

# Cherrybrook Station Government Land State Significant Precinct (SSP)

## Consultation outcomes summary report

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**Issued and authorised by:** Samantha Mitchell, Bill Donohoe and James Page



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### List of commonly used terms

Acronym	Meaning
DA	Development Application
DCP	Development Control Plan
DGL	Developable Government Land
DPE	Department of Planning and Environment
DRP	Landcom Design Review Panel
FSR	Floor space ratio
GFA	Gross floor area
HSC	Hornsby Shire Council
LEP	Local Environmental Plan
PWG	Project Working Group
SSP	State Significant Precinct
TfNSW	Transport for NSW
THSC	The Hills Shire Council

## 1 Introduction

### 1.1 Overview

This consultation report relates to a proposal to develop the government owned land surrounding Cherrybrook Station, known as the 'Cherrybrook Station Government Land State Significant Precinct' (the State Significant Precinct). The proposal is led by Landcom on behalf of the landowner, Sydney Metro.

The State Significant Precinct (SSP) is centred around Cherrybrook Station on the Metro North West Line. The Metro North West Line delivers a direct connection with the strategic centres of Castle Hill, Norwest, Macquarie Park and Chatswood. It covers 7.7 hectares of government-owned land that comprises the Cherrybrook Station, commuter carpark and station access road (Bradfield Parade) and vacant land to the east of the station (referred to as the Developable Government Land (DGL)). It is bound by Castle Hill Road (south), Franklin Road (south east) and Robert Road (north west).

As a SSP, the former Minister for Planning and Public Spaces (the Minister) determined that it is of State planning significance and should be investigated for rezoning. This investigation will be carried out in accordance with study requirements issued by the NSW Department of Planning, Industry and Environment (now Department of Planning and Environment (DPE)) in May 2020. These study requirements were prepared in collaboration with Hornsby Shire Council (HSC) and The Hills Shire Council (THSC).

This SSP Study has undertaken planning investigations in order to:

- facilitate a mixed-use local centre at Cherrybrook Station that supports the function of the station and the needs of the local community
- deliver public benefit through a mixed use local centre
- deliver transport and movement initiatives and benefits
- demonstrate the suitability of the site for the proposed land uses
- prepare a new planning framework for the site to achieve the above objectives.

The outcome of the SSP process will be new planning controls. This will enable the making of development applications to create a new mixed-use local centre to support Cherrybrook Station and the needs of the local community.

DPE is working with HSC and THSC, as well as other agencies such as Transport for NSW (TfNSW), to undertake a separate planning process for a broader area called the Cherrybrook Station Precinct (referred to in this report as the broader precinct). Unlike the SSP, the outcome of this process will not be a rezoning. Instead, it will create a Place Strategy that will help set the longer term future for this broader area. Landcom will be consulted as part of this process.



Figure 1 illustrates the site boundaries of the SSP and the Cherrybrook Station Precinct.

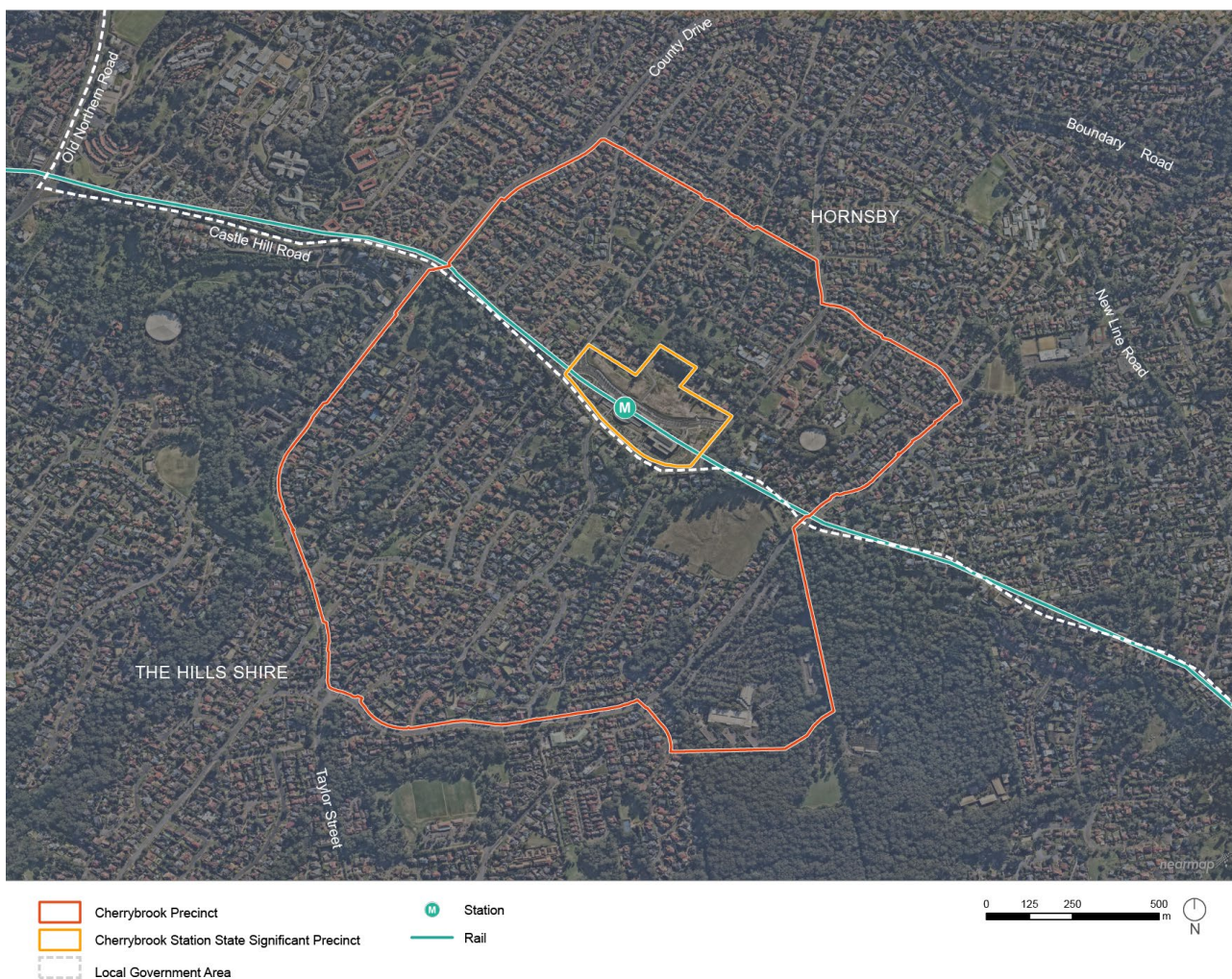


Figure 1: Cherrybrook Station Precinct and Cherrybrook Station State Significant Precinct (subject of this proposal)

Source: NSW Department of Planning, Industry & Environment

## 1.2 Purpose

The purpose of this report is to address the relevant study requirements for the SSP, as issued by DPE. It is part of a larger, overall SSP Study.

The report outlines the significant and ongoing consultation undertaken with stakeholders and the community and demonstrates Landcom's commitment to stakeholder and community engagement.

The report focuses on Landcom's community consultation, undertaken between 24 July 2020 and 27 September 2020, and ongoing stakeholder engagement.

This report provides information about:

- who was consulted
- how and when they were consulted
- how the consultation was promoted
- what we heard during the consultation process
- how feedback has been considered and addressed in the design resolution of the concept proposal.

Table 1 outlines the sections of this report that address the study requirements under 'Consultation'.

**Table 1 study requirements**

SSP Study Requirement	Report reference
21.1 Outline the proposed community consultation strategy to undertake an appropriate and justified level of consultation (in addition to the formal exhibition/consultation of the draft SSP proposal coordinated by DPIE) on the proposal with an emphasis on consultation in the initial stage/s particularly with the community, landowners, HSC, THSC, other relevant State and Federal government agencies, local Aboriginal community, Inala School and associated facilities, Tangara Catholic School and other community/interest group stakeholders, noting that the Councils should have a high level of involvement throughout the process.	<p><b>Section 3</b> outlines the community and stakeholder consultation strategy, with focus on early consultation. As per the requirements, the following parties were consulted with:</p> <ul style="list-style-type: none"> <li>• Nearby landowners</li> <li>• HSC</li> <li>• THSC</li> <li>• Registered Aboriginal parties</li> <li>• Inala School</li> <li>• Tangara Catholic School</li> <li>• Community/interest groups</li> <li>• State agencies – TfNSW, Schools Infrastructure NSW (SINSW) &amp; Department of Education (DoE) (as part of the Social Infrastructure Needs Assessment prepared by Cred Consulting)</li> </ul>
21.2 Provide a summary of the outcomes of early community and stakeholder consultation, including examples, and how the outcomes including previous consultation have been incorporated into the proposal. This includes previous consultation undertaken by the Department in 2017: Cherrybrook Station Town Centre Community Workshops Report, KJA (2018), Placescore, NSW Planning & Environment Cherrybrook Priority Precinct, Community Insights (2017) and Cherrybrook Station Precinct Consultation Update (2017).	<p><b>Section 2</b> summarises the outcomes of the previous consultation, prior to the SSP.</p> <p><b>Section 4</b> summarises the community feedback from the various community consultation activities.</p> <p><b>Section 5</b> outlines consultation with government stakeholders.</p> <p><b>Section 6</b> outlines the stakeholder feedback and response.</p>

### 1.3 Proposal

The proposed new planning controls for the SSP are based on the investigations undertaken as part of the SSP Study process. The proposed planning controls comprise amendments to the Hornsby Local Environmental Plan (LEP) 2013 to accommodate:

- the rezoning of the site for a combination of R4 High Density Residential, B4 Mixed Use and RE1 Public Recreation zoned land

- heights of between 18.5m - 22m
- Floor Space Ratio (FSR) controls ranging between 1:1 – 1.25:1
- inclusion of residential flat buildings as an additional permitted use on the site in the B4 Mixed Use zone
- site-specific LEP provisions requiring the delivery of a minimum quantity of public open space
- new site-specific DCP (Design Guide) controls addressing matters such as open space, landscaping, land use, built form, sustainability and heritage.

A reference scheme has also been prepared to illustrate one way in which the SSP may be developed in the future under the proposed new planning controls. The reference scheme (refer to **Figure 2**) seeks to create a vibrant, transit-oriented local centre, which will improve housing choice and affordability and seeks to integrate with Hornsby's bushland character.

The reference scheme includes the following components (numbers have been rounded):

- approximately 33,350m<sup>2</sup> of residential gross floor area (GFA) with a yield of approximately 390 dwellings across twelve buildings ranging in height from two storeys to five storeys (when viewed from Bradfield Parade)
- a multi-purpose community hub with a GFA of approximately 1,300m<sup>2</sup>
- approximately 3,200m<sup>2</sup> of retail GFA
- over one hectare of public open space, comprising:
  - a village square with an area of approximately 1,250m<sup>2</sup>, flanked by active retail and community uses
  - a community gathering space with an area of approximately 3,250m<sup>2</sup>
  - an environmental space around the pond and Blue Gum High Forest with an area of approximately 8,450m<sup>2</sup>
- green corridors and pedestrian through site links, providing opportunities for potential future precinct-wide integration and linkages to the north.



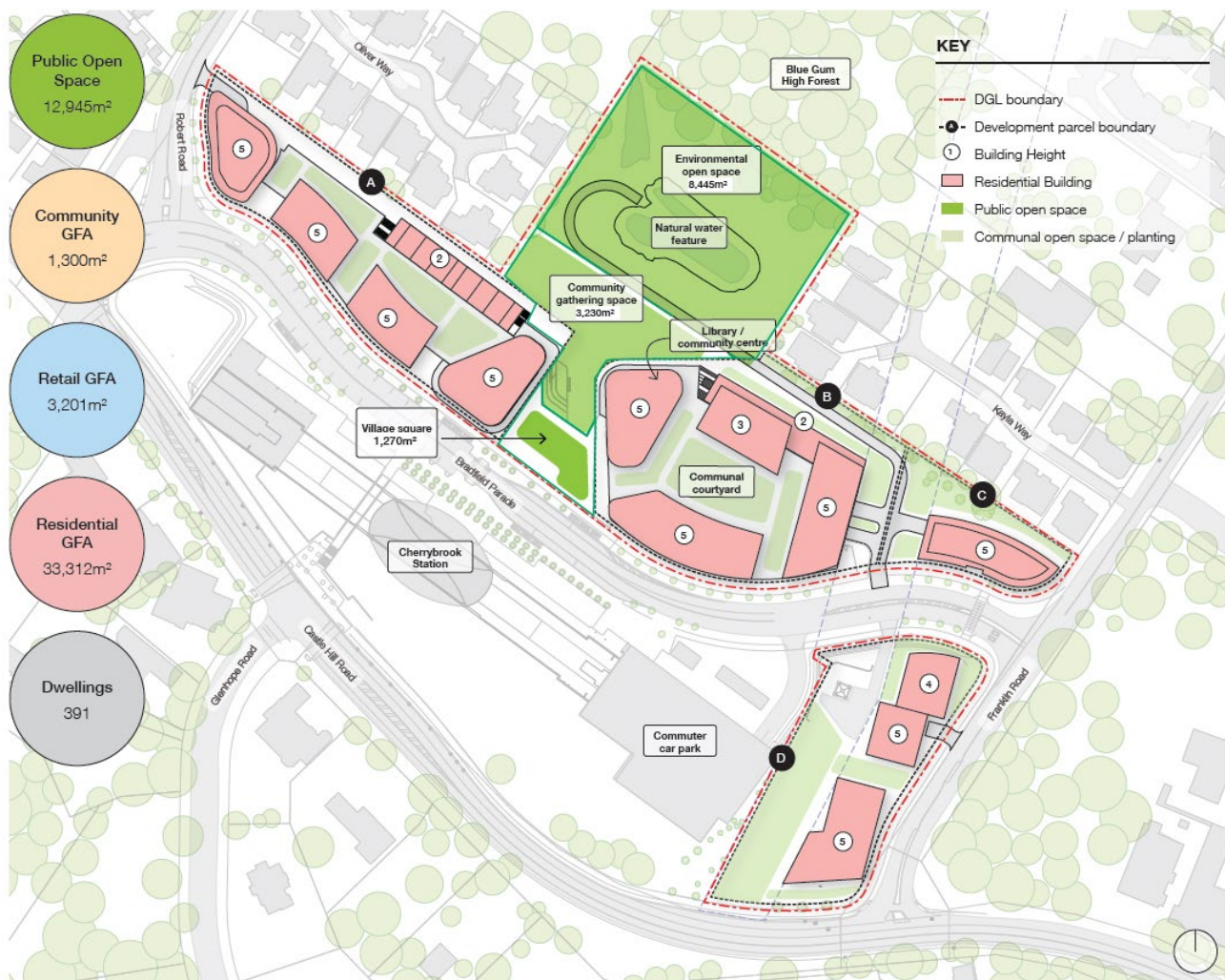


Figure 2: Reference scheme

Source: SJB (2022)

## 2 Background

### 2.1 Previous consultation

Since 2013, the Cherrybrook community has participated in considerable consultation relating to the broader precinct. The engagement activities for the Cherrybrook Station Government Land SSP built on the previous consultation outcomes.

Previous consultation includes:

- 2013 – the Cherrybrook Station Structure Plan exhibition, commissioned by TfNSW to gather input from local residents, landowners, businesses and the wider community about the broader precinct area. The Structure Plan projected an additional 3,200 dwellings for the whole Cherrybrook Precinct. More than 100 community submissions were received.
- June - August 2017 – a community drop-in session and PlaceScore survey, commissioned by the Department of Planning and Environment asking community members what they value

about Cherrybrook and what they would like to see improve. 211 people responded to the survey.

- November 2017 – Cherrybrook Station Town Centre community workshops, commissioned by the Department of Planning and Environment to gather community input to the development of the draft Cherrybrook Precinct Plan, including priority values and ideas for the precinct. 128 community members participated in two workshops including school students, culturally and linguistically diverse (CALD) residents and the broader community.
- November 2017 – January 2018 – Cherrybrook Station online community survey, commissioned by the Department of Planning and Environment to provide another opportunity for residents to share values and ideas about the future design of the broader precinct. This attracted 393 responses.

## **2.2 Feedback from previous consultation**

The feedback received has been taken into consideration as part of this consultation process. Feedback from previous consultation included:

- comment that local residents are proud of their area and value the green, leafy nature of the suburb
- concern that Cherrybrook is currently fairly expensive to buy into
- concern new development will have adverse impacts on local traffic congestion, parking and public transport
- concern about the impact of high-rise development on the character and visual aesthetics of the area
- concern about the environmental impact of development on habitats, fauna, air and water quality and/or pollution levels
- suggestion that open spaces could be designed as multi-purpose venues for outdoor cinemas, markets and other events
- a desire to see a new playground, parks (e.g. with a chess game), and multi-purpose community centre to support local arts and cultural activities
- suggestion for convenience stores around the new station
- suggestion for hospitality spaces such as family-friendly cafes, open air restaurants, pubs, bars and mobile food trucks
- suggestion for sporting and medical facilities, as well as workspaces for entrepreneurs and small businesses
- suggestion that facilities and services should employ local people and cater for all age groups
- concern about ensuring safety and security in the broader precinct.

### 3 Community consultation and feedback

#### 3.1 Consultation objectives

The Cherrybrook Station SSP consultation program was designed to comply with the [Core Values of the International Association of Public Participation \(IAP2\)](#), [Landcom's Join In Framework](#), and the [Green Building Council of Australia's Green Star Program](#).

The consultation objectives were to:

- share relevant information in a timely and accessible way
- engage a wide cross-section of community members and other stakeholders with multiple opportunities for engagement
- manage stakeholder and community expectations and provide clear information about the focus of the consultation
- demonstrate accountability in project decision-making by identifying how stakeholder and community feedback has been considered in the rezoning application
- understand community ideas and aspirations for the SSP
- understand community stakeholder issues and concerns in relation to the SSP
- contribute to positive planning outcomes for the SSP
- ensure community and stakeholder voice is represented in the rezoning proposal
- meet the NSW Government study requirements for the SSP site.

#### 3.2 Consultation focus

The consultation provided community members with multiple opportunities to provide feedback on:

- likes and dislikes about Cherrybrook and surrounding areas
- how people might use the open space, including inviting ideas on the location and design, functions, landscaping features, play space options, and other elements of the open space area
- preferences for commercial and retail offer, including inviting ideas on the mix of retail and commercial uses preferred within the new centre
- night-time activation options, community facilities, safety provisions, public art opportunities and other features
- elements of the draft design being developed to demonstrate how the site could look should the rezoning proposal be approved
- their experience and views on the consultation process.

The consultation and reference scheme design process was dynamic. The engagement team provided the design team with a summary of feedback at each phase of the consultation. This allowed the design team to consider, and where feasible, incorporate community feedback into the iterative reference scheme design process.

The project webpage included information on the consultation process and what Landcom would do with the feedback received.

### 3.3 Consultation activities

Consultation activities were designed to be broad reaching, accessible to all community members, appropriate for the type of feedback sought and to adhere to COVID-19 guidelines. A range of communications were used to 'spread the word' about the consultation.

To ensure broadly representative feedback was received, both targeted and opt-in consultation activities were designed.

Targeted activities included approaching a range of stakeholder groups, community census-representative research and the recruitment of a community census-representative group to provide feedback on the proposal. The recruited community members were sourced from a professional market research panel to ensure a demographically representative sample of the Cherrybrook and West Pennant Hills communities participated. The targeted consultation activities were designed to be robust, flexible and accessible, even with the application of COVID-19 restrictions. Critical to this approach was the consideration of how to capture the diverse views of a relatively small local community in a way that reflected different ages, genders, life-stages and levels of interest in the project.

