Beverly Hills Town Centre Vision

Engagement Summary Report
November 2018
Figure 1 - King Georges Road
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1. Executive summary

This report presents the findings from the Beverly Hills Town Centre Masterplan visioning engagement program, undertaken by Kathy Jones and Associates (KJA), on behalf of Georges River Council from August to November 2018. The program consisted of conversations with people who live, work and visit in the area, as well as interviews with major landowners within the Beverly Hills Town Centre study area. Findings from the visioning engagement are presented in this report. They encompass the concerns, ideas, visions and aspirations of the people of Beverly Hills, for the future of the Beverly Hills Town Centre.

1.1. Top Issues

The top five issues reported by stakeholders were:

1.1.1. Traffic

The current state of King Georges Road is seen as a barrier to the Beverly Hills Town Centre moving forward. Traffic flow and noise impact negatively on the amenity and experience of the immediate area, in particular for pedestrians and diners accessing restaurants along the King Georges Road retail strip. While King Georges Road is seen as a barrier, the transport interchange (Beverly Hills train station intersecting with King Georges Road) is recognised as being important to the town centre’s future.

1.1.2. Parking

Parking was frequently raised by both local community members and landowners as an issue, with a lack of commuter parking and parking in the streets around King Georges Road being of particular concern. The pressure on parking has worsened in recent years due to a steady increase in the population, possibly worsened by the appearance of duplexes and granny flats, and while people want to see business and retail services improved, they want the parking issues to be addressed at the same time.

1.1.3. Amenity

The local community frequently indicated that the general amenity of the town centre was an issue, noting that revitalisation of the town centre was necessary for the future success of the area. Comments predominately focused on how shopfronts along “the strip” were in need of modernisation and renewal, trees and other vegetation needed to be improved, footpaths were uneven and unsafe, and architectural design is generally in need of modernisation, being careful not to destroy the character of the place.

1.1.4. Infrastructure and services

Gaps in infrastructure and services in the town centre were also identified as an issue, with a new supermarket being a priority for many in the local community. Other issues included access to medical services, specifically a shortage of GPs who bulk bill, and concerns about a lack of public facilities such as public toilets, shaded parks and children’s play areas. On the other hand, the restaurant strip was commonly celebrated by those who participated in the engagement program, showing it to be a strong opportunity and asset to leverage.
1.1.5. Density
As with much of the rest of Sydney, discussion about the acceptable amount of development in the Beverly Hills Town Centre drew mixed views. Some people aspire to a future town centre with relatively little change to its density, while others would like to see more residential development, both to support a growing population and improve housing affordability, but also to stimulate the local economy – this is particularly the case close to the train station.

1.2. Top Opportunities

The top five opportunities reported by stakeholders were:

1.2.1. Restaurant strip
The local community clearly believes that the restaurant strip adds great value to the area. People love the diversity of cuisines and the way it supports some night-time activity in the area. Suggestions on how to build upon this existing asset were plentiful, and were often tied to themes of revitalisation.

1.2.2. Location
Situated within a 30 minute train ride to Central Station, 15 minutes to the International Airport, while being bordered by the M5, the strategic location of Beverly Hills was commonly praised by the local community. Some further noted that the convenient location of Beverly Hills could be used to entice new people and families to move to the area.

1.2.3. Railway Station
The railway station allows the local community to have access to public transport, while the railway station allows ease of access for visitors to the area. The local community did believe however that the strength of having a railway station could be leveraged further, for example by providing more frequent services.

1.2.4. Laneways
The laneways off King Georges Road were identified by the local community as an opportunity for the area. Many people noted that in the future they could be used to host outdoor dining away from the busy and noisy strip. Other opportunities identified for the laneways included nightlife (i.e. wine bars, tapas bars).

1.2.5. Vacant space
Vacant space was frequently mentioned by the community as an opportunity. Although they perceived having vacant space as a negative, some people were eager to propose ideas on how to use the space, even if only temporarily until more permanent uses could be found. Ideas included small parks, plazas, open-air eateries, supermarket, and general community space.
2. Introduction

Georges River Council (Council) has been working with the community to better understand their views and aspirations for the Beverly Hills Town Centre. The outcomes of this engagement process will help Council to develop a vision that will guide its plans for the area.

Visioning engagement is the first phase in a longer process to enhance the centre and its immediate surroundings, and improve the quality, accessibility and amenity of the public domain. The vision will form the foundation of the Beverly Hills Town Centre Masterplan. The Masterplan will identify areas for potential rezoning and planning control amendments, improvements to housing diversity and affordability, future infrastructure requirements, and areas for place-making and revitalisation.

This report summarises the outcomes of the visioning engagement program, held between August and November 2018, and proposes a set of vision principles that will inform the masterplan for the town centre, and guide future growth and development in the area, making the Beverly Hills Town Centre a better place to live, work and visit.

3. Vision

Based on feedback from landowners and community members, the following vision has been developed to reflect the community’s priorities and aspirations for the future, and to guide the preparation of the draft Masterplan for the Beverly Hills Town Centre.

“The Beverly Hills Town Centre celebrates its existing character while successfully integrating a new, modern feel. It provides a safe, inviting environment for all, is accessible and well-connected, and has green streets and open spaces to enjoy.”

This vision has five main themes, expressed as Vision Aims and Vision Principles, which are explained below:

- Community life
- Urban and architectural design
- Transport and connections
- Public domain and landscape
- Land use
3.1. Vision aims

Community life
Vision aim: An inclusive place that reflects local identity and supports the diverse needs of the community

- Reflects and celebrates existing culture and lifestyle
- Lively, inclusive, interactive and attractive
- Community facilities and services meet community needs
- Housing diversity and inclusive housing
- Places to gather, celebrate and interact
- Buildings, streets and places reflect local character and identity

Urban & architectural design
Vision aim: Beverly Hills Town Centre is attractive, distinctive, inviting and vibrant

- High quality and well-designed buildings and landscapes
- People friendly, comfortable and attractive
- Human scale with heights that transition
- Harmoniously mixing old and new
- Areas of distinctive character are retained and enhanced

Transport & connections
Vision aim: Safe, accessible, enjoyable and well connected

- Safer and fairer balance between pedestrians, cyclists and vehicles
- Encourages multi-modal trips and public transport use
- Enhances mobility, permeability and accessibility for people of all abilities
- Improved accessibility of public transport (e.g. new links and lift)
- Improved connectivity across King Georges Road and railway
- Car parking is available and accessible

Public domain & landscape
Vision aim: Safe, accessible, enjoyable and well connected

- Greener and more attractive with street furnishings, landscaping and trees
- A new Civic Plaza for gathering, events and quiet enjoyment
- Wider King Georges Road footpaths for pedestrian safety and alfresco
- Respects the “Garden City” character of the Warrawee Place Precinct and key views to landmark elements as a key part of local character and identity
- A network of public open spaces is connected with green routes
- School grounds are accessible for public recreation purposes (Subject to DoE)
Land use

Vision aim: Diverse land uses that provide for a wide range of community needs and public benefits

- Mixed use buildings on King Georges Road to promote activity and vibrancy both day and night
- A “one-stop” shopping destination with supermarket, retail, bars, cafes, cinema
- Connected places for people to meet in streets, parks and plazas
- New active building frontages in areas of higher amenity and lower traffic noise
- Increased density in appropriate locations where public benefit outcomes can be achieved (e.g. setbacks, land dedication, open spaces, public cross links)
- Leverage the existing convenience of the area to attract new people and families
- Renewed ground level retail that provides an active street frontage
“Beverly Hills Town Centre could become a unique, vibrant, cultural destination for the local community”
– Local Community Member

Figure 2 - Community Walk 1
4. Project background

4.1. Context

The Beverly Hills Town Centre is an important place for many people who live, work and visit the area. The centre is located within the Georges River Local Government Area, roughly 15 kilometres from the Sydney CBD.

Council has identified a study area which designates the boundaries of Beverly Hills Town Centre. The study area is bounded by Broadarrow Road, Ponyara Road, Pallamana Parade, Morgan Street, Cahill Street, Stoney Creek Road, King Georges Road and Melvin Street. It is approximately 48 hectares in size, measuring approximately 700m wide and 800m long. It is located close to two major transport arteries, East Hills railway line (Beverly Hills Station) and King Georges Road.

