



**CITY OF  
PARRAMATTA**

# Granville Town Square Draft Landscape Plan

Engagement Key Findings  
September 2024

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# 1. INTRODUCTION

The Granville Town Square Concept Plan is part of the City of Parramatta's vision for a welcoming, thriving, green city and its commitment to investment in shared social infrastructure, commercial and environmental outcomes.

As part of the endorsed Granville Town Square Master Plan, Granville Town Square will provide the setting and impetus for activation of this area, enabling Council to leverage other City of Parramatta strategies such as the Economic Development, Smart City, Environmental Sustainability, Social Sustainability and soon to be exhibited Cultural Strategy.

- The community was consulted on the Granville Town Square Master Plan in early 2021. The Master Plan was subsequently adopted by Council on 26 July 2021.
- Accessibility, inclusiveness, green space and maintaining Granville's heritage were reoccurring themes in the consultation.

This report summarises the engagement methods and response to public exhibition of the detailed draft landscape plan for Granville Town Square illustrated below.



Public exhibition of the detailed draft landscape plan for Granville Town Square was held from Monday 5 August – Tuesday 3 September 2024.

The exhibition was promoted in Granville via onsite signs, letterbox drop, geographically targeted social media ads and pop-ups stalls on Good Street and Rowell Street near shops, the train station and a neighbouring apartment complex.

The Participate Parramatta website provided plans and renders of the proposed Square, Frequently Asked Questions (FAQs), and answers on aspects of the design. Community members could make a submission using the online submission form.

Council received 86 submissions (81 online and 5 email) and 67 percent of responses supported the plan (Yes + Yes to an extent). Reasons included the need for green open space, health and wellbeing benefits to the community, and improvements in pedestrian access and amenity.

Twenty-nine percent opposed the plan, with the main objection being relocation of Parramatta Artists' Studios from Council's Bridge Street premises sooner than anticipated.

## 2. ENGAGEMENT EVALUATION

Overall, the opportunity to share feedback was presented on 60,045 occasions, resulting in 2,976 views of the project page, 765 document downloads, 81 online submissions, and 5 email submissions. The engagement rate on Participate Parramatta and social media was higher than average.

The consultation was promoted using:

- Postcards (reach = 1000)
- QR code (90 scans)
- Onsite Signage
- Digital signs in Council libraries
- Social media (targeted and organic)
- Email direct to Masterplan participants
- Participate Parramatta
- Council website
- Council EDMs
- Parra News advert

Within social media channels the following observations were made:

- Males aged 25-34 were the strongest performing demographic, accounting for 17% of results.
- 62% of results overall were from men, with 35% from women.
- The 25-34 age range performed best overall with 25% of results, followed by 35-44 with 22% and 45-54 with 16% of results.
- Strong engagement on both Facebook and Instagram posts produced a combined engagement rate of 6% for the organic segment of this campaign.
- Comments were limited across both Facebook and Instagram posts. A positive relevant comment received was appreciative of the green space and added trees, while negative relevant comments raised concerns that the plans present "generic experiences" and loss of parking.

### 2.1. Granville Pop-ups

Council staff attended the Granville site to provide an opportunity for residents and commuters to learn about and respond to the public exhibition. Approximately 250 postcards were handed out to passers-by and business owners.

