

# Consultation Outcomes Report

The Joinery Annandale

Built-to-Rent SSDA and Concurrent Planning Proposal

160-186 Parramatta Road and 79-95 Pyrmont Bridge Road, Annandale

Submitted to the Department of Planning, Housing and Infrastructure  
on behalf of Landcom



Prepared by Ethos Urban, a Colliers Company.

20 June 2025 | 2240921



**'Gura Bulga'**

Liz Belanjee Cameron

'Gura Bulga' – translates to Warm Green Country. Representing New South Wales.



**'Dagura Buumarri'**

Liz Belanjee Cameron

'Dagura Buumarri' – translates to Cold Brown Country. Representing Victoria.



**'Gadalung Djarri'**

Liz Belanjee Cameron

'Gadalung Djarri' – translates to Hot Red Country. Representing Queensland.

Ethos Urban acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and culture.

We pay our respects to their Elders past, present and emerging.

In supporting the Uluru Statement from the Heart, we walk with Aboriginal and Torres Strait Islander people in a movement of the Australian people for a better future.

*In March 2025, Ethos Urban took a major step toward future growth by partnering with leading professional services firm, Colliers. While our name evolves, our commitment to delivering high-quality solutions remains unchanged—now strengthened by broader access to property and advisory services and expertise.*

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# Executive summary

## Purpose of report

This Consultation Outcomes Report has been prepared for Landcom to accompany a concurrent Planning Proposal and State Significant Development Application (SSD-82714716) lodged with the Department of Planning, Housing and Infrastructure (DPHI) for the redevelopment of the site at 160-186 Parramatta Road and 79-95 Pyrmont Bridge Road, Annandale (the site), for the purpose of delivering new build-to-rent, affordable rental and market sale apartments with ground-floor retail.

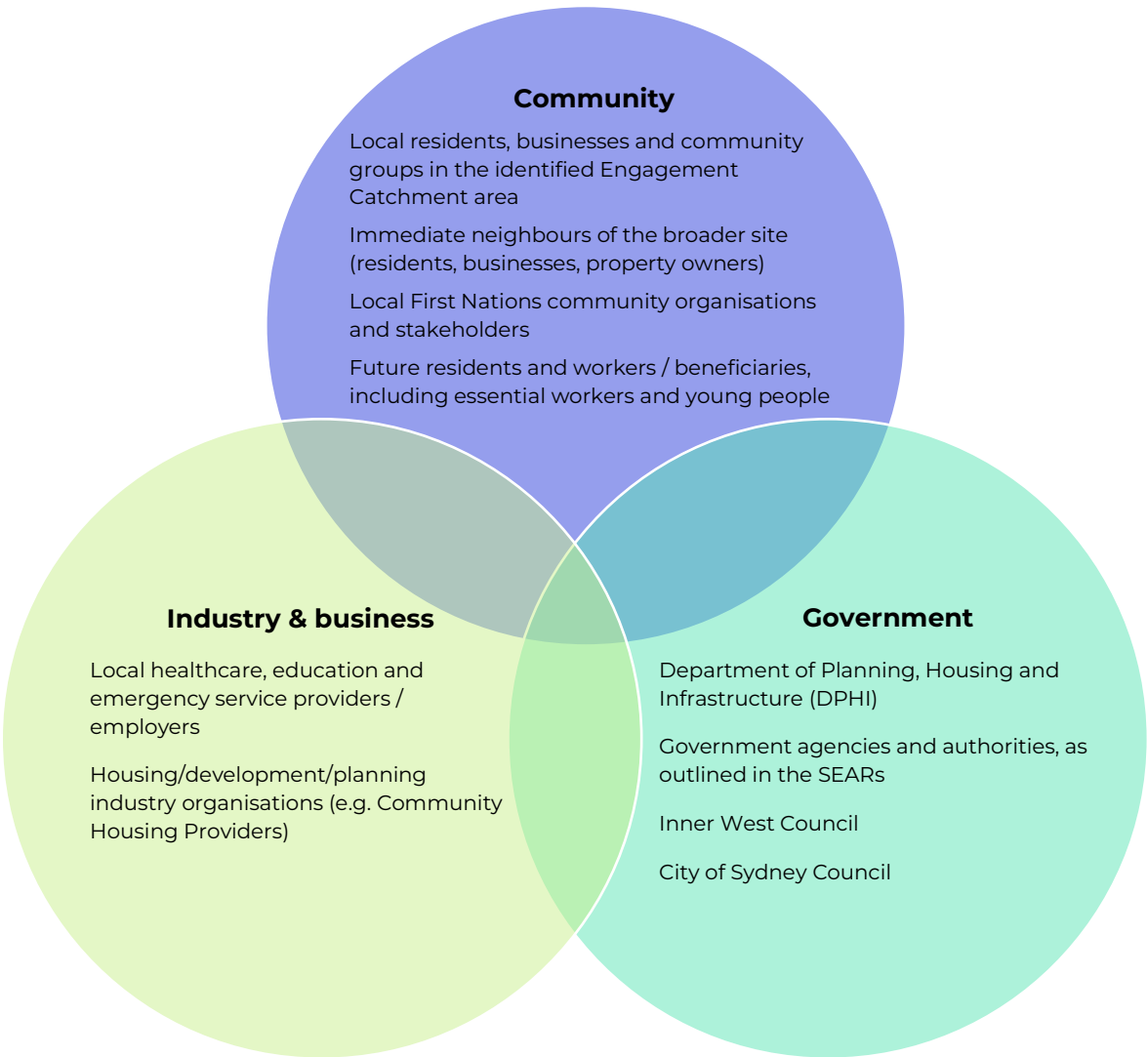
The following chapters detail the engagement undertaken, and feedback received, directly addressing the Industry Specific Housing Secretary's Environmental Assessment Requirements (SEARs) issued on 24 April 2025 for the proposal.

## Engagement snapshot

### Who we engaged









The engagement program was carried out with stakeholders considered most likely interested in or directly impacted by the proposal. The purpose of the engagement process for this submission was to ensure that these stakeholders were informed of the proposed development and had an opportunity to provide feedback and ask questions prior to lodgement.






To ensure engagement was consistent with DPHI's *Undertaking Engagement Guidelines for State Significant Projects* and complied with requirements outlined in the SEARs, engagement was undertaken with:



## Engagement activities

The following engagement activities were completed to inform and consult with stakeholders on the proposal. Excerpt supporting materials can be found at **Appendix A-H**.

Method	Key statistics	Activity summary	Purpose & supporting materials
 <b>Letterbox Flyer Drop</b>	<b>8,270</b> flyers delivered	<ul style="list-style-type: none"> <li>Distributed to households &amp; businesses in local area</li> <li>Information about project &amp; ways to engage</li> </ul>	<ul style="list-style-type: none"> <li>Project overview</li> <li>Feedback &amp; contact channels</li> <li>Invite to learn more &amp; engage in activities</li> </ul>
 <b>Stakeholder outreach email and phone calls</b>	<b>108</b> emails sent to key stakeholders identified in Engagement Strategy, including Bridge Road School and Royal Prince Alfred Hospital (RPA).  <b>8</b> phone calls to local fire and police stations near the site, Royal Prince Alfred Hospital, Sydney Local Health District and Bridge Road School.	<ul style="list-style-type: none"> <li>Emails to local businesses; community organisations; healthcare, education and emergency service providers; local councils; and housing/development/planning industry stakeholders</li> <li>Information about project &amp; ways to engage</li> </ul>	<ul style="list-style-type: none"> <li>Project overview</li> <li>Feedback &amp; contact channels</li> <li>Invite to learn more &amp; engage in activities</li> </ul>
 <b>Email Newsletter (EDM)</b>	<b>92</b> recipients	<ul style="list-style-type: none"> <li>Sent to Landcom's project database</li> <li>High-level project summary</li> </ul>	<ul style="list-style-type: none"> <li>Project overview</li> <li>Feedback &amp; contact channels</li> <li>Invite to learn more &amp; engage in activities</li> </ul>
 <b>Social Media Posts</b>	Facebook: <b>35,433</b> impressions, reached <b>16,529</b> people.  Instagram: <b>671</b> views, reached <b>543</b> users.	<ul style="list-style-type: none"> <li>Facebook &amp; Instagram updates</li> <li>Project overview &amp; engagement invite</li> </ul>	<ul style="list-style-type: none"> <li>Awareness raising</li> <li>Direct people to online materials &amp; survey</li> <li>Advertise opportunities to engage in activities</li> </ul>
 <b>Project &amp; Join In Webpages</b>	<b>2,119</b> unique visitors	<ul style="list-style-type: none"> <li>Landcom project site &amp; Join In page</li> <li>Detailed project &amp; engagement information</li> </ul>	<ul style="list-style-type: none"> <li>FAQs &amp; fact sheet</li> <li>Online survey link</li> <li>Planning process &amp; feedback</li> <li>Invite to learn more &amp; engage in activities</li> </ul>
 <b>Online Survey</b>	<b>216</b> responses	<ul style="list-style-type: none"> <li>Input for Social Impact Assessment (SIA) and Social and Community Needs Assessment (SCNA)</li> <li>Understand community priorities</li> </ul>	<ul style="list-style-type: none"> <li>Hosted on Survey Monkey platform</li> <li>Detailed feedback</li> <li>Featured on Landcom's Join In</li> <li>Desktop findings of planning assessment, Social Impact Assessment and Social and Community Needs Assessment</li> </ul>
 <b>Drop-in Session</b>	<b>40</b> attendees	<ul style="list-style-type: none"> <li>3-hour in-person session</li> <li>Displayed project information boards &amp; materials</li> <li>Q&amp;A with project team</li> </ul>	<ul style="list-style-type: none"> <li>Provide information</li> <li>Receive feedback</li> <li>Information boards (design, housing, impacts)</li> <li>Flyers &amp; survey promotion</li> </ul>
 <b>Pop-up @ Broadway shopping centre</b>	<b>46</b> participants	<ul style="list-style-type: none"> <li>2-hour informal consultation</li> <li>Engage casual foot traffic</li> <li>Similar materials to drop-in</li> </ul>	<ul style="list-style-type: none"> <li>Provide information</li> <li>Receive feedback</li> <li>Information boards (smaller number than drop-in session)</li> <li>Flyers &amp; survey promotion</li> </ul>

Method	Key statistics	Activity summary	Purpose & supporting materials
 <b>Connecting with Country</b>	<b>Ongoing</b>	<ul style="list-style-type: none"> <li>Led by consultancy Djinjama</li> <li>Engagement with First Nations stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Embed culture &amp; heritage</li> <li>Identify design opportunities</li> <li>Strategy development</li> </ul>
 <b>Targeted Focus Groups</b>	<b>3 sessions</b> <b>37 attendees</b>	<ul style="list-style-type: none"> <li>3 groups: young adults, key workers, local representatives</li> <li>Discuss housing needs &amp; expectations</li> </ul>	<ul style="list-style-type: none"> <li>Provide information</li> <li>Receive detailed feedback</li> <li>Mix of local residents &amp; future beneficiaries</li> <li>Inform SIA &amp; planning approach</li> </ul>
 <b>Stakeholder Meetings</b>	<b>36 meetings</b> with government agencies and authorities per SEARs, and other local stakeholders	<ul style="list-style-type: none"> <li>Formal briefings and correspondence to government agencies and authorities, per SEARs</li> <li>Meetings with Bridge Road School, RPA Hospital, Committee for Sydney and Landcom's Design Review Panel to brief them on the project, answer questions and seek feedback.</li> </ul>	<ul style="list-style-type: none"> <li>Provide information</li> <li>Answer questions</li> <li>Receive detailed feedback</li> </ul>
 <b>SIA / SCNA Interviews</b>	<b>7</b> interviews	<ul style="list-style-type: none"> <li>Interviews with key government stakeholders</li> <li>Identify infrastructure needs</li> </ul>	<ul style="list-style-type: none"> <li>Gap analysis</li> <li>Inform SIA and SCNA</li> <li>Priorities for social infrastructure</li> </ul>
 <b>Project Hotline &amp; Email</b>	<b>2 phone calls</b> <b>75 emails</b>	<ul style="list-style-type: none"> <li>Dedicated telephone support line (1800 870 549) live 16/4/25-18/5/25, dedicated email available ongoing</li> <li>Available during business hours</li> </ul>	<ul style="list-style-type: none"> <li>Answer questions</li> <li>Collect feedback</li> <li>Track enquiries</li> </ul>

## Feedback summary

Key themes of feedback received from the community across engagement activities are set out below. There was a clear pattern of the nature of feedback from participants, with those living very close or around the project site more concerned with themes such as height and scale, traffic and parking and the perceived and potential impact on local infrastructure and services. Similarly, those who came from farther afield, such as focus group participants, key stakeholders including relevant businesses and local service providers (RPA) were generally less concerned with the scale of the project, citing that it is well-located and that housing in this location and for key workers will provide broader community benefits.

Key themes included:

- **Affordable housing need:** majority of people expressed strong support for providing affordable rental housing in a central Sydney location, close to public transport and major employment hubs for key workers.
- **Height, bulk, scale and setbacks:** feedback was mixed with many expressing support for development of this scale in this location (i.e. close to community infrastructure employment hubs and near transport routes), while others (who often lived near the site) sought to reduce overall building height and incorporate tapered or stepped built forms to minimise visual and overshadowing impacts, particularly near existing residences and heritage areas, while maintaining a human scale.
- **High quality design:** feedback emphasised the importance of design excellence, calling for timeless architecture, durable materials, and sustainable design features, especially given the site's prominence and potential as a design exemplar.

- **Public and active transport:** many participants cited the currently strained bus network that operates past the project site and the need and support for service upgrades to support the new residential and visitor population in this location. It was also acknowledged that there is a good bicycle network around the site which could be expanded upon in future.
- **Traffic and parking:** residents expressed strong concern over existing traffic congestion (particularly on Mallett Street and Parramatta Road) and stressed the need for enhanced public transport services (e.g. super bus stop), better cycling and pedestrian infrastructure, and parking solutions that support essential workers and local businesses.
- **Criteria for essential workers housing:** there was strong support for prioritising housing for essential workers, with requests for details of eligibility criteria, that affordable housing provision is means tested, available long-term or in-perpetuity, and there are mechanisms to prevent misuse such as subletting.
- **Local character:** feedback for development to reflect and enhance the established local character and diversity of Camperdown/Annandale, supporting a socially mixed, inclusive neighbourhood while resisting generic or out-of-place built forms.
- **Landscaping and public domain:** feedback highlighted a desire for well-maintained, green public spaces with native landscaping, deep soil zones, and improved safety, especially in areas frequented by rough sleepers. There was also support for more family-friendly and dog-friendly spaces.
- **Privacy and solar access:** concerns were raised about potential overlooking, and overshadowing to adjacent homes, parks, and key community spaces due to building height and lower scale surrounding development.
- **Construction impacts and project timeline:** nearby residents and businesses expressed significant concern about the duration and intensity of construction impacts, including noise, dust, vibration, traffic, and parking disruption, with strong preferences for clear staging, limited phases, and no night works.

## Next steps

The feedback from pre-lodgement consultation has been addressed in the development of the Planning Proposal and Environmental Impact Statement (EIS) for the SSDA and summarised in the feedback tables in **Section 4.0**.

The public will have the opportunity to view technical reports and provide formal feedback as part of the public exhibition process managed by DPHI.

If approved, Landcom will continue to communicate project updates to the community and stakeholders during planning and construction.

## Recommendations for future engagement

In response to pre-lodgement feedback, Ethos Urban recommends that Landcom maintain regular milestone communications and ongoing engagement with stakeholders. We also recommend appointing a dedicated community relations contact during the construction phase, with communications delivered through established channels.

# 1.0 Introduction

This Consultation Outcomes Report has been prepared to outline the key feedback and issues raised by the local community and other stakeholders as part of the preparation of the concurrent Planning Proposal and State Significant Development Application (SSDA) for the redevelopment of the site at 160-186 Parramatta Road and 79-95 Pyrmont Bridge Road, Annandale. The Report responds to the requirements contained within the Planning Secretary's Environmental Assessment Requirements (SEARs) for SSD-82714716 (issued 24 April 2025) and directly responds to the relevant SEAR(s) outlined in **Section 2.2** below.

Past communication and engagement documented in this Report informally referred to the proposal as Landcom's Camperdown project because the site is known as the Camperdown dive site for the former WestConnex motorway project. The site address and maps identified the proposal's location to support community and stakeholder consultation. The submitted proposal correctly refers to its location as Annandale.

## 1.1 Project description

NSW Government owned land and property development organisation Landcom (the applicant) seeks to transform the former WestConnex construction site in Annandale (160-186 Parramatta Road and 79-95 Pyrmont Bridge Road) with well-designed and well-located mixed-use development.

Landcom's vision is to create a revitalised mixed-use precinct, called *The Joinery Annandale*, close to the Sydney Central Business District (CBD), public and active transport, parks and major health and education hubs that fosters a more connected, sustainable and inclusive community, while improving housing supply, choice and affordability for renters and buyers. The key design principles which underpin this vision include:

- A revitalised local centre
- Greening the heart of the site
- Increasing connectivity
- Continuing the fine grain character
- Private, communal, and public amenity where possible
- Density done well with incorporated sustainability targets.

Landcom seeks approval to rezone the site from Light Industrial to Mixed Use, to enable residential development with a mix of ground-floor shops and services, landscaped outdoor spaces and new pedestrian links, helping to enhance neighbourhood amenity and creating a vibrant destination to live, work and visit. Landcom also seeks development consent to deliver 220 build-to-rent (BTR) units for essential workers at a discount to market rent on one of the subdivided superlots, with the building to be called *Bignell Place*. These BTR units will be retained and operated by Landcom alongside a specialised BTR operator on behalf of the NSW Government. Pending approvals, Landcom aims to start construction in 2026, targeting 'keys in doors' for essential workers in 2028.

Once the site is rezoned, Landcom will sell the residual superlots to enable the delivery of a mix of approximately 300 market sale and affordable rental units, and help fund the BTR building. Future landowner/s of the residual superlots will need to seek approval of separate development applications before any construction can begin.

The NSW Government [announced the project on 10 February 2025](#). Identified through the Government's audit of surplus land, the site is the first secured by Landcom under the Government's \$450 million Essential Worker Build-to-rent Program, announced in June 2024, to deliver more than 400 BTR homes in Sydney for essential workers, close to essential worker hubs (e.g. hospitals). Homes NSW is supporting Landcom to investigate operational models and determine an appropriate way to provide rental subsidies to eligible BTR tenants.

## 1.2 The site

The site is located at 160-186 Parramatta Road and 79-95 Pyrmont Bridge Road, Annandale, in the Inner West Local Government Area (LGA). The site borders the City of Sydney LGA to the east along the Mallett Street boundary, and the site's eastern and southern boundaries border the suburb of Camperdown. It is approximately 4km southwest of the Sydney CBD and 2km north of Newtown train station, providing connections to the City Circle, Leppington and Liverpool.

The site is approximately 10,896m<sup>2</sup> in size and is 'divided' into two portions by Bignell Lane, with the northern portion facing Pyrmont Bridge Road and southern portion facing Parramatta Road. Formerly a tunnelling dive site for construction of the WestConnex motorway, the site is irregularly configured, with a local low point centred on Bignell Lane.

An aerial image of the site is provided at **Figure 1**; the red outline is the broader site that the Planning Proposal relates to and the blue outline pertains to the SSDA.



