



**CITY OF
PARRAMATTA**

IMAGINE GRANVILLE

Engagement Evaluation
and Key Insights

April 2021

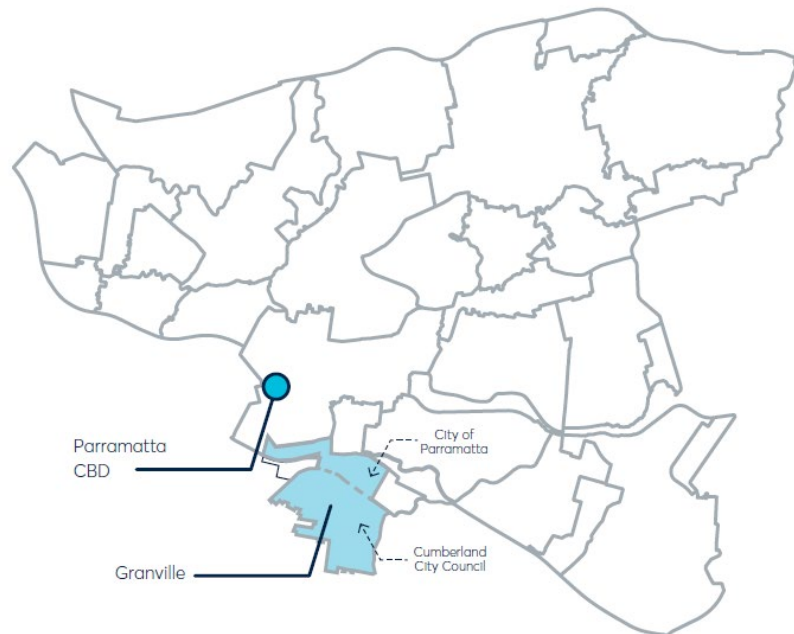
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1. INTRODUCTION

Granville is a largely residential suburb located approximately 3 kilometres south of Parramatta Central Business District (CBD) and is uniquely governed by two councils since the 2016 amalgamations, separated by the T2 Inner West & Leppington Line.

To the north of the railway line, the suburb falls within the City of Parramatta Local Government Area (LGA) and to the south, the LGA of Cumberland City Council.



The IMAGINE GRANVILLE campaign was live from **Wednesday 24 April to Wednesday 21 May 2021** providing four (4) weeks for the community and stakeholders to provide feedback. The objectives of the consultation were to:

- Conduct community consultation on the character and vision of Granville to inform a Place Plan
- Communicate and consult on priority projects for the future of Granville
- Facilitate ideation for a proposed town square for Granville with community and stakeholders
 - Inform a master plan for the future Town Square
- Provide creative and accessible opportunities for a diverse range of community members to participate.

Contributions could be provided through an online form hosted on Council's engagement portal, *Participate Parramatta*, email, or post.

2. EXECUTIVE SUMMARY

Since the 2016 amalgamations which saw Granville split over two local government areas (Cumberland City Council and City of Parramatta Council), the community residing on the northern side of the Granville Station have been difficult to engage on Council projects.

Engagement Level	Objectives
Inform	Communicate that City of Parramatta Council is looking to create a community informed Place Plan to guide future improvements in Granville. Introduce the idea of a town square in the north of Granville.
Consult	Obtain feedback from the community and stakeholders on the vision and character of Granville. Facilitate the ideation process to build a master plan for a proposed Granville Town Square

2.1. Summary of Key Findings

Granville was described as a *multicultural* place with *great potential*, but is *dilapidated, tired* and in great need of wide-spread improvements. Participants stated that there needs to be greater public cooperation and coordination between Cumberland City Council and City of Parramatta Councils as Granville is ONE place, not two.

- 32 people completed an online survey.
- 12 registered for focus groups
- 5 people posted in the Granville Square Think Tank (Gather Tool)

Key themes in the survey and conversation were:

- Increase waste removal and maintenance of streets/public spaces
- Create a network of paths for cyclists and pedestrians to connect Granville's destinations and Granville to the rest of the LGA
- More open and green space: including more trees and shade to increase greenery and reduce heat
- Create more specific vision statements for north Granville

Suggestions for the proposed Town Square:

- Markets are a popular activation, along with outdoor cinemas, live music
- Public toilet facilities
- Light installations to create interest at night, promote safety and reduce anti-social behaviour.
- Create a type of barrier between open space and traffic
- Shade
- Signage - for example, a map of Granville connecting Granville to the wide LGA, historical information, preventative signage (no smoking, littering etc)

3. ENGAGEMENT EVALUATION

The following section provides a snapshot of the communications and engagement channels used to promote the feedback opportunity.

