

OPTION 3 MASTER PLAN



OPTION 3 - MASTER PLAN

OPTION 3 - MASTER PLAN



OPTION 3 PERSPECTIVE





OPTION 3 - KEY SITES



OPTION 3 - KEY SITES MASTER PLAN

LEGEND

| | | | | | | | |
|----|---|----|---|----|--|----|--|
| 01 | Pittwater Road North Entry Sequence with street tree and median treatment | 15 | Drainage Channel Boardwalk situation over current open channel creates pedestrian link to / from Lagoon walk | 27 | Triangle Park North Riparian park typology corridor development with enhanced pedestrian connectivity and user amenity | 39 | Pittwater Road South Entry Sequence with street tree and median treatment |
| 02 | Building A 8 Storey building for commercial use with approx 320 car spaces with pedestrian bridge access from Salvation Army | 16 | Drainage Easement Pedestrian linkage with exposed low flow water filtration function diverted from main drainage channel. Opportunities for interpretation / contact and storage of treated water. Seamless edge to Walter Gors Park | 28 | Howard Street East Upgraded pedestrian walkway experience to the beach ensure retained | | |
| 03 | Building B Public Plaza at grade 6 storey commercial with parking below | 17 | Pittwater Road Median and streetscape work as per streetscape sections | 29 | Site B - Amalgamated Block Based on DA approved Multiplex proposal including wide pedestrian 24hr access way | | |
| 04 | Building C Residential with parking below | 18 | Walter Gors Park Expanded park with facilities for all ages. Removal of existing Council cottages | 30 | Riparian Plaza Pedestrian plaza to support adjacent uses, enhance pedestrian connectivity and reinforce local character | | |
| 05 | Building D Residential with parking below | 19 | St David Ave Pocket Park Redesigned to compliment adjacent development | 31 | Church Lane North-South one way traffic flow with shared cycle and pedestrian access | | |
| 06 | Building E Sports and residential with carpark below | 20 | Proposed Multi Unit Residential As per current DA | 32 | Fisher Road Corner Block Built form marker | | |
| 07 | Building F Residential, small retail with carpark below | 21 | Building K Plaza Mixed use plaza space with pedestrian connectivity | 33 | Redman Pocket Plaza New plaza space utilising existing mature tree planting with integrated WSUD functions and features | | |
| 08 | Building G Residential, small retail with carpark below | 22 | Building K (Council Carpark - Site A) Residential with carpark | 34 | Mooramba Pocket Park New park space with integrated WSUD functions and features | | |
| 09 | Building H Residential, small retail with carpark below | 23 | Triangular Block Private land block. Potential built form and densities explored as a test in scenarios | 35 | Oaks Ave Streetscape Streetscape upgrade to support one way system with widened footpaths and wsud integration | | |
| 10 | Building I Residential, small retail with carpark below | 24 | Town Centre Crossing Upgraded pedestrian amenity and stronger visual linkage to Civic site | 36 | Woolworths Lane Proposed shared lane through block access with retail and restaurant activation and wsud swale to street edge | | |
| 11 | Community Garden Easily accessible space for community run facility | 25 | Dee Why Town Square Based on DA approved Multiplex proposal with varying program for the public realm | 37 | Pacific Parade Streetscape Streetscape upgrade to support one way system with widened footpaths and wsud integration | | |
| 12 | Warringah Council Building Heritage building conserved with associated public realm development | 26 | Howard Ave Street hierarchy amendments to offer pedestrian priority and connect with Town Square. One way traffic system in place to alleviate increasing demand | 38 | Fisher Road Streetscape Street tree and median treatment with pedestrian improvements | | |
| 13 | Dee Why Library Building Heritage building conserved with future proposed use for discussion | | | | | | |
| 14 | Civic Square Multi level plaza with water features and step access | | | | | | |

PLAN VIEW OPTION COMPARISONS

PLAN VIEW OPTION COMPARISON



option 1

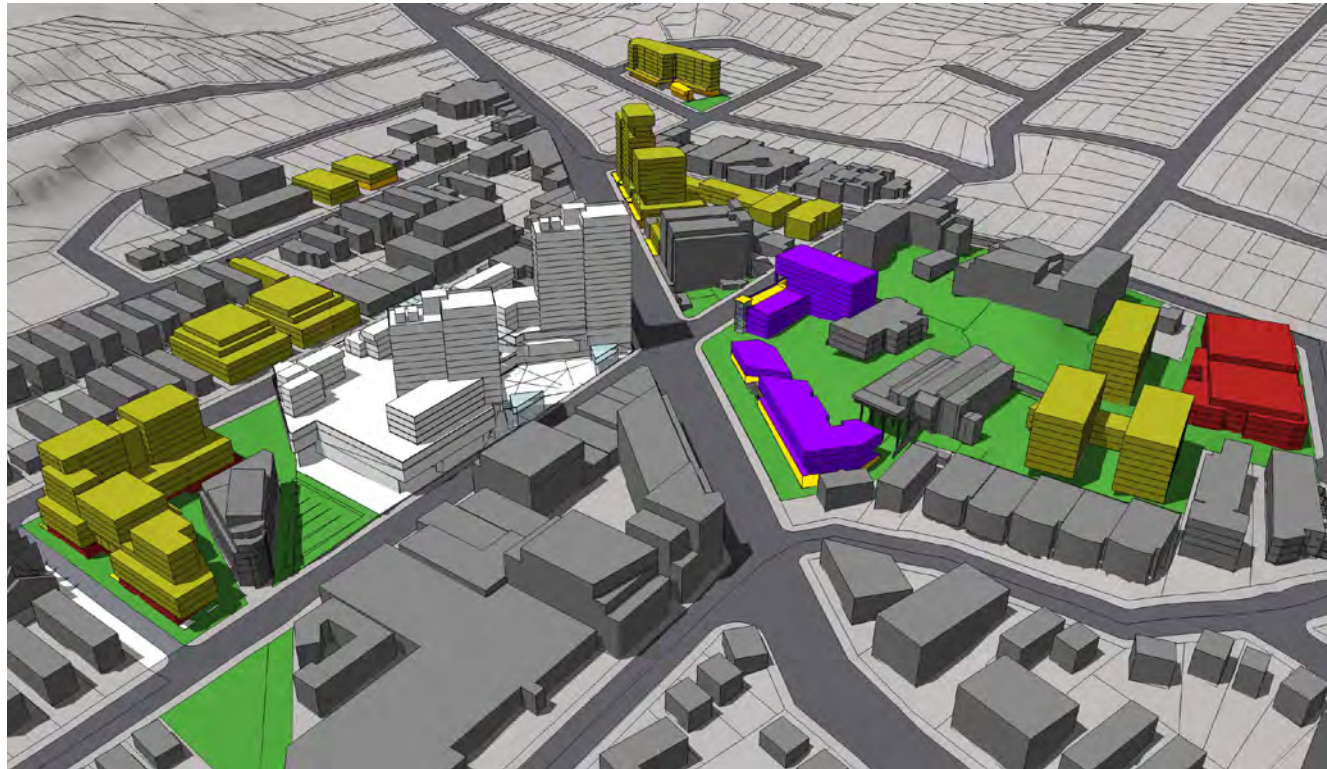


option 2



option 3

NORTH VIEW OPTION COMPARISON



option 1



option 2



option 3

EAST VIEW OPTION COMPARISON



option 1



option 2



option 3

SOUTH VIEW OPTION COMPARISON



option 1

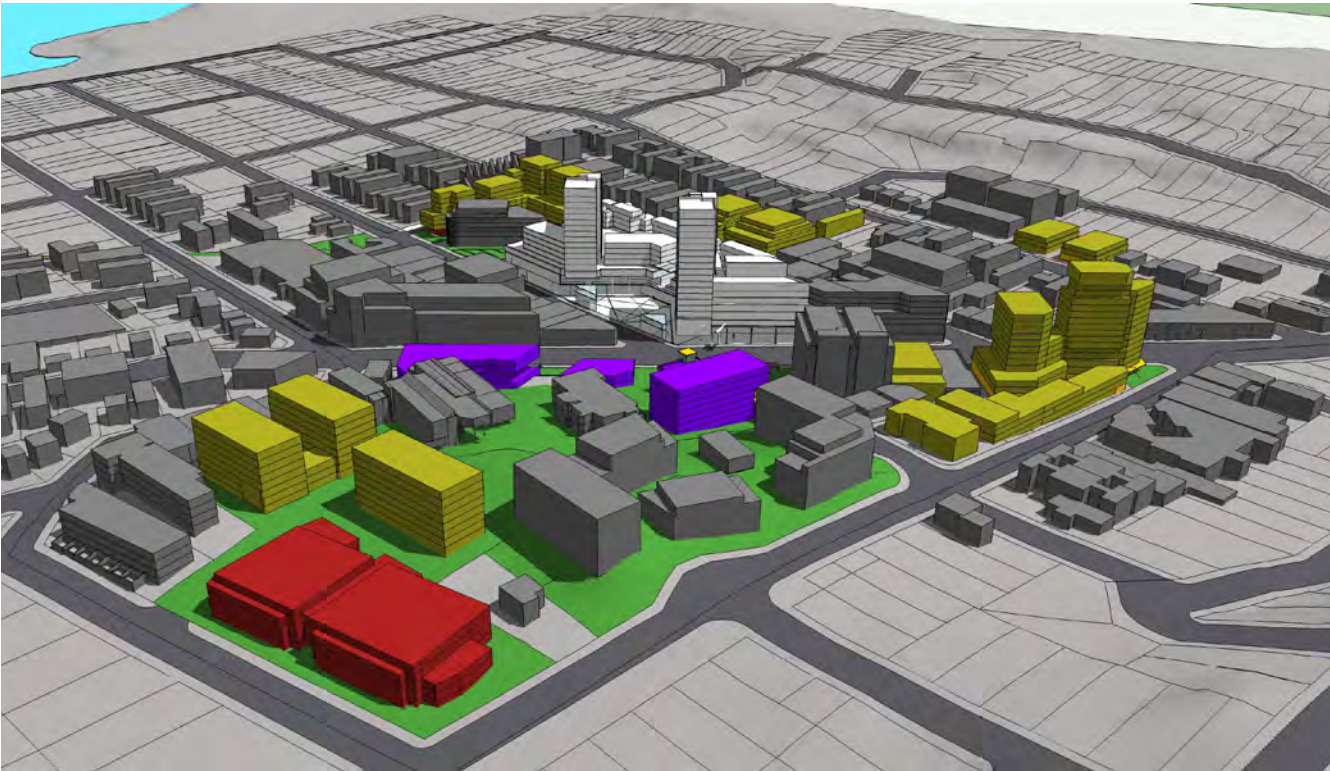


option 2



option 3

WEST VIEW OPTION COMPARISON



option 1



option 2



option 3

OTHER STUDIES

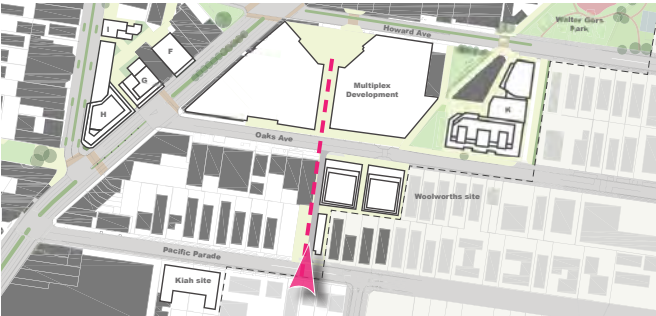
LANEWAY STUDY - WOOLWORTHS SITE



A_view north along potential laneway

This study considers the visual and spatial effects of a laneway running through what is currently the Woolworths / Dee Why Market site between Oaks Avenue and Pacific Parade. Variables including alignment, removal of built form, setbacks and flyovers are examined for potential.

The view utilised is looking north from the existing Woolworths site, near Pacific Parade, as shown below.



B_view north - potential laneway aligned to maximise visual and physical connection

VIEW A illustrates the relationship between the existing proposed location for the potential laneway and the existing buildings on the southern edge of Oaks Avenue that would impede clear view lines through to the future town square.

VIEW B shows a realigned laneway that would continue a visual axis from the town square through to Pacific Parade.



C_view north - potential laneway aligned - building removed

VIEW C examines this realignment with the removal of existing built form to increase permeability and visual access.

VIEW D sets proposed 2 storey podium built form on the Woolworths site back 3m to increase the public realm.

VIEW E considers a wider thoroughfare yet again with ample space for commercial opportunities at street level.

VIEW F explores the visual effects of including built form over the laneway.



D_view north - potential laneway aligned - building removed - 3m setback



E_view north - potential laneway aligned - building removed - 6m setback



F_view north - potential laneway aligned - building removed - flyover

PODIUM STUDY

OAKS AVENUE - WOOLWORTHS SITE

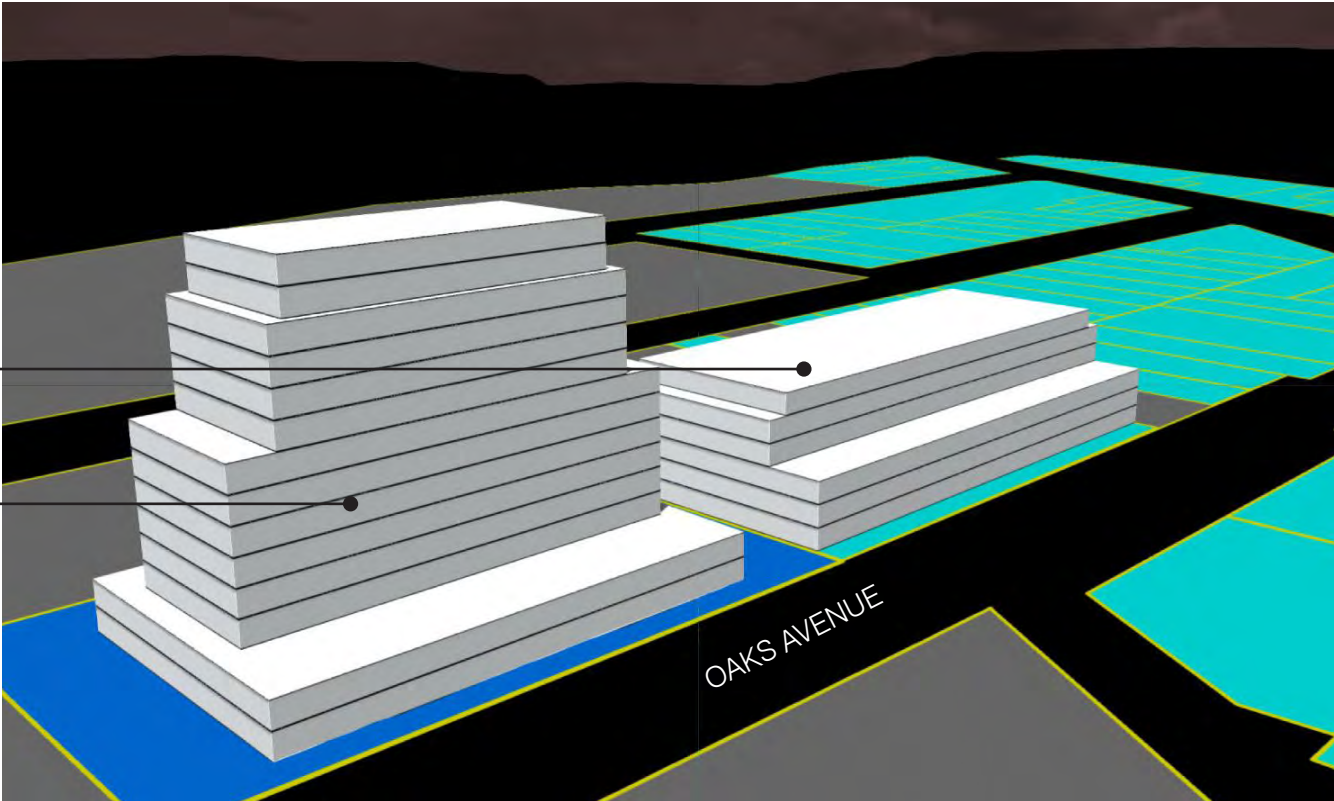
This study illustrates the volumetric performance of the current DCP building form controls as they apply to the southern boundary of Oaks Avenue at the current Woolworths Site. It investigates the visual ramifications to possible modifications to the podium and their potential GFA capacity.

