

Mulpha

September 2023

Public

Norwest City Markettown Planning Proposal

Social Impact Assessment

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Norwest City Marketown Planning Proposal Social Impact Assessment

Mulpha

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Executive summary

This Social Impact Assessment (SIA) Report has been prepared in relation to the Norwest Marketown Planning Proposal (PP), prepared by Norwest City Trust (Mulpha Norwest). The proposal seeks to amend *The Hills Local Environmental Plan 2019* (THLEP 2019) to insert revised planning controls for land situated at 4-6 Century Circuit, Norwest adjacent to the Norwest Metro Station and within the Norwest Strategic Centre.

The intended PP seeks to enable the redevelopment of Norwest Marketown at 4-6 Century Circuit, Norwest (the site) from a low-rise shopping centre into a high density mixed-use and transit-oriented precinct, incorporating commercial, entertainment, retail and residential floorspace as well as community, indoor recreation and swim centre and education floorspace and open spaces. The proposal has been formulated to meet the key directions and principles of the Draft Norwest Precinct Plan by The Hills Shire Council, which concluded public exhibition in July 2023.

This report has been prepared in accordance with best practice SIA guidelines. The methodology included a document review; site visit; stakeholder and community engagement; social baseline development; impact identification and assessment; and development of mitigation and enhancement measures.

This report includes a detailed assessment of all identified impacts. Below are those impacts identified as having high or very significance prior to mitigation or enhancement.

High benefits will include:

- Increased access to retail servicing residential and working communities
- There will be improved opportunities for recreation through the provision of open spaces and indoor recreation
- Improved experience and opportunities for customers of the Marketown shopping centre
- The proposal may support community composition and cohesion in a new mixed and high density environment through the provision of a walkable environment and opportunities for social interaction
- There will be new community facility floorspace to support existing and future communities
- A mixed use precinct may support active lifestyles and wellbeing, particularly compared to the nature and urban design of the current Marketown site
- Provision of new business and employment opportunities supporting livelihoods and the local and regional economy.

Two high negative impacts are anticipated prior to and during construction, both revolving around the expected change to the way of life of current employees and businesses of Marketown and associated anxieties.

Overall, the majority of negative social impacts are anticipated to occur pre or during the construction period. The likelihood or overall significance of nearly half of all negative impacts cannot be fully assessed due to the absence of information that will be prepared at a later stage of the planning process. This will be able to be revisited as part of future development application stage(s).

All high negative impacts are expected to be manageable via proposed measures. Remaining high impacts after mitigation/enhancement are expected to be positive.

1 Introduction

This Social Impact Assessment (SIA) Report has been prepared on behalf of Norwest City Trust (Mulpha Norwest), to support the submission and assessment of the Norwest Marketown Planning Proposal. The proposal seeks to amend The Hills Local Environmental Plan 2019 (THLEP 2019) to insert revised planning controls for land situated at 4-6 Century Circuit, Norwest adjacent to the Norwest Metro Station and within the Norwest Strategic Centre.

The Norwest Marketown Planning Proposal aims to facilitate the long-planned transformation of 46,455m² of strategically important land presently containing the Norwest Marketown Shopping Centre and adjoining lands comprising the Carlile Swimming Centre. The site is situated along a major regional throughfare in Norwest Boulevard, connecting to Old Windsor Road to the west.

This Planning Proposal (PP) will facilitate the appropriate planning controls to facilitate the site's future redevelopment for a contemporary transit-oriented and mixed-use precinct. The site has a capacity to deliver a range of employment generating uses in support of the surrounding Norwest Business Park, through commercial, retail, office, entertainment, tourist/visitor accommodation and community floorspace. In addition, the proposal introduces residential uses and the potential for a diversity of future emerging housing typologies.

1.1.1 *Norwest City – Indicative Reference Scheme*

Mulpha's vision for the site is a revitalised and vibrant mixed-use precinct that increases the productivity of employment generating land, provides essential services and increases the provision of housing close to transport. The precinct will provide essential services and a range of new community facilities and open space areas that will benefit the broader community. This will enable the creation of a vibrant and rejuvenated centre that fosters an attractive place to live, work and play.

1.1.2 *Proposed features*

The intended PP seeks to enable the redevelopment of Norwest Marketown at 4-6 Century Circuit, Norwest (the site) from a low-rise shopping centre into a high density mixed-use and transit-oriented precinct. Key features of the Norwest Marketown Indicative Reference Scheme are:

- A masterplanned urban design of new building blocks, public streets, squares and open spaces
- A total development density of up to 232,375sqm Gross Floor Area (GFA) comprising a Floor Space Ratio of 5.0:1. This includes the following components:
 - 117,330sqm of employment generating floorspace comprising commercial, entertainment, retail and hotel accommodation
 - 102,523sqm of residential floorspace comprising approximately 854 apartments
 - 12,523sqm of community, indoor recreation civic and education floorspace.
- Building heights above ground ranging from 5 storeys to 36 storeys
- A lower ground level providing a direct connection to Norwest Metro through to Norwest Lakes at grade with retail and food and beverage opportunities
- Basement parking, loading and servicing across five subterranean levels, with spaces for some 2,600 cars, which are intended to be allocated by way of a parking management system
- Open space provisions including:
 - Lake Avenue – pedestrian linkage connecting Norwest Boulevard to Norwest Lake
 - Garden Terrace – cascading open space, providing an enhanced Norwest Lake Foreshore

- Norwest Public Square – local passive open space and alfresco dining.
- Community and civic buildings such as the Glass House
- Significant enhancements to the existing Century Circuit, including intersections with Norwest Boulevard, the provision of internalised local streets and pedestrian connections and staged contribution within the site boundary to a future northern connection to Fairway Drive
- Complementary on and off-site infrastructure to be delivered by way of a future Planning Agreement.

Figure 1.1 Norwest Marketown, proposed landscape masterplan



Source: Realm

The Planning Proposal and subsequent development approvals to allow development may take several years. Redevelopment will then be staged over a period of time with final realisation of the Norwest Marketown vision anticipated in 2035. As a medium-term project, the focus will be to deliver a balance of progressive development, sequential transition to the Norwest of tomorrow, while continuing commercial operations serving the community, tenants and customers.

Figure 1.2 below illustrate preliminary artist impressions for the future of the site.

Figure 1.2 Artist impressions of future Norwest Marketown



Source: FJC Studios, 2023

1.2 Proposed planning controls

The Planning Proposal Justification Report, as prepared by Ethos Urban, details the intention to insert new planning provisions covering Norwest Marketown, through the amendment of the THLEP 2019. Specifically, the Planning Proposal will:

- Seek a rezoning of the site from E1 Local Centre to MU1 Mixed Use.
- Seek an increase in overall height within the site from RL116 to RL216.
- Seek an increase to Floor Space Ratio from 1.49:1 to 5.0:1, comprising a minimum ‘commercial premises’ and ‘entertainment facility’ FSR of 2.5:1 and a maximum ‘residential flat buildings’, ‘shop top housing’ and ‘boarding houses’ FSR of 2.21:1 and 854 dwellings.
- Dwelling size and mix requirements consistent with THLEP 2019 and Council’s strategic goals for housing.
- Car parking provisions in relation to dwellings, dwelling visitors, retail and commercial uses.
- Additional Permitted Uses (Schedule 1) to allow for the land uses of: recreation area, retail premises, recreation facility (outdoor), water recreation structure, waterbody (artificial) and wharf/boating facilities, within the land zoned SP2 Infrastructure within the site.
- Corresponding site-specific DCP which will address provisions such as:
 - Relationship to other Hills Shire DCP provisions
 - Urban Context
 - Desired Future Character and Principles
 - Public Domain and Open Space
 - Built Form
 - Active Frontages
 - Solar Access and Overshadowing
 - Vehicular Access and Connectivity
 - Landscape
 - Design Excellence
 - Sustainability
 - Wind
 - Staging and Implementation

The proposal is in response to the Draft Norwest Precinct Plan which was on exhibition from 2 May 2023 until 31 July 2023. According to the Draft Plan, Norwest Marketown, identified within ‘Focus Area 2’, was earmarked as being subject to ‘market driven’ change and changes to the planning framework would be driven by landowner-initiated planning proposals, along with associated amendments to the DCP, Public Domain Plan and appropriate infrastructure contribution mechanisms.

1.3 Site context

The site (shown in red outline in Figure 1.3) is situated on the northern side of Norwest Boulevard, between Brookhollow Avenue and Solent Circuit. It comprises two allotments which are legally described as Lot 2 in DP 1213272 (4 Century Circuit) and Lot 5080 in DP1008602 (6 Century Circuit). Both allotments are owned by Mulpha.

The site is immediately surrounded by Hillsong Church, Hills Epi Centre and Campus, residential apartment buildings, other retail shopping, and a man-made lake connected to Strangers Creek (refer Figure 1.4). The site is also directly adjacent to the Norwest Metro station. This station is within the Sydney Norwest Urban Renewal Corridor, and more specifically in the Norwest Precinct.

Figure 1.3 Site area and surroundings



Source: Ethos Urban

Approximately 50 businesses operate within the existing Norwest Markettown shopping centre, including a Coles Supermarket, banks, food and drink stores, medical/health care facilities, and small retail stores. The shopping centre is adjacent Carlile Swimming Norwest, a Shell petrol station and Soak City Car Wash, Liquorland, and a vacant building. There is also a large car park for the shopping centre within the site.

Images of the site area captured during a site visit on 1 December 2022 are shown in Figure 1.4.

Figure 1.4 Photos from site visit, 1 December 2023



Liquorland on Century Circuit



Carpark for Norwest Markettown shopping centre



Norwest Metro Station tunnel under Norwest Boulevard



Coles supermarket



View from Norwest Markettown onto lake



Duck feeding

1.4 Strategic planning context

1.4.1 State policies, strategies, and plans

Social Impact Assessment (SIA) Guideline

Though this proposal is not a State Significant Project, this SIA has been prepared with consideration of the Department of Planning and Environment's (DPE) (2023) *Social Impact Assessment Guideline for State Significant Projects* (the Guideline) and its Technical Supplement. The Guideline and Technical Supplement provide a rigorous framework to identify and assess social impacts that is based on international SIA best practice. Key steps of the SIA process are discussed throughout this report and more specifically in the Methodology (Section 2).

Employment lands: 2022 report on business parks

The site is within the Norwest Business Park, identified in the State Government's *Employment lands: 2022 report on business parks* as one of the major business parks (zoned area greater than 50 ha) in Greater Sydney, with approximately 140 ha of both developed and undeveloped lands zoned as B7 Business Park. The report defines the Norwest Business Park as a major employment hub in Sydney, which contains over 400 companies and businesses as well as a range of services and retail to address the needs of workers.

1.4.2 Local policies and documents

Norwest Marketown is located within the Hills Shire Council local government area (LGA). Relevant policy and strategic documents are summarised below.

Hills Development Control Plan 2012 (DCP 2012)

The DCP section about Business Development (Part B Section 6) identifies that development should consider social issues, maintain existing social qualities, and encourage economic, employment and social growth. Development should promote safety.

Draft Norwest Precinct Plan

Recently on public exhibition, the *Draft Norwest Precinct Plan* contains the relevant points for this SIA:

- Norwest Marketown is identified as the mixed-use 'active heart of the Norwest Strategic Centre', which may justify the design of landmark buildings
- Most dwellings should be within 1.2km walk of a metro station
- There are opportunities for economic and employment growth in Norwest
- Housing should address the needs of various household typologies and be diverse
- There are opportunities to deliver additional open space near Norwest Lake and Norwest Metro Station to address existing shortages, as well as improved active transport links to address existing walkability challenges
- There are existing pressures on local schools that will need to be resolved by State government to ensure future needs are addressed
- The Lake is a key attraction in the precinct and could be improved to increase visitation
- There is some traffic congestion in the precinct that will need to be addressed as the area grows.

The site is within the Norwest Central Precinct portion of the centre, and is to have a commercial and employment focus, supported by high density housing and public spaces. Its role as a strategic centre is described as a future mixed use hub, combining commercial, retail, hospitality and residential uses. The precinct should be pedestrian friendly.

Local Strategic Planning Statement: Hills Future 2036

Council's *Local Strategic Planning Statement* (LSPS) (2019) aims to manage growth and deliver infrastructure that supports residents' quality of life. The LSPS identifies Norwest as one of Council's key strategic centres that should deliver jobs and services. Other relevant planning priorities seek to support the provision of housing in the right locations, public and active transport, and adequate social infrastructure and tree canopy.

Housing Strategy

Council's *Housing Strategy* (2019) states that the Hills Shire LGA's population was predicted to increase by 80% from 2016 to 2036. To support subsequent housing demand, 38,000 dwellings were to be supplied in greenfield areas and in urban renewal areas within the Sydney Metro Northwest corridor by 2036. The document identifies urban renewal areas around station precincts (Cherrybrook, Castle Hill, Showground, Norwest, Bella Vista/Kellyville and Rouse Hill). Norwest is described as having a capacity for 2,100 additional dwellings by 2036, and 3,400 beyond 2036.

The document recognises seniors and people with a disability, affordable rental housing, students, and social housing as areas of priority. Council has identified the following planning priorities for housing:

- Plan for new housing to support a growing population
- Plan for new housing in the right locations
- Plan for a diversity of housing
- Renew and create great places
- Provide retail service and social infrastructure services.

Recreation Strategy

Council's *Recreation Strategy* (2019) supports residents in the LGA to appreciate its green and open spaces. The urban environment in the Hills Shire LGA comprises 1,181ha of existing and planned open space, 410ha of active open space, and 771ha of passive open space. There are three existing and planned playing fields in the Norwest and Bella Vista suburbs. The report suggests that the difficulty of securing land for active recreation in urban areas may be addressed by considering agreements with the private sector and local schools.

A range of criteria are defined for the provision of new passive open space. A network of active open space exists which currently does not connect to the site.

Council's planning priorities for recreation and open space over the next five years, and for the longer-term, are:

- Provide social infrastructure to meet community needs
- Provide new and upgraded passive and active open spaces
- Expand and improve the active transport network.

Productivity and Centres Strategy

Council's *Productivity and Centres Strategy* (2019) aims to support economic growth and increase employment to keep up with population demand. Norwest has a total of 327.3 ha of employment lands and centres for commercial, retail, specialised retail, light industry, and health services. The *Productivity and Centres Strategy* references data from Council's *Central City District Plan 2018* which states that the Norwest strategic centre has an estimation of 23,900 new jobs by 2036.

It is noted that Norwest may have limited capacity to house key workers, and that businesses may turn to Macquarie Park and Sydney CBD as Norwest's leading competitors for employment lands. There are several key health facilities in the Norwest area, and opportunities for additional health uses, suggesting a growing population of health care and social assistance workers.

A 'prestigious location' that attracts and retains businesses is described as one with a range of social infrastructure and amenity (childcare, restaurants, gyms, open space, active network, quality housing and schools, retail, cultural and recreation opportunities), as well as connections to public transport.

With a view to attracting skilled workers, the Strategy identifies several factors that help attracting and retaining highly skilled workers:

Primary location factors	Secondary locational factors	Personal characteristics
— Number and diversity of jobs	— Aesthetic qualities	— Life phase
— Higher education opportunities	— Social infrastructure	— Proximity to friends and families
— Housing costs	— Recreational opportunities	
— Cost of living	— Cultural opportunities and experiences	
— Efficient transport connections		

There may be an opportunity for Mulpha to influence some of these factors.

The Strategy further identifies the potential to grow the night-time economy in Norwest.

2 Methodology

This section describes the methodology that was used to prepare this SIA. The methodology is consistent with the best practice guidelines including the NSW SIA Guideline (2023).

2.1.1 *Project establishment and preliminary scoping*

The project establishment included:

- Document review including technical studies, plans and reports relating to the project as well as strategic documents to inform a preliminary scoping of social impacts
- Site visit conducted on 1 December 2022.

2.1.2 *Development of social baseline*

To understand the economic, social and environmental environment relevant for the SIA, a social baseline was developed (refer Section 3). This process involved:

- Identification and mapping of the area of social influence for the SIA
- Analysis of data to understand the demographic, social and economic composition and trends of the local community and region.
- Analysis of population projection data to understand the likely future profile of the community
- Incorporation of engagement findings and findings from relevant technical studies.

2.1.3 *Community engagement*

Community engagement is vital to ensure that the voices of those likely to be impacted by the project are included in the assessment of impacts. This SIA involved an engagement process that is described in Section 4. The community engagement findings are also included in Section 4 and throughout the report. The process included:

- Preparation of a SIA-targeted engagement plan
- Interviews with representatives from a range of stakeholder groups including Council, social infrastructure and community/business groups
- Design, publication, and letterbox distribution of an online survey to gather feedback from the local community.

2.1.4 *Impact identification and assessment*

Based on outcomes from engagement activities, technical reports and information about the project – expected and perceived impacts have been identified (Section 5). Consideration has been given to their nature (positive or negative), when they would most likely occur in relationship to project stages.

Technical reports reviewed to inform the identification and assessment of impacts included:

- Advisian, *Heritage Assessment Report*, 2023
- Ethos Urban, *Planning Proposal Report*, 2023
- Ethos Urban, *Market Potential and Retail Impact Review*, 2023
- FJC Studios, *Norwest Marketown Draft Urban Design Report*, 2023
- Gennaoui Consulting, *Traffic Impact Assessment*, 2023
- Realm, *Landscape Report*, 2023

— WSP, *Economic Impact Assessment*, 2023.

The significance of each identified impact was assessed using best practice methods detailed further in **Section 5**.

2.1.5 *Measures and residual significance*

Enhancement and mitigation measures have been developed in order to respectively enhance positive impacts or reduce negative impacts. Considering proposed enhancement and mitigation measures, the residual significance of each social impact has been reassessed to determine the social risk post-mitigation or enhancement. This process used the methods described in **Section 5**. Mitigation and enhancement measures identified for each impact have been reviewed by the project team.

2.1.6 *Limitations*

The community survey was conducted between 18 November and 19 December 2022. The proximity to the Christmas holiday period was identified by the SIA team and acknowledged by the project team however project timeframes at the time could not allow the survey to be run in 2023. There was also minimal promotion of the survey done by the project team. Despite a letter box organised by the SIA team, only 41 responses were received.

With only limited information available during engagement at this stage of the process, this has also potentially limited the possible scope of feedback that survey respondents and interview participants could provide.

The likelihood and magnitude of some impacts could not be assessed due to information not yet available at this stage of the planning process.

3 Community profile

3.1 Social locality

There is no standard or prescribed definition of a ‘social locality’. A social locality, similar to a social area of influence, must be defined for each project considering its nature, its potential impacts and surrounding communities.

Due to the nature of the project, the core communities of relevance are the site area and local area communities, which include staff and tenants in the existing Norwest Marketown Shopping Centre and businesses and residents in the Norwest suburb. Detailed data is provided in Appendix A1, and key characteristics are summarised in **Section 3.2**.

