



WOOLWORTHS RANGERS ROAD, NEUTRAL BAY: COMMUNITY INSIGHTS ANALYSIS

Woolworths commissioned engagement consultant, Urbis, to support community sentiment research and consultation with the Neutral Bay community.

The results have been summarised in this community insights analysis report to support Woolworths' Planning Proposal for 1-7 Rangers Road, Neutral Bay.

This document includes the following:

1. Statistically-valid phone survey report conducted by independent research company Taverner Research Group.
2. Community engagement outcomes report.

The community sentiment research and engagement outcomes will continue to inform the development of the Planning Proposal and guide future consultation with the community.

Woolworths Neutral Bay Community Survey

Prepared by: Vanessa Wright
Project reference: 6560
Version: Full Report
Date: 24 November 2022





- This research was commissioned by Urbis in October 2022, for its client Woolworths.
- It is designed to understand community aspirations related to the proposal to revitalise Woolworths' Rangers Road Neutral Bay store.
- These community-sensing results will be considered by Woolworths in refining its proposal.

PURPOSE



CONTENTS

01 Familiarity with Woolworths' Neutral Bay Planning Proposal

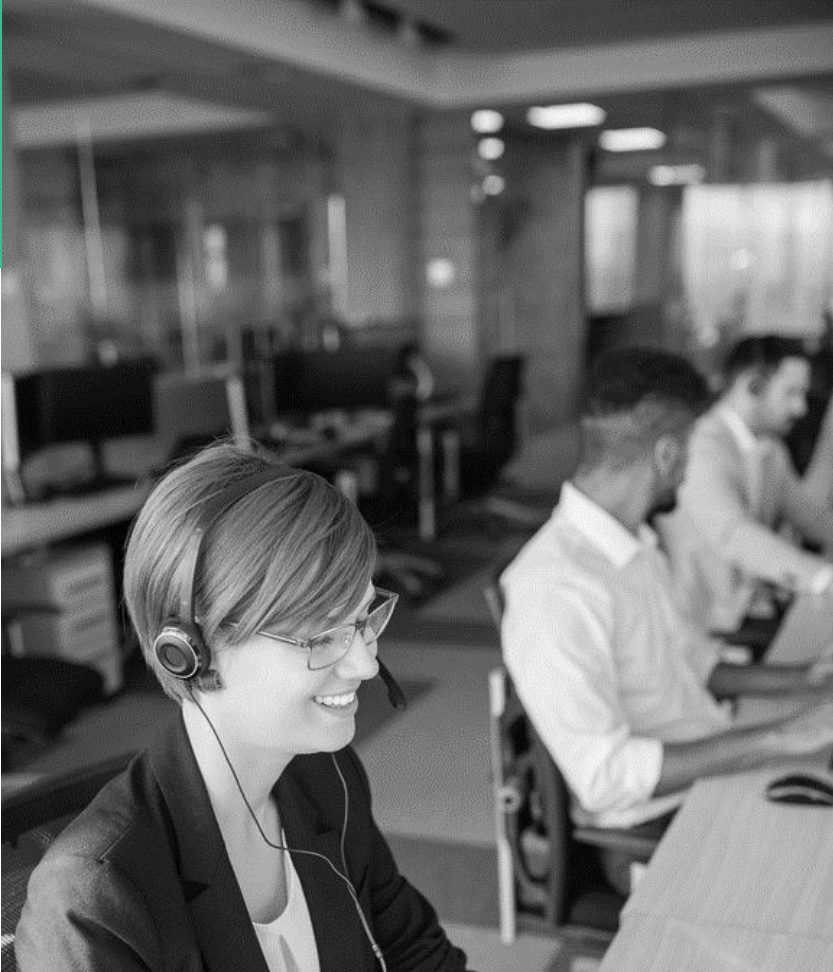
02 Residents' descriptions and perceptions of the current Woolworths store area

03 Support towards Woolworths' amended 6 storey proposal

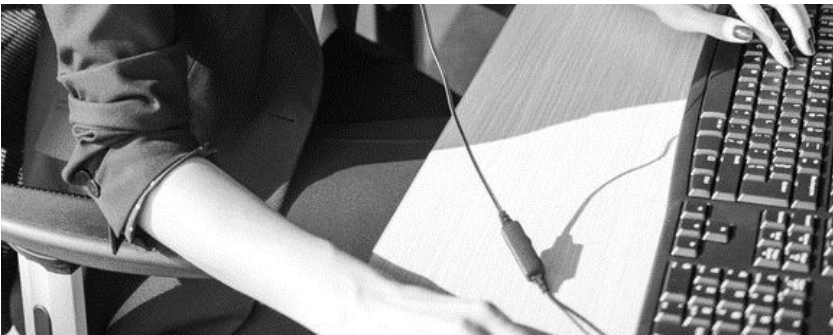
04 Support towards residential apartments that Woolworths would like to deliver

05 Sentiment rationale (open-ended comments coded into themes)

06 Community views on what Woolworths should include in their plans to create a vibrant town centre



CATI



Computer-assisted telephone interviews (CATI) of 400 Neutral Bay and Cremorne residents aged 18+.

Respondents were selected at random from a database of 7,570 residential landline and mobile telephone numbers (75% of numbers sourced were mobiles) provided by SamplePages, a leading supplier of verified phone sample to the market and social research industry.

A team of ten researchers called residents on weekday evenings (excluding Friday) from 3.30pm-8pm, and on weekends from 10am-4pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers phoned on up to five occasions.

To heighten engagement, respondents were told that the purpose of the survey was to discuss the Woolworths on Rangers Road, Neutral Bay, and that the resident survey was being conducted on behalf of Woolworths to understand community aspirations for the area and how the proposal can best serve the community.



- 9% aged 18-35, 19% aged 36-45, 24% aged 46-55, 17% aged 56-65, 29% aged 66+
- 39% male, 61% female
- 59% Neutral Bay, 41% Cremorne
- Results have been post-weighted to reflect 2021 ABS Census data for age and gender (Neutral Bay and Cremorne residents)



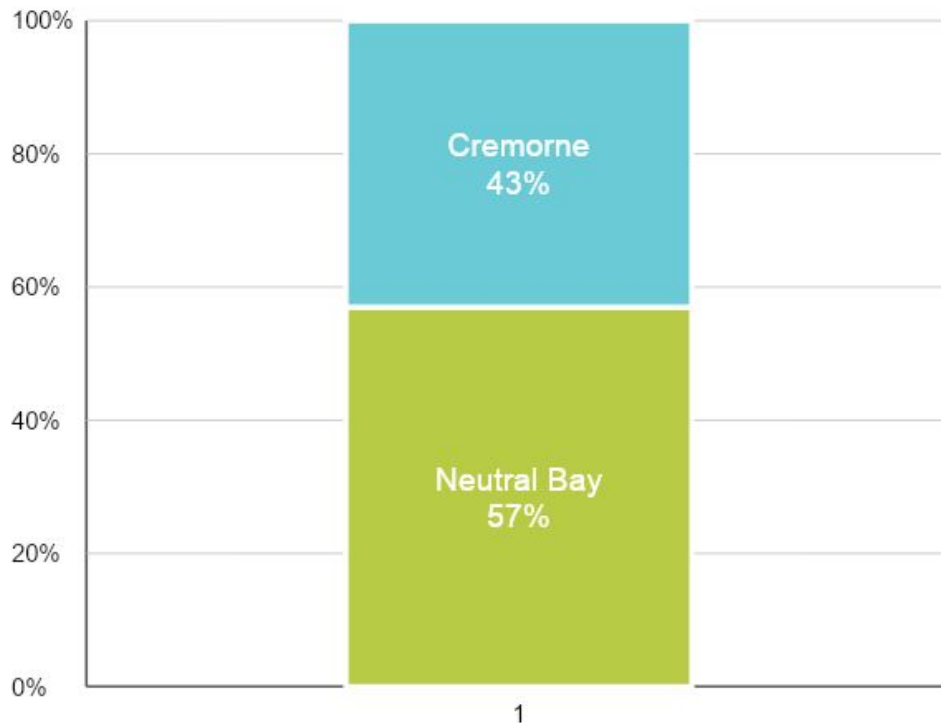
- Margin of Error for n=400: $\pm 4.9\%$ at the 95% confidence interval



