



WENTWORTHVILLE CENTRE REVITALISATION PROJECT COMMUNITY PARTICIPATION REPORT

FINAL

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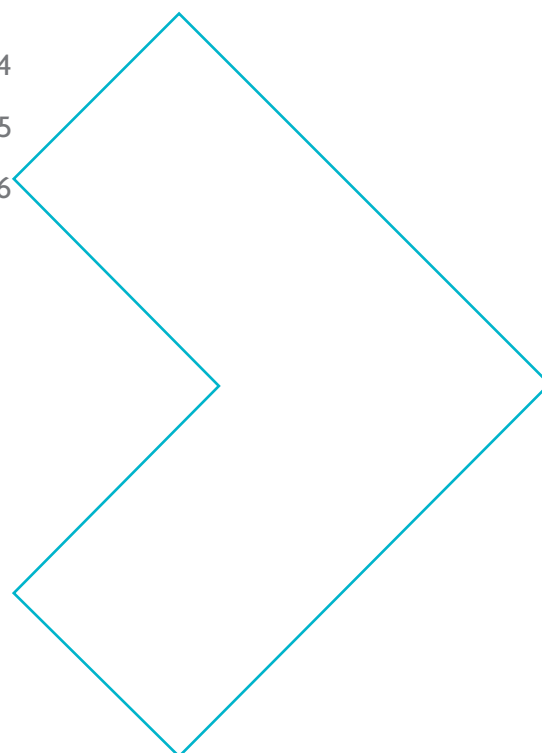
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INTRODUCTION

This Community Participation Report forms the first part of development brief for the Wentworthville Centre Revitalisation Project. Its purpose is to capture local community values and aspirations for the future of the Wentworthville Centre and to guide land use and development controls in the longer term. In addition this report captures community ideas for small improvements to the public realm that could be achieved in the short term.

WENTWORTHVILLE TOWN CENTRE REVITALISATION PROJECT

The Wentworthville Centre Revitalisation Project (the Project) is a Holroyd City Council initiative that aims to develop and implement a new planning strategy for the Wentworthville Town Centre (the Centre). The Project timeline will run over 18 months commencing with the community engagement process summarised in this report and concluding with required strategic and statutory planning amendments that will facilitate the desired revitalisation of the Centre.

The Council is committed to a process guided by community values and balanced with expert studies considering the feasibility of potential changes. The next stage of the Project is a series of expert studies including Urban Design Analysis, Economic Feasibility Report and Traffic & Transport Report that, together with this report, will form the foundation of a Planning & Place Making Strategy.

In order to define and streamline the wide-ranging views regarding the physical built outcome, this report has been commissioned to identify the community's vision,

WENTWORTHVILLE TOWN CENTRE REVITALISATION PROJECT OBJECTIVES

- › To work with the community to identify a shared vision for the future
- › To understand the challenges and opportunities for Wentworthville Centre
- › To identify opportunities and priorities for the revitalisation and renewal of Wentworthville Centre
- › To provide the framework for delivering the desired improvements and growth

STAGE 1 COMMUNITY ENGAGEMENT OBJECTIVES

Define a future direction for Wentworthville Centre by:

- › Determining the key features that define Wentworthville Centre
- › Identifying changes, incentives or improvements that could revitalise the Centre
- › Establishing the future role of the centre and how growth should occur in the future

big picture directions, possible planning amendments and priorities for small improvements within the Centre. The primary purpose of this engagement is to obtain the community's input before any other studies take place or decisions made, in order to prioritise their values and aspirations for the Centre.

Community engagement will occur at three separate stages throughout the 18-month project time line. This Community Participation Report captures the findings of Stage 1 of community engagement.

PROJECT TIMELINE





Wentworthville Centre boundary

PROJECT BACKGROUND

In 2011 Holroyd City Council's Draft LEP 2011 proposed increased building heights and no FSR. The public exhibition period elicited a significant response from the community including 319 submissions followed by two public hearings. Draft LEP 2012 maintained increased heights with some areas having slightly decreased in height. 192 submissions were made regarding the 2012 plan. Key community concerns expressed during this period included following categories:

- > Redevelopment and Revitalisation
- > Increasing Residential Density
- > Amenity Impacts
- > Heritage
- > Traffic and Parking Impacts
- > Impacts on Infrastructure and Services

- > Community Interest/Benefits
- > Social Impacts
- > Natural Hazards
- > Community Consultation
- > Process and Transparency of LEP process

As a result Council decided to revisit the planning for the Centre in the future and that LEP would be endorsed with no changes to heights until further studies were undertaken. Council resolved to pursue opportunities for studies, planning and infrastructure for Wentworthville Centre and Stage 1 Community Engagement is part of that process. While the lessons learned from the previous engagement findings contributed to the design of a new process that would invite community members to participate fully and from an earlier stage of the process, they have not influenced the outcome of this Community Participation Report.

PROJECT METHODOLOGY

This Community Participation Report has been prepared based on research and community engagement undertaken by Place Partners on behalf of Holroyd City Council.

DOCUMENT REVIEW

A desktop review of existing documentation was undertaken to understand what aspects of Wentworthville's social, environmental, economic and cultural life should be considered during the development and enhancement of the area. The following documents were reviewed in the engagement development process.

- › Holroyd's Future - People Planning Tomorrow 2007
- › Holroyd City Retail Centres Strategy 2008
- › Holroyd Built Form and Urban Design Modelling: Summary Report 2012
- › Public Hearing Report (Wentworthville Town Centre, Veron & Lytton Streets Precinct) 2012
- › Living Holroyd Community Strategic Plan 2013
- › Holroyd Section 94 Development Contributions Plan 2013

PLACE AUDIT

In addition to the mentioned documents, Place Partners conducted a place audit of the Centre in June 2014, which further informed the research and analysis.

COMMUNITY ENGAGEMENT STAGE 1

During Community Engagement Stage 1, six different community engagement methods were delivered in order to reach out to a wide range of people with different backgrounds and schedules.

PARTICIPANTS DEMOGRAPHIC PROFILE

Group	Demographic profile (Wentworthville) *	Respondent profile			
		Online survey excl. Face-to-face survey	Face-to-face business survey	Face-to-face customer survey	Total
Male	50%	44%	45%	70%	46%
Female	50%	56%	55%	30%	54%
19 years of age and younger	26%	1%	0%	0%	1%
20 - 34 years of age	26%	12%	41%	30%	16%
CALD groups	58% **	24%***	59%***	50%***	29%***

* Census, ABS, 2011

** Refers to people not born in Australia as per 'Country of birth', census, ABS, 2011

*** Refers to respondents who identified with cultures other than Australia

The local community of Wentworthville is not homogenous and a number of key socio-demographic considerations had impact on how the engagement was delivered. Particular attention was paid to obtaining feedback from community members that were perceived to have been less involved than others in the past engagement efforts by the Council: mothers, new migrants, CALD groups, time-poor business owners and young people.

Reaching out to a wide cross section of the community not only leads to a strategy that is founded upon values and aspirations of the different individuals, both majority and minority, but also empowers the community to take small actions to improve their lives as well as their neighbours'.

The following table aims to capture the key demographic groups within Wentworthville and provide an assessment of the level of participation in the Wentworthville Centre Revitalisation Project, Stage 1 of Community Engagement. It illustrates some demographic groups were better engaged via certain engagement methods than others. While the high level of participation is considered to have represented the various community voices and efforts have been made to reach out to a wide range of community members, the table shows future engagement should further endeavour to hear from people that are normally harder to reach such as young people and CALD groups.

Workshop participants' demographic profile is not included in this table as it may duplicate the profile of survey respondents. Details of business participation during the postcard outreach program are illustrated in 'B1 Outreach and project postcards'.

SUMMARY OF ENGAGEMENT

No.	Date	Engagement Method	Total	Description
B1	2 July 2014	Project postcards	5,000+	The purpose of the postcard distribution was to ensure all businesses in the Centre and the local residents are properly notified about the Project process. Project postcards were distributed to businesses and residents in Wentworthville (both Holroyd and Parramatta Council areas) to inform them about the Project and encourage as many people to participate as possible.
		Businesses visited	103	The purpose of the visit was to reach out to businesses that are often time-poor and inform them about the Project and opportunities to get involved and encourage them to share the postcards with their customers. The consultant visited 103 businesses in the Centre to inform them personally about the Project; the time line, and opportunities to participate via the upcoming workshops and an online survey, and to start a conversation about the Centre revitalisation.
Total informed			5,103+	
B2 - B3	2 - 30 July 2014	Survey <ul style="list-style-type: none"> > Online > Hard copy > Face-to-face (Businesses/ Customers) 	250 total <ul style="list-style-type: none"> > 174 > 34 > 42 	The purpose of the survey was to identify views from the Wentworthville residents and the broader community on what is working and not working in the Centre and understand their aspirations for the future place character. An online survey was designed to be completed by any interested parties across the LGA to obtain feedback from not only those with businesses in the Centre or who shop there often, but also train commuters and visitors from further afield. In addition a hard copy version of the survey was made available to those without computer or internet access. Face-to-face surveys were conducted with business and the public within the Wentworthville Centre to identify views from those that regularly use the Centre.
B4	15 July 2014	Workshop 1 Stakeholder Workshop	38	The purpose of the workshops was to provide information about the Project, process and best practice place making revitalisation strategies; identify the unique characteristics of the Centre and the community's aspirations for its future; and share ideas about potential implementation options Three different workshops took place in order to cater for various schedules of the community members and key stakeholders including the Council, government agencies, residents, business owners, and landowners.
	17 July 2014	Workshop 2 Community Workshop	30	
	19 July 2014	Workshop 3 Community Workshop	27	
Total number of active participants			345*	

TERMS, DEFINITIONS AND SOURCES

The following geographical classifications are used throughout this report.

Holroyd	Holroyd Local Government Area as defined by Australian Bureau of Statistics
Wentworthville	The suburb of Wentworthville as defined by Australian Bureau of Statistics
Wentworthville Centre	Wentworthville Centre as defined by Holroyd City Council

All statistical information is sourced from the Australian Bureau of Statistics unless specified otherwise.

* It is likely that workshop participants completed the survey, and the total number of active participants may include such duplication

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Part A

COMMUNITY PRINCIPLES & VALUES

COMMUNITY PRINCIPLES AND VALUES

Part A Community Principles and Values provides a synthesis of the local values, principles and aspirations that emerged from the engagement process for this project*. The community's input has been analysed to form five Aspiration Themes and five Community Directions that capture voices from the participants with the aim to guide future expert studies and further community engagement.

WHERE ARE WE NOW?

The Wentworthville community's perception of the good and bad qualities of the current Centre has common themes - while there are differences in the degree to which one likes or dislikes specific details such as the existing transport options, shops, or parking situation, the community does *not* think the Centre is modern nor unfriendly. Many think the Centre at present looks run down and old, but values the friendly people and village-like atmosphere.

WHERE DO WE WANT TO BE?

The Wentworthville community envisions the Centre to be a place where people of diverse backgrounds can share stories and participate in activities, making it a vibrant, colourful place: where the elderly can meet and play chess; where families can get quality authentic food; where children can play safely; where the locals and visitors come to shop; and where young people can express their creativity.

Wentworthville Centre in the future is also a place where one creates new opportunities in business, tries out experimental ideas and finds support from the local consumers. While it looks forward to progressive thinking, its physical attributes do not replicate the nondescript, large scale developments of adjacent suburbs and retains the human quality of its places.

ENGAGEMENT KEY

Place Partners conducted 6 separate engagement activities that included project postcard distribution, face-to-face surveys, an online survey and three workshops. Key engagement findings and their source are summarised as per below.

Engagement source key

Outreach and project postcards	PC
Survey (including Face-to-face survey data - FS)	S
Stakeholder Workshop (15 July)	WS#1
Community Workshop (17 July)	WS#2
Community Workshop (19 July)	WS#3

*Findings from previous community engagement undertaken by Council, i.e. Public Hearing Report 2012 and Holroyd's Future 2007, had no impact on the outcomes of this engagement process, but assisted in providing an understanding and background of the history of the Centre, its planning and community engagement. See Part B of this report for the summary of previous engagement.

A1 COMMUNITY ASPIRATIONS FOR THE FUTURE

The following five Aspiration Themes are an synthesis of community visions for the Centre that continually appeared in the surveys and workshops. The five words capture the 'essence' or 'personality' of the Centre that the community values and wants to keep, while reflecting the desired future character of the Centre.

It is anticipated that these themes will guide the future urban studies and feasibility studies in delivering the community's vision for the Centre. Some of the community voices that support the Themes are quoted below.

What do you want in the future?

A place that is...

CREATIVE FUN, LIVELY, RELAXED

COLOURFUL GREEN, VIBRANT, ATTRACTIVE

PROGRESSIVE DIVERSE, MODERN, ENTREPRENEURIAL

EFFICIENT FUNCTIONAL, CONNECTED, CLEAN

LOCAL FRIENDLY, COMFORTABLE, SAFE

"Differentiate Wentworthville from other centres as a meeting place for enjoying food." (WS#1)

"Community – show your support by keeping business in Wentworthville by shopping, eating and using the facilities in Wentworthville rather than going to nearby suburbs." (WS#1)

"The Centre needs more ideas, more people, diverse people, diverse everything" (PC)

"Improve the quality of the businesses. Currently there are too many empty shops and too many low quality businesses that appear to lack acceptable cleanliness standards." (S)

"Wentworthville should have a more 'villagey' feel to it, with a bit of quaintness." (WS#3)

"Nice places to sit down and relax with a good view and trees." (WS#3)

"Good sense of place. We like to see people, vibrancy and life." (S)

"Make it trendy (like the inner west) with great cafes and restaurants, which will not only attract people in the area but also people outside the area." (S)

"Light, colour and movement is what Wentworthville's future is. Good vibrant nightlife. Getting people into the Centre at night does wonders for the economy and keeps people safe." (WS#1)

A2 COMMUNITY DIRECTIONS

The following Community Directions are based on common themes that the community considers important. They provide guidance for how to retain the good, desirable qualities of the Centre and how to change the undesirable qualities.

#1 CENTRE REDEVELOPMENT

The community supports attracting investment to create a modern, engaging and safe Centre while maintaining the human scale and village feel of the street.



#2 RESIDENTIAL DEVELOPMENT

The community supports high quality mid-rise residential redevelopment particularly in and around the train station.



#3 RETAIL REVITALISATION

The community supports a successful and sustainable retail and commercial centre with locally owned and run businesses that offer quality services, product, shop design and extended trading hours.



#4 AMENITY AND FACILITIES

The community supports an accessible and green public realm where people can gather, sit and enjoy active and passive interactions with others.



#5 COMMUNITY & CULTURAL UNDERSTANDING

The community supports an increase in community activities that help people of different cultures understand each other better, build on their existing community strength and celebrate Wentworthville as a place to live, do business and play.



#1 CENTRE REDEVELOPMENT

The Centre Development category includes community input related to road infrastructure, streets, pavements, buildings, land use and zoning.

