



hear every voice, know where you stand

STRAIGHTTALK

HARRIS FARM MARKETS PROPOSAL

Turrumurra

Engagement Report

March 2018



Contents

1. Introduction	2
1.1. Background and engagement context	2
2. Methodology	3
2.1. Invitation to engagement	3
2.2. Information session	3
2.3. Other feedback	4
3. Outcomes	5
3.1. Information session feedback	5
3.2. Other feedback	8
4. Conclusion	9
Appendix A Door knocking - map	10
Appendix B Letterbox drop - map	11
Appendix C Information session invitation	12
Appendix D Newspaper advert	13
Appendix E Information session boards	14
Appendix F Information session feedback	15

Document

Harris Farm Markets
Proposal - Engagement
Report

Client

Winston Langley
Harris Farm Markets

Prepared by

Asloeg Schytter Andersen
Sesilia Devine

Reviewed by

Lucy Cole-Edelstein

Job number

J001321

Date

27 March 2018

Version

1.0



1. INTRODUCTION

Harris Farm Markets (HFM) is proposing to develop a fresh food market at 45 Tennyson Avenue and 105 Eastern Road, Turramurra. A planning proposal (PP) seeking the rezoning of the site to B1 Neighbourhood Centre from its current R2 Low Density Residential Zoning as well as a change to Schedule 1 of Ku-ring-gai Council Local Environment Plan (KLEP) 2015 to allow more ground floor area (GFA) is required. Accompanying the changes to the KLEP is a proposal to construct a Harris Farm Markets store and two other specialty stores, a hydroponic garden, café, nursery, florist, orchard and a native garden. Council will, in turn, place the application on exhibition before determining whether to support the proposal or not. The NSW Department of Planning & Environment will determine, through its Gateway process, whether the proposal has merit or not. Should it have merit, it will then be assessed for determination. Should it not pass Gateway, the proposal will cease.

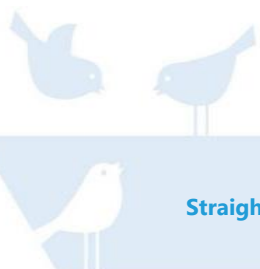
Community engagement consultancy, Straight Talk has been engaged to design, facilitate and report on the community engagement conducted prior to submitting the Planning Proposal to Ku-ring-gai Council.

1.1. Background and engagement context

In 2016, Aldi proposed to develop a store on the site, which was met with substantial community concern. There are a significant number of vocal and active community groups in the area with interest in the environment, heritage and impacts of development. The community group, Eastern Road Precinct was formed expressly to oppose the Aldi proposal. Community action against the Aldi proposal was instrumental in its rejection by both Ku-ring-gai Council and the Department of Planning at Gateway.

Straight Talk has been engaged to ensure that the community and local businesses have had an opportunity to provide feedback in the early stages of the project to inform the PP for the Harris Farm Markets development.

This report provides details of the engagement undertaken prior to the submission of a complete PP.



2. METHODOLOGY

Preliminary engagement to introduce neighbours, residents and the local shops/businesses to the Harris family and explain the proposal was undertaken prior to the finalisation of the planning proposal.

2.1. Invitation to engagement

2.1.1. Doorknocking - immediate neighbours and businesses

On 2 March, Straight Talk Director, Lucy Cole Edelstein and Luke Harris, Harris Farm Markets, approached immediate neighbours on Alice Street, Eastern Road, and Tennyson Avenue, and the businesses in the Eastern Road shopping strip, adjacent to the site. The purpose of the doorknocking was to inform neighbours about the proposal and invite them to the on-site information session on 14 March 2018.

A map showing approached households and businesses is attached as Appendix A.

2.1.2. Letterbox drop - Turramurra community

From 2 March to 6 March, Straight Talk delivered 1420 information session invitations to homes in the area around the site. The catchment area for the deliveries was bordered by the streets Junction Road in the north, Boomerang St to the south, the Chase Road to the east and Cleveland St to the west.

A map showing approached households is attached as Appendix B. The information session invitation is attached as Appendix C.

2.1.3. Advertising

An open invitation to the broader community to attend the information session was advertised in the North Shore Times and Hornsby Advocate. The advert is attached as Appendix D.

2.1.4. Invitation - local community group

Eastern Road Precinct was contacted via email on 1 March with an invitation to the information session. They were also encouraged to contact Straight Talk with any questions.

2.2. Information session

An information session for immediate neighbours, businesses and the broader community was held at 45 Tennyson Avenue Turramurra on Wednesday 14 March 2018 and ran from 5.30pm – 8.00pm.

The purpose of the information session was to collect community feedback on the initial proposal.

The information session provided participants with the opportunity to read information about the proposal from 12 display boards and ask questions of the project team who included the Harris Family, the traffic consultant and planning consultant. Straight Talk team members were also available to explain the purpose of the information session, guide participants to the sign in desks and provide them with feedback forms to be completed at the session. The information boards are attached as Appendix E.

2.3. Other feedback

Straight Talk collated additional feedback which resulted from the promotion of the engagement activities. This included comments made as people RSVP'd for the information session, via email or through the website, once it was launched.

3. OUTCOMES

3.1. Information session feedback

3.1.1. Attendance

Straight Talk received 44 RSVPs to the information session following promotion. Community members who contacted Straight Talk but were not able to attend the information session, were advised that a project website¹ would be accessible from 15 March 2018. This website contains the same information as was available at the information session, and HFM contact details.

140 people signed in for the information session. However, a headcount indicated that over 180 people attended.



Image 1 and 2: Participants at the information session 14 March 2018

3.1.2. Community feedback

91 participants completed a feedback form with three questions:

1. *What, if anything, do you like about the proposal? Why?*
2. *What, if anything, would you change about the proposal? Why?*
3. *Any other comments?*

Key themes and views are summarised below under each question. Please see Appendix F for the transcription of all feedback.

1 <http://www.thefarmturramurra.com.au/>

Q1 - What, if anything, do you like about the proposal? Why? (70 responses)

Number of responses related to each topic is noted in brackets. Please note that some responses include more than one theme.