- Sampling: November 8th to 18th 2022

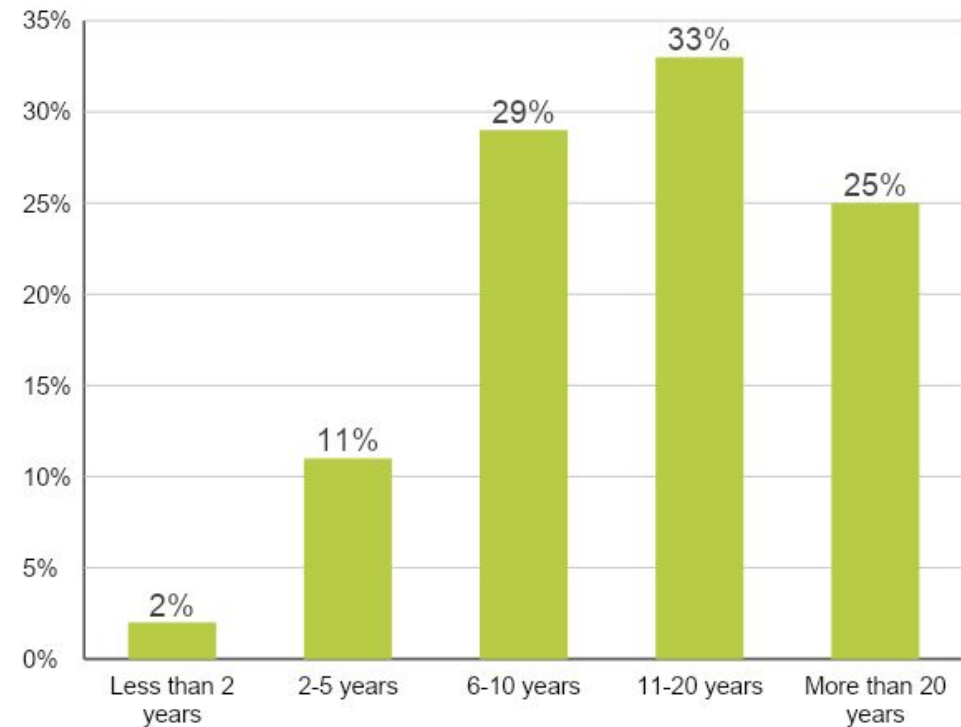
Sample Profile

Slightly higher proportion of Neutral Bay residents, in line with project location



D1. Firstly, do you live in Neutral Bay or Cremorne? (n=400) [Those not living in either suburb were terminated]

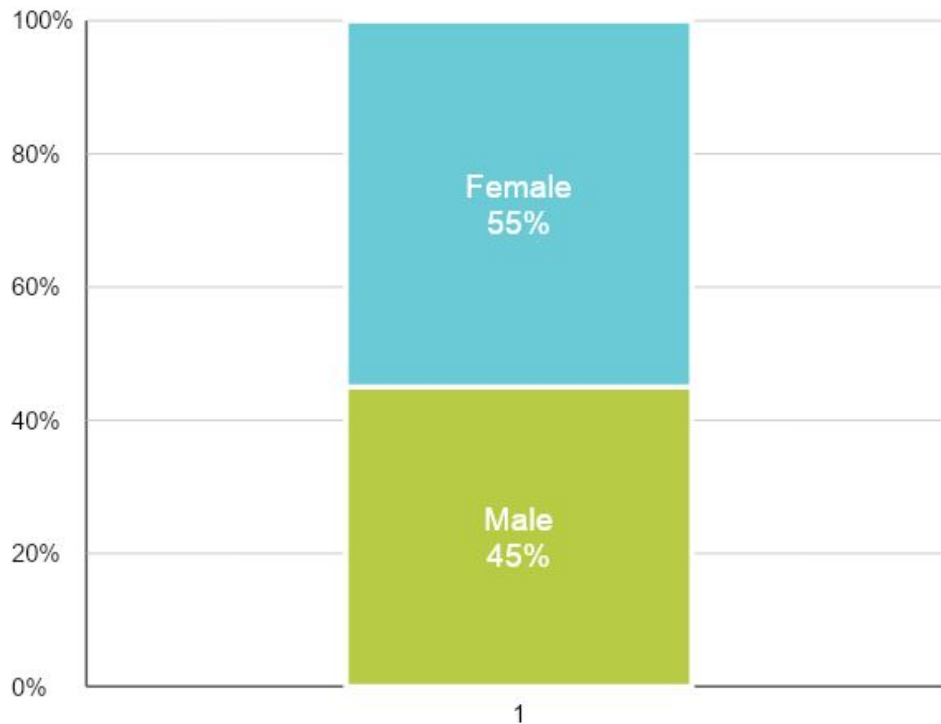
Sample biased to longer-term residents (expected as they have greater interest)



D2. And how long have you lived in this area? (n=400)

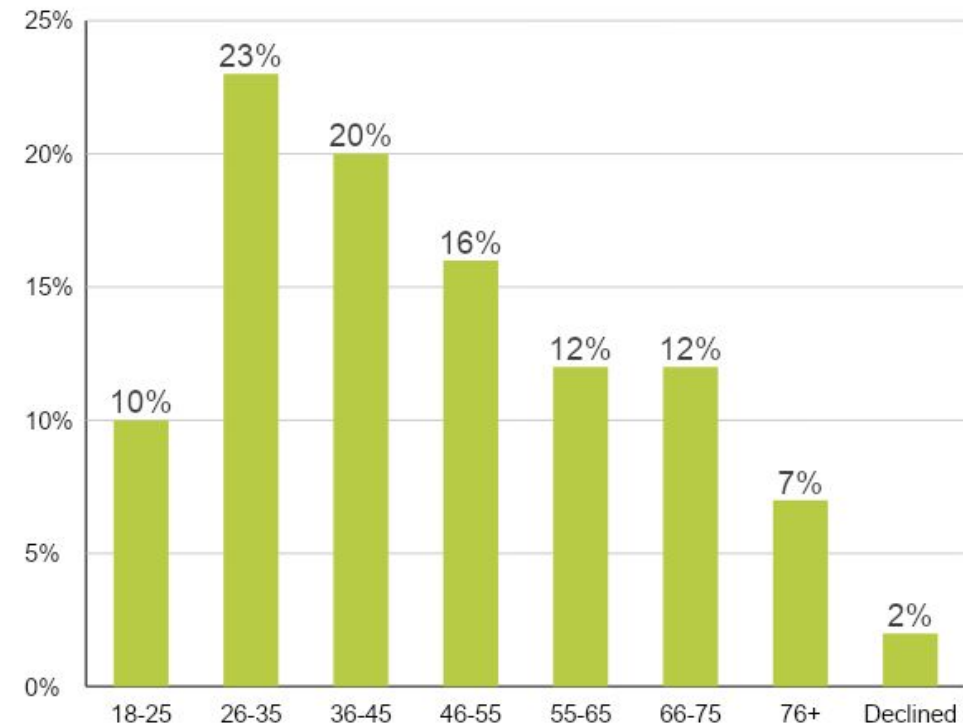
Sample Profile

Sample skewed slightly to females (corrected via post-weighting to ABS Census 2021)



Q6. Gender (n=400)

Slight skew to older residents (corrected via post-weighting to ABS Census 2021)



D3. And would your age range be...? (n=400)

KEY FINDINGS

Familiarity with woolworths' proposal

Two-thirds of residents claimed to be **familiar with the proposal** prior to being surveyed.

Perceptions of current store area

Around six out of ten residents **agreed the area needs an upgrade**, that it's easy to access as a pedestrian/cyclist, and has a range of shops and services. Only few agreed it is "lively and activated", or that it is easy to access by car.

Resident support towards proposal

About half respondents **support the amended proposal of 6 storeys** and support residential units in the area. Just over one-third do not support the proposal.

Key positive sentiments

Some felt **favourably towards more residential development**, and an improvement in the range of services and amenities made available to residents. There was also a **belief the area needs refreshing/upgrading**.

