
8 EASTWOOD MASTERPLAN – EARLY ENGAGEMENT METHODOLOGY, OUTCOMES AND VISION

Report prepared by: Strategic Planner

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REPORT SUMMARY

Council undertook early engagement activities as part of the Phase 1 process for the development of the Eastwood Masterplan between 3 April 2024 and 5 May 2024. The purpose of the early engagement period was to collaboratively shape the future of Eastwood with its residents, workers, visitors, business owners, and other stakeholders. This Council Report discusses the findings of the Early Engagement period and present a Vision Statement for the Eastwood Masterplan as informed by early engagement feedback.

The formal Early Engagement activities included an online survey, social pinpoint map (an interactive map), vision submissions, six drop-in information sessions, two focus groups, and a workshop at Macquarie University. The activities focused on three themes:

- What do you love about Eastwood?
- What needs improvement?
- What are your ideas for growth and change in the future?

These activities were promoted through a variety of channels, including a *Have Your Say* webpage, eNewsletters to subscribers and stakeholders, flyers, and signage around Eastwood, social media advertisements and posts, and newspaper ads.

The consultation saw a high level of engagement, with 968 comments from 379 online survey responses, 286 pins on the interactive map, 15 written submissions), 286 drop-in session comments, two (2) landowner vision submissions, one (1) State Agency submission, 20 focus group participants, and 28 workshop participants.

The top three most important considerations that respondents said should be addressed in the Eastwood Masterplan from the online survey are:

- Resolve traffic and parking issues: 64% of respondents.
- Improve the quality or amount of public open spaces (including passive recreation spaces): 36% of respondents.
- Improve the public domain (e.g. footpaths, trees, lighting and paving): 33% of respondents

The Vision Statement for the Eastwood Masterplan has been formed from the engagement findings and internal consultation.

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The next stages of the Eastwood Masterplan are:

- Phase 2 – Technical Studies; and
- Phase 3 – Masterplan Drafting.

RECOMMENDATION:

- (a) That Council note the methodology and findings of the Eastwood Masterplan's Early Engagement activities.
- (b) That Council endorse the proposed Vision of the Eastwood Masterplan.
- (c) That Council endorse the next phases of the Eastwood Masterplan, being the Technical Studies and Masterplan Drafting.

ATTACHMENTS – CIRCULATED UNDER SEPARATE COVER

- 1 Eastwood Masterplan Community Consultation Report - Final Report
- 2 Eastwood Masterplan Focus Group Outcomes Report
- 3 Eastwood Masterplan Macquarie University Feedback

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HISTORY

At the 25 July 2023 Council Meeting, the then-Mayor, Councillor Yedelian OAM resolved a motion that requested a report on the matters pertaining to Eastwood Town Centre for the August 2023 Council Meeting.

This report was provided at the 22 August 2023 Council Meeting, which noted the Eastwood Town Centre Renewal Strategy was in development and a series of workshops with the Councillors was to be held over the next 6-12 months to consider the progress of this Renewal Strategy. As the project has progressed, it has become known as the Eastwood Masterplan to reflect the nature of the final deliverable. The Eastwood Masterplan was presented at the following Councillor Workshops:

- 8 August 2023: Councillor Workshop
 - Then called the 'Eastwood Urban Renewal Strategy'.
 - An exercise was run which collected the Councillors' feedback on their current perception of Eastwood and their desired future for Eastwood.
- 9 April 2024: Councillor Workshop
 - A presentation of the project plan was given, which included plans for the Early Engagement period and Technical Studies.
- 11 June 2024: Councillor Workshop

A presentation of an overview of the Early Engagement findings and the resultant Vision Statement for the Eastwood Masterplan was given.

BACKGROUND

Overview of the Eastwood Master Plan

The purpose of the Eastwood Masterplan is to collaboratively shape the future of Eastwood through a community-centred approach, ensuring that development and change are both sustainable and reflective of local needs and values. It is designed to tackle critical urban issues such as parking, traffic congestion, and flooding, while simultaneously laying down strategic frameworks for traffic and transport, housing, economic development, and local strategic planning.

Central to the plan is the commitment to architectural and urban design excellence, guiding both the evolution of public spaces and private developments. It will seek to protect Eastwood's fine-grain character, open spaces, and cultural identity, ensuring that growth is both appropriate and underpinned by adequate infrastructure. Additionally, the plan seeks to capitalise on the economic and access opportunities presented by the Ryde Hospital redevelopment.

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The Local Strategic Planning Statement sets a directive for Council to develop a Masterplan for Eastwood in 2025. The project plan seeks to have the Masterplan adopted by Council by August 2025.

Phase 1 – Early Engagement

Methodology: Activities and Promotions

Phase 1 of the Eastwood Masterplan being Early Engagement occurred from 3 April 2024 to 5 May 2024. Information on the Eastwood Masterplan and the consultation activities were promoted through a variety of digital and physical channels as detailed below.

