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**Social Impact Assessment
Log Cabin
20 Memorial Avenue, Penrith,
NSW, 2750**

Prepared By Barr Property and Planning
For FDC Construction (NSW) Pty Ltd
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Document Control

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Executive Summary

This Social Impact Assessment (SIA) assesses the likely social impacts arising from the proposed redevelopment of the Log Cabin Hotel, Penrith. This SIA forms part of a development application to Penrith City Council for the proposed redevelopment of the Hotel.

The scope of the SIA is outlined in Part 1, along with methodology and area of consideration. The proposed development is outlined in Part 2, and involves the redevelopment of the Log Cabin Hotel, including an ancillary car park.

This SIA has considered the existing characteristics of the community in Part 3, through an examination of its demographic, crime, and health characteristics and the existing social infrastructure available to the community.

An examination of the proposal, baseline characteristics of the community, and consultation results has yielded the conclusion that social impacts arising from the proposal are likely to be minor, and are both positive and negative in nature. These are outlined in Part 5. Proposed mitigation measures are further documented in Part 6. As a result of this process, the conclusion in Part 7 recommends approval on the basis that minor mitigation measures are carried out by the Hotel operators.

Accordingly, it is recommended that consent be granted to the redevelopment of the Log Cabin Hotel, with conditions as outlined in Part 7.



1 Introduction

1.1 Aim and Scope

This report provides a Social Impact Assessment (SIA) of the proposed redevelopment of the Log Cabin Hotel at 20 Memorial Avenue, Penrith, NSW (Lot 21 DP 1236215). The key objective of this report is to allow the likely social impacts of the proposal to be assessed under Section 4.15(1)(b) of the *Environmental Planning and Assessment Act, 1979* (EPA Act), which states:

“(1) In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development the subject of the development application:

...

(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality...”

The scope of this report has been determined in accordance with current practice in SIA, and Penrith City Council’s Social Impact Assessment Guideline outlined in Appendix F5 Technical Information of the Penrith Development Control Plan 2014.

SIA is defined in current practice by the following:

Social Impact Assessment includes the processes of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions. Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment.

(Vanclay, 2003, p.5)

SIA is recognised by Vanclay *et al.* as an impact prediction mechanism and decision-making tool, as well as a contributor to the ongoing management of social issues (Vanclay *et al.*, 2015, p.iv).

In recognition of current practice and Council’s expressed guidelines for SIA, and the objective to provide an assessment of social impacts under the EPA Act, this SIA provides an analysis of the following:

- Consideration of the proposed development within its existing environment;
- The present social, land use, demographic, health and crime characteristics of the Penrith community;
- Aspects of the proposal likely to impact on that community and further afield;
- Consideration of the potential crime risk arising from the proposal;
- Potential mitigation measures; and



- Conclusion: evaluation of social and crime impacts of the proposed development.

1.2 Qualifications

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1.3 Background and Methodology

In accordance with the Penrith Development Control Plan 2014 (DCP) a SIA may be required for certain commercial and retail development. The applicant, in collaboration with the Council, is required to assess whether the proposed development is likely to have a social impact, and a SIA should be prepared if it is deemed necessary. Penrith City Council, at a Pre-Development Application meeting, has specifically requested the SIA be conducted. This SIA has therefore been prepared to accompany the Development Application for the redevelopment of the Log Cabin Hotel. This SIA meets the relevant Guidelines within the Penrith City Council DCP 2014 and the Penrith City Council Social Impact Principles outlined within the Technical Manual.

In accordance with these guidelines, and current SIA practice, the following activities were undertaken to complete the SIA:

- Project area definition, determining an area for the SIA through preliminary scoping of the project area;
- Research of the community social profile and crime statistics of the project area;
- Literature review, including reviewing relevant documentation and technical studies;
- Identify, respond to and mitigate where necessary, potential social and crime impacts; and,
- Assess the overall likely social impact of the proposal.

Data and information for the community social profile were gathered from various sources as identified below:



- Australian Bureau of Statistics (ABS) Census data – 2016, 2011 and 2006 including TableBuilder;
- The General Community Profile and Time series Profile for Penrith (SA2) (124031464);
- The General Community Profile and Time series Profile for Penrith (C)(LGA) (16350);
- The General Community Profile and Time series Profile for NSW (STE) (1);
- Penrith City Community Profile website: profile.id.com.au/penrith
- NSW Government Agencies, including NSW Bureau of Transport Statistics and Bureau of Crime Statistics and Research; Australian Institute of Health and Wellbeing
- Information from technical studies and other websites.

