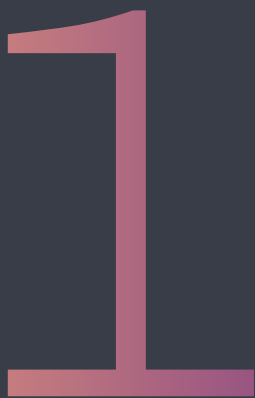


APRIL 2019

City of Canada Bay Local Strategic Planning Statement

Community Engagement Report



Introduction

This report summarises the wide-ranging community and stakeholder engagement program undertaken to inform the City of Canada Bay Council's Local Strategic Planning Statement (LSPS), the first stage of the broader engagement program for the the 2020 Local Environmental Plan Review (LEP Review).

Council engaged Place Design Group as lead engagement consultants for this project, conducting community engagement and research, and engagement with internal stakeholders.

As part of the LEP Review project, Council also engaged seven consultancy teams to undertake reviews in a range of technical areas.

The focus areas are:

- » housing
- » employment and productivity
- » movement
- » social/community infrastructure
- » open space and recreation
- » urban tree canopy
- » biodiversity.

These consultants have undertaken key stakeholder engagement activities as a critical component of their studies.

The findings featured within this report will guide the development of the draft LSPS, and further actions as directed by the new planning framework, and the Greater Sydney Commission's Eastern City District Plan.

1.1 Project objectives

The purpose of the lead engagement consultancy project was to deliver a community engagement program to assist in informing Council's LEP Review and draft LSPS.

In addition to conducting community engagement, this involved aligning the outputs of consultants working across related focus areas.

Through collaboration, a single set of refined and tested insights were developed to assist Council in its important future strategic planning tasks.

The key objectives for the lead engagement project were:

- » to gather, refine and distil insights from technical specialists and key internal and external stakeholders and develop a reliable and tested suite of insights to guide Council in its preparation of a draft LSPS
- » to avoid engagement overlap and fatigue by building on the previously completed Your Future 2030 engagement process, and carefully planning engagement activities conducted by various consultants
- » to facilitate an open and well-publicised engagement process where the community are given multiple, meaningful opportunities to have their say across a variety of methods
- » to provide accessible opportunities for community participation, acknowledging and meeting the diverse and changing needs of the Canada Bay community.

2

How we engaged

A range of internal, key stakeholder and community engagement methods and activities have created a strong evidence base for Council's LEP Review.

2.1 POP-UP ENGAGEMENT EVENTS

Pop-up consultation events with Place Design Group representatives were hosted at two key locations.

Friday 22 February 2019

» 4pm – 6pm, Union Square, Rhodes

Saturday 23 February 2019

» 9:30am – 11:30am, Fred Kelly Place, Five Dock

The pop-ups included a mix of interactive methods, including:

- » iPads with online survey available
- » giant Connect 4 game to allow voting on key priority areas
- » idea banners focused on key LSPS considerations including character, local centres and movement.

While wet weather was a challenge during the pop-up in Rhodes, across these two events, 400 bi-lingual promotional postcards were distributed, and many members of the community took the opportunity to have in-depth conversations with the project team.

In addition to these successful pop-up stalls, Place Design Group prepared a day-long consultation stall at the Council-run Concord Carnival event on Sunday 17 March 2019. Unfortunately, due to extreme weather conditions, this event was cancelled.

2.2 ONLINE SURVEY

An online survey hosted on Place Design Group's engagement platform, Frank Chats was used to gather and distil key insights on a comprehensive range of issues.

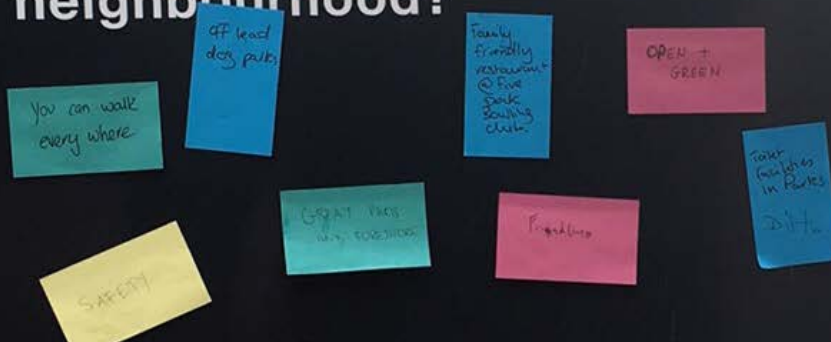
The online survey was live for five weeks, from Friday 15 February to Friday 22 March.

The survey link was hosted on the City of Canada Bay's website and was promoted online via social media posts. Also used to promote the online survey were newsletter articles placed in Council's advertorial page within the Inner West Courier newspaper.

A printed postcard highlighting key project messaging and the online survey was delivered to the entire LGA.

Have your SAY on the future character of your neighbourhood and local centres to inform our local planning statement.

What do you like about your neighbourhood?



Help shape the character of your neighbourhood and local centres.



Have your SAY



English - United Kingdom

As Canada Bay changes, what would you like to see in your local centre?

	More of this	Less of this	The same
Benches/tables and public art	☐	☐	☐
Events and activities	☐	☐	☐
Cafes and restaurants	☐	☐	☐
Bars	☐	☐	☐
Technology (Free wi-fi, charging stations)	☐	☐	☐
Trees	☐	☐	☐
Services and trades	☐	☐	☐
Medical services	☐	☐	☐
Community facilities	☐	☐	☐
Office space/co-working spaces	☐	☐	☐
Public transport	☐	☐	☐

2.3 KEY STAKEHOLDER ENGAGEMENT

The project teams completing technical reviews as part of the LEP Review conducted engagement with key local, industry and government stakeholders relevant to their focus area. This engagement occurred from December 2018 – February 2019, with methods including phone and face-to-face meetings, focus groups, questionnaires and online surveys.

This engagement had a strong technical focus and formed an important part of building an evidence base and ground truthing the strategies and directions of the District Plan.

2.4 INTERNAL ENGAGEMENT

A series of internal workshops were conducted throughout the project (and are ongoing). Two Councillor workshops were held, as well as two 'Collaborative Consultancies' sessions with focus area consultants and strategic planning staff from Council.

The Councillor workshops sought to gain early project buy-in, and through workshop activities, the key priorities of Councillors based on early work from the focus area consultants emerged. The Councillors also received more detailed presentations from focus area consultants to afford them the opportunity to provide input and ask questions.

The collaborative consultancies workshops brought together key Council staff, Place Design Group and project teams from the seven focus area review projects. The purpose of these workshops was to bring together the evidence-base and align draft visions and priorities under the themes and directions of the LSPS.

3

Survey findings and key themes

The following data, infographics and graphs represent a summary of the key themes and findings of this round of community engagement (pre-LSPS exhibition), including the Frank Chats online survey and sentiment received through the in-person pop-up events.

The online survey was comprehensive, covering key issues relating to the preparation of Canada Bay's LSPS, including:

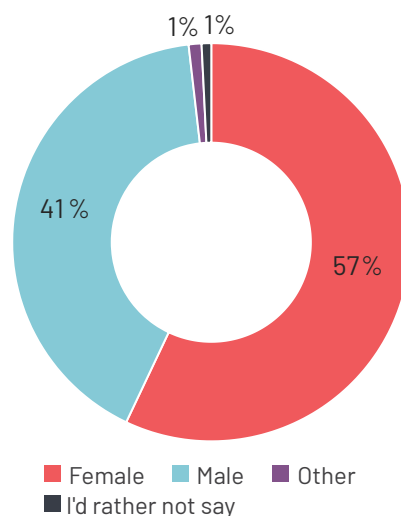
- » local centres and employment
- » housing growth, neighbourhoods and character
- » key trade-off issues
- » movement and transport
- » community facilities
- » recreation and open space, including the Canada Bay foreshore
- » tree canopy cover
- » biodiversity.

There were 384 valid responses received to this survey, which was open from 15 February until 22 March 2019.

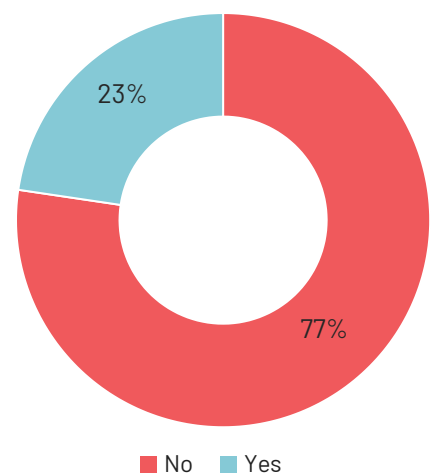
Due to the comprehensive nature of the project and survey, the average completion time was 20 minutes. Given the substantial average length of time to complete the survey, the number of responses received is a testament to the level of engagement of the Canada Bay community in the future of their community.

