



CHAPTER 4

COMMUNITY ENGAGEMENT

4-1 Summary

Introduction

As part of the Victoria Road Drummoyne Urban Design Review, stakeholder and community engagement activities were carried out in two stages: Round One – *Give us your Ideas!* in October 2018 and Round Two – *What do you think?* in March/April 2019. The engagement with stakeholders were planned to ensure that the community was aware of the limitations to development in the area and that the outcomes of consultation were realistic and achievable.

A Community Engagement Plan that outlined the consultation process in detail including who, how and when activities would occur, was submitted to Council prior to commencing the engagement.

Community Engagement Objectives

The community engagement program for the Victoria Road, Drummoyne – Urban Design Review considered the following objectives:

- Involve the community in determining the future of Victoria Road, Drummoyne;
- Use traditional media and social media to maximise awareness and participation;
- Provide information about the planning process in suitable formats for non-technical experts to use in the decision-making process;
- Inform the community of the site constraints & limitations of the project;
- Include innovative strategies for engagement, including targeted consultation for special groups and demographics;
- Get unique insider perspective from local experts on the target area along Victoria Road; its assets, strengths and weaknesses;
- Encourage participants to generate ideas that while being inspirational, are realistic and achievable; and
- Generate excitement about the project and achieve stakeholder alignment and consensus.



Promotion material

Stakeholders

The stakeholder groups for Victoria Road Urban Design Review were to involve where possible:

- Decision makers – Councillors, Council officers, State Government, Roads and Maritime Services
- People and groups with a (financial) interest in the CBD - property owners, tenants, business owners
- Regular users - people who live or work in Drummoyne
- Occasional users - people who visit/use the facilities in the target area
- Other groups and communities which are active in the area:
 - Community Reference Group
 - Youth & Children who live in the target area or go to Drummoyne Public School or St. Mark's Catholic School
 - Seniors who live in or visit the area.

4-2 Round one process

Round one of the engagement process aimed to introduce the project to stakeholders and the community, raise awareness and encourage participation in engagement activities to ensure valuable community and stakeholder input into the process. This stage focused on understanding what people like, what they don't like, their ideas for improvements and/or changes within the study area and to develop a deeper understanding of the key issues affecting this area.

Community members were invited to be actively involved in the consultation, in person and online, and their ideas, comments and aspirations were collected by the design team at Studio GL. A summary of the engagement outcome from these events is found below.



Consultation displays

Community Drop-in Session

A drop-in session, held in the forecourt outside IGA, allowed people to provide their input and ideas. An estimated 100 people gave their input during this event. We also received 21 completed surveys.



Drop-in session at the forecourt outside the Drummoyne IGA

COMMUNITY ENGAGEMENT

Community & Stakeholder Workshop

The stakeholder workshop held at the Greg Davis Stand at Drummoyne Oval followed an enquiry by design format and provided a more focused opportunity for the community to discuss specific issues and share their vision for Victoria Road Drummoyne through a variety of activities including placecheck mapping, ideas post-it boards, a travel routes map and a visual character exercise. 40 people registered for the event and 30 people participated in the workshop. We also received six completed surveys.

Studio GL team also conducted a workshop with the local Community Reference Group (CRG), which was attended by 8 members. The workshop collected ideas and concerns from the CRG members for the future of the area, and are included in the consolidated engagement findings. Detailed minutes from the CRG meeting are included in Appendix A.



Community and Stakeholder Workshop



Online mapping screenshot

Online Consultation

In addition to the in-person consultation an online mapping interactive tool, Social Pinpoint, was used as a method to gather community input. On this website community members could identify places and features they considered strengths and weaknesses, as well as share their ideas for improving the town centre. 248 people visited the website out of which 44 people submitted 107 comments.

COMMUNITY ENGAGEMENT

Youth & Children Consultation

The design team approached local schools and encouraged them to participate in the engagement. Students on the Student Representative Council (SRC) from Drummoyne Public School participated in an hour long consultation. They were encouraged to draw their ideas for what they would like to see on Victoria Road. A survey was also issued with questions relating to how students interact with their town centre. In total 50 students from grades K through 6 submitted 36 drawings and 29 survey responses.



Youth & Children Consultation



Drawings from students



Intercept Survey Session

Intercept Survey

The design team conducted an intercept survey session (research method used to gather on-site feedback) at the Drummoyne Community Centre to allow for input from senior residents in the community. The session was attended by 20 senior community members. In addition to a number of comments, we received 17 completed surveys.