**Figure 1 Aerial map of the site**

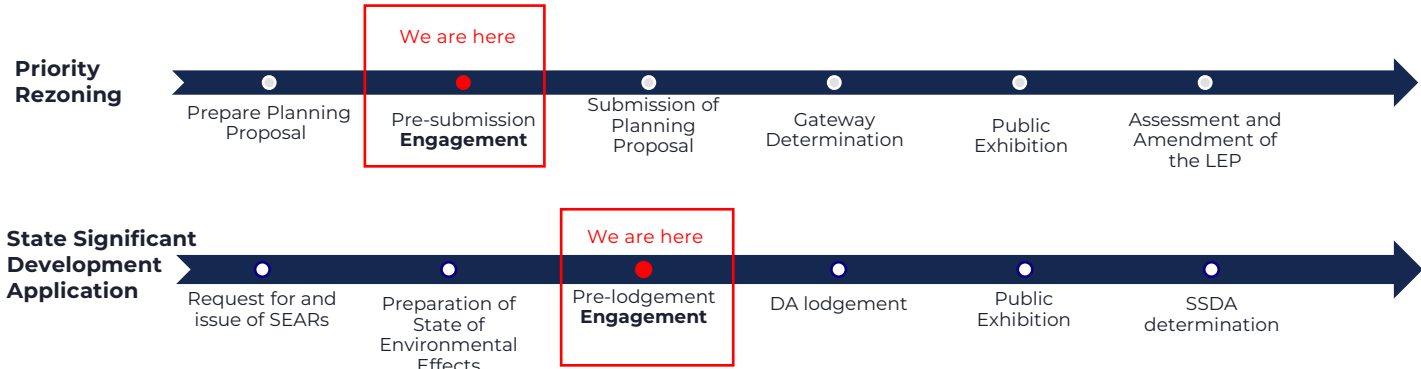
Source: Nearmap / Ethos Urban

### 1.3 Planning process

To deliver this project the following planning pathway is being pursued:

- The **Planning Proposal (PP)** component of the project is being considered as a Priority Rezoning by DPHI and will be selected as part of the Priority Rezoning program, with DPHI leading the end-to-end rezoning process (area in **Figure 1** identified as the Broader Site); and
- The PP will run concurrently with the **State Significant Development Application (SSDA)** for the BTR essential worker homes, which will occur via the priority rezoning pathway for affordable housing (area in **Figure 1** identified as the Site).

The NSW State Significant Development Guidelines (2024) specify that community engagement must be carried out during the preparation of the Environmental Impact Statement (EIS) with the intent of identifying impacts of the project. The project can then be refined to mitigate these impacts, prior to lodgement of the SSDA.



**Figure 2 Planning process stages overview**

## 2.0 Engagement approach

This section details the community and stakeholder engagement activities delivered to support the development of the proposal. This engagement methodology and its outcomes have been informed by and are consistent with the DPHI's *Undertaking Engagement Guidelines for State Significant Projects*.

Given the scale and scope of the project, the engagement program was designed to reach a significant proportion of the impacted community, key stakeholders and potential future residents. Landcom's approach to engaging stakeholders is underpinned by their [interdependent principles](#):



### 2.1 Engagement purpose and objectives

The engagement process was designed with the main purpose of consulting with relevant stakeholders about the proposed development to seek their feedback to inform the PP and EIS. The SSDA must detail how issues raised, and feedback provided have been considered and responded to in the project. The engagement activities were designed to ensure the project's EIS meets the minimum form and content requirements as prescribed in the Industry Specific Housing SEARs for SSD-82714716 (issued 24 April 2025).

**Table 1 Engagement purpose and objectives**

Purpose	Objective	Success Criteria
<b>Provide opportunities for early engagement on the Planning Proposal and SSDA</b>	<ul style="list-style-type: none"> <li>To consult early with local community members and stakeholders about the proposal.</li> <li>To reach a significant proportion of the community and stakeholders and support them to access project information and understand opportunities to engage.</li> </ul>	<ul style="list-style-type: none"> <li><b>Reach</b> – number of key stakeholders and community target groups who responded.</li> <li><b>Accessibility</b> of information and opportunities for engagement for all community members.</li> <li><b>Diversity</b> of information and engagement delivery modes.</li> <li>Stakeholder and community <b>awareness</b> of engagement and opportunities to engage.</li> </ul>
<b>Inform the design of the proposal</b>	<ul style="list-style-type: none"> <li>Enhance outcomes and amenity for community members and stakeholders, where possible.</li> </ul>	<ul style="list-style-type: none"> <li><b>Line of sight</b> from engagement output to the EIS, reflected in the Consultation Outcomes Report.</li> </ul>
<b>Understand the effect of the proposal on the lives of community members during construction and operation</b>	<ul style="list-style-type: none"> <li>To understand the interests people have in the project, and how likely it is that they will be impacted by the project.</li> <li>To identify and reach people likely affected and support them to access project information and understand how it may affect them.</li> </ul>	<ul style="list-style-type: none"> <li><b>Reach</b> – number of key stakeholders and community target groups who responded to engagement activities.</li> <li><b>Representation</b> – adequacy and diversity of representation across the target groups.</li> </ul>

## 2.2 Engagement requirements

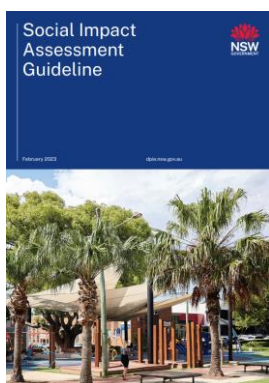
### Engagement Guidelines for State Significant Projects



The Engagement Strategy, activities and this report have adhered to DPHI's *Undertaking Engagement Guidelines for State Significant Projects (March 2024)* by:

- Engaging with relevant NSW Government agencies and close neighbours most impacted by the proposed development.
- Informing the surrounding community to the site about opportunities to consult with the project team
- Explaining how community feedback will be considered and documented
- Providing relevant information in plain English so that potential impacts and implications can be readily understood
- Providing channels of communication to gather feedback directly to the project team.

### Social Impact Assessment (SIA) and Social and Community Needs Assessment (SCNA) considerations



A Social Impact Assessment has been prepared in accordance with the *Social Impact Assessment Guideline for State Significant Projects* (NSW DPE, 2023).

As part of the SIA Guideline, respectful, inclusive and meaningful engagement is considered fundamental, alongside other research activities. The aim of SIA engagement is to identify people and communities likely to be affected, understand their interests in the proposed development, and consider the diverse views, concerns, and potential impacts on individuals and communities.

Appendix C of the SIA Guideline requires that the following review questions have been fulfilled when considering the scale of social impacts of the project:

- Were the extent and nature of engagement activities appropriate and sufficient to canvass all relevant views, including those of vulnerable or marginalised groups?
- How have the views, concerns and insights of affected and interested people influenced both the project design and each element of the SIA report?

### Alignment with IAP2 Public Participation Spectrum



To determine the appropriate level of engagement for each stakeholder, the IAP2 Spectrum of Public Participation has been applied, classifying stakeholder groups by their known and/or perceived levels of interest and influence on the project.

In relation to the overall project scope, this project sits at **Consult** level.

## 3.0 Engagement tools and activities

### 3.1 Communication tools

A program of communications was designed to inform the community and stakeholders of Landcom's proposal to redevelop the site and opportunities to learn more following the project's announcement in February 2025, with further communications during the primary engagement period between 15 April and 6 May 2025 to invite feedback on the proposal. **Table 2** below sets out the communication tools used.

**Table 2 Communication tools**

Activity/Tool	Description	Reach/Outcome
<b>Early communication tools</b>		
<b>Media release / event</b>	A media event was held near the site on 10 February 2025 at which the NSW Premier and three ministers jointly announced the project, with a <a href="#">media release</a> and early artist's impressions issued shortly after.	The media event / media release generated extensive coverage across public and commercial television, radio, print and online media.
<b>Landcom project webpage launch</b>	A new project webpage ( <a href="http://www.landcom.com.au/camperdown">www.landcom.com.au/camperdown</a> ) was launched on 10 February 2025 with high level project information and Frequently Asked Questions (FAQs) to help address key issues and concerns about the proposal.	<b>944</b> unique webpage visits between 10 February 2025 and 14 April 2025, the day before the primary engagement period. A copy of the project webpage is provided in <b>Appendix F</b> .
<b>Social media posts</b>	Posts to Landcom's Facebook and LinkedIn accounts to inform community and stakeholders of the new project, provide high level project information and a link to the project webpage to learn more.	The Facebook post published 10 February 2025 received <b>747</b> impressions, reached <b>661</b> people, and generated <b>21</b> engagements.  The LinkedIn post published on the same day received <b>1,862</b> link clicks and <b>7,858</b> impressions, and generated <b>2,002</b> engagements.  The LinkedIn post published 26 March 2025 received <b>1,023</b> link clicks and <b>3,302</b> impressions, and generated <b>1,069</b> engagements.  A copy of the social media posts is provided at <b>Appendix E</b> .
<b>Letter distribution via letterbox</b>	One letter distributed by Landcom via letterbox on 13 February 2025 to inform local residents and businesses of the new project, provide high level information, a QR code to the project webpage to learn more, and advise of planned engagement.	Letter delivered to <b>2,700</b> nearby homes and businesses.
<b>Communication tools to support primary engagement period</b>		
<b>Project flyer distribution via letterbox, and handed out at drop-in and pop-up</b>	One A5 project flyer distributed via letterbox on 16 May 2025 to inform local residents and businesses about the project and engagement opportunities.	Flyer delivered to <b>7,652</b> nearby homes and <b>716</b> businesses, with QR code to the online consultation page and survey generating 75 unique visits and a total of 126 sessions. The notification flyer is provided in <b>Appendix A</b> .  A copy of the distribution zone is provided in <b>Appendix B</b> .
<b>Phone and email enquiries</b>	A project-specific email address ( <a href="mailto:camperdown@landcom.nsw.gov.au">camperdown@landcom.nsw.gov.au</a> ) was established on 10 February 2025 in line	<b>2</b> phone calls received during the engagement period (15 April 2025 – 6 May 2025) and <b>75</b> email enquiries/submissions were received in April and May. Email feedback is summarised in <b>Section 4.7</b> .

Activity/Tool	Description	Reach/Outcome
	with the project announcement and, with Landcom's general phone line, published in early communications for the community and stakeholders to ask questions. A 1800-hotline was later established and, with the project-specific email address, published in communications during the primary engagement period to provide the community and stakeholders with a direct line of contact to provide feedback and ask questions.	
<b>Stakeholder email and phone outreach</b>	Email and phone outreach to key stakeholders to provide high level project information, invite them to learn more and participate in engagement activities. Emails were sent to local businesses, community organisations, healthcare, education and emergency service providers, local councils, and housing/development/planning industry stakeholders.	<p><b>108</b> email invitations sent to individual and group stakeholders.</p> <p><b>8</b> phone calls to fire and police stations near the site, Royal Prince Alfred Hospital, Sydney Local Health District and Bridge Road School.</p> <p>A copy of the stakeholder outreach emails are provided in <b>Appendix C</b>.</p>
<b>Email newsletter (EDM)</b>	An EDM was issued to Landcom's database of EDM subscribers (April 2025) to provide high level project information and invite them to learn more and participate in engagement activities.	<p><b>92</b> EDMs were sent to contacts in Landcom's database, resulting in 75 unique opens (229 total opens) and 33 unique click-throughs (45 total clicks). A copy of the EDM is provided at <b>Appendix D</b>.</p>
<b>Social media posts</b>	Posts to Landcom's Facebook and Instagram accounts to provide the community and stakeholders with high level project information and invite them to learn more and participate in engagement activities.	<p>The <b>Facebook</b> post published 17 April 2025 was boosted with targeting focused on the site. It received <b>1,287</b> link clicks, <b>35,433</b> impressions, reached <b>16,529</b> people, and generated <b>3,980</b> engagements.</p> <p>The <b>Instagram</b> post published 17 April 2025 on the same day received <b>671</b> views, reached <b>543</b> users, and generated <b>12</b> engagements.</p> <p>A copy of the social media posts is provided at <b>Appendix E</b>.</p>
Landcom project <b>webpage</b> update	An existing project webpage ( <a href="http://www.landcom.com.au/camperdown">www.landcom.com.au/camperdown</a> ) was updated with information about project consultation and a link to Landcom's <a href="#">Join in</a> consultation webpage to learn more and participate in engagement activities.	<p><b>407</b> unique webpage visits during the engagement period (15 April 2025 – 6 May 2025)</p> <p>A copy of the project webpage is provided in <b>Appendix F</b>.</p>
Landcom <a href="#">Join in</a> consultation <b>webpage</b> including <b>FAQs</b>	A new <i>Join In</i> consultation webpage ( <a href="http://joinin.landcom.nsw.gov.au/camperdown">joinin.landcom.nsw.gov.au/camperdown</a> ) was launched with information about the project, engagement process, engagement activities and online survey to inform the SCNA and SIA. Supporting documents and images were available including Frequently Asked Questions (FAQs) to help address key issues and concerns about the proposal and planning process in concise language.	<p>During the engagement period (15 April 2025 – 6 May 2025) the <i>Join In</i> page recorded:</p> <ul style="list-style-type: none"> <li>• <b>2,465</b> page views</li> <li>• <b>2,182</b> visits</li> <li>• <b>1,712</b> unique visitors</li> </ul> <p>A copy of the <i>Join In</i> webpage is provided in <b>Appendix F</b>.</p>

## 3.2 Engagement activities

A program of engagement activities was designed to inform and consult the community and stakeholders about Landcom's proposal to redevelop the site and to seek feedback following the project's announcement in February 2025, with most activities taking place during the primary engagement period between 15 April and 6 May 2025. **Table 3** below sets out the completed engagement activities.

**Table 3 Community and stakeholder engagement activities**

Engagement activity	Description	Reach/Outcome
<b>Doorknocking</b>	One week after the project was announced and Landcom distributed letters to nearby homes and businesses with key project information, Landcom doorknocked neighbouring homes and businesses on 20 February 2025 to inform neighbours of the new project, answer questions and advise of planned engagement. If no one answered, a copy of the recent letter and a note about the attempted doorknock was left in the letterbox or another visible location.	<b>33</b> neighbouring homes and businesses were doorknocked. Key concerns and comments raised during doorknocking are summarised in <b>Section 4.1</b> .
<b>Loveable Density Workshop</b>	A workshop was facilitated on 10 April 2025 by consultancy GHD with staff from Landcom and the Committee for Sydney about 'loveable density' which explored what, beyond the primarily physical things that make a place liveable, also make a place 'loveable'. Annandale was one of three Landcom projects used as a case study to discuss 'loveable' factors for consideration in project planning.	<b>1</b> workshop was held, with feedback summarised in <b>Section 4.2</b> .
<b>Online survey</b>	Survey targeted people with a connection to the Camperdown/Annandale area (e.g. live, work, own a business, or are a student in the area; regularly visit for facilities, services, shopping, dining and entertainment; or have family or friends who live in the area) to identify potential impacts of the project and possible mitigation strategies. Promoted via letterbox drop, during drop-in and pop-up sessions, social media, and accessible via Landcom's <i>Join In</i> consultation webpage. Survey responses have informed the SCNA and SIA.	During the engagement period (15 April 2025 – 6 May 2025) the survey received <b>216</b> responses, including from 166 local residents, 50 local workers and 84 people who regularly access services and facilities in the area. Feedback is summarised in <b>Section 4.3</b> and a copy of the survey questions is provided in <b>Appendix G</b> .
<b>Online idea boards</b>	Two 'idea boards' on Landcom's <i>Join In</i> consultation webpage invited people with a connection to the area to answer two questions that aimed to identify what makes the area liveable and 'loveable' to inform project planning.	During the engagement period (15 April 2025 – 6 May 2025) the idea boards received <b>77</b> contributions (or 132 including comments under original contributions), submitted by 49 unique contributors. Feedback is summarised in <b>Section 4.6</b> .
<b>Drop-in Community Information Session</b>	A 3-hour in-person community drop-in session was hosted from 4-7pm on 29 April 2025 for community members to find out more about the project, meet the team, provide feedback on key topics and ask questions about the project. Feedback forms were provided at the session, however none of the attendees filled these in.	The drop-in session had <b>40</b> attendees. Feedback is summarised in <b>Section 4.5</b> and a copy of the information boards that were on display at the session is provided in <b>Appendix H</b> .
<b>Pop-up stall</b>	A 2-hour in-person pop-up stall was hosted at Broadway Shopping Centre from 4-6pm on 1 May 2025 to raise awareness of the project among the broader community, provide project information, and seek their feedback on the proposed design and the delivery of dedicated essential worker housing. Copies of the notification flyer were also given to people to complete the online survey.	<b>46</b> conversations were held with individuals. Feedback is summarised in <b>Section 4.5</b> and a copy of the information boards (boards 1, 3 and 5 only, due to smaller event area) that were on display at the pop-up is provided in <b>Appendix H</b> .

Engagement activity	Description	Reach/Outcome
<b>Focus groups</b> (See SIA for detailed methodology)	<p>Three (3) targeted focus groups were held with a mix of existing community and future beneficiaries of the project to discuss housing needs and expectations, provide project information and seek their feedback:</p> <ul style="list-style-type: none"> <li>• Young adults on 28 April 2025</li> <li>• Essential workers on 30 April 2025</li> <li>• Representative sample from LGA on 30 April 2025.</li> </ul>	<ul style="list-style-type: none"> <li>• Young adults on 28 April 2025 had <b>13</b> attendees</li> <li>• Essential workers on 30 April 2025 had <b>12</b> attendees</li> <li>• Representative sample from LGA on 30 April 2025 had <b>12</b> attendees</li> </ul> <p>Feedback is summarised in <b>Section 4.4</b>.</p>
<b>Connecting with Country consultation</b>	Engagement led by consultancy Djinjama with local First Nations stakeholders to inform Connecting with Country framework, including a Walk on Country with First Nations stakeholders and Landcom project team on 11 February 2025.	<p><b>1 Walk on Country</b> and direct correspondence with local First Nations stakeholders.</p> <p>Feedback is summarised in <b>Section 4.9</b>.</p>
<b>Key stakeholder meetings</b>	<p>Meetings with government agencies and authorities as outlined in the SEARs to brief them on the project and seek feedback including:</p> <ul style="list-style-type: none"> <li>• Department of Planning, Housing and Infrastructure</li> <li>• Transport for NSW</li> <li>• Inner West Council.</li> </ul> <p>Additional stakeholder meetings were held with Bridge Road School, RPA Hospital, Committee for Sydney and Landcom's Design Review Panel to brief them on the project, seek feedback and answer questions.</p>	<p><b>36 meetings</b> with various State and Local Government organisations as per SEARs, and other local, industry and government stakeholders.</p> <p>Feedback and project response is summarised in <b>Section 4.8</b>.</p>
<b>SIA / SCNA Stakeholders Interviews</b>	Seven (7) interviews were held with key government stakeholders to discuss being a part of the project, discuss priorities, gaps and needs for social infrastructure and open space in the area. Discussion and feedback informed the SIA/SCNA.	<p><b>7</b> interviews were conducted between 15 April - 5 May 2025. Stakeholders who were consulted during this period included:</p> <ul style="list-style-type: none"> <li>• Inner West Council</li> <li>• City of Sydney Council</li> <li>• Sydney Local Health District – Planning team</li> <li>• Department of Planning, Housing and Infrastructure – Open Space team</li> <li>• School Infrastructure NSW</li> <li>• Transport for NSW – Place &amp; Precinct Revitalisation team</li> <li>• Business Sydney.</li> </ul> <p>The University of Sydney was contacted with an offer to participate in an interview, but did not respond.</p>

## 4.0 Feedback and project response

The following section outlines the main issues raised by the community and stakeholders during the various engagement activities and how the project has responded. Key themes included:

- Height, bulk, scale and setbacks
- Heritage and evolving character
- Traffic and parking
- Privacy and solar access
- Well-maintained landscaping and public domain enhancements
- High-quality architectural design
- Criteria for essential workers
- Safety and crime prevention
- Management and operation of the BTR model
- Construction impacts and project timeline
- Planning and consultation process.

### 4.1 Doorknocking

On 13 February 2025, 2,700 letters were distributed to nearby homes and businesses, followed by doorknocking at 33 neighbouring homes and businesses on 20 February 2025.