1.4 Review of Reports

Reliance has been made on a range of expert assessments that are to be submitted along with the development application, to form a complete view of likely social impacts and their associated mitigation measures. The reports and plans reviewed for the purposes of this SIA are:

- Architectural Plan Set, Team 2 Architects, Project # 905, Penrith Log Cabin Pub
- Civil Plan Set, EFWF Consulting Engineers, March 2020, Job # 21863-001, Penrith Pub Redevelopment
- Landscape Plan Set, Site Image Landscape Architects, February 2020, Job # SS20-4314, Log Cabin Hotel
- Heritage Impact Statement 20 Memorial Avenue Penrith, Urbis, 20 April 2020
- Draft Hotel Plan of Management, GJ Consulting, April 2020
- Access Design Assessment Report, Design Confidence, April 2020
- Log Cabin Hotel Development Application Acoustic Assessment (Draft), Acoustic Logic, April 2020
- Log Cabin Hotel Traffic Impact Assessment (Draft), ptc., March 2020

1.5 Site and Location

The proposed site for the Log Cabin Hotel redevelopment is located at 20 Memorial Avenue, Penrith. It comprises Lots 21 and 22 Deposited Plan 1236215 (Figure 1). Lot 21 has an area of 4979m² and is proposed to accommodate the new Hotel. The associated car parking is to be provided on Lot 22, which has an area of 7494m². Both allotments are presently vacant. The site is located within the Penrith Local Government Area (LGA) pursuant to the Penrith Local Environmental Plan 2010 (LEP). The LEP 2010 Land Zoning Map (LNZ) 005 identifies the site as being zoned SP3 Tourist.



the Sandy Brennan Reserve and Weir Reserve, zoned RE1 – Public Recreation. To the north east of the site is a light industrial precinct.

The site is accessed via The Great Western Highway at Ladbury Avenue. The Great Western Highway, Route A44, is a State road linking western Sydney to Sydney. Both the Great Western Highway and Western Railway experience heavy vehicular and locomotive traffic, 24 hours per day. Ladbury Avenue provides access to Memorial Avenue, both being local government roads providing single lane two directional traffic movement. Footpaths are located on the southern side of Memorial Avenue. There are no footpaths located along Nepean Avenue within the residential precinct to the South, however Nepean Avenue is frequently traversed by pedestrians as part of the “Bridge to Bridge” river walk. A shared bicycle / pedestrian pathway connects the site from Memorial Avenue along High Street (Great Western Highway) to the business centre and train station.

1.6 Scope and Area of Consideration

As described, the site falls within the Penrith LGA in the suburb of Penrith. Surrounding suburbs of the site include: Emu Plains, Jamisontown, South Penrith, Kingswood, Werrington Downs and Cambridge Gardens.