Figure 3: Beverly Hills Town Centre - Study Area
The study area includes multiple zones under the Hurstville Local Environmental Plan (LEP) 2012. The study area includes the B2 Local Centre at Beverly Hills and the area around for local context. This includes land zoned R2 Low Density Residential, R3 Medium Density Residential and SP2 Infrastructure (including Educational Establishment, Church, Railway, Carpark, Public Administration and Classified Road).

4.2. Precincts

Within the study area there are a number of distinct areas or precincts. Each precinct is currently defined by different uses and varies based on a number of factors including the look and feel of the built environment, quality of the public domain and level of accessibility.

Figure 4: Precincts within the Beverly Hills Town Centre
The table below summarises key characteristics of each precinct and was used to support location based discussions during the engagement phase.

<table>
<thead>
<tr>
<th>Precinct</th>
<th>Overview of key characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>North-western educational</td>
<td>▪ Consists of Beverly Hills Girls High School and Intensive English Centre</td>
</tr>
<tr>
<td></td>
<td>▪ Creates a northern leafy entry gateway to the centre and an educational anchor to the King Georges Road strip</td>
</tr>
<tr>
<td>South-western residential</td>
<td>▪ The majority of the precinct has been infilled for mainly two to three storey residential flat buildings many relatively recently constructed</td>
</tr>
<tr>
<td></td>
<td>▪ Some streets of remaining single-storey red brick bungalows (e.g. part Edgbaston Road)</td>
</tr>
<tr>
<td></td>
<td>▪ Limited permeability due to long street blocks</td>
</tr>
<tr>
<td></td>
<td>▪ Strata titled properties are prevalent in this precinct</td>
</tr>
<tr>
<td>North-eastern residential</td>
<td>▪ Tooronga Terrace shops provide a “Village” retail character away from busy King Georges Road and includes a small open space/ plaza</td>
</tr>
<tr>
<td></td>
<td>▪ This is primarily single-storey red brick and tile bungalows facing relatively narrow treed streets, very cohesive in character and style</td>
</tr>
<tr>
<td></td>
<td>▪ Some Art Deco architectural influences and occasional Spanish Mission styles, some contemporary infill and housing additions</td>
</tr>
<tr>
<td></td>
<td>▪ Warrawee Place exhibits a “Garden City” character with a strong open space axis terminating at Yarallah Place</td>
</tr>
<tr>
<td></td>
<td>▪ Street frontages are often garage-free having rear service laneways for garages located to the rear of the relatively large lots</td>
</tr>
<tr>
<td>Eastern residential</td>
<td>▪ Similar to the north east precinct except less cohesive in character and style.</td>
</tr>
<tr>
<td></td>
<td>▪ The streets are wider and there is less of the early housing stock remaining</td>
</tr>
<tr>
<td></td>
<td>▪ There is more contemporary infill – one and two-storey mixed scale</td>
</tr>
<tr>
<td></td>
<td>▪ Most streetscapes are impacted by overhead electricity wiring requiring lopping of street trees</td>
</tr>
<tr>
<td></td>
<td>▪ Stormwater concrete channels sometimes exposed to view and pass through private property</td>
</tr>
<tr>
<td>The strip</td>
<td>▪ The King Georges Road strip is both single storey restaurant/shop frontages with low parapets and intermittent two-storey frontages</td>
</tr>
<tr>
<td></td>
<td>▪ Key land uses include the cinema, two-storey shops or commercial/personal services to the top floor, the two-storey Beverly Hills Hotel and adjacent “Hepburn Court”</td>
</tr>
<tr>
<td></td>
<td>▪ Restaurants are a strong feature of the precinct and a key defining element that Beverly Hills is known for. Lacks ‘people places’/ town heart</td>
</tr>
<tr>
<td></td>
<td>▪ The restaurant/commercial frontages return into side streets only marginally except for along Tooronga Terrace where two-storey frontages face south</td>
</tr>
<tr>
<td></td>
<td>▪ Has high traffic volumes and accommodates the movement of large trucks, which can be noisy, particularly at peak times</td>
</tr>
<tr>
<td>Precinct</td>
<td>Overview of key characteristics</td>
</tr>
<tr>
<td>----------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td></td>
<td>• Opportunities for pedestrians to cross over King Georges Road are limited to key intersections, pedestrian crossings adjacent to the cinema and the railway underpass</td>
</tr>
<tr>
<td></td>
<td>• Some gaps in the streetscape due to some vacant tenancies, car park and vacant site adjacent to the cinema</td>
</tr>
<tr>
<td></td>
<td>• Limited parking opportunities</td>
</tr>
</tbody>
</table>

4.3. **Visioning engagement program**

Engagement during the visioning phase was focused on understanding the views and aspirations of people living in and around the Beverly Hills Town Centre. The engagement program was designed around the five main themes:

- Community life
- Urban and architectural design
- Transport and connections
- Public domain and landscape
- Land use

These themes are broadly aligned with the technical studies which are currently being undertaken to inform the masterplan.

Stakeholders including community members and major landowners were invited to provide their feedback by participating in a range of engagement activities. Activities included interviews, a drop-in session, surveys (online and in a roaming survey format), focus groups and community walks. Participants could also provide submissions via Council’s Your Say website.

Council undertook a number of outreach activities to inform and engage Georges River Council residents and others of its intention to seek input to the vision for the Beverly Hills Town Centre Masterplan. These activities included online and traditional communications channels such as ads in the local newspaper and in social media, and letterbox drops. Local residents were able to contribute both via face to face activities and using digital tools.
The table below provides a summary of the outreach activities undertaken by Council:

<table>
<thead>
<tr>
<th>Mode of communication</th>
<th>Details</th>
</tr>
</thead>
</table>
| Online                | Background Information:  
  • included on Council’s website  
  • included in social media – Facebook  
  • included in Council’s Your Say online panel  
  Note: Your Say Panel is an online registration process, which provides community with opportunities to provide their feedback on a number of on-going projects. |
| Letters               | Addressed letters sent to landowners within the study area on 6 August 2018. Invitation to register their interest to participate in community engagement activities for the vision for Beverly Hills Town Centre (approximately 800 properties). |
| Community Magazine    | Article in Spring Edition 2018. Council’s magazine is distributed to all local residents in the LGA. |
| Newspapers            | Article in local newspaper 22 August 2018  
  Advertisement in local newspaper on Wed 31 October 2018 |
| Letterbox drop        | Postcard letterbox drop of invitation to participate, distributed to residents and businesses within an 800 metre radius of Beverly Hills Station, completed 26 October 2018 (approximately 2,000 postcards). |

Engagement activities were designed around the following questions to better understand the community’s current issues and priorities, and future needs and aspirations:

- What’s working and how can we leverage this?
- What’s not working?
- What could be improved?
- What are the future needs and aspirations for the town centre?

During the vision phase, we engaged with:

- **82** participants face to face
- **26** Surveys
- **24** Your Say submissions
Age profile of Your Say survey respondents

Language profile of Your Say survey respondents

Response to Your Say survey question “Best describe your interest in the project”
4.4. Masterplanning process

Council has divided the masterplanning process into two phases:

Phase 1: Visioning phase

Council commenced the masterplanning process with the creation of a vision for the town centre, with the first step being engagement with the local community and other stakeholders. Starting in October 2018, the “visioning phase” of the Beverly Hills Town Centre Masterplan process involves identifying the opportunities and constraints from the perspective of the community and other stakeholders.

October 2018 also marked the commencement of the site analysis and technical studies, which will continue until early 2019. This report is an output of the visioning phase, in which it acts to inform the community of the outcomes of the engagement process. In early 2019, Council will move into Phase 2 of the development of the Beverly Hills Town Centre Masterplan.

Phase 2: Masterplan phase

During phase two, Council will start the preparation of a draft Masterplan for the Beverly Hills Town Centre, based on the vision for the town centre developed in phase one. The Masterplan aims to facilitate the improvement to the public domain through place-making and revitalisation. The Masterplan will further identify areas for potential rezoning and amendments to development standards for inclusion in a future amendment to the local environmental plan and development control plan. The Masterplan will also identify future infrastructure requirements for inclusion in a Section 7-11 contributions plan.

Figure 5: Beverly Hills Town Centre Masterplan process
Engagement activities overview

Engagement activities were designed to understand current issues and priorities, and future needs and aspirations for the Beverly Hills Town Centre.

