

---

## Community and Stakeholder Engagement Report

### New licences – Woolworths, Old Barrenjoey Road Avalon Beach

Impact level: 4

Consultation period: 2 March to 30 March 2021

---

#### Contents

1.	Summary.....	2
1.1.	Key outcomes .....	2
1.2.	How we engaged .....	2
1.3.	Who responded.....	3
2.	Background.....	3
3.	Engagement objectives .....	3
4.	Engagement approach .....	4
5.	Findings .....	4
	Appendix 1 Verbatim community and stakeholder responses .....	6

---

# 1. Summary<sup>1</sup>

This report outlines the community and stakeholder engagement conducted as part of the New licences – Woolworths, Old Barrenjoey Road Avalon Beach project conducted from 2 to 30 March 2021.

There was a total of 16 submissions received during the notification period.

The comments received were mixed and while there appeared to be a general acceptance of renewing the licences, most feedback included concerns of rubbish/cleanliness, access and compliance.

## 1.1. Key outcomes



Total submissions  
received

16



Main  
issues/concerns

- Cleanliness/maintenance
- Loading zone access
- Licence term and conditions

## 1.2. How we engaged



Have Your Say

Visitors: 744

Visits: 833

Av. time onsite:  
1min9secs



Print media and  
collateral

Letter drop: Businesses and residences  
Site signs: Yes

Distribution: 201  
Number: 3



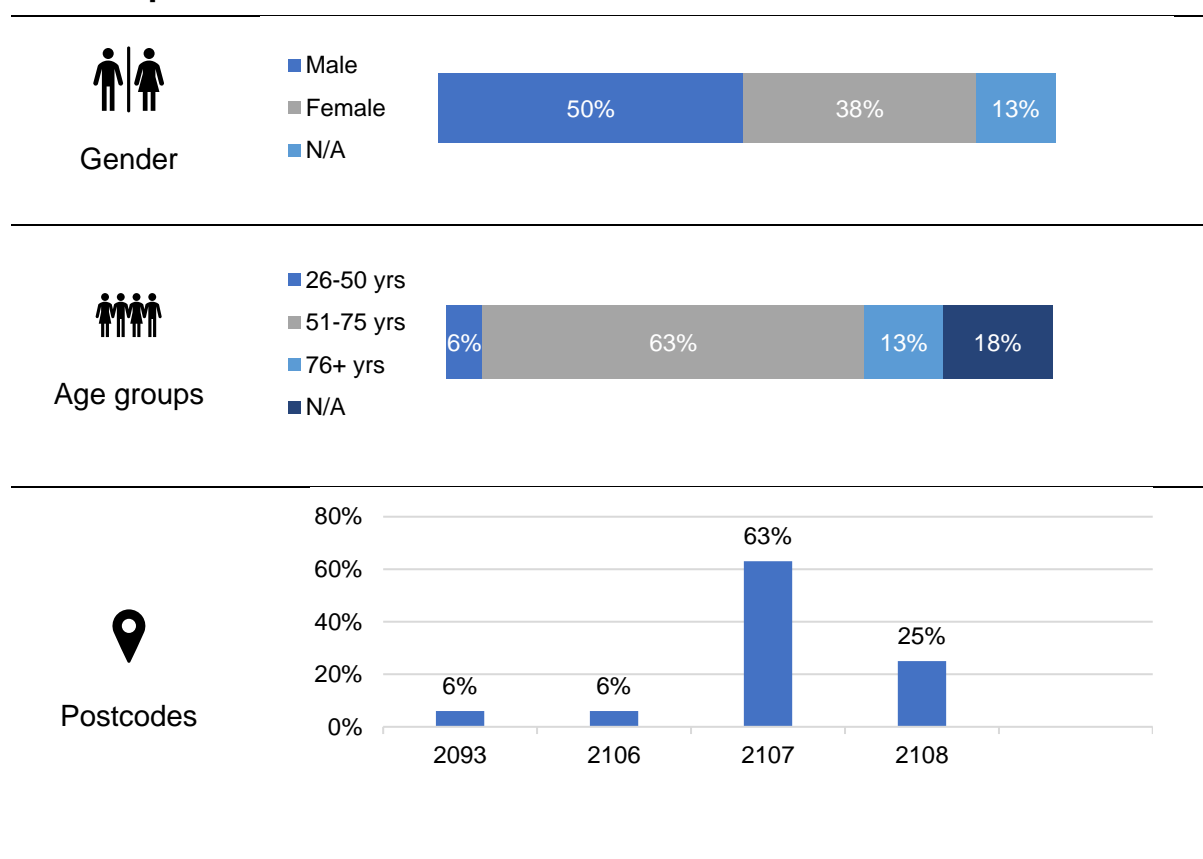
Electronic direct mail  
(EDM)