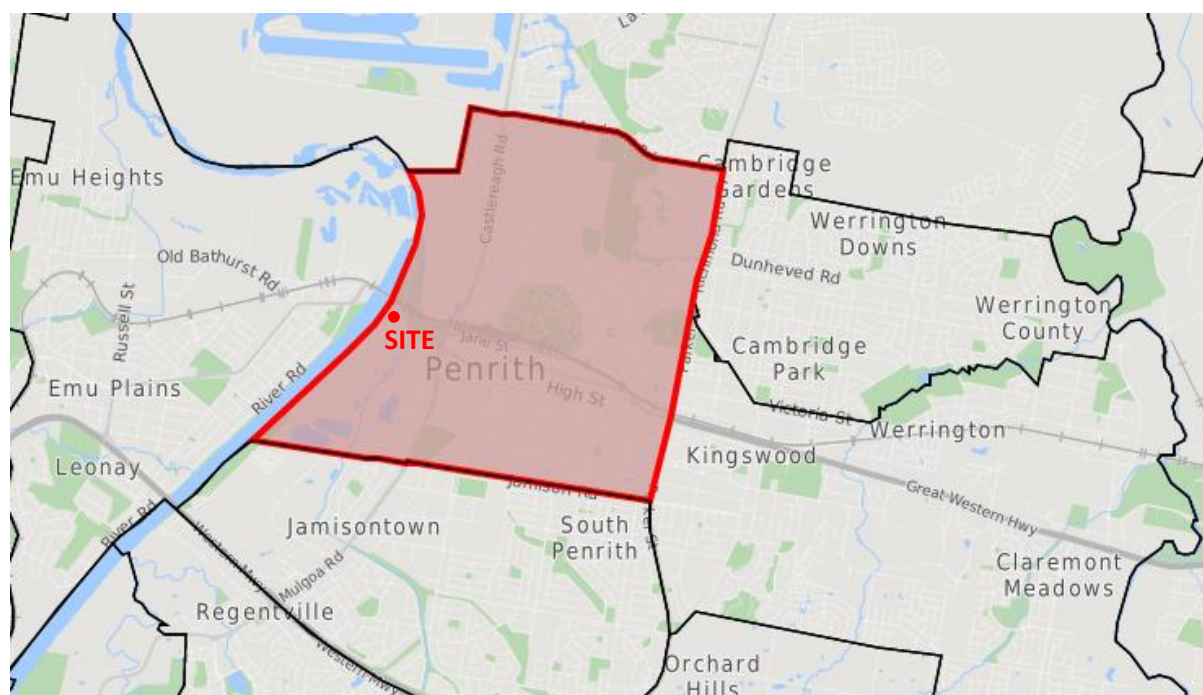


Figure 2: Penrith (SA2) (ABS, Community Profile 124031464, 2016, Accessed: 31 March 2020)

This report will assess the likely social and crime impacts of the proposed development at three levels:

- Within the locality of Penrith, as defined by the Australian Bureau of Statistics (ABS) as SA2 “124031464”. Figure 2 shows the site within its immediate locality;

- Within the broader community surrounding Penrith, being Penrith LGA defined by the ABS as LGA “16350”, Figure 3. The communities of Penrith LGA are considered to be drawing areas for people visiting the venue in which the broader impacts of the proposal may be experienced; and
- Against the baseline, being NSW (Code 1 STE).

The immediate locality includes the community of Penrith as classified by the ABS Census (Figure 2). This area is substantially developed and characterised by a mix of commercial, retail, industrial and residential properties. It encompasses the two key north-south arteries of the Penrith road network, Mulgoa Road and The Northern Road, between two key east-west linkages, being Jamison Road (to the south) and Andrews Road (to the north). It is divided by the Great Western Highway, which leads through the heart of the Penrith CBD and provides access to Emu Plains. The SA2 extends west of Mulgoa Road to the Nepean River’s eastern bank. This represents the core Penrith CBD and contains established recreational, commercial and industrial precincts. In addition, the area includes established residential areas where aging single dwelling stock is being replaced by medium density housing, such as Union Road. It also includes new residential areas such as Thornton, offering high density apartment living adjacent to the Penrith Train Station and Westfields Shopping Centre.

The broader community encompasses the Penrith LGA, shown in Figure 3, as suburbs considered to be the drawing catchment for the premises.

Similarly, to Penrith, the broader community is substantially developed and characterised by a mix of commercial, retail, industrial and residential development. These suburbs have been included in the broader assessment, where the proposal is considered likely to impact these communities.



Figure 3: Broader community locality – Penrith (LGA) (ABS, Community Profile 16350, 2016, Accessed: 31 March 2020)