Several methods and channels were used to reach the Granville community and direct them to Council's online engagement portal *Participate Parramatta* to provide feedback. Overall, the opportunity to share feedback as part of the *Imagine Granville* campaign was presented to an estimated **225,341 persons** culminating in **55 contributions**.

Resources

A range of resources were developed to support and promote the exhibition. A poster, leaflet for mailouts, and a bespoke video were created to promote the campaign.

To support the consultation a *Frequently Asked Questions* sheet was developed and was available in English, Arabic and Simplified Chinese.

The poster also included a QR code which was received a total of 6 scans.



Print Media

An article promoting the consultation was included in the March edition of the PULSE magazine which is a 16-page printed magazine that is delivered to 97,000 residents letterboxes each quarter

Social Media

Imagine Granville had a paid campaign across Facebook and Instagram, with an organic campaign across Facebook, Instagram, and Twitter. Overall, the social media combined campaign garnered a reach of **20,175** resulting in **277 clicks** to the project page.



Paid Advertisements	
Reach	17,009
Link clicks	248
Engagements	266
Total spend	\$297.73

Organic Posts	
Reach	3,166
Link clicks	29
Engagements	203

Paid posts were also provided in Arabic and Simplified Chinese.

Electronic Direct Notification

Channel	List	Open rate
ePulse April edition	56,529	17%
Participate Parramatta Community Panel Announcement	314	36%
Sector Contacts*	67	-

*This list was provided by the Community Capacity Building Team and Place Services. A large portion of this list bounced; however, 6 direct replies were received noting they would share the opportunity with their community networks.

Councillors Consultation

The Rosehill Ward Councillors were briefed on multiple occasions and the Lord Mayor shared the campaign on their Facebook page (26 March 2021).

Participate Parramatta

The exhibition was hosted on the Participate Parramatta engagement platform.

Project Page Events	
Views	823
Visitors	439
Contributions	49

Three activities were hosted on the Participate Parramatta website for this engagement, including:

1. General survey
2. Registration form for focus groups
3. Visioner board for a town square

View the project page here:

<https://participate.cityofparramatta.nsw.gov.au/imaginegranville>

4. KEY FINDINGS

Community members and stakeholders could participate in three feedback activities:

- 4.1. Survey
- 4.2. Focus Groups
- 4.3. Visionary (Think Tank) Board

Community members could also provide feedback via email and post however the channels listed above were the preferred feedback methods.

An overview and the findings from each of the submission methods are detailed below.

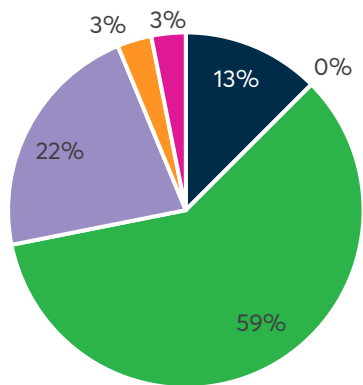
4.1. Online Survey Findings

31 respondents provided feedback via the online survey which consisted of 19 questions that include 8 demographic based question (optional).

Who participated?

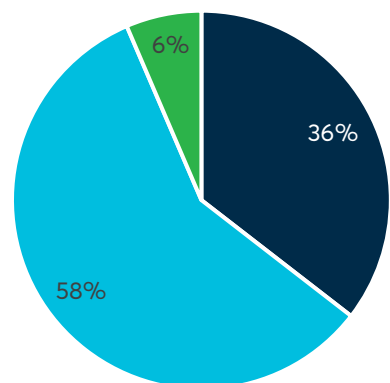
Participants were asked about their relationship with Granville, gender, suburb of residency and if they identify with any groups. 19 participants identified as residents with 1 participant living with a disability and 7 speaking a language other than English at home (including: Vietnamese, Greek, Turkish, Cantonese, Assyrian, Tongan, Tagalog / Filipino).

