



**CUMBERLAND
CITY COUNCIL**

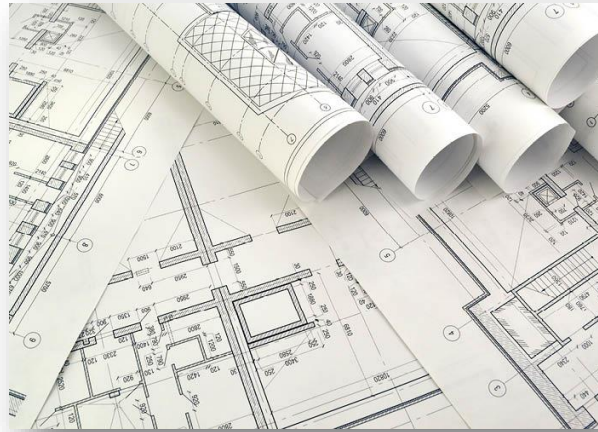
Evaluation Summary

25 South Parade Auburn - Early Consultation

Philippa Borland – Coordinator Community Engagement & Communications



EVALUTATION SUMMARY



Executive Summary

Council invited the community to comment on a planning proposal request (proponent initiated) to amend planning controls for a site at 25 South Parade, Auburn. The Proposal seeks to facilitate the redevelopment of an underutilised site (including a building) located within the Auburn Town Centre which is currently zoned IN1 General Industrial.

Have Your Say

Council's community engagement team created a landing page specifically for the consultation on 25 South Parade, Auburn on Council's community engagement platform – Cumberland Conversations – as the main point of information for the community. The page was set up as a 'Consultation' project, and included:

- Summary of the information;
- Key dates;
- Exhibition documents; and
- Opportunity to provide feedback.

During the consultation, there were nil submissions received.



Engagement activity

Key statistics from the page can be found below:

| Total Page Views | Total Document Downloads | Aware Stakeholders | Informed Stakeholders | Total Submissions |
|------------------|--------------------------|--------------------|-----------------------|-------------------|
| 324 | 252 | 50 | 74 | Nil |

Document Downloads

| Document | No of Downloads |
|--|-----------------|
| 1. Amended Planning Proposal Request - 25 South Parade, Auburn | 53 |
| 2. Urban Design Analysis | 28 |
| 3. Traffic and Parking | 27 |
| 4. Economic Impact Assessment | 15 |
| 5. Preliminary Site Investigation | 21 |
| 6. Acoustic Letter | 18 |
| 7. Heritage Impact Assessment | 42 |
| 8. Letter of Offer | 17 |
| 9. Social Impact Comment | 12 |
| 10. Existing Plans | 19 |



Electronic Direct Mail

Community Engagement facilitated project communication over the exhibition period to identified stakeholder groups and organisations that have registered their interest in council projects. The South Street Auburn Early Consultation was included in the September Have Your Say newsletter as a featured project, which notified these groups/organisations on:

- Information about the planning proposal request;
- The project exhibition period; and
- How to lodge a submission.

Newspapers

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

- 27 September 2022
- 4 October 2022



Community News Update

Message from Mayor Lake

Diwali Festival 2022

I am excited to announce that the Cumberland Diwali celebrations will be making a return and taking over the streets of Wentworthville on Saturday 29 October. Diwali is one of the biggest festivals in India, a five-day Festival of Lights celebrated by millions of Hindus, Sikhs and Jains across the world. Cumberland is home to many who identify with these faiths, which is why it is vital we celebrate this important tradition. This is the first event we have held for this celebration since 2019 due to the ongoing pandemic and I couldn't be more excited to bring Diwali festivities back to Wentworthville Town Centre. For more information visit www.cumberland.nsw.gov.au/diwali

Wentworthville Memorial Swim Centre Open Day

Tuesday 4 October, 10am to 2pm
115 Dummore St, Wentworthville
FREE entry all day!
Bring your family and friends along for a free lunch, run the giant inflatable obstacle course, play in the splash pad plus loads of lucky draw prizes on offer.
For more information, visit www.cumberland.nsw.gov.au/wmc-open-day

Australian Citizenship Day

Citizenship ceremonies have continued to occur all over Cumberland to commemorate Australian Citizenship Day. On Tuesday 20 September, I was invited to attend a citizenship ceremony hosted by the Department of Home Affairs at the Auburn Gallipoli Youth Centre where 55 new Australians were welcomed into our community. Federal Minister The Hon Andrew Giles MP Minister for Immigration, Citizenship and Multicultural Affairs was also in attendance and presided over the event. I'd like to extend my Congratulations to all the new citizens who have made Cumberland and Australia their new home.