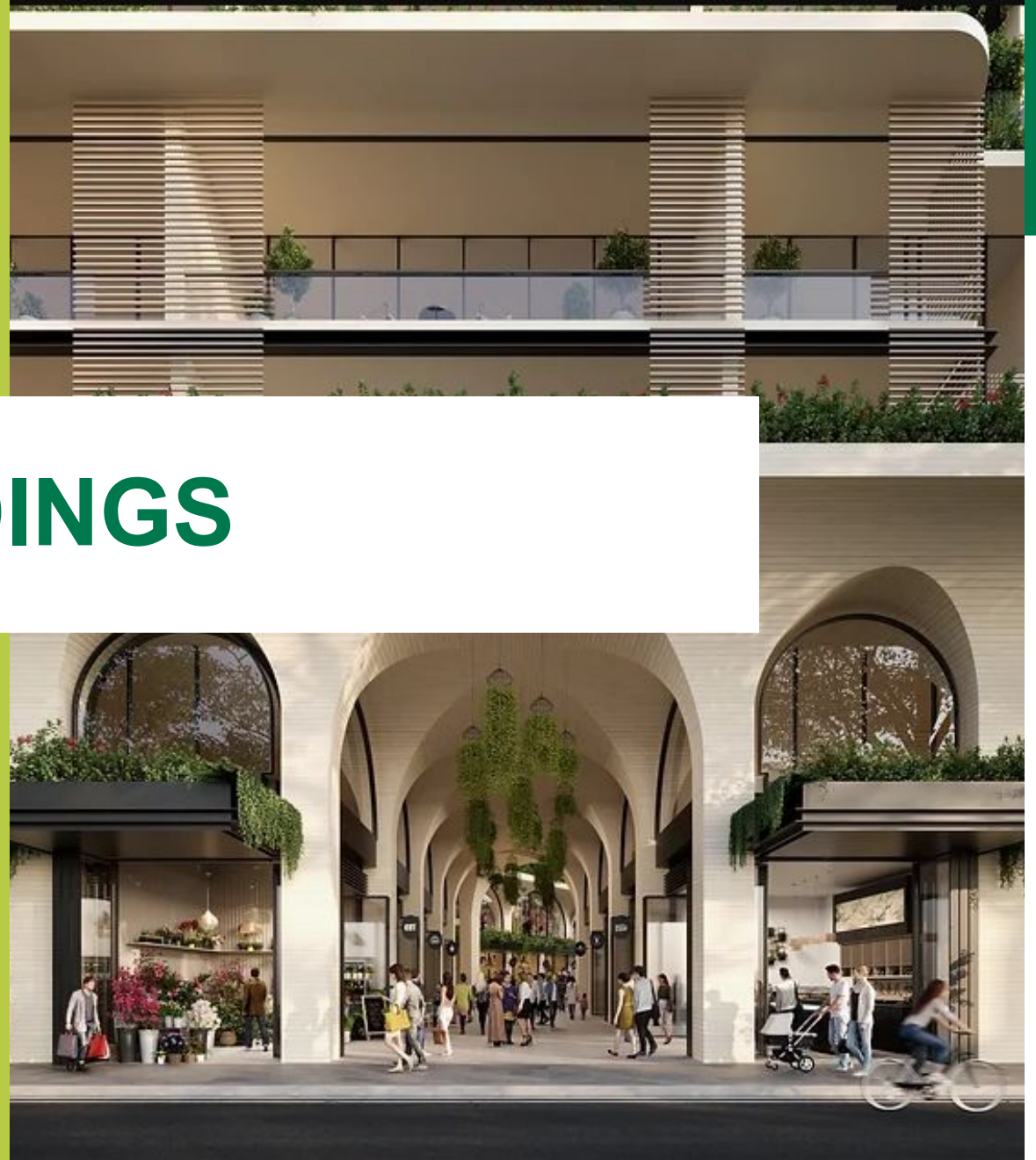
Key negative sentiments

Parking, overdevelopment and exacerbation of traffic congestion were the key concerns. Some also believed there is no need for further residential development in this area.

Opportunities for Woolworths

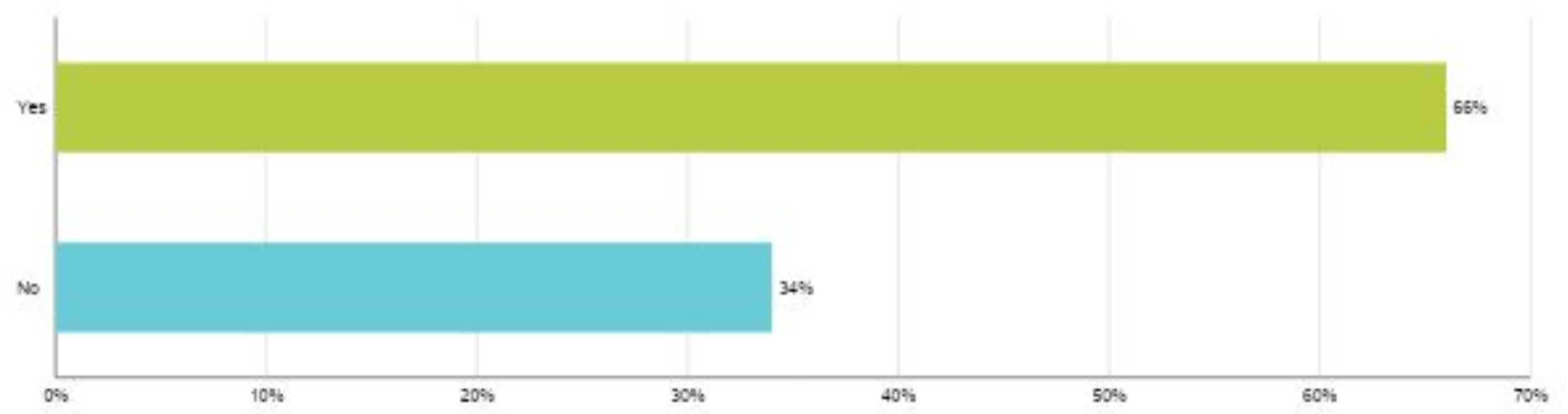
Woolworths has an opportunity to embrace the feedback of the community who wish to **ensure the charm of their village is preserved** and that the proposal does not result in worsening traffic problems and crowding in the area.

FINDINGS



Familiarity with Woolworths' Proposal

Three-quarters claimed to be familiar with Woolworths' proposal. Familiarity was highest among older residents (but no difference by gender)



D5. Woolworths is planning to revitalise its existing store at Neutral Bay Village located at 1-7 Rangers Road and 50 Yeo Street. The proposal focused on creating a new urban town centre.

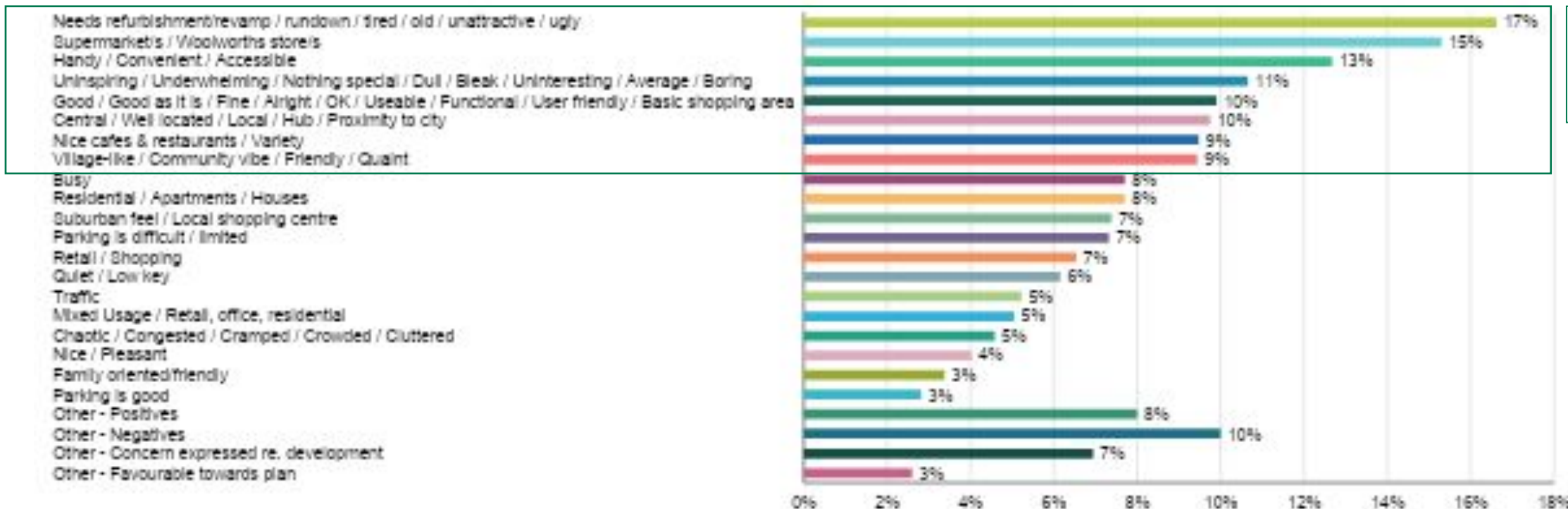
The proposal includes:

- A new full line supermarket at the same size as the current store
- A new retail, cafe and dining precinct
- A new landscaped outdoor plaza connecting Yeo Street and Rangers Road
- A mix of around 70, one-, two- and three-bedroom residential apartments
- A new Public car park in addition to parking for shoppers, business operators and residents
- Reduced heights, previously 8-10 storeys, now 6 storeys.

Were you familiar with this proposal prior to our call today? (n=400)

Descriptions of the area: 1-7 Rangers Road (the current Woolworths Neutral Bay Village supermarket and Chambers Cellars Store) and 50 Yeo Street (the Wotso Workspace building)

The *need for refurbishment* was the most prevalent theme, followed by mentions of *supermarkets/Woolworths*, and the *conveniently accessible* location.



Key themes
are discussed
on next slide

Descriptions of the area: Open-ended responses for Key Themes

Need for refurbishment/revamp / Tired / Rundown...

*Old and tired...the car park is really user unfriendly and difficult to get in and out of. **Woolworths is fine but the area behind it needs redevelopment**, but the issue is how much development?*

Ugly and hostile...** the pedestrian areas are so bland.. **It's not pleasant.

It's pretty run down**, not useable amenities wise... the **shops and streetscape is not the best.

