

Consultation outcomes report snapshot

May 2016

We're a step closer to finalising the Parramatta Road Urban Transformation Strategy thanks to the feedback we received during consultation between September and December 2015. This feedback from the community and councils, as well as government agencies, has been analysed and collated into the Consultation Outcomes Report.

The draft Strategy

The draft Parramatta Road Urban Transformation Strategy was developed to respond to two broad imperatives: to support Sydney's growth and to make the Corridor a better place to live, work and visit.

The Vision for the Parramatta Road Corridor

A high-quality multi-use corridor with improved transport choices, better amenity and balanced growth of housing and jobs.

THIS IS WHAT WE DID

Extensive consultation on the Draft Strategy occurred between September and December 2015.



Letterbox drop to
105,000
homes



Letters to
22,000
property owners



Advertisements in
19
English and foreign
language newspapers



10
Information and
feedback sessions



59
Facebook
updates



10
Focus
groups



23
Pop up stalls at
shopping centres,
markets & train stations



Phone survey of
518
residents



10
Interpreters provided
across different
consultation events



3
Town Hall
meetings



8
Industry and chamber of
commerce meetings



15
Landowner and
developer meetings

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**UrbanGrowth
NSW**

NEW PARRAMATTARD

THIS IS WHAT WE HEARD

UrbanGrowth NSW received over 3,700 responses including 939 submissions and 2,779 responses to the paper and online survey.

Feedback on what the Parramatta Road Corridor needs most

97%

OF PEOPLE AGREED THAT

"THE CORRIDOR NEEDS TO BE REVITALISED"

31%

OF PEOPLE THINK THAT WHAT THE CORRIDOR NEEDS MOST IS

"LESS TRAFFIC"

24%

OF PEOPLE THINK THAT WHAT THE CORRIDOR NEEDS MOST IS

"BETTER PUBLIC TRANSPORT"

19%

OF PEOPLE THINK THAT WHAT THE CORRIDOR NEEDS MOST IS

"MORE APPEALING STREETS"

12%

OF PEOPLE THINK THAT WHAT THE CORRIDOR NEEDS MOST IS

"BETTER ENVIRONMENT FOR BUSINESS"

PEOPLE ALSO SAID THE CORRIDOR NEEDED IMPROVED **WALKING AND CYCLING ACCESS, MORE JOBS AND MORE HOUSING.**

What we heard about most

DEVELOPMENT LAND USE, HEIGHTS AND DENSITY

30%

CHARACTER AND AMENITY 14%

PUBLIC TRANSPORT 12%

SOCIAL INFRASTRUCTURE 11%

TRAFFIC 10%

Next steps

May 2016 – we are here

Publication of Consultation Outcomes Report

Early – mid 2016

Consideration of feedback and finalisation of the Strategy with elements incorporated in Greater Sydney Commission's District Plan process

Late 2016 – early 2017

Urban Amenity Improvement assessments

Early 2017

District Plans placed on public exhibition

Mid 2017

District Plans progressively implemented through council Local Environmental Plans

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