4-3 Round one findings

The engagement activities presented at each consultation event were designed to gather community feedback in a variety of forms. Activities like the placecheck map and travel map provided place-based information where the participants marked areas of concern, their commute routes, places with future potential and other important information on the maps.

The Visual Character Aspiration Boards provided a collection of images of built forms, public domain, streetscape, etc., that indicated what

the participants would like to see in the study area in the future, as well as building forms or public domain characteristics they do not think appropriate for their centre.

In addition to this the participants submitted hundreds of comments on what they thought about the strengths & weaknesses of the centre as well as their ideas for the future character of the place. Following is a summary of the most repeated community responses collated into three categories: strengths, weaknesses and ideas.

What are the strengths of this area?

Heritage charm, character and a sense of place - heritage buildings in the area including commercial, churches and beautiful houses

Plaza in front of IGA is the closest thing we have to a town square

Access to the Bay Run & waterfront

Health benefits of public amenities in the area

The area is pedestrian friendly and safe

Harris Farm is a great asset and has created a community feel in the area

As Victoria Road is a key street, transport to CBD or western suburbs is great

Heritage homes in Drummoyne are some of the best in Sydney

Buildings along Victoria Road are a good mix of old and new

The pedestrian connectors through buildings work well

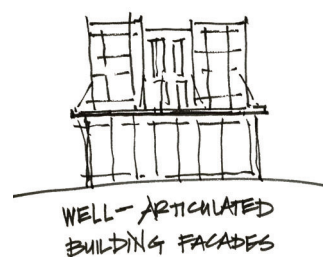
A central Post Office is good

People are friendly and interested in buying and promoting local businesses

Formosa St is safe & often used to access the medical facility along Vic Road

Strong community feel

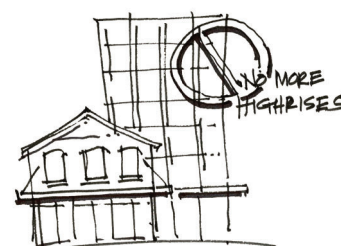
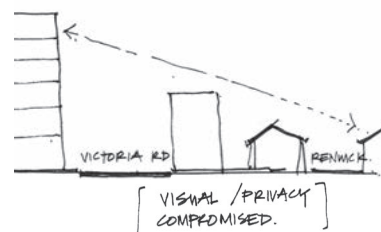
Love the planters with poetry on them



COMMUNITY ENGAGEMENT

What are the weaknesses of this area?

Dangerous intersections for pedestrians: Lyons Rd, Edwin St & Park St
Carparks are insufficient for the number of users & need improvement
Parking system needs to be reevaluated - 1hr (near medical centre) or all day parking (at Birkenhead & for business owners on Formosa) is not preferred
Edwin St is dangerous cycle route - esp at the school start & finish times
Lack of vision for Victoria Rd has left it ad hoc & it has lost its community feel
Traffic on Formosa St is a mess - most people don't realise/obey one ways
Traffic flow across Victoria Rd is difficult
Vehicles turning right on Victoria Rd have a very long wait
Lack of safe cycleways
No more development - Do not overdevelop into a dormitory suburb
New development is too tall & affecting quality of life for adjacent properties (privacy, sun access, visual, overlooking, shadowing, parking & traffic)
The infrastructure of Victoria Rd is not capable of handling more development
Height restrictions on new developments should be strictly adhered to, to minimise the pressures of people and cars on already overloaded streets
New development needs to respect & respond to existing adjacent heritage buildings especially Renwick St as there is no access Rd between development & heritage homes, and topography makes new buildings seem taller
Vacant shops are not desirable - shops closing due to lack of access for visitors & landbanking by land owners
New development does not seem to follow the DCP regulations
Shops along Vic Rd have the feeling that all you see is the "back" of shops
Victoria Rd needs trees and more greenery
Drummoyne lacks a gathering place/passive recreation space away from the busy Victoria Rd
Pedestrian environment along Victoria Rd is not desirable; footpath needs repairs
Footpath in front of the post office is too narrow and feels unsafe
Garden beds and new planting is all weeds and poorly maintained
IGA frontage to Victoria Rd is a blank wall, and two of three pedestrian entry points to Sutton Place are blank-walled tunnels
Edwin St presents a number of issues for motorists and pedestrians
Trees that were removed in Edwin St, College St have not been replaced



COMMUNITY ENGAGEMENT

What are your ideas & suggestions to make this place better?