DEMOGRAPHIC CHARACTERISTICS OF SURVEY RESPONDENTS

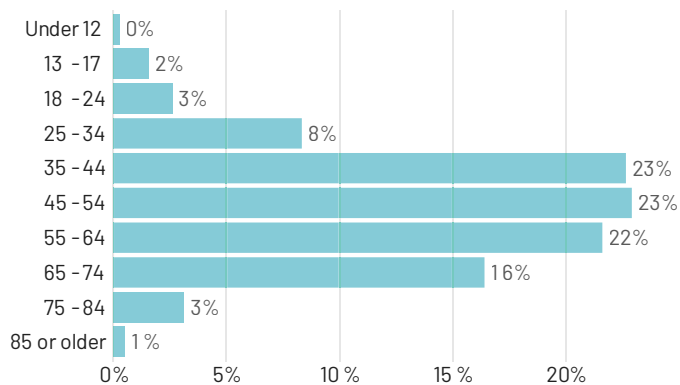
Gender



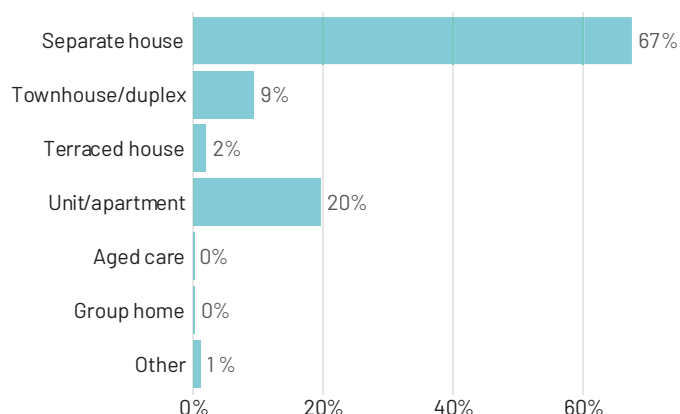
Speak a language other than English at home



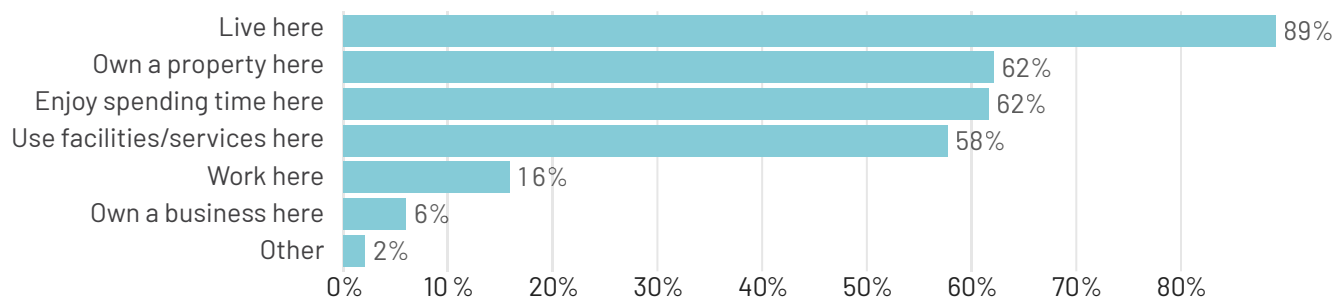
Age



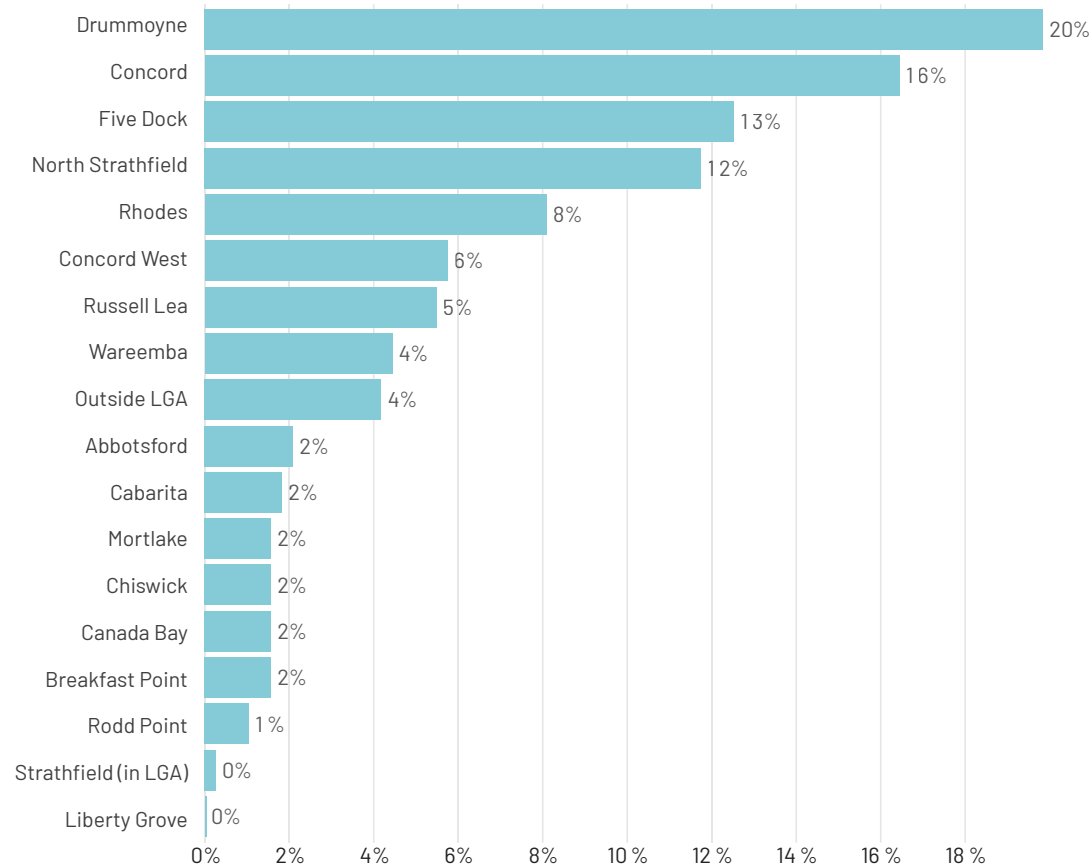
Dwelling type



Respondent's relationship to Canada Bay



Suburb of residence



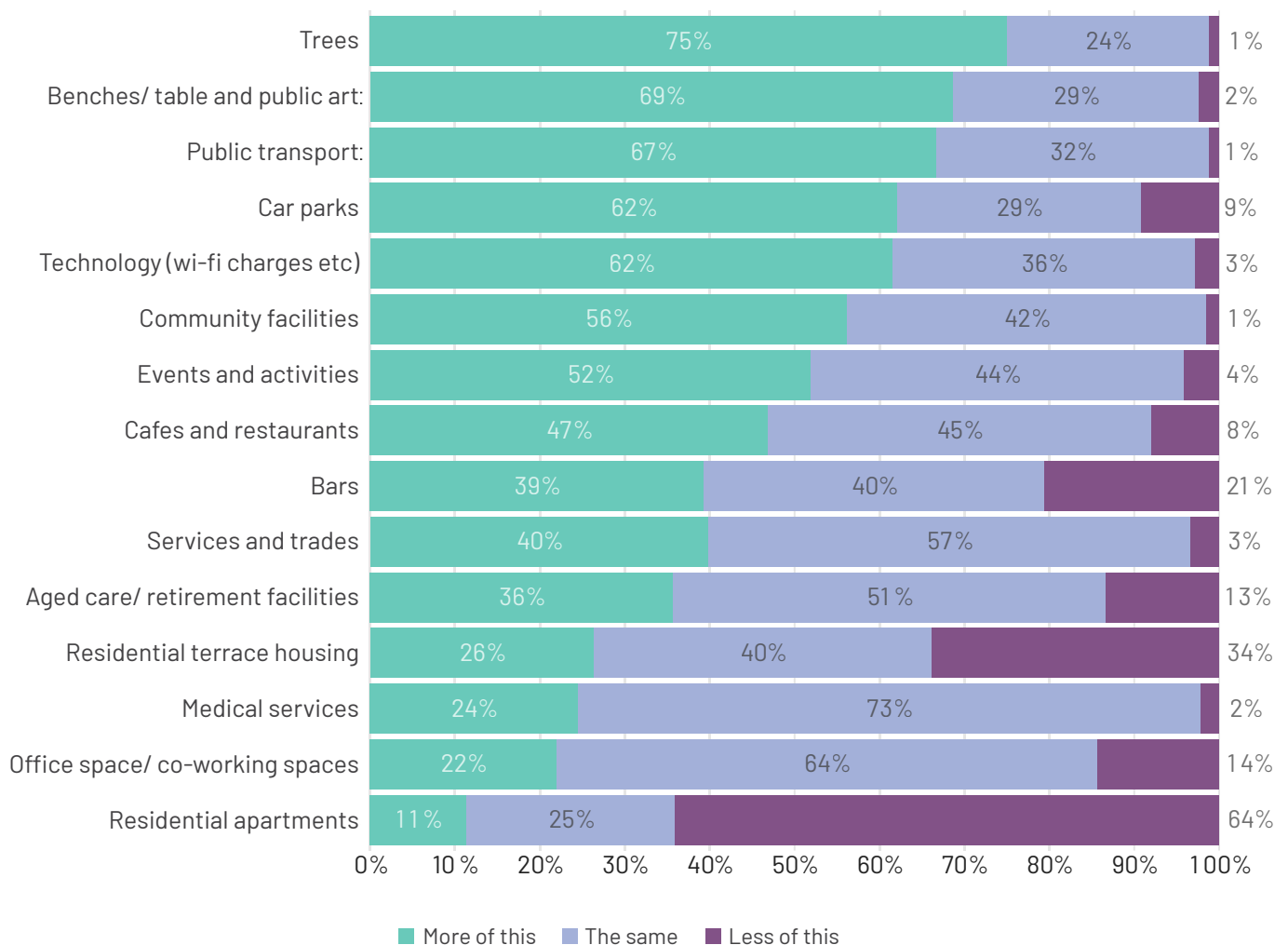
The Canada Bay community at large

Key Findings:

When asked what they feel defines the Canada Bay area and what makes it special, residents said:

- » Canada Bay is a green and leafy community with access to parks, open spaces and the foreshore.
- » Canada Bay has a village feel, with a strong sense of community and feeling of safety.
- » Canada Bay has many beautiful character homes which define the area and should be protected. New housing and density must reflect this character.
- » Canada Bay is ideally located, close to central Sydney with local services and amenity in close proximity.