- Digital promotions:
 - **City of Ryde's *Have Your Say* webpage:** available in English, Mandarin, Cantonese and Korean
 - ***Have Your Say* eNewsletter:** sent to 64 subscribers and additional identified stakeholders (including State Authorities and Agencies, Chambers of Commerce, businesses in Eastwood, etc.)
 - **Business eNews eNewsletter:** distributed to 32,418 subscribers
 - **Social media:** targeted Facebook ad, social media posts on City of Ryde's official Facebook and Instagram accounts
 - **Listing in *Open Community Consultations***
- Physical promotions:
 - **Flyer letterbox drop:** distributed to properties within the Eastwood Masterplan area and peripheries.
 - **Posted flyers:** mailed to property owners within the Eastwood Masterplan boundary and peripheries who did not live in the property.
 - **Banners and signs** installed within the Eastwood Masterplan area.
 - **Newspaper advertisement** in *The Weekly Times*
 - **CALD Newspaper advertising:** *Weekly Koreatown* and *Vision China Times* in Korean and Chinese, respectively
 - **Additional flyer drops to businesses** in Eastwood Town Centre
 - **Flyers and Storyboards displayed at Eastwood Library**
- Other promotions
 - Presentation at the Eastwood Chamber of Commerce

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The formal engagement activities undertaken during this 4.5-week period are detailed below.

- Independent activities:
 - **Online survey**
 - **Social pinpoint** (interactive map)
 - Eastwood landowner **vision submissions**
 - **Written submissions**
- Face-to-face activities:
 - **4x Drop-in information sessions:** attended by City Places and Community and Engagement staff, and at least 3 translators (Mandarin and Korean) to provide an opportunity for the community to ask questions and provide comment to the Masterplan;
 - **2x All-day drop-in information sessions at Eastwood Library:** attended by City Places to provide the community to ask questions and provide comment to the Masterplan;
 - **2x Focus Groups:** hosted by City of Ryde to facilitate in-depth discussions on existing challenges and future aspirations for Eastwood with residents, workers and business owners in Eastwood; and
 - **1x Workshop with Macquarie University planning students:** facilitated by City Places.
- Informal engagement activities:
 - **'Doorknocking' businesses** on Rowe Street (both east and west of the rail corridor) to obtain feedback.

Most activities sought to understand the following:

- What the community **love/like** about Eastwood
- What the community wanted to **improve** in Eastwood
- What **ideas and suggestions** the community have for Eastwood

It is noted the term 'love' and 'liked' were both used for the first question throughout our engagement activities. The term 'love' is used in this report as this was more commonly used than 'like'.

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DISCUSSION

Early Engagement Sources

Council's Communications and Engagement Team have analysed the findings and summarised the results into a Community Consultation Report – **ATTACHMENT 1 – CIRCULATED UNDER SEPARATE COVER**. Some highlights from the reports are as follows:

Community feedback was obtained from the following sources:

- 379 Online Survey respondents;
- 286 Drop-in Information session comments;
- 76 Interactive Map (social pinpoint) respondents (286 pins);
- 15 Email submissions;
- 28 Macquarie Workshop participants;
- 20 Focus Group participants;
- 2 Landowner Vision submission; and
- 1 submission from State Agency (Transport for New South Wales).

Early Engagement Findings

The following section of the report will discuss the responses provided by the community. As the questioning throughout this community engagement process was very open-ended, there are some unique responses. All the received comments from the sources listed below and have been sorted into themes.

- 379 Online Survey respondents;
- 286 Drop-in Information session comments;
- 76 Interactive Map respondents (286 pins); and
- 15 Email submissions.

The first question we asked the participants was about what they currently **love** about Eastwood, with the responses outlined in Figure 1.

Clear favourite attributes of Eastwood are the **retail** (40%) and **dining** (34%) experience. Eastwood has a high concentration of Asian grocery stores, butchers, fishmongers, bakeries, and food stalls. Many respondents commented on the variety and low prices that these stores offer. Several respondents noted they knew of someone who travel long distances to Eastwood regularly to shop for groceries. The local shops and restaurants are an attraction for visitors to come to Eastwood.

This is only possible with the **multiculturalism** (22%) in Eastwood. The strong Chinese and Korean presence are, again, an attraction for the town centre.

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It is noted that **public transport** (17%) provides convenience and travel options in Eastwood, the parking and traffic remain highly criticised.

Finally, 17% of respondents said they love the **greenery** in Eastwood, and 12% identified the Eastwood Arbour and **pedestrian mall** as something they love.