The community and stakeholders were engaged in a number of ways:

<table>
<thead>
<tr>
<th>Activity/ Description</th>
<th>Target Audience</th>
<th>Location</th>
<th>Date/Time</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landowner Interviews</td>
<td>Landowners</td>
<td>Georges River Council (24 McMahon St, Hurstville)</td>
<td>27 September – 4 October 2018</td>
<td>5 landowner interviews were conducted</td>
</tr>
<tr>
<td>Drop-in session</td>
<td>Local residents Businesses Visitors Workers Passers-by</td>
<td>Pedestrian area in Tooronga Terrace</td>
<td>Saturday 3 November 2018 10.00am to 12.00pm</td>
<td>40 (approx.)</td>
</tr>
<tr>
<td>Community walk with questionnaire</td>
<td>Local residents Businesses Workers</td>
<td>Beverly Hills Town Centre</td>
<td>Community Walk 1: Thursday 1 November, 6.00pm-7.30pm Community Walk 2: Saturday 3 November, 10.30am-12.00pm</td>
<td>Community Walk 1: 14 Community Walk 2: 3</td>
</tr>
<tr>
<td>Focus Groups</td>
<td>Local residents Businesses Workers</td>
<td>Beverly Hills Baptist Church</td>
<td>Focus Group 1: Thursday 8 November, 6.00pm-7.00pm Focus Group 2: Saturday 10 November, 9.00am – 10.00am</td>
<td>Focus Group 1: 15 Focus Group 2: 10</td>
</tr>
</tbody>
</table>
Online and roaming survey
A survey was created and made available to the general public online, as well as via iPads at the drop-in sessions. Two KJA staff also distributed the survey via iPads along King Georges Road in the Beverly Hills Town Centre to passers-by. Copies of the survey questions and images supplied to respondents can be found in Appendices A-B.

<table>
<thead>
<tr>
<th>Local residents</th>
<th>Businesses</th>
<th>Workers</th>
<th>Visitors</th>
<th>Passers-by</th>
<th>General public</th>
<th>Online</th>
<th>Roaming survey</th>
<th>Online: August – December 2018</th>
<th>Roaming survey: Thursday 1 November, 3.30pm - 5.30pm</th>
<th>26 surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>King Georges Road, Beverly Hills Town Centre</td>
<td>Thursday 1 November, 3.30pm - 5.30pm</td>
<td></td>
</tr>
</tbody>
</table>
Figure 6 - Focus Group 1
Figure 7 - Community Walk 1

Figure 8 - Focus Group 2
6. Vision principles (or opportunities)

Based on feedback from landowners and community members, the following principles have been developed to reflect the community’s priorities and aspirations for the future, and to guide the preparation of the draft Masterplan for the Beverly Hills Town Centre.

### Community life

<table>
<thead>
<tr>
<th>Theme / Direction</th>
<th>Vision Principle / Opportunity / Ambition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture and Lifestyle</td>
<td>Protect and enhance the existing culture and lifestyle of Beverly Hills</td>
</tr>
<tr>
<td>Community Facilities and</td>
<td>Deliver new community facilities and services to support the diverse</td>
</tr>
<tr>
<td>Services</td>
<td>needs of the community</td>
</tr>
</tbody>
</table>

### Urban and Architectural Design

<table>
<thead>
<tr>
<th>Theme / Direction</th>
<th>Vision Principle / Opportunity / Ambition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Character</td>
<td>Reflect the current character of the town centre in the new built environment by mixing old and new</td>
</tr>
<tr>
<td>Density</td>
<td>New developments reflect an appropriate response to the human scale</td>
</tr>
<tr>
<td>Built Form</td>
<td>Create quality architectural design so that building and design is people-friendly, contributing to lively,</td>
</tr>
<tr>
<td></td>
<td>attractive neighbourhoods which foster connections between people</td>
</tr>
<tr>
<td>Streetscape</td>
<td>Ensure the King Georges Road strip is vibrant and inviting to pedestrians</td>
</tr>
</tbody>
</table>

### Transport and Connections

<table>
<thead>
<tr>
<th>Theme / Direction</th>
<th>Vision Principle / Opportunity / Ambition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>Deliver traffic calming measures in the local area whilst using appropriate techniques to reduce noise</td>
</tr>
<tr>
<td></td>
<td>heard at the pedestrian level</td>
</tr>
<tr>
<td>Parking</td>
<td>Deliver new car parking facilities to improve the experience of commuters</td>
</tr>
<tr>
<td>Public Transport</td>
<td>Improve access and connectivity of public transport in the area</td>
</tr>
<tr>
<td>Pedestrian and Cyclist</td>
<td>Make the town centre more accessible and safe for pedestrians and cyclists</td>
</tr>
<tr>
<td>Accessibility</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Leverage the existing convenience of the area to attract new people and families to the area</td>
</tr>
</tbody>
</table>
### Public Domain and Landscape

<table>
<thead>
<tr>
<th>Theme / Direction</th>
<th>Vision Principle / Opportunity / Ambition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetation and Wildlife</td>
<td>To protect and increase tree cover and vegetation</td>
</tr>
<tr>
<td>Recreational Green Spaces</td>
<td>Create green open spaces that bring people together and contribute to community cohesion and wellbeing</td>
</tr>
<tr>
<td>Recreational Urban Spaces</td>
<td>Create high quality, accessible and safe urban spaces that connect people and cater to the diverse needs and purposes of the community</td>
</tr>
</tbody>
</table>

### Land Use

<table>
<thead>
<tr>
<th>Theme / Direction</th>
<th>Vision Principle / Opportunity / Ambition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail and Commercial</td>
<td>Introduce opportunities for a mix of uses – retail with residential above, commercial spaces for small businesses, flexible spaces</td>
</tr>
<tr>
<td>Residential</td>
<td>Keep the character, provide diverse housing types, improve affordability</td>
</tr>
<tr>
<td>Zoning</td>
<td>Ensure harmonious interrelationships between land uses and minimise potential for land use conflict</td>
</tr>
</tbody>
</table>
7. Engagement outcomes

Those who participated in the community engagement program were very passionate about the future of their community and the Beverly Hills Town Centre.

The drop-in sessions, community walks, and focus groups were interactive and lively, as a result of an engaged community who made it clear that they want their voices and visions for the future to be heard.

Many community members appreciated the opportunity to meet with Council representatives and the project team to provide feedback face-to-face, and also appreciated the opportunity to provide input this early in the process.

This section includes a summary of the community responses, grouped under the five main themes:

- Community life
- Urban and architectural design
- Transport and Connections
- Public Domain and Landscape
- Land Use
Figure 9 - Examples of feedback
Feedback captured in relation to Community Life included comments on culture and lifestyle, and the community facilities and services within the Beverly Hills Town Centre.

### 7.1.1. What’s working and how can we leverage this?

| **Culture and Lifestyle** | Many people positively commented on the culture and lifestyle of the Beverly Hills Town Centre. A few people noted the diversity and multiculturalism of the people in Beverly Hills enhanced its vibrancy, as well as how Beverly Hills is made up of people and families of all ages. The community was also in favour of the culturally diverse restaurant cuisines in Beverly Hills which fostered the culture and lifestyle of the area. Certain areas in Beverly Hills were also identified to have ‘a strong sense of community’.

Examples of verbatim responses included:
- Beverly Hills has a multicultural group of people coming to dine, which makes it very interesting and unique
- Community of old and young merged together
- The mixed culture which the council can tap in to make the town centre become vibrant. It has everything, schools, church, shopping centres, cafe and restaurant and accessible to public transport and strategic location to major roads
- The night life. It would be great to see our restaurants supported, maintained and enhanced |

| **Community Facilities and Services** | Only two comments were received in relation to what community facilities and services were working well, in which the local schools and church were perceived as a strength.