Supportive:

- 👉 Beautiful aesthetics and well-designed concept – in keeping with area (21)
- 👉 Greenery - keeping of existing trees; additional green space; orchard; nursery (potentially keep Honeysuckle Garden) (14)
- 👉 Community-focused with park and cafe – family/play space; recreational space for the community; local meeting spot (11)
- 👉 Improve local shopping experience – fresh produce; variety; convenience; competitive prices (10)
- 👉 Parking management – underground parking; delivery schedules (8)
- 👉 Low rise – appropriate for area (4)
- 👉 Great/fantastic proposal (3)
- 👉 I like Harris Farm's service and produce (3)
- 👉 Better than Aldi proposal (3)
- 👉 Additional local jobs (2)

Concerns/not supportive:

- 👉 I don't like/support the proposal (15)
- 👉 Location is inappropriate – even though I like concept/Harris Farm (12)
- 👉 Traffic concerns – pollution; noise; improved traffic management is needed in area (5)
- 👉 I support the proposal but only if the final outcome is in line with proposed design – transparency is key (3)

Q2 - What, if anything, would you change about the proposal? Why? (67 responses)

Number of responses related to each topic is noted in brackets. Please note that some responses include more than one theme.

Concerns/not supportive:

- 👉 Traffic (29)
 - Eastern Rd is already very busy, and development will generate more traffic – not appropriate for residential area
 - Delivery trucks will add additional pressure and cause safety issues – deliveries need to be carefully managed
 - Reconsider entry/exit via Eastern Rd
 - Consider installing traffic lights
 - Consider implementing new/more appropriate pedestrian crossing

- Concern about pollution and noise
- Thorough traffic study is needed to address issues appropriately
- 👉 Inappropriate location – site is located in residential area so it would be more appropriate to develop Harris Farm near Turrumurra station/Turrumurra shopping centre/Pacific Highway (18)
- 👉 I don't like/support the proposal (14)
- 👉 Existing small local businesses are enough – concerned about proposal's impact on these (9)
- 👉 Harris Farm at St Ives is in convenient location – store in Turrumurra not necessary (4)
- 👉 Needs trolley control (2)
- 👉 Provide bakery (2)
- 👉 Need more information – will await proposal (2)

Supportive:

- 👉 I support the proposal as is – don't change anything (11)

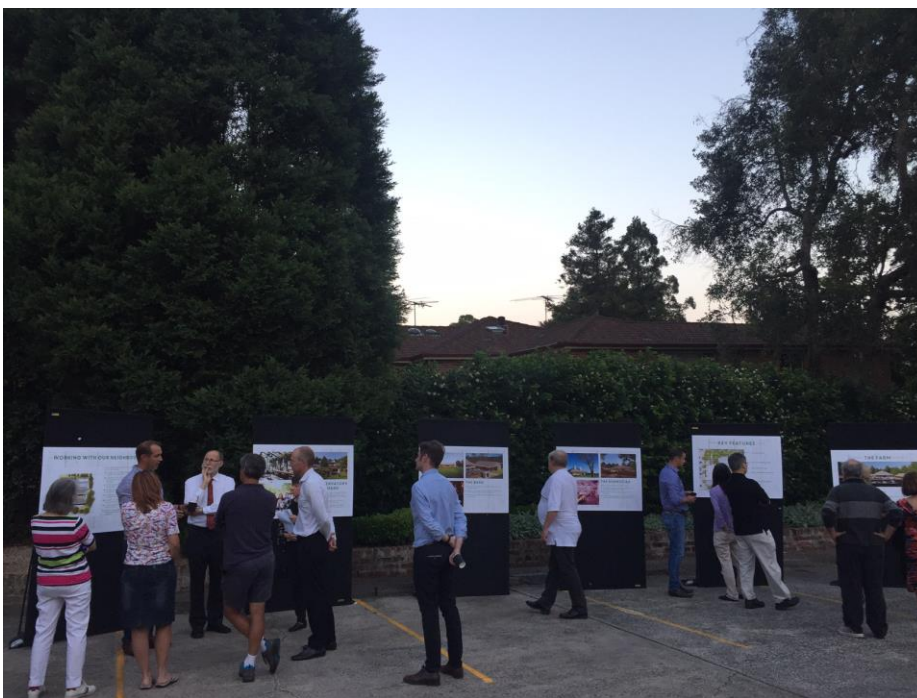


Image 3 and 4: Participants at the information session 14 March 2018

Q3 – Any other comments? (69 responses)

Number of responses related to each topic is noted in brackets. Please note that some responses include more than one theme.

- 👉 Traffic concerns (33)
 - Traffic is already a concern in the area (Eastern Rd/Tennyson Ave) and proposal will add additional pressure
 - Consider implementing traffic lights or roundabout

- Proper management of deliveries is needed
- Thorough traffic study is needed to address issues appropriately – and for transparency
- 👉 Concern around impact on existing small businesses such as nursery, IGA, butcher, pharmacy, café, service station, and green grocer – will impact the 'village feel' (17)
- 👉 Excited about proposal – like design, social implications for community, shopping opportunities (10)
- 👉 Inappropriate location – closer to station/highway would be more appropriate (10)
- 👉 Harris Farm at St Ives is sufficient – no need for Harris Farm in Turramurra (4)
- 👉 Similar concerns as with Aldi proposal (3)
- 👉 Concerned about whether final outcome will be as promised in initial plans (3)
- 👉 Other comments: Concern regarding property values; not concerned about traffic; like low rise aspect; appreciate chance to have a say

3.2. Other feedback

Some community members expressed their views regarding the proposal through the RSVP process leading up to the information session. Others provided feedback following the information session, where an article about the project was posted in the North Shore Times.

A handful of residents called the RSVP line to say they were not able to attend but wanted to express their support for the project. There was also a resident who could not attend but called to express disapproval.

Additionally, following the information session Straight Talk received feedback from those wishing to add their voices to the support of the project. Some supportive feedback included the accessibility and healthy shopping option, the speciality components to the design, the greenery and competition that the project would provide. A resident also called Straight Talk to communicate concerns under the themes widely expressed; traffic, parking and impact on existing businesses.