Community Engagement (fortnightly)  
newsletter: 2

Distribution: 20,000  
subscribers

<sup>1</sup> Community and stakeholder views contained in this report do not necessarily reflect the views of the Northern Beaches Council or indicate a commitment to a particular course of action.

### 1.3. Who responded<sup>2</sup>



## 2. Background

In accordance with Section 47 of the *Local Government Act 1993*, we publicly notified our intention to grant two, ten-year licences to Woolworths Group Limited via our [Your Say page](#) between 2 March and 30 March 2021.

The purpose of the proposed licences is for Woolworths at Avalon Beach to continue using the land adjacent to its retail store at 76 Old Barrenjoey Road Avalon, as a loading dock, carpark and trolley bays.

## 3. Engagement objectives

- Build community and stakeholder awareness of participation activities (inform).
- Identify community and stakeholder concerns, local knowledge and values (consult).

---

<sup>2</sup> Demographic data was gathered by request only. The data represented only includes those respondents who provided this detail.

## 4. Engagement approach

The engagement was planned, implemented and reported in accordance with Council's [Community Engagement Matrix](#) (2017). The full documented engagement approach is outlined in the New licences – Woolworths, Old Barrenjoey Road Avalon Beach Community and Stakeholder Engagement Plan (March 2021).

A project page was established on our have your say platform with information provided in an easy to read format, including a licence plan showing the area covered by the proposed licences.

Feedback was captured through an online comment form embedded onto the have your say project page. An open-field comment box provided community members a space to provide any feedback they wished to contribute.

Email and written comments were also invited.

A notification letter was distributed to 201 people including nearby residences and businesses.

The project was also promoted through our regular email newsletter (EDM) channels.

## 5. Findings<sup>3</sup>

There was a total of 16 submissions received during the notification period.


The comments received were mixed and while there appeared to be a general acceptance of renewing the licences, most feedback included concerns of rubbish/cleanliness, access or compliance.

What we heard	Council's response
Trucks using the loading dock create noise, traffic disruptions and safety hazards to other vehicles and pedestrians.	<p>The existing licence requires Woolworths not to constitute a nuisance or annoyance to the public other than in accordance with its permitted use of the loading dock. Council is working closely with Woolworths to develop a traffic management clause to improve traffic flow.</p> <p>Woolworths is relying on the grant of new licences to continue operating the Avalon outlet and providing the necessary food, shopping, and employment opportunities to the community.</p>
Council should consider limiting licence terms to five years to allow flexibility to redevelop these areas in the future.	<p>Woolworths requested licence terms to match their premises lease in Avalon which could run to 2048 if lease options are being taken by Woolworths.</p> <p>However, it is not in Council's interest to grant licences over community land for such an extended period.</p>

<sup>3</sup> Note: This report represents what Council has heard as accurately and transparently as possible by using consistent quantitative and qualitative analysis techniques.