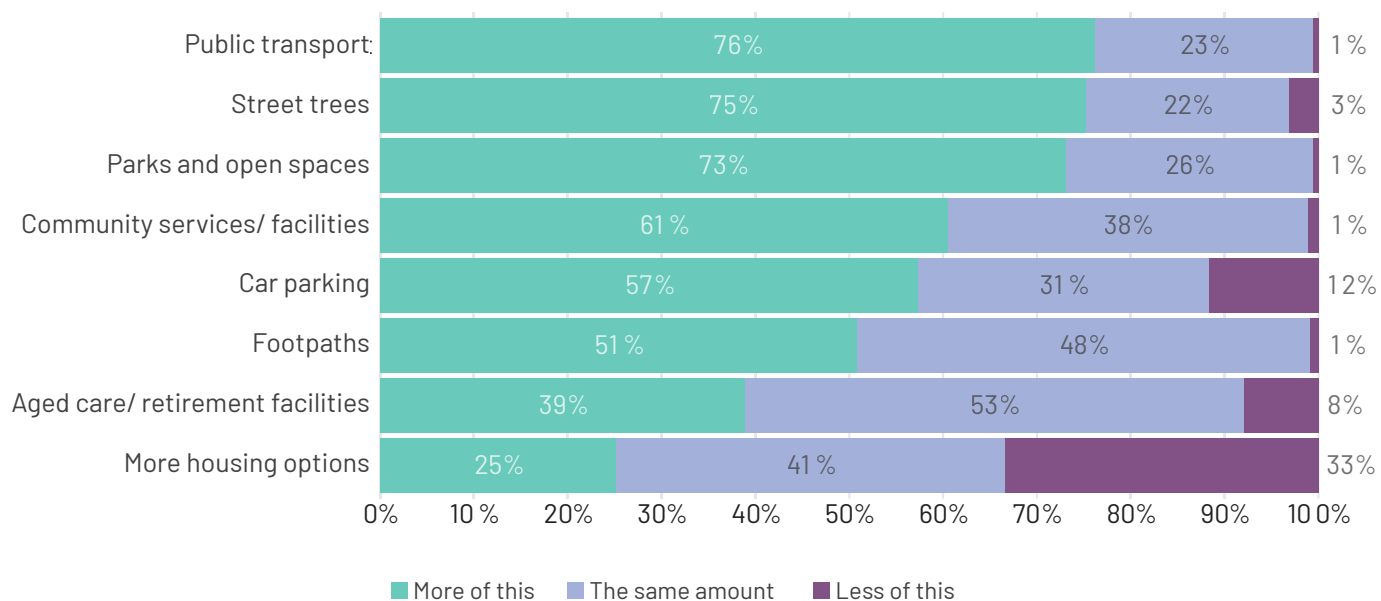
As Canada Bay changes, what would you like to see in your local centre?



What is it about your local area that defines it and make it special to you?



As Canada Bay changes, what would you like to see in your neighbourhood?

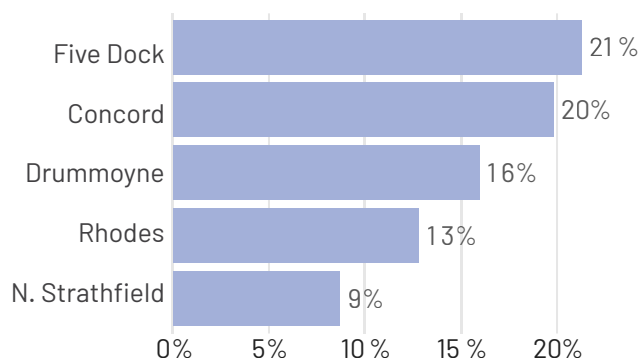


Employment and productivity

Key Findings:

- » Overall, local residents have a positive impression of their local centres
- » Five Dock, Concord, Drummoyne, Rhodes and Strathfield were the top 5 centres mentioned
 - » Five Dock – seen as friendly, convenient, village, community
 - » Concord – seen as village, friendly, busy, pleasant
 - » Drummoyne – seen as busy, friendly, noisy, convenient
 - » Rhodes – seen as busy, accessible, clean, crowded
 - » North Strathfield – seen as friendly, accessible, (high) traffic, green
- » Sentiment towards the Drummoyne centre was noticeably more negative than the other centres, with words such as 'disjointed', 'sad', 'dirty' and 'unloved' coming through along with more positive words
- » Residents use centres for shopping, to have a coffee, access services and to visit bars/restaurants to catch up with friends and family
- » 42% strongly agree that it is important to be able to access urban services (car repairs, home improvement) close to home
- » 40% say that if they could work remotely, they would largely work from home only, however there was still support for working from co-working spaces, and in tech-enabled public spaces and cafes

Top five local centres named by respondents



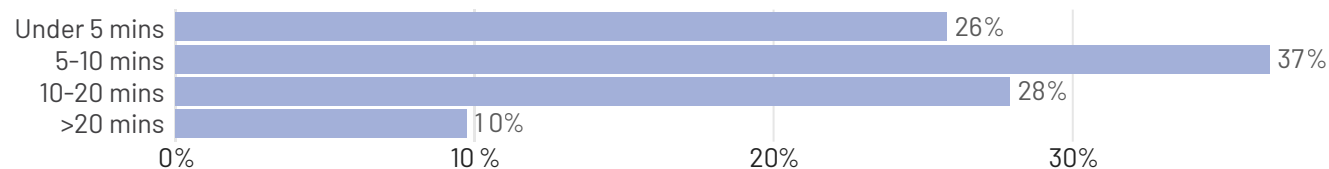
Insights

There were varying levels of local use versus broader use in these top centres. By this we mean the amount of traffic in a local centre based on the suburb of origin. 48% of those who nominated the Five Dock centre live in Five Dock.

Local use in other top local centres:

- » 65% - Concord
- » 83% - Drummoyne
- » 55% - Rhodes
- » 94% - North Strathfield

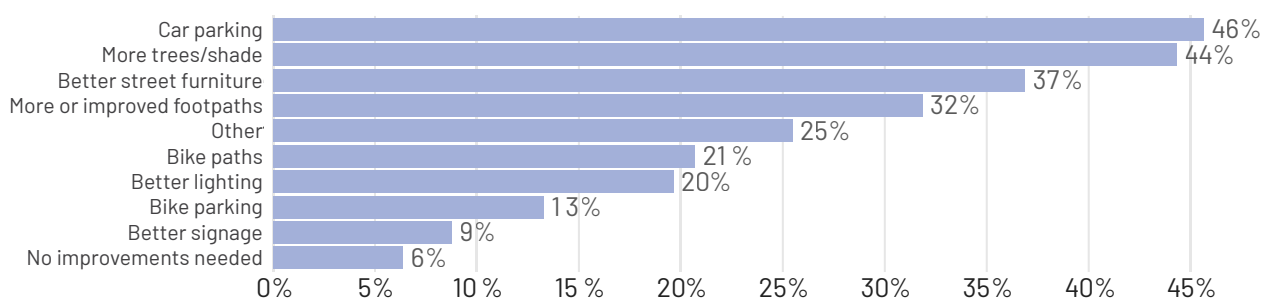
How long would it take you to walk to your nearest local centre?



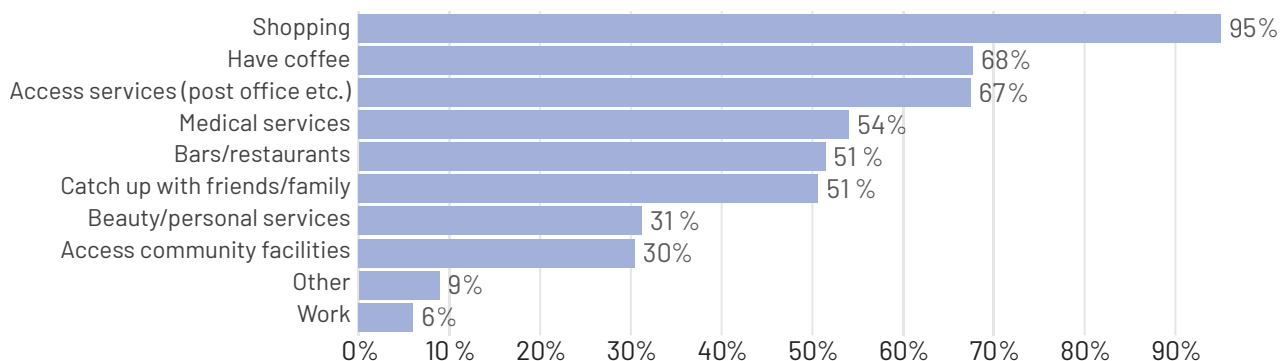
What words would you use to describe the character of your local centre?



What improvements could be made to assist with access to your local centres?



What do you do in your local centre?