Attributes to protect and enhance

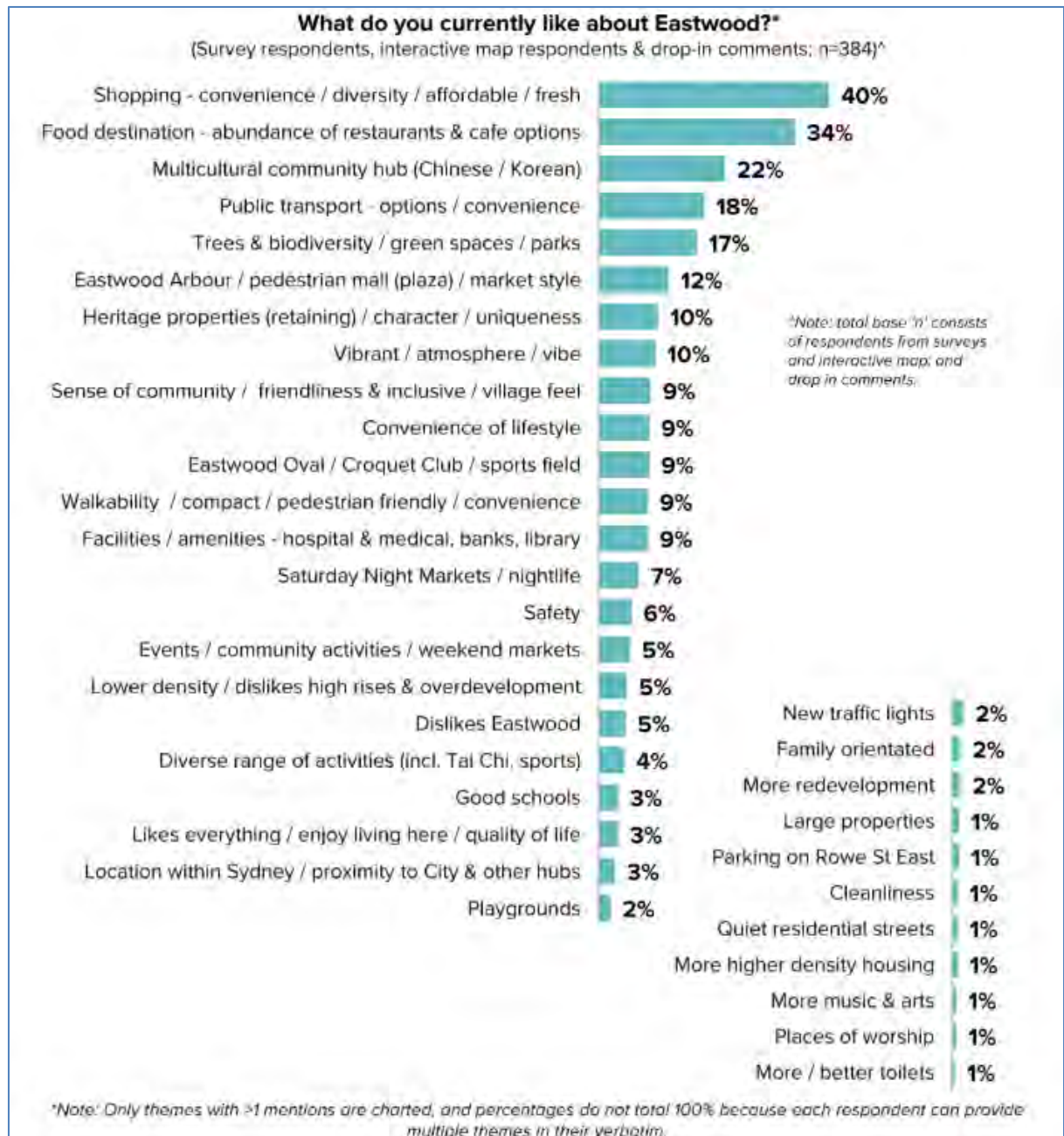


Figure 1. Chart of responses to 'what do you currently like about Eastwood?'