The two building envelopes to the right are shown on identical blocks for comparison.

| Current Building: | 2 storey podium - 14 Storeys | 3 storey podium - 6 Storeys |
|--------------------------|------------------------------|-----------------------------|
| Lot Area: | 4819 sqm | 4816 sqm |
| Height: | 14 storeys | 6 storeys |
| Site Cover: | 46% | 67% |
| GFA | 16195 sqm | 16613 sqm |
| GFA with parking: | 16195 sqm | 16613 sqm |
| GFA of Residential: | 16195 sqm | 16613 sqm |
| GFA of Commercial: | 0 sqm | 0 sqm |
| GFA of Retail: | 0 sqm | 0 sqm |
| GFA of Carparks: | 0 sqm | 0 sqm |
| GFA of Unused: | 0 sqm | 0 sqm |
| GFA of Other: | 0 sqm | 0 sqm |
| NLA | 13766 sqm | 14121 sqm |
| NLA of Residential: | 13766 sqm | 14121 sqm |
| NLA of Commercial: | 0 sqm | 0 sqm |
| NLA of Retail: | 0 sqm | 0 sqm |
| NLA of Other: | 0 sqm | 0 sqm |
| Plot Ratio: | 3.4 : 1 | 3.4 : 1 |
| Density (Dwellings/ha): | 439 | 450 |
| Density (1 dwelling per) | 23 sqm | 22 sqm |
| Yield | 212 Dwellings | 217 Dwellings |
| Employees: | 0 Employees | 0 Employees |
| Carparks: | 0 Carparks | 0 Carparks |
| Required Carparks: | 318 Carparks | 326 Carparks |

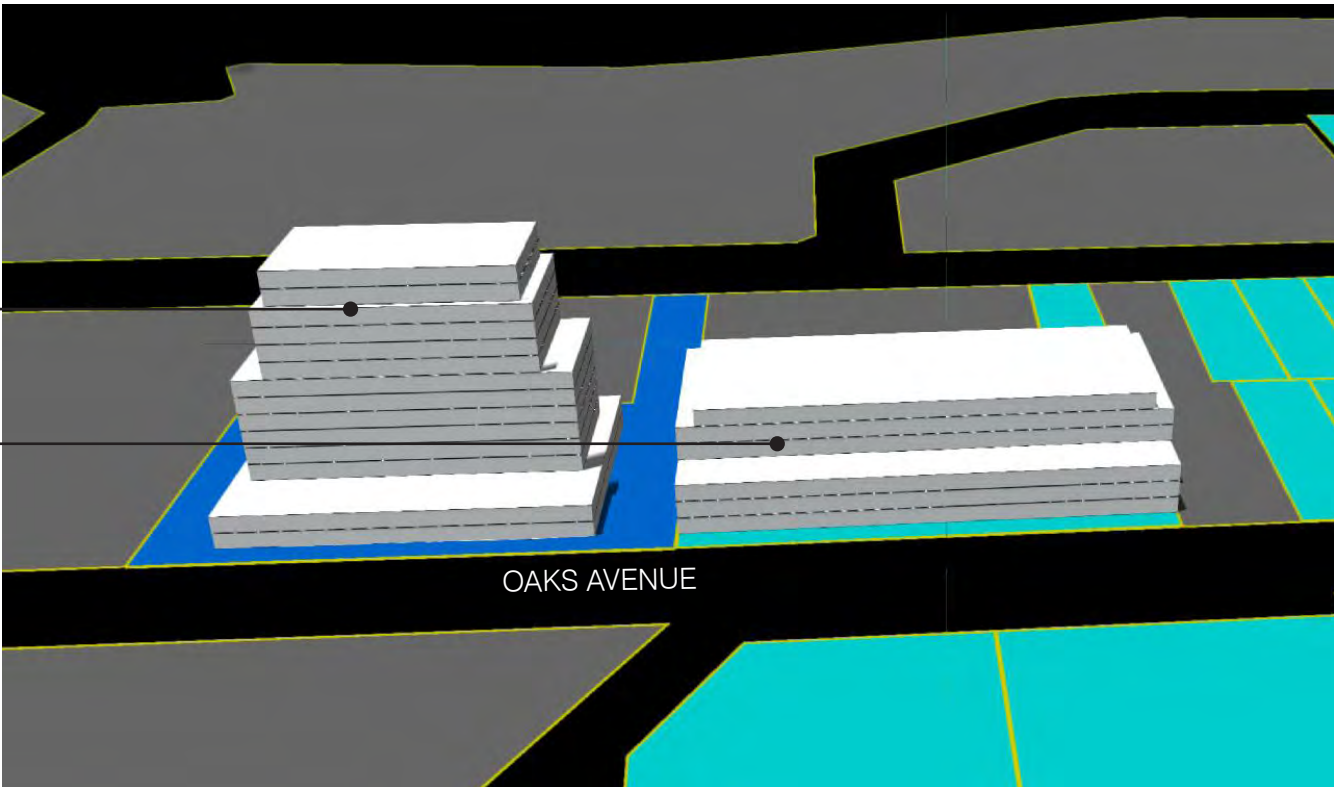
3 Storey podium on Woolworths Site - 6 storeys

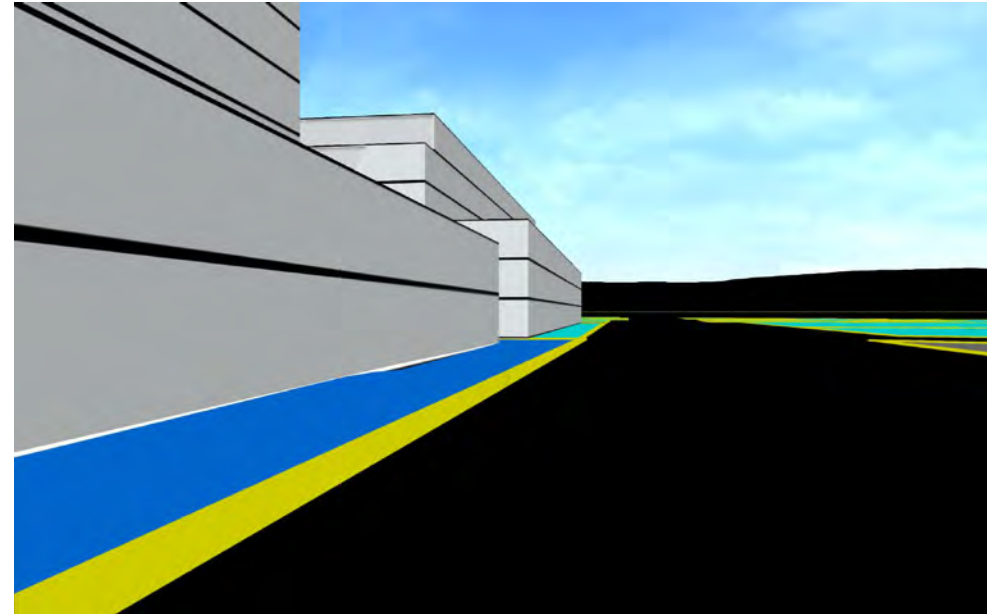
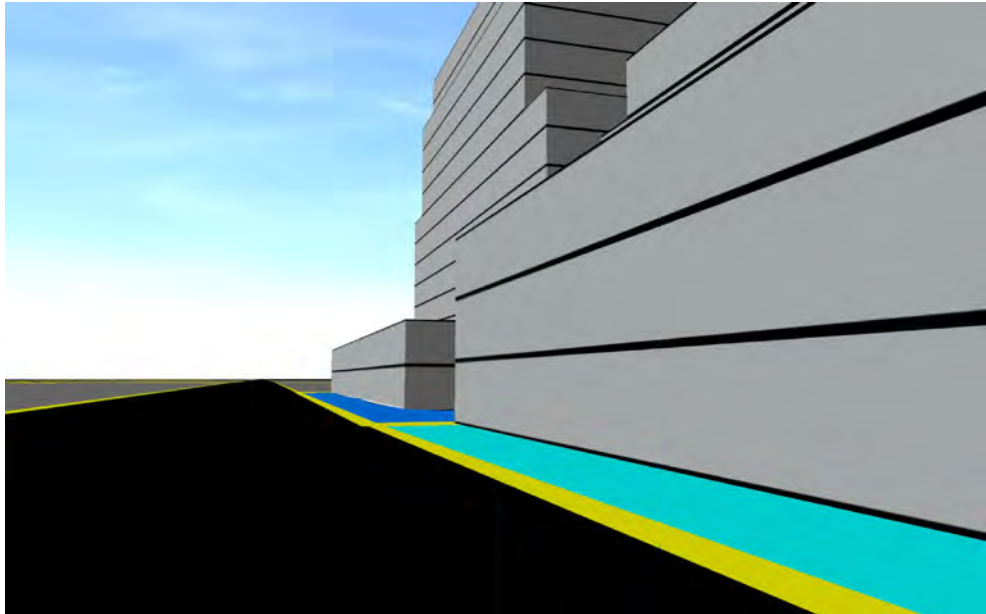
2 Storey podium on Woolworths Site - 14 storeys



2 Storey podium on Woolworths Site - 14 storeys

3 Storey podium on Woolworths Site - 6 storeys

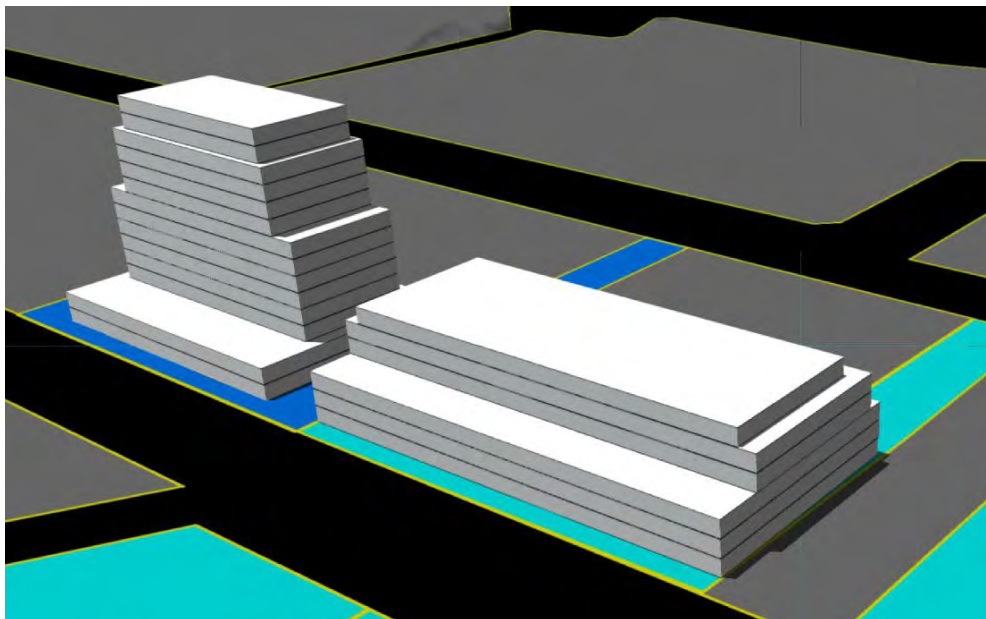




While these 2 buildings have the same FSR with similar GFA, they show a very different form responding to same building controls.

The lower podium example features smaller footprint, making room at ground level for open space supporting solar access, deep planting and recreation spaces, however has more stories even though the area is equivalent to the lower building version.

The ability to have north - south connections in these blocks will be very valuable given the lack of pedestrian connectivity.