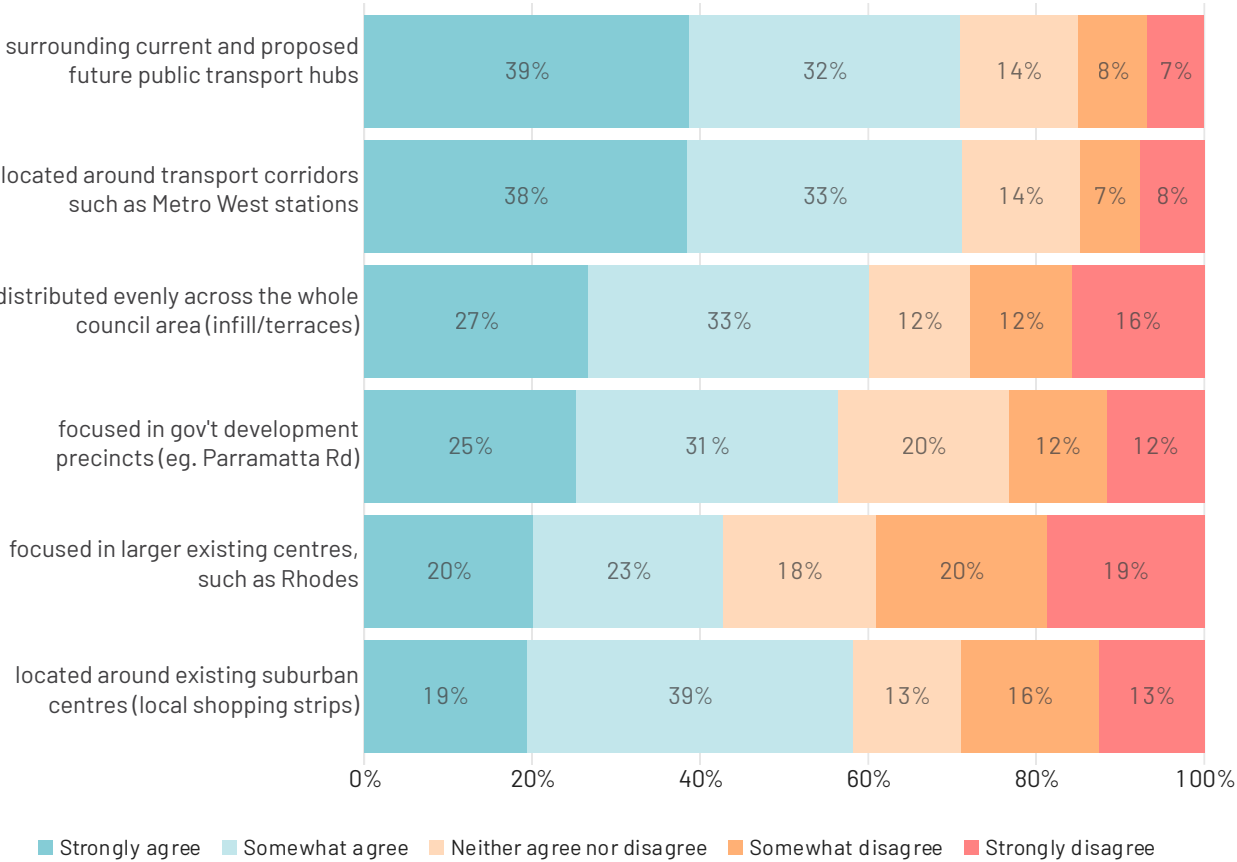


Housing

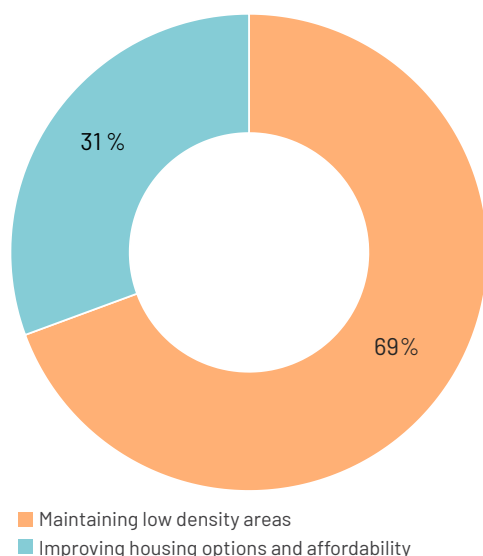
Key Findings:

- » Additional apartments not favoured in local centres - 64% of respondents want fewer apartments
- » Stronger agreement levels (around 70%) for new dwellings around current and proposed public transport hubs/future Metro stations
- » 72% strongly agree with the statement that more housing equates more traffic
- » 76% strongly agree that new development should reflect surrounding character
- » 69% favour maintaining low density areas versus 31% for improved housing options and affordability - similar result among sample of current apartment occupants

New dwellings should be....



Which is your preferred option?



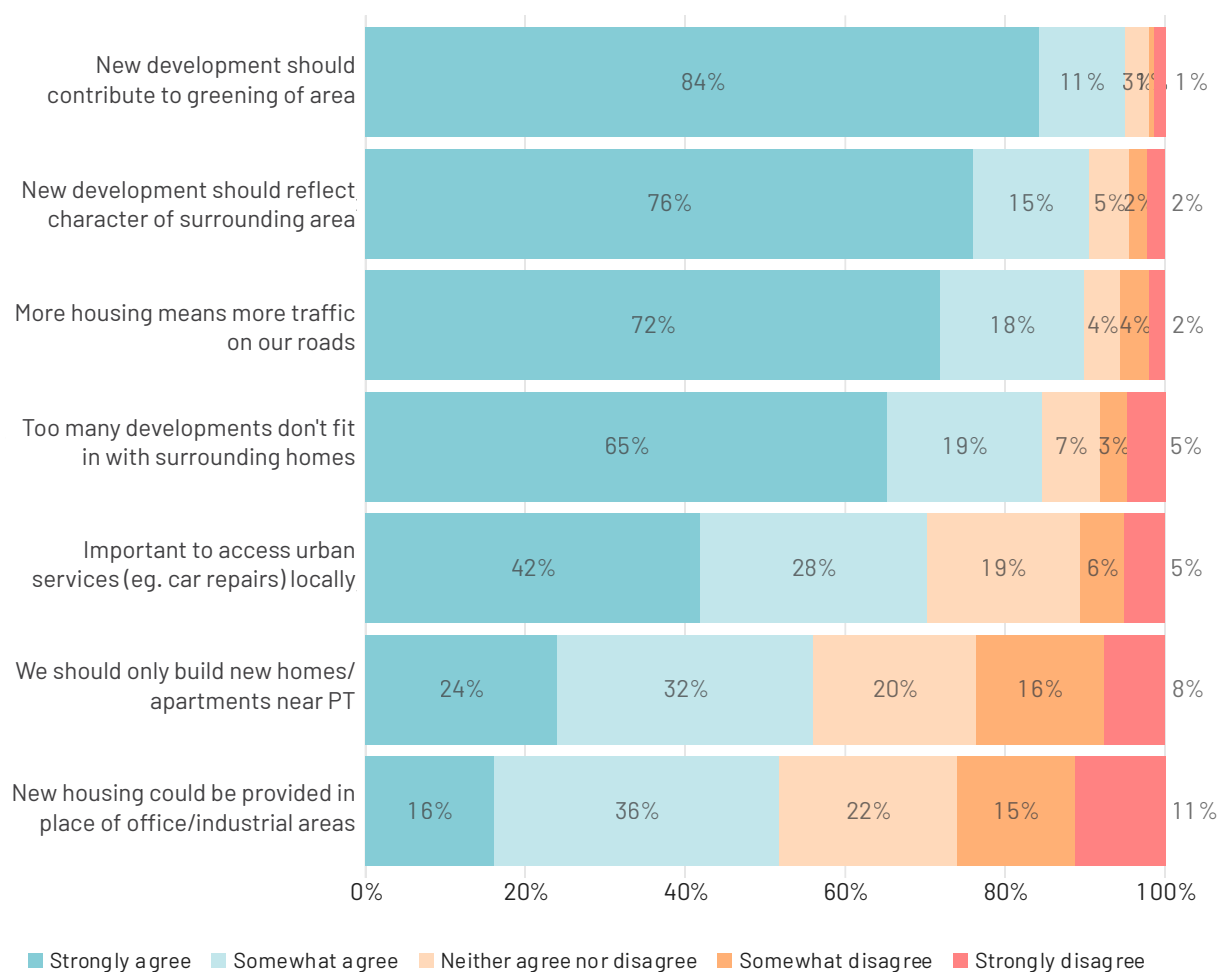
Insights

Support for maintaining low density areas was higher in Drummoyne (80%) and Concord (73%), while support for improved housing options and affordability was stronger in North Strathfield (43%) than the LGA average of 31%.

There was also a clear correlation between age and support for a particular option, with higher support for improved options and affordability among younger respondents.

However, a majority of survey respondents supported maintaining low density areas across all age groups.

Please rate your level of agreement with the below statements

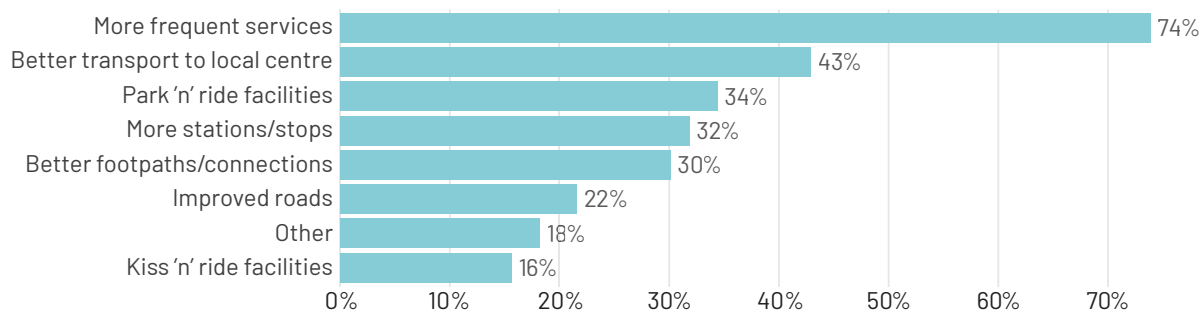


Movement

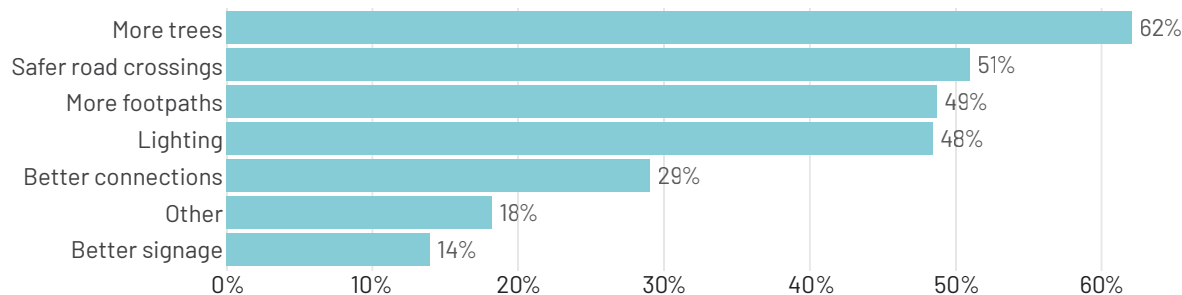
Key Findings:

- » More frequent services the top factor to encourage public transport use
- » More trees, footpaths and lighting, and safer crossings key factors to improve walkability
- » Dedicated bike paths top factor to encourage local cycling
- » There is overwhelming sentiment that walkability is highly valued
- » 60% support dedicated lanes for bikes and public transport, while 40% prefer maintained road widths/ number of lanes
- » There is greater support for bike/PT lanes among under-54 demographic
- » Car parking is still desired in local centres (62% want to see more) – however 61% would trade off more car parking for wider footpaths
- » Over 60% agree that we need to reduce car reliance
- » 63% agree that it is difficult to travel east and west across the area

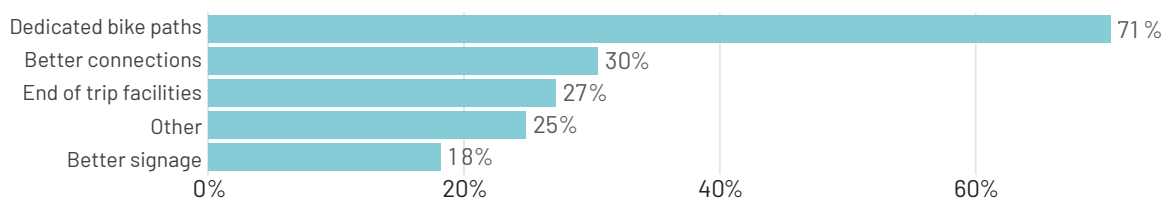
What would encourage you to catch public transport?



