



Picture Pennant Hills Survey
Summary of Responses
Report 2017

Picture Pennant Hills Survey - Summary of Responses Report 2017 prepared by Hornsby Shire Council's Planning Division in collaboration with The Miller Group.

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Figure - Wollundry Park, Pennant Hills

1. Executive Summary

1.1 Background to the Centre

The Pennant Hills Town Centre (PHTC) services the local population of Pennant Hills and surrounding suburbs, providing shops, professional services, a district library facility and transport services, being serviced by the Northern Railway Line, and arterial Cumberland Highway.

Recent feedback to Council indicates the character and identity of the Centre needs renewal with solutions to address traffic and parking, the night time economy, outdoor dining areas, public domain improvements and the creation of a town centre 'heart'.

The completion of infrastructure projects in the area, including the Epping to Thornleigh Rail Track, and the North Connex Tunnel, anticipate additional capacity on the Northern Railway Line and Cumberland Highway and provide an opportunistic time to review the role and character of this important Centre.

1.2 Background to the Survey

The *Picture Pennant Hills* Survey was initiated by Council at its meeting on 8 June 2016, where it was resolved to undertake a survey to identify the community's vision to guide a future review of the Pennant Hills Town Centre Master Plan, with a scope to investigate:

- the existing strengths of the current Centre to be retained and enhanced;
- the broader community's vision, principles and key outcomes to underpin the master planning process;
- the size of study area and opportunities to include Thornleigh Town Centre, future land use, density and solutions to key issues experienced by the Centre; and
- identify Council improvements and priorities in the short and long term.

Council engaged an independent consultation specialist, the Miller Group, to assist with the preparation of the *Picture Pennant Hills* online and pedestrian surveys.

1.3 Survey Methodology

To understand the visitation, usage and values of the current PHTC, and to identify a vision for the Centre, Council identified the following key stakeholder groups to be consulted:

- Land owners in the suburbs of Pennant Hills and Thornleigh;
- Individuals with business interests in the PHTC; and
- Visitors to the Town Centre (randomly selected).

In November 2016, Council invited landowners and business owners in Pennant Hills and Thornleigh suburbs to participate in the *Picture Pennant Hills* online survey, to provide feedback about their perception of the Centre now, in the short term, and about their vision for how they would like to see it evolve over the next 25 years.

A pedestrian intercept survey was also undertaken to capture views of visitors, during November and December 2016.

Table 1.1 (overleaf) provides a summary of the number of respondents invited to participate in the *Picture Pennant Hills* surveys and the responses received during the consultation.

1.4 Survey Respondents

A summary of the demographic profile of respondents and their relationship with the PHTC is provided below. Detailed findings are available in the body of this report.

Online Survey

Of the 1,105 valid survey responses, the majority (46.8%) of respondents identified being aged 50 – 69 years, which is representative of older workers, pre-retirees, empty nesters and retirees. Of the household types identified, family households were mostly represented, having children mainly aged 12 – 18 years (22.1%).

Respondents primarily came from households located in Pennant Hills (78.5%), and they identified that their relationship to PHTC is based upon their residential ownership in proximity to the PHTC (69.5%).

Most respondents work full time (24.5%) in locations further than 1 kilometre from PHTC (39.1%). Respondents would mostly spend their time in the PHTC weekly or fortnightly for grocery shopping (62.5%), on both weekdays and weekends (59.8%). A small proportion (8.3%) of respondents identified themselves as having business interests, including business ownership or employment in the Centre.

Table 1.1 – Picture Pennant Hills Respondents

Consultation Method	Target Group	Respondents Invited	Responses Received	Valid Responses	Total Responses	Response Rate
Online Survey	Land owners in Pennant Hills and Thornleigh	5,920	1,325	1,092 (98% of valid responses received)	1,105	19%
	Business owners and community progress associations in Pennant Hills and Thornleigh	600		13 (1.2% of valid responses received)		
Pedestrian Intercept Survey	Visitors to PHTC	4 data collection time across various PHTC locations	196	196	196	100%
Total Valid Respondents					1,301	

* Note: The Miller Group maintains an average response rate of 12% for online surveys of external and voluntary respondents. Any response rate over 10% is considered statistically reliable for this sample type and a response rate of 15% or above is considered 'good'.

Pedestrian Survey

Of the 196 valid survey responses, the majority (31.7%) of respondents identified being aged either 35 – 49 years representative of parents and home builders, or 18 – 34 years (31.7%) representative of students, young adults and professionals.

Of the household types identified, households were equally represented by families with children mainly aged 12 – 18 years (20.6%), single person households (20.1%), and couples with no children (20.1%). Visitors came from households located in a variety of suburbs including Hornsby (15%), Cherrybrook (12.2%), the Hills area (10.6%) and Westleigh (10.6%).

Most respondents work full time (52.4%), and visit the Centre a few times a week (28.1%), at varied times and for varied reasons such as using the library, shopping, visits to the park, gym and for business reasons. A small proportion of respondents (24.5%) identified themselves as being employed in the PHTC with the majority (32.2%) employed in professional services, food retail (18.6%) and general retail (8.5%).

1.5 Survey Findings

The online survey received a response rate of 19% which represents a statistically relevant result. The broad involvement in the survey also indicates the community was positively engaged in the consultation process.

The majority of respondents did not agree with a 'significant' increase in building height and density above current levels, however many respondents recognised that revitalisation of PHTC is needed as long as the village character and tree canopy of the area are maintained. Additional car parking, greater retail offer and variety, landscaping and footpath improvements were identified as priority issues.

Therefore, survey findings reveal divergent views between desired improvements to PHTC and support for increased residential density.

What Stakeholders Said (online and pedestrian Surveys)

The pedestrian intercept survey was a shorter version of the online survey. Responses received for common questions in the online and pedestrian surveys are outlined overleaf.

■ Commercial and Public Values

Support was indicated for more evening activities, retail stores, and improvements to footpaths, shared zones, local roads, parking, the town centre heart and heritage conservation. There was a mixed response for more commercial space, improvement to cycle ways and community facilities. Limited support was indicated for more residential development.

■ Community Heart and Town Centre Vision

Most respondents agree that the Pennant Hills Market Place is the main activity setting for the Centre (community heart), and indicated that they would spend more time in PHTC with improved and greater variety of shops, improved parking, restaurants and entertainment.

What the Community Said – Landowners and Business Interests (Online Survey)

Key findings from online survey responses from 'All Respondents' are summarised below.

■ Current Centre Identity and Future Vision

The most common words used to describe the current PHTC include 'convenient' (13%), 'friendly' (12.1%) and 'community' (10.2%). Other common reoccurring words include 'tired' (8.2%), 'busy' (6.9%) and 'shopping' (6.7%).

The majority of 'All Respondents' and 'Pennant Hills Residents' share the same values for priority improvements in the PHTC indicating their preference for an improved tree canopy and access to local services, entertainment, dining and open space, as well as quality building design.

'Business Interests' respondents indicated more support for quality in building design and development, and the promotion of balanced residential and commercial activity in the Centre. Across the three respondent groups, there was agreement for improvements that would encourage people to spend more time in the PHTC, including shops, dining attractions, parking and spaces.

■ Study Area Scope

The majority of respondents (35.7%) indicate agreed support for a study area within a 400 metre radius of the Pennant Hills Railway Station. Thornleigh respondents indicated more support for Thornleigh Town Centre to be included in the study area scope (21%) compared to 'Pennant Hills Residents' (6.5%) and 'Business Interests' (12.1%).

■ Height and Density

The majority of respondents did not agree with a 'significant' increase in building height and density above current levels. However, statements that provided a balanced approach to density through master planning and management of facilities and services represented an area of agreement.

■ Community Facility and Public Domain Improvements

The majority (45%) of respondents identified that community facilities in PHTC met their needs 'well'. Short term facility improvements suggested range from routine maintenance to additional resources. Long term new facilities and improvement suggestions range in use from physical recreation, arts and culture, passive activities, and multi-purpose community services.

The majority (21.5%) of respondents identified malls and plazas as their most important public domain improvement, followed by landscaping (18.3%) and footpaths (13.8%).

■ Car Parking, Roads and Laneways

The majority (71.3%) of respondents identified that car parking arrangements are not adequate and that priority improvements should be related to more visitor and community car parking (39.1%), closely followed by redevelopment of existing sites for additional car parking (28.3%).

The majority of respondents support the upgrading of roads in PHTC for improved vehicular and pedestrian safety. There is a mixed response for maintenance and improvement of pedestrian shared zones, and the introduction of a new ring road in the Town Centre.

■ Traffic and parking Management Plan

The majority (10.6%) of respondents indicated 'streets', 'commuter parking' (10.6%) and 'road widening' (8.5%) as items to be included as part of a Traffic and Parking Management Plan for PHTC.

2. Purpose

The purpose of this report is to provide a summary of the responses received to the Picture Pennant Hills online and pedestrian surveys. The survey results will assist towards identifying the community's support for the study area, and planning issues and priorities to be addressed in moving towards a viable long term future vision for the PHTC.

The pedestrian and online surveys were designed to collect information on:

- Duration and frequency of visits to the Centre;
- Rating of and suggestions for Town Centre revitalisation projects;
- Identification of key issues;
- Location of the current Centre's community heart;
- Attitudes towards commercial and public values for the Centre; and
- Attitudes towards statements of redevelopment.

This report does not attempt to detail all survey responses but focuses on providing an overview of the key findings.

3. Survey Methodology

At its meeting on 8 June 2016, Council resolved to progress a consultation strategy to inform a future master plan for PHTC. In accordance with the adopted community consultation strategy and to ensure a meaningful response, Council engaged an independent consultation specialist, The Miller Group, to assist with the drafting of a survey and to peer review the analysis of survey responses.

In November 2016, Council invited landowners and business owners in Pennant Hills and Thornleigh suburbs to participate in the Picture Pennant Hills online survey. A pedestrian intercept survey was also undertaken in the Pennant Hills Town Centre to capture views of visitors during November and December 2016.

This Section sets out the methodology of the Picture Pennant Hills online survey and pedestrian survey.

3.1 Online Survey

The online survey was designed to capture extended answers about a future vision for the Pennant Hills Town Centre, from land owners and people with business interest in Pennant Hills and Thornleigh.

Land owners and business owners in the suburb of Thornleigh were invited to participate in the survey, due to the proximity of the suburb boundary to PHTC, and to gauge community attitudes towards whether a future master plan should be extended to include the Thornleigh Centre. The extent of the mail distribution area for the survey invitation letters, is illustrated in Figure 3.1.

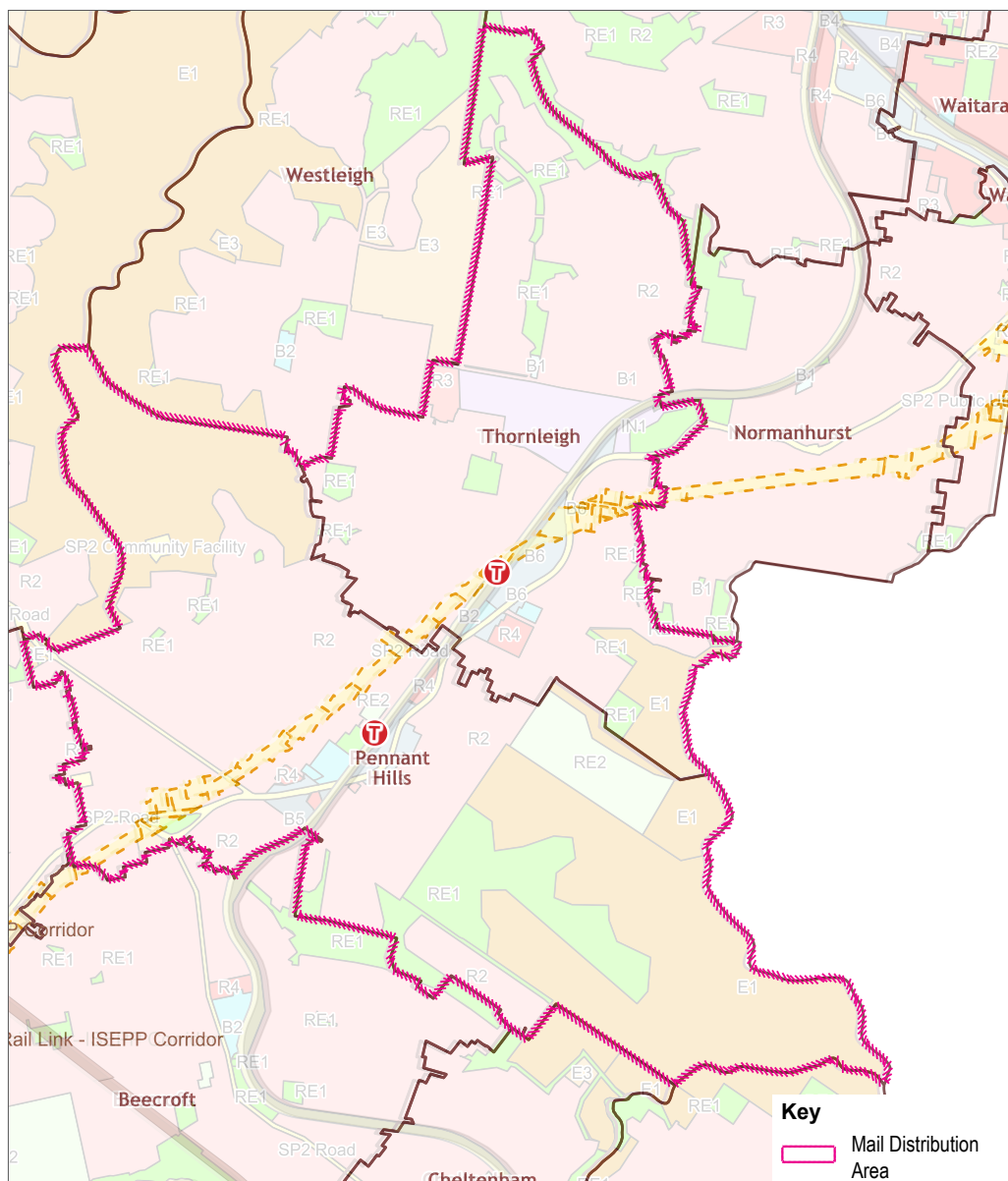


Figure 3.1 - Survey Invitation Letter Mail Distribution Area

In November 2016, Council invited 6,520 participants to complete the online survey. This comprised 5,920 residential land owners, and 600 people with interests in businesses and community progress associations within Pennant Hills and Thornleigh. Invitees were supplied with a flyer that provided information about how to access the survey. A unique survey code was included in the invitation letters to enable respondent verification and ensure that only one survey per invitee could be completed.

Advertisements for the commencement of the online survey were provided in local newspapers and on the Council website and Facebook page. Posters were placed at Council’s Administration Centre and Pennant Hills Library. Banners were also placed on Yarrara Road outside Pennant Hills Library and Pennant Hills Railway Station. Appendices to this report provide the online survey invitation flyer, and pedestrian intercept and online survey questions.

The survey was hosted on the Survey Monkey online platform over a four week period from 7 November 2016 to 2 December 2016. Hard copies of the survey were made available on request, and a return postage envelope was provided. Council received 75 hard copy survey requests, and 50 of these copies were successfully returned.

3.2 Pedestrian Survey

The pedestrian intercept survey was designed to identify why, how, and when visitors come to the PHTC, and what improvements they would like to see in any future master plan. The survey is a shortened version of the online survey, and was conducted by council staff that asked the survey questions and transcribed the answers in Survey

Monkey on tablet devices. In some instances, respondents did not answer all questions.

To ensure that only visitors were selected for the survey, Council staff confirmed whether a prospective participant was a land owner or a business owner in Thornleigh or Pennant Hills before undertaking the questions. Only visitors over the age of 18 years were invited to participate for child protection purposes.

To capture a range of visitor groups to PHTC, the survey was facilitated over the four weeks on two weekdays and two weekends, as follows:

- Week 1 – Saturday, 12 November (1pm – 8pm);
- Week 2 – Sunday, 20 November (10am – 3pm);
- Week 3 – Friday, 25 November (1pm – 8pm); and
- Week 4 – Thursday, 1 December (9am – 5pm).

Respondents were invited at random to participate in the survey. Council staff surveyed pedestrians within the eastern and western areas of PHTC (illustrated by Figure 3.2), to capture peak visitor flows and activity clusters surrounding:

1. Pennant Hills Library and Wollundry Park;
2. Hillcrest Avenue commercial and shopping precinct, including the interface with the Pennant Hills Marketplace Shopping Centre;
3. Fisher Avenue Council Car Park and patrons of surrounding businesses;
4. City View Road Commercial Precinct; and
5. Railway Street bus interchange.



Figure 3.2 - Pedestrian Intercept Survey Locations

4. Online Survey Results

Council received a total of 1,325 responses to the *Picture Pennant Hills* online survey, including 50 hard-copy responses. Of these, 220 were considered invalid and were not included as part of the analysis. The invalid responses comprised:

- 140 responses with an invalid or duplicate survey code;
- 39 responses with a survey code and no answers; and
- 41 responses with no answers to questions about the future of PHTC.

A total of 53 partially complete responses that provided some answers to questions about the about the future of Pennant Hills were included as part of the analysis. This accounts for skipped questions at the back end of the survey.

In summary, Council received 1,105 valid responses for analysis which represents an overall response rate of 19%. Of the valid survey responses, 13 responses (1.2%) were from targeted business owners and 1,092 were from land owners (98%).

4.1 Who are they?

This section provides an overview and analysis of valid survey responses received for the *Picture Pennant Hills* online survey including:

- gender;
- respondent age;
- household structure;
- work status;
- suburb of residency;
- work status;
- location of employment;
- patterns of visitation to the Centre;
- frequency of community facility use; and
- modes of travel to the Centre.

This report references Shire wide census data to identify the respondent's relationship with the PHTC and whether they are representative of the current and likely future population of the Shire. Statistics for Shire wide demographics have been sourced from the 2011 Australian Bureau of Statistics (ABS) Census data. Updates for the 2016 Census was not available at the time of preparing this report.

4.1.1 - Demographics

Response by Gender

Figure 4.1 identifies the number of responses by gender, being close to an equal proportion for female (47.9%) to male (47%) respondents.

