

SHAPING SORRENTO PLAZA



fresh unique
vibrant innovative

Community Engagement Report

CreatingCommunities

Results

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- Business Feedback
- Community workshops and interviews
- Community Group ratings for Design Principles
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Executive Summary



Creating
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Overview

- A comprehensive community engagement process was undertaken by Megara Property regarding the redevelopment of the Sorrento Plaza. This involved in depth interviews with nearby neighbours, existing businesses within the Plaza and resident groups, as well as Discussion Groups with local residents within Sorrento and surrounding suburbs.
 - The initial process consisted of understanding;
 - The community connection to the existing asset
 - The positives and negatives of the existing asset
 - Their aspirations and desires for what the redevelopment could include
 - Any issues they could foresee with redevelopment of the site
 - After taking the community's views into account 2 design concepts were prepared and workshopped with the community in order to determine;
 - The preferred design
 - Any potential improvements
 - Prioritise Community Benefits that could be provided

One-on-One Meetings

- A total of 14 meetings were held with local businesses, residents, and community organisations

Discussion Groups

- 252 emails were sent inviting community to participate in one of three Discussion Groups
- 74 community members registered to attend workshops
- 48 community members attended workshops

Design Review Workshops

- A total of 297 invitations were sent to Design Review Workshops
- 73 community members attended the workshops

Overview continued...

- Overall, the process was viewed positively by the community, with community engagement activities well attended.
- The community recognised that the site was past its use-by date and were keen to see some improvement.
- However, there was trepidation amongst a small number of community members regarding the outcome of redevelopment due to their experience with the previous owner and developer who had done little consultation regarding the development of the site and the Sorrento Activity Centre Plan, prepared between 2012 and 2018.
- Taking the historical context into account, along with understanding the importance of community engagement in achieving good planning outcomes and process, Megara appointed community engagement consultants Creating Communities to revisit the previous planning outcomes.
- This led to a more proactive and inclusive process, a better proposed outcome that considered community desires and the community having more confidence in the planning process.

What the community told us

Key insights

Based on initial discussions with business and community the following key insights were seen as crucial to consider in the design process.

- **Redeveloping the site with high-quality design is important**
 - The community recognise that the site is an eyesore and would be improved with a nicely designed building/s
 - There is appetite for an interesting design sympathetic to the landscape (rather than a box as envisaged by the current framework)
 - Ensure that the materials used suit the beachside environment and will weather well
- **Parking on the site is a key issue**
 - Parking was a major issue for the site, heightened by the use of the surf club and beachgoers
 - Underground parking is seen as a major benefit
 - Community members want enough separate bays for those visiting the venue, plus residents and their visitors (i.e. want more than the requirements)
- **Keep it local and interesting**
 - The community really wanted to feel that this space was theirs and it was seen as a meeting place and a local centre. They wanted to ensure that they would have access to a place close to home, where they could feel relaxed
 - Retaining the well frequented existing businesses is particularly important as the community are attached to these and will be upset at the loss of these

What the community told us

Key insights

- **Make sure the community get more than they currently have via the redevelopment**
 - Make the ocean view more available to the public from the cafes and other spaces
 - Include al fresco spaces and bring the outside in with openable doors / windows
 - Shield the public from the traffic and weather
 - Make the public realm useable as a gathering space and make it aesthetically pleasing
 - Include trees, shading elements, seating, lighting, bike racks
- **It would be appreciated if some of the issues in the public realm could be resolved.**
 - This could include the bus stop, traffic flow, pedestrian access (particularly to the beach), public toilets, beach showers etc.
 - Connection to the beach and Geneff Park
- **Business tenants should have an affinity to the location and local area**
 - Hospitality venues are favoured over other commercial entities such as medical/financial etc
 - Venues open 7 days that add vibrancy to the area were preferred
 - Venues that operate late at night and are likely to disturb residents were not favoured
 - Chains and fast-food operators are viewed negatively

What the community told us

Key insights

- **There are a range of views on building heights**
 - While some community members are against building height, other members of the community were not opposed to height, while others would be happy to see a trade-off for benefits to the community (i.e if it is “done well”)
 - A building design with varied scale and articulation was viewed more positively than a boxy, square style building.
 - Key issues related to height were shadow casting and the interruption of the views for others
- **The prospect of residential apartments being included in the development was not a concern**
 - Some in the community want to be reassured that the development would not attract the wrong sort of people, hence want a high-quality and attractive development
 - There was general preference for larger apartments that would allow local residents to downsize
- **Sustainability is important but didn’t rank as high as other issues**
 - However, those who had an interest mentioned the need for sustainable design via building orientation; solar panels, electrical vehicle charging stations, wastewater reuse and other sustainability issues

What we did with the information

- The key insights from the initial Discussion Groups were then translated into a built design outcomes by Megara, the planning consultants Planning Solutions and the architect MJA.
- This resulted in 2 concepts.
 - Concept 1 fulfilled the previous SACP requirements and allowances at 5 storeys
 - Concept 2 investigated redistributing the same building volume to better address the community desires, particularly in terms of creating an attractive building and better public spaces for the community whilst still maintaining the local feel.

Below are two renders for each concept. Detailed renders can be seen on pages 43-46.

Concept 1



Concept 2



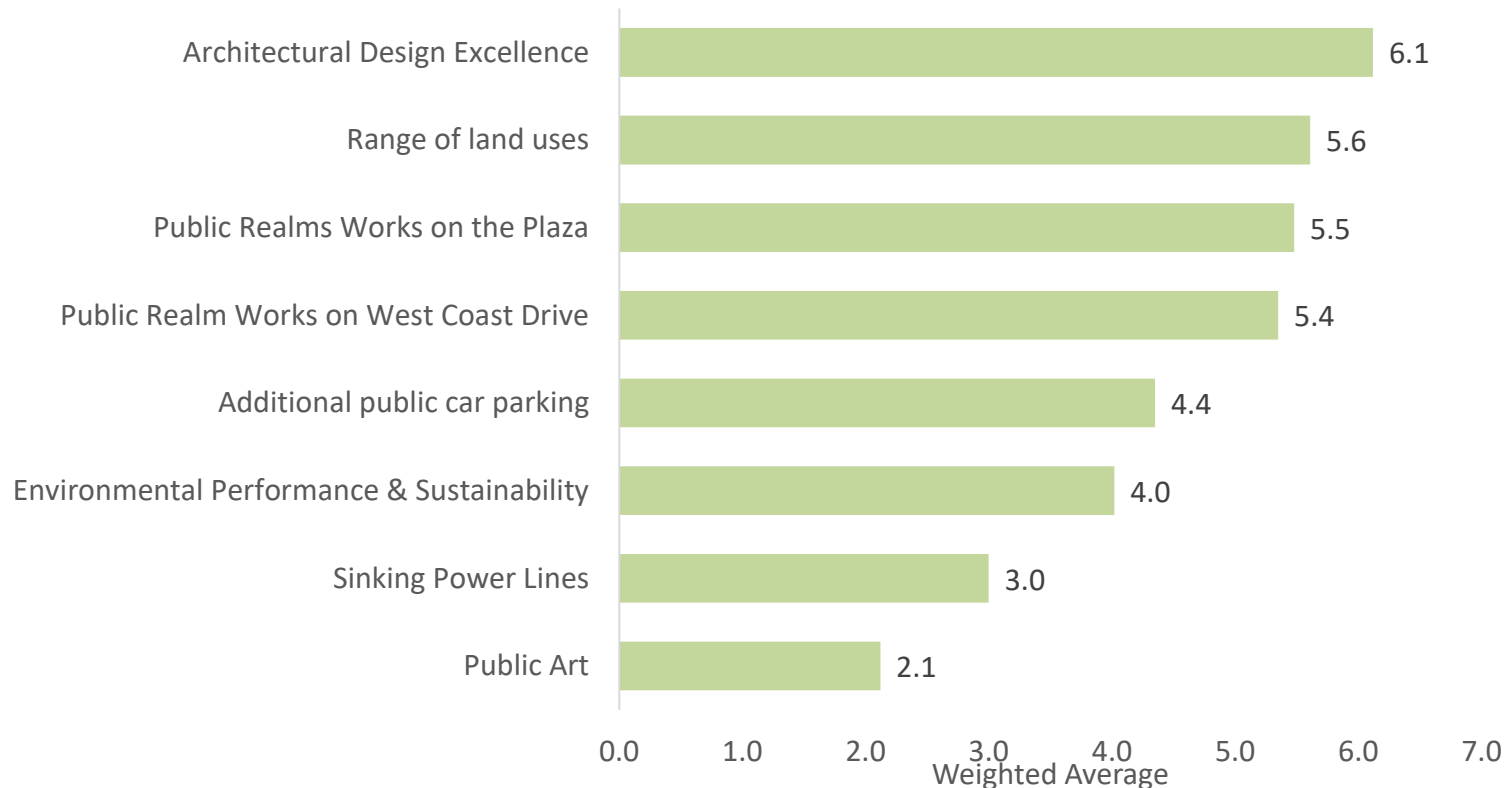
What the community told us

Key insights – Community Benefits

At the Design Review Workshops, we asked the community about the importance of community benefits for the site.