**Table 4 Doorknocking feedback summary**

Topic	Concerns and comments	Project Response
<b>Retail opportunities</b>	<ul style="list-style-type: none"><li>• Businesses facing the site were happy to see it transformed after so long and looked forward to prospective customers.</li><li>• Suggestions that the development should include useful services and shops that have closed or not available previously (e.g. post office, newsagency, supermarket).</li></ul>	<ul style="list-style-type: none"><li>• Noted.</li><li>• Landcom prepared a Retail Strategy to assess current local amenities and provide recommendations for what could be included in future development to help meet the daily needs of local residents, while creating a vibrant destination for people to visit and support the local economy.</li></ul>
<b>Height, bulk and scale</b>	<ul style="list-style-type: none"><li>• Some concerns about scale of development/heights and potential overshadowing on nearby homes.</li></ul>	<ul style="list-style-type: none"><li>• Landcom is committed to optimising the amount of BTR housing for essential workers, alongside market sale and affordable rental units.</li><li>• The site is well-located near public transport, social infrastructure and jobs to support around 500 units, providing much-needed homes in response to the housing crisis.</li><li>• To deliver feasible development, building heights are proposed to range from 3 to 21 storeys, within height limits of existing flight paths.</li><li>• The site masterplan includes varied building heights with slender, taller forms; setbacks; landscaped public spaces; and pedestrian laneways between buildings to help reduce visual bulk and limit overshadowing, while providing future residents adequate privacy and sunlight.</li><li>• Ethos Urban on behalf of Landcom has prepared a Visual Impact Assessment to be submitted as part of the EIS, which found that while proposed buildings will have a visual impact, their orientation and configuration will minimise impacts on overshadowing.</li></ul>
<b>Traffic, parking, and public transport</b>	<ul style="list-style-type: none"><li>• Concern about the development's impact on existing infrastructure and limited public transport.</li><li>• Existing traffic congestion will become worse given scale of development and number of residents who will drive.</li></ul>	<ul style="list-style-type: none"><li>• SCT Consulting on behalf of Landcom has conducted a detailed Traffic and Transport Impact Assessment (TTIA) for the proposal, which will be submitted as part of the EIS.</li><li>• The TTIA found that local roads will have capacity for traffic generated by the proposed development. As the site is well-located, future residents can also walk, cycle and use public transport to reach many nearby destinations.</li></ul>

Topic	Concerns and comments	Project Response
	<ul style="list-style-type: none"> <li>Limited or no off-street parking currently, will be more difficult to find local parking with future development.</li> </ul>	<ul style="list-style-type: none"> <li>While the TTIA considers how the proposal connects with existing transport infrastructure, public and active transport delivery is the responsibility of Transport for NSW (TfNSW). TfNSW was consulted on the proposal during planning and the applications will be referred to TfNSW during public exhibition to provide formal feedback.</li> <li>The BTR building is proposed to include 53 secure private car parking spaces, aligned to planning requirements, with future provisions for electric vehicle charging and bicycle storage. The number of parking spaces for the other buildings will be confirmed in separate applications by the future landowner/s. Landcom is also looking at the opportunity to provide car share spaces for future residents and the wider community to use.</li> </ul>
<b>Construction</b>	<ul style="list-style-type: none"> <li>Strong concern about construction, following unpleasant experience of WestConnex works (construction traffic and parking, noise, dust, late-night works, minimal proactive notification).</li> </ul>	<ul style="list-style-type: none"> <li>Construction management plans will be prepared before works begin to detail how works will be managed to minimise impacts on neighbours, local traffic and parking. Landcom will consult immediate neighbours who rely on access from Bignell Lane.</li> <li>Neighbours will be notified before works begin with information about work hours, what is involved, how construction impacts will be managed, and the site manager's contact details.</li> </ul>
<b>Consultation</b>	<ul style="list-style-type: none"> <li>Desire for City of Sydney to be consulted, given Mallett Street to the site's east is the LGA boundary.</li> <li>Appreciation for Landcom's proactive consultation / doorknocking.</li> </ul>	<ul style="list-style-type: none"> <li>In addition to seeking community feedback, Landcom consulted a range of stakeholders including Inner West Council, City of Sydney Council and other government agencies about the project to seek feedback on ways to minimise impacts and achieve a great design outcome.</li> </ul>

## 4.2 Loveable density workshop

On 10 April 2025, a range of Landcom staff participated in a workshop with the Committee for Sydney and consultancy GHD about 'loveable density' which explored what, beyond the primarily physical things that make a place liveable, also make a place 'loveable'. The Annandale development was one of three Landcom projects used as a case study to discuss a range of considerations under the five loveable pillars:

- Social and cultural life
- Health and wellbeing
- Commerce and innovation
- Built and natural environment
- Governance and local empowerment.

**Table 5 Loveable workshop feedback summary**

Topic	Comments and ideas	Project Response
<b>Revitalisation and economic opportunities</b>	<ul style="list-style-type: none"> <li>The site presents an opportunity to become a 21st century mixed-use precinct, balancing residential, commercial, innovation, and community spaces.</li> <li>Strong potential for creative studios, business innovation hubs, and co-working spaces, aligned with the area's growing innovation ecosystem.</li> <li>The site is part of a strategic economic corridor, linking to the Camperdown</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Through NSW Government audit of surplus land, the site was earmarked for residential development.</li> <li>The proposal includes ground-floor retail alongside public spaces and laneways. While tenants will be confirmed in future, it is envisaged that tenancies would be suitable for food and beverage, convenience and other specialty retailers, complementing shops and services nearby.</li> <li>Opportunities for future development to include other spaces, such as for innovation, community and creative uses, will be explored as planning progresses in</li> </ul>

Topic	Comments and ideas	Project Response
	health precinct, Camperdown Modern private hospital, and Tech Central.	consultation with Inner West Council, future landowner/s and other stakeholders.
<b>Demographic and housing mix</b>	<ul style="list-style-type: none"> <li>The location is ideal for essential worker housing, offering shorter commutes to nearby health and education precincts and supporting wellbeing.</li> <li>The Inner West's diverse population, including both young people and downsizers, should inform inclusive design and housing mix.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>The development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability.</li> <li>The BTR units will be offered to essential workers at a discount to market rent, through a separate subsidy.</li> <li>The remaining units will be a mix of market sale and affordable rental housing, with the ratio to be determined during planning.</li> </ul>
<b>Local character, design and public domain</b>	<ul style="list-style-type: none"> <li>The surrounding area has a rich industrial history, with a blend of heritage, commercial, and residential uses (e.g. terraces, warehouse conversions).</li> <li>Precinct design should reflect the existing Inner West urban fabric, with walkable laneways, elements of discovery, and human-scaled planning.</li> <li>Nearby landmarks and businesses (e.g. Camperdown Commons, Deus Ex Machina, breweries) contribute to the local character and identity.</li> <li>The site could become an "oasis for Parramatta Road", offering public amenity and improved urban quality through setbacks and greenery supported by deep soil landscaping.</li> <li>Support for connections to Johnstons Creek green corridor to provide easy access to nature.</li> <li>Support for varied building heights, with slender taller forms to avoid bulk and limit overshadowing.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom wants proposed development to contribute to the neighbourhood and aims to showcase design that connects with, and is sympathetic to, the area's industrial past and heritage character through building setbacks, and use of similar materials and colours.</li> <li>The provision of publicly accessible green and open spaces, linked through new pedestrian laneways, is central to the proposal, providing places for people to meet, relax, socialise and connect with nature.</li> </ul>
<b>Public and active transport</b>	<ul style="list-style-type: none"> <li>Walkability and access to active and public transport are major strengths, with support for light rail along Parramatta Road to enhance connectivity.</li> </ul>	<ul style="list-style-type: none"> <li>As the site is well-located, future residents can walk, cycle and use public transport to reach many nearby destinations.</li> <li>Public and active transport delivery is the responsibility of Transport for NSW (TfNSW). TfNSW was consulted on the proposal during planning and the applications will be referred to TfNSW during public exhibition to provide formal feedback.</li> </ul>

### 4.3 Online survey

A total of **216 participants** completed the online survey. Among respondents, **78%** (n=166) lived in the area and **23%** (n=50) indicated they work in the area. Additional connections to the area included **39%** (n=84) who regularly access local services or facilities, **35%** (n=74) who visit frequently for shopping, dining or entertainment, and **28%** (n=60) who have family or friends who live in the area. Some respondents also stated they were employed with a community housing peak body, were a patient accessing regular medical care at RPA, had children enrolled at local schools, lived in metropolitan Sydney, lived in the area but were priced out, and were a regular commuter through the site by bicycle.

Demographically, 75.47% of respondents were predominately aged over 35, which correlated with high rates of home ownership with 73.24% (n=156) who reported owning their home outright or with a mortgage. Among the 45 respondents who rent or pay board, 21 were actively seeking to purchase a property, while 24 were not.

In relation to aspects of the proposed project, many respondents felt that they or others in the community would benefit from the following:

- 71% (n=133) saw value in well-located homes close to jobs and services.
- 68% (n=128) supported improvements to the public domain, streetscape, and landscaping.
- 60% (n=112) believed the community would benefit from increased access to shops and services.
- 62% (n=117) believed in the benefits of increased access and availability of affordable rental and essential worker housing.
- 45% (n=83) identified potential employment and business opportunities during construction and operation.
- 56% (n=105) supported improved access and pedestrian links to amenities, services, and facilities.

Overall, a majority of respondents expressed support for the proposal:

- 69% (n=128) were strongly supportive or somewhat supportive
- 5% (n=10) were neutral
- 26% (n=48) were somewhat opposed or strongly opposed.

Survey responses have informed the SCNA and SIA prepared by Ethos Urban and submitted with the Planning Proposal and SSDA.

**Table 5 Survey feedback summary**

Topic	Comments and ideas	Project Response
<b>Local infrastructure</b>	<ul style="list-style-type: none"> <li>• Concern that the proposed high density will put pressure on local infrastructure, including open space, schools and community facilities (n=115 somewhat or very concerned).</li> </ul>	<ul style="list-style-type: none"> <li>• Ethos Urban on behalf of Landcom, has prepared a Social and Community Needs Assessment (SCNA) which identifies current and future capacity of community infrastructure within the site catchment area and highlights the potential impacts that the additional population derived from this development will have on capacities. The SCNA will be submitted as part of the EIS which will go on public exhibition for the relevant state agencies and councils to review and make a submission.</li> </ul>
<b>Construction impacts</b>	<ul style="list-style-type: none"> <li>• Concern around noise, dust and vibration (n=93 somewhat or very concerned).</li> </ul>	<ul style="list-style-type: none"> <li>• Construction management plans will be prepared before works begin to detail how works will be managed to minimise impacts on neighbours, local traffic and parking. Landcom will consult immediate neighbours who rely on access from Bignell Lane.</li> <li>• Neighbours will be notified before works begin with information about work hours, what is involved, how construction impacts will be managed, and relevant contact details.</li> </ul>
<b>Height and scale</b>	<ul style="list-style-type: none"> <li>• Concern that 20+ storeys considered excessive by some; suggestions for a 10-storey maximum to align with local context.</li> <li>• High-rise form and materials seen as out of character and unattractive.</li> <li>• Significant shadowing impacts noted, particularly on Parramatta Road and nearby Bridge Road School playground.</li> <li>• Height not supported by local transport capacity.</li> <li>• Calls to reduce height and increase parking to suit expected demand.</li> </ul>	<ul style="list-style-type: none"> <li>• Landcom is committed to optimising the amount of BTR housing for essential workers, alongside market sale and affordable rental units.</li> <li>• The site's proximity to public transport, jobs, and social infrastructure makes it well-suited to support around 500 much-needed homes.</li> <li>• To ensure feasibility, building heights will range from 3 to 21 storeys, remaining within flight path limits.</li> <li>• The masterplan features varied building heights, setbacks, slender towers, landscaped public spaces, and pedestrian links to reduce visual bulk, limit overshadowing, and ensure privacy and sunlight.</li> <li>• Ethos Urban on behalf of Landcom has prepared a Visual Impact Assessment to be submitted as part of the EIS, which found that while proposed buildings will have a visual impact, their orientation and configuration will minimise impacts on overshadowing.</li> </ul>

Topic	Comments and ideas	Project Response
<b>Traffic and parking</b>	<ul style="list-style-type: none"> <li>Traffic and parking issues, both during construction and ongoing operation (n=107 somewhat or very concerned).</li> <li>Suggestion for safer pedestrian crossings, upgraded intersections, expanded footpaths and improved landscaping.</li> </ul>	<ul style="list-style-type: none"> <li>SCT Consulting on behalf of Landcom has conducted a detailed Traffic and Transport Impact Assessment (TTIA) and a Construction Traffic Management Plan (CTMP) for the proposal, which will be submitted as part of the EIS. The TTIA found that local roads will have capacity for traffic generated by the proposed development.</li> <li>As the site is well-located, future residents can also walk, cycle and use public transport to reach many nearby destinations.</li> <li>Transport for NSW will be responsible for any pedestrian upgrades and will be notified about the proposal during the Public Exhibition process.</li> </ul>
<b>Public and active transport</b>	<ul style="list-style-type: none"> <li>Suggestions to improve bus frequency and reliability, introduce express routes, and expedite plans for light rail along Parramatta Road.</li> <li>Suggestions to expand bike lanes and pedestrian pathways, with improved links to Johnstons Creek and Rozelle Bay.</li> </ul>	<ul style="list-style-type: none"> <li>As the site is well-located, future residents can walk, cycle and use public transport to reach many nearby destinations.</li> <li>Public and active transport delivery is the responsibility of Transport for NSW (TfNSW). TfNSW was consulted on the proposal during planning and the applications will be referred to TfNSW during public exhibition to provide formal feedback.</li> <li>The BTR building will include secure bicycle storage to encourage active transport as an alternative to driving.</li> </ul>
<b>Landscaping and public domain</b>	<ul style="list-style-type: none"> <li>Increase accessible, ground-level green spaces, parks and playgrounds.</li> </ul>	<ul style="list-style-type: none"> <li>Landcom seeks for the proposed development to enhance the neighbourhood's amenity and vibrancy with ground-floor shops and services, landscaped green outdoor spaces managed by Landcom and new pedestrian links between Parramatta Road and Pyrmont Bridge Road.</li> </ul>
<b>Retail and on-site services</b>	<ul style="list-style-type: none"> <li>Strong demand for a large supermarket (e.g. Coles or Woolworths), grocers, GPs, childcare and community-serving businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Landcom prepared a Retail Strategy to assess current local amenities and provide recommendations for what could be included in future development to help meet the daily needs of local residents. The proposal includes ground-floor retail alongside public spaces and laneways.</li> <li>While tenants will be confirmed in future, it is envisaged that tenancies would be suitable for food and beverage, convenience and other specialty retailers, complementing shops and services nearby.</li> </ul>
<b>Housing</b>	<ul style="list-style-type: none"> <li>Calls to ensure housing typologies are mixed to facilitate social cohesion (i.e. affordable housing is also included in broader development of the site).</li> <li>Build bigger units (3+ beds) to accommodate families and needs of future generations.</li> <li>Enforce affordable housing provision in perpetuity, prioritise essential workers and allocate social housing to experienced community housing providers.</li> </ul>	<ul style="list-style-type: none"> <li>The development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability.</li> <li>Landcom will remain owner of the BTR properties, which will be managed by a suitable operator or community housing provider.</li> <li>There is no plan to accommodate social housing on the site, however the tenure of the additional lots (not being developed by Landcom) is yet to be decided.</li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>Suggestion to lower carbon construction, use sustainable materials and plant trees / air-filtering vegetation.</li> </ul>	<ul style="list-style-type: none"> <li>Landcom is targeting a Green Building Council of Australia 4-star Green Star Buildings rating for the BTR building, which means the design will enable energy efficiency and use of renewables, improved indoor air quality and reduced upfront carbon emissions.</li> <li>Across the broader site, buildings have been oriented to maximise solar access and cross ventilation, reducing reliance on air conditioning; will not include gas connections; follow water sensitive urban design principles; and feature façades, roof treatments, materials and colours that reflect local character and are less likely to attract heat.</li> </ul>

Topic	Comments and ideas	Project Response
		<ul style="list-style-type: none"> <li>The provision of publicly accessible green and open spaces is central to the proposal, providing places to connect with nature that feature native plants to support urban biodiversity.</li> </ul>

## 4.4 Focus groups feedback

The focus groups were designed to gather insights on community attitudes and preferences regarding the redevelopment of the site. Three distinct groups were consulted: **essential workers** in metropolitan Sydney (healthcare, emergency services, teachers and other essential service employees), a **representative sample** of Inner West and City of Sydney residents, and **young adults** aged 18–30 from across metropolitan Sydney.

In collaboration with Taverner Research Group, up to 13 participants per group were recruited over a 2–3-week period. Each 1.5-hour session was guided by a high-level project overview, a structured discussion covering key topics such as housing needs, local infrastructure, and social and environmental concerns. Ethos Urban's Engagement and Social Strategy team facilitated the sessions, promoting balanced participation and capturing feedback through notes.

Following the sessions, notes were analysed to identify recurring themes and insights which have informed the SIA and SCNA, with recommendations that align with community priorities.

**Table 6 Focus group feedback summary**

Topic	Discussion comments	Project Response
<b>Young adult focus group:</b> online 28 May 2025, 4.30-6pm		
<b>Housing affordability and challenges for younger renters</b>	<ul style="list-style-type: none"> <li>There was strong overall support, particularly for how the project could help essential workers and address the housing crisis.</li> <li>One participant stated, <i>"Hard to retain essential workers during the first five years or so – this would be good for those people."</i> (Speech pathologist, Dulwich Hill).</li> <li>The BTR model was generally viewed as positive, offering a solution for longer term housing and stability. Another option in addition to the BTR model that was highlighted included rent-to-buy models.</li> <li>Some concerns were raised that the project may only provide a temporary solution to the housing crisis and may only benefit existing residents who already live in the area.</li> <li>One participant stated, <i>"Feels like a band-aid solution, might not be useful for families to live in 2-bed apartments."</i> (Junior Solicitor, Sydney CBD)</li> <li>The Inner West is seen as vibrant, diverse, and well-connected, but several participants noted its ageing housing stock and unaffordability.</li> <li>Housing in the Inner West was highlighted as being highly competitive, with specific challenges including discrimination against younger renters, accessibility issues, short leases, and uncapped rent increases.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom seeks to deliver well-designed and well-located mixed-use development that fosters a more connected, sustainable and inclusive community.</li> <li>The development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability.</li> </ul>

Topic	Discussion comments	Project Response
	<ul style="list-style-type: none"> <li>Many hoped this project can act as a catalyst for broader change and revitalisation along Parramatta Road.</li> <li>One participant stated, <i>"Love the character of the area, community, but couldn't afford to live in the area without having subsidised housing."</i> (Seeking employment, Camperdown).</li> </ul>	
<b>Infrastructure and services</b>	<ul style="list-style-type: none"> <li>Some participants highlighted that they would like to see better integration with other infrastructure such as landscaping, walkways and roads.</li> <li>Many noted the need for better transport and social services and facilities to match demand and housing growth in the area.</li> <li>One participant raised <i>"would public transport be able to deal with additional strain in peak hours and shift workers?"</i> (Speech pathologist, Dulwich Hill), while another stated, <i>"I want light rail down Parra Road."</i> (Project officer, Surry Hills).</li> <li>Participants noted that they want to see more community spaces, local businesses, improved green and social infrastructure, and improved public transport in the Inner West area.</li> <li>Concerns during operation that were raised included potential increased pressure on existing social infrastructure and services.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom seeks for proposed development to enhance the neighbourhood's amenity and vibrancy with ground-floor shops and services, landscaped outdoor spaces and new pedestrian links between Parramatta Road and Pyrmont Bridge Road.</li> <li>A range of technical studies were completed to understand site opportunities and constraints to support the site's rezoning and well-designed development. Studies covered local traffic and transport, urban design, landscape design, civil engineering and environmental assessments.</li> <li>Landcom also consulted Inner West Council and other government agencies to identify ways to minimise impacts and achieve a great design outcome.</li> </ul>
<b>Construction</b>	<ul style="list-style-type: none"> <li>Potential negative impacts that were raised include traffic, noise, and other construction activities that may disrupt people in the local area.</li> <li>One participant highlighted the phasing should consider <i>"any impacts to ambulance routes during construction."</i> (Photography assistant, Marrickville).</li> </ul>	<ul style="list-style-type: none"> <li>Construction management plans will be prepared before works begin to detail how works will be managed to minimise impacts on neighbours, local traffic and parking.</li> </ul>
<b>Consultation</b>	<ul style="list-style-type: none"> <li>Participants highlighted the importance of transparent communication and diverse engagement methods.</li> <li>One participant stated, <i>"Only certain people attend town hall style meetings who have time - good to see this engagement with different groups including young people."</i> (Software Engineer, Forest Lodge).</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Community and stakeholder feedback is an important part of the planning process. All feedback received has been carefully considered alongside planning requirements such as site constraints, housing and sustainability targets, and project feasibility.</li> <li>Landcom used a mix of online and face-to-face engagement methods to invite feedback from a broad range of stakeholders, including government agencies, site neighbours, the local community and future beneficiaries of the proposal, like essential workers.</li> </ul>
<b>Essential workers focus group:</b> in-person 30 May 2025, 4-5.30pm		
<b>Local character</b>	<ul style="list-style-type: none"> <li>The Inner West was seen as being culturally rich and community oriented.</li> <li>Parramatta Road was described as being depressing, unsafe, and lacking vibrancy, with a number of closed shops and limited pedestrian appeal.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom seeks for proposed development to enhance the neighbourhood's amenity and vibrancy with ground-floor shops and services, landscaped outdoor spaces and new pedestrian links between Parramatta Road and Pyrmont Bridge Road.</li> </ul>