For this project the key areas of the social locality (shown in **Figure 3.1**) are identified as:

- **Site area:** comprising the proposed site containing the existing Norwest Marketown Shopping Centre tenants, Shell Petrol Station, Liquorland, and Carlile Swimming Centre (shown in orange in **Figure 3.1**). Business tenants and owners as well as customers and other users of the site are relevant communities at this level. Data for this area has been collected using findings from a site visit, stakeholder interviews and the online community survey.
- **Local area:** Shown in brown in **Figure 3.1**, the local area contains the community most likely to be directly impacted by the project by amenity impacts both during and following construction. Data for the local area has been collected using ABS Census data for Norwest - Suburbs and Localities (SAL), and findings from stakeholder interviews and the online community survey. It is noted that a significant portion of the SAL is comprised of the Castle Hill Country Club, with low population numbers north of Spurway Drive and Rosetta Crescent.
- **Regional area:** Shown in blue in the inset map in **Figure 3.1**, the regional area contains the broader community likely to experience direct or indirect impacts as a result of the project, from an accessibility to housing, retail and employment perspective, and has been used as a point of comparison for the local area. Data for the regional area has been collected using ABS Census data for Baulkham Hills Statistical Area 3 (SA3), and findings from stakeholder interviews and the online community survey. The Marketown centre’s trade area, as described in data provided by Marketown, corresponds to the Baulkham Hills (West)-Bella Vista SA2 which is incorporated within the SA3. The Main Trade Area described in Ethos Urban’s Retail Impact Review is also relatively similar to this regional area.

This baseline has also considered ABS Census data for NSW as a point of comparison for the local and regional areas. There may also be direct or indirect economic impacts felt on an area larger than the regional area (e.g. an area incorporating the Blacktown, Cumberland, Hawkesbury, The Hills, Hornsby and Parramatta LGAs), as described in the Economic Impact Assessment. This will be discussed where relevant.

Figure 3.1 Social locality



Source: WSP 2022

3.2 Existing community

3.2.1 Way of life

How people live, how they get around, how they work, how they play, and how they interact each day.

How people use the site

There are currently no residential uses on the site. In addition to shops and services, Marketown contains a food court with a range of food options. There are three vacancies at the moment. Data from Marketown management described a monthly traffic of approximately 300,000 people on average, noting that over a third of this is driven by one of the major fast food chains. This corresponds to an average of about 10,000 people a day. The data also notes a key influx of corporate customers during lunch time on weekdays. There is also significant traffic from Hillsong during special events and services. Evenings and weekends attract fewer visits particularly in the food court. Consultation identified that many people enjoy having a range of restaurants within walking distance from their homes to visit for lunches and dinners. The lake is another important aspect of the site that surrounding communities enjoy using for recreation and social interaction.

It is noted that upgrades are currently being completed including a renovation of the Food Court area, wayfinding to drive further foot traffic to the food court during non peak periods, as well as multiple centre improvement works to improve the overall presentation of the Centre.

As per the *Traffic Impact Assessment* (TIA, Gennaoui Consulting, 2023), a survey identified that during morning peak, about 660 vehicles entered/exited the Marketown site, and 1,020 vehicles during the afternoon peak. This is an indication

of the number of users and patrons of the site. The traffic consultant also notes that the shopping centre generated approximately 23% more car trips during the morning peak prior to the metro becoming operational. Afternoon peak trip generation has remained similar.

How people live

There is a total of 2,040 dwellings in the local area. As previously mentioned, many residential developments are currently under construction in the suburb with approximately 3,000 dwellings planned to be delivered. Surrounding apartment developments include Norwest Quarter (Mulpha), The Orchards (Sekisui House) and Infinity Park (Haitchin).

A large portion of housing in the local area is high density with more than half of all occupied private dwellings in the local area being flats or apartments (53.5%). In comparison, the regional area is characterised by lower to medium density housing with the vast majority of dwellings being separate houses (78.1%) and a very small proportion of flats or apartments (10.0%).

There is no social housing in the local area. Some social housing is found in Baulkham Hills and Castle Hill.

How people work

Similar proportions of residents in the labour force in the local and regional area work full-time (58.1% and 58.9% respectively), part-time (26.3% and 27.5%), away from home (10.6% and 9.3%). The unemployment rate in the local area is the same as NSW, though minimally higher than in the regional area (4.9% compared to 4.3%).

The top three industries of employment in the local area are computer system design and related services (5.1%), hospitals (except psychiatric hospitals) (3.1%), and accounting services (2.5%). The top industries are the same in the regional area, besides banking (3.5%) ranking higher than accounting services. The majority of workers in the local and regional areas (54.6% and 53.8% respectively) have occupations of professionals or managers.

Council's *Draft Norwest Precinct Plan* describes that the Norwest Centre accounts for 45% of total jobs in the LGA, with high levels of specialisations in health, retail and professional services. An increase of 7,750 jobs is estimated by 2041 as a baseline scenario. There is a strong employment and commercial focus placed by Council on the site and surroundings.

Significant proportions of the populations in both areas worked from home on the day of the Census (46.9% and 47.7%, respectively). This is reflective of the significant proportion of professional workers in each area (discussed in Section 3.2.6: Livelihoods) and is also likely a result of the Covid-19 pandemic that resulted in many more people working from home than previously. This data should therefore be used with caution.

How people get around – Methods of transport

Of people that worked on the day of the Census, noting high levels of working from home due to Covid-19 at the time the Census was conducted, the local area had a lower reliance on private cars (29.6%) compared to the regional area (35.3%), and a slightly higher reliance on public transport (5.4% compared to 3.6%, respectively). The majority of public transport users in the local area travelled via train/metro (60.8%). Very few people in the local area walked to work (2%), however the proportion of the population that walked is greater compared to the regional area (0.8%).

As per the *Traffic Impact Assessment* (TIA, Gennaoui Consulting, 2023):

- There are bus stops located on either side of Norwest Boulevard, connecting the site to Castle Hill, Paramatta, and the City. The Norwest Metro Station connects the site to Chatswood, and the North West Metro Line will eventually connect to the Sydney CBD.
- Traffic volumes along Norwest Boulevard and Century Circuit typically peak between 8.15am and 9.15am and between 4.15pm and 5.15pm. Each road has been assessed at good and very good levels of service, respectively. This is an indication of the existing quality of traffic flow, speed, density and congestion.
- During morning peak, about 660 vehicles entered/exited the Marketown site, and 1,200 vehicles during the afternoon peak. This is an indication of the number of users and patrons of the site.

There are footpaths on either side of all roads within the vicinity of the site. The site does not appear to be connected to existing cycling infrastructure.

Consultation findings indicate that there is a high reliance on cars for non-work related travel such as grocery and retail shopping.

Social interaction

Consultation found that people in the local area enjoy spending time with friends in the local restaurant and dining precinct surrounding Norwest. It was noted that there used to be a large Chinese restaurant in the precinct that has closed down. The lake foreshore also provides opportunities for passive interaction, with many interviewees noting that people enjoy feeding the fish in the lake, walking along the banks, and spending time in the green space outside of Norwest Marketown.

Other opportunities for social interaction include a range of community facilities and open space and recreation spaces (discussed in **Section 3.2.4**).

3.2.2 Community

Composition, cohesion, character, how the community functions, resilience, and people's sense of place.

Norwest Marketown tenants and employees

There are approximately 50 tenants in Norwest Marketown and the surrounding pad sites, including Coles Supermarket, Liquorland, Shell Coles Express, banks, specialty retail, and food and beverage offers. Many of these tenants have been in the centre for long periods representing a long-standing community. Eight of the tenants have been at Marketown for over 10 years, 11 for five years or more, 21 for two to three years, and 11 for less than one year. Data provided by Mulpha shows that approximately, as at April 2023, 718 work at Marketown. The majority of these people are employed by Coles (over 20%) and the Carlile Swim Centre (12%). Approximately 30% of businesses employ less than five employees, another 25% employ between five and 10 employees, and 27% employ between 10 and 30. The smallest businesses are typically service-based (e.g. dry cleaning, allied health, hair dresser, phone repairs). There are currently two vacancies within the food court area.

Marketown currently supports local groups via community projects (e.g. local schools, Salvation Army and Castle Hill Lions and Rotary Clubs).

Broader community composition

The local area is home to 4,688 people, mostly south of Rosetta Crescent and Spurway Drive. There are 154,767 people in the regional area. The local area shows:

- A younger population in the local area, with a median age of 37 years, compared to 41 in the regional area, and 39 in NSW
- Larger proportions of those aged 25 to 34 years, known as the young workforce (17.7% compared to 8.9%) and seniors, aged 70 to 84 years (12.9% compared to 10.2%). In comparison the regional area has a greater proportion of older workers and pre-retirees aged 50 to 59 years (13.0% compared to 8.7%).
- An average 2.5 people per household compared to 3 in the regional area, reflecting smaller sizes with fewer children. The largest proportion of families in the local area are couples without children (47.3%) followed by couples with children (39.5%). This trend is reversed in the regional area with over half of all families (58.1%) being couples with children and roughly a third couples without children (31.2%).
- Lower proportion of residents aged 17 years and under in the local area (17.4%) compared to the regional area (23.8%) where a greater number of families are couples with children.
- A significant proportion of lone person households in the local area (22.1%) and a larger proportion of group households (5.0%) compared to the regional area (1.3%).

The characteristics of the local community are typical of a large younger workforce population.

There is significant development in the area with approximately 3,000 new dwellings being delivered in the Norwest suburb, as well as a new aged care facility, and other several residential developments recently completed. The local community has therefore experienced significant change in the last few years, and this is expected to continue as developments progress and densities intensify.

Values/sense of place

Community values in the Hill Shire include “community spirit, leadership, balance, safety, accessibility, natural beauty. Proactivity, families, and innovation.”¹

In an article posted on the Norwest City website, Norwest Community Association regards Norwest as a community with a reputation for warmth and a high level of participation.² The online survey asked respondents to describe what they like most about the local area. Responses included the following characteristics:

Mixed-use nature with residential and commercial spaces	The local amenity – “beautiful”
Convenience and ease of access of having everything in one place (e.g. shopping, transport, open space and recreation, entertainment, restaurants, golf course)	The local community – friendly people “Open low-rise buildings, not concrete jungle”
Accessibility with proximity to the Sydney Metro	The area’s “village feel”

Consultation highlighted that local people value the sense of community and convenient access to facilities and services in the area, including hospitals and transport.

Community participation

In the local area between 2020 and 2021, 16.9% of people did voluntary work through and organisation or group, compared to 14.7% in the regional area, and 13.0% in NSW. This indicates that the local area may have a higher level of community participation compared to other areas of NSW. “Volunteering is a uniquely good indicator for community wellbeing as it captures social connections, physical and mental health, sense of purpose, and connection to place.”³

3.2.3 Culture

Both Aboriginal and non-Aboriginal, including shared beliefs, customs, practices, obligations, values and stories, and connections to Country, land, waterways, places and buildings.

There is no available data about existing tenants in relation to cultural backgrounds.

This section will therefore focus on the local and regional areas.

Aboriginal and/or Torres Strait Islander people

The site area is on Dharug Country in the Deerubbin Local Aboriginal Land Council (LALC).^{4 5} The local area and regional area have significantly lower proportions of Aboriginal and/or Torres Strait Islander people (0.4% and 0.5%, respectively) compared to the average across NSW (3.4%).

Other cultural groups

Just under half of residents in the local area were born in Australia. The largest proportion of people born overseas were born in India and China, followed by England, the Philippines and the USA. The most commonly spoken non-English languages used at homes are Mandarin (9.0%), Hindi (3.3%), Cantonese (3.3%), Tamil (2.3%), and Korean (2.2%).

¹ The Hills Shire Council 2018, [Information guide](#)

² Norwest City 2021, [Norwest Community Association – Valuing Community and Relationships](#)

³ Volunteering Australia 2022, [Volunteering and wellbeing](#)

⁴ The Hills Shire Council 2022, [‘A brief history of the Shire’](#)

⁵ Aboriginal Affairs NSW 2022, [Interactive Boundary Map](#)

Engagement indicated that a large proportion of people attending the centre for swimming lessons are Indian families which is reflective of the Census data.

Heritage items

As per the Heritage Assessment prepared by Advisian (2023), there are no heritage items on the site. There are heritage items of local or State significance some 600m from the site or beyond (including Bella Vista farm some 1.5km south-west of the site).

3.2.4 Accessibility

How people access and use infrastructure, services and facilities, whether provided by a public, private, or not-for-profit organisation.

How people use and access Norwest Marketown

Responses to the online survey highlight that most people use the existing Norwest Marketown for the supermarket (94.9%) and cafes, dining and entertainment (87.2%). The petrol station (56.4%) and retail shopping (51.3%) are also utilised by many respondents, while Carlile Swimming Centre (5.1%) was used by far fewer respondents. No respondents to the survey used gym or childcare services. Other services noted by respondents included the medical centre (noting this is not within the site, but east of Century Cct), dentist, and dry cleaning.

The local area is therefore a multipurpose destination for many and may be accessed for a single or multiple reasons within one trip.

The shopping centre is accessible by car, bus, active travel, and by train. Norwest Marketown has a 524 space car park located off Century Circuit, providing two-hour free parking to visitors.⁶ Data provided by Marketown management identified a shortage of car parking spaces and existing traffic congestion during peak hours.

Travelling by bus, the shopping centre can be accessed by the 623 (Rouse Hill to Pennant Hills), 662 (Castle Hill to Parramatta), 660 (Castlewood to Parramatta), and 730 (Castle Hill to Blacktown) routes. The adjacent Norwest Station (accessible via a tunnel under Norwest Boulevard) provides access via the Tallowong to Chatswood Metro line. Residents living locally can also access the centre by foot, cycling, or other means of active transport.

Other significant retail and commercial uses

As noted in the *Market Potential and Retail Impact Review* (Ethos Urban, 2023) identifies, other competitive retail centres exist in the regional area, including:

- Circa Retail in Norwest: neighbourhood centre with one major tenant and 18 speciality shops
- Castle Towers in Castle Hill: super regional centre with 10 major tenants and 276 specialty shops
- Castle Hill Shopping Centre in Castle Hill: neighbourhood centre with one major tenant and 38 specialty shops.

Other significant retail exists just outside the regional area e.g. Rouse Hill, Blacktown and Parramatta.

Limited visitor accommodation exists in the regional area with one upper mid facility (Punthill Norwest) and three upscale hotels (Rydges, Mantra and Grand Mercure). Community facilities in the local area

Public open space and recreation:

- Carlile Swimming Centre (more information below)
- Fairway Drive Reserve (half basketball court, playground)
- Fairmont Avenue Reserve

⁶ Norwest Marketown 2022, '[Getting Here](#)'

- Castle Hill Country Club (surrounded by high fencing and membership required for access)
- Strangers Creek Park (open space and walking paths beside Norwest Quarter display home centre)
- Evesham Court Reserve

Consultation with Carlile Swimming Centre highlighted that the centre plays an important role in the community in teaching children, and some adults, how to swim. The vast majority of students are school aged children.

Other private opportunities exist close to the site e.g. Badmintonworx and private gyms.

Other recreational opportunities available to the local area but located in the regional area, within 2km of Marketown. Main ones include:

- Francesco Crescent Reserve (just outside 2km) (double sportsfields for soccer and cricket, playground, half court basketball)
- Bella Vista Oval Reserve (soccer and cricket) and two tennis courts
- Bella Vista Village Green Reserve (playground and half basketball court)
- Hilltop Park (playground)
- Charles McLaughlin Reserve – cricket pitch/clubhouse
- Brighton Drive Reserve (one field for soccer)
- Balmoral Road Reserve – major sports complex 30 minute walk from the site, with four multipurpose fields for cricket, soccer, AFL; four tennis courts and two multipurpose courts, playground
- McKillop Drive Reserve (playground and open field)
- Crestwood Reserve 30 minute walk from the site (skatepark, Hills District Rugby League fields, outdoor gym, tennis courts, dog park)

As identified in Cred's CBA (2023):

- There are two parks within 400m of the proposal boundary (linear parks), and six parks within 800m
- Nine sports spaces are within 1,500m and include sports fields and courts.
- There is a need for new and/or improved public open space and recreation facilities in the area, for all ages and abilities. There is a need for spaces where people can socialise.

As identified in Council's *Draft Norwest Precinct Plan*, there is very limited available open space, both passive and active, in proximity to the site. Other existing spaces and facilities located in the periphery of the Norwest Centre already service other precincts.

Community centres and libraries:

There are no community centres within 800m of the site boundaries. Closest centres are listed below, located in Bella Vista and Baulkham Hills. The closest library is the Castle Hill library, some three kilometres from the site.

No feedback was received during engagement regarding existing facilities and needs, or any potential gaps.

- Village Green Community Centre
- Girl Guides Hall Crestwood Reserve
- Crestwood Community Centre

Health care:

The local area is well serviced by health care services. There are three general practices in Norwest with approximately 20 general practitioners available and four specialists. Dental services can be found within Norwest Marketown. Other dental services are located across the lake and beyond in the local area.

The closest hospitals to the site are private hospitals. The closest is in the local area on the opposite side of the lake to Norwest Marketown (Lakeview Private Hospital). Other private facilities with an emergency department are in Bella Vista (Norwest Private Hospital) and in Baulkham Hills (both approximately seven minutes' drive from the site). The

nearest public hospital is Blacktown Hospital located in Seven Hills (approximately 17 minutes' drive from the site), noting a new hospital is planned in Rouse Hill which will be within similar driving distance.

There are also a wide range of specialist services available to local area residents both within the suburb, and at short distances within the regional area.

Child care centres:

There are seven child care centres within the local area providing a total number of 584 spaces (plus undisclosed number of family day care spaces). Of these, one is a family day care, two provide outside of school hours care (OSHC), and five provide long day care services. These centres are summarised in Table 3.1.

Table 3.1 Child care centres in the local area, 2023

Service name	Type	Service	Number of places
Kinda Mindi Early Learning Centre (within Norwest Marketown)	Family day care	Day care	40
Hillsong Child Care Centre (within Hillsong Campus adjacent to the site)	Centre-based care	Long day care	40
Only Early Learning Centre Norwest (Columbia Way)	Centre-based care	Long day care	98
Papilio Early Learning Norwest (Lexington Drive)	Centre-based care	Long day care	72
The Island OOSH (Inglewood Place)	Centre-based care	OSHC – before/after school, and vacation care	109
Young Scholars at Norwest	Centre-based care	Long day care, OSHC – before/after school	105
Nukids Early Learning (Brookhollow Avenue).	Centre-based care	Long day care	120
Total			584

Source: ACECQA 2023, Service search

Engagement identified that the Nukids facility may close in the near future and that most child care centres are relatively full.