Community members who were not able to attend the information session, were directed to the website for more information about the proposal.

4. CONCLUSION

The information session was very well attended, and the number of community members providing feedback was high. The local community is generally highly interested in being consulted regarding local matters. Furthermore, the information session was well advertised with invitations reaching 1,420 homes in the suburb, and coverage provided by two local newspaper advertisements.

At the information session, participants were invited to provide nuanced feedback. Some participants expressed that they either liked or didn't like the proposal, whereas the majority of participants elaborated on their views.

Some participants were supportive of the proposal. They particularly liked the design, the development's compatibility with the area, its community focus and provision of greenspace. Participants liked the thought that had gone into the concept plans addressing parking and a delivery schedule.

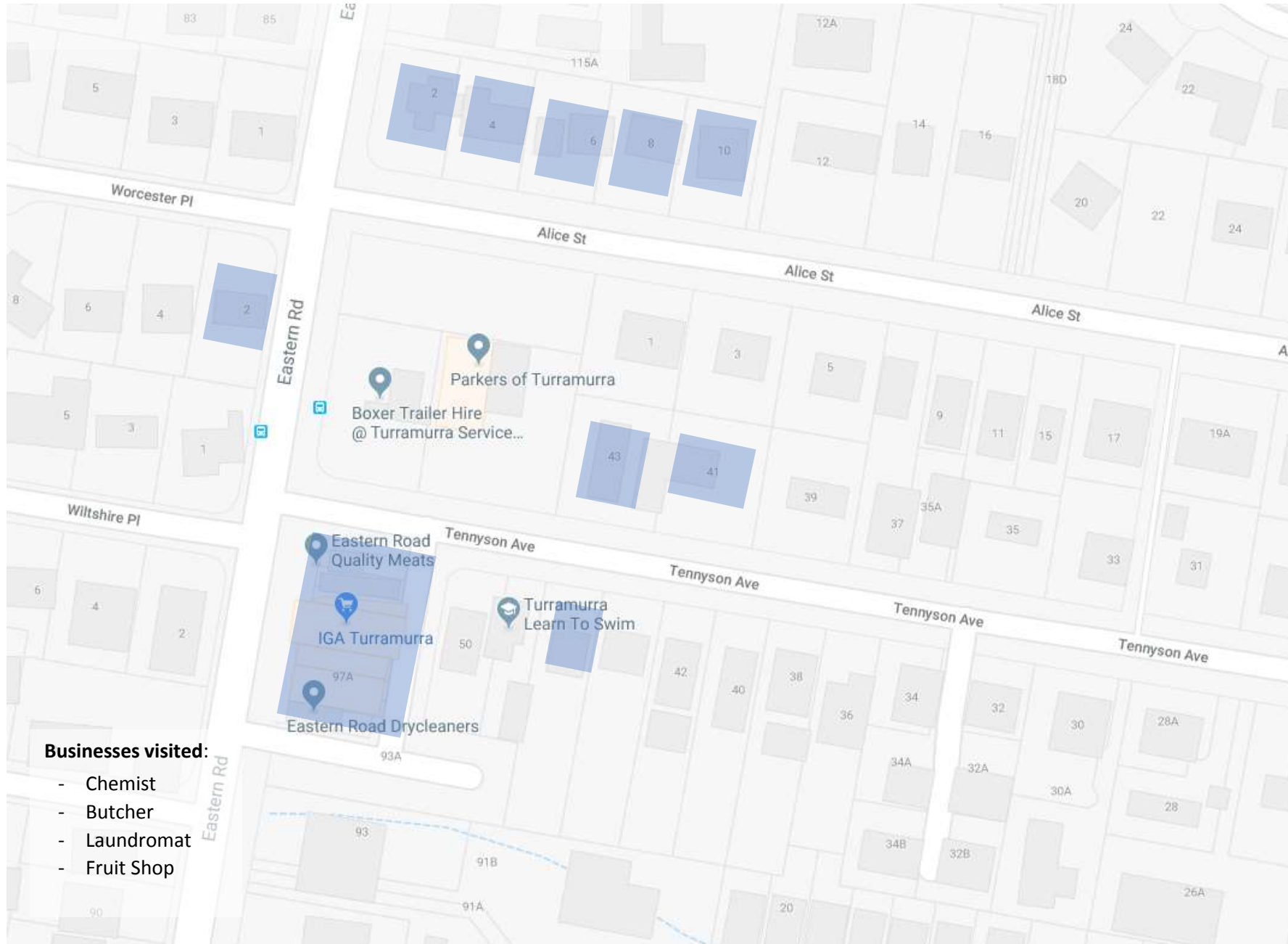
A significant number of community members who generally supported the proposal, were concerned about traffic implications. Traffic was also the main concern raised by those who were explicitly not supportive of the development. Of specific concern were further congestion on Eastern Road, delivery trucks causing safety issues, and additional noise and pollution in the area. Community members sought confidence that a thorough traffic study would be undertaken. A number of participants disapproved of the location, and some were concerned about the impact of the proposal on local businesses.

HFM has indicated that a community consultation group will be established for long term engagement between HFM and the community. Straight Talk is supportive of this commitment. The high attendance at the information session shows that the community is very invested in the site.

Continuing open communication and dialogue with the local community as the project progresses will be important to ensure everyone is aware of the proposal and its potential impacts. Consideration should be given to whether future consultation on the final planning proposal be undertaken to support the exhibition process Council will manage before determining the merit or otherwise of the PP.

APPENDIX A DOOR KNOCKING - MAP

Immediate neighbours and businesses approached



APPENDIX B LETTERBOX DROP - MAP

APPENDIX C INFORMATION SESSION INVITATION

Find out about a new proposal at **EASTERN ROAD, TURRAMURRA**

Harris Farm Markets are proposing to develop a fresh food market at 45 Tennyson Avenue and 105 Eastern Road, Turramurra – the current site of GDR Automotives and Honeysuckle Garden Nursery.

The local community is invited to an **information session** where you can review the concept plans for the project and provide your feedback on what is proposed for the site.