Topic	Discussion comments	Project Response
	<ul style="list-style-type: none"> <li>Participants noted a strong interest in revitalising the area around Parramatta Road through the provision of new shops, cafes, and green spaces.</li> <li>One participant stated, <i>"Parramatta Road is depressing, with lots of shops closed. Would be good to see some life brought into the area such as shops and cafes to improve amenity."</i> (40-49yo Police analyst, Alexandria).</li> <li>Some participants were concerned about preserving the area's heritage and character amid potential growth.</li> <li>Many hoped this project can act as a catalyst for broader change and revitalisation along Parramatta Road.</li> </ul>	<ul style="list-style-type: none"> <li>Landcom aims to showcase design that connects with, and is sympathetic to, the area's industrial past and heritage character through building setbacks, and use of similar materials and colours.</li> </ul>
<b>Accessibility, amenity and safety</b>	<ul style="list-style-type: none"> <li>Participants want to see better public transport, bike infrastructure, and east-west accessibility throughout the Inner West area.</li> <li>One participant highlighted, <i>"East to west connection is difficult, would like to see better accessibility and better public transport."</i> (18-30yo, Teacher, Sydenham).</li> <li>Key concerns raised about the project included building height and changes to the visual amenity, as well as potential traffic impacts during construction and operation.</li> <li>One participant stated <i>"Safety, security and lighting, will be really important, it will be a mix of people living there...disability accessibility should also be a consideration"</i> (50-59yo, Paramedic, Stanmore).</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>The site is well-located near public transport, social infrastructure and jobs to support around 500 units, providing much-needed homes in response to the housing crisis.</li> <li>The site masterplan includes varied building heights with slender, taller forms; setbacks; landscaped public spaces; and pedestrian laneways between buildings to help reduce visual bulk and limit overshadowing, while providing future residents adequate privacy and sunlight.</li> <li>Ethos Urban on behalf of Landcom has prepared a Visual Impact Assessment to be submitted as part of the EIS, which found that while proposed buildings will have a visual impact, their orientation and configuration will minimise impacts on overshadowing.</li> <li>SCT Consulting on behalf of Landcom has conducted a detailed Traffic and Transport Impact Assessment (TTIA) for the proposal, which will be submitted as part of the EIS. The TTIA found that local roads will have capacity for traffic generated by the proposed development.</li> <li>Construction management plans will be prepared before works begin to detail how works will be managed to minimise impacts on neighbours, local traffic and parking.</li> </ul>
<b>Housing stock quality and suitability</b>	<ul style="list-style-type: none"> <li>Some participants noted the Inner West is becoming increasingly unaffordable for locals due to more people moving into the area and rising incomes of certain demographics.</li> <li>One participant stated, <i>"I'm concerned about being priced out after the 5 years if I move out – I won't be able to afford to stay in the local area."</i> (31-39yo, Pathology collector, Chippendale).</li> <li>Some participants noted difficulties in finding affordable, family-friendly housing (e.g., with backyards) in the Inner West.</li> <li>Participants noted there is a high level of competition for rentals in the Inner West area, even for those with stable employment. Some issues regarding renting in the Inner West raised included</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>The development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability.</li> </ul>

Topic	Discussion comments	Project Response
	<p>unsafe or poor-quality housing, misleading listings, mould, and overcrowding.</p> <ul style="list-style-type: none"> <li>One participant stated one of the biggest challenges for essential workers is "<i>affordable housing in good condition, a lot of places are quite dodgy, photos don't represent the actual place, overcrowding, bad living conditions (mould)</i>" (40-49yo, X-Ray technician, Randwick).</li> </ul>	
<b>Essential worker BTR model and design considerations</b>	<ul style="list-style-type: none"> <li>There was general support for the BTR model, however, questions about eligibility criteria for key workers, and how misuse (e.g. subletting) would be prevented were raised.</li> <li>One participant raised they were "<i>Concerned about misuse if (essential worker) roles change - what about higher positions?</i>" (31-39yo, hospital admin, Parramatta).</li> <li>Some participants expressed a desire for communal spaces such as kitchens, community rooms and outdoor spaces for residents only.</li> <li>Participants highlighted the need for soundproofing, blackout blinds, and quiet spaces for sleeping during the day for shift-workers. Other important design aspects included security, lighting, and accessibility for late-night movements.</li> <li>Participants would like to see extended hours for ground-floor amenities and childcare services to suit shift work schedules.</li> <li>It was highlighted that essential workers need parking provided due to shift work as public transport is often unreliable or unsafe at night.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom will remain the owner of the BTR properties, which will be managed by a suitable operator or community housing provider. Eligibility criteria, details on how to apply and the rental subsidy will be available closer to project completion.</li> <li>The BTR building will include secure access for residents, communal indoor and outdoor spaces, acoustic treatments to reduce noise, 53 secure private car parking spaces are proposed, and future provisions for electric vehicle charging and bicycle storage.</li> </ul>
<b>Local residents focus group:</b> in-person 30 May 2025, 6-7.30pm		
<b>Housing affordability and security</b>	<ul style="list-style-type: none"> <li>Participants were broadly supportive of the project but raised concerns about the BTR length of leases and eligibility criteria for essential workers.</li> <li>The Inner West rental market was described as highly competitive, with challenges such as lack of long-term security, rent bidding, difficulty securing inspections, and restrictions around pets.</li> <li>One participant stated, "<i>It is difficult finding a rental, with rent bidding, long wait lines to inspect properties, people who are always wanting to pay above market rent.</i>" (50-59yo, Chef, St Peters).</li> <li>There was a clear desire for more affordable housing and better strategic planning, with many calling for a revitalisation of Parramatta Road.</li> <li>Participants supported greater housing diversity, including affordable, higher-</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>The development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability.</li> <li>BTR eligibility criteria, details on how to apply and the rental subsidy will be available closer to project completion.</li> </ul>

Topic	Discussion comments	Project Response
	<p>density, and family-friendly apartment options.</p> <ul style="list-style-type: none"> <li>Some expressed scepticism about the BTR model, citing concerns about high costs and minimal rates contributions to the local council.</li> </ul>	
<b>Local character</b>	<ul style="list-style-type: none"> <li>The Inner West was valued for its strong sense of community, green spaces, established infrastructure, and heritage character.</li> <li>One participant stated, <i>"Keeping that shop front feel."</i> (60-69yo, Retired, Newtown).</li> <li>Concerns expressed about ongoing changes in the area, including a perceived decline in diversity, safety issues, increased noise, and poor-quality apartment design.</li> <li>One participant stated that they are <i>"scared of gentrification... I fear the area will not be queer friendly – it needs to be inclusive."</i> (31-39yo, Nursing student, Summer Hill).</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom seeks to deliver well-designed and well-located mixed-use development that enhances the neighbourhood's amenity and fosters a more connected, sustainable and inclusive community.</li> </ul>
<b>Traffic and pressure on infrastructure</b>	<ul style="list-style-type: none"> <li>Key issues raised included traffic congestion, limited parking, and growing pressure on local parks and social infrastructure.</li> <li>One participant stated, <i>"Parra Road is problematic – cars and pollution are uninviting for people and communities."</i> (40-49yo, seeking employment, Marrickville).</li> </ul>	<ul style="list-style-type: none"> <li>SCT Consulting on behalf of Landcom has conducted a detailed Traffic and Transport Impact Assessment (TTIA) for the proposal, which will be submitted as part of the EIS.</li> <li>The TTIA found that local roads will have capacity for traffic generated by the proposed development. As the site is well-located, future residents can also walk, cycle and use public transport to reach many nearby destinations.</li> <li>The BTR building is proposed to include 53 secure private car parking spaces, aligned to planning requirements, with future provisions for electric vehicle charging and bicycle storage. The number of parking spaces for the other buildings will be confirmed in separate applications by the future landowner/s. Landcom is also looking at the opportunity to provide car share spaces for future residents and the wider community to use.</li> </ul>

## 4.5 Community drop-in and pop-up sessions

A 3-hour in-person drop-in session was hosted for community members from 4-7pm on 29 April 2025. The session was advertised via communication tools listed in **Section 3.1** and received **40 attendees**. Community members were able to meet the project team, including representatives from Landcom and consultants representing traffic, architecture, engagement and social impact, to provide feedback on key topics and ask questions about the project. Feedback forms were provided at the session however none of the attendees filled these in. Feedback was captured by the project team throughout the session.

A 2-hour in-person pop-up stall was hosted at Broadway Shopping Centre from 4-6pm on 1 May 2025. **46 conversations** were had with shoppers to raise awareness of the project among the broader community, provide project information, and seek their feedback on the proposed design and the delivery of dedicated essential worker housing.

Key comments from both sessions are summarised in **Table 7**.



**Figure 3 Community drop-in and pop-up sessions**

Source: Ethos Urban/Landcom

**Table 7 Community drop-in and pop-up feedback summary**

Topic	Detail/Questions	Project Response
<b>Height, bulk and scale</b>	<ul style="list-style-type: none"> <li>Mixed views on height: some support higher density, others say 20 storeys is too high, suggesting 6–16 storeys instead.</li> <li>One participant stated, <i>"I would be more comfortable with six stories... 20 stories is too high."</i> Another stated <i>"I acknowledge the site needs to be developed... it is a bit high. I would like to see it lowered to the height of other developments in the area."</i></li> <li>Requests for tiered or stepped heights, setbacks from Parramatta Road, and sympathetic materials (brick and metal, like Toga or City Quarter).</li> <li>Desire for a design that reflects local character and blends into the neighbourhood fabric, avoids overshadowing, and supports sustainability (National Australian Built Environment Rating System) 6-star rating, solar panels, ventilation, thermal insulation, reuse of materials e.g. bricks from Sydney Park Kiln or other developments).</li> <li>Concerns about visual bulk, especially for neighbours like the Trio building, Camperdown Park, and nearby terraces and apartments.</li> <li>Interest in design guidelines for future private development on surrounding building envelopes.</li> </ul>	<ul style="list-style-type: none"> <li>The site is well-located near public transport, social infrastructure and jobs to support around 500 units, providing much-needed homes in response to the housing crisis.</li> <li>Landcom seeks to deliver well-designed development that enhances the neighbourhood's amenity and is sympathetic to the area's industrial past and heritage character.</li> <li>To help reduce visual bulk and limit overshadowing, while providing future residents adequate privacy and sunlight, the site masterplan features varied building heights with some slender, taller forms; building setbacks; landscaped public and private spaces with native plants to support urban diversity; and pedestrian laneways between buildings.</li> <li>Buildings have been oriented to maximise solar access and cross ventilation, reducing reliance on air conditioning; will not include gas connections; follow water sensitive urban design principles; and feature façades, roof treatments, materials and colours that reflect local character and are less likely to attract heat.</li> <li>Ethos Urban on behalf of Landcom has prepared a Visual Impact Assessment to be submitted as part of the EIS, which found that while proposed buildings will have a visual impact, their orientation</li> </ul>

Topic	Detail/Questions	Project Response
		and configuration will minimise impacts on overshadowing.
<b>Landscaping and public domain</b>	<ul style="list-style-type: none"> <li>Support for public open space and green links, with suggestions for dog-friendly areas and community gardens (like Camperdown Commons). Emphasise the importance of Connecting with Country and reflecting this in the landscaping design (e.g. vertical gardens, native planting, water elements).</li> <li>One participant stated, <i>"greening the side fronting of Parramatta Road is really important."</i> Another participant stated, <i>"Love the green roofs – community food garden would be great to include."</i></li> <li>Desire for public spaces and buildings to be secure, well-lit, and actively managed for safety of future residents, including essential workers commuting home late at night or early in the morning, noting concern about rough sleepers, vulnerable populations and drug use in the area.</li> </ul>	<ul style="list-style-type: none"> <li>The provision of publicly accessible green and open spaces, linked through new pedestrian laneways, is central to the proposal, providing places for people to meet, relax, socialise and connect with nature.</li> <li>Landscaping and public domain plans follow design principles to recognise, celebrate and connect with Country shaped through consultation with First Nations stakeholders. The plans include native planting that support urban biodiversity and could provide interactive and educational opportunities; permeable pavements and gardens to support water infiltration, embracing the ebb and flow of water; and the use of natural materials and First Nations design in installations, street furniture and public art.</li> <li>Detailed designs for the proposed public green and open spaces, including design and safety features to support different uses, will be refined in consultation with Inner West Council and other stakeholders.</li> </ul>
<b>Essential worker housing model</b>	<ul style="list-style-type: none"> <li>Broad support for housing targeted at essential workers, including nurses, teachers, cleaners, and construction workers.</li> <li>One participant stated, <i>"It's good to have housing diversity - being able to cater to the haves versus the have nots."</i></li> <li>Emphasis on means-tested affordability, long-term or in-perpetuity affordability, and clarity on who qualifies as an essential worker.</li> <li>Another participant stated, <i>"I'm curious about pricing - 'affordability' is still expensive in Sydney."</i></li> <li>Requests for detail on ownership and operating model of BTR housing; <ul style="list-style-type: none"> <li>Concerns over handover to community housing providers</li> <li>Maintenance of public domain, garden beds, and lighting</li> <li>Waste disposal management</li> <li>Retail trading hours to support essential workers.</li> </ul> </li> <li>Suggestions for rent-to-buy models and guarantees that units won't convert into market housing after 15 years.</li> <li>Requests for larger units (e.g. 3-bedroom) to support families.</li> <li>Comments on current RPA staff accommodation (e.g. in Rozelle and Balmain), however preference is for options closer to the hospital.</li> <li>Another participant stated, <i>"As a key worker, I'd love to live close by... it would be great having a 10-minute commute."</i></li> </ul>	<ul style="list-style-type: none"> <li>The BTR units, ranging from studio to three-bedroom, will be offered to essential workers at a discount to market rent, through a separate subsidy.</li> <li>Landcom will remain owner of the BTR properties, which will be managed by a suitable operator or community housing provider. Eligibility criteria, details on how to apply and the rental subsidy will be available closer to project completion.</li> <li>Homes NSW is supporting Landcom by engaging existing essential worker housing providers to understand their operational models and determine an appropriate way to provide rental subsidies / rental support to eligible BTR tenants.</li> </ul>
<b>Traffic, parking, and public transport</b>	<ul style="list-style-type: none"> <li>Concerns about traffic congestion, especially on Mallett Street, Pyrmont Bridge Road, and Parramatta Road.</li> <li>One participant stated, <i>"Evening traffic is really bad - it backs up from Parramatta Rd</i></li> </ul>	<ul style="list-style-type: none"> <li>SCT Consulting on behalf of Landcom has conducted a detailed Traffic and Transport Impact Assessment (TTIA) for the proposal, which will be submitted as part of the EIS.</li> </ul>

Topic	Detail/Questions	Project Response
	<p>to Camperdown Oval." Another participant was concerned about construction traffic, stating, "it can take up to 18 minutes to get to Booth Street from Parramatta Road."</p> <ul style="list-style-type: none"> <li>• Requests for super bus stops, express bus services, and improved frequency—especially outside peak hours.</li> <li>• One participant stated, "Buses are the only form of transport - it would be great to have a 'super bus stop.'"</li> <li>• Mixed support for removing car parking vs. concerns about parking impacts on residents, businesses (e.g. Camperdown Fitness), and construction workers.</li> <li>• Requests for cycleway continuity (e.g. Pyrmont Bridge Road to Forest Lodge) and improved pedestrian walkability.</li> <li>• Desire for traffic impact details, better planning, and mitigation strategies (e.g. one-way loading zones, construction staging).</li> </ul>	<ul style="list-style-type: none"> <li>• The TTIA found that local roads will have capacity for traffic generated by the proposed development. As the site is well-located, future residents can also walk, cycle and use public transport to reach many nearby destinations.</li> <li>• While the TTIA considers how the proposal connects with existing transport infrastructure, public and active transport delivery is the responsibility of Transport for NSW (TfNSW). TfNSW was consulted on the proposal during planning and the applications will be referred to TfNSW during public exhibition to provide formal feedback.</li> <li>• The BTR building is proposed to include 53 secure private car parking spaces, aligned to planning requirements, with future provisions for electric vehicle charging and bicycle storage. The number of parking spaces for the other buildings will be confirmed in separate applications by the future landowner/s. Landcom is also looking at the opportunity to provide car share spaces for future residents and the wider community to use.</li> </ul>
<b>Construction impacts and timeline</b>	<ul style="list-style-type: none"> <li>• Strong concern about construction noise, dust, vibration and traffic, especially from close neighbours and business owners who experienced significant disruptions and financial burden during WestConnex construction.</li> <li>• One participant stated, "Not happy about another 6+ years of construction after WestConnex.". Another stated "We live in the Trio building and construction noise is disruptive."</li> <li>• Requests for limited construction staging (maximum two stages), clear timelines, and no night works.</li> </ul>	<ul style="list-style-type: none"> <li>• Construction management plans will be prepared before works begin to detail how works will be managed to minimise impacts on neighbours, local traffic and parking. Landcom will consult immediate neighbours who rely on access from Bignell Lane.</li> <li>• Neighbours will be notified before works begin with information about work hours, what is involved, how construction impacts will be managed, and the site manager's contact details.</li> </ul>
<b>Retail opportunities</b>	<ul style="list-style-type: none"> <li>• Strong demand for a supermarket (e.g. IGA, Aldi, Coles/Woolworths) due to lack of nearby options (e.g. City Quarter, Trio, Annandale, Broadway).</li> <li>• One participant was concerned about retail without parking, stating, "Dining without parking will be a big problem."</li> <li>• Requests for childcare, GP clinic, gyms (including pilates), newsagency.</li> <li>• Concerns about retail mix, desire to avoid "cheap, tacky shops" like convenience stores and bridal shops</li> <li>• Desire for useful, essential services, especially ones that essential workers can access out of hours.</li> <li>• One participant stated, "It would be good to think about budget-conscious options in your retail offering."</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> <li>• Landcom prepared a Retail Strategy to assess current local amenities and provide recommendations for what could be included in future development to help meet the daily needs of local residents, while creating a vibrant destination for people to visit and support the local economy.</li> </ul>
<b>Education, health, and infrastructure capacity</b>	<ul style="list-style-type: none"> <li>• Concerns about school capacity and lack of healthcare access for increased population.</li> <li>• Strong concerns and calls for government to coordinate infrastructure delivery (roads, schools, utilities) with housing growth.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> <li>• A range of technical studies were completed to understand site opportunities and constraints to support the site's rezoning and well-designed development. Studies covered local traffic and transport, urban design, landscape design, civil engineering and environmental assessments.</li> </ul>

Topic	Detail/Questions	Project Response
		<ul style="list-style-type: none"> <li>Landcom also consulted Inner West Council and other government agencies to identify ways to minimise impacts and achieve a great design outcome. The applications will be referred to many of these organisations during public exhibition to provide formal feedback.</li> </ul>
<b>Community togetherness</b>	<ul style="list-style-type: none"> <li>Recognition that younger and working-class people are being pushed out.</li> <li>Support for mixed communities with a range of ages, incomes, and family types.</li> <li>One participant stated, <i>"I like living here because of the mix of people of all ages, backgrounds and levels of advantage."</i></li> <li>Support for public education on cost of services and value of public housing.</li> <li>Support for community rooms/spaces for education and fostering neighbour connection.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom seeks to deliver well-designed and well-located mixed-use development that enhances the neighbourhood's amenity and fosters a more connected, sustainable and inclusive community</li> <li>The development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability, as well as ground-floor retail and public spaces.</li> <li>Opportunities for future development to include other spaces, such as for community and creative uses, will be explored as planning progresses in consultation with Inner West Council and other government stakeholders.</li> </ul>

## 4.6 Online idea boards

Landcom's *Join In* consultation page also featured two idea boards that invited community members to respond to two questions. The first question was **"What one thing do you most love about the Camperdown area?"**, which received input from **30 contributors**. The second question was, **"What is your number one wish for the Camperdown area in future?"**, which received input from **47 contributors**. **Table 8** summarise the feedback from the online idea boards.