Schools:

There are no schools in the local area. The site is within the catchment of Bella Vista Public School, which opened in 2019 and is located just outside of the local area. The school is a primary school (K-Year 6) with 639 enrolments, and employs 37.7 full-time equivalent (FTE) teaching staff and 8.2 FTE non-teaching staff.⁷ The site also adjoins the catchment of Crestwood Public School.

Engagement identified that Bella Vista Public School is currently under pressure with rising demand. There has been changes to intake areas to release some of this pressure onto Crestwood Public School, which will see a rise in enrolments in the near future.

The site is within the catchment of the Crestwood High School. No significant pressures on high schools were identified during engagement.

⁷ ACARA 2023, [My School](#)

Hillsong Church Hills Campus:

The southern and western sides of the site are surrounded by Hillsong Church Hills Campus. This site consists of a large church building, a church college building, another large sized building accommodating the Hillsong Church Epi Centre, and a very large carpark. It also includes a child care centre.

3.2.5 Health and wellbeing

Physical and mental health especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health.

There is no available data about existing tenants in relation to health and wellbeing.

Data provided by Marketown management described existing risks of slips for users going into the lower car park using the ramp and stairs.

This section will therefore focus on the local and regional areas, and identify groups potentially more vulnerable to change.

Need for assistance

In the local area, 3.3% of people have needs for assistance in one or more of the three core activity areas of self-care, mobility, and communication due to long-term health conditions (lasting six months or more), a disability, or old age. This suggests that some users of the site may require disability access or access to support services. The regional area has a further 6,447 people with core activity need for assistance (4.3% of the population). Additionally, there are 311 people (7.8%) in the local area and a further 13,618 (11.2%) in the regional area providing unpaid care for people with a disability, health condition, or old age.

Health conditions

Approximately 6.5% of people in both the local area and regional area suffer from arthritis, which is below the NSW average and reflects the younger population. Approximately 5.5% suffer from asthma in the local area and a further 9.1% suffer from diabetes or heart or lung condition. In addition, 4.7% suffer from mental health conditions, which is below the NSW average as well.

Lakeview Private Hospital

Lakeview Private Hospital is located directly on the other side of the Strangers Creek Lake. Patients within the hospital may be more vulnerable to impacts than other community members as they may be suffering or recovering from a range of illnesses or injuries.

3.2.6 Livelihoods

People's capacity to sustain themselves through employment or business.

There is no available data about existing tenants in relation to income or disadvantage. Anecdotal comments received during the engagement process identified that some of the businesses are family businesses. In addition, some businesses operating in the food court were hit badly during Covid-19 and some of them have not recovered properly. These businesses may be more vulnerable to change.

It is noted that the majority of leases are due to expire in 2026 or 2027 (or later), noting that demolition/construction is planned, at this point, to start in 2027.

This section will therefore focus on the local and regional areas.

Income

The median weekly household income is significantly lower in the local area (\$2,207) compared to the regional area (\$2,732). However, these incomes in both of these areas are significantly higher than the rest of NSW (\$1,558).

There are similar proportions of households in the local area (9.5%) and regional area (9.7%) with weekly household income less than \$650, both significantly lower than NSW (16.3%).

A significantly smaller proportion of households in the local area (34.9%) have weekly household incomes of \$3,000 or more compared to the regional area (45.8%), which is significantly higher compared to NSW (26.9%).

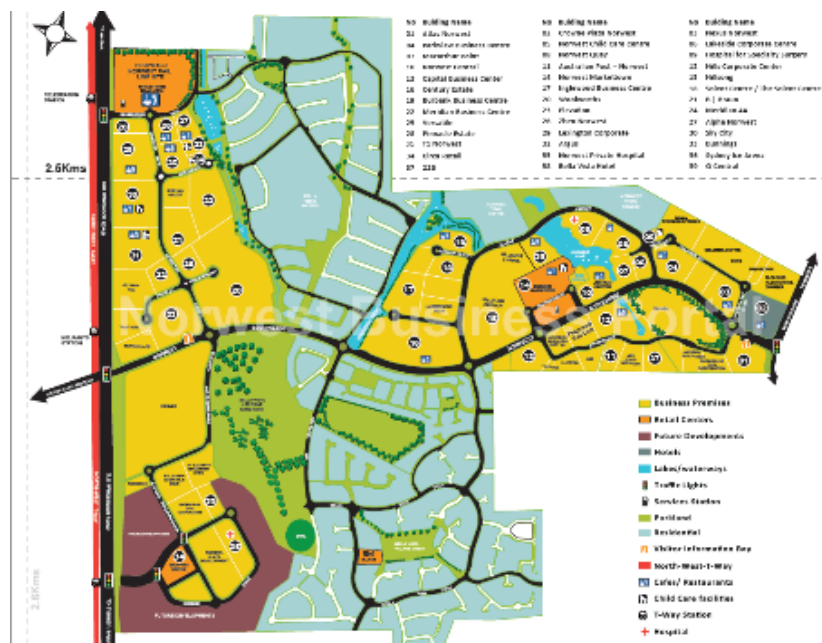
Housing stress

The local area has 31.1% of rental households paying rent payments greater than 30% of household income, and 23.8% of mortgage holders paying mortgage payments greater than 30% of household income. It is important to note that this data does not necessarily represent a true reflection of housing stress experiences experiencing housing stress, as it includes all households and only low-income households. However Profile.id data identifies that portions of the local area show higher proportions of mortgages or rents as part of household incomes compared to other areas in the LGA. In addition, Council's *Housing Strategy* (2019) notes that only 16% of households rent their homes in the LGA, however this increases to approximately 40% in the local area. This Strategy also identifies that approximately 6% of households in the LGA suffer from rental stress and may need affordable options. Engagement identified that portion of business operators live in the Hills, some others further afield. This is not sufficient data to understand to be able to judge levels of housing stress for the tenant community.

Norwest Business Park

Norwest Markettown is located within Norwest Business Park (see **Figure 3.2**), with over 300 companies and other supporting businesses. The Norwest Business Park accommodates 20,000 employees (anticipated to increase to over 35,000).⁸

Figure 3.2 Norwest Business Park



Source: Norwest Association n.d., [Location plan](#)

Socio-economic disadvantage

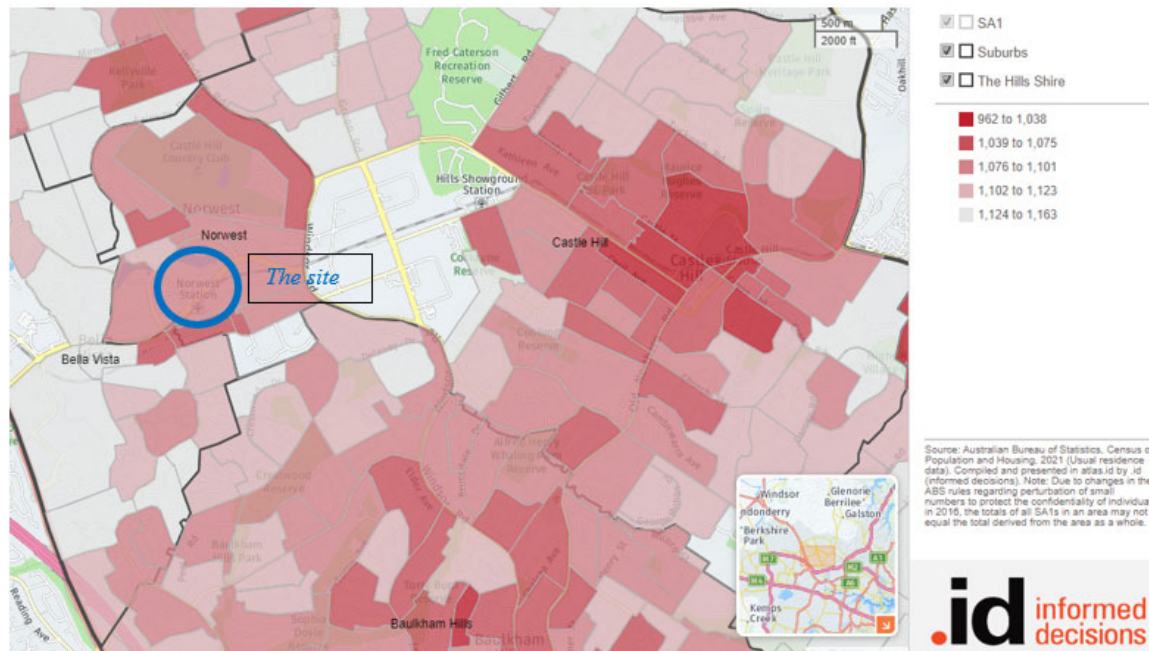
Disadvantage

The ABS Socio-Economic Index for Areas (SEIFA) Index of Relative Socio-economic Disadvantage (IRSD) contains only disadvantage indicators (e.g., unemployment, low incomes or education levels, lack of internet access). As shown in

⁸ Norwest Business Park n.d., [About Us](#)

Figure 3.3, the immediate vicinity of the site has lower levels of disadvantage. There are pockets of relatively more disadvantaged households within a strip to the south of the Norwest Boulevard, and further east and south in Castle Hill and Baulkham Hills.

Figure 3.3 Index of Relative Socio-economic Disadvantage, 2021



Source: profile.id

3.2.7 Surroundings

Ecosystem services such as shade, pollution control, erosion control, public safety and security, access to and use of the natural and built environment, and aesthetic value and amenity.

Public safety and security

The most prominent crime in Baulkham Hills (including Norwest suburb) from July 2021 – June 2022 was theft with 1,090.9 incidents per 100,000 people compared to 2,002.7 in NSW (see Figure 3.4).⁹ There was a zero incident rate for homicide and robbery.

In 2023, there are several domestic assault hotspots surrounding the Markettown site that seem to have emerged in the last few years. There were also alcohol-related assault hotspots in similar areas in 2022.

Aesthetic value and amenity

Consultation findings highlighted that the current aesthetic value of the Norwest Markettown shopping centre is low, with stakeholders suggesting that the centre is becoming run down and in need of upgrades. Many survey respondents (74.4%) also identified that improved amenity and visual appearance of the centre would be beneficial, suggesting that the current amenity and visual appearance is poor.

Directly south of the Markettown site are two to three-storey commercial buildings. One to two storeys dwellings are found further west and south. Overall the locality has a highly commercial atmosphere. Residential towers just north of the site can be seen from the Norwest Boulevard and are the tallest structures in this area. The grassed areas surrounding the Hillsong campus allows efficient screening of large car parking areas.

⁹ BOCSAR 2022, [NSW Crime Tool](#)

3.2.8 Decision making systems

The extent to which people can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms.

Refusal of previous development application

In June 2017 Mulpha and architect FJC submitted a similar proposal with nine buildings with a maximum height of 158m, a total of 1,056 apartments, 84,000 square metres of commercial spaces, and 26,000 square metres of retail space, along with several community spaces. No consultation was conducted at the time.

The proposal was refused by DPE in September 2017. While the proposal was considered to have some strategic merit, there were concerns in relation to building height and scale and effects on views, solar access and overall amenity for adjoining sites. There were also concerns about impacts on the transport system and the absence of information about necessary upgrades to infrastructure due to the additional commercial, retail and residential density, particularly passive and active open space for future residents. Other issues included a lack of clarity regarding accessibility for pedestrians, and a lack of options for sustainable transport¹⁰.

Implications of the baseline

The site and its community (businesses, customers and visitors):

- There are about 50 tenants on the Marketown site, some have been long-standing tenants for over 10 years
- Tenants are broadly aware of the redevelopment plans, without further detail
- Dining and entertainment is a highly valued offer in Marketown
- The area is not easily walkable or cyclable, apart from the Lake area
- Users currently like the convenience and ease of access within Norwest, and the friendly local community and village feel
- Users don't value the aesthetics of the Marketown area with the area being in high need of upgrades. People generally prefer open low-rise buildings rather than a concrete jungle
- The Lake is a very valued place for the passive recreation opportunities it provides
- There is existing social infrastructure within the site (e.g. child care, swimming centre, open space along the Lake and boardwalk).

In the local area:

- The characteristics of the local community are typical of a large younger workforce population. There is significant high density development in the area and the community will continue to change in the future, with increasing densities
- Housing in the local area is predominantly high density with no social housing. While incomes are typically higher in the local area compared to NSW, they are lower in the local area compared to the regional area and there may be higher levels of housing stress
- There is a growing student and health care /key worker population
- There are already high proportions of multicultural diversity

¹⁰ Hills Shire Council, Ordinary Meeting of Council 27 June 2017 agenda and minutes

- There are generally low crime rates in the area but there are domestic assault and alcohol-related hotspots around the site
- There are existing community facilities on the site e.g. child care, recreation, parks and sports spaces and health facilities in the broader area. There is a shortage of open space and a need for new and/or improved public open spaces and recreation facilities
- The local public school is experiencing pressures due to population growth.

4 Community and stakeholder engagement

4.1 SEIA engagement activities

The SIA team has worked closely with the proposal team to communicate with the community, identify potential positive and negative impacts, and provide opportunities for feedback. Engagement methods included:

- An online survey to maximise community input with 41 responses.
- Total of 11 semi-structured online video interviews conducted between December 2022 and May 2023, with:
 - Norwest Association Ltd (body corporate responsible for maintaining development standards in Norwest Business Park under the Norwest Master Scheme)
 - Sydney Hills Business Chamber
 - Carlisle Swimming Centre
 - Norwest Community Association
 - Norwest Marketown centre management representative
 - Three Norwest Marketown tenants identified by WSP or Mulpha
 - School Infrastructure NSW (SINSW)
 - Western Sydney Local Health District (WSLHD).

The SIA team also attended a meeting with strategic planners from the Hills Shire Council.

A standard discussion guide is provided in Appendix A2. Findings from the consultation process have been de-identified to ensure anonymity. Findings are distilled throughout the report, however key findings are summarised below.

4.2 Online community survey findings

The online community survey was hosted on Zoho and was open to the public from Friday 18 November to Monday 19 December 2022. A flyer with information about the proposal and a QR code to access the online survey was distributed to 721 houses and businesses within 400m of Norwest Marketown Shopping Centre. A copy of the distributed flyer is available in **Appendix A2**.

There was no further promotion of the survey and only 41 responses were received.

Locality and demographic of respondents

Approximately 65.8% of respondents live in the Norwest suburb, 19.5% of respondents work in a business nearby Norwest Marketown shopping centre, 4.9% own a business in the existing Norwest Marketown shopping Centre, and 7.3% live within a 10 minute drive of Norwest Marketown. A further 2.4% of respondents selected 'Other' and specified working within Norwest Business Park.

In total, 74.4% of respondents stated that they live in postcode '2153' which comprises of Norwest, Baulkham Hills, Bella Vista, and Winston Hills.

The majority of respondents were aged over 45, with 60% aged between 45 and 64, followed by people aged between 65-74 (22.5%). Only 10% of respondents to the survey were aged below 45 years. No respondents were aged under 18 years or 25-34 years old.

What people enjoy about the Norwest suburb

Out of all respondents, over half (58.5%) appreciate the convenience and ease of access to shops, services, restaurants, Metro, open green spaces and walking tracks, and employment. Many respondents noted access to the Metro (22.0%) and public transport generally (7.3%) as elements they liked about the suburb. The lake was also mentioned by 19.5% of respondents. Walkability (17.1%), open spaces (17.1%) and greenery (12.2%) were also popular aspects of the suburb. There were also comments describing Norwest as a ‘commercial hub’, ‘a great Central Business District’, with a ‘mixed use nature’.

Use of Norwest Marketown

The vast majority of respondents use Norwest Marketown for the supermarket (Coles) (94.9%). A large proportion of respondents also use the centre for cafes, dining, and entertainment purposes (87.2%). Just over half of respondents also use the centre for retail shopping (51.3%) and the petrol station (56.4%). Small proportions of respondents noted use of the Carlile Swimming Centre. The medical centre, dental and dry cleaning services were also recorded by one respondent each. No respondents noted use of the childcare centre or the gym.

Of 17 respondents that identified that they do not use Norwest Marketown for the above services, the vast majority noted that they go to Castle Towers in Castle Hill (76.5%), followed by Kellyville Village (29.4%), and other unspecified areas (17.6%). One respondent noted that there is ‘more range’ at Kellyville and Castle Hill.

Potential benefits and enhancement

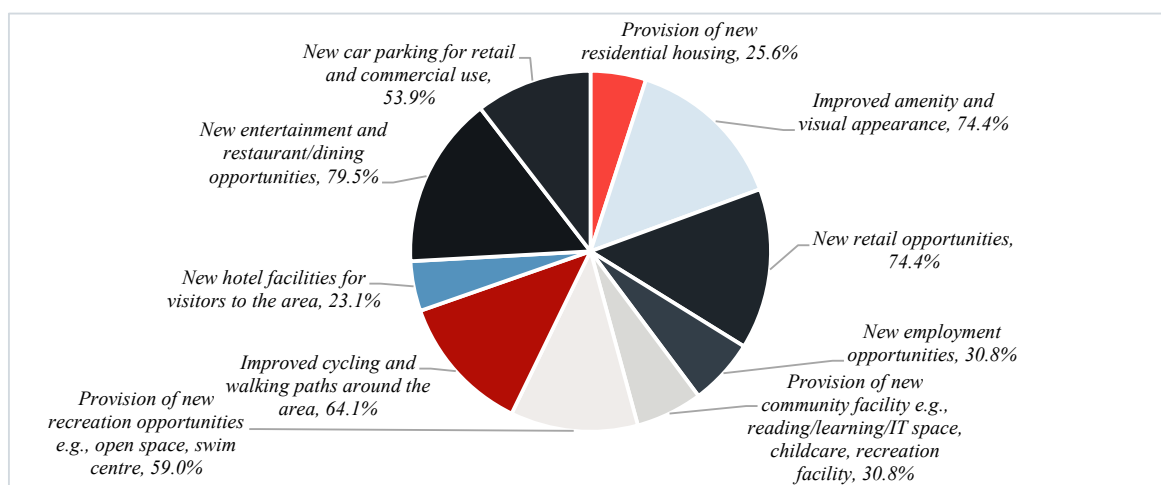
Respondents were asked to select the potential benefits they thought the proposal would have (39 respondents (95.1%) answered this question).

Benefits that were selected by most include: improved amenity and visual appearance (74.4%), new retail opportunities (74.4%), and new entertainment and restaurant/dining opportunities (79.5%).

More than half of respondents also believed that new car parking for retail and commercial use (53.9%), improved cycling and walking paths around the area (64.1%), and provision of new recreation opportunities (59%) would be beneficial.

The provision of new residential housing, new employment opportunities, provision of new community facility and recreation facility, and new hotel facilities for visitors in the area were all identified as potential benefits and were typically selected by 25-30% of respondents. Identified benefits are illustrated in **Figure 4.1**.