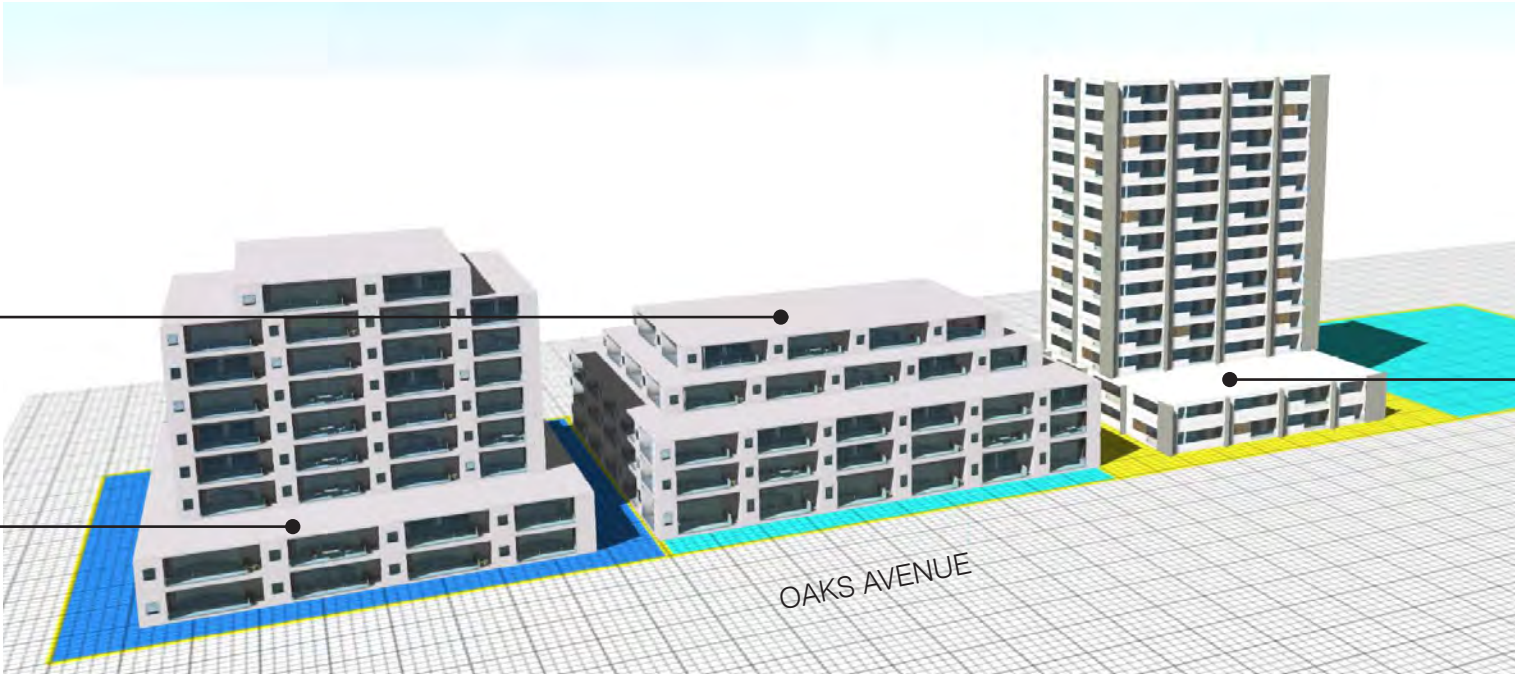
PODIUM STUDY

OAKS AVENUE - 50m FRONTAGE

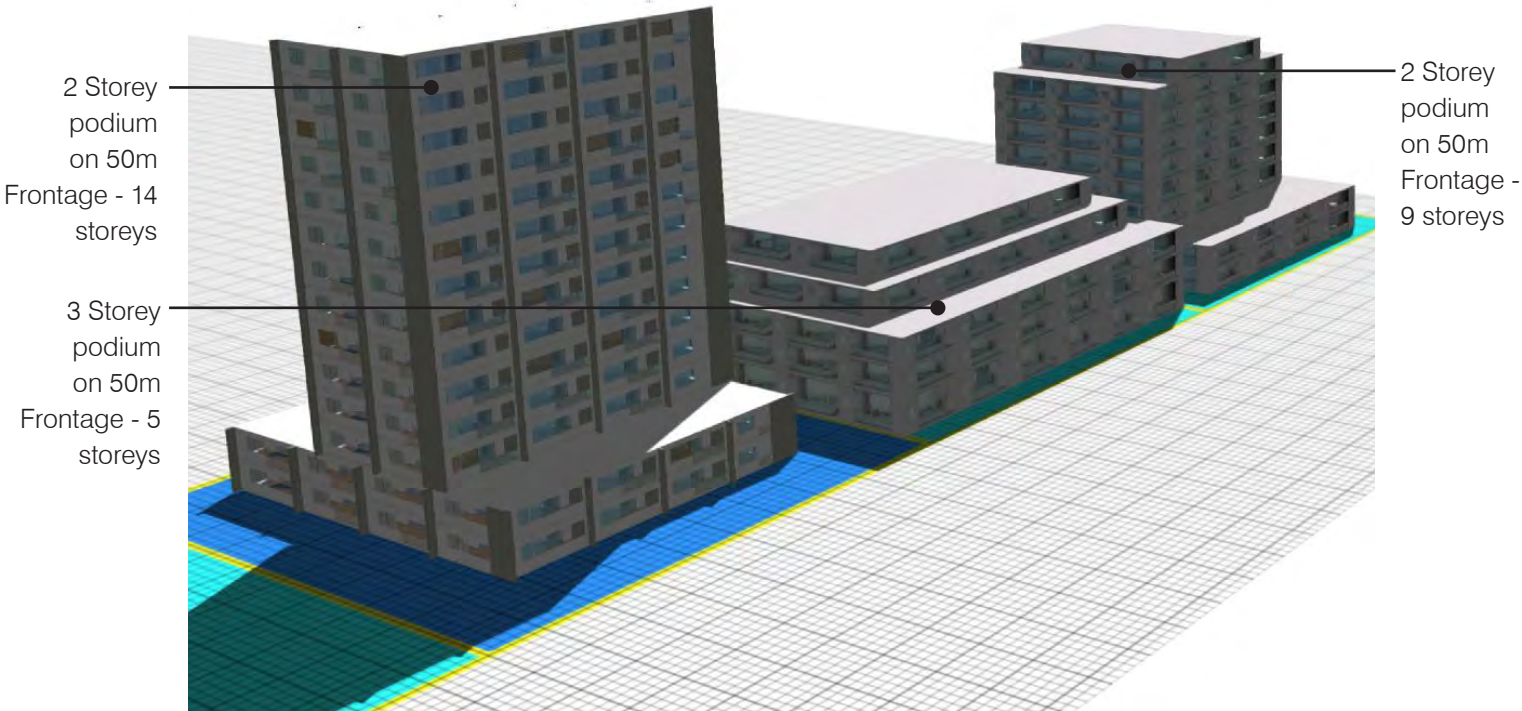
The existing controls call for 8.00m setback from the kerb with three story podium, and subsequent 16m setback above podium to maximum of 5 stories. The study assumes variable site cover to allow side and rear setbacks.

The study tests the existing 3 story podium with a 2 story podium height argument in order to enhance the pedestrian amenity through a better enclosure ratio, being street to street wall.

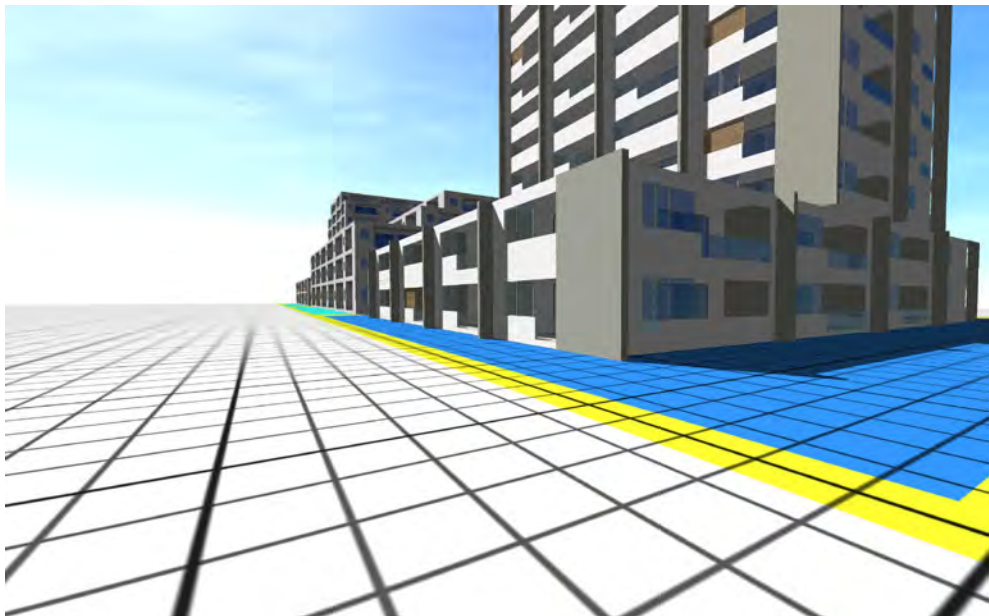
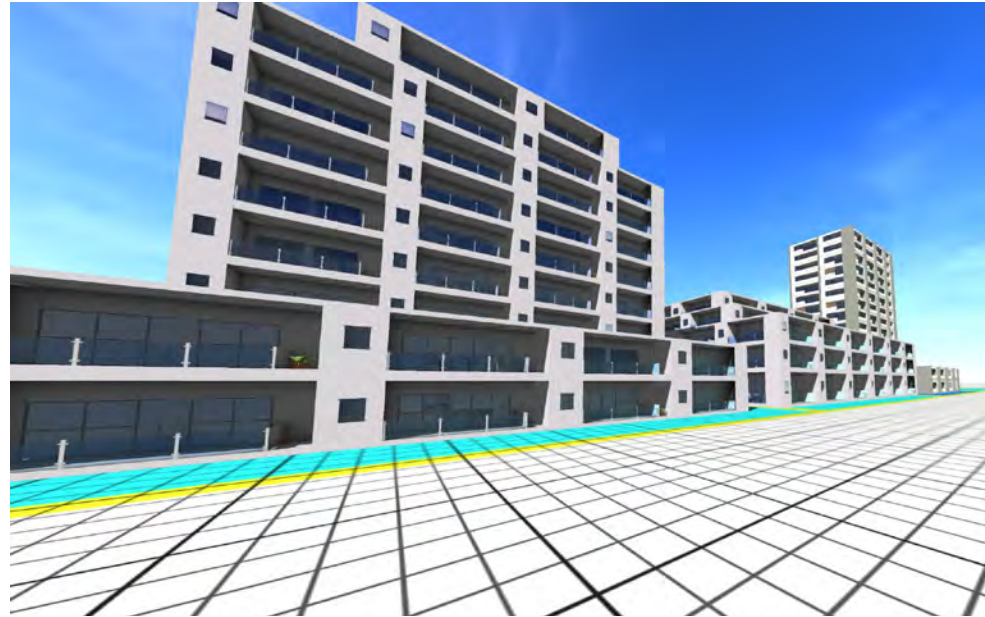
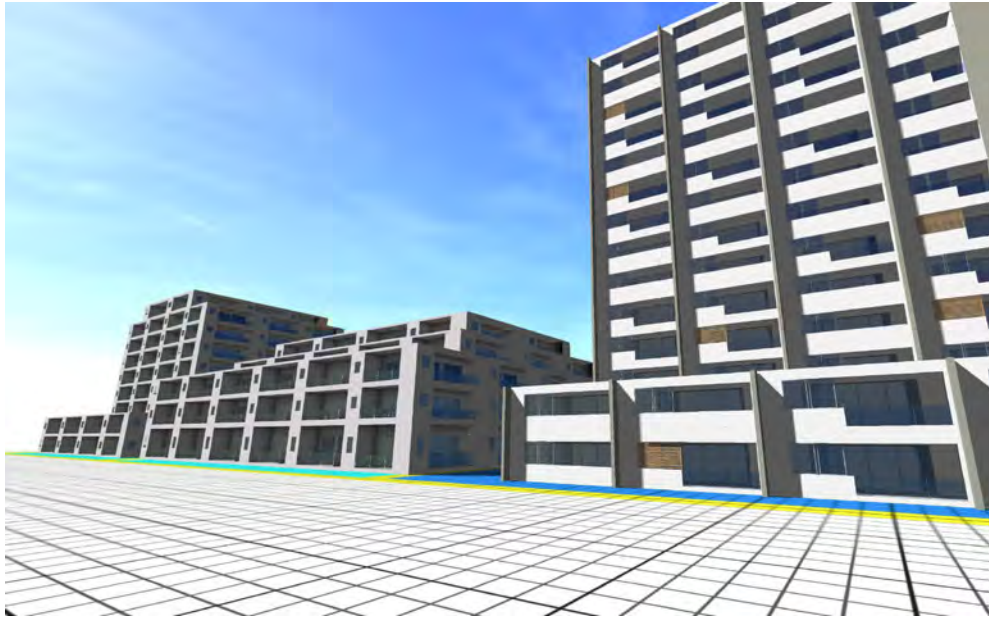
This study is focused around the exploration of diverse built forms resulting of the existing LEP 2009, specifically the FSR requirements for this Oaks Av. along the south footpath.



| Current Building: | 50m 2 storey podium 5 Storeys | 50m 2 storey podium 9 Storeys | 50m 2 storey podium 14 Storeys |
|--------------------------|----------------------------------|----------------------------------|-----------------------------------|
| Lot Area: | 2500 sqm | 2500 sqm | 2500 sqm |
| Height: | 5 storeys | 9 storeys | 14 storeys |
| Site Cover: | 86% | 65% | 46% |
| GFA | 8568 sqm | 8574 sqm | 8548 sqm |
| GFA with parking: | 8568 sqm | 8574 sqm | 8548 sqm |
| GFA of Residential: | 8245 sqm | 8574 sqm | 8548 sqm |
| GFA of Commercial: | 0 sqm | 0 sqm | 0 sqm |
| GFA of Retail: | 322 sqm | 0 sqm | 0 sqm |
| GFA of Carparks: | 0 sqm | 0 sqm | 0 sqm |
| GFA of Unused: | 0 sqm | 0 sqm | 0 sqm |
| GFA of Other: | 0 sqm | 0 sqm | 0 sqm |
| NLA | 7283 sqm | 7288 sqm | 7266 sqm |
| NLA of Residential: | 7008 sqm | 7288 sqm | 7266 sqm |
| NLA of Commercial: | 0 sqm | 0 sqm | 0 sqm |
| NLA of Retail: | 274 sqm | 0 sqm | 0 sqm |
| NLA of Other: | 0 sqm | 0 sqm | 0 sqm |
| Plot Ratio: | 3.4 : 1 | 3.4 : 1 | 3.4 : 1 |
| Density (Dwellings/ha): | 432 | 448 | 448 |
| Density (1 dwelling per) | 23 sqm | 22 sqm | 22 sqm |
| Yield | 108 Dwellings | 112 Dwellings | 112 Dwellings |
| Employees: | 18 Employees | 0 Employees | 0 Employees |
| Carparks: | 0 Carparks | 0 Carparks | 0 Carparks |
| Required Carparks: | 157 Carparks | 134 Carparks | 134 Carparks |



REAR VIEW OF SITE SHOWING REAR SETBACKS



A typical 50 m frontage lot was tested as an abstract site rather than the existing Woolworths site as a mean of comparing on an generic basis rather that site specific. For specific Woolworths site built form alternatives please refer to the above study

While the controls in the DCP in this area ask for up to 5 stories with a maximum 3 story podium, a change towards a reduced footprint and lower podium provide the opportunity to redistribute GFA in higher floors as shown in both examples.

The study shows 3 different built forms, the middle building being representative of the existing controls, the other two beside it are examples of other volumetric possibilities under the same generic FSR requirements.

What is the most appropriate built form for Oaks Ave.?

This study block of land faces north, so naturally the front facades along this footpath will benefit form good solar access, ideal for encouraging active frontages, so the required 8m setback form the kerb will support that amply.

Also as described above, the possible provision of North-South pedestrian connections will reinforce the public movement network as at the moment this block has some connectivity weakness.

Additionally, providing generous rear setbacks will increase the ability to provide a well resolved interface with the current drainage system.

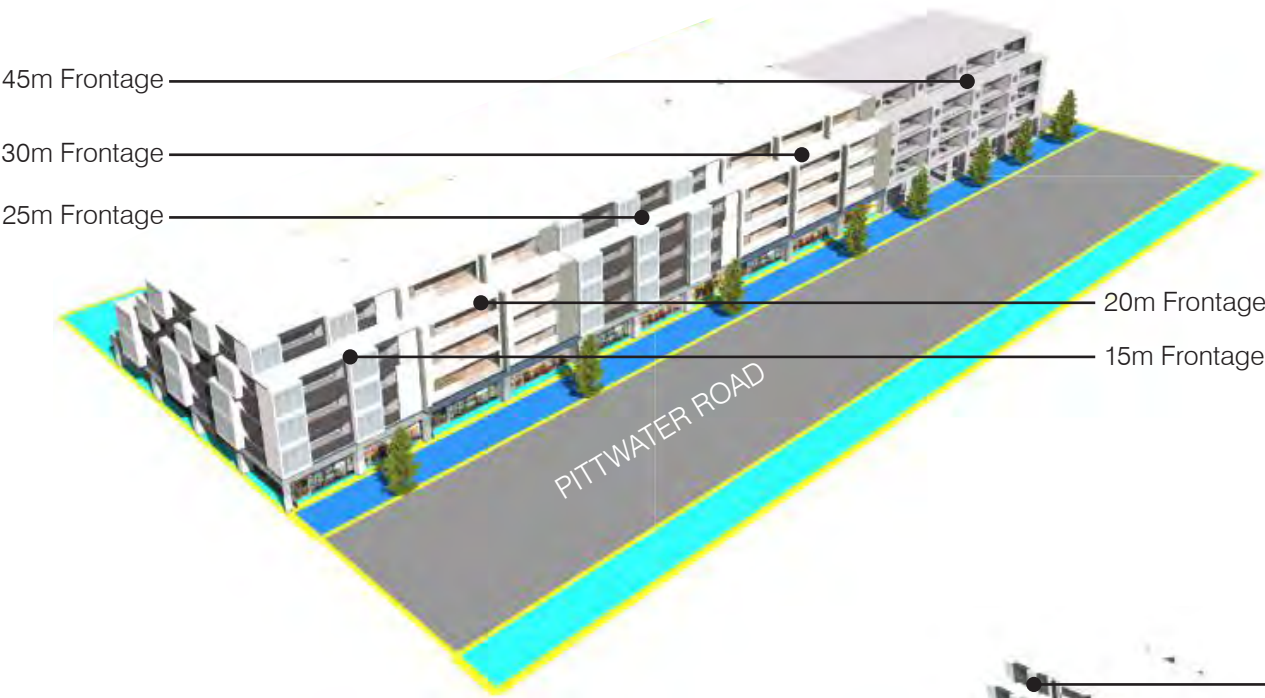
For these reasons and the ability to provide deep planting areas and greater visual and physical amenity for residents and the public visiting the centre, a smaller footprint is considered more Dee Why character friendly.