Who for: Direct neighbours and general members of the community

Date: Wednesday 14 March 2018

Time: Call in any time between 5.30 and 8pm

Venue: Honeysuckle Garden, 45 Tennyson Avenue, Turramurra, 2074

To **RSVP** and for more information, contact Straight Talk:

9797 8004 or events@straight-talk.com.au

Straight Talk is a community engagement consultancy. We provide people with the information they need so they can make informed comment.

We look forward to meeting you!

APPENDIX D NEWSPAPER ADVERT

Find out about a new proposal at Eastern Road, Turrumurra

Harris Farm Markets are proposing to develop a fresh food market at 45 Tennyson Avenue and 105 Eastern Road, Turrumurra – the current site of GDR Automotives and Honeysuckle Garden Nursery.

The local community is invited to an **information session** where you can review the concept plans for the project and provide your feedback on what is proposed for the site.

To **RSVP** and for more information, contact Straight Talk: 9797 8004
events@straight-talk.com.au

Straight Talk is a community engagement consultancy. We provide people with the information they need so they can make informed comment.

We look forward to meeting you!



WHO FOR: Local Turrumurra community
TIME: Call in any time 5.30pm-8pm

DATE: Wednesday 14 March 2018
**VENUE: Honeysuckle Garden,
45 Tennyson Ave Turrumurra**

APPENDIX E INFORMATION SESSION BOARDS

Welcome to

THE FARM

— TURRAMURRA —

Thank you for coming to our information session for our proposed new Harris Farm Markets store.

- Please have a look at the information on the boards
- Speak to one of the project team members and fill out a feedback form

We are here to answer any questions you may have about the proposal and to make sure we receive your feedback. We will be using this feedback to inform our store design and subsequent application to Ku-ring-gai Council and the NSW Department of Planning.

THE FARM



An area for local fresh food shopping with features that include:

- a hanging hydroponic herb and vegetable garden, a café, nursery and florist,
- an orchard for families to relax and enjoy themselves under fruit trees,
- a native garden to increase the amount of native plants on the property and provide privacy to our direct neighbours

Three low-rise buildings on the site - the conservatory, the homestead and the barn.

A basement for customer parking - including customers from other shops on Eastern Road, with all loading, recycling rooms and plant and equipment located below ground.

KEY FEATURES



THE ORCHARD

THE CONSERVATORY

THE HOMESTEAD

THE VERTICAL GARDEN

THE NATIVE GARDEN

THE BARN



THE CONSERVATORY & THE ORCHARD

- A conservatory (greenhouse/sun room) is envisaged to be built on the northern side of the property. The conservatory will be surrounded by a 25 fruit tree orchard, a giant lavender planting box and the native garden.
- The conservatory will be a combination of a café and florist with an outdoor area for a nursery and café seating.
- The orchard will be a combination of grassed areas and fruit trees and will present as an open area for the community to relax and enjoy like a public park.



THE HOMESTEAD

- The homestead will be the centerpiece of the Farm.
- The building is designed as a grand Australian country farmhouse with large covered verandas.
- The Harris Farm Markets store will be based inside the homestead.
- A hanging hydroponic garden will be located in the pitch of the roof of the homestead, visible from within the building.



THE BARN

- The barn will be situated on the corner of Eastern Road and Tennyson Avenue.
- The barn will comprise two independent fresh food shops that will be separate to the Harris Farm Markets store.
- One store will be a fresh fish market and the other will be a hot chicken shop.



HARRIS FARM, THE HARRIS FAMILY & THE NORTH SHORE



- David and Cathy Harris both grew up on the North Shore and as newlyweds, David and Cathy settled in St Ives where they had 5 children and founded the Harris Farm Markets business.
- Harris Farm Markets now has 5 fresh food markets on the North Shore.
- Willoughby, St Ives and Mosman have been trading for over 30 years each and Lindfield opens in December 2017.
- Two of the sons and co-CEOs (three of the sons are Co-CEOs) remain on the North Shore, with Tristan at Castle Cove and Angus at Mosman.
- The Harris family consider the North Shore to be the heartland of Harris Farm Markets.



LOCAL JOBS, LOCAL ECONOMIC BENEFITS & LOCAL CUSTOMERS

- In all of our stores, the majority of Harris Farm team members are local residents. For example, 70% of team members at our store at Willoughby and 60% of team members at our St. Ives store live on the North Shore. A similar local workforce % is expected at Turramurra which is expected to create up to 80 full-time and part-time jobs.
- It has been our experience that independent shops such as butchers, bakeries and IGA Super Markets all trade very well when a Harris Farm opens in the local area. Indeed, we now have independent butchers and bakers opening inside our stores and we have also opened 2 of our own stores inside IGA Super Markets.
- Typically 85% of our customers in our freestanding stores live within a 10 minute walk or a 3 minute drive from the store. In our freestanding stores pedestrian access from the street is often busier than our carpark entry.

– WORKING WITH OUR NEIGHBOURS –



We have designed the project with our neighbours front of mind. In this regard:

- All loading and unloading will take place in the underground loading dock.
- All delivery vehicles will have a designated time to unload which will be determined in conjunction with the local community.
- All recycling and waste will be stored and collected from the basement
- All plant and equipment will be stored and operated from the basement
- All customers and delivery vehicles will enter/exit to and from Eastern Road.
- Customers from Eastern Road shops will be able to use the carparking at the Farm.
- Customers parking illegally on the street will be refused entry to the store.
- A community consultation group will be established for long term engagement between Harris Farm and the community.

NEXT STEPS



- We will be lodging a planning application with Council in the near future and look forward to working with the local community to develop a high-quality project that:
 - Is in keeping with the Turrumurra area,
 - Will enhance the already vibrant local fresh food precinct, and
 - Regenerates and modernises the Parkers Nursery and Service Station properties.
- We have established a website which will provide further detail regarding our proposal: www.thefarmturrumurra.com.au
- Please speak to a member of the project team and fill out a form to provide any feedback that you might have in relation to the proposal.