Figure 4.1 Potential benefits of the proposal



Source: WSP 2022, Norwest Marketown Planning Proposal Survey

One respondent selected the option to note other potential benefits of the proposal not listed in the survey, noting ‘significantly more office commercial space for jobs growth’.

Significance of benefits

Participants were asked to rank the potential benefits they had identified from 'not at all significant' to 'very significant'. More than half of respondents that identified new entertainment and restaurant/dining opportunities or improved cycling and walking paths around the area as benefits felt this would be 'very significant'. Nearly half also thought the new retail opportunities were a very significant benefit.

Overall, benefits that were identified as having the highest levels of significance with over 80% of 'significant' and 'very significant' responses, were:

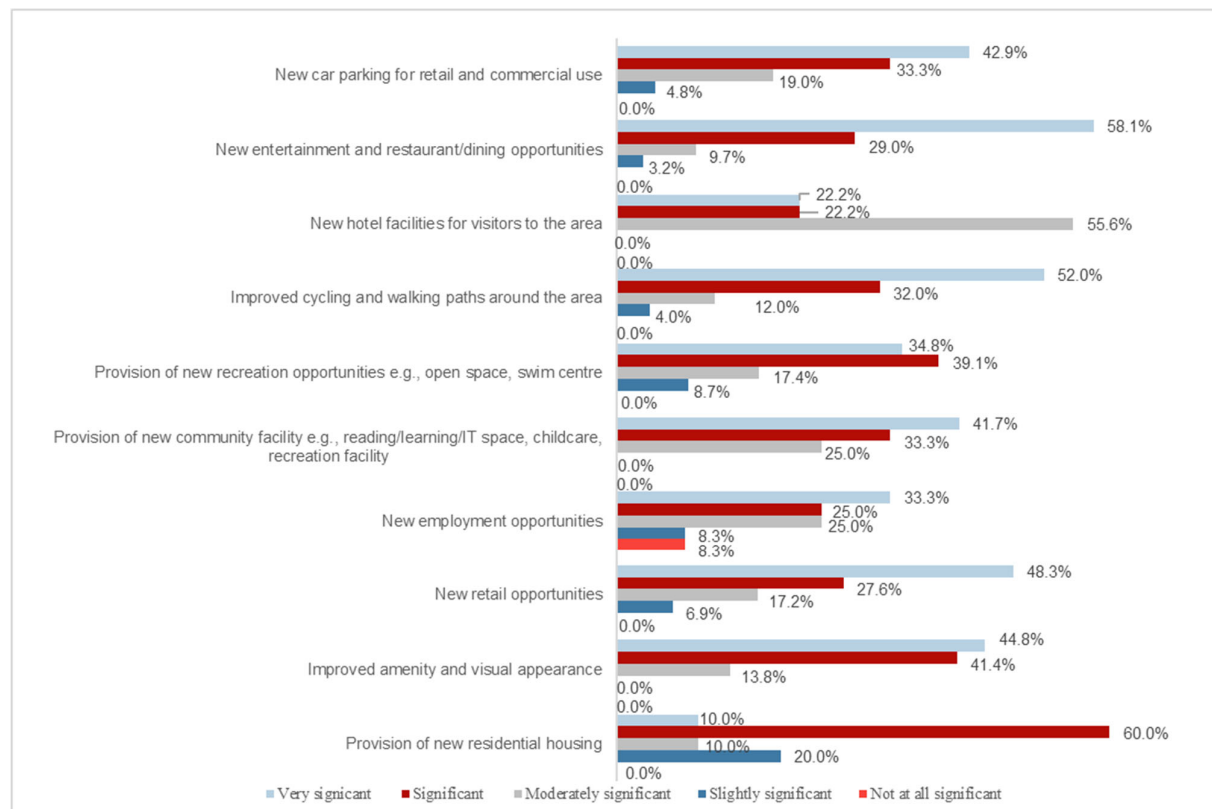
- Improved cycling and walking paths around the area
- Improved amenity and visual appearance
- New entertainment and restaurant/dining opportunities.

Overall, benefits that were identified as having the least levels of significance with under 60% of 'significant' and 'very significant' responses, were:

- New hotel facilities for visitors to the area
- New employment opportunities.

Significance ratings for each of the identified benefits are displayed in Figure 4.2 below, noting that proportions are of people that selected each of the benefits, not of the total number of survey respondents.

Figure 4.2 Significance of the potential benefits of the project



Source: WSP 2022, Norwest Marketown Planning Proposal Survey

Proposed enhancement measures

Enhancement measures to maximise the benefits of the project were discussed by 53.7% of respondents (open ended question). The suggestions made by participants were:

- Improvements to Marketown itself, with more retail so there is less need to travel outside Norwest, better food court, more major retailers
- Traffic management: Improve traffic congestion and flow during peak hours, traffic lights at the roundabout of Norwest Boulevard and Lexington Drive
- More car parking including undercover
- Electric charging stations for electric vehicles
- More office commercial space for jobs growth
- Reduce residential provision
- More open space and parks for outdoor gatherings as well as dog parks
- Broader economic development, by attracting businesses to expand or move to the Norwest
- Limit high rise to no more than current Esplanade buildings.

Potential negative impacts and mitigation

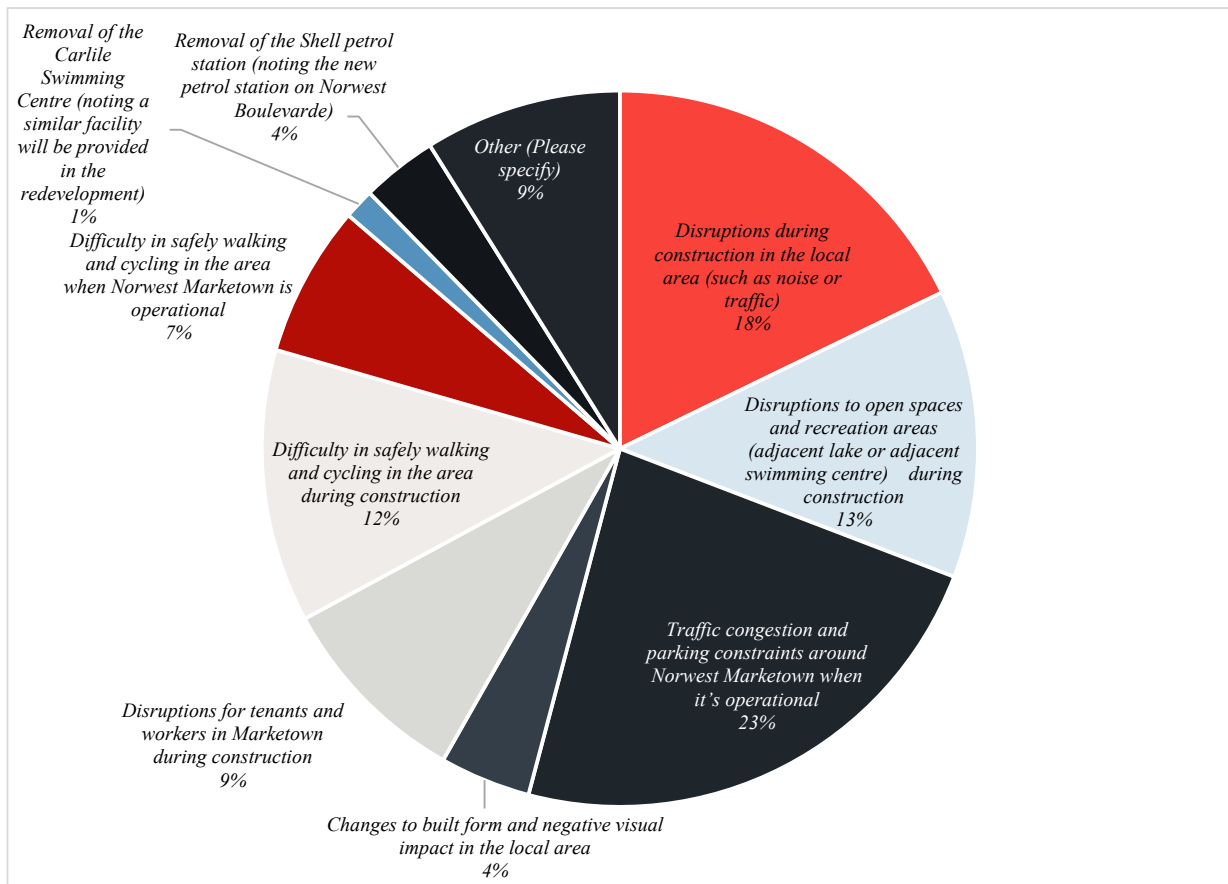
Survey participants were asked to select potential negative impacts they thought the proposal would have (see **Figure 4.3**). The respondents who answered this question (95.1%) were mostly concerned about traffic congestion and parking constraints around Norwest Marketown once operational (87.2%). Many respondents rated this as a ‘very significant’ potential impact (70.6%). More than half of respondents selected disruptions during construction in the local area as a negative potential impact (66.7%), with the majority of those respondents believing this would be a ‘very significant’ issue (69.2%).

Nearly half were concerned with disruptions during construction, including impacts on open spaces and recreation areas, and safe walking and cycling.

Between a quarter and a third of respondents were concerned about disruptions for tenants and workers during construction, and about safe walking and cycling during operations.

Only a small proportion (5%) were concerned with the removal of the Carlile Swimming Centre, however it was mentioned in the survey that this would be replaced in the redevelopment.

Figure 4.3 Significance of potential negative impacts of the project



Source: WSP 2022, Norwest Marketown Planning Proposal Survey

A total of 13 (31.7%) of respondents noted 'other' potential negative impacts not listed in the survey, including:

- Visual and amenity impacts of more high-rise developments in the area noting there are already many
- A neglected environment during development
- Over population in the area. Too many restaurants
- Neglect to look after existing tenants
- Not busy enough to warrant development
- Accessing goods and services during the construction period
- Impact of noise and construction debris
- Traffic issues during construction and operation
- Parking issues

Significance of negative impacts

Participants were asked to rank the potential negative impacts, or risks, they had identified from 'not at all significant' to 'very significant'. More than half of respondents that identified the below elements as risks thought they were very significant:

- Traffic congestion and parking constraints during operations
- Disruptions during construction in the local area
- Changes to built form and negative visual impact in the local area

- Difficult in safely walking and cycling in the area during operations.

Overall, risks, that were identified as having the highest levels of significance with over 80% of ‘significant’ and ‘very significant’ responses, were:

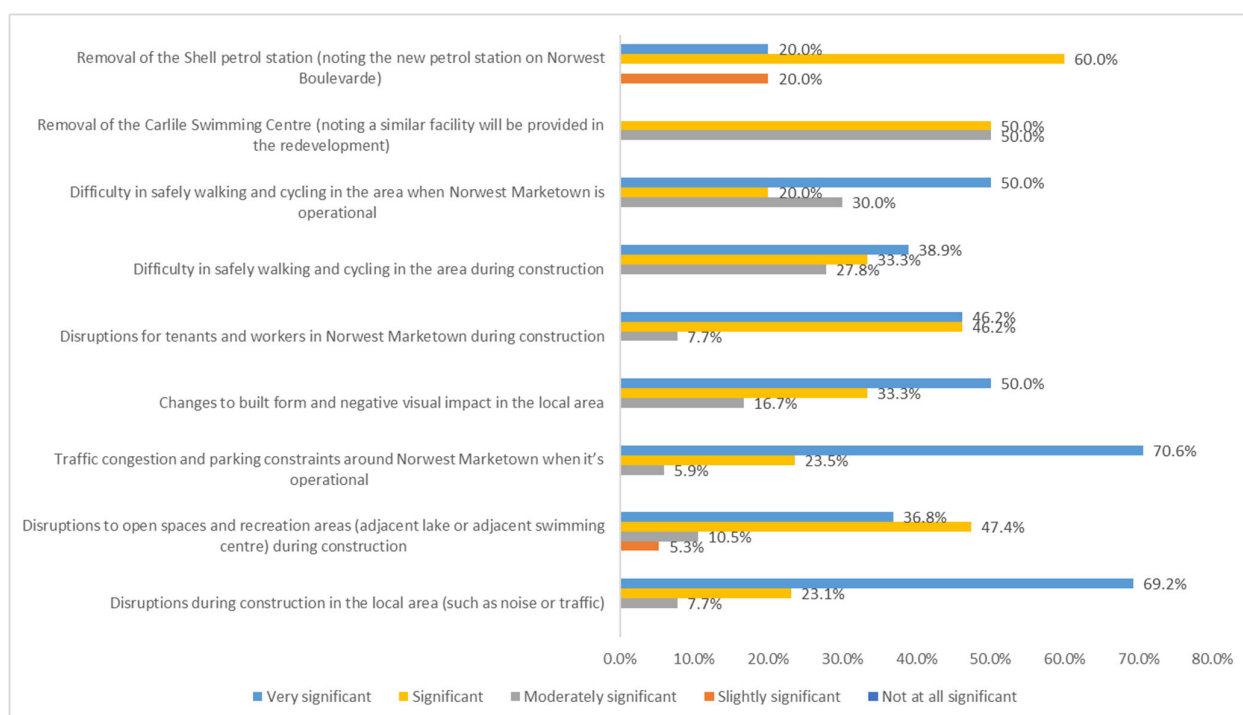
- Disruptions during construction in the local area (such as noise or traffic)
- Disruptions for tenants and workers in Norwest Marketown during construction
- Traffic congestion and parking constraints around Norwest Marketown when it’s operational.

Overall, risks that were identified as having the least levels of significance with under 60% of ‘significant’ and ‘very significant’ responses, were:

- Removal of the Carlile Swimming Centre – it is noted that the survey mentioned this would be replaced, which may have affected this result.

Significance ratings for each of the identified benefits are displayed in Figure 4.2 below, noting that proportions are of people that selected each of the benefits, not of the total number of survey respondents.

Figure 4.4 Significance of the potential negative impacts of the project



Source: WSP 2022, Norwest Marketown Planning Proposal Survey

Proposed mitigation measures

Mitigation measures to further address the negative impacts of the project were recommended by 46.3% of respondents (open ended question). Recommendations included:

- Minimise construction disruptions around Marketown:
 - Stage by stage development which reduces disturbance and inconvenience
 - Traffic management during operations – Upgrade Norwest Boulevard, Solent Circuit and surrounding streets
 - No cycling in the area

- Ensure access around the lake and to the current retail area is not seriously impacted
- Traffic and noise impact management including through clear staging plans (residents already weary of ongoing construction and associated noise and dirt)
- Lease surplus parking from Hillsong Church
- Reduce residential units to avoid traffic issues
- Limit/lower the height of buildings
- Demographic analysis of the area
- Speed cameras
- Organise parking across Norwest Boulevard
- Meaningful community consultation, with more details on timelines and what will be happening during/after completion

4.3 Interview findings

Matters discussed in semi-structured interviews were tailored to each stakeholder. All interviewees were asked to discuss potential impacts and benefits of the proposal and what could be done to enhance benefits and mitigate impacts. Findings have been generally distilled throughout this report, but key themes have been summarised below. It is noted that available information during interviews was limited, thereby limiting the possible scope of feedback.

4.3.1 *What works well in the Norwest area*

In and around the shopping centre:

- In the centre itself, there are good relationships between tenants and with centre management
- The current scale of shopping centre is walkable
- Open spaces are great
- Restaurants have been bringing people in but supermarkets are the biggest drawcard. Local residents enjoy dining out, going out for lunch.

More broadly in the local area:

- Fantastic, easy and convenient location – an office area and people pass through to go to/from work and/or use Metro station. The proximity of two train stations works well for the overall business district. It is also a location with easy access to services including health.
- It is a friendly neighbourhood where people know each other, with street events building community cohesion.

4.3.2 *What does not work so well*

In and around the shopping centre:

- The shopping centre is limited in its offer. Some shops have been vacant for a while and some have closed down because of increased rent. While there are only two vacancies now, it was much higher during Covid-19 when the centre was badly hit.
- The site looks old, dated and dirty
- Some tenancies have to be accessed through underground car park (e.g. child care) which does not work well
- All waterways are storm water drainage runoff reserve and contaminated, not for drinking/ swimming
- There is a lack of facilities in the centre and broader area for parents. Respondents noted it is not a very pleasant space with nowhere to change kids [noting that there is a parents room within the centre]
- Bins around the lake get pulled out by birds and attract rats [noting that this has been addressed by the Centre via pest control programs and locks on bins]
- There is limited use of the lake at the moment

- Hillsong events can disrupt the area with thousands of people during events
- Busy carpark – people use the carpark to go to restaurants nearby.

More broadly in the local area:

- Most development has been residential rather than commercial/business
- There is a lack of office space, appropriate parking and shuttle buses to where offices are. Most office sizes are not large enough for medium businesses.
- The Metro service is still underutilised
- There is very bad traffic and complaints.

4.3.3 *Positive impacts*

Way of life	Recreation and entertainment benefits, with nice outdoor spaces and increase in the amount of open space
Accessibility	Innovation centre is good but needs to be adapted to community needs: a professional business space is needed with conference rooms, multipurpose spaces for business that can seat 200 people and be partitioned for smaller groups, with screens, a stage area, good technology, a kitchen facility. Not necessarily co-working spaces.
Livelihoods	Flow on effect of more businesses and commercial spaces to bring people in, with increase in usage of hospitality businesses, urban services Economic benefits for the region with new spaces to develop business and retain staff
Surroundings	The centre/area will look better

Suggestions for enhancement measures

- Diversify tenancies, have large hospitality businesses for large groups, have better/higher end food/delis/grocers but also non food businesses e.g. services
- Increase the business park for employment, residential lands
- Ensure outdoor recreation opportunities
- Increase entertainment e.g. cinema, gyms, timezones to diversify audiences
- Make it user friendly and accessible– make sure people can get there and park otherwise they will not visit
- Make it green and be respectful of environment
- Design to blend in with the outdoor environment and the lake, inviting people in to be around and stay – lowest floors will have an important role to play
- Lake area: bench seating, gated play, events, areas for picnics, light music
- Open up food court to the lake area
- Ensure sufficient car parking
- Focus on housing diversity to provide a point of difference. Ensure there are larger dwelling sizes provided for families including multigenerational families in the area
- There are many key workers in the area that create demand for housing.