Taller, blade like buildings are likely to project longer shadows compared to a lower building, however these taller buildings have the ability to become landmarks assisting orientation and because of their shape can assist to frame vistas, occupy less visual field and add value to residents by providing ocean views.

PODIUM STUDY

PITTWATER ROAD

Pittwater Road was chosen as a location to test the anticipated visual and spatial qualities of variations to the podium height and the frontage widths of built form.



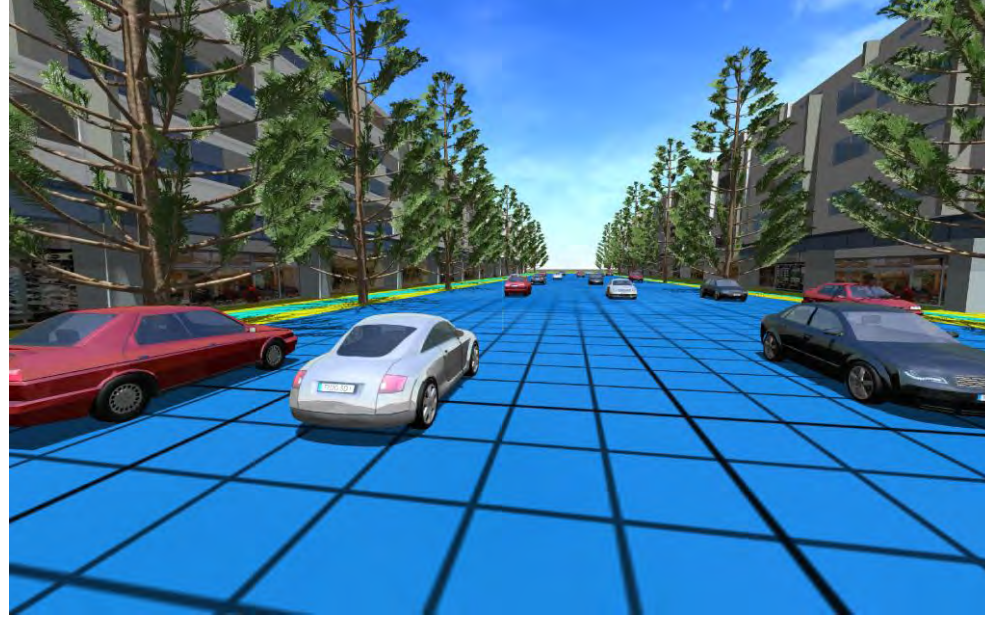
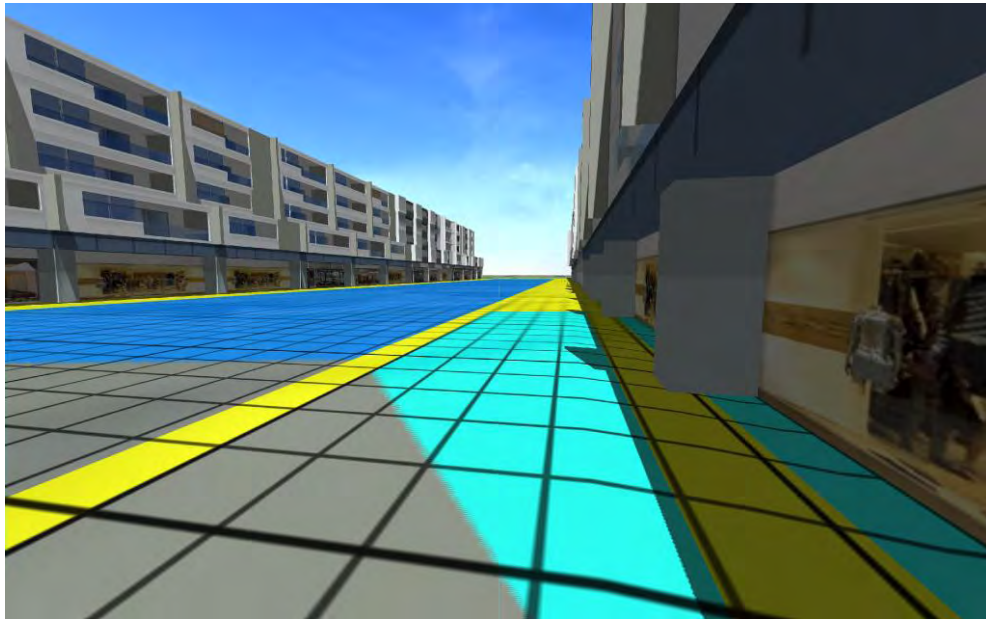
These building sketches illustrate the current DCP planning controls for this area of the Dee Why Town Centre.

They feature a 4 storey podium with a maximum 5 storey height. The sketches displays different frontages as a test to legibility along the blocks

The hierarchical order of this road requires a clear and strong urban scale for the massing with a pedestrian friendly scale and good amenity at grade.

| Current Building: | 15m 4 storey podium | 20m 4 storey podium | 25m 4 storey podium | 30m 4 storey podium | 40m 4 storey podium |
|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Lot Area: | 747 sqm | 1000 sqm | 1250 sqm | 1500 sqm | 2000 sqm |
| Height: | 5 storeys | 5 storeys | 5 storeys | 5 storeys | 5 storeys |
| Site Cover: | 72% | 68% | 70% | 70% | 70% |
| GFA | 2135 sqm | 2690 sqm | 3466 sqm | 4143 sqm | 5270 sqm |
| GFA with parking: | 2135 sqm | 2690 sqm | 3466 sqm | 4143 sqm | 5270 sqm |
| GFA of Residential: | 1590 sqm | 2001 sqm | 2582 sqm | 3079 sqm | 3851 sqm |
| GFA of Commercial: | 0 sqm | 0 sqm | 0 sqm | 0 sqm | 0 sqm |
| GFA of Retail: | 545 sqm | 688 sqm | 884 sqm | 1063 sqm | 1418 sqm |
| GFA of Carparks: | 0 sqm | 0 sqm | 0 sqm | 0 sqm | 0 sqm |
| GFA of Unused: | 0 sqm | 0 sqm | 0 sqm | 0 sqm | 0 sqm |
| GFA of Other: | 0 sqm | 0 sqm | 0 sqm | 0 sqm | 0 sqm |
| NLA | 1351 sqm | 1701 sqm | 2195 sqm | 2617 sqm | 3274 sqm |
| NLA of Residential: | 1351 sqm | 1701 sqm | 2195 sqm | 2617 sqm | 3274 sqm |
| NLA of Commercial: | 0 sqm | 0 sqm | 0 sqm | 0 sqm | 0 sqm |
| NLA of Retail: | 0 sqm | 0 sqm | 0 sqm | 0 sqm | 0 sqm |
| NLA of Other: | 0 sqm | 0 sqm | 0 sqm | 0 sqm | 0 sqm |
| Plot Ratio: | 2.9 : 1 | 2.7 : 1 | 2.8 : 1 | 2.8 : 1 | 2.6 : 1 |
| Density (Dwellings/ha): | 280 | 260 | 272 | 266 | 250 |
| Density (1 dwelling per) | 36 sqm | 38sqm | 37 sqm | 38 sqm | 40 sqm |
| Yield | 21 Dwellings | 26 Dwellings | 34 Dwellings | 40 Dwellings | 50 Dwellings |
| Employees: | 0 Employees | 0 Employees | 0 Employees | 0 Employees | 0 Employees |
| Carparks: | 0 Carparks | 0 Carparks | 0 Carparks | 0 Carparks | 0 Carparks |
| Required Carparks: | 25 Carparks | 31 Carparks | 41 Carparks | 48 Carparks | 60 Carparks |

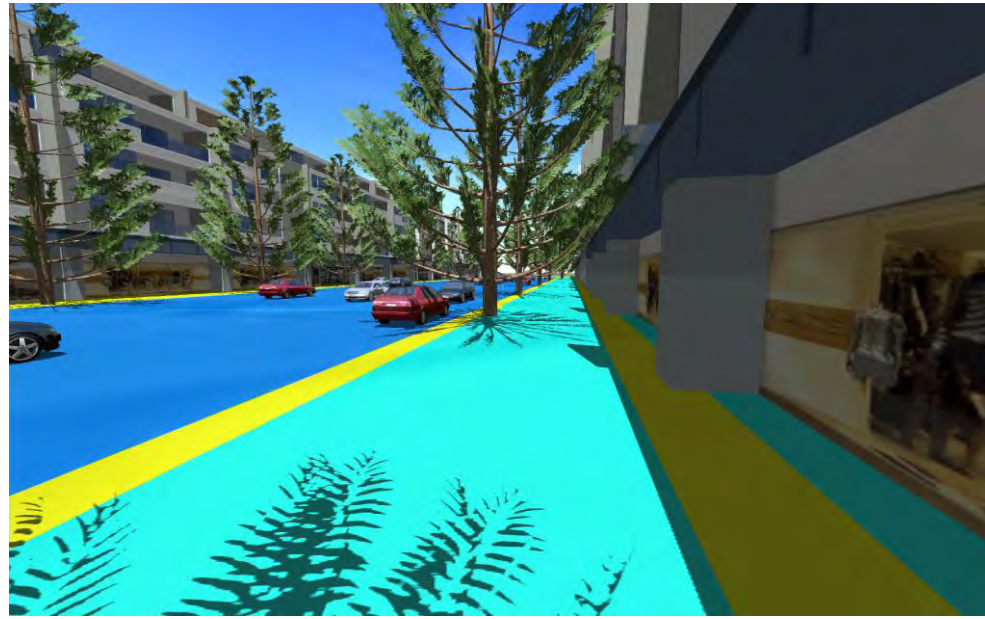
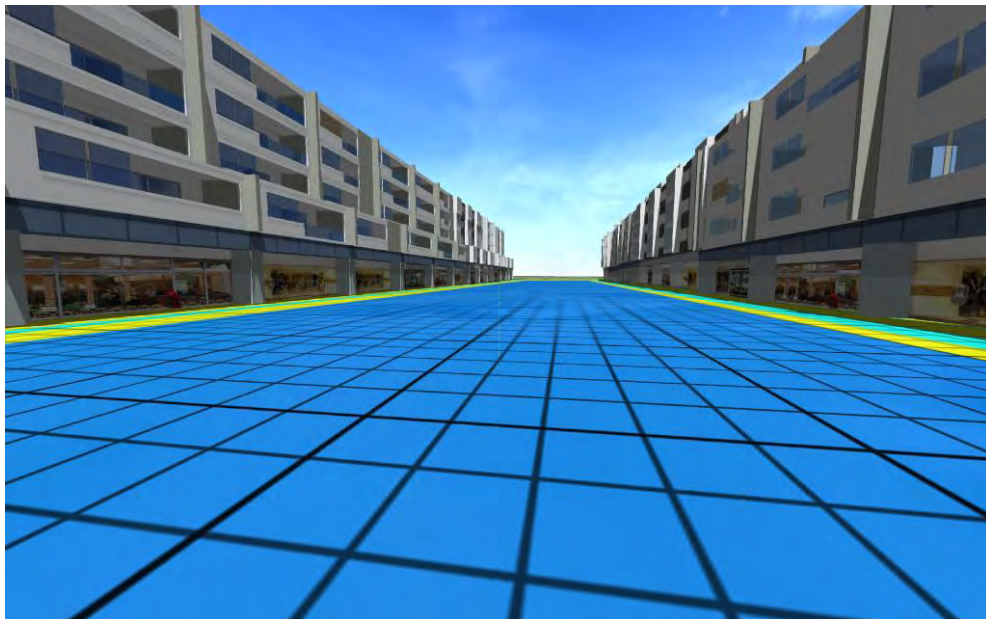




Pittwatter Road is a major arterial road with 6 lanes.

These images show that a 4 storey Podium provides an appropriate ratio of enclosure for pedestrians, and a legible environment for motorists.

Planting and awnings reinforce the human scale of what otherwise could be a hostile environment in terms of amenity.



PODIUM STUDY

OAKS AVENUE

The following study illustrates the volumetric performance of the current DCP building form controls as they apply to the southern boundary of Oaks Ave. and investigates the visual ramifications to possible modifications to the podium and their potential GFA capacity.

The existing controls call for 8.00m setback three story podium from the kerb, and subsequent 16m setback above podium to maximum of 5 stories. The study assumes 54% site cover to allow side and rear setbacks.

The study tests the existing 3 story podium with a 2 story podium height argument in order to enhance the pedestrian amenity through a better enclosure ratio, being street to street wall.

| Current Building: | 45m 2 storey podium | 45m 3 storey podium |
|--------------------------|---------------------|---------------------|
| Lot Area: | 2295 sqm | 2295 sqm |
| Height: | 5 storeys | 5 storeys |
| Site Cover: | 54% | 54% |
| GFA | 5157 sqm | 5256 sqm |
| GFA with parking: | 5157 sqm | 5256 sqm |
| GFA of Residential: | 5032 sqm | 5131 sqm |
| GFA of Commercial: | 0 sqm | 0 sqm |
| GFA of Retail: | 125 sqm | 125 sqm |
| GFA of Carparks: | 0 sqm | 0 sqm |
| GFA of Unused: | 0 sqm | 0 sqm |
| GFA of Other: | 0 sqm | 0 sqm |
| NLA | 4384 sqm | 4468 sqm |
| NLA of Residential: | 4277 sqm | 4361 sqm |
| NLA of Commercial: | 0 sqm | 0 sqm |
| NLA of Retail: | 106 sqm | 106 sqm |
| NLA of Other: | 0 sqm | 0 sqm |
| Plot Ratio: | 2.2 : 1 | 2.3 : 1 |
| Density (Dwellings/ha): | 287 | 291 |
| Density (1 dwelling per) | 35 sqm | 34 sqm |
| Yield | 66 Dwellings | 67 Dwellings |
| Employees: | 7 Employees | 7 Employees |
| Carparks: | 0 Carparks | 0 Carparks |
| Required Carparks: | 106 Carparks | 108 Carparks |

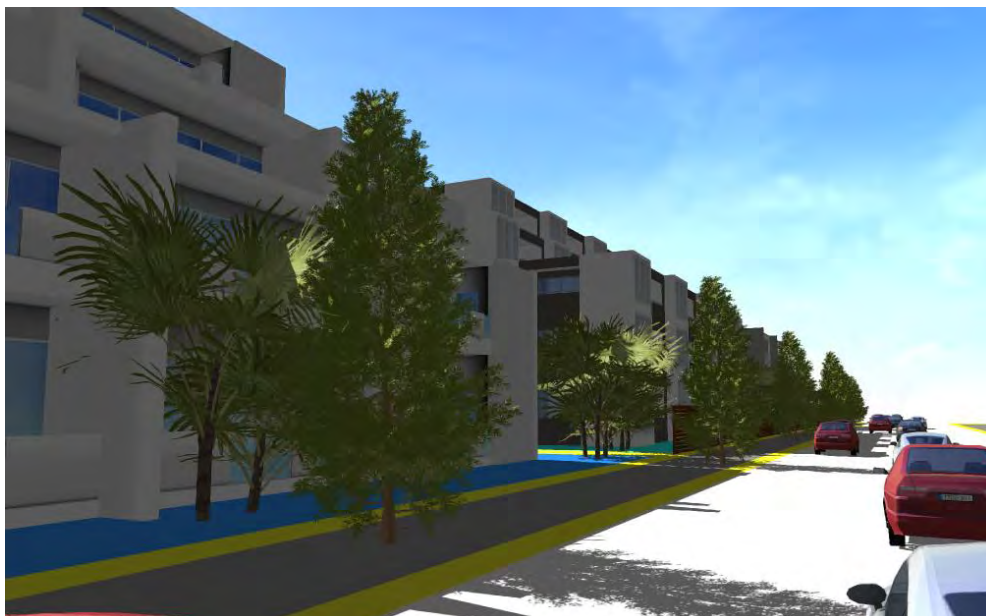




*Left: Streetscape features human scale and a relatively low skyline at 2 stories podium.
3 storey podium increases the sense of enclosure, massing and street wall visual presentation.*

The total GFA difference the controls generates for 3 story podium for a 45 m frontage is 5256 sqm while the 2 story podium is 5157 sqm differing by approximately 100sqm.