Supermarket/s / Woolworths store/s

*There's a Woolies there and a bus stop, **never really thought about the area that much but I walk past it everyday** and its a local supermarket.*

It's average**; a Woolies and a bottle-o: **That's all there is to it.

***It's a little local hub... it's unnecessary to have two Woolworths** across the road from each other.*

Handy / Convenient / Accessible

*It's a public transport zone, it can get congested due the shops and foot traffic, car traffic and public transport traffic all in the one area. **It's very convenient but could do with some rejuvenation.***

*Great... **It's close to everything... I enjoy having Woolworths close...** I can walk to everything.*

***An excellent area** particularly for retired people and **fully supportive of the development.** A convenient spot to live for businesspeople, retired people.*

Uninspiring / Underwhelming / Nothing special...

***Pretty ordinary... It seems like an underutilised site...** Woolworths and the whole block really... even though it has a supermarket it seems like an underutilised site.*

***Not much there. A non-event.** Like the development with dentist and cafe but the other area is very ordinary.*

It is sterile...it is a sterile building...**it is a blockhouse...it could be anywhere...**it has no character.

Descriptions of the area: Open-ended responses for Key Themes

Good / Good as it is / Fine...

It's handy... *I like it as it is*... and we don't need more apartments or coffee shops.

I think the area works perfectly well, not worth changing it. I'm against the 6-storey high rise, causes me concern. It works perfectly well now.

It has a nice quiet village atmosphere... *balance between traffic and parking and shopping and residential* is great as it is now.

Central / Well-located / Local / Hub / Proximity to city

It has good proximity to the city. It is amazing with good public transport. *Parking is already tight in Neutral Bay especially in peak times like school and Christmas.* If you are driving its too tight.

The *heart of Neutral Bay.*

I really don't frequently visit that side very often, it's an unusual area, it's mainly used by younger people who need to be close to the city.

Nice Cafes and Restaurants

I shop in that Woolworth's; *I would recommend the Woolworth's.* I often go to coffee shops and recommend they also go to the coffee shop nearby.

It's fabulous with the Japanese restaurant... *I am happy with the area the cafe is good*... I'm a big fan on Neutral Bay.

Our village... *plenty of restaurants and cafes.*

Village-like / Community vibe / Friendly / Quaint

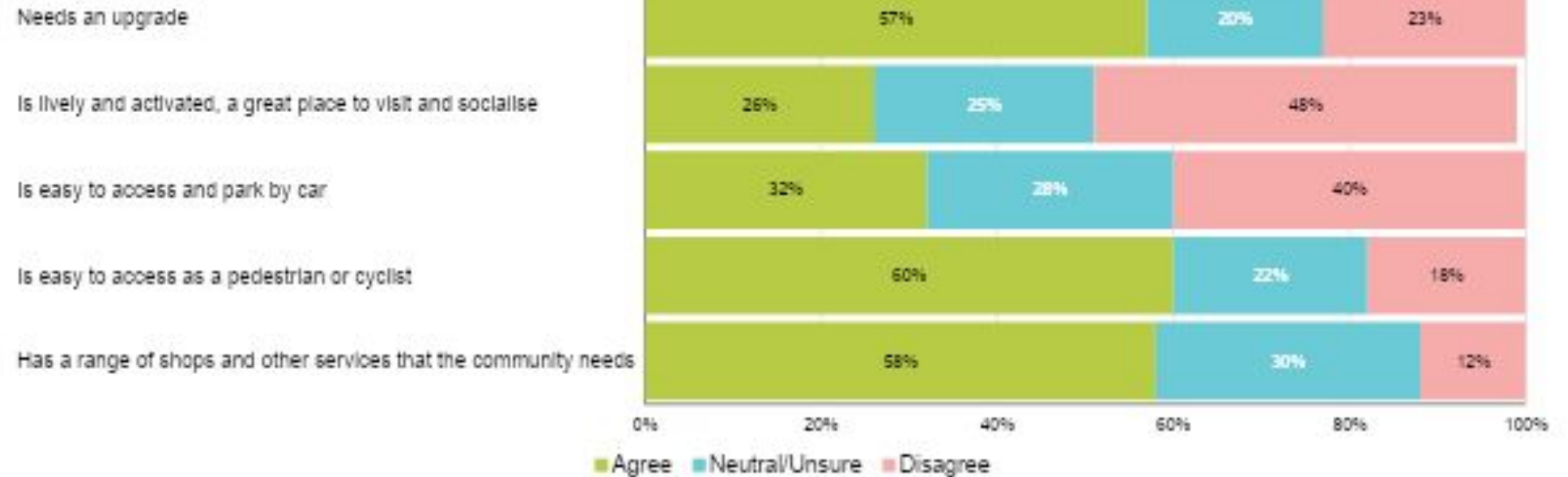
It is a local community... a busy area, very pleasant to live in the area. *Where the supermarket is low-rise apartments, nothing higher than 4-storeys* and is in a major road to Sydney which is Military Road and traffic can be very heavy.

The area is two different areas... The village area is Yeo Street... *Rangers Road is the busy area close to the road at back street*... Village is for social. The other one is busy and inconvenient.

For those on Rangers Road it may be okay ... for us in Yeo St it is where all the trucks come in it will be too busy and essentially *change the vibrant village feel we have now.*

Perceptions of the area

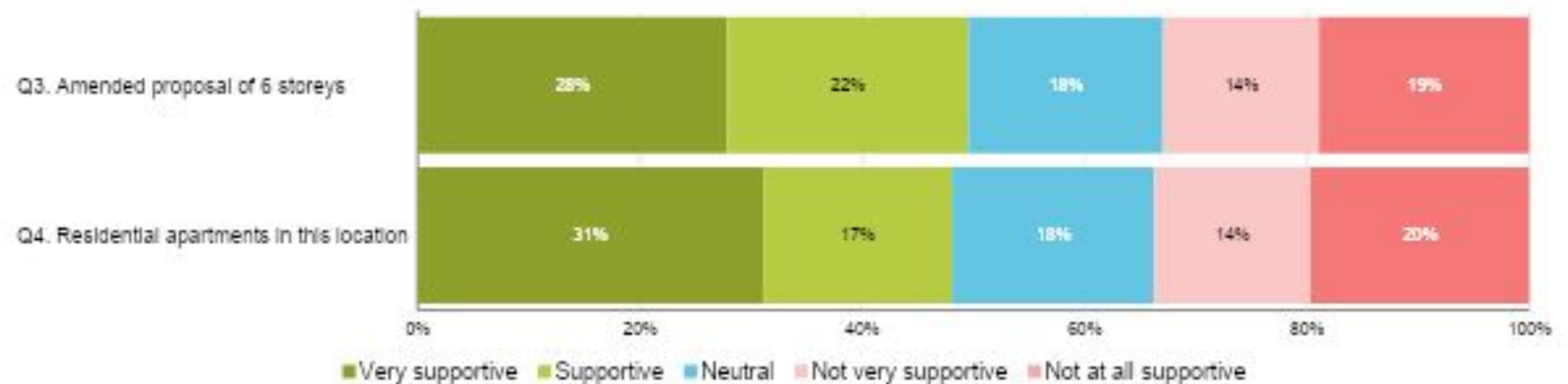
There was agreement the area needs an upgrade, that it's easy to access as a pedestrian/cyclist, and that it has a range of shops and services. However few agreed it is “lively and activated”, or that it is easy to access by car



Q2. I am going to read out a list of statements and would like you to rate your agreement or disagreement with each of these statements. We'll use a scale of 1 to 5, where 1 is strongly disagree, 3 is neutral or unsure, and 5 is strongly agree. To what extent do you disagree or agree that this area.... (n=400)

Resident support/opposition

Around half of the residents surveyed claimed they support the plans, while just over a third do not