Architectural design excellence was rated as the most important community benefit for the project.

QUESTION. Please rank each of the following outcomes, that could be achieved via the redevelopment of Sorrento Plaza, in order of importance from 1-8 with 1 being the most important outcome, through to 8 being the least important outcome



What the community told us

Key insights – Design Concepts

- **Overall, the community were positive towards the redevelopment of the site,**
 - Engaging with the community and allowing them to have a say about “their” local centre went a long way to improve relations
 - Provided two concepts for people to consider in relation to key design principles
- **Concept 2 was the preferred option by 72% of participants.**
 - The design was seen as more attractive and more appealing than Concept 1.
 - The variety of the architectural form (rather than a box) and the public realm elements on site were also viewed positively.
 - The community benefits of extra publicly available parking (20 extra bays for general public use) and overall public realm improvements were viewed positively
 - The main suggestion to improve the design of Concept 2 noted was reducing the height.
- **Concept 2 was most preferred as it redistributes volume to decrease the bulk of the building and provides greater community benefits.**
 - Megara should use the first floor for commercial/ hospitality businesses – the use of the first floor for residential was generally not supported by the community in the design workshops
 - Megara should consider how the scale of the 9 storeys presents to Raleigh Road and provide renders to demonstrate this when a more resolved design is completed
 - With the only sticking point for people being the height of Concept 2, Megara should consider if the height can be slightly reduced and redistributed elsewhere on the site without impacting bulk too much – to demonstrate an appreciation of community feedback

Detailed feedback in relation to the Design Review workshops can be found on pages 42-54



Engagement Process

Creating
Communities

Community Engagement Process

Initial Discussion Groups

Communications

- Publishing website detailing history of the site and intent and process for Shaping Sorrento engagement process
- Direct Mail and email / telcon invitations to residential neighbours and businesses inviting them to one-on-one meetings
- Invitations to local community organisations to attend one-on-one meetings
- Meetings with State and Federal government representatives to share information on the project and the engagement process
- Briefing note to City of Joondalup councillors
- Letter drop to all current residents of the suburb of Sorrento inviting to register and directing to Shaping Sorrento website
- Advertisement in newspaper
- Signage onsite at Sorrento Plaza inviting community to register for more information

One-on-One (in depth) Meetings

- A total of 14 in depth meetings were held with local businesses, residents, and community organisations

Discussion Groups

- 252 emails were sent inviting community to participate in one of three Discussion Groups
- 74 community members registered to attend Discussion Groups.
- 48 community members attended one of three Discussion Groups, held on site and at the Sorrento Bowling Club to maximise opportunities to attend.

A total of 71 community members have met face to face with the Project Team as part of this.

Community Engagement Process Design Review Workshops

Communications

- Invitations were emailed to all participants in initial Discussion Groups held on 21, 22 and 23 September 2021) and one-one-one meetings to participate in one of two Design Review Workshops.
- Invitations were sent to all registrants of the Shaping Sorrento Website.
- A total of **297** invitations were sent to attend a Design Review Workshop.

Design Workshops

- A total of 73 people attended the Design Workshops on 25 and 26 October 2021.



Site Location



SACP



PROPOSED SITE



Use a sticky dot to show where you live in relation to the project site.

SHAPING SORRENTO PLAZA

Discussion Group Attendance by Residential Location

Workshop 1 ● 23

Workshop 2 ● 14

Workshop 3 ● 11



Use a sticky dot to show where you live in relation to the project site.

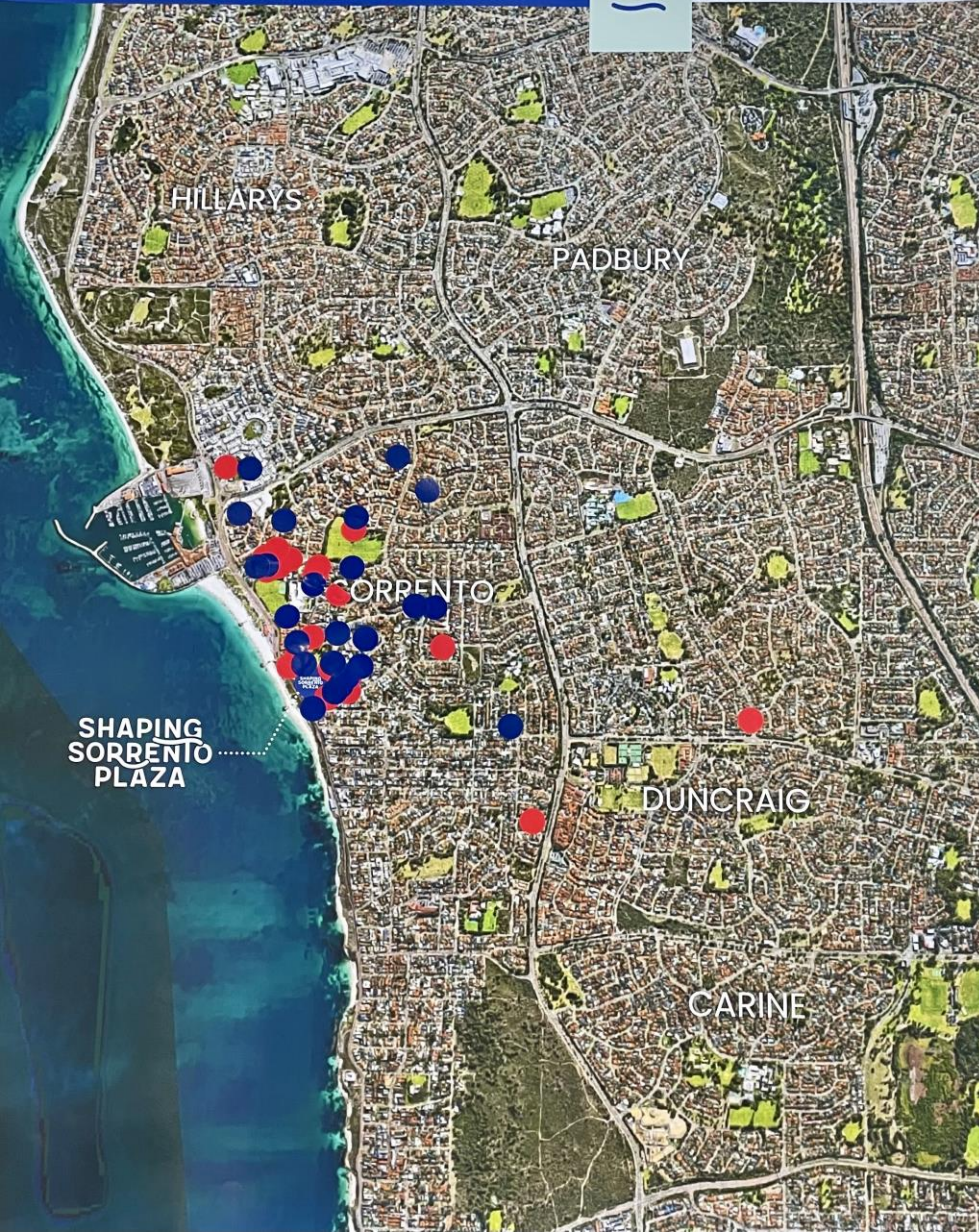
SHAPING SORRENTO PLAZA

Design Workshop Attendance by Residential Location

Workshop 1 ● 26

Workshop 2 ● 42

Local business owners: 5





Detailed Engagement Results

- Business Feedback

Business Feedback

Below is a summary of feedback from the local businesses we have spoken with:

What they love about the site

- Great location and local energy
- Good and loyal support from locals

The challenges of the current site:

- The precinct is an eyesore
- The premises are not fit for purpose – e.g. poor service areas, poor design, back of house is challenging, difficult to deliver a quality product / service to community
- The uncertainty with the site makes it difficult to run a business
- Can't invest in their businesses and have stopped doing so due to uncertainty for more than a decade
- Parking and access is poorly planned
- The current site doesn't take advantage of the ocean views

What they would like to see in the future

- Long overdue development of the site
- Designs that meet the needs of businesses
- Critical mass of people to support businesses
- Open plan inside / outside vibe
- Take advantage of the ocean views
- A gathering place for the local community
- Mixed scale of buildings is appealing / well designed and interesting
- Take advantage of sloping site – for views; parking underneath etc
- Hyperlocal – meets the needs of the local community – not like Hillarys Marina
- The community needs places to visit e.g. yoga, coffee, a glass of wine, but not late night activities

Community Discussion Groups and in-depth Interviews



Initial Discussion Group Process

During interviews and Discussion Groups participants discussed the following

- The positives and negatives of the current plaza
- Their aspirations and desires for what the redevelopment could include
- Any issues they could foresee with the redevelopment

Discussion Group participants also rated a number of Design Principles

- The principles were based on interviews with neighbours and businesses
- These were rated based on importance

Summaries of both the comments and the Design Principles are shown as part of the Engagement Results



Detailed Engagement Results

- Group Ratings for Design Principles

Design Principles

- Based on individual discussions with stakeholders, businesses, nearby residents and community members a number of Design Principles were identified for the redevelopment of Sorrento Plaza.
- During the group discussions, participants were asked to indicate the level of importance for each Design Principle based on the following rating;
 - A. Very Important
 - B. Important
 - C. Somewhat important
 - D. Not important

The results for this are shown in the graph and table overleaf.

The top 3 Principles important to the community were;

- Well planned parking
- Well managed traffic
- High quality design

It is important to note for those who feel Building Height is important - they rate it as VERY IMPORTANT (5th V Imp vs 11th TOTAL)



Design Principles

The following key design principles were derived from engagement and Discussion Groups with neighbours, stakeholders and local businesses.

- Sustainability
- Successful & sustainable businesses
- Vibrancy and inviting areas
- Functional design for businesses
- Range of shops, hospitality and services
- Local jobs and economic development
- Places for community to gather
- Well planned car parking
- Well managed traffic
- Catering for pedestrians and cyclists
- Reflect beach lifestyle
- High quality design
- Unique design (e.g. not a box shape)
- Views / view corridors
- Consider shadowing
- Connection to the surrounding areas
- Building height
- Building articulation (e.g. the building has different elements and is not all one bulky building)
- More larger apartments and less smaller apartments

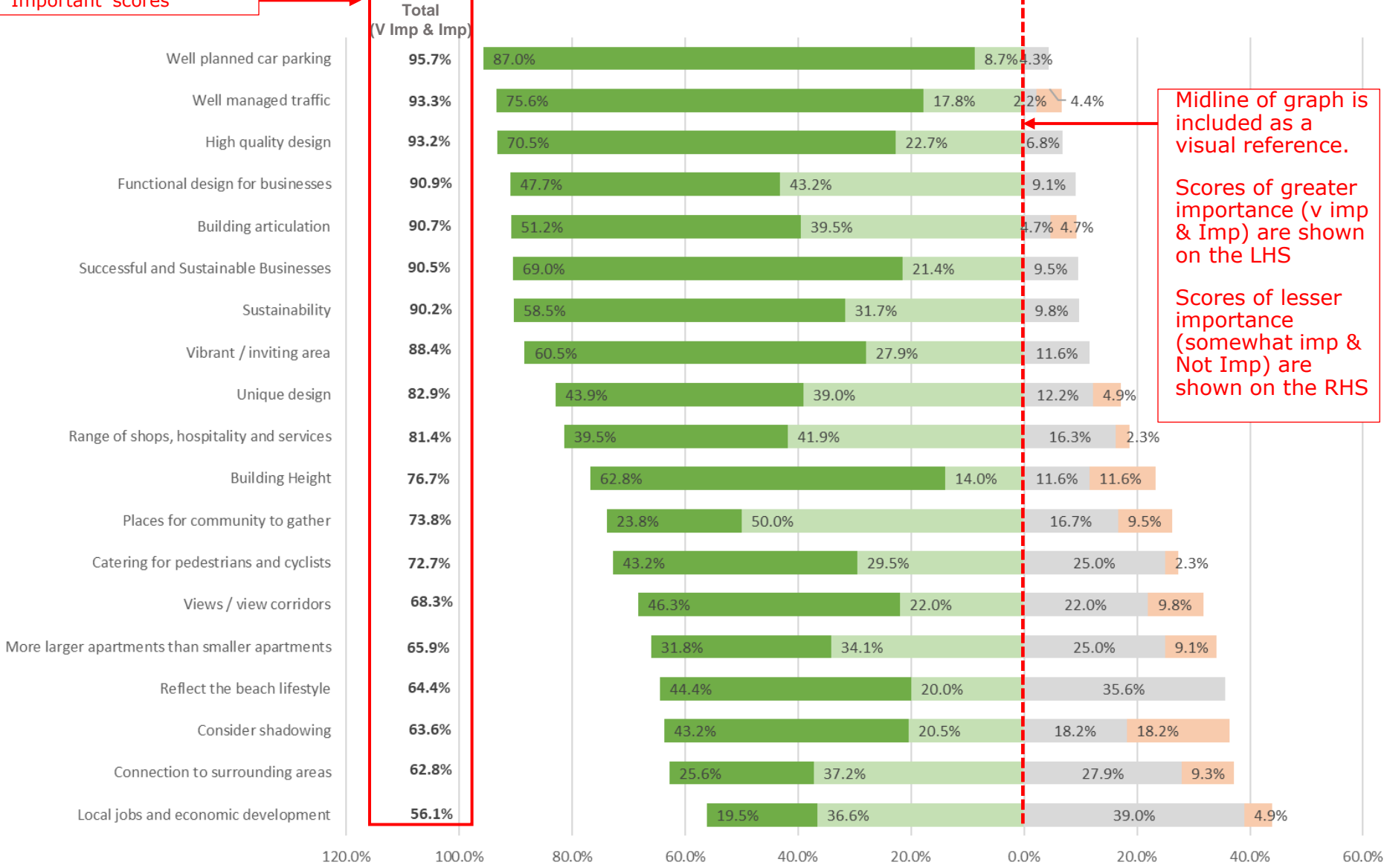
Importance of Design Principles

Instructions on how to read graph are in red.

Legend of ratings

Ranked by combined total of 'Very Important' and 'Important' scores

Very Important Important Somewhat Important Not Important



Midline of graph is included as a visual reference.

Scores of greater importance (v imp & Imp) are shown on the LHS

Scores of lesser importance (somewhat imp & Not Imp) are shown on the RHS

Importance of Design Principles

Instructions on how to read table are in red.

Ranked by 'Very Important' scores.

These rankings differ from the combined TOTAL

The top 5 Design Principles are marked as Dark Green.