What would encourage you to walk more in your local area?



What would encourage you to cycle more in your local area?



Which is your preferred option?



Which is your preferred option?

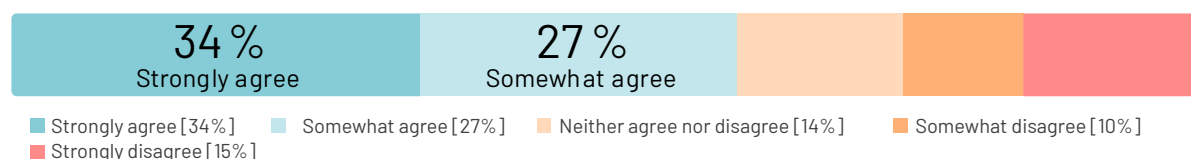


Insights

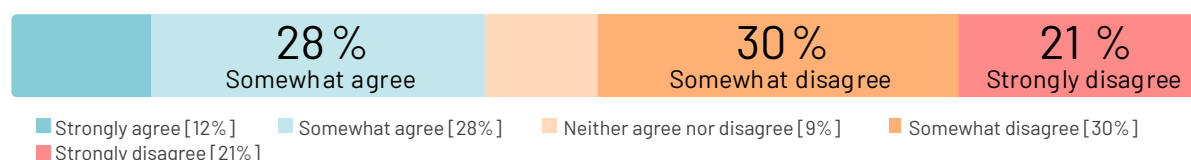
When you wash these findings against other survey findings regarding cycling preferences, the community have indicated that those areas of the LGA with major/main roads running through them are most preferred to have dedicated bike paths. Feedback from the pop up events and via other survey results suggests that it's not easy to ride on local streets that don't cater to safer cycling via the inclusion

of dedicated cycle paths. This is demonstrated particularly for Drummoyne, North Strathfield and Five Dock as the top three areas in the LGA.

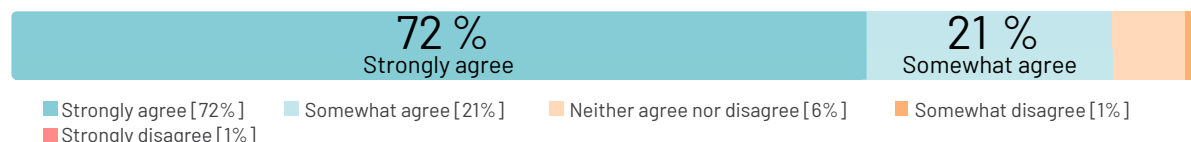
We need to reduce the need to have our own cars



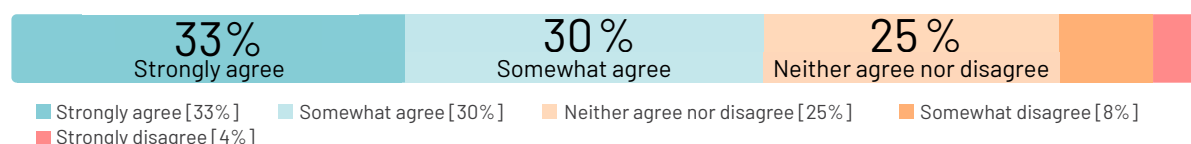
There are enough public transport options in my area



It is important to be able to walk to local shops, cafes and parks



It is hard to travel east and west across our area

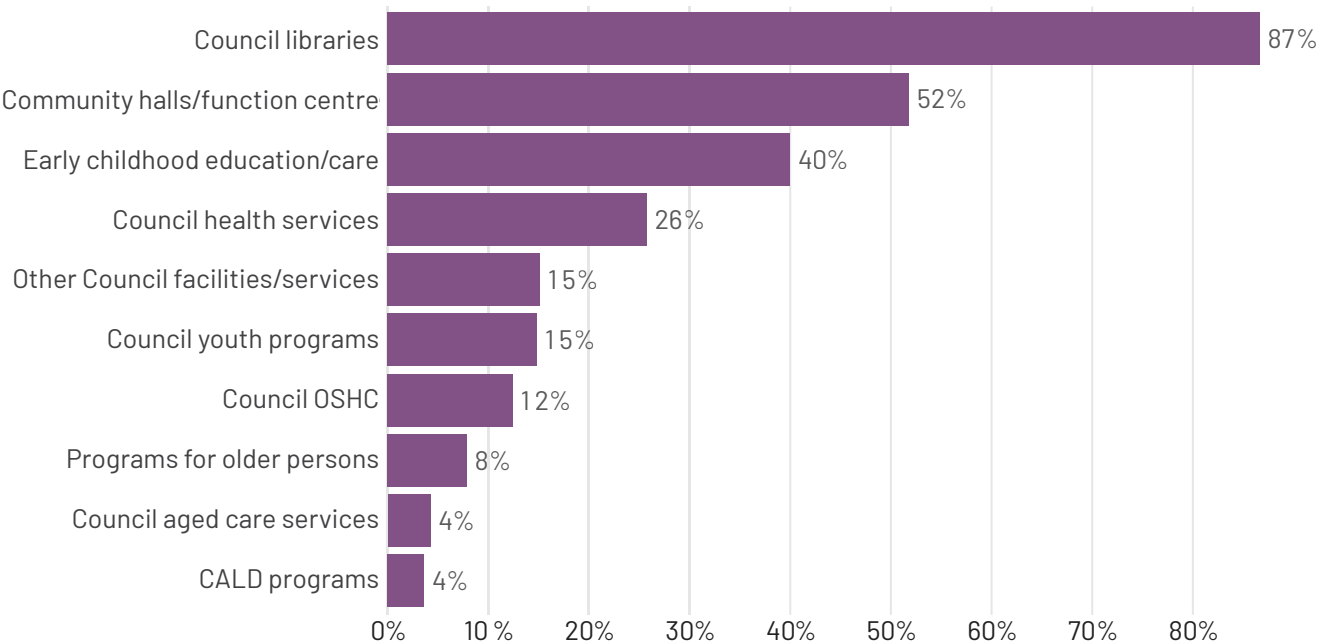


Social infrastructure

Key Findings:

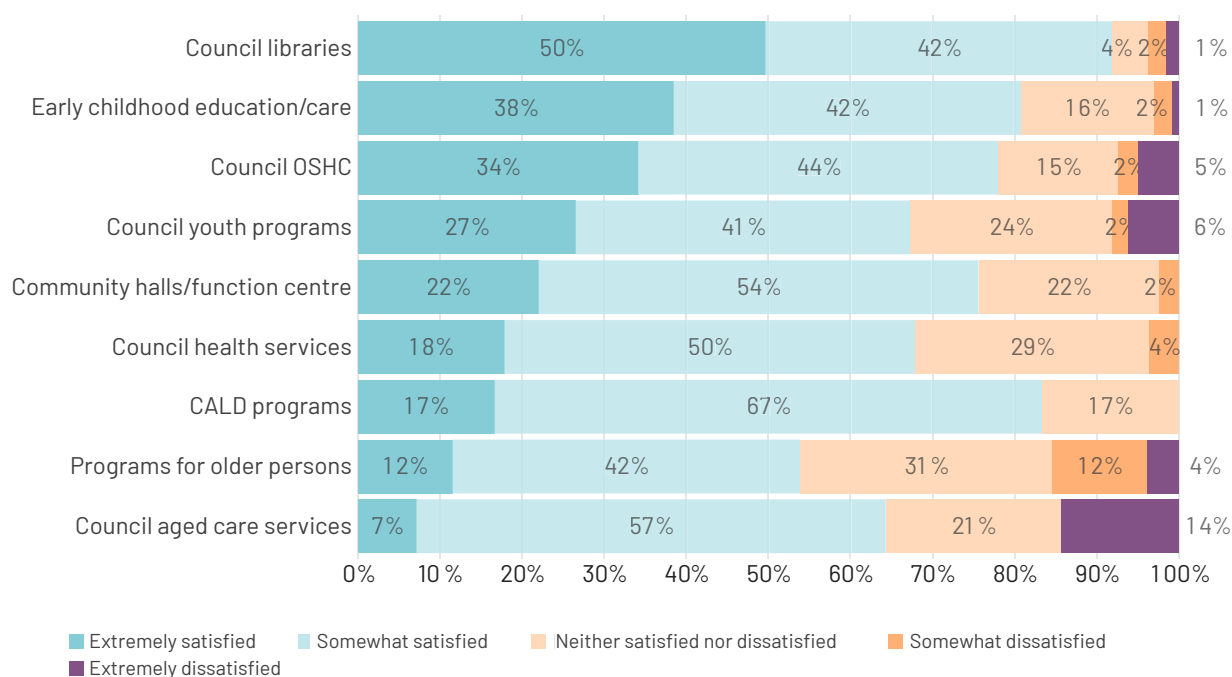
- » Libraries are the most utilised Council community service/facility, and have the highest satisfaction rate (92%), followed by halls/function centres, and childcare centres
- » Generally high levels of satisfaction for Council's community facilities and programs among those who have used them
- » 43% of all respondents want a library closer to them – this rises to 64% among respondents in Drummoyne

Which of the following services and facilities have you ever used in the City of Canada Bay?