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Attributes to improve

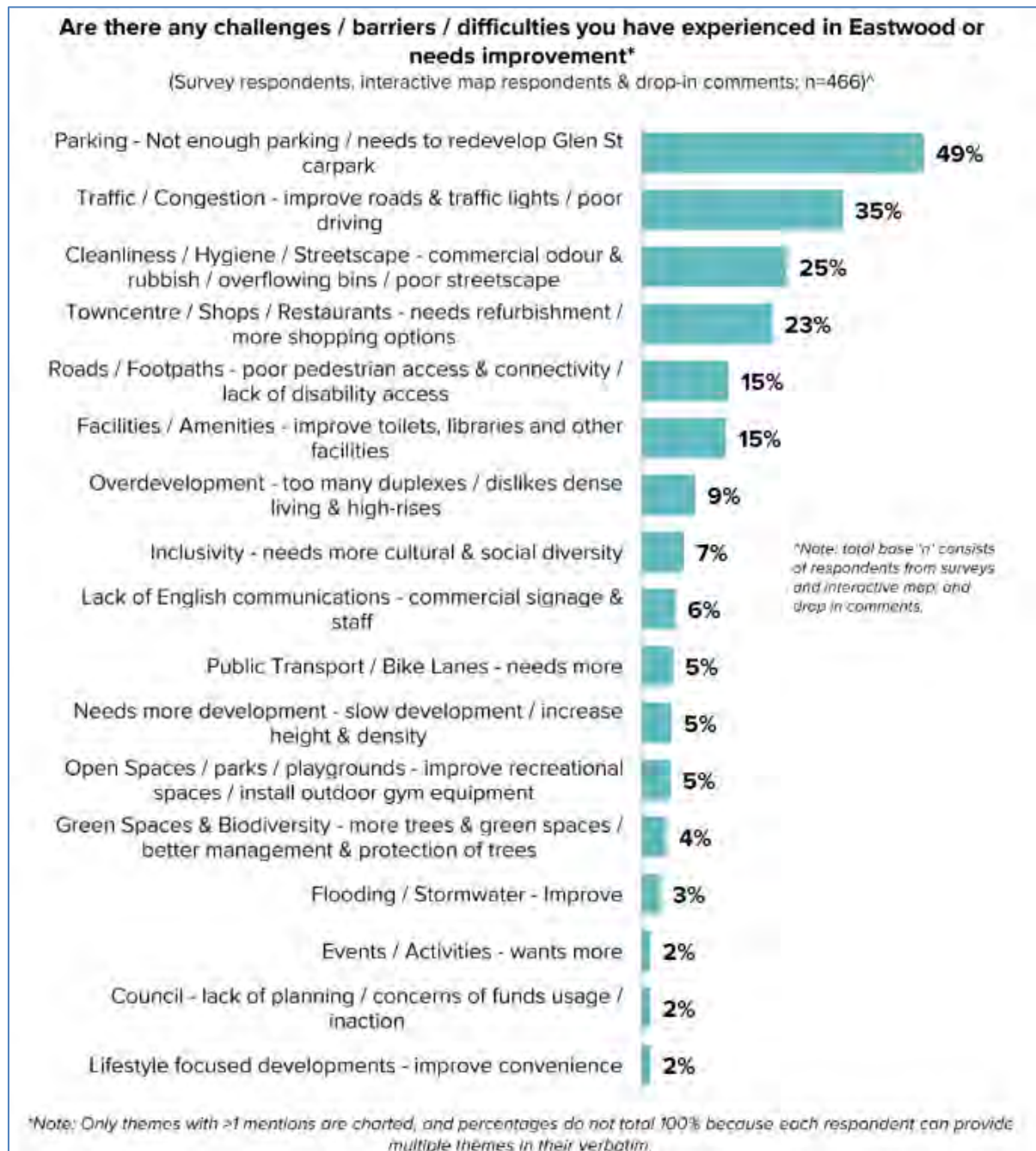


Figure 2. Chart of responses to 'are there any challenges/barriers/difficulties you have experienced in Eastwood or needs improvement?'

The aspects of Eastwood that need improvement are detailed in Table 1 below, sorted into clear categories. They have been compared to related responses from the other two questions as these issues are interrelated and have several factors for consideration. The table is generally sorted from most mentioned to least mentioned.

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Table 1. Interrelated considerations.

Response theme	Improvement	Recommendations	Love
Parking	<p>49% identified parking as an issue in Eastwood (highest order issue raised).</p> <p>It was emphasised that Glen St carpark needed an upgrade.</p>	<p>33% of respondents want parking improvements in the Eastwood (highest recommendation). Some provided their potential solutions to the issue, such as improving entries and exits to the carparks, or providing their support to the proposal to relocate Glen St carpark to Shaftesbury Road.</p>	<p>1% of respondents 'loved' parking on Rowe Street East. This is likely attributed to the new Rowe St East carpark.</p>
Traffic	<p>35% identified traffic as an issue in Eastwood (2nd highest issue).</p> <p>Identified reasons for traffic included circling for parking, poor light phasing, pedestrian crossings, bad pedestrian/bike behaviour.</p>	<p>21% of respondents recommended improvements should be made to create better flow and management, as well as improve pedestrian safety.</p>	-
Street hygiene	<p>25% identified street cleanliness, hygiene, odour and/or waste was an issue in Eastwood, or just wanted a more pleasant streetscape.</p> <p>This is often linked to seafood stores, butchers, or restaurants.</p>	<p>17% of respondents recommended to enforce better street and retail cleanliness in Eastwood as well.</p>	<p>1% of respondents said Eastwood was clean.</p>
Building condition/ quality in town centre	<p>23% of respondents stated the poor condition of the town centre and the surrounding buildings, and that they needed upgrading.</p> <p>This includes the old fine grain shops in the town centre and the Eastwood Shopping Centre.</p>	<p>28% of respondents (the 2nd highest recommendation) wanted to improve the Eastwood Shopping Centre.</p> <p>Many residents have become dissatisfied with the quality and condition of the Eastwood Shopping Centre and were curious or impatient regarding the progress of the approved development application. These respondents want to see improvements to this site, with some suggesting introducing big chain stores to Eastwood Shopping Centre, such as Kmart or Target.</p>	<p>10% of respondents love the 'vibe' or atmosphere of Eastwood. The charm of the older buildings in the town centre may link to this.</p>
Community facilities	<p>15% want improvements to public facilities such as public toilets, public library, etc.</p>	<p>23% of community members also recommended improving the quality of community services and spaces such as libraries, and public open spaces. This included requests to reinstate the</p>	<p>9% of respondents love the facilities in Eastwood, including the library and hospital.</p>

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Response theme	Improvement	Recommendations	Love
		Eastwood Post Office that was closed in 2023, citing concerns for business operations and creating limitations for elderly residents.	
Roads/footpath quality	15% of respondents complained of the quality and/or accessibility of the roads and footpaths around Eastwood.	19% of respondents also commented on pedestrian priority in the town centre – wanting more pedestrian access, walkability and connectivity around Eastwood.	9% of respondents enjoyed the walkability of Eastwood and the compact and convenient centre.
Open space/parks	5% of respondents complained of facilities in these open spaces and parks around Eastwood. 4% say there is insufficient green space in Eastwood and a lack of biodiversity.	17% of respondents want more or better playground equipment and/or exercise equipment in public open spaces.	17% loved the trees, greenery, and green spaces around Eastwood. 9% identified the Eastwood Oval, sports field as something they love as well.
Housing/Density	9% stated they dislike the new apartments in the town centre and/or the duplexes in the suburban areas. However, 5% stated Eastwood needs more development, and the existing controls are too restrictive.	13% of respondents recommended increased height of buildings and commercial spaces. This is to increase housing choice and help renew streetscapes. However, 11% of respondents want to control overdevelopment and want to limit building heights. They are concerned about increased density and its effects on the infrastructure in Eastwood. 3% of respondents want more affordable housing options for young families, seniors, public servants, or vulnerable people.	5% of respondents love the lower density of Eastwood, as well as the large properties (1%) and quiet residential streets (1%). 10% love the heritage and character of the older houses. 2% of respondents love redevelopment and 1% of respondents love more housing.
Multi-culturalism	7% of respondents wanted more diversity, claiming Eastwood is too dichotomous. It is Chinese and Korean – no room for much else. 6% wanted clearer signage – some businesses only advertise in their language and do not have an English name. This can be inaccessible to other cultures.	3% of respondents suggested a requirement for English signage enforced for all businesses to improve accessibility.	22% loved the multicultural aspect of Eastwood and the strong Chinese and Korean presence.