The top 6-10 are shown as light Green

% Top 5

% Top 6-10

Question	Total V & Imp	Very Important	Important	Somewhat Important	Not Important
Well planned car parking	1 95.7%	1 87.0%	8.7%	4.3%	0.0%
Well managed traffic	2 93.3%	2 75.6%	17.8%	2.2%	4.4%
High quality design	3 93.2%	3 70.5%	22.7%		
Successful and Sustainable Businesses	6 90.5%	4 69.0%	21.4%		
Building Height	76.7%	5 62.8%	14.0%		
Vibrant / inviting area	8 88.4%	6 60.5%	27.9%		
Sustainability	7 90.2%	7 58.5%	31.7%	9.8%	0.0%
Building articulation	5 90.7%	8 51.2%	39.5%	4.7%	4.7%
Functional design for businesses	4 90.9%	9 47.7%	43.2%	9.1%	0.0%
Views / view corridors	68.3%	10 46.3%	22.0%	22.0%	9.8%
Reflect the beach lifestyle	64.4%	44.4%	20.0%	35.6%	0.0%
Unique design	9 82.9%	43.9%	39.0%	12.2%	4.9%
Catering for pedestrians and cyclists	72.7%	43.2%	29.5%	25.0%	2.3%
Consider shadowing	63.6%	43.2%	20.5%	18.2%	18.2%
Range of shops, hospitality and services	10 81.4%	39.5%	41.9%	16.3%	2.3%
More larger apartments than smaller apartments	65.9%	31.8%	34.1%	25.0%	9.1%
Connection to surrounding areas	62.8%	25.6%	37.2%	27.9%	9.3%
Places for community to gather	73.8%	23.8%	50.0%	16.7%	9.5%
Local jobs and economic development	56.1%	19.5%	36.6%	39.0%	4.9%

Key Insights:

For those that felt **Building Height** was important - they likely rate it as **VERY IMPORTANT** (5th V Imp vs 11th TOTAL)



Detailed Engagement Results

- Summary of Comments
- Individual Design Principle Ratings

Parking

Current Strengths

- Easy to get to without a car / is convenient

Current Weaknesses

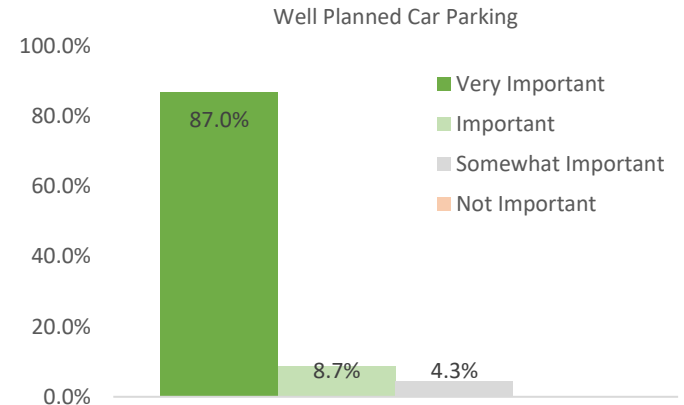
- Not Enough Parking
 - Most participants (interviews and community workshops) felt that there was not enough to cater to the Sorrento Plaza's needs
 - It was noted that parking was often used by Surf Club attendees and beachgoers

Future Aspirations

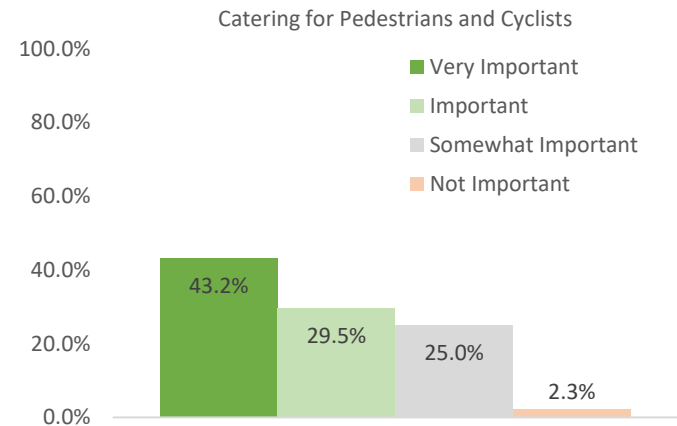
- Sufficient Parking
 - Ensure that there is enough parking to cater to the businesses
 - Make parking underground
 - Include short term bays (15min) for takeaway coffee and bottle shop
 - For residential apartments - ensure it is separate and there are adequate for ALL residents and their visitors

Future Issues

- Not enough parking for revitalised Plaza visitors and residents
 - No short-term parking
 - Beach and Surf Club users may still use parking spaces, therefore need general public parking



Total number of responses in Discussion Groups 46



Total number of responses in Discussion Groups: 44

Traffic

Current Weaknesses

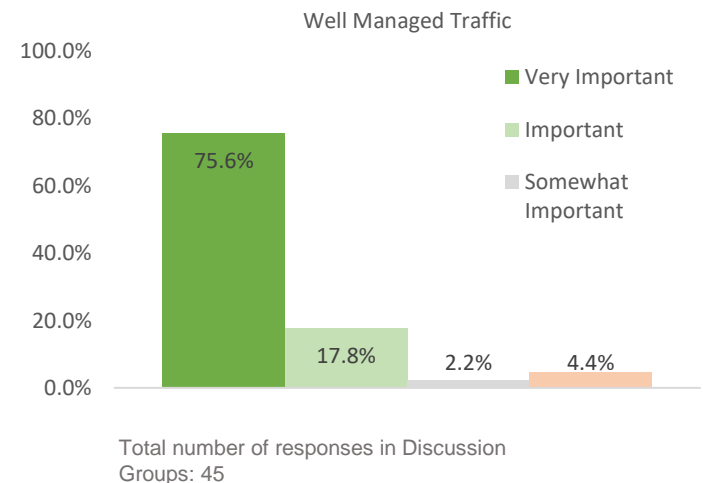
- Traffic was seen as a major issue with most problems related to West Coast Drive (WCD) being a busy road and noisy
- Access onto WCD from roads surrounding Sorrento Plaza was seen as difficult and dangerous
- Access to and through the site was seen as poor and congested

Future Aspirations

- Good traffic management
 - Traffic past the site needs to be slowed / traffic restrictions
 - Traffic management to and from the site needs to be considered
 - A roundabout onto West Coast Drive

Future Issues

- Access onto West Coast Drive from roads surrounding Sorrento Plaza was seen as difficult and dangerous
- Turning from West Coast Drive into the Plaza could be difficult with increased traffic



Built Form Design

Current Strengths

- Most of the participants (interviews and community workshops) had an affinity for the Plaza. The major strengths were;
 - It was in a good location and by the Beach
 - It was seen as a focal point for the neighbourhood and had a good local community feel
- Other positives mentioned were;
 - That it was small/ low-rise with a low impact on the surroundings
 - It was a relaxed casual atmosphere where people felt comfortable
 - It had a beachy feel



Built Form Design

Current Weaknesses

The major negatives mentioned were;

- **Old and rundown:** An overwhelming majority felt that the Plaza was well past its use-by date. It was seen as being outdated and in need of rejuvenation and there was no investment being put back into the building.
- **It was visually unappealing:** Most participants (interviews and community workshops) felt this way and described the Plaza as; ugly, unsightly, visually unappealing, horrible, eyesore, dilapidated. Much of this will be related to the age and state of the building.

