

# Responding to local character

We are developing a scheme that references the existing charm of Ramsgate, drawing inspiration from local Art Deco character in the area:

- warm coloured brickwork
- balconies framing local views
- generous landscaping on apartment rooftops to provide a visual link to nearby green spaces.

Our plans have considered the local character of Ramsgate

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## Project vision

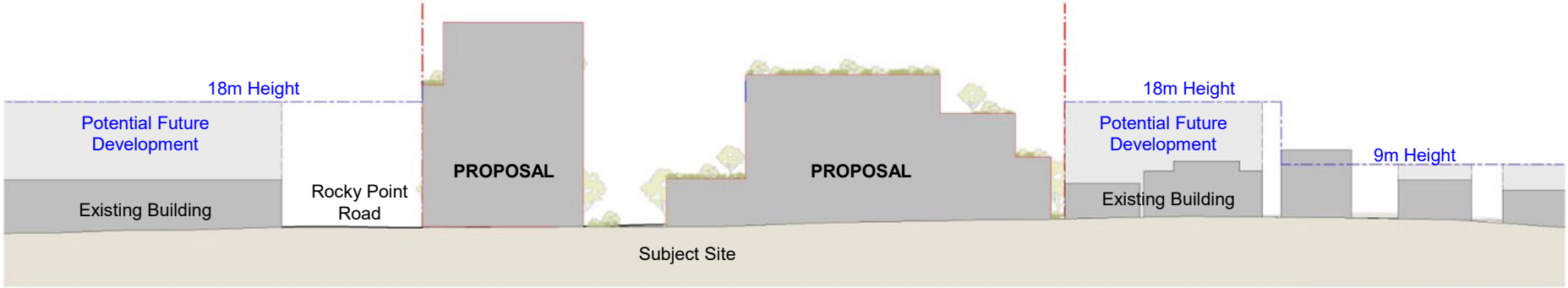
**Our vision is to reimagine the location as a town centre by creating a vibrant mixed-use precinct with quality apartments, retail and open space, delivering a destination for local residents to live, shop, eat and relax.**

If approved, a revitalised Ramsgate Town Centre would create around 100 jobs during construction and 300 ongoing retail jobs.

*Artist's impression of concept design*

# Building Envelope

Our proposal considers the surrounding context to ensure the development is well integrated within this part of Ramsgate.




North Elevation - Targo Road

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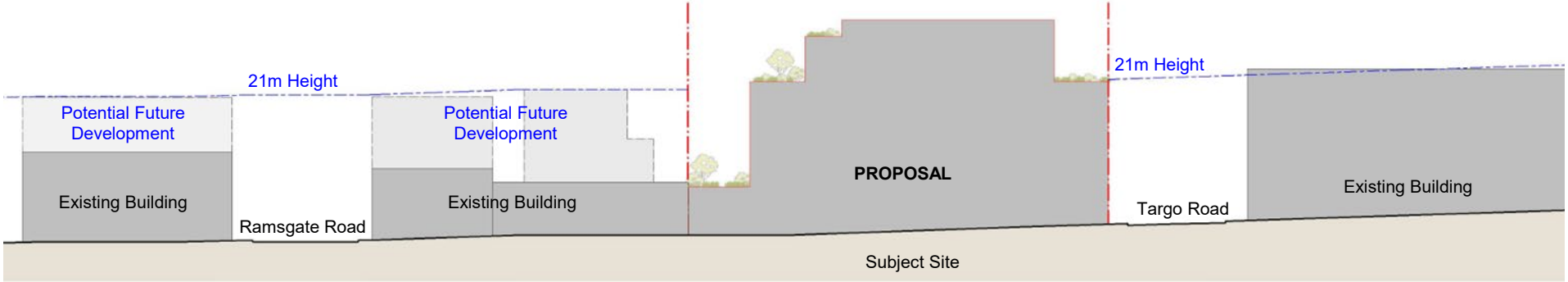
# Building Envelope




East Elevation - Rocky Point Road

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# A high-quality destination for local residents to live, shop, eat and relax

- A new full-line Woolworths supermarket, Dan Murphy's and specialty retail shops .
- Public plaza, pedestrian connections, and improved landscaping.
- 185* units, a mix of 1, 2 and 3 bedroom apartments.
- Over 300 basement retail car parking spaces plus residential parking.
- Working towards Woolworths' 2025 sustainability commitments.