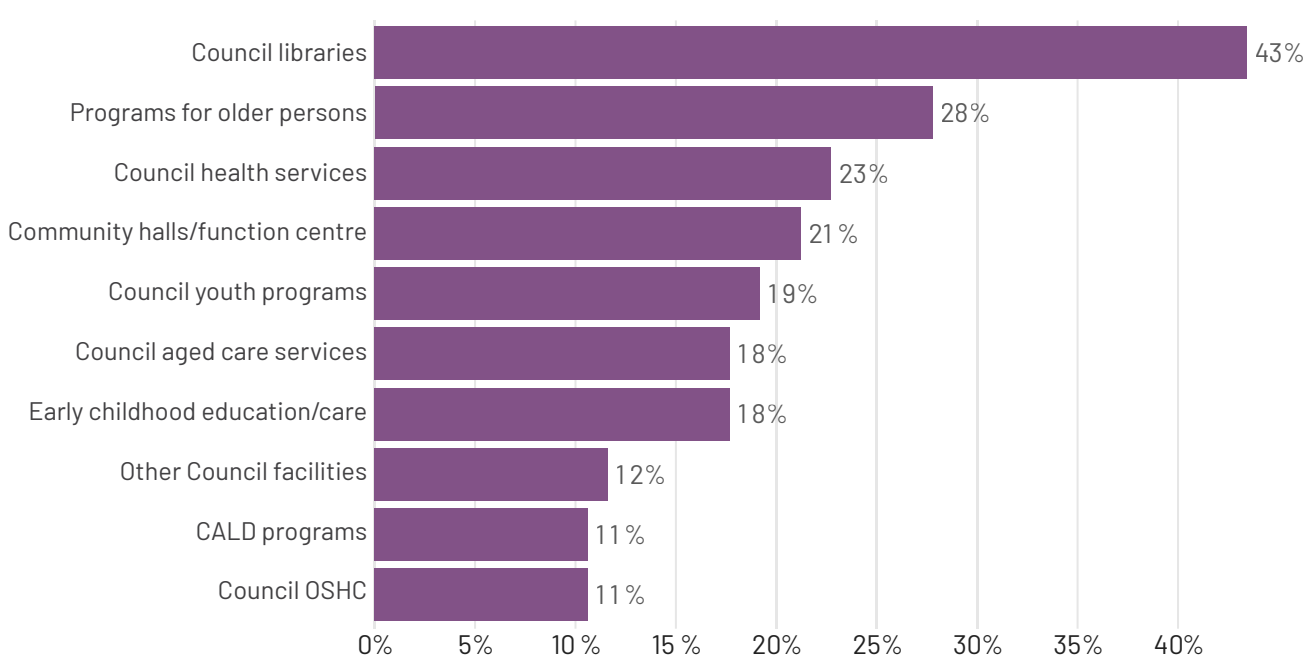


How would you rate your level of satisfaction with these services?

NOTE: Options only displayed to those who said they have used the particular service. Data for services only used by a smaller percentage of the community has a lower sample size and should be used carefully.



Which of the below services and facilities do you feel should be located closer to you?

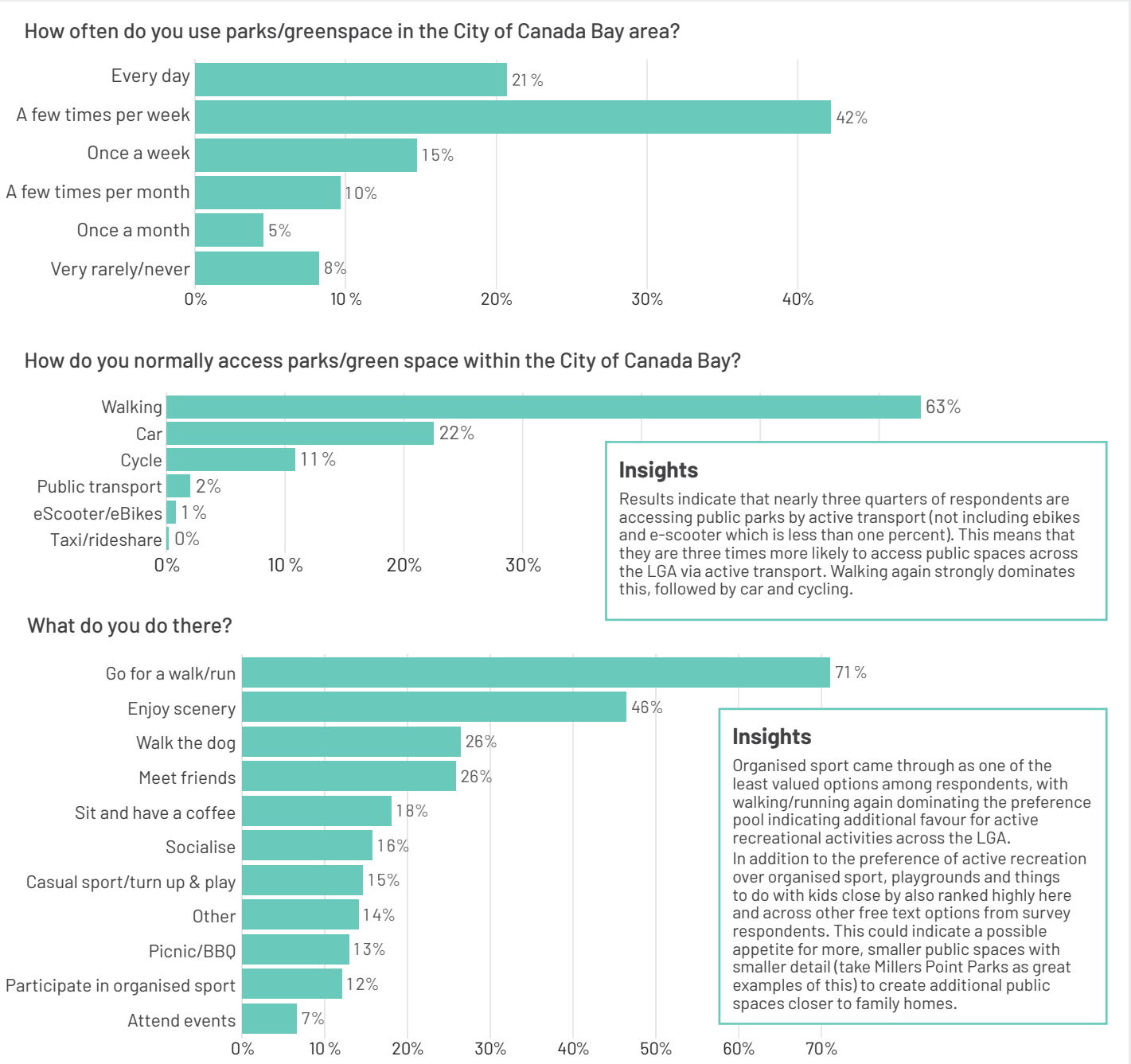


Open space and recreation

Key Findings:

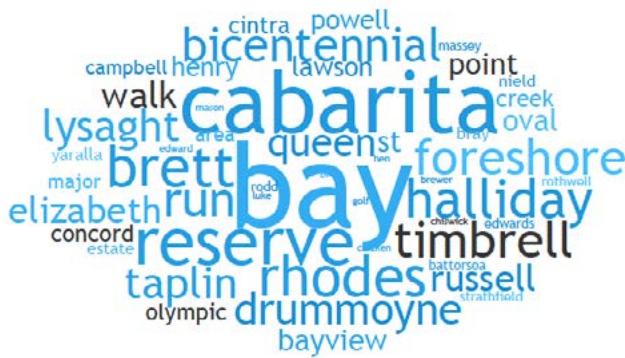
- » 78% of respondents access local parks and greenspaces once a week or more
- » Around three-quarters of trips to local parks are by active transport (walking and cycling)
- » Active, unstructured recreation (especially walking and running), enjoying scenery and using playgrounds are the top activities at parks
- » In a forced choice question, 79% preferred open, natural spaces to more fields for organised sport and recreation (21%)

- » 90% favour public access to the waterfront over privacy for waterfront property owners (10%)
- » Over two-thirds access the foreshore once a week or more, with Taplin Park and Brett Park the most favoured locations
- » The most popular parks were Cabarita Park, Five Dock Park, Sydney Olympic Park (including Bicentennial Park) and the foreshore and Bay Run more broadly

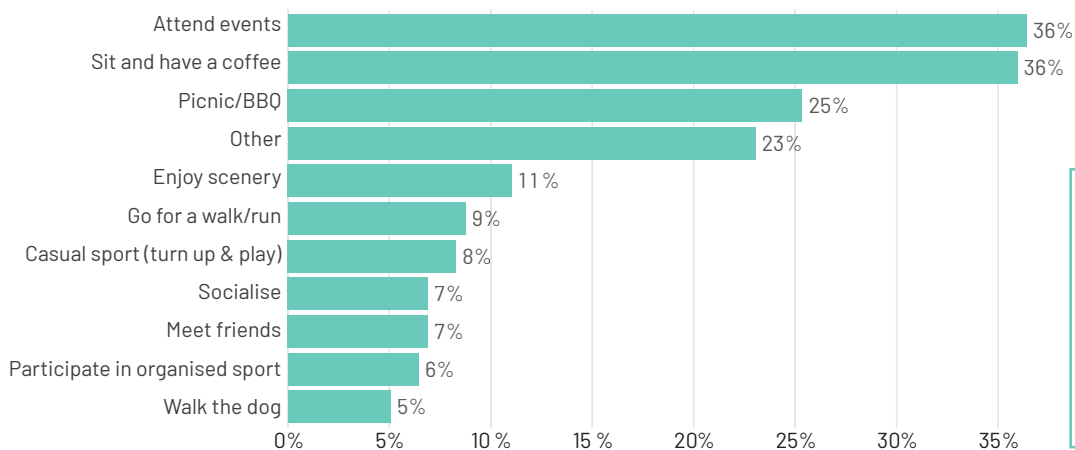


Which park do you use/visit most?

What can't you do at your park that you would like to in the future? - 'Other' responses



What can't you do at your park that you would like to in the future?

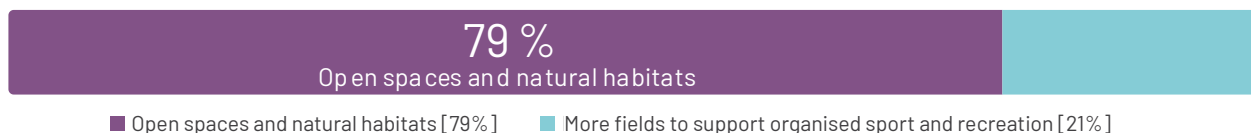


Insights

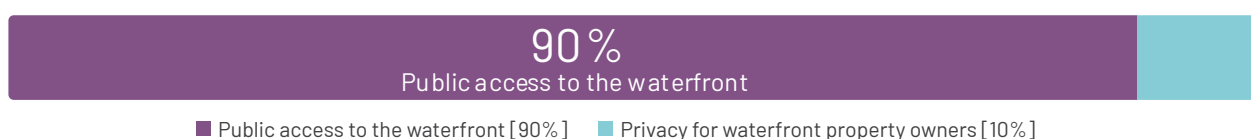
Here, findings suggest there is an overall preference for more curation and detailing of public spaces. Something as simple as more BBQs ranked highly, as did toilets, children's amenity and dog facilities.

TRADE OFF QUESTIONS: WHICH IS YOUR PREFERRED OPTION?

