

OUR FUTURE NORTHBRIDGE

The Northbridge Progress Association has been championing a co-design approach to shaping the future of the commercial areas and public spaces of Northbridge.

For over two years, we have been engaging with our members, the wider community, Willoughby City Council (WCC) and other stakeholders to build a picture of the shared aspirations for how to revitalise the Northbridge Town Centre. Our primary focus has been in contributing to various co-design activities associated with the Northbridge Local Centres Strategy and to Northbridge Streetscape improvements.

The Association has consistently advocated that a further step is necessary in the Local Centres Strategy before legislative planning instruments are developed. We strongly believe the outcome must be a deliverable plan for the Northbridge Town Centre which captures community aspirations, rather than a general planning instrument that impacts the arrangements for community assets without catalysing progress.

Great placemaking is both physical and emotional. This means the community needs to be able to envisage what could be possible for Northbridge, given the aspirations, concepts and ideas included in the Local Centres Strategy whilst also being mindful of the challenges.

Our engagement approach is starting to have some impact in the community. We have begun to create a sense of optimism that by working together we could make something great happen to benefit current and future Northbridge communities.

Building on what we have achieved

Following Council's endorsement of the Northbridge Local Centres Strategy, the Association engaged the BN Group to help us articulate what we have learned from our community engagement. Stephen Blaxland, Managing Director of the BN Group is a Northbridge resident and is giving his time pro bono to guide us through the next stages of this community engagement.

We intend to cast engagement beyond our membership to also include wider community interests. We particularly want to learn more from people who are Northbridge residents but not Association members and from people who are not residents but use services here, be it through work, social activities or shopping.

In order to unlock the aspirations of a wide cross section of community interests about the future of the Northbridge Town Centre, we plan to embark on a significant community survey. The survey results will help to identify areas of future planning likely to receive community support.

We will prepare and illustrate a reverse strategic planning brief informed by community feedback which will describe the outcomes and guidelines needed to guide the next stages of the planning process and to inform legal instruments and ultimately, project delivery

from the community's perspective. The reverse brief will be shared widely in the community and with key stakeholders to help build a shared understanding about what is achievable and where compromise may be needed.

We aspire to help facilitate the delivery of a world-class public urban space as part in the Northbridge Town Centre. This happens when deep community engagement comes together with enlightened urban planning, good quality design and commercial reality.

We look forward to being able to meet again with you, Norma and Wil to discuss our approach with a view to aligning the next steps in realising the opportunities in the Northbridge Local Centres strategy.

OUR DRAFT WORK PLAN

| | Activity | When | Who |
|-----|---|---|------------------|
| 1. | Complete draft survey | November 10 | AC/GMcF/MC/SB |
| 2. | Develop contact data base including with community groups in and around Northbridge | November 31 | |
| 3. | Identify key Northbridge individuals who can add value to the process | Ongoing | SB/NPA |
| 4. | Arrange follow up meeting with key stakeholders to discuss survey questions e.g. AMP, WCC. | w/c November 17 | SB/NPA |
| 5. | Explore options for digital engagement with survey. E.g. weblinks with key stakeholders, refresh NPA website, implement new NPA membership management system. | Ongoing from October, in place by January 2021. | MJ/RBH/JC |
| 6. | Provide regular feedback to WCC (elected and staff) on our progress and alignment with LEP process. | Ongoing | SB/GMcF |
| 7. | Identify commercial owners along SBR for informal discussions and to become advocates for the process, identifying opportunities and constraints. | November/December | SB/NPA Committee |
| 8. | Issue and promote the survey | Late January/February 2021 | BN/NPA |
| 9. | Collate responses, share and review with community, AMP, WCC. | March 2021 | SB/GMcF/MC/AC |
| 10. | Hold Members General meeting to discuss reverse brief and make changes to reflect feedback | 31 March 2021 | NPA |

Northbridge Progress Association feedback to Mayor, following meeting on 23/11/20

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| 11. | Prepare and circulate final reverse brief and advocate for embedding it in the planning instruments. | Mid-April 2021 | BN/NPA |
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