Artist's impression, view from Targo Road

*Note: originally stated around 170 units*

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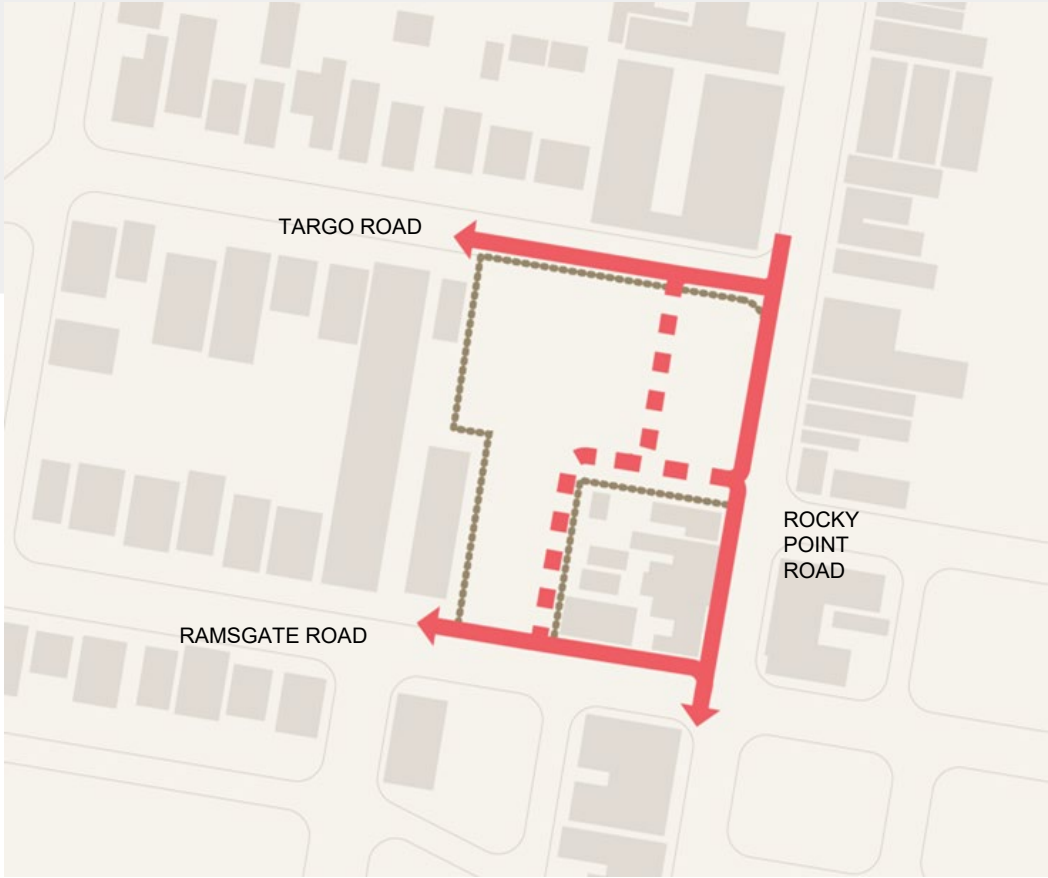
# Pedestrian access




## Proposed new pedestrian connections

- Improve access in and around the site.
- Includes through-site links and pedestrian laneways.
- Consistent with Council's vision for the area.

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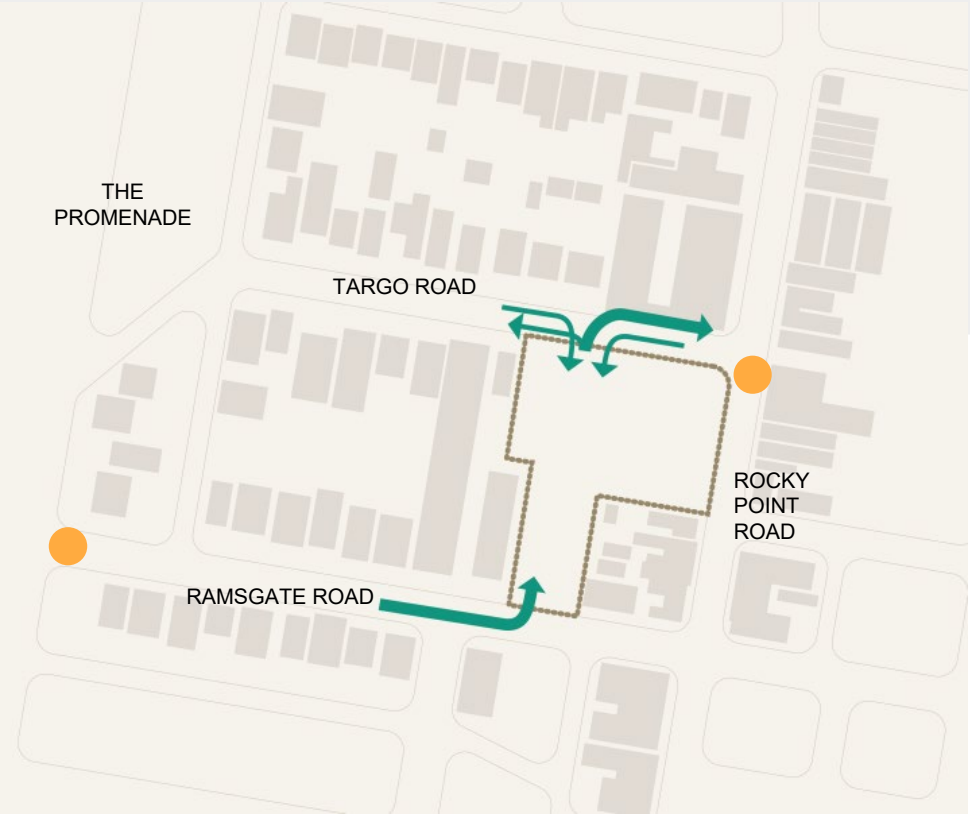
# Traffic and access