Relationship with Granville



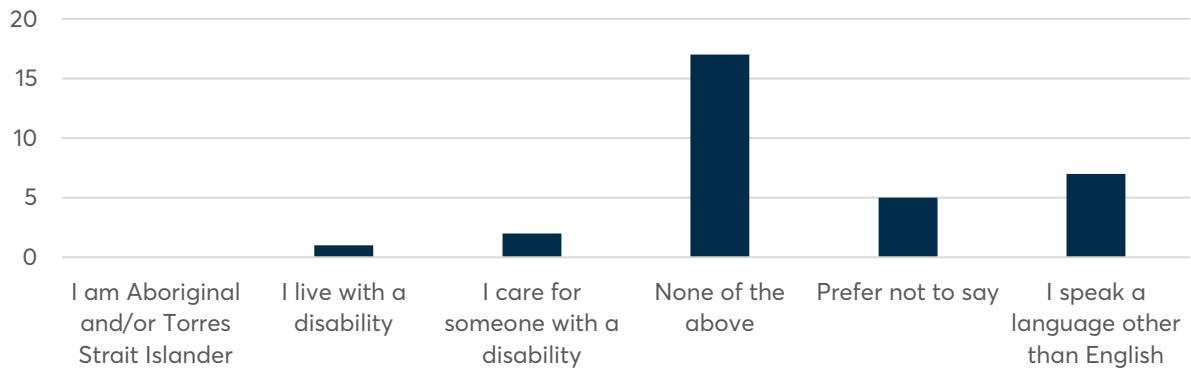
- I work in Granville
- I own a business in Granville
- I live in Granville
- I visit/shop in Granville
- Investor
- Other

Gender



- Male
- Female
- Other identity

Diversity



Describing Granville's Character

The top descriptions of Granville by participants included Granville as a multicultural and diverse place, however 19% of contributions were negative stating that Granville is 'tired', 'sad' and known for traffic issues.



Pictured above: a word cloud generated by participants answers.

Top Three Attributes of Granville

Participants were first asked to list their top three (3) things they love about Granville.

Point	Percentage
Multicultural & diverse	56%
Food & restaurants	50%
Public transport	44%
Proximity to Parramatta	38%
History & heritage buildings	25%

Other aspects of Granville that participants love:

- Cumberland facilities
- Community feel
- Affordable housing
- Duck River and bushland
- Free parking
- Variety of Shops
- Young families
- Close to residence
- Vast range of product available
- /busy main street
- Too many new units'/complexes
- Unions (its history in the area)
- Cycle Path
- Has potential.

What makes Granville unique?

The survey then asked participants, "What makes Granville unique/special?". The key points from the respondents are as follows:

- It's central to all of Sydney with road access with the M4, M2, M7
- Major private and public health facilities located in close proximity
- Multicultural and diverse range of people, shops and food available
- Granville includes copious heritage buildings and a rich history of industrial Sydney

"It is the Newtown of Parramatta."

"Granville is a community that could have a good future with the right development projects planned. I can see Granville growing into a great little centre of its own with some support from the local councils, state government and business."

- Continues to have a small town or 'local' feel (Cumberland specific)
- A blend of cultures, food, business, age groups further creating a community
- Affordable prices [residential]

Recommending Granville to a Friend

Participants are **somewhat likely to recommend Granville** to a neighbour or friend with an average score of **6/10 provided (no. 32)**.

What would you change about Granville?

Common themes from participants when asked what they would like to change about Granville were as follows:

- Better waste collection services, more bins on streets and increase in general maintenance of area. If possible, clean up waterways and stormwater drains, ideally with graded and stable banks, and the bike path needs to be kept free of debris
- More greenspace, trees and heat reduction techniques employed
- Commercial development to encourage more shops, cafes and restaurants.
- **Parking:** Many commented that north Granville has too many medium and high-density buildings without provision for parking, the need for more disabled/accessible parking
- **Gathering space:** creating meeting places for large groups, elderly and families
- Activate M4 cycleway underpass and all of that space
- **History:** Protection of heritage assets in Granville and promotion of rich history
- **Traffic:** issues at the intersection of Bold Street and Parramatta Road, "getting in and out of Granville" is a hazard and must be reviewed as it is a major challenge at peak times. Address the traffic issue at the intersection of Parramatta Rd and Good St.
- **Accessibility to F.S Garside Park:** currently the only means of accessing the park is via crossing Parramatta road. A suggestion is to incorporate pedestrian walkways separate to roads

Vision Statements

The Place Plan outlines 4 clear visions for the future Granville, of which participants were asked whether they agree with each of the below statements.