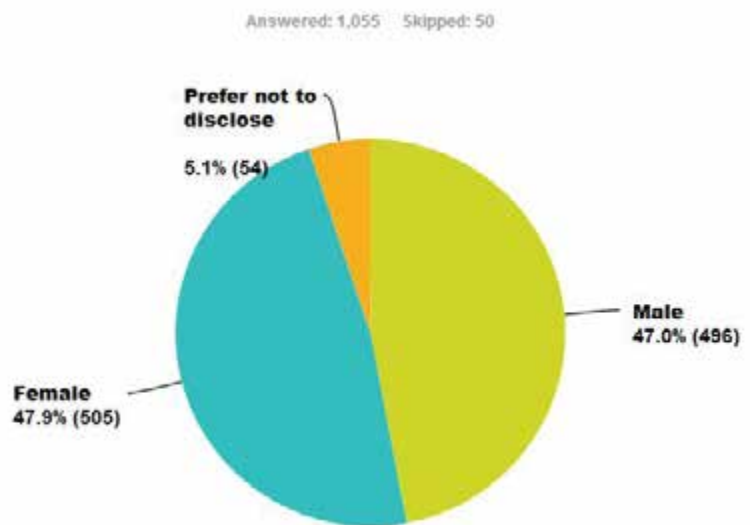


Figure 4.1 –All Respondents – Gender (Q37 of Survey)

Responses by Age

Figure 4.2 identifies the number of responses by service age groups. Of the 1,055 respondents to this question, the majority (46.8%) were from the 50-69 year age group (i.e. older workers, pre retirees, empty nesters and retirees), followed by the 35 – 49 (i.e. parents and homebuilders) years age group (31%). There is a smaller representation (15.9%) of 70+ year olds (i.e. retirees), and 6.2% indicated being 18-34 year olds (i.e. students, young adults and young professionals).

This identifies that the number of responses from the 50-69 year age group is significantly greater than the Hornsby Shire average for the number of persons in this age group, which totals 23.4%.

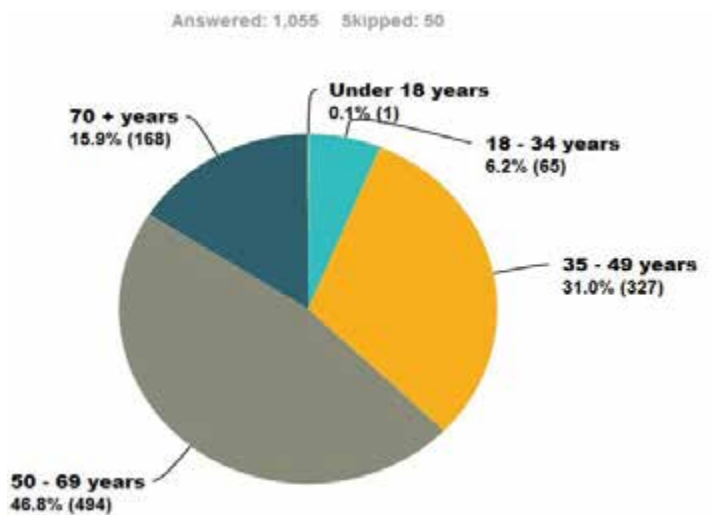


Figure 4.2 – All Respondents - Age Groups (Q36 of Survey)

Responses by Household Structure

Figure 4.3 identifies the number of responses by household structure. Of the 1,055 respondents to this question, the majority (22.1%) identified having a family household with children mainly aged 12 – 18 years, followed by couples with no children (20.5%), and family with children mostly aged 19+ years living at home (19.5%).

This result aligns with the dominant household type in Hornsby Shire being couples with children, totalling 44.4% and is reflective of a family oriented area.

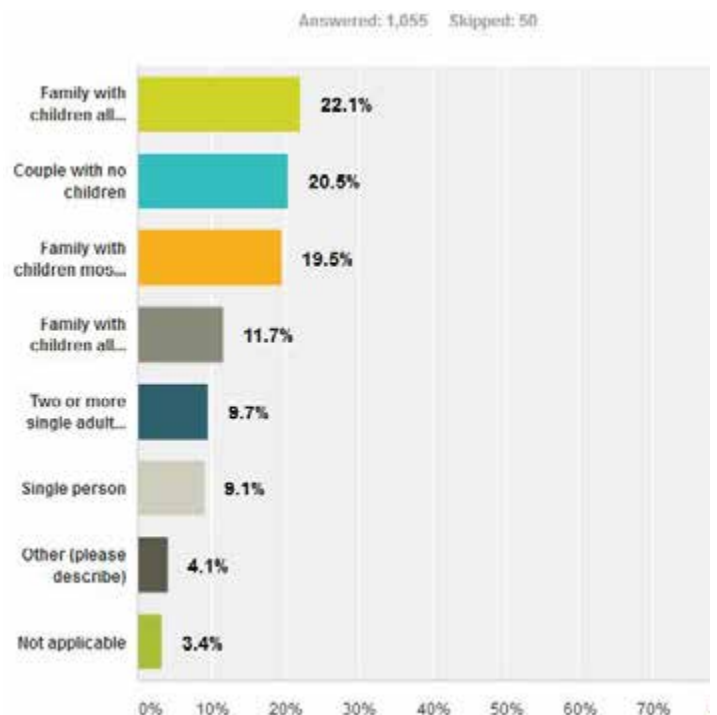


Figure 4.3 –All Respondents- Household Structure (Q39 of Survey)

Responses by Residential Suburb

Of the 1,105 respondents to the survey (all respondents), the majority (68%), identified being residents of Pennant Hills. Figure 4.4 identifies the number of responses for other residential suburbs, with the most common response being residents of Thornleigh (79%). The dominance of Pennant Hills and Thornleigh suburb respondents is reflective of the survey distribution area to these suburbs and indicates a large proportion of owner occupiers.

Other common responses indicated that the respondents are from residents of other suburbs including, but not limited to West Ryde (3.8%) and Carlingford (3.8%)

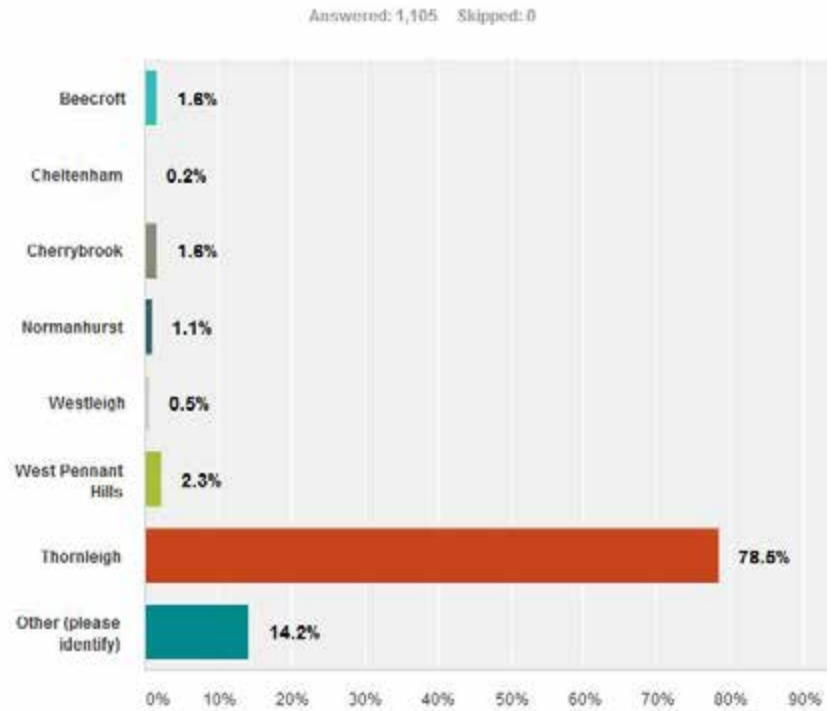


Figure 4.4 – All Respondents– Responses by Suburb (Q5 of Survey)

Responses by Work Status

Figure 4.5 identifies the number of responses by work status. Of the 1,055 respondents to this question, the majority (49%) identified being employed full time, followed by retirees (25.4%), and workers employed part time (15.2%). A smaller proportion identified being home makers (3.9%) and unemployed looking for work (1.3%). Other answers provided to the free text response option include self-employed workers and working from home.

The majority of full time employed respondents aligns with the full-time employment trend for residents of Hornsby Shire, totalling 60.3%. The aging demographic is representative of the number of retiree respondents.

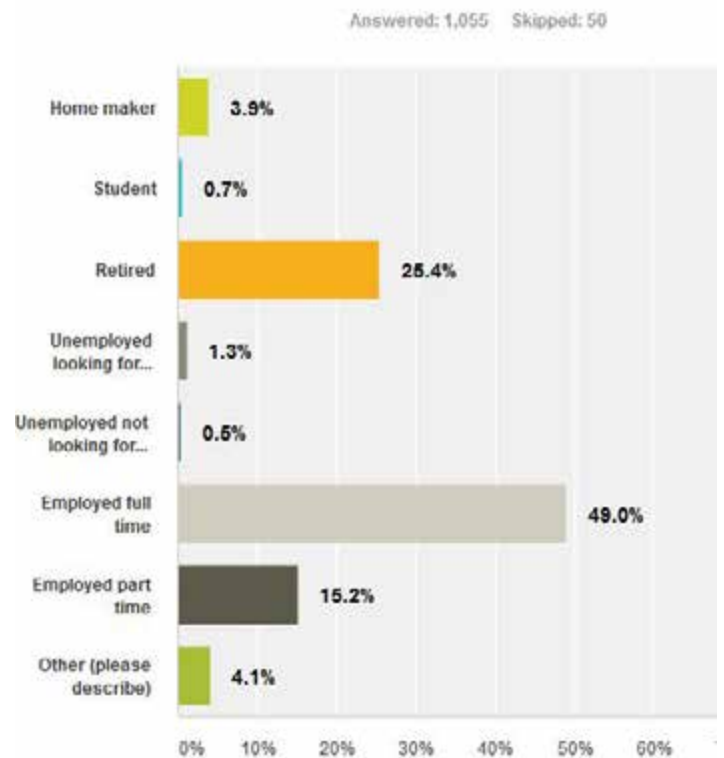


Figure 4.5 –All Respondents- Work Status (Q40 of Survey)

Response by Relationship to Pennant Hills

Figure 4.6 identifies the number of responses by relationship to the PHTC. Of the 1,055 responses to this question, the majority identified that their relationship is as a residential home owner (69.5%), followed by visitor (21.5%). Other common reoccurring phrases and word answers provided to the free text response included 'resident from a neighbouring suburb', 'local' and 'shopper'.

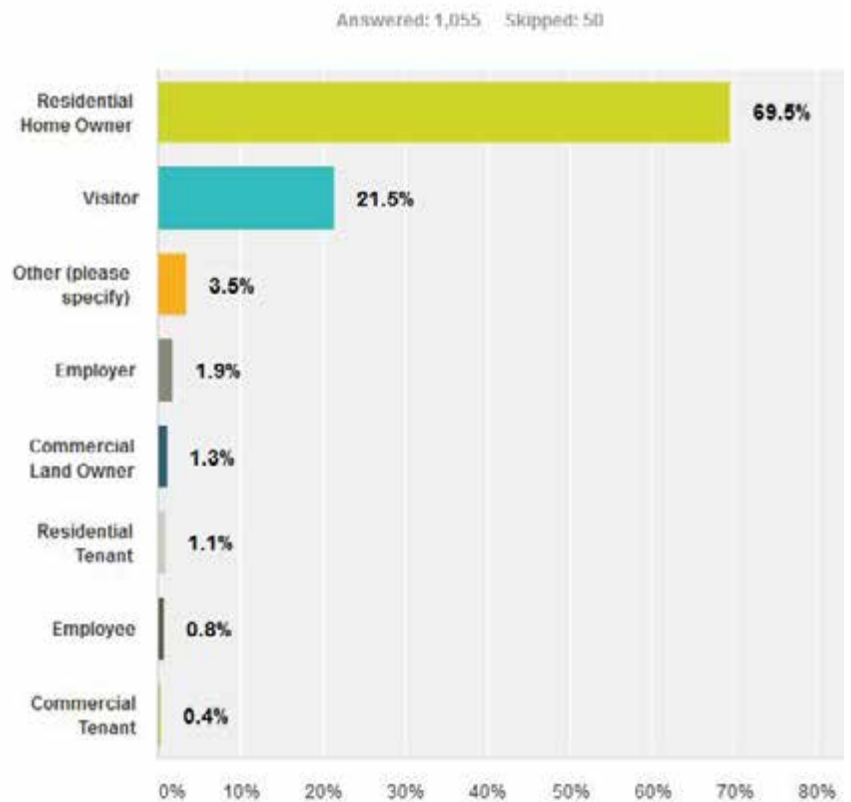


Figure 4.6 – All Respondents– Relationship to Pennant Hills Town Centre (Q38 of Survey)

Responses by Location of Employment

Of the 1,055 respondents to this question, a small proportion (9.3%) identified working in Pennant Hills, of which 3.3% work in the PHTC. Figure 4.7 identifies the number of responses for employment location by being a distance from the PHTC, indicating that most respondents work in locations further than 1km.

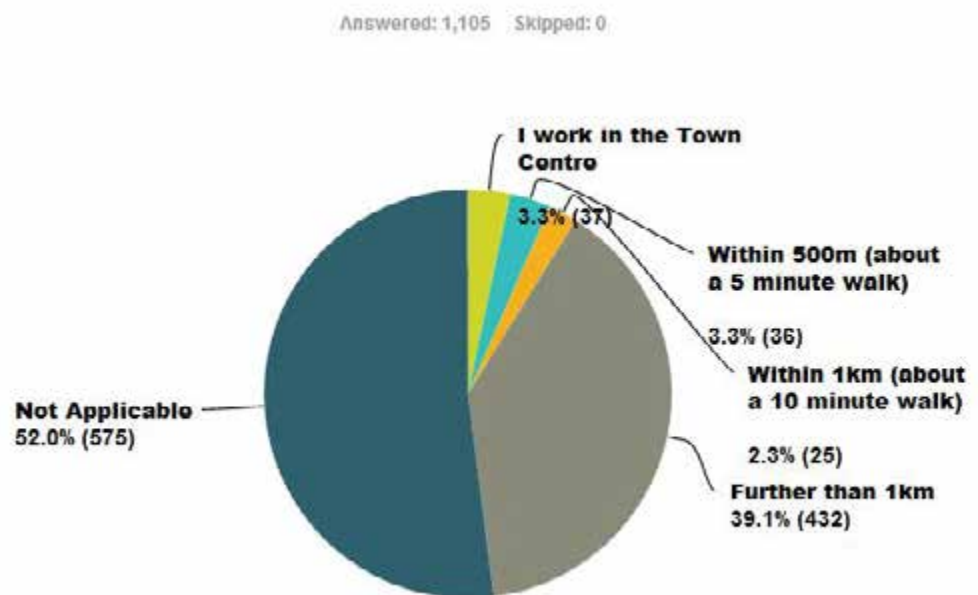


Figure 4.7 – All Respondents–Employment Location (Q7 of Survey)

4.1.2 - Reasons for Visiting

Response by Main Purpose of Time Spent

Figure 4.8 identifies the number of respondents for the main purpose of time spent in the PHTC. Of the 1,105 respondents to the survey (all respondents), the majority (62.5%) identified that they regularly visit at least once a week or fortnight to shop for groceries. A large proportion (17.6%) provided their answers as an open response with the most common reoccurring phrases relating to ‘shopping’.

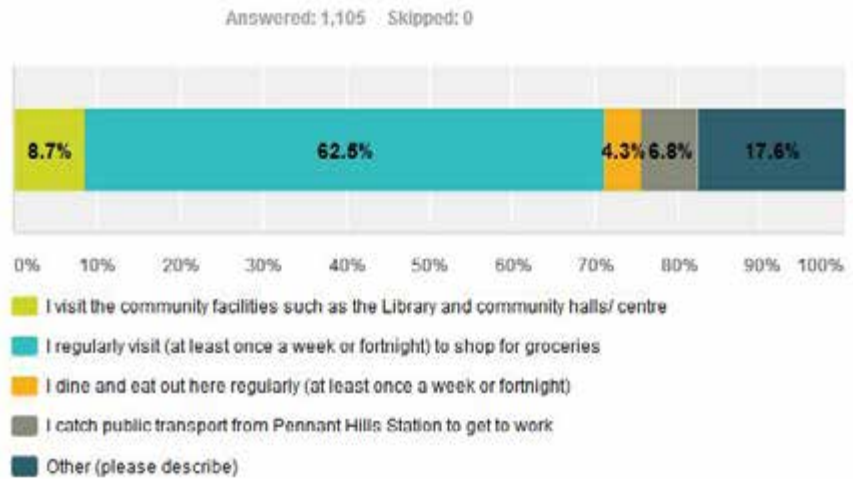


Figure 4.8 –All Respondents– Main Purpose of Time Spent in the Town Centre (Q10 of Survey)

Response by Community Facility – Frequency of Use

Figure 4.9 identifies responses for the respondent’s frequency of community facility use. The facility most frequently used (more than once a week), by the majority of respondents was identified as Wollundry Park (5.6%), followed by Pennant Hill Library (5.5%) and Fisher Avenue Car Park public toilets (5.1%), which are highlighted in green. The facilities less often used included the Pennant Hills Community Centre, Pennant Hills Leisure and Learning Centre and Lilian Fraser Garden.

Cross correlation of the results indicate that different aged respondent groups identified a range of preferences for visiting community facilities. With the majority of weekly visits by the age group 18 – 34 years to Wollundry Park (10.9%), respondents aged 35 – 49 years to Pennant Hills Library (5.5%), respondents aged 50 -69 years to Fisher Avenue Car Park toilets (6.92%) and 70 + aged respondents to Pennant Hills Library (4.2%).

	More than once a week	Weekly	Fortnightly	Monthly	Yearly or a few times a year	Never
Pennant Hills Library (Cnr Ramsay & Yarrara Road)	5.54% 60	10.90% 119	9.50% 103	17.07% 185	32.56% 353	24.35% 264
Pennant Hills Community Centre (Ramsay Road, co-located with the Library)	1.66% 18	6.09% 66	2.22% 24	3.69% 40	29.36% 318	56.97% 617
Pennant Hills Leisure & Learning Centre (8 Warne Street)	0.65% 7	2.22% 24	1.02% 11	2.04% 22	8.99% 97	85.08% 918
Lilian Fraser Garden (Bellamy Street)	0.83% 9	1.95% 21	2.50% 27	6.02% 65	36.52% 394	52.18% 563
Wollundry Park (Yarrara Road behind the Library)	5.56% 60	8.80% 95	7.04% 76	13.99% 151	29.75% 321	34.85% 376
Fisher Avenue Car Park Public Toilet Facilities	5.11% 55	7.15% 77	5.57% 60	7.34% 79	20.71% 223	54.13% 583

Figure 4.9 – All Respondents – Frequency of Community Facility Use (Q25 of Survey)

Response by Visitation

Of the 1,105 respondents to the survey (all respondents), the majority (59.8%) visit PHTC on both weekdays and weekends. Visitors on weekdays totalled 26.3%, while visitors only on weekends totalled 13.8%.