The area lost on the 2 story podium example could be replaced on the top floor by relaxing the relative ground plate coverage or allowing a small 6th floor plate.



As seen in those sketches taken at ground floor level, the visual impact of the skyline would be negligible, the human scale and sense of enclosure for the street improved and the potential financial benefit may be greater by providing an improved access to vistas at a higher vantage point.

NB: Shading studies have not been undertaken on these samples.

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Client
Warringah Council

Project
Dee Why Town Centre Masterplan
Consultation Outcomes Report

Date
April 2013

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| | |
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| Date | July 2013 |
| Job number | |
| Document name | Dee Why Town Centre Masterplan Consultation Outcomes Report |
| Version | Final Version |

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1 Introduction

1.1 Background

Over 2012 Warringah Council engaged Place Design Group to undertake a Master Plan study for the Dee Why Town Centre.

Engagement commenced early in the study process with a Community Working Party comprising representatives of residents, business operators and landowners being convened to provide feedback on the emerging Master Plan. The outcomes of the working party process are detailed in the Master Plan Report.

Warringah Council resolved to consult broadly on the Masterplan to seek wide ranging community and stakeholder input prior to the Master Plan being finalised. Consultation commenced on 9 March and concluded on 5 April 2013.

This document describes the extensive consultation process undertaken by Council and outlines the key themes and issues raised.

1.2 Community engagement overview

The objectives of this community consultation process were to:

- Ensure community members had access to good quality information regarding the Master Plan
- Ensure opportunities for people across the LGA to participate
- Seek informed community perspectives regarding the Masterplan prior to it being finalised.

Communications and engagement activities undertaken throughout February and March included:

- Briefings of key landholders within the study area
- Briefing of the Working Party
- Online engagement – information library, topic based discussion forums and e- feedback forms
- Exhibition documentation at all Council libraries across the Warringah LGA
- Two community information sessions on 4 and 18 March 2013

- A permanent display at the Civic Centre with Council staff in attendance from 11am – 2pm every Tuesday from 12 Feb to 26 March
- Eight guided walking tours around the town centre
- Mobile displays at:

- Oaks Avenue, Dee Why Sat 23 Feb and 15 March
- Freshwater Village Centre Sat 2 March
- Dee Why Beach Sat 9 March
- Forestville Village Wed 13 March
- Narrabeen Lake Marketplace Sun 17 March
- Forestway Shops Wed 20 March
- Terrey Hills Shops Fri 22 March
- Warringah Mall Sat 23 March

- A project contact number
- Invitation for detailed submissions.

Consultation events and opportunities were notified as follows:

- Letters to over landholders within the town centre
- A pamphlet to over 95,000 households and businesses within the LGA
- Banner at Civic Centre
- Advertisements in the Manly Daily
- Information in mayoral columns
- Information on Council’s website and “YourSay Warringah”.



Given the complexity of the project detailed collateral was developed to inform and promote community discussion throughout the engagement program. This included:

- A 13 page information booklet
- Static presentations /information boards
- Project fact sheets
- Power point presentation for briefings and information sessions
- Supporting collateral for walking tours
- A project video.

This document describes the consultation process undertaken and outlines the key themes and questions which were received during the Community Information and Feedback Sessions. The feedback contained in this report cannot be construed as being statistically representative of opinion within the local community.

Mobile display at Dee Why



2 Feedback

2.1 Feedback Overview

Overall the master plan was received positively by respondents. Many noted that something needed to change urgently in Dee Why to improve the appearance of the town centre and support business activity. Where support was qualified, it was primarily around a desire to see more detail within the master plan (i.e. around height and site amalgamations), and an indication as to how the plan would be delivered or expressed specific reservations around particular aspects of the plan.

Aspects of the master plan that attracted predominantly positive comment included:

- creation of new pedestrian and cycle connections
- streetscape improvements
- additional public car parking
- new urban spaces and laneways
- opportunities for provision of new services and community facilities.

While the new community hub on the Civic Centre site was generally well received by a majority of respondents, a small but significant proportion noted a desire to see some form of community facilities located on the eastern side of the town centre to activate this area, and that the most appropriate location for such a facility was Site A.

There were mixed views regarding height. Some respondents stated that height should be limited to three storeys, to others supporting the proposal as outlined in the master plan – that consideration should be given to increasing height on larger or amalgamated sites if it delivers a community benefit and amenity is adequately protected.

It is worth noting that a number of the responses regarding height and the level of development proposed in the master plan, indicate a perception that the master plan will deliver a much greater population increase compared to what is envisaged in current plans.

By far the most commonly noted issue was traffic management at both the local and regional level. Concerns were expressed about present traffic conditions within Dee Why and the proposed traffic management regime. Accompanying traffic as the most frequently noted issue was car parking. While additional public car parking spaces were welcomed,

there were differing views around where parking should be located. Some respondents noted reluctance for the public to use underground parking, and that some street level parking needs to be retained to provide for short stay access to retail.

Of the 81 feedback forms received:

- The majority (**57%**) of respondents were satisfied (35%, n=27) or very satisfied (22%, n=17) that the Master Plan achieves a positive plan for rejuvenating Dee Why Town Centre
- By contrast, **30%** of respondents were dissatisfied (22%, n=17) or very dissatisfied (8%, n=6) with the Master Plan
- **71%,**(n=55) of respondents were supportive of the concept of creating a community hub on the Civic Centre site with **8%** of those responding to this question not supportive of this idea. For those who didn't support the community hub at the civic centre feedback indicates their concerns to be based on:
 - a desire to see community facilities on the eastern side of Pittwater Rd in order to activate this area
 - accessibility across Pittwater Rd
 - the need to sell council land to fund the development of the civic centre site
- **56% (n =68)** of respondents who answered this question expressed support for the concept of considering applications for taller buildings on larger sites in exchange for public benefits. **24%** did not agree with this proposition
- Almost all respondents regarded the proposed improvements to the pedestrian and cycle network as important
- The most important considerations in further refining the master plan were:
 - Managing traffic
 - Creating access and connections
 - Protecting amenity.

A total of ten long form submissions were received in relation to the Dee Why Town Centre Master Plan between February and April 2013. Four submissions expressed overall support for the master plan particularly initiatives such as:

- improved pedestrian and cycling connections,

- street improvements
 - greater flexibility regarding height and site amalgamations in exchange for public benefits
 - the creation of a new civic hub.

The remainder of submissions while indicating support for some aspects of the master plan such as street improvements, new pedestrian and cycle connections and provision of increased car parking also expressed concerns regarding:

 - planned disposal of council owned land
 - the workability of proposed traffic changes
 - the capacity of the local and regional traffic system to accommodate additional demand
- location of community facilities and desire to see facilities provided on the eastern side of Pittwater Rd
 - greater definition regarding proposed heights in particular locations including some suggestions around maximum permissible heights of 8 to 12 storeys
 - more certainty and strict conditions are required around the proposal to allow trade-offs for height if public benefits are provided.

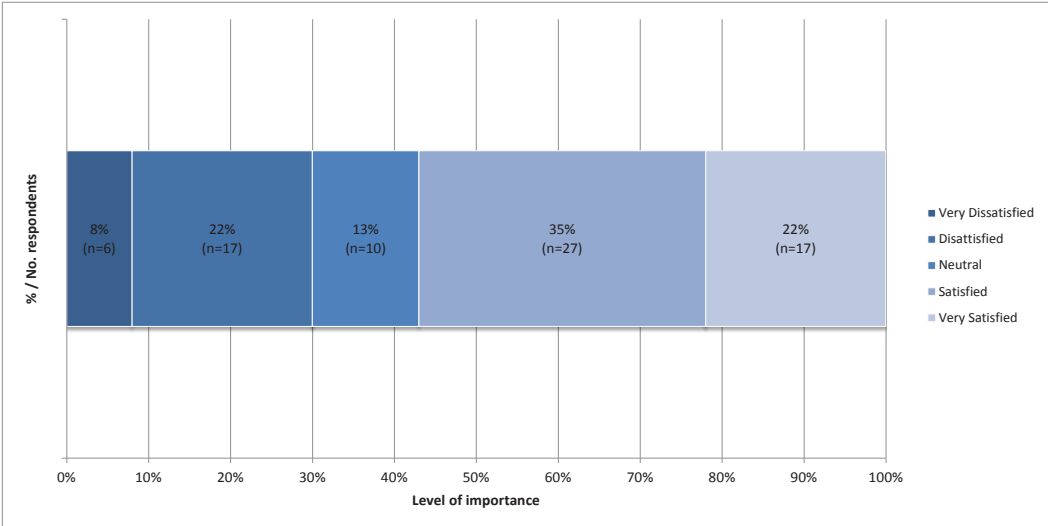
Note: While longer submissions have been summarised here for the purposes of this overview report, the full submissions have also been reviewed by the project team for detailed comments.

2.2 Feedback form summary

This section of the report documents feedback provided in a total of 81 completed feedback forms. Of these, 37 were completed in hard copy and another 44 were completed online.

2.2.1 Feedback form results

The Master Plan aims to set out a positive plan for rejuvenating Dee Why Town Centre. How satisfied are you that the Master Plan achieves this? (n=77)



The majority of respondents were satisfied (35%, n=27) or very satisfied (22%, n=17) that the Master Plan achieves a positive plan for rejuvenating Dee Why Town Centre. Some indicative quotes:

- “Extremely encouraging and well thought out.”
- “It recognises the dead areas of Dee Why and improves/replaces them with desirable facilities.”
- “Addresses the town as a whole - a true master plan.”

By contrast, just under one in three respondents were dissatisfied (22%, n=17) or very dissatisfied (8%, n=6) with the Master Plan.

Issues raised by these respondents focused on increased traffic (particularly on Pittwater Road) and demand for parking in and around Dee Why, concern for the development of tall buildings in close proximity to the beach, inadequate pedestrian plazas, and a lack of preservation of open space. Some indicative quotes:

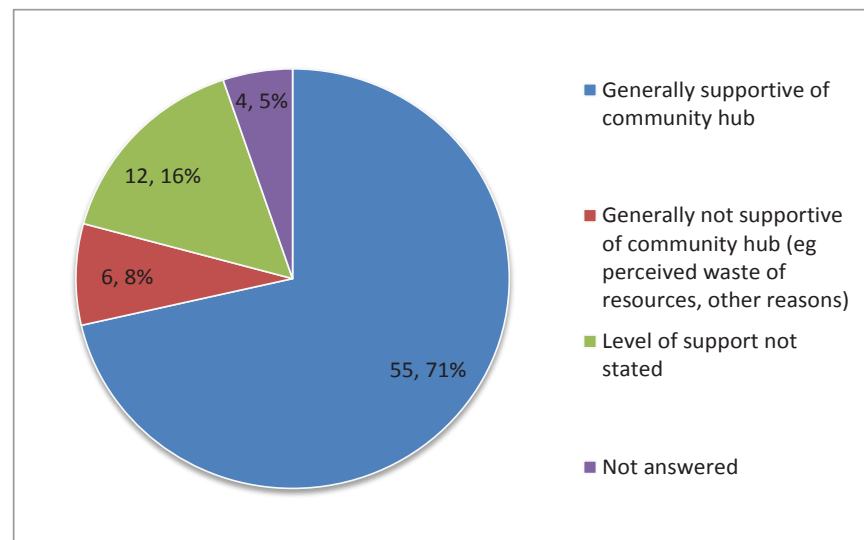
- “No consideration to the ever increasing traffic problem in and around Dee Why. Pittwater Road is particularly problematic.”
- “Due to Dee Why’s proximity to the beach it will not support very tall buildings and underground car parks.”

Another 13% of respondents (n=7) were neither satisfied nor dissatisfied. Explanatory comments suggest that key issues include addressing traffic issues, maintaining the character of the local area, Council leadership in planning and development of the new town centre and a detailed Master Plan that reflects community input.

- “Dee Why needs a face lift but we are concerned that it could be at the expense of the village character and do not want soulless high rise buildings.

I am very pleased that something is being done about Dee Why town centre. It's an eyesore at the moment but it is too early to make a comment as to the above."

What are your thoughts on the concept of creating a community hub on the Civic Centre site? (n=73)



Most respondents were supportive of the concept of creating a community hub on the Civic Centre site (71%, n=55). However, others did not support the idea (8%, n=6) or did not state their level of support (16%, n=12). Some indicative quotes:

"It's a great idea. People love hanging out at public open spaces. I like that it won't only be for people who are buying food at the nearest shop. It's free for anyone to use."

"It is a good concept and another open area the community can use with some good functional facilities."

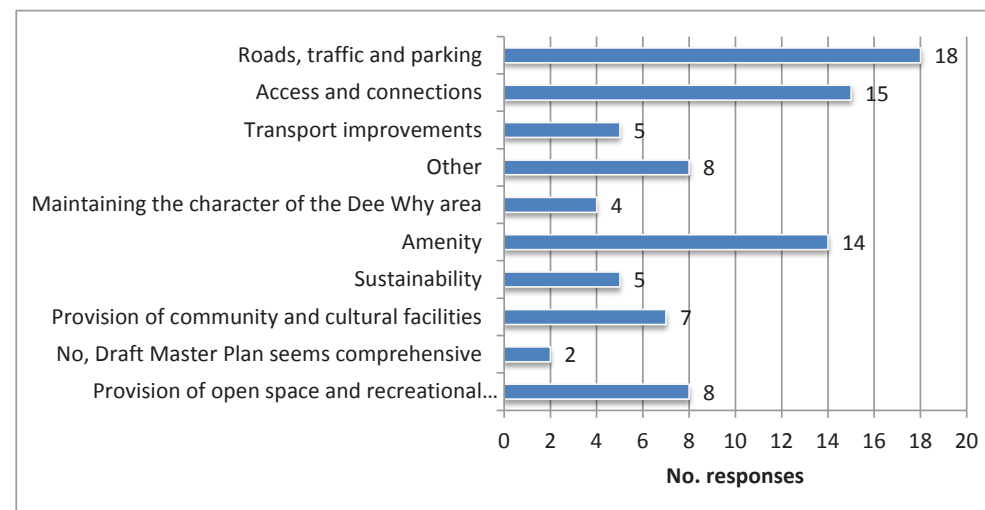
"Dee Why has a dense population with not enough places for people to gather. Dee Why Beach is a good place for markets or events during the daytime but not at night. A stage at the Civic Plaza would provide an excellent venue for night events such as outdoor movies and music. Good idea, however requires more consultation throughout the various design stages with the community. Traffic and access should be separately addressed as this is an ongoing community concern."