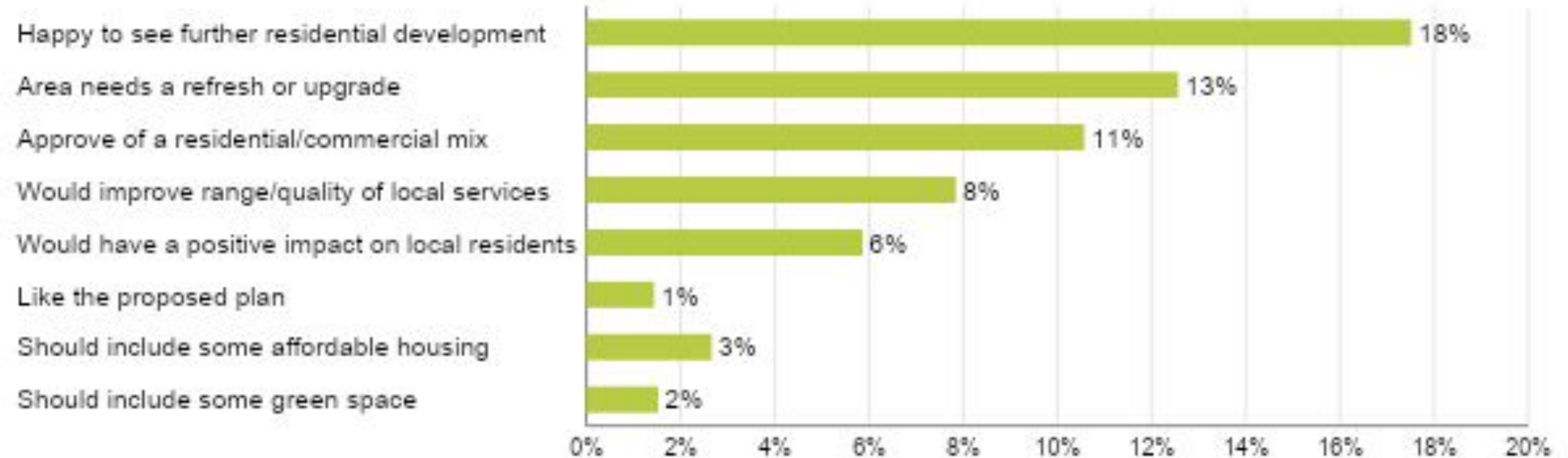


Q3. Given your general description of the area, on a scale from 1-5, where 1 is not at all supportive and 5 is very supportive, how supportive are you of Woolworths' amended proposal of 6 storeys (similar to the Wotso building on the corner of Yeo St and Military Lane)? (n=400)

Q4. Woolworths is looking to deliver a mix of specialty retail uses and residential apartments. The purpose of including residential apartments is to provide homes closer to retail amenities and public transport, make the area more active day and night, creating a vibrant town centre for the local community to work, play and eat. To what extent would you be supportive of residential apartments in this location where 1 is not at all supportive of residential development, 3 is neutral, and 5 is very supportive? (n=400)

Reasons for support

Supporters believed additional residential development would help revitalise the area, attract additional retail and services, and assist local businesses. There was also a belief the area needed upgrading or refreshing. It was felt important, however, to retain Neutral Bay's "village" feel

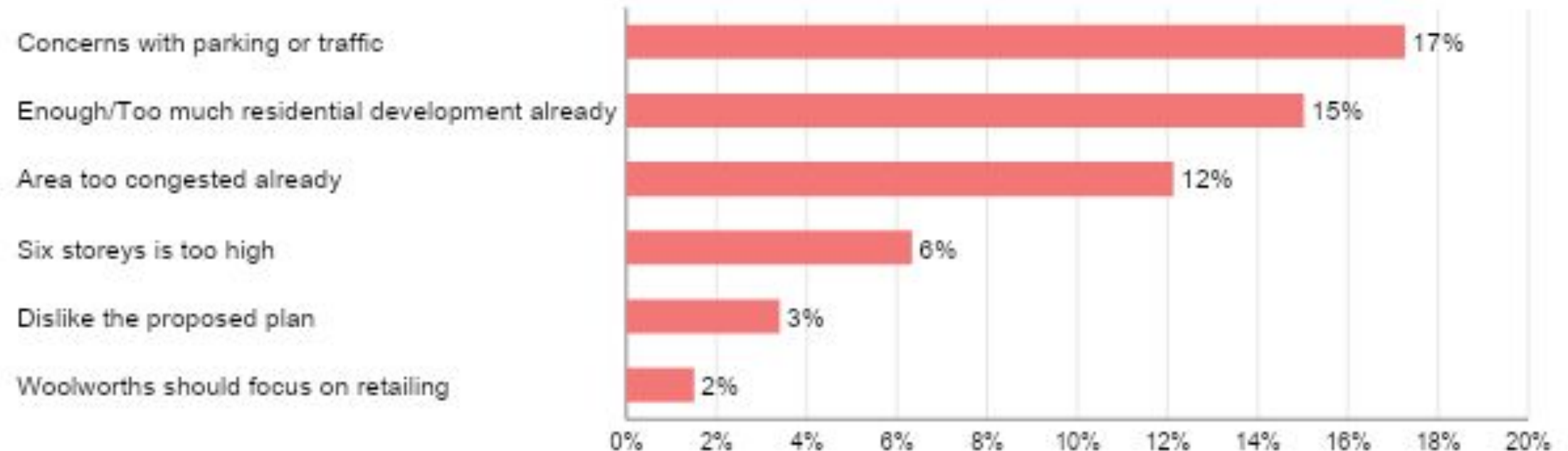


Q4B. And can you briefly explain why you say that? (n=400)

[Open-ended responses have been coded into themes and reported. A supplementary file with verbatim comments is also provided to accompany this analysis]

Reasons for opposition

Opposition was driven by concerns over perceived congestion, traffic and parking issues, rejection of the six storey option, a belief that no further residential development is needed in the area, and/or a broader reluctance for change



Q4B. And can you briefly explain why you say that? (n=400)

[Open-ended responses have been coded into themes and reported. A supplementary file with verbatim comments is also provided to accompany this analysis]

What else should Woolworths consider?

- “Greenery and outdoor area that can foster the community and make bars or cafe to improve the feeling of everyone. The idea of some level of green space rather than Military Road which is a thoroughfare.”
- “Decent pedestrian landscape area outside... Making sure that delivery and supply stuff is invisible to view and doesn't create traffic problems... Need to provide a better offering of their produce... others stores have a more interesting range and varied products.”
- “I don't have a problem with the current shopping centre... the apartment height should be only one or two storeys... too many people already live there and not enough infrastructure to support the population... need more things like bus services and car parks etc... adding more people...will exacerbate existing problems... keep the cafes and shopping centre and bottle shop.”





Taverner

RESEARCH GROUP



WOOLWORTHS RANGERS ROAD, NEUTRAL BAY: SUMMARY OUTCOMES REPORT

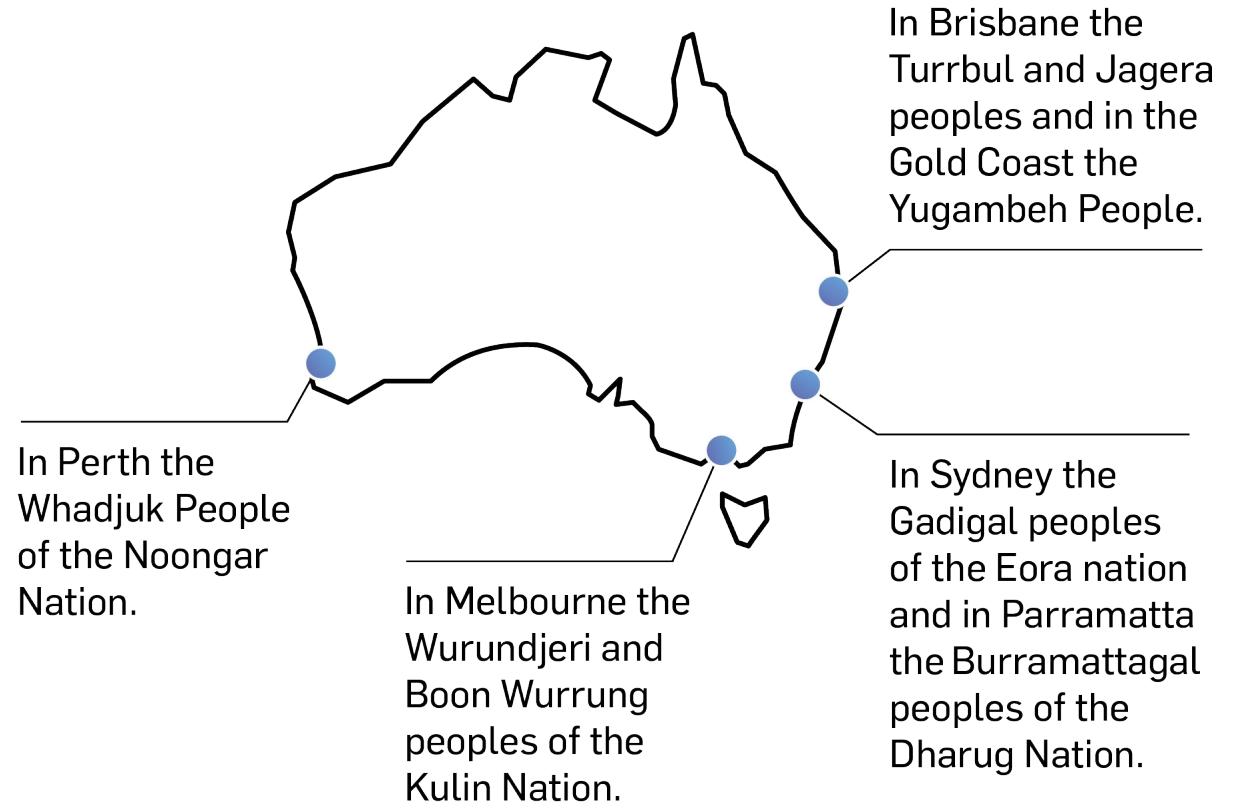
November 2022
Engagement outcomes report



ACKNOWLEDGEMENT

Urbis acknowledges the important contribution that Aboriginal and Torres Strait Islander people make in creating a strong and vibrant Australian society.