4.3.4 *Negative impacts*

Community	More residential than offices will be concerning
Way of life	<p>Is there enough office/commercial vs residential components that will affect traffic and parking.</p> <p>It will still be a business district if designed if it does not have adequate recreation and entertainment</p> <p>Construction impacts:</p> <ul style="list-style-type: none">— Will probably mainly affect Marketown and Hillsong— What will happen in the meantime - Should be in stages— Minimise impacts on residents— Shops will have to go to make way, some may not come back from it.
Accessibility	<p>Access to businesses during construction due to road closures, construction vehicles</p> <p>Visibility of businesses during construction – likely low</p> <p>Make sure it is user friendly, accessible to everybody with swim school, childcare, play area, facilities outside, easy access for all abilities and mothers – parents changing rooms</p> <p>Construction impacts:</p> <ul style="list-style-type: none">— Traffic construction parking – Century Circuit private road –important to manage trucks – very disruptive— Tearing down and moving soil – logistics of big trucks and machinery
Health and wellbeing	<p>Construction impacts:</p> <ul style="list-style-type: none">— Residents in esplanade – make sure the site is safe
Livelihoods	<p>Be cautious of rents to support businesses</p> <p>Concerns about parking costs for future staff and users. If paid parking, users will not stay for a coffee, this will change the time they are willing to spend</p>
Surroundings	<p>Construction impacts:</p> <ul style="list-style-type: none">— Ensure the place remains clean and looked after— Dust management for users of Marketown and Lake and adjacent residents. <p>Proposal can be a bit daunting, large scale</p>
Decision making systems	Lack of clarity regarding location of tenancies/visibility after completion

Suggestions for mitigation measures

- If residential is developed, ensure ground floor retail and hospitality
- Manage complaints
- Find easy way in for trucks via a private road, or a way that does not impact the carpark to allow people to get in and out
- Sufficient parking to support business

- No paid parking or parking reimbursed if use hospitality businesses, different rates for staff
- Think about flexible design of car park to adapt in the future when people do not drive as much
- Consultation and keeping people and tenants informed, as well as shoppers wanting to know where they will have to go, ensuring people know about timeframes
- Negotiate with Hillsong to take over some of the car parking area or have shared car parking
- Measures to attract shoppers back after construction
- Support businesses during construction, find a way for them to go to during construction
- Ensure walking from surroundings areas is very easy to maximise walking for shoppers.

What about Marketown businesses?

A lot of leases will expire in six years and the future is unclear. A few more recent leases have demolition/relocation clauses in their leases. These businesses would have therefore been aware of the development.

There are family businesses, about half live locally in the Hills. The food court was hit badly during Covid-19 and has not properly recovered.

The only information tenants have received to date was released in December 2022 at the Christmas function. Prior to that there were only rumours.

There is some level of excitement but some are also trying to not think about it yet. Some are hoping to renew their leases, but are waiting to hear more information about what they should do. Some think they might be retired by then. Some think it will not be for a while, which is a relief.

Benefits for tenants will depend on the location of their business in the actual centre: where will future tenancies be, what their visibility will be.

Some businesses cannot simply relocate temporarily by opening a pop up shop elsewhere, some will just have to close.

There are other concerns about:

- Access to businesses during construction, and that customers will stay away
- Paid parking during operations that may affect how long users stay
- Shoppers not coming back after a period of closure
- Impacts on business operations during construction
- What each stage will do to the centre - will it be shut down.

Potential measures could include:

- Trying to make the food court more appealing with the lake
- Providing a small play area
- Keeping a register of comments and notes
- Any measure that can support businesses during construction
- Sufficient car parking

- Better shop diversity, with higher end shops and more non-food businesses and services to attract more people
- Negotiation with Hillsong to share car park
- Parking management measures to minimise cost for staff and users
- Keeping people informed including tenants and shoppers. For tenants specifically there should be information about timelines, certainty around business relocation/interruption/closure and future location. Tenants could be involved in future detailed design too, to provide input into how the centre should look like, accessibility/parking measures and the like.

5 Social Impact Assessment

Sections 5.1 to 5.8 discuss the expected and perceived social impacts associated with the redevelopment, following the eight categories as per the SIA baseline. Impacts are discussed separately depending on the period they are most likely to occur, e.g. pre-construction and during construction, or following construction (during operations).

Each section identifies the impacts, discusses their significance, and recommends mitigation or enhancement and monitoring measures, using the tools available in the SIA Guideline and described in further detail in Appendix A3.

It is acknowledged that there is limited information to assess the likelihood and /or significance of some identified impacts. This is due to the early nature of this planning proposal. This Planning Proposal is a first step to implement new planning controls that will then support future development application(s). This SIA, identified impacts and measures may be revisited and refined as part of future development application(s) stages. It is also anticipated that some of the impacts identified in this section will be able to be resolved as part of future planning, design and staging, as described in the following sections.

A detailed assessment of each impact's significance, and ratings pre and post mitigation/enhancement is provided at Appendix A4.

5.1 Impacts on way of life

This section discusses impacts on **way of life**, including how people live, how they get around, how they work, how they play, and how they interact each day.

Pre-construction and construction

5.1.1 *Disruptions to businesses' operations and workers' activity*

Disruptions of operations of businesses during construction, affecting people's businesses including family businesses, are almost certain. Some businesses may close temporarily and some will close permanently unless they can relocate elsewhere.

There is not enough information at this early stage of the planning process to understand the magnitude of this impact. It is unclear from the preliminary staging plan in the *Urban Design Report* (FJC Studio, 2023) whether existing tenants will be able to continue their operations and in what conditions.

As identified during engagement, it is also possible that customers shy away from the development ahead of construction. This is explored further in the Livelihoods section.

While the likelihood and rating of this impact cannot be assessed yet at this early stage, possible mitigation measures are proposed below.

Recommended measures

- 1 Prepare a tenant management plan ahead of demolition/construction, as part of the future development application and in parallel to construction management plan.
- 2 Ensure a staged approach whereby existing businesses can continue to operate if they wish. This should be explored and refined in consultation with tenants as soon as possible, to provide more certainty about the future.
- 3 Provide temporary activation via programs and activities, involving existing businesses to support tenants during construction. This will also keep the community engaged with the site during construction.

5.1.2 *Changes to current use and enjoyment of the site and surroundings by the community*

Construction disruptions will also affect how people use the site and its surroundings. As described in the baseline, it is unclear how many customers use the shopping centre on a daily basis, however the centre does provide a range of retail, service and hospitality options that may or may not be available during a certain period of time or at certain points during the anticipated construction period (2027-2037). Some users may rely more than others on this shopping centre, its location or what it offers, however there is no available data to assess this. Surroundings of the site may also be affected and construction might disrupt current use of the lake. The lake plays a significant role for users of the site and local communities and it is unclear how its use will be affected.

Changes to current community use and enjoyment of the site and surroundings including the lake are almost certain. There is not enough information available yet at this point to assess the magnitude of this impact. This will be able to be revised at development application stage. However possible measures are described below.

Recommended measures

- 4 When available, provide information to customers about future plans and details about staging and any changes to use (e.g. access, wayfinding, available retail, access to lake)
- 5 Maximise safe access and use of the lake during construction
- 6 Provide temporary activation via programs and activities, to maintain existing community use and interaction.

Operations

5.1.3 *Improved experience and opportunities for customers*

The baseline and engagement identified that the shopping centre is long overdue for an upgrade. With modern design and features, with indoor/outdoor connections and new dining spaces, it is likely that the shopping experience, and/or overall experience of the site, will be improved for customers and patrons.

The final composition of the retail mix will be resolved in future stages of planning. It was noted during engagement that certain types of tenancies would be appreciated. The survey identified that people were most excited about new retail, entertainment, restaurant/ dining and recreation opportunities. Preferences for future tenancy mix could be further refined during a consultation process with existing users of the site.

It is likely that the shopping centre experience will be improved for existing and future users resulting in a high benefit.

Recommended measures

- 7 Preferences for future tenancy mix and/or other improvements could be further refined during a consultation process with existing users of the site.

5.1.4 *Increased supply of housing in the local area in an area highly accessible by public transport*

The baseline identified that a large proportion of housing in the local area is already high density. There is no social housing in the local area.

The population in the regional area is anticipated to grow to 200,676 people by 2036 (29.6% growth), with the majority of the growth expected in Kellyville, north of the site. Council's *Housing Strategy* (2019) contains priorities that seek to encourage new housing in the right locations, including around the Sydney Metro Northwest stations to support a growing population. It also seeks to plan for a diversity of housing. Overall this Strategy forecasts:

- An 80% population increase in the LGA requiring another new 38,000 homes in greenfield areas or areas near the Metro corridor by 2036.

- The projected number of dwellings exceeds the targets established in the Central City District Plan, and exemplary development and community outcomes will need to be demonstrated to justify additional residential rezoning.
- Continued dominant demand from family households, as well as an increase in couple-only and single person households due to a rise in smaller dwellings. A diversity of dwelling types and sizes is required.
- Increasing demand for seniors housing that allows senior people to stay in place.
- Increase in renters.
- Increasing affordability issue and need to provide housing options that are affordable for very low, low and moderate income households.
- Increased student population aged 15-24, noting the LSPS discusses the need for a university presence at Norwest.

The proposed 854 dwellings therefore do not necessarily respond to a quantitative need, given Council's housing targets for the LGA are already being met, particularly noting other ongoing development in the area. However, Ethos Urban's *Market Potential and Retail Impact Review* (2023) identifies strong demand for dwellings in Norwest, and anticipates residential demand to outgrow existing and planned capacity in the Hills Shire in the next few years. Station precincts are identified in this review as a high potential location for residential growth, particularly for higher density living. This is consistent with Council's priority described above to encourage new housing near metro stations. In addition to the proposed dwellings being proposed in a highly accessible location, there is an opportunity to address more specific housing needs.

The *Housing Strategy* describes that Council's approach is in keeping with State Environmental Planning Policy (SEPP) No 70 – Affordable Housing (though Council has not yet chosen to enter into an affordable housing scheme). The SEPP supports the provision of affordable housing for very low, low and moderate income households to support a socially diverse population, with units and buildings built to a standard consistent with other private dwellings and maintained for their continued use and consistent standard of construction. In addition:

- The Strategy states that there are significant gaps in supply for very low and low income households
- The Strategy focuses on rental stress without considering mortgage stress
- Housing diversity can help support affordability
- The site is within the Parramatta/Baulkham Hills Allocation Zone for social housing, with 5-10+ years waiting lists.

The benefit of additional housing in Norwest will therefore be maximised if the proposed housing and tenure mix considers the above needs. At this point of the planning process, there is not yet sufficient information to assess whether or not the proposal will address these affordability and diversity needs. As per the *Planning Proposal Report* (Ethos Urban, 2023), the future bedroom mix is proposed to include:

Type	Percentage
Studio and/or one-bedroom	Up to 25%
Two bedroom	Unknown
Three bedroom or more	At least 20%

It is noted that the provision of new residential housing was identified as a benefit by a quarter of online survey respondents (noting that most respondents already lived in the local area and may be less receptive to this benefit). Some respondents mentioned that there should be limited high rise provided and/or that high rise will be a negative impact. Some also mentioned the risk of over population in the area.

It is likely that the provision of new housing in an area highly accessible by public transport will be an overall benefit to the local and regional area, or beyond. This benefit is expected to be of medium significance.

Concerns about high rise and associated impacts are discussed in the Surroundings section.

Concerns about over population are addressed in the Accessibility section. The proposal should indeed ensure that there is adequate infrastructure and services to match the proposed growth (this is discussed further in Section 5.3).

Recommended measures

- 8 Consider the provision of a proportion of the development as affordable housing – at least 5-10% as per GCC targets. Providing suitable and affordable housing for key workers to support proximity between housing and jobs.
- 9 With the number of medical uses in the area, the site has the opportunity to respond to the needs of seniors and people with disabilities (in terms of dwelling mix), as well as people who work in these health facilities (in terms of affordability). Affordability measures should also address the needs of the anticipated student population.
- 10 To best respond to needs, the proposed housing mix should provide a diversity of dwelling sizes and bedroom configurations, to respond to the needs of empty nesters through to larger families, and the needs of children through to seniors as well as people with disabilities and renters. As advised during engagement, Council has a diversity clause that requires at least 30% of all apartment dwellings be suitable for families including larger families. The provision of three bedroom or larger apartments could therefore be increased. Flexible housing design may also provide additional opportunities for diverse housing that can adapt to various household types and sizes.

5.2 Impacts on community

This section discusses impacts on **community** including composition, cohesion, character, how the community functions, resilience, and people's sense of place.

Pre-construction and construction

5.2.1 *Disruptions of the Marketown community and networks*

The Marketown community is best described as a community of users, including shopping centre business owners, operators and workers, retail shoppers and customers of other services within the shopping centre and Carlile centre, passers-by and users of outdoor areas and the lake. For some, particularly workers, this is a place they experience daily that would represent formal or informal community links and networks. For shoppers and visitors, this may also be a place for social interaction. The lake was described during engagement as an important place for the local community and beyond.

During construction, it is therefore likely that this community will be disrupted, which may affect those networks between businesses, between businesses and customers, and between customers and more broadly users of the area. As mentioned above, there are not enough finalised details about staging and possible impacts of construction on businesses and surrounding areas. The magnitude and significance of this impact therefore cannot be assessed at this early stage, and will need to be revised at development application stage.

Recommended measures

- 11 Before demolition/ construction starts, create a community platform, online and/or in person depending on people's preference, to support the continuation of social networks during construction.

Operations

5.2.2 *The proposal may support community cohesion in a new mixed and high density environment*

Through the development, the community of the site will change from an existing community of businesses and customers, to a community of businesses, customers, residents and workers. The whole nature of the site will change from a purely service centred facility to a mixed use precinct.

In the CBA, Cred describes that the proposed 854 dwellings will result in an additional 1,707 people living in the area. This is based on a household size of 2 persons per dwelling. With the requirement for new proposals to be able to accommodate families (at least 30% of units) and more broadly to provide a diversity of housing, it is possible that this number could be higher.

The development is also expected to create a total of 7,240 jobs – an increase of 6,522 jobs compared to the number of current employees in Marketown.

Residential and worker population growth will bring new needs for services, transport, community spaces which will be explored in the Accessibility section.

The community composition of the site will change from a service-centred facility to a mixed use precinct, with an influx of new residential and working populations. This may not be a negative impact if adequate planning, design and active occur. There is some evidence that a mixed use precinct can result in increased social capital compared to a single use area, such as a residential-only area. Engagement identified that people currently enjoy the ‘village feel’ of the area, which does not feel like a concrete jungle, and is within a friendly community. Research in North America suggests that “box-configured” centres, with large retail and car parks, discourage pedestrian movements and therefore social interaction and associated sense of community, unless urban design methods are used to ensure frontages are pedestrian-friendly and encourage interaction.

The current landscape and urban design reports identify several elements that can support social interaction e.g. open spaces and pedestrian streetscapes suitable for gatherings and recreation, with seating areas; active areas for social and active recreation; outdoor dining areas; play spaces. Places such as a community facility, community garden and child care, as well as cafes and restaurants can also help support future networks amongst residents. The precinct will be pedestrian focused and maximise active movements throughout, supporting incidental and formal social connections¹¹. There will be a stronger interaction with the lake, with additional open space, seating, dining with lake views, maximising opportunities for this space to remain an important place for social interaction. Ensuring a strong interface with the lake was a specific point made during engagement. In addition, the proposed commercial uses, providing street frontages and a main street environment, are likely to be associated with high levels of sense of community and social interaction, as opposed to the current layout with large parking areas.

For future residents there will also be a range of communal areas and private rooftops, that may support social interaction.

The proposal will likely support the future cohesion of a new mixed and high density community, resulting in a high benefit.

Recommended measures

- 12 Ongoing activation of the space will support future community cohesion via events, programs, indoor and outdoor activities.
- 13 Noting residents will be living in high density, recommendations for future detailed design of buildings include incorporating informal opportunities for interaction at entries and on various floors as well as communal spaces.
- 14 As previously recommended, a diversity of housing will support a diverse community of incomes, backgrounds and demographic characteristics. With adequate services and spaces to service all groups, this can result in an inclusive and connected community.
- 15 Early activation of the site, throughout development stages, will encourage gradual integration of new residents/workers within the community including existing residential communities surrounding the site. This will supplement ongoing activation during construction that will seek to maintain some level of use of the site, lake and shops.

¹¹ Wood L., Lawrence D.F., Giles -Corti B., Sense of community and its relationship with walking and neighborhood design, 2010

- 16 For open spaces to support long stays and longer interaction, detailed design will need to consider comfort and safety of users at all times e.g. lighting, amenities including change rooms, bubblers, rest areas.
 - 17 Early delivery of the proposed community facility spaces and open spaces will likely further support a sense of community as the development grows.
 - 18 Continue and increase scale of community projects – improve this process by integrating a strategic and needs-based approach (identifying and addressing community needs).
-

5.3 Impacts on accessibility

This section discusses impacts on **accessibility** including how people access and use infrastructure, services and facilities, whether provided by a public, private, or not for-profit organisation.

Pre-construction and construction

5.3.1 *Temporary closures of social infrastructure and services during construction affecting users*

There are several social infrastructure elements within the site at the moment including the Carlile Swimming Centre, dental clinic, allied health services, childcare centre and a gym. Accessing services during the construction period was a concern heard during engagement. It is unclear at this stage whether these services will be accessible during construction.

It is therefore possible that this affects users during construction, resulting in a medium temporary negative impact.

Recommended measures

- 19 Inform users ahead of closures.

5.3.2 *Modified access during construction affecting businesses and users*

A concern identified during engagement was that customers may be deciding to use services elsewhere during construction, if access becomes too difficult or if it is unclear whether shops and services are accessible. This may affect businesses trying to operate during construction, as well as potentially businesses surrounding the site.

Access to the lake may also be affected which would significantly affect people's way of life in the local area, as previously discussed.

The project team has advised that this level of detail is not yet available. It is therefore possible that users of the site, including Marketown surrounds and the Lake, see their access modified during construction, affecting movements and potentially affecting those with mobility issues more than others. This would also affect businesses if customers cannot easily access the site. The magnitude and significance of this impact cannot be assessed at this early stage of the planning process and could be reassessed at development application stage. The below measures could be considered ahead of construction to mitigate future negative impacts and inconvenience.

Recommended measures

- 20 During construction, ensure effective signposting to maximise visibility and wayfinding of tenancies
- 21 During construction, key walking and cycling routes to be fully maintained in a safe manner, for all abilities and people with prams, and regularly monitored to ensure maintenance and safety.

Operations

5.3.3 *Increased access to retail servicing residential and working communities*

The *Market Potential and Retail Impact Review* (Ethos Urban, 2023) identifies a need for additional retail floorspace within Norwest to serve the future growing population, and a need for higher quality and activate retail spaces to retain businesses and workers.

With an additional provision of approximately 20,000sqm of retail floorspace, the proposal will support future workers and residents of the development, as well as future growing population as identified in strategic documents, and continue to service existing customers in the regional area. This will result in a high benefit.

5.3.4 *Future residents will have access to existing health and child care services available on site and/or in the broader area*

As previously mentioned, additional housing in the local area will create additional demands for health and child care services.

Health: The local area is well serviced by health care services. The new Rouse Hill hospital will also provide additional public hospital and emergency services in the regional area. Demands for health services associated with the future development will be able to be addressed in the local or regional area. It is unclear at this early stage if there will continue to be a dental clinic and allied health in Marketown, and this might affect some users' habits.