The community also noted;

- The views of the ocean are not taken advantage of
- The building materials are not suited to the coastal environment so have contributed to the dilapidated look
- The various areas in the Plaza areas are disjointed/ poorly designed and don't flow
- Building is not fit for purpose

Other negatives raised less often were;

- Not enough outdoor/ al fresco, No shade outside/ No trees, Outdoor seating is often shaded/cold
- Very close to the road
- The atrium is wasted space, the stairs are unsafe
- Unsightly bins in clear view
- Doesn't have beachy feel
- Not sustainable/ impact on environment
- Lack of lighting

Built Form Design

Future Aspirations

- Design for the location
 - Take advantage of the ocean view
 - Design to reflect the natural environment the Plaza sits within
 - Design for the beachside climate (the sea breeze, salt and sun)
 - Bring the outside in with windows/ doors that can be opened or closed to the ocean
 - Set it back from the road (or above) so that you don't feel like the traffic is right next to you
 - Utilise materials that are suited to the environment and will weather / age well
- A high-quality build and design was seen as essential for this development
- Many wanted the building to be something unique or different that was unlike many other box style buildings
- A number of community members also felt that having solar panels and wastewater management for use in the garden area was desirable
- Ensure that there is easy and disabled access – it is an older community and this is in their consideration set

Additional mentions were;

- A better back of house arrangement that managed the functional commercial issues as well as the aesthetic impact
- Remain in-keeping with the surrounding style of the area
- Provide good lighting

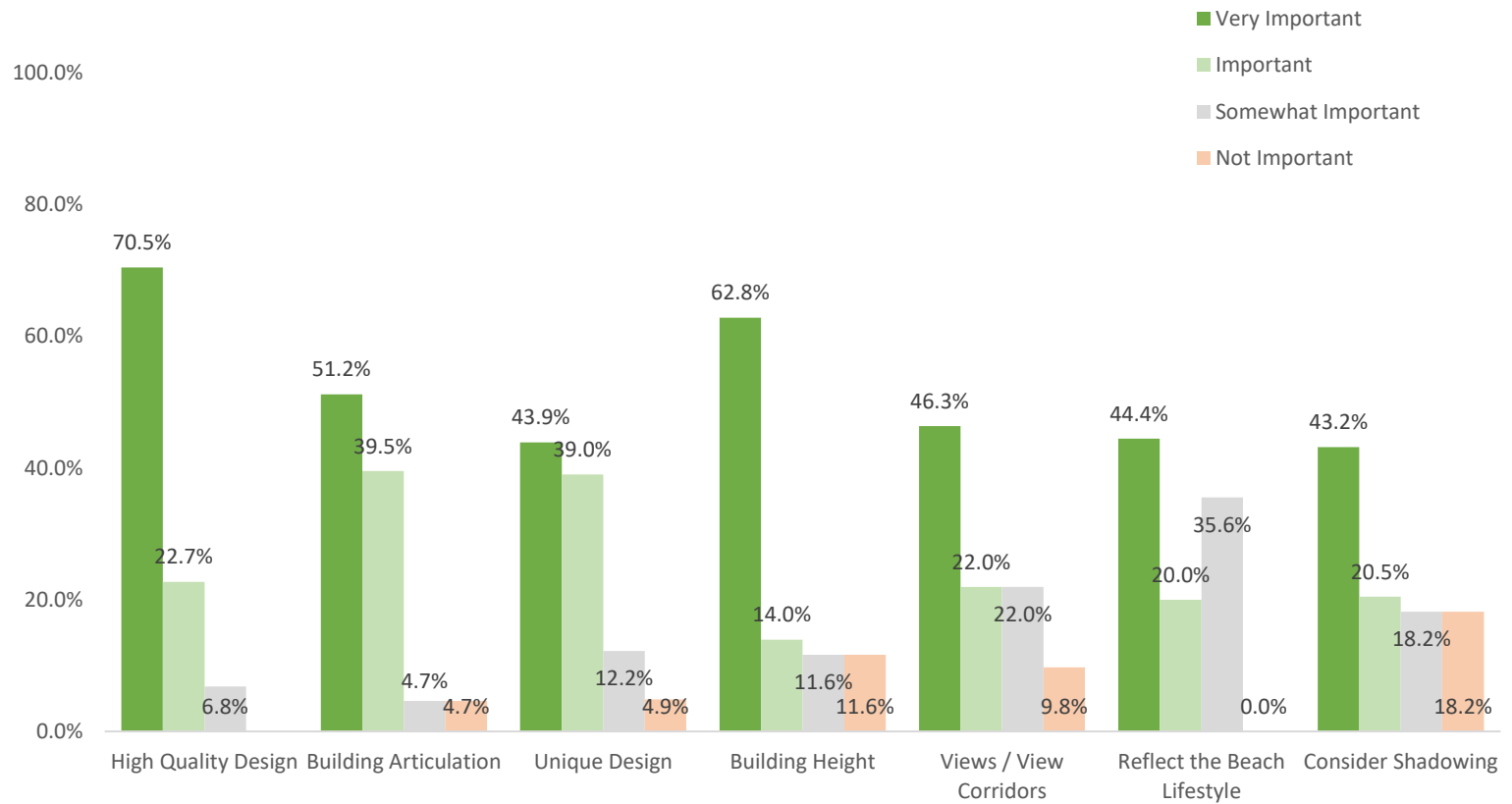
There was also commentary from several of the community members about pushing the height limit to make the building more viable as a less bulky design

Built Form Design

Future Issues

- The community concerns focused on the fact they may not be happy with the outcome.
- The main issue was the height of the building. There was some discussion around this in the groups with several people wanting the building to be very low-rise. However, there were a number of participants who recognised that height was a trade-off with amenity, whilst others were not opposed to height within reason.
 - There was also the fear that the height of the building would set a precedent in the area.
 - This led to concerns for overshadowing – mostly on the beach - and blocking the views of others
- The community also did not want a square boxy building
- Other issues raised were;
 - No trees
 - No views
 - The building being too close to West Coast Drive
 - Catering to disabled access

Built Form Design



Each of the above principles received 41-45 responses in the Discussion Groups

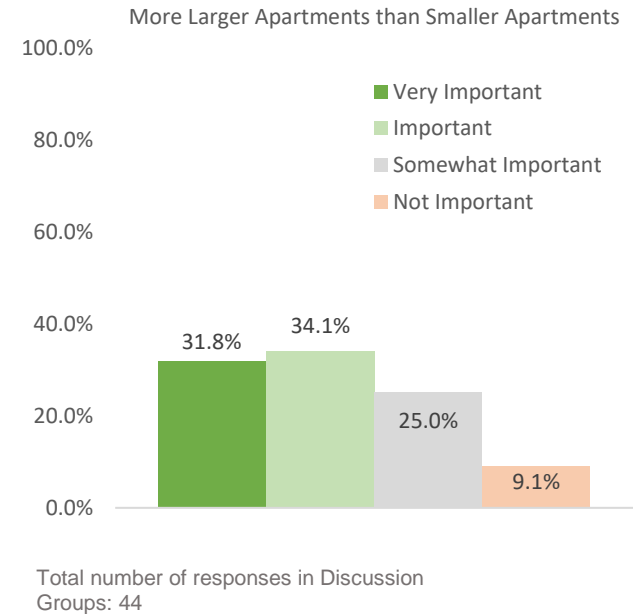
Residential Apartments

There was also some specific mentions regarding residential apartments.

Aspirations for the residential component were;

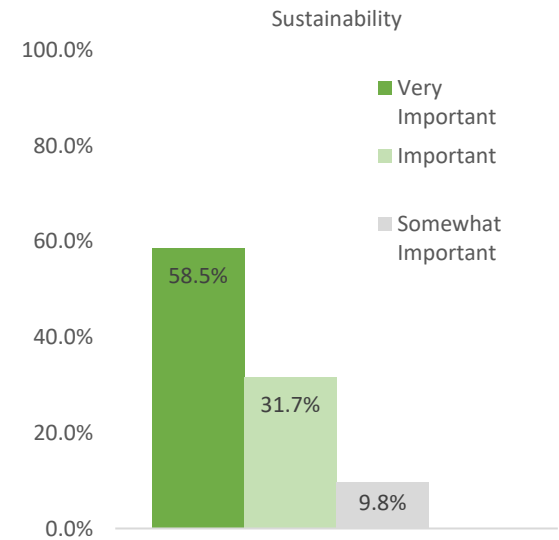
- People recognised that there was a need for more diverse residential choice in the area
- Quality residential was essential in the area
- Having larger apartments available in the complex which aligned with the desire for downsizing options in the area

There was also the concern raised that there would be too many investment apartments rather than owner occupiers



Sustainability

- Sustainability and energy efficiency were mentioned during the interviews.
- However, it did not dominate any of the discussion.
- The aspirations for the site that were mentioned included;
 - Solar panels including on the building
 - Incorporating electrical vehicle charging stations
 - Utilising waste (grey) water within the development ie for the garden
 - Utilising building materials that are appropriate to the environment and will weather well



Total number of responses in Discussion Groups: 41

Commercial Spaces

Current Strengths

There were a number of comments made regarding the current businesses in the Plaza.