Regardless of their level of support, many respondents identified issues for consideration in relation to the community hub proposed for the Civic Centre site (n=44 responses). These were:

- The need for the community hub to include adequate facilities / open space (n=13)
- The community hub location is not appropriate (eg not centrally located, too close to Pittwater Road, too far from residential area) (n=10)
- The community hub design should be accessible for all (n=5)
- Lack of support for the PCYC / Police on the site as this might bring 'undesirables' into the local area (n=5)
- The need for the community hub design to address traffic access and parking (n=3)
- The need for the community hub design to be consistent with the local character (n=2)

- Other issues (n=4).

Are there any other areas that the Master Plan should address? (n=81)



Respondents identified a range of areas to be addressed by the Master Plan (with a total of 86 responses). **Most commonly these focused on roads, traffic and parking (n=18), for instance, address traffic volume / congestion on Pittwater Road, create tunnel or bypass of Dee Why Town Centre, do not create one way streets.** An indicative quote:

"The traffic at present is not good. With extra development this is not going to get better. General consensus is that the one way road system and the creation of two new roads is not going to make traffic a lot better."

The importance of access and connections (n=15) was also highlighted, with a focus on connections with Dee Why beach, lagoon, neighbouring centres, a pedestrian bridge across Pittwater Road, and improved pedestrian paths in Howard Ave and Avon Road.

Amenity issues were also commonly raised (eg landscaping atop buildings, tables and seating with weather protection, clearly signposted public toilets, build an iconic structure that will become historically significant) (n=14). An indicative quote:

"With the exception of the beach, there is not enough seating and cover. A police station would be great there."

Other issues to be addressed were:

- Provision of community and cultural facilities (eg community centre, galleries, museums, library, outdoor stage in Redman Road Plaza) (n=7).
- Transport improvements (provision for incorporating Northern Beaches mass transit / transport interchange, fast track bus layback at Howard Ave east, weather protection for all bus stops in Warringah) (n=5). An indicative quote:

"Where are the provisions to accommodate the proposed Northern Beaches Rapid Transit. Considering this will most likely require some form of a transport interchange, how is this going to be accommodated. The Master Plan does not appear to have considered this issue."
- Sustainability (n=5). An indicative quote:

- Provision of open space and recreational facilities (eg play areas for kids and teens within town centre, fitness stations, secure bike parking area) (n=8). Some indicative quotes:

"It would be a good idea to have a fitness trail with exercise stations such as pull ups, step ups and sit ups etc."

"The Council should provide much more open space for children and families to use. Many children live in units and need open spaces. The council gets lots of money from rates from the many units and should provide plenty of open space."
- Maintaining the character of the Dee Why area (eg scale of built form / character of streetscape / beachside environment / mix of shops) (n=4). Some indicative quotes:

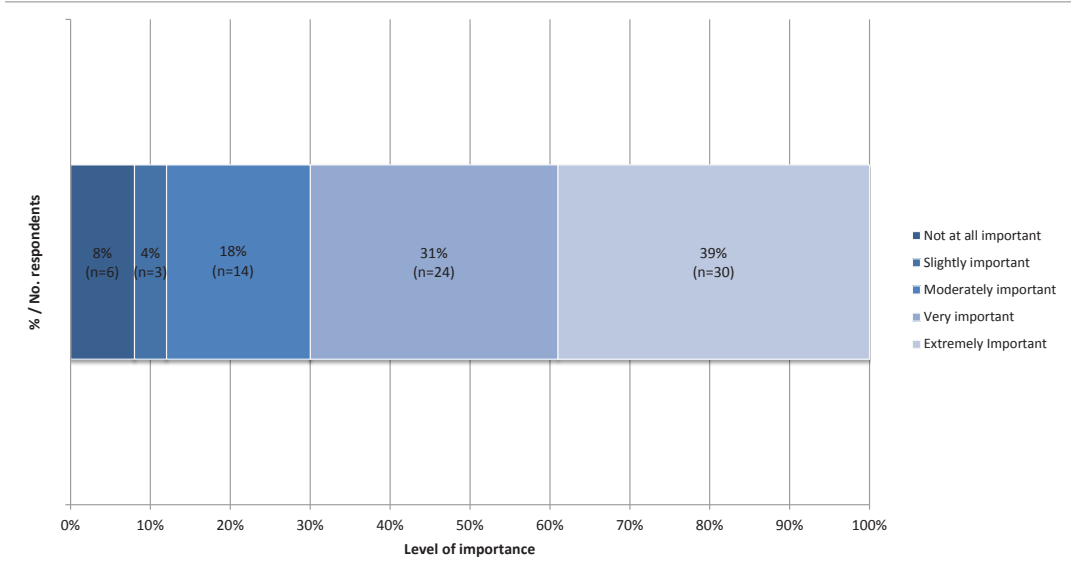
"What are the building heights going to be like? We don't need to add more people to Dee Why. It is already saturated and the roads and parking are not coping at the moment. More people, even though more parking is allocated, will mean we are back where we are now."

"All towers adjacent to the new town square should rise from podiums."

"...we are concerned that Dee Why will be developed with one high rise after the other. We would also want the current mix of shops maintained. We do not want to have buildings with empty shops."
- Other issues, such as more detailed information / a 3D model to enable informed input by the community, and support for local businesses (n=8). An indicative quote:

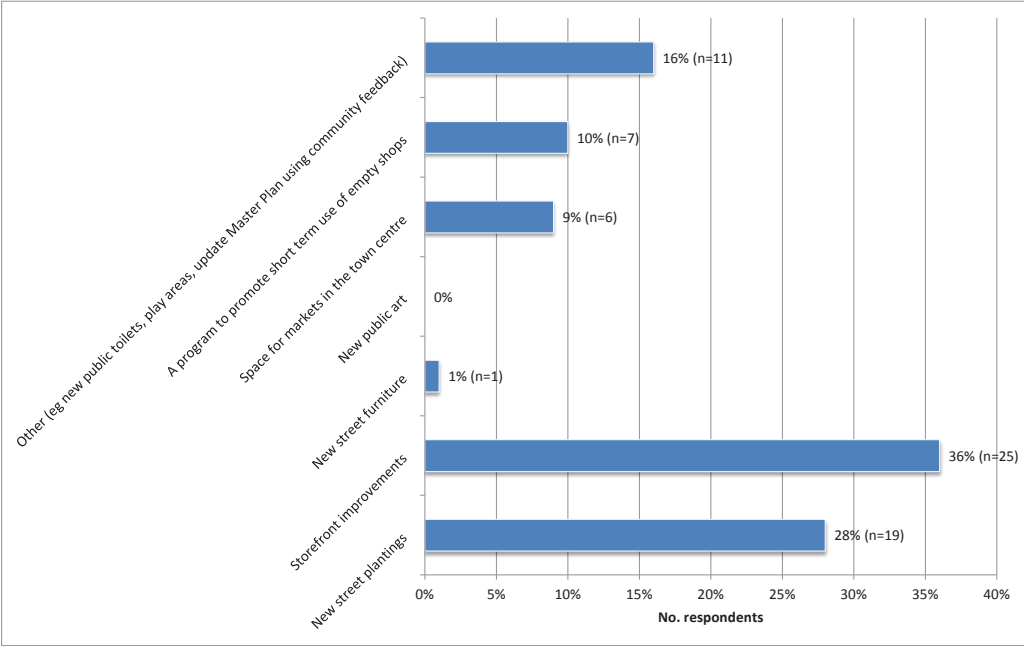
"More detail on criteria to allow higher buildings. I don't necessarily disagree with the heights going beyond six stories but the controls should be developed and presented."

The Master Plan proposes improvements to the pedestrian and cycle network throughout Dee Why Town Centre. How important are these improvements to you? (n=77)



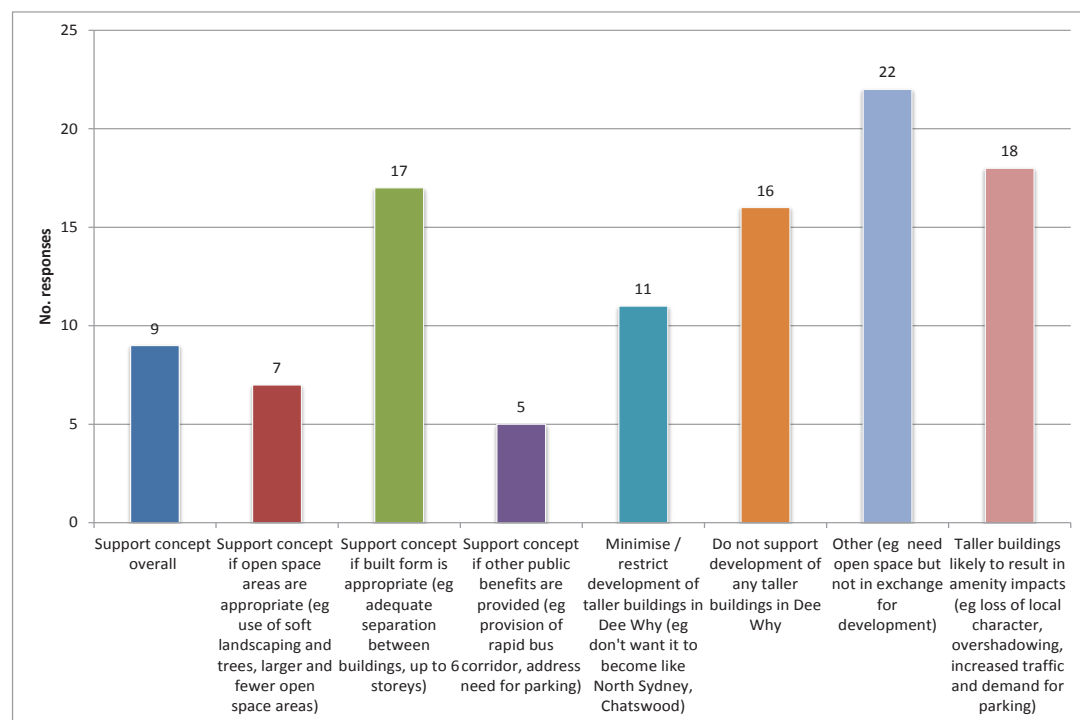
Almost all respondents regarded the proposed improvements to the pedestrian and cycle network as important. The majority regarded the proposed improvements as *very important* (31%, n=24) or *extremely important* (39%, n=30). Some thought they were *moderately important* (18%, n=14), and 4% (n=3) thought they were only *slightly important*. As few as 8% of respondents (n=6) felt the pedestrian and cycle network improvements were *not at all important*.

The Master Plan proposes a long term vision for Dee Why Town Centre. It also identifies opportunities for some interim improvements. Which of the following initiatives do you think would contribute most to the attractiveness and vibrancy of Dee Why Town Centre in the short term? (Respondents' highest preference) (n=69)



The most commonly identified 'highest preference' among respondents who completed this question (n=69) was storefront improvements (36%, n=25). A program to promote short term use of empty shops (10%, n=7), space for markets in the town centre (9%, n=6), new street plantings (28%, n=19) and other improvements (16%, n=7) were also supported as the top preference by a number of respondents. New street furniture was the highest preference for only one respondent, however it should be noted that eleven respondents supported this initiative overall (ie as their first, second or third preference). While public art was not identified as a first preference by any respondents, two respondents supported this initiative overall.

What are your thoughts on the proposal to, subject to certain conditions, consider applications for taller buildings on larger sites in return for new pedestrian connections, increased open space or other public benefits? (n=68)



Of the 68 respondents who answered this question, **38 expressed support for the concept of considering applications for taller buildings on larger sites in exchange for public benefits. However, 16 respondents did not support development of any taller buildings in Dee Why.** Among respondents, 11 expressed a preference for minimal or restricted development of taller buildings in Dee Why (including some of those who supported the concept). Some participants (n=18) commented that taller buildings are likely to result in amenity impacts. Some indicative quotes:

"It should be actively encouraged. Dee Why has numerous small parks that ultimately fail to achieve their objectives. It would be better to have fewer, but larger open spaces."

"A good idea if the increased spaces are landscaped and trees planted."

"I am ok with taller buildings. These conditions should form part of the community consultation on this Master Plan."

"The town centre will always need larger buildings as long as it isn't at a cost eg sunshine and wind corridors. These sites should increase public parking availability."

"Taller buildings should only be built on existing old building sites and only if the old building is demolished. High rise buildings should not result in shadows on the beach or garden areas during the day. The plan to relocate existing car parks underground will increase parking capacity and create a space on top of the car park. It is important that not all this new space is covered by buildings. Overall I feel that new buildings should be subjected to strict height regulations."

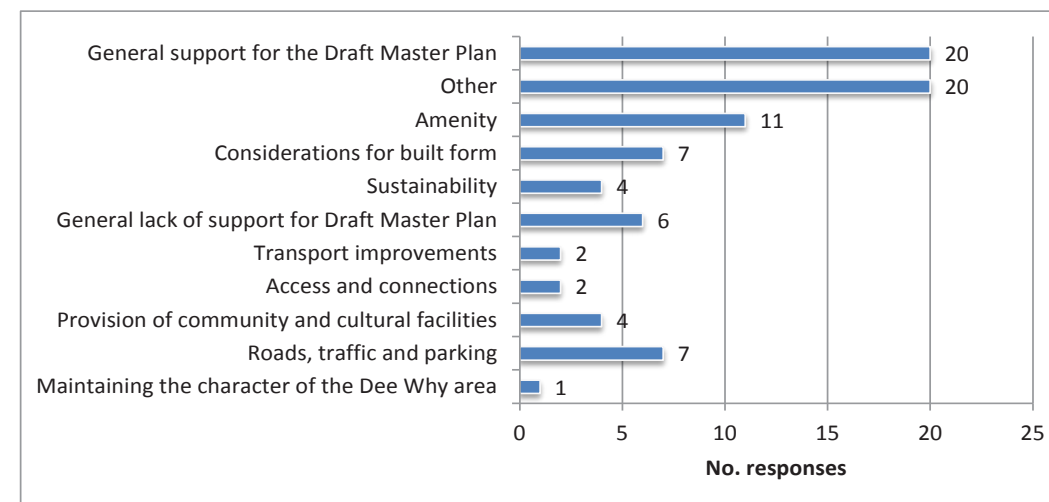
"I don't think any building on the beach side of Pittwater Road should be more than three stories high. Higher buildings on the other side would be ok."

"Please don't build too many high rise buildings. Issues with shadowing - we don't want to become another 'North Sydney' Centre."

"Overshadowing is an issue. Taller buildings, more people and more cars. Where will the cars be housed? Taller buildings don't suit the beachside and the open spaces we now enjoy."

"We do not need any taller buildings. Dee Why is already overdeveloped."

Do you have any other comments regarding the Master Plan? (n=59)



Of the 59 respondents who provided further comments on the Master Plan, one third (n=20) expressed support for the overall Master Plan or aspects of it. Some indicative quotes:

"Plan is great. Start as soon as possible."

"The police station will help reduce anti-social behaviour in the area."

"Stop listening to the naysayers who will oppose anything you come up with. Commit and get on with it."

Other comments focused on:

- Amenity issues – from encouraging shop keepers to clean up outside their shops, to the need for landscaping, tables and seating (n=11). Some indicative quotes:

"Civic Plaza requires further detail to show shelter and shading avoidance. Street furniture such as recycling bins, water bubblers and bike racks should be given more thought in the early design stages. An anti-graffiti strategy should also be given some thought for the new Civic Plaza."