Open spaces vs. fields for organised sport



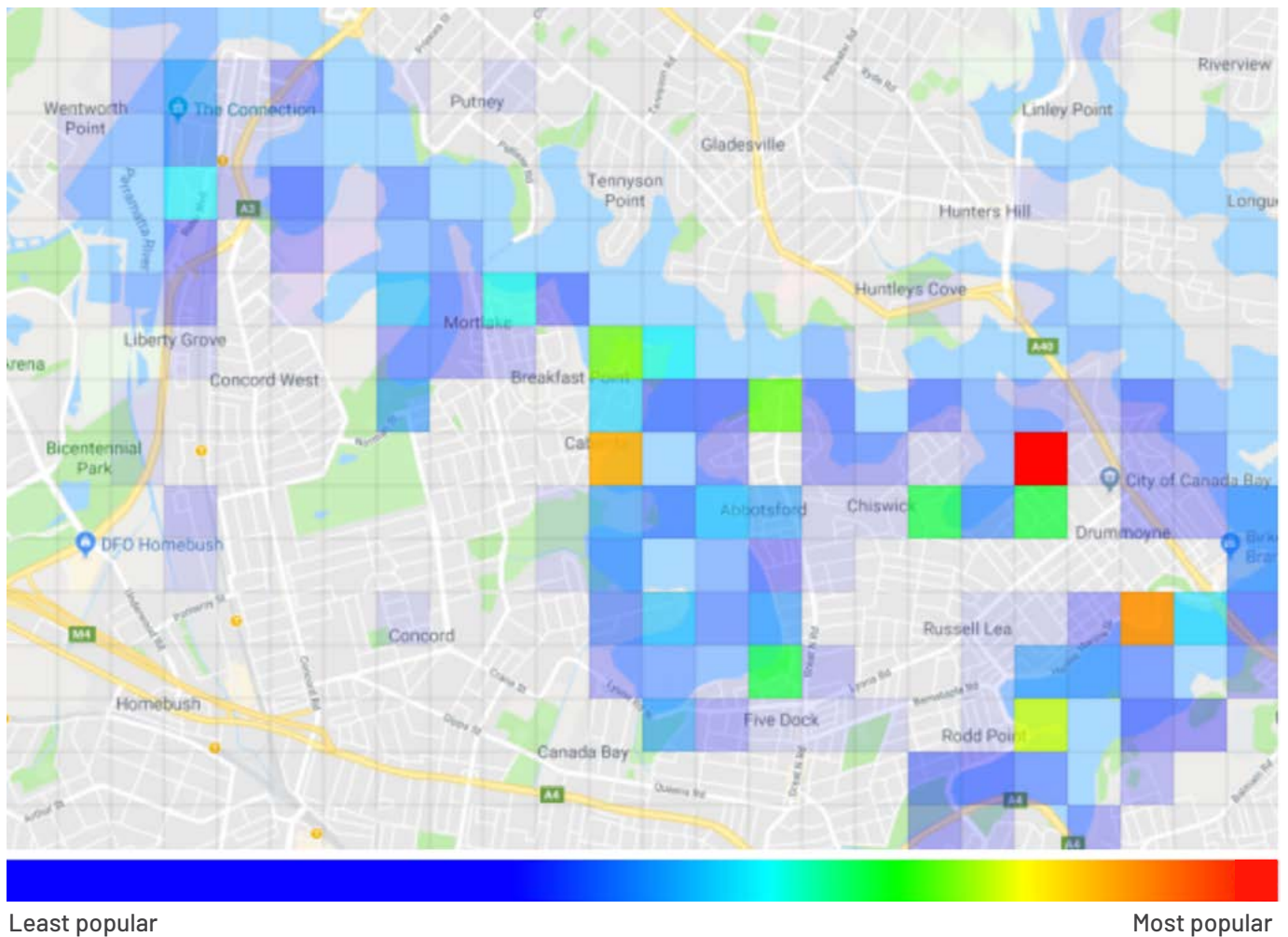
Public waterfront use vs. private property ownership



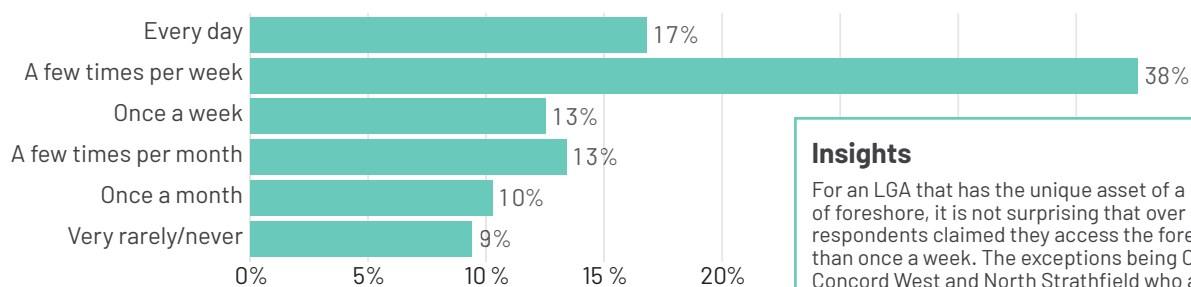
Insights

According to respondents, Taplin Park is the most accessed hotspot on the LGAs foreshore. Brett Park on the eastern side of Drummoyne also ranked highly, but perhaps this is also due to the presence of organised rowing and swimming clubs there, and other centres/ dining options to recreate. Breakfast Point and Cabarita are the third and fourth most popular access points mentioned.

Where do you access the foreshore?



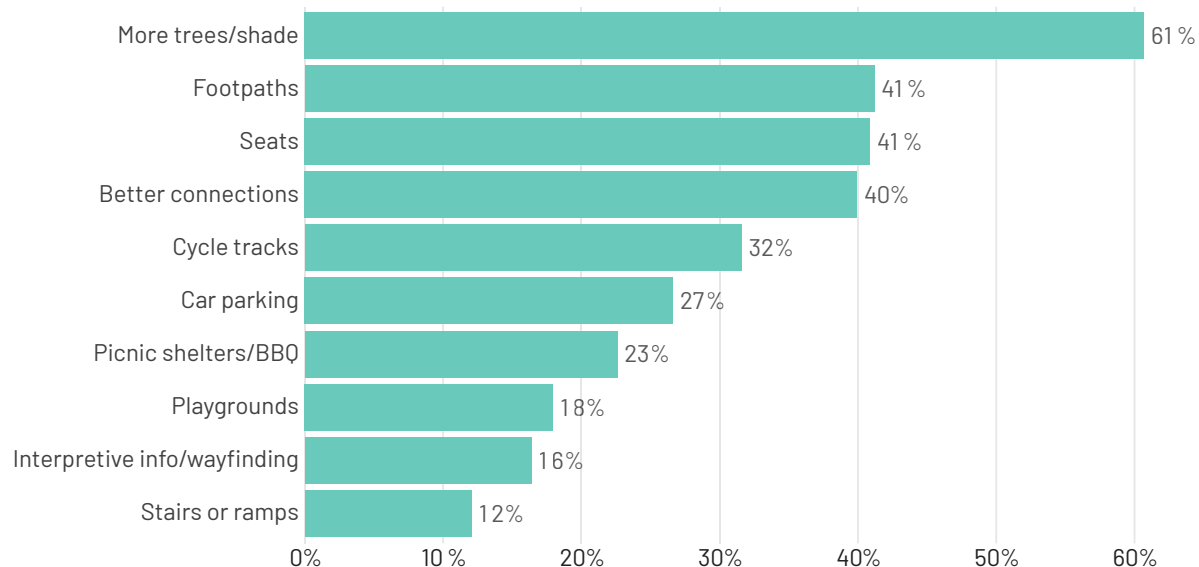
How often do you access the foreshore?



Insights

For an LGA that has the unique asset of a large degree of foreshore, it is not surprising that over 50% of respondents claimed they access the foreshore more than once a week. The exceptions being Concord, Concord West and North Strathfield who access it the least (which is not surprising given their locations).

What improvements would make you visit other foreshore sites?