Figure 4.10 identifies the number of responses by likelihood of time visiting. Of the 1,105 respondents to the survey (all respondents), the majority (34.8%) identified that they were most likely to visit around midday between 9.30am and 12.30pm, followed by the afternoon between 12.30pm and 4.00pm (21.9%). This result is indicative of the day time servicing role of PHTC. Cross correlation of the results indicates that visitation to the Centre on weekends by the majority of respondents is between 9.30am – 12.30pm (37.3%). And visitation on week days by the majority of respondents is also between 9.30am – 12.30pm (43.3%), reinforcing the day time servicing role of the Centre.

Of the 1,105 respondents to the survey (all the respondents), the most common mode of travel to PHTC was identified as private car (75.3%), followed by walking (21.2%) and train (1.7%). Answers provided to the free text response identified a mix of modes including walking and driving. This result is indicative of reliance on private vehicle use in this area.

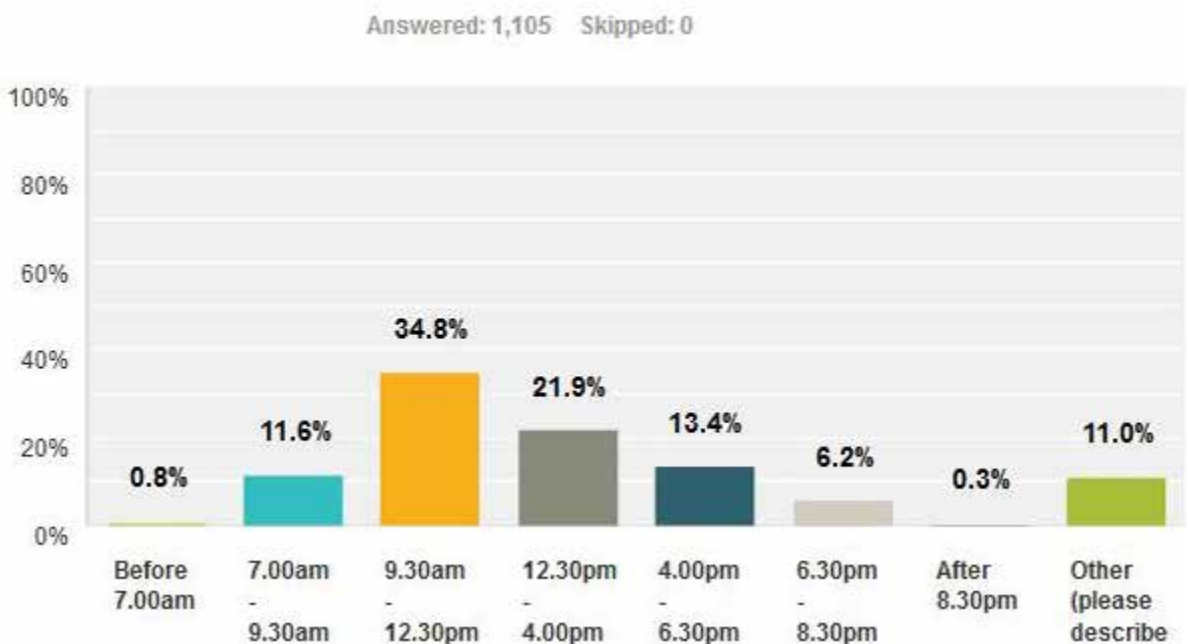


Figure 4.10 – All Respondents– When are you most often in the Town Centre (Q12 of Survey)

4.2.2 - Town Centre Vision

To establish community views about preferences for the future urban form of PHTC, respondents were asked to select five (5) priorities from a list of improvements and to identify as a free text response, what would encourage them to spend more time in the Centre.

All Respondents

Of the 1,105 responses to the survey (all respondents), the majority selected the following priority improvements:

1. Maintaining the natural environment in our Town Centre e.g. street trees (64.3%);
2. Access to local goods and services e.g. shops and doctors (64.2%);
3. Access to local entertainment, cafes and restaurants (56.7%);
4. Quality building design and development (50%); and
5. Access to parks and open space (48.6%).

Respondents identified they would spend more time in PHTC if there were improvements to ‘shops’ (29.9%), ‘cafes’ (15%) and ‘better parking’ (14.6%), along with other common responses illustrated in Figure 4.12.

Pennant Hills Residents

Of the 570 responses, the majority selected the following priority improvements:

1. Maintaining the natural environment in our Town Centre e.g. street trees (65.1%);
2. Access to local goods and services e.g. shops and doctors (63.5%);
3. Access to local entertainment, cafes and restaurants (55.6%);
4. Quality building design and development (50%); and
5. Access to parks and open space (48.8%).

Respondents identified they would spend more time in PHTC if there were improvements to ‘cafes’ (16%), ‘restaurants’ (14.6%), ‘better parking’ (13.2%), ‘facilities’ (9.3%) and ‘access’ (7.4%).

Business Interests

Of the 92 respondents to this question, the majority selected the following priority improvements:

1. Quality building design and development (57.6%);
2. Access to local entertainment, cafes and restaurants (54.3%);
3. Maintaining the natural environment in our Town Centre (51.1%);
4. Promoting a balance of residential and commercial activity (50%); and
5. Access to local goods and services (47.8%).

Respondents identified they would spend more time in PHTC if there were improvements to ‘shops’ (19.6%), ‘restaurants’ (17.4%), ‘cafes’ (15.2%) and ‘spaces’ (13%).

Synopsis

The result indicates that ‘All Respondents’ and ‘Pennant Hills Residents’ share the same values for priority improvements in the PHTC indicating their preference for an improved tree canopy and access to local services, entertainment, dining and open space, as well as quality building design.

‘Business Interests’ respondents indicated more support for quality in building design and development, and the promotion of balanced residential and commercial activity in the Centre. Across the three respondent groups, there was agreement for improvements that would encourage people to spend more time in the PHTC, including shops, dining attractions, parking and spaces.



Figure 4.12 –All Respondents – Improvement Suggestions (Q17 of Survey)

4.2.3 - Town Centre Heart

Respondents were asked to identify from a given list of locations, where they considered the ‘heart’ (main activity setting) in the PHTC. This question sought to establish which public space the community value most as a meeting place.

All Respondents

Of the 1,105 (all respondents), illustrated in Figure 4.13, the following ranking of locations in order of preference was indicated:

- Pennant Hills Market Place (80.2%);
- Yarrara Road shopping strip (7.1%);
- Pennant Hills Library (6%); and
- Wollundry Park (1.5%).

Other locations (5.2% respondents), identified a free text response including the ‘Railway Station’, the ‘Pennant Hills Hotel’, ‘Hillcrest Avenue’, ‘there is no heart’ and a ‘combination of locations’.

Pennant Hills Residents

Of the 570 responses from Pennant Hills residents to this question, the following ranking of locations in order of preference was indicated:

- Pennant Hills Market Place (83.2%);
- Yarrara Road shopping strip (6.1%);
- Pennant Hills Library (4.9%);
- Other (3.9%); and
- Wollundry Park (1.9%).

Business Interests

Of the 92 responses to this question, the following ranking of location in order of preference was indicated:

- Pennant Hills Market Place (77.2%);
- Yarrara Road shopping strip (10.9%);
- Pennant Hills Library (3.3%); and
- Wollundry Park (3.3%).

Synopsis

The responses indicate agreement across the three respondent groups that the Pennant Hills Market Place is perceived as the main activity setting (community heart) for PHTC, and to a lesser degree, support for the Yarrara Road shopping strip.

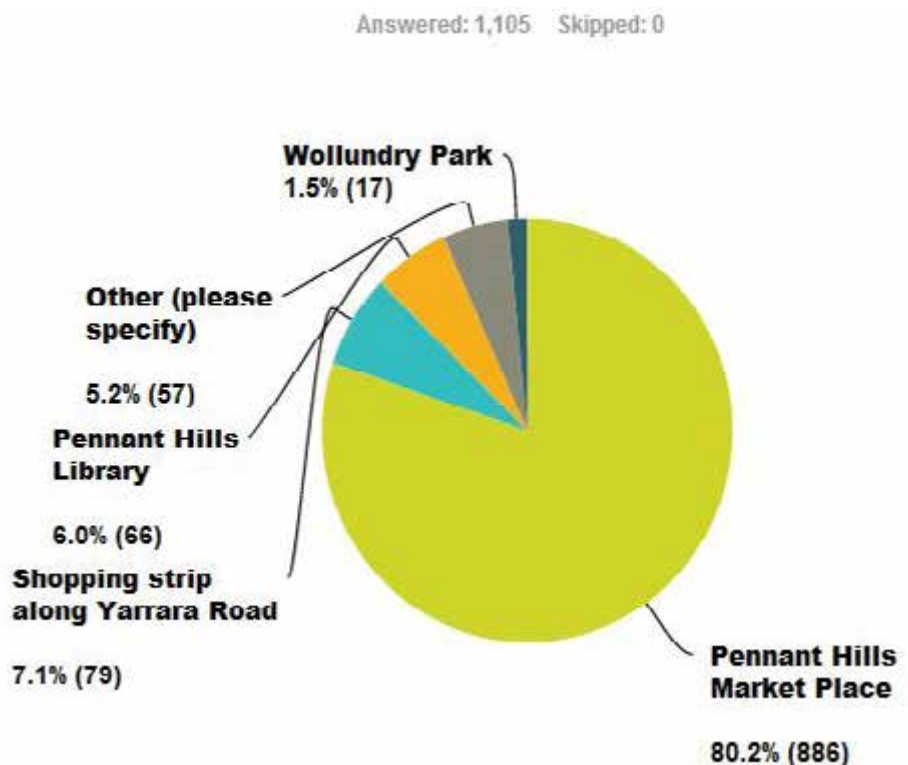


Figure 4.13 – All Respondents – Town Centre Heart (Q18 of Survey)

4.2.4 - Commercial and Public Values

Respondents were asked to indicate their degree of support for commercial and public values in PHTC from 'not important' to 'very important', to identify community preference on the facilities and services provided, as well as the future role of the PHTC. Colours in the result tables represent shared agreement between similar answers.

Table 4.1 provides a summary of the majority responses provided for commercial values for PHTC for 'All Respondents', 'Pennant Hills Residents' and 'Business Interests'.

Table 4.2 (overleaf) provides a summary of the majority responses provided for public values for PHTC, by 'All Respondents', 'Pennant Hills Residents' and 'Business Interests'.

Table 4.1 - Summary of Responses – Commercial Values (Q19 of Survey)

Commercial Values	All Respondents (1,105 Respondents)	Pennant Hills Residents (568 Respondents)	Business Interests (92 Respondents)
More evening activities (e.g. outdoor dining, entertainment facilities to activate the area)	'Important – 'Very Important' (71.9%)	'Important – 'Very Important' (69.7%)	'Important' – 'Very Important' (79.4%)
More commercial office space in the Town Centre	Mixed response with answers ranging from 'neutral' to 'not important' (78.5%).	Mixed response with answers ranging from 'neutral' to 'not important' (80.3%).	Mixed response with answers including 'important' (18.7%), 'not important' (20.9%) and 'neutral' (18.7%).
More retail stores and a greater variety	'Important – Very Important' (73.7%)	'Important' – 'Very Important' (70.6%)	'Important' – 'Very Important' (70.3%)
More residential development close to, or in the Town Centre	'Not important' (44.4%)	'Not Important' (50.7%)	'Not Important' (35.87%)

**Refer to Appendix C for detailed figures illustrating results for each respondent group.

Synopsis

Responses for **commercial values** in Table 4.1, indicate support across the three respondent groups for improvements to evening activities and improved offer of retail stores, consistent with their responses about the Town Centre's vision. There is a mixed response towards the provision of more commercial floor space, and respondents agree that more residential development in the Town Centre is 'not important'. The mixed responses for commercial floor space may be related to the smaller representation of respondents identifying as having business interests in PHTC.

Responses for **public values** in Table 4.2, indicate support across the three respondent groups for improvements to pedestrian connections, shared zones, local roads, parking, the Town Centre heart, and public open space. There is a mixed response towards the provision of bicycle facilities, improvements to cultural and community facilities and heritage conservation. The mixed support for bicycle facilities align with the smaller representation of respondents who identified cycling to PHTC.

Table 4.2 - Summary of Responses – Public Values (Q20 of Survey)

Public Values	All Respondents (1,105 Respondents)	Pennant Hills Residents (568 Respondents)	Business Interests (92 Respondents)
Improved pedestrian connections (e.g. footpaths, signage, road crossings and landscaping)	'Important – 'Very Important' (85.41%)	'Important' – 'Very Important' (87.1%)	'Important – "Very Important' (85.9%)
Bicycle facilities (e.g. designated bicycle paths and bike racks)	Mixed response with answers including 'important' (25.7%), 'neutral' (24.2%), and 'not important' (21.1%).	Mixed response with answers including 'important' (22.6%), 'neutral' (25.3%), and 'not important' (20.5%).	Mixed response with answers including 'important' (19.8%), 'neutral' (19.8%) and 'not important' (24.2%).
Improved shared zones for pedestrians and cars (e.g. traffic calming measures and road widening)	'Important – 'Very Important' (67.7%)	'Important' – 'Very Important' (70.5%)	'Important – 'Very Important' (68.5%)
Improved local roads (e.g. signage, surfacing and new link roads)	'Important – Very Important' (67.0%)	'Important - Very Important' (66.7%)	'Important - Very Important' (75%)
Parking changes or improvements (e.g. designated commuter/visitor parking restrictions)	'Important – Very Important' (80.5%)	'Important – Very Important' (82.9%)	'Very Important' (59.3%)
A town centre 'heart' as a focus for the community (e.g. expanded civic spaces)	'Important' – 'Very important' (74.3%)	'Important' – 'Very Important' (74.2%)	'Important - Very Important' (72.8%)
Maintenance and/ or expansion of existing public open space (e.g. parks, benches)	'Important – Very Important' (80.8%)	'Important – Very Important' (81.8%)	'Important – Very Important' (79.4%)
Improved cultural and community facilities	Mixed response with answers ranging from 'neutral' to 'very important' (86.9%).	Mixed response with answers ranging from 'neutral' to 'very important' (87.9%).	Mixed response with answers ranging from 'neutral' to 'very important' (76.9%).
Heritage conservation	Mixed response with answers ranging from 'neutral' to 'very important' (79.5%).	Mixed response with answers ranging from 'neutral' to 'very important' (78.2%).	Mixed response with answers ranging from 'neutral' to 'very important' (70.7%).

**Refer to Appendix C for detailed figures illustrating results for each respondent group.

4.2.5 - Study Area

To gauge the community’s preference for the geographical scope of a future master plan study, respondents were asked to identify their preferred area for inclusion from a list of suggested distances, or to provide a free text response for another suggestion.

The free text open response was answered by 2.3% of respondents, which raised a number of study area suggestions, key themes of responses are summarised in Table 4.3 (overleaf).

All Respondents

Of the 1,105 responses (all respondents), Figure 4.14 identifies the majority of respondent’s preferences for the study area scope, ranked as follows:

1. The area within a 400 metre radius of Pennant Hills Railway Station (35.7%);
2. The same area as the existing Town Centre (24.6%);
3. The area within a 600 metre radius of Pennant Hills Railway (17%),
4. The area within and beyond a 800 metre radius of Pennant Hills Railway Station (12.1%);
5. The area within a 800 metre radius of Pennant Hills Railway Station (7.2%); and
6. Other open response (2.3%).

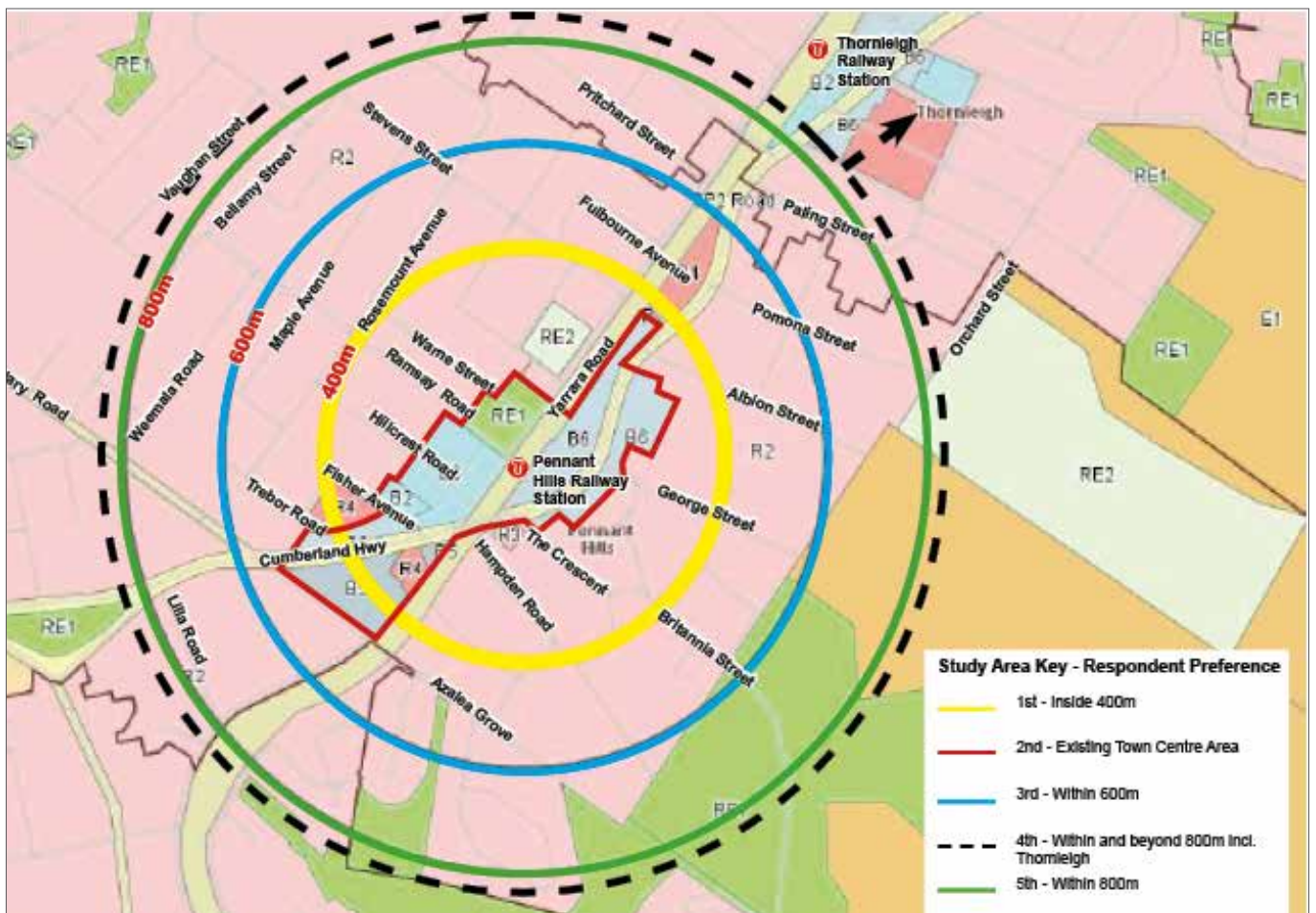


Figure 4.14 – All Respondents – Study Area Scope Results (Q21 of Survey)

Table 4.3 – All Respondents - Study Area Suggestions (Q21 of Survey)

Distance from Pennant Hills Town Centre	Respondents Suggestion/ Comments
400 metres	<ul style="list-style-type: none"> ■ 'The 400 metre radius area whilst including the B5 Business Development on City View Road and the North Western part of Fisher Avenue.' ■ '400 metres diameter but only west of Pennant Hills Road. The east side is not part of the 'heart' of Pennant Hills due to access difficulties.'
600 metres	<ul style="list-style-type: none"> ■ 'Up to 600 metre on the western side of Pennant Hills Road, an oval on Boundary Road, Pennant Hills Primary School and Thornleigh suburb boundary.' ■ 'The 600m area on the west side of Pennant Hills Road for community use and the eastern side of the Town Centre for housing development.'
800 metres or more	<ul style="list-style-type: none"> ■ '800 metre or more so that the intersection of Bellamy Street, Boundary Road and Victoria Road can be addressed, to ensure the flow of traffic avoids the Marketplace Shopping Centre'. ■ '800 metres and beyond for new retailing opportunity's in order to get some competitive forces at work'.
Other	<ul style="list-style-type: none"> ■ 'The area within Bellevue Street and Parkes Street (Comenara Parkway) on the west side of Pennant Hills Road'. ■ 'Area bounded by Pennant Hills Road, Trebor Road, Rosemount Avenue, Warne Avenue and Yarrara Road'. ■ 'About 300m on each side of Yarrara Road between Trebor Road and Stevens Street'. ■ 'Do not expand commercial development further into the residential areas'. ■ 'North west side of railway only'. ■ 'Current area stretching down to and including Thornleigh Station'.