Examples of verbatim responses included:
- Make the Regina Coeli church a Beverly Hills landmark as there is an historical relevance to the area.
- It has everything, schools, church…. [not full quote] |
### 7.1.2. What's not working?

| Culture and Lifestyle | A number of people noted aspects of the culture and lifestyle in the town centre which are not working well. One aspect was how the lack of daytime trade and no shopping variety along the King Georges Road strip contributed to a ‘lifelessness’ of the area, thereby hindering the culture and lifestyle experienced in the main strip. In conjunction, lack of bars and music venues was also a hindrance to the existing culture and lifestyle of the area.  
Examples of verbatim responses included:  
- The area is too boring – there is nothing to do apart from the cinema  
- Restaurants causing too many visitors in the evenings  
- There is a lack of cafes and dining options in the day  
- Beverly Hills... is kind of like Hollywood – it is currently tired and uninspiring  
- The nightlife especially for those in the 25-34 bracket is seriously lacking. Besides the Beverly Hills hotel (which hasn’t been refurbished in over a decade!) there isn’t much else in the way of bars or live music venues |
| Community Facilities and Services | In response to the question “What are the best things about Beverly Hills Town Centre?” in the online survey, community facilities and services was the least favourable option with one vote. Many people proposed new facilities and services including a library, public restrooms, cultural arts centre, and health services. |

### 7.1.3. What could be improved?

| Culture and Lifestyle | A few people made suggestions on how to improve the culture and lifestyle in the Beverly Hills Town Centre. Although the night time economy of the centre was its most celebrated aspect, some people still identified that it could be improved by creating more nightlife (i.e. wine bars, tapas bars).  
The day time trade along the strip was also acknowledged by members of the community as needing improvement.  
Examples of verbatim responses included:  
- Improve night life economy  
- Need more day time trade along King Georges Road to make the area more vibrant  
- More shops open during the day |
| Community Facilities and Services | [See: Community Facilities and Services - What are the future needs and aspirations for the town centre?] |
### 7.1.4. What are the future needs and aspirations for the town centre?

| Culture and Lifestyle | Many comments in response to the future needs and aspirations for the culture and lifestyle of Beverly Hills were captured. Many in the community want the town centre to be vibrant, with some people wanting to see a better night life.

Comments ranged from turning King Georges Road through the town centre into a “glamour strip”, while others want to see the arts supported within the precinct, including public art, interactive exhibits, entertainment spaces for live music, festivals, markets etc. There were also comments from community members who want the town centre to be more ‘family friendly’.

**Examples of verbatim responses included:**
- The night life especially for those in the 25-34 bracket is seriously lacking. Besides the Beverly Hills hotel (which hasn’t been refurbished in over a decade!)
- Perhaps allowing more cocktail bars and wine bars to open would elevate the night time options for those who would normally have to travel into the inner west or CBD for a drink and a live show.
- If Council supports more community spaces, laneway dining, pop-up art, local musicians, evening events, night markets etc., Beverly Hills Town Centre could become a unique, vibrant, cultural destination for the local community.
- Family-friendly, safe, clean, new and inviting.

| Community Facilities and Services | A large number of people had needs and aspirations in relation to the community facilities and services within the town centre. A new library was mentioned on a number of occasions, as well as other facilities and services for the community (i.e. playgrounds, public restrooms, a town hall, playgroups, seniors housing, health services, childcare services and cultural arts centre). It was also suggested that the medical centres could be combined to make better use of the land for services or a community space.

**Examples of verbatim responses included:**
- A meeting place – green area with adjoining café would improve community life in the area
- Community support groups
- Things for the youth
- Would be nice to have some community space there with council-run workshops
7.2. **Urban and architectural design**

Feedback captured in relation to Urban and Architectural Design included comments on density, character, streetscape and built form of the Beverly Hills Town Centre.

### 7.2.1. What's working and how can we leverage this?

<table>
<thead>
<tr>
<th><strong>Density</strong></th>
<th>A few people enjoyed the current low density of the area because it contributed to the village feel and character in Beverly Hills. One stakeholder noted that the fact that Beverly Hills is not overdeveloped is a drawcard.</th>
</tr>
</thead>
</table>
|             | *Examples of verbatim responses included:*  
|             | • We value, enjoy, and would like the Beverly Hills Town Centre to continue being a family-friendly, village-type, low density area [Precinct 2]  
|             | • Apartments on Hampton Street are good – not overwhelming  
|             | • No high-rise – keep 2 storey limit [Precinct 3]  
|             | • Low density housing provides a sense of character for the area  
|             | • The fact that Beverly Hills is not overdeveloped |

<table>
<thead>
<tr>
<th><strong>Character</strong></th>
<th>People recognised the heritage and character of the area to be very important. Post-war bungalows, setback gardens and the general residential, village feel were recognised as important contributions to the current character of the area.</th>
</tr>
</thead>
</table>
|               | *Examples of verbatim responses included:*  
|               | • Setback gardens create character in the residential precincts  
|               | • I like the cohesiveness of the post-war bungalow houses  
|               | • Keep older style houses [Precinct 3]  
|               | • Retain heritage character [Precinct 4]  
|               | • Retain the village feel  
|               | • Keep residential feel in the precincts, especially North Eastern plus Eastern precinct  
|               | • Post WWII houses with setbacks for gardens |

<table>
<thead>
<tr>
<th><strong>Streetscape</strong></th>
<th>Limited feedback was captured for this subtheme.</th>
</tr>
</thead>
</table>
|                 | *Examples of verbatim responses included:*  
|                 | • Awning alongside side of strip is good |

| **Built Form** | *(See density and character)* |
### 7.2.2. What’s not working?

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Density</strong></td>
<td>A few people made comments in relation to the low density of the area, especially low density near the train station and the King Georges Road strip. Other respondents had concerns about the increase in duplexes/units in the area, mainly due to them increasing demand for parking.</td>
</tr>
</tbody>
</table>

*Examples of verbatim responses included:*
- Current density is not working
- No more duplexes in North-Eastern precinct
- Can’t even see the airport anymore because high rise plus children don’t have backyards anymore

| **Character** | People acknowledged that the character of the area comes from the urban architecture. Utilitarian designs for the train station, duplexes, lack of day time trade, and shopfronts in poor condition were all considered to take away the character of Beverly Hills. |

*Examples of verbatim responses included:*
- The design of some duplexes are ugly and take away the character of the street
- Train station has a utilitarian look
- It is run down, dirty and unattractive. Very little character and greenery

| **Streetscape** | Many people mentioned that the current streetscape of Beverly Hills is not working. Footpaths are rundown with uneven use of materials, streets have no amenity and look tired and there’s too much concrete and graffiti. Lack of awnings over certain parts of the road, including pedestrian crossings, hindered the community’s views of the streetscape. People recognised that an unattractive streetscape will not attract visitors to the area. |

*Examples of verbatim responses included:*
- Some of the current restaurant & shop structures look neglected, tacky, and very outdated.
- Main streetscape looks tired
- No awning at pedestrian crossing – you need one for shelter against the rain

| **Built Form** | The local community generally felt that shopfronts are currently not working well in the area due to them appearing neglected, tacky and outdated. A few comments were made about the Cane Bazaar being an eyesore and a missed opportunity. Outdated units were also identified as a constraint. |

*Examples of verbatim responses included:*
7.2.3. What could be improved?

| Density | A few people felt that a greater diversity of housing options could be provided to improve housing affordability and to accommodate an ageing population.  

*Examples of verbatim responses included:*  
- Need more units/apartments type of housing for younger generation as Beverly Hills has an ageing population and the young generation find it hard to afford to live in Beverly Hills |

| Character | No feedback was captured for this subtheme |

| Streetscape | Many people made suggestions to improve Beverly Hills’ streetscape and attract more visitors to the area. Recommendations included resurfacing streets and removing potholes, particularly behind Tooronga Terrace and along Pallamana Parade. Pedestrian activity could be increased with robust pedestrian fences that could double as a sound barrier in front of businesses. A few people mentioned improving the general streetscape with increased signage and street art, particularly on the pedestrian bridge. Awnings over certain parts of the road, including pedestrian crossings, were recommended to provide shelter from the rain. In addition, a few people felt unsafe at night along Ponyara Road, Warrarooong Street and Tooronga Terrace and recommended creating consistent lighting in those laneways and on shop fronts to increase safety and amenity.  

*Examples of verbatim responses included:*  
- Want better pedestrian and frontage activation  
- Area to improve are walkways and streets resurfacing  
- Lighting on Tooronga Terrace – poles are too far apart which makes it dark and unsafe  
- Better frontage activation. Since Beverly Hills is a long strip, not every frontage needs activation. |
| Built form | In order to improve the area, many community members proposed that shopfronts could be enhanced through painting, restoration or a general tidy of the shopfront and second level. Some people mentioned these efforts could be motivated by financial aid given to shopkeepers.