<p>THE COMMUNITY SUPPORTS ATTRACTING INVESTMENT TO CREATE A MODERN, ENGAGING AND SAFE CENTRE WHILE MAINTAINING THE HUMAN SCALE AND VILLAGE FEEL OF THE STREET.</p>	<p>PREFERRED CENTRE DEVELOPMENT:</p> <ul style="list-style-type: none"> › More vibrancy and modern look › Build on the existing ‘village’ feel › Consistent maintenance of existing buildings › More colour and less grey
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Survey Findings

FOR	AGAINST
<ul style="list-style-type: none"> › 40% said ‘Creative and colourful’ most closely matched their vision for the future of the Centre, 36% said ‘Entrepreneurial and progressive’ › 14% desired the future Centre to be more vibrant/lively/busy/cosmopolitan with more people and development › 73% described the current Centre using negative words such as old, tired, run-down, dirty or similar › 56% cited ‘Poor condition of existing buildings’ as one of the top three issues facing the Wentworthville Centre 	<ul style="list-style-type: none"> › 14% said ‘Traditional and stable’ most closely matched their vision for the future of the Centre, 16% said ‘Quiet and peaceful’ › 2% desired the future Centre to be as it is now, with no or limited development

Workshop Findings - Image Play



FOR	AGAINST
<p>3 of 3 ‘Street Improvements’ workshop groups said ‘definitely yes’ to this image</p> <p>“Anything can work with good design that preserves the solar access.”</p>	<p>None of ‘Street Improvements’ workshop groups said ‘definitely no’ to this image and no negative comments were made about this image</p>



FOR	AGAINST
<p>5 of 6 ‘Overall Look and Feel’ workshop groups said ‘definitely yes’ to this image</p> <p>“...Plenty of street trees and space between buildings. Good elbow room and greenery.”</p>	<p>None of ‘Overall Look and Feel’ workshop groups said ‘definitely no’ to this image, one negative comment was received</p> <p>“The roads are not wide enough to put in a space like this.”</p>

Workshop Findings - General Comments

FOR	AGAINST
<p>25% of workshop responses saw Wentworthville Centre’s redevelopment and improvement as an opportunity, 28% saw it as a challenge</p> <p>33% of workshop responses stated that public domain development was one ‘wow’ factor change that would make the Centre a better place to do business, shop and spend time in</p> <p>“Infrastructure improvement and accessibility including structured outdoor dining and shopping.”</p>	<p>No specific objections to redevelopment in general was recorded but there were comments regarding heritage preservation - “Heritage shop fronts should be preserved.”</p>

#2 RESIDENTIAL DEVELOPMENT

The Residential Development category includes community input related to residential building height, location, design quality and sociocultural impact of an increase in population.

<p>THE COMMUNITY SUPPORTS HIGH QUALITY MID-RISE RESIDENTIAL REDEVELOPMENT PARTICULARLY IN AND AROUND THE TRAIN STATION.</p>	<p>PREFERRED RESIDENTIAL DEVELOPMENT:</p> <ul style="list-style-type: none"> › Mid-rise* › Create more public and green spaces at the ground level of new residential developments › Housing around the train station › Quality design and materials › Retained solar access at the street level
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Survey Findings

FOR	AGAINST
<ul style="list-style-type: none"> › 44% cited 'Lack of development' as one of the top three issues facing the Centre › 24% indicated that 'More housing for people near the train station' was a priority for revitalising the Centre › 9% selected 'Housing choice (affordability, size, type, location etc)' as one of the top three issues facing the Centre › 10% said more development would be the one thing they would change about the Centre 	<ul style="list-style-type: none"> › 28% cited 'Risk of over-development' as one of the top three issues facing the Centre › 24% cited 'Lack of car parking' as one of the top three issues facing the Wentworthville Centre › 21% cited 'Too much traffic' as one of the top three issues facing the Wentworthville Centre

Workshop Findings - Image Play



FOR	AGAINST
<p>5 of 6 'Overall Look and Feel' workshop groups said 'definitely yes' to this image</p> <p>"Use of gathering spaces is very important. Good combination of residential and open space. Well lit."</p>	<p>None of 'Overall Look and Feel' workshop groups said 'definitely no' to this image, but some negative comments were received</p> <p>"Lots in Wentworthville are very small and cannot lead to this type of development."</p>



FOR	AGAINST
<p>2 of 6 'Overall Look and Feel' workshop groups said 'definitely yes' to this image</p> <p>"More density will bring more life to the area, particularly on the street which is the ultimate goal. Suitable as it is near the train station."</p>	<p>4 of 6 'Overall Look and Feel' workshop groups said 'definitely no' to this image</p> <p>"Don't want to turn Wentworthville into a concrete jungle that will attract the wrong kind of people."</p>

Workshop Findings - General Comments

FOR	AGAINST
<p>"Higher densities can bring more life to the street, which will encourage development."</p> <p>"Higher buildings lead to better streetscape due to investment. General agreement that up to six storeys is acceptable."</p>	<p>"Don't want high rise or an overdeveloped feel. Too large and uncontrolled."</p> <p>"Limit apartment developments."</p>

*Some community members defined mid-rise as approximately 6 storeys, while some defined it as 10-12 storeys

#3 RETAIL REVITALISATION

The Retail Revitalisation category includes community input related to retail types, price point, trading hours, quality of services and product, physical look and target market.

THE COMMUNITY SUPPORTS A SUCCESSFUL AND SUSTAINABLE RETAIL AND COMMERCIAL CENTRE WITH LOCALLY OWNED AND RUN BUSINESSES THAT OFFER QUALITY SERVICES, PRODUCT, SHOP DESIGN AND EXTENDED TRADING HOURS.	PREFERRED RETAIL REVITALISATION: <ul style="list-style-type: none">> Small, boutique, locally owned/run businesses> Good quality services, products and shop design> Fresh produce and authentic food> Utilisation of vacant shops> Night-time and weekend trading> More outdoor-dining
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Survey Findings

- > 66% cited that one of the top three priorities for revitalising the Wentworthville Centre was 'Diverse and quality local businesses' and 44% cited 'Increased local economy'
- > 48% rated 'Range of shops and services' of the current Centre as being 'poor', 37% rated them as being 'Average'
- > 38% cited 'Vacant shops' as one of the top three issues facing the Centre
- > 31% cited retail would be the one thing they would change about the Centre
- > 68% cited that the main reason the respondent comes to the Centre is to shop and 53% cited the reason was to access services confirming the Centre's current role as a functional hub for everyday shopping (i.e. groceries) and services

Workshop Findings - Image Play



5 of 5 'Retail' workshop groups said 'definitely yes' to this image

"Quality bread shops can help Wentworthville differentiate itself from other centres. Adds to the 'village' idea. Would make people come into the centre everyday."



1 of 5 'Retail' workshop groups said 'definitely yes' to this image, 4 of 5 said 'definitely no'

"Did not like the 7 Eleven simply because of the look of it. Wentworthville has a BP that does the same thing - there is enough convenience."

Workshop Findings - General Comments

27% of workshop responses saw Wentworthville's business and retail as an opportunity, 22% saw it as a challenge

17% of workshop responses stated that private/shop front improvements were 'one small, low cost thing' they, their business or their community could do right now to make the Centre a better place to do business, shop and spend time in

"Open longer hours to cater for people who work long hours."

"Restaurants where large families can all sit together for a meal - many cultures have this tradition but there are few places to go."

"Encourage good eateries and cafes. Look at the Mambo Café in Giraween – it's on the border of industrial and residential properties and it's always busy."

"Indian community members shop later in the evenings and activate Wentworthville at night."

#4 AMENITY AND FACILITIES

The Amenity and Facilities category includes community input related to public/community spaces and services, streetscape improvement, greenery, signage, traffic, parking and public transport.

THE COMMUNITY SUPPORTS AN ACCESSIBLE AND GREEN PUBLIC REALM WHERE PEOPLE CAN GATHER, SIT AND ENJOY ACTIVE AND PASSIVE INTERACTIONS WITH OTHERS.

PREFERRED AMENITY AND FACILITIES:

- › Increased frequency of train services
- › Improved public transport facilities, particularly a lift at the train station
- › Places to sit
- › Green space and trees
- › A safe walking environment

Survey Findings

- › 33% stated that public amenities and facilities would be the one thing they would change about the Centre, 9% stated public transport system and facilities
- › 31% cited that the main reason the respondent comes to the Centre is 'to catch the train or bus', confirming the Centre as a public transport hub with considerable pedestrian movement during peak hours
- › 54% cited 'Improving streets and footpaths' was one of the top three priorities for revitalising the Centre
- › 22% cited 'Lack of public space' was one of the top three issues facing the Centre
- › 22% cited 'Poor pedestrian environment' was one of the top three issues facing the Centre
- › 43% rated 'Streetscape- including footpaths, seats, bins, street trees' as being 'poor'

Workshop Findings - Image Play



3 of 3 'Street Improvement' workshop groups said 'definitely yes' to this image

"Lowest maintenance, most durable solution for a busy centre. Also provides as a barrier to stop children from running out onto the street."



2 of 3 'Street Improvement' workshop groups said 'definitely no' to this image, 1 of 3 said 'maybe'

"Things like this could date very easily."

Workshop Findings - General Comments

39% of workshop responses stated that public/street improvements were 'one small, low cost thing' they, their business or their community could do right now to make the Centre a better place to do business, shop and spend time in

"Create small spaces for people to sit and share time together. These should be in safe, clean and green areas."

"Install flower/small tree planter boxes along footpath/streets on main streets."

"Re-open/develop the arcade linking Dunmore St and the Kingsway. Upgrade it to be wide/open/sunny and a visual link between those streets."

#5 COMMUNITY & CULTURAL UNDERSTANDING

The Community and Cultural Understanding category includes community input related to activities and events, creating a sense of community and understanding people of different ethnic backgrounds.

THE COMMUNITY SUPPORTS AN INCREASE IN COMMUNITY ACTIVITIES THAT HELP PEOPLE OF DIFFERENT CULTURES UNDERSTAND EACH OTHER BETTER, BUILD ON THEIR EXISTING COMMUNITY STRENGTH AND CELEBRATE WENTWORTHVILLE AS A PLACE TO LIVE, DO BUSINESS AND PLAY.

PREFERRED COMMUNITY & CULTURAL UNDERSTANDING:

- › Community events that connect old and new residents of Wentworthville, during the day and night-time
- › Regularly organised activities in the Centre, especially for the elderly
- › Celebration of cultural diversity

Survey Findings

- › 40% rated 'Community activities- markets, festivals etc' as being 'poor'
- › 47% cited they would be interested in or willing to get involved with 'Community/cultural events'
- › 24% cited 'Culturally diverse centre for community activity' was one of the top three priorities for revitalising the Centre
- › 23% cited that the main reason the respondent comes to the Centre is to meet/dine with family and friends, which identified the role of the current Centre as a hub for shops, services and transportation rather than a community heart

Workshop Findings - Image Play



4 of 4 'Community Activities' workshop groups said 'definitely yes' to this image - only positive comments were received about the image

"There is an old Maltese community in Wentworthville that sit on the wall outside the Mall on a Saturday morning who are very avid chess players. It would be lovely to have something to attract them."



2 of 4 'Community Activities' workshop groups said 'definitely yes' to this image, 1 said 'maybe' and 1 said 'definitely no'

"Don't want Wentworthville dominated by just one culture, need more cultural expression from all of the diverse cultures."

Workshop Findings - General Comments

6% of workshop responses saw Wentworthville's culture and community as an opportunity, 10% saw it as a challenge

"If 25% of Wentworthville (residents) are children, there needs to be something for them to do."

"Please remember the elderly."

"We need more opportunities to get to know our neighbours from different places."

"Multiculturalism (in retail) should be embraced because that is the future of Wentworthville. There should be a festival to celebrate this."



PART B COMMUNITY ENGAGEMENT FINDINGS

THE WENTWORTHVILLE COMMUNITY

Part B Community Engagement Findings describes who the people of Wentworthville and Holroyd are, how they use the Centre currently and how they would like to use it in the future.

The Wentworthville community, and residents of the surrounding suburbs, have seen and experienced rapid changes over the last few decades — from demographic and sociocultural to physical and environmental.

Settlement of the area dates back to the 1790s but the population was minimal until the 1850s – most significant development occurred in the post-war years, particularly during the 1950s and 1960s with small, brick separate houses. Medium and high density housing began to increase in the 1990s.

There is a high number of residents in Holroyd and Wentworthville that were born overseas and this number is on the rise. The new cultures are changing the built form of Wentworthville, especially in the Centre.

While there is a wide range of views and aspirations for what the Centre should ‘look like’, there is a general consensus that the Centre should be inclusive of everyone whether they are children or the elderly; men or women; long-term, short-term, older or newer residents; people of European descent or Culturally and Linguistically Diverse groups; professionals, students or the unemployed; entrepreneurs or creatives.

Regardless of one’s background there is a common desire for the Centre to be where people can sit and chat, where children can play safely, and where people can live and travel with ease. The Centre is the reflection of the entire Wentworthville community. Such themes were observed during the delivery of this engagement, as well as previous engagement.

COMMUNITY SNAPSHOT

	HOLROYD CITY 2006	HOLROYD CITY 2011	WENTWORTHVILLE 2011
Population	89,766	99,163 Projected Population 2031: 29,163 (23% increase)	10,558
Median age	34	34	34
Dominant Group	25-54 (43%)	30-34 (9%)	30-34 (10%)
65 and over	12%	12%	12%
19 and under	-	27%	26%
Born overseas	47% <ul style="list-style-type: none"> › Lebanon (4.7%) › India (3.8%) › China (2.6%) › New Zealand (2.1%) › Sri Lanka (2.0%) 	50% <ul style="list-style-type: none"> › India (7.5%) › Lebanon (4.5%) › China (2.8%) › Sri Lanka (2.6%) › Philippines (1.9%) 	58% <ul style="list-style-type: none"> › Australia (41.8%) › India (17.7%) › English (12.0%) › Chinese (7.4%) › Lebanese (4.2%)
Languages other than English	<ul style="list-style-type: none"> › Arabic (12.4%) › Cantonese (2.5%) › Tamil (2.4%) › Mandarin (2.1%) › Hindi (2.0%) 	<ul style="list-style-type: none"> › Arabic (12.5%) › Tamil (3.4%) › Hindi (2.9%) › Mandarin (2.5%) › Cantonese (2.4%) 	<ul style="list-style-type: none"> › Tamil (10.1%) › Gujarati (5.2%) › Hindi (4.8%) › Arabic (4.7%) › Cantonese (3.7%)
Couple families with children	50%	51%	54%
Housing increase 2013-2032	-	15,600	1,560 (10% of Holroyd City)

PREVIOUS ENGAGEMENT

The following documents provide an insight into the community's past views. No notable changes in the views over the past 7 years have been observed. Similar consensus and conflicts still exist today.

The community has consistently supported opportunities to participate in planning process. The following concerns regarding participation were received in the past:

- › Insufficient project information
- › Information not in plain-English
- › Inclusiveness of CALD groups
- › Transparency in the engagement process, findings and decision-making

It is anticipated that future engagement process will continue to improve based on such feedback.

PUBLIC HEARING REPORT - Wentworthville Town Centre Veron & Lytton Streets Precinct Draft Holroyd Local Environmental Plan 2011 (Jan 2012)

The Public Hearing Report discusses in detail community consensus and conflicts related to planning tools and impacts including Revitalisation and Redevelopment; Increasing Residential Density; Amenity Impacts; Heritage Impacts; Social Impacts; Community Interest/Benefit; Traffic and Parking; Infrastructure; Natural Constraints; Community Consultation; and Transparency of Process.

In particular, in relation to possible increase in building height and density, the following conflicts are noted: "Those that support the increase in height (ranging from 17-50m) and unrestricted FSR of the B2 zone and in some instance seek to increase the permissible height and extend the boundaries of the town centre; and those that considered that the maximum height of 23 metres or six (6) storeys (as per DHLEP 2010) is more appropriate."

HOLROYD'S FUTURE - People Planning Tomorrow (Dec 2007)

The following are key concerns, values and aspirations from the engagement:

- › There was a split between what kind of place identity and character the community desired, between more cosmopolitan urban living and more quiet and suburban living.
- › While denser and more affordable living, especially by the transport hubs, was considered favourable by some participants, concerns were raised about

over crowding, unattractive built environment, loss of community spirit and increasing crime rate. There was a sense of fear about the Centre turning into a slum or ghetto.

- › The changing demographic towards more older people, more renters and less young families, and addressing their needs, were issues of concern.
- › Integration of different transport modes was considered important.
- › Need for more green space was identified either in the form of small pocket parks or larger blocks open space.