Pennant Hills Residents

Figure 4.15 illustrates responses by support of the study area scope by 'Pennant Hills Residents'. Of the 567 responses, the majority (36.5%) identified support for the inclusion of the area within 400 metres of the Pennant Hills Railway Station, followed by the existing Centre area (27.2%), within 600 metres (19%), within 800 metres (8.5%), the area within and beyond 800 metres including Thornleigh Town Centre (6.5%) and other (2.2%).

Business Interests

Of the 92 responses to this question, the majority (32.9%) identified support for the inclusion of the area within 400 metres of the Pennant Hills Railway Station, followed by the existing Centre area (27.2%), within 600 metres (19.8%), the area within and beyond 800 metres including Thornleigh Town Centre (12.1%), within 800 metres (4.4%), and other (4.4%).

Synopsis

The responses across the three respondent groups indicate agreed support for a study area within a 400 metre radius of the Pennant Hills Railway Station. Thornleigh respondents indicated more support for Thornleigh Town Centre to be included in the study area scope (21%) compared to 'Pennant Hills Residents' (6.5%) and 'Business Interests' (12.1%).

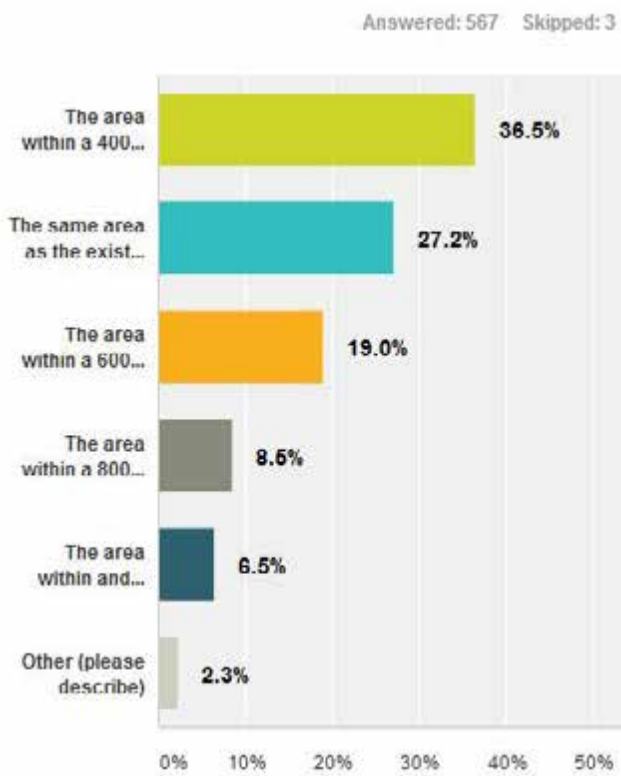


Figure 4.15 – All Respondents – Pennant Hills Residents – Study Area Scope (Q21 of Survey)

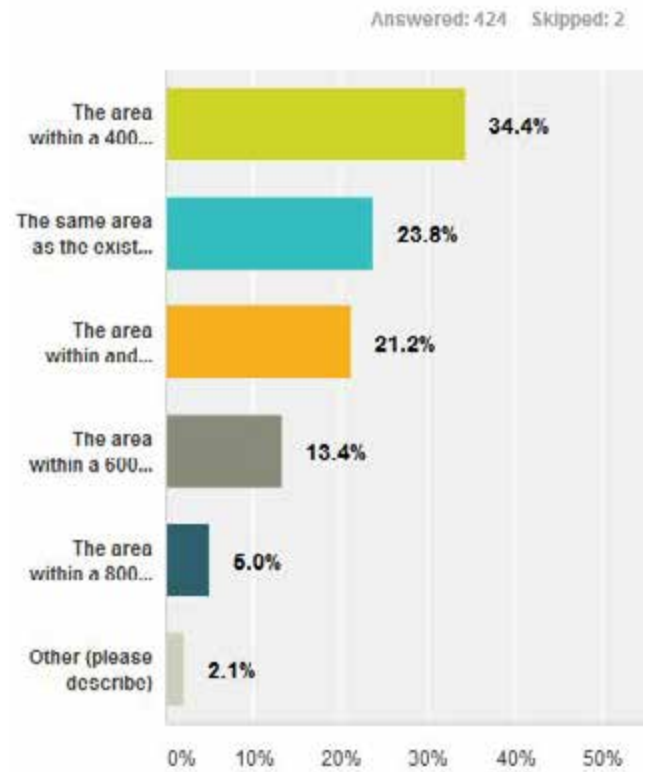


Figure 4.16 – All Respondents – Thornleigh Respondents – Study Area Scope (Q21 of Survey)

4.2.6 - Views of Density and Height

To gauge attitudes towards a change in building form and density in PHTC, respondents were asked to identify their agreement to a series of statements about building density and height from 'strongly disagree' to 'strongly agree'. Figure 4.17 was provided in the survey as a reference guide on indicative housing forms, to represent different densities supported by Council's current planning controls.

Table 4.4 provides a summary of majority responses by 'All Respondents', 'Pennant Hills Residents' and 'Business Interests' toward agreement of building height and density statements. Colours in the result table represent shared agreement between similar answers.



Figure 4.17 – Indicative Residential Density (Q22 of Survey)

Table 4.4 - Summary of Responses – Height and Density (Q22 of Survey)

Height and Density Statements	All Respondents (1,105 Respondents)	Pennant Hills Residents (568 Respondents)	Business Interests (92 Respondents)
I would be happy with a significant increase in building height and density above current levels.	'Strongly Disagree' (47.8%)	'Strongly Disagree' (55.3%)	Mixed response with answers including 'strongly disagree' (38.6%), 'neutral' (2.3%) and 'strongly agree' (28.4%).
I would be happy with a significant increase in building height and density above current levels, but only if the impacts of this increase are managed through master planning.	'Disagree' – 'Strongly Disagree' (60.1%)	'Strongly Disagree' (43.8%)	Mixed response with answers including 'strongly disagree' (33.7%), 'neutral' (7.6%) and 'strongly agree' (25.8%).
I would be happy with a moderate increase in building height and density above current levels in the Town Centre, but only if the impacts of this increase are managed through master planning.	Mixed response with answers including 'strongly disagree' (20%), 'neutral' (14.7%) and 'strongly agree' (16%).	Mixed response with answers including 'strongly disagree' (22.6%), 'neutral' (12.8%) and 'strongly agree' (17%).	Mixed response with answers including 'strongly disagree' (25.3%), 'neutral' (10.3%) and 'strongly agree' (21.8%).
If increased development happens, it is important that Council demonstrates how development contributions will be used to improve facilities and amenities in the Town Centre.	'Agree' – 'Strongly Agree' (86.3%)	'Agree' – 'Strongly Agree' (86.8%)	'Agree' - 'Strongly Agree' (97.2%)
I would not be happy with any increase in building height and density above current levels, even if the impacts are managed through master planning.	Mixed response with answers including 'strongly agree' (18.4%), 'neutral' (22.8%) and 'strongly disagree' (21.7%).	Mixed response with answers including 'strongly agree' (21.8%), 'neutral' (20.7%), and 'strongly disagree' (22.7%).	'Disagree' - Strongly Disagree' (61%)

**Refer to Appendix C for detailed figures illustrating results for each respondent group.

Synopsis

The responses across the three respondent groups, indicate support for increased development with density accommodated by development contributions for the funding of facilities and amenity improvement in the Town Centre. There is a mixed response towards significant, moderate and any increase in building density and height provided, and persons with business interests in Pennant Hills indicated more support for density than residents.

Although the majority of respondents identified that they do not agree with a 'significant' increase in density above current levels, statements that provided a balanced approach to density through master planning and management of facilities and services, represented an area of agreement.

4.2.7 - Community Facilities

Respondents were asked to identify how well current community facilities in PHTC met their needs and reasons for their response. Respondents were also asked for short term improvement suggestions for current facilities, and what additional facilities they would like to see in the future.

All Respondents

Figure 4.18 identifies the number of responses for how well community facilities meet the needs of all respondents. Of the 1,086 responses to this question the majority (45%) identified that the current provision of community facilities met their needs 'well', followed by 'not well' (27.5%), 'I don't have an opinion' (13.7%), 'very well' (8.1%) and 'not at all' (5.6%).

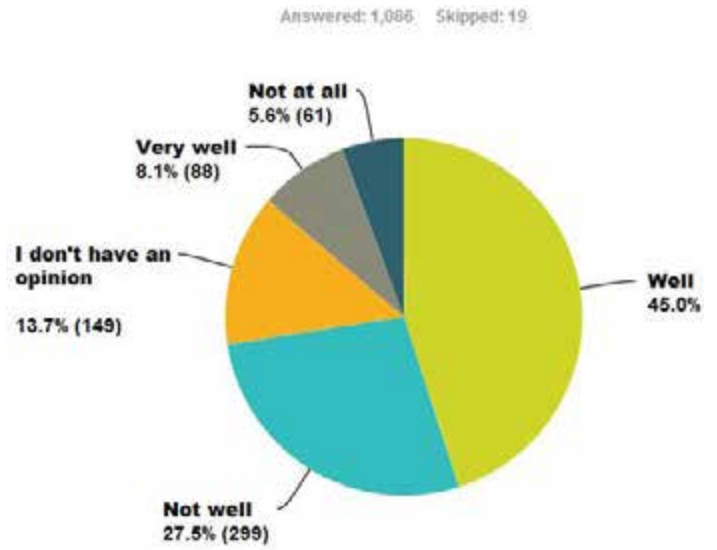


Figure 4.18 – All Respondents – Community Facilities (Q23 of Survey)

A summary of the free text responses to the level of satisfaction for community facilities is provided in Table 4.5.

Table 4.5 – All Respondents - Justifications for Community Facility Provision (Q24 of Survey)

Level of Satisfaction	Summary of Free Text Responses
Well to Very Well	<ul style="list-style-type: none"> ■ The current level is adequate for day to day needs of locals ■ The facilities are well maintained and utilised ■ Convenient, diversity of services within a relatively small area ■ Accessibility is supported by both bus and train travel
Not at All/ Not Well	<ul style="list-style-type: none"> ■ The facilities exist but need expansion and renewal ■ Poor maintenance, cleanliness and management ■ The range of facilities should be expanded for different user groups, including seniors ■ Poor promotion of available facilities to the community ■ Inadequate community car parking to support the use of facilities
I Don't Have an Opinion	<ul style="list-style-type: none"> ■ Poor accessibility and visibility of facilities as they are not centrally located ■ Poor promotion of available facilities to the community

Respondents were asked a free text question to suggest short term improvements to existing community facilities. A summary of responses is provided in Table 4.6.

Table 4.6 – All Respondents - Suggested Improvements to Existing Community Facilities (Q26 of Survey)

Facility	Summary of Free Text Responses
Pennant Hills Library	<ul style="list-style-type: none"> ■ Modernise resources ■ Improve access - cycle racks, car parking, taxi zone ■ Expand the facility’s study rooms and group spaces ■ Maintenance and cleaning ■ Extend opening hours
Pennant Hills Community Centre	<ul style="list-style-type: none"> ■ Expand services for a range of user groups including seniors, teenagers and local markets
Pennant Hills Leisure and Learning Centre	<ul style="list-style-type: none"> ■ Better advertise to promote community use
Lilian Fraser Garden	<ul style="list-style-type: none"> ■ Improve access and visibility from the street ■ Routine maintenance and management of gardens
Wollundry Park	<ul style="list-style-type: none"> ■ Expand services for a range of user groups – exercise equipment, sports courts, cycle ways and racks, BBQs, toilets, structured play areas for teenagers, more seating ■ Improve access and visibility – wayfinding to the park from the Town Centre ■ Routine maintenance and security – provide more lighting
Fisher Avenue Car Park Public Toilet Facilities	<ul style="list-style-type: none"> ■ Modernise and renew ■ Routine maintenance and cleaning ■ Security, access and visibility – central relocation of facility and signage

Respondents were asked a free text question to suggest short term improvements to existing community facilities. A summary of responses is provided in Table 4.6.

Table 4.7 – All Respondents - Suggested Improvements to Existing Community Facilities (Q26 of Survey)

Theme	Summary of Free Text Responses
Physical Recreation	<ul style="list-style-type: none"> ■ Extended range of playground equipment for children and gym workout facilities for adults ■ Sports facilities (swimming pool, tennis/basketball courts, indoor halls) ■ Running/walking/bike track around the Pennant Hills area
Arts and Culture	<ul style="list-style-type: none"> ■ Central open space to host markets, community fairs and entertainment ■ Public art, fountains and sculpture ■ Activation of under utilised spaces including laneways and car parking for community events ■ Cultural arts centre, performance, studios and gallery space
Passive Activity	<ul style="list-style-type: none"> ■ Community gardens ■ More outdoor seating and passive open space areas that suit a range of users
Multi-Purpose Community Services	<ul style="list-style-type: none"> ■ Integration of library and other council run community services into a larger central building with flexible spaces for community meetings and groups ■ Activity spaces and drop-in centres for teenagers and adults; ■ Information Centre about available services with Wifi Hotspots ■ Modern and centrally located public bathroom facilities

Pennant Hills Residents

Of the 1,086 responses to this question, the majority (46.9%) identified that the current provision of community facilities met their needs 'well', followed by 'not well' (27.5%), 'I don't have an opinion' (11.9%), 'very well' (8.6%) and 'not at all' (5.2%).

Frequently reoccurring words identified from suggested short term improvements to existing facilities include 'park' (31.4%), 'public toilets' (13.5%) and 'library' (11.9%). Frequently reoccurring words identified from suggested additional community facilities include 'parking spaces' (34.3%), 'community' (15.8%) and 'library' (15.6%).

Business Interests

Of the 90 responses to this question, the majority (46.7%) identified that the current provision of community facilities met their needs 'well', followed by 'not well' (23.3%), 'I don't have an opinion' (16.7%), 'very well' (6.7%) and 'not at all' (6.7%).

Frequently reoccurring words identified from suggested short term improvements to existing facilities include 'parking' (28.9%), 'facilities' (16.7%) and 'toilets' (16.7%) and 'library' (11.1%). Frequently reoccurring words identified from suggested additional community facilities include 'parking' (23.3%), 'library' (13.3%) and 'spaces' (13.3%).

Synopsis

The result indicates agreement across the three groups to questions pertaining to the effectiveness and usage of community facilities in PHTC. The majority of respondents indicated that their needs were met 'well' by the current provision of community facilities within PHTC. Short term suggestions for improvements to existing facilities, and long term suggestions for additional facilities related to parking, the library and public toilets. This result may be representative of the infrequency of community facility use in the Centre, as detailed in Figure 4.10, which indicates that most respondents only use a limited number of the facilities provided.

4.2.8 - Public Domain Improvements

Respondents were asked to identify three priority public domain improvements to PHTC in order of preference.

All Respondents

Table 4.8 (overleaf) identifies the respondent group's three priority public domain improvements, along with a summary of free text responses. Of the 1,086 respondents, the majority (21.5%) identified 'Malls and Plazas' as their most important improvement, followed by 'Landscaping' (18.3%) and 'Footpaths' (13.8%).

Pennant Hills Residents

Of the 548 responses, the majority (18%) identified their most important public domain improvement as 'Malls and Plazas' followed by 'Roads' (15.6%) and 'Landscaping' (15.5%).

Business Interests

Of the 89 responses, the majority (19%) identified their most important public domain improvement as 'Parking', followed by 'Malls and Plazas', 'Roads' and 'Footpaths', all equal second place (15.7%) and 'Landscaping' (13.5%) in third place.

Synopsis

The result reveals an agreement on priority public domain improvements across the three respondent groups, specifically malls and plazas, roads, footpaths and landscaping.

4.2.9 - Car Parking

Respondents were asked to identify whether car parking in PHTC meets their needs, and to indicate their priority car parking improvements from a list of suggestions including:

- Timed street parking for non-residents;
- More visitor and commuter car parking;
- Redevelopment of existing sites to provide on-site car parking;
- Better public transport access to the Town Centre to remove pressure on parking;
- I don't have an opinion; and
- Other free text open response.

All Respondents

Figure 4.19 (overleaf) identifies the number of responses by whether car parking in PHTC meet respondent's needs. Of 1,066 responses to the question, the majority (71.3%) identified that car parking arrangements are not adequate, followed by the arrangements are adequate (23.9%), and no opinion on car parking (4.8%).

Figure 4.20 (overleaf) identifies the number of responses by car parking improvement. Of the 1,066 responses to the question, the majority (39.1%) indicate a preference for more visitor and commuter car parking. Redevelopment of existing sites to provide on-site car parking as the second highest preference (28.3%), followed by free text suggestions (12.2%) with common reoccurring words relating to 'commuter parking' (30%), 'space' (17.7%), and 'station' (16.9%).