One community member believed that the general design of the area was not functional, which hindered commercial and retail activity, as well as impacts to the community.

Examples of verbatim responses included:
- Consider asking businesses to paint/restore shopfronts and second level, or even place installations on the roofs and make more of a village feel
- The shops and community struggle on despite the terrible unfunctional design of this area (note this comment also refers to Community Life)
- Most of the buildings on top of the awnings are neglected and are in need of an update. Perhaps some artistic structures can be erected on top of the awnings (after beautification) throughout the centre as Marrickville has
- Painting shop fronts with bright colours |

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<table>
<thead>
<tr>
<th>Density</th>
</tr>
</thead>
</table>
| Majority of people anticipated the density of the area to increase and recommended new parking facilities, public transport options and a better commercial town centre as ways to cope with this increase. Some people also saw opportunities for more high rise apartment blocks and other forms of high density accommodation options close to the train station, commenting that the current low density profile of residents in Beverly Hills is unusual and underdeveloped. Other people wanted the future Beverly Hills to preserve its low-density by only allowing maximum 2-5 storeys for building designs. Some people referenced towers in Hurstville and Eastwood as examples of cramming due to high density.

Examples of verbatim responses included:
- We cannot let high rise style towers destroy Beverly Hills (e.g. Hurstville, Kogarah, and Eastwood). Beverly Hills can set a new trend – no cramming. No Pack n/ stack.
- We need to allow developments close to the train station so people can use the train, not on the roads polluting the air. The rail corridor can have a couple of 8 storey buildings, it won’t be noticeable to residents living in other parts.
- I don’t support 25 storey wall to wall vertical (future) slums |
| Character | When envisioning the future of the Beverly Hills Town Centre, people generally wanted to see the existing character of the area retained. One person suggested that character and density should be balanced.  

*Examples of verbatim responses included:*  
- Retain residential character  
- Retain heritage  
- To balance character with density |

| Streetscape | When asked to envision the future urban and architectural design of the town centre, comments involving the future streetscape were common amongst the community. A few people noted that they wanted to see new footpaths, with one person suggesting lively red pavers. More street lighting was also an aspiration for safety and to visually improve the area. The community also envisioned awnings, particularly where they wait for the lights to change to cross to the station.  

*Examples of verbatim responses included:*  
- Foot path barriers  
- Some nice hanging lights along the street (eg. Dulwich Hill/Marrickville) would look lovely and adding more greenery would especially help and perhaps water features and artwork/murals  
- New tiled footpath. Clock tower and temperature and associated weather readings  
- Currently footpath is same colour as road. Have lively red pavers to give life to the area.  
- Street seating and tables for all including the less mobile to meet with friends (akin to Hurstville) to socialise plus water fountains and toilets for comfort. |

| Built Form | Opportunities exist to improve the built form of Beverly Hills, including adding cafes with outdoor seating and a new strip of shops with residential above. There was also a suggestion that the Regina Coeli Church could be created as a local landmark, given its historical significance. Some people want Beverly Hills to be similar to vibrant inner-city suburbs like Marrickville, while others like the idea of creating a large mural on the brick façade of the cinema. There were ideas about making the town centre more attractive to visitors by promoting it as a centre for business, and by giving it a modern, green, spacious feel with a variety of spaces for commercial and public uses.  

*Examples of verbatim responses included:*  
- I would like to see a strip of new shops perhaps with a mix of residential above.  
- Opportunity for large mural on the side of the cinema?  
- Make the Regina Coeli Church a Beverly Hills landmark as there is an historical relevance to the area |
7.3. Transport and connections

Feedback captured in relation to Transport and Connections included comments on pedestrian/cyclist accessibility, location, public transport, traffic and parking within the Beverly Hills Town Centre.

### 7.3.1. What’s working and how can we leverage this?

| Pedestrian / Cyclist Accessibility | Only one person positively commented on existing pedestrian/cyclist accessibility  
|                                 | *Examples of verbatim responses included:*  
|                                 | - Going to the station via this [East] side of the road [Precinct 2] |
| Location                        | A number of people indicated that they felt the location was convenient to access, with good public transport, and good access to the M5, and the Sydney CBD  
|                                 | *Examples of verbatim responses included:*  
|                                 | - Major traffic/travel interchange – positive to easy access to entire metro area  
|                                 | - Close to trains  
|                                 | - Accessible to public transport and strategic location to major roads |
| Public Transport                | Several people indicated that public transport was convenient and accessible.  
|                                 | *Examples of verbatim responses included:*  
|                                 | - Bus service is convenient  
|                                 | - Quiet residential areas with good transportation  
|                                 | - Doesn’t take too long to get to Hurstville via Bus |
| Traffic                         | A few people noted that they found the traffic to be quiet in the residential precincts.  
|                                 | *Examples of verbatim responses included:*  
|                                 | - Relatively quiet [Precinct 3]  
|                                 | - Quiet residential areas with good transportation |
| Parking                         | No feedback was captured for this subtheme |
### 7.3.2. What’s not working?

| Pedestrian/Cyclist Accessibility | A significant number of people expressed that pedestrian and cyclist accessibility is not currently working well. A few people believed it was the wrong decision to remove the pedestrian crossing at Tooronga Terrace, noting that it created safety issues. Another local community member noted that they were against the removal of the pedestrian crossing at Ponyara Road near Pallamana Parade. Many people believed that the pedestrian traffic lights took too long to change at various points along the precinct, however Tooronga Terrace was specifically mentioned. When they did change, they did not give sufficient time for people to cross which was a particular concern for the elderly. A few people also believed that they would not feel safe cycling along King Georges Road. Examples of verbatim responses included:

- Lack of easily accessible crossing at King Georges Road
- Pedestrian crosswalk is not long enough at King Georges Road and Tooronga Terrace
- Difficulty crossing streets – pedestrian crossing takes too long
- Tooronga Terrace is very dangerous for pedestrians without crossing
- The removal of the pedestrian crossing on Tooronga Terrace on the north side of the railway station illustrates the priority that traffic has over the pedestrian.
- Lights on King Georges Road are not long enough, especially for the elderly which poses a safety risk
- It is not safe to cycle on King Georges Road |

| Location | No feedback was captured for this subtheme |

| Public Transport | A few people noted aspects of public transport that are not currently working well. This included that express trains do not stop at Beverly Hills station, inadequate number of bus stops, and how buses pass through Tooronga Terrace. Examples of verbatim responses included:

- If express trains don’t stop at Beverly Hills station – how is it an interchange?
- Against buses passing through Tooronga Terrace
- Inadequate number of bus stops |

| Traffic | A number of people indicated that they found traffic to be an issue. Many people identified King Georges Road and Morgan Street in particular as being congested, and a number of people used the term ‘rat-run’. Several people commented on the loud noise generated from traffic and movements of trucks and cars, and this has negative impacts on the experience of outdoor dining along the restaurant strip. |
Examples of verbatim responses included:
- It is a terrible bottleneck in the system. Travelling along King Georges Rd is very painful at Beverly Hills due to the constrictions to the flow of traffic caused by parked cars
- Speeding traffic along Morgan Street, and rat-run through eastern residential precinct – limit traffic flow
- Rat run traffic – close signal lights at King Georges Road and Morgan Street Intersection
- Restaurants suffer because of noise from traffic
- Noise and speed from King Georges Road
- Road and railway noise

Parking

A significant number of people identified parking as an area that could be improved. A number of different issues relating to this were identified, including parking for commercial and business use, all day parking, and parking for residents.

Examples of verbatim responses included:
- In terms of commercial demand, there is a lack of parking due to the restaurants. Parking is another major constraint.
- Parking is a nightmare
- People park and leave their cars all day
- The under-street park from the station is not suitable
- Parking on a Friday and Saturday night is a real struggle, given the number of visitors

7.3.3. What could be improved?

<table>
<thead>
<tr>
<th>Pedestrian/Cyclist Accessibility</th>
<th>See 6.3.2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td></td>
</tr>
<tr>
<td>Public Transport</td>
<td></td>
</tr>
<tr>
<td>Traffic</td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td></td>
</tr>
</tbody>
</table>
### Pedestrian/Cyclist Accessibility

Many comments were received in regards to the pedestrian and cyclist accessibility needs for the future of the Beverly Hills Town Centre. These comments ranged from pedestrian bridges (especially over the railway), pedestrian crossings, safer pedestrian pathways, wider footpaths, and lifts on the western side of King Georges Road for better disabled/pram access to the railway station.