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Response theme	Improvement	Recommendations	Love
Public transport/ bike lanes	5% of respondents want more public transport and bike lanes in Eastwood.	8% of recommended suggested more public transport and bike lanes in Eastwood.	18% love the existing public transport in Eastwood.
Flooding/ stormwater	3% of respondents mentioned the flooding in Eastwood as an issue to be resolved.	2% recommended flooding needed to be resolved or the stormwater discharge should be redesigned.	-
Events/ activities	2% of respondents want more events and activities in Eastwood	2% of respondents recommended more events and activities in Eastwood.	7% stated they love the Night Markets and night life, and 5% love the events, markets, and festivals.
Council planning	2% of respondents were concerned with Council's planning, use of funding, and/or inaction in Eastwood.	2% of respondents were concerned with Council's planning, use of funding, and/or inaction in Eastwood. 2% suggested to change the masterplan boundaries.	-
Lifestyle/ vibrancy	2% of respondents wanted Eastwood to provide a greater lifestyle and convenience for its residents.	19% of respondents recommended improvements to Eastwood which would increase the quality of life and convenience in Eastwood. Some used the Lane Cove Canopy project as an example of a revitalised lifestyle centre.	10% love the vibrancy of Eastwood, 9% love the village-like feeling and community, with another 9% liking the convenience of lifestyle. Quality of life (3%), and family oriented (2%) are also loved. However, 5% responded they don't love anything about Eastwood.

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Community recommendations

Figure 3 shows the ideas and recommendations the Eastwood community provided for the Eastwood Masterplan. Most of these recommendations are related to an issue and has been detailed in Table 1.