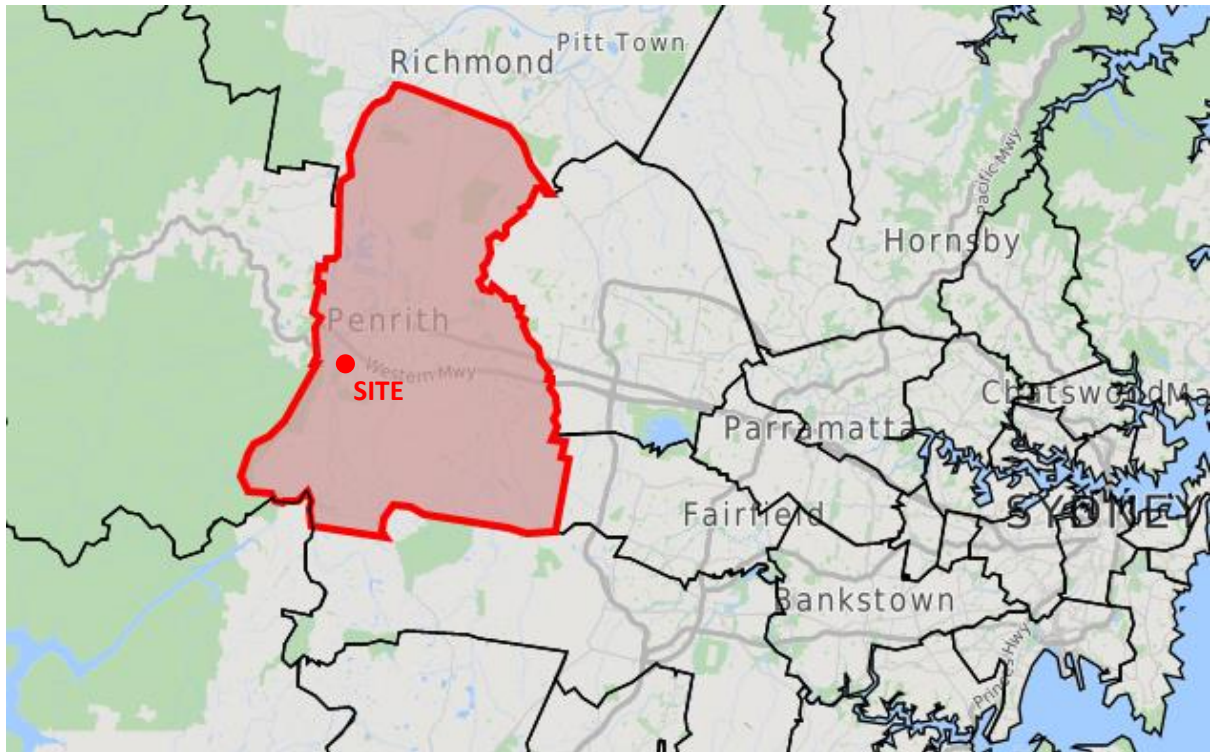


Figure 4: Broader community locality – Penrith (LGA) (ABS, Community Profile 16350, 2016, Accessed: 31 March 2020)

2 Proposed Development

2.1 History of Log Cabin Hotel

The Log Cabin Hotel has a long history in Penrith. The site has been a significant rest area for travellers along the Great Western Highway and Railway since 1813, with The Riverside Inn being first constructed by the early convicts on the site in 1827. This was demolished and replaced by The Log House Tea Rooms in 1925, under the management of owner Sir Joynton Smith, Lord Mayor of Sydney. Major additions resulted in the conversion to The Log Cabin Hotel in 1939, which included a liquor licence. Subsequently the Motor Inn was constructed in 1960. The current liquor licence has been attached to the site since 1954. The Log Cabin Hotel and Motel were destroyed by fire in 2012. The site has since been cleared of all debris.

2.2 Development Proposition

2.2.1 Demolition of existing structures

The proposal includes the demolition of several structures on the site. Whilst the pre-existing buildings have been removed and the site cleared since the 2012 fire, there remain on site several structures that will be removed. These are minor and include fencing, asphalt, retaining walls and trees. Refer to the Demolition Plan (Team 2 Architects, Project 905, DA003(2)). Demolition of these items is short term, and is not expected to have an adverse social impact.

2.2.2 Reconstruction of Log Cabin and associated parking area

The proposed development is an application to rebuild the Log Cabin Hotel and provide an associated car parking area. Details have been derived from the Ground Floor and First Floor plans ((Team 2 Architects, Project 905, DA100(9) and DA101(9))

The proposed Hotel is to be built on Lot 21, is of medium size and located over two levels. There are bar areas located on both the ground and first floors.

The ground floor of the establishment includes:

- Main bar (269m²)
- Sports/ TAB area (34m²)
- Gaming room (114m²; provision for 18 machines)
- Restaurant and dining area (307m²)
- Cocktail bar (22m²)
- Beer garden
- Café – interior and alfresco
- External deck
- Male and female amenities, parents' room and accessible amenities
- Served
- Back of house areas including kitchen, keg store, loading dock, dry store.



The first floor of the establishment includes:

- Main bar (24m²) and function bar (9m²)
- Flexible dining and function area with potential division into three function rooms of 78m², 143m² and 128m²
- Restaurant (195m²)
- Private Dining room (38m²)
- External deck and separate function venue deck
- Male, female and accessible amenities
- Back of house areas including mechanical plant, kitchen, freezer, cold store and dry store.