Participants were offered an opportunity to provide comment (add or change) on the vision statements. Overall, 75- 82% of respondents agree with the vision statements to some extent.

Vision Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Well maintained, functioning and durable public space	56.25% 18	25.00% 8	3.13% 1	12.50% 4	3.13% 1
An inclusive and welcoming place for all	53.13% 17	37.50% 12	6.25% 2	3.13% 1	0% 0
A public space that is connected with accessible open green space	68.75% 22	6.25% 2	15.63% 5	6.25% 2	3.13% 1
Includes a range of interesting and diverse destinations	53.13% 17	28.13% 9	6.25% 2	9.38% 3	3.13% 1

"I agree with all of that and with your vision, HOWEVER, this part of Granville isn't the beating heart of Granville! It's on the Cumberland Council side. Parramatta Council and Cumberland Council need to work together to create this vision..."

Granville Square

Participants were then provided with some background on the proposed Granville Square Master Plan and a base concept design. Respondents could select from 'not important (= 1)', 'neutral (= 2)' and 'important (= 3)' for each element.

Overall, 97% of respondents advised shade was important, followed by a village green and feature trees. This echoes previous comments about the importance of greenspace in Granville.

Element	%
Shade	97
Village green	96
Multi purpose open space	90
Feature trees	90
outdoor dining	84
Informal dining/seating	84
Cafe	83
Public Art	72
Water feature	67
Light projects/Sculpture lighting	64
Lighting	61
Sun lounges	57
Park name lettering	54

"The reason I disagree with the public space is that it is clear you are going to get rid of the parking that commuters rely on to get into the city. Where will commuters park? Do you have plan for a replacement parking solution? Leave the car park at the station alone and pour the money into the park on the other side of Parramatta Rd so that those people living in the high rise apartment are not dictating the needs of the community. This is all about money and the developers at the end of the day, and less about the community. It is clear that Parramatta Council has an agenda and is being remunerated by the developers.

Activations in Granville Square

The participants were then asked about what type of activations they would like to see hosted in the community square for Granville. By Council being able to better understand the type of activities and event's the community would like to see hosted in the square, Council can ensure the correct infrastructure is in place.

The most popular selections were markets/farmer markets (40% of the votes).

For the option 'Cultural Events' (in pink on the pie chart), participants were given the opportunity to describe:

- Culture days including music, dancing, food and activities.
- Religious holidays from across the world

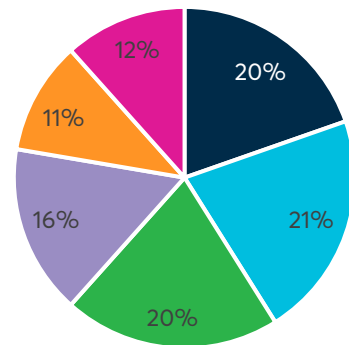
"The community sharing the main cultural holiday or festivals of their diverse multi-cultures with the respect and acknowledgment for our First Nations..."

"Flavours of Granville like Flavours of Auburn."

Participants could then provide comments about other suggestions for design or activations in the Square:

- Concerts
- Senior and kid friendly events
- More seating
- Temporary art installations
- Parking
- Creative art and play for families.
- Community-led activations
- Open air theatre
- Consultation with Cumberland Council

Activitions



- Seasonal events
- Farmers markets
- Markets (general)
- Wellbeing activities (meditation, yoga, etc)
- Pop up cafe

Final comments

Participants were given the opportunity to provide a final comment on Granville, the Place Plan, and the proposed town square concept.

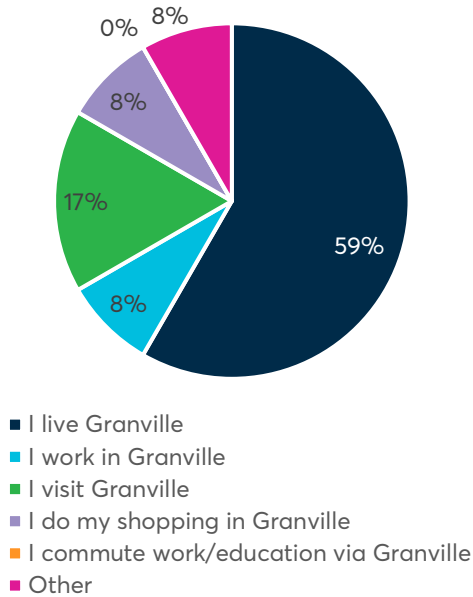
- **Parking:** concerns about lack of alternative parking if town square goes ahead, request to not remove the commuter parking
- **Space:** the space selected for Granville Square is too small
- **Connecting north and south Granville:** must be considered and investigated by Council in partnership with Cumberland City Council.
- **Heat:** plant more trees to reduce heat of Granville
- **Traffic:** address the congestion and flow issues
- **Signage:** Ensure that all signage is accessible (easy English and translated text)
- Consider being dementia friendly and engage with Dementia Australia for further recommendations.