Ped bridges/underpasses across Vic Rd at key intersections; esp. Lyons Rd

Need more pedestrian connectors like at IGA - the one between chemist & Radiologist (with coffee shop) could be developed into a nicer space

More parking and policing of parking times - reconfigure parking in back streets, build parking garages (Formosa St/ IGA)

New development should provide parking for its businesses and residents

Retain and upgrade the existing village character of Drummoyne

No increase in height limits for new development

Do not reduce or change the heritage conservation areas

Heritage facades and facades of buildings in heritage conservation areas should be retained and integrated in new development

Limit heights on eastern side of Victoria Road to three-four storeys

Encourage night-time activity - restaurants and bars with healthy food options

Side facades need to be addressed; kookaburra - good, blue panels - ugly

Encourage small local businesses - no more kitchen stores

Vic Rd is too noisy for outdoor seating - consider mixed uses on cross streets

Need more shade (trees and continuous awnings) in the town centre

Need more trees on footpaths particularly along Victoria Rd & Lyons Rd - to soften the aggressive traffic environment, mitigate noise & slow traffic

Use public domain to display community history through furniture & public art

Need a small square or plaza in the town centre with more colour & vitality

Consider closing Church St and making it a public park/plaza

Install planters along Vic Rd to serve as barriers between pedestrians & traffic

189 Victoria Rd has always been an empty lot - could become a public plaza

With ground space limited, develop public open spaces at upper levels

Consider closing Formosa St from Lyons Road to Bowman and convert to a public plaza with outdoor dining

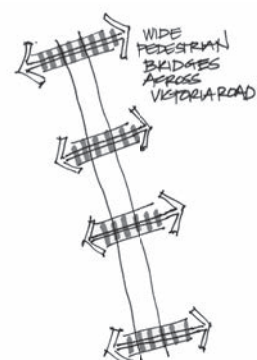
Improve IGA forecourt and make it into a village centre

Improve Edwin St with better safety, more pedestrian amenity & canopy trees

Victoria Road needs more colour and vitality in its public domain design

Mixed zoning on nearby cross-streets such as Day St, Edwin St, Marlborough St

Senior mostly visit the Lyons Road Vic Road area for all their needs. Any new services related development will need to consider access for seniors



4-4 Round two process

The second phase of the engagement process involved presenting the short-term and long-term ideas & strategies under consideration for Victoria Road to the community and stakeholders.

The materials for these presentations were in the form of A1 sized posters, clearly indicating the options being reviewed, some built examples of the ideas and the specific issues to be considered, along with space for feedback & comments. A brief summary of the outcomes from Engagement Round One was also included.

Using the facilitation technique of dot-voting, the participants were asked to give their opinion on the presented ideas using green and red dots to determine preferences; green being for projects they liked and would like to see move forward, and red being for ideas they did not like. They were also provided an opportunity to present any new ideas they might have for the place. Discussions were facilitated to determine public opinion on the design components and options.

The outcomes of this engagement stage are included in this chapter in brief and in the Appendices in detail. These indicate how well the design components were received by the community and their comments on the ideas.



Consultation display posters

COMMUNITY ENGAGEMENT

Community Drop-in Session

A drop-in session, held in the forecourt outside IGA, allowed people to provide their feedback on the presented ideas. Again an estimated 100 people gave their input during this event in the form of green and red dots on the different ideas as well as a number of comments on post-its. Additional ideas for the study area were also received.

Community & Stakeholder Workshop

The stakeholder workshop held at the Greg Davis Stand at Drummoyne Oval provided a more focused opportunity for the community to discuss the range of ideas and strategies put together by Studio GL. For this engagement the ideas were presented in a more detailed format where Studio GL staff went through each concept and discussed it briefly.

This allowed for a better understanding of what each concept entailed, thus allowing the participants more clarity in their voting using the green and red dots. 16 community members participated in the workshop. Council also received a few emails following the workshop with comments and feedback.

The Studio GL team also held two meetings with the CRG as a part of Engagement Round Two. The first meeting, attended by 8 members, was held prior to the community drop-in and workshop. In this meeting the members were introduced to the draft future development ideas proposed for presentation to the community. The second meeting involved reporting to the CRG members the community feedback on the presented ideas. Detailed minutes from both CRG meetings are included in Appendix A.