APPENDIX F INFORMATION SESSION FEEDBACK

INFORMATION SESSION - FEEDBACK FORMS

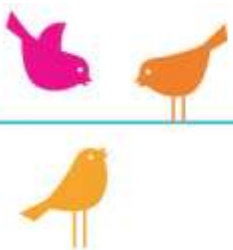
HARRIS FARM MARKETS PROPOSAL – 45 TENNYSON AVENUE TURRAMURRA

Wednesday 14 March 2018, 5.30pm – 8.00pm

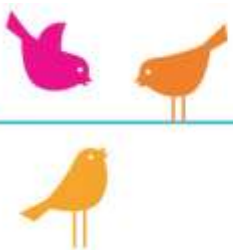
Q1. What, if anything, do you like about the proposal? Why?

- 👉 'The proposal is beautiful and in keeping with the area and offering the quality of food people in the area would appreciate'
- 👉 'It looks community-minded in a residential environment. I like the integration of park-like grounds which families can use. I like the idea of underground parking and noise reduction via plant and equipment. I have always liked Harris Farm fruit and vegetables'
- 👉 'Trees and underground parking away from street and sight'
- 👉 'I like the whole thing, but this is not the place for it'
- 👉 'Appearance – looks good. Traffic – entry/exit on Eastern Rd. Alison and Tennyson Rd far too narrow – BIG PROBLEM. Noise!'
- 👉 'It is convenient to shop in a complex that sells fish, chicken and vegetables all within walking distance'
- 👉 'Some area for herbs, a few fruit trees'
- 👉 'Good aesthetic, Australian company'
- 👉 'I like Harris Farm but not here'
- 👉 'Low height, underground parking, lots of greenery kept, Eastern road entry only'
- 👉 'It looks really good and seems like the best thing that could be done with this site – although of course Honeysuckle Nursery is a great asset to the area'
- 👉 'Green space, underground parking, entry via Eastern Rd. Additional shops (as long as they are competitive – prices are too high in local shops)'
- 👉 'Play area and green space'
- 👉 'I object to the proposal. The location of this development in a residential area is totally inappropriate'
- 👉 'Low rise tasteful aesthetics which are in keeping with the area'
- 👉 'Concept great! But traffic needs to be addressed. Plus trolley control'
- 👉 'I've lived in the area for 20 years and we are very short of cafes and alternatives to Coles and Woolworths. I think this would be great for the area and would provide another community focus for meeting with friends. I like the Harris Farm stores elsewhere and find they have a great and helpful service ethic'

- 👉 'It's a great development for the area with more of an experience shopping idea. Recreational shopping'
- 👉 'I think the concept is very good and I love the open space with trees and grass. I love that it is one level above ground (carpark underground)'
- 👉 'Nothing. A very schmick presentation, kidding us about a country idyll. Most likely if the plan goes through the building would look nothing like pictured. Traffic pollution will be incessive as well noise of deliveries etc.'
- 👉 'Very attractively presented, visually fits in with the 'look' of Eastern Road. Hopefully generates jobs for school and university students'
- 👉 'Nothing'
- 👉 'Nothing'
- 👉 'I would like the proposal if I could be sure you would build exactly what you have shown. It is crucial to the success of this project you DO NOT ALTER important details and you do not compromise colours, details, finishes. You must have the scheme design developed and finished by architects'
- 👉 'Seems to be well planned prospect. Will also affect the local shops business'
- 👉 'An improvement in range of shops'
- 👉 'Landscaping and green areas. Coffee shop, florist and additional shops'
- 👉 'Better than Aldi'
- 👉 'Local business (has to be better than Aldi!). Design concept looks nice (but will it all really be delivered?) and interesting too. Happy to discuss further'
- 👉 'Concept is an planning looks good but not at this site'
- 👉 'Seafood. Not like Castle Hill mall. Swing doors and ventilation to protect from odours. Bakery smells nicer. Lemon scented or eucalyptus/lavender really like smell'
- 👉 'I think it will be a good place for parents to hangout or look at the gardens while the kids play in the small play area'
- 👉 'The nursery part of it and the orchard (leave it as Honeysuckle)'
- 👉 'Orchard, local Australian nature of Harris Farm. Consideration of local community views by Harris Farm'
- 👉 'Nothing. The increased traffic on Eastern Road would cause noise, air pollution and make it even more difficult to drive out of the two cul de sacs than it is now'
- 👉 'It is smaller significantly than Aldi was. And it looks a lot better!'



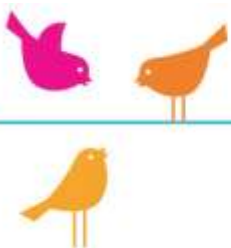
- 👉 'Café – would like this. Lots of young families would use it. Like idea of café conservatory, will young families go there? Reminds us of the Napper Valley. Fresh bread'
- 👉 'The design and concept is amazing. The Harris family are a wonderful team and business for the North Shore and I fully support them in this venture (albeit in a different location)'
- 👉 'It will provide needed vitality to an aging and irrelevant local shopping centre'
- 👉 'I think it is inappropriate for this area'
- 👉 'Plantings around the site'
- 👉 'The fact that it is low rise. Also present plans suit the area. Does look most attractive but is this really how it will end up'
- 👉 'The design concept looks good and provides lots of green space and a benefit to the community'
- 👉 'Beautiful design – WRONG LOCATION'
- 👉 'Absolutely nothing!'
- 👉 'We love the garden centre'
- 👉 'Not much'
- 👉 'Nothing'
- 👉 'Great concept, like all the trees. Café would be great'
- 👉 'Nothing really – the Aldi proposal all over again, just prettier and retaining trees. I am quite happy to shop at Harris Farm, St Ives – a great store. Three cheers for no plastic bags!'
- 👉 'Great addition to local facilities – see Lindfield!'
- 👉 'Nothing'
- 👉 'Nothing'
- 👉 'The style of buildings/the use of the environment as an area to enjoy and the mix of retail provides a local flavour to a new development!'
- 👉 'Nothing – too large a footprint in a prime residential area'
- 👉 'It is an aesthetically pleasing proposal'
- 👉 'I don't like the proposal. Good business in the wrong location'
- 👉 'That Harris Farm are coming to Turramurra!'
- 👉 'It would be wonderful in a rural setting'
- 👉 'Nothing'
- 👉 'Parking, loading being very duly addressed! Like it all'