We understand that managing traffic impacts is an important issue to the community.

A detailed assessment of traffic and infrastructure has been completed in consultation with TfNSW, including:

- **New traffic lights** at the intersection of Ramsgate Road, Targo Road, and The Promenade
- **New traffic lights** at the intersection of Rocky Point Road and Targo Road
- Moving the existing pedestrian signals on Rocky Point Road to the new signals at Targo Road.
- Relocating ~14 spaces to the basement to improve traffic flow along Rocky Point Road.




Proposed new traffic lights

Trucks and cars

Cars

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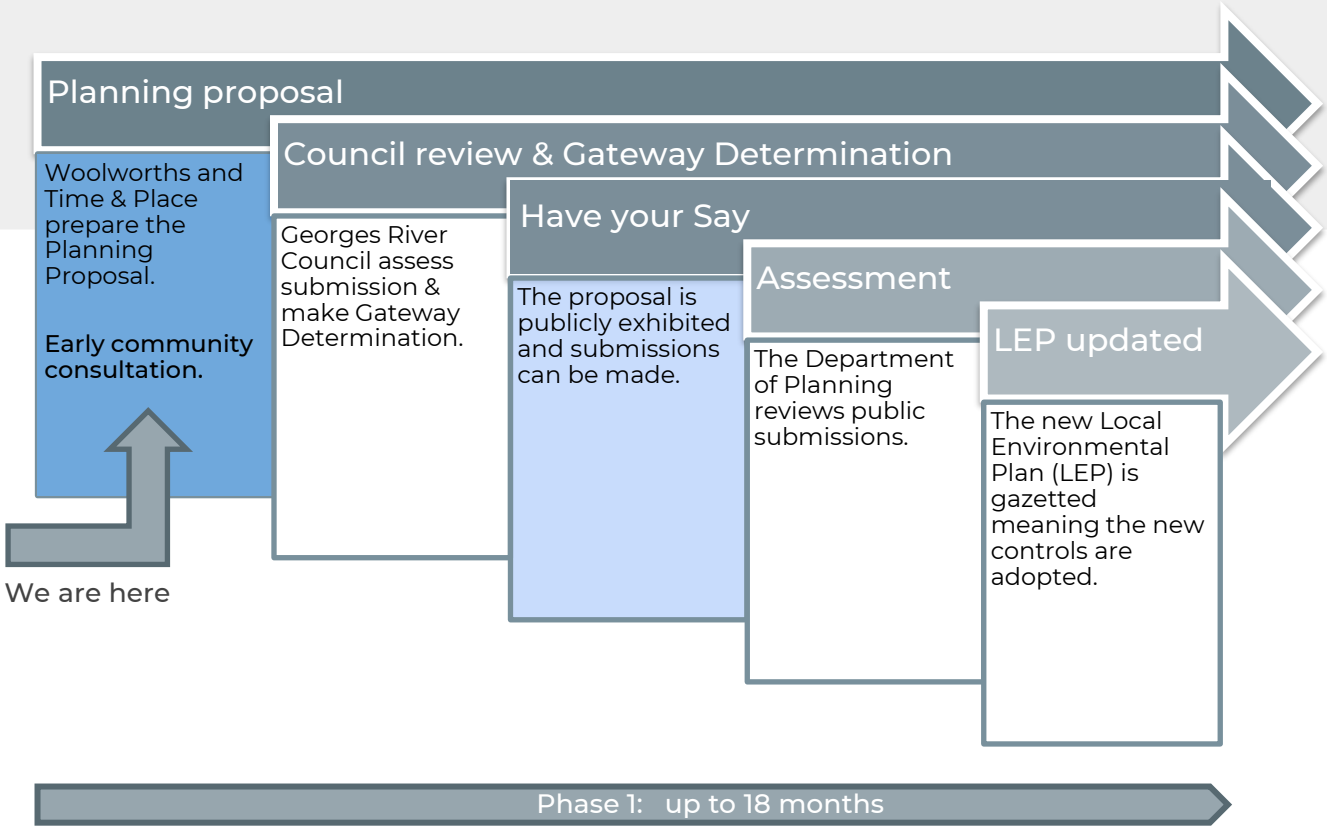
# Planning Proposal process