Drop-in session



Community and Stakeholder Workshop

4-5 Round two findings

Community members voted on the ideas and strategies using green & red dots, and provided comments to support their vote. In general, there was consistency in the voting between the Drop-in session and the workshop. There were a few ideas, however, which might have been misunderstood in the drop-in session, where there was no opportunity to present the ideas in detail, given the nature of a drop-in consultation. As a result there was a difference in votes for those ideas between the votes collected from the drop-in and the workshop.

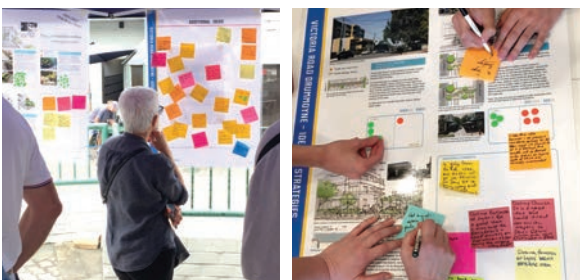
The number of votes (combined votes from the drop-in session and the workshop) and key comments for each idea are presented on the following pages. A more detailed listing of the voting for each event and a complete list of all comments received are included in the Appendices section.

Top Ideas liked by the community (highest number of green dots):

- Public Space - Closing Church Street
- Public Space - Closing Formosa Street
- Streetscape upgrade - Along Victoria Road
- Streetscape upgrade - Along Formosa Street
- Pedestrian links - Upgrade existing links and add new links
- Night time economy - Along Victoria Road
- Tunnel under Victoria Road

Top Ideas disliked by the community (highest number of red dots):

- Building heights - Update LEP controls for east side of Victoria Road
- Building heights - Additional heights along west of Victoria Road
- Privacy screening - Update DCP controls
- Public Art - On building façades and public spaces



COMMUNITY ENGAGEMENT

No.	Ideas & Strategies	Green dots	Red dots	Key Comments from drop-in session and workshop
Access and Movement				
1	Car parking- Multi-deck parking on Council site	28	6	It should go at least two storeys underground to reduce the bulk
				Could include a bike storage shed
				Multi-deck car parking could create more traffic
2	Car Parking- Traffic Management	9	15	If this is enforced, residents should be allowed at least two parking permits
				Current parking limit of 1 hour in Sutton Place discourages shopping - increase to 2 hours
				Not good for those who don't live in the area and like to park here and take the bus to the CBD
3	Intersection upgrade- Between Victoria Rd and Lyons Rd	15	2	Countdown is a good idea
				Need dedicated right hand turn green arrows from Lyons St to Victoria Rd
4	Cycle EOT facilities- At corner of Edwin St and Victoria Rd	15	12	EOT is at the wrong end of CBD commute
				Day St on east side of Victoria Rd might be a better location
				A safe, wide and pleasant cycleway to the city and improved bike paths are more important to the locals
				Should be located on east side close to Bay run, Birkenhead, and local cycle routes
5	Pedestrian links- Upgrade existing links and add new links	27	0	Pedestrian links in the area need an update
				Owner of Sutton Place has neglected the premises
6	Safer crossings- Overpass at Edwin St intersection			Considered but not progressed
7	Safer crossings- Widening Edwin St			Considered but not progressed
8	Tunnel under Vic Road Drummoyne	36	11	Focus on public transport /metro and not cars
				Destroying local areas for the sake of the car
				Better to make Victoria Rd pedestrian friendly with slower speed, pedestrian crossings, etc.

No.	Ideas & Strategies	Green dots	Red dots	Key Comments from drop-in session and workshop
Public Domain				
9	Public Space- Closing Church St	36	6	<p>This reduces the ability to enter and exit Drummoyne</p> <p>A good idea but it would direct too much traffic to Day St & Edwin St, which are already quite busy</p>
10	Public Space-Closing Formosa St	40	5	<p>Would help fix problems of cars driving the wrong way in the one way sections of Formosa St</p> <p>College St is already a no-entry from Lyons Rd, and this would be a further no access</p>
11	Streetscape upgrade- Along Formosa St	30	1	<p>Shops to front Formosa St between Lyons Rd and Edwin St, making it centre of pedestrian activity</p> <p>Underground power lines should be a condition of consent</p> <p>Add cycle lanes and bike racks</p>
12	Streetscape upgrade- Along Victoria Rd	38	0	<p>Incentivise shop owners to water and maintain the planters</p>
13	Street trees- Along Formosa St, Renwick St and Wright St	25	0	<p>Need more trees!</p> <p>If street trees are planted, Council needs to care for them, unlike the case with new plantings in the area</p>
14	Bus Shelter	23	2	<p>Need commuter friendly bus shelters that 'shelter' from rain and sun, with glass that provides view of approaching buses when seated</p> <p>Need a bus shelter at the post office</p>
15	Awning controls- for the entire study area	10	9	<p>Awnings co-existing with trees is a good idea - with No Stopping zones, shoppers have to walk on the footpath in all weather conditions</p> <p>Awnings combined with trees, if well-maintained, could have a big impact on improving Victoria Rd as a walkable area</p> <p>Shopkeepers prefer continuous awnings to prevent stock damage</p>