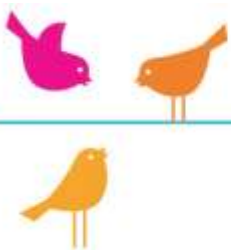
- 👉 'It's a great idea, lots of variety, lots of jobs created. Design of homestead fits in well'
- 👉 'I like the overall concept and the details of the shops. I also like keeping the recycling, deliveries and garbage underground. I also like the notion of enforcing a delivery schedule'
- 👉 'Do not think it is suitable to the area. Looks pretty with the marketing'
- 👉 'Fantastic idea – let's hope it goes ahead'
- 👉 'Fabulous proposal – very exciting prospect. Hopefully very tastefully done with plenty of parking and maintain greenery surround. Good to have café as well. The design looks terrific – Congratulations'
- 👉 'Congratulations! It looks great!'
- 👉 'Nothing'
- 👉 'Love it, the community needs a space like this. We need competition and a lovely place to shop for FRESH produce'
- 👉 'If you are projecting 10,000 customers/week that's 10,000 in 10,000 out plus trucks. The traffic on Eastern road is lethal. That pedestrian crossing is dangerous now do we need traffic lights in the future? The shops need to be at Turramurra Station where they are zoned.'

Q2. What, if anything, would you change about the proposal? Why?

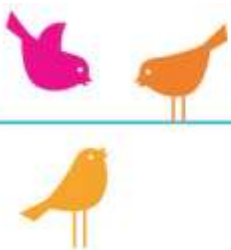
- 👉 'Ingress and Egress to/from the site needs to be properly addressed – current proposal is too messy (Has a proper traffic study been done yet?)'
- 👉 'I do not like the proposal'
- 👉 'Its location. It will force the local shops out of business. 10,000 customers will still be at least 8000+ cars → too much traffic. Large delivery trucks will add additional pressure to roads. Provide a bakery, don't need a chicken shop'
- 👉 'Traffic management on Eastern Rd. I understand criteria would not be met but traffic lights would be beneficial'
- 👉 'Prevent the development ever happening'
- 👉 'Do not change a thing'
- 👉 'It can go away'
- 👉 'I'm not sure. I'll look on the website'
- 👉 'Everything'



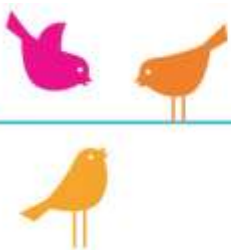
- 👉 'There is already a Harris Farm at St Ives. If I want to go to Harris Farm it's only 5 minutes away'
- 👉 'This is not the right location. Harris Farm Markets should be located at large shopping centres, not in a residential area. The area/roads will not cope with the traffic. Already traffic is congested at certain parts of the day'
- 👉 'Looks very practical and attractive to me'
- 👉 'Change location to Turramurra. Shopping precinct or Hornsby. No trucks at any time'
- 👉 'Move it out of Sydney – it is a residential 'village'. We don't want lots of trucks and cars added to our streets. You have a shop in St Ives – it's close enough'
- 👉 'The location. Rohini street is begging for development. This is not the right location for any development requiring out of hours support. Eastern Road is already far too busy a thoroughfare'
- 👉 'Keep it for what it is zoned for! We do not want another Aldi fight'
- 👉 'Put in villa homes or town houses'
- 👉 'Cancel it and use the land for what it's zoned – residential'
- 👉 'Move it to a more appropriate location such as Turramurra shopping precinct. We don't need endless shopping precinct here. The small shops are enough. I feel this is a sneak way to start a larger shopping precinct'
- 👉 'No all looks great'
- 👉 'Take the proposal to Turramurra shopping centre. Pacific Highway – persuade Woolworths to sell you the Post Office site. Your proposal to have the entrance/exit in Eastern bizarre – cars shoot down that hill. I don't think a roundabout could work'
- 👉 'Nothing'
- 👉 'Go away'
- 👉 'Scrap it'
- 👉 'At this stage am happy with all aspects. The delivery processes need to be carefully monitored from a traffic and environmental concern'
- 👉 'It is not suitable for it to be built in the middle of a housing area- it should be located closer to Turramurra station. The concern is the traffic and its impact on the local community. The traffic on Eastern Road is horrendous enough as it is. The local streets cannot cope with any more traffic'



- 👉 'Development should occur close to the station. Increase in traffic in this residential area is unacceptable. It's already very dangerous for children to cross at the zebra crossing outside the shops'
- 👉 'More flaunting of fresh vegetables. Fresh vegetables is the main reason to have a Harris Farm welcome. More parking limit of parking time: at least 2 hours, not this outrageous short ½ hour limit. It needs to be changed to 2 hour. The increase in traffic will be a huge drawback. The traffic at Eastern Rd is very high already – and the increase in pollution is a big drawback as well. In Turramurra residents avoid the neighbourhood – the highway pollution is already very high – It will be much worse'
- 👉 'Maybe have exiting different to entrance of carpark'
- 👉 'Relocate into an area that would be more complementary to the local shops and road infrastructure'
- 👉 'Car entry and exit to Eastern Rd will be a problem. Will drivers be able to turn right into and out of the car park?' This will cause big congestion. Eastern Rd is getting more and more busy. The pedestrian crossing location needs to change but where?'
- 👉 'Looks good as it is'
- 👉 'I do not support this proposal for this location. This is not the correct place for development (Aldi, Harris Farm or anything else). Traffic, local business, child care centre, parking – to name just a few reasons why this location is wrong'
- 👉 'Will there be any additional traffic lights and worried about traffic. Bakery and gelateria. Have a three-hour limit for parking – currently at St. Ives. Bakery and gelateria. Need to focus on parking – if attracting from further away – more may be required. Wine sales – bottle shop/Mezzapica'
- 👉 'Put it where there is already a shopping centre, with available parking'
- 👉 'Car parking (80 spots) and traffic as well as delivery trucks in this residential area is the major problem – unfortunately is there not solution to this, think but...'
- 👉 'Otherwise I am not keen at all. Traffic will be horrendous. Destroy the other local businesses which I love'
- 👉 'I would change the location because I don't approve of Harris Farm being here'
- 👉 'More thought should be given to Traffic Flow. Eastern Rd is currently very busy. Entry and exit to this proposed development from Eastern Rd will created huge problems. A one way system with exit on Tennyson Ave should be considered. The effect on existing local business should also be considered'