4.2. Focus Group Findings

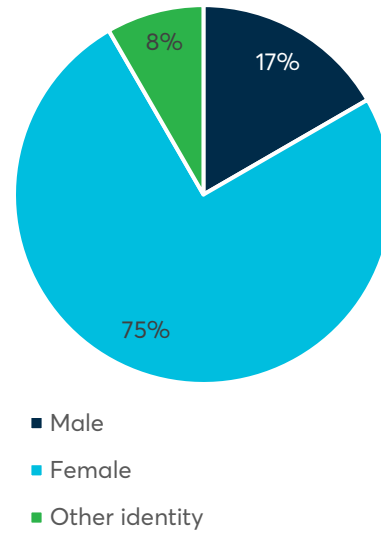
Two (2) in person and one (1) online session were planned to provide a range of opportunities for Granville community members to engage.

Overall, 12 people registered; with one person attending the first in-person focus group, five to the online session and the third session did not go ahead due to multiple cancellations by community members. 7 (59%) registrations identified as residents of Granville and 9 (75%) identified as female.

Relationship with Granville

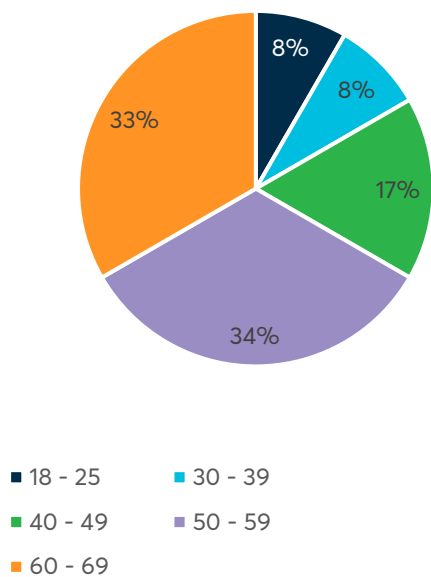


Gender



The largest age group was 50 – 69 years with 8 registrations. 5 people stated they speak another language other than English at home and no respondents advised of any special requirements needed to attend the sessions.

Age



The following outlines the themes and comments made about Granville and the proposed Granville Square.

- **Activities:** cycling, walking around Granville, to and from Granville, along Parramatta Road.
 - Create spaces that can host activities where community members (families, elderly) can enjoy without spending money.
- **Connecting:** linking destination around Granville – linking north/south Granville
- **Safety:** inaccessible buildings, pathways are uneven/non existent, street lighting and police presence is needed, speed humps in streets to reduce speeding.
- **Maintenance:** north Granville feels forgotten, needs upgrades and ongoing care
- **Facilities:** public toilets, shade, seating, streetlights, sports grounds, play areas, gathering spaces, solar lights
- **Create destinations:** highlight the parks, walking tracks and how community members can access these.
- **Asbestos:** Granville has many areas that are of issue and residents do not feel as though there is a proper protocol or that there is transparency around the removal process.
- **Signage:** to educate (no smoking, litter, etc), to inform (Granville's history, where are you in Granville and what is there to do/see?), to direct (how Granville connects to the rest of the LGA).

Destinations in northern Granville to embellish, promote and improve access:

- **F.S. Garside:** provide multiple access points and walking paths from Granville to park when finished
- **Duck Creek:** connect walking track from South Granville along Creek and embellish the area with: native herbs to grow independently, lemon trees, seating and information plaques along the way.
- **M4 Underline:** more seating, greenery, opportunity to facilitate markets and smaller activations, lighting for safety and increase maintenance
- **Granville Square:** outdoor cinema, live music, markets, signage, promote history
 - **Interesting suggestions** to promote activity in square: low maintenance high-tech honey machines, street library, native herbs, fruit trees, compost bin
 - **Large white wall:** to help with separation between traffic and square (which can also be used for lighting display, public art, screening of movies. Ideas included:
 - "Dumplings and Star Wars"
 - Pocket film festivals – reflective of the diverse Granville population
 - Granville short film festival
 - Keep the design simple and open so that the space can truly be multi-functional