The car parking area is located on Lot 22 and contains 214 car parking spaces (including four accessible), associated circulation areas, and landscaping.

2.2.3 Operation

The Draft Hotel Plan of Management (GJ Consulting, 9 April 2020) has been reviewed for details of the proposed operation of the Hotel.

The Hotel is proposed to be open for trade from 5:00am to 12:00am (midnight) Monday to Wednesday, 5:00am to 2:00am Thursday to Saturday and 10:00am to 10:00pm on a Sunday. Restricted Trading Days, as defined under the Liquor Act 2007, include Good Friday and Christmas Day. On these days the venue is to operate from 12:00pm (noon) to 10:00pm.

The gaming room is proposed to trade within the above mentioned hours, subject to the requirements of the Gaming Machines Act regarding compulsory shutdown periods, and the results of the Gaming application.

Take-away alcohol sales will cease at 11:00pm Monday to Saturday and 10:00pm on Sundays. The kitchen, cellar and other non-public areas of the venue may be in operation at any stage throughout the day or night, and may be accessed by staff and authorised persons at any time.

Low-key entertainment is proposed at the venue, focussing on acoustic-based soloists and duos.

Smoking areas have been identified as the Gaming Room, outdoor in the Beer Garden and first floor external deck.



3 Community Profile

The community profile examines the present state of the community before the Hotel is reconstructed. This is necessary to build understanding of the community as it currently exists, identify areas where the proposal may harm or benefit the community, and provide information on groups within the community who may be particularly susceptible to harm. It also provides a reference for future study of the impacts of the Hotel, once it is operational, if there are issues that warrant further consideration. As such, the community profile provides a baseline, or reference point, showing the community as it exists now. This may be referred to when future changes occur, and may help isolate changes that are due to the proposed Hotel.

The ABS Community Profile for Penrith (SA2) encompasses the predominant walking catchment area for the venue. This area provides the immediate social context for the venue, and has been shown in Figure 2. The venue is expected to attract visitation not just from its immediate catchment, but also from the wider area. Therefore, the following statistical profile is based on people residing within the SA2 statistical area, with comparisons are made to the Penrith LGA (Figure 3). Statistics for NSW are used as a reference point, to provide a useful comparison.

3.1 Demographic Profile

The information collated for the demographic profile was gathered from the ABS 2016 Community Profile for Penrith SA2 and Penrith LGA and the 2016 Census Quick Stats for Penrith (124031464), Penrith LGA (16350) and NSW (STE), unless otherwise specified.

3.1.1 Population

Penrith (SA2) comprises an area of 10.4km². The 2016 Census estimated the resident population of this statistical area to be 13,295 people, equating to a population density of 1,278 people per square kilometre. In the 2011 Census the resident population was estimated to be 11,814, demonstrating an increase of 12.5% in the five year period. Between 2016 and 2018 this area of Penrith has seen a 9.9% growth in population (to 14,623) resulting in a population density of 1,406 people per square kilometre. In comparison the Penrith Local Government Area community experienced a population growth of 9.86% over the 2011-2016 period and 6.7% between 2016 and 2018. The rest of NSW over the five-year period experienced an 8.1% population growth and a growth of 6.8% between 2016 and 2018. Figure 4 demonstrates this higher growth rate for the Penrith SA2.