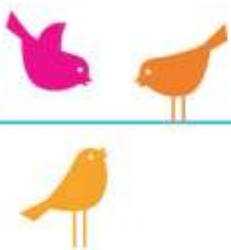
- 👉 'Traffic issues on Eastern Road. Roundabout at Tennyson/Eastern and Wiltshire Place. Residents of Wiltshire place could have more difficulty in crossing Tennyson than we do now. Also turning right into Eastern Rd'
- 👉 'Concerned about increased traffic on Eastern Rd – in both directions. 80 parking spaces expect a large amount of traffic'
- 👉 'Will cause too much traffic in the area for residents living adjacent streets and more people will park in our cul de sac'
- 👉 'Where are the big trees on Tennyson Avenue?'
- 👉 'I do not want to see this site developed any further'
- 👉 'I do not want any development of the site. I want the nursery and garage to stay. There is already a Harris Farm at St. Ives. This proposal would also detrimentally affect the existing small shops'
- 👉 'Probably wouldn't change anything'
- 👉 'Leave the garage which is a great asset and the opportunity for a nursery cage. Hundreds of us like our small parade of shops on Eastern Road'
- 👉 'You need to address the traffic problem big time. I live in Alice Street and it would be very sad to see traffic restrictions in Alice street. Also, the trolley situation needs to be addressed'
- 👉 'Wiltshire place will need to have 'no parking on the footpath side of the road. Cars parked opposite each other allow no room for large trucks delivering or essential services or sometimes the residents'
- 👉 'Fence the part so it's used properly'
- 👉 'Helpful service ethic. I'M FOR IT!'
- 👉 'The proposal should be rejected'
- 👉 'Not suitable for the area, traffic congestion is already an issue'
- 👉 'The proposal seems reasonable'
- 👉 'Access from Eastern Road which is already too busy for local residents. Car park (open air on Eastern Road – looks too ugly and trolleys around even though you propose using locks etc.' 'Fish shop and hot chicken shop, no no'
- 👉 'I think that traffic congestion could occur on Eastern Rd as a result of traffic lights and through traffic carried by Eastern Rd plus customers coming in and out via eastern Rd. I'm concerned about the local shops – Butcher, IGA and also the loss of the servo/auto shop'
- 👉 'The first phase is good but will await firm proposal'



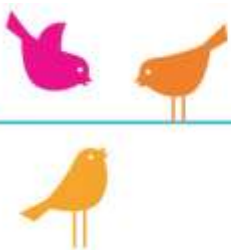
- 👤 'No'
- 👤 'Don't allow'
- 👤 'Don't allow it'
- 👤 'No'
- 👤 'Bring it on ASAP!'
- 👤 'Don't allow'
- 👤 'Nice plans BUT traffic is overlooked. If you planning 2000 a day/10,000 a week to shop that's about 500 cars (150/hr)8-8pm. Already cnr Eastern Rd/Tennyson is a dangerous crossing. That road is not curbed and guttered! The pedestrian crossing is lethal as most cars don't obey 50km/hr zone. There will need to be traffic lights in Suburbia. Why another shop when I use St Ives HFM 5 mins drive away!'
- 👤 'Proposal should be rejected'
- 👤 'Current shops are expensive – it would be easier'
- 👤 'Take it down to Rohini Pacific Highway area where development is needed'

Q3. Any other comments?

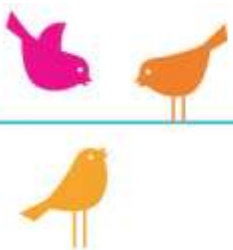
- 👤 'Show Aldi experience, don't waste further money on the idea PLEASE!'
- 👤 'Can't quite understand the purpose of the orange orchard rather an unusual use of the spare land. Why not put the nursery back! Do feel that the pleasant shops and the small businesses they contain (after family owned) will be adversely affected. I don't like large shopping centres'
- 👤 'Traffic flow and parking on Eastern Road/Tennyson Rd. Taking business away from local shops'
- 👤 'Why not use the old PO site in Turramurra!'
- 👤 'Good luck'
- 👤 'Traffic trouble'
- 👤 'We love the local shops. We love knowing the shop owners we have a Harris Farms in St Ives. That's close enough!'
- 👤 'We don't need Harris Farms here – we go to St Ives. We enjoy small shops we know. Please no Harris Farms here'



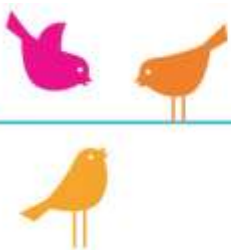
- 👉 'Will create traffic problem'
- 👉 'This is an excellent idea which the people of Turramurra would really benefit on both shopping and social area to meet their friends'
- 👉 'Traffic is the main problem and crossing Eastern Rd is already extremely dangerous. More traffic is to be avoided'
- 👉 'I think that it is totally unnecessary in this suburban area. Easter Road is already very busy and the pedestrian crossing is lethal'
- 👉 'Increased traffic congestion on Eastern Road as well as increased noise in the morning from cars and trucks'
- 👉 'Of course, concern about traffic and congestion. Peak hour is incredibly busy'
- 👉 'I would like to have Honeysuckle remain, the area is already covered by the local shops'
- 👉 'Unsure why Harris Farm want to locate here where they are very close in St Ives? Why does everyone want this site rezoned when there are 3 commercial areas up near the station who are crying out for retailers?'
- 👉 'The biggest problem is traffic, abandoned trolleys, delivery trucks, narrow streets on opposite side of Eastern Rd with steep hills with 4 schools'
- 👉 'The traffic will be very dense and it is already too heavy, due in my opinion to lack of traffic lights on Eastern Rd between Rohini St, Station and Burns Road. Please incorporate intelligent traffic flow advice with your proposal'
- 👉 'See above'
- 👉 'Concerns about the shops on Eastern – I hope they will be ok'
- 👉 'If the above concerns can be assured – then great!'
- 👉 'I don't personally think the traffic will be a problem. It's probably only one entire car a minute. I like the low-rise aspect'
- 👉 'You sound more than fair in your dealings with the other local businesses'
- 👉 'Overall very good idea except trolleys and traffic. Wold love to see you here'
- 👉 'Hopefully this proposal will be knocked back for the same reasons as Aldi was. I don't want to be put off shopping at Harris Farm'
- 👉 'Hopefully, the existing shops butcher, IGA, pharmacy, bottle shop, café would not be adversely affected'
- 👉 'The streets around this area are already so busy and do not need more cars coming into the area. We love the nursery and the petrol station is so popular. Why change!'