"The best aspect of the existing Dee Why are the older areas where trees remain. New areas are light on planting and heavy on hard landscaping."

"The metal entranceway to Dee Why is intimidating - not friendly and inviting. Flame trees and natives would be more appealing."

"Promote bi-fold doors to encourage the opening of cafes, restaurants, shops onto the thoroughfare."

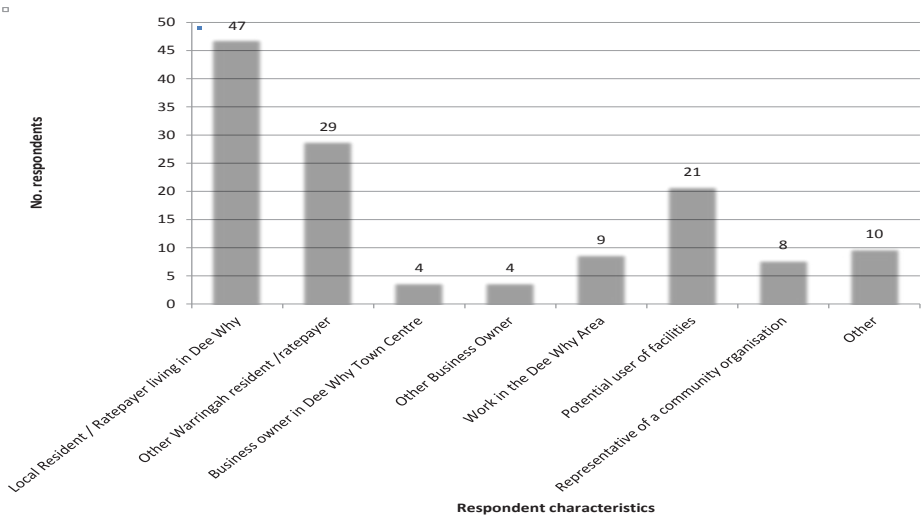
- Considerations for built form – eg affordable units for public servants, ensure all new buildings have balconies, restrict height of buildings (n=7).
- Roads, traffic and parking – eg high traffic volume and congestion on Pittwater Road (n=7). An indicative quote:

"Pittwater Road is very busy. High rise buildings will provide residences above the traffic noise. It would be good if there were a fly over at Pittwater Road / Harbord Road intersection."

- General lack of support for Master Plan (n=6).
- Sustainability – eg protect the natural environment (n=4). Some indicative quotes:
 - “Green walls, rainwater harvesting and photovoltaics would be ideal!”
 - “Protect Stony Range flora reserve.”
- Provision of community and cultural facilities – eg community centre not PCYC, need markets and other facilities (n=4).
- Access and connections – eg more pedestrian areas, pedestrian bridge across Pittwater Road (n=2).
- Transport improvements – eg turn the parking into a bus interchange (n=2).
- Maintaining the character of the Dee Why area – eg relaxed seaside village feel (n=1).
 - “Tone down the masterplan - too posh, Dee Why needs to maintain its relaxed seaside village feel.”
- Other comments – from the need for further engagement to refine the Master Plan, to many comments about transforming Dee Why as soon as possible, to one respondent commenting that Council has let Dee Why turn into a suburb to be ashamed of (n=20). Some indicative quotes:
 - “There is a need for Dee Why to become a greater hub for shopping, leisure, arts and sport. The plan needs careful work that involves the people who live here. We need to attract visitors to make Dee Why a prosperous area.”
 - “We are curious as to the funding of all the infrastructure planned and also the timing of the Implementation of the concept. Generally it is a good concept.”

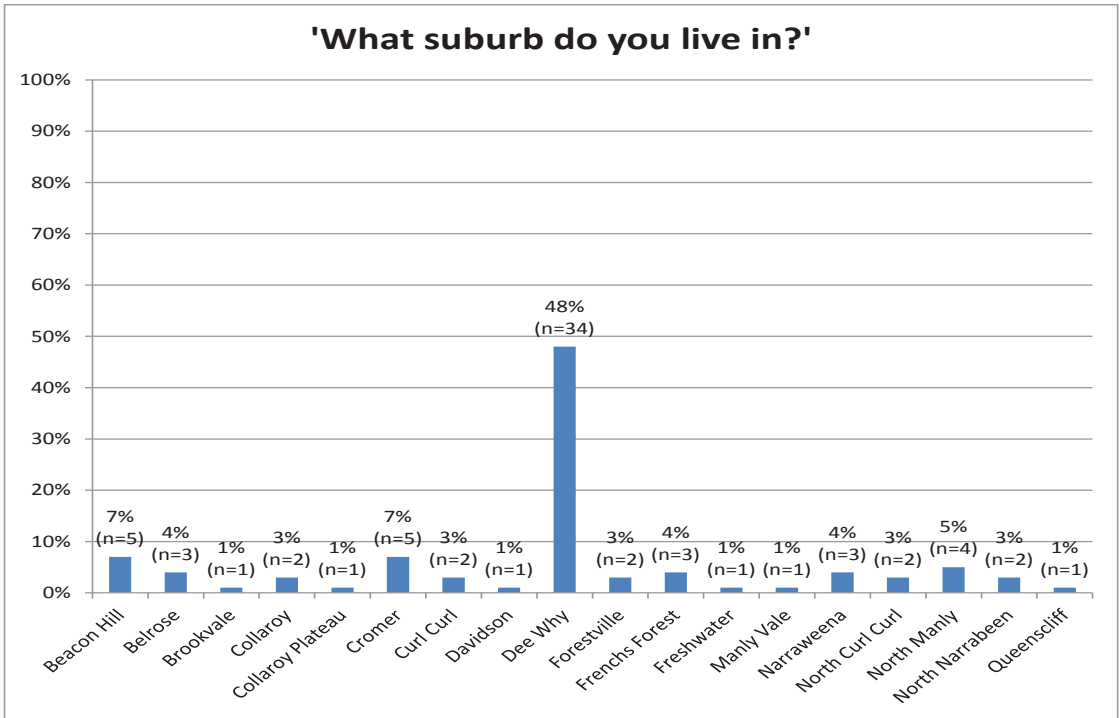
2.2.2 Submission Forms Respondent profile

Which category best describes your relationship with Dee Why? (n=77)



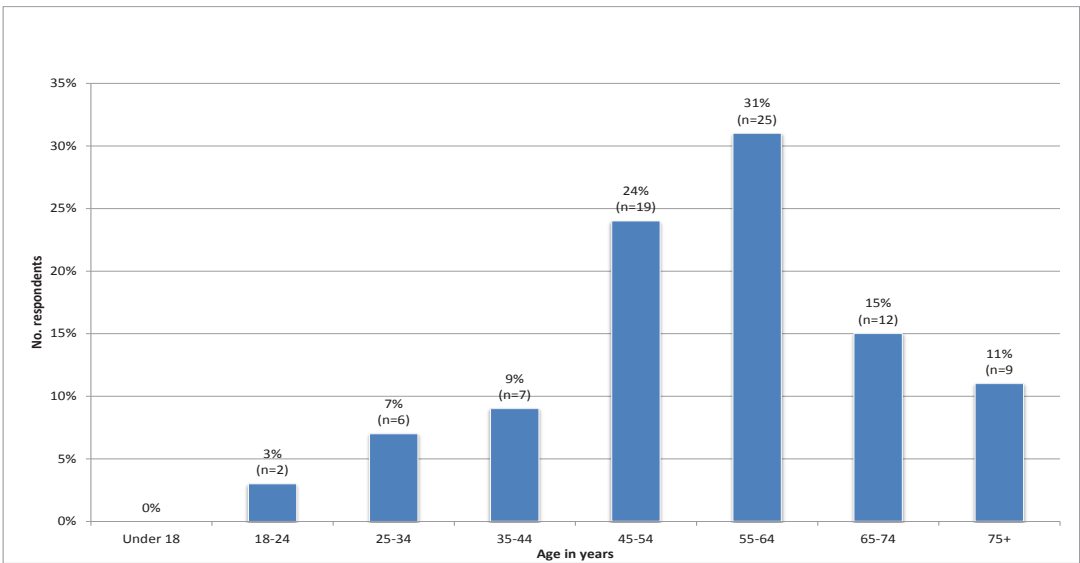
The majority of people who completed a feedback form lived in the suburb of Dee Why (n=47), while others were residents of the wider Warringah local government area (n=29). Many respondents who took part in the consultation process also identified themselves as a potential user of facilities (n=21), represented a community organisation (n=8), owned a business (n=8), or worked in the local area (n=9).

What suburb do you live in? (n=73)



The majority of people who completed a feedback form lived in Dee Why (n=34).

What is your age group? (n=80)



The majority of respondents who completed a feedback form were aged 55-64 years. All respondents were aged between 18 and 75+ years.

2.3 Long form submissions summary

A total of ten long form submissions were received in relation to the Dee Why Town Centre Master Plan between February and April 2013. These submissions are summarised below.

Four submissions expressed overall support for the master plan particularly initiatives such as:

- improved pedestrian and cycling connections
- street improvements
- greater flexibility regarding height and site amalgamations in exchange for public benefits
- the creation of a new civic hub.

The remainder of submissions while indicating support for some aspects of the master plan such as street improvements, new pedestrian and cycle connections and provision of increased car parking also expressed concerns regarding:

- planned disposal of council owned land
- the workability of proposed traffic changes
- the capacity of the local and regional traffic system to accommodate additional demand
- location of community facilities and desire to see facilities provided on the eastern side of Pittwater Rd
- greater definition regarding proposed heights in particular locations including some suggestions around maximum permissible heights of 8 to 12 storeys
- more certainty and strict conditions are required around the proposal to allow trade-offs for height if public benefits are provided.

Note: While longer submissions have been summarised here for the purposes of this overview report the full submissions have also been reviewed by the project team for detailed comments.

2.3.1 Submission No. 1

Expressed overall support for the proposed revitalisation of Dee Why Town Centre, particularly improvement of open spaces, connectivity and active transport opportunities – as a means for a healthier, safer and more vibrant Dee Why community.

Suggestions / Recommendations:

- Designing for safety

- Consider CPTED principles in planning of entertainment facilities for the town centre
- Ensure all pedestrian routes and public spaces are well lit
- Consider / allow for natural surveillance wherever possible in design.

• Active transport networks

- Separate cycleways from vehicle traffic wherever possible particularly on heavily trafficked roads
- Bicycle paths should separately accompany pedestrian paths wherever possible
- Link new cycling paths to the existing Warringah cycle path network
- Provide secure bicycle parking and facilities at street level in accessible, sheltered locations such as building entries and bus interchanges.

• Car parking

- Support was expressed for the proposed Park and Ride in Mooramba Road.

• Public open space and amenity

- Consider a community garden for the enhanced Walter Gors Park
- Incorporate child friendly spaces for children, young people and families into the detailed design for Walter Gors Park and the proposed Town Square
- Include natural or built shade structures in all public open spaces including children's playgrounds
- Incorporate plentiful seating, drinking water and parenting facilities into any major public or retail spaces.

• Sustainable development

- Consider use of environmentally sustainable design features and materials in the planning of the town centre – such as passive solar design, water harvesting and use of renewable materials.

• Active uses, innovation and leadership

- Create a pedestrian boulevard linking Dee Why Town Centre and Dee Why beachfront – as Dee Why beachfront is the only public space in the area that meets the Northeast Subregional Strategy's vision for Dee Why as a 'desirable place to visit, live and interact with other members of the community'.

2.3.2 Submission No. 2

Expressed general support for the revised Master Plan for Dee Why Town Centre, however identified critical issues to be addressed. Pointed to earlier discussions on Dee Why Town Centre and input to the consultation process at the workshop stage (March to September 2012), and called for further studies to inform Council / community decision making.

Suggestions / Recommendations:

- Postpone the sale of the two parcels of publically owned land until at least after the community has had a chance to review all the ideas and concepts and make comment.
- Engage the urban design consultants involved in the workshop stage to develop options for a Community Hub mixed use development that includes 'Site A'.
- Review and revise the Traffic Access Options as discussed and proposed within the workshop. That is, calming traffic overall and managing traffic flows, particularly those associated with Pittwater Road. Importantly, maintaining Site A in Council ownership can act as a catalyst for staging of and reassessment of parking requirements for Site B (the Multiplex/Brookfield site).
- Explore all options and undertake missing studies (independent analysis of the open space needs / pedestrian and cyclist access for the existing and proposed communities) to ensure all checks and balances have been applied to achieve a best fit for the people of Warringah and place of Dee Why.

2.3.3 Submission No. 3

Expressed a desire to avoid further piecemeal development in the Dee Why area and for this and a number of other issues to be addressed in planning for Dee Why town centre.

Suggestions / Recommendations:

- Dee Why beach and commercial centre
 - Consider effects of any changes (as part of the Master Plan for the town centre) on the Dee Why beach precinct and include the land between the beach and Pittwater Road in the master planning process. The Strand is a short, congested strip of shops that is not viable in terms of customers, facilities and parking.
- Height and density of development

- Relocate maximum height buildings away from Pittwater Road to minimise air quality / noise impacts.

• Traffic congestion / dissection of Dee Why town centre

- Address traffic as a *regional* issue in liaison with NSW Roads and Maritime Services. Traffic congestion has been a major factor in the deterioration of other shopping centres on Pittwater Road and traffic has broader impacts on quality of life.
- The dissection of Dee Why town centre by Pittwater Road limits pedestrian connectivity and priority and is a key issue to be addressed as part of the Master Plan.
- Specific suggestions for Pittwater Road were: underground Pittwater Road from Warringah Road to Hawkesbury Road; elevate the road; leave the road as is but overlay it with partial pedestrian access wherever possible; relocate the road (eg to the north).

• Character and identity

- Undertake much further work to help foster a sense of community and pride of place as part of the master planning process.

• Access to open space and greenery

- Undertake town planning in greater blocks and more clearly spell out the specific targets to be achieved for enhancing open space to service the town centre and future growth.

• Consider the existing strengths of Dee Why town centre including its proximity to the CBDs of Sydney and Chatswood, potential for good public transport connections, and its pristine beachfront.

- Expose the Master Plan to a peer review process – by an experienced planning firm with a national presence.

• Building typologies and fragmentation

- Achieve the target for consolidated built form looking to the future, by setting out in the Master Plan what the built environment should look like.
- Providing a safe and enjoyable realm is the most important part of the delivery of built form.

• Retail and commercial space

- Clarify how an attractive, vibrant, sought after town centre that generates investment will be achieved in Dee Why.

2.3.4 Submission No. 4

Expressed support for several aspects of the Master Plan for Dee Why Town Centre, including community and civic area hubs, pedestrian links and green spine with water sensitive urban design features. However, identified a number of key concerns focusing on:

- The sale of Council land to fund facilities on the Civic Centre site.
- Expenditure of proceeds from the sale of the two Council owned properties (Kiah and Site A) on the proposed three storey car park.
- Over development and related amenity impacts – through new buildings for commercial, residential and community uses. A preference was expressed for existing height controls to be retained.

Please note, this submission included detailed commentary and suggestions which are summarised below. Please refer to the submission for specific details.