SUMMARY OF PREVIOUS ENGAGEMENT

Date	Engagement Method
2007	Holroyd's Future - People Planning Tomorrow 2007 Community Engagement <ul style="list-style-type: none"> › Two community workshops open to all community members › Business/property development/youth sector based focus groups › Meetings with three CALD interest groups › Holroyd Speaks - a workshop open to all community members
Oct-Dec 2010	Draft LEP 2010 Public Exhibition (Holroyd LGA including Wentworthville)
July-Aug 2011	Draft LEP 2011 Public Exhibition (Holroyd LGA including Wentworthville) <ul style="list-style-type: none"> › 2 public hearings (total of 179 attendees) › 42 Verbal and written submissions › 398 written submissions
May - Jun 2012	Draft Holroyd LEP 2012 Public Exhibition <ul style="list-style-type: none"> › 192 submissions received

SUMMARY OF 2014 COMMUNITY ENGAGEMENT

No.	Date	Engagement Method	Total
B1	2 July 2014	Project postcards	5,000+
		Businesses visited	103
Total informed			5,103+
B2 - B3	2 - 30 July 2014	Survey	250 total
		Online	174
		Hard copy	34
		Face-to-face (Businesses/Customers)	42
B4	15 July 2014	Workshop 1 Stakeholder Workshop	38
	17 July 2014	Workshop 2 Community Workshop	30
	19 July 2014	Workshop 3 Community Workshop	27
Total number of active participants			345*



* It is likely that workshop participants completed the survey, and the total number of active participants may include such duplication

B1 OUTREACH AND PROJECT POSTCARDS

1,000 Project Postcards were distributed to 103 businesses in the Wentworthville Centre and over 5,000 were distributed to the local residents to start a conversation about the Project and to encourage the community to share their views and ideas.

The purpose of this engagement was to inform the time-poor businesses in the Centre and Wentworthville residents about the Project and its timeline, and opportunities to participate via the upcoming workshops and an online survey. The outreach method aimed to not only inform, but also to empower the citizens to have their say in the Project.

METHODOLOGY

On 2 July 2014 between 9:30am-6:30pm, 1,000 postcards were distributed to 103 businesses in the Centre by Place Partners. The Project was briefly explained to the shop owners and keepers and their responses recorded as 'positive' (if the business was helpful and showed interest), 'neutral' (if the business was cooperative, but did not show much interest) or 'negative' (if the business was uncooperative and showed no interest).

The postcards, typically in packs of 5, 10, 20 or 50, were also left on the shop counter for customers to take and share with their friends and family. Larger businesses such as supermarkets, as well as shops that were likely to have a high number of visitors such as a hairdresser, were given a larger number of postcards.

Between 24 June and 2 July 2014, the Council staff dropped off 5,000+ postcards in the entire Wentworthville suburb within Holroyd LGA and part of the Wentworthville suburb within Parramatta LGA- bounded by Darcy Road, Binalong Street and Bridge Road. They were distributed by foot and letter-dropped at the front door of dwellings or letter box of apartment buildings.

KEY FINDINGS

There was a mix of responses from the businesses: while the majority felt either positive (49%) or neutral (44%) about the Project and were happy to keep the postcards in their premises for their customers, few seemed genuinely interested in the process. A few businesses expressed feelings of disappointment about the Council, quoting unsuccessful engagement in the past. National chains such as Australia Post or St George Bank were not permitted by the head office to display postcards on their counters.

Out of 103 business Place Partners visited:

- > 82 were happy to take the postcards for their customers
- > 8 were not interested in the process
- > 7 spoke no or little English
- > 5 said the manager was not present
- > 3 did not trust this community engagement process would result in any changes

"Yes, I will definitely come to the workshop - when is it?"

– 2 July 2014, Silver Comb

"Been in this business for decades - we need more police presence at night"

– 2 July 2014, Peter Como Show Repair

B2 SURVEY RESULTS

Place Partners conducted an online survey to understand a common vision and directions for the Centre's future. The survey aimed to obtain feedback from all interested individuals regarding what is working and not working in the Centre and what the future may look like.

Using Survey Monkey, Place Partners developed a single survey that could be completed by any interested parties across the LGA to obtain feedback from not only those with businesses in the Centre or who shop there often, but also train commuters and visitors from further afield. 250 online surveys were received between 2 – 30 July 2014.

3 additional surveys were received from the community after the engagement period. They were not included as part of the quantitative analysis, but their comments were considered as part of the anecdotal findings.

METHODOLOGY

The survey was available for completion by any member of the public online. It was advertised in a variety of ways:

- › Holroyd City Council website
- › 5000+ Project Postcards
- › Eight different newspapers/cultural papers
- › At the three stakeholder and community workshops, with hardcopy surveys available for completion on the spot
- › At the Wentworthville Library with hardcopy surveys available for completion on the spot

The following findings are based on 174 online surveys directly completed on Survey Monkey as well as 34 hardcopy surveys distributed and collected by the Council and 42 face-to-face surveys conducted by Place Partners. All survey results have been compiled to analyse the data as a whole.

The survey report includes the total number and percentage of responses. Where notable, a breakdown of the data into further categories or themes has been provided. This further analysis allows understanding of the specific values and aspirations of different user groups as well as those that will be most impacted by any future changes. Responses are listed in the order of popularity.

RESPONDENT PROFILE

One of the aims of the survey was to reflect the demographic profile of Wentworthville in the respondent profile. Whilst every effort was made to do this, there were limitations to achieving this aim.

The following table compares the respondent profile to the demographic profile of Wentworthville provided by 2011 census data:

	Survey respondent Profile	Demographic profile (Wentworthville)
Age		
0-9	0	13%
10-19	1%	12%
20-34	39%	26%
35-49	32%	22%
50-64	35%	15%
65+	17%	12%
Gender		
Male	46%	50%
Female	54%	50%
Cultural diversity*		
Australian	71%	42%
Indian	13%	17%
Sri Lankan	4%	7%
English	4%	2%
Lebanese	3%	2%
Chinese	3%	5%
Other	10%	N/A

*Note: Data for 'Cultural diversity' demographic profile refers to 'Country of birth', as listed in census data, ABS, 2011, whereas respondent profile refers to culture/s the respondents identify with the most.

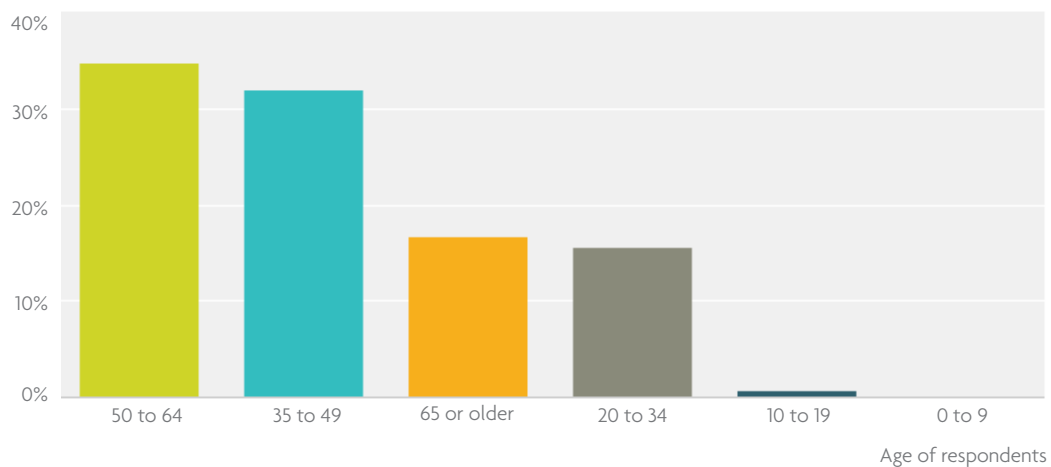
Q1. WHAT IS YOUR AGE?

250 respondents answered this question.

The responses were as follows:

- > 50 to 64 87 (35%)
- > 35 to 49 80 (32%)
- > 65 or older 42 (17%)
- > 20 to 34 39 (16%)
- > 10 to 19 2 (1%)
- > 0 to 9 0

*Note: Due to rounding, total percentages may not add up to 100%.



Q2. WHAT IS YOUR GENDER?

249 respondents answered this question, one respondent did not answer this question.

The responses were as follows:

- > 134 respondents were female (54%)
- > 115 respondents were male (46%)

Q3 WHICH CULTURE/S DO YOU IDENTIFY WITH MOST?

250 respondents answered this question.

Some respondents chose to select more than one response, resulting in a total of 272 responses. Percentages are listed as a proportion of total respondents and will exceed 100%.

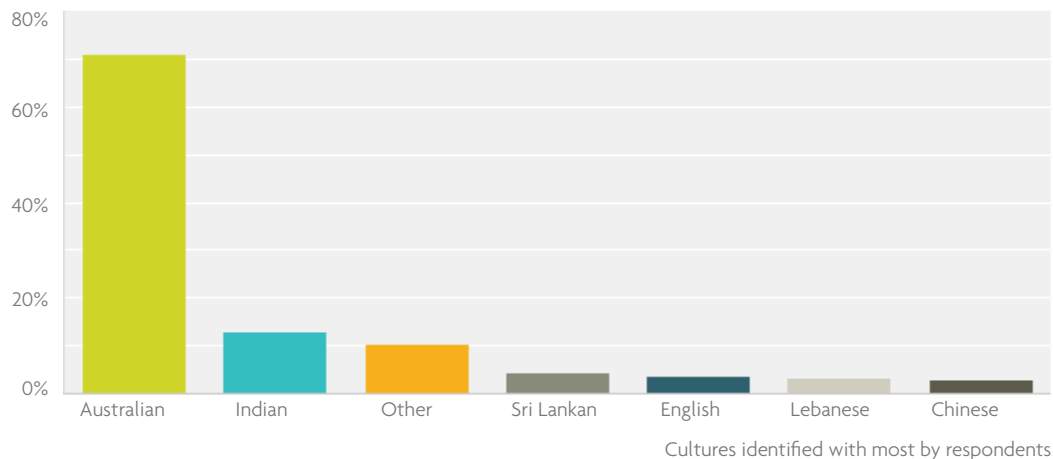
The responses were as follows:

- › Australian 178 (71%)
- › Indian 33 (13%)
- › Other 26 (10%)
- › Sri Lankan 11 (4%)
- › English 9 (4%)
- › Lebanese 8 (3%)
- › Chinese 7 (3%)

Of those that selected 'other', the following responses were provided:

New Zealander (2)/Maori (1)
Mix (3)
Filipino (2)
Thai (2)
Pakistani (2)
Persian/Farsi (2)
Greek (2)
Italian (2)
Aboriginal
Malaysian
Dutch
Maltese
Macedonian
Chilean
Nepalese
Samoan
Polish
Kurdish
Croatian
Vietnamese

Note: Four respondents did not select 'other', yet specified another culture in the box provided. Therefore, there are 30 responses in this table.



Q4. WHAT SUBURB DO YOU LIVE IN?

250 respondents answered this question.

- › 162 respondents were from Wentworthville (65%)
- › 88 respondents were from other suburbs (35%)

Of those that selected 'other', the following responses were provided:

Greystanes (14)
Westmead (8)
Giraween (6)
Toongabbie/Old Toongabbie (6)
Pendle Hill (4)
Blacktown (4)
Guildford/Guildford West (4)
South Wentworthville (3)
Burwood (2)
Constitution Hill (2)
Parramatta (2)
Strathfield (2)
Ashfield
Stanhope Gardens
St Marys
Cattai
Edmondson Park
Castle Hill
Windsor

Chester Hill
Bossley Park
Hornsby
Liverpool
Glenwood
Oatlands
Baulkham Hills
Merrylands
Ropes Crossing
Granville
Pemulwuy
Wetherill Park
Quakers Hill
Bonnyrigg Heights
Cabramatta
Acacia Gardens
Carlingford

Note: Seven respondents did not specify which suburb they are from. Therefore, there are 81 responses in this table.

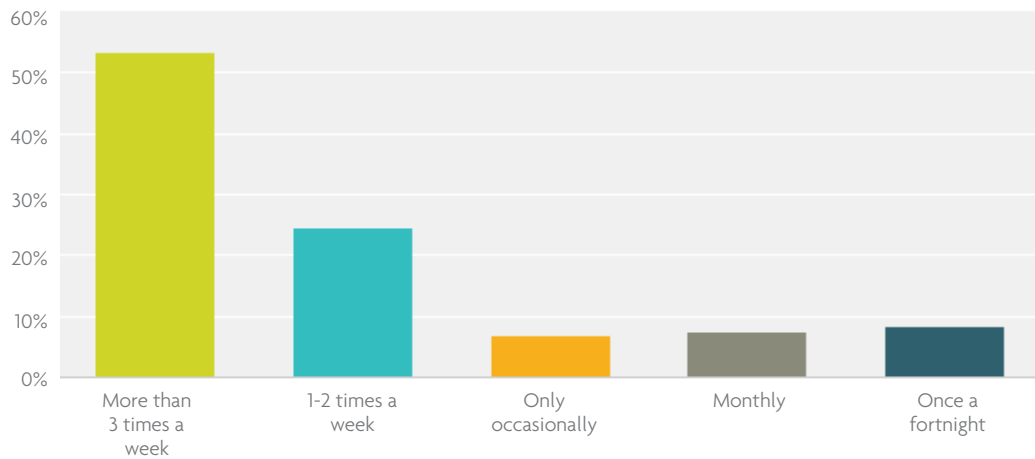
Q5. HOW OFTEN DO YOU COME TO WENTWORTHVILLE CENTRE?

249 respondents answered this question, one respondent did not answer this question.

Two respondents selected more than one answer, resulting in 251 responses.

The responses were:

- > More than 3 times a week 133 (53%)
- > 1-2 times a week 61 (24%)
- > Only occasionally 21 (8%)
- > Monthly 19 (8%)
- > Once a fortnight 17 (7%)



Q6. WHAT ARE THE MAIN REASONS YOU COME TO WENTWORTHVILLE CENTRE?

249 respondents answered this question, one respondent did not answer this question.

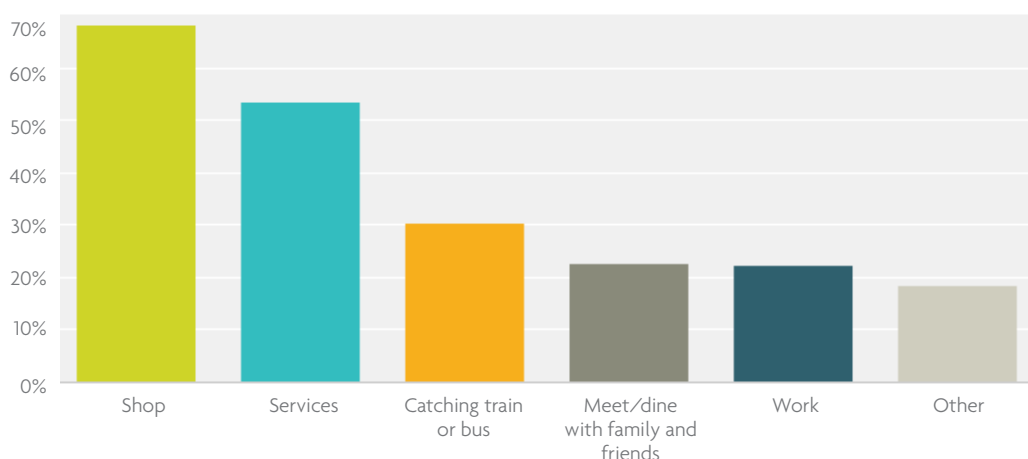
Respondents were permitted to select more than one answer, resulting in a total of 538 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. The responses were:

- › Shop 170 (68%)
- › Services (doctors, hairdressers, travel agencies etc.) 133 (53%)
- › Catching train or bus 76 (31%)
- › Meet/dine with family and friends 57 (23%)
- › Work 56 (22%)
- › Other 46 (18%)

Of those that selected 'other', the following responses were provided:

Theme	Responses
Facilities (16)	Wentworthville Community Garden (5) Library (4) Swimming/Pool (4) Gym (2) Youth centre
Services (7)	Bank (4) Post office (3)
Live locally (6)	Live locally (3) Live in Wentworthville (2) Live above hotel
Markets (5)	Attending monthly markets (5)
Property interests (4)	Own/checking property (4)
Don't like coming to Wentworthville (3)	Poor retail (2) Poor services (1)
Religious services (3)	Attending church (2) Local pastor
Family (2)	Family Pick up daughter
Other (5)	Stroll Indian shops/food Passing through Park Keeping up to date with developments

Note: Five respondents did not select 'other', yet specified another reason in the box provided. Therefore, there are 51 responses in this table.