Table 4.8 – All Respondents - Priority Public Domain Improvements and Justifications (Q28 – 30 of Survey)

Priority Improvement	Summary of Free Text Response
Malls and Plazas	<ul style="list-style-type: none"> ■ Create opportunities for people to congregate and a refuge away from Pennant Hills Road ■ Provide social, retail and commercial boost ■ Improve movement and accessibility in the PHTC ■ Feeling of belonging and community ■ Provide multi-purpose spaces for activities eg. markets, fairs and other public events
Landscaping and Street Furniture	<ul style="list-style-type: none"> ■ Street furniture and landscaping will bring people together ■ It is vital for an area that wants to retain a village style atmosphere and bushland setting ■ Large replanting of trees will improve the visual appeal of PHTC ■ It would encourage people to spend more time in the Centre if there were more landscaped green spaces with seating
Footpaths	<ul style="list-style-type: none"> ■ Current footpaths are unsafe for increased aged community and for outdoor dining ■ Unsafe in the evening ■ Many streets do not have foot paths ■ The Centre is disjointed

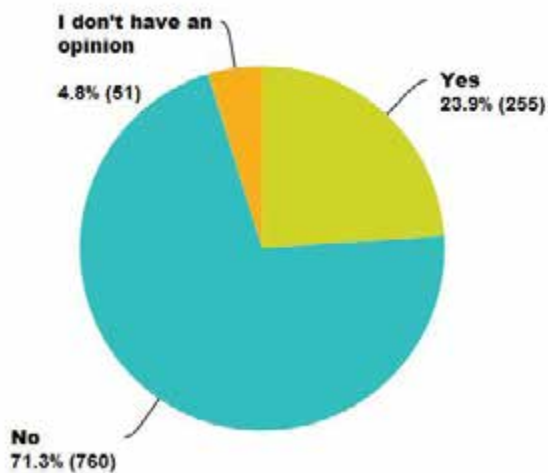


Figure 4.19 – All Respondents – Car Parking Needs (Q31 of Survey)

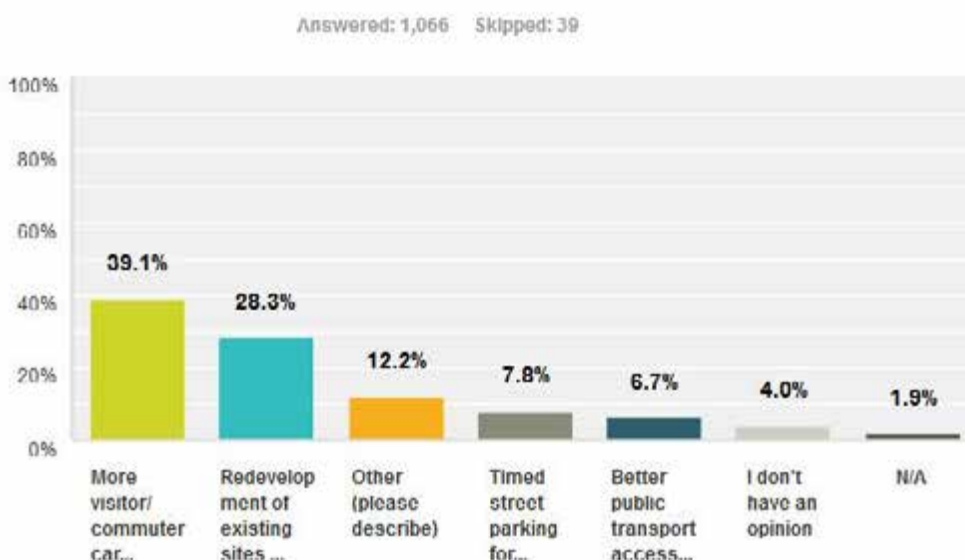


Figure 4.20 – All Respondents – Car Parking Improvements (Q32 of Survey)

Pennant Hills Residents

Of the 547 responses to the question, the majority (73.1%) identified that car parking in PHTC does not meet their needs, followed by the parking is adequate (23.2%) and no opinion on car parking (3.7%).

In response to priority car parking improvements, the majority (32.7%) of responses indicated the most support for more visitor and commuter car parking, followed by redevelopment of existing sites to provide on-site car parking (30%) and other suggestions with frequent reoccurring responses relating to 'commuter parking' (29.8%), 'centre' (25%), 'shopping' (19%), and 'parking spaces' (14.3%).

Business Interests

Of the 89 responses to the question, the majority (80.9%) identified that car parking in PHTC does not meet their needs, followed by the parking is adequate (17.9%) and no opinion on car parking (1.1%).

In response to priority car parking improvements, the majority (38.2%) of responses indicated the most support for more visitor and commuter car parking, followed by redevelopment of existing sites to provide on-site car parking (26.9%) and other suggestions with frequent reoccurring responses relating to 'storey parking' (27.3%), 'shopping centre' (18.2%) and 'visitor' (18.2%).

Synopsis

The result indicates that the majority of respondents across the three respondent groups are not satisfied with the current provision of car parking in PHTC and show a preference for improvements to visitor and commuter parking. This result is reflective of the Centre's access to the rail network and the kiss and ride drop off zones and demand for out of Centre visitor parking.

4.2.10 - Roads and Laneways

Respondents were asked to identify their agreement with three statements about roads and laneways from 'strongly disagree' to 'strongly agree'. Table 4.9 provides a summary of responses by 'All Respondents', 'Pennant Hills Residents' and 'Business Interests' for agreement with the road and laneway statements. Colours in the result table represent shared agreement between similar answers.

Synopsis

The responses across all three respondent groups indicate agreed support for the upgrading of roads in PHTC for improved vehicular and pedestrian safety. There is a mixed response towards maintenance and improvement of pedestrian shared zones, and the introduction of a new ring road in the Town Centre.

Although support for improvements to shared zones was mixed amongst the responses, the majority of responses for each respondent group was weighted towards agreement.

Table 4.9 – Summary of Responses – Roads and Laneways (Q33 of Survey)

Road and Laneway Statements	All Respondents (1,065 Respondents)	Pennant Hills Residents (547 Respondents)	Business Interests (88 Respondents)
Existing laneways could be better maintained and improved for pedestrian shared zones.	'Agree' – 'Strongly Agree' (76.4%)	'Agree' – 'Strongly Agree' (76.6%)	Mixed response with answers ranging from 'neutral' to 'strongly agree' (95.4%).
The Town Centre would benefit from new through roads such as a ring road	Mixed response with answers ranging from 'neutral' to 'strongly agree' (81.5%).	Mixed response with answers ranging from 'neutral' to 'strongly agree' (79%).	Mixed response with answers ranging from 'neutral' to 'strongly agree' (74.7%).
The Town Centre roads need upgrading to ensure both vehicular and pedestrian safety.	'Agree' to 'Strongly Agree' (78.7%)	'Agree' – 'Strongly Agree' (77.4%)	'Agree' – Strongly Agree' (74.7%)

**Refer to Appendix C for detailed figures illustrating results for each respondent group.

5. Pedestrian Survey Results

There was a wide range of visitors captured in the survey from first time visitors to frequent users of services within the Centre. The survey resulted in 196 survey responses. While several respondents skipped several questions, all visitor surveys were included in the analysis.

5.1 Who are they?

This section provides an overview and analysis of the pedestrian intercept visitor surveys by:

- gender;
- respondent age;
- household structure;
- suburb of residence;
- work status;
- patterns of visitation to the Centre;
- modes of travel to the Centre; and
- business Interests.

The analysis seeks to identify the respondent’s relationship with the Pennant Hills Town Centre, the diversity of user groups and services of interest for patrons of the Centre.

5.1.1 Demographics

Response by Gender

Figure 5.1 identifies the number of responses by gender. Of the 189 responses to this question, there is a close to equal proportion of female (49.2%) to male (49.7%) respondents.

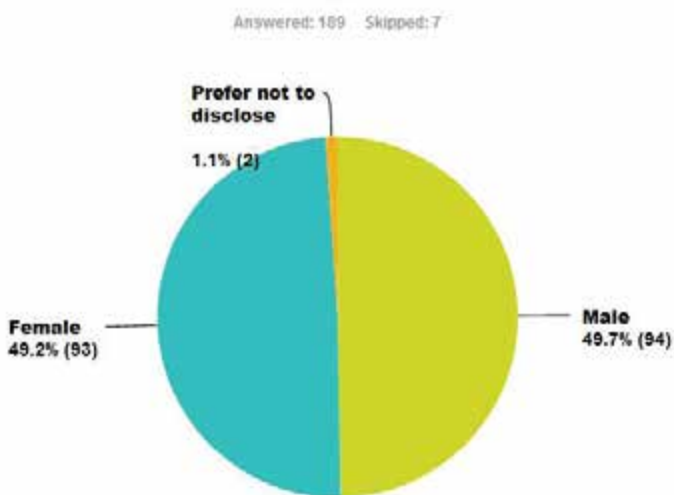


Figure 5.1 – All Centre Visitors – Gender (Q14 of Survey)

Response by Age

Figure 5.2 identifies the number of responses by service age groups. Of the 189 responses to this question, the majority both totalling 31.7%, were from the 18 – 34 year age group (i.e. students, young adults and professionals), and 35 – 45 year age group (i.e. parents and homebuilders). The age group 50-67 years (i.e older workers, pre retirees, empty nesters and retirees) had a smaller representation (24.3%), followed by persons aged 70+ years (12.2%).

The age mix is representative of the user groups in the Town Centre surrounding activity clusters, including parents and home builders using the shopping services, young adults using the library services, customers of food stores, and employees within the Centre.

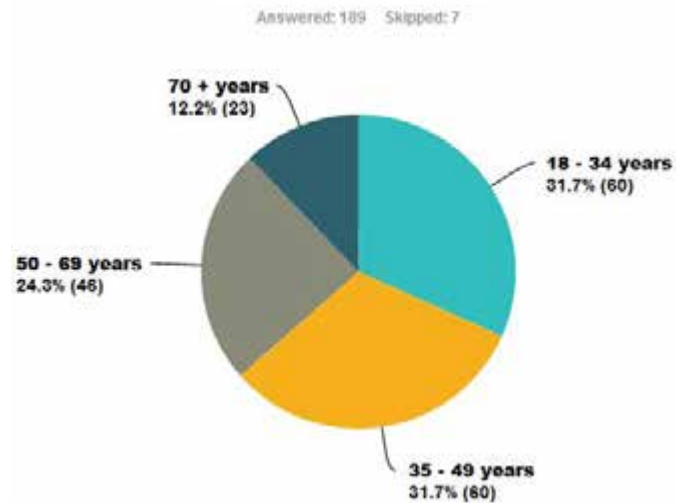


Figure 5.2 – All Centre Visitors – Age Range (Q13 of Survey)

Response by Household Structure

Figure 5.3 identifies the number of responses by household structure. Three categories of households similarly represented the majority of responses including couples with no children (20.1%), family with children all or mainly under 12 years old (20.6%), and single person households (20.1%). A smaller proportion of respondents identified as being a family with children mainly aged 12 – 18 years (12.1%), family with children mostly aged 19+ years living at home (16.9%), and two or more single adults sharing (9.5%).

This result represents a diverse range of household types that use the services provided by the Town Centre.

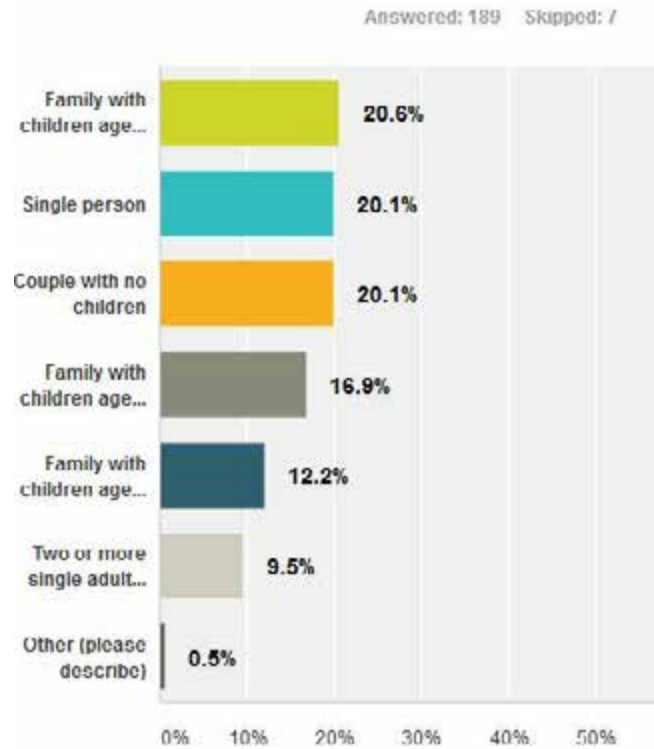


Figure 5.3 – All Centre Visitors – Household Structure (Q16 of Survey)

Response by Residential Suburb

Figure 5.4 identifies the number of responses by residential suburb. Of the 196 responses (all respondents), the majority (57.7%) answered the open free text response and identified themselves as being from suburbs other than Pennant Hills. The most common suburbs include Hornsby (15%) followed by Cherrybrook (12.2%), The Hills area (10.6%) and Westleigh (10.6%).

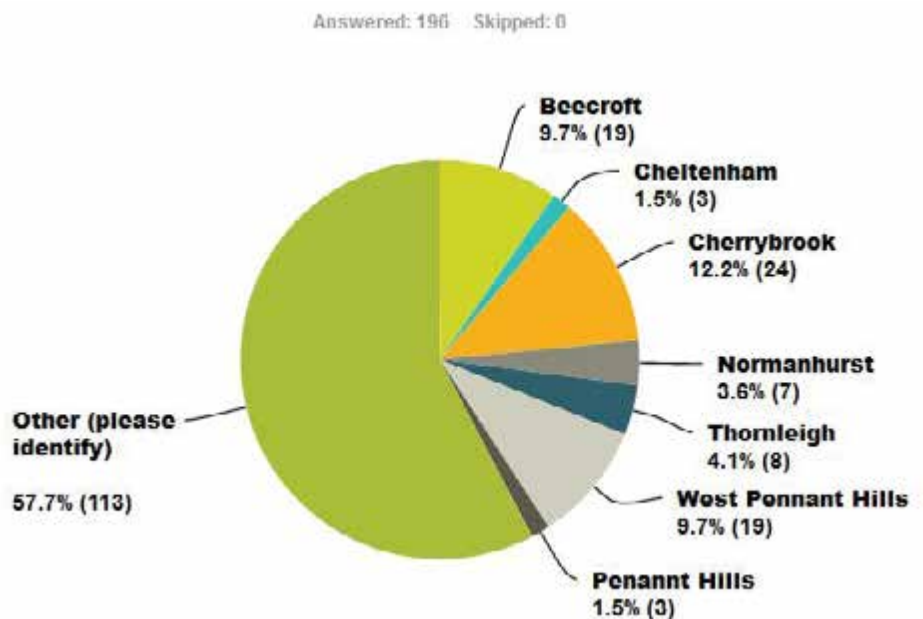


Figure 5.4 – All Centre Visitors – Residential Suburb (Q3 of Survey)

Response by Work Status

Figure 5.5 identifies the number of responses by work status. Of the 189 responses to this question, the majority (52.4%) identified themselves as being employed full time, followed by being retired (20.6%) and working part time (11.1%). A smaller proportion of respondents identified themselves as being home makers (6.3%), students (8.5%) and unemployed and not looking for work (1.1%).



Figure 5.5 – All Centre Visitors – Work Status (Q17 of Survey)

5.1.2 Reasons for Visiting

Response by Relationship to the Town Centre

Figure 5.6 identifies the number of responses by relationship to the Town Centre. Of the 189 responses to this question, the majority (75.1%) identified themselves as a visitor, followed by an employee (18.5%), employer (3.2%), residential tenant (1.1%) and commercial tenant (0.5%). Other answers provided as an open response answer included ‘taxi driver’ and ‘student studying in the library’.

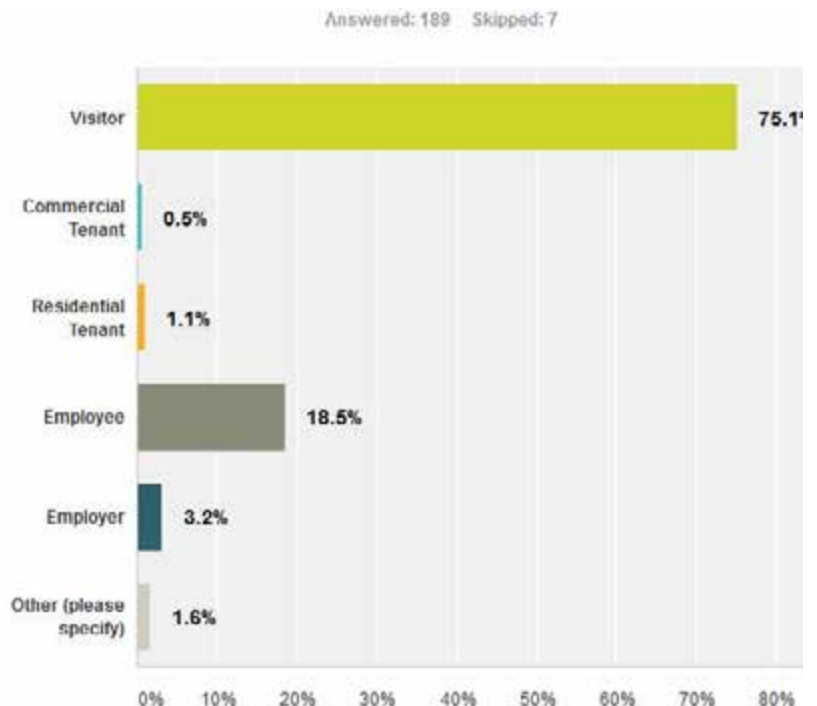


Figure 5.6 – All Centre Visitors – Relationship with Town Centre (Q15 of Survey)

Response by Main Purpose of Time Spent

Figure 5.7 identifies the number of responses by the main purpose of time spent in the Town Centre. Of the 196 responses (all respondents) to this question, the majority (42.9%) answered the free text open response, with common reoccurring phrases and words including 'library', 'shopping', 'park', 'gym' and 'business'.

From the multiple choice responses provided, the most popular response was 'I regularly visit for groceries' (30.6%), followed by 'catch public transport from Pennant Hills Station' (10.7%), dine and eat out here regularly (8.2%), and visit the community facilities (7.6%).



Figure 5.7 – All Centre Visitors – Main Purpose of Time Spent (Q2 of Survey)

Response by Visitation - Frequency

Figure 5.8 identifies the number of responses by frequency of visits to PHTC. Of the 196 responses (all respondents), the majority (28.1%) identified visiting a few times a week, followed by weekly visits (22.9%) and daily visits (21.4%). The frequency of visits reflects the important role of the Centre as providing day-to-day needs for visitors.