Suggestions / Recommendations:

- Spatial distribution of community and recreational facilities
 - Preserve the existing character and function of the Civic Centre precinct, and avoid overcrowding of the site with proposed commercial and residential buildings which may reduce use of the site for community / civic functions / open space
 - Given the current high usage of areas within the town centre on the eastern side of Pittwater Road, retain some community facilities in that location. Site A should be retained to provide for this option.
- Provision of open space
 - Protect existing open space areas (eg between and east of the Civic Centre and existing library) and retain trees where possible
 - Provide trees and landscaping in the plaza
 - Co-locate open space and community facilities where possible. Retain some of the existing cottages which are well used and homely for continued community use and activities compatible with adjoining park.
- Pedestrian and cycle links and precincts
 - Maximise pedestrian and cyclist amenity (eg through off road bike access and pedestrian path through the Civic Centre site, pedestrian corridor to rear of buildings on Triangle site)

- Improve pedestrian safety through dedicated pathway, rather than the proposal for shared use of the Howard Ave to Oaks Ave link road
- Review proposal for replacement of the existing Woolworths Arcade pedestrian thoroughfare with a link road
- Consider public amenity related to the proposal for a relocated pedestrian link through the Kiah site (to a drainage corridor)
- Include pedestrian links from north to south between the Woolworths Arcade, Kiah site and Stony Range, and between Sturdee Parade and Delmar Parade.

- Local transport and shuttle bus service
- Environmental constraints eg high water table
 - Investigate subsidence / sea level rise / potential flooding associated with the high water table in the town centre which make it unsuitable for extensive excavation for car parking
 - Review a consolidated plan for Site B and Site A (if the approved development does not proceed), avoiding high costs and risk associated with excavation.
- Affordable shops
 - Retain the range and affordability of the existing local retail offering to provide for the needs of the local community into the future.

2.3.5 Submission No. 5

Expressed support for several aspects of the revised Master Plan for Dee Why Town Centre, including opportunities for bike riding, landscaping and seating in public domain, proposed landscaping / tree plantings in the Civic Plaza. However, described the Civic Plaza pedestrian crossing area as looking 'hot and glary'.

Suggestions / Recommendations:

- Create a Water Sensitive City including:
 - Treat all stormwater to protect beaches and lagoons
 - Harvest stormwater to irrigate vegetation
 - Create lush, green and cool pedestrian and vehicle paths
 - Make functional landscapes to treat stormwater and cool climate
 - Create cool micro-climate through lots of shade and grass
 - Connect people with the water cycle.

2.3.6 Submission No. 6

Copy of submission made in 2005 by respondent who made submission No. 6.

2.3.7 Submission No. 7

Expressed mixed views on the several aspects of the revised Master Plan for Dee Why Town Centre, including the creation of a new town centre, new community facilities, streetscapes, new open space areas, new Council public car parking spaces. Key concerns are costs associated with the proposed upgrade and the need for more careful planning to meet the needs of shoppers, pedestrians and visitors to the town centre.

Key issues raised:

- Concerns about additional costs associated with cleaning and installation of streetscape improvements for Dee Why Town Centre.
- Concern re cost of new library and loss of Howard Ave library.
- Disagrees with proposal to turn Oaks Avenue and Howard Avenue into one way streets, as this would make parking and deliveries difficult.
- Concern that proposed widening of footpaths will eliminate parking opportunities and reduce number of shoppers.
- Concern about the costs of proposal relating to roads and footpaths.

Suggestions / Recommendations:

- Install new public toilets in town centre
- Create new open space areas around the corner of St David's Ave and Pittwater Road / around the corner of Redman Road and Fisher Road. Investigate what shoppers and pedestrians want in these new open spaces.
- Create two separate car parking spaces rather than one central underground car park facility – car parking should be designed to support shoppers and to retain the existing Mooramba Road car park (in the south) which works well.

2.3.8 Submission No. 8

Expressed support for tree plantings as part of the Master Plan. However, identified traffic, access and parking as critical issues to be addressed in planning for Dee Why town centre as a place for people – 'people are what makes a town and the provision of good access to the business centre of that town is vital'.

Suggestions / Recommendations:

- Eliminate at least two sets of traffic lights and simplify another set of lights.

- Improve access to areas of highest population density: from Pittwater Road to the beach (via Howard Avenue, Oaks Avenue and Pacific Parade); and west of Pittwater Road.

- Incorporate free 'on street' car parking and free 'open air' parking to service the needs of retail and professional businesses.

- Increase opportunities for parking in Oaks Ave and add a conventional street between Howard Ave and Oaks Ave to allow for end-on parking.
- Establish a multi-storey parking area on the site of the existing on ground parking area facing Pittwater Road.
- Retain existing pine trees.

- Improve pavements in Dee Why – eg between the church and Pittwater Road.

2.3.9 Submission No. 9

This respondent expressed full support for the Master Plan for Dee Why Town Centre. However, noted that the site at 30 Oaks Avenue (and the Post Office site) is incorrectly classified as 'Council Owned' land. This respondent sought ongoing dialogue with Council regarding this matter.

2.3.10 Submission No. 10

Key issues raised:

- Building heights
 - Determine building heights in accordance with the Dee Why Urban Form Study (Hassel, 2007) where the desired outcome is that the natural ridge line set the upper height limit of buildings
 - The maximum height in the town centre should be defined in terms of Australian Height Datum (AHD) as well as storeys
 - State upfront and more clearly how exceptions to height restrictions would be dealt with in a development control plan.

- Concern that excessive water features, built structures and landscaping will reduce the flexibility of recreational use at the eastern end of Redman Road.

- Concern that the Master Plan abandons the main Town Centre (Sites A and B) under the assumption that private development will occur on these sites. Suggests that Site A undergo staged development facilitated by Council.

- Civic Site

- Concern that the Civic Site is separated from the Town Centre by Pittwater Road
- Concern over the feasibility of a footbridge over Pittwater Road
- Sceptical that a footbridge over Pittwater road could become an iconic landmark
- Concern that a footbridge over Pittwater road would become adorned with advertising
- Location of the library in the Town Centre proper as it is a non-destinational activity where it has the twin advantages of being convenient and being used incidentally
- Concern that the Civic Site will become a self-sufficient environment that detracts from Town Centre life and business activity
- The location of the Police Station is inappropriate.
- Concern that Water Sensitive Urban Design is difficult to achieve. Notes the need for Council to consider Dee Why's flashy storm flows and ensure that the system does not become an eyesore in times of drought.
- Stricter building height controls on the development of the triangular block.
- Maintaining the character of the Dee Why area – through preserving architectural variety and heritage in Dee Why, ensuring the architectural style for the Community Hub is consistent with the local area, maintaining the village feel of the area (n=3).
- Provision of community and cultural facilities – retain existing library for public use, include an enlarged area for local studies in the new library and provide improved computer facilities (n=2).
- Transport improvements – suggestions included installation of weather protection at local bus stops and bringing back double decker buses (n=2).
- Sustainability – include sustainability initiatives in the Master Plan such as solar PV, recycling and reuse of water, a district level heating / cooling system (n=1).
- Provision of open space and recreational facilities – include covered / open air play areas for children (n=1).
- Other issues – such as concerns about the timeframe for completion, costs and excavation works associated with the proposed redevelopment of the town centre (n=5).

2.4 Email submissions summary

A total of 25 email submissions were received in relation to the Dee Why Town Centre Master Plan between February and April 2013. These submissions are summarised below.

Respondents identified a wide range of issues in relation to the Mater Plan. These were:

- Roads, traffic and parking – concerns focused on increased traffic, congestion and related noise, loss of existing car parking, appearance of new parking areas (n=10). Suggestions included diverting or undergrounding Pittwater Road.
- Maintaining local amenity – through adequate car parking provision, locating pedestrian paths to minimise impacts on residential areas, provision of bike racks to complement new bike routes, planting trees in the middle of Pittwater Road to enhance its appeal (n=6).
- The importance of access and connections – comments focused on bringing together the two halves of Pittwater Road, improving / widening existing footpath along Howard Ave between the new link road and The Strand, concerns about accessibility to the new library (n=5).
- Objections to the sale of Council owned land – around 17 % of email respondents objected to the sale of the Council car park and or timing of its sale – ahead of approval of the final design for the town centre (n=4).

2.5 Discussion forum summary

A total of sixty forum comments were received in relation to the Dee Why Town Centre Master Plan between February and April 2013. These submissions are summarised below.

Respondents identified a wide range of issues in relation to the Mater Plan. These were:

- Sustainability / Ecological Sensitivity (n=4)
 - Localisation of jobs, energy generation, water harvesting, food production, water and waste treatment
 - Integration of energy generation, food production, water and waste recycling into building design
 - No shared pathway across the Dee Why dune system and salt marshes
 - Composting and biogas generation
 - Grey and black water recycling as part of WSUD
 - Urban density
 - Micro-renewable energy generation
 - Carbon Neutral Dee Why
 - Reduction in the council fleet size
 - Community garden
 - Increased number of street plantings with edible fruit.

- Roads, traffic and parking – concerns focused on the need for an increased availability of parking and a north south overpass (n=3).
- Transport improvements – increased and improved public transport provision, reduced car dependence in Dee Why, construction of the proposed pedestrian crossing, improved and better connected cycle paths, separation of cycle paths from the road, and the provision of supporting cycling infrastructure namely bike racks (n=3).
- Objection to the selling off of community land: Kiah Site and Oaks Car Park (n=2).
- Objection to the construction of high rise buildings / No need for increased allowances in building height within the DCP (n=2).
- Community Hub needs to be on the other side of Pittwater Road closer to the beaches (n=2).
- Other issues – included the suggestion of a rail project that would link the Northern Beaches, stricter architectural guidelines regarding the aesthetic of new developments, the relocation of the PCYC to Brookvale Park, and utilising unused building space for pop-up galleries and shops (n=3).

2.6 Social Media Summary

On comment was received via twitter. It was favourable towards the master plan noting proposals within the as:

- attractive and people friendly
- conducive to better transport services.

The tweet was particularly supportive of planting more trees within the town centre.

The YouTube video received 357 views and two comments which were complimentary of the vision presented in the Master plan noting it a user and family friendly plan.

The plan received 12 likes on Facebook.

Specific suggestions included:

- somewhere for kids to play in the centre of Dee Why.
- More information on timeframes to be provided
- Ensure a focus on small business, retail and eating options that respond to the cultural diversity of Dee Why i.e. our own version of Chinatown

- Implement the Redman Road improvements ASAP
- A focus on cycling as a means to improve transport and liveability within Warringah
- The necessity of managing long term traffic implications of growth.

2.7 Issues Raised at Information Sessions

A total of 33 people attended two community information sessions held on 4 and 18 March 2013. The sessions comprised a presentation followed Q and A forum and then informal discussion with members of the project tea. The following points are a summary of key issues raised during the sessions.

2.7.1 Traffic and transport

- Car parking rates need to adequate enough to accommodate residents, visitors and workers.
- Potential loss of on street car parking to make way for street improvements.
- Improved public transport infrastructure.
- No reduction in Council parking.
- Concern about one way loop and ability to address existing traffic issues.
- Ability of Howard Oaks and Pittwater Road to cope with future traffic given it already has problems.

2.7.2 Ensuring good pedestrian amenity and connections

- The new road alongside St Kevin's Church should have pedestrian priority. It needs to be formally 10km/hour. Not envisaged to have buses, trucks, high volume traffic. It should allow traffic but not as demonstrated in the Master Plan.
- Pedestrian link on eastern side of Pittwater Rd needs to run to Stony Range.
- Through site link behind Dee Why Grand is not pedestrian friendly – it's just a wall of the Dee Why Grand. This site needs to be developed with some amenity, and provide a safe and attractive connection. At the moment the existing controls don't require this. Council should require cooperation on the part of future landowner as a condition of any proposed sale. Consider needs to be given to some activating ground floor use or dwellings addressing the lane as well as public art.

- Providing adequate lighting of all through site connections and laneways will be important.
- Strong support from any participants for the creation of a secondary pedestrian and bike network off Pittwater Road.
- More consideration may need to be given to pedestrian crossings for Pittwater Road. Presently the lights only run green for a very short period of time.
- Corridor adjacent to Woolworths is very active and used a lot. Retail is doing well around this important connection and maybe the conversion of this to a road needs to be reconsidered? It was suggested that this connection may be better placed on the other side of Woolworths.
- Access on the civic hub site will require that level issues are addressed. Ramps may not be a solution as they would need to be very long and may compromise amount of open space.

2.7.3 How will the master plan be achieved?

- While site amalgamations are seen as a positive step toward stimulating development within the town centre landowners require greater detail on how amalgamation is to be achieved.
- More clarity and definition required around what constitutes a public benefit before trade-offs such as height should be considered.
- Management of impacts during construction.
- Who will pay for implementation of the initiatives and improvements proposed within the plan.

2.7.4 Specific comments on the Master Plan

- Support for creating different places within the town centre that each have a different focus.

- Support for emphasis placed on Water Sensitive Urban Design in the master plan.
- Opportunities for green walls green roofs and use of local species.
- Differing views on the desirability of trading off height for public benefit on larger sites.
 - This could lead to amenity impacts and that this level of overdevelopment is not consistent with a beach side location
 - In particular cases such trade-offs should be considered if they lead to street improvements and provide incentives for better quality development
 - It should be noted that some of the comments would appear to equate higher buildings with an increase in the overall population of the town centre than what is already envisaged under existing plans.
- Triangle site – the pedestrian plaza should be oriented further away from Pittwater Road.
- There were differing views regarding the proposed community hub:
 - Some provision should remain for community activities on the eastern side of Pittwater Rd on Site A. There is a lot of residential development on the east; it's also flat which enables ready access via walking and cycling. Is it a possibility to have two community hubs with facilities on each side of Pittwater Road?
 - The community hub should proceed as it could provide much needed facilities within a reasonably short timeframe and a higher degree of certainty compared to Site A.
- Safety of young children in plaza area around the proposed civic hub and access for less mobile people on this steep site will need to be addressed.

This report of community feedback from throughout the consultation period indicates that there is general support for the master plan and a strong community view that "something happen with Dee Why".

Council and the master plan team are presently working through the range of responses and comments received throughout the consultation period.

It is anticipated that the present master plan will be refined in response to some of the matters raised. Already the team is working on a developing a more defined approach to enabling greater height in key locations in exchange for community benefits and outlining criteria for community benefits and amenity impacts.

Council is also keen to maintain the momentum generated by the master planning process and will be taking a leadership role in delivering short and medium term projects that will kick start the renewal process.

Within the short term Council will:

- Work with the community and key stakeholders within Dee Why to look at delivering a range of interim improvements to activate and reposition the town centre. These initiatives could include:
 - Streetscape improvements
 - Addressing the issue of birds within the town centre
 - Public art
 - Temporary uses of vacant shops similar to Renew Newcastle

- Shopfront improvements
- Regular community events

- Progress the disposal of Site A to secure a source of funding for the proposed community hub.
- Commence planning and detailed design work for the PCYC and Community Hub projects

Within the medium term of 2-4 years Council will commence the two catalyst major projects for Dee Why the PCYC and the Community Hub. It will also start planning for the renewal and expansion of Walter Gors Park.

Across the longer time horizon the renewal process will be focussed more on the role of the private sector in delivering new buildings and public domain in accordance with the master plan and the planning instruments it will inform.

The master plan will be presented to Council for adoption and /or further amendments in late June. The plan will then serve as the basis for an amended Local Environment Plan (LEP) covering the town centre area.

The amendment will also be accompanied by a Development Control Plan that will provide further guidance on desired outcomes for the town centre.

Both these document will be subject to formal public exhibition prior to consideration by the Department of Planning and Infrastructure and pending the Department's determination gazettal of the amendment by the Minister.

Presently it is anticipated that the LEP amendment will be exhibited in the third quarter of 2013.

4.1 Appendix A – Collateral - Information booklet

4.2 Appendix B – Masterplan newsletter

4.3 Appendix C – Feedback Form