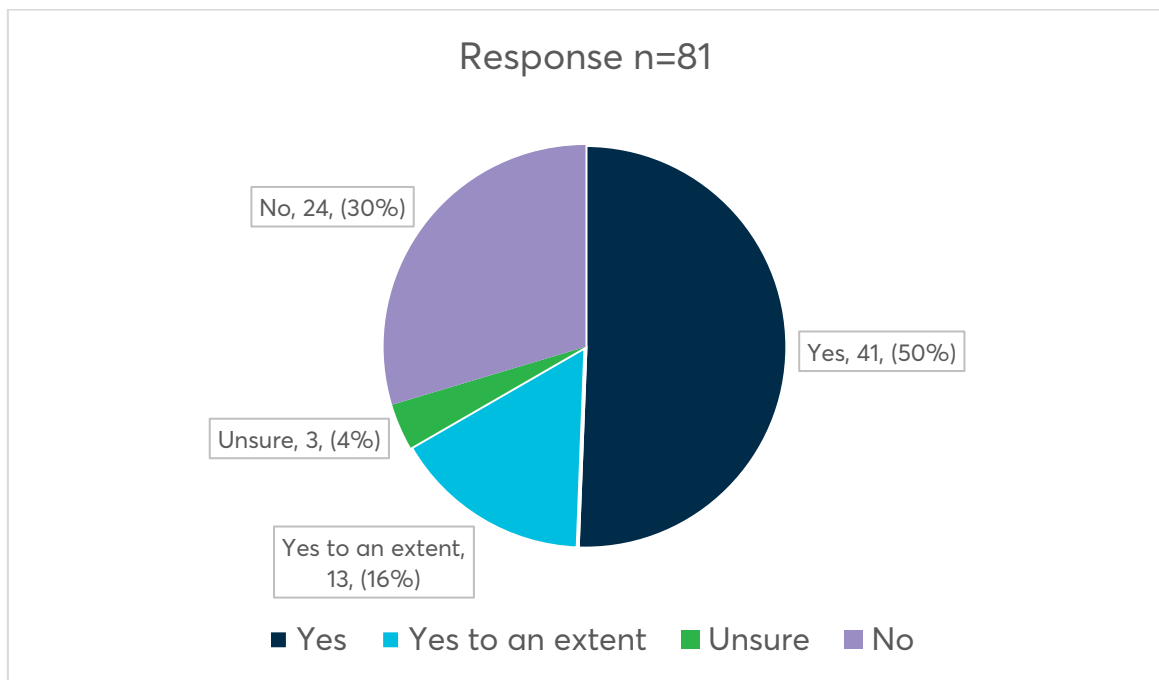
### 2.2. Participate Parramatta website

Promotion of the engagement directed community members to the Participate Parramatta website. The project page generated 81 online contributions.

## 3. KEY FINDINGS

### 3.1. Participate Parramatta Survey

When asked 'Do you support the draft landscape plan for Granville Town Square?' 81 submissions were received via the online survey.



#### Additional comments

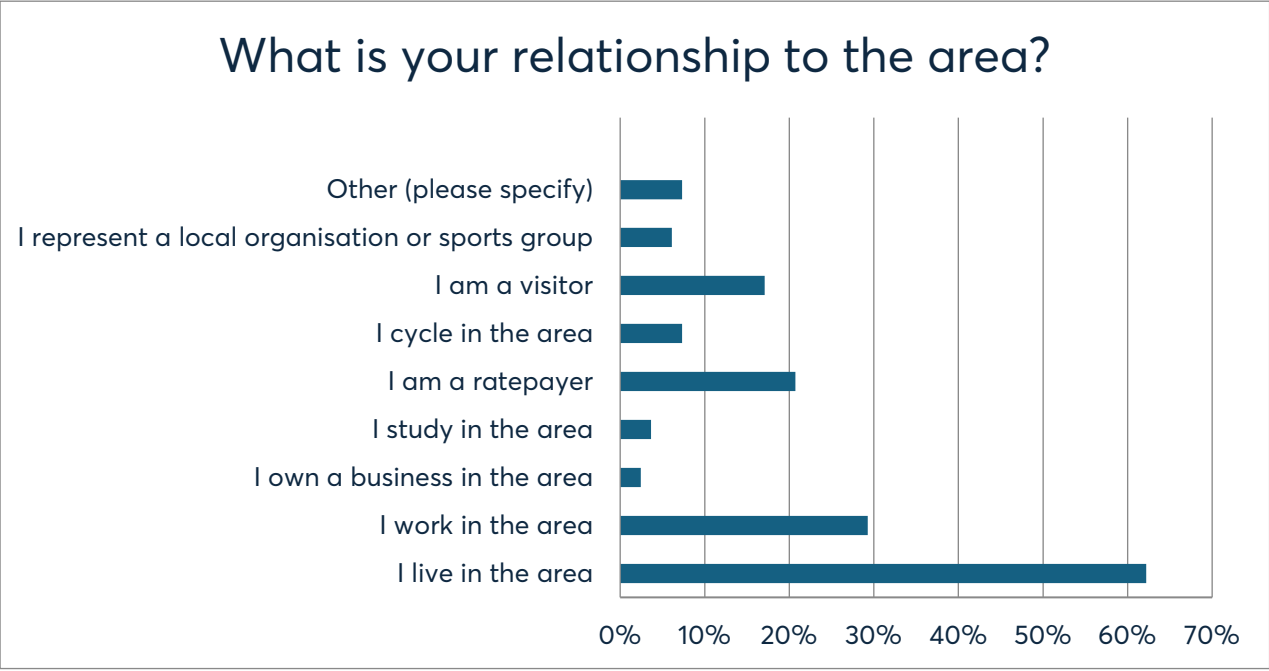
When asked 'Do you have any comment for Council to consider?' 74 respondents provided a comment with their submission.

The most common themes in the comments were related to:

- The future of Parramatta Artists' Studios Granville (PAS)
- Suggestions/requests relating to the draft landscape plan
- General excitement/support for the plan

#### Survey Participants

Of those who participated in the survey, 62% said 'I live in the area', 29% said 'I work in the area' and 17% said 'I am a visitor'.