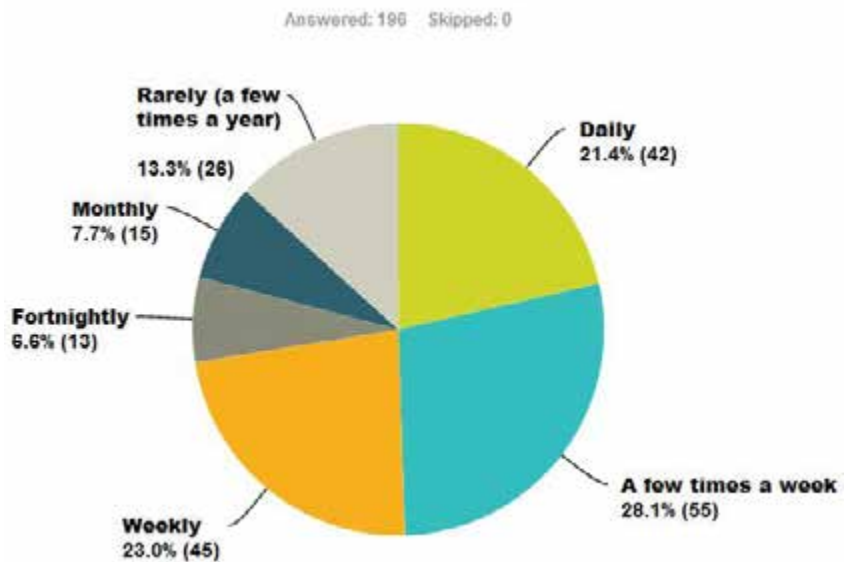


Figure 5.8 – All Centre Visitors – Frequency of Visits (Q1 of Survey)

Response by Visitation - Timing

Of the 196 responses (all respondents), the majority (44.9%) visit PHTC during week days, followed by weekends and week days (35.2%), and only weekends (19.9%).

Figure 5.9 identifies the number of responses by likelihood of time visiting the Town Centre. Of the 196 responses, the majority (31.6%) answered as an open response with the most popular reoccurring phrases and words including 'all day', 'varied', 'work hours', and 'morning and afternoons'.

From the respondents who selected a multiple choice option, the majority (26%) answered that they visit during midday between 9.30pm and 12.30pm, followed by afternoon visits between 12.30pm and 4.00pm (23.9%). This result is indicative of the day time servicing role of the Town Centre.

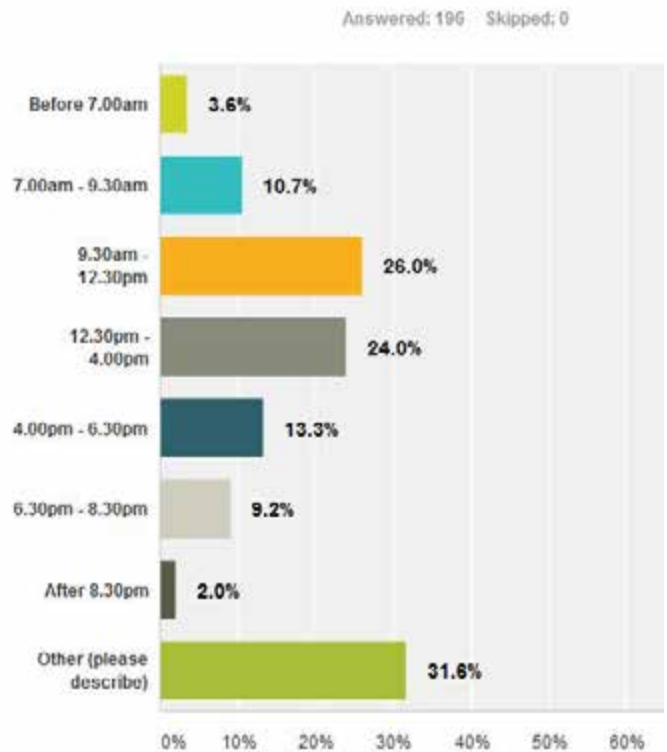


Figure 5.9 – All Centre Visitors – When in the Town Centre (Q7 of Survey)

Response by Mode of Travel

Figure 5.10 identifies the number of responses by mode of travel to the Town Centre. The most common mode of travel was identified as private car (66.8%), followed by train (19.4%), walking (5.6%), and bus (5.1%). Other responses identified a mix of modes including 'bus and train', 'walk and train' and 'taxi'.

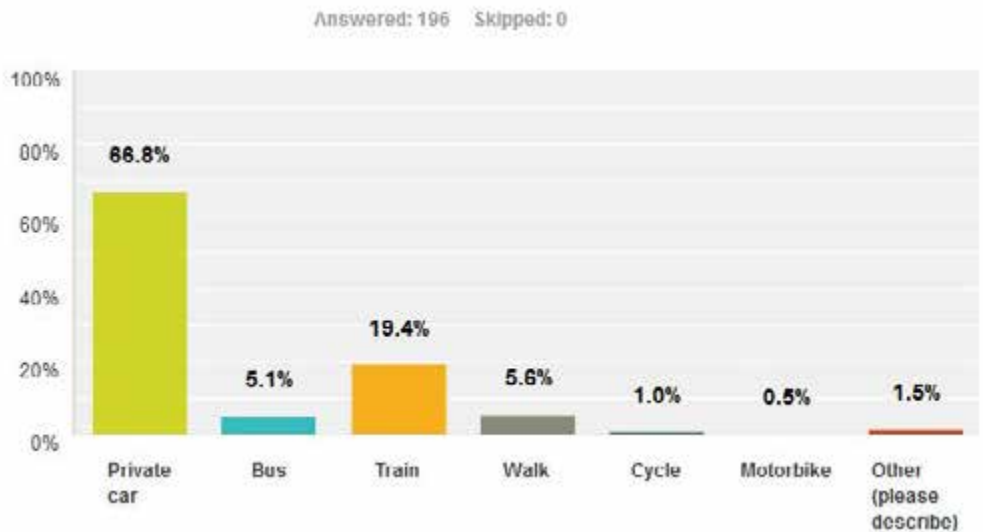


Figure 5.10 – All Centre Visitors – Mode of Travel (Q8 of Survey)

5.1.3 Business Interests

Of the 196 responses (all respondents), only 24.5% of respondents identified as being employed in PHTC. Figure 5.11 identifies the business interest of employees. Of the multiple choice answers, the majority (32.2%) identified that their interests related to professional services, followed by food retail (18.6%) and general retail (8.5%). Employment in education services was the most commonly reoccurring theme for free text responses.

The majority of the Centre visitors who identified themselves as employees work in professional services (32.2%), which indicates a strong presence of knowledge based jobs in the Centre particularly in the City View Road precinct.

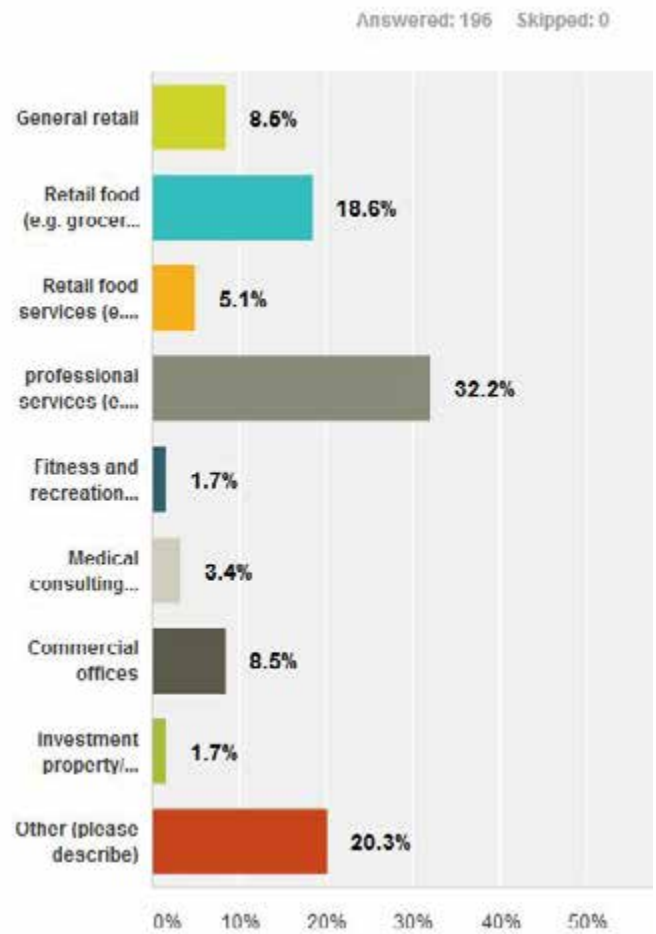


Figure 5.11 – All Centre Visitors – Business Interests (Q5 of Survey)

5.2 What did they say?

This section of the report presents the survey results for questions identifying community attitudes about the future planning of PHTC.

5.2.1 – Commercial and Public Values

Respondents were asked to indicate their degree of support for commercial and public values in PHTC from 'not important' to 'very important', to identify community preference on the facilities and services provided, as well as the future role of the PHTC. Colours in the result table represent shared agreement between similar answers.

Table 5.1 provides a summary of the majority responses provided for commercial values for PHTC for 'All Centre Visitors'.

Table 5.1 - Summary of Responses – Commercial Values (Q10 of the Survey)

Commercial Values	All Centre Visitors (196 Respondents)
More evening activities (eg. outdoor dining, entertainment facilities to activate the area)	Mixed response with answers ranging from 'neutral' to 'very important' (85.3%)
More commercial office space in the Town Centre	Mixed response with answers including 'important' (20.8%), 'neutral' (39.6%) and 'not important' (30.2%).
More retail stores and a greater variety	Mixed response with answers ranging from 'neutral' to 'very important' (83.2%).
More residential development close to, or in the Town Centre	Mixed response with answers including 'not important' (38.3%), 'neutral' (26.9%) and 'important' (21.2%).

**Refer to Appendix C for detailed figures illustrating results compiled for this Table.

Table 5.2 provides a summary of the majority responses provided for public values for PHTC for 'All Centre Visitors'.

Table 5.2 - Summary of Responses – Pedestrian Public Values (Q9 of the Survey)

Commercial Values	All Centre Visitors (196 Respondents)
Improved pedestrian connections (e.g. footpaths, signage, road crossings and landscaping)	'Important' - 'Very Important' (62.7%).
Bicycle facilities (e.g. designated bicycle paths and bike racks)	Mixed response with answers including 'not important' (32.6%), 'neutral' (29%), and 'important' (22.3%).
Improved shared zones for pedestrians and cars (e.g. traffic calming measures and road widening)	Mixed response with answers including 'important' (43.5%), 'neutral' (23.3%) and 'not important' (15.5%).
Improved local roads (e.g. signage, surfacing and new link roads)	Mixed response with answers ranging from 'neutral' to 'very important' (90%).
Parking changes or improvements (e.g. designated commuter/ visitor parking restrictions)	'Important' – 'Very Important' (69.3%)
A town centre 'heart' as a focus for the community (e.g. expanded civic spaces)	Mixed response with answers ranging from 'neutral' to 'very important' (85.9%).
Maintenance and/ or expansion of existing public open space (e.g. parks, benches)	Mixed response with answers ranging from 'neutral' to 'very important' (86.5%)
Improved cultural and community facilities	Mixed response with answers ranging from 'neutral' to 'very important' (85.9%).
Heritage conservation	Mixed response with answers ranging from 'neutral' to 'very important' (82%).

**Refer to Appendix C for detailed figures illustrating results compiled for this Table.

Synopsis

Commercial Values

The majority of respondents indicated mixed agreement for improvements to more evening activities, commercial office space, offer of retail and more residential development.

Public Values

The majority of respondents indicated agreement for improvements to parking changes and pedestrian changes. There is a mixed response towards for improvements to bicycle facilities, shared zones, local roads, a town centre heart, public open space, improved community facilities and heritage conservation.

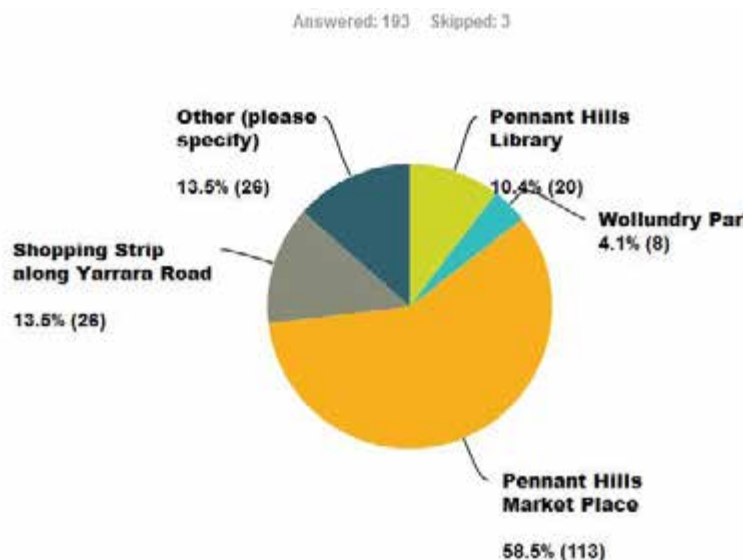
This result is representative of the mixed user groups that use the Centre, ranging from commuters, employers and neighbouring suburb shoppers. The groups have a varied familiarity with the Centre, and therefore their ability or interest to, provide comment on the existing facilities may have been limited.

5.2.2 – Town Centre Heart

Respondents were asked to identify from a given list of locations, where they considered the ‘heart’ (main activity setting) in the PHTC. This question sought to establish which public space the community value most as a meeting place.

Of the 193 responses to this question, (illustrated in Figure 5.12), the following ranking in order of preference was indicated:

1. Pennant Hills Market Place (58.5%)
2. Yarrara Road shopping strip (13.5%)
3. Pennant Hills Library (10.4%)
4. Wollundry Park (4.2%)



5.2.3 – Town Centre Vision

Respondents were asked as an open response what would encourage them to spend more time in PHTC. The most common responses included ‘variety’, ‘parking’, ‘shops’, ‘restaurants’ and ‘entertainment’, as illustrated in Figure 5.13 .



Figure 5.13 – All Centre Visitors – Improvement Suggestions (Q12 of Survey)

Figure 5.12 – All Centre Visitors – Community Heart (Q11 of Survey)

6. Submissions

Council received four written submissions about the Picture Pennant Hills surveys. Two submissions were received from residential land owners in Pennant Hills, and one landowner in Thornleigh, and one submission was received on behalf of the Pennant Hills District Civic Trust Inc.

Pennant Hills Residential Land Owners

In summary, the submissions are generally consistent with the views of most community survey respondents. Issues raised include:

- The need for more street parking to service medical services, shoppers and commuters;
- Traffic congestion on local streets as a result of new residential developments on Trebor Street and Hillcrest Avenue;
- Concern that density above five storeys will change the 'village' feel of the Centre;
- The need for a larger library facility to cater for the student groups who use the space; and
- The importance of open space in a high density environment.

Other suggested ideas for improvement included the provision of a public swimming pool, and the construction of a multi storey car park in Fisher Avenue or within the grounds or extended grounds of the Pennant Hills Marketplace shopping centre.

Thornleigh Residential Land Owner

The submission requests that the low density character of Pennant Hills and Thornleigh be maintained, and that parking facilities for train stations in the area be expanded. It is further requested that the parking along The Esplanade be confined to the railway side of the road to improve access to residential properties along this road.

Pennant Hills District Civic Trust Inc (Civic Trust)

The submission comprises results from a survey undertaken of members and non-members of the Civic Trust to highlight community issues about the revitalisation of PHTC. There were 54 respondents to the survey which provided a range of open response and multiple choice questions. The profile of respondents largely represents long term residents of Pennant Hills with the majority (38.9%) of respondents indicating residence in the suburb for more than 20 years, followed by 5 – 10 years (22.2%).

Key findings of the submission are as follows:

- Public Domain - support for improvements to cycle and footpath connections, a community heart (e.g. mall) enhancing the tree canopy, providing more public spaces as part of redevelopment and closure of streets for outdoor dining.
- Business Interests – support towards planning for commuters and employees in the Centre and to prioritise retail development over commercial development.
- Retail – limited support for fast food stores, mixed support for major supermarket chains and a mall shopping centre, with a preference that the Centre maintains a local retailing role.
- Residential Development - support for an integrated housing vision, terrace and townhouse development and mixed demographic housing. Mixed - limited support was indicated for high density apartments over 8 storeys and the provision of affordable housing.
- Car Parking - support for a multi storey car park in an existing public car park location. Limited support was indicated for the redevelopment of a public car park for conversion into a parking, commercial and residential complex.

The survey results are largely consistent with the *Picture Pennant Hills* survey, with support indicated for public domain improvements and maintaining the local servicing role and character of the Centre. The key difference related to questions regarding the preferred form of housing (apartment vs townhouses), which differed from questions in the Picture Pennant Hills Survey. Respondents to these questions provided support for an integrated housing vision with a preference towards terraces and townhouses.

7. Next Steps

The feedback received in the surveys will help assist the scope, issues and terms of reference for a planning response for the Pennant Hills Town Centre. Any future strategy and master plan would involve consultation with a wide range of stakeholders.

Appendix A - Consultation Material

Online Survey Invitation Flyer



Picture PENNANT HILLS

Council invites the Pennant Hills and Thornleigh community to flag their ideas on planning priorities for the Pennant Hills Town Centre, to help picture a master plan vision over the short and long term.

The survey questions seek to understand your opinion on improvements for the Town Centre and should take about 15 minutes to complete.

For further information on the project and to participate in the survey, visit:
hornsby.nsw.gov.au/picturepennanthills

Paper copies of the survey can be mailed upon request, with a return postage envelope.

Surveys must be completed by Friday, 2 December 2016.

Paper surveys should be posted to:

**Hornsby Shire Council
PO Box 37
Hornsby NSW 1630
Attention: Strategic Planning Branch
Re: Picture Pennant Hills**

↑

FLAG YOUR IDEAS

Questions?
Please call the Strategic Planning Branch on **9847 6726** during business hours.

For more information visit hornsby.nsw.gov.au

Consultation Poster

Picture PENNANT HILLS



Council invites the Pennant Hills and Thornleigh community to flag their ideas on planning priorities for the future Pennant Hills Town Centre.

For further information on the project and to participate in the survey, please visit:
hornsby.nsw.gov.au/picturepennanthills

**Surveys must be completed by
Friday, 2 December 2016.**

Questions? Please call the Strategic Planning Branch on **9847 6726** during business hours.



For more information visit
hornsby.nsw.gov.au



Consultation Banner



Consultation Photos



Figure A - Consultation banner fronting Yarrara Road, Pennant Hills Railway Station



Figure B - Consultation banner fronting Yarrara Road, Pennant Hills Library



Figure C - Consultation stickers

Appendix B - Online Survey Questionnaire



Picture Pennant Hills - A Community Survey

FLAG YOUR IDEAS

Council invites you to flag your ideas on planning priorities for Pennant Hills Town Centre, to help picture a master plan vision over the short and long term.