- Overwhelmingly the community commented that they enjoyed and supported the existing businesses
- The bottleshop was also mentioned as a positive in the Plaza, along with the service station (however for others this was a negative).
- There was also comment made about the opening hours and that they did not want anything open late at night.

Current Weaknesses

- The service station was seen as being a bit of an eyesore in the area and having an impact on traffic movement
- The lack of variety within the Plaza and there was a need for a better mix of businesses, including the lack of a convenience store
- The site was viewed as underutilised and lacked use (and vibrancy) during the nighttime

Aspirations

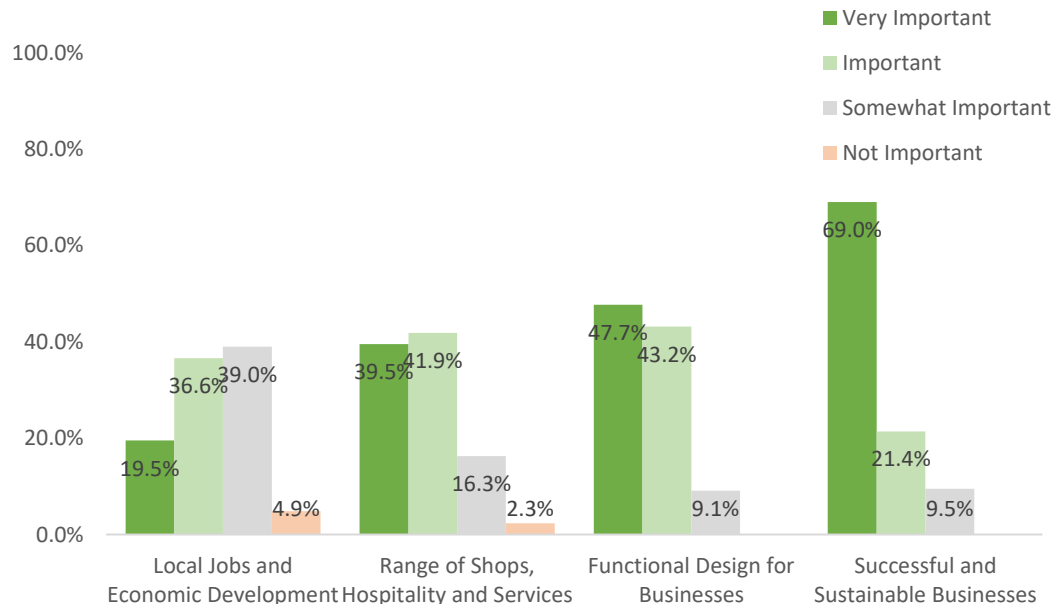
Most aspirations related to the types of commercial entities that the community would like to see within the Plaza.

- Introducing more variety of businesses was seen as important
- However so was retaining the businesses that were already present
- The types of businesses mentioned most were; Restaurant, café and small bar. Additionally, a rooftop bar, bakery, convenience store, gym and bottle shop were also mentioned
- The need for the Plaza to be activated by having business types operate 7 days a week was seen as important to activate the Plaza – particularly given the beachside location

Commercial Spaces

Issues

- There was a very strong view that the Plaza should not contain any fast-food or chain stores,
 - Retaining a very local individual feel was very important, rather than including something generic like a supermarket
- The businesses should somehow be linked to the location and be enhanced by the coastal area
 - Hospitality venues where people could gather and enjoy the environment were favoured
 - Commercial entities such as medical, financial, lawyers etc. that could be located anywhere were not favoured
- There was opposition to having any late-night venues that would likely disturb the surrounding residents – no taverns, nightclubs, 24-hour gyms

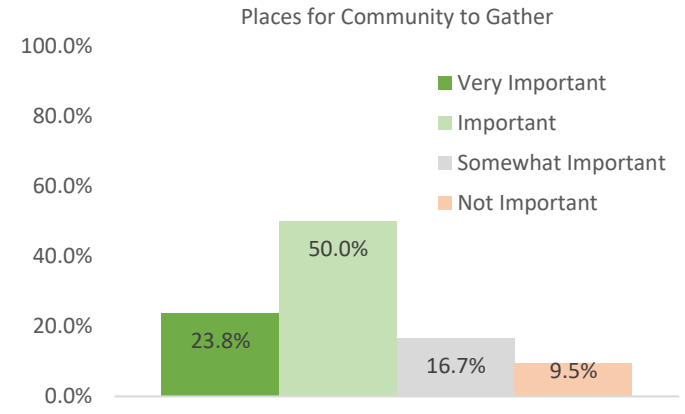


Each of the above principles received between 41-44 responses in the Discussion Groups

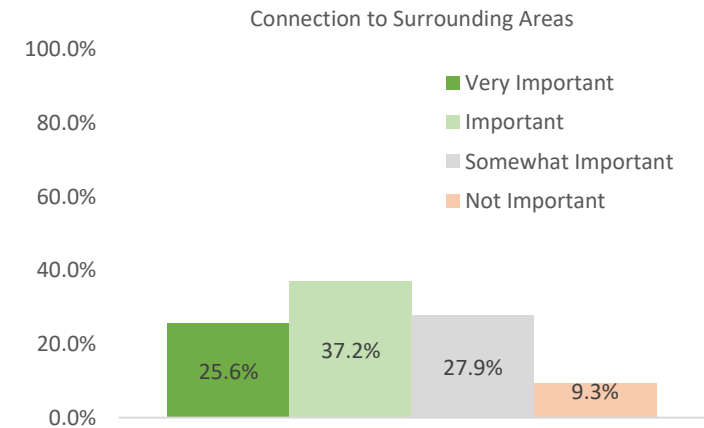
Public Realm and Community (within the Site)

There were a number of aspirations mentioned regarding the community open space on the ground floor and the overall feel of the Plaza space. These included;

- Enhancing the area as a local / neighbourhood precinct
- Greenscaping and including trees
- Improving the al fresco area to be able to enjoy the outdoor lifestyle and the view
- Ensuring that there is enough shade provided for those sunny days
- Making (free) space, seating and local amenity available for people to gather – particularly at the front of the site
- Include cycling racks and pet friendly areas
- Keep the informal and maintain the local feel
- The idea of the space being family friendly was also addressed but there were mixed responses with some wanting the space to be more family friendly and others not keen on encouraging children (and the associated noise) in the area



Total number of responses in Discussion
Groups: 42



Total number of responses in Discussion
Groups: 43

Public Realm and Community (Outside the Site)

- There were numerous comments, particularly in the community groups that focused on the environment surrounding the site that Megara did not have any direct control over
- However, the ability to resolve some of these issues for the community would hold Megara in good stead
- These included
 - The Bus stop
 - Public transport to the site was seen as a positive
 - However, the bus stop was seen as being in the wrong location blocking the potential views of the ocean and interrupting traffic
 - Several solutions were suggested which included shifting the bus stop to a nearby location but not directly in front and creating a pull in lane so that traffic was not as disrupted
 - Pedestrian Access
 - Access across WCD to the beach was seen as unsafe and difficult. A dedicated pedestrian crossing was seen as highly desirable
 - Improving the pedestrian realm overall was seen as necessary, including the paths in front of the Plaza and the flow within the Plaza
 - Connecting and integrating to the surrounding facilities was seen as important, including the nearby Geneff Park area and the Sorrento Community Centre
 - Other public assets the community would like improved or added were;
 - Beach showers, public toilets, post box
- There was also some concern regarding the petrol station in the vicinity of residential

Community Design Workshops



Creating
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Design Workshop Engagement Process

During the Community Design Workshops participants were presented with the following information

- A review of the engagement process so far
- Outcomes of the previous Discussion Groups and one on one meetings
- Presentation of two concepts. Concept 1 reflecting the existing SAC Plan, Concept 2 reflecting the outcomes of the Discussion Group workshops