"...feel incredibly unsafe..." – M4 underpass

- Parramatta Road: invest in the pedestrian and cycleways along Parramatta Road, lighting and creating a separation between the walkway and traffic.
 - Activate empty shop fronts and provide seating

"...vile experience..." – walking along Parramatta Road

4.3. Visionary (Think Tank) Board

Five (5) community members participated in the *Granville Square Think Tank*. Themes included parking, accessible facilities, greenspace, and live activations for a range of community members to enjoy. Comments provided below:

"Parking First – By Clay

Please solve extra parking problem first. Square is good idea but not at expense of parking. We need multi level commuter car park before we need a square."

"Improve Granville – By Sue

I recommend that South St Granville be transformed into a pedestrian thoroughfare.. banning traffic except buses.. as the current street is awful for parking.. add a playground and trees more family friendly."

"Multi-Purpose Gathering Place– By Inara

A great model for this square is the open space in North Sydney next to the Library that hosts the weekly evening Noodle Markets in Summer, weekend produce and craft markets and live music events. When our children were at primary school the weekly Noodle Market was a great place for families to gather at the end of the week and share a simple meal together and where children all safely played (Local businesses can be involved in supplying food). Granville Square should be open to casual vendors/stall holders, rather than fixed commercial premises. Like Annukina's amphitheatre post, the Square should be shaped (different level) in one section to create a natural amphitheatre for live outdoor performance (think Slam Poetry nights, hip hop dancers) and ideally fitted with a small weatherproof sound shell for performers. And trees, trees, trees please chosen and placed strategically. I remember when I moved to a new place once, I noticed a large empty block in what was otherwise a lovely heritage village/downtown area and thought that was odd. However, every week the empty lot turned into a bustling Farmers' Market full of people and terrific healthy produce and in turn these people visited the local shops and cafes! The Square itself doesn't need to be high-tech - it's what happens there that's important!"

"Amphitheatre – By Annukina

I imagine evenings of live music in the public square, people having drinks and accessible options for parking and walking. I want public and accessible WIFI. I want portable water fountains and places to charge phones. I want safe surveillance options like market vendors and shops not more police and security guards. I want the music to reflect countries from around the world. I want children and young people as part of the vibe. I want healthy drink options like green juices and coconut water and not just alcohol and coffee.."

"Develop Granville to improve access for old age and disabilities – By John

Granville bus depot is an uphill climb especially for older people and those with disabilities."

5. RECOMMENDATIONS

This report presents and analyses the key findings and sentiment from community consultation regarding the north of Granville and a proposed Town Square for north Granville.

There is a general sense of distrust and disenfranchisement of the Granville community towards the City of Parramatta Council, however the community members who participated in the consultation were hopeful of Granville's potential.

Themes

Overall, there have been some distinct themes that arose from the community conversations and online contributions including:

- The relationship and partnership between Cumberland Council and City of Parramatta Council
- Council's level of maintenance
- Traffic in Granville is an ongoing issue
- Connectivity to attractions and destination from and to Granville. For example; creating a network of pedestrian and cycleways that provide safe, accessible and continuous path for community members
- The lack of open and green space in Granville is an issue
- The vision statements are supported, however the maintenance of facilities and spaces was most important and Council should consider more targeted vision statements for Granville.

Suggestions for Granville Square Master Plan:

- Greenspace
- Ample seating and shade
- Facilities to host outdoor cinema events
- Light displays to create interest and discourage anti-social activity
- Toilet facilities
- Parking alternatives (free and long term) must be provided
- Accessibility is key
- Keep it simple

It should also be noted that Council staff had many informal chats with businesses along Good Street and Bridge Streets, with the main concern raised was the loss of parking.

Careful consideration should be given to all the feedback and views presented in this report before a decision is made.

A summary of findings should also be reported back to the community (when appropriate but in a timely manner), highlighting how community feedback has influenced the project. The final decision and reasons why should be made public and reported back to those who provided feedback.

These recommendations are in line with Council's engagement principles and commitments outlined in the Community Engagement Strategy and Community and Stakeholder Engagement Policy.

"We make our decisions in an open and transparent way and provide feedback to our stakeholders in order to explain our decisions and let them know how their input has been considered".