We are excited to include your comments in this visioning process.

The survey should take about 15 minutes to complete and all answers will remain anonymous. Questions will ask your opinion about future plans for the Centre including open space, the public domain, community facilities, car parking and future development opportunities.

The area relevant to this survey is shown below.





Picture Pennant Hills - A Community Survey

HOW TO COMPLETE THIS SURVEY

- Select the relevant circles to indicate your response.
- Select "Next" at the bottom of the page to move to the next question.
- If there is an error or inconsistency or you have skipped a question, you cannot continue to the next question.
- Select the "Submit" button at the end of the survey.

SURVEY CODE

Every person invited to participate in the survey has been supplied with a code (ex. XY123456)

Note: Council cannot consider surveys submitted with codes that have been used more than once or surveys submitted without a valid code.

*** 1. Please enter your Survey Code here:**



Picture Pennant Hills - A Community Survey

YOU AND PENNANT HILLS

*** 2. Do you live in Pennant Hills?**

- Yes
- No

*** 3. How close to Pennant Hills Town Centre do you live?**

- I live in the Town Centre
- Within 500m (about a 5 minute walk)
- Within 1km (about a 10 minute walk)
- Further than 1km
- Not Applicable

*** 4. How long have you lived in Pennant Hills?**

- 0 - 5 years
- 6 - 10 years
- 11 -15 years
- 16 - 20 years
- 21 + years
- Not Applicable

*** 5. If you do not live in Pennant Hills, in which suburb do you live?**

- Beecroft
- Cheltenham
- Cherrybrook
- Normanhurst
- Thornleigh
- Westleigh
- West Pennant Hills
- Not Applicable
- Other (please identify)

*** 6. Do you work in Pennant Hills?**

- Yes
- No

*** 7. How close to Pennant Hills Town Centre do you work?**

- I work in the Town Centre
- Within 500m (about a 5 minute walk)
- Within 1km (about a 10 minute walk)
- Further than 1km
- Not Applicable

*** 8. How long have you worked, operated or had business interests in the Town Centre?**

- 0 - 5 years
- 6 - 10 years
- 11 - 15 years
- 16 - 20 years
- 21 + years
- Not Applicable

*** 9. What is the nature of your work or business interest in the Town Centre?**

- General retail
- Retail food (e.g. grocery supermarket)
- Retail food services (e.g. cafes, restaurants and hotels)
- Professional services (e.g. law, banking, accounting, architect)
- Fitness and recreation service (e.g. gyms, yoga)
- Medical consulting rooms
- Commercial offices
- Investment property/ properties
- Not Applicable
- Other (please describe)

*** 10. What is the main purpose of your time spent in the Town Centre?**

- I visit the community facilities such as the Library and community halls/ centre
- I regularly visit (at least once a week or fortnight) to shop for groceries
- I dine and eat out here regularly (at least once a week or fortnight)
- I catch public transport from Pennant Hills Station to get to work
- Other (please describe)

*** 11. Are you more likely to be in the Town Centre on weekdays or weekends?**

- Weekdays
- Weekends
- Both weekdays and weekends

*** 12. When are you most often in the Town Centre?**

- Early morning before 7.00am
- Morning between 7.00am - 9.30am
- Midday between 9.30am - 12.30pm
- Afternoon between 12.30pm - 4.00pm
- Late afternoon between 4.00pm - 6.30pm
- Evening between 6.30pm - 8.30pm
- Late evening after 8.30pm
- Other (please describe)

*** 13. On most days, how would you travel to the Town Centre? (if you use more than one mode of transport, choose the one option that carries you on the longest part of your journey)**

- Private car
- Public transport - bus
- Public transport - train
- Walk
- Cycle
- Motorbike
- Other (please describe)



Picture Pennant Hills - A Community Survey

YOUR VISION FOR THE TOWN CENTRE

*** 14. What three words best describe Pennant Hills Town Centre's Identity?**

*** 15. How would you like the Town Centre to look and feel 25 years from now? (in 50 words or less)**

*** 16. Choose five features from the list below that are most important to you to for the revitalisation of the Town Centre.**

- Maintaining the natural environment in our Town Centre e.g. street trees
- Promoting active lifestyles through improved pedestrian access and cycle infrastructure
- Quality building design and development
- Promoting a balance of residential and commercial activity
- Maximising redevelopment opportunities
- Maintaining key assets of heritage value
- Diversity in housing types
- Local employment opportunities
- Access to local entertainment, cafes and restaurants
- Access to parks and open space
- Access to local community facilities/ space
- Access to local goods and services (shops and doctors etc)
- Civic outdoor spaces we can be proud of

*** 17. What would encourage you to spend more time in the Town Centre?**

*** 18. Which location do you consider to be the 'heart' (main activity setting) of the Town Centre?**

- Pennant Hills Library
- Wollundry Park
- Pennant Hills Market Place Shopping Centre
- Shopping strip along Yarrara Road
- Other (please specify)



Picture Pennant Hills - A Community Survey

YOUR VIEWS ON PLANNING ISSUES

*** 19. Rate how important you feel the following commercial values are in a master plan for the Town Centre:**

	Not Important	Somewhat Important	Neutral	Important	Very Important
More evening activities (eg. outdoor dining, entertainment facilities to activate the area)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More commercial office space in the Town Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More retail stores and a greater variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More residential development close to, or in the Town Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 20. Rate how important you feel the following public values are in a master plan for the Town Centre:**

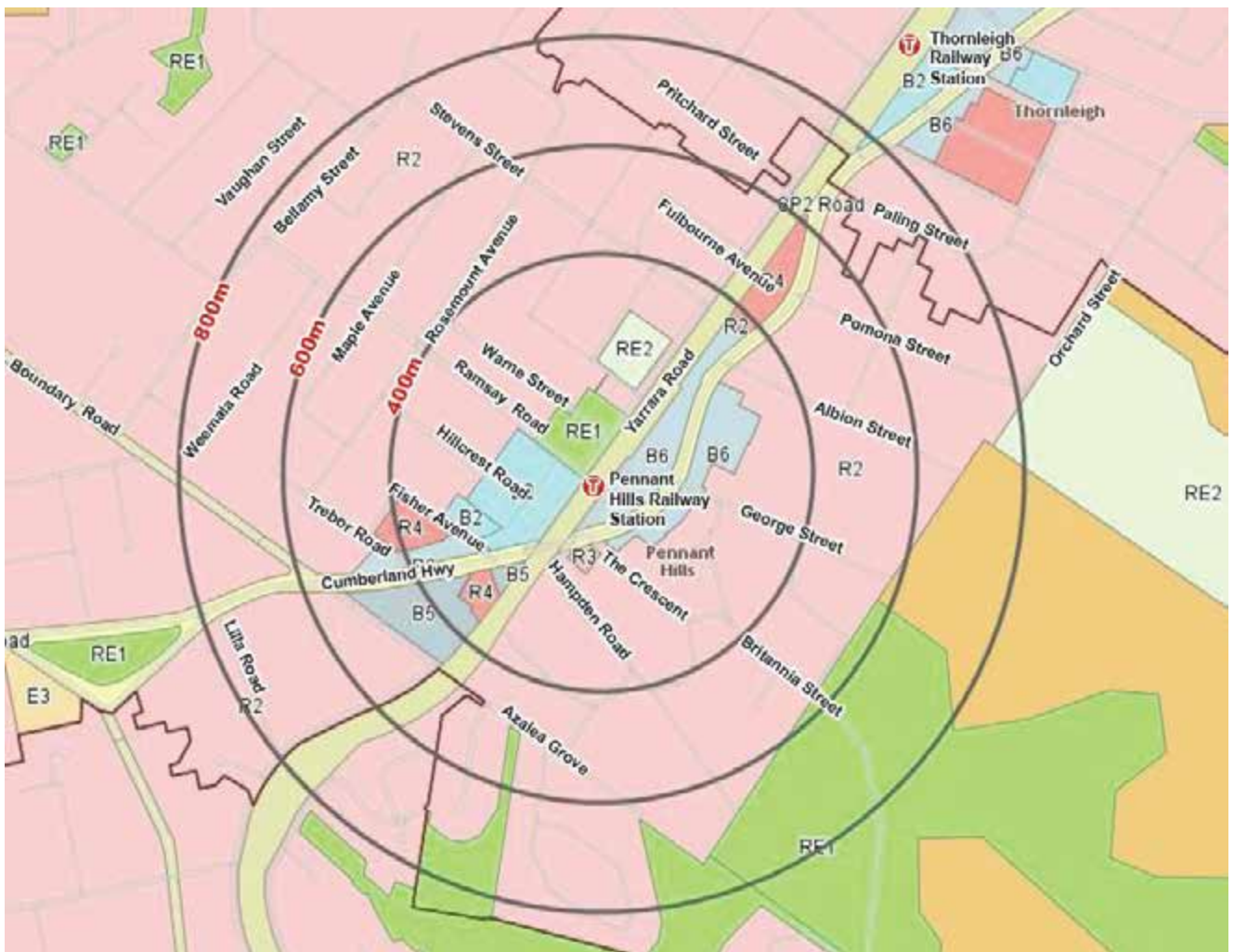
	Not Important	Somewhat Important	Neutral	Important	Very Important
Improved pedestrian connections (e.g. footpaths, signage, road crossings and landscaping)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle facilities (e.g. designated bicycle paths and bike racks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved shared zones for pedestrians and cars (e.g. traffic calming measures and road widening)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved local roads (e.g. signage, surfacing and new link roads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking changes or improvements (eg. designated commuter/ visitor parking restrictions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A town centre 'heart' as a focus for the community (e.g. expanded civic space)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and/ or expansion of existing public open space (e.g. parks, benches)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved cultural and community facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heritage Conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Picture Pennant Hills - A Community Survey

IDENTIFYING THE STUDY AREA

The current Town Centre is located around the Pennant Hills Railway Station, as illustrated by the colour blue in the image below.



*** 21. What area would you like included as part of the master planning for the Town Centre? Refer to the image above as a guide.**

- The same area as the existing Town Centre (indicated by the colour blue)
- The area within a 400 metre radius of Pennant Hills Railway Station (Small Circle)
- The area within a 600 metre radius of Pennant Hills Railway Station (Medium Circle)
- The area within a 800 metre radius of Pennant Hills Railway Station (Large Circle)
- The area within and beyond a 800 metre radius of Pennant Hills Railway Station including Thornleigh Town Centre
- Other (please describe)



Picture Pennant Hills - A Community Survey

YOUR VIEWS ON DENSITY AND BUILDING HEIGHT

Having better designed buildings, outdoor spaces and more residents and commercial properties in a Town Centre, can activate an area providing benefits to the wider community.

Density is the number of people inhabiting an urban area. Master planning can address the impacts associated with increased density including traffic, parking, access to services and open space provision.

Indicative images of density types are provided below.

Low Density



Medium Density



High Density



*** 22. A future revitalisation of the Town Centre would require a review of building height and density. Indicate your agreement with the statements below:**

Strongly Disagree Disagree Neutral Agree Strongly Agree

I would be happy with a significant increase in building height and density above current levels.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would be happy with a significant increase in building height and density above current levels, but only if the impacts of this increase are managed through master planning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be happy with a moderate increase in building height and density above current levels in the Town Centre, but only if the impacts of this increased are managed through master planning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If increased development happens, it is important that Council demonstrates how development contributions will be used to improve facilities and amenities in the Town Centre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not be happy with any increase in building height and density above current levels, even if the impacts are managed through master planning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't have an opinion on increased building height or density.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Picture Pennant Hills - A Community Survey

YOUR VIEWS ON COMMUNITY FACILITIES

Examples of community facilities and services are halls, libraries, public toilets, play equipment, recreational areas and senior citizen centres.

*** 23. Do the community facilities in the Town Centre currently meet your needs?**

- Very well
- Well
- Not well
- Not at all
- I don't have an opinion

*** 24. Can you tell us why you answered this way?**

*** 25. How frequently do you use the following community facilities?**

	More than once a week	Weekly	Fortnightly	Monthly	Yearly or a few times a year	Never
Pennant Hills Library (Cnr Ramsay & Yarrara Road)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pennant Hills Community Centre (Ramsay Road, co-located with the Library)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pennant Hills Leisure & Learning Centre (8 Warne Street)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lillian Fraser Garden (Bellamy Street)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wollundry Park (Yarrara Road behind the Library)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fisher Avenue Car Park Public Toilet Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 26. Can you tell us about any suggested improvements that you would like to see to these existing community facilities?**

*** 27. What other community facilities and services, if any, do you think are needed in the Town Centre, and why? (for example, library improvements to include multi-purpose community spaces)**



Picture Pennant Hills - A Community Survey

YOUR VIEWS ON THE PUBLIC DOMAIN

The public domain means places owned and/ or maintained by Council, including but not limited to:

- Street furniture (benches, bins)
- Lighting
- Signage
- Awnings
- Landscaping (street trees, garden beds)
- Bicycle facilities
- Footpaths, public roads and laneways
- Public art
- Malls and plazas

*** 28. What is the most important public domain improvement you think is needed in the Town Centre and why?**

*** 29. What is the second most important public domain improvement you think is needed in the Town Centre and why?**

*** 30. What is the third most important public domain improvement you think is needed in the Town Centre and why?**



Picture Pennant Hills - A Community Survey

YOUR VIEWS ON CAR PARKING

*** 31. Does the car parking in the Town Centre meet your needs?**

- Yes
- No
- I don't have an opinion

*** 32. Please select from the list below, the car parking improvements you would like to see:**

- Timed street parking for non-residents
- More visitor/ commuter car parking
- Redevelopment of existing sites to provide on-site car parking
- Better public transport access to the Town Centre to remove pressure on parking
- I don't have an opinion
- Not Applicable
- Other (please describe)



Picture Pennant Hills - A Community Survey

YOUR VIEWS ON ROADS AND LANEWAYS

* 33. Indicate your agreement with the following statements:

Strongly Disagree Disagree Neutral Agree Strongly Agree

Existing laneways could be better maintained and improved for pedestrian shared zones.

The Town Centre would benefit from new through roads such as a ring road.

The Town Centre roads need upgrading to ensure both vehicular and pedestrian safety.



Picture Pennant Hills - A Community Survey

YOUR VIEWS ON A TRAFFIC AND PARKING MANAGEMENT PLAN

A Traffic Management Plan is used to manage an existing road network and its users to maximise safety, efficiency and reliability. The Plan includes a description of proposed changes, for example, road widening.

*** 34. What would you like to see included as part of a Traffic and Parking Management Plan for the Town Centre?**



Picture Pennant Hills - A Community Survey

YOUR VIEWS ON PLANNING ISSUES

35. Are there any other comments you would like considered by Council as part of a master planning process?



Picture Pennant Hills - A Community Survey

TELL US ABOUT YOU

*** 36. What is your age range?**

- Under 18 years
- 18 - 34 years
- 35 - 49 years
- 50 - 69 years
- 70 + years

*** 37. Are you?**

- Male
- Female
- Prefer not to disclose

*** 38. Which of the following options best describes you and your relationship with the Town Centre?**

- Visitor
- Employer
- Employee
- Residential Home Owner
- Residential Tenant
- Commercial Land Owner
- Commercial Tenant
- Other (please specify)

*** 39. Which of the following best describes your household?**

- Single person
- Two or more single adults sharing
- Couple with no children
- Family with children all or mainly aged under 12 years
- Family with children all or mainly aged 12 - 18 years
- Family with children mostly 19+ years living at home
- Not applicable
- Other (please describe)

*** 40. Which of these best describes your work status?**

- Home maker
- Student
- Retired
- Unemployed looking for work
- Unemployed not looking for work
- Employed full time
- Employed part time
- Other (please describe)



Picture Pennant Hills - A Community Survey

Thank you for participating in this Survey

41. What happens next?

If you would like to stay informed about the Pennant Hills Town Centre master planning process, please provide your contact details below to be added to Council's project mailing list. Otherwise leave the space blank.

Name:

Email or Postal Address:

Appendix C - Online Survey Detailed Results

Commercial and Public Values

Commercial Values

The results collated for **Table 4.1 – Summary of Responses – Commercial Values (Q19 of Survey)**, in Section 4.2.4 Commercial and Public Values, are individually detailed below. Trends in responses are highlighted in green.

	Not Important	Somewhat Important	Neutral	Important	Very Important	Total	Weighted Average
More evening activities (eg. outdoor dining, entertainment facilities to activate the area)	5.02% 64	11.01% 121	11.20% 124	39.31% 432	32.50% 358	1,099	3.82
More commercial office space in the Town Centre	25.32% 276	20.18% 220	33.03% 360	15.50% 169	5.96% 65	1,090	2.57
More retail stores and a greater variety	5.40% 60	0.96% 98	11.00% 130	44.42% 486	29.25% 320	1,094	3.83
More residential development close to, or in the Town Centre	46.42% 506	14.40% 157	18.35% 200	12.48% 136	8.35% 91	1,090	2.22

Figure A – All Respondents - Commercial Values

	Not Important	Somewhat Important	Neutral	Important	Very Important	Total	Weighted Average
More evening activities (eg. outdoor dining, entertainment facilities to activate the area)	6.53% 37	12.35% 70	11.46% 65	34.57% 198	35.10% 199	567	3.79
More commercial office space in the Town Centre	30.43% 171	21.00% 118	20.03% 162	14.23% 80	5.52% 31	562	2.43
More retail stores and a greater variety	6.37% 36	10.09% 57	12.92% 73	38.94% 220	31.68% 179	565	3.79
More residential development close to, or in the Town Centre	50.71% 285	14.41% 81	14.95% 84	11.21% 63	8.72% 49	562	2.13

Figure B – Pennant Hills Residents - Commercial Values

	Not Important	Somewhat Important	Neutral	Important	Very Important	Total	Weighted Average
More evening activities (eg. outdoor dining, entertainment facilities to activate the area)	2.17% 2	11.96% 11	6.62% 6	35.87% 33	43.48% 40	92	4.07
More commercial office space in the Town Centre	20.88% 19	17.58% 16	18.68% 17	24.18% 22	18.68% 17	91	3.02
More retail stores and a greater variety	6.59% 6	10.99% 10	12.09% 11	37.36% 34	32.97% 30	91	3.79
More residential development close to, or in the Town Centre	35.87% 33	9.78% 9	10.87% 10	18.48% 17	25.00% 23	92	2.87

Figure C – Business Interests - Commercial Values

Public Values

The results collated for **Table 4.2 – Summary of Responses – Public Values (Q20 of Survey)**, in Section 4.2.4 Commercial and Public Values, are individually detailed below. Trends in responses are highlighted in green.