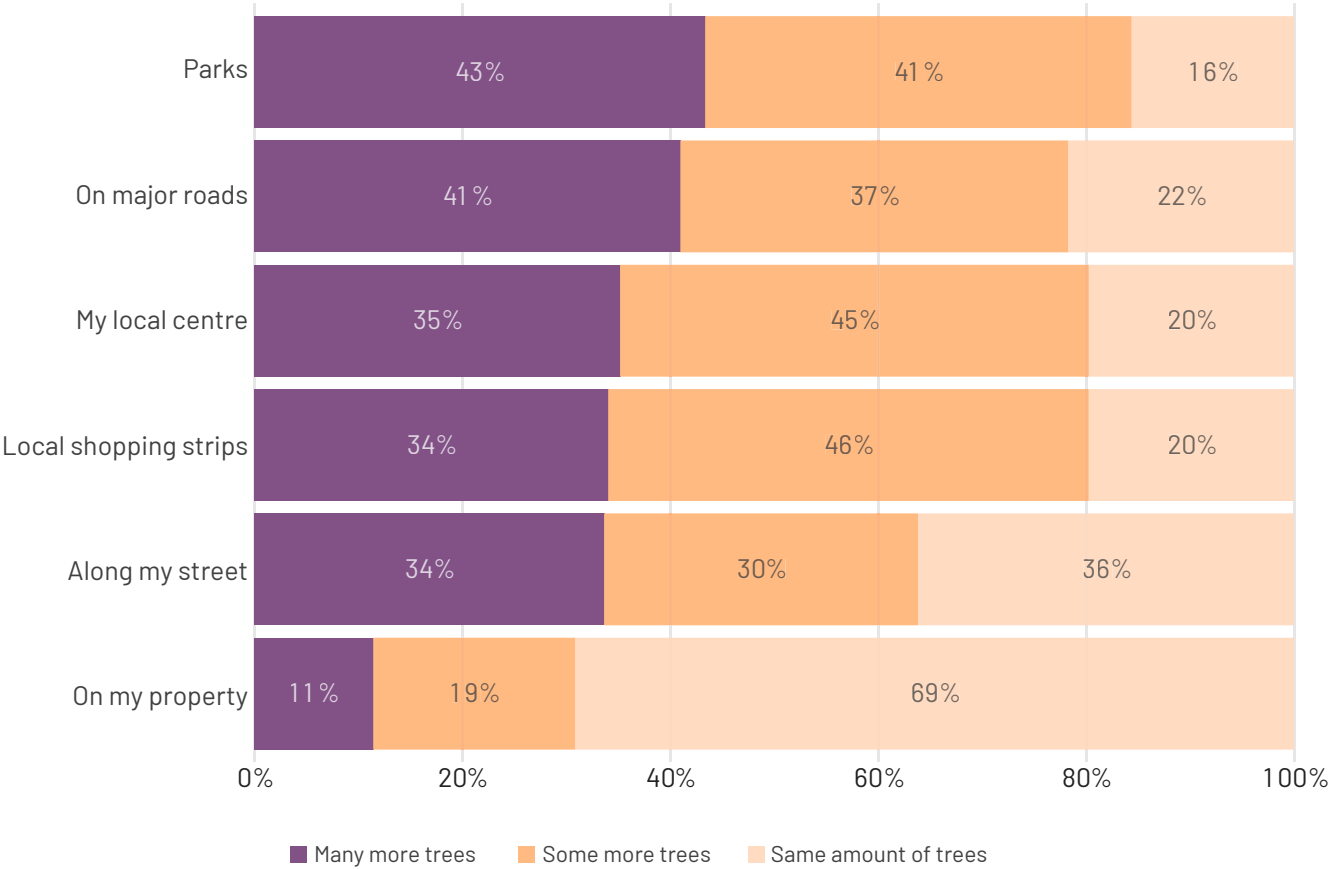


Urban tree canopy

Key Findings:

- » Trees highly valued by respondents
- » Three-quarters want more trees in their local centre and neighbourhood
- » Trees considered most important factor to increase local walking
- » More trees favoured in parks, along major roads and in centres (80% support and higher)
- » Despite this, only 30% favour more trees on their own property

Where would you like to see more trees in your neighbourhood?



Biodiversity

Key Findings:

Top ranked biodiversity priorities:

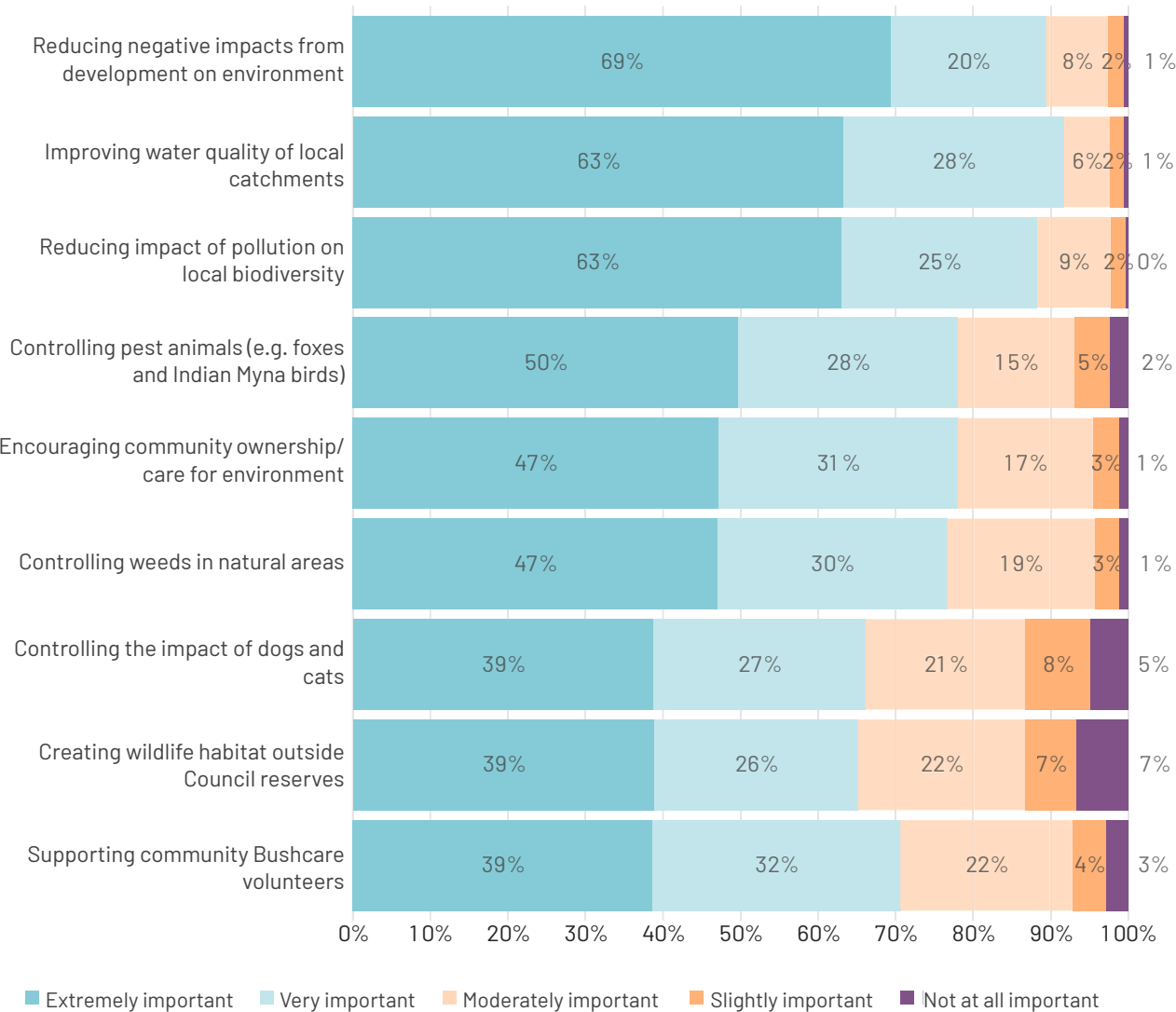
» reducing negative impacts from development

» improving water quality of local catchments

» reducing impact of pollution on local biodiversity

» controlling pest animals.

How important to you are the following priorities to improve biodiversity in the City of Canada Bay?



Where to from here?

The findings from this community and stakeholder engagement program will help shape Council's ongoing LEP Review projects, including the finalisation of the draft LSPS.

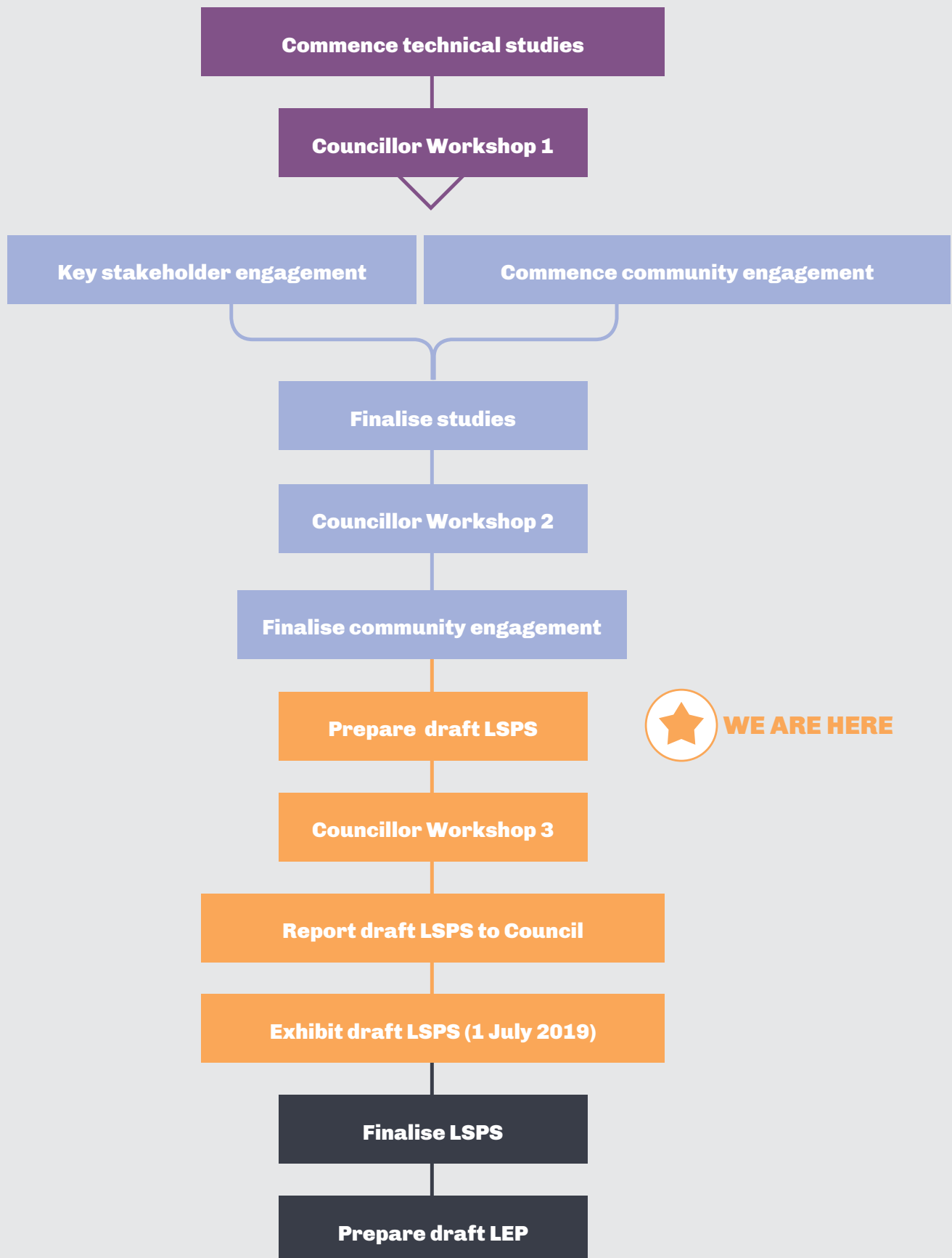
This report will also assist focus area consultants in finalising their reports and strategies.

The draft LSPS will be placed on public exhibition later this year, allowing for further community and stakeholder input.

Note: As the broader LEP Review process continues and ongoing engagement occurs, at key milestones this document will evolve and be updated as the project requires.

For more information, visit:
canadabay.nsw.gov.au/localplanning

Project snapshot



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design
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