Q7. WHAT WORDS OR PHRASES WOULD YOU USE TO DESCRIBE THE WENTWORTHVILLE CENTRE AS IT IS AT THE MOMENT?

231 respondents answered this question, 19 respondents did not answer this question.

Respondents were encouraged to list up to three words or phrases. In the event that the respondent provided a response that was detailed and transcended multiple themes, the response was split into two or more parts. This resulted in a total of 563 responses. The responses were:

Positive Themes (153)				
SOCIAL (27)	ENVIRONMENTAL (57)	ECONOMIC (21)	CULTURAL (18)	OTHER GENERAL COMMENTS (30)
Friendly (12) Community (5) Welcoming (3) Local/village (2) Interesting Lovely Helped to learn new skills More people Family oriented	Quiet (17) Good access/ convenient (including parking) (15) Vibrant/busy (11) Small (6) Good location/centre (5) Spacious Clean and tidy Safe	Good retail/services/ facilities (20) Good real estate	Indian (11) Multicultural (6) Heterogenous	Good/average (22) Making good progress (3) OK as it is (2) Familiar Relax Easy

Negative themes (410)				
SOCIAL (14)	ENVIRONMENTAL (256)	ECONOMIC (41)	CULTURAL (15)	OTHER GENERAL COMMENTS (84)
No community (5) Unfriendly (4) Lacking social facilities (4) Lonely	Old/tired (57) Run down (52) Unattractive/uninviting (35) Dirty (31) Poor access/traffic/ parking (23) Dull/boring (22) Dead (14) Under developed (9) Unsafe (8) No lift at station (3) Heritage features not recognised Lack of open space	Poor retail offer (39) Small businesses go under due to bigger land holders Need new customers	Cultural conflict (12) Not diverse (3)	Below average/poor (43) Needs improvement (18) No progress/direction (17) False-confidence Wouldn't go there, only there due to work Poor signage Restricted Limited Outback town

Q8. WHAT WORDS OR PHRASES WOULD YOU USE TO DESCRIBE THE WENTWORTHVILLE CENTRE IN THE FUTURE?

231 respondents answered this question, 19 respondents did not answer this question.

In the event that the respondent provided a response that was detailed and transcended multiple themes, the response was split into two or more parts. This resulted in a total of 536 responses. The responses were:

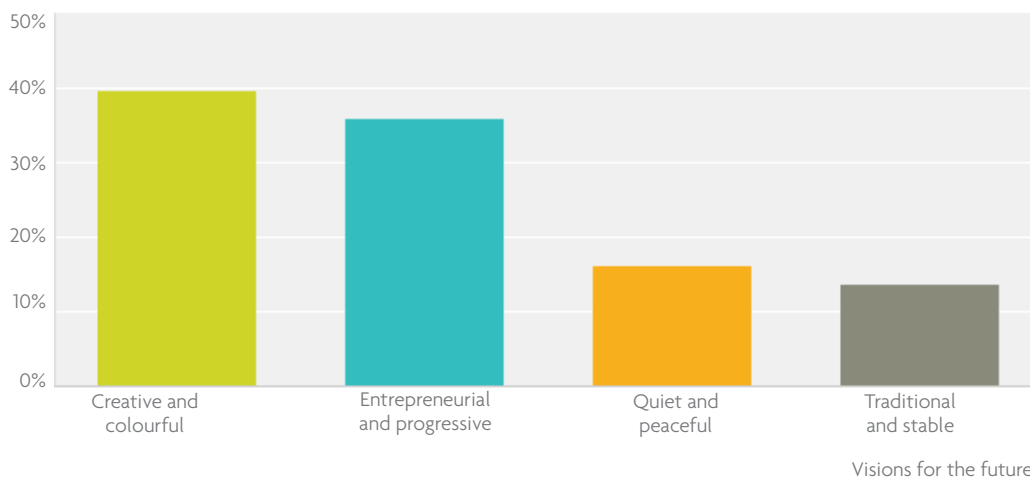
SOCIAL (76)	ENVIRONMENTAL (307)	ECONOMIC (93)	CULTURAL (25)	OTHER GENERAL COMMENTS (35)
Friendly/villagey/comfortable (28) Improved social services/facilities (18) Community (18) More people (6) Places for children/youth (5) Family	Vibrant/lively/busy (52) Modern/progressive (52) Attractive/inviting/fun (42) Clean (31) Improved access/parking/traffic (28) Safe (19) Maintained/good public realm (16) Green trees/parks (15) More development/bigger (15) Limited development/change (13) Relaxed (8) Connected/taking advantage of location (8) Classier (5) Cosmopolitan (3)	Improved/diverse retail offer (57) Convenient shopping (13) Entrepreneurial (12) Improved dining/cafes (10) Inexpensive	Multicultural/diverse (24) Religious	Good/great (12) General improvement (8) Place to be proud of (4) Like other cities e.g. Parramatta, Merrylands (3) Negative words (3) Can't see any future (2) Old charmer Soulful (One response referred to another Q)

Q9. WHICH OF THE FOLLOWING STATEMENTS MOST CLOSELY MATCH YOUR VISION FOR THE FUTURE OF WENTWORTHVILLE CENTRE?

217 respondents answered this question, 33 did not answer this question.

Respondents were only permitted to select one of the provided responses online. Some respondents who completed the survey on paper selected more than one response, resulting in a total of 229 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. The responses were:

- › Creative and colourful 86 (40%)
- › Entrepreneurial and progressive 78 (36%)
- › Quiet and peaceful 35 (16%)
- › Traditional and stable 30 (14%)



Q10. WHAT DO YOU THINK ARE THE TOP 3 ISSUES FACING THE WENTWORTHVILLE CENTRE?

218 respondents answered this question, 32 did not answer this question.

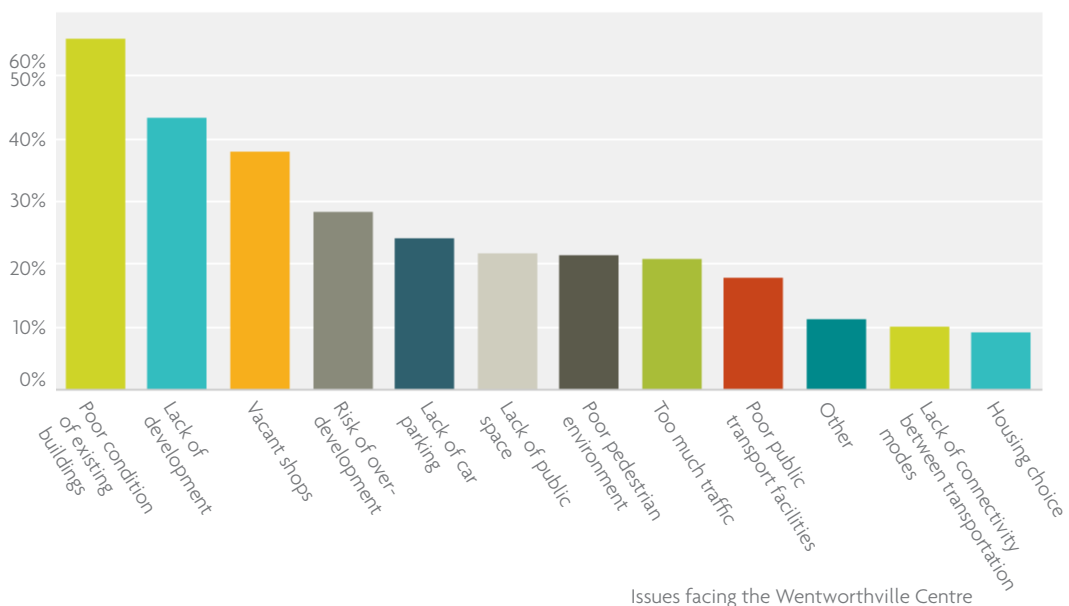
Respondents were permitted to select more than one answer, resulting in a total of 662 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. The responses were:

- › Poor condition of existing buildings 122 (56%)
- › Lack of development 95 (44%)
- › Vacant shops 83 (38%)
- › Risk of over-development 62 (28%)
- › Lack of car parking 53 (24%)
- › Lack of public space 48 (22%)
- › Poor pedestrian environment 47 (22%)
- › Too much traffic 46 (21%)
- › Poor public transport facilities 39 (18%)
- › Other 25 (11%)
- › Lack of connectivity between transportation modes i.e. pedestrian, bicycle, bus, train, car etc. 22 (10%)
- › Housing choice (affordability, size, type, location etc) 20 (9%)

Of those that selected 'other', the following responses were provided:

Theme	Responses
Access (9)	Lift at train station (5) Poor public transport (2) Disabled access Not enough zebra crossings
Amenity/ attractions (7)	Graffiti (2) Lack of greenery/colour (2) Nothing attractive Poor amenity Needs to be trendier
Retail (6)	Lack of quality shops (3) Old shopping areas (2) Lack of diverse shops
Facilities (3)	Risk of pool closure (3)
Development (2)	Lack of high rise towers Lack of quality residential development
Social Issues (2)	Equal opportunities for all cultures (2)
Other (4)	All of the above are applicable No signage Leave Wentworthville as it is Wanted the option of 'safe and inviting' for Q9

Note: Five respondents did not select 'other', yet specified another issue in the box provided. Therefore, there are 30 responses in this table.



Q11. WHICH OF THESE STATEMENTS BEST DESCRIBES THE PRIORITIES FOR REVITALISING THE WENTWORTHVILLE CENTRE?

217 respondents answered this question, 33 did not answer this question.

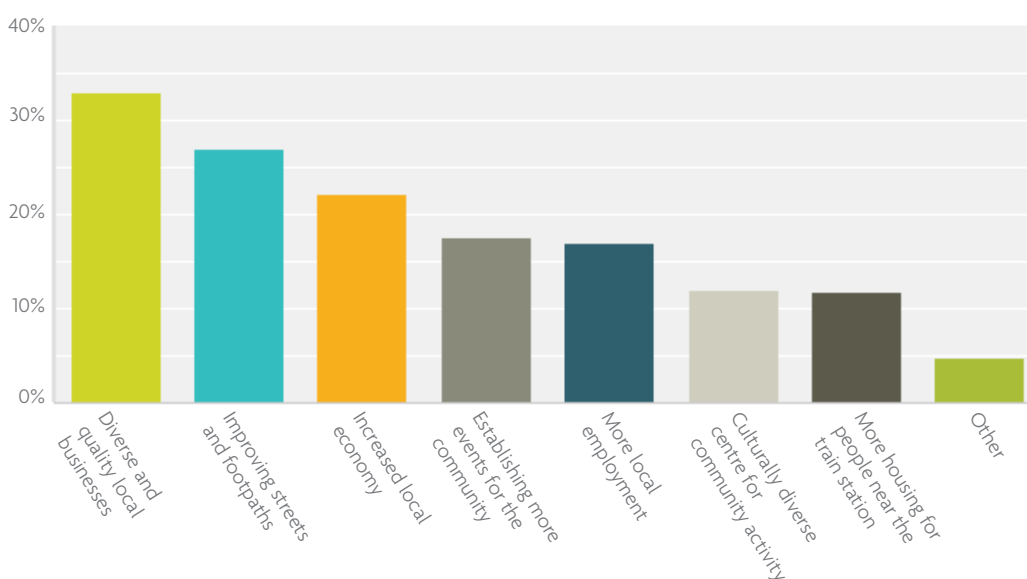
Respondents were permitted to select more than one answer, resulting in a total of 630 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. The responses were:

- › Diverse and quality local businesses 143 (66%)
- › Improving streets and footpaths 117 (54%)
- › Increased local economy 96 (44%)
- › Establishing more events for the community 76 (35%)
- › More local employment 74 (34%)
- › Culturally diverse centre for community activity 52 (24%)
- › More housing for people near the train station 51 (24%)
- › Other 21 (10%)

Of those that selected 'other', the following responses were provided:

Theme	Responses
Public amenities/services/facilities (12)	More green open space (4) Keep Wentworthville Pool open (4) Better footpaths Better services Better street lights Improving general look of Wentworthville
Retail (5)	A larger, quality retail offer (4) More diverse retail offer
Development (3)	Suitable development controls for high rise development, including floor space ratio (2) Put some apartments above shops
Social conflict (3)	Social conflict (3)
Access (2)	Lift at train station Upgraded train station
Events	Events for the community
No change needed	Just leave Wentworthville as it is

Note: Four respondents did not select 'other', yet specified another issue in the box provided. Therefore, there are 27 responses in this table.



Priorities for revitalising the Wentworthville Centre

Q12. HOW WOULD YOU RATE THE FOLLOWING ABOUT WENTWORTHVILLE CENTRE?

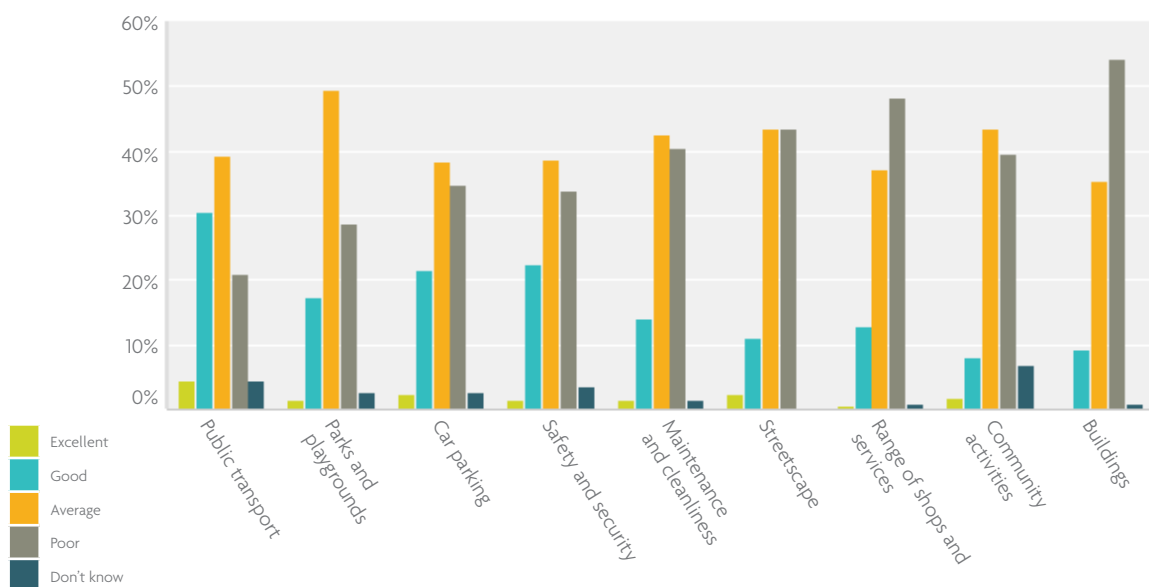
This question had multiple components, with a varying number of respondents answering each component (Min=215, Max=219; see table below for details).

Respondents were asked to rate (either excellent, good, average, poor or don't know) nine different attributes of the Wentworthville Centre. For the list of attributes and responses see the table below.

Percentages are listed as a proportion of responses per attribute.

Note: Due to rounding, total percentages may not add up to 100%.