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



CONTENTS

CONTENTS	
4	Executive summary
5	Our approach
6	Phase 1: Community sentiment research and strategy development
7	Understanding community sentiment
8	Stakeholder identification
9	Phase 2: Community engagement implementation
10	Local business street walk #1
11	Community newsletter #1
12	Information drop-in sessions
13	Community newsletter #2
14	Engagement email and 1,800
15	Phase 3: Community update – informing community of amended plans
16	Local business street walk #2

SECTION 1

EXECUTIVE SUMMARY

In May 2022, Woolworths lodged a mixed-use Planning Proposal with North Sydney Council to deliver an upgraded full-line supermarket at its Rangers Road location, a new public plaza, and homes close to transport and services.

The proposal also includes additional parking and quality designed residential apartments that integrate carefully with the existing village atmosphere of Neutral Bay. Plans will also improve pedestrian access by a new pedestrian walkway that connects the site with surrounding streets.

Woolworths believes local views are vital in shaping plans, so listening to the community is key to ensuring local feedback informs and influences future planning for the site.

As part of this, Woolworths commissioned engagement consultant, Urbis, to support community sentiment research and consultation with the Neutral Bay community.

The following report outlines the approach to consultation and highlights insights and feedback.

OUR APPROACH

Conversations with the community sought to understand local community aspirations and vision for the new community destination.

The feedback received has actively informed Woolworths' plans and approach for the site, meeting local needs and preferences.



>21,000
Total community
reached



>30
Conversations with
community

Phase 1: March - May 2022

Community sentiment and strategy development

Analysis of
feedback –
Council's military
rd strategy

March 2022

Strategy and
stakeholder
mapping

April - May 2022

Local
Business and
neighbour
doorknock

June 2022

newsletter #1
(project
overview)

July 2022

Community
Drop-in
sessions

August 2022

newsletter #2
(update and
response)

September 2022

Local
Business
doorknock

November 2022

Phase 2: June – November 2022

Community engagement implementation activities

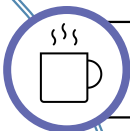

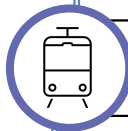

PHASE 1:
COMMUNITY
SENTIMENT
RESEARCH
AND
STRATEGY
DEVELOPMENT

UNDERSTANDING COMMUNITY SENTIMENT


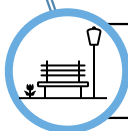

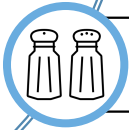
Over July and August 2018, North Sydney Council engaged with 497 community members on Council's vision and aspiration for the Military Road corridor – that feedback informed our engagement approach.

Insights from Council's engagement process includes:

What the community values today...

-  1. Restaurants, cafes and the local pub which are the most popular places to socialise.
-  2. Ease of access to a wide variety of shops and services.
-  3. Connectivity and proximity to Sydney CBD and North Sydney CBD.
-  4. Community feel and village atmosphere.

What the community wants in the future...

- 
- 
- 
- 

Analysis of feedback –
Council's military rd
strategy

Strategy and
stakeholder
mapping

Local Business and
neighbour
doorknock

newsletter #1
(project overview)

Information Drop-in
sessions

newsletter #2
(update and
response)

Local Business
street walk

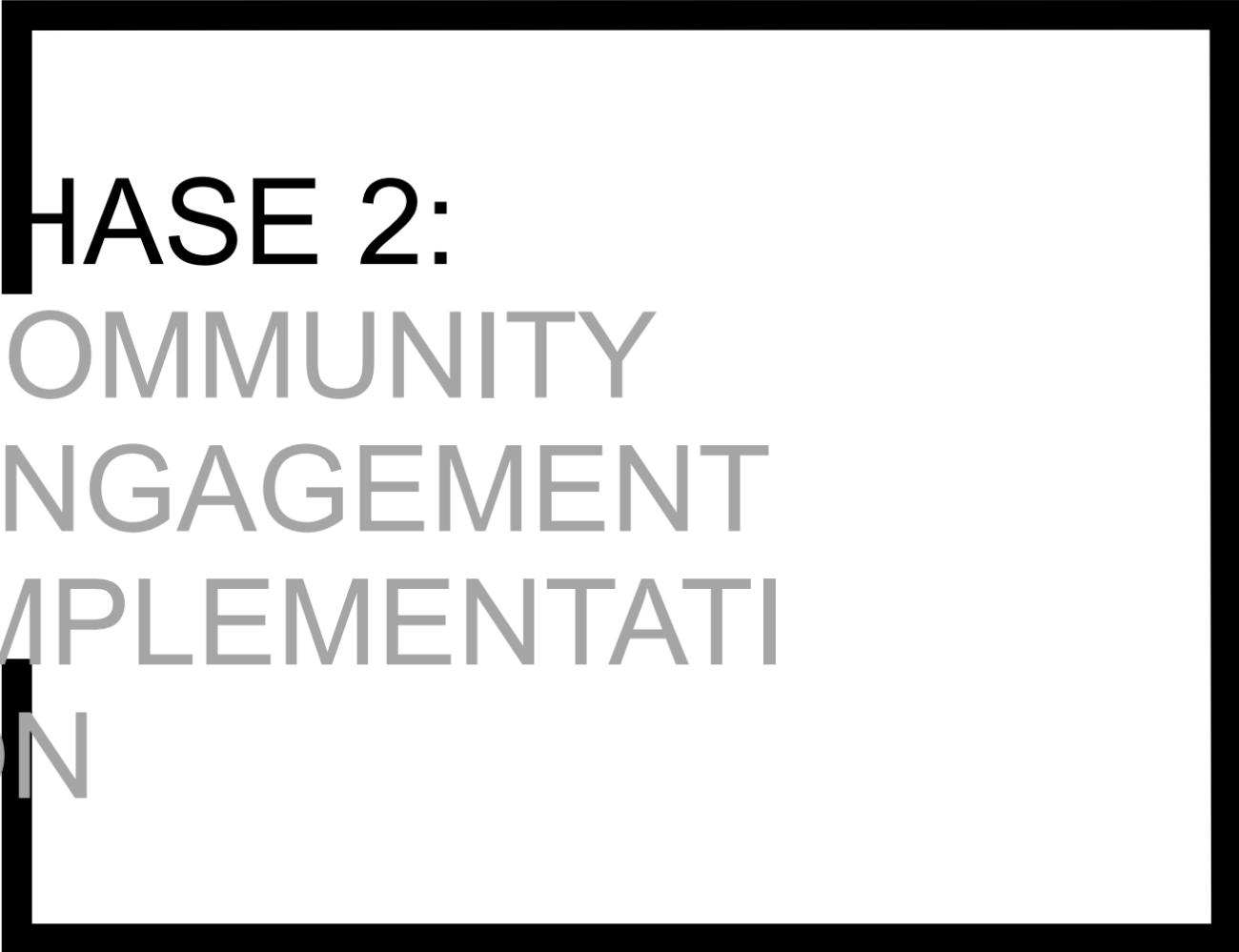
URBIS

STAKEHOLDER IDENTIFICATION

Community stakeholders were identified based on their likely interest and impact as a result of the proposal. The stakeholder identification process was also informed by the community that were interested in Council's Military Road Planning Study (MRPS).

Stakeholder category	Surrounding residents and businesses	Community organisations	Local Schools	Facebook community groups
Consultation date	June – September	March – September	March – September	June – September
Stakeholder groups	<ul style="list-style-type: none"> • Neutral Bay (residents and businesses) • Cremorne (residents and businesses) 	<ul style="list-style-type: none"> • Neutral Bay Chamber of Commerce • Neutral Bay Community Centre 	<ul style="list-style-type: none"> • Neutral Bay Public School • SCEGGS Redlands 	<ul style="list-style-type: none"> • Cremorne Neutral Bay Community • Neutral Bay Village
Consultation activities	<ul style="list-style-type: none"> • Community newsletter • Information drop-in sessions • Business and near neighbour door knocks 	<ul style="list-style-type: none"> • Briefing led by Woolworths 	<ul style="list-style-type: none"> • Briefing led by Woolworths 	<ul style="list-style-type: none"> • Community newsletter • Information drop-in sessions • Business and near neighbour door knocks