	Thus, Council prepares to grant a 10 year term to Woolworths and the Dunbar Park Plan of Management authorises the granting of 10 year licences.
Additional condition of licence renewal that the area be cleaned and maintained regularly citing a lot of rubbish ends up in the laneway/loading dock area. It was also raised that rubbish bins need to be emptied more often as they smelt and attracted scavenging birds.	Appropriate maintenance and cleaning of the licence area will continue to be a requirement of the proposed licence and Council officers will periodically inspect the area and bin storage to monitor for cleanliness and to ensure that there is no pollution from the area.
The area covered by the licences needed upgrading including carpark resurfacing, drainage improvement and landscaping renewals.	This car park is included in Council's four year works program for repair and resurfacing with drainage and landscape improvements. This project was delayed until the completion of Avalon Beach Place Plan. In the meantime, Council's Maintenance Section will continue to maintain this car park as required.
More details on the licence conditions are required in order to comment effectively.	<p>On 24 November 2020, Council resolved to publicly notifies the local community of its intention of granting two, ten-year licences to Woolworths Group Limited in accordance with the Local Government Act 1993.</p> <p>As such, the community and stakeholder engagement have been undertaken by Council to comply with the legislation requirement.</p>

## Appendix 1 Verbatim community and stakeholder responses\*

Number	Comment/submission
1	<p>Access and cleanliness are the two major issues re renewing this licence. Neither have been retained in the laneway licence area, to a reasonable standard, over the past several years. The laneway is supposedly a public road. Council needs to ensure compliance and inspect the area on a regular basis. Drainage issues also need to be addressed. See photo below taken on 21/3/21. Woolworths is obviously not attempting to abide by any of the compliance requirements. They feel they are untouchable because of the 'essential' nature of the business. Council needs to address this also before the licence is renewed. Woolies is a monopoly. They have been allowed to push all the small similar businesses out of Avalon ie fruit &amp; veg shops, butchers, delicatessens etc. Woolies makes millions of dollars from the Avalon community. This should be taken into account when deciding on fees. Thank you.</p> 
2	<p>Have no problem with either of the proposed leases, but would like to see if the rubbish bins that are sometimes in the laneway adjacent to the loading dock could be cleaned a bit more often as occasionally they are a bit on the nose.</p> <p>We are a regular customers of Woolworths Avalon and the shell servo next door</p>
3	<p>I feel that Woolworths could maintain the loading bay area more hygienically. It is often full of boxes, waste and smells badly. Some additional work by Woolworths in this area would help to keep the environment cleaner, so that during rain (and we get our fair share here) there is no run off into stormwater drains of waste.</p>
4	<p>Could Woolworths fund an exit only driveway straight out onto the main road, just north of the drain going under the road.</p> <p>There could also be a round about there where it exits onto the main road.</p>
5	<p>If Woolworths is given permission to further utilise the loading dock they must improve the current very care-less attitude towards keeping it accessible to vehicles and pedestrians. There are times when the stench is almost overwhelming coming from the garbage and invites the mynah birds to participate. The compressed paper/cardboard makes a hideous eyesore and compounds access from either end. I know this has been ongoing for many years (having spent 74 years in Avalon Beach) and despite repeated requests to clean up their mess, it seems to fall on deaf Woolworths' ears.</p> <p>If you continue to allow them to use the loading dock space, the conditions for them to do so must be tightened or fines imposed for non-compliance.</p>
6	<p>Woolies need this laneways for their business, however they should keep it much tidier and cleaner then it has been kept for the last 10 years.</p>
7	<p>I am strongly in favour of both licences being renewed for as long as possible. The supermarket could not function properly without them.</p>

\*Personal details have been redacted where possible. Spelling and grammatical errors have been amended only where misinterpretation or offence may be caused.