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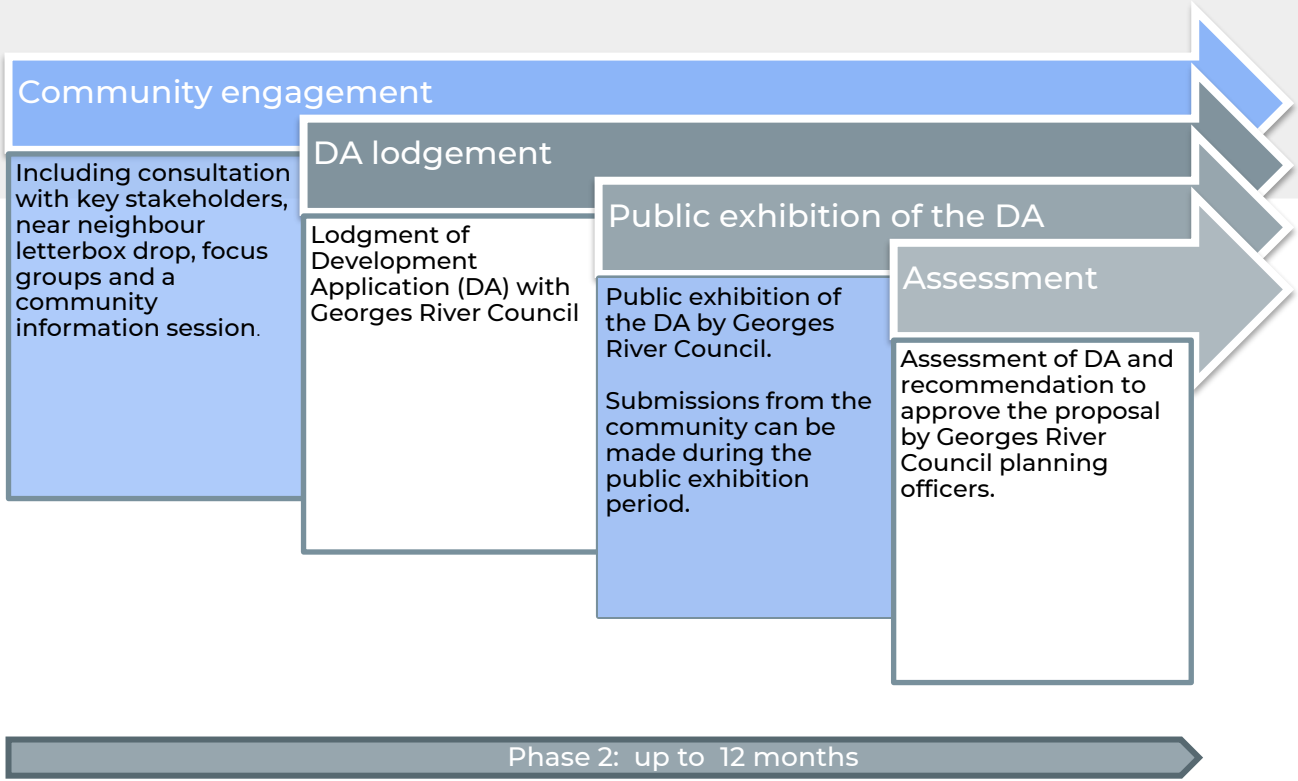
# Development Application process

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# Wrap Up

## Better considered urban design

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## Safe and vibrant main street

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## Quality design

- New rules to guide future Development Applications
- A design inspired by the much loved local character of Ramsgate.

Artist's impression, view from Targo Road

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WOOLWORTHS GROUP

# Questions

URBIS