We’re a step closer to finalising the Parramatta Road Urban Transformation Strategy thanks to the feedback we received during consultation between September and December 2015. This feedback from the community and councils, as well as government agencies, has been analysed and collated into the Consultation Outcomes Report.

**The draft Strategy**

The draft Parramatta Road Urban Transformation Strategy was developed to respond to two broad imperatives: to support Sydney’s growth and to make the Corridor a better place to live, work and visit.

### The Vision for the Parramatta Road Corridor

A high-quality multi-use corridor with improved transport choices, better amenity and balanced growth of housing and jobs.

**THIS IS WHAT WE DID**

Extensive consultation on the Draft Strategy occurred between September and December 2015.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letterbox drop to</td>
<td>105,000 homes</td>
</tr>
<tr>
<td>Letters to</td>
<td>22,000 property owners</td>
</tr>
<tr>
<td>Advertisements in English and foreign language newspapers</td>
<td>19</td>
</tr>
<tr>
<td>Information and feedback sessions</td>
<td>10</td>
</tr>
<tr>
<td>Facebook updates</td>
<td>59</td>
</tr>
<tr>
<td>Focus groups</td>
<td>10</td>
</tr>
<tr>
<td>Pop up stalls at shopping centres, markets &amp; train stations</td>
<td>23</td>
</tr>
<tr>
<td>Phone survey of</td>
<td>518</td>
</tr>
<tr>
<td>Interpreters provided across different consultation events</td>
<td>10</td>
</tr>
<tr>
<td>Town Hall meetings</td>
<td>3</td>
</tr>
<tr>
<td>Industry and chamber of commerce meetings</td>
<td>8</td>
</tr>
<tr>
<td>Landowner and developer meetings</td>
<td>15</td>
</tr>
</tbody>
</table>

*Letterbox drop to 105,000 homes*

*Letters to 22,000 property owners*

*Advertisements in 19 English and foreign language newspapers*

*10 Information and feedback sessions*

*59 Facebook updates*

*10 Focus groups*

*23 Pop up stalls at shopping centres, markets & train stations*

*Phone survey of 518 residents*

*10 Interpreters provided across different consultation events*

*3 Town Hall meetings*

*8 Industry and chamber of commerce meetings*

*15 Landowner and developer meetings*
THIS IS WHAT WE HEARD
UrbanGrowth NSW received over 3,700 responses including 939 submissions and 2,779 responses to the paper and online survey.

Feedback on what the Parramatta Road Corridor needs most

97% of people agreed that “the corridor needs to be revitalised”

31% of people think that what the corridor needs most is “less traffic”

24% of people think that what the corridor needs most is “better public transport”

19% of people think that what the corridor needs most is “more appealing streets”

12% of people think that what the corridor needs most is “better environment for business”

What we heard about most

Development (land use, heights and density) 30%

Character and amenity 14%

Public transport 12%

Social infrastructure 11%

Traffic 10%

Next steps

May 2016 – we are here Publication of Consultation Outcomes Report

Early – mid 2016 Consideration of feedback and finalisation of the Strategy with elements incorporated in Greater Sydney Commission’s District Plan process

Late 2016 – early 2017 Urban Amenity Improvement assessments

Early 2017 District Plans placed on public exhibition

Mid 2017 District Plans progressively implemented through council Local Environmental Plans