Opt-in consultation activities enabled all community members to provide their feedback through a survey identical to that completed by targeted community members, and similar engagement activities to those undertaken by the targeted online participant group. Opt-in activities allowed anyone who wanted to give feedback on the proposal an opportunity to do so in a variety of ways.

The tables which follow provide an overview of communication and engagement activities undertaken between 24 July 2020 and 27 September 2020. Further details about each of these activities is included in the community consultation outcomes report in **Appendix A**.

#### Communication about the community consultation

Type	Summary	Key dates	Reach
<b>Project webpage</b>	The Cherrybrook precinct project webpage, on the Sydney Metro Northwest Places webpage, was updated to share information about the project and to provide links to opt-in engagement activities.	<ul style="list-style-type: none"> <li>24 July 2020</li> <li>10 September 2020</li> <li>27 September 2020</li> </ul>	3,157 unique views
<b>Electronic Direct Mail (EDM)</b>	EDMs were distributed to registered community members to promote the consultation activities and summarise feedback.	<ul style="list-style-type: none"> <li>24 July 2020</li> <li>27 August 2020</li> <li>10 September 2020</li> <li>8 October 2020</li> </ul>	Issued to 1,291 people with an average open rate of 58%

Type	Summary	Key dates	Reach
<b>Local community group emails</b>	The project team emailed local businesses, community groups, nearby residents and schools to promote the consultation activities.	<ul style="list-style-type: none"> <li>24 July 2020</li> <li>10 September 2020</li> </ul>	72 emails
<b>Social media</b>	Information about the proposal and links to the consultation survey, website and coffee conversations booklet.	<ul style="list-style-type: none"> <li>24 July 2020</li> <li>4 August 2020</li> <li>10 September 2020</li> <li>24 September 2020</li> </ul>	When combining all posts, 62,087 were reached and there were 961 reactions, comments and shares
<b>Letterbox drops</b>	To local community to promote the consultation activities and summarise feedback.	<ul style="list-style-type: none"> <li>24 July 2020</li> <li>10 September 2020</li> </ul>	1,858 local residents and businesses received project information

### Targeted community consultation

Type	Summary	Key dates	Reach
<b>Community phone survey</b>	To ensure broad and representative community participation, a 10-minute telephone survey was conducted with community members in the Cherrybrook and West Pennant Hills area. The survey asked for people's ideas for how they might use the SSP in the future.	24 to 30 July 2020	160 community members, who were a representative sample of the local community
<b>Stakeholder meetings</b>	<p>Meetings were held to provide an opportunity for interested groups to learn about the project, ask questions and provide feedback in person. The project team held meetings with representative(s) from the following community and business groups:</p> <ul style="list-style-type: none"> <li>Cherrybrook Little Athletics</li> <li>Cherrybrook Greenway Park Playgroup</li> <li>Bike North</li> <li>Inala</li> <li>Cherrybrook Residents' Association</li> <li>West Pennant Hills Valley Progress Association</li> <li>Residents' Infrastructure and Planning Association</li> <li>representative of neighbouring residents on Castle Hill Road</li> <li>neighbouring residents on Robert Road and Franklin Road</li> </ul>	3 August to 24 September 2020	21 contacted, 10 held



Type	Summary	Key dates	Reach
	Lambros Realty.		
<b>Community incubator</b>	<p>An online community incubator (workshop) was held over four-days. It brought together a broadly representative group of Cherrybrook residents and community stakeholders to consider the draft design supporting the rezoning proposal.</p> <p>A one hour Zoom videoconference was held after the community incubator had closed, where the project team answered the most commonly asked questions from the community incubator activities and summarised the feedback received.</p>	27 to 30 August 2020, zoom meeting held on 7 September 2020	34 community participants, plus five stakeholders

### Opt-in community consultation

Type	Summary	Key dates	Reach
<b>Online survey</b>	The same questions from the phone survey were included in an online survey, available on the project webpage.	24 July to 7 September 2020	493 completed surveys, 46% chose to subscribe for updates
<b>Webpage submission form</b>	A submission form that gave community members the opportunity to provide direct feedback was hosted on the project webpage.	24 to 27 September 2020	73 submission from 67 community members
<b>Project email address and community information line</b>	A project email address and community information line was advertised throughout the consultation which community members could contact to ask questions or provide feedback on the proposal.	24 to 27 September 2020, and remained live for any further enquiries.	98 emails from 92 people
<b>Coffee table conversation booklet</b>	A coffee table conversation booklet was prepared in an editable PDF. It enabled the community to consider the draft design in their own time and to do this within their social or family group. The process was designed to encourage in-depth discussion among small groups. Hard copies were also made available upon request.	10 September to 27 September 2020	39 community members completed and returned a combined total of nine coffee table conversation booklets

### 3.4 Community feedback and response

This section provides a summary of community feedback and Landcom's response about how feedback has been considered during the refinement of the rezoning proposal and reference scheme. Whilst some time has passed since closing out the consultation and preparation of the final planning framework and reference scheme, we do not anticipate that sentiment expressed during the consultation period would have changed.

More detailed information on the community feedback received through the various consultation activities is included in the community consultation outcomes report in **Appendix A**.

Several common themes were raised by stakeholders and the community during the consultation period. These are:

- **Cherrybrook character** - the importance of maintaining the existing green, leafy character of Cherrybrook and community feel was a strong issue referenced across all feedback channels.
- **Building heights** - most people suggested buildings heights should be limited to between two and six storeys, with a few suggestions that more than eight storeys were preferred.
- **Housing supply** - community members provided feedback on the amount of housing proposed, the style of housing and the provision of affordable housing.
- **Transport and parking** - community feedback pointed to the importance of including improvements to roads and parking in planning for the SSP. Common among respondents were concerns about increased traffic and congestion arising from an increase in population in the SSP.
- **Schools** - community members largely spoke positively of schools around Cherrybrook. A common concern was the perception that schools were already over-crowded and any increase in population would exacerbate this problem.
- **Retail and commercial** - most community members suggested that an improved retail and commercial offer would be beneficial but differed on the nature of the retail and commercial offer and specific options.
- **Environment** - protection of the native Blue Gum High Forest was a key consideration for community, as was preservation of the leafy, green look and feel of the suburb.
- **Open space and community space** - community members were supportive of additional open and community space in Cherrybrook.

### 3.4.1 Cherrybrook character

<b>Community feedback</b>	<p>The importance of maintaining the existing character of Cherrybrook was a strong issue referenced across all feedback channels. Consistent feedback across the consultation activities included:</p> <ul style="list-style-type: none"> <li>• Cherrybrook is a leafy, green suburb</li> <li>• there is a strong community sense to the area</li> <li>• Cherrybrook is considered more a village than a suburb.</li> </ul>
<b>Response</b>	<p>The proposal recognises the importance of the existing character and the natural environment, particularly the Blue Gum High Forest.</p> <p>The proposal will retain the existing Blue Gum High Forest and requires the planting of new trees to increase the existing tree canopy on the site to a minimum 25% for the private domain and 30% for the public domain (subject to addressing bushfire protection measures).</p> <p>The landscaping approach seeks to:</p> <ul style="list-style-type: none"> <li>• celebrate nature – supporting the celebration of ‘natural’ landscapes, views and vistas, encouraging nature play and the interaction with the water landscape of the pond in the environmental space</li> <li>• be purposeful – creating clearly defined spaces and uses including structured play and outdoor dining</li> <li>• combine urban and natural spaces – transitioning from urban spaces, to structured plantings and the natural environment.</li> </ul> <p>The proposed planning controls require the delivery of a minimum 3,000m<sup>2</sup> of public open space in the area of land zoned for mixed-use development (B4 zone), in addition to the northern part of the site containing the environmental space and Blue Gum High Forest, which is proposed to be zoned for public recreation (RE1 zone). The reference scheme demonstrates that more than one hectare of public open space is possible on the site, which will support a vibrant community and retail hub and create opportunities for nature play and picnic facilities near the environmental space and Blue Gum High Forest.</p> <p>In addition to the public open space, the green character will be further enhanced by:</p> <ul style="list-style-type: none"> <li>• communal open space – passive and active recreation areas</li> <li>• private open space – such as private courtyards</li> <li>• buffer zones and building setback areas to maximise spaces between buildings, including neighbouring properties.</li> <li>• landscaping and trees within the public areas along the streetscape and in the village square.</li> </ul> <p>Recognising the importance of the Cherrybrook’s community feel and family appeal, the public open spaces will be focused around play and recreation for children of all ages. A multi-purpose community hub is proposed in a prominent location overlooking the environmental space and Blue Gum High Forest. The hub could include a library, performance space or meeting space for community groups.</p>

### 3.4.2 Building heights

<b>Community feedback</b>	<p>The proposed maximum height of buildings in the SSP came up regularly across all channels and was an issue people were particularly interested in providing feedback about. Strong feedback suggested buildings heights should be limited to between two and six storeys, with only a few suggestions that more than eight storeys were preferred.</p>
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	<p>Opt-in participants were more likely to focus their feedback on their concerns with proposed building heights. These included:</p> <ul style="list-style-type: none"> <li>• eight storey buildings are out of character with the area</li> <li>• the 2013 Structure Plan limits of six storeys should not be exceeded</li> <li>• eight storey buildings will lead to overshadowing.</li> </ul> <p>Targeted participants provided more mixed feedback about building heights. This included positive feedback on what the proposed buildings could provide for the area, as well as concern about buildings being too high.</p>
<b>Response</b>	<p>The planning framework and reference scheme has been revised in response to stakeholder and community feedback. The proposed planning controls allow a maximum height of five storeys when viewed from Bradfield Parade. Considering the sloping topography at the site, an additional storey with retail and community floor space is accommodated at the lower ground level when viewed from the north to assist in activating the public open space, whilst also providing a more direct passive surveillance of the area. The planning controls will be accompanied by a site-specific Development Control Plan (Design Guide) that will provide further assurance of amenity outcomes to neighbouring areas.</p> <p>Overall, the proposed planning framework incorporates measures that will reduce the visual impact of new development, including:</p> <ul style="list-style-type: none"> <li>• limiting building heights on Bradfield Parade to no more than five storeys</li> <li>• incorporating substantial setbacks with extensive deep soil planting</li> <li>• encouraging lower heights adjacent to the northern boundaries to reduce visual bulk and scale of buildings from adjoining residential properties.</li> </ul> <p>The visual impact assessment concluded that while of greater scale than the existing context, the proposal has an acceptable visual impact. Testing of the reference scheme demonstrates there are minimal overshadowing impacts.</p> <p>Overall, the height will have minimal impacts compared to the 2013 Structure Plan and will allow for the delivery of additional community benefit and support greater variety in the SSP.</p> <p><i>Reference: Planning Report, Urban Design Study, Visual Impact Assessment</i></p>

### 3.4.3 Housing diversity and needs

<b>Community feedback</b>	<p>Community members provided feedback on the amount and type of housing proposed, including the provision of 5% Affordable Housing. The community considered housing supply in the light of population increase, and many were concerned about the impact of more people in the area.</p> <p>Some community members supported Landcom's commitment to a minimum 5% Affordable Housing and others indicated this housing stock was not needed in Cherrybrook. There was however some confusion in the community about the difference between Affordable Housing and Social Housing. This was raised by some community members with assumptions about a likely increase in crime should the Affordable Housing target be met.</p> <p>Generally, the opinions of both targeted and opt-in community participants were similar, with both groups raising similar concerns or identifying similar opportunities.</p>
<b>Response</b>	<p>A Housing Needs Analysis has been completed as part of the SSP rezoning study and identifies a need for greater housing diversity in the area. The study indicated:</p>

- A current lack of apartments in the area and noted the site's suitability for higher density development due to the proximity to Cherrybrook Station. The site provides a convenient, high speed public transport link to a range of employment and recreation centres. The study suggests future development will likely appeal to a range of household types.
- Based on the current household profile, there may be greater opportunity to deliver three-bedroom apartments appropriate for families with children, people downsizing who wish to stay in the area and multi-generational families.
- The demand for family homes is expected to decline in the future, driven partly by an aging population and children leaving the family home. This is consistent with established trends already underway in the area. Additional apartments in the area will attract a greater number of younger people who wish to stay in the area, with housing types that are well suited to their lifestyle and price point.

The Hornsby Local Strategic Planning Statement shows that the population of Hornsby Shire is forecast to increase by 1% per annum, from 147,661 people in 2016 to 179,582 in 2036, requiring an additional 14,879 homes. The SSP will assist in meeting these housing needs, with the reference scheme supporting around 390 new homes in the Hornsby Shire local government area. In particular, the site is well located in an area supported by transport and local services, allowing sustainable transit-oriented development, encouraging the use of public transport instead of vehicle use.

#### **Affordable Housing**

Landcom maintains our commitment to providing 5% Affordable Housing as part of this proposal. This requirement will be secured through the proposed amendments to Hornsby LEP 2013.

Affordable Housing is appropriate for the needs of a range of low to moderate income households and priced so that these households are also able to meet other basic living costs. Typically, housing is usually considered affordable if it costs less than 30% of gross household income. Households who benefit from Affordable Housing include key workers such as teachers, nurses, police, and emergency workers.

Although Affordable Housing is sometimes available for purchase, it is most commonly available for rent. Affordable rental housing is usually managed by not-for-profit community housing providers, and sometimes by private organisations. The delivery model would be determined during the design phase of the project.

Based on the 2016 Census data, Landcom's research shows that 3,698 or 8% of households need Affordable Housing in the Hornsby Shire. Hornsby Shire Council's Draft Housing Strategy (2020) states that only 6.2% of private rental stock is affordable to low income earners. The SSP site will contribute to the shortfall in Affordable Housing.

*Reference: Housing Needs Analysis*

### **3.4.4 Transport and parking**

#### **Community feedback**

Community feedback pointed to the importance of including improvements to roads and parking in planning for the SSP. Common among all respondents were concerns about increased traffic and congestion arising from an increase in population in the SSP. While many community members indicated priority should be placed on increased public transport links throughout Cherrybrook and active transport links in the SSP, community members regularly called for greater parking, to enable them to park private vehicles near Cherrybrook Station.

Response	<p><b>Traffic and Transport Assessment</b></p> <p>An extensive Traffic and Transport Assessment has been prepared to better understand the proposal's impacts on the transport network and identify recommended upgrades. The study considered the impact of the future growth of the broader Cherrybrook area, to ensure appropriate future upgrades are identified. The study found that to cater for background traffic growth and development within the broader precinct, the Castle Hill Road / Country Drive intersection, which currently performs poorly, is required to be upgraded by 2036. The scope and costs to upgrade this intersection are detailed in the wider Cherrybrook Precinct Traffic and Transport Planning Study, commissioned by DPE.</p> <p><b>Car parking</b></p> <p>Car parking provision for the future development considers the site's easy access to fast, reliable public transport with the adjoining Cherrybrook Station. Residential car parking provision is proposed to be provided in line with current Hornsby DCP requirements. Parking will also be provided for the proposed retail and community facility. The proximity to the metro station is likely to be conducive to lower rates of private car ownership, encouraging increased use of public transport services. This in turn will likely reduce the demand for parking spaces and traffic impacts on the local road network.</p> <p><b>Active transport</b></p> <p>The proposal ensures connectivity to existing and future walking and cycling networks. A future link has been identified between the site and Robert Road Park. While this link falls outside of the SSP boundary, the Design Guide controls ensure the continuation of this future link.</p> <p>Facilities at Cherrybrook Station include bicycle parking spaces. Further, bicycle parking will be required as part of any future development.</p> <p><b>Commuter parking</b></p> <p>The proposal does not include additional commuter parking. The new Sydney Metro stations have been designed as multi-modal transport interchanges. This recognises that a balance must be made between catering for car access and encouraging alternative, more sustainable transport modes such as walking, cycling and public transport. This balance was recognised at each of the metro stations, which included the provision of 400 commuter car parking spaces at Cherrybrook Station.</p> <p>The NSW Government is committed to doing all that it can to encourage people to leave their cars at home and, where possible, use public transport to ease congestion across Greater Sydney.</p> <p><b>Public transport links</b></p> <p>The Metro North West Line has contributed to an integrated transport network in the north west designed to improve how customers move around the local area and travel between major hubs like the Sydney CBD, Chatswood and Macquarie Park.</p> <p>The NSW Government introduced improvements to the bus network in Sydney's north west from 2019, focusing on making it easier for customers to travel to and from metro stations.</p> <p><i>Reference: Traffic and Transport Assessment</i></p>
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### 3.4.5 Schools

Community feedback	<p>Community members largely spoke positively of the schools around Cherrybrook. A common concern raised was the perception that schools were currently over-crowded and any increase in local population would exacerbate this problem.</p>
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<b>Response</b>	<p>Landcom has consulted DoE and SINSW to understand school requirements in the area.</p> <p>Based on a preliminary analysis, DoE has advised that the demand for additional school places generated by development in the SSP would be met by the future upgrades to existing school sites in the area. A school has not been included in the reference scheme and does not form part of the rezoning proposal.</p> <p>DoE is responsible for the future planning and delivery of schools in the local area and should be contacted regarding school availability and catchments once the detailed design process is complete.</p>
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### 3.4.6 Retail and commercial space

<b>Community feedback</b>	Most community members suggested that an improved retail and commercial offer would be beneficial, but differed on the nature of the retail and commercial offer and specific options.
<b>Response</b>	<p>The Economic and Land Use Assessment includes an analysis of retail / commercial floor space based on the trade area of the site, and indicates that the site can support 3,000m<sup>2</sup> to 5,000m<sup>2</sup> GFA.</p> <p>If approved, the proposal will enable development of a mixed-use precinct, including a small supermarket, which supported by cafes and restaurants will promote activation during the day and night.</p> <p>The rezoning will not confirm actual retail uses and this will be subject to retail interest and opportunities when the site is developed.</p> <p><i>Reference: Economic and Land Use Assessment</i></p>

### 3.4.7 Environment

<b>Community feedback</b>	Protection of the native Blue Gum High Forest was an important consideration for the community as was preservation of the leafy, green look and feel of the suburb.
<b>Response</b>	<p>The native Blue Gum High Forest touches the north-eastern edge of the SSP and will not be adversely impacted by the proposed rezoning. This area is proposed to be zoned RE1 Public Recreation, which prohibits residential and commercial development. Further, the controls in the Design Guide will ensure the retention and protection of the Blue Gum High Forest.</p> <p>The Forest is classified as a Critically Endangered Ecological Community and is protected under the NSW Biodiversity Conservation Act 2016 and the Commonwealth Environment Protection and Biodiversity Conservation Act 1999.</p> <p>Note, the design response to maintain the green character of the suburb is described earlier under 'Cherrybrook Character'.</p> <p><i>Reference: Biodiversity Assessment, Sustainability Assessment, Climate Change Adaptation Report, Proposed Site-Specific DCP (Design Guide)</i></p>

### 3.4.8 Open space and community space

<b>Community feedback</b>	<p>Community members were supportive of additional open and community space in Cherrybrook. This aligned with their identified values relating to the existing family-friendly, green character of Cherrybrook. There were diverse opinions about how community might use the open and community spaces, and which uses would be of most benefit to the community.</p> <p>Targeted participants were more likely to emphasise the need for a central meeting place or places, similar to a town hall, whereas opt-in participants predominantly preferred open space and parks.</p>
<b>Response</b>	<p>The reference scheme demonstrates that the precinct is capable of delivering over one hectare of publicly accessible open space. This open space could accommodate a range of uses including outdoor dining, seating, play equipment, performances, community gardens, gym equipment and picnic facilities. The Design Guide will ensure that the public open space is a centralised area, activated with restaurants, cafes, small supermarket, and local shops, providing a focal point for meeting with family and friends.</p> <p>The Design Guide requires the delivery of a multi-purpose community facility of minimum GFA 1,300m<sup>2</sup> adjoining the community gathering space, which could include a library, performance space or meeting space for community groups.</p> <p>The proposed environmental space to the north retains the existing pond, with the intention to combine nature/water play with picnic facilities in the open area around the pond. Landcom will continue to work with HSC to explore the programming of this public open space area and its detailed design.</p>