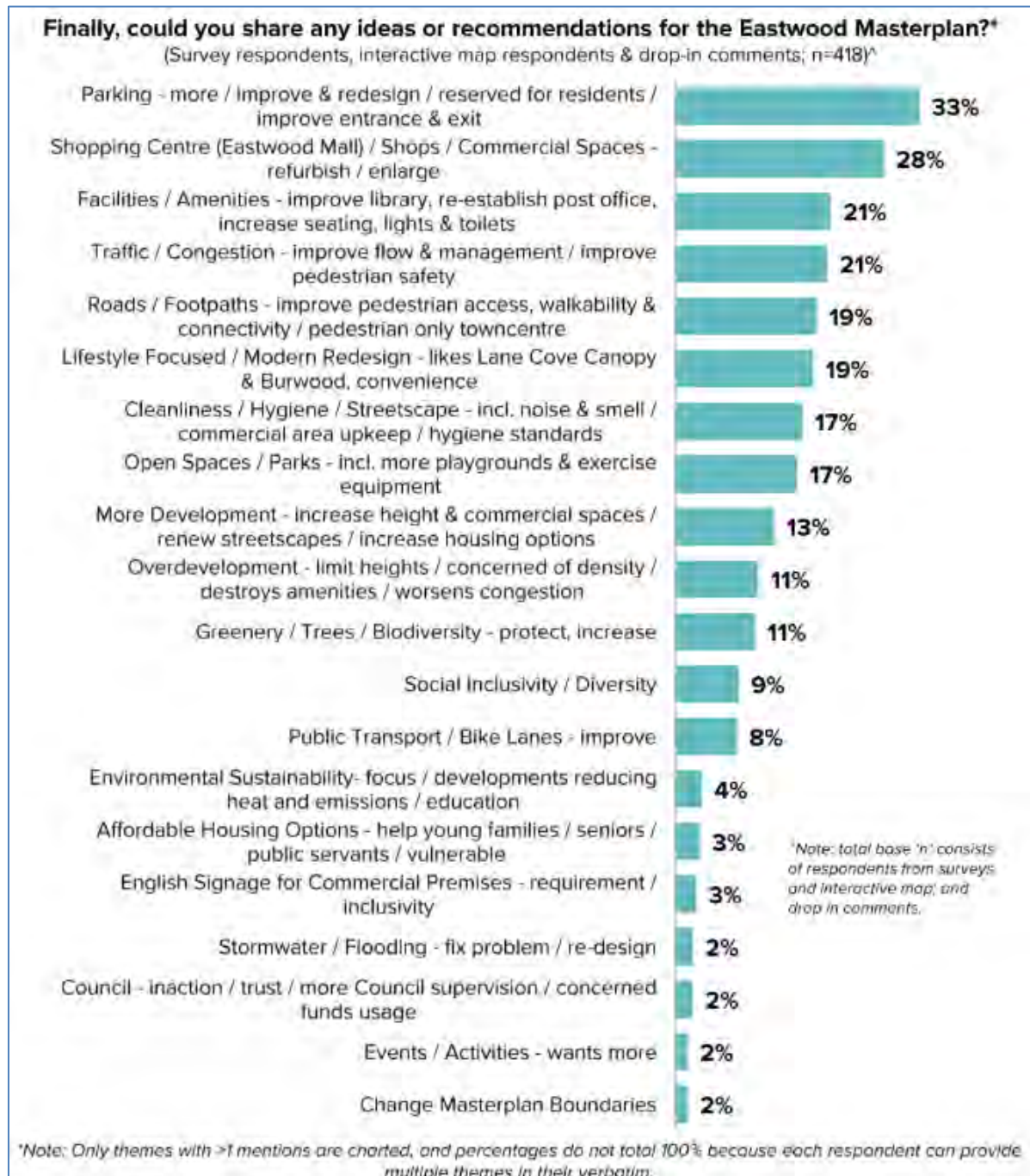


Figure 3. Responses to 'could you please share any ideas or recommendations for the Eastwood Masterplan?'

ITEM 8 (continued)Most contentious considerations

The themes found in the community's feedback are mostly consistent. However, there are two themes that are contentious, being the solution to parking and traffic in Eastwood, and housing.

Parking and traffic

Parking and traffic were consistently the most discussed item throughout the community consultation, and it is clear these issues need to be urgently resolved. However, the solution may be quite contentious. While many respondents want upgrades to the Glen St carpark, some are not in favour of the carpark's relocation to Shaftesbury Road, preferring it to stay at the existing site. The engagement demonstrated that many in the community understand that vehicles circulating to find a parking spot are a cause of traffic. The logical response to this concern is to limit the amount of parking both on-street and in car parking facilities and to prioritise active and public transport. However, these responses, whilst effective, can often be met with resistance from the very communities that are also frustrated by the traffic, due to preference of private vehicle use.

Public transport in Eastwood has been praised by 18% of respondents, and 8% of respondents want it to improve further. Some respondents acknowledge public transport as a solution to the parking and traffic issue – but emphasised it needs to be made more 'convenient' to encourage the usage of alternative modes. Methods to increase convenience for the users may include more frequent services, more diverse routes, and/or prioritisation of public transport. Solutions or recommendations for this issue will be further investigated in the upcoming Transport study.

Housing

Housing is clearly the most contentious theme throughout this community consultation period. 9% of respondents dislike the new apartments/ duplexes/ increased density overall, 11% suggested strict controls to prevent overdevelopment, and a combined 7% love the lower density, large lot sizes, and the quiet residential streets that Eastwood offers. Contrary to this feedback, 5% state that the development controls in Eastwood are too restrictive, 13% recommended to relax these controls, and a combined 3% want more redevelopment and housing. This results in a combined 27% of respondents that speak negatively of more housing and higher density, compared to 21% of respondents that directly state they would love more housing and density.

A purpose of the Masterplan is to identify opportunities for renewal in Eastwood that are well-designed and sensitive to place. This will inevitably result in some increased building heights and density, and an aim of the Masterplan is to ensure this is suitably supported by infrastructure. A Structure Plan will be developed which will outline where increased development is proposed to occur. The draft structure plan will be publicly exhibited in late 2024, which will provide community members opportunity for further comment on proposed changes relating to building height and density in Eastwood.

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Risks

There are several concerns regarding the engagement outcomes. While we did receive a high level of interaction with the public with feedback from over 700 people, there are several groups that were under-represented. This is discussed in Table 2 below.

Table 2. Risks regarding underrepresented groups in Early Engagement.

Group	Reasoning & Solution	Risk
Youth	<p>We noted most of the drop-in information session participants were middle-aged or elderly. This was reflected in the online survey, as only 11% of survey respondents were in the 0-29 age group, even though 18.9% of Eastwood residents are in the 15-29 age group.</p> <p>Therefore, a workshop with second-year Bachelor of Planning students at Macquarie University was initiated for the last week of Early Engagement. There were some members in this class that were Eastwood locals, while others had never visited. Both groups were able to provide insights.</p>	<p>Masterplans are long-term plans that design for the future. The youth are Eastwood's future, and this masterplan should be designed for them.</p> <p>The masterplan may skew away from the generations that will bear the effects of the Masterplan.</p>
Business owners	<p>It was noted during the Focus Groups that Business Owners were difficult to engage with, even though we had carried out flyer drops to promote the Focus Groups to businesses on both sides of the train station.</p> <p>We conducted 'doorknocks' to businesses around Eastwood Town Centre on a Saturday 9-11am to get feedback. Limited feedback was received as many businesses were focused on setting up for the day, and/or were not yet open. Other efforts to engage business owners include Business eNews article and attending Eastwood Chamber of Commerce meeting.</p> <p>Further direct attempts to make obtain feedback from Business Owners is needed. This will be ongoing throughout the master-planning process.</p>	<p>Business owners – especially those of small, local businesses – are essential to Eastwood and are a part of what many people love about it.</p> <p>Businesses may choose to close or relocate elsewhere due to undesirable masterplan outcomes. This will be a significant loss to the top draw for Eastwood.</p>
Korean	<p>3% of survey respondents spoke Korean, while 2021 census data indicates 8.3% of Eastwood residents could speak Korean. During all our drop-in sessions, participation from Korean community members were observed to be very low and our Korean interpreters barely interacted with community members in Korean.</p> <p>Korean language materials (such as flyers, <i>Have Your Say</i> page, newspaper ads) were just as available as Chinese language materials.</p> <p>The low turn-out to the drop-in information sessions may be attributed to the location of the drop-in sessions – in front of the eastern side of the train station. This was the only area on the eastern side of Rowe St suitable for our set-up without impeding pedestrian mobility. This area has high foot traffic, but people were less inclined to stop.</p>	<p>Eastwood has a strong and notable Korean community, so this underrepresentation is a concern.</p> <p>Outcomes could be perceived as biased towards the 'Chinese side' of Eastwood and create further community division.</p>