- 👤 'You must commit to the installation and maintenance of all the trees, grass and other greenery. Your presentation is very smooth and persuasive but I doubt it will be accurate – convince me otherwise'
- 👤 'Traffic – in particular access in and out from Wiltshire Place. Is there plans for traffic lights or roundabout – either of these present access issues for residents of Wiltshire Place'
- 👤 'Left up Eastern Rd if traffic leaving Harris farm in is turning right to go towards Hornsby would also cause difficulties. Wiltshire Place too narrow for patrons who don't want to use the car park'
- 👤 'As a resident to lives adjacent to this site I have serious concerns about our property values. Will we be compensated for the loss of value? I doubt it'
- 👤 'Mackensie age 9 years'
- 👤 'Can't it be at Turramurra station'
- 👤 'I am a local resident (100 metres away) – I am very happy with the nursery and service station. Traffics and deliveries is a major concern to me'
- 👤 'Traffic in Eastern Road and surrounding rds – Tennyson, the Chase etc. Already it is very difficult to exit side Sts into Eastern Rd trying to turn right. What will happen to traffic flow if cars from North are trying to turn right into the Harris Farm across south moving traffic'
- 👤 'Do we need it as we go to St Ives? We'd use it here'
- 👤 'Thank you for the way in which the information session has been conducted – MUCH better process to what Aldi did previously'
- 👤 'Looking forward to the success of the project'
- 👤 'What guarantee would be given to community that proposed retail floorspace is not expanded during DA process or later down the track?'
- 👤 'I am most concerned about traffic increase'
- 👤 'I am concerned for the existing business at Eastern Rd'
- 👤 'Great concept – bad location!'
- 👤 'This is a very conservative, traditional area with an ageing population – therefore this concept is timely, convenient and a welcome change to the Eastern Rd shops. I am very encouraged and excited by this!'
- 👤 'The local community are by and large against this'
- 👤 'We like it as it is. This proposal will increase congestion; send IGA and other shops broke. This should be built near the highway and station, not here'



- 👉 'I hope it happens'
- 👉 'I live in North Turrumurra where I walk to the shops. I cannot walk to Eastern Road. If your proposal goes ahead, it will suck the life out of our North Turrumurra shopping centre – fruit shop, butcher, IGA. Likewise the local shops at Princes Street and the present shopping centre at Eastern Road'
- 👉 'Traffic management is off most concern- make sure deliveries are out of peak traffic times'
- 👉 'I don't want delivery trucks coming down Eastern Road. This is a large shops which will have lots of deliveries. We don't need more deliver trucks. We don't need a large shop here'
- 👉 'There are already too many cars around this regional shopping centre. We don't need a development of this scale to add a great deal more. Build it in Turrumurra but near the station'
- 👉 'Traffic will be a nightmare. Plus extra people and pedestrians. This proposal is little different from the Aldi one as for as traffic, delivery trucks etc. all alongside out local shops, a pre-school and a swimming centre. Put the Harris Farm in Rohini St at the old post office site and re-vitalise Turrumurra'
- 👉 'Too much Traffic! No matter how nice the proposal. It is not suitable for this area!'
- 👉 'Look at the traffic. Have some sense and develop near the station. DO NOT ruin our community. We do not want you. As a local, you will destroy our local community'
- 👉 'There will be too much traffic both trucks and cars'
- 👉 'It's a cleverly designed 'pretty' proposal but the issues of traffic congestion and residential area remain. This should not be built here'
- 👉 'This proposal would destroy the lovely village atmosphere in this corner. It would kill all the local shops which are of very high quality as well as being warm and friendly. It would increase the traffic which is already far too busy. It would be a community tragedy'
- 👉 'No'
- 👉 'Would be very happy if it goes ahead'
- 👉 'My concerns are 1. What will happen to the Eastern Road shops, especially the green grocer, butcher and IGA. 2. A study of traffic impacts needs to be conducted and the results published ASAP. Increase in volume at peak hours will be very hard to tolerate. 3. We are within easy walking distance of GDR which has outstanding expertise to work on our Mercedes Benz cars. Having to go elsewhere will be a substantial inconvenience'\
- 👉 'Eastern Rd shops will loose business. Traffic will be horrendous. It is already busy now. Same issues we fought about with Aldi'



- 👉 'Get started ASAP. This area needs an upgrade so good idea. Harris Farm have fresh food which is great'
- 👉 'Fabulous, hopefully will go ahead. Far better than units here or high rise'
- 👉 'We don't need Harris Farm here and it will completely wipe out all the shops and businesses that serve our community. Traffic would be diabolical in the local streets'
- 👉 'This is not terribly different to Aldi proposal. This is still the wrong location for this shop'
- 👉 'Traffic congestion – Eastern Road is already stressed'
- 👉 'How old is the minimum wage for workers?'
- 👉 'Traffic issues need to be properly addressed. Triple access in/out to Eastern Rd is very messy especially if trying to turn north. Parking in Wiltshire Place needs to be restricted to one side only (northern side) by Council with proper signage erected and enforced'
- 👉 'The traffic here is already too heavy to cope with any more development. We need and like our village shops – we do not need any more'
- 👉 'Harris Farm to contact Council to install traffic lights in Eastern Rd, to be able to go in and out of the parking.'