Following a presentation, participants were invited to share their feedback on the questions below

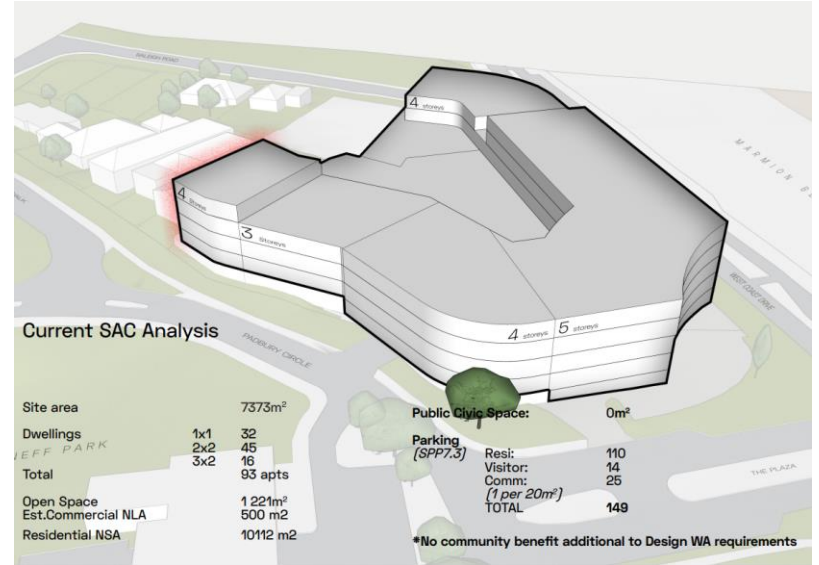
- Participants were asked which of the concepts they preferred and why
- Participants were asked to provide the positives, concerns and suggestions for each concept
- Participants were asked to rank a series of Community Benefit outcomes that could be achieved on the side in order of importance

See key images presented at the Design Workshops on the following slides, and the resulting feedback collected at the Design Workshops.

Concept 1



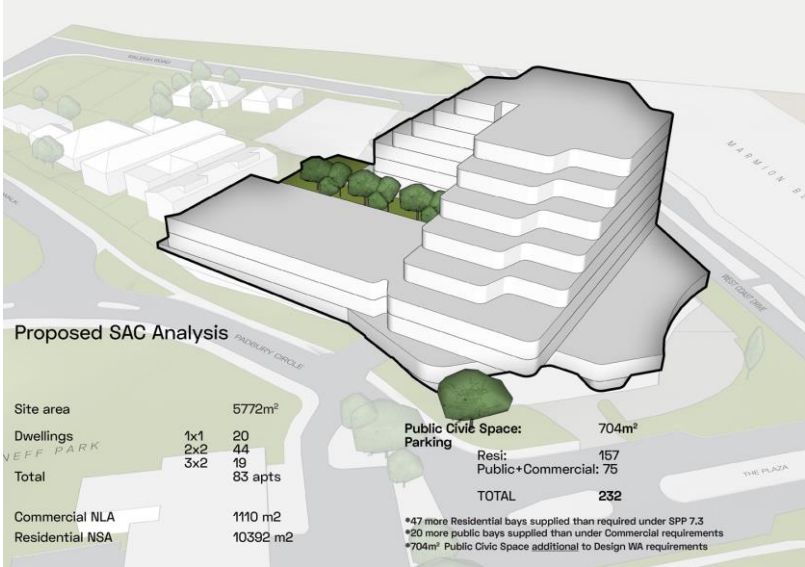
Concept 1



Concept 2



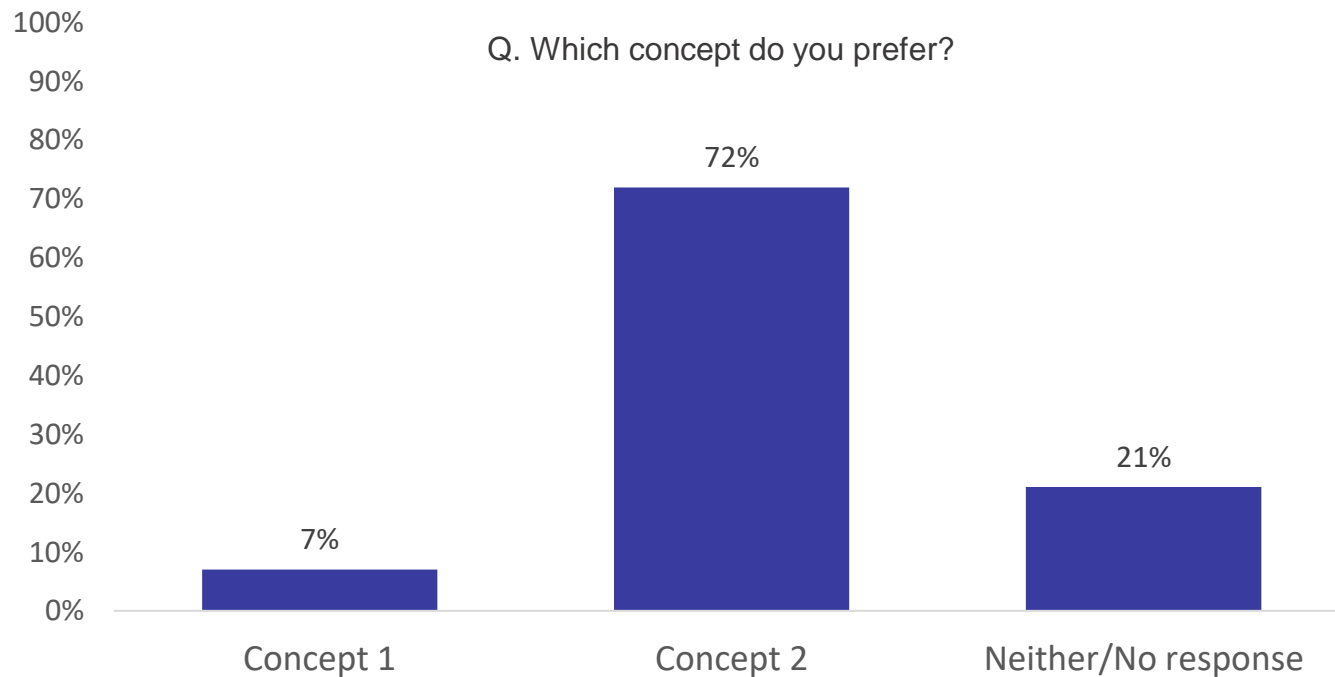
Concept 2



Concept 2 was preferred

Participants were asked to indicate which concept they preferred and why.

- 72% of all participants preferred Concept 2
 - This included all of the local business owners within the Sorrento Plaza who were asked
- Only 7% chose Concept 1
- 21% did not choose either concept



Base: All participants,
n= 57 Total (52 workshop respondents & 5 local business owners)

Reasons for preference

The following reasons were provided for choosing each of the following concepts.

Neither (19%)

- 11% of all participants did not indicate a preference
- A further 8% liked elements from both or had reservations about both of the designs.

Concept 1 (7%)

- There was no common response for preference. Reasons included lower height, it would attract less people to the area, and it was the least disliked.

Concept 2 (72%)

- Concept 2 was the most popular design by far.
- The design was mostly preferred due it being viewed as more attractive and more appealing than the alternative.
- Several participants (22%) mentioned that incorporating some variety in the architectural form and not being boxy was why they preferred this concept, as well as being a better fit and use of the site.
- Around 13% also mentioned elements of the public realm (acknowledging the community benefits opportunity in Concept 2)
- However, it is also noted that although they liked Concept 2 they had some reservations about some elements, mostly height (15%).

Perceptions of Concept 1

Positive Aspects

- Almost a third (31%) of community participants indicated that the most positive aspect of the design related to it having a lower height in comparison or that it was compliant with the existing activity plan – being 5 storeys high.
- 8% thought that redeveloping the site and creating a new building to replace what was there was a positive outcome
- Some participants mentioned liking the design or different elements of the design, as well as the change in the hospitality venues and outdoor areas in general as positive. However, no specific item was seen as outstanding for the concept.
- Further to this 19% of participants only made negative comments about this concept with an additional 20% making no comment at all about this.