Attribute	Excellent	Good	Average	Poor	Don't know	Total	Average rating
Public transport	10 (5%)	67 (31%)	86 (39%)	46 (21%)	10 (5%)	219	2.10
Parks and playgrounds	3 (1%)	38 (17%)	108 (50%)	63 (29%)	6 (3%)	218	1.86
Car parking	5 (2%)	47 (22%)	84 (39%)	76 (35%)	6 (3%)	218	1.86
Safety and security	3 (1%)	49 (22%)	85 (39%)	74 (34%)	8 (4%)	219	1.84
Maintenance and cleanliness	3 (1%)	31 (14%)	93 (42%)	89 (41%)	3 (1%)	219	1.74
Streetscape - including footpaths, seats, bins, street trees	5 (2%)	24 (11%)	95 (43%)	95 (43%)	0 (0)	219	1.72
Range of shops and services	1 (0%)	28 (13%)	81 (37%)	105 (48%)	2 (1%)	217	1.64
Community activities - markets, festivals etc	4 (2%)	18 (8%)	95 (43%)	87 (40%)	15 (7%)	219	1.58
Buildings	0 (0)	20 (9%)	76 (35%)	117 (54%)	2 (1%)	215	1.53



Ratings of Wentworthville Centre attributes

Q13. IF THERE WAS ONE THING YOU WOULD CHANGE ABOUT THE WENTWORTHVILLE CENTRE, WHAT WOULD IT BE?

203 respondents answered this question, 47 did not answer this question.

Respondents were asked to provide one response. In the event that the respondent provided a response that was detailed and transcended multiple themes, the response was split into two or more parts. This resulted in a total of 214 responses. The responses were:

Theme	Responses
Retail (51)	<ul style="list-style-type: none"> More diverse retail offer (17) Better shopping centre (12) New shops e.g. Deli, Coles, Chemist Warehouse, Big W, other anchor tenants etc (9) Cleaner, more attractive shop fronts (6) Cafes and restaurants (3) Vacant shops Extended trading hours More left for small business More customers
Public amenity improvements (50)	<ul style="list-style-type: none"> Streetscape (footpaths, bins, street trees) (15) General improvements (12) Cleanliness (6) Modernise the Centre (5) More open space/plaza (5) Give the Centre a facelift (4) Better buildings (3)
Access (43)	<ul style="list-style-type: none"> Better public transport (11) Lift at train station (9) Street crossings/better pedestrian environment (7) Better parking (7) Create a car free mall (5) Reduce traffic/traffic calming (4)

Public facilities (21)	<ul style="list-style-type: none"> Retention of Wentworthville Pool (9) Community/leisure centre or facilities (8) Better parks (3) Upgrade library
Development - for (20)	<ul style="list-style-type: none"> Increase development (10) Provide incentives for development (3) More housing (3) Remove/demolish buildings (2) Demolish and start again (2)
Cultural conflict (6)	Cultural conflict (6)
Safety (5)	<ul style="list-style-type: none"> More security (4) Improved safety
Business (5)	<ul style="list-style-type: none"> Increased economy Place for professionals Diverse and quality local businesses Incentives for small businesses Improve the quality of businesses
Nothing to change (2)	<ul style="list-style-type: none"> Nothing OK as it is
Development - against (1)	Stop over-populating the town
Other (10)	<ul style="list-style-type: none"> More communication with/involvement of residents (2) The council Change to look like Parramatta It's feeling of 'blah' More social scene Change the name More ideas, different things Don't know Hold functions at Red Gum Centre

Q14. IMPROVEMENTS TO THE WENTWORTHVILLE CENTRE ARE BEST ACHIEVED BY COLLABORATION BETWEEN THE COMMUNITY AND STAKEHOLDERS THAT WORK TOWARDS AN AGREED VISION. WHAT KIND OF THINGS WOULD YOU BE INTERESTED IN OR WILLING TO GET INVOLVED WITH?

215 respondents answered this question, 35 did not answer this question.

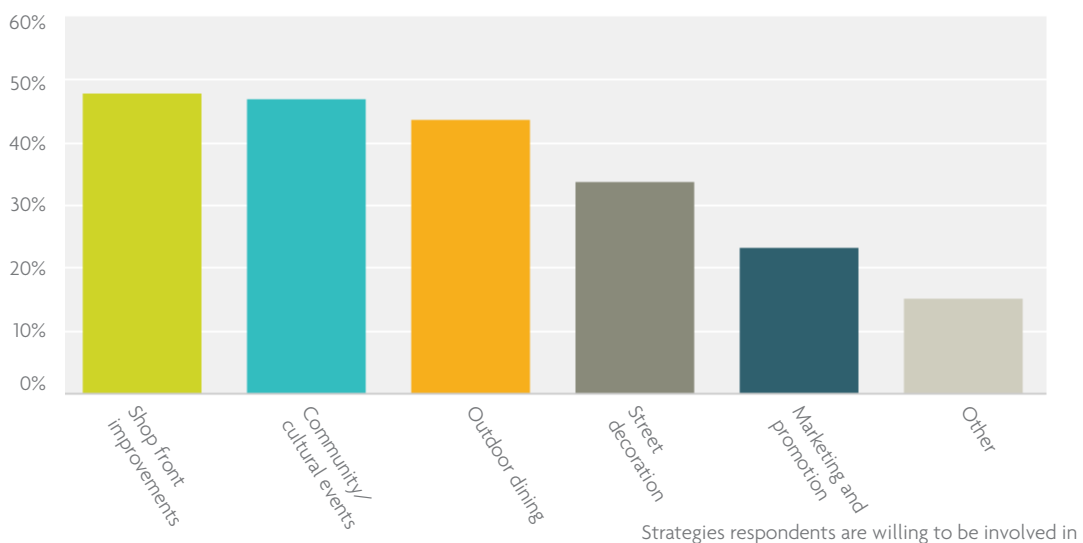
Respondents were permitted to select more than one answer, resulting in a total of 454 responses. Percentages are listed as a proportion of total respondents and will exceed 100%. The responses were:

- › Shop front improvements 103 (48%)
- › Community/cultural events 101 (47%)
- › Outdoor dining 94 (44%)
- › Street decoration 73 (34%)
- › Marketing and promotion 50 (23%)
- › Other 33 (15%)

Of those that selected 'other', the following responses were provided:

Theme	Responses
Public amenity (6)	Public art (2) Grow more trees on footpaths Design a plaza Visual improvements Upgrade existing buildings
Public facilities (5)	Retain swimming pool (2) Improved library Gym in the park Cultural hub
Access (4)	More parking Slower traffic Improved disabled access Improved pedestrian traffic
None (4)	None (3) Why?
Development (3)	Need for more development (2) Newer buildings
Retail (2)	Diverse retail offer (2)
Safety (2)	More police Improved safety at night
Other (5)	Further community consultation required Unable to help Leave Wentworthville as is Outdoor peddlers More families

Note: Two respondents who selected other did not specify what they would get involved in. Therefore, there are 31 responses in this table.



B3 FACE-TO-FACE SURVEY

Place Partners conducted 42 face-to-face surveys in the Wentworthville Centre to understand what aspects of the Centre the Wentworthville community valued and wanted more of, their vision for the Centre's future, and directions for its revitalisation – in terms of both small improvements and planning controls.

Face-to-face surveys were similar to the online survey in that it aimed to identify views on what is working and not working in the Centre and understand the aspirations for the future place character, however, its target audience was a representative cross section of businesses and community members that regularly use the Centre.

- › CALD businesses are happy to participate in the survey in their shops during business hours, but find attending workshops after work difficult
- › Long-term residents, that are of European descent, don't feel invited to shop on Station Street because they are not familiar with the products on offer
- › Local residents feel they don't have many places to go in the Centre other than shops
- › Business owners want more security for their shops i.e. more police presence
- › There was a general consensus about the Centre's main issues and people were happy to offer ideas as possible solutions

METHODOLOGY

On 2 July 2014 between 9:30am-6:30pm, Place Partners visited the Centre and asked shoppers and visitors, and business owners and keepers to fill out the survey on the spot. A total of 42 people made time to do so.

The purpose of using this engagement method was to ensure that we hear the voices from those that do not normally engage in community consultation, while meeting and speaking with a representative section of the suburb's demographics. For instance, the survey respondents included a number of mothers and families with children in Friend Park, CALD businesses, as well as loyal customers of the area. The survey sought ideas and input from the locals that could be used for project planning prior to workshop preparation.

Relevant anecdotes are included in this section of the report, however, survey responses are included in the overall survey results.

KEY FINDINGS

The survey was an opportunity to converse with the respondents and discuss the questions and answers. The conversations led to the following key findings:

- › Mothers are mainly concerned with safety of the Centre - they don't feel safe to go out with their children in the dark
- › New migrants feel culturally connected to the Centre due to the high number of businesses that represent them

B4 WORKSHOPS

Place partners facilitated three workshops: one stakeholder workshop and two community workshops. Participants were informed about the Project, its objectives and the development process, as well as principles of place making and case studies of other revitalisation projects.

Through a number of exercises, they had the opportunity to share their thoughts on what is great about the Wentworthville Centre and how they would like to see it evolve in the future. The exercises aimed to identify community values around the local place character and their aspirations for improvements including the public realm, access, land use and buildings heights.

METHODOLOGY

The community was invited to the workshops via postcards distributed by the Council and Place Partners (see B1 for distribution method). The community workshops were also advertised on 8 different local newspapers and cultural papers between 2-16 July 2014:

Date	Newspaper/cultural paper
5 July 2014	Al Anwar
2 July 2014	Al Bairak
10 July 2014	Gurjat Times
7 July 2014	Indian Link
2 July 2014	Punjab Express
4 July 2014	Thenral
3 July 2014	Parramatta Sun
2,9,16 July 2014	Parramatta Advertiser

Workshop 1, Stakeholder Workshop, was held with key stakeholders the Wentworthville Leagues Club, between 9-11am on Tuesday 15 July, 2014. It was by invitation only, and had the target audience of the Council, government agencies, community organisations and key stakeholders. It was attended by 38 people that included representatives from Department of Planning & Environment, Sydney Trains, Transport for NSW, Roads and Maritime Services, Holroyd City Council and various business owners and landowners.

Workshop 2 and 3, Community Workshops, were held at the Wentworthville Public School Hall and open to the general community including the local residents, business owners and land owners. Workshop 2 was held from 6-8pm on July

17 attended by 30 people and Workshop 3 was held from 10am-12pm on July 19 attended by 27 people.

WORKSHOP OVERVIEW

The Workshops were well attended by diverse groups of people including: business owners and residents; state and local government representatives; Australians and new immigrants; people of European descent and Culturally and Linguistically Diverse groups; older, long-term residents and young couples and families.

While all participants seemed to feel invited to join the discussions and share their ideas, some concerns were raised by the participants regarding under-representation of CALD community, considering about half of the suburb's population was born overseas. Such cross-section of the representation is considered to arise from different levels of enthusiasm from different cultures about community engagement, however, it is recommended that the Council endeavours further to reach out to the wider community in the future.

Greg Raft and Adan Davis of Holroyd City Council opened the workshops by welcoming all attendees and provided a brief project overview. Kylie Legge (Workshop 1 and 3) and Sarah Reilly (Workshop 2) of Place Partners then gave a presentation explaining the project in more detail. This included a section on what placemaking was, the context of the Wentworthville Centre, challenges and strengths of Wentworthville and a snapshot of survey findings thus far.

Attendees were then asked to participate in four exercises. Full responses for the exercises are provided in the following pages.

After the formal closing of the workshop, participants were asked to approach Place Partners or the Council with any questions about the Project. They included questions regarding Centre boundary lines, swimming pool redevelopment, funding for Centre revitalisation, current development policy and the next steps for the Project.

Date	Workshop	Number of participants
15 July 2014	Workshop 1: Stakeholder Workshop	38
17 July 2014	Workshop 2: Community Workshop	30
19 July 2014	Workshop 3: Community Workshop	27
	Total	95

EXERCISE 1

CHALLENGES AND OPPORTUNITIES OF WENTWORTHVILLE CENTRE

Attendees were given two post-it notes, one green and one yellow. They were asked to identify one challenge for Wentworthville Centre and write it on the yellow note and also to identify one opportunity for the Centre and write it on the green note. Responses were then collected and categorised by theme. The purpose of this exercise was to expose any potential opportunities or challenges for the Centre and to begin a positive discussion about how the Centre could be improved.



CHALLENGES - WORKSHOP 1

Theme	Responses
Business and retail (12)	<ul style="list-style-type: none"> › Lack of diversity in retail outlets (3) › Competition with the Woolworths Mall on the Great Western Highway/Aldi/Coles (2) › Shop occupancy/ High vacancy (2) › The development of a shopping centre e.g. Stocklands or a centre like Winston Hills › The owner to do something with their property and the public to agree › Securing long term quality tenants › No draw card tenancies any more (since fire in Mall, we lost major tenants) › Businesses suffering and moving to different suburbs
Aesthetics and Centre improvement (10)	<ul style="list-style-type: none"> › Improvement of the appearance of shopfronts (4) › Improvement of shop front awnings (more uniformity and updating) › Can my tenants at the Wenty Mall have their new shopping centre? They keep asking me when? › Initiating investment and development › New development and infrastructure to revitalise and bring the centre to life › A worthwhile place to visit and shop › Nothing attractive to the Wenty Centre
Transport and accessibility (9)	<ul style="list-style-type: none"> › Road traffic (3) › Parking improvement › Improving public transport and accessibility › Access to public facilities › Getting around Wentworthville – encouraging movement › Old buildings with lack of parking (not many buildings have parking) › Businesses are struggling due to low foot traffic
Culture and Community (6)	<ul style="list-style-type: none"> › Embracing multiculturalism (3) › Uniting the community › To bring back a community feeling to the centre › Community oriented
Other (6)	<ul style="list-style-type: none"> › Open space/recreation › Financing infrastructure › Competing with other centres › Preservation of significant heritage and local character › Getting poor businesses to input to the plan › Creating a night life – redevelopment

CHALLENGES - WORKSHOP 2

Theme	Responses
Transport and accessibility (14)	<ul style="list-style-type: none"> › Poor car parking (5) › No lift at train station (3) › Traffic flow through/down Dunmore St (2) › Crossing Dunmore St safely › Bus service – is there one? › Public transport › More drop off spaces
Aesthetics and Centre improvement (11)	<ul style="list-style-type: none"> › Clean, accessible public toilets (2) › Improve park services (2) › Have an overriding blueprint and design that developers need to adhere to, not an ad hoc approach › To improve the colours of shops to blend instead of bold displays › Cleanliness of the streets etc. › Unappealing local shop fronts › Aesthetics › Meeting places › Keep natural shop-scapes
Business and retail (8)	<ul style="list-style-type: none"> › No outside/alfresco areas for café dining (2) › Competition with shopping centres i.e. Woolworths Mall on the Great Western Highway, Parramatta shopping centre (2) › Lack of funds for small business › Lack of communication between business owners › Businesses struggling to survive – more diversity in the shops
Culture and community (5)	<ul style="list-style-type: none"> › Involving all communities › Enthusiasm › Most residents are from diverse backgrounds, however, this meeting is not very diverse, therefore we may not get balanced result › Overcome apathy › Need promotion to engage communities
Other (6)	<ul style="list-style-type: none"> › Council proposal to close pool (3) › Make the library bigger › Location › Perception – can't get much down there, it's becoming more limited and narrow as a consequence › Change Wentworthville from a place people pass through to a destination by providing facilities that make it unique and differentiate it from Parramatta › Limit apartment developments

CHALLENGES - WORKSHOP 3

Theme	Responses
Aesthetics and Centre improvement (12)	<ul style="list-style-type: none"> › Making the CBD more attractive to the eye › Undesirable streetscapes › Places to meet friends in public – social public space › To lift the status and appeal. It has become derelict and an area to avoid. We need to lift Wenty out of this so we can enjoy it more and attract more people › Better utilise the area occupied by the toilet opposite the railway station › Community facilities maintenance like library, pool retention, park › Rubbish all over the streets looks like a third world city › Building and public domain dilapidation › Improve Friend Park › Improve library › Poor shop fronts › Repair of buildings
Transport and accessibility (8)	<ul style="list-style-type: none"> › Current parking (3) › Too much traffic passing through Wentworthville (2) › Pedestrian crossings – quantity and location of › Train station – lifts needed, infrequent services › Improve transport facilities
Business and retail (6)	<ul style="list-style-type: none"> › Reducing shop vacancies (2) › Poor quality shops (2) › Businesses only cater to minority culture › Create variety of shops
Culture and Community (1)	<ul style="list-style-type: none"> › No changes will happen if only a small part of us are interested
Other (5)	<ul style="list-style-type: none"> › Integration between Parramatta and Holroyd councils › Ensuring viable reuse of existing heritage buildings › Avoiding poor quality development with short term vision › High level of security (safe) › To keep a close knit village feel without huge crowds/traffic problems of Parramatta but with prospering businesses