Child care: There are seven child care centres providing a total number of 584 spaces within the local area. Cred's CBA estimates approximately 73 children aged 0-4 as a result of the development. It identifies that the site will result in demand for approximately 40 child care places and 36 out of school hours places, and that this will likely be met by existing facilities. Engagement identified that the existing child care facility located within the site will continue to operate after redevelopment. It was also identified that the existing capacity (40 places) could be increased to address future growth.

Future residents will therefore likely have access to suitable health and child care services in the local and regional area. This will be a benefit of medium significance. However it is unknown if some of the health services provided on site will be available after redevelopment, affecting users.

Recommended measures

- 22 The location and accessibility of the existing child care facility should be revised through the redevelopment, to ensure easy access for all abilities and families with prams.
- 23 Work with existing child care operator to ascertain capacity and size of future capacity as well as design features.
- 24 Work with existing health and dental services on-site to understand demand for new facility within future development. If no facility will be developed, ensure information is communicated to users early and support is provided.

5.3.5 *Additional housing will increase pressure on local public schools*

As discussed in the baseline, there are no schools in the local area. The site is within the catchment of Bella Vista Public School, located just outside of the local area. It is within the catchment of Crestwood High School. Based on the proposed yield and associated future population numbers, Cred's CBA identifies a future primary school aged population of 111 children and a high school population of 126 students. Based on a proportion of 75% of primary-school aged children attending government school, as discussed during engagement, this would result in approximately 83 children requiring access to a primary school. A smaller proportion of 50% of high-school aged children attending government school, would result in 63 children requiring access to a high school.

Engagement identified that Bella Vista Public School is currently experiencing capacity pressures. Ongoing and future growth in the area, including demands for 83 places associated with the site, will contribute to these pressures. A site has been identified for a new primary school, outside the local area, however it is unclear when this will be provided.

The development will therefore contribute to pressures on public primary education in the local area, and this is expected to be of medium significance.

Recommended measures

- 25 Engage with School Infrastructure NSW should a suitable site for a school be available on a Mulpha site in the local or regional area, and collaborate during any master planning process.

5.3.6 *There will be improved opportunities for recreation*

As identified in the baseline, there is already a need for new and/or improved public open space and recreation facilities in the local area. There is very limited available open space, both passive and active, that is mostly located towards the Norwest Centre and will not have the capacity to address future growth.

The proposed development will therefore create additional demands for open spaces and recreation, estimated in Cred's CBA at 2.1ha of active open space and 2.8ha of passive open space based on future residential yield, which cannot realistically be provided on the site. In addition, it is also expected that the future worker population of the site will create further demands.

Engagement identified the provision of new open spaces as a benefit of the proposal, that could be further enhanced with better useability of the lake to encourage seating, play, events, picnics, as well as adequate spaces for outdoor gatherings and dog parks.

Cred's CBA identifies requirements for at least one new public open space required on-site or within 200m of future residents, and an opportunity for a new dog off leash area. This should include a variety of recreation uses (e.g. playspace, exercise equipment, walking circuit). The design and landscape reports reflect these recommendations with a range of open and green spaces. Open and public spaces available on the site will be increased by 25,320 sqm and represent 50% of the site. The main green space, Lakeshore Green, will represent a size of 5,300sqm, significantly larger than the current green space located along the lake. This will represent the most major open space for recreation. The useability of the proposed parcel at the south-west corner of the site is unclear at this stage particularly due to overshadowing and proximity to Norwest Boulevard. As described in the design report, this may largely support active connections and public events. It will represent a significant increase compared to an existing green area of approximately 1,000sqm.

The lake represents a significant opportunity for recreation in the area. It is understood that the project team is working with Sydney Water's Urban Plunge program to activate the Lake for water-based activities, the nature of which will be confirmed subject to further investigation. In addition, the existing swim centre will be reopened and improved with additional indoor recreation facilities available to the public.

There will be improved opportunities for recreation for existing and future communities, residential, working and visiting, which will be a high benefit, and respond to opportunities identified in the *Draft Norwest Precinct Plan*. However there will continue to be gaps in passive and active open space in this area of the Hills LGA, that may be partly addressed via off-site contributions, which is proposed in GLN's *Infrastructure Delivery Plan* (2023) via monetary contributions.

Recommended measures

- 26 While it is acknowledged that a sportsfield cannot be provided on site, other forms of active recreation should be pursued on-site, utilising the proposed open spaces, as well as rooftops, podiums, streets and plazas. Courts, half courts, wall ball, futsal, fitness equipment, should all be explored throughout the development, for public access (in addition to any other communal facilities). Parts of the community facility could also be explored for recreation opportunities, in collaboration with Council.

- 27 Early delivery of open spaces, including embellishments, infrastructure and equipment, is recommended to support first residents and workers as well as existing communities.
- 28 It will be essential to maximise accessibility between the site and surrounding areas in order to support access to those new open space and recreation opportunities that are currently lacking in the area. Safe and convenient walking and cycling connections from all directions should be maximised.
- 29 There should be embellishments around the entirety of the lake (i.e. off site) to promote accessibility and safety for people in the broader local area, for all abilities including at night, as well as a comfortable space for all (e.g. seating, shading, water fountains, lighting, visibility).
- 30 Opportunities for car park sharing/access could be explored with adjacent land owner(s), to turn at least portion of this large car park area into open space.
- 31 In collaboration with Council, finalise contributions to off-site recreation opportunities and active connections to access these from the site where possible, noting active open space solutions identified in Council's *Draft Norwest Precinct Plan* and existing recreational loops mentioned in the CBD.

5.3.7 *There will be new community facility floorspace to support existing and future communities*

As identified in the baseline, there are limited community or library facilities in proximity to the site. Engagement was not able to identify feedback regarding existing needs for community or library floorspace, or existing and future gaps. Council's *Draft Norwest Precinct Plan* identifies that there will be a need for new library facilities within the Norwest area and surrounding areas, to address future population growth. It also discusses needs for a new community facility within the Metro corridor.

Cred's CBA identifies a future requirement for a community hub of approximately 3,800sqm to service the regional area by 2041. Approximately 327sqm of this is demand directly attributed to the site, including 190sqm of library floorspace. Future uses could include "free study/coworking, areas and indoor/outdoor area for social gathering, programs and services" with potentially a toy library. The design report identifies a multi use facility that will co-locate a library with co-working, learning and function space models within a space of 12,500sqm. Within this space, GLN's specifies that a community hub of 3,000sqm would be offered as part of a Planning Agreement for Council's consideration. This space will respond to the local needs identified by Cred, and contribute to addressing regional needs. It is noted that a new community facility has been identified within the Bella Vista Station Precinct less than two kilometres from the site, with funds allocated to land to support this in Council's *Bella Vista & Kellyville Station Precincts Contributions Plan 18* (2022).

It is unclear at this point of the process how the facility will be activated and operated and if it will include hireable floorspace for service providers or community groups.

The provision of new community facility floorspace is a high benefit of the proposal.

Recommended measures

- 32 There should be a clear strategy with Council to ensure the planning, design, delivery and management of community facilities.

5.3.8 *Traffic congestion and parking constraints affecting future users of the site and the local area*

Given the proposed mixed uses, the expected vehicle trip generation will significantly increase. Based on the TIA's (Gennaoui Consulting, 2023) findings:

Portions of the Norwest Boulevard and Windsor Road, east of the site, will see their level of service downgraded.

- There are anticipated impacts on some major intersections including at traffic lights and particularly during morning and afternoon peaks.
- Some increased queues will affect the roundabout at the intersection of Norwest Boulevard with Columbia Court and Brookhollow Avenue, noting this may be replaced by traffic lights in the future
- Overall the proposed development will only marginally affect the level of service of all major approach roads to the site.

Engagement identified concerns regarding future traffic congestion and parking constraints around the area after construction is complete.

There will be impacts on local traffic and roundabouts in the local area. Several measures are proposed in the TIA to mitigate this which will be incorporated in the proposal plans, as advised by the project team. The TIA advises that the proposed development would have a marginal impact on the surrounding road network providing the implementation of the recommended measures at the signalised intersection of Norwest Boulevard with Brookhollow Avenue and Century Circuit.

The TIA discusses several opportunities to maximise walking and cycling, and therefore diminish private vehicle use. This is discussed in more detail in the Health and wellbeing section.

There were concerns expressed during engagement in relation to car parking and whether sufficient spaces would be provided on-site. The TIA proposes a number of car parking spaces that is considered suitable. Several parking management suggestions were discussed during engagement, to ensure that future users are able to benefit from free parking if they use hospitality businesses. Special rates for Marketown staff were also discussed.

With the proposal incorporating the measures recommended in the TIA, there will be marginal impacts on the existing road network, likely not affecting users and the local area.

Recommended measures

- 33 Consider potential conflicts on Century Circuit, between heavy vehicles and other users of the space, including intersection with active infrastructure
- 34 With a change in access between Hillsong and Marketown, maximising safe walking connections between the two sites will be important.
- 35 Develop parking management measures in collaboration with Marketown tenants.

5.4 Impacts on culture

This section discusses impacts on **culture**, both Aboriginal and non-Aboriginal, including shared beliefs, customs, practices, obligations, values and stories, and connections to Country, land, waterways, places and buildings.

Pre-construction and construction - operations

5.4.1 *Opportunities for cultural expression through design including local Aboriginal artists/community*

At this stage of the planning process, no design, engagement or collaboration process has been commenced with traditional owners, Indigenous stakeholders, or knowledge holders, to understand Country or maximise cultural opportunities in the proposal. There will be opportunities to commence this at later stages of the design and planning process.

Recommended measures

- 36 As early as possible and throughout the planning and construction design phases, implement and refine methodology described in Landscape Report in collaboration with local Indigenous stakeholders and knowledge holders.

5.5 Impacts on health and wellbeing

This section discusses impacts on **health and wellbeing**, including physical and mental health especially for people vulnerable to social exclusion or substantial change, psychological stress resulting from financial or other pressures, access to open space and effects on public health.

Pre-construction and construction

5.5.1 *Stress and anxiety due to uncertainty*

As previously noted, there has been uncertainty around the development plans for a long time. Consultation identified ongoing speculation about future plans. It was noted that some tenants experienced fear relating to this uncertainty for their business. The Centre's management has advised that there has been no specific concerns raised by tenants since the presentation in December 2022. There have been questions received in relation to project timing and when it may proceed and any more information on how the staging would work.

It is likely that this uncertainty is causing anxieties for at least some of the existing businesses which is a high negative impact.

Recommended measures

Refer to measures in 5.8.1

5.5.2 *Reduced walking and cycling opportunities during construction*

Engagement identified low levels of walkability in the area, but that people enjoyed being able to walk to the site when they could.

As previously discussed, it is unknown at this early stage what access will be during construction. It is therefore possible that users of the site, including those seeking to access Marketown surrounds and the lake, see their access modified during construction, affecting movements and potentially affecting those with mobility issues more than others. The magnitude and significance of this impact cannot be assessed.

Recommended measures

38 Maximise the retention of safe and comfortable (e.g. protected from construction nuisances, accessible to all abilities and prams) walking and cycling opportunities to the site and to the surrounds of the site, including streets and footpaths, lake surrounds; accompanied by adequate wayfinding to inform of any change of route.

39 Relocate any current cycling space to an accessible area.

5.5.3 *Noise and dust impacts on health during construction*

Air born particle pollution, which includes dust and combustion emissions, can have a range of health implications, including impacts on cardiovascular and respiratory health. People most sensitive to particle pollution include children, older adults and those with asthma, heart or lung disease.¹² Engagement identified concerns about noise and construction debris and other dust or dirt. At this point of the planning process, there is no information yet about possible noise and dust that could be associated with construction.

¹² NSW EPA 2013, [Draft construction noise guideline](#)

It is possible that future noise and dust associated with construction may affect the health of site users (e.g. employees, customers, visitors) and local residents. The magnitude of this is unknown at this specific development conditions are expected to be applied to future development application(s) to minimise any impacts.

Recommended measures

- 40 Noise and construction impacts including dust reduction to be part of any construction management plan at the development application stage. This should consider existing employees and users of the site, not only adjoining residents.

Operations

5.5.4 A mixed use precinct may support active lifestyles and wellbeing

There is evidence suggesting that density of uses makes local travel more likely, reduces car use, and brings people out on streets¹³. There were concerns during engagement that there may be difficulties in walking and cycling around the precinct following construction. The precinct has been designed to ensure high levels of walkability and cycleability throughout, with active networks connecting buildings, train station, the lake, open spaces and dining areas. This will create opportunities for active travel to and within the precinct. As previously discussed, there will be spaces to support passive and active recreation, thereby supporting physical and mental health. Increased opportunities to be active are associated with increased physical activity, improved mental health, and overall improved wellbeing¹⁴.

Compared to the existing precinct and car-driven environment, it is likely that the future mixed use precinct will support increased walking and cycling and associated wellbeing, resulting in a high benefit.

Recommended measures

- 41 As part of place management, ensure footpaths are not overtaken by commercial activities and there is ample space for all active users e.g. pedestrians, prams, wheelchairs, cyclists.
- 42 The TIA suggests that the precinct should be highly connected to surrounding areas to maximise walking and cycling and minimise parking needs. In addition to the TIA's content, this should be in the form of walking and cycling connections that are and feel safe to all abilities and backgrounds, are well lit at all times, and are well connected within the precinct to allow through-movements. The lake is an important destination and should support active lifestyles during the day and night, with adequate embellishments as previously noted.
- 43 Ensure the precinct is and feels safe to all, during the day and at night, to maximise use of public transport and active transport. This is important around stations and bus stops, as well as throughout the precinct to make people feel safe on their way to public transport infrastructure.
- 44 A direct bus route currently connects the site to Crestwood High School in ten minutes. Ensuring the development is and feels safe for older children will contribute to public transport use to/from the school. This includes crossing Norwest Boulevard to access bus stops.
- 45 Ensure appropriate lighting strategy across the precinct and along the promenade around the lake, noting a separate initiative is resulting in the establishment of security lighting around the lake.
- 46 An underground tunnel exists between the station and Norwest Marketown – this is proposed to connect the metro station to Norwest Marketown and Lakeshore Green, as identified in the landscape report. This is operated by Sydney Metro. Collaborate with Sydney Metro to ensure this tunnel is operated and maintained in a safe manner particularly at night time (this could be achieved as part of a broader CPTED strategy).

¹³ Udell T, Daley M, Johnson B, Tolley, R. Does density matter? The role of density in creating walkable neighbourhoods. Melbourne: National Heart Foundation of Australia. 2014 ; Kent J.L & Thompson S., 'Healthy Cities', in Understanding urbanism, 2020

¹⁴ NSW Ministry of Health, Healthy Built Environment Checklist, 2020

47 Provide adequate end of trip facilities throughout the precinct, including public spaces, to support cycling.

5.5.5 *High density living may affect lifestyle and health*

Evidence¹⁵ suggests that high density living may have both positive and negative impacts. Positive impacts can include reduced traffic, more active transport and associated physical activity and mental health benefits, housing diversity, proximity to services:

- The site is adjacent the Norwest Metro Station which will support use of public transport and may support reduced use of private vehicles.
- There will be significantly increased traffic due to retail and office uses. Measures that can further maximise use of public and active transport should be encouraged.
- There will be increased walking and cycling opportunities within the site, as well as improved open space, to support recreation, physical activity through reduced car dependency, and social connections. Improved walking and cycling paths were considered as a significant benefit during engagement. Safe active movements throughout the site will support overall health and wellbeing by promoting casual interaction, particularly if streets are designed for people and encourage people to linger and/or link to destinations¹⁶.
- There is a recognised shortage of open spaces and active recreation in the local area which will be partly addressed by the proposal. A series of measures are described in the Accessibility section that will support further recreation opportunities within walking distance of future residents and workers.
- Future communities will have access to existing health and child care facilities, as well as a proposed community facility
- Initiatives such as the proposed market and community gardens will further promote healthy lifestyles by promoting the growth of healthy foods¹⁷ and increasing communities' intake of fresh foods.
- Proposed mixed uses will include a range of services, social infrastructure, retail, that will support healthy lifestyles.
- Measures in the Way of life section seek to support housing diversity in the proposal.

Potential harms include noise pollution, air pollution and associated respiratory issues and exposure to other environmental stressors, particularly if apartments are facing heavy traffic, mental health issues, absence of adequate open space and places to play and recreate, absence of safe crossings:

- Urban heat island climate change and higher temperatures are associated with illnesses and diseases due to temperatures and air pollution levels, as well as mental health problems. Mitigating urban heat island effects in the development and air pollution levels would likely directly benefit the health of existing and future communities¹⁸. It is noted that Mulpha has developed an Urban Cooling Guide that should be implemented in future detail design and development application(s).
- There are not any details on air pollution, noise, and other environmental stressors at this stage of the planning process. This will be investigated in later stages. However proposed plans show that residential apartments will not be along the Norwest Boulevard or any through traffic, but along access roads. This may limit the effects of noise and air pollution, if there is no congestion along these access roads.
- As described in the design report, there will be overshadowing of properties located along the southern boundary of the Norwest Boulevard. These are commercial properties currently and reduced solar access will not significantly

¹⁵ Western Sydney Local Health District and City of Parramatta, Healthy Higher Density Living- Issues Paper, 2017

¹⁶ Australian Institute of Health and Welfare, Australia's health 2020 – Built environment and health, 2020

¹⁷ NSW Ministry of Health, Healthy Built Environment Checklist, 2020

¹⁸ NSW Ministry of Health, Healthy Built Environment Checklist, 2020

affect users. A small number of residential properties along Evesham Court will be affected by overshadowing in the afternoon but will retain four hours of solar access between 9am and 1pm in winter. As part of the future development, 70% of residential apartments will receive more than two hours of direct sunlight to their living areas and private open spaces on mid winter. On-site, some residents will have reduced sunlight in winter and will have access to communal areas with sunlight access.

The proposal has the potential to create an environment that supports health and wellbeing, resulting in a long term medium benefit for future communities using the precinct.

Recommended measures:

- 48 Incorporate safety principles utilising CPTED and more contemporary tools that recognise a gender lens to safety
 - 49 Minimise wind tunnels, allow a combination of sunlit and shaded areas including natural shade/tree cover
 - 50 Ensure all abilities can access the whole of the site including terraced areas
 - 51 Future planning stages should incorporate healthy density principles in the design of buildings e.g. orientation of balconies and windows away from roads, lighting, indoor and outdoor air quality considerations, noise insulation, safety, maximising opportunities for social interaction including informal interactions (e.g. entrance design, communal spaces and shared gardens), feeling of safety.
 - 52 Broaden access to community gardens as much as possible and provide education and learning programs, possibly engaging local kindergartens and schools as well as unemployed and senior people. There could be partnerships between community garden management and local produce or hospitality businesses.
 - 53 Continued access to and activation of open spaces during construction.
 - 54 Early delivery of social infrastructure and open spaces as well as early activation through programs.
 - 55 Ensure a comfortable public domain and public infrastructure that contributes to social interaction and prolonged use of spaces e.g. seating, shading, drinking fountains, for all abilities and people with prams, all ages and backgrounds.
-

5.6 Impacts on surroundings

This section discusses impacts on **surroundings**, including ecosystem services such as shade, pollution control, erosion control, public safety and security, access to and use of the natural and built environment, and aesthetic value and amenity.