Concerns

The major concerns for participants were mostly to do with the design, particularly the bulk and scale of the building (25%).

- Parking issues were mentioned by 29% of participants with another 4% mentioning traffic.
- Various elements related to the perceived lack of community benefits such as limited open space and landscaping
- The height of the building was also seen as a concern for around 12% of participants.

Suggestions for Improvement

- Suggestions for improvements mostly related to the design of the building in terms of reducing the bulk and scale of the building.
- Reducing the height of the building was also mentioned by 6%

Perceptions of Concept 2

Positive Aspects

- A significant amount of participants liked the design and felt that the design was attractive (67%) and more acceptable in comparison to Concept 1. Some of the terms used to describe the design were contemporary or modern, interesting and elegant.
- The design of the area within the public realm and its availability to the community was seen as a positive and was mentioned by 48%. This included;
 - Providing public spaces and amenities (42%)
 - Landscaping and green spaces that would be included (33%).
 - Achieving better views (12%) and allowing a more immersive coastal experience from the public and commercial areas.
- The increased availability of parking (13%) was also seen as a positive design outcome.

Concerns

- The main concern for participants regarding Concept 2 was the height of the building (35%), with an additional few community members also mentioning potential overshadowing.
- Some participants also felt that traffic (15%) and parking (15%) would be an issue.
- A further 31% mentioned a variety of design issues but with no common theme.

Suggestions for Improvement

- A third (33%) mentioned reducing the height would improve the design.
- Around 17% made suggestions related to the commercial space particularly in relation to providing ocean views from these spaces.
- Parking and traffic related suggestions were made by approximately 13%

Opportunities for Improvement

OPPORTUNITIES

In addition to preference, community members were asked if there were any other opportunities they would like to be considered.

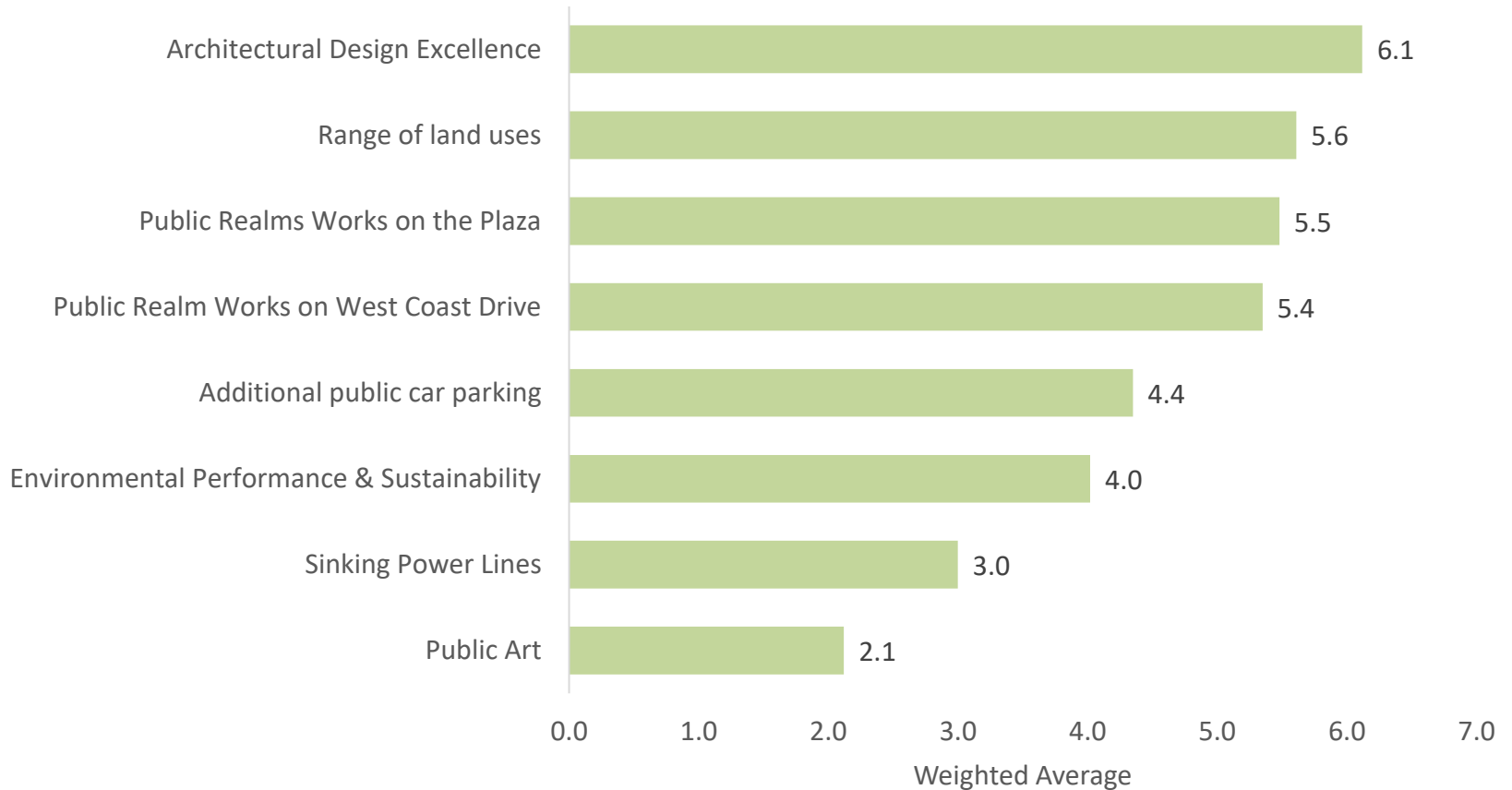
Although most participants did not provide a response the following specific opportunities were provided;

- Convert first storey for commercial / hospitality only (wasted on residential and businesses below will impact residential anyway)
- Improve access to and from West Coast Drive
- Provide smart car parking
- Focusing on the high-end market for buyers
- Move the bus stop (to north of its current location)
- Provide a public shower on the beach side of West Coast Drive
- Keep the current hospitality businesses
- Provide an alfresco view that the public can access
- Improve pedestrian safety
- Provide an underpass from the site to the beach
- Provide easy walk-in/take away access for coffees/ice-cream

Community Benefits

Architectural design excellence was rated as the most important community benefit for the project.

QUESTION. Please rank each of the following outcomes, that could be achieved via the redevelopment of Sorrento Plaza, in order of importance from 1-8 with 1 being the most important outcome, through to 8 being the least important outcome



Conclusion

- **Overall, the community were positive towards the redevelopment of the site**
 - Engaging with the community and allowing them to have a say about “their” local centre went a long way to improve relations
 - Provide two concepts for people to consider in relation to key design principles
- **Overall Concept 2 is most preferred – as it redistributes volume to decrease the bulk of the building and provides greater community benefits.**
 - Megara should use the first floor for commercial/ hospitality businesses – the use of the first floor for residential was generally not supported by the community in the design workshops
 - Megara should consider how the scale of the 9 storeys presents to Raleigh Road and provide renders to demonstrate this when a more resolved design is completed
 - With the only sticking point for people being the height of Concept, Megara should consider if the height can be slightly reduced and redistributed elsewhere on the site without impacting bulk too much – to demonstrate an appreciation of community feedback
- **Megara needs to continue to clearly distinguish itself from the previous development and SACP.**
 - Megara is currently being judged based on the community's previous experience with the site
 - Some members of the community previously fought to have the site capped at 5 storeys and were frustrated that they had to go through this process again
 - However, much of the community that took part in the community engagement process with Megara appreciated being able to express their views and have a chance to review the design and were positive about the engagement process.
- **Megara should continue to focus on interacting with the community throughout the approval and development process.**
 - Transparent and regular communication regarding the redevelopment is important.
 - Additionally, Megara should highlight the community benefits that the redevelopment brings that were not included in the current SACP, in particular, communicating these benefits as they are realised, will go a long way to reinforce the overall outcome as positive.