**Table 8 Online idea boards feedback summary**

Topic	Detail/Questions	Project response
<b>Q.1 "What one thing do you most love about the Camperdown area?"</b>		<b>No. responses: 30</b>
<b>Support for housing and design considerations</b>	<ul style="list-style-type: none"> <li>Strong support for housing due to housing crisis; commendation that it is BTR for essential workers with affordable rental housing.</li> <li>Calls for diverse, family-suitable apartments (e.g. 3-bedroom), not small 'shoebox' units.</li> <li>Concerns healthcare workers needing car access due to long commutes and poor public transport.</li> </ul>	<ul style="list-style-type: none"> <li>Landcom seeks to deliver well-designed and well-located mixed-use development that fosters a more connected, sustainable and inclusive community.</li> <li>The development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability.</li> <li>The BTR building will include secure access for residents, communal indoor and outdoor spaces, acoustic treatments to reduce noise, 53 secure private car parking spaces, and future provisions for electric vehicle charging and bicycle storage.</li> </ul>
<b>Retail and amenity</b>	<ul style="list-style-type: none"> <li>Appreciation for small, local businesses, with some wanting more essential retail and community uses. One contributor stated <i>"The industrial parts of Camperdown... add vibrancy and purpose with climbing gyms, breweries, dance studios, etc."</i> (Apr 25, 2025, 06:32 PM).</li> <li>Some questioned the need for more cafes/restaurants, noting existing businesses are struggling. Some want a retail study undertaken. Further suggestions that there is a lack grocery options around the site.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom prepared a Retail Strategy to assess current local amenities and provide recommendations for what could be included in future development to help meet the daily needs of local residents. The proposal includes ground-floor retail alongside public spaces and laneways.</li> <li>While tenants will be confirmed in future, it is envisaged that tenancies would be suitable for food and beverage, convenience and other</li> </ul>

Topic	Detail/Questions	Project response
		specialty retailers, complementing shops and services nearby.
<b>Open and green space</b>	<ul style="list-style-type: none"> <li>Appreciation for the proximity to green space and parklands, and many want future development to contribute positively to this.</li> <li>One contributor stated, "<i>Camperdown &amp; surrounds has great heritage buildings, good access to parklands (including all the way to Rozelle Bay)</i>" (Apr 24, 2025, 04:49 PM).</li> </ul>	<ul style="list-style-type: none"> <li>Landcom seeks for proposed development to enhance the neighbourhood's amenity and vibrancy with ground-floor shops and services, landscaped outdoor spaces that link to the existing green network.</li> <li>New pedestrian links are proposed between Parramatta Road and Pyrmont Bridge Road.</li> <li>The provision of publicly accessible green and open spaces, linked through new pedestrian laneways, is central to the proposal, providing places for people to meet, relax, socialise and connect with nature.</li> </ul>
<b>Traffic and transport</b>	<ul style="list-style-type: none"> <li>Concern about lack of parking, inadequate public transport (no light rail/metro), and increased congestion on nearby streets.</li> <li>Strong support for enhancing cycling, walking, and connectivity to nearby train stations.</li> </ul>	<ul style="list-style-type: none"> <li>SCT Consulting on behalf of Landcom has conducted a detailed Traffic and Transport Impact Assessment (TTIA) for the proposal, which will be submitted as part of the EIS.</li> <li>The TTIA found that local roads will have capacity for traffic generated by the proposed development. As the site is well-located, future residents can also walk, cycle and use public transport to reach many nearby destinations.</li> <li>While the TTIA considers how the proposal connects with existing transport infrastructure, public and active transport delivery is the responsibility of Transport for NSW (TfNSW). TfNSW was consulted on the proposal during planning and the applications will be referred to TfNSW during public exhibition to provide formal feedback.</li> <li>The BTR building will include 53 secure private car parking spaces, and future provisions for electric vehicle charging and bicycle storage.</li> </ul>
<b>Height and scale</b>	<ul style="list-style-type: none"> <li>Appreciate the low to med-rise scale of buildings in the neighbourhood and concern over 20-storey heights will not align with surrounding character.</li> <li>No comparable height in area; calls for 10-15 storey maximum height (like the Aero buildings).</li> <li>Criticism of high density and height in absence of adequate transport infrastructure; with suggestion tall buildings should be near a train station.</li> </ul>	<ul style="list-style-type: none"> <li>Landcom is committed to optimising the amount of BTR housing for essential workers, alongside market sale and affordable rental units.</li> <li>The site is well-located near public transport, social infrastructure and jobs to support around 500 units, providing much-needed homes in response to the housing crisis.</li> <li>To deliver feasible development, building heights are proposed to range from 3 to 21 storeys, within height limits of existing flight paths.</li> </ul>
<b>Diverse community</b>	<ul style="list-style-type: none"> <li>Strong value placed on the area's diverse population, ranging from families to essential workers, older residents, students, and renters.</li> <li>One contributor stated "<i>It's such a mix of diverse people - wealthy, poor, housing commission etc. It makes for such a grounded and balanced community.</i>" (Apr 18, 2025, 12:05 PM).</li> </ul>	<ul style="list-style-type: none"> <li>Landcom wants proposed development to contribute to the neighbourhood, hence development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability.</li> </ul>
<b>Local character and heritage</b>	<ul style="list-style-type: none"> <li>Appreciates mix of heritage and modern, low-density housing with a neighbourly feel.</li> <li>Emphasises Camperdown's unique mix and heritage character doesn't want it to resemble Zetland/Mascot.</li> <li>Support for the use of heritage brickwork and links to local history (e.g. Fowler Pottery, Brickworks).</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom wants proposed development to contribute to the neighbourhood and aims to showcase design that connects with, and is sympathetic to, the area's industrial past and heritage character through building setbacks, and use of similar materials and colours.</li> </ul>

Topic	Detail/Questions	Project response
	<ul style="list-style-type: none"> <li>Worried about design and material ageing poorly; supports good design but not tall or contrasting towers.</li> </ul>	
<b>Planning and process</b>	<ul style="list-style-type: none"> <li>Requests adherence to Inner West Council planning controls and original mid-rise vision.</li> <li>Frustration that prior planning (Parramatta Road Precinct/Corridor, Tech Central) appears abandoned with no clear commitment to infrastructure upgrades.</li> <li>One mentions of technical issues completing the SIA/SCNA survey.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>A range of technical studies were completed to understand site opportunities and constraints to support the site's rezoning and well-designed development. Studies covered local traffic and transport, urban design, landscape design, civil engineering and environmental assessments.</li> <li>Landcom also consulted Inner West Council and other government agencies to identify ways to minimise impacts and achieve a great design outcome. The applications will be referred to many of these organisations during public exhibition to provide formal feedback.</li> <li>Technical issues with the survey were made known to the team on 29 April 2025 and resolved on 30 April 2025.</li> </ul>
<b>Q.2 "What is your number one wish for the Camperdown area in future?"</b>		<b>No. responses: 47</b>
<b>Building heights</b>	<ul style="list-style-type: none"> <li>Mixed views on the proposed heights, with some requests to reduce to 6-10 storeys, with strong concern about the scale, overshadowing and the impact on character.</li> <li>Some contributors expressed support for taller buildings, stating, "<i>well-designed increase in density here makes sense</i>" (May 06, 2025, 10:57 AM) due to the size of the site and location in proximity to the CBD.</li> </ul>	<ul style="list-style-type: none"> <li>The site is well-located near public transport, social infrastructure and jobs to support around 500 units, providing much-needed homes in response to the housing crisis.</li> <li>To help reduce visual bulk and limit overshadowing, while providing future residents adequate privacy and sunlight, the site masterplan features varied building heights with some slender, taller forms; building setbacks; landscaped public and private spaces with native plants to support urban diversity; and pedestrian laneways between buildings.</li> </ul>
<b>Design quality</b>	<ul style="list-style-type: none"> <li>Desire for good design as this will be a prominent building on Parramatta Road</li> <li>One contributor stated, "<i>High density is needed but it has to be designed well. The project should be an exemplar.</i>" (Apr 29, 2025, 04:24 PM). Another stated, "<i>Don't cut corners, follow best practice, create something timeless.</i>"</li> </ul>	<ul style="list-style-type: none"> <li>Landcom wants proposed development to contribute to the neighbourhood and aims to showcase design that connects with, and is sympathetic to, the area's industrial past and heritage character through building setbacks, and use of similar materials and colours.</li> </ul>
<b>Retail needs</b>	<ul style="list-style-type: none"> <li>Emphasis on ensuring supermarket and retail needs are met.</li> <li>One contributor stated, "<i>One thing missing in the community is a proper grocery shop.</i>" (May 01, 2025, 07:44 PM).</li> </ul>	<ul style="list-style-type: none"> <li>The proposal includes ground-floor retail alongside public spaces and laneways. While tenants will be confirmed in future, it is envisaged that tenancies would be suitable for food and beverage, convenience and other specialty retailers, complementing shops and services nearby.</li> </ul>
<b>Transport infrastructure</b>	<ul style="list-style-type: none"> <li>Strong desire for public transport upgrades (light rail and buses down Parramatta Road).</li> <li>One contributor stated "<i>Public transport to Camperdown is lacking. Buses along Parramatta Rd are already at capacity.</i>" (Apr 25, 2025, 09:14 AM).</li> <li>Appeal for better infrastructure for active transport, with one contributor stating, "<i>Please can we have good bike parking facilities, including safe and secure storage and charging for E-bikes.</i>" (Apr 18, 2025, 04:11 PM). Another contributor stated their wish was for</li> </ul>	<ul style="list-style-type: none"> <li>As the site is well-located, future residents can walk, cycle and use public transport to reach many nearby destinations.</li> <li>Public and active transport delivery is the responsibility of Transport for NSW (TfNSW). TfNSW was consulted on the proposal during planning and the applications will be referred to TfNSW during public exhibition to provide formal feedback.</li> <li>The BTR building will include secure bicycle storage to encourage active transport as an alternative to driving.</li> </ul>

Topic	Detail/Questions	Project response
	<p><i>"Camperdown to become a cycling paradise, where people walk/ride to their destination."</i> (Apr 18, 2025, 10:43 PM).</p>	
<b>Affordable housing</b>	<ul style="list-style-type: none"> <li>• Emphasis on making sure affordable housing is provided in perpetuity to foster a sense of home and belonging.</li> <li>• One contributor stated, <i>"Developments such as these often serve more as investment vehicles than as true homes for families."</i> (Apr 26, 2025, 09:36 PM), while another wished for more affordable patient/relative accommodation linked to RPA Hospital.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> <li>• The development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability.</li> <li>• Landcom will remain owner of the BTR properties, which will be managed by a suitable operator or community housing provider.</li> <li>• There is no plan to accommodate social housing on the site, however the tenure of the additional lots (not being developed by Landcom) is yet to be decided.</li> </ul>
<b>Green space</b>	<ul style="list-style-type: none"> <li>• Green space with street trees along Mallett Street and Parramatta Road, with one contributor stating, <i>"we need permeable surfaces/deep soil for trees and plants to grow and cool the area."</i> (Apr 16, 2025, 01:44 PM).</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> <li>• The provision of publicly accessible green and open spaces, linked through new pedestrian laneways, is central to the proposal, providing places for people to meet, relax, socialise and connect with nature.</li> </ul>

## 4.7 Email submissions

During April and May, the project team received **75 email submissions**.

**72** indicated support for the project and **3** expressed mixed views or sought clarifications on the project.

**Table 9 Email submissions feedback summary**

Topic	Detail/Questions	Project response
<b>Support for the proposal</b>	<ul style="list-style-type: none"> <li>• Endorsement from local residents who see the project as a crucial step toward addressing the housing crisis. One submission stated, <i>"We desperately need more housing options in our area, and this development, on this site, is a once-in-a-generation opportunity to help meet this challenge."</i></li> <li>• Recognition that providing housing for essential workers is both necessary and commendable. One submission stated, <i>"I fully support this project... preferencing certain workers is frankly bloody amazing."</i></li> <li>• Strong emphasis on increasing affordable housing supply, especially for essential workers (e.g. nurses, paramedics, teachers).</li> <li>• Positive reception toward the proposed mix of BTR, market sale, and affordable rental housing.</li> <li>• Appreciation for the inclusion of ground-floor retail, pedestrian links, and landscaped spaces, seen as enhancing local amenity and vibrancy.</li> <li>• Desire for projects that reflect forward-thinking urban planning rather than resistance to change (e.g. criticism of "heritage advocates").</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> </ul>
<b>Public and active transport, infrastructure delivery</b>	<ul style="list-style-type: none"> <li>• Concerns about capacity of current transport infrastructure.</li> <li>• Advocacy for shift from bus reliance to rail networks for long-term efficiency and sustainability. One submission stated, <i>"railway infrastructure is key. Bus networks aren't sufficient as future growth means more cars."</i></li> <li>• Suggestion that cycling infrastructure and secure bike parking should be integrated to support active transport, especially for shift workers.</li> <li>• Desire to see government invest in infrastructure for future communities, even if not immediately profitable. One submission stated, <i>"Old style governments were all about building things that weren't feasible... they built for future communities."</i></li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> <li>• A range of technical studies were completed to understand site opportunities and constraints to support the site's rezoning and well-designed development. Studies covered local traffic and transport, urban design, landscape design, civil engineering and environmental assessments.</li> <li>• Landcom also consulted Inner West Council and other government agencies to identify ways to minimise impacts and achieve a great design outcome. The applications will be referred to many of these organisations during public exhibition to provide formal feedback.</li> <li>• The BTR building will include secure bicycle storage to encourage active transport as an alternative to driving.</li> </ul>

## 4.8 Key stakeholder meetings and correspondence

Throughout project planning, 36 meetings were held with government agencies and authorities (as outlined in the SEARs) and other key local, industry and government stakeholders to brief them on the project, answer questions and seek feedback.

**Table 10 Key stakeholder meeting and correspondence feedback summary**

Stakeholder	Outreach details (meeting/correspondence)	Topics raised	Project response
<b>Government authorities</b>			
Inner West Council	Briefing with Council's Strategic Planning team - 21 January 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>Landcom project team introduced project, shared overview of plans and key features, planning pathway and timings.</li> <li>Strategic planning team expressed that the site was originally intended to become a biotech hub and would like elements of this incorporated into Landcom's plans.</li> </ul>	<ul style="list-style-type: none"> <li>Through NSW Government audit of surplus land, the site was earmarked for residential development.</li> <li>Beyond residential and retail, opportunities for future development to include other spaces, such as for innovation, community and creative uses, will be explored as planning progresses in consultation with Inner West Council, future landowner/s and other stakeholders.</li> </ul>
	Briefing with General Manager (GM) Peter Gainsford and Director Planning Simone Plummer - 3 March 2025 (Leichhardt Service Centre)	<ul style="list-style-type: none"> <li>Landcom project team shared overview of project plans and key features, planning pathway and timings.</li> <li>GM expressed support for the project.</li> <li>Mayor Byrne noted as an apology.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
	Meetings with Council's Strategic Planning team – 4, 11 March 2025 (Ashfield Service Centre)	<ul style="list-style-type: none"> <li>Key items discussed included stormwater and flooding management, public open space and traffic, including opportunity to acquire and realign Bignell Lane.</li> </ul>	<ul style="list-style-type: none"> <li>Landcom and Council to continue discussions, Landcom to further develop the design to address key site constraints.</li> </ul>
	Meeting with Council's Engineering Services team - 12 March 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>Landcom project team shared overview of project plans and key features, planning pathway and timings.</li> <li>Key items discussed included stormwater and flooding management, including pre- and post-development scenarios.</li> </ul>	<ul style="list-style-type: none"> <li>Landcom adopted pre- and post-development scenarios noted by Council and reassessed flooding impacts.</li> </ul>
	Meeting with Council's Strategic Planning, Traffic and Transport, and Engineering Services teams - 2 April 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>Landcom project team shared an update on site planning.</li> <li>Key items discussed included opportunity to acquire and realign Bignell Lane, Council's nearby cycleway infrastructure plans.</li> </ul>	<ul style="list-style-type: none"> <li>Landcom and Council to continue discussions.</li> </ul>

Stakeholder	Outreach details (meeting/correspondence)	Topics raised	Project response
Department of Planning, Housing and Infrastructure (DPHI)	Meetings with Council's Property team – 11 April, 9, 16, 23, 30 May and 6 June 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>• Ongoing discussions about Bignell Lane acquisition to deliver realigned laneway.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussions ongoing through weekly meetings, helping to clarify issues and refine plans accordingly.</li> </ul>
	Meeting with Agency Partnerships team – 17 December 2024 (Microsoft Teams)	<ul style="list-style-type: none"> <li>• Landcom project team shared overview of project plans and key features, intended planning pathway and timings.</li> </ul>	<ul style="list-style-type: none"> <li>• Landcom and DPHI to continue discussions.</li> </ul>
	Briefing with Agency Partnerships, SSDA, and Planning Proposal teams – 5 February 2025 (4 Parramatta Square, Parramatta)	<ul style="list-style-type: none"> <li>• Landcom project team presented initial, preferred schematic design.</li> <li>• Agreed to fortnightly meetings to discuss project planning and updates.</li> </ul>	<ul style="list-style-type: none"> <li>• Landcom and DPHI to continue discussions.</li> </ul>
	Meeting with BTR Assessment team – 7 March 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>• Landcom project team presented new BTR team lead an overview of latest BTR design, including land use, floor space, dwelling yield and public space options.</li> </ul>	<ul style="list-style-type: none"> <li>• Landcom and DPHI to continue discussions.</li> </ul>
Transport for NSW (TfNSW)	Meetings with Agency Partnerships, SSDA, and Planning Proposal teams – 19 February, 5, 26 March, 2, 9, 16, 23 April 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>• Recurring meetings to share updates on design development.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussions ongoing through fortnightly meetings, helping to clarify issues and refine plans accordingly.</li> </ul>
	Briefing with Chief Transport Officer, and Director Land Use, Network and Place Planning – 21 January 2025 (231 Elizabeth Street, Sydney)	<ul style="list-style-type: none"> <li>• Landcom project team shared overview of project plans and key features, planning pathway and timings.</li> <li>• Key items discussed included traffic.</li> <li>• Noted project plans to be referred to TfNSW for review once lodged.</li> <li>• Agreed to establish working group between Landcom project team and TfNSW strategic land use representatives to discuss project planning and updates.</li> </ul>	<ul style="list-style-type: none"> <li>• Landcom and TfNSW to continue discussions.</li> </ul>
	Landcom-TfNSW working group meetings – 24 February, 31 March, 15 and 28 April 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>• Recurring working group meetings between Landcom project team and TfNSW strategic land use representatives to discuss project planning and updates.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussions ongoing through fortnightly meetings, helping to clarify issues and refine plans accordingly.</li> </ul>
Homes NSW	Meetings with Key Worker Housing team – 25 March, 2, 30 May, 6 June 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>• Ongoing discussions about future BTR operations and appropriate way to provide rental subsidies to eligible BTR tenants.</li> </ul>	<ul style="list-style-type: none"> <li>• Landcom and Homes NSW to continue discussions.</li> </ul>
Government Architect NSW	State Design Review Panel No.1 – 10 April 2025 (The Mint – 10 Macquarie Street Sydney)	<ul style="list-style-type: none"> <li>• Landcom project team presented the site masterplan and urban design features.</li> <li>• Meeting details outlined in the EIS.</li> </ul>	<ul style="list-style-type: none"> <li>• Plans refined based on SDRP 1 feedback.</li> </ul>
	State Design Review Panel No.2 – 7 May 2025 (The Mint – 10 Macquarie Street Sydney)	<ul style="list-style-type: none"> <li>• Landcom project team presented the site masterplan, urban design features and BTR building design.</li> <li>• Meeting details outlined in the EIS.</li> </ul>	<ul style="list-style-type: none"> <li>• Plans refined based on SDRP 2 feedback.</li> </ul>