	Not Important	Somewhat Important	Neutral	Important	Very Important	Total	Weighted Average
Improved pedestrian connections (e.g. footpaths, signage, road crossings and landscaping)	1.55% 17	6.65% 73	6.38% 70	42.11% 462	43.30% 475	1,097	4.19
Bicycle facilities (e.g. designated bicycle paths and bike racks)	21.12% 230	15.89% 173	24.15% 263	25.71% 280	13.13% 143	1,089	2.94
Improved shared zones for pedestrians and cars (e.g. traffic calming measures and road widening)	6.02% 66	12.14% 133	14.14% 155	41.79% 458	26.91% 284	1,096	3.69
Improved local roads (e.g. signage, surfacing and new link roads)	3.86% 42	10.47% 114	18.64% 203	40.13% 437	26.91% 293	1,089	3.78
Parking changes or improvements (eg. designated commuter/visitor parking restrictions)	3.67% 39	5.13% 56	10.81% 118	32.60% 356	47.89% 523	1,092	4.16
A town centre 'heart' as a focus for the community (e.g. expanded civic space)	3.38% 37	5.67% 62	16.64% 182	36.47% 399	37.84% 414	1,094	4.00
Maintenance and/ or expansion of existing public open space (e.g. parks, benches)	1.73% 19	5.57% 61	11.06% 130	41.33% 453	39.51% 433	1,096	4.11
Improved cultural and community facilities	4.30% 47	8.79% 96	23.53% 257	42.49% 464	20.88% 228	1,092	3.67
Heritage Conservation	9.25% 101	11.26% 123	23.26% 254	33.15% 362	23.08% 252	1,092	3.50

Figure A – All Respondents - Public Values

	Not Important	Somewhat Important	Neutral	Important	Very Important	Total	Weighted Average
Improved pedestrian connections (e.g. footpaths, signage, road crossings and landscaping)	1.06% 6	7.07% 40	4.77% 27	40.20% 228	46.82% 265	566	4.25
Bicycle facilities (e.g. designated bicycle paths and bike racks)	20.46% 115	17.79% 100	25.27% 142	22.60% 127	13.88% 70	562	2.92
Improved shared zones for pedestrians and cars (e.g. traffic calming measures and road widening)	6.54% 37	10.95% 62	12.01% 68	42.76% 242	27.74% 157	566	3.74
Improved local roads (c.g. signage, surfacing and new link roads)	4.10% 23	11.05% 62	10.10% 102	36.90% 207	29.77% 167	561	3.77
Parking changes or improvements (eg. designated commuter/visitor parking restrictions)	3.55% 20	4.26% 24	9.24% 52	29.48% 168	53.46% 301	563	4.25
A town centre 'heart' as a focus for the community (c.g. expanded civic space)	4.60% 26	5.66% 32	15.58% 88	31.50% 178	42.66% 241	565	4.02
Maintenance and/ or expansion of existing public open space (e.g. parks, benches)	1.59% 9	5.30% 30	11.31% 64	38.52% 218	43.29% 245	566	4.17
Improved cultural and community facilities	3.37% 19	8.70% 49	25.93% 146	41.74% 235	20.26% 114	563	3.67
Heritage Conservation	9.91% 56	11.06% 67	21.06% 119	30.27% 171	26.90% 152	565	3.52

Figure B – Pennant Hills Residents - Public Values

	Not Important	Somewhat Important	Neutral	Important	Very Important	Total	Weighted Average
Improved pedestrian connections (e.g. footpaths, signage, road crossings and landscaping)	4.35% 4	4.35% 4	5.43% 5	42.39% 30	43.40% 40	92	4.16
Bicycle facilities (e.g. designated bicycle paths and bike racks)	24.10% 22	20.00% 19	19.70% 18	19.70% 18	15.30% 14	91	2.81
Improved shared zones for pedestrians and cars (e.g. traffic calming measures and road widening)	6.52% 6	11.96% 11	13.04% 12	39.13% 36	29.35% 27	92	3.73
Improved local roads (e.g. signage, surfacing and new link roads)	3.26% 3	4.35% 4	17.39% 16	35.87% 33	39.13% 36	92	4.03
Parking changes or improvements (eg. designated commuter/visitor parking restrictions)	5.49% 5	3.30% 3	7.69% 7	24.18% 22	59.34% 54	91	4.29
A town centre 'heart' as a focus for the community (e.g. expanded civic space)	4.35% 4	9.70% 9	13.04% 12	32.61% 30	40.22% 37	92	3.05
Maintenance and/ or expansion of existing public open space (e.g. parks, benches)	3.26% 3	7.61% 7	9.78% 9	43.48% 40	35.87% 33	92	4.01
Improved cultural and community facilities	6.59% 6	16.48% 15	27.47% 25	31.87% 29	17.58% 16	91	3.37
Heritage Conservation	11.96% 11	21.74% 20	20.65% 19	20.26% 28	17.39% 16	92	3.17

Figure C – Business Interests - Public Values

4.2.6 Views of Density and Height

The results collated for **Table 4.4 – Summary of Responses – Height and Density (Q22 of Survey)**, in Section 4.2.6 View of Density and Height, are individually detailed below. Trends in responses are highlighted in green.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
I would be happy with a significant increase in building height and density above current levels.	47.51% 514	22.14% 235	10.06% 103	10.80% 114	8.40% 101	1,075	2.12
I would be happy with a significant increase in building height and density above current levels, but only if the impacts of this increase are managed through master planning.	66.27% 411	21.70% 234	11.17% 120	10.80% 181	11.02% 128	1,074	2.42
I would be happy with a moderate increase in building height and density above current levels in the Town Centre, but only if the impacts of this increase are managed through master planning.	20.04% 215	10.80% 117	14.75% 153	38.30% 411	16.03% 172	1,073	3.19
If increased development happens, it is important that Council demonstrates how development conditions will be used to improve routes and amenities in the Town Centre.	3.09% 32	2.26% 24	3.39% 35	33.30% 351	62.63% 667	1,069	4.30
I would not be happy with any increase in building height and density above current levels, even if the impacts are managed through master planning.	21.89% 231	24.41% 259	22.82% 243	12.88% 135	18.40% 196	1,065	2.82
I don't have an opinion on increased building height or density.	66.80% 563	18.15% 156	30.62% 207	3.02% 21	3.12% 22	1,009	1.75

Figure A – All Respondents - Height and Density

	strongly Disagree	Disagree	Neutral	Agree	strongly Agree	Total	Weighted Average
Q1 I would be happy with a significant increase in building height and density above current levels.	66.33% 306	19.63% 108	7.78% 43	7.88% 44	8.40% 52	553	1.97
Q2 I would be happy with a significant increase in building height and density above current levels, but only if the impacts of this increase are managed through master planning.	43.75% 243	22.34% 124	7.80% 44	14.68% 81	11.36% 63	555	2.27
Q3 I would be happy with a moderate increase in building height and density above current levels in the Town Centre, but only if the impacts of this increase are managed through master planning.	22.68% 125	12.27% 68	13.90% 77	34.39% 190	16.87% 94	554	3.11
Q4 If increased development happens, it is important that Council demonstrates how development contributions will be used to improve facilities and amenities in the Town Centre.	3.09% 17	2.00% 11	8.17% 45	50.31% 267	36.44% 211	551	4.33
Q5 I would not be happy with any increase in building height and density above current levels, even if the impacts are managed through master planning.	22.69% 124	22.40% 123	20.68% 113	13.11% 72	21.21% 117	549	2.88
Q6 I don't have an opinion on increased building height or density.	68.82% 306	19.73% 103	13.39% 66	1.24% 7	1.82% 10	522	1.68

Figure B – Pennant Hills Residents - Height and Density

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Weighted Average
I would be happy with a significant increase in building height and density above current levels.	33.84% 34	14.77% 13	2.27% 2	16.91% 14	33.41% 25	38	2.81
I would be happy with a significant increase in building height and density above current levels, but only if the impacts of this increase are managed through master planning.	33.71% 30	19.58% 11	7.87% 7	30.92% 16	36.84% 20	39	2.90
I would be happy with a moderate increase in building height and density above current levels in the Town Centre, but only if the impacts of this increase are managed through master planning.	26.29% 22	11.49% 10	10.24% 9	31.00% 27	21.84% 19	37	3.13
If increased development happens, it is important that Council demonstrates how development contributions will be used to improve facilities and amenities in the Town Centre.	2.20% 2	2.20% 2	9.20% 8	21.00% 27	65.17% 48	37	4.34
I would not be happy with any increase in building height and density above current levels, even if the impacts are managed through master planning.	41.50% 36	19.64% 17	12.79% 12	3.06% 3	17.24% 15	37	2.40
I don't have an opinion on increased building height or density.	83.58% 53	12.26% 11	18.87% 14	2.41% 2	2.81% 3	33	1.89

Figure C – Business Interests - Height and Density

Roads and Laneways

The results collated for **Table 4.9 – Summary of Responses – Roads and Laneways (Q33 of Survey)**, in Section 4.2.10 Roads and Laneways, are individually detailed below. Trends in responses are highlighted in green.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Weighted Average
Existing laneways could be better maintained and improved for pedestrian shared zones.	2.56% 27	3.03% 32	17.99% 190	42.90% 453	33.52% 354	1,056	4.02
The Town Centre would benefit from new through roads such as a ring road.	7.79% 82	10.73% 113	28.49% 300	30.67% 323	22.32% 235	1,053	3.49
The Town Centre roads need upgrading to ensure both vehicular and pedestrian safety.	1.00% 19	4.35% 46	15.14% 160	40.07% 432	37.04% 400	1,057	4.09

Figure A – All Respondents - Roads and Laneways

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Weighted Average
Existing laneways could be better maintained and improved for pedestrian shared zones.	2.21% 12	3.13% 17	18.05% 98	40.70% 221	35.91% 195	543	4.05
The Town Centre would benefit from new through roads such as a ring road.	9.78% 53	11.25% 61	28.23% 153	27.12% 147	23.62% 128	542	3.44
The Town Centre roads need upgrading to ensure both vehicular and pedestrian safety.	1.83% 10	4.77% 26	15.96% 87	36.70% 200	40.73% 222	545	4.10

Figure B – Pennant Hills Residents - Roads and Laneways

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Weighted Average
Existing laneways could be better maintained and improved for pedestrian shared zones.	1.15% 1	3.45% 3	27.59% 24	28.74% 25	39.08% 34	87	4.01
The Town Centre would benefit from new through roads such as a ring road.	13.79% 12	11.49% 10	17.24% 15	33.33% 29	24.14% 21	87	3.43
The Town Centre roads need upgrading to ensure both vehicular and pedestrian safety.	1.15% 1	6.76% 5	18.39% 16	40.23% 35	34.48% 30	87	4.01

Figure C – Busines Interests - Roads and Laneways

Appendix D - Pedestrian Survey Questionnaire



Picture Pennant Hills - Pedestrian Intercept Survey

FLAG YOUR IDEAS

Council invites you to flag your ideas on planning priorities for Pennant Hills Town Centre, to help picture a master plan vision over the short and long term.

We are excited to include your comments in this visioning process.

The survey should take about 5 minutes to complete and all answers will remain anonymous. Questions will ask about why you visit the Town Centre and your opinion on improvements.

The area relevant to this survey is shown below.





Picture Pennant Hills - Pedestrian Intercept Survey

YOU AND PENNANT HILLS

*** 1. How often do you visit the Town Centre? (select 1 answer)**

- Daily
- A few times a week
- Weekly
- Fortnightly
- Monthly
- Rarely (a few times a year)

*** 2. What is the main purpose of your time spent in the Town Centre? (select 1 answer)**

- I visit the community facilities such as the Library and community halls/ centre
- I regularly visit (at least once a week or fortnight) to shop for groceries
- I dine and eat out here regularly (at least once a week or fortnight)
- I catch public transport from Pennant Hills Station
- Other (please describe)

*** 3. What suburb do you live in?**

- Beecroft
- Cheltenham
- Cherrybrook
- Normanhurst
- Thornleigh
- West Pennant Hills
- Penannt Hills
- Other (please identify)

*** 4. Do you work in Pennant Hills Town Centre?**

- Yes
- No

*** 5. If you work in Pennant Hills, what is the nature of your work or business interest in the Town Centre? (select 1 answer)**

- General retail
- Retail food (e.g. grocery supermarket)
- Retail food services (e.g. cafes, restaurants and hotels)
- professional services (e.g. law, banking, accounting, architect)
- Fitness and recreation service (e.g. gyms, yoga)
- Medical consulting rooms
- Commercial offices
- Investment property/ properties
- Not Applicable
- Other (please describe)

*** 6. Are you more likely to be in the Town Centre on weekdays or weekends?**

- Weekdays
- Weekends
- Both weekdays and weekends

*** 7. When are you most often in the Town Centre? (select 1 answer)**

- Early morning before 7.00am
- Morning between 7.00am - 9.30am
- Midday between 9.30am - 12.30pm
- Afternoon between 12.30pm - 4.00pm
- Late afternoon between 4.00pm - 6.30pm
- Evening between 6.30pm - 8.30pm
- Late evening after 8.30pm
- Other (please describe)

*** 8. On most days, how would you travel to the Town Centre? (If you use more than one mode of transport, choose the one option that carries you on the longest part of your journey) (select 1 answer)**

- Private car
- Public transport - bus
- Public transport - train
- Walk
- Cycle
- Motorbike
- Other (please describe)



Picture Pennant Hills - Pedestrian Intercept Survey

YOUR VIEWS ON PLANNING ISSUES

*** 9. Rate how important you feel the following public values are in a master plan for the Town Centre:**

	Not Important	Somewhat Important	Neutral	Important	Very Important
Improved pedestrian connections (e.g. footpaths, signage and road crossings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle facilities (e.g. designated bicycle paths and bike racks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved shared zones for pedestrians, cyclists and cars (e.g. traffic calming measures and road widening)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved local roads (e.g. signage, surfacing and new link roads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking changes or improvements (eg. designated commuter/ visitor parking and restrictions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A town centre 'heart' as a focus for the community (e.g. expanded civic space)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance and/ or expansion of existing public open space (e.g. parks, benches)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved cultural and community facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heritage conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Rate how important you feel the following commercial values are in a master plan for the Town Centre:

	Not Important	Somewhat Important	Neutral	Important	Very Important
More evening activities (eg. outdoor dining, entertainment facilities to activate the area)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More commercial office space in the Town Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More retail stores and a greater variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More residential development close to, or in the Town Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Picture Pennant Hills - Pedestrian Intercept Survey

YOUR VISION FOR THE TOWN CENTRE

*** 11. Which location do you consider to be the 'heart' (main activity setting) of the Town Centre?
(select 1 answer)**

- Pennant Hills Library
- Wollundry Park
- Pennant Hills Market Place Shopping Centre
- Shopping Strip along Yarrara Road
- Other (please specify)

*** 12. What would encourage you to spend more time in the Town Centre?**



Picture Pennant Hills - Pedestrian Intercept Survey

TELL US ABOUT YOU

*** 13. What is your age range?**

- Under 18 years
- 18 - 34 years
- 35 - 49 years
- 50 - 69 years
- 70 + years

*** 14. Are you?**

- Male
- Female
- Prefer not to disclose

*** 15. Which of the following best describes your relationship with the Town Centre?**

- Visitor
- Commercial Tenant
- Residential Tenant
- Employee
- Employer
- Other (please specify)

*** 16. Which of the following best describes your household?**

- Single person
- Two or more single adults sharing
- Couple with no children
- Family with children all or mainly aged under 12 years
- Family with children all or mainly aged 12 - 18 years
- Family with children mostly 19+ years living at home
- Not applicable
- Other (please describe)

*** 17. Which of the following best describes your work status?**

- Home maker
- Student
- Retired
- Unemployed looking for work
- Unemployed not looking for work
- Employed full time
- Employed part time
- Other (please describe)



Picture Pennant Hills - Pedestrian Intercept Survey

Thank you for participating in this Survey.

18. What happens next?

If you would like to stay informed about the Pennant Hills Town Centre master planning process, please provide your contact details below to be added to Council's project mailing list. Otherwise leave the space blank.

Name:

Email/ or postal address:

Appendix - E - Pedestrian Survey Detailed Results

Commercial and Public Values

Commercial Values

The results collated for **Table 5.1 – Summary of Responses – Commercial Values (Q10 of Survey)**, in Section 5.2.1 Commercial and Public Values, are individually detailed below. Trends in responses are highlighted in green.

	Not Important	Somewhat Important	Neutral	Important	Very Important	Total	Weighted Average
More evening activities (eg. outdoor dining, entertainment facilities to activate the area)	12.04% 23	2.62% 5	24.08% 46	41.36% 79	19.90% 38	191	3.54
More commercial office space in the Town Centre	30.21% 58	5.21% 10	39.58% 76	20.83% 40	4.17% 8	192	2.64
More retail stores and a greater variety	13.09% 25	3.66% 7	20.94% 40	50.26% 96	12.04% 23	191	3.45
More residential development close to, or in the Town Centre	38.34% 74	7.77% 15	26.04% 52	24.24% 41	5.70% 11	193	2.48

Figure A – All Respondents - Commercial Values

Public Values

The results collated for **Table 5.1 –Summary of Responses – Public Values (Q9 of Survey)**, in Section 5.2.1 Commercial and Public Values, are individually detailed below. Trends in responses are highlighted in green.

	Not Important	Somewhat Important	Neutral	Important	Very Important	Total	Weighted Average
Improved pedestrian connections (e.g. footpaths, signage and road crossings)	14.51% 26	5.70% 11	17.10% 33	30.00% 75	23.03% 46	193	3.52
Bicycle facilities (e.g. designated bicycle paths and bike racks)	32.64% 83	6.22% 12	29.02% 58	22.28% 43	9.84% 19	193	2.70
Improved shared zones for pedestrians, cyclists and cars (e.g. traffic calming measures and road widening)	15.54% 30	6.22% 12	23.32% 45	40.52% 84	14.40% 22	193	3.28
Improved local roads (e.g. signage, surfacing and new link roads)	6.81% 13	3.14% 6	25.13% 40	40.31% 77	24.51% 47	191	3.73
Parking changes or improvements (eg. designated commuter/visitor parking and restrictions)	8.90% 17	1.57% 3	19.90% 38	25.65% 49	43.98% 84	191	3.94
A town centre 'heart' as a focus for the community (e.g. expanded civic space)	8.33% 16	5.73% 11	28.13% 54	36.46% 70	21.35% 41	192	3.57
Maintenance and/ or expansion of existing public open space (e.g. parks, benches)	8.33% 16	5.21% 10	27.08% 52	37.50% 72	21.88% 42	192	3.50
Improved cultural and community facilities	10.47% 20	3.66% 7	30.27% 58	31.94% 61	14.66% 28	191	3.37
Heritage conservation	16.40% 31	1.59% 3	30.16% 57	32.20% 61	19.58% 37	189	3.37

Figure A – All Respondents - Busines Interests - Public Values