**Examples of verbatim responses included:**
- Bike track on M5 could link via Beverly Hills back to railway station. This in turn will then link Beverly Hills, Kingsgrove and Bexley so it becomes another form of transport rather than pure recreation as the track is now state government will fund 50% under existing grant scheme
- A pedestrian bridge would also be very welcome, and make the two sides of the street feel more unified.
- Need lift Western side of King Georges Road for access to rail station and eastern footpath
- Easy quick safe access to station and village for all – including less able and frail
- Bridge over the railway station
- Use stormwater channel as pedestrian/cycleway [Precinct 4]

### Location

No feedback was captured for this subtheme

### Public Transport

When thinking about the future of public transport in the study area, community members want a public transport system which is accessible, reliable, and safe. Comments included adding more bus routes, a dedicated bus lane, option to skip the airport train stations, better frequency of services, while another wanted to the railway station to be more vibrant.

**Examples of verbatim responses included:**
- Can we please get a beautiful art mural for the train station so we have something nice to stare at while we wait for trains?
- More bus routes
- Dedicated bus lanes
- Public transport upgrades for trains/buses
- Better connection with trains on west side of King Georges Road
- Better frequency of services
- Option to skip airport

### Traffic

When discussing the future needs and aspirations of the town centre, a significant number of community members envisioned a town centre with less traffic congestion. Other comments in relation to this subtheme included wider roads, traffic calming measures, reduction of heavy vehicle traffic, more traffic safety, whilst a few people proposed a reduction in the speed limit along King Georges Road.

**Examples of verbatim responses included:**
- Reduce speed limit along King Georges Road
Dedicated left turn from Morgan Street to King Georges Road [Precinct 4 – Morgan Street, King Georges Road]

Traffic safety – A round-a-bout is urgently needed at the intersection of Pallamana Parade, Tallawalla Street and Kirrang Street (5-ways) – this intersection is very dangerous

Wider roads [Precinct 4]

Reduction of heavy vehicle traffic

Parking

The local community wants a town centre which is easy to park in. This includes off street parking, parking on side streets, commuter car parking, council car parks, an underground commuter carpark, and multi-storey carparks. One community member suggested that existing and future car parks should have effective lighting and security cameras to ensure the safety of the public. It was also suggested that Council should provide alternative parking while the proposed car park is being built.

Examples of verbatim responses included:

- Alternative options for business while the proposed car park is built. Will they allow street parking in the interim? Business will struggle. Beverly Hills will struggle.
- More off street parking
- More conducive for people to stop and spend time in the area by offering more parking facilities and more businesses off the main road
- Easy to park and travel to without parking problems

7.4. Public domain and landscape

Feedback captured in relation to Public Domain and Landscape largely encompassed vegetation and wildlife, recreational greenspaces, recreational urban spaces, and stormwater drainage.

7.4.1. What’s working and how can we leverage this?

Vegetation and Wildlife

People enjoyed how green areas and leafy trees added to the area. Some people mentioned specific areas, including the palm trees along the median strip, the jacaranda tree west of the IGA and the green space in the middle of the road in Warrawee Place. People would like these trees preserved in the area and maintained.

Examples of verbatim responses included:

- Keep grass area in Warrawee in middle of road
- Keep jacaranda tree west of IGA behind shops
- The palm trees install 20 years ago were a real boost to the area. This median strip as well as other areas need to be maintained and enhanced
- Leaf areas in back street
### 7.4.2. What's not working?

<table>
<thead>
<tr>
<th>Vegetation and Wildlife</th>
<th>Some people were not satisfied with the maintenance of trees and vegetation. The vegetation on the King Georges Road median strip and the trees uprooting footpaths on Warraroong Street were areas specifically mentioned to need more attention. A few people also referenced the low quality maintenance of trees near powerlines, referring to the current approach as ‘butchering’, while others displayed a general dislike of gum trees and palms. In addition, some people did not like the presence of Ibis birds in the area on account of the amount of bird droppings. These birds were found to appear mostly in vacant blocks, with a few people suggesting developing these areas to reduce the amount of Ibis birds that inhabit it.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Examples of verbatim responses included:</td>
</tr>
<tr>
<td></td>
<td>- Vegetation median strip needs greater maintenance</td>
</tr>
<tr>
<td></td>
<td>- Lack of tree maintenance – trees are ‘butchered’ – regarding the power lines – inappropriate type of trees</td>
</tr>
<tr>
<td></td>
<td>- Footpaths being uprooted by the trees (Warraroong Street)</td>
</tr>
<tr>
<td></td>
<td>- Vacant block between cinemas and Eat Greek attracts ibis birds and needs development</td>
</tr>
<tr>
<td></td>
<td>- Wildlife (birds droppings)</td>
</tr>
<tr>
<td></td>
<td>- Ibis birds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recreational Green Spaces</th>
<th>A few people felt that the current number of parks and recreational spaces was insufficient for the area.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Examples of verbatim responses included:</td>
</tr>
<tr>
<td></td>
<td>- Lack of greenspace/pocket park for children in eastern residential precinct.</td>
</tr>
</tbody>
</table>

### 7.4.3. What could be improved?

<table>
<thead>
<tr>
<th>Vegetation and Wildlife</th>
<th>Many people indicated increasing the amount of greenery in the area would be a major improvement to its character. Suggestions included pot plants on the footpaths, greenery on foot bridges, green features in median strips and more trees lining streets. People felt this will create a ‘boulevard’ style for the area, with street planting in particular acting as rainwater gardens and noise and visibility screens for the traffic. Some people suggested improving the type of trees in the area to be more appropriate. These comments included adding more jacaranda trees, flame trees and pencil palms, with a few people requesting they replace the thick palms in the area. Some people recommended improving the quality of maintenance in green areas, such as the King Georges Road median strip that is currently weed-infested.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Examples of verbatim responses included:</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Recreational Green Spaces | More greenery, boulevard-style streets  
|                          | Having a substantial strip of shrubs along King Georges Road would be nice just to distract away from the heavy traffic  
|                          | Have a little fun with the iconic foot bridges by incorporating greenery/vines or another form of installation, or simply painting them bright colours  
|                          | Increased street planting to act as rainwater gardens and help reduce and filter traffic noise.  
|                          | More colourful trees instead of palms, i.e. jacarandas, flame trees  
| Recreational Urban Spaces | Many people wanted more recreational green space in the study area, especially colourful parklands, community gardens that are well maintained, children’s playgrounds and sporting fields. Some people suggested vacant areas that could become green space, including the car park at Ray White and the vacant lot next to the cinema.  
|                          | A few people suggested improving the current quality of parklands by ensuring shaded areas, seating, public toilets, bubblers and softer grounds (no bark groundings).  
|                          | Examples of verbatim responses included:  
|                          | Fix up the derelict space near the cinema – how about a garden or community garden here with space to eat lunch or have a coffee?  
|                          | What if the empty lots we turned into green spaces with seating etc?  
|                          | Colourful gardens and maintain it like in Camden and Five dock  
|                          | A playground in the northern part of the town centre (Warrawee Place) should be considered to help bring local families to their local town centre  
|                          | We don’t have many sporting parks in the area, for kids who want to play soccer or football etc.  
|                          | Definitely agree with other contributors who have suggested a park/meeting area next to the cinema – a communal place for all to enjoy and attracts people to the area during the day time  
| Stormwater Drainage      | Some people stated that the open stormwater drain is an eyesore and a health hazard, while others recommended general improvements to the stormwater channels. A few people commented on the need to improve drainage problems on the roads.  
|                          | Examples of verbatim responses included:  
|                          | Stormwater channels prone to mosquitos issues – cover up  

### Vegetation and Wildlife

- Drainage problems in the lanes
- Could do something exciting with stormwater channelling
- Setbacks from stormwater channel 5-10 metres

7.4.4. **What are the future needs and aspirations for the town centre?**

**Vegetation and Wildlife**

Some people envisioned different kinds of trees for the future of the study area. A few people mentioned more appropriate trees that didn’t destroy footpaths or more decorative trees like flowering gums, flame trees or jacarandas. Some people valued keeping tall mature trees like the palms along residential streets whilst others recommended planting thinner palms on median strips. People generally wanted more greenery in the study area, whilst some people wanted to discourage ibis birds in the area through careful selection of tree species.