Pre-construction and construction

5.6.1 *Reduced amenity for local residents during construction*

As previously noted, construction will potentially affect the local area in several ways including additional traffic created by additional vehicles, including heavy vehicles and/or change of routes, noise created by construction activities as well as additional traffic, dust and vibration, visual impact. There is little information available at this stage of the planning process.

It is likely that this will affect local residents in possibly more than one way, depending on the location of each resident. The magnitude and significance of this impact cannot be assessed and may be revisited closer to development application stage.

Recommended measures:

- 56 Ensure that construction-related traffic, noise, dust and vibration, and visual impact are addressed and adequately managed at development application stage(s).

Operations

5.6.2 *Visual impacts due to changes to built form*

The proposal will result in the construction of a series of towers ranging from 23 to 36 storeys, and an additional community building of a nine-storey height. This will significantly change the visual aspect and amenity of the local area. Such types of development are anticipated to continue to be developed in the local area to respond to the strategic vision for the Norwest Precinct. Notwithstanding, there will be a significant visual impact for local residents, which may be negative or positive depending on personal preferences, resulting in a medium benefit or a medium negative impact. Only 4% of respondents to the survey were concerned about the visual impact of the proposal.

Recommended measures:

- 57 Ensure that detailed visual impact analysis is prepared at development application stage(s) and social impacts are addressed..

5.7 Impacts on livelihoods

This section discusses impacts on **livelihoods**, including people's capacity to sustain themselves through employment or business.

Pre-construction and construction

5.7.1 *Temporary impacts on livelihoods for existing businesses and employees at Norwest Marketown*

As previously discussed, the extent of impacts on existing businesses and employees during demolition and construction is unknown at this stage. It is unknown whether or to what extent business activities will be required to cease. This will become clearer as staging plans get finalised by the project team as part of the development application process.

It is also unknown at this stage whether there will be changed conditions for existing businesses who are able to or decide to operate in the future development (e.g. right of return to the development, changes to leases or rent).

Businesses in surrounding areas may also be affected depending on construction nuisances and changes to access.

It is possible that there will be temporary impacts on the livelihoods of existing employees and business owners. The magnitude of this is unknown at this stage and can be revisited later in the planning process.

Recommended measures:

- 58 Support the relocation process of existing businesses – with information and strategy support, and consider a relocation fund / rent relief during construction if businesses cannot operate
- 59 Consider a temporary advisor within the management team for dedicated support to existing businesses.

5.7.2 *Employment opportunities during construction contributing to the livelihoods of future workers*

As described in the *Economic Impact Assessment* (WSP, 2023), a total of 8,352 full time equivalent (FTE) jobs could be created during the 11-year construction phase in the whole of NSW. A total of 8,352 construction jobs exceeds the current number of people employed in construction in the regional area, suggesting that opportunities for future construction workers will benefit a broader area. The *Economic Impact Assessment* estimates that a majority of the jobs would be within the following LGAs: Hills, Hornsby, Blacktown, Parramatta, Cumberland, Hawkesbury. Indirect benefits may also be created for suppliers and providers.

It is likely that these jobs will support the local and regional economy and livelihoods of future workers, resulting in a high benefit.

Recommended measures:

- 60 Design and implement social procurement strategy pre and during construction, to maximise direct and indirect employment opportunities for businesses and workers in the local/regional area, Aboriginal people and underrepresented people including youth, people with disabilities, and support gender diversity and social enterprises.

Operations

5.7.3 Provision of new business and employment opportunities supporting the local and regional economy and livelihoods of workers

The proposal will provide 117,330sqm of employment generating floorspace comprising commercial, entertainment, retail and hotel accommodation. This growth in employment opportunities is consistent with key opportunities identified in Council's *Draft Norwest Precinct Plan*. New employment opportunities were identified as a key benefit by approximately 30% of survey respondents.

The *Economic Impact Assessment* (WSP, 2023) identifies that the existing 718 jobs are equivalent to 499 FTE jobs. It estimates that the proposal could result in 12,779 total jobs (including direct, supply-chain and consumption flow-on effects), with a significant majority (9,839) filled within this Assessment's study area. The benefits of such employment opportunities on people will depend on the future mix of occupations, salary ranges, current employment status of future employees, wage gains, satisfaction and wellbeing at work. Based on the *Economic Impact Assessment*, the majority of future operational jobs, subject to a development application, will be commercial and office-based. The hotel accommodation component of the proposal will also contribute to the visitor economy.

It is likely that these jobs will support the local and regional economy and livelihoods of future workers, and result in a high benefit.

Recommended measures:

- 61 Design and implement social procurement strategy as development progresses, to maximise direct and indirect employment opportunities for businesses and workers in the local/regional area, Aboriginal people and underrepresented people including youth, people with disabilities, and support gender diversity and social enterprises.
- 62 As previously discussed, providing suitable and affordable housing for key and/or small income workers to support proximity between housing and jobs would support the livelihoods of these workers.

5.8 Impacts on decision-making systems

This section discusses impacts on **decision-making systems**, including the extent to which people can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms.

Pre-construction and construction

5.8.1 Uncertainty about the future of businesses and employees

With approximately 50 tenants and 718 employees on site, construction will disrupt the existing operations of these businesses and the daily lives of these employees.

Engagement identified that rumours of the development have been ongoing for many months, after the announcement in December 2022 was the first release of official information by Mulpha. There has been no evidence of further engagement with tenants to work through potential issues or concerns. Tenants did not engage with the SIA survey.

Interviews identified that available information is still too scarce to allow informed feedback. Some are hoping to renew their leases, but are waiting to hear more information about what they should do. Some think they might be retired by then. Some think it will not be for a while, which is a relief. Some feel a level of excitement for a long overdue upgrade.

Concerns that were heard during engagement include:

- During construction:
 - Difficulty for customers to access businesses during construction, and possibility that customers will stay away
 - Impacts on business operations during construction
 - What each stage will do to the centre and whether the centre will be shut down.
- Following construction:
 - Paid parking during operations that may affect how long users stay
 - Risk of shoppers not coming back after a period of closure.

As previously discussed, available information at this early stage does not allow a better understanding of actual impacts during or following construction. It is noted in the *Retail Impact Review* (Ethos Urban, 2023) that new retail facilities will be brand new and will be in high demand, therefore limiting the risk of shoppers not coming back. Working with tenants to respond to concerns will be an important part of mitigation measures that should start as soon as possible.

Uncertainty and concerns affecting people operating businesses pre-construction is therefore almost certain, which is a high negative impact

However possible measures are described below.

Recommended measures

- 63 Provide detailed information to tenants as soon as possible, along with regular updates during and outside statutory consultation mechanisms. The centre's management should seek to understand concerns and aspirations of tenants, and work together to alleviate concerns and maximise future opportunities for tenants. This might be in the form of individual and/or group sessions
- 64 Conduct 'business door-knocking' to engage with each business
- 65 Provide detailed information and certainty in relation to leases
- 66 Adopt a co-design approach with tenants regarding detailed design, and future management of operations including accessibility/parking measures, future promotion of the centre
- 67 As part of future development application(s) and construction management plan(s), ensure adequate grievance mechanism is in place for tenants and specific queries and support needs.

5.9 Combined incremental and cumulative impacts

The SIA Guideline defines cumulative impacts as those "...that occur as a result of the project in combination with other relevant future projects" and combined incremental impacts as "...the combined effect of the different impacts of the one project." This section discusses potential cumulative and combined incremental impacts of the proposal.

Considering the number and scale of other development in the area, it is considered that the following impacts will be cumulative due to the anticipated higher population numbers:

- The proposal may support community composition and cohesion in a new mixed and high density environment: the effect of spaces suitable for social interaction may benefit future populations of ongoing developments
- Future residents in the broader area will also have access to future social infrastructure on the site
- Ongoing growth may place further pressure on local schools
- Gaps in active recreation will grow in significance as population increases in the local area

- Amenity impacts of construction will affect the local area in a more significant manner and/or during a longer time, and will create cumulative employment benefits
- The proposal will contribute to the overall change to visual character that ongoing and planned developments will create.

In terms of combined impacts:

- Combined shorter term negative impacts will be typically associated with construction affecting the amenity of the local community and users of the site, with more significant effects on existing businesses and workers. Short term benefits will also be associated with construction through employment opportunities.
- Combined long term negative impacts may revolve around additional traffic and visual impact affecting the local community and increased pressure on local schools.
- The proposal will create more long term benefits once the development is complete, with benefits for future residents and users of the precincts, around the provision of housing and employment opportunities near major public transport infrastructure, increased access to retail, improved opportunities for recreation and overall the provision of a mixed use precinct supporting active lifestyles.

6 Conclusion

This SIA report has been prepared in relation to the Norwest Marketown Planning Proposal (PP), prepared by Norwest City Trust (Mulpha Norwest). The proposal seeks to amend The Hills Local Environmental Plan 2019 (THLEP 2019) to insert revised planning controls for land situated at 4-6 Century Circuit, Norwest adjacent to the Norwest Metro Station and within the Norwest Strategic Centre.

It provides a description of the existing social baseline conditions for local and regional areas potentially affected by the proposal, an assessment of the potential likelihood and magnitude of the predicted social impacts on those communities during the construction and operation of the proposal, and a list of recommended mitigation and enhancement measures associated with each identified social impact.

The positive social impact anticipated to result pre and during construction of the project is associated with the livelihood benefits expected associated with future direct and indirect employment opportunities. The majority of benefits are anticipated to be longer term and associated with the future life of the development. High benefits will include:

- Increased access to retail servicing residential and working communities
- There will be improved opportunities for recreation through the provision of open spaces and indoor recreation
- Improved experience and opportunities for customers of the Marketown shopping centre
- The proposal may support community composition and cohesion in a new mixed and high density environment through the provision of a walkable environment and opportunities for social interaction
- There will be new community facility floorspace to support existing and future communities
- A mixed use precinct may support active lifestyles and wellbeing, particularly compared to the nature and urban design of the current Marketown site
- Provision of new business and employment opportunities supporting the local and regional economy.

These benefits are in line with the expectations of Council's *Draft Norwest Precinct Plan*.

The majority of negative social impacts are anticipated to occur prior to or during the construction period. The likelihood or overall significance of nearly half of all negative impacts cannot be fully assessed at this early stage of the planning process and can be reassessed as part of future development application(s) when more technical information will be available. Only two high negative impacts are anticipated, both revolving around the expected change for current employees and businesses of Marketown and associated anxieties.

All high negative impacts are expected to be manageable via measures proposed in this report, with remaining high impacts after mitigation/enhancement expected to be positive.

A1 Baseline data

Place of usual residence	Norwest SAL		Baulkham Hills SA3	
	Number	%	Number	%
Total population	4,688		154,767	
Total private dwellings	2,040		52,772	
Indigenous population	21	0.4	699	0.5
English as a second language - spoke a language other than English at home	773	43.4	22,970	46.6
Age Structure				
Babies and pre-schoolers (0 to 4)	263	5.6	7436	4.8
Primary schoolers (5 to 11)	341	7.3	15757	10.2
Secondary schoolers (12 to 17)	211	4.5	13582	8.8
Tertiary education/independence (18 to 24)	433	9.2	13071	8.4
Young workforce (25 to 34)	830	17.7	13799	8.9
Parents and homebuilders (35 to 49)	975	20.8	34537	22.3
Older workers & pre-retirees (50 to 59)	406	8.7	20155	13.0
Empty nesters and retirees (60 to 69)	440	9.4	17093	11.0
Seniors (70 to 84)	605	12.9	15717	10.2
Frail aged (85 and over)	179	3.8	3607	2.3
Median age	37		41	
Household Types				
Total number of families				
Couples without children	632	47.3	13,741	31.2
Couples with children	528	39.5	25,552	58.1
One parent families	155	11.6	4,367	9.9
Lone person households	394	22.1	6,674	13.5
Group households	89	5.0	649	1.3
Average household size	2.5		3	
Highest level of educational attainment (persons aged 15 years and over)	0		0	
Employment and industries				
Worked full-time	1425	58.1	46,602	58.9
Worked part-time	645	26.3	21,767	27.5

Away from work (a)	259	10.6	7,343	9.3
Unemployed	121	4.9	3,404	4.3
In the labour force	2,450		79,116	
Top 3 industries of employment	Computer system design and related services	5.1	Computer system design and related services	4.5
	Hospitals (except psychiatric hospitals)	3.1	Hospitals (except psychiatric hospitals)	3.9
	Accounting services	2.5	Banking	3.5
Household income - average weekly household income	\$441			\$2,328
Less than \$650 (low)		9.5		9.7
\$3,000 or more (high)		34.9		45.8
Median weekly household income	\$2,207		\$2,732	
Disability data				
Core activity need for assistance	156	3.3	6,603	4.3%
People caring for people with disability, health condition or old age	311	7.8%	13,929	11.2%
Long term health conditions				
Arthritis				
Asthma	257	5.5	9,549	6.2
Mental health condition (including depression or anxiety)	220	4.7	7,709	5.0
Cultural background - ancestry				
English	1043	22.2	33,499	21.6
Australian	751	16.0	30,938	20
Chinese	740	15.8	29,130	18.8%
Indian	471	10.0	14,503	9.4
Irish	294	6.3	10,500	6.8
Top languages spoken at home				
Madarin	420	9.0	15,927	10.3
Hindi	157	3.3	4,739	3.1
Cantonese	156	3.3	7,252	4.7
Tamil	106	2.3	2,894	1.9

Korean	103	2.2	3,995	2.6
English only used at home	2509	53.5	85,517	55.3
Country of birth				
Australia	2271	48.4	84,094	54.3
India	372	7.9	10,428	6.7
China (excl. SARs and Taiwan)	332	7.1	12,470	8.1
England	143	3.1	4,405	2.8
Occupied private dwellings (excluding visitor only and other non-classifiable households)				
Separate house	670	37.6	38489	78.1
Semi-detached, row or terrace house, townhouse, etc	137	7.7	5810	11.8
Flat or apartment	952	53.5	4929	10.0
Other dwelling	0	0.0	3	0.0
Housing Tenure				
Owned outright	503	28.3	17041	34.6
Owned with a mortgage	500	28.1	20,852	42.3
Rented	708	39.8	9,589	19.4
Social housing	7	0.4	304	0.6
Other tenure type	43	2.4	1,363	2.8
Tenure type not stated	17	1.0	466	0.9
Top five crime (offenders aged 10-17)				
Steal from motor vehicle				
Other offences				
Drug offences				
Non-domestic violence related assault				
Intimidation, stalking and harassment				
Top five crimes (all offenders)			Rate per 100,000	
Intimidation, stalking and harassment				
Other offences				
Breach bail conditions				
Malicious damage to property				
Domestic violence related assault				
Incidents of crime from April 2021 to March 2022	Baulkham Hills	NSW		

Assault	300.4	760.4		
Homicide	0.0	1.0		
Robbery	0.0	18.7		
Sexual offences	101.0	172.2		
Theft	1090.9	2,002.7		
Malicious damage to property	192.1	581.0		
Against justice procedures	194.5	1,008.3		
Disorderly conduct	49.3	208.3		
Drug offences	197.0	546.7		
IRSAD				
Car movements and ownership				
Car as driver or passenger	688	29.6	26,731	35.3
Walked only	47	2.0	569	0.8
Public transport	125	5.4	2,744	3.6
Worked at home	1,091	46.9	36,118	47.7
Average number of vehicles per dwelling	1.5		2	

A2 Online survey flyer



Norwest Markettown Planning Proposal – Online Community Survey

WSP is engaged by Mulpha to prepare a Social and Economic Impact Assessment (SEIA) for the Norwest Markettown Planning Proposal (PP).

The intended PP seeks to enable the redevelopment of Norwest Markettown at 4-6 Century Circuit, Norwest (the site) from a low-rise shopping centre into a vibrant high density mixed-use and transit-oriented precinct, comprising a range of employment generating uses including commercial, retail, and office; residential and tourist/visitor accommodation floor space; and a range of community facilities.

The PP, which will seek support from The Hills Shire Council for amendments to The Hills LEP 2019 to allow the redevelopment of the site, is expected to be submitted to Council in February 2023. The role of the SEIA is to understand how the local community may be impacted by the proposal.

For further information on the project, please visit [norwestmarketownpp.com](https://norwestmarkettownpp.com)

COMMUNITY FEEDBACK

As part of Mulpha's commitment and SEIA best practice, WSP is undertaking independent community engagement in the form of an online community survey.

Participation in the survey is entirely voluntary and responses will be anonymous. This survey should take you about 5-8 minutes to complete.

**The survey is open for feedback from 5pm Friday 18 November
until Monday midnight 12 December 2022.**

To take the survey scan the QR code or visit the Norwest Markettown Planning Proposal website [norwestmarketownpp.com](https://norwestmarkettownpp.com)

For any questions about the project, please email the project team at: marketownpp@mulpha.com.au

We thank you for your participation.



SURVEY LINK

A3 Impact assessment tools

The impact assessment and predication section of this SIA utilises tools from the DPE SIA Guideline and Technical Supplement (2023). These tools have been used to complete the assessment of impacts.

Table A.1 Likelihood assessment tool

LIKELIHOOD LEVEL	MEANING
Almost certain	Definite or almost definitely expected (e.g., has happened on similar projects)
Likely	High probability
Possible	Medium probability
Unlikely	Low probability
Very unlikely	Improbable or remote probability

Source: DPE, Social Impact Assessment Guideline and Technical Supplement, 2023

Table A.2 Magnitude assessment tool

CHARACTERISTICS		DETAILS NEEDED TO ENABLE ASSESSMENT
MAGNITUDE	Extent	Who specifically is expected to be affected (directly, indirectly, and/or cumulatively), including and vulnerable people? Which location(s) and people are affected? (e.g., near neighbours, local, regional, future generations).
	Duration	When is the social impact expected to occur? Will it be time-limited (e.g., over particular project phases) or permanent?
	Severity or scale	What is the likely scale or degree of change? (e.g., mild, moderate, severe).
	Sensitivity or importance	How sensitive/vulnerable (or how adaptable/resilient) are affected people to the impact, or (for positive impacts) how important is it to them? This might depend on the value they attach to the matter, whether it is rare/unique or replaceable, the extent to which it is tied to their identity, and their capacity to cope with or adapt to change.
	Level of concern/interest	How concerned/interested are people? Sometimes, concerns may be disproportionate to findings from technical assessments of likelihood, duration and/or intensity.