### 3.4.9 Public art

<b>Community feedback</b>	<p>The community incubator and coffee table conversation booklet included questions to gauge early preferences about public art. People liked art that was interactive and that reflected the character of Cherrybrook and its local community.</p>
<b>Response</b>	<p>The Design Guide controls prescribe the requirement for a public art strategy that reflects the site's historical use as a meeting place for Aboriginal people.</p> <p>Community feedback on the type of public art preferred will be shared with Landcom's development partner, once appointed.</p>

### 3.4.10 Reference scheme

<b>Community feedback</b>	<p>Community members' attitudes toward the draft design varied but many suggested, if the final development was similar to the scheme, it would result in a positive outcome for the community.</p> <p>Some people thought it would improve the area greatly and others thought it would detract from the (current) quiet, village-like area. Regardless of whether respondents supported or opposed the proposal, there was a general approval of the additional green nature of the proposal, the new open and community space and new cafes and restaurants.</p> <p>Many community members indicated that a skate park was not necessary as there is already one nearby and the space could be used to service a greater cross section of the community.</p>
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	Many community members were concerned about the maximum building height around the station, although some noted the draft design reduced their concern because taller buildings would only be close to the station.
<b>Response</b>	<p>In response to the feedback received during the consultation and the technical assessments undertaken to support the SSP rezoning application, the project team has included the following in the reference scheme:</p> <ul style="list-style-type: none"> <li>• The development is limited to five storeys when viewed from Bradfield Parade. The reference scheme demonstrates that the proposed planning controls could deliver around 390 dwellings. Previous design options included up to 600 dwellings.</li> <li>• To support the continuation of the existing green character, the indicative tree and planting strategy includes additional planting to reflect the value of green spaces, including the possibility of new Blue Gum trees planted within the SSP.</li> <li>• Substantial setbacks and revised building orientation to deliver more deep soil planting, which will allow planting of larger trees and improve transition and amenity to adjoining areas to maintain the existing green leafy feel of the area.</li> <li>• A skate park is no longer proposed.</li> <li>• The pond has been retained in the proposed environmental space north of the site.</li> </ul> <p><b>Note:</b> The SSP does not seek the approval of the reference scheme but instead it provides a design possibility under the proposed planning controls. To ensure the desired outcomes shown in the reference scheme can be achieved, the proposed rezoning is supported by a Design Guide. This includes the following key controls: desired future character, movement network, vehicle access, carparking, open space, environment, land use, built form, setbacks, landscaping and deep soil, solar access, landform, water and sustainability, community facilities, public art, heritage, housing choice, bushfire, wind, risk, and noise and vibration.</p> <p>Refer to the Proposed Site-Specific DCP (Design) Guide for further details.</p>

### 3.4.11 Community consultation approach

<b>Community feedback</b>	<p>The majority of community participants spoke positively about their experience during the consultation. Comments were made that it was “comprehensive” and “good to see”.</p> <p>Some community members noted that there had been a number of previous community consultations that had not resulted in anything and were sceptical that this consultation process would be any different.</p>
<b>Response</b>	<p>Opportunities for consultation were varied to encourage maximum public participation and included online, telephone and paper-based channels. The approach sought to gather a truly representative range of opinions from a Census-representative community sample, while enabling other community members, both local and outside the Cherrybrook and West Pennant Hills postcode areas to participate.</p> <p>Further community consultation will be undertaken during the public exhibition of the rezoning proposal, and in subsequent stages of the planning process, to allow additional feedback to be considered in the planning for Cherrybrook SSP.</p>

## **4 Aboriginal community consultation and feedback**

### **4.1 Previous consultation**

Consultation with Aboriginal community representatives has previously been carried out in 2016 by Artefact, as part of the previous heritage assessment. HSC and THSC provided a list of key Aboriginal community groups with whom they regularly consult with on matters of Aboriginal cultural heritage.

The following Aboriginal groups were invited to take part in site survey and provide recommendations regarding the cultural heritage values of the wider precinct that includes the SSP area:

- Metropolitan Local Aboriginal Land Council (MLALC)
- Deerubbin Local Aboriginal Land Council (DLALC)
- Darug Custodian Aboriginal Corporation (DCAC)
- Darug Aboriginal Cultural Heritage Assessments (DACHA)
- Darug Tribal Aboriginal Corporation (DTAC)
- Bidjigal Reserve Trust (BRT)
- Guringai Tribal Link Aboriginal Corporation (GTLAC)
- Northwest Aboriginal Development Association (NADA).

Representatives from GTLAC and NADA were unable to attend the survey.

### **4.2 Feedback from previous consultation**

No areas of Aboriginal cultural heritage significance were noted during the 2016 survey for the SSP area, as the site was already a cleared and graded construction zone by the time survey took place.

Feedback was provided that cumulative impacts to the once open cultural landscape were a primary concern and a main source of heritage value loss, and that retention of open space in the development would contribute towards mitigating this loss.

### **4.3 SSP consultation**

In accordance with Item 7.3 of the study requirements, consultation was carried out with the Hornsby Aboriginal and Torres Strait Islander Consultative Committee (HATSICC). They identified wider cultural values associated with the SSP area, which triggered a requirement for formal consultation.

Consultation was then carried out in accordance with the *Aboriginal cultural heritage consultation requirements for proponents* (DECCW 2010), commencing on 25 September 2020 and completed on 23 November 2020. Full consultation details are contained in Section 5 of the Aboriginal Cultural Heritage Assessment Report (ACHAR). All comments received throughout the consultation process agreed with the findings of the ACHAR.

#### **4.4 Project response**

The following outcomes respond to the advice received:

- The proposal includes a substantial proportion of open space, including the environmental space situated adjacent to the neighbouring remnant Blue Gum High Forest.
- The proposed site-specific Development Control Plan (Design Guide) controls require:
  - public art to reference the SSP's past use including consideration of the SSP's historical use as a meeting place for Aboriginal people
  - a heritage interpretation strategy for future development to reflect wider Aboriginal cultural heritage values.

## 5 Government stakeholder consultation and feedback

Landcom has engaged with a range of government stakeholders, briefing them on the proposal and technical assessments, and addressing their feedback in the submitted concept proposal.

Stakeholders engaged, as required by the study requirements, include:

- Department of Planning and Environment (DPE)
- Hornsby Shire Council (HSC)
- The Hills Shire Council (THSC)
- Transport for NSW (TfNSW)
- Landcom Design Advisory Panel (DAP) / Landcom Design Review Panel (DRP)

In late January / early February 2021, briefings were held with the former Minister for Planning and Public Spaces and the Local Member. Prior to lodgement of SSP study in April 2022, the Minister for Planning and Homes and the Local Member were informed about the forthcoming lodgement.

### 5.1 Project Working Group (PWG)

A PWG was set up to establish a collaborative working arrangement between DPE, HSC, THSC and TfNSW to guide the planning investigations for the Cherrybrook Station SSP. The role of the PWG is guided by a terms of reference, issued by DPE. As part of their role, the PWG has reviewed and provided comments on materials submitted by Landcom, including deliverables for key stages of the SSP process.

An initial stakeholder workshop was held on 28 May 2020 at the onset of the project. Following this, the PWG met nine times during the preparation of the SSP study. Details of the meetings follow.

#### PWG meeting summary

Meeting no.	Date and time	Key topics discussed
Initial stakeholder workshop	28 May 2020, 2.30pm to 4.30pm	<ul style="list-style-type: none"><li>• broader precinct and SSP planning approach</li><li>• overarching vision and principles for the precinct including the SSP</li><li>• initial concept analysis for the SSP</li></ul>
PWG #1	18 June 2020, 2pm to 3.30pm	<ul style="list-style-type: none"><li>• SSP community engagement approach</li><li>• preliminary concept design options for the SSP</li></ul>
PWG #2	9 July 2020, 2pm to 3.30pm	<ul style="list-style-type: none"><li>• SSP traffic and transport modelling approach</li></ul>
PWG #3 (key SSP stage)	20 August 2020, 2pm to 3.30pm	<ul style="list-style-type: none"><li>• broader precinct planning process update</li><li>• SSP preferred design option presented for PWG feedback</li></ul>

Meeting no.	Date and time	Key topics discussed
PWG #4	10 September 2020, 2pm to 3.30pm	<ul style="list-style-type: none"> <li>SSP community consultation update, including high-level feedback</li> <li>precinct-wide transport study update</li> <li>discussion on PWG feedback on the preferred design option presented at previous meeting</li> </ul>
PWG #5	22 October 2020, 2.00pm to 3.30pm	<ul style="list-style-type: none"> <li>SSP community consultation update</li> <li>precinct-wide transport considerations</li> </ul>
PWG #6 (key SSP stage)	12 November 2020, 1.30pm to 3.30pm	<ul style="list-style-type: none"> <li>SSP planning framework and 8-storey draft design presented for PWG feedback</li> </ul>
PWG #7	17 December 2021, 9.30am to 10.30am	<ul style="list-style-type: none"> <li>SSP preliminary design options for reduced 5-storey reference scheme when viewed from Bradfield Parade presented for PWG feedback</li> </ul>
PWG #8	3 March 2022, 3.00pm to 4.30pm	<ul style="list-style-type: none"> <li>broader precinct planning process and traffic and transport study update</li> <li>SSP preferred design option for 5-storey reference scheme when viewed from Bradfield Parade presented for PWG feedback</li> </ul>

## 5.2 Department of Planning and Environment (DPE)

In addition to the regular PWG meeting (see Section 5.1), regular meetings and design workshops were held with DPE's project team, who are responsible for planning the broader precinct. These meetings provided an opportunity for information sharing and collaboration, with an opportunity to discuss issues relevant to both the SSP and the broader precinct.

## 5.3 Hornsby Shire Council (HSC)

HSC is a member of the PWG, which met nine times during the preparation of the study (see Section 5.1).

HSC was also consulted at:

- a social infrastructure needs meeting, held 20 July 2020, 1.30pm to 2pm
- an infrastructure contributions workshop, held 25 August 2020, 12pm to 1pm
- a traffic modelling workshop, held 27 August 2020, 2pm to 3pm
- an open space workshop, held 1 October 2020, 2pm to 3pm
- a planning controls workshop, held 7 October 2020, 2pm to 3pm
- an infrastructure contributions meeting, held 7 October 2020, 3pm to 4pm.

Hornsby Shire Councillors were consulted at a meeting on 6 July 2020. At this meeting they were briefed on the community consultation process and conceptual design options.

## 5.4 The Hills Shire Council (THSC)

THSC is a member of the PWG, which met nine times during the preparation of the study (see Section 5.1).

Hills Shire Councillors were consulted at a Council meeting held 1 September 2020. They were briefed on the SSP and community consultation process.

## 5.5 Transport for NSW (TfNSW)

TfNSW is a member of the PWG, which met nine times during the preparation of the study (see Section 5.1).

SCT's Traffic and Transport Assessment prepared for the SSP study was also informed through a modelling scope that was developed in collaboration with TfNSW (and formerly Roads and Maritime Services). They provided feedback around details of the study area, modelling methodology and assumptions.

TfNSW were also consulted to understand vehicle access considerations that would need to be considered with respect to existing station operations at a meeting, held on 1 September 2020.

## 5.6 Utility Authorities

As per the study requirements for 'Utilities', the following utility authorities were consulted with to understand the available capacity in their networks:

- Ausgrid (electrical services)
- Endeavour Energy (electrical services)
- Sydney Water (water and sewer services).

Enquiries found that there was suitable capacity in both Ausgrid and Endeavour Energy's infrastructure to accommodate future development of the SSP site and broader precinct.

Sydney Water confirmed that existing water mains within the area would service the SSP site. However, there may be a need to augment the water network to accommodate the broader precinct development. They also confirmed that they would require an extension of their existing sewer assets to service both the SSP site and broader precinct.

Further approaches to relevant authorities will be made in future planning stages, to coordinate and confirm available infrastructure to service the site. Full details of consultation with authorities is provided in the Utilities Assessment.

## 5.7 Landcom Design Review Panel (DRP) (formerly Design Advisory Panel)

Landcom recognise the important role of design to achieving our mission, and we have established the DRP to help achieve superior design outcomes. The objectives of the DRP are to provide independent, expert, and impartial design advice; ensure quality design outcomes; and support

the urban renewal of Government owned or controlled land managed by Landcom.

The project team has presented to the DRP on three occasions:

- 7 August 2019 – early concepts informed by site analysis
- 1 July 2020 – revised concept options based on design themes and approaches
- 5 August 2020 – preferred option, based on previous feedback from the DRP and PWG. The DRP acknowledged that significant work had been undertaken since the previous presentation, particularly around the community facility, open space and deep soil planting. The preferred option addressed the following key concepts:
  - revised open space strategy, with consolidation of open space
  - clear program for public open space
  - prominent location for the community facility
  - retail concentrated around the public plaza at the station level
  - orientate and articulate built form to capture views and access solar
  - legible addresses and entry sequences
  - consideration of parking approach.

The project team has reviewed the DRP's advice and considered how this is incorporated in the reference scheme. In particular, the responses have considered:

- Landcom's commitment to design excellence to create more sustainable communities, including key objectives for both station precincts
- opportunities provided and constraints imposed on the site
- the reference scheme is a proof-of-concept design for demonstrating how the proposal will achieve an optimal design and amenity outcome with specific consideration of the site's character, layout, setbacks, amenity, views and vistas, open spaces and public domain, connectivity and street activation.

The feedback from the DRP and Landcom's response is summarised below.

Topic / advice received	Response	Related report
<b>Access &amp; circulation</b>		
Investigate alternatives to continuous basement parking and reliance on too much parking being constructed upfront.	Different approaches to parking were considered, such as provision of parking on the site periphery or centralised parking in the deepest part of the site. Distributing parking through the site is preferred as it: <ul style="list-style-type: none"> <li>• facilitates staged development</li> <li>• is convenient for future residents and site users</li> <li>• requires less upfront cost than centralised approach.</li> </ul>	<ul style="list-style-type: none"> <li>• Urban Design Study</li> <li>• Traffic and Transport Assessment</li> </ul>
Consider provision of separate access for retail / community.	The Design Guide requires that public parking is provided separately from residential parking.	<ul style="list-style-type: none"> <li>• Urban Design Study</li> <li>• Design Guide</li> </ul>

Topic / advice received	Response	Related report
	The reference scheme shows separate access for retail and community facility parking and for residential parking.	
Ensure that the on-site detention maintenance access does not detract from a high-quality public domain.	The reference scheme includes maintenance access to the pond which could be controlled e.g. boom or removable bollard. This is designed as a paved shared way where the movement of pedestrians and bicycles are prioritised.	<ul style="list-style-type: none"> <li>Urban Design Study</li> </ul>
<b>Landscape approach</b>		
Development controls should support the landscape-led approach that encourage deep soil planting.	The Design Guide includes prescriptive measures to enable urban forest and deep soil outcomes.	<ul style="list-style-type: none"> <li>Design Guide</li> </ul>
<b>Place making</b>		
Optimise the location of the community hub, the retail and the pond to create a central focal place with distinctive local character.	<p>The Design Guide requires that the community open space is physically and visually linked to the multi-purpose community facility.</p> <p>The reference scheme shows the multi-purpose community facility in a prominent location adjoining the retail uses that flows out onto the open space, with views to the environmental space and Blue Gum High Forest.</p>	<ul style="list-style-type: none"> <li>Design Guide</li> <li>Urban Design Study</li> </ul>
<b>Building arrangement</b>		
Northerly views to the pond are preferable to ones which give east-west views to adjacent buildings.	<p>The Design Guide includes prescriptive measures to manage the built form massing and orientation, which reinforces the open space corridor as the centre of the precinct.</p> <p>The reference scheme shows an example of the built form arrangement that optimises views over the pond / to the north.</p>	<ul style="list-style-type: none"> <li>Design Guide</li> <li>Urban Design Study</li> </ul>
Consider the distribution of mass and density across the site, where the site is close to existing housing.	<p>The planning framework includes controls to manage the interface conditions to existing housing, such as:</p> <ul style="list-style-type: none"> <li>locating taller buildings in the centre of the site</li> <li>incorporating substantial setbacks with extensive deep soil planting to the north for the eastern and western parts of the site.</li> </ul>	<ul style="list-style-type: none"> <li>Design Guide</li> </ul>
<b>Building heights</b>		
An increase in height from the Structure Plan by two storeys on some buildings would be acceptable, with a mix of building heights preferable. Bradfield	The proposed amendments to HLEP 2013 includes a maximum building height of 22m (five storeys when viewed from Bradfield Parade) for the B4 zoned land in the centre of the precinct. An additional storey with retail and community floor space can be	<ul style="list-style-type: none"> <li>Proposed Amendments to the Planning Framework</li> <li>Design Guide</li> </ul>



Topic / advice received	Response	Related report
Parade frontage is a preferred location for eight storeys.	accommodated at the lower ground level when viewed from the north to assist in activating the public open space. A maximum building height of 18.5m (five storeys) is proposed for the remainder of the precinct.	
<b>Retail</b>		
Consider the retail strategy and the corresponding design outcome for the site.	<p>The economic analysis of the commercial / retail based on the trade area of the site, indicates that the site can support 3,500m<sup>2</sup> to 5,000m<sup>2</sup> GFA.</p> <p>The proposed B4 Mixed Use zone will be supported by the Design Guide, which includes measures to ensure an appropriate design outcome for the site that considers the relationship between the retail, community, open space and residential uses.</p>	<ul style="list-style-type: none"> <li>• Economic and Land Use Assessment</li> <li>• Design Guide</li> </ul>
<b>Planning controls</b>		
Ensure that design outcomes can be delivered by a future developer.	As part of the SSP study, a Design Guide has been prepared to guide future development of the site. This includes controls relating to: desired future character, movement network, vehicle access, carparking, open space, environment, land use, built form, setbacks, landscaping and deep soil, solar access, landform, water and sustainability, community facilities, public art, heritage, housing choice, bushfire, wind, risk, and noise and vibration.	<ul style="list-style-type: none"> <li>• Design Guide</li> </ul>

## 6 Conclusion and next steps

Landcom has completed comprehensive consultation to inform the SSP Study for the Cherrybrook Station Government Land. A wide cross section of community members and stakeholders were consulted on the proposed rezoning proposal, exceeding the study requirements issued by DPE.

### Community consultation

A comprehensive community consultation program was completed between 24 July 2020 and 27 September 2020. This included the release of the draft reference scheme for community feedback.

To ensure broadly representative feedback was received, both targeted and opt-in consultation activities were designed. Consultation activities included:

- an online survey between 24 July and 6 September 2020
- that same survey conducted over the telephone by an independent research company
- an online feedback form open until 27 September 2020
- meetings with seven Cherrybrook community groups
- an online community incubator held between 27 - 30 August 2020 with a follow up video conference held on 7 September 2020
- an online coffee table conversation booklet, which closed on 27 September 2020.

Based on the feedback we heard that some of the community:

- valued the Blue Gum High Forest and the green, leafy look and feel of Cherrybrook
- wanted more cafes, restaurants and safe places for young people to meet
- supported the provision of affordable housing for key workers
- were concerned about the impact on traffic congestion and parking
- were concerned about the capacity of schools in the area
- were opposed to the proposed maximum building height of up to eight storeys.

The iterative nature of the consultation approach ensured that community feedback was continuously shared with the project team to consider in preparation of the rezoning proposal and reference scheme. Based on the feedback received the proposal includes:

- buildings of up to five storeys when viewed from Bradfield Parade. The reference scheme demonstrates that the proposed planning controls could deliver around 390 dwellings, which is significantly less than the 600 dwellings considered in previous design options
- increased tree canopy to support the continuation of the existing green character
- substantial setbacks to deliver more deep soil, which will allow planting of larger trees and improve amenity to adjoining areas
- an environmental space which retains the pond to the north of the site.