Stakeholder	Outreach details (meeting/correspondence)	Topics raised	Project response
<b>Other key stakeholders</b>			
Landcom Design Review Panel (comprises experts in built environment design and planning to provide independent advice on Landcom projects)	Landcom Design Review Panel – 13 March 2025 (Landcom's office – 60 Station Street, Parramatta)	<ul style="list-style-type: none"> <li>Landcom project team presented the site masterplan and urban design features.</li> <li>Discussed solar access, amenity, site constraints with regard to masterplan and urban design considerations.</li> <li>Compared earlier site masterplan options with preferred option and discussed reasons why.</li> </ul>	<ul style="list-style-type: none"> <li>Plans refined based on Landcom DRP feedback.</li> </ul>
Bridge Road School	Meeting with Bridge Road School Principal – 15 May 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>School was concerned about potential relocation or annexation of the school given the size of its grounds.</li> <li>Queries raised around schooling options for children from the proposed development.</li> <li>Shadowing impacts and concerns about colder playground conditions but acknowledged minimal impact as students leave before 3pm.</li> <li>Noted previous WestConnex air quality issues and minimal compensation.</li> <li>Concerned about noise and dust impacts on students.</li> <li>Principal asked about building orientation and balconies facing the school.</li> <li>Not worried about future residents overlooking the school, more concerned about school-generated noise impacting residents.</li> <li>Noted the school has complex drop off and pick up system via Victory Lane off Mallett Street (south of Parramatta Road), as such Mallett Street access is critical.</li> <li>Open to collaborating with Landcom, including opportunities to bring students to view construction equipment.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom is committed to ongoing engagement with Bridge Road School to ensure access routes are maintained and disruptions to the school during construction are minimised.</li> </ul>
Royal Prince Alfred Hospital (RPA)	Meeting with RPA - Sydney Local Health District Representative from Planning Team – 23 May 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>RPA is eager to continue engaging with Landcom and welcomed future consultation opportunities.</li> <li>The project's SIA + SCNA team had already discussed placemaking and social connectivity with the RPA team.</li> <li>Sought clarity on how the BTR and affordable housing mix would be distributed across the site.</li> <li>RPA emphasised that university lecturers/staff should not be classified as essential workers, unlike school teachers or healthcare staff.</li> <li>RPA requested inclusion of additional health service sites on project maps (e.g., Mallett Street clinic, Bridge Road Centre).</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom is committed to ongoing engagement with RPA and Sydney Local Health District to ensure staff are well-informed about eligibility criteria for essential worker housing.</li> <li>Landcom appreciates RPA's offer to provide an information package outlining the housing needs of their workforce and looks forward to reviewing it.</li> </ul>

Stakeholder	Outreach details (meeting/correspondence)	Topics raised	Project response
		<ul style="list-style-type: none"> <li>• RPA noted 52% of its workforce are lower-income roles (e.g., nurses, junior doctors, allied health) and a strong match for BTR eligibility.</li> <li>• RPA expressed strong support for the project if delivered well and welcomed alignment with real community needs.</li> </ul>	
Committee for Sydney	Meeting with Head of Policy – 30 May 2025 (Microsoft Teams)	<ul style="list-style-type: none"> <li>• In a previous role was involved in planning for the site and surrounds as part of Camperdown health, education and innovation precinct, now part of Tech Central.</li> <li>• Of view that Landcom, as a custodian of government land, can be more innovative with land uses other than residential and traditional retail, accounting for changing retail demand and strategic economic development opportunity for the site to play a role in future of innovation, advanced prototyping and health that aligns to previous planning work for site.</li> <li>• Suggested planning for ground-floor retail considers flexibility to combine smaller spaces that may otherwise limit uses to cafes and shops and also considers taller floor-to-ceiling heights for other innovation and technology uses to support large machinery. Noted Pyrmont Bridge Road interface better focus for such uses to be consistent with existing industrial and commercial land uses to the north of the site.</li> <li>• Encouraged BTR building to comprise at least 10% three-bedroom units to support essential workers with families, or who want to remain in area and start a family.</li> </ul>	<ul style="list-style-type: none"> <li>• Noted.</li> <li>• Through NSW Government Audit of Surplus Land, the site was earmarked for residential development.</li> <li>• Beyond residential and retail, opportunities for future development to include other spaces, such as for innovation, community and creative uses, will be explored as planning progresses in consultation with Inner West Council, future landowner/s and other stakeholders.</li> <li>• The development will include a mix of unit sizes and options for renters and buyers, providing greater housing choice, supply and affordability.</li> </ul>

## 4.9 First Nations engagement and feedback

Landcom recognises its projects fundamentally transform Country forever. We seek to engage First Nations stakeholders throughout the project lifecycle wherever possible, helping us to understand how we can deliver projects in a respectful and considerate way to celebrate the uniqueness of each place.

The proposal site is on the land of the Gadigal People, the Traditional Custodians of the area now known as Camperdown/Annadale, located in the Inner West of Sydney.

As part of the project's Connecting with Country process, specialist consultancy Djinjama engaged individual Gadigal community members and the Inner West Aboriginal and Torres Strait Islander Advisory Committee, convened by Inner West Council, to understand the context and history of the site and surrounds, invite feedback and ideas about the proposed development, and inform design principles to recognise, celebrate and connect with Country. In addition to correspondence with local First Nations stakeholders, Djinjama facilitated a Walk on Country with local First Nations stakeholders and the Landcom project team on 11 February 2025. A summary of the feedback is provided below.

Two local Aboriginal community organisations were included in Landcom's email outreach to key stakeholders to provide high level project information and invite them to learn more and participate in broader community engagement activities. No email responses were received.

In line with DPHI requirements a separate heritage consultant is preparing a report about Aboriginal heritage in relation to the site.

**Table 11 First Nations stakeholder feedback summary**

Feedback	Detail	Project response
<b>Community Links</b>	<ul style="list-style-type: none"> <li>Community members expressed aspirations for opportunities that link organisations and First Nations community members to the place.</li> <li>They noted the impact of being seen and heard within Sydney.</li> <li>Community is important and creating opportunities and spaces to link community members and residents is a way to ensure smooth transitions.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landcom seeks to deliver well-designed and well-located mixed-use development with vibrant, inviting public spaces that fosters a more connected, sustainable and inclusive community.</li> <li>Opportunities to establish community links will be explored as planning progresses in consultation with Inner West Council, future landowner/s and other stakeholders, including First Nations stakeholders wherever possible.</li> </ul>
<b>Outdoor Spaces</b>	<ul style="list-style-type: none"> <li>Community wants to consider outdoor spaces in a cultural context.</li> <li>Community discussed the significance of including outdoor spaces such as seating, parks, interactive spaces and exercise opportunities.</li> <li>Fostering a sense of historical continuity and respect for the land is significant in creating outdoor spaces.</li> <li>Utilising country materials in installations, seating, and climbing tracks alongside greenery and tree canopies could create interactive and educational opportunities.</li> <li>Design of spaces should continue to be shaped with community guidance and consultation.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Landscaping and public domain plans follow design principles to recognise, celebrate and connect with Country shaped through consultation with First Nations stakeholders. The plans include native planting that support urban biodiversity and could provide interactive and educational opportunities; permeable pavements and gardens to support water infiltration, embracing the ebb and flow of water; and the use of natural materials and First Nations design in installations, street furniture and public art</li> <li>Detailed designs for the proposed public green and open spaces will be refined in consultation with Inner West Council and other stakeholders, including First Nations stakeholders wherever possible.</li> </ul>
<b>Artworks</b>	<ul style="list-style-type: none"> <li>Community further expressed that artwork, and the inclusion of a community hub should be included in the development.</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for public art created by First Nations artists within proposed public spaces and buildings will be explored as planning progresses.</li> </ul>

Feedback	Detail	Project response
	<ul style="list-style-type: none"> <li>By utilising artwork through the site and providing opportunities for young First Nations artists, the site can embed works internally and externally and even create interactive play spaces.</li> <li>Artworks can be interactive and speak to the senses, created in collaboration with community.</li> </ul>	
<b>Community Hub</b>	<ul style="list-style-type: none"> <li>Creating a community hub is an important opportunity for the community which allows connections and creates a sense of community.</li> <li>Linking artistic and cultural factors to a community hub will create the space to link to the wider community.</li> <li>Spaces here could further First Nations representation through leasing to organisations. A community hub can further foster ongoing relationships with the community.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Opportunities for future development to include other spaces, such as for community uses, will be explored as planning progresses in consultation with Inner West Council, future landowner/s and other stakeholders, including First Nations stakeholders wherever possible.</li> </ul>
<b>Acknowledgement</b>	<ul style="list-style-type: none"> <li>Understanding the importance of having voices heard is important to the community. The community discussed creating an acknowledgement that is unique and that is more than a place.</li> <li>An acknowledgement also provides opportunities to connect to this space through Sky Country through cultural story navigation.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>How Country and First Nations people are acknowledged in future development will be explored as planning progresses in consultation with Inner West Council, future landowner/s and other stakeholders, including First Nations stakeholders wherever possible.</li> </ul>

## 5.0 Conclusion and next steps

### 5.1 Conclusion

This Consultation Outcomes Report provides a succinct overview of communications and stakeholder engagement activities completed prior to lodgement of the Planning Proposal and SSDA for the proposed redevelopment of the site at 160-186 Parramatta Road and 79-95 Pyrmont Bridge Road, Annandale, for the purpose of delivering new build-to-rent, affordable rental and market sale apartments with ground-floor retail.

In accordance with the SEARs requirements for engagement, Landcom has implemented a strategy to inform and seek feedback from a wide range of stakeholders considered most likely interested in or directly impacted by the proposal.

Feedback received was generally positive, with the majority of feedback expressing support for the proposal and its intent to deliver more housing and community benefits in the area. Many acknowledged the need for essential worker housing to be co-located near employment hubs and supported the affordability aspect of the proposal. Among those who raised concerns, these were primarily focused on the proposed height and scale of the development, and its potential to exacerbate existing traffic congestion.

The recognised need for more housing, including affordable, diverse and more rental housing, aligns with Inner West Council planning policy/documents, including its *Local Strategic Planning Statement (2020)*, *Employment and Retail Lands Strategy (2020)*, *Local Housing Strategy (2020)* and *Affordable Housing Policy (2022)*. This alignment indicates a clear desire for greater housing diversity, increased density and more affordable housing options within this area.

Key concerns raised in feedback relate to building heights, bulk and scale, impacts on local heritage and the changing character of Camperdown/Annandale, increasing pressure on the road network, potential privacy and solar access impacts for nearby residents, and the need for high-quality architectural design. Feedback also emphasised the importance of well-maintained landscaping and public spaces, a clear criteria and long-term affordability for essential worker housing, ensuring safety of shift workers, details of the build-to-rent operations and management, construction impacts and staging, and a need for proactive construction communications.

Feedback detailed in this report has been shared with Landcom's technical consultant team to help refine the proposal and finalise the Planning Proposal and SSDA and will inform ongoing planning and delivery. The Planning Proposal and SSDA will be placed on public exhibition by DPHI, with the opportunity for interested stakeholders to provide further feedback through a formal submission process. Issues raised within the public submissions will be responded to by Landcom.

Landcom will continue to communicate project updates and engage with neighbours, the wider community and stakeholders during planning and construction. Up-to-date project information is available at [www.landcom.com.au/annandale](http://www.landcom.com.au/annandale) (Ethos Urban notes that Landcom will redirect web visitors here from the previous project webpage [www.landcom.com.au/camperdown](http://www.landcom.com.au/camperdown)).

### 5.2 Next steps

Considering the detailed feedback received during pre-lodgement consultation, Ethos Urban recommends the following approach to guide ongoing engagement as the project progresses:

- **Ongoing project milestone communications**, such as following SSDA lodgement and notification of public exhibition, and ongoing planning approvals processes as the project progresses. This should continue via established communications channels such as the Landcom project enquiries email. Ethos Urban notes that Landcom will redirect emails to the former project enquiries email ([camperdown@landcom.nsw.gov.au](mailto:camperdown@landcom.nsw.gov.au)) to the updated project enquiries email ([annandale@landcom.nsw.gov.au](mailto:annandale@landcom.nsw.gov.au)), and that the updated project enquiries email and webpage will be published in future project communications.
- **Continued engagement with existing and any newly identified stakeholders** who did not provide any pre-lodgement feedback, should interest arise during the public exhibition period.
- **Appoint and introduce a dedicated community relations contact** during construction (should the SSDA and Planning Proposal be approved), for residents and stakeholders to provide feedback, ask questions and raise any concerns regarding site works. It would be opportune to introduce a dedicated contact at this point to demonstrate an ongoing commitment to working with neighbours to manage construction-related impacts.

# Appendices

## A – Community Notification Flyer



### New homes for essential workers in Camperdown

Landcom proposes to transform the former WestConnex construction site in Camperdown (160-168 Parramatta Road and 79-95 Pyrmont Bridge Road) with well-designed mixed-use development featuring:

- at least 200 build-to-rent units offered to essential workers like nurses, paramedics, teachers, police officers and firefighters at a discount to market rent
- approximately 300 units that will be a mix of market sale and affordable rental housing
- a mix of ground-floor shops and services, landscaped outdoor spaces and new pedestrian links, helping to enhance neighbourhood amenity and creating a vibrant destination to live, work and visit.



*Artist's impression of proposed mixed-use development, subject to change and approvals*



### Help shape a more connected, sustainable and inclusive community close to transport, parks and major health and education hubs.

Your feedback will inform a Planning Proposal to rezone the site and a State Significant Development Application for build-to-rent apartments for essential workers.

**Online survey**  
Scan the QR code to complete a survey with your feedback about the proposal, and how it may benefit or impact you.



**Drop-in session**  
Meet the team, learn more and share your feedback at an upcoming drop-in session.

Session #1	Session #2
 Tuesday 29 April 2025	 Thursday 1 May 2025
 Drop by anytime between 4pm - 7pm	 Drop by anytime between 4pm - 6pm
 Rydges Hotel (Bligh Room) 9 Missenden Road, Camperdown	 Broadway Sydney shopping centre 1 Bay Street, Glebe

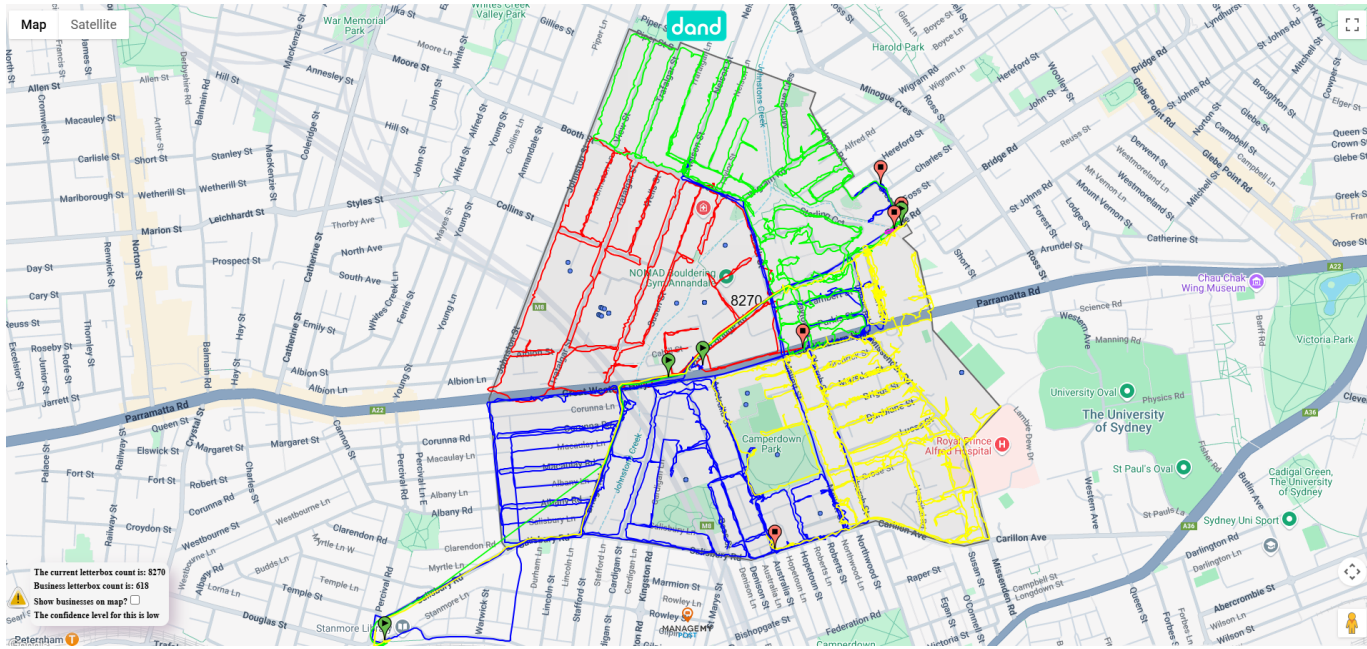
**Questions?**  
Find out more or contact the team:

-  1800 870 549
-  [camperdown@landcom.nsw.gov.au](mailto:camperdown@landcom.nsw.gov.au)
-  [joinin.landcom.nsw.gov.au/camperdown](https://joinin.landcom.nsw.gov.au/camperdown)
-  Call the Translating and Interpreting Service on 131 450 for free language help.

Chinese (Simplified) | Landcom将在您所在地区建设更加经济实惠且更具可持续性的社区。如果您需要传译员，请致电13 14 50，然后请传译员致电02 9841 8600接通Landcom

Chinese (Traditional) | Landcom將在您所在地區建設更加經濟實惠且更具永續性的社區。如果您需要傳譯員，請致電13 14 50，然後請傳譯員致電02 9841 8600接通Landcom

## B – Community Notification Flyer Distribution Map



## C – Stakeholder outreach email template

To:

From: [consultation@ethosurban.com](mailto:consultation@ethosurban.com)

CC: [consultation@ethosurban.com](mailto:consultation@ethosurban.com)

Subject line: Camperdown Landcom - Proposed redevelopment of former WestConnex construction site

Dear Neighbouring Stakeholder,

We are writing to inform you about the proposed transformation of the former WestConnex construction site in Camperdown (160-186 Parramatta Road and 79-95 Pyrmont Bridge Road).

As a courtesy ahead of our public engagement activities, we are reaching out to let you know that Landcom are planning to lodge a concurrent Planning Proposal and State Significant Development Application (SSDA) with the Department of Planning, Housing and Infrastructure (DPHI) in the coming months.

Landcom proposes to transform the former WestConnex construction site at Camperdown with well-designed, well-located mixed-use development featuring:

- at least 200 build-to-rent units offered to essential workers like nurses, paramedics, teachers, police officers and firefighters at a discount to market rent, through a separate subsidy
- approximately 300 units that will be a mix of affordable rental housing and housing to buy
- a mix of ground-floor shops and services, landscaped outdoor spaces and new pedestrian links, helping to enhance neighbourhood amenity and creating a vibrant destination to live, work and visit.

As a neighbouring stakeholder, we would like to invite you to attend a one-to-one stakeholder meeting with the team to learn more about the project. Please let us know if you have any questions and/or would like to take up the meeting offer and we would be happy to arrange a suitable time.

if you have any questions about this project update, please contact the project team on 1800 870 549 or email [camperdown@landcom.nsw.gov.au](mailto:camperdown@landcom.nsw.gov.au).