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Implementing the Early Engagement Findings

The goal for the Early Engagement findings was to hear the wants and needs of the community and eventually co-design Eastwood Masterplan with the community. These findings will be put towards the formation of the Vision of the Eastwood Masterplan. More detailed submissions will be directly considered in the Masterplan Drafting phase.

Vision of the Eastwood Masterplan

The goal of the Vision is to be a concise statement which encapsulates what the community has indicated they want Eastwood to look and feel like. The Vision will be an overarching guiding objective, with underlying 'Principles' that will further guide the Masterplan. These 'Principles' are to be developed during Phase 3 – Masterplan Drafting.

The Vision for the Eastwood Masterplan is as follows:

Cultivate a vibrant and diverse Eastwood which fosters a connected, resilient, and healthy community.

Key words of the Vision and the reasoning is outlined in the Table 3 below.

Table 3. Key words of the Vision Statement and definitions.

Key word	Rationale
Vibrant	<p>Eastwood's town centre is already bustling with activity during the day, not to mention during events such as the Night Market or the Granny Smith Apple Festival. The Masterplan aspires that Eastwood is lively at nighttime as well.</p> <p>The two responses to what people loved about Eastwood were to do with its vibrancy. 40% of respondents love coming to Eastwood to shop during the day, and 34% love Eastwood as a food destination. 28% of respondents said they wanted more retail and the refurbishment of the Eastwood Shopping Centre, which would further diversify the attractions to Eastwood.</p>
Diverse	<p>Many respondents appreciated the concentration of Chinese and Korean communities in Eastwood, which is reflected in the businesses based in the area. Other respondents want to see Eastwood become more diverse and welcoming to other backgrounds as well.</p> <p>22% of respondents identified Eastwood's multicultural community as something they loved – the third top response. 7% of respondents criticised Eastwood should be more inclusive.</p>
Connected	<p>In the context of Eastwood, being 'connected' embodies a dual significance – it signifies not only the smooth integration of transport networks and movement through the town centre, but also the cohesion of a divided community.</p> <p>With the train station and potential mass transit to Macquarie Centre along Rutledge St/First Ave, Eastwood is well-connected to the rest of Sydney, but is internally disconnected.</p>

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Key word	Rationale
	<p>Parking and traffic are a huge issue in Eastwood and is well reflected in our engagement outcomes – the top 2 responses to challenges in Eastwood were parking (49%) and traffic (35%). 19% of respondents suggested improving walkability and pedestrian access.</p>
Resilient	<p>Flooding is a major issue in Eastwood that must be addressed to enable future growth. The installation of mitigation methods, and other infrastructure to support the future will lead to a more resilient town centre.</p>
Healthy	<p>The Ryde Hospital redevelopment presents an opportunity to develop a lifestyle and health precinct in Eastwood.</p> <p>Respondents also saw cleanliness and hygiene in Eastwood as an issue – 25% mentioned commercial odour and rubbish. Remedying this issue is pertinent to increasing the pedestrian amenity of the town centre.</p> <p>This also refers to greenery and green spaces around Eastwood – the Eastwood Arbour (wisteria arbour on Rowe St mall) and the Eastwood Oval are landmarks of the town centre. 17% of respondents loved this aspect of Eastwood and 17% suggested open spaces and parks should be improved with more amenities offered.</p>

Next Phases

The next phases of the Eastwood Masterplan's are Phase 2 – Technical Studies and Phase 3 – Drafting the Masterplan. The timeline below (figure 4) indicates our estimated timeframes for each planned stage.