OPPORTUNITIES - WORKSHOP 1

Theme	Responses
Transport and accessibility (11)	<ul style="list-style-type: none"> › Potential to build on good transport links/location adjacent to rail line (5) › Well geographically placed (2) (particularly regarding Westmead Hospital and university) › Major roads surrounding town › Try to capture public transport uses for other purposes › Installation of lifts at Wenty Station will make the Centre attractive for medical provider tenants and allow better linkage between Station and Dunmore Street › Improved train timetable
Business and retail (10)	<ul style="list-style-type: none"> › More new attractive businesses to draw people to the centre/business diversity (5) › Increased activity and business opportunity › To get big retailers into the town centre › Little shops (vacant now) could be opened – boutique shops/village › More work availability › Better services both medical and other professionals
Development and Centre improvement (10)	<ul style="list-style-type: none"> › More new development through investment (3) › Changing zoning to allow maximum opportunity to create right mix, allowing Wentworthville to thrive/increase density (2) › Outdoor dining to create a sense of place/interactive streetscape and access to heavy rail (2) › Provide a destination for a very broad range of activities › Cleaning the centre › Potential to create great new open and interactive spaces
Culture and Community (2)	<ul style="list-style-type: none"> › Multi cultural mix › Learn, understand, contribute
Other (1)	<ul style="list-style-type: none"> › Housing and building stock turnover

OPPORTUNITIES - WORKSHOP 2

Theme	Responses
Business and retail (16)	<ul style="list-style-type: none"> › Clean, attractive shop fronts (3) › Further diversify dining opportunities i.e. outdoor lunch/cafes (3) › Persuade business to come to Wenty/promotion (2) › Big brand shops/café › Mixed shops › Improve retail enthusiasm › Offer incentives for businesses to make their place attractive (clean, well lit) › Reintroduce more variety/energy – the markets are a good initiative › Larger lot sizes can help attract outside investment to construct newer, fresher buildings › Encourage increased development in the town centre which will bring interest from major retailers and more diversity › Getting business owners to agree on theme/colour for the centre
Development and Centre improvement (13)	<ul style="list-style-type: none"> › Footpath improvements (2) › Street appearance upgrade – decorate/paint (2) › More seating with shade and trees (2) › Renew public space to cater for community uses – parks, plazas, seating › Shelter under awnings plus good lighting under awnings etc › Group seating for get togethers – elderly cultural groups sit outside the chemist at the mall, others congregate at the front of the library (men) and at the playground behind (women) › Meeting area for the men › Better utilise the space where the toilet opposite station is › Need more park and green space › Make Friend Park a better park
Transport and accessibility (8)	<ul style="list-style-type: none"> › Wenty Station lift will encourage more commercial tenancies from the medical service provider sector (3) › More parking (2) › Make the centre pedestrian friendly › More drop off/pick up › More pram friendly access to shops and streets
Culture and community (4)	<ul style="list-style-type: none"> › Diversity (2) › Community participation › Build local identity examining past, present and future stories about Wentworthville via arts and culture
Other (17)	<ul style="list-style-type: none"> › Retain/improve local swimming pool (4) › Heritage building on Station St/Kingsway post to heritage and history of the area (2) › Improve facilities/services that will encourage people to meet and stay in the town centre (2) › Offer a reduction in rates to those who start a local enterprise in a vacant building › Encourage fitness centres › Better way of collecting curb side rubbish › Reward good efforts › Family environment › Government services › Growth › People back in the town centre › Notice board for local activity groups

OPPORTUNITIES - WORKSHOP 3

Theme	Responses
Transport and accessibility (12)	<ul style="list-style-type: none"> › Good transport (4) › Transport i.e. train/bus = great service but need a lift at the station (2) › Rail overpass to bridge will connect shops. Funded by retail. On bridge – entry to station from shops › Train station needs upgrade › Easy to walk around › Parking › Buses running more often › Pedestrian mall without through traffic (motor)
Development and Centre improvement (9)	<ul style="list-style-type: none"> › Improve the appeal of the centre (2) › Make town centre more active › Existing urban character › Utilise the space where the toilet is opposite the Railway Station › Playgrounds and eateries › Shop fronts, pedestrian convenience and pleasure › Improve streetscape and quality of buildings › Sunshine into town centre › Flowers and trees › Need to develop with Parramatta development (Parallel development) › Time to develop
Business and retail (8)	<ul style="list-style-type: none"> › Variety of businesses (3) › Include more availability of general grocery › Shops › Variety of services e.g. chemist, medical centre › To have a wider variety of cultural shops, not just catering to minority cultures › Square with restaurants
Culture and community (1)	<ul style="list-style-type: none"> › Cultural diversity
Other (5)	<ul style="list-style-type: none"> › Pocket of Parramatta › Existing heritage buildings › Framework is there – build wisely/smart choices around this to create QUALITY, not more of the same

EXERCISE 2

PERSONALITY NOW AND FUTURE

Attendees were encouraged to suggest personality traits of Wentworthville Centre as if were a person they met at a dinner party. They were then asked how they would like the same person to be perceived in the future if they had

desirable characteristics. The purpose of this exercise is to determine how the Centre is perceived by the community at present and which characteristics need to be preserved in the future.

WORKSHOP 1

Present	Future
Villagey	Villagey
Cultural	Cultural
Sunny/north	Sunny/north
Old	Welcoming
Run down	Outside eating
Tired	Redevelopment of retail and restaurants
Hub	Vibrant
Dirty	Fresh investment
Thoroughfare	Safe
Vacant	Variety
Uninviting	Commercial and cultural diversity
Unsafe	Social
Traffic clogged	Accessible
	Friendly
	Easy to get to and around
	Style
	Prosperous
	Fresh
	People/pedestrian

WORKSHOP 2

Present	Future
Sunny	Sunny
Functional	Functional
Friendly and welcoming	Friendly and welcoming
Dim	Modern
Daggy and dated	Social
Cold and aloof	Likes kids
Tired	Centre of attention
Depressed	Sophisticated
Goes to bed early	Unique character
Dirty	Villagey
Traffic	Embrace subcontinent
	Tolerant
	Prettier and greener

WORKSHOP 3

Present	Future
Friendly	Friendly
Village	Village
Local community	Local community
Busy	Busy
Sense of place	Sense of place
Character	Character
Increasing nightlife	Increasing nightlife
Grey-dark	Not just another shopping centre
Shabby	Quieter (noise)
Old looking	Proud
Deserted	Clean
Traffic	Brighter
Confused	Green
Dirty	Vital
Unloved	Attractive
Old school	Good design
Calming	Consistent theme
Tired	Well maintained/looked after
Quiet	Latest standards
Elderley	Lots of services
Unhappy	Destination
Not green	Quality
	Integrated facilities/transport
	Vertical look
	Defined urban look
	Heritage exposed
	Recognisable/talk about warm village
	Education/library
	Comfortable

EXERCISE 3

DIRECTIONS FOR THE FUTURE (IMAGE PLAY)

Attendees were divided into five groups based on the table that they were sitting at. Each group was given one envelope of 10-12 images based on one of four themes:

- > Community activities
- > Overall look and feel
- > Shopping
- > Street improvements

They were then asked to categorise the images inside the envelope based on whether they were appropriate for Wentworthville Centre. The categories were:

- > Definitely yes
- > Maybe
- > Definitely no

Not all participants categorised all the images. Also, as they worked in groups for this exercise, some comments from the same group were contradictory to each other.

The purpose of this exercise was to use the images as a basis for discussion of elements that are desirable or undesirable for the Wentworthville Centre.

HOW TO READ THE IMAGE PLAY FINDINGS

The following 8 pages demonstrate the findings from the exercise. Elements of the table are described below.

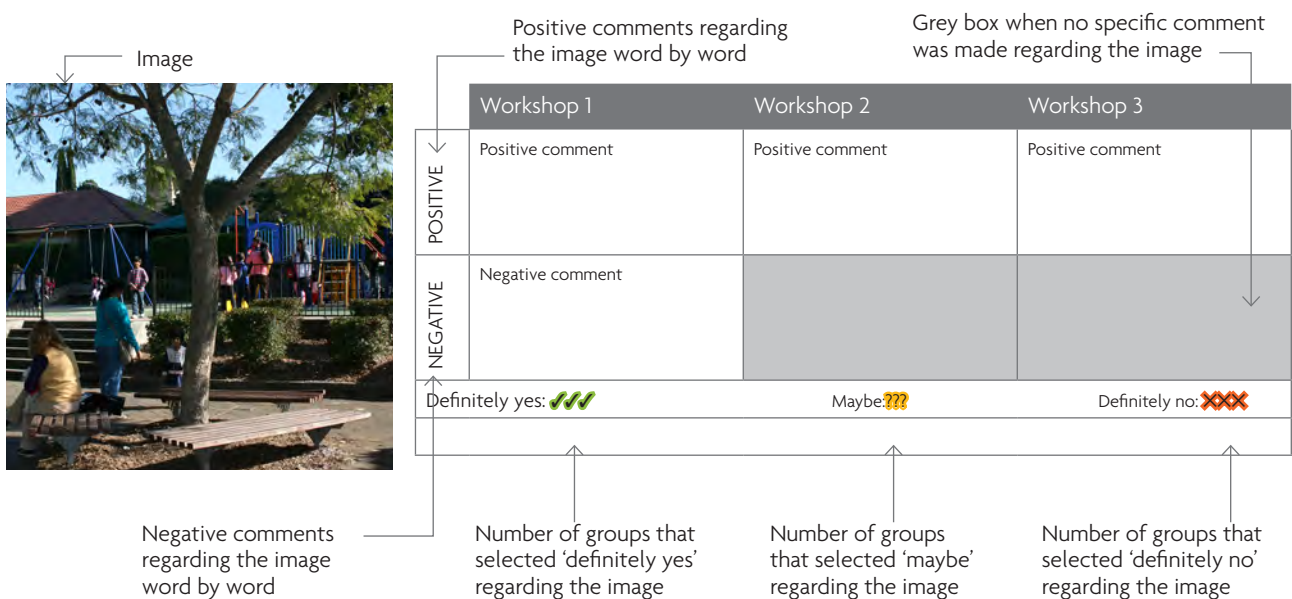


IMAGE PLAY 1: GENERAL CHARACTER OR LOOK AND FEEL



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Higher densities can bring more life to the street, which will encourage development. Development is not so high that it impacts the public space.	Use of gathering spaces is very important. Good combination of residential and open space. Well lit.	Sunshine is important. Good places to sit.
NEGA-	We don't have the customer base to attract this type of business.	Lots in Wentworthville are very small and cannot lead to this type of development.	
Definitely yes:	Maybe:	Definitely no:	



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Likes the greenery and spaces where you can walk between buildings. Outdoor restaurants create a feel that Wentworthville needs.	Likes the concept of integrating more greenery. Good cosmopolitan eating place.	Likes bottom half, not the top half for its outside dining that is colourful and green. Roads without cars are advantageous.
NEGATIVE			
Definitely yes:	Maybe:	Definitely no:	



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Higher densities can bring about more landscaping on the street. Plenty of street trees and space between buildings. Good elbow room and greenery.	Like the concept of some open space that you can use with leisure. Maintaining a warmth without a hustle and bustle.	Nice places to sit down and relax with a good view and trees.
NEGATIVE	The roads are not wide enough to put in a space like this.		
Definitely yes:	Maybe:	Definitely no:	



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Like the greenery and spaces between buildings. We need something that is not 'high high' rise, but will nourish the area.	Good warmth without a hustle and bustle. Easy and accessible. Can preserve the spectrum of stories associated with the area with older shop fronts.	This could be appropriated to the Kingsway, where people can be attracted into the town. Like having the road without the cars.
NEGATIVE		Three storeys is a bit of a lost opportunity.	
Definitely yes:	Maybe:	Definitely no:	



	Workshop 1	Workshop 2	Workshop 3
POSITIVE		Valued the creation of seating on the street for restaurants.	Shop top housing is ok.
NEGATIVE	Too low rise, have already got this type of development in Wentworthville and it is no drawcard.		Looks too cold and urban. Seating looks too much like a second thought that is plonked on the ground. Seating next to the road is dangerous.
Definitely yes: ✓			
		Maybe: ?	Definitely no: ✘✘✘



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Like the buildings that are slimmer and higher. More density will bring more life to the area, particularly on the street which is the ultimate goal. Suitable as it is near the train station.	A project like this can bring the interest of developers which is currently missing.	Likes promoting a mix of buildings heights with old and new. There must be a place to accommodate increases in population, which should be in prime areas such as centres.
NEGATIVE	Don't want to turn Wentworthville into a concrete jungle that will attract the wrong kind of people.	Don't want high rise or an overdeveloped feel. Too large and uncontrolled. Looks too much like Strathfield or Burwood.	Too corporate and business like. This is sufficient for Parramatta, not Wentworthville.
Definitely yes: ✓✓			
		Maybe:	Definitely no: ✘✘✘✘

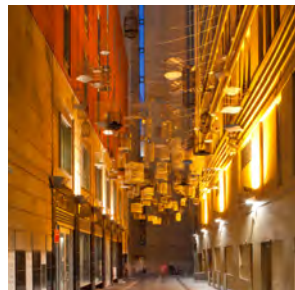


	Workshop 1	Workshop 2	Workshop 3
POSITIVE		Higher buildings lead to better streetscape due to investment. General agreement that up to six storeys is acceptable.	
NEGATIVE	Don't want development where you can look into each other's windows. Feels too tight. If you bring all these people in, there's nowhere for them to shop.	Six stories is the current control and has not led to development.	Not exciting. Apartments have no privacy as they are too close together. Four-five storeys like on Lane St does not work.
Definitely yes: ✓			
		Maybe:	Definitely no: ✘✘✘✘



Heritage shop fronts should be preserved (WS#2). It's what we have at the moment, we are looking for change (WS#3).

✓✓✓ ? ✘



Creative art and designs are a yes (WS#3).

✓✓✓ ? ✘✘



Colourful and lovely, not sure about the applications (WS#2). Plants on the building is a good idea (WS#3)

✓✓ ??? ✘

These images were not discussed to a great extent.



Note: Each symbol (✓, ?, or ✘) represents one group's selection during any of the three workshops. There was a total of six groups. Not every group categorised every image.