COMMUNITY ENGAGEMENT

No.	Ideas & Strategies	Green dots	Red dots	Key Comments from drop-in session and workshop
Activation				
16	Showcasing heritage- Along Victoria Rd	22	2	Preserve the heritage
				Refurbish heritage buildings rather than demolish and build new
				Highlighting the old will look wrong with modern units behind it
17	Showcase lighting-for the entire study area	12	1	New street light poles needed
				Improve current street lighting that is hidden in trees
18	Night time economy- Along Victoria Rd	30	1	Use solar lighting where possible
				Develop Formosa St as the hub of Drummoyne with cafés and restaurants
19	Public Art- On building façades and public spaces	9	18	Most locals dislike the Kookaburra mural
				More pedestrian scale and interactive artworks needed in Drummoyne
				New public art should not clash with heritage features
				Shouldn't be used to justify reduced open space in new developments
20	POPS- Privately Owned Public Spaces	25	1	Good idea - provided the POPS are not associated with additional height approved for buildings
21	Sutton Place Community Hub	21	1	Development shouldn't be too tall - could block views for neighbouring apartment buildings
				Include a green village square and replace the tree that was cut down a few years ago
				It should be focused on the community aspect and not on being a commercial/ retail shopping centre
				A good spot for a metro station
22	Smart Poles - Along Victoria Rd	15	7	Waste of money - update poles and use funds elsewhere
23	Signage & Advertising - Along Victoria Rd	10	3	Reduce visual clutter
				Helps emphasise that this is a local area and that despite the traffic, shops & locals take pride in their area

No.	Ideas & Strategies	Green dots	Red dots	Key Comments from drop-in session and workshop
Development				
24	Building heights- Update LEP controls for east side of Victoria Rd	7	65	No increase in heights
				The sunken floor is greed not an issue with planning heights
				Using planters to raise sight lines is a good idea
				If there is an increased height limit, developers will push further, from 13.5m to 15-16m
				Council needs to approve development within their own rules
25	Building heights- Additional heights along west of Victoria Rd	6	57	Keep height limits as they are
				Development currently exceeds planning controls - an increase to heights will lead to an increase in height waiver requests
				The charm of Drummoyne is its heritage feel and the community vibe - high rise buildings take this away
				Why did Council approve an apartment building without parking?
				Prefer lower heights with staggered setbacks
26	Privacy screening- Update DCP controls	9	15	Good but should not be used to justify further height to new development
				View into rear gardens and homes is invasive
				Stop approving high rises - that will prevent overlooking issues
				Sounds good but only if DCP controls are adhered to
				Please limit height of apartments; We do NOT want beautiful Drummoyne to turn into high-rise ugliness

COMMUNITY ENGAGEMENT

Selected additional ideas & comments
Need libraries and community run facilities like Community Day Care
More pedestrian scaled public art
Planter boxes, gardens along cafés/shops on Lyons Rd between Marlborough and Victoria Rd
Encourage more shops/cafés/retail rather than industrial tile shop; lots of empty run-down shops
Need a music venue - place for music events and festivals
Solar powered developments - at least public spaces - community coming together to put solar
Existing shopping centre looks tired - needs an updated. Retain courtyard.
Need pedestrian overpass at Edwin St - safe for children and elderly
Two lanes turning right from Lyons Rd to Victoria Rd
Make the signage for the turns onto Victoria Rd from the south much further back; so the drivers know which lane to use
Weekend clearways to reduce traffic gridlock
Provide setbacks along Victoria Rd above 3 storeys
Make provision for a Metro north station