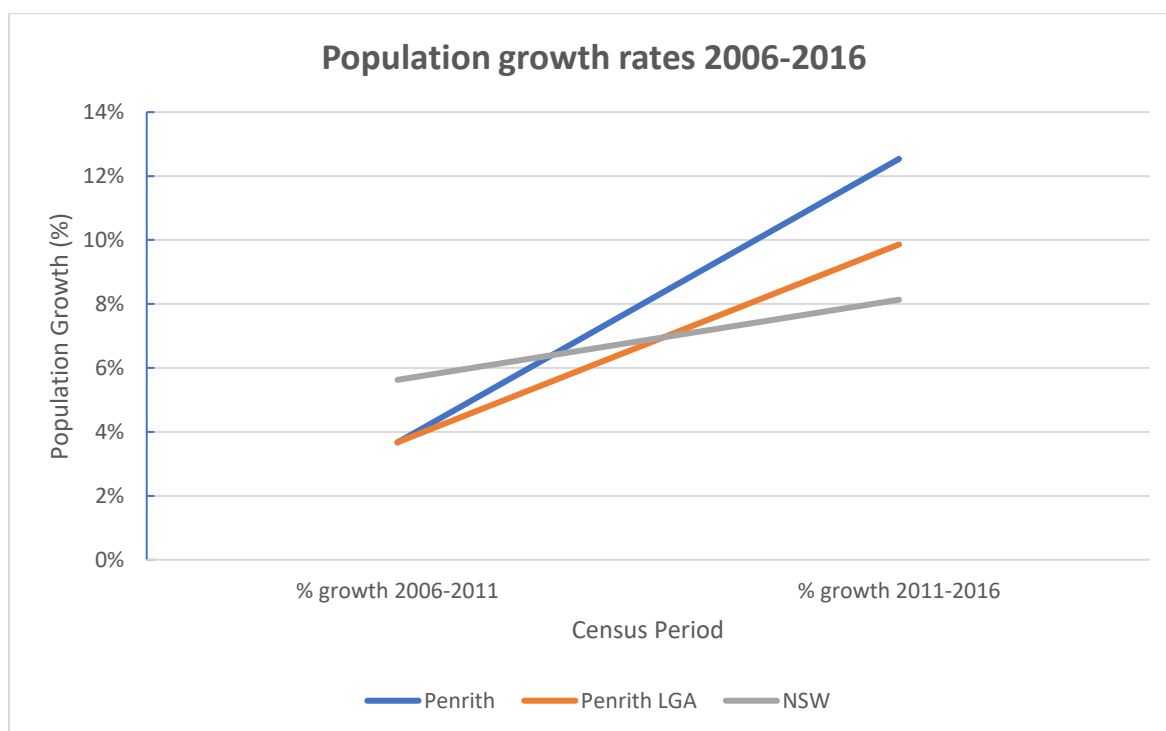


Figure 5: Population growth rate Penrith SA2, Penrith LGA and NSW (ABS, QuickStats 124031464, LGA16350, STE, 2016, Accessed: 2 April 2020)

The locality of Penrith (SA2) has experienced more rapid growth than both Penrith LGA and NSW. The higher population growth rate observed for Penrith (SA2) may be attributed to strong population growth in the greater Sydney area coupled with potential job growth and lower property prices compared with other Sydney suburbs. It is noted, however, that the broader Penrith LGA catchment has followed a similar population growth trend as the rest of NSW. There has also been an increase in new dwellings and conversion of low density residential to medium density residential accommodation, providing increased living opportunities in the CBD.

In 2019 the NSW Department of Planning and Environment released new population projections for LGAs across NSW from 2016-2041. The series projects a total change of 83.2% growth for the Penrith LGA, with rapid growth between 2021 and 2036 of up to 20% over the period 2031-2036. It is projected that the population of the LGA will reach 369,246 by 2041. It is likely that much of this growth will be focused on the Penrith SA2, with increases in new apartment, townhouse and villa constructions replacing older single dwelling stock in some areas. It is noted that this projection is based on a series of assumptions derived from historic population growth, trends in new dwellings and the release of new residential land.

Within the subject community the proportion of males was marginally lower than what is observed in Penrith LGA and the State average by 0.7% and 0.6% respectively, concurrently the proportion of females was higher. People who identified themselves as Aboriginal and/or Torres Strait Islander contributed 5.0% of the Penrith SA2 population, this is 1.1% higher than the Penrith LGA (3.9%) and

2.1% higher than the rest of NSW (2.9%). The majority of the population aged 15 years and over, were never married (40.1%). This proportion is 5.7% higher than the State average and 4% higher than the LGA. It is estimated that 34.2% of the Penrith SA2 community are identified as being married, 13.1% lower than the LGA average and 14.5% lower than the State average. In comparison, 25.7% of the population identified as being either separated, divorced or widowed, each of these groups being 1.8%, 4.3% and 2.7% higher than the State average respectively.

The most common ancestries in the Penrith SA2 community were Australian (68.2% of population), English (3.8%), Indian (2.5%), New Zealand (1.9%) and Filipino (1.7%). English was the most dominant household language, with 75.6% of people in the Penrith SA2 community speaking only English at home. This is slightly less than the Penrith LGA population speaking only English at home, 77.2%, yet