IMAGE PLAY 2: COMMUNITY ACTIVITIES



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	There is an old Maltese community in Wentworthville that sit on the wall outside the Mall on a Saturday morning who are very avid chess players. It would be lovely to have something to attract them.	The Gujarati community that congregate outside the library need a better area to sit, as do the Maltese men outside the Mall who sit on brick walls.	The elderly seem unloved or unhappy, they need somewhere to sit instead of sitting outside the Mall on the wall.
NEGATIVE			
	Definitely yes: 🟢🟢🟢	Maybe: 🟡	Definitely no: 🛑



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Light, colour and movement is what Wentworthville's future is. Good vibrant nightlife. Getting people into the Centre at night does wonders for the economy and keeps people safe.	Nice night food markets with places to sit in Friend Park or McKern St is a good possibility, something to bring people back into the Centre. Can have a great vibe.	It would be nice to promote something regarding nightlife.
NEGATIVE	People come to the Western Sydney Up Markets, then drive off because half the shops are closed on a Sunday. You need to involve everyone on a daily basis.		
	Definitely yes: 🟢🟢	Maybe: 🟡	Definitely no: 🛑



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Wentworthville already has a highly successful, award winning community garden.		This is a great idea for bringing people together.
NEGATIVE		The community garden is located outside the centre, it should not be located within the project boundaries.	
	Definitely yes: 🟢🟢	Maybe: 🟡	Definitely no: 🛑



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Good sense of place. We like to see people, vibrancy and life.	A bare area where the kids can have a chalk drawing competition can combine with Indians who make Kolems out of chalk dust.	
NEGATIVE			
	Definitely yes: 🟢	Maybe: 🟡	Definitely no: 🛑



	Workshop 1	Workshop 2	Workshop 3
POSITIVE		There is already Tai Chi in Lytton St Park.	Like that there is a form of open space where people of different cultures can gather and interact.
NEGATIVE			
	Definitely yes: ✓✓	Maybe??	Definitely no:



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Subcontinental community is growing and is a vital part of Wentworthville's future. Opportunity to capitalise on its diversity, particularly in regards to a night economy with food.	Festivals that celebrate different cultures, perhaps in Friend Park or McKern Street.	Multiculturalism should be embraced because that is the future of Wentworthville. There should be a festival to celebrate this.
NEGATIVE			Don't want Wentworthville dominated by just one culture, need more cultural expression from all of the diverse cultures.
	Definitely yes: ✓✓	Maybe?	Definitely no: ✗



	Workshop 1	Workshop 2	Workshop 3
POSITIVE		There are a lot of community groups in Wentworthville that don't have an avenue to contact each other. There are many small events which don't get up and running because people don't know about them.	
NEGATIVE	This photo lacks people, we want to see vibrancy.		
	Definitely yes: ✓	Maybe?	Definitely no: ✗



If 25% of Wentworthville are children, there needs to be something for them to do (WS#3)

✓✓ ? ✗



There would be no one to look after something like this (WS#2)

✓ ?? ✗



There is a group of ladies who meet regularly that sit in the park and look after children near the playground (WS#2)

✓ ?? ✗

These images were not discussed to a great extent.

Note: Each symbol (✓, ?, or ✗) represents one group's selection during any of the three workshops. There was a total of four groups. Not every group categorised every image.

IMAGE PLAY 3: STREET IMPROVEMENTS



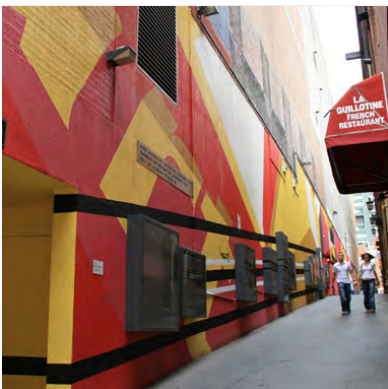
	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Lowest maintenance, most durable solution for a busy centre. Also provides as a barrier to stop children from running out onto the street.	Classic greenery and wide footpaths are things that you can continually adapt over time.	
NEGATIVE			
Definitely yes: <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>			
		Maybe: <input type="checkbox"/>	Definitely no: <input type="checkbox"/>



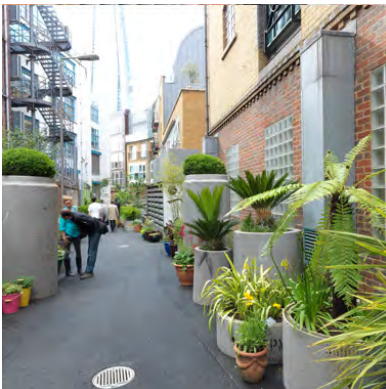
	Workshop 1	Workshop 2	Workshop 3
POSITIVE	The eaves have value, however there needs to be more light into them.	Anything can work with good design that preserves the solar access.	Wentworthville's footpaths are made of asphalt that looks dull and uninteresting. There is no pavement.
NEGATIVE			
Definitely yes: <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>			
		Maybe: <input type="checkbox"/>	Definitely no: <input type="checkbox"/>



	Workshop 1	Workshop 2	Workshop 3
POSITIVE		This photo works because of its solar access. This needs to be preserved in Wentworthville e.g. Sunny Spot Cafe. The Kingsway is the best orientation in Wentworthville and is underutilised. Wentworthville is a social and busy area.	Wentworthville should have a more 'village' feel to it, with a bit of quaintness.
NEGATIVE			
Definitely yes: <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>			
		Maybe: <input type="checkbox"/>	Definitely no: <input type="checkbox"/>



	Workshop 1	Workshop 2	Workshop 3
POSITIVE			
NEGATIVE		Artwork such as this would only suit places with more alternative lifestyles, not Wentworthville. It would also date very easily.	Alleyways such as this can become very draughty. Wentworthville only has one or two lane ways, which would be inappropriate for this.
Definitely yes: <input checked="" type="checkbox"/>			
		Maybe: <input type="checkbox"/>	Definitely no: <input checked="" type="checkbox"/>



	Workshop 1	Workshop 2	Workshop 3
POSITIVE			
NEGATIVE	There is a disabled community in the area, this would be impractical. Laneways have a function that need to be preserved.	Laneways can have a tunnel effect that can be dangerous at night. This is too trendy for Wentworthville.	
Definitely yes:		Maybe?	Definitely no: XX



	Workshop 1	Workshop 2	Workshop 3
POSITIVE			
NEGATIVE	Not durable enough, wouldn't look good over time.	This would not look good after a few weeks.	
Definitely yes:		Maybe?	Definitely no: XX



	Workshop 1	Workshop 2	Workshop 3
POSITIVE			
NEGATIVE	Culture is the brand strength for Wentworthville, we are not an arts centre. We need to define who we are and who we aren't.	Things like this could date very easily.	
Definitely yes:		Maybe?	Definitely no: XX



Like the fact that this is more open (WS#3).

✔ ? ✘



Alfresco dining that opens out onto the street reduces walking capacity. This could be implemented on a closed street (WS#3).

✔ ? ✘



✔ ? ✘

These images were not discussed to a great extent.

Note: Each symbol (✔, ? or ✘) represents one group's selection during any of the three workshops. There was a total of three groups. Not every group categorised every image.

IMAGE PLAY 4: SHOPPING



	Workshop 1	Workshop 2	Workshop 3
POSITIVE		Need to have attractive features so that if people come to Wentworthville for services, that they stay. More boutique shops would be attractive, particularly in a pedestrian mall.	Like the idea of smaller businesses that are unique. Need to have a quiet area where shoppers can come and enjoy shopping.
NEGATIVE			
Definitely yes: 🟢🟢🟢🟢		Maybe:	Definitely no:



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Nice bakeries, things that attract people everyday to a main street.	Quality bread shops can help Wentworthville differentiate itself from other centres. Adds to the 'village' idea. Would make people come into the centre everyday.	Like the idea of a range of little bakeries. It brings back the village past, it's how patrons used to shop. Need to be able to go to the "butcher, baker and candlestick maker" within Wentworthville.
NEGATIVE			
Definitely yes: 🟢🟢🟢🟢		Maybe:	Definitely no:



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Good specialty shops of high quality. Potential to activate the area of an evening.	Differentiate Wentworthville from other centres as a meeting place for enjoying food. You can't compete with Parramatta for generic goods. This sort of dining and quick grab food is really important.	Ethnic traders in Wentworthville are open later, which works well for the working population. Wentworthville needs small quality places, not a Westfield.
NEGATIVE			
Definitely yes: 🟢🟢🟢🟢		Maybe:	Definitely no:



	Workshop 1	Workshop 2	Workshop 3
POSITIVE		A fair would be advantageous to make the place more friendly. The market that currently exists should run on a Saturday.	Markets add to the 'village' feeling. Should expand to fresh fruit and vegetables
NEGATIVE	Note: Some members did not like the concept of having markets in the town centre.		
Definitely yes: 🟢🟢🟢🟢		Maybe: ?	Definitely no:



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Wentworthville could be activated of an evening with some restaurants.		Like the ideas of chains if they are neat and tidy as a means of bringing people into the Centre.
NEGATIVE	Restaurants would need to be of high quality.	There is no point in Wentworthville trying to replicate franchise businesses that are too generic and can be located anywhere.	
	Definitely yes: ✓✓✓	Maybe: ?	Definitely no: ✗



	Workshop 1	Workshop 2	Workshop 3
POSITIVE	Good Indian community, let's get those foods out onto the street. There is a growing vegetarian community, perhaps bringing that out onto the street would be a good thing.	Indian community members shop later in the evenings and activate Wentworthville at night.	
NEGATIVE	Looks too 'markety' and cluttered. Not of high quality.	Having fruit on the street like you see in Cabramatta is going too far.	This is just spilling out onto the street and it's untidy. Wares can be displayed in a nicer way, looks cheap and poor quality.
	Definitely yes: ✓✓	Maybe:	Definitely no: ✗✗✗



	Workshop 1	Workshop 2	Workshop 3
POSITIVE			
NEGATIVE	It's the day trade that needs to be picked up in Wentworthville, not the early or late hours.		Did not like the 7 Eleven simply because of the look of it. Wentworthville has a BP that does the same thing - there is enough convenience.
	Definitely yes: ✓	Maybe:	Definitely no: ✗✗✗✗



Newsagents have got a limited life (WS#1) This newsagent looks messy and untidy (WS#3).

✓????



Need something unique to the area, not something you can buy at Parramatta (WS#3).

✓✓? ✗✗



This business is oozing onto the street, is messy and untidy. Do, however, like the alfresco chairs and tables (WS#3).

✓✓? ✗✗

These images were not discussed to a great extent.

Note: Each symbol **✓**, **?**, or **✗** represents one group's selection during any of the three workshops. There was a total of five groups. Not every group categorised every image.

EXERCISE 4

WHAT DOES WENTWORTHVILLE NEED?

Attendees were given a worksheet that had two questions:

- › What is one SMALL, LOW COST thing YOU, your business or your community could do right now to make the Wentworthville Centre a better place to do business, shop and spend time in?
- › What is one 'wow' factor change that would make the Wentworthville Centre a better place to do business, shop and spend time in?

The purpose of this exercise was to gather ideas for how the Centre could be improved, yet also to raise awareness for how attendees can take ownership of this project and make improvements themselves.

SMALL LOW COST THING: WORKSHOP 1

Theme	Responses
Private/ shop front improvements (17)	<ul style="list-style-type: none"> › Improve/clean up/modernise shop fronts to make them more appealing (13) › Refresh/redevelop the buildings (2) › Repainting and pride in the business › Refurbishments to shops
Public/street improvements (15)	<ul style="list-style-type: none"> › Better street furniture (4) › Clean streets and awnings – remove graffiti (4) › Improve streetscape, shop fronts and create some minor landscaping and lighting › Create meeting places that are attractive and accessible › Upgrade footpaths › Visual modernising › Freshen up area with green, plants, flowers etc › Allow access to footpaths for peddlers › Improve the town centre cleanliness and make it 'greener' with planter box/plantings etc
Attracting people and business (11)	<ul style="list-style-type: none"> › Promotion of image of centre › Community – show your support by keeping business in Wentworthville by shopping, eating and using the facilities in Wentworthville rather than going to nearby suburbs › Attract the business people to open store in Wenty › Allow displays of fresh produce to attract customers › More big business and franchise in the centre › Attract the developer to come and buy the commercial property but they need to high rise to be attractive and (want) to buy it › Outdoor eating to restaurants › Free rent period for DA approved food court shops › High rise the building to create more shops and units › Friday night street food market with local residents having stalls in one closed street › Change the day of the market to weekday or Saturday to allow market patronage to spend in the town centre
Trading hours (4)	<ul style="list-style-type: none"> › Encourage all tenants to open/extend business trading hours (3) › Street shops open for dinner/takeaway – all outgoing at the owner's cost. Heaters at outdoor dining areas

Parking and accessibility (3)	<ul style="list-style-type: none"> › More pedestrian crossings › Enforce parking restrictions so that cars are not left in Wentworthville while they work in Parramatta › Transport for NSW is currently investigating upgrading (easy access) to the Wentworthville Railway Station. This is part of Government's Transport Access Programme. Timing for implementation is unclear at this stage. Please check with TfNSW for more detail.
Other (3)	<ul style="list-style-type: none"> › Council – listen to the community! › Music, kids, activities › Reduce my rent a little in lieu of tenant creating something to make a difference

SMALL LOW COST THING: WORKSHOP 2

Theme	Responses
Public/street improvements (28)	<ul style="list-style-type: none"> › Clean the streets/remove graffiti (9) › Add trees/greenery (4) › Improve street seating (3) › Fix/remove toilets on Kingsway (3) › Add more street lighting › Change asphalt footpaths to paving › Improve the park (Friend Park) and library › Install flower/small tree planter boxes along footpath/streets on main streets › Solar fairy lights, plants and flowers to brighten and warm the streetscape night and day › Paint, few green plants and seating › Better signage, general cleaning of streets (constant) › Nicer seating and plantings that make gathering a pleasant experience › Provide plenty of bins for disposal of food containers, paper bags etc
Private/shop front improvements (3)	<ul style="list-style-type: none"> › Also discourage existing shop owners from posting phone and other posters that make the place seem messy › Appearance of heritage shops of railway be improved - clean the front of the shops/businesses › Wash off the fingermarks and old sticky tape from the windows
Attracting business and people (3)	<ul style="list-style-type: none"> › Encourage more community events › Advertise more on radio station › More festivals
Parking and accessibility (2)	<ul style="list-style-type: none"> › Slow down traffic coming through Dunmore St and Station St. I walk down streets every night and some cars exceed 90km/h!! Put in traffic calming devices down Station St and Dunmore St, this will make it feel safer › Calming devices through Dunmore – this will reduce drive through traffic and force people to rethink their route
Other (7)	<ul style="list-style-type: none"> › An e-newsletter › Reinstate a community notice board › Is there a coordinated business group in Wentworthville? Could a contact person be advised via Council? › Add community notice board to the shopping centre › Notice board › Increased use of Friend Park › Involve all in the planning and provide valuable feedback

SMALL LOW COST THING: WORKSHOP 3

Theme	Responses
Development (5)	<ul style="list-style-type: none"> › Being here today has made me see how much Wenty needs development. The word ‘village’ kept coming up, this to me sounds like the past is a strong feeling we would like to regain › Wenty has a bad reputation with the cluster of high rise which have a very bad future in drugs is on everyone’s list › Population growth needs to be considered with current development › Please do not say ‘NO’ to development, otherwise we will be left behind › To brighten up and make less shabby and tired looking, start developing. “Dwell time” for people to start shopping and eating as they move through the centre
Public/street improvements (4)	<ul style="list-style-type: none"> › Create small spaces for people to sit and share time together. These should be in safe, clean and green areas › Street plantings – not huge street trees e.g. brush box; natives to attract native birds; colourful annuals in town area, but don’t steal walkways › Great look and feel with multi cultural › Clean up the streets and improve the presentation in a number of dwellings
Personal responsibility (4)	<ul style="list-style-type: none"> › Buy local and eat local (4)
Cleaning/ garbage collection (3)	<ul style="list-style-type: none"> › To stop dumping of refuse throughout all areas from Great Western Highway, Lane Street and Station Street. It is a major problem – low cost? Maybe not, but this is a great start. Putting in alfrescos and pretty bows and ribbons in the area is pointless when I see dirty mattresses, rats, cockroaches while drinking my coffee in the area › I think we can start by cleaning up the sidewalks of dumped rubbish especially in front of Lane Street units. Often you will find mattresses, lounges and furniture scattered on the sidewalks, there are apartments with washing all over the balconies and it all needs to be cleaned and it is only a small and cheap way of starting to clean up the community › Keep it tidy, use it, plant a tree
Parking and accessibility (2)	<ul style="list-style-type: none"> › By better transport, closed off areas, lifts at railway station › Walk to shops rather than driving (use portable trolleys rather than car)
Other (5)	<ul style="list-style-type: none"> › Open shops later › Support businesses in existing heritage buildings › Pop ups in unoccupied heritage buildings – multicultural art installation, food/coffee outlet › Encourage the Indian men who congregate out the library to find another place › Everyone needs each other’s support