Kind regards,

On behalf of the Camperdown Landcom project team

# Build with communities in mind

Landcom Newsletter  
April 2025



Welcome!

## Delivering a more connected, sustainable and inclusive community in Camperdown

Dear Ryan,

Read about our plans for a mix of new homes and neighbourhood amenities in the heart of Camperdown, including build-to-rent housing for essential workers and affordable rental housing, plus new shops and services, landscaped outdoor areas and pedestrian links.

[Discover more](#)



## Have your say

Help shape plans for a more connected, sustainable and inclusive community close to public and active transport, parks and major health and education hubs.



#### In-person feedback

Drop by anytime to view project information and speak with the team.

**When:** Tuesday 29 April 2025, 4pm-7pm

**Where:** Rydges Hotel (Bligh Room),  
9 Missenden Road, Camperdown

**When:** Thursday 1 May 2025, 4pm-6pm

**Where:** Broadway Sydney shopping centre  
(ground floor, near Aldi), 1 Bay Street, Glebe



#### Online information and feedback

Learn more and complete a survey to provide feedback on our plans, and how the project may benefit or impact you.

[Have your say >](#)

## Future development and construction

Planning is underway with technical specialists to understand site opportunities and constraints to inform site planning and rezoning.

#### About the project

We're planning for well-designed mixed-use development featuring:

- at least 200 build-to-rent units offered to essential workers like nurses, paramedics, teachers, police officers and firefighters at a discount to market rent
- approximately 300 units that will be a mix of market sale and affordable rental housing
- a mix of ground-floor shops and services, landscaped outdoor spaces and new pedestrian links, helping to enhance neighbourhood amenity and creating a vibrant destination to live, work and visit.

[Learn more >](#)



## E – Excerpt of social media posts

### Facebook post 1 – 10 February 2025



Landcom Places

10 February · 🌐

Sydney's essential workers keep our city running, but too often they struggle to find housing near their jobs. That's why Landcom is proud to deliver 200 new build-to-rent homes in Camperdown, ensuring nurses, paramedics, teachers, police officers and firefighters have access to affordable and well-located housing.

Today's announcement of the Camperdown build-to-rent project will transform the former WestConnex dive site with:



200+ discounted rental apartments for essential workers



300+ additional units, including for market sale and affordable rental housing



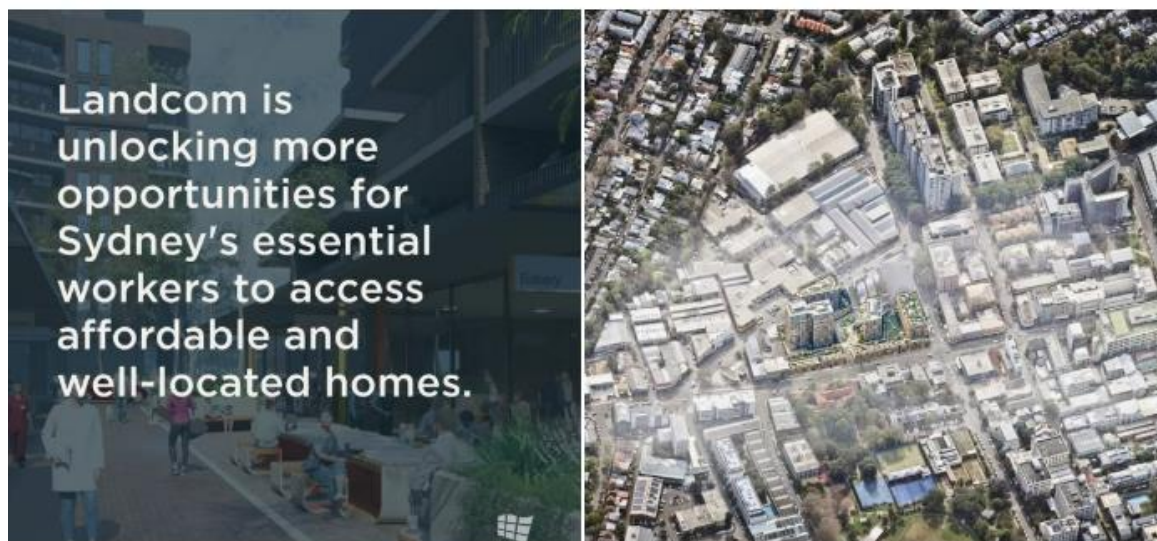
Retail or commercial, landscaped outdoor spaces, and new pedestrian links to enhance neighbourhood amenity.

This is the first site secured as part of the [NSW Government's](#) build-to-rent essential worker housing program, with Landcom exploring more locations in Sydney.

Landcom identified an opportunity to upscale the development from the original concept, which requires planning approval and we look forward to working with the community to shape this new project.

Learn more: <https://bit.ly/3EFI6PY>

[#AffordableHousing](#) [#EssentialWorkers](#) [#Sydney](#) [#BuildToRent](#) [#Landcom](#) [#BuildingCommunities](#)



👍 4

1 comment

👍 Like

💬 Comment

## Facebook post 2 – 17 April 2025



Landcom Places

17 April · 🌐



Share your ideas to help shape plans for mixed-use development in Camperdown, close to the Sydney CBD, public and active transport, parks and major health and education hubs. We're aiming to create a more connected, sustainable and inclusive community with:

- 200+ discounted rental apartments for essential workers, like nurses, paramedics, teachers, police officers and firefighters
- 300+ additional units, including for market sale and affordable rental housing
- A mix of ground-floor shops and services, landscaped outdoor spaces and new pedestrian links, helping to enhance neighbourhood amenity and creating a vibrant destination to live, work and visit.

Learn more, have your say and register for updates online:

<https://bit.ly/3Rl0G3i>

Chat with us in-person:



Tue 29 April, 4pm-7pm



Rydges Hotel (Bligh Room), 9 Missenden Road, Camperdown

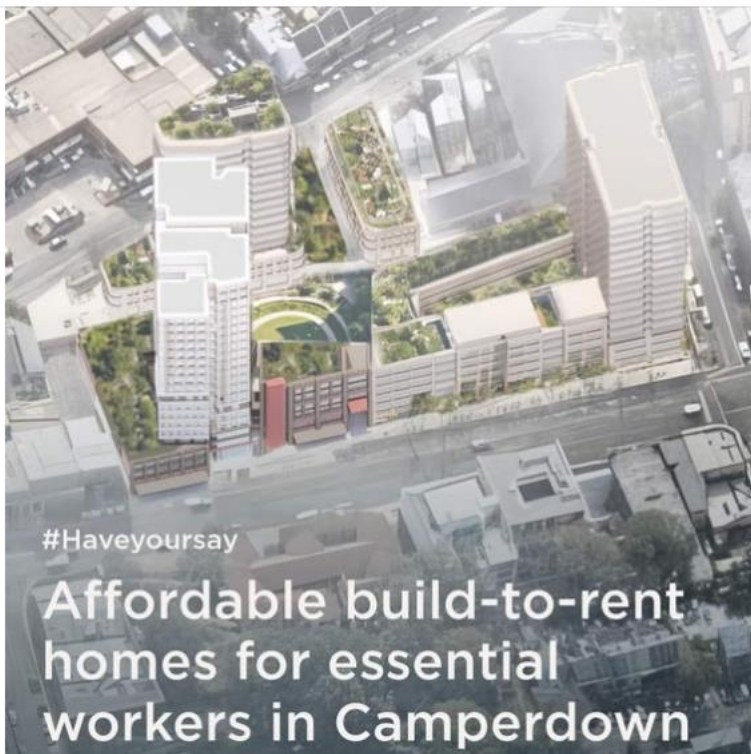


Thu 1 May, 4pm-6pm



Broadway Sydney shopping centre (ground floor, near Aldi), 1 Bay Street, Glebe

[#EssentialWorkers](#) [#AffordableHousing](#) [#BuildToRent](#)  
[#CommunityConsultation](#)



JOININ.LANDCOM.NSW.GOV.AU

**Camperdown**

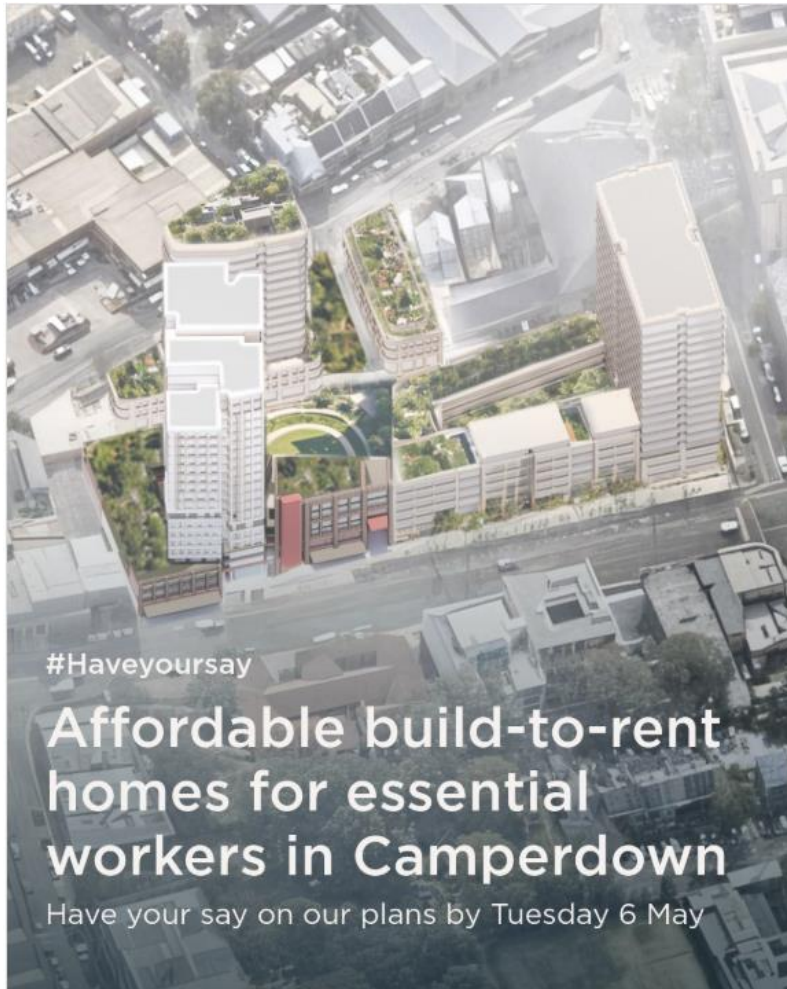
Help shape plans for mixed-use development in Camperdown ...

[Learn more](#)



You and 67 others

74 comments 9 shares



landcomplaces • Follow



landcomplaces 8 w

[#HaveYourSay](#) on our plans for new homes, landscaped outdoor spaces and a mix of shops, services and office spaces in Camperdown. Visit the link in our bio to learn more and share feedback online, or chat with us in-person:



Tue 29 April, 4pm-7pm

Rydges Hotel (Bligh Room), 9 Missenden Road, Camperdown



Thu 1 May, 4pm-6pm

Broadway Sydney shopping centre (ground floor, near Aldi), 1 Bay Street, Glebe

[#EssentialWorkers](#) [#AffordableHousing](#)  
[#BuildToRent](#) [#CommunityConsultation](#)




10 likes

17 April

[Log in](#) to like or comment.

## LinkedIn Post 1 – 10 February 2025

**Landcom**  
10,980 followers  
3mo

Sydney's essential workers keep our city running, but too often they struggle to find housing near their jobs. That's why Landcom is proud to deliver 200 new build-to-rent homes in Camperdown, ensuring nurses, paramedics, teachers, police officers and firefighters have access to affordable and well-located housing.

Today's announcement of the Camperdown build-to-rent project will transform the former WestConnex dive site with:

- 🏠 200+ discounted rental apartments for essential workers
- 🏢 300+ additional units, including for market sale and affordable rental housing
- 🛍️ Retail or commercial, landscaped outdoor spaces 🌳, and new pedestrian links to enhance neighbourhood amenity.

This is the first site secured as part of the [NSW Government](#)'s build-to-rent essential worker housing program, with Landcom exploring more locations in Sydney.

Landcom identified an opportunity to upscale the development from the original concept, which requires planning approval and we look forward to working with the community to shape this new project.

Learn more: <https://lnkd.in/gG5a2xeK>

[#AffordableHousing](#) [#EssentialWorkers](#) [#Sydney](#) [#BuildToRent](#) [#Landcom](#)  
[#BuildingCommunities](#)

### Camperdown build-to-rent project for essential workers • 6 pages



👍❤️👏 129 · 4 Comments

👍 Like    💬 Comment    ➦ Share

BuildingLink

**BuildingLink Asia Pacific**

3mo



Transforming underused spaces into affordable homes. Love seeing this kind of vision!

👍 Like · 💬 Reply



**Spaciable**

3mo




A fantastic project to deliver much-needed homes. This is a great initiative to provide discounted homes for essential workers as well as affordable rental homes.



👍 Like · 💬 Reply | 1 Reaction

## LinkedIn Post 2 – 26 March 2025

**Landcom**  
10,980 followers  
1mo

...

How can we tackle the housing crisis while building vibrant communities?

One solution lies in build-to-rent purpose-built housing designed specifically for renters. Build-to-rent developments offer long-term housing security and foster a sense of community, connection and belonging.

Why build-to-rent matters:

- ✓ Rental security without the need for a large deposit
- ✓ Community focused sustainability
- ✓ Building to grow and thrive


From city to coast, Landcom is proud to lead the charge in the NSW build-to-rent sector.

Key projects, funded under the [NSW Government](#)'s investment in affordable and build-to-rent housing, are underway in:

- 🌳 East Lismore - 50 apartments close to shops, education, open space and other community infrastructure
- 🏠 Bomaderry - 60 apartments on the NSW South-Coast with easy access to transport and other amenities
- 📄 Camperdown - 200+ well-located units specifically for local essential workers, offered at a discount to market rent.

Find out more about build-to-rent housing and key projects here: <https://lnkd.in/gFuGTmVJ>


[#BuildToRent](#) [#NSWHousing](#) [#HousingCrisis](#) [#UrbanPlanning](#) [#SustainableDevelopment](#)  
[#Community](#) [#HousingSolutions](#)



### Understanding build-to-rent

A pathway to secure affordable homes


As urban and regional growth areas tackle housing shortages, the build-to-rent model is emerging as a transformative solution to reshape our communities.






### Build-to-rent

Affordability

Build-to-rent of solution to housing competitive rent to local communities more keys in development

 43 · 1 Comment

 Like  Comment  Share

# F - Excerpt of project page and Join In page

## Project page

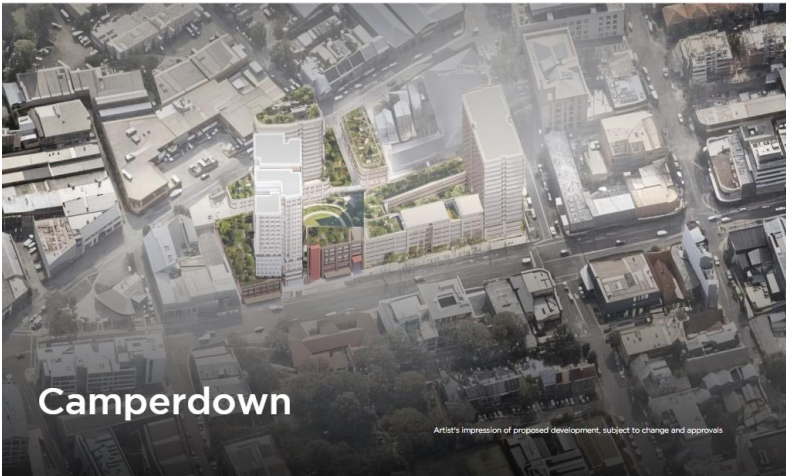
LANDCOM

Land for sale

Projects

About

News & Insights



# Camperdown

Artist's impression of proposed development, subject to change and approvals

About Camperdown

Project updates


Community consultation

FAQs

Key documents

## Welcome to Camperdown

Improving choice for renters and buyers in  
Sydney's Inner West



Artist's impression of proposed development, subject to change and approvals

LOCATION

160-168  
Parramatta Road  
and 79-95  
Pyrmont Bridge  
Road,  
Camperdown

LOCAL COUNCIL  
AREA

Inner West  
Council

PROPOSED  
HOMES

500 apartments,  
including 200  
build-to-rent  
apartments for  
essential workers

DELIVERY TIMING

2025 to 2028  
(pending  
approvals)

## The project

Landcom is proposing to deliver well-designed and well-located mixed-use development in Camperdown, close to the Sydney CBD, public and active transport, parks and major health and education hubs.

Featuring approximately 500 apartments, with a mix of sizes, the project will improve housing supply, choice and affordability for renters and buyers. At least 200 built-to-rent apartments will be offered to essential workers at a discount to market rent, with the remaining apartments to be a mix of market sale and affordable rental housing.

Future residents will have easy access to a mix of ground-floor shops and services, while landscaped outdoor spaces and new pedestrian links will help to enhance neighbourhood amenity and create a vibrant destination to live, work and visit.

The project is funded through the NSW Government's \$450 million investment into Landcom to deliver more than 400 build-to-rent homes for essential workers in metropolitan Sydney, closer to their jobs and services.

## Timelines

<

>

2028

2026

2025

• End of construction, pending approvals and weather

• Essential workers expected to move in

• Construction expected to begin, pending approvals

• Site acquisition

• Project planning begins

• Community consultation to inform plans (15 April to 6 May 2025)

• Plans expected to be submitted for approval (mid-late 2025)

### Get the latest news

Stay up to date on insights into our plans, projects and partnering opportunities.

First Name

Last Name

Email

We will use your email address to send you updates about the Camperdown project. Our partners, NSW Department of Planning and Environment, will also have access to your contact details. You may unsubscribe from our emails at any time. We won't otherwise use or disclose your personal information, except as authorised or required by law. For more information, please see our Privacy Policy.

Submit

20 June 2025 | Consultation Outcomes Report | 2240921 | 52

# Camperdown

Help shape plans for a more connected, sustainable and inclusive community in Camperdown.

Home / Camperdown

Landcom is proposing to deliver well-designed and well-located mixed-use development in Camperdown, close to the Sydney CBD, public and active transport, parks and major health and education hubs.

The 1.1-hectare project site could provide around 500 apartments with a mix of sizes. The project will improve housing supply, choice and affordability for renters and buyers.

Our vision is to create a more connected, sustainable and inclusive community with:

- at least 200 build-to-rent units offered to essential workers like nurses, paramedics, teachers, police officers and firefighters at a discount to market rent
- approximately 300 units that will be a mix of market sale and affordable rental housing
- a mix of ground-floor shops and services, landscaped outdoor spaces and new pedestrian links, helping to enhance neighbourhood amenity and creating a vibrant destination to live, work and visit.

The project is funded through the NSW Government's \$450 million investment into Landcom to deliver more than 400 build-to-rent homes for essential workers in metropolitan Sydney, closer to their jobs and services.

## Project information

+ Housing for those who keep our city running

+ Planning and site considerations

+ Design approach

+ Public space and project benefits



## Community consultation

Consultation with the community and stakeholders is an important part of the planning process.

We welcome all members of the public to share feedback with us in one of the following ways.

## Timeline

- ✓ Site secured  
February 2025
- ★ Project planning and technical studies  
February to mid-2025
- ★ Community consultation  
15 April to 6 May 2025
- ☆ Plans submitted to Department of Planning, Housing and Infrastructure for assessment  
mid-2025
- ☆ Plans on public exhibition  
mid to late 2025
- ☆ Build-to-rent construction expected to begin (subject to approval)  
2026
- ☆ Essential workers expected to move in  
2028

See less

## Links

- Project webpage
- Sign up for project updates

## FAQ

### Key features and public benefits

- ? What is the Camperdown project?
- ? What kind of public spaces and facilities are proposed?
- ? What kind of retail is proposed?

### About build-to-rent and affordable rental housing

- ? What is build-to-rent housing and is it proposed here?
- ? Why is build-to-rent housing being delivered for essential workers?
- ? What is an essential worker?