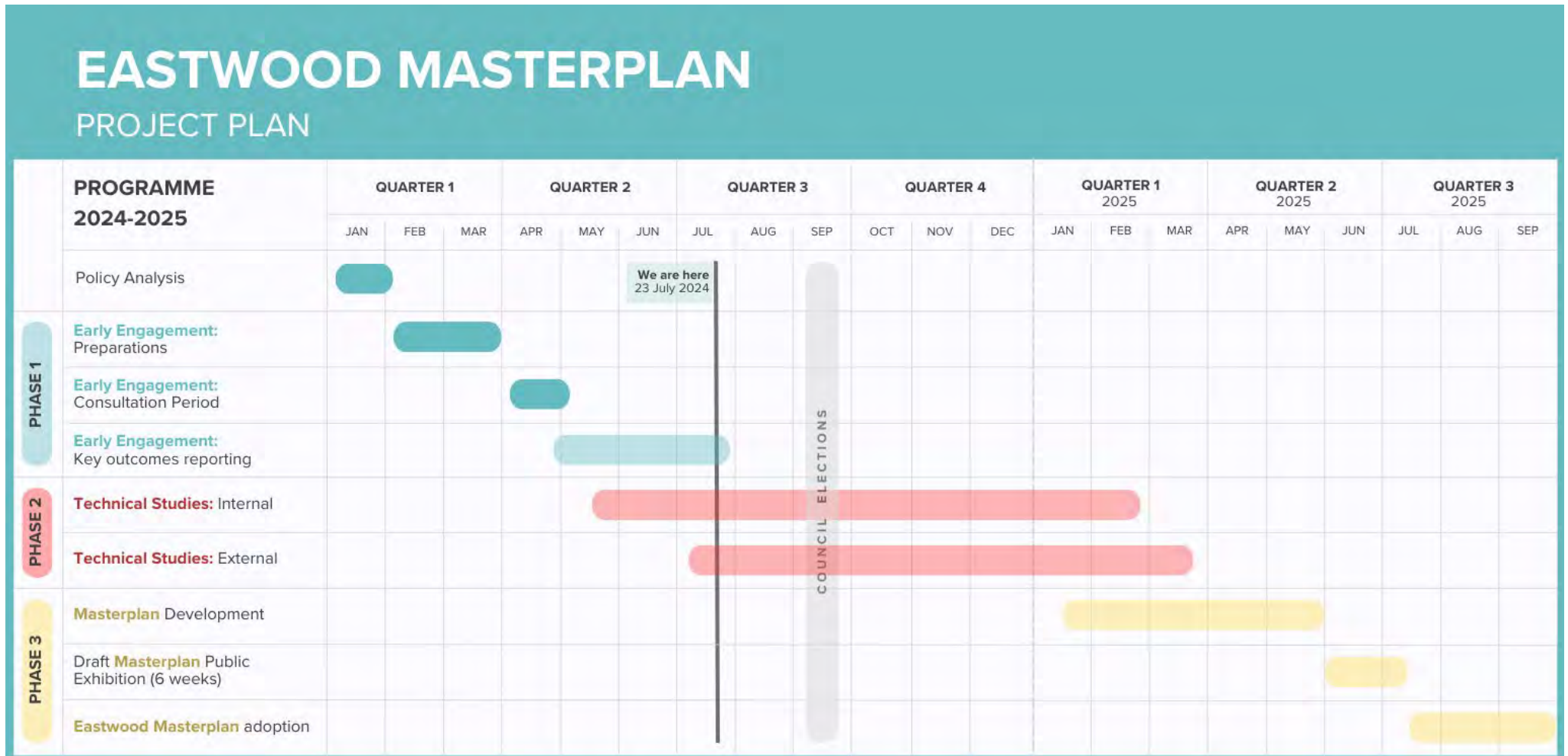


Figure 4. Project plan timeline of the Eastwood Masterplan indicating estimated timeframes for each stage.

Phase 2 – Technical Studies

Technical Studies are a key aspect of master planning and serve several purposes, including data gathering and analysing, problem identification, provision of recommendations, and support decision making in relation to urban planning, design, and infrastructure implementation. Stakeholder engagement will continue throughout this process. Table 4 identifies the technical studies to be conducted internally and externally. It is noted that there will be high involvement and collaboration with internal Council staff for the technical studies. This will contribute to reducing the final cost.

Planning for the Technical Studies phase is already underway, with the relevant internal teams already engaged and timeframes established for the internal studies. A separate Business Case has been complete for the external studies. The business case is going through an internal approval process.

Table 4. Internal and External Technical Studies.

Internal technical studies and projects	External technical studies
<ul style="list-style-type: none"> • Heritage review • Open Space Study • Urban Design Study • Infrastructure Costings • Built form modelling and public domain plan • Graphic Design (ongoing) • Feasibility Study 	<ul style="list-style-type: none"> • Transport Study • Economic study • Fine Grain Flood Study • Land Contamination Study • 3D Visualisation – photomontages • Connecting with Country advice • Language translations

Phase 3 – Masterplan Development

This phase will compile the findings of Phase 1 – Early Engagement, and Phase 2 – Technical Studies to create a draft Eastwood Masterplan. Once a draft is complete, it will go on public exhibition for six (6) weeks.

Conclusion

This report outlines the feedback received from the community and stakeholders during the public consultation undertaken between 5 April 2024 to 5 May 2024 of the Eastwood Masterplan. The community consultation received a high level of engagement, with approximately 440 respondents (collated from the online survey, social pinpoint map, and the written submissions), 368 drop-in session comments received, two (2) landowner vision submissions, one (1) State Agency submission, 20 focus group participants, and 28 workshop participants.

The most frequent responses were to do with parking, traffic, public cleanliness and the quality and condition of public facilities and spaces. Respondents also had a lot to love about Eastwood, including the retail, restaurants, multiculturalism, public transport, and greenery.

ITEM 8 (continued)

The Eastwood community are evidently passionate about their place and want to see it change and grow towards the better. The proposed Vision endeavours to encapsulate the sentiments of the community: *'Cultivate a vibrant and diverse Eastwood which fosters a connected, resilient, and healthy community.'*

Upon the endorsement of the findings of the Early Engagement and the Vision of the Eastwood Masterplan, the next phase is due to begin. The Technical Studies are a crucial part of master-planning – it will inform our approach to Eastwood based on data, analysis, and expert recommendations. After the Technical Studies are completed, we will proceed to draft the Eastwood Masterplan.