Most commonly (76%) respondents lived in the suburbs of:

- Granville (63%)
- Parramatta (7%)
- Rydalmere (6%)

Other submissions were from respondents living in; Baulkham Hills, Carlingford, Epping, Ermington, Granville, Harris Park, Lidcombe, Merrylands, North Parramatta, Northmead, Parramatta, Rydalmere, Seven Hills, Wentworth Point, Wentworthville, Wattle Grove, Penrith, Petersham, Leichhardt.

3.2. Email

There were 5 email submissions received during public exhibition.

Two were in favour of the draft landscape plan (code = Yes); two were supportive but raised concerns about the future of Parramatta Artists' studios (code = Yes, to an extent); and one expressed opposition (code = No) due to the loss of the existing car park.

### 3.3. Sentiment, comments and requests

Overall, sentiment towards Granville Town Square draft landscape plan was positive with the notable exception of those advocating for Parramatta Artists' Studios Granville.

The table below provides an overview of the themes in comments from those who were positive and negative toward the proposal.

<b>Support – Yes n = 43</b> <ul style="list-style-type: none"> <li>- Enthusiastic support for the aims of the project (7)</li> <li>- Comment about traffic/road maintenance (6)</li> <li>- Improving/screening/activating the shops (3)</li> <li>- Water-based elements (3)</li> <li>- Please do it (3)</li> <li>- Less paving, more greenery (2)</li> <li>- Carpark (2)</li> <li>- Disruption during construction (1)</li> </ul>	<b>Support – Yes to an extent n = 15</b> <ul style="list-style-type: none"> <li>- PAS, retaining, incorporating (10)</li> <li>- Kiosk/no kiosk (2)</li> <li>- Request for fountain (1)</li> <li>- Bike racks (1)</li> <li>- More green/less hard surfaces (1)</li> <li>- Potential for vandalism (1)</li> </ul>
<b>Unsure n = 3</b> <ul style="list-style-type: none"> <li>- Parking, public toilets, bike racks (1)</li> <li>- More green/less hard surfaces (1)</li> <li>- Maintenance/cleaning (1)</li> </ul>	<b>Oppose – No n = 25</b> <ul style="list-style-type: none"> <li>- PAS, retaining, incorporating (20)</li> <li>- Carpark, oppose loss of (3)</li> <li>- Prefer a community centre (1)</li> <li>- Prefer to see mixed use development (1)</li> </ul>

#### 3.3.1. Parramatta Artists' Studios (PAS)

The topic of PAS was noted in 30 comments with 10 expressing support for the project (Yes, to an extent) and 20 opposing the project. The main reasons given were:

- Loss of opportunity and benefit to the arts/cultural community
- Loss of social benefit (inclusion, cohesion) to the Granville and Western Sydney community
- Honouring the terms of the lease – 5 years

*"PAS Granville has been a really effective initiative in further diversifying the arts and culture of the area. It not only benefits the artists but also opens up a newer community to the accessibility and possibilities of the wider arts community. Demolishing the studios in 2026 will be a disappointing decision. Parramatta council should reconsider their decisions and proceed with the original lease plan for PAS to continue to nourish the culture and future of this site."*

#### 3.3.2. Social and community benefits

Fifty-eight submissions in total were in favour of the project. Comments that expressed enthusiastic support for the project included themes such as:

- Addressing the need for green, open community space
- Boost to health and wellbeing
- Improvement to safety and liveability for this growing population



*"Given that the area has grown immensely and is still growing with new apartments underway, having a green and safe area would be amazing as it will boost everyone's wellbeing."*

*"This will bring a sustained economic and environmental change to the region."*

### 3.3.3. Car park

The carpark was raised in 6 comments with two sharing overall support for the project (Yes), one Unsure and two opposed (No). Comments on the carpark included:

- Concern for the impact on local businesses
- Nowhere to drop-off, set down
- Providing for elderly, families with very young children who don't have disabled parking permit

*"Yes this is awesome. However please consider building a new car park to replace the existing one somewhere else nearby on this side of the station so local businesses won't suffer."*

*"I am writing to strongly object to the proposed removal of the Cowper Street car park. This facility is vital to the small businesses on Good Street in North Granville, serving as a lifeline for both customers and local commerce. I urge you to reconsider this decision, as it would have a significant negative impact on the community."*

### 3.3.4. Increase the greenery

There were 4 comments about increasing the amount of greenery (grass, trees, plants) in relation to hard surfaces.

*"I can't tell exactly how big the grass area is but I hope it's quite large since there's of kids and dogs around the area. A larger grass area can really help."*

*"A bit too much paved areas, more of it should be gardens instead. Also, anywhere people aren't expected to sit or move through should be gardens e.g. the large sections of paving in the laneway/parking area."*

### 3.3.5. Improvements to/incorporating the shops

There were three comments about potential for the shops to be activated or screened for aesthetic reasons.