Pro-Am Golf Tournament

Love a good game of golf? Join our Golf Pro-Am Tournament and play among Australia's top golfing professionals at Woodside Golf Course.
Junior Pro-Am Golf Tournament Day 1 - Thursday 6 October
Amateur Pro-Am Golf Tournament Day 2 - Friday 7 October
To register visit www.cumberland.nsw.gov.au/golf-pro-am-tournament

Have Your Say

Duck River Parklands Draft Strategic Masterplan

Guide the future vision of the Duck River Parklands. Submit your feedback before: Tuesday 4 October

Planning Proposal - 80 Betty Cuthbert Drive, Lidcombe

Comment on a planning proposal to facilitate the redevelopment of the site for a mix of health, education and residential uses. Submit your feedback before: Wednesday 5 October

Planning Proposal Request - 25 South Parade, Auburn

Give feedback on the early consultation to facilitate the future redevelopment of the site for additional land uses such as health services facilities, office and business premises and change height controls. Submit your feedback before: Monday 17 October

Community Safety Survey

Have your say on local safety and crime to help us develop the new Community Safety and Crime Prevention Plan. Submit your feedback before: Friday 10 February 2023

Find out more information scan the QR code or visit: <https://haveyoursay.cumberland.nsw.gov.au>

Your Rates at Work

Council have installed new digital LED signs at Ted Bugee Sportsground and Guildford West Sportsground, displaying up-to-date field status and automatic weather forecast information.
Let us know of any issues in your area by using the Snap Send Solve mobile app which can be found on Council's website: www.cumberland.nsw.gov.au/snapendsolve

Mayor Lisa Lake
6757 9856 | Lisa.Lake@cumberland.nsw.gov.au

Contact Cumberland City Council
6757 9000 | council@cumberland.nsw.gov.au | www.cumberland.nsw.gov.au | Cumberland City Council Sydney
16 Memorial Avenue, PO Box 42, Merrylands NSW 2160.



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Mayor Lisa Lake
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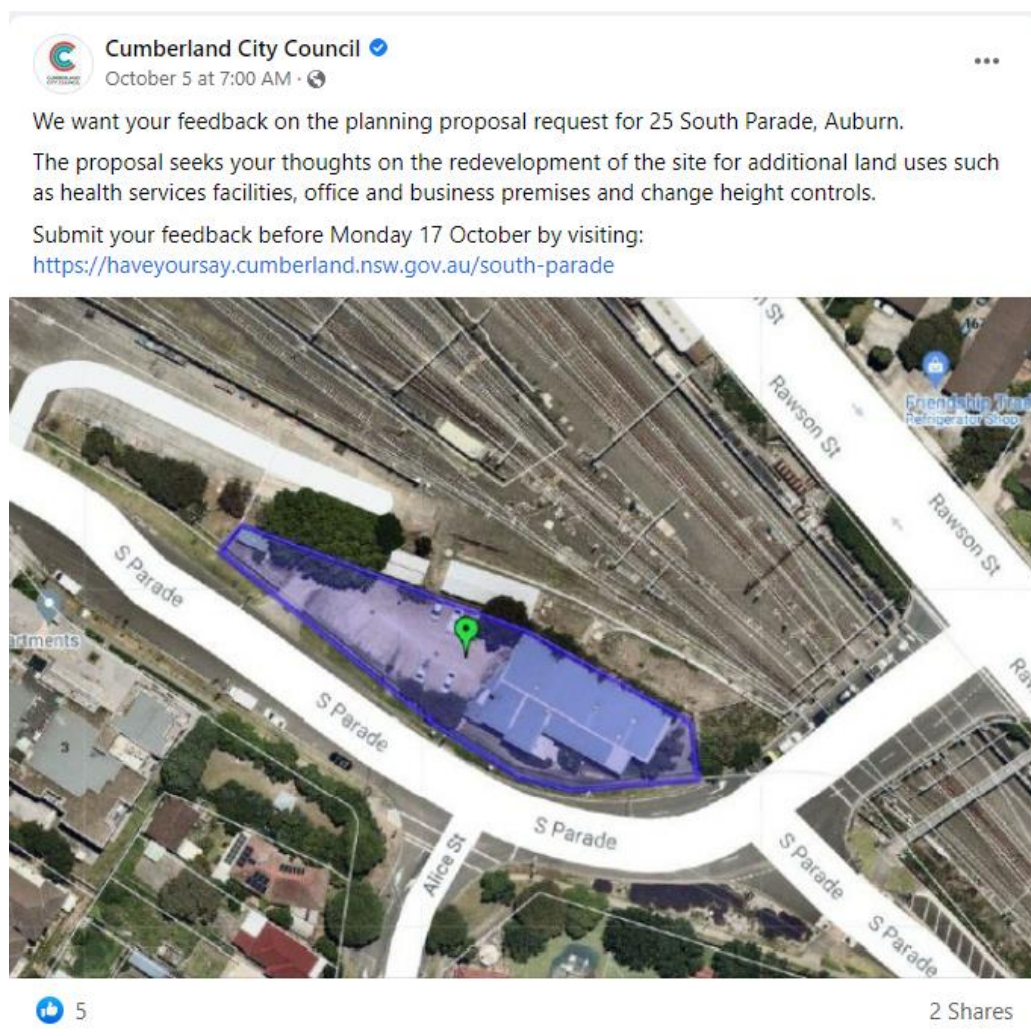
Contact Cumberland City Council
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16 Memorial Avenue, PO Box 42, Merrylands NSW 2160.



Social Media

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

- 5 October 2022
- 12 October 2022
- 15 October 2022



The posts had the following engagement:

- 7 likes
- 2 shares

Terminology



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

END OF REPORT.