Examples of verbatim responses included:
- More colourful trees instead of palm trees i.e. Jacarandas, Flame Trees etc.
- More decorative trees i.e. flowering gums, Jacaranda etc. to relieve poor visual impacts of many current planting
- Appropriate trees which do not destroy the footpaths Well maintained trees and greenery
- I’d like the sidewalks to be landscaped to feel more like pedestrian boulevards, for example, with more trees screening the road, and small parks/plazas/art-spaces set back from the road
- Get rid of ibis birds as they foul on pedestrians and footpath and they smell

**Recreational Green Spaces**

Most people wanted more green space for the area and recommended turning vacant spaces into parklands and gardens, with facilities people can use like seating or outdoor fitness equipment. A few people suggested green space along the footpaths. A small number of people felt there were too many parks and the area should be more metropolitan.

Examples of verbatim responses included:
- More gardens along the footpath. I think this will definitely soften the harshness of the area.
- Vacant lands could be used as public green space
- Love Olds Park but there’s too many parks – would be better with spaces that are more metropolitan

**Recreational Urban Spaces**

There was an overarching theme of developing the open and vacant spaces in the area into a town centre, urban square, town hall, and/or an open space for the community. The community mentioned how the areas have an opportunity to be better utilised for them as small parks or plaza areas.
for people to get together, and include areas like shaded tables and chairs or footpaths.

A few people included pedestrian access points such as in front of the station and southern side of Tooronga Terrace as examples of public space and recommended adding trees along the road and small parks, plazas and art spaces to improve public space.

**Examples of verbatim responses included:**
- I’d like the sidewalks to be landscaped to feel more like pedestrian boulevards, for example, with more trees screening the road, and small parks/plazas/art-spaces set back from the road
- Opportunities is more open space e.g. an urban square as the focus point (used Merrylands Town Centre as example)
- The “canal region” next to the theatre also has potential to add to the community. Shaded tables and chairs, trees and seating with appropriate lighting could become a “Town Square”
- Vacant land for community space with laneway focus – not turned into another bloody car park (Precinct 5)
- Nice open square perhaps with a footbridge in order for residents to gather

### 7.5. Land use

Feedback captured in relation to Land Use largely encompassed subthemes of retail and commercial, residential, and the zoning of the Beverly Hills Town Centre.

#### 7.5.1. What’s working and how can we leverage this?

**Retail and Commercial**

The community generally found that the range and variety of cafes, restaurants, eateries, as well as the cinema, were enjoyable, convenient, and easily accessible.

**Examples of verbatim responses included:**
- The variety of different restaurants, that give you a great variety of foods to choose from and the cinema
- It has everything, schools, church, shopping centres, cafes and restaurants
- Beverly Hills is currently known for its diverse cuisine selections on offer. It would be great to build on this and introduce more F&B (*food and beverage) designated zones
- It is a restaurant hub that is a central gathering place when meeting up with friends from all over Sydney
### Residential

In addition to the comment under ‘Character – Urban and Architectural Design’, that residential precincts should have character, there was a view that commercial buildings should not be in the same areas as residential buildings. Duplex residential buildings and granny flats were supported, however there should be no commercial development in Precinct 3.

*Examples of verbatim responses included:*
- No commercial developments here EVER. To remain residential with duplex plus granny flats allowed. No village development (Precinct 3)
- No commercial buildings (Precinct 3)

### Zoning

No feedback was captured for this subtheme

### 7.5.2. What’s not working?

#### Retail and Commercial

The main theme in the responses was the high number of vacant and abandoned shops. People mentioned a lack of diverse amenities such as supermarkets, coffee shops, and other services such as banks and bakeries. We had a few comments on the number of adult shops and over representation of massage parlours.

*Examples of verbatim responses included:*
- Abandoned shops
- No supermarkets – need to travel to Hurstville/Roselands to do grocery shopping
- There are NO coffee shops. No wine bars. And no variety in food places. It feels all the same
- Vacant shops – use it or be forced to sell

#### Residential

People feel a lot of rental houses are empty, and that units should not be built at the back of shops. Another person noted that there should be residential properties along King Georges Road and in proximity to the train station. This view was not universal, as one person believed that King Georges Road was not suitable for residential development.

*Examples of verbatim responses included:*
- Not fit for residential development because of major road (Precinct 5)
- Against the units being built at the back of shops
- Lack of residential properties besides low density
- It is unusual to have low density housing within such proximity to the railway station and restaurants (note: this comment also refers to Density – Urban and Architectural Design)

#### Zoning

A few people believe the area is outdated as zoning doesn’t allow for development. They also believe that the disruptions of redevelopment may not be accepted by older people in the community.

*Examples of verbatim responses included:*
- Zoning doesn’t allow for redevelopment
- Retirees might not want to live with the disruption
### 7.5.3. What could be improved?

| Retail and Commercial | There was a range of retail and commercial improvements mentioned by participants. People suggested there should be a greater variety of shops, and more grocery stores. There were suggestions for restrictions on massage parlours and adult stores, to make the streets more appealing. It was noted that more flexibility in allowed land uses could encourage businesses to return and vacant spaces to be used. The example of the old cane shop was mentioned, as was the vacant block next to the cinema. People also suggested more outdoor dining and a new shopping centre. Some people felt that Precinct 2 and Precinct 5 are in need of a supermarket and cafes to make better use of the land. Examples of verbatim responses included:  
- Small pockets of Beverly Hills have possibility for outdoor dining because you can’t hear the noise from King Georges Road  
- More dining/café shops. There are quite a bit of other shops e.g. mobile repair/massage parlour/xxx adult store/printing business that doesn’t make the row of street appealing. Priority should be given to more restaurants/cafes/bakeries/pizza shop  
- Vacant shops, such as the Cane Bazaar, become eyesores and need to be forced to occupy or sell  
- A must would be to invest in better usage near Beverly Hills cinema. It’s such an eyesore and very neglected  
- Supermarkets on the side (west) (Precinct 2)  
- Pizza Hut area: turn into public space – pop up café etc. (Precinct 5 – Pizza Hut site) |
| Residential | At the drop in session, it was mentioned that there needs to more housing provided in the area. Because the strip is right near the train station, it was seen as a desirable location for residential development by some, with the suggestion there could be residential built on top of the car parks and shops. As well, it was mentioned that the area should limit boarding houses and hostels. Examples of verbatim responses included:  
- Less zoning congestion  
- Limit boarding houses/hotels |
| Zoning | The responses on zoning improvement focused on the corner of King Georges/Stoney Creek Roads, and to consider having another landmark. As well, there was a comment on zoning needing to be updated in the LEP. Examples of verbatim responses included:  
- Zoning needs to be updated in the LEP  
- Rezone the corner of King Georges/Stoney Creek Roads opposite Pancakes on the Rocks and have another iconic landmark |
| Other | Participants also mentioned the opportunity for development (specifically in Precinct 2). Other areas mentioned included the former RTA site, and the corner of Lee Avenue and Stoney Creek Road. |
Examples of verbatim responses included:

- Opportunity for ex-RTA site – development opportunity on large site (Precinct 2)
- Accommodation hotel on Pizza Hut stormwater site

7.5.4. What are the future needs and aspirations for the town centre?

<table>
<thead>
<tr>
<th>Retail and Commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>There were several themes that were consistent in this response, including a new shopping centre and more businesses. People mentioned they want more shops and service varieties such as bakeries and doctors. In terms of what respondents want to see more of, we had “big name” restaurants, and more commercial areas on King Georges Road. The community also voiced they want a big chain grocery store like a Woolworths or a Coles. Respondents also mentioned they want to see upgrades to the local cinema and other entertainment options.</td>
</tr>
</tbody>
</table>

Examples of verbatim responses included:

- More business in the area other than restaurants
- Shopping centre
- I’d like to see more restaurants/cafes with WiFi for people to work in. maybe some more big restaurant names e.g. a steakhouse, this is obviously up to the business to decide based on profitability but the council could somehow encourage more big name restaurants
- A shopping area with a supermarket and fresh foods, as well as small shops – selling books and other things e.g. craft needs and beauty products
- Vacant RTA site could be developed into Aldi/Coles/Woolies
- Older people need local shops on King Georges Road to buy milk and bread. IGA is too far for the west wide. Retain existing quantity
- Doctors (sic) with openings
- Improve nightlife economy and permanent employment opportunities
- Demolish older shops replace with arcade of various retailers. Provide a community health centre (Doctors, dentists)
- Adequate, well maintained restrooms for public

| Residential |
| No feedback was captured for this subtheme |

| Zoning |
| No feedback was captured for this subtheme |

| Other |
| Our responses to this sub theme were focused on how the area is very family oriented, and the area should reflect that in its land use. Entertainment, kid friendly options are important to be developed for the community. It is important that more services and development be considered in the near future for the community and economy. |

Examples of verbatim responses included:

- This is a very family oriented suburb so I think more consideration for family stuff... maybe a bowling alley or play centre or something
- Night life (safe)
8. **Next steps**

The concerns, ideas, visions and aspirations of the local residents, landowners, business owners and other key stakeholders will be considered and will inform the preparation of the draft Masterplan to ensure future development reflects the needs and expectations of the community. The visioning principles as outlined in this report which reflect these findings will be key during this process.