Refer to **Appendix A** for the full community consultation outcomes report prepared by Newgate Australia.

Aboriginal community consultation carried out identified that the loss of open cultural landscape was significant and that the retention of open spaces in the study area would reflect the past

landscape and provide opportunity to mitigate this loss. The following outcomes respond to this advice:

- the proposal includes a substantial proportion of open space, including the environmental space situated adjacent to the neighbouring remnant Blue Gum High Forest
- the proposed site-specific DCP (Design Guide) controls require:
  - public art to reference the SSP's past use including consideration of the SSP's historical use as a meeting place for Aboriginal people
  - a heritage interpretation strategy for future development to reflect wider Aboriginal cultural heritage values.

### **Stakeholder consultation**

Landcom has engaged with a range of local and State government stakeholders, briefing them on the proposal and technical assessments, and addressing their feedback in the submitted concept proposal.

This included (but was not limited to) consultation with the PWG, which was set up to establish a collaborative working arrangement between DPE, HSC, THSC and TfNSW to guide planning investigations for the SSP. The PWG met nine times during the preparation of the SSP study, including an initial workshop and a final presentation of the reference scheme and planning framework for feedback. The PWG reviewed and provided comments on materials submitted by Landcom.

Landcom also held three sessions with the Landcom DRP to seek independent, high-level design advice to ensure quality design outcomes for the SSP.

Elements of the proposal that were adjusted in response to feedback include:

- reducing the extent of the B4 Mixed Use zoning to the central portion of the site
- including building heights of five storeys when viewed from Bradfield Parade
- including Design Guide design-based measures to manage the transition to sensitive interfaces such as alignment of buildings, maximum length of buildings, generous setbacks (6m to 17m) and deep soil requirements
- ensuring the delivery and accessibility of quality open space through the proposed planning controls. This includes:
  - the inclusion of clause in the planning framework requiring at least 3,000m<sup>2</sup> of publicly accessible open space
  - a Design Guide with open space requirements on form, function and size
  - ensuring open space could incorporate pedestrian links to the broader precinct
- requiring the delivery of a 1,300m<sup>2</sup> multi-purpose community hub in-line with Hornsby Shire Council's Community and Cultural Facilities Strategic Plan
- revising the open space strategy to be a consolidated central open space corridor
- optimising the location of multi-purpose community facility by requiring it is co-located with the community open space.

**Next steps**

Further community and stakeholder consultation during the public exhibition of the rezoning proposal, and in subsequent stages of the planning process will ensure community feedback is considered in the ongoing planning for Cherrybrook SSP.

## **Appendices**

### **Appendix A - Newgate Communications report on community consultation outcomes**



**NEWGATE**  
AUSTRALIA

# Cherrybrook Station Government Land State Significant Precinct

## Community consultation report

Prepared by Newgate Australia

Report Issued:  
**01.02.2020**

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# Introduction

**This community consultation report (report) informs the preparation of the rezoning proposal for the Cherrybrook Station Government Land State Significant Precinct (Cherrybrook SSP). The NSW Minister for Planning and Public Spaces determined the government-owned land near Cherrybrook Station was a State Significant Precinct (SSP) in December 2019.**

Landcom, on behalf of Sydney Metro, is seeking to deliver a lively, mixed use precinct on the Cherrybrook SSP site. The site is located immediately east of Cherrybrook Station and is bound by Castle Hill Road to the south, Franklin Road to the south-east, and Robert Road to the north-west.

Community consultation was held between 23 July and 27 September 2020, with more than 800 participants in the process.

The consultation undertaken and this report address the relevant study requirements as issued by the Department of Planning and Environment (DPE).

This report summarises the pre-lodgement consultation undertaken for Cherrybrook SSP. It details:

- the background to the project, including previous consultation undertaken
- planning requirements for consultation
- the consultation process undertaken, including meetings with representatives of community groups, and both targeted and opt-in consultation
- the feedback received.

This report will be appended to Landcom's SSP study to demonstrate the significant consultation undertaken to inform the proposal for public exhibition.





# 1. Background

## 1.1 Overview

This report relates to a proposal to develop land called the ‘Cherrybrook Station Government Land State Significant Precinct’ (Cherrybrook SSP) by Landcom on behalf of the landowner, Sydney Metro. Cherrybrook SSP is centred around Cherrybrook Station on the Metro North West Line. The Metro North West Line delivers a direct connection between the strategic centres of Castle Hill, Norwest, Macquarie Park and Chatswood, and a one stop connection to the Sydney CBD. It covers 7.7 hectares of government-owned land that comprises the Cherrybrook Metro Station, commuter carpark and station access road (Bradfield Parade) and vacant land to the east of the station referred to as the Developable Government Land (DGL). It is bound by Castle Hill Road (south), Franklin Road (south east) and Robert Road (north west).

The Minister for Planning and Public Spaces (the Minister) has determined that it is of state planning significance and should be investigated for rezoning. This investigation has been carried out in accordance with study requirements issued by DPE in May 2020.

The outcome of the SSP process will be new planning controls that enable development applications to be made which will create a new mixed-use local centre to support Cherrybrook Station and the needs of the local community.

DPE is also working with Hornsby Shire and The Hills Shire Councils, as well as other government agencies, to undertake a separate planning process for a broader area called the Cherrybrook Precinct. Unlike the SSP, the outcome of this process will not be a rezoning. Instead, it will create a Place Strategy that will help set the longer-term future for this broader area. Landcom will be consulted as part of this process.



Figure 1 Site plan Cherrybrook Station State Significant Precinct (Landcom, 2020)

Cherrybrook Station sits within Hornsby Shire Local Government Area (LGA) and opened in May 2019 when the Metro North West Line commenced operations. It features bicycle parking facilities, new bus stops on Bradfield Parade, kiss and ride spaces, taxi ranks and a 400-space commuter car park.

### 1.1.1 Concurrent planning

Two separate but related planning processes are underway in Cherrybrook.

Cherrybrook Station Precinct	Cherrybrook SSP
<p><b>Cherrybrook Station Precinct</b> covers the broader area around Cherrybrook Station, as outlined in the 2013 Cherrybrook Station Structure Plan.</p> <p><b>DPE</b> is preparing a Place Strategy for the Cherrybrook SSP. This strategy will provide further detail to guide the planning, infrastructure needs and implementation of the 2013 Structure Plan.</p> <p><b>DPE</b> is responsible for leading the planning process for the Cherrybrook Station Precinct in collaboration with Hornsby Shire Council and the Hills Shire Council.</p>	<p><b>Cherrybrook SSP</b> is located on the northern side of Castle Hill Road in Hornsby Shire LGA.</p> <p><b>Landcom</b> is preparing a rezoning proposal on behalf of the landowner Sydney Metro through the SSP process for this land. Landcom committed to sharing feedback received with DPE to help inform their planning for the broader Cherrybrook Station Precinct.</p> <p><b>It is this land to which this report applies, referred to as the Cherrybrook SSP throughout.</b></p>

Table 1 Concurrent planning processes

The map below illustrates the site boundaries of the Cherrybrook SSP and the Cherrybrook Station Precinct.



Figure 2 Cherrybrook Station Precinct and Cherrybrook Station State Significant Precinct (subject of this proposal)



## 1.2 Purpose

The purpose of this report is to address the relevant study requirements for the Cherrybrook SSP, as issued by DPE. This SSP Study involves undertaking planning investigations for the precinct to achieve a number of objectives:

- facilitate a mixed-use local centre at Cherrybrook Station that supports the function of the station and the needs of the local community
- deliver public benefit through a mixed-use local centre
- deliver transport and movement initiatives and benefits
- demonstrate the suitability of the site for the proposed land uses
- prepare a new planning framework for the site to achieve the above objectives.

Landcom has undertaken robust community consultation to consider the preferences, views and aspirations of local residents, businesses and community groups for the future of the Cherrybrook SSP.

## 1.3 Study requirements

The SSP study requirements were prepared in consultation with Hornsby Shire Council and The Hills Shire Council, with input from Transport for New South Wales.

The study requirements note that the project team will:

*21.2 Provide a summary of the outcomes of early community and stakeholder consultation, including examples, and how the outcomes, including previous consultation, have been incorporated into the proposal. This includes the consultation undertaken by the Department in 2017: Cherrybrook Station Town Centre Community Workshops Report, KJA (2018), Placescore, NSW Planning and Environment Cherrybrook Priority Precinct, Community Insights (2017) and Cherrybrook Station Precinct Consultation Update (2017).*

This has been addressed in Section 1.4 Consultation History and Section 3 Community Feedback.

Further, the study requirements note that the project team will:

*21.1 Outline the proposed community consultation strategy to undertake an appropriate and justified level of consultation (in addition to the formal public exhibition/consultation of the draft SSP proposal coordinated by DPIE) on the proposal with an emphasis on consultation in the initial stage/s particularly with the community, landowners, Hornsby Shire Council, The Hills Shire Council, other relevant State and Federal government agencies, local Aboriginal community, Inala school and associated facilities, Tangara Catholic School and other community/interest group stakeholders, noting that the Councils should have a high level of involvement throughout the process.*

Our consultation with community stakeholders has been addressed in Section 1.4 Consultation History and Section 3 Community Feedback.

## 1.4 Consultation history

The NSW Government has undertaken community engagement with Cherrybrook local residents, Hornsby Shire Council, The Hills Shire Council, businesses, and community groups since 2013. Landcom's consultation, undertaken between 24 July and 27 September 2020, was designed to build upon the feedback provided to NSW Government during previous consultation.

### 1.4.1 Previous consultation

Feedback from the earlier consultation was considered in this consultation process and is drawn from:

- **2013** – the Cherrybrook Station Structure Plan exhibition – commissioned by Transport for NSW to gather input from local residents, landowners, businesses and the wider community about the broader station precinct area. The Structure Plan projected an additional 3,200 dwellings for the whole Cherrybrook Precinct. More than 100 community submissions were received.
- **June - August 2017** – a community drop-in session and PlaceScore survey – commissioned by the former Department of Planning and Environment asking community members what they value about Cherrybrook and what they would like to see improved. 211 people responded to the survey.
- **November 2017** – Cherrybrook Station Town Centre community workshops – commissioned by the former Department of Planning and Environment to gather community input to the development of the draft Cherrybrook Precinct Plan, including priority values and ideas for the precinct. 128 community members participated in two workshops including school students, culturally and linguistically diverse (CALD) residents and the broader community.
- **November 2017 – January 2018** – Cherrybrook Station online community survey – commissioned by the former Department of Planning and Environment to provide another opportunity for residents to share values and ideas about the future design of the Cherrybrook Station Precinct. This attracted 393 responses.

### 1.4.2 Feedback from previous consultation

Feedback from previous consultation included:

- comment that local residents are proud of their area and value the green, leafy nature of the suburb
- concern that Cherrybrook is currently fairly expensive to buy into
- concern new development will have adverse impacts on local traffic congestion, parking and public transport
- concern about the impact of high-rise development on the character and visual aesthetics of the area
- concern about the environmental impact of development on habitats, fauna, air and water quality and/or pollution levels
- suggestion that open spaces could be designed as multi-purpose venues for outdoor cinemas, markets and other events
- a desire to see a new playground, parks (e.g. with a chess game), and multi-purpose community centre to support local arts and cultural activities
- suggestion for convenience stores around the new station
- suggestion for hospitality spaces such as family-friendly cafes, open air restaurants, pubs, bars and mobile food trucks
- suggestion for sporting and medical facilities, as well as workspaces for entrepreneurs and small businesses
- suggestion that facilities and services should employ local people and cater for all age groups
- concern about ensuring safety and security in the station precinct.

## 2. Community consultation

### 2.1 Consultation objectives

The Cherrybrook Station SSP consultation program was designed to comply with the [Core Values of the International Association of Public Participation \(IAP2\)](#), [Landcom's Join In Framework](#), and the [Green Building Council of Australia's Green Star Program](#).

The community consultation objectives were to:

- share relevant information in a timely and accessible way
- engage a wide cross-section of community members and other stakeholders with multiple opportunities for engagement
- manage stakeholder and community expectations and provide clear information about the focus of the consultation
- demonstrate accountability in project decision-making by identifying how stakeholder and community feedback has been considered in the rezoning application
- understand community ideas and aspirations for the SSP
- understand community stakeholder issues and concerns in relation to the SSP
- contribute to positive planning outcomes for the SSP
- ensure community and stakeholder voice is represented in the rezoning proposal
- meet the NSW Government study requirements for the SSP site.

### 2.2 Summary of the consultation approach

In preparing for the consultation, characteristics of the Cherrybrook demographic were considered using Australian Bureau of Statistics (ABS) 2016 data, including languages spoken at home, jobs and employment profiles, and access to and use of the internet. These demographics were the starting point for the consideration of targeted consultation activities and gave the Landcom team confidence in the reach and inclusivity of the activities.

The table below provides a snapshot of the ABS, 2016 data and Landcom's actions to ensure inclusivity and reach.

ABS, 2016 data	Project team considerations
The top three ancestries in Cherrybrook are British (38.6%), Asian (38.3%), Australian (18.9%) with Chinese languages being the most frequently spoken at home (20.1%) after English/Australian (42.8%).	<p>Translator Information Service contact details were included on all publications.</p> <p>The team reached out to known Asian community groups to encourage participation, including Cherrybrook Chinese Association and St Matthew's Asian Congregation.</p>
More than 60% of the Cherrybrook community work full time, with more than 53% identifying in professional roles, over 23% identifying as clerical, administrative or sales workers and a further 12% identifying as technicians, trades people or labourers. Around 6.5% of people in the area identified themselves as community and personal services workers.	<p>Targeted consultation took place across broad timeframes and allowed extended periods of time for community to participate in consultation activities.</p> <p>Online and digital engagement ensured community members could access information at any time from the project webpage and provide feedback at a time that suited them.</p>
95% of people in Cherrybrook access the internet from their own dwelling, with a further 3.7% accessing the internet from other locations.	<p>With high levels of internet access, digital and online engagement activities ensured accessibility to information and consultation activities for the majority of the community. This minimised the impact of COVID-19 on consultation activities.</p> <p>Where community members were not able to access the internet, the team offered to provide hard copies of surveys and coffee table conversation booklets.</p> <p>Four coffee table conversation booklets were requested and forwarded by mail. No hard copies of surveys were requested.</p>

### 2.2.1 Consultation focus

The consultation provided community members with multiple opportunities to provide feedback on:

- likes and dislikes about Cherrybrook and surrounding areas
- how people might use the open space, including inviting ideas on the location and design, functions, landscaping features, play space options, and other elements of the open space area
- preferences for commercial and retail offer, including inviting ideas on the mix of retail and commercial uses preferred within the new centre
- night-time activation options, community facilities, safety provisions, public art opportunities and other features
- elements of the draft reference scheme being developed to demonstrate how the site could look should the rezoning proposal be approved
- their experience and views on the consultation process.

The consultation and reference scheme design process was dynamic and iterative. The engagement team provided the design team with a summary of feedback at each phase of the consultation. This allowed the design team to consider, and where feasible, incorporate community feedback into the iterative reference scheme design process. The draft reference scheme was released for community feedback during phase 2 of the consultation process (see section 2.3).

The project webpage included information on the consultation process and what Landcom would do with the feedback received.



# Cherrybrook SSP

## Rezoning proposal consultation pathway

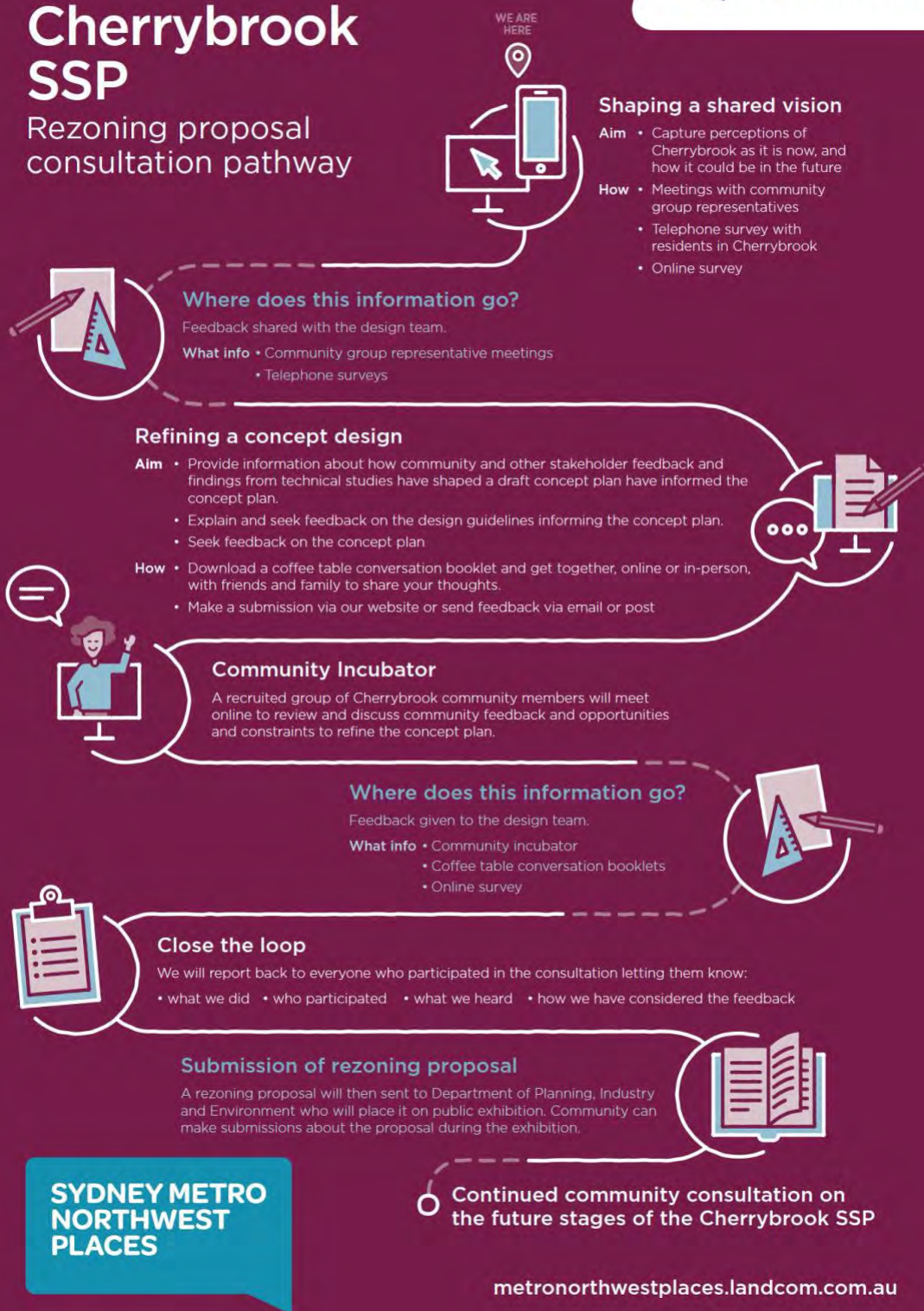


Figure 3 The Cherrybrook SSP rezoning consultation pathway (Landcom 2020)

## 2.3 Snapshot of consultation activities

Consultation activities were designed to be broad reaching, accessible to all community members, appropriate for the type of feedback sought and to adhere to COVID-19 guidelines. A range of communications were used to 'spread the word' about the consultation.

To ensure broadly representative feedback was received, both targeted and opt-in consultation activities were designed.

### Targeted consultation

Targeted activities included approaching a range of stakeholder groups, community census-representative research and the recruitment of a community census-representative group to provide feedback on the proposal. The recruited community members were sourced from a professional market research panel to ensure a demographically representative sample of the Cherrybrook and West Pennant Hills communities participated.

The targeted consultation activities were designed to be robust, flexible and accessible, even with the application of COVID-19 restrictions. Critical to this approach was the consideration of how to capture the diverse views of a relatively small local community in a way that reflected different ages, genders, life-stages and levels of interest in the project.

### Opt-in consultation

Opt-in consultation activities enabled all community members to provide their feedback through a survey identical to that completed by targeted community members, and similar engagement activities to those undertaken by the targeted online participant group. Opt-in activities enabled anyone who wanted to give feedback on the proposal an opportunity to do so in a variety of ways.

Figure 4 shows the range of consultation methods used.

Informing the community about consultation:

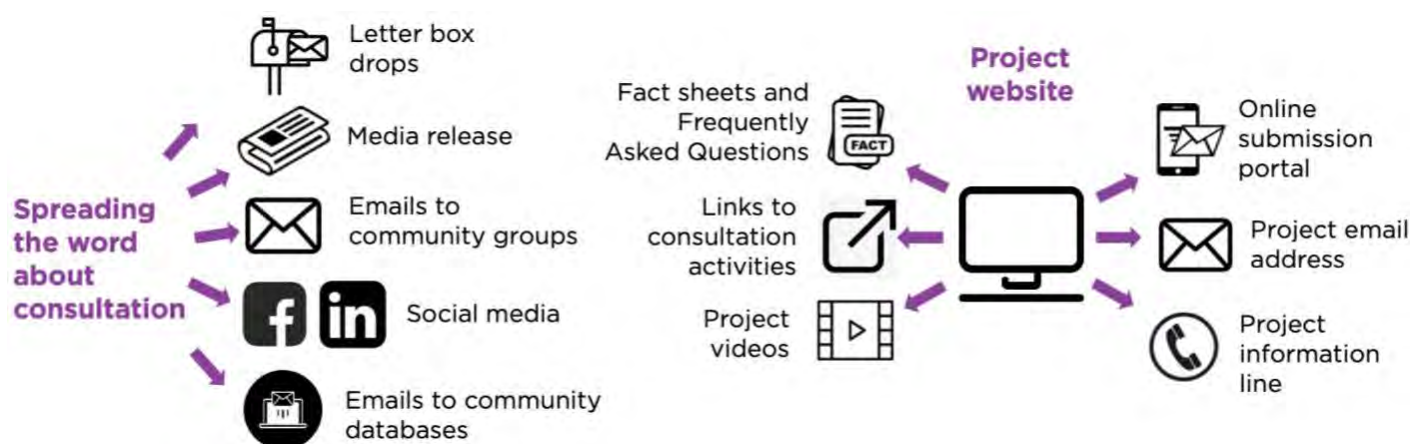


Figure 4 Consultation methods

Consultation activities, including a description of each of these follows:

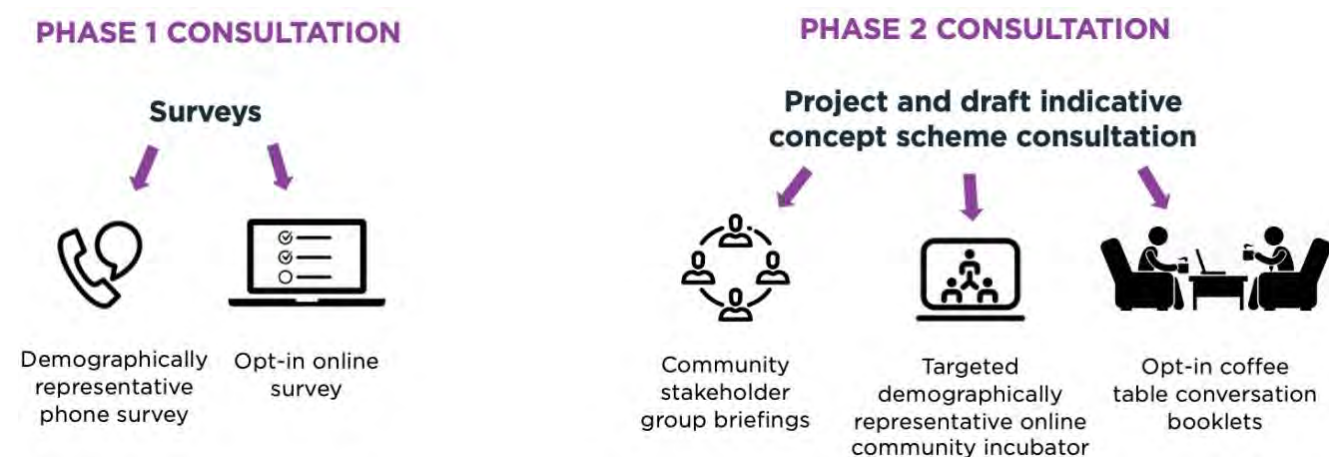


Figure 5 Consultation activities

A description of each of these activities is below.

ACTIVITY	DESCRIPTION	TIME	REACH
<b>COMMUNICATION ABOUT THE CONSULTATION</b>			
<b>Project webpage</b>	<p>The Cherrybrook Precinct project webpage, on the Sydney Metro Northwest Places webpage, was updated to share information about the project and to provide links to opt-in engagement activities.</p> <p>The site included:</p> <ul style="list-style-type: none"> <li>a factsheet</li> <li>frequently asked questions</li> <li>an online submission portal</li> <li>the contact details for the project team.</li> </ul> <p>As the consultation progressed, the website was updated with a brief summary of community feedback gathered from local community stakeholder meetings, the community phone survey and the community incubator.</p> <p>A screenshot of the project website can be seen in Appendix A.</p>	<ul style="list-style-type: none"> <li>24 July 2020 to announce the consultation had commenced</li> <li>10 September 2020 with details of the draft initial concept reference scheme</li> <li>27 September 2020 to announce the close of the consultation.</li> </ul>	<p>3,157 unique views between 24 July and 27 September 2020 with an average time spent on the page of 2:36 minutes.</p> <p>The frequently asked questions page had 668 unique views, with the average time spent on the page of 4:36 minutes.</p> <p>The coffee table conversation webpage had 522 unique visits and the concept plan (reference scheme) video on the page received 254 unique views.</p>
<b>Electronic Direct Mail (EDM)</b>	<p>EDMs were distributed to registered community members to:</p> <ul style="list-style-type: none"> <li>notify them of the commencement of community consultation</li> <li>notify them of the second phase of consultation</li> <li>invite them to participate with a link to the coffee table conversation booklet</li> <li>thank the community for their feedback and advise of next steps.</li> </ul> <p>Samples of the EDMs sent are in Appendix B.</p>	<ul style="list-style-type: none"> <li>24 July 2020</li> <li>27 August 2020</li> <li>10 September 2020</li> <li>8 October 2020.</li> </ul>	<p>The EDMs reached up to 1,291 people with an average open rate of 58%.</p>

<b>Local community group emails</b>	<p>The project team emailed local businesses, community groups, nearby residents and schools advising of the proposal, providing links to consultation activities and encouraging them to participate and share information with their networks.</p> <p>A further email was sent to all groups providing a high-level summary of feedback received, announcing the release of the coffee table conversation booklet and encouraging recipients to share details with their networks.</p> <p>A sample of the notifications sent is in Appendix C.</p>	<ul style="list-style-type: none"> <li>• 24 July 2020</li> <li>• 10 September 2020.</li> </ul>	<p>Emails were sent to 72 local businesses, community groups, nearby residents and schools.</p>
<b>Social media</b>	<p>Information about the rezoning and consultation process was shared on the Landcom Places Facebook page.</p> <p>Posts encouraged the local community to participate in the consultation process, by including links to the project website and survey.</p> <p>The social media posts are documented in Appendix D.</p>	<ol style="list-style-type: none"> <li>1. 24 July 2020</li> <li>2. 4 August 2020</li> <li>3. 10 September 2020</li> <li>4. 24 September 2020.</li> </ol>	<p>Details of the reach of the posts is below:</p> <ol style="list-style-type: none"> <li>1. reached 8,828 people and had 167 reactions, comments and shares</li> <li>2. reached 14,755 people and had 449 reactions, comments and shares</li> <li>3. reached 26,310 people and had 328 reactions, comments and shares</li> <li>4. reached 12,194 people and had 17 reactions, comments and shares.</li> </ol> <p>Additionally, community groups, local businesses and residents posted their own social media on the project more than 30 times.</p>
<b>Letterbox drops</b>	<p>At the commencement of the consultation program residents and businesses were letterbox dropped information about the project and invited to participate in the consultation process.</p> <p>A copy of the flyer is in Appendix E.</p> <p>A second letterbox drop to the same area provided residents and businesses with a newsletter, that outlined the feedback we had heard to date and announced the release of the coffee table conversation booklet. It invited further participation by driving interested community members to the project website where they could review the draft concept plan (reference scheme) video and download the coffee table discussion booklet.</p> <p>A copy of the newsletter is in Appendix F.</p>	<ul style="list-style-type: none"> <li>• 24 July 2020</li> <li>• 10 September 2020.</li> </ul>	<p>A total of 1,858 local residents and businesses received project information.</p> <p>A map of the letterbox drop area, which broadly covers the 2013 Cherrybrook Structure Plan area, including community members near the SSP site in West Pennant Hills, is in Appendix G.</p>



ACTIVITY	DESCRIPTION	TIME	REACH
<b>TARGETED CONSULTATION</b>			
<b>Community phone survey</b>	<p>To ensure broad and representative community participation, a 10-minute telephone survey was conducted with community members in the Cherrybrook and West Pennant Hills area. The survey asked for people's ideas for how they might use the station precinct in the future.</p> <p>Questions sought to measure community sentiment around:</p> <ul style="list-style-type: none"> <li>• acceptability and support for the precinct development</li> <li>• rationale for perceptions which might be held</li> <li>• reactions to potential project features</li> <li>• anticipated issues for them personally, their local community, the city, the environment, local traffic, property values</li> <li>• communication and engagement preferences and level of interest.</li> </ul> <p>The survey was conducted by a research fieldwork company, Thinkfield.</p>	The survey was undertaken between 24 and 30 July 2020.	160 community members completed the telephone survey who were a representative sample of the local community.
<b>Stakeholder meetings</b>	<p>Meetings were held to provide an opportunity for interested groups to learn about the project, ask questions and provide feedback in person. The project team held meetings with representative(s) from the following community and business groups:</p> <ul style="list-style-type: none"> <li>• Cherrybrook Little Athletics</li> <li>• Cherrybrook Greenway Park Playgroup</li> <li>• Bike North</li> <li>• Inala</li> <li>• Cherrybrook Residents' Association</li> <li>• West Pennant Hills Valley Progress Association</li> <li>• Residents' Infrastructure and Planning Association</li> <li>• representative of neighbouring residents on Castle Hill Road</li> <li>• neighbouring residents on Robert Road and Franklin Road</li> <li>• Lambros Realty.</li> </ul> <p>The project team contacted Tangara School for Girls to discuss the project on 6 August, 10 August, 8 September and 14 October 2020. To date, the team has not met with the school.</p> <p>During the initial stakeholder meetings, we provided links to the project website and Facebook page for interested community groups, residents and businesses to share on their communications platforms.</p> <p>A commitment was made to meet with these groups once a reference scheme was on public exhibition to explain how the feedback received during the consultation had shaped the reference scheme.</p>	Meetings were held between 3 August and 24 September 2020.	21 local community groups were contacted by phone or email to inform them of the rezoning process and consultation approach, and to extend an invitation to take part in the consultation process.

<b>Community incubator</b>	<p>An online community incubator (workshop) was held over a four-day period. It brought together a broadly representative group of Cherrybrook residents and community stakeholders to consider the draft reference scheme supporting the rezoning proposal. The engagement platform was an interactive online tool called Recollective. A stipend was paid to encourage community participation during the four-day period.</p> <p>The community incubator provided an opportunity for participants to work through information and questions in their own time over the four-day period. It featured links to video presentations by the project team on:</p> <ul style="list-style-type: none"> <li>• the project overview</li> <li>• the SSP study requirements</li> <li>• housing provision</li> <li>• supporting infrastructure</li> <li>• government stakeholders</li> <li>• the planning stages</li> <li>• community consultation</li> <li>• building height.</li> </ul> <p>This tool allowed for greater levels of information to be provided to participants and resulted in thoughtful and considered feedback. Activities provided opportunities to give feedback on:</p> <ul style="list-style-type: none"> <li>• current perceptions of Cherrybrook</li> <li>• consideration of their changing needs</li> <li>• presentations from the project team regarding the rezoning process, engagement process and other considerations</li> <li>• presentations from the design team on the draft reference scheme</li> <li>• preferences for open space and community space</li> <li>• preferences for public art</li> <li>• the consultation approach.</li> </ul> <p>The four-day incubator was followed by a one hour Zoom videoconference. During the videoconference, the project team answered the most commonly asked questions from the community incubator activities and summarised the feedback received. Community incubator participants were asked to confirm if the project team's interpretation of their feedback was correct and if there were any key responses not captured. The videoconference also gave the project team an opportunity to seek clarification of some of the feedback received during the online activities.</p>	<p>The incubator was online between 27 and 30 August 2020 with the one-hour Zoom videoconference occurring on 7 September 2020.</p>	<p>34 participants were recruited by external market research company, Research Connections, using the same demographic criteria as described in Appendix B.</p> <p>A further 10 community stakeholders were invited to participate in the community incubator, with representatives from five groups accepting this offer.</p>
<b>Opt-in online survey</b>	<p>The same questions from the phone survey were included in an online survey, available on the project webpage. The survey was promoted by a letterbox drop, stakeholder briefings, social media posts, emails to the community database and community groups, a media release in the Hornsby Advocate and the project webpage.</p> <p>The phone and online surveys were run in parallel, to allow participation from all community members.</p> <p>The survey and full results can be found in Appendix H.</p>	<p>The online survey was live between 24 July and 7 September 2020.</p>	<p>493 community members completed the survey.</p> <p>Participants were able to provide their email address if they wished to be included on the database to receive project updates. 46% of people subscribed for updates on the project.</p>

ACTIVITY	DESCRIPTION	TIME	REACH
OPT-IN CONSULTATION			
<b>Webpage submission form</b>	A submission form that gave community members the opportunity to provide direct feedback was hosted on the project webpage.	The webpage submission form was live between 24 July and 27 September 2020.	73 submissions from 67 community members were received.
<b>Project email address and community information line</b>	A project email address and community information line was advertised throughout the consultation which community members could contact to ask questions or provide feedback on the proposal.	The email address and information line were live between 24 July and 27 September 2020 and remain live for any further enquiries.	There were 98 emails about the project from 92 people received directly to the project email address.
<b>Coffee table conversation booklet</b>	<p>A coffee table conversation booklet was prepared in an editable PDF. It enabled the community to consider the draft reference scheme in their own time and to do this within their social or family group.</p> <p>Detailed information, including step by step instructions on how to download, save and submit the completed booklets was included on the webpage.</p> <p>The booklet provided project context and featured a link to the same video presentation on the draft reference scheme that participants in the community incubator had accessed. The questions were similar to those asked during the community incubator and sought feedback on:</p> <ul style="list-style-type: none"> <li>• current perceptions of Cherrybrook</li> <li>• consideration of their changing needs</li> <li>• the draft reference scheme</li> <li>• preferences for open space and community space</li> <li>• preferences for public art</li> <li>• the consultation approach.</li> </ul> <p>The process was designed to encourage in-depth discussion among small groups. Hard copies of the discussion guide were available for community members who were not able to access the internet, and a return address noted. The project team received four requests and posted out four coffee table conversation booklets.</p> <p>The coffee table conversation booklet is in Appendix J.</p>	Available from the project webpage between 10 September and 27 September 2020.	<p>39 community members completed and returned a combined total of nine coffee table conversation booklets. Where respondents provided their data, the following age groups were represented:</p> <ul style="list-style-type: none"> <li>• four aged under 18</li> <li>• eight aged 18-39 years</li> <li>• seven aged 40-59 years</li> <li>• eight aged 60+ years.</li> </ul>



### 3. Community feedback

A number of common themes were raised during the consultation period. These themes are consistent with the feedback received during earlier NSW Government consultation. These are:

- Cherrybrook character - the importance of maintaining the existing green, leafy character of Cherrybrook and community feel was a strong issue referenced across all feedback channels.
- Building heights - most people suggested buildings heights should be limited to between two and six storeys, with a few suggestions that more than eight storeys were preferred.
- Housing supply - community members provided feedback on the amount of housing proposed, the style of housing and the provision of affordable housing.
- Transport and parking - community feedback pointed to the importance of including improvements to roads and parking in planning for the SSP. Common among respondents were concerns about increased traffic and congestion arising from an increase in population in the SSP.
- Schools - community members largely spoke positively of schools around Cherrybrook. A common concern was the perception that schools were already over-crowded and any increase in population would exacerbate this problem.
- Retail and commercial - most community members suggested that an improved retail and commercial offer would be beneficial, but differed on the nature of the retail and commercial offer and specific options.
- Environment - protection of the native Blue Gum High Forest was a key consideration for community, as was preservation of the leafy, green look and feel of the suburb.
- Open space and community space - community members were supportive of additional open and community space in Cherrybrook.

The responses to this feedback have been responded to in a separate report, prepared by Landcom.



## 3.1 Cherrybrook Character

The importance of maintaining the existing character of Cherrybrook was a strong issue referenced across all feedback channels. Consistent feedback across the consultation activities included:

- Cherrybrook is a leafy, green suburb
- there is a strong community sense to the area
- Cherrybrook is considered more a village than a suburb.

### TARGETED



#### Community phone survey

When asked *'how would you describe the Cherrybrook area to someone who isn't familiar with the area?'* the community provided largely positive answers in both the community phone survey and the online opt-in survey.

The area was commonly described as peaceful, leafy and family friendly.



#### Community incubator

When asked *'What are the best features of Cherrybrook?'* participants in the community incubator commonly described the suburb as clean, green, safe and friendly. They described the neighbourhood as quiet and quaint – more like a village than a suburb.



#### Stakeholder meetings

Stakeholders commonly described Cherrybrook as a community with a family feel and an area that is tidy and respected by community. Some groups were keen to point out that green space and access to the Cumberland State Forest should be retained. Some groups noted the absence of 'things for young people to do'. Where some stakeholders noted that the suburb had no central meeting space for communities, others felt the area had ample spaces for people to meet.

### OPT-IN



#### Opt-in online surveys

Responses from the online respondents echoed those of the phone surveys, however they were more likely to emphasise the leafy and family-friendly aspects, local schools, and the relatively low-density nature of the area.



#### Coffee table conversation booklet

When asked how they might describe Cherrybrook to people interested in moving into the area, respondents noted the suburb was clean, safe and leafy. They were more likely to mention the low density built environment, quality of schools and the availability of larger shopping centres in surrounding suburbs.



#### Other including earlier consultation, emails and online submissions

Common responses received across other platforms included:

- Cherrybrook is considered a village rather than a suburb
- it is a family-friendly area that is peaceful and safe
- the surrounds are green and leafy with nice walks through the national park.



## 3.2 Building height

The proposed maximum height of buildings in the SSP came up regularly across all channels and was an area people were particularly interested in providing feedback about.

Opt-in participants were more likely to focus their feedback on their concerns with proposed building heights. These included:

- eight storey buildings are out of character with the area
- the 2013 Structure Plan limits of six storeys should not be exceeded
- eight storey buildings will lead to over shadowing.

Targeted participants provided more mixed feedback about building heights. This included positive feedback on what the proposed buildings could provide for the area, as well as concern about buildings being too high.

### TARGETED



#### Community phone survey

Phone researchers provided a general overview of the project, including reference to possible maximum building heights of around eight storeys.

When asked *“what is your reaction to this summary of the project?”* the community provided largely positive responses, followed by specific concerns about the height and density of proposed buildings.