<b>8</b>	I fully support Woolworths being granted the licenses.
<b>9</b>	<p>Regarding renewing Woolworths licence.</p> <p>This comes at the same time as we are considering the Avalon Place Plan. Currently Woolworths is located on the edge of the village and turns its back on the village. Woolworths presents a blank face to Avalon Parade, it doesn't engage with the village or encourage visitors to also explore adjacent shops. As a good neighbour Woolworths should be made to open a shopfront and entrance to Avalon Parade to engage with Avalon Village proper allow pedestrians and cyclists access away from the car park and present a bright open inviting facade. Alternatively floorspace should be reduced and let to a variety of strip shops to enliven this end of the village.</p>
<b>10</b>	<p>Woolworths have been very poor tenants of all these spaces, showing little respect for the public it serves and the monopoly position it has when it comes to local grocery shopping.</p> <p>The loading dock area is not kept clean, smells appalling and is often blocked by delivery trucks. Drivers and staff show little concern for passing pedestrians. Bins are often left open, contributing to the smell, and often flocks of cockatoos occupy this space, seeking any edible refuse. It should be a condition of renewing the lease that this area be kept in pristine condition and proactively managed by Woolworths. Failing to do so should incur severe penalties.</p> <p>Similarly, the condition of the carpark shows the contempt Woolworths has for its customers. It needs to be resurfaced with proper drainage installed to obviate the flooding that occurs in wet weather, making some of the car parking bays unusable. This area would also benefit from proper landscaping which needs to be well maintained through the duration of the lease. Once again, the lease should be conditional upon these matters being attended to and fines or other penalties should be imposed if Woolworths does not honour the conditions of the lease.</p>
<b>11</b>	<p>I am an owner of premises [REDACTED]</p> <p>Issues:</p> <ol style="list-style-type: none"> <li>1. When refrigerated trucks use the dock they keep the engines running during the process of unloading and the noise is considerable and disruptive to the environment and causes considerable disruption to the environment of the shops that face the dock from the other side of Avalon Parade. I would request that the trucks be instructed to turn off their engines when unloading as it is unfair on me and my customers to have to endure the noise. This should be a condition of any license given out.</li> <li>2. When there are multiple trucks awaiting to dock they line up in Edmund Hock Ave causing traffic disruption and blocking parking spots at the back of Macmillan Court (11-13 Avalon parade) that are accessed through Edmund Hock ave. I have sympathy for the drivers but Woolworths needs to better coordinate arrivals and departures rather than having their trucks block commercial premises.</li> <li>3. When the trucks are backing into the docking lane there is no person undertaking safety or stop/go traffic coordination. It is left up to the driver to reverse into a dock without any assistance (typically) from a woolworths safety officer or traffic control. This leads to near-misses with cars that seek to drive behind the trucks as they reverse. The danger to pedestrians is obvious. Again the drivers are highly skilled but reversing across 4 lanes of Avalon parade (without any assistance) into a narrow lane is a recipe for disaster.</li> </ol>
<b>12</b>	<p>There is no information provided to make an informed submission!</p> <p>What are we commenting on? The Licence plans mean very little.</p>

	<p>I would like to see the details of the 10 year Licence agreements so I can make comments.</p> <p>Who is responsible for cleaning the carppark? Frequency?</p> <p>Who is responsible for repairing the potholes which appear frequently?</p> <p>Who is responsible for line marking of car spaces?</p> <p>What are the requirements for keeping the loading bay area clean and unblocked?</p> <p>Who is responsible for the safety of pedestrians as skateboarders and cyclists speed through the footpath area directly in front of the doors to the supermarket?</p>
<b>13</b>	It is important to ensure that any new licence granted to Woolworths for the adjacent parking area gives NBC the right to change entry and exit locations in accordance with any future Avalon Place Plan or any other future plan for that section of Old Barrenjoey Rd between Avalon Pde and Barrenjoey Rd
<b>14</b>	I think we should keep the licences at 5 years each to provide more options for flexibility to redevelop these areas in the future. I think 5 years provides certainty without locking in to 10 years....a lot can change in 10 years....ie driverless vechiles etc
<b>15</b>	I strongly believe that the above licensing renewals need to be incorporated within NBC's current review for the Avalon Beach Place Plan. The licence areas are critical to potential changes in Avalon. In particular the loading dock lane should be utilised as part of the bicycle pathway.
<b>16</b>	Disappointing that it is removing car spaces. My elderly parents who live in Avalon feel they have to travel to Mona Vale to use better and more available parking facilities.



Document administration	
Version	1.0
Date	9 April 2021
Status	Draft