During the development of the draft Masterplan there will be a second stage of consultation, including the formal public exhibition of the draft Masterplan. During this period, the public will be able to view the draft Masterplan, and make submissions in response. Finalisation of the Masterplan will occur after this stage.
Georges River Council is considering opportunities to make the Beverly Hills Town Centre a better place to live, work and visit. You can help us better understand what works well, what could be improved, and what you would like the Beverly Hills Town Centre to look and feel like in the future by completing the following survey.

1. What are the best things about Beverly Hills Town Centre? Select up to three: (Choose all that apply) (Required)
   - The community – i.e. the people, residents, shop owners
   - Community facilities and services
   - History, heritage and character
   - Location / convenience
   - Public transport (access and quality)
   - Footpaths and cycleways (access and quality)
   - Urban and architectural design
   - Natural environment – e.g. parks, trees and landscaping
   - Cafes and shops
   - Night time economy – e.g. restaurants and the cinema
   - Other (please specify):

2. What do you like most about the Town Centre? What’s working? What would you like to see maintained or enhanced? (Required)

3. What is the Town Centre’s biggest area for improvement? What isn’t working? What could be improved? (Required)

4. In one sentence, describe what you think the Beverly Hills Town Centre should offer in the future? (Required)
5. Which of the images do you like the most? Select up to three below: (Choose all that apply) (Required)

☐ Image 1
☐ Image 2
☐ Image 3
☐ Image 4
☐ Image 5
☐ Image 6
☐ Image 7
☐ Image 8
☐ Image 9
☐ Image 10

6. Please explain why you selected these options (1) (Required)


6. Please explain why you selected these options (2) (Required)


6. Please explain why you selected these options (3) (Required)


7. Which of the images best represent the Beverly Hills Town Centre of the future. Select up to three. (Choose all that apply) (Required)

☐ Image 1
☐ Image 2
☐ Image 3
☐ Image 4
☐ Image 5
☐ Image 6
☐ Image 7
☐ Image 8
☐ Image 9
☐ Image 10

8. Please explain why you selected your first image (Required)


8. Please explain why you selected your second image (Required)


Page 2 of 4
8. Please explain why you selected your third image (Required)

Now a few questions about you:

9. What best describes your interest in this project: (Choose any one option) (Required)
   - Local resident
   - Local business owner or employee
   - A member of the local school community
   - Visitor to the area
   - Other (please specify)

10. What do you usually come to Beverly Hills for? (Choose all that apply) (Required)
    - I live here
    - Shopping
    - To go to school
    - To catch the train
    - For the restaurants
    - For the cinema
    - I work here
    - Other (please specify below)
    Note: Select as many as required

11. How often do you visit the Beverly Hills Town Centre? (Choose any one option) (Required)
    - Daily
    - A few times a week
    - Weekly
    - A few times a month
    - Once a month
    - Less often than once a month
    - Other

12. What is your postcode? (Required)

13. What is your age group? (Choose any one option) (Required)
    - Under 18
    - 18-24
    - 25-34
    - 35-44
    - 45-54
    - 55-64
    - 65-74
    - 75+
14. Please indicate which languages/s you speak at home, other than English: (Choose all that apply) (Required)

☐ Cantonese
☐ Mandarin
☐ Greek
☐ Arabic
☐ Vietnamese
☐ Indonesian
☐ Italian
☐ Macedonian
☐ Spanish
☐ Filipino / Tagalog
☐ None (other than English)
☐ Other (please specify)

Note: Note: the main languages spoken in the area (other than English) have been listed above.

15. Do you identify as Aboriginal or Torres Strait Islander? (Choose any one option)

☐ Yes
☐ No
☐ Prefer not to answer

16. Do you identify as someone with a disability? (Choose any one option)

☐ Yes
☐ No
☐ Prefer not to answer

17. If you would like to receive updates on this project, please provide your first and last name and your email address. These will only be used by Council.

Note: If you have previously registered your interest, you do not need to fill this in.
WHAT’S YOUR VISION FOR THE BEVERLY HILLS TOWN CENTRE?

Community Walk

Georges River Council is engaging with the community to explore opportunities to make the Beverly Hills Town Centre a better place to live, work and visit. The first step towards revitalising the local centre will be the creation of a vision.

Council would like the community to help them build this vision. The vision will ensure that future development meets the needs and expectations of local residents, businesses owners, landowners and other important stakeholders.

Your feedback will help shape this vision.

If you would like to receive updates on the project, please provide your details below. The details you provide below will only be used by Council.

| First Name |  
| Last Name |  
| Email Address |  

1
A few quick questions about you:

1. **How often do you visit the Beverly Hills Town Centre?** (Please tick)
   - Daily
   - A few times a week
   - Once a week
   - A few times a month
   - Once a month
   - Less often than once a month
   - Other (please specify): ______________________

2. **Using the diagram below, indicate which hours you usually use this area by shading the appropriate segments:**

3. **Who do you usually visit the Beverly Hills Town Centre with?** (Please tick)
   - Alone
   - Family
   - Friends
   - Partner
   - Pets
   - Other (please specify):
   - None of the above, I never visit this precinct

Now a few questions about you:

4. **What is your postcode?**

5. **Please indicate your age group:**
   - Under 18
   - 18 – 24
   - 25 – 34
   - 35 – 44
   - 45 – 54
   - 55 – 64
   - 65 – 74
   - 75+

6. **What best describes your interest in this project**
   - Local resident
   - Local business owner or employee
   - A member of the local school community
   - Visitor to the area
   - Other (please specify): ______________________

7. **Please indicate which language/s you speak at home, other than English:**
   (Note: the main languages spoken in the area (other than English) have been listed below)
   - Chinese
   - Mandarin
   - Greek
   - Arabic
   - Vietnamese
   - Indonesian
   - Other (please specify): ______________________
   - None (other than English)
8. **STRENGTHS:** What do you like most about the Town Centre? What’s working? What would you like to see maintained or enhanced?

9. **AREAS FOR IMPROVEMENT:** What is the Town Centre’s biggest area for improvement? What isn’t working? What could be improved?
10. OPPORTUNITIES: Think about what could be. How can we leverage the strengths of this precinct or address some of its weaknesses?

<table>
<thead>
<tr>
<th>Precinct (if applicable)</th>
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<tbody>
<tr>
<td>1.</td>
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<tr>
<td>2.</td>
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<tr>
<td>3.</td>
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</tbody>
</table>
11. CONSTRAINTS: Think about the barriers or challenges for the Town Centre. If we want to make this precinct a better place to live, work and visit, what are the obstacles we will face? Note: These obstacles could include physical barriers or issues with the way the precinct currently operates.

In your opinion, what are the TOP 3 CONSTRAINTS for this precinct? What would you like to see change? If the opportunities relate to a specific area within the precinct, please place the corresponding number on the map below.

<table>
<thead>
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<tbody>
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<td>1.</td>
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<td>2.</td>
</tr>
<tr>
<td>3.</td>
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</tbody>
</table>
12. In one sentence, describe what you think the Beverly Hills Town Centre should offer in future?

<table>
<thead>
<tr>
<th>How would you describe it now?</th>
<th>How would you like to describe it in the future?</th>
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<tbody>
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</table>

13. If the Beverly Hills Town Centre was a person...

<table>
<thead>
<tr>
<th>How would you describe it now?</th>
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