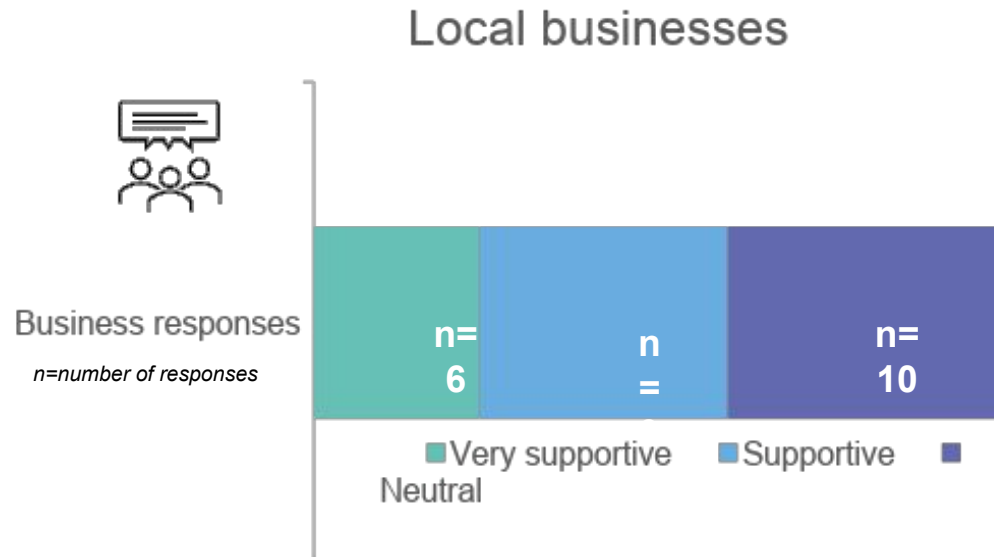




PHASE 2:
COMMUNITY
ENGAGEMENT
IMPLEMENTATI
ON

LOCAL BUSINESS STREET WALK #1

On 1 June 2022, Woolworths spoke with ~27 local businesses surrounding the existing Rangers Road store. Businesses included a mix of retail, food and beverage, fitness and spa/ beauty salons.



This data is an anecdotal representation only (please refer to Page 9 of this report for statistically valid research).

COMMON RESPONSES

"The area needs this, and it sounds like it would be great."

"That would be great for our customers who walk here from the surrounding streets."

"The area is run down and needs an upgrade."

"How can we enquire about leasing space in the new centre?"

"The additional underground car parking being proposed would be a clear public benefit."

"While the existing carpark is used, it was noted that it's a tight space with limited parking."

"Fine, as long as the new businesses don't take my customers."

Analysis of feedback –
Council's military rd
strategy

Strategy and
stakeholder
mapping

Local Business and
neighbour
doorknock

newsletter #1
(project overview)

Information Drop-in
sessions

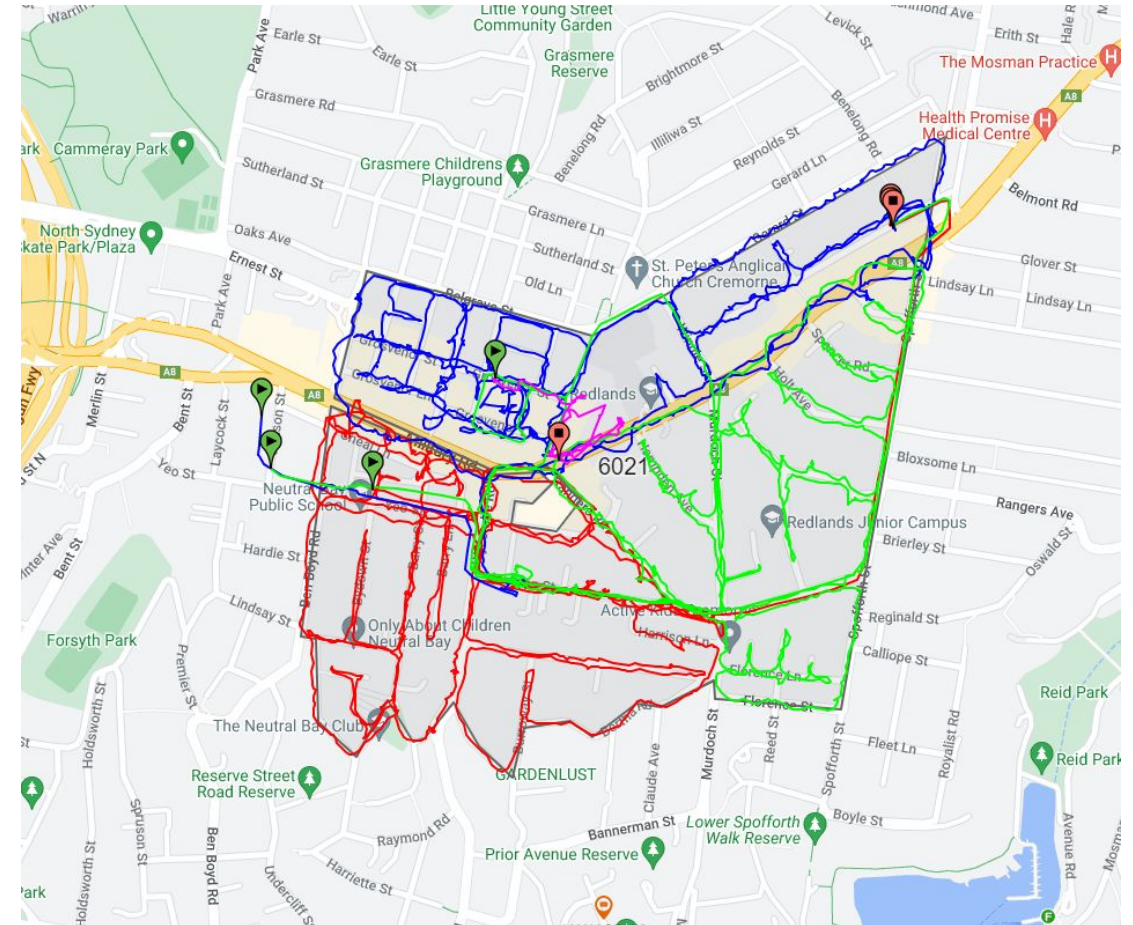
newsletter #2
(update and
response)

Local Business
street walk

COMMUNITY NEWSLETTER #1

On 28 July 2022, a community newsletter was distributed to more than 6,000 businesses and residents surrounding the site.

The newsletter included an overview of the proposal, community benefits, contact details for the community to share feedback (engagement email and 1800 number) and an invitation to attend the community information drop-in sessions.



Community newsletter #1:
Distribution zone (GPS report)

Analysis of feedback –
Council's military rd
strategy

Strategy and
stakeholder
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Local Business and
neighbour
doorknock

newsletter #1
(project overview)

Information Drop-in
sessions

newsletter #2
(update and
response)

Local Business
street walk

INFORMATION DROP-IN SESSIONS

Conversations with the community provided Woolworths with a clear understanding of the community's perceptions and recommendations for the Planning Proposal.

The feedback received during the information sessions has been categorised into three focus areas.

Woolworths hosted **two community information sessions** at the Neutral Bay Community Centre on the following times:

- 13 August 2022 (5.00pm to 7.00pm)
- 15 August 2022 (2.30pm to 4.30pm).

Each session attracted ~15 locals.

Feedback actively informed Woolworths' revised scheme - reducing the height and scale – and approach for the site, meeting local needs and preferences.

Local residents, including representatives from Council's Brightmore and Harrison Precinct Committees, produced a flyer and gathered in front of the community centre to express concerns about the proposal.

Senior representatives from Woolworths engaged with these residents to better understand their concerns. Feedback on height, public domain, and traffic management are informing Woolworths' revised proposal.

Traffic, access and parking

- Traffic, parking and access are a **priority for this community**.
- **Woolworths knows Military Road is heavily congested** and any development must carefully assess the accumulation of traffic impacts – particularly its impact on Yeo Street.
- The community note this as particularly essential given the **access point on Yeo Street** and its potential to cause traffic blocks for residents accessing their driveways.
- A level of concern about additional traffic movements due to the **residential use and expanded car parking proposed**.
- The community would like **safety measures** in place, noting it's dangerous having the entry point so close to the public school.

Height and built form

- The community **value the existing atmosphere** of Neutral Bay and note they would not support the original proposed height.
- Keeping with the existing village, locals saw 91 apartments (originally proposed) as **too many and inconsistent with the surrounding area**.
- They note it would **set a precedent for future development**: *"like Chatswood or St Leonards in Neutral Bay"*.
- Concern about **overshadowing on Yeo Street properties** as a result of the originally proposed height. **overshadowing has been significantly reduced via the updated scheme*.
- Some **local support for the architectural design** by Koichi Takada.

Store and retail

- A level of local **confusion on the community benefit offering** given the Grosvenor Street store is closing and the Rangers Road store footprint will stay largely the same.
- Misunderstanding from the community about **plans to upgrade the store and tailor the offering to Neutral Bay customers**.
- Concern the retail stores will **compete with local businesses** that are already struggling – many stores on Military Road are currently empty.
- Request for a **rooftop garden/bar**.