## In-person

Drop by anytime during the below hours to view project information and speak with the team.

### Session #1

**When:** Tuesday 29 April 2025, 4pm-7pm

**Where:** Rydges Hotel (Bligh Room), 9 Missenden Road, Camperdown

### Session #2

**When:** Thursday 1 May 2025, 4pm-6pm

**Where:** Broadway Sydney shopping centre (ground floor, near Aldi), 1 Bay Street, Glebe

## Online

Survey	Tell us what you love	Share your big wish
--------	-----------------------	---------------------

Share your feedback via our online survey, closing 5pm, Tuesday 6 May 2025.

[Complete the survey](#)

## Planning process

To deliver our project vision, we are seeking approval:

- to rezone the site from industrial to residential through a **Planning Proposal**
- to deliver at least 200 build-to-rent apartments for essential workers through a **State Significant Development Application**.

To streamline project delivery, we aim to lodge these applications at the same time with the Department of Planning, Housing and Infrastructure in mid-2025. Later this year, the Department will publicly exhibit these applications, during which time the community can make formal submissions.

Pending approvals, construction of the build-to-rent essential worker housing is expected to start in 2026, with the first essential workers expected to move in around 2028.

Once the site is rezoned, we will sell parts of the site planned for market sale and affordable rental housing. The future landowner will need to seek approval of separate development applications before any construction can begin.

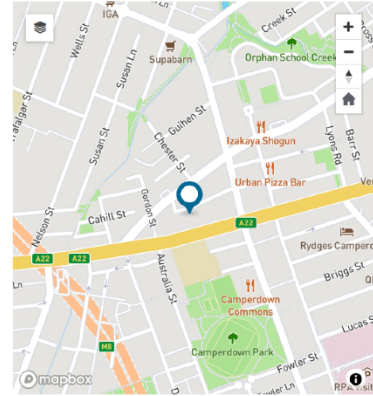
? What is affordable rental housing and is it proposed here?

? Will the project include social housing?

[See more](#)

## Project location

The project involves transforming the former WestConnex construction site at 160-168 Parramatta Road and 79-95 Pyrmont Bridge Road, Camperdown.



## Contact us

Ask questions and share your feedback with us:

Phone 1800 870 549

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

## Language help

If you need an interpreter, please contact the **Translating and Interpreting Service** on 131 450 and ask them to call us on 1800 870 549.

In the spirit of reconciliation, Landcom respectfully acknowledges the Traditional Custodians of Country throughout NSW and recognises and respects their continuing cultural heritage, beliefs and connection to land, sea and community. We pay our respects to their Elders past, present and emerging. Country across Australia always was and always will be traditional Aboriginal land.

## Join In

Read **Join In**, Landcom's engagement charter. It outlines our commitment and approach to community engagement, and the principles which guide how we will engage with you.

## Contact Us

For all general enquiries please contact us via:

Phone: (02) 9841 8600

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



[Privacy](#) | [Terms of Use](#) | [Accessibility](#) | [Moderation](#)

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socialpinpoint

## G – Copy of SIA Survey questions

### Camperdown Landcom - Community Survey

#### Introduction

Landcom is transforming the former WestConnex construction site in Camperdown into a mixed-use development with around 500 apartments, including at least 200 build-to-rent units for essential workers. The project will feature a mix of market sale and affordable rental housing, alongside new shops and services, landscaped outdoor areas, and improved pedestrian links.

We value community input to help understand the social benefits and impacts of this project. This survey takes about seven minutes to complete. Participation is voluntary and confidential, with responses used solely for this project. Personal details in Question 12 may be used for future project updates and consultation.

#### About the proposal

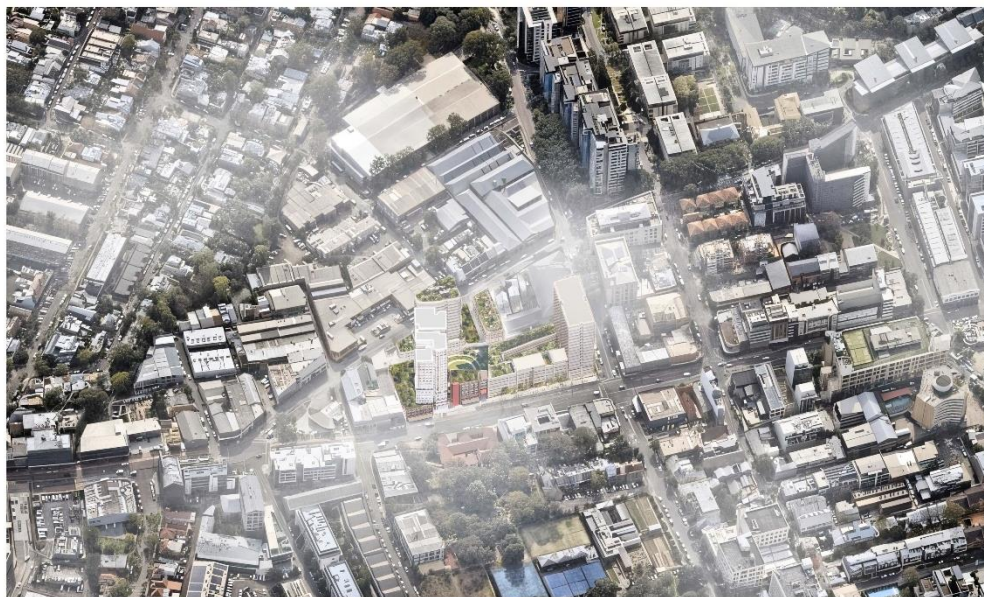
Landcom is seeking to rezone the site from Light Industrial to Mixed Use (via a Planning Proposal). Alongside this they are seeking approval to build housing for essential worker build-to-rent uses (via a State Significant Development Application).

The site will feature:

- at least 200 built-to-rent apartments for essential workers (like nurses, paramedics, teachers, police officers and firefighters) at a discount to market rent
- around 300 apartments for a mix of market sale and affordable rental housing
- a mix of ground-floor shops and services, landscaped outdoor spaces and new pedestrian links, helping to enhance neighbourhood amenity and creating a vibrant destination to live, work and visit.

For more information and FAQs, please visit the website ([www.joinin.landcom.nsw.gov.au/camperdown](http://www.joinin.landcom.nsw.gov.au/camperdown))

Artist's impression of proposed development viewed from above, subject to change and approvals



## Camperdown Landcom - Community Survey

### Tell us a little about yourself

1. What is your age range?

- ☐ Under 18 years
- ☐ 18 - 24 years
- ☐ 25 - 34 years
- ☐ 35 - 49 years
- ☐ 50 - 64 years
- ☐ 65 years and over

2. What gender do you identify with?

- ☐ Female
- ☐ Male
- ☐ Non-binary/ third gender
- ☐ Prefer to self describe
- ☐ Prefer not to say

3. Do you identify as Aboriginal and/or Torres Strait Islander?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

4. What is the main language you speak at home?

- ☐ English
- ☐ Mandarin
- ☐ Cantonese
- ☐ Spanish
- ☐ Prefer not to say
- ☐ Other (please specify)

5. What is your residential postcode?

6. What is your connection to the Camperdown/ Annandale area? (please tick all that apply)

- ☐ I live in the area
- ☐ I work in the area
- ☐ I own a business in the area
- ☐ I am a student in the area
- ☐ I regularly access facilities and services in the area
- ☐ I regularly visit the area for shopping, dining or entertainment
- ☐ I have family or friends who live in the area
- ☐ None of the above, but I am interested in this project
- ☐ Other (please specify)

7. Are you an essential worker (e.g., work in health services, emergency services such as police, fire and rescue, ambulance, or as a teacher)?

☐ Yes

☐ No

If yes, what is your job title?

8. What type of dwelling do you live in?

☐ Detached/ separate house

☐ Semi-detached house, duplex, terrace or townhouse

☐ Unit or apartment

☐ Granny flat

☐ Other (please specify)

9. What is your current housing tenure situation?

☐ I own my own home outright (no mortgage)

☐ I have a mortgage on my home

☐ I am renting or paying board, and looking to buy

☐ I am renting or paying board, and not looking to buy

☐ I am not renting or paying board, but looking to buy (e.g. living with parents and saving to buy)

☐ I am not renting or paying board, but looking to rent in the future (e.g. living with parents and saving to move elsewhere to rent)

☐ I am not renting or pursuing home ownership (e.g. living with parents, no plans to buy a home)

☐ None of the above

## Camperdown Landcom - Community Survey

### Tell us a little about the Camperdown/ Annandale area

We'd like to understand the local area and the things important to you.

\* 10. What do you enjoy most about living, working, or spending time in the Camperdown/ Annandale area? (please select your top 3)

- ☐ Close-knit community and sense of belonging
- ☐ Convenient access to work
- ☐ Close to schools and other educational institutions
- ☐ Good for families
- ☐ Access to services and facilities (e.g. recreation facilities, health, education, libraries, community centres etc.)
- ☐ Access to shops, restaurants and other retail and commercial areas
- ☐ Cultural activities and events (arts, entertainment, music, sports and other cultural events)
- ☐ Historic character
- ☐ The natural environment (e.g. parks, open spaces and outdoor areas)
- ☐ Easy to get around
- ☐ Feelings of safety
- ☐ Diverse housing options
- ☐ Other (please specify)

\* 11. Thinking about the future, how would you like to see the Camperdown/ Annandale area grow and improve? What would you like to see more of in the area? (please select your top 3)

- ☐ Community and cultural events or activities (e.g. markets, live music, performances etc.)
- ☐ Nightlife (e.g. bars, restaurants, things to do etc.)
- ☐ Better access to shops or retail services
- ☐ Parks and green spaces
- ☐ Cafes or restaurants
- ☐ Schools and other educational institutions
- ☐ Childcare
- ☐ Sport and recreation facilities
- ☐ Community meeting places
- ☐ Jobs and local employment opportunities
- ☐ Better access to affordable housing and housing for essential workers
- ☐ More housing choice
- ☐ Better access to health and other medical services
- ☐ Better access to public transport
- ☐ Better active transport
- ☐ Other (please specify)

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Camperdown Landcom - Community Survey

Understanding the potential impacts and benefits of the project

Now we'd like to understand your views on the project and the potential benefits and impacts

12. What aspects of the proposed project do you think will benefit yourself and/or others in the community?

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
Increased access and availability to affordable rental housing and essential worker housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-located homes, close to jobs and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment and business opportunities during construction and operation (once construction complete)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved access and pedestrian links to amenities, services and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improvements to the public domain, streetscape and surrounding landscaping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased access to shops and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<div></div>				

13. What aspects of the proposed project are you concerned about?

	Not at all concerned	Not too concerned	Neutral	Somewhat concerned	Very concerned
Noise, dust and/or vibration impacts during construction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic and parking issues during construction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic and parking issues during operation (once construction complete)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changes to views and neighbourhood character due to new built form, including taller buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potential overshadowing of neighbouring residents due to building heights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased pressure on local infrastructure including open space, education and community facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

14. Do you have any suggestions about how the proposed project could enhance benefits or mitigate potential impacts?

15. To what degree do you support the proposed project?

Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Camperdown Landcom - Community Survey

### Wrap up and other information

16. What project information (if any) would you like to learn more about?

17. How did you hear about this consultation opportunity? (please tick all that apply)

- ☐ Flyer in my letterbox
- ☐ Project e-newsletter
- ☐ Direct email or phone call
- ☐ Project webpage or Join In
- ☐ Social media
- ☐ Spoke with project team at a drop-in event
- ☐ Word of mouth (from a family member, friend or colleague)
- ☐ Other (please specify)

18. Would you like to stay informed about this project?

If yes, please provide your name and email address and Landcom will add you to the project mailing list to keep you updated.

First name:	<input type="text"/>
Last name:	<input type="text"/>
Email address:	<input type="text"/>

## H - Copy of information boards displayed at drop-in session and pop-up

### Board 1

# Creating a more connected, sustainable and inclusive community



Landcom is proposing to transform the former WestConnex construction site in Camperdown into a well-designed and well-located mixed-use development, close to the Sydney CBD, public and active transport, parks and major health and education hubs.

#### Project vision

Our vision is to create a more connected, sustainable and inclusive community with:

- at least 200 build-to-rent units offered to essential workers like nurses, paramedics, teachers, police officers and firefighters at a discount to market rent
- approximately 300 units that will be a mix of market sale and affordable rental housing
- a mix of ground-floor shops and services, landscaped outdoor spaces and new pedestrian links, helping to enhance neighbourhood amenity and creating a vibrant destination to live, work and visit.

To deliver this vision, Landcom is seeking approval:

- to rezone the site from industrial to residential via a **Planning Proposal**
- of a **State Significant Development Application** for build-to-rent apartments for essential workers



First impression of proposed mixed-use development, subject to change and approvals

#### About Landcom

Landcom is a NSW Government owned and controlled property development organisation. We operate as a commercial business and aim to make a positive difference in people's lives across NSW by increasing the supply, affordability and diversity of housing and creating sustainable communities.

Approx.  
500  
TOTAL UNITS



40%

FOR ESSENTIAL WORKERS TO RENT AT A DISCOUNT

60%

FOR SALE OR AFFORDABLE RENT



BUILDINGS BETWEEN 3 - 20 STOREYS



APPROX. 6,000M<sup>2</sup> PUBLIC OPEN SPACE



APPROX. 6,000M<sup>2</sup> GROUND FLOOR SHOPS & SERVICES










We acknowledge the Gadigal people of the Eora Nation as the Traditional Custodians of the land where our Camperdown project is located. We recognise that they have lived in the area for tens of thousands of years caring for country and pay our respect to Elders and Knowledge Holders.

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## Planning and site considerations



Landcom will submit a range of technical studies with the application to address:

- |  |   |  |
|--|---|--|
|  Housing needs                          |  No one and equality               |  Heritage                     |
|  Access, traffic, parking and transport |  Hazardous materials               |  Civil engineering            |
|  Amenity and social impact              |  Urban design and landscape design |  Environmental considerations |

Technical studies can be viewed during public exhibition later this year.

## Site remediation

Given the site's former uses, remediation is needed to manage contaminants found onsite so that it is safe for future development. We have engaged specialist environmental consultants to develop a strategy to manage this process.

### Traffic, parking and transport

Assessments show that local roads will have capacity for traffic generated by the proposed development. As the site is well located, future residents can also walk, cycle and use public transport to reach many nearby destinations.

The number of private parking spaces will align with planning requirements, and firm up as planning progresses.

### Heights, visual amenity and privacy

The rezoning proposal is seeking permission for buildings up to 20 storeys. Building heights are subject to feasibility and constraints, including existing Tigris paths.

Our planning must consider privacy and views of neighbouring properties, and overshadowing

Proposed setbacks, landscaped public spaces, pedestrian laneways and the distance between buildings will help to reduce overshadowing, while providing future residents, adequate privacy and sunlight. We have prepared shadow studies to reduce impacts on surrounding buildings.



*Shaker study diagnostic timing shakening  
at mid winter at 7am, 12pm and 3pm*

## Connecting with Country

We are eager to understand how our projects can better connect with Country and respect the rich history and culture of Aboriginal people. Our projects fundamentally transform Country forever and we can deliver our projects in a respectful and considerate way to celebrate the uniqueness of each place.

The Camperdown site is on Gadigal lands. We have engaged a specialist consultant to meet with local First Nations community stakeholders to help us better understand the context and history of the site and surroundings, invite feedback and ideas about the proposed development, and inform our aim to recognise, celebrate and connect with Country.

*Journal: Our Journey* by Deborah Miller



### Examples of Landcom's nearby masterplanned communities



# Design approach



We want proposed development to contribute to the Camperdown neighbourhood, creating a place that future residents are proud to call home and supporting them to become part of the community.

We aim to showcase design that connects with surrounding buildings, with public space, laneways and new shops and services encouraging the development to become a vibrant destination.



Concept masterplan - prepared for consultation

## Design principles



## Materials and facades

While older brick buildings adjacent to the site are not heritage listed, there are heritage buildings nearby on Mallett Street and Parramatta Road.

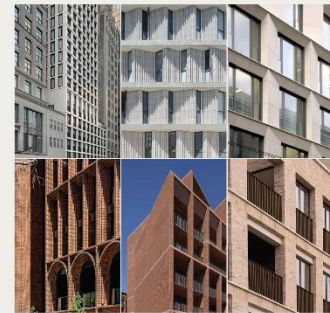
Proposed development aims to be sympathetic to the area's industrial past and heritage character through building setbacks, and use of similar materials and colours.



Parramatta Road character fabric



Surrounding heritage



Colours and materials will be sympathetic to local character

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# Public space and project benefits



Proposed development will enhance the neighbourhood's amenity and vibrancy with ground-floor shops and services, landscaped outdoor spaces and new pedestrian links between Parramatta Road and Pyrmont Bridge Road.



Artist's impression of proposed public space, shops and services. Subject to change and approvals.

## Shops and services

We envisage future tenancies would be suitable for food and beverage, convenience and other specific retailers, complementing shops and services nearby. We are preparing a Retail Strategy to assess current local amenities and provide recommendations for what could be included in future development to help meet the daily needs of local residents, while creating a vibrant destination for people to visit and support the local economy.

## Creating an urban oasis

The provision of publicly accessible green and open spaces is central to the proposal, providing places for people to meet, relax and socialise. Landscaping will feature native plants to support urban biodiversity and increase tree canopy cover to provide shade and cool the air.

Share your feedback!

What is important to you as we plan the project?  
As a local, is there anything you'd like us to be aware of?



Landscape masterplan - prepared for consultation

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# Housing for those who keep our city running



We are seeking approval to deliver a mixed-use apartment building with a total gross floor area of around 14,479m<sup>2</sup>, providing at least 200 build-to-rent homes for essential workers to rent at a discount, as well as ground-floor retail and commercial spaces.

The building will remain in NSW Government ownership, with tenancies managed by a suitable operator. Details will be made available closer to project completion.

## Why do we need housing for essential workers?

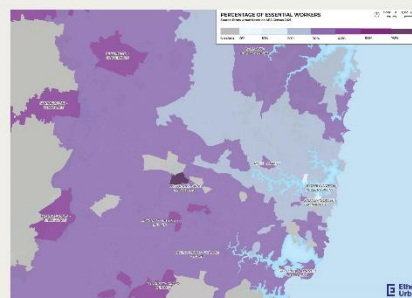
- Essential workers like nurses, paramedics, teachers, police officers and firefighters provide critical services to people across NSW.
- Often many essential workers can't afford housing in the areas they serve.
- Commuting long distances adds stress, time and costs to already demanding jobs. On average, a community-based key worker spends 1.6 hours per day in their car while a residential-based worker (e.g. a home care nurse) spends 2.3 hours per day on public transport (Source: Orchard Tenant Group, 2024).
- Hospitals, schools, and emergency services are struggling to retain staff because housing is unaffordable in the areas they are located. Without local housing options, we risk understaffing critical services.

## Benefits of build-to-rent

- Purpose-built housing for rent, with longer-term leases that provide greater rental security than the 12-month "leasing cycle".
- Rent increases often locked in upfront so that tenants have greater financial security.
- Longer leases can provide tenants with freedom to paint walls, hang pictures, keep pets and really set up home.
- With longer leases, tenants can settle down, make new friends and build a sense of community.



Essential workplaces within 1500m radius of project site (Source: ONS)



Where essential workers live in greater Sydney (Source: Ethos Urban)

Are you an essential worker?  
What is important to you as we plan the project?

Speak with us today!

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# Steps to keys in doors



## Have your say

Community engagement is an important part of our planning process.

Provide your feedback by 6 May 2025 to inform a Planning Proposal to revise the site and a State Significant Development Application for build-to-rent apartments for essential workers.

Community and stakeholder feedback will be reviewed alongside project feasibility considerations, site opportunities and constraints, our housing and sustainability targets, and best practice design principles to refine plans.



**Speak to a team member today**



**Complete our online survey** - scan the QR code or visit [on.landcom.nsw.gov.au/campdown](https://on.landcom.nsw.gov.au/campdown)



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



**Call** 1800 870 549



*Artist's impression of proposed mixed-use development, subject to change and approvals*

## Project timeline



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