*"Great little square! I wonder if there is an opportunity for the shops on Good St to flip around and have outdoor dining back onto the square, would be a great vibe!"*

*"The back of the shops located on Good Street are an eyesore. Hedging or large trees should be utilised to ensure this is blocked from site."*

### 3.3.6. Traffic control/road maintenance

There were seven comments outside the scope of this project but emphasising residents' concerns and the perceived need for traffic and road upgrades. A separate public exhibition of traffic changes to this area was running concurrently and these comments will be shared with the traffic team. For example:

*"It looks good. I would like to ask if more areas can be pedestrianised & if speed limits on local streets adjacent to the area in question can be adjusted downwards."*

*When considering to have a Granville town square, please fix the uneven road for those who want to visit the town square*

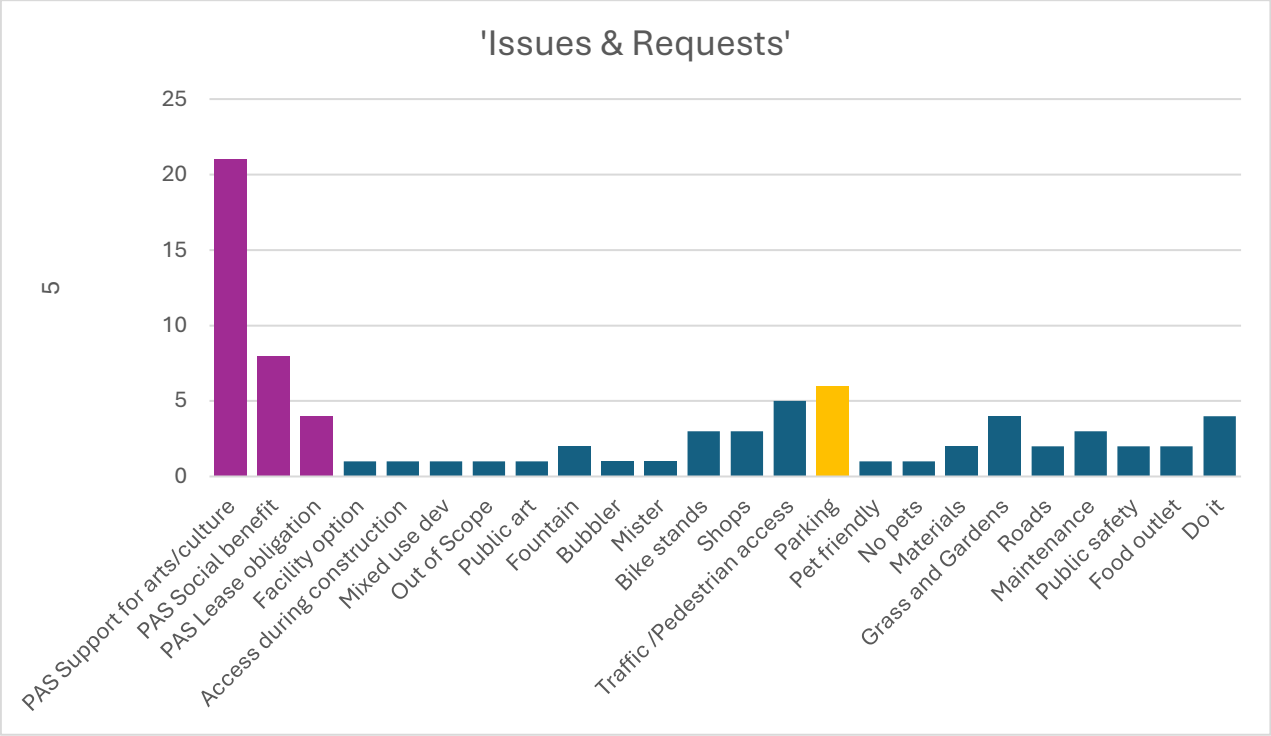


Figure 1 Themes analysis (survey and email)

## 4. RECOMMENDATIONS

This report presents and analyses the key findings from public exhibition of the draft landscape plan for Granville Town Square.

To address feedback the following changes were made to the draft plans:

- During the consultation period, the removal of the Parramatta Artist Studios from the Granville site came back as a concern. Council continues our investigation into finding a suitable site for the relocation of the Parramatta Artist Studios.
- Council is conducting detailed investigations and planning into the parking opportunities for the Granville area as this is a crucial component of the project. We want to ensure that this aspect is fully addressed to support both the functionality and accessibility of the Town Square whilst supporting our residents, visitors and businesses.
- In relation to the design, we have received feedback to include a playground at this site in place of the event stage and to increase the lawn space.