Analysis of feedback –
Council's military rd
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newsletter #1
(project overview)

Information Drop-in
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(update and
response)

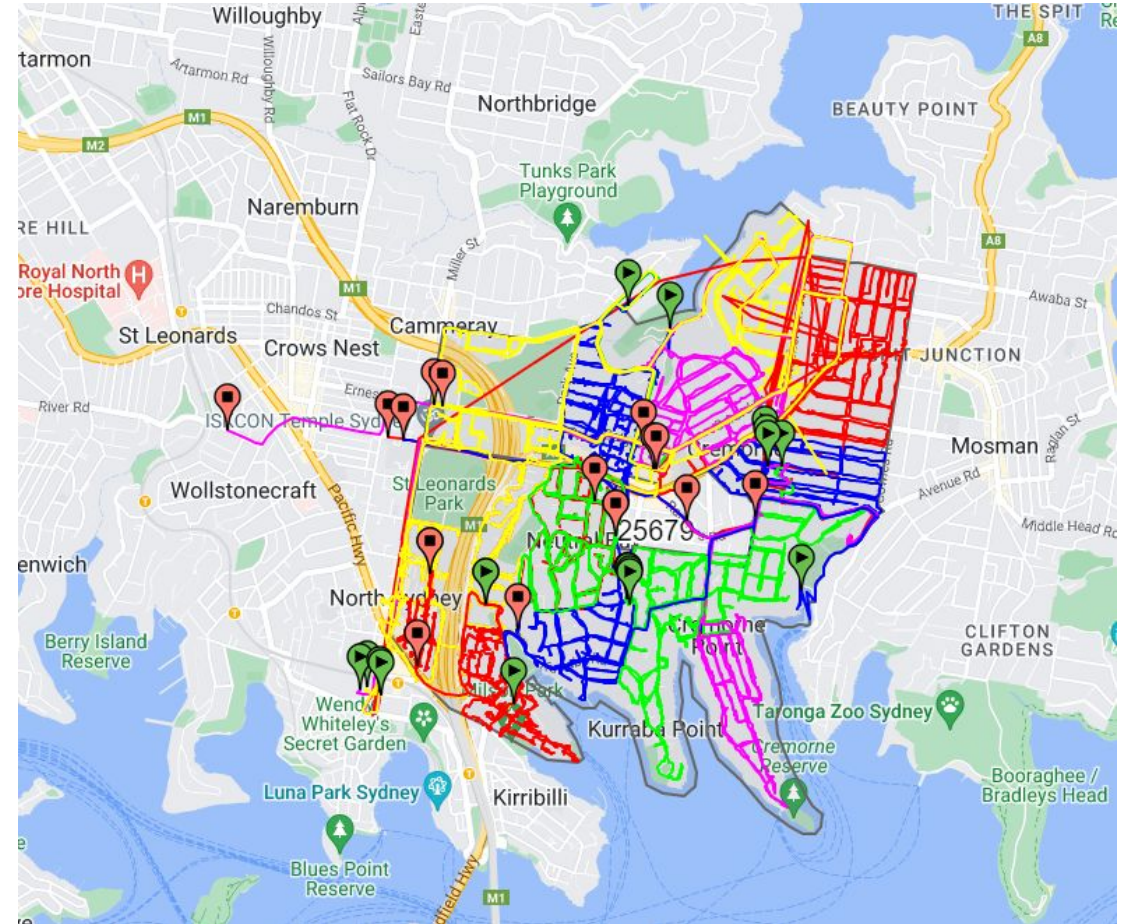
Local Business
street walk

URBIS

COMMUNITY NEWSLETTER #2

On 12 to 14 September 2022, a community newsletter was distributed to more than 25,600 businesses and residents surrounding the site.

The newsletter included an overview of how the proposal has been changed and retained following community feedback.

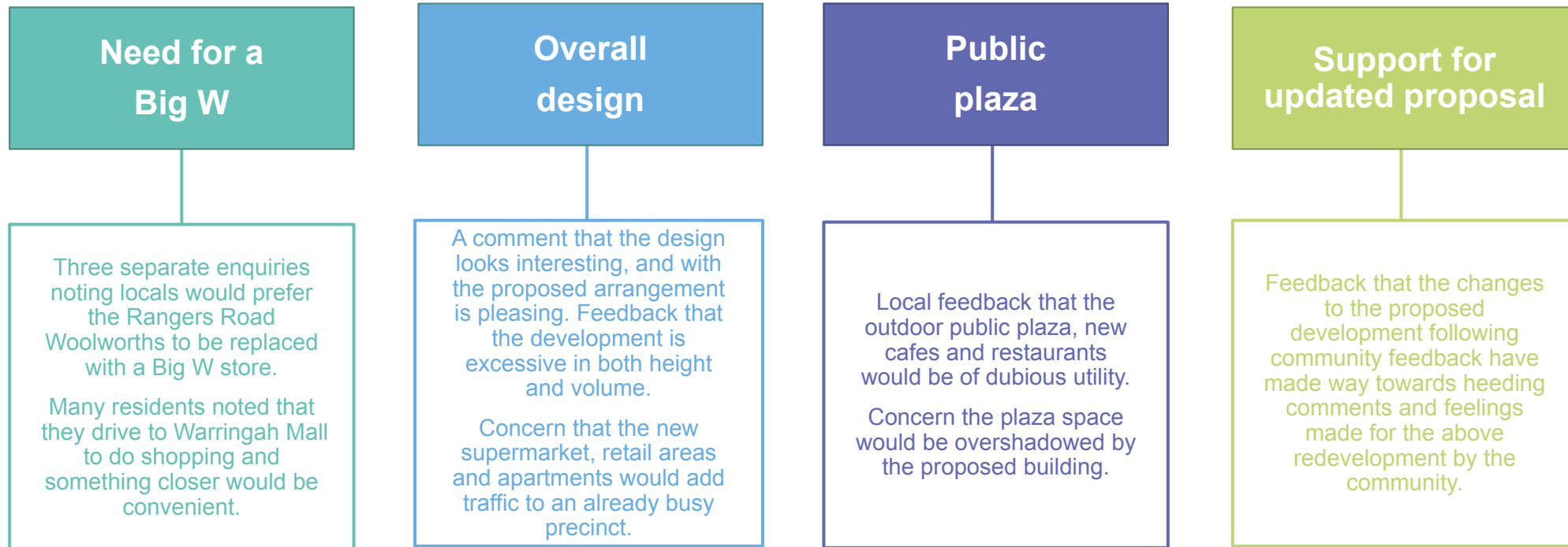


Community newsletter #2:
Distribution zone (GPS report)



ENGAGEMENT EMAIL AND 1800

Urbis Engagement received 10 emails and five phone calls between March and November 2022.



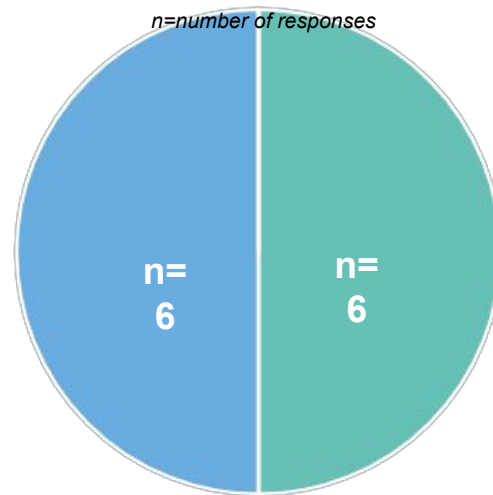
PHASE 3:
COMMUNITY
UPDATE –
INFORMING
COMMUNITY
OF AMENDED
PLANS

LOCAL BUSINESS STREET WALK #2

On 15 November 2022, Woolworths reconnected with local businesses surrounding the existing Rangers Road store (on Rangers Road, Military Road, Yeo Street and Wycombe Road). During the street walk, Woolworths provided businesses with an update on the amended plans (including reduced height) and offered businesses the opportunity to provide feedback.

Based on our conversations, there is little to no opposition among local businesses.

Level of Support



Very supportive Supportive Not supportive

This data is an anecdotal representation only (please refer to section Page 9 of this report for statistically valid research).

COMMON RESPONSES

"It looks great / lovely."

"The area needs it."

"It will be good for my business."

"It will bring more business and provide easier access."

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newsletter #1
(project overview)

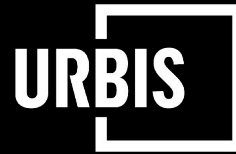
Information Drop-in
sessions

newsletter #2
(update and
response)

Local Business
street walk

A LITTLE ABOUT US OUR SERVICES

DESIGN
ECONOMICS
ENGAGEMENT
FUTURE STATE
HERITAGE
INVESTMENT
MANAGEMENT
PLANNING
POLICY
RESEARCH
TRANSACTIONS
VALUATIONS



700
Brightest
Minds



8
offices
Australia &
Singapore

WE SHAPE CITIES AND COMMUNITIES FOR A BETTER

OUR SECTORS

COMMERCIAL
EDUCATION
ENERGY &
RENEWABLES
GOVERNMENT
HEALTH & AGED
CARE
INDUSTRIAL
INFRASTRUCTUR
E
MIXED USE
RESIDENTIAL
RETAIL
TELECOMMUNIC
ATIONS
TOURISM &