WOW FACTOR: WORKSHOP 1

Theme	Responses
Public domain development (14)	<ul style="list-style-type: none"> › A vibrant, sunny, activated town square › Streetscape design. Open social areas, seating/outside dining › Support an increased population with enhancements to surrounding infrastructure and public works › Infrastructure improvement and accessibility including structured outdoor dining and shopping › Build an upmarket streetscape – high quality kerb and guttering, footpaths, street furniture, landscaping (hanging garden walls dotted along the streets) › Council to purchase land between Kingsway, Station and Dunmore Street to create open space for nice children, water and play park. Kids bring the parents – parents forced to spend in the area › Active street frontages i.e. pavers, landscaping › ‘Attractivise’ communal space where people could ‘hang out’ – coffee, dine out perhaps with entertainment – cultural reflecting the diversity of the area › Create a community space for entertainment, meeting etc. › Create a big open space/park with amenities for children and families to spend time › Open a wide walkway between the Railway Station, the Kingsway and Dunmore Street › Re-open the Kingsway as a thoroughfare to allow for road closures for street events and festivals › Safe disabled-friendly pedestrian crossing facilities, outdoor dining – all of this resulting in passive security and sense of place, community ownership › A large, significant central development to show confidence in Wentworthville
Retail (8)	<ul style="list-style-type: none"> › More new shops with popular demand items i.e. food, fashion, technology, fresh meat/seafood, flowers › Create a dedicated local retail population › Building a new shopping centre or totally revamping the existing mall and bringing in shops that will attract people back into the area e.g. Target, Kmart. Even duplicating a mall similar to that at Winston Hills. Bringing lots of new businesses together in one place › A ‘drawcard’ major supermarket – then other useful shops will come › Shopping centre that is larger and more vibrant. Major chain like Stockland or Westfield › Redevelopment – to shopping centre and shops existing › Development of high quality cultural retail and dining precinct › Encourage more restaurants to establish a vibrant ‘night life’
Residential density (6)	<ul style="list-style-type: none"> › Density in the town centre › Planning changes – mixed use developments to generate diverse uses and attract diversity of people to area › Create a high rise density feel to create population growth and vibrancy › Create perfect mix of commercial and residential › More development of high rise to attract more people. A static community leads to decay
Attracting people and business (4)	<ul style="list-style-type: none"> › Harness the cultural aspect and promote it throughout Sydney e.g. Leichardt is known for its Italian eating and shopping, Petersham its Portuguese influence etc. › Create an ‘Indian Town’ similar to ‘China Town’ in Haymarket › Create an eat street and allow footpath useage › Redevelop to add more people, attract more people, more shoppers etc.
Other (5)	<ul style="list-style-type: none"> › Keep the swimming pool and revitalise it, not knock it down › Building a beautiful gateway with lighting and signage at the corner of Dunmore St and the Cumberland Highway. As well as Station Street › Improve visual surveillance › Turnover the building stock › New, fresh buildings and shopfronts

WOW FACTOR: WORKSHOP 2

Theme	Responses
Public domain development (14)	<ul style="list-style-type: none"> › Make a small mall area as a trial with alfresco dining (3) › Overpass linking pool to business centre and incorporate the pool activity with the business (2) › Close Dunmore Street between Station Street and Cumberland Highway and turn it into a pedestrian mall/park. Alternatively make it single lane one way with pedestrian mall/park either side. Alternatively do this with the Kingsway › Widen footpaths in front of shops › Re-open/develop the arcade linking Dunmore St and the Kingsway. Upgrade it to be wide/open/sunny and a visual link between those streets › Make the Kingsway car free and into a pedestrian plaza with outdoor dining and outdoor cafes. If a six storey building is built between Dunmore and the Kingsway, Dunmore will be in shade – not good for cafes › A well designed gathering space that can accommodate a variety of activities and people with fountains, greenery, shade, play and art treatments › Better landscaping/seating in spaces outside library/community buildings instead of sloped grass and mulch › Paving the footpaths › Better lighting across the street and under awnings › Floral/greenery
Retail (7)	<ul style="list-style-type: none"> › Clean/upgrade shop fronts (3) › Clean and add to Wenty Mall › Encourage good eateries and cafes (look at the Mambo Café in Giraween – it's on the border of industrial and residential properties and it's always busy) › Too many same ethnic shops › Pop up shops in empty leases
Amenity and facilities (6)	<ul style="list-style-type: none"> › Add feature e.g. fountains › Add more public toilets › Street signage and nicer shop fronts › Redevelopment of library and community buildings › Safe seating › New awnings on shops and colour scheme
Parking and accessibility (5)	<ul style="list-style-type: none"> › Place lift at train station (2) › Improve parking (2) › Change some parking signs to suit needs of area
Attracting people and business (4)	<ul style="list-style-type: none"> › Bring a celebrity to promote centre › Do a competition to attract people › Cultural events/village events › Closed road community activities or night markets
Other (4)	<ul style="list-style-type: none"> › Overall whole centre needing smart but active with technology and for next generation. Turn over buildings with plants and green around, more environment › Overriding development plan devised consultatively with community. This should be publicly available and would enable developers to see the general market desires and would provide community members that which they themselves want › Use empty shops as art spaces as did the Parramatta Council › Wentworthville needs a visual 'wow factor' in the town centre. Bold new built forms, places for individuals to sit and relax and a calm, peaceful, yet prosperous atmosphere is required for it to become a place for everyone. Wentworthville in the future needs to harness growth in the centre to the community's advantage

WOW FACTOR: WORKSHOP 3

Theme	Responses
Retail (7)	<ul style="list-style-type: none"> › Make the Kingsway a centre for cafes and of equal importance to Dunmore St › More street dining › Attract shopping variety – not all coffee shops and dress shops › All shopkeepers/locals get together to be known as ‘the friendly place to shop’ › Improve drastically shop fronts/appearances to quality and ‘friendly’ areas › Open longer hours to cater for people who work long hours › Larger variety of services e.g. clothes stores
Public domain development (4)	<ul style="list-style-type: none"> › I could see Dunmore St closed off like Kylie said, maybe on a trial basis. Maybe the streets won’t have to be changed yet. The fact traffic is stopped is sufficient and maybe bring the monthly markets into it too. Also is a place of history › Railway bridge to town centre to encourage people into shops rather than pass through › Direct connection of shopping centre to train station, preferably elevated – open rather than underpass › Walkways from station through shops – overpass to mall
Parking and accessibility (4)	<ul style="list-style-type: none"> › Upgrade the train station › Change traffic plans as Wenty is a passing through road system › Install a lift at the railway station › Train service to have the same frequency of stops as Westmead and Seven Hills
Public domain development (3)	<ul style="list-style-type: none"> › Allow developers to increase their building heights to at least 4 stories › Develop with Parramatta and Merryland development style › To develop township as a modern village environment with limited high rise
Other (2)	<ul style="list-style-type: none"> › Please remember the elderly › Refurbishment of heritage buildings

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PART C APPENDICES

C1 PROJECT ADVERTISEMENT

Holroyd City Council
Announcements

Have Your Say in the Future Planning of Wentworthville Centre!

Council is looking to help facilitate the revitalisation and renewal of Wentworthville Town Centre. This project is called Wentworthville Centre Revitalisation Project. A new planning strategy for Wentworthville Centre will be developed and implemented, based on community engagement and expert studies.

Community participation is critical to the success of the project and will occur at three separate stages throughout the 18-month project timeline. We are currently commencing Stage 1 of community engagement.

Council wants to work with you to make Wentworthville a better place to live, work and visit.

Working with the community will assist Council in identifying views from local residents, landowners, business operators and other stakeholders, and will influence the development of strategies for Centre renewal.

You Can Have Your Say by:

- Filling in a survey by 30 July
www.holroyd.nsw.gov.au/wentworthvillecentre
Or at Wentworthville Library or Council Chambers in Merrylands
- Attend the evening workshop
Thursday 17 July 2014, 6-8pm
Wentworthville Public School Hall
RSVP essential: 9840 9682
- Attend the day time workshop
Saturday 19 July 2014, 10am-noon
Wentworthville Public School Hall
RSVP essential: 9840 9682

For more information about the project and Stage 1 community engagement, please visit www.holroyd.nsw.gov.au/wentworthvillecentre

PROJECT TIMELINE:

Community Engagement Stage 1		Community Engagement Stage 2		Community Engagement Stage 3	
Jul/Aug 2014 Community Consultation Report	Late 2014 Urban Design Analysis Economic Feasibility Report Traffic & Transport Report	Early 2015 Nubling & Place Making Strategy	Mid - Late 2015 Draft Land Use Controls Draft Development Controls Draft Operational Plan Actions	Early 2016 Final Land Use & Development Controls Community Strategic Plan	

Parramatta Advertiser 2 July 2014

Have your say

Wentworthville Centre Revitalisation Project

Live, work or play in Wentworthville?

What's your vision for Wenty?

We're working with locals on revitalising the Wenty Town Centre.

What Wenty looks like tomorrow is in your hands today.

You can:

- Fill out a survey by Monday 30 July online at Council's website or in person at Wentworthville Library or Council Chambers in Merrylands or
- Attend an evening workshop on Thursday 17 July 2014 from 6-8pm Wentworthville Public School Hall RSVP: (02) 9840 9682 (essential) or
- Attend a day-time workshop on Saturday 19 July 2014 from 10am-12pm Wentworthville Public School Hall RSVP: (02) 9840 9682 (essential)

Contact Council's Strategic Planning Team
16 Memorial Avenue
PO Box 42
Merrylands NSW 2160
T 9840 9840
F 9840 9734
E hcc@holroyd.nsw.gov.au
www.holroyd.nsw.gov.au/wentworthvillecentre

follow us:

Parramatta Sun 3 July 2014

C2 PROJECT POSTCARD

Wentworthville Centre Revitalisation Project

**HAVE YOUR SAY
IN THE FUTURE
PLANNING OF
WENTWORTHVILLE
CENTRE**

Holroyd City Council is looking to help facilitate the revitalisation and renewal of Wentworthville Town Centre. This project is called *Wentworthville Centre Revitalisation Project*. A new planning strategy for Wentworthville Centre will be developed and implemented, based on community engagement and expert studies. Council wants to work with you to make Wentworthville a better place to live, work and meet.

Community participation is critical to the success of the project and will occur at three separate stages throughout the 18-month project time line. We are currently commencing Stage 1 of community engagement.



Wentworthville Centre Revitalisation Project

The project objectives are:

- › to work with the community to identify a shared vision for the future
- › to understand the challenges and opportunities for Wentworthville Centre
- › to identify opportunities and priorities for the revitalisation and renewal of Wentworthville Centre
- › to provide the framework for delivering the desired improvements and growth

Working with the community will assist Council in identifying views from local residents, landowners, business operators and other stakeholders, and will influence the development of strategies moving forward.



We want you to share how you see Wentworthville in the future and how we can work together to deliver a common vision for the centre's future. Together we can create a place that is valued by the community, a place that is great to do business in, and a place that offers diverse social and cultural experiences.

You can have your say by:

1. Filling in an **Online Survey by 30 July** at www.holroyd.nsw.gov/wentworthvillecentre Or at **Wentworthville Library** or **Council Chambers in Merrylands**
2. Attend the **Evening Workshop 6-8pm Thursday 17 July 2014**
Wentworthville Public School Hall
RSVP: (02) 9840 9682 (essential)
3. Attend the **Day-time Workshop 10am-12pm Saturday 19 July 2014**
Wentworthville Public School Hall
RSVP: (02) 9840 9682 (essential)

For more information about the project and Stage 1 community engagement, please visit www.holroyd.nsw.gov/wentworthvillecentre

C3 SURVEY - HARDCOPY

Wentworthville Town Centre Revitalisation Project Survey	
<p>Holroyd City Council is looking to help facilitate the revitalisation and renewal of Wentworthville Town Centre. This project is called Wentworthville Centre Revitalisation Project. A new planning strategy for Wentworthville Centre will be developed and implemented, based on community engagement and expert studies. Council wants to work with you to make Wentworthville a better place to live, work and meet.</p> <p>Community participation is critical to the success of the project and will occur at three separate stages throughout the 18-month project time line. We are currently commencing Stage 1 of community engagement.</p> <p>Please take 10 minutes to answer the following questions regarding the the Centre.</p>	
<p>Q1. What is your age? (select one)</p> <p><input type="checkbox"/> 0-9 <input type="checkbox"/> 10-19 <input type="checkbox"/> 20-34 <input type="checkbox"/> 35-49 <input type="checkbox"/> 50-64 <input type="checkbox"/> 65+</p>	<p>Q7. What words or phrases would you use to describe the Wentworthville Centre as it is at the moment? (state up to 3)</p> <p>1. _____ 2. _____ 3. _____</p>
<p>Q2. What is your gender? (select one)</p> <p><input type="checkbox"/> Male <input type="checkbox"/> Female</p>	<p>Q8. What words or phrases would you like to use to describe the Wentworthville Centre in the future? (state up to 3)</p> <p>1. _____ 2. _____ 3. _____</p>
<p>Q3. Which culture/s do you identify with the most? (select one)</p> <p><input type="checkbox"/> Australian <input type="checkbox"/> Indian <input type="checkbox"/> Sri Lankan <input type="checkbox"/> English <input type="checkbox"/> Chinese <input type="checkbox"/> Lebanese <input type="checkbox"/> Other (please specify) _____</p>	<p>Q9. Which of the following statements most closely match your vision for the future of Wentworthville Centre? (select one)</p> <p><input type="checkbox"/> Quiet and peaceful <input type="checkbox"/> Creative and colourful <input type="checkbox"/> Traditional and stable <input type="checkbox"/> Entrepreneurial and progressive</p>
<p>Q4. What suburb do you live in? (select one)</p> <p><input type="checkbox"/> Wentworthville <input type="checkbox"/> Other (please specify) _____</p>	<p>Q10. What do you think are the top 3 issues facing the Wentworthville Centre? (select up to 3)</p> <p><input type="checkbox"/> Lack of connectivity between transportation modes i.e. pedestrian, bicycle, bus, train, car etc. <input type="checkbox"/> Poor public transport facilities <input type="checkbox"/> Housing choice (affordability, size, type, location etc) <input type="checkbox"/> Poor condition of existing buildings <input type="checkbox"/> Lack of development <input type="checkbox"/> Risk of over-development <input type="checkbox"/> Too much traffic <input type="checkbox"/> Poor pedestrian environment <input type="checkbox"/> Lack of public space <input type="checkbox"/> Vacant shops <input type="checkbox"/> Lack of car parking <input type="checkbox"/> Other (please specify) _____</p>
<p>Q5. How often do you come to the Wentworthville Centre? (select one)</p> <p><input type="checkbox"/> More than 3 times a week <input type="checkbox"/> 1-2 times a week <input type="checkbox"/> Once a fortnight <input type="checkbox"/> Monthly <input type="checkbox"/> Only occasionally</p>	<p>Q11. Which of these statements do you think best describes the priorities for revitalising the Wentworthville Centre? (You can select more than one)</p> <p><input type="checkbox"/> More housing for people near the train station <input type="checkbox"/> Diverse and quality local businesses <input type="checkbox"/> More local employment <input type="checkbox"/> Improving streets and footpaths <input type="checkbox"/> Culturally diverse centre for community activity <input type="checkbox"/> Increased local economy <input type="checkbox"/> Establishing more events for the community <input type="checkbox"/> Other (please specify) _____</p>
<p>Q6. What are the main reasons you come to the Wentworthville Centre? (select up to 3)</p> <p><input type="checkbox"/> Work <input type="checkbox"/> Shop <input type="checkbox"/> Services (doctors, hairdressers, etc) <input type="checkbox"/> Meet/dine with family and friends <input type="checkbox"/> Catching train or bus <input type="checkbox"/> Other (please specify) _____</p>	
 	

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