#### Community incubator

Participants in the community incubator were taken through a series of video presentations providing information about the project. The videos included an overview of the project, which included reference to the possible building heights, and a video specifically addressing the considerations guiding the proposed building heights.

Participants raised concerns around the possible eight storey height limit and its perceived impact on the character of Cherrybrook. Those that made comment about specific height limitations indicated a preference for building heights between three to six storeys. Some raised concerns about overshadowing of existing housing resulting from high-rise buildings.

### OPT-IN



#### Opt-in online surveys

Responses from the online respondents were more likely to focus on concerns regarding high-rise buildings, such as eight storey buildings being out of character, concerns with over development and reference to the 2013 Structure Plan.



#### Coffee table conversation booklet

Opinions about building height were divided in the completed coffee table conversation booklets. Some respondents noted they had no issues with the eight story buildings, provided infrastructure was in place to support development. Others objected with some citing the 2013 Cherrybrook Structure plan guidance of six storeys.



#### Other including earlier consultation, emails and online submissions

Email and online submissions received focused on the height expectations. In the July-September 2020 consultation, these individuals were primarily strong opponents of the eight storey building heights, citing a preferred range of maximum heights of between 3 and 6 storeys. Feedback from earlier consultations also raised concerns around increased building heights in Cherrybrook, with most noting that, if approved, this would change the character of Cherrybrook.



## Stakeholder meetings

While the majority of stakeholders raised general concern about an increase in building height in the area, some indicated that the proximity to Cherrybrook Station should enable even greater heights to be considered. Some of those who were concerned about the possible building height, considered that high-rise buildings would lead to a deterioration of Cherrybrook's character and community. They raised concerns around the quality of high-rise apartments, referencing construction failings in other high-rise buildings.



### 3.3 Housing diversity and needs

Community members provided feedback on the amount and type of housing proposed, including the provision of 5% Affordable Housing. Community considered housing supply in the light of population increase, and many were concerned about the impact of more people in the area.

Some community members supported Landcom's commitment to 5% Affordable Housing and others indicated this housing stock was not needed in Cherrybrook. There was however some confusion in the community about the difference between Affordable Housing and Social Housing. This was raised by some community members with assumptions about a likely increase in crime should the Affordable Housing target be met.

Generally, the opinions of both targeted and opt-in community participants were similar, with both groups raising similar concerns or identifying similar opportunities.

#### TARGETED



##### Community phone survey

More phone respondents than those in the online survey considered that access to diverse housing for people with different incomes is currently lacking in Cherrybrook.



##### Community incubator

Participants in the online community incubator were able to access a video from the project team, which explained what affordable housing is and provided examples of the types of people who would be able to access affordable housing.

Participants in the online community incubator were more likely to think a greater variety of housing in the area would be a good thing than opt-in community members.



##### Stakeholder meetings

Opinions about housing diversity and affordability were divided in the stakeholder meetings. Some respondents noted a greater variety of housing in the area would be beneficial, while others rejected the need, stating the area already had sufficient variety. Where respondents rejected the need for housing diversity, they noted a preference for increased supply of townhouses and villas over apartments.

#### OPT-IN



##### Opt-in online surveys

Responses from the opt-in survey respondents were more likely to consider that housing diversity and affordability in Cherrybrook is currently excellent than those who participated in the community phone survey.



##### Coffee table conversation booklet

Opinions about housing diversity and affordability were divided in the completed coffee table conversation booklets. Some people responded positively to the proposal to provide greater variety of housing in the area, considering this would be beneficial. Others noted a preference for increased supply of townhouses and villas over apartments.



##### Other including earlier consultation, emails and online submissions

Email and online submissions received primarily considered that Cherrybrook had sufficient housing for diverse lifestyle and income levels and that, should any additional dwellings be required, they should be limited to townhouses or villas.



## 3.4 Transport and parking

Community feedback pointed to the importance of including improvements to roads and parking in planning for the SSP. Common among all respondents were concerns about increased traffic and congestion arising from an increase in population in the SSP. While many community members indicated priority should be placed on increased public transport links throughout Cherrybrook and active transport links in the SSP, community members regularly called for greater numbers of parking spaces to enable them to park private vehicles near Cherrybrook Station.

### TARGETED



#### Community phone survey

For respondents who thought Cherrybrook had become worse in the past few years, traffic congestion was the most common reason given, although the issue was rated as less of a problem by recruited phone survey respondents than it was by opt-in online respondents.



#### Community incubator

Participants in the community incubator raised concerns over the pressure any increase in the population would place on what they currently considered to be inadequate parking. Common feedback focused on a desire for improved public transport and active transport options. Some reference was made to consideration of provision of facilities to support e-bikes and e-scooters.



#### Stakeholder meetings

Most stakeholders suggested increased parking would be required to cater for the increased population. Active transport, particularly improved access for cyclists, was raised as a necessary consideration and reference was made to planning for new technologies such as e-scooters and e-bikes.

### OPT-IN



#### Opt-in online surveys

Responses from the online respondents were more likely to consider public transport connectivity had become worse over the past few years when compared to targeted survey respondents.



#### Coffee table conversation booklet

Feedback from the completed coffee table conversation booklets was more likely to raise issues with parking than with traffic congestion. Comments included a request to consider better options for disabled parking and for the support of e-bikes and e-scooters. Improved active transport options, particularly for cyclists were also requested by respondents.



#### Other including earlier consultation, emails and online submissions

Community feedback called for solutions to traffic congestion and parking to be considered and put in place before any increase in population arising from the proposed development in the SSP. Active transport, including the provision of dedicated cycle paths was commonly raised as a necessary consideration for the SSP.



## 3.5 Schools

Community members largely spoke positively of the schools around Cherrybrook. A common concern raised was the perception that schools were currently over-crowded and any increase in local population would exacerbate this problem.

### TARGETED



#### Community phone survey

There was limited mention of schools in the unprompted feedback, however when prompted, around 84% considered access to schools in Cherrybrook as being excellent.



#### Community incubator

Participants raised concerns about any development causing over-crowding of schools and suggested a new school should be considered for the area.



#### Stakeholder meetings

Stakeholders generally agreed that provision of the quality of schools in the area was high and that any further development of the area would lead to over-crowding.

### OPT-IN



#### Opt-in online surveys

With a higher number of respondents identifying as single/couple living with children aged 12-17 living at home (23% opt-in vs. 14% in phone survey), online respondents were more likely to mention the quality of schools and ease of access to these than phone survey respondents.



#### Coffee table conversation booklet

Respondents in the coffee table conversations noted that while the quality of schools was currently high, any additional students arising from further development would cause pressure on existing schools. Common feedback suggested the expansion of existing schools or development of a new school to manage an increased number of students.



#### Other including earlier consultation, emails and online submissions

Community raised concerns that new development would place pressure on already over-crowded local schools.





## 3.6 Retail and commercial space

Most community members suggested that an improved retail and commercial offer would be beneficial, but differed on the nature of the retail and commercial offer and specific options.

### TARGETED



#### Community phone survey

Similar to opt-in survey respondents, phone survey respondents considered the availability of supermarkets and other shops and services to be suitable for their needs.



#### Community incubator

Participants in the community incubator broadly agreed that improved medical and hospitality options in Cherrybrook would be of benefit to current and future residents. There was general agreement that Cherrybrook lacked a central meeting place, and that inclusion of a facility such as a pub could help to bridge this gap. Participants were broadly supportive of more hospitality offering and provided a range of suggestions of what this may include.



#### Stakeholder meetings

Opinion among stakeholders was divided, with some indicating the current retail and commercial offer in Cherrybrook is likely to be sufficient to meet the needs of the suburb, while others noted that options are already limited and are under pressure to meet the needs of the existing population. Most agreed employment opportunities in the area are limited, with some advocating for an increase in employment opportunities in Cherrybrook.

### OPT-IN



#### Opt-in online surveys

Opt-in survey participants were more likely to rate current availability of dining options in Cherrybrook higher than phone survey respondents.



#### Coffee table conversation booklet

Many respondents noted the location of the neighbouring shopping centre at Castle Hill as an adequate option. Some referenced a planned upgrade of the shopping centre at Cherrybrook Village, noting that, in their opinion this will be an appropriate development to meet the needs of Cherrybrook residents in the future. Some noted a small grocer or convenience offer at Cherrybrook Station may be of value to commuters.



#### Other including earlier consultation, emails and online submissions

Generally, feedback was positive about the potential to include new cafes, restaurants and a small supermarket in the SSP site.



## 3.7 Environment

Protection of the native Blue Gum High Forest was an important consideration for the community as was preservation of the leafy, green look and feel of the suburb.

### TARGETED



#### Community phone survey

When asked to describe how they envisioned Cherrybrook in 2030, once the precinct was developed, phone survey respondents were as likely to think of green/leafy areas with open spaces as online respondents. Fractionally more respondents in the targeted survey wanted future development to be environmentally responsible.



#### Community incubator

Participants in the community incubator commonly referenced the native Blue Gum High Forest and sought assurances that it would be protected in any development of the SSP site.

Many participants reacted positively to the green look of the draft reference scheme.



#### Stakeholder meetings

Opinion among stakeholders was consistent in relation to seeking the protection of the native Blue Gum High Forest and the retention of the 'forest at your door' feel of Cherrybrook.

### OPT-IN



#### Opt-in online surveys

Opt-in survey participants were more likely to predict a decline in the leafy and green look and feel of the suburb following development.



#### Coffee table conversation booklet

Respondents were complimentary about the green look of the draft reference scheme, and expressed support for a community garden in the SSP. They referenced the green and lush environment and the presence of native birds and other wildlife as an asset and asked that Landcom continue to look for opportunities to plant more trees to preserve the green look and feel of the suburb.



#### Other including earlier consultation, emails and online submissions

Generally, feedback related to concerns about potential negative impacts on the native Blue Gum High Forest. Respondents were likely to mention the appearance of a concrete jungle noting this would lead to the destruction of native flora and fauna in Cherrybrook. Community sought assurance that any new development should include new trees to retain the natural look and feel of the suburb.



## 3.8 Open space and community space

Community members were supportive of additional open and community space in Cherrybrook. This aligned with their identified values of family-friendly, green character of Cherrybrook today.

There were diverse opinions about how the community might use the open and community spaces and which uses would be of most benefit to the community.

Targeted participants were more likely to emphasise the need for a central meeting place or places, similar to a town hall, whereas opt-in participants predominantly preferred open space and parks.

### TARGETED



#### Community phone survey

When rating availability of green, open space available in Cherrybrook, phone survey respondents were more likely to rate it as more available than opt-in survey respondents.



#### Community incubator

Participants in the community incubator generally agreed that a vibrant community hub, where people can congregate is desired for the SSP. Most participants agreed that a community hub would be good for the community, provided any costs to use it were kept to a minimum. They agreed a mix of grassed areas with seats and play/gym equipment would be of benefit and broadly supported the inclusion of an area for live music, community markets and other public use.



#### Stakeholder meetings

Stakeholders mostly agreed that there is a lack of high-quality spaces to meet and/or congregate with family and friends and that venues for young people to safely enjoy are limited in Cherrybrook. Most also agreed that additional open space would be essential to meet the needs of an increased population.

### OPT-IN



#### Opt-in online surveys

Opt-in survey participants rated the availability of community space more highly than phone survey participants. More often than with targeted respondents, opt-in survey respondents thought that there was good to excellent availability of things for young people to do in Cherrybrook.



#### Coffee table conversation booklet

Respondents were divided on the need for a community hub. Some made reference to other existing community facilities and suggested an upgrade of those in preference to development of a new hub in the SSP.



#### Other including earlier consultation, emails and online submissions

Feedback received related generally to the provision of additional parkland, and general support for a community library in the area.

## The Pond

The SSP site contains a retention pond, which receives stormwater run-off from Cherrybrook Station and the supporting infrastructure. During Phase 2 of the consultation, community members were provided with a range of possible options for the pond.

The three most popular responses from community incubator participants were:

1. Keep the pond and create an area around it for quiet activity
2. Keep the pond and create a picnic or barbeque area around it
3. Keep the pond and create an opportunity to interact with it through inclusion of stepping stones or bridges

The option to bury the pond to create additional, useable open space was the least popular option due to its impact on the natural environment.

There were mixed views about whether to bury the pond, with opt-in participants preferring to bury it and recruited participants preferring to keep the pond but improve the area around it.

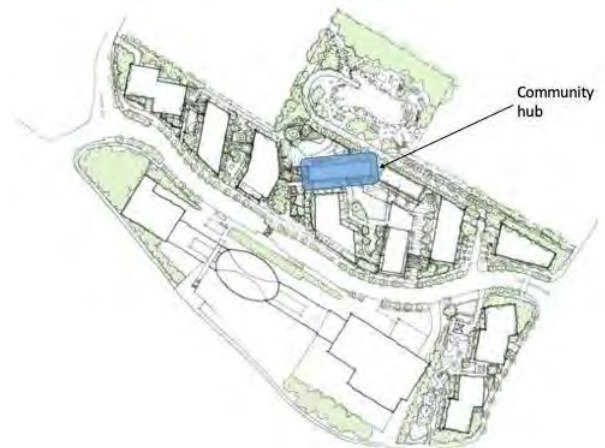


*Figure 6 Location of the pond in the reference scheme (Landcom, 2020)*

## Community Space

The draft reference scheme included a structure to host a community space. Community members were provided a number of options for the space and the three most popular responses from community incubator participants and coffee table conversation participants were:

1. a library and study lounge
2. a multi-purpose venue such as a hall for hire
3. a dedicated space for young adults.



*Figure 7 Location of the community hub in the draft reference scheme (Landcom, 2020)*



## 3.9 Public Art

The community incubator and coffee table conversation booklet included questions to gauge early preferences about public art. The proposed development controls for the site prescribe the requirement for a public art strategy which reflects the site's historical use as a meeting place for Aboriginal people. The feedback will be shared with developers for consideration when planning the future stages of the project.

People liked art that was interactive and that reflected the character of Cherrybrook and its local community.

### Recruited

#### Community incubator

Generally, participants indicated their priorities were influenced by the following considerations:

- any public art should be interactive and practical, not just something that looks good
- any public art should reflect Cherrybrook character and the local community.

The three images below were the most popular.

1



Soft and hard seating areas

2



Green, leafy and open artwork

3



Night-time lighting

*Figure 8 Most popular images from the 2020 community incubator*

### Opt-In

#### Coffee table conversation booklet

Similar to the responses received in the community incubator, respondents noted the importance of public art that was interactive, reflective of community and appropriate for night and day use.

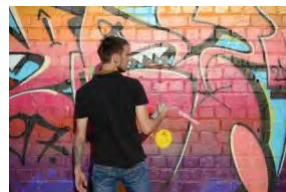
The three images shown were the most popular.



Urban water fountain



Indigenous artwork



Colourful graffiti art

*Figure 9 Most popular images from the 2020 coffee table conversation booklet*



## 4. The draft reference scheme

The draft reference scheme was released to the community in the community incubator on 27 August 2020 and to the broader community on 10 September 2020. During its preparation, the scheme considered consultation feedback to date (historical and initial survey feedback on the Cherrybrook SSP).



Figure 10 The draft reference scheme (Landcom, 2020)

The draft reference scheme included:

### Open space

- A new public plaza that steps down to a lower level of open space surrounding the pond. These areas could be suitable for outdoor dining, sitting, play and performances. The open area around the pond could combine nature play and picnic facilities
- Ecologically sensitive Blue Gum High Forest retained and celebrated as part of any future development
- Communal open spaces for residents of future development
- Opportunities through the site for other public uses such as community gardens or a skate park.

### Community facility

- Multi-purpose community hub adjoining the open space area, potential uses could include a library with a multi-functional space.

### Retail

- Central plaza proposed to be activated with restaurants, cafes and convenience retail such as a small supermarket and local shops.

## Community feedback

Community members' attitudes toward the draft reference scheme varied but many suggested, if the final development was similar to the scheme, it would result in a positive outcome for the community.

Some people thought it would improve the area greatly and others thought it would detract from the (current) quiet, village-like area. Regardless of whether respondents supported or opposed the proposal, there was a general approval of the additional green nature of the proposal, the new open and community space and new cafes and restaurants.

Many community members indicated that a skate park was not necessary as there is already one nearby and the space could be used to service a greater cross section of the community.

There were many community members concerned about the maximum height around the station, although some noted the plan as shown reduced their concern as taller buildings would only be close to the station.

### TARGETED



#### Community phone survey

While the draft reference scheme was not available when the survey was undertaken, a list of potential uses within the SSP was provided for respondents to rank how likely they would be to use each of the potential new features. Phone survey respondents were more likely to say they would visit new cafes and restaurants on-site.



#### Community incubator

When shown the draft reference scheme, 39.4% of participants noted a decrease in concerns they had about the possibilities for the future of the site, while 33.3% noted an increase in their concerns. There was continuing concern about building height and lack of parking.

Participants were largely supportive of the increase in open and community space and how the green nature of the area had been incorporated into the draft reference scheme.

### OPT-IN



#### Opt-in online surveys

Opt-in survey participants were more likely to focus on transiting through, although food and beverage and open spaces were also relatively high on their list.



#### Coffee table conversation booklet

Respondents opinions on the draft reference scheme varied greatly with some people commenting that they love it, it looks good and they love the design for the area around Cherrybrook Station.

Other respondents commented that it's too dense, and too high when compared to the surrounding built environment.

When asked how well the new places and spaces described could meet their needs, opinions varied. Some people thought the design was almost there and that the housing and retail will be good for the area.



## 5. The approach to community consultation

The majority of community participants spoke positively about their experience during the consultation. Comments were made that it was “*comprehensive*” and “*good to see*”. Some community members noted that there had been a number of previous community consultations that had not resulted in anything and were sceptical that this consultation process would be any different.

### TARGETED



#### Community incubator

Generally, community incubator participants were very confident to somewhat confident about the consultation approach, although a few participants felt the planning had progressed to a point where the consultation would have limited impact.



#### Stakeholder meetings

Generally, stakeholders responded that they were satisfied with the consultation approach and the felt they had several opportunities to have a say during the process and it was ‘very comprehensive’. Only a few stakeholders gave negative feedback about the process due to concerns the feedback received would not impact on the proposed SSP rezoning.

### OPT-IN



#### Coffee table conversation booklet

Respondents returning completed coffee table conversation were less confident in the consultation approach. These stakeholders did so on the grounds that they disagreed with the information presented.



#### Other including earlier consultation, emails and online submissions

Those who emailed or made an online submission were more critical of the consultation process, which indicated distrust in the consultation approach on the grounds that they disagreed with some aspects of the SSP proposal.

## 6. Conclusion and next steps

Landcom, with the support of Newgate, undertook comprehensive consultation which will help inform the development of a lively, mixed use development proposal for the Cherrybrook SSP site. The community consultation adequately address the study requirements issued by DPE.

The iterative nature of the consultation approach meant that community and stakeholder feedback was regularly shared with the design team. Consultation led to a number of adjustments being made to the reference scheme in response to feedback received. Details of how community and stakeholder feedback influenced the design is included in the overarching community and stakeholder feedback report, prepared by Landcom. Opportunities for consultation were varied to encourage maximum public participation and included online telephone and paper-based channels. The approach sought to gather a truly representative range of opinions from a Census-representative community sample, while enabling other community members, both local and outside the Cherrybrook and West Pennant Hills post code areas to participate.

### **NEXT STEPS:**

The Department of Planning and Environment will assess the adequacy of the information provided and then place the rezoning proposal and updated reference scheme on public exhibition. There will be opportunity for the community to provide feedback during the public exhibition.

## DISCLAIMER

This report incorporates information and activities up to the end of the consultation period, 27 September 2020. It excludes any information arising, or event occurring, after that date which may affect the validity of Newgate's opinion in this report.

This report has been prepared for the benefit only, of Landcom (Instructing Party) for the purpose of community consultation for Cherrybrook Station Government Land State Significant Precinct (Purpose) and not for any other purpose or use. To the extent permitted by applicable law, Newgate expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

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# Appendix

[Appendix A - Project website](#)

[Appendix B - EDMs](#)

[Appendix C - Community letters](#)

[Appendix D - Social media posts](#)

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[Appendix F - Letterbox newsletter](#)

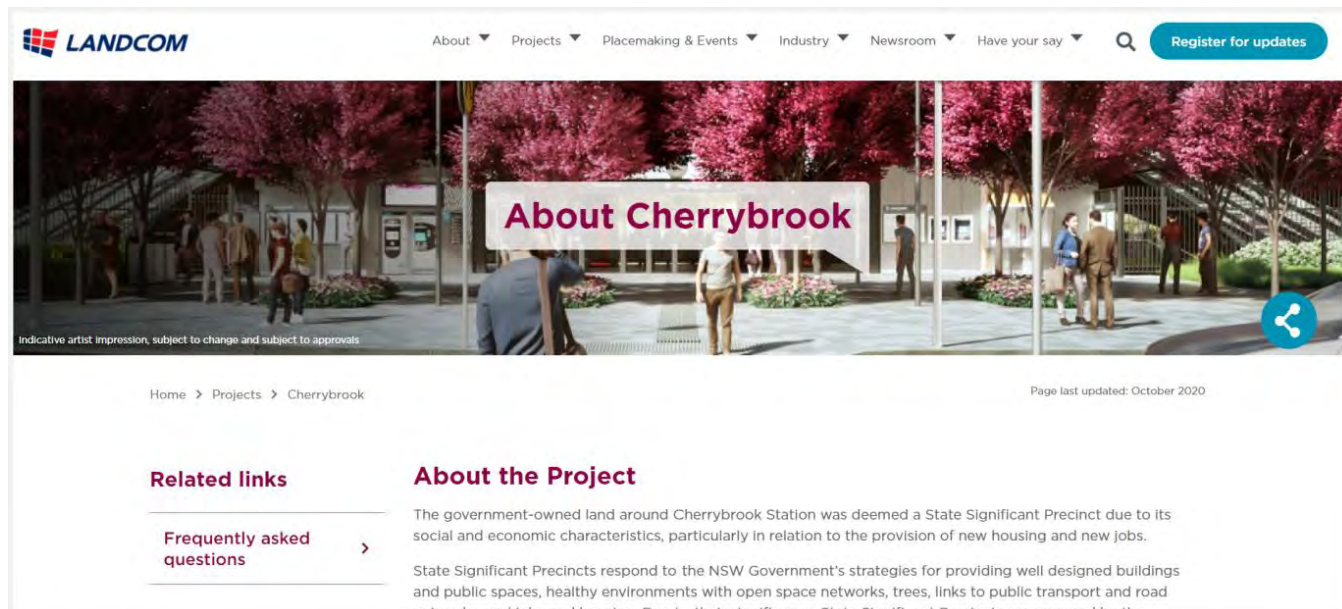
[Appendix G - Letterbox map](#)

[Appendix H - Research](#)

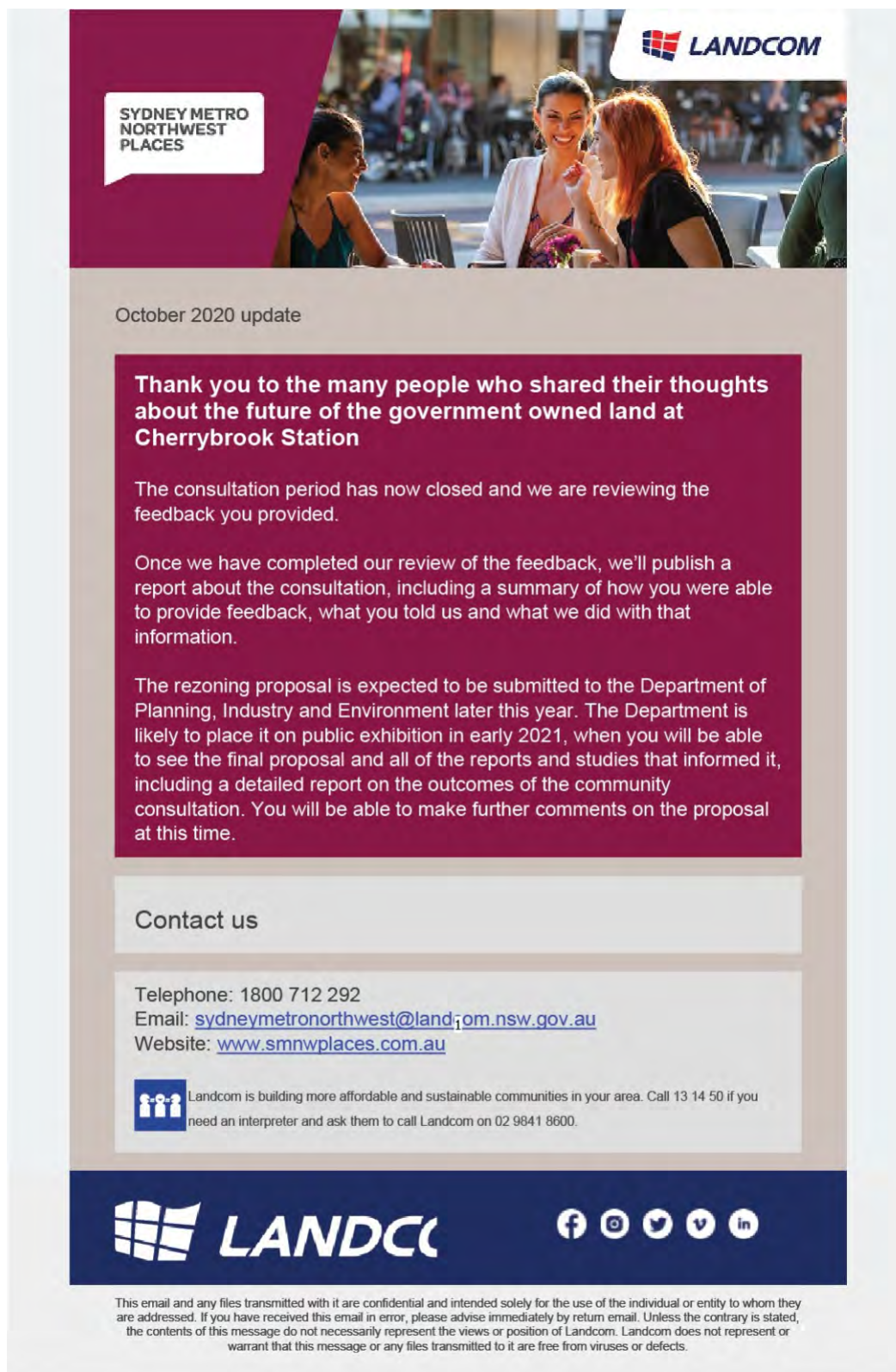
[Appendix I - Community presentation](#)

[Appendix J - Coffee table conversation booklet](#)

## Appendix A - Project website



## Appendix B - EDMs



**SYDNEY METRO NORTHWEST PLACES**

**LANDCOM**

October 2020 update

**Thank you to the many people who shared their thoughts about the future of the government owned land at Cherrybrook Station**


The consultation period has now closed and we are reviewing the feedback you provided.


Once we have completed our review of the feedback, we'll publish a report about the consultation, including a summary of how you were able to provide feedback, what you told us and what we did with that information.


The rezoning proposal is expected to be submitted to the Department of Planning, Industry and Environment later this year. The Department is likely to place it on public exhibition in early 2021, when you will be able to see the final proposal and all of the reports and studies that informed it, including a detailed report on the outcomes of the community consultation. You will be able to make further comments on the proposal at this time.

**Contact us**

Telephone: 1800 712 292  
Email: [sydneymetronorthwest@landcom.nsw.gov.au](mailto:sydneymetronorthwest@landcom.nsw.gov.au)  
Website: [www.smnwplaces.com.au](http://www.smnwplaces.com.au)

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## Appendix B – EDMs (con't)

345

September 2020 update

### Cherrybrook consultation update

Time for a get together to discuss the future of the land near Cherrybrook Station!

Last week, a group of 36 residents from Cherrybrook and West Pennant Hills met in an online community incubator to consider and have their say on the rezoning proposal.

**Now it's your turn.**

We've launched a [coffee table conversation booklet](#) on our website with information about what we're planning for the land near Cherrybrook Station.

Get together, either online or in person, with a small group of your family or friends and download a [coffee table conversation booklet](#). The booklet gives you an opportunity to learn more about the project and to understand the thinking that has helped to shape our draft concept plan.

Working through the coffee table conversation booklet, you can review the draft concept plan and have your say on our proposal for the Cherrybrook Station State Significant Precinct.

Put aside a couple of hours to meet, learn about and discuss the proposal to rezone land near Cherrybrook Station.

**Completed coffee table discussion booklets are due back by Sunday 27 September.**

**Having difficulty downloading the coffee table conversation booklet?**

No problem!



Drop us a line at [sydneymetro-northwest@landcom.nsw.gov.au](mailto:sydneymetro-northwest@landcom.nsw.gov.au), or give us a call on 1800712 292 and we'll post a copy to you.

### Other ways to have your say

There are many ways you can have your say on the future of the Cherrybrook Station State Significant Precinct:

- send us your thoughts using our [online feedback form](#)
- email the project team at [sydneymetro-northwest@landcom.nsw.gov.au](mailto:sydneymetro-northwest@landcom.nsw.gov.au)

We will report back on how we use community feedback to help shape the concept plan. Any feedback that relates to the wider area will be provided to the Department of Planning, Industry and Environment to guide their planning for the broader Cherrybrook area.

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## Appendix C - Community letters



Creating more affordable  
and sustainable communities

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

UPDATE ON THE COMMUNITY CONSULTATION INFORMING PLANNING FOR THE LAND AROUND CHERRYBROOK STATION

In late July we reached out to seek your participation in community consultation to inform the rezoning of the land around Cherrybrook Station and asking for you to share information about how to participate with your networks.

As an active community group with an interest in the area, we want to keep you up to date and would appreciate your help sharing information about the next phase of engagement opportunities with your members.

**What have we heard to date?**

While consultation is still underway, early feedback from the telephone survey and meetings with community groups has told us that people value the green, open spaces within Cherrybrook and see it as a safe, family-friendly area with access to great schools. Traffic and parking is an issue for many people, while others identified concern about the level of crime. People indicated the suburb lacks a central meeting place and that opportunities for young people to meet and interact with each other safely are missing. People agreed that housing is not very affordable, and that Cherrybrook does not have a mix of housing to cater for those with different lifestyle needs and income levels.

Generally, when thinking about the future development, people are saying they want to keep the green look and feel of the area, would welcome an improved choice of restaurants and shops, and benefit from more local job opportunities. Feedback also indicates that public spaces should be accessible for everyone and the development should provide spaces where people can meet and come together.

**How our thinking aligns with community**

Planning for development around Cherrybrook Station has been ongoing since 2013. Initial proposals were outlined in the North West Rail Link Corridor Strategy and the associated 2013 Cherrybrook Station Structure Plan. Community consultation was undertaken to inform these early proposals which show potential for new higher density mixed use development around the station.

Our planning reflects the community's desire for:

- More diverse and affordable housing
- Open space

Level 14, 60 Station Street  
Parramatta NSW 2150

PO Box 237  
Parramatta NSW 2124

DX 28448 Parramatta  
ABN 79 268 260 688

T +61 2 9841 8600  
F +61 2 9841 8688  
E [info@landcom.nsw.gov.au](mailto:info@landcom.nsw.gov.au)

## Appendix C - Community letters (con't)

- Community space
- Improved accessibility to the station
- More local employment and business opportunities

The proposed development will enable wide streets and pathways lined with trees that maintain the leafy green character of the Cherrybrook area while providing safe and improved access to Cherrybrook Station.

Our draft concept plan will allow for a mix of shopping and dining experiences and increase opportunities for local business and employment close to Cherrybrook station.

**How can you stay involved in the conversation?**

We have launched a [coffee table conversation booklet](#) on our [website](#) with information about our proposal for the land near Cherrybrook Station.

We invite you and your members to get together, either online or in person, and [download the booklet](#). The booklet gives you an opportunity to learn more about the project and to understand the thinking that has helped shape our draft concept plan.

Working through the discussion booklet, your group can review the draft concept plan and have a say on our proposal for the Cherrybrook Station State Significant Precinct.

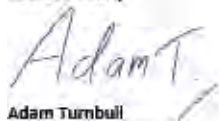
Completed coffee table discussion booklets are due back by Sunday 27 September.

If you haven't already joined the conversation, there are many ways you and your members can have your say on the future of the precinct:

- send us your thoughts using our [online feedback form](#)
- email the project team at [sydney@metronorthwest@landcom.nsw.gov.au](mailto:sydney@metronorthwest@landcom.nsw.gov.au)

We will report back on how we use community feedback to help shape the concept plan. Any feedback that relates to the wider area will be provided to the Department of Planning, Industry and Environment to guide their planning for the broader Cherrybrook area.

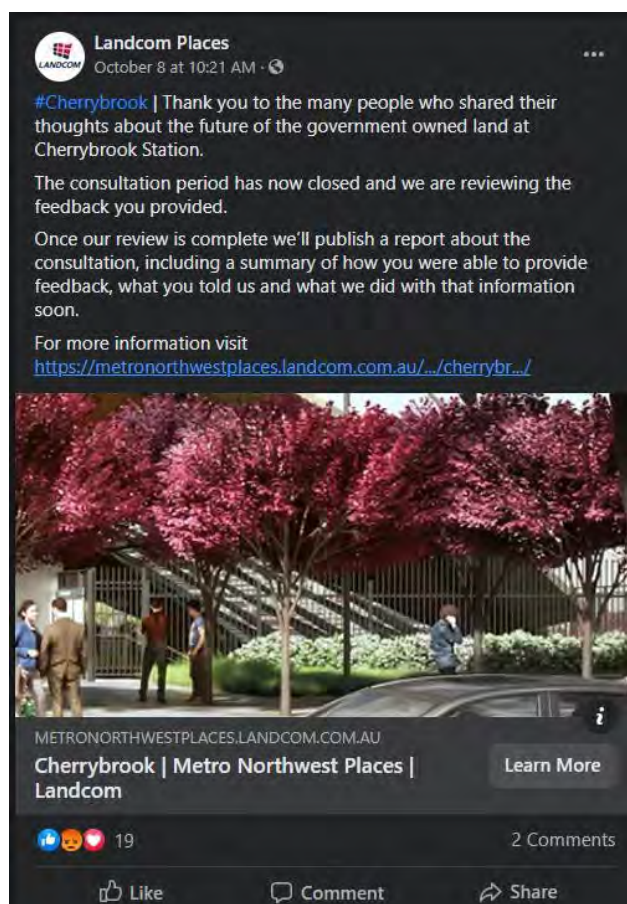
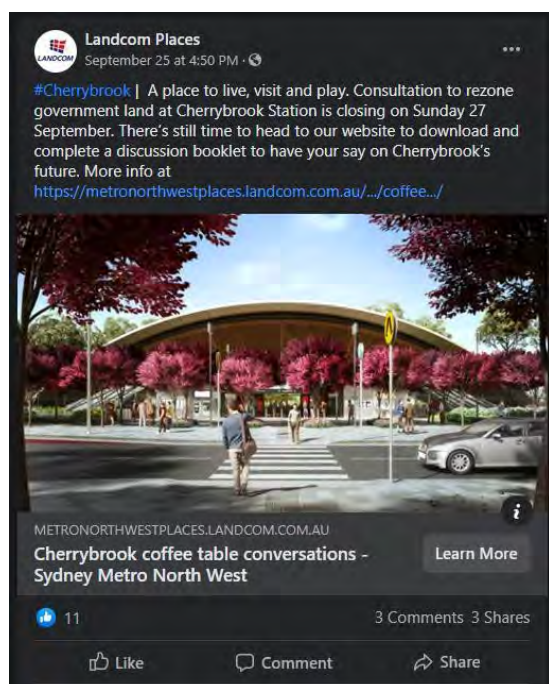
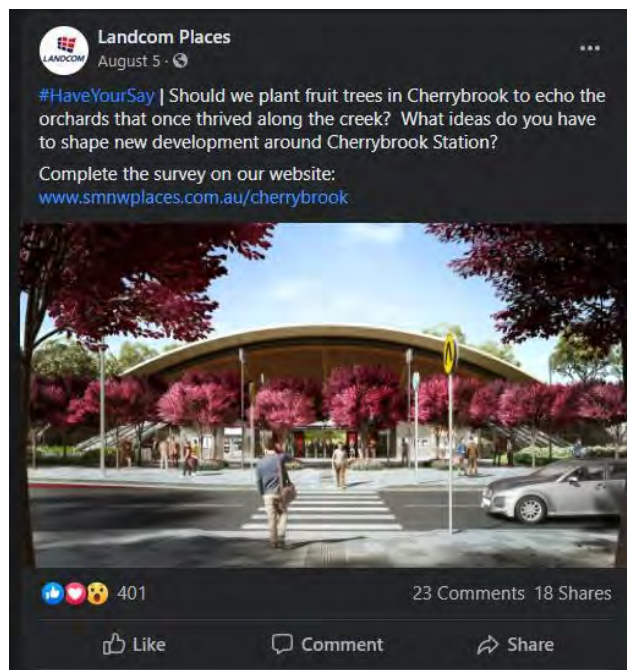
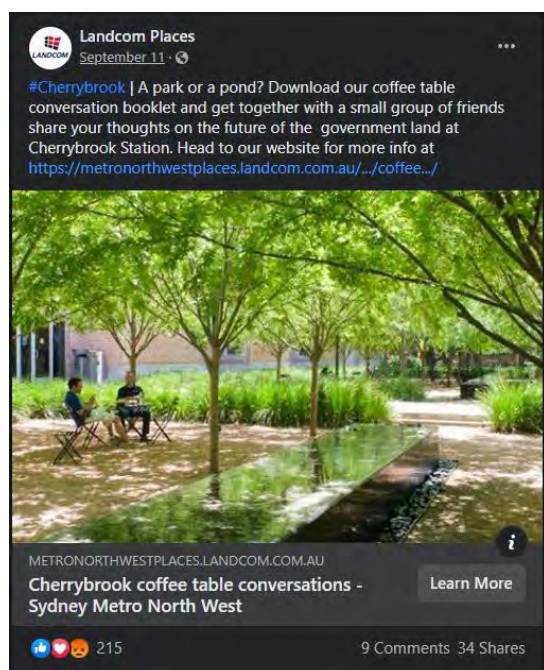
Yours sincerely



Adam Turnbull  
Development Director  
Landcom



## Appendix D - Social media posts





## Appendix E - Letterbox flyer



**LANDCOM**

**SYDNEY METRO NORTHWEST PLACES**

# PLANNING FOR A LEAFY NEW LOCAL CENTRE AROUND CHERRYBROOK STATION

Landcom is consulting with the community to help shape the future of the new Cherrybrook Station Government Land State Significant Precinct

Indicative artist impression, subject to change and subject to approvals.

Landcom is consulting with the community to help shape the future of government owned land at Cherrybrook Station in the new Cherrybrook Station Government Land State Significant Precinct.

We are preparing a rezoning application for the 7.7 hectare site. If approved, the new zoning will enable a thriving local centre to be planned with a mix of shops, workplaces, homes, community services, recreation facilities and public open space. It will provide for:

- a mix of uses including retail, residential, services and entertainment
- about 600 new homes in buildings of around eight storeys in height to meet the needs of people with changing lifestyles and different income levels
- high quality open space and recreation areas
- a landscape character which reflects the surrounding area
- new pedestrian and cycle paths.

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## Have your say

As part of the rezoning process, we are consulting with the local community to help us understand community views and ideas.

There are different ways you can have your say on the future of the Cherrybrook Station SSP:

- Complete an online survey to give feedback on the characteristics you value most about Cherrybrook and the opportunities you see for change.
- Send us your thoughts using an online feedback form.

Consultation will continue until 6 September 2020.



### Contact us

Visit: [metronorthwestplaces.landcom.com.au](https://metronorthwestplaces.landcom.com.au)

Phone: 1800 712 292

Email: [sydneymetronorthwest@landcom.nsw.gov.au](mailto:sydneymetronorthwest@landcom.nsw.gov.au)



**SYDNEY METRO NORTHWEST PLACES**

We speak your language. If you need an interpreter call the Translating and Interpreting Service on 13 14 50 and ask them to call Landcom on 02 9841 8600.





## Appendix F - Letterbox newsletter





**SYDNEY METRO  
NORTHWEST  
PLACES**

# UPDATE ON THE COMMUNITY CONSULTATION INFORMING PLANNING FOR THE LAND AROUND CHERRYBROOK STATION

Landcom commenced consultation to inform the rezoning of the land around Cherrybrook Station on 24 July 2020. Here's what we've done and heard so far.

Indicative artist impression, subject to change and subject to approvals.



## Appendix F - Letterbox newsletter (con't)

# PROJECT OVERVIEW

**Landcom is working on behalf of Sydney Metro to plan new places for communities to live, work, shop and play, close to the new Sydney Metro Northwest stations.**

Known as the Sydney Metro Northwest Places Program, the work aims to deliver vibrant precincts around the stations to facilitate more and diverse housing, new employment opportunities and new public and community facilities. The government-owned land within the Cherrybrook Station State Significant Precinct (Cherrybrook SSP) is part of this Program.

We are seeking to change the Cherrybrook SSP site zoning to enable lively mixed-use development around the new Cherrybrook Station. The vacant land adjacent to the station will be the focus of new development.

Under the proposed rezoning, development could include:

- a mix of uses including retail, residential, services and community spaces
- about 600 new homes in buildings of around eight storeys in height to meet the needs of people with changing lifestyles and different income levels
- high quality open space and recreation areas
- a landscape character which reflects the surrounding area
- new pedestrian and cycle paths.

We will lodge a rezoning application with the Department of Planning, Industry and Environment in late 2020.



## WHAT HAVE WE HEARD TO DATE?

Community consultation about the rezoning of land near Cherrybrook Station began on 24 July 2020. We invited participation through:

- delivery of flyers to 2,100 properties in Cherrybrook and West Pennant Hills
- posting social media announcements on Facebook and LinkedIn
- sending an update to people who have registered interest in the project
- emailing 72 Cherrybrook community groups, service providers and businesses and asking them to participate and share the consultation opportunities with their networks
- sending a media announcement to the Northern District Times.

We also advised the local Member of Parliament and the Hornsby Shire Council Mayor and General Manager that community consultation had started.

Initial consultation activities included:

- updated information about the project on our website
- an online survey, which will remain open until 6 September and has already been accessed by over 340 people
- that same survey conducted over the telephone by an independent research company, aimed at collecting the opinions of three defined age groups (18-39, 40-59 and 60+ years) with roughly equal representation of each group
- an online feedback form
- meetings with eight Cherrybrook community groups including:
  - Inala
  - Bike North
  - Cherrybrook Little Athletics
  - Cherrybrook Greenway Park Playgroup
  - Cherrybrook Residents Association
- a community member representing the interests of a group of residents in a neighbouring site on Castle Hill Road
- a local business owner with strong social outreach networks in the Cherrybrook community.



## Appendix F - Letterbox newsletter (con't)



Early feedback from the telephone survey and meetings with community groups indicates that people value the green, open spaces within Cherrybrook and see it as a safe, family-friendly area with access to great schools. Traffic and parking is an issue for many people, while others identified concern about the perceived level of crime. People indicated the suburb lacks a central meeting place and that opportunities for young people to meet and interact with each other safely are missing. People agreed that housing is not very affordable, and that Cherrybrook does not have a mix of housing to cater for those with different lifestyle needs and income levels.

Generally, when thinking about the future development, people are indicating they want to keep the green look and feel of the area, would welcome a better mix of restaurants and shops, and benefit from more local job opportunities. Feedback also indicates that public spaces should be accessible for everyone and the development should provide spaces where people can meet and come together.

### HOW OUR THINKING ALIGNS WITH COMMUNITY

Planning for development around Cherrybrook Station has been ongoing since 2013. Initial proposals were outlined in the North West Rail Link Corridor Strategy and the associated 2013 Cherrybrook Station Structure Plan. Community consultation was undertaken to inform these early proposals which show potential for new higher density mixed use development around the station.

Our planning reflects the community's desire for:

- more diverse and affordable housing
- open space
- community space
- improved accessibility to the station
- more local employment and business opportunities.

The proposed development will enable wide streets and pathways lined with trees that maintain the leafy green character of the Cherrybrook area while providing safe and improved access to Cherrybrook Station.

Our draft concept plan will allow for a mix of shopping and dining experiences and increase opportunities for local business and employment close to Cherrybrook Station.



### THE DRAFT CONCEPT PLAN

Landcom's rezoning application will propose high level planning controls to amend the Hornsby Local Environmental Plan (LEP) 2013 and Hornsby Development Control Plan (DCP) 2013, to control building heights and setbacks and the provision of open space. Our concept plan is being refined in response to the outcomes of technical studies and community consultation currently underway. The concept plan is not a final plan for the Cherrybrook SSP site. It simply demonstrates how the site could look if the rezoning application is approved. Our concept plan, including the proposed building heights is preliminary, and is being informed by further technical studies including consideration of housing needs, visual impacts, social infrastructure needs and the associated funding strategy, and community consultation currently underway.

## Appendix F - Letterbox newsletter (con't)



### HAVE YOUR SAY BY COMPLETING A COFFEE TABLE CONVERSATION BOOKLET

Last week, a group of 36 residents from Cherrybrook and West Pennant Hills met in an online community incubator to consider and have their say on the rezoning proposal.

Now it's your turn.

Get together, either online or in person, with a group of up to eight family members or friends and download a coffee table conversation booklet. The booklet will give you an opportunity to learn more about the project and to understand the thinking that has helped to shape the concept plan to date.

Working through the coffee table conversation booklet your group can review the draft concept plan and have your say on our proposal for the Cherrybrook SSP.

Plan ahead now to put aside a couple of hours to meet, learn about and discuss the proposal to rezone the land near Cherrybrook Station.

Completed coffee table discussion booklets need to be returned by Sunday 27 September.

**Having difficulty downloading the coffee table conversation booklet??**

No problem!

Drop us a line at  
[SydneyMetroNorthwest@landcom.nsw.gov.au](mailto:SydneyMetroNorthwest@landcom.nsw.gov.au) or  
 give us a call on 1800712 292 and we'll post a copy to you.

You'll need to return your completed booklet to us by Sunday 27 September at:

**Cherrybrook Consultation**  
 C/- Newgate Communications  
 Level 18, 167 Macquarie Street  
 Sydney NSW 2000

### OTHER WAYS TO HAVE YOUR SAY

Community engagement is being carried out between late July and September 2020. There are different ways you can have your say on the future of the Cherrybrook Station SSP:

- send us your thoughts using our online feedback form
- email the project team at [sydneymetronorthwest@landcom.nsw.gov.au](mailto:sydneymetronorthwest@landcom.nsw.gov.au)

We will report back on how we use community feedback to help shape the concept plan. Any feedback that relates to the wider area will be provided to the Department of Planning, Industry and Environment to guide their planning for the broader Cherrybrook area.

**SYDNEY METRO  
 NORTHWEST  
 PLACES**

#### Contact the team

If you need help to access the survey or Coffee Table Conversation booklet, or you want to speak to a team member about the project:  
 Call us: 1800 712 292

Email us: [sydneymetronorthwest@landcom.nsw.gov.au](mailto:sydneymetronorthwest@landcom.nsw.gov.au)

#### We speak your language.

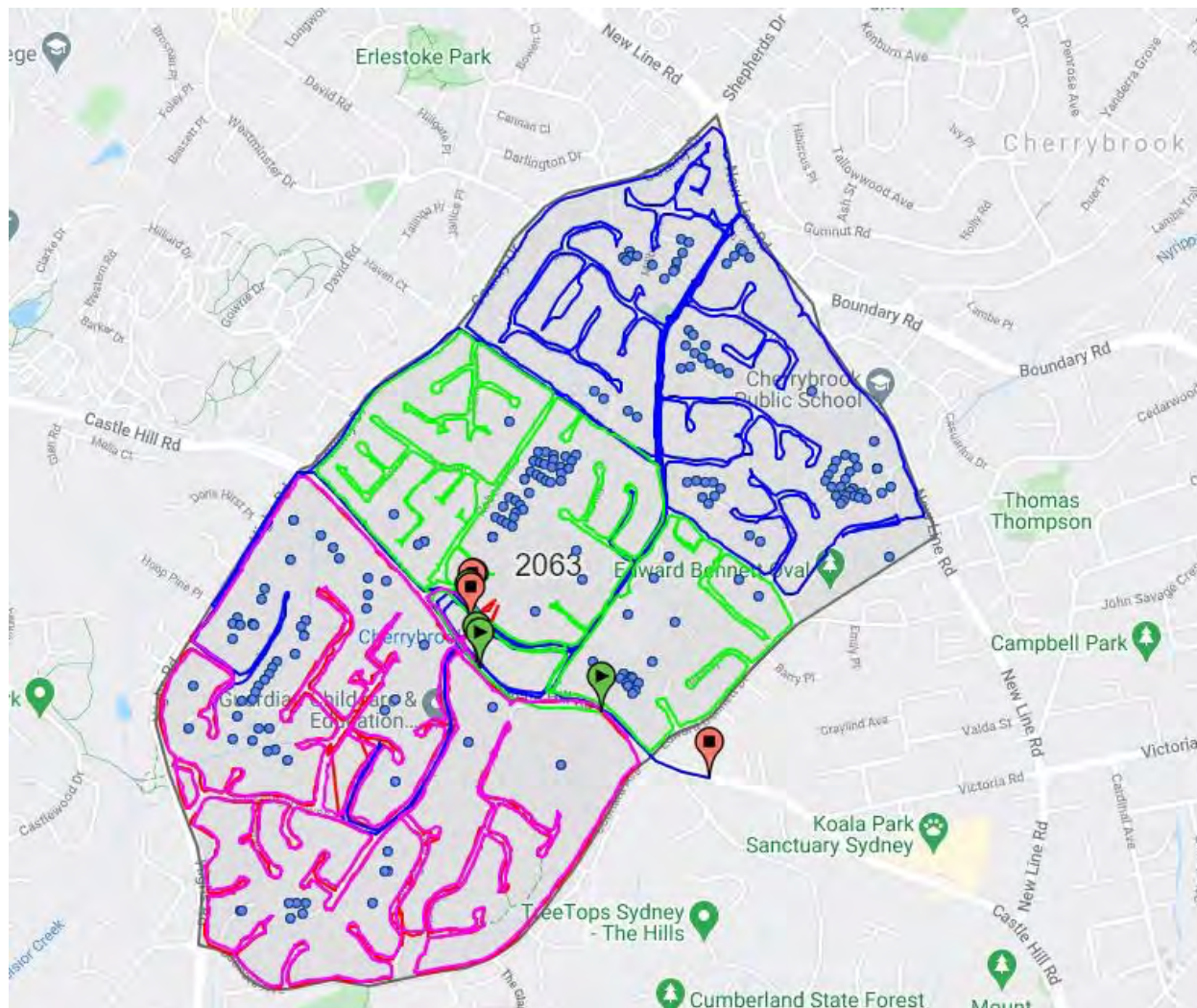
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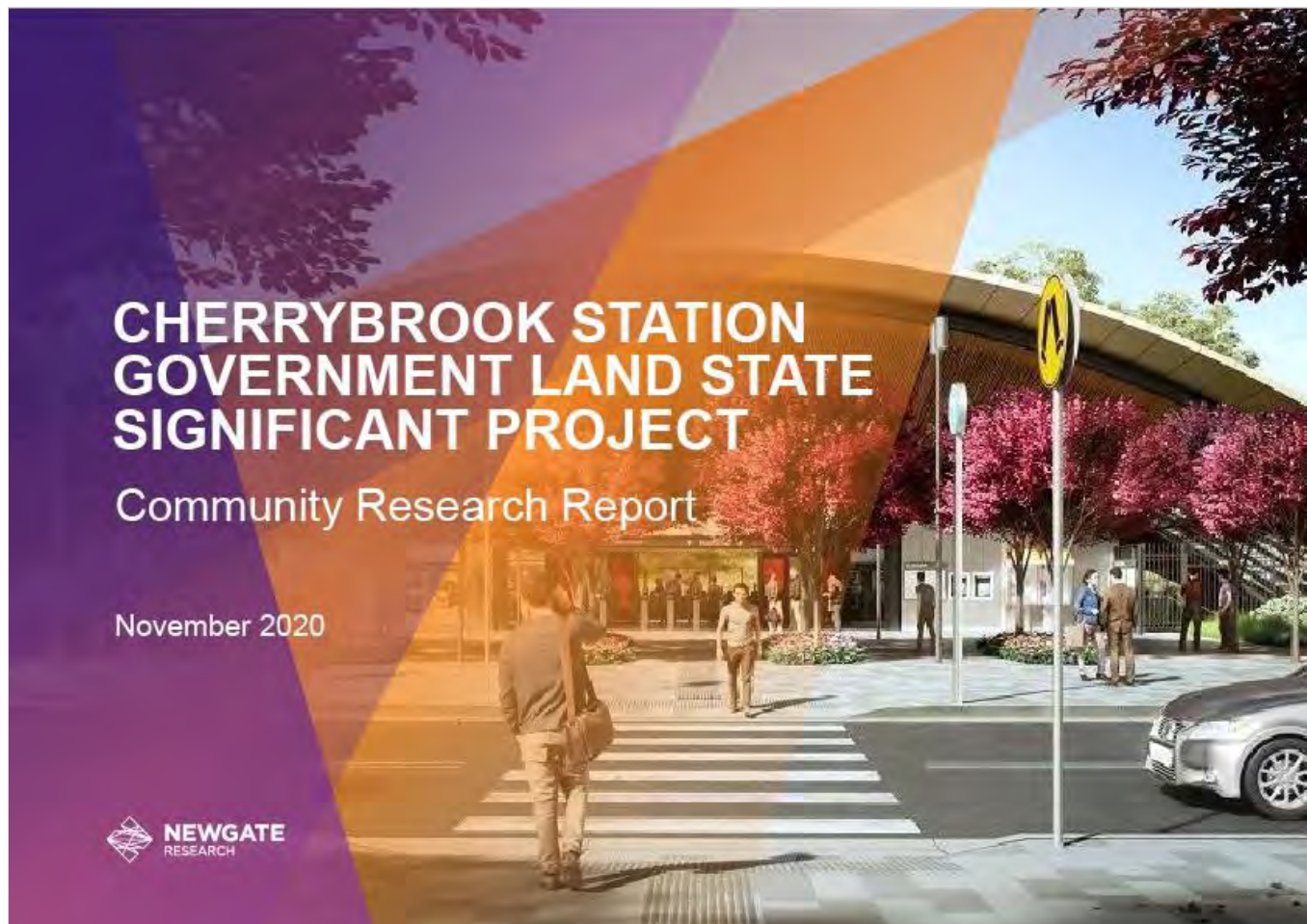


## Appendix G - Letterbox map



## Appendix H - Research

*[Click booklet to view](#)*



## Appendix I - Community presentation

*[Click booklet to view](#)*

# Cherrybrook Station Government Land

## Cherrybrook Resident Consultation

Adam Turnbull, Development Director

Smita Sundarjee, Development Manager

Rhana Fleming, Communications and Engagement Program Manager

Declan Drake, Newgate Communications

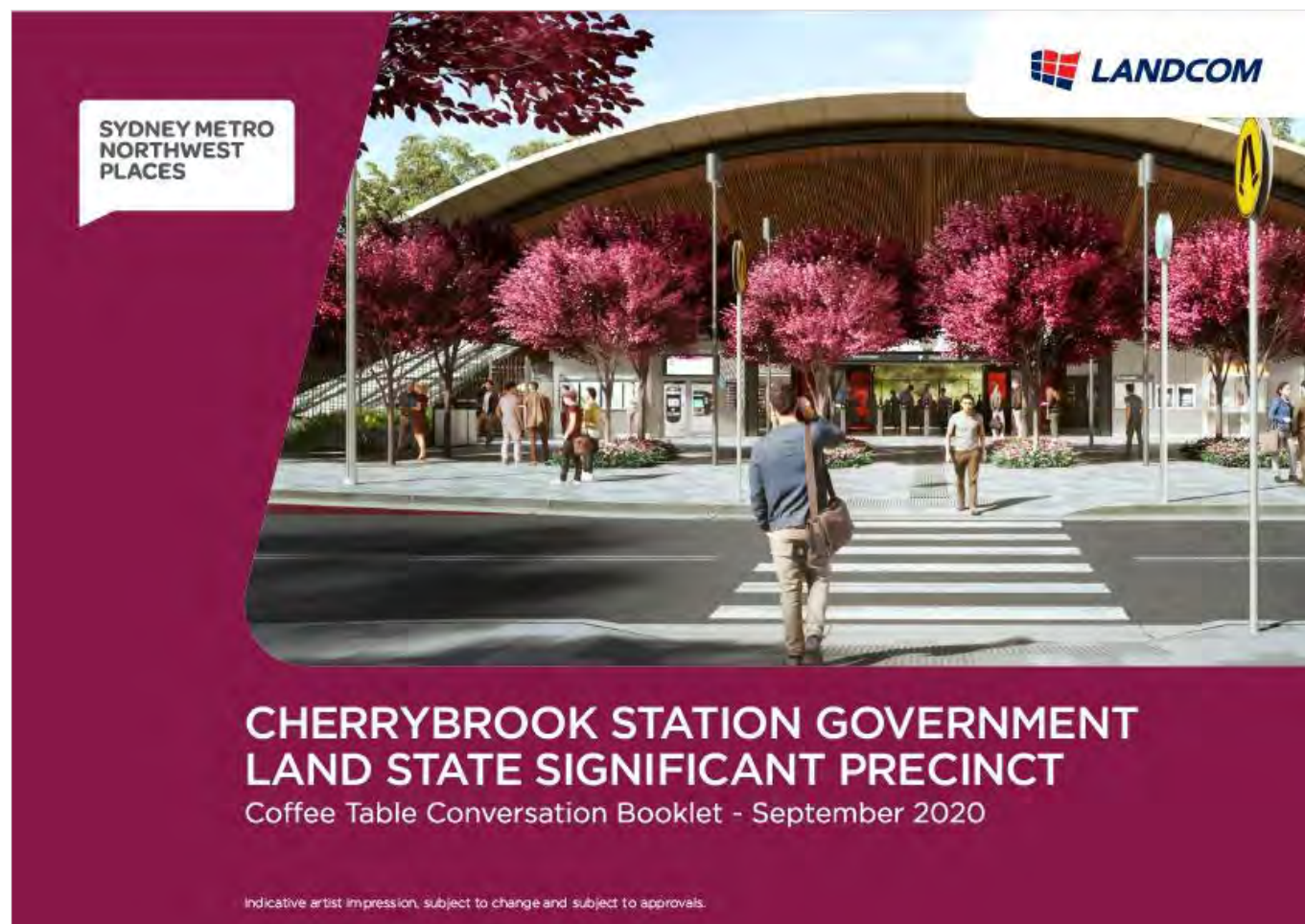
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## Appendix J - Coffee table conversation booklet

*Click booklet to view*





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