Source: DPE, Social Impact Assessment Guideline and Technical Supplement, 2023

Table A.3 Magnitude level assessment tool

MAGNITUDE LEVEL	MEANING AND EXAMPLES
Transformational	Substantial change experience in community wellbeing, livelihood, amenity, infrastructure, services, health, and/or heritage values; permanent displacement or addition of at least 20% of a community.
Major	Substantial deterioration/improvement to something that people value highly, either lasting for an indefinite time, or affecting many people in a widespread area.
Moderate	Noticeable deterioration/improvement to something that people value highly, either lasting for an extensive time, or affecting a group of people.
Minor	Mild deterioration/improvement, for a reasonably short time, for a small number of people who are generally adaptable and not vulnerable.

MAGNITUDE LEVEL	MEANING AND EXAMPLES
Minimal	Not noticeable change experienced by people in the locality.

Source: DPE, Social Impact Assessment Guideline and Technical Supplement, 2023

Table A.4 Social impact significance assessment tool

MAGNITUDE LEVEL					
LIKELIHOOD LEVEL	1 Minimal	2 Minor	3 Moderate	4 Major	5 Transformational
A Almost certain	Low	Medium	High	Very high	Very high
B Likely	Low	Medium	High	High	Very high
C Possible	Low	Medium	Medium	High	High
D Unlikely	Low	Low	Medium	Medium	High
E very unlikely	Low	Low	Low	Medium	Medium

Source: DPE, SIA Guideline and Technical Supplement, 2023

A4 Impact assessment of significance and residual rating

Category	Impact	Nature	Likelihood	Extent	Duration	Sensitivity	Intensity	Level of concern/ interest	Magnitude	Significance of impact	Measures	Residual impact
Way of life	Disruptions to businesses’ operations and workers activity	Negative	Almost certain	Existing businesses	Pre-construction and construction				Unknown	Unknown	<p>Prepare a tenant management plan ahead of demolition/construction, as part of the future development application and in parallel to construction management plan.</p> <p>Ensure a staged approach whereby existing businesses can continue to operate if they wish. This should be explored and refined in consultation with tenants as soon as possible, to provide more certainty about the future.</p> <p>Provide temporary activation via programs and activities, involving existing businesses to support tenants during construction. This will also keep the community engaged with the site during construction.</p>	
Way of life	Changes to current use and enjoyment of the site and surroundings by the community	Negative	Almost certain	Existing users of the site	Pre-construction and construction				Unknown	Unknown	<p>When available, provide information to customers about future plans and details about staging and any changes to use (e.g. access, wayfinding, available retail, access to lake)</p> <p>Maximise safe access and use of the lake during construction</p> <p>Provide temporary activation via programs and activities, to maintain existing community use and interaction.</p>	
Way of life	Improved experience and opportunities for customers	Positive	Likely	Existing users of the site	Operations	Moderate	Moderate	Minor	Moderate	High B3	Preferences for future tenancy mix and/or other improvements could be further refined during a consultation process with existing users of the site.	High B4
Way of life	Increased supply of housing in an area highly accessible by public transport	Positive	Likely	Regional area – beyond	Operations	Minor	Minor	Minor	Minor	Medium B2	<p>Consider a proportion of the development as affordable housing – at least 5-10% as per GCC targets. Providing suitable and affordable housing for key workers to support proximity between housing and jobs.</p> <p>The provision of social housing could be discussed with LAHC.</p> <p>With the number of medical uses in the area, the site has the opportunity to respond to the needs of seniors and people with disabilities (in terms of dwelling mix), as well as people who work in these health facilities (in terms of affordability). Affordability measures should also address the needs of the anticipated student population.</p> <p>To best respond to needs, the proposed housing mix should provide a diversity of dwelling sizes and bedroom configurations, to respond to the needs of empty nesters through to larger families, and the needs of children through to seniors as well as people with disabilities and renters. As advised during engagement, Council has a diversity clause that requires at least 30% of all apartment dwellings be suitable for families including larger families. Flexible housing design may provide additional opportunities for diverse housing that can adapt to various household types and sizes.</p>	High B3
Community	Disruptions of the Marketown community and networks	Negative	Likely	Marketown community	Pre-construction and construction				Unknown	Unknown	Before demolition/ construction starts, create a community platform, online and/or in person depending on people’s preference, to support the continuation of social networks during construction.	

Category	Impact	Nature	Likelihood	Extent	Duration	Sensitivity	Intensity	Level of concern/ interest	Magnitude	Significance of impact	Measures	Residual impact
Community	The proposal may support community composition and cohesion in a new mixed and high density environment	Positive	Likely	Future site community	Operations	Minor	Major	Minor	Moderate	High B3	<p>Ongoing activation of the space will support future community cohesion via events, programs, indoor and outdoor activities.</p> <p>Noting residents will be living in high density, recommendations for future detailed design of buildings include incorporating informal opportunities for interaction at entries and on various floors as well as communal spaces.</p> <p>As previously recommended, a diversity of housing will support a diverse community of incomes, backgrounds and demographic characteristics. With adequate services and spaces to service all groups, this can result in an inclusive and connected community.</p> <p>Early activation of the site, throughout development stages, will encourage gradual integration of new residents/workers within the community including existing residential communities surrounding the site. This will supplement ongoing activation during construction that will seek to maintain some level of use of the site, lake and shops.</p> <p>For open spaces to support long stays and longer interaction, detailed design will need to consider comfort and safety of users at all times e.g. lighting, amenities including change rooms, bubblers, rest areas.</p> <p>Early delivery of the proposed community facility spaces and open spaces will likely further support a sense of community as the development grows.</p> <p>Continue and increase scale of community projects – improve this process by integrating a strategic and needs-based approach (identifying and addressing community needs).</p>	High B4
Accessibility	Temporary closures of social infrastructure and services during construction affecting users	Negative	Possible	Existing users of social infrastructure and services	Pre-construction and construction	Moderate	Moderate to major	Minor	Moderate	Medium C3	Inform users ahead of closure	Medium C3
Accessibility	Modified access during construction affecting businesses and users	Negative	Possible	Users of the site, local area	Pre-construction and construction				Unknown	Unknown	<p>During construction, ensure effective signposting to maximise visibility and wayfinding of tenancies</p> <p>During construction, key walking and cycling routes to be fully maintained in a safe manner, for all abilities and people with prams, and regularly monitored to ensure maintenance and safety.</p>	
Accessibility	Increased access to retail servicing residential and working communities	Positive	Almost certain	Existing main trade area, future residents and workers	Operations	Minor	Moderate	Moderate	Moderate	High A3	n/a	
Accessibility	Future residents will have access to existing health and child care services available on site and/or in the broader area	Positive	Likely	Future residents	Operations	Minor	Moderate	Minor	Minor	Medium B2	<p>The location and accessibility of the existing child care facility should be revised through the redevelopment, to ensure easy access for all abilities and families with prams.</p> <p>Work with existing child care operator to ascertain capacity and size of future capacity as well as design features.</p>	High B3

Category	Impact	Nature	Likelihood	Extent	Duration	Sensitivity	Intensity	Level of concern/ interest	Magnitude	Significance of impact	Measures	Residual impact
Accessibility	It is unknown if some of the health services provided on site will be available after redevelopment, affecting users	Negative	Possible	Users of dental clinic and allied health	Operations	Moderate	Moderate	Minor	Moderate	Medium C3	Work with existing health services on-site to understand demand for new facility within future development. If no facility will be developed, ensure information is communicated to users early and support is provided.	Medium B3
Accessibility	Additional housing will increase pressure on schools	Negative	Almost certain	Bella Vista Public School community	Operations	Minor	Moderate	Minor	Minor	Medium A2	Engage with School Infrastructure NSW should a suitable site for a school be available on a Mulpha site in the local or regional area, and collaborate during master planning process.	High B4
Accessibility	There will be improved opportunities for recreation	Positive	Almost certain	Existing and future users of the site – local area	Operations	Moderate	Moderate	Moderate	Moderate	High A3	<p>While it is acknowledged that a sportsfield cannot be provided on site, other forms of active recreation should be pursued on-site, utilising the proposed open spaces, as well as rooftops, podiums, streets and plazas. Courts, half courts, wall ball, futsal, fitness equipment, should all be explored throughout the development, for public access (in addition to any other communal facilities). Parts of the community facility could also be explored for recreation opportunities, in collaboration with Council.</p> <p>Early delivery of open spaces, including embellishments, infrastructure and equipment, is recommended to support first residents and workers as well as existing communities.</p> <p>It will be essential to maximise accessibility between the site and surrounding areas in order to support access to those new open space and recreation opportunities that are currently lacking in the area. Safe and convenient walking and cycling connections from all directions should be maximised.</p> <p>There should be embellishments around the entirety of the lake (i.e. off site) to promote accessibility and safety for people in the broader local area, for all abilities including at night, as well as a comfortable space for all (e.g. seating, shading, water fountains, lighting, visibility).</p> <p>Opportunities for car park sharing/access could be explored with adjacent land owner(s), to turn at least portion of this large car park area into open space.</p> <p>In collaboration with Council, finalise contributions to off-site recreation opportunities and active connections to access these from the site where possible, noting active open space solutions identified in Council’s Draft Norwest Precinct Plan and existing recreational loops mentioned in the CBD.</p>	High B4
Accessibility	There will be new community facility floorspace to support existing and future communities	Positive	Likely	Future community	Operations	Moderate	Moderate	Minor	Moderate	High B3	There should be a clear strategy with Council to ensure the planning, design, delivery and management of community facilities.	High A3

Category	Impact	Nature	Likelihood	Extent	Duration	Sensitivity	Intensity	Level of concern/ interest	Magnitude	Significance of impact	Measures	Residual impact
Accessibility	Traffic congestion and parking constraints affecting future users of the site and the local area	Negative	Unlikely	Local area	Operations	Minor	Minor	Moderate	Minor	Low D2	<p>Consider potential conflicts on Century Circuit, between heavy vehicles and other users of the space, including intersection with active infrastructure</p> <p>With a change in access between Hillsong and Marketown, maximising safe walking connections between the two sites will be important.</p> <p>Develop parking management measures in collaboration with Marketown tenants.</p>	Low D1
Culture	Opportunities for cultural expression through design including local Aboriginal artists/community	Neutral		Indigenous communities	Pre-construction and construction , Operations					Unknown	<p>As early as possible and throughout the planning and construction design phases, implement and refine methodology described in Landscape Report in collaboration with local Indigenous stakeholders and knowledge holders.</p> <p>Involve local Indigenous stakeholders, local arts in place activation during/after construction.</p>	
Health and wellbeing	Stress and anxiety of business owners and workers due to uncertainty	Negative	Likely	Marketown businesses	Pre-construction and construction	Moderate to major	Minor to major	Moderate	Moderate	High B3	Refer to measures in 5.8.1	Medium C3
Health and wellbeing	Reduced walking and cycling opportunities during construction	Negative	Possible	Users of the area	Pre-construction and construction				Unknown	Unknown	<p>Maximise the retention of safe and comfortable (e.g. protected from construction nuisances, accessible to all abilities and prams) walking and cycling opportunities to the site and to the surrounds of the site, including streets and footpaths, lake surrounds; accompanied by adequate wayfinding to inform of any change of route.</p> <p>Relocate any current cycling space to an accessible area.</p>	
Health and wellbeing	Noise and dust impacts on health during construction	Negative	Possible	Users of the area	Pre-construction and construction				Unknown	Unknown	Noise and construction impacts including dust reduction to be part of any construction management plan at the development application stage. This should consider existing employees and users of the site, not only adjoining residents.	

Category	Impact	Nature	Likelihood	Extent	Duration	Sensitivity	Intensity	Level of concern/ interest	Magnitude	Significance of impact	Measures	Residual impact
Health and wellbeing	Mixed use precinct may support active lifestyles and wellbeing	Positive	Likely	Users of the area, residents	Operations	Moderate	Major	Minor	Moderate	High B3	<p>As part of place management, ensure footpaths are not overtaken by commercial activities and there is ample space for all active users e.g. pedestrians, prams, wheelchairs, cyclists.</p> <p>The TIA suggests that the precinct should be highly connected to surrounding areas to maximise walking and cycling and minimise parking needs. In addition to the TIA’s content, this should be in the form of walking and cycling connections that are and feel safe to all abilities and backgrounds, are well lit at all times, and are well connected within the precinct to allow through-movements. The lake is an important destination and should support active lifestyles during the day and night, with adequate embellishments as previously noted.</p> <p>Ensure the precinct is and feels safe to all, during the day and at night, to maximise use of public transport and active transport. This is important around stations and bus stops, as well as throughout the precinct to make people feel safe on their way to public transport infrastructure.</p> <p>A direct bus route currently connects the site to Crestwood High School in ten minutes. Ensuring the development is and feels safe for older children will contribute to public transport use to/from the school. This includes crossing Norwest Boulevard to access bus stops.</p> <p>Ensure appropriate lighting strategy across the precinct and along the promenade around the lake, noting a separate initiative is resulting in the establishment of security lighting around the lake.</p> <p>An underground tunnel exists between the station and Norwest Marketown – this is proposed to connect the metro station to Norwest Marketown and Lakeshore Green, as identified in the landscape report. This is operated by Sydney Metro. Collaborate with Sydney Metro to ensure this tunnel is operated and maintained in a safe manner particularly at night time (this could be achieved as part of a broader CPTED strategy).</p> <p>Provide adequate end of trip facilities throughout the precinct, including public spaces, to support cycling.</p>	High B4

Category	Impact	Nature	Likelihood	Extent	Duration	Sensitivity	Intensity	Level of concern/ interest	Magnitude	Significance of impact	Measures	Residual impact
Health and wellbeing	High density living may affect lifestyle and health	Positive	Possible	Users of the area, residents	Operations	Moderate	Major	Minor	Moderate	Medium C3	<p>Incorporate safety principles utilising CPTED and more contemporary tools that recognise a gender lens to safety</p> <p>Minimise wind tunnels, allow a combination of sunlit and shaded areas including natural shade/tree cover</p> <p>Ensure all abilities can access the whole of the site including terraced areas</p> <p>Future planning stages should incorporate healthy density principles in the design of buildings e.g. orientation of balconies and windows away from roads, lighting, indoor and outdoor air quality considerations, noise insulation, safety, maximising opportunities for social interaction including informal interactions (e.g. entrance design, communal spaces and shared gardens), feeling of safety.</p> <p>Broaden access to community gardens as much as possible and provide education and learning programs, possibly engaging local kindergartens and schools as well as unemployed and senior people. There could be partnerships between community garden management and local produce or hospitality businesses.</p> <p>Continued access to and activation of open spaces during construction.</p> <p>Early delivery of social infrastructure and open spaces as well as early activation through programs.</p> <p>Ensure a comfortable public domain and public infrastructure that contributes to social interaction and prolonged use of spaces e.g. seating, shading, drinking fountains, for all abilities and people with prams, all ages and backgrounds.</p>	High B4
Surroundings	Reduced amenity for local residents during construction	Negative	Unknown	Local area	Pre-construction and construction	Unknown	Unknown	Unknown	Unknown	Unknown	Ensure that construction-related traffic, noise, dust and vibration, and visual impact are addressed and adequately managed at development application stage.	
Surroundings	Visual impact will affect the local community in potentially negative ways	Negative	Possible	Local area	Operations	Moderate	Major	Minor	Moderate	Medium C2	Ensure that detailed visual impact analysis is prepared at development application stage(s) and social impacts are addressed.	Medium C2
Surroundings	Visual impact will affect the local community in potentially positive ways.	Positive	Possible	Local area	Operations	Moderate	Major	Minor	Moderate	Medium C2		Medium C2
Livelihoods	Temporary impacts on livelihoods for existing businesses and employees at Norwest Marketown	Negative	Possible	Existing employees and business owners of Marketown and surrounding areas	Pre-construction and construction	Unknown	Unknown	Unknown	Unknown	Unknown	<p>Support the relocation process of existing businesses – with information and strategy support, and consider a relocation fund / rent relief during construction if businesses cannot operate</p> <p>Consider a temporary advisor within the management team for dedicated support to existing businesses.</p>	

Category	Impact	Nature	Likelihood	Extent	Duration	Sensitivity	Intensity	Level of concern/ interest	Magnitude	Significance of impact	Measures	Residual impact
Livelihoods	Employment opportunities during construction contributing to the livelihoods of future workers	Positive	Likely	Future workers in local, regional area and beyond	Pre-construction and construction	Moderate	Major	Minor	Moderate	High B3	Design and implement social procurement strategy pre and during construction, to maximise direct and indirect employment opportunities for businesses and workers in the local/regional area, Aboriginal people and underrepresented people including youth, people with disabilities, and support gender diversity and social enterprises.	High B4
Livelihoods	Provision of new business and employment opportunities supporting the local and regional economy and livelihoods of future workers	Positive	Likely	Future workers in local, regional area and beyond	Operations	Moderate	Major	Moderate	Moderate	High B3	Design and implement social procurement strategy as development progresses, to maximise direct and indirect employment opportunities for businesses and workers in the local/regional area, Aboriginal people and underrepresented people including youth, people with disabilities, and support gender diversity and social enterprises. As previously discussed, providing suitable and affordable housing for key and/or small income workers to support proximity between housing and jobs would support the livelihoods of these workers.	High B4
Decision making systems	Uncertainty about the future of businesses and employees	Negative	Almost certain	Existing businesses	Ongoing/ Pre-construction and construction	Moderate to major	Moderate to major	Moderate	Moderate	High A3	Provide detailed information to tenants as soon as possible, along with regular updates during and outside statutory consultation mechanisms. The centre’s management should seek to understand concerns and aspirations of tenants, and work together to alleviate concerns and maximise future opportunities for tenants. This might be in the form of individual and/or group sessions Conduct ‘business door-knocking’ to engage with each business Provide detailed information and certainty in relation to leases Adopt a co-design approach with tenants regarding detailed design, and future management of operations including accessibility/parking measures, future promotion of the centre As part of future development application(s) and construction management plan(s), ensure adequate grievance mechanism is in place for tenants and specific queries and support needs.	Medium C3

About Us

WSP is one of the world's leading professional services consulting firms. We are dedicated to our local communities and propelled by international brainpower. We are technical experts and strategic advisors including engineers, technicians, scientists, planners, surveyors and environmental specialists, as well as other design, program and construction management professionals. We design lasting solutions in the Transport & Water, Property & Buildings, Earth & Environment, and Mining & Power sector as well as offering strategic Advisory, Engagement & Digital services. With approximately 6,100 talented people in more than 50 offices in Australia and New Zealand, we engineer future ready projects that will help societies grow for lifetimes to come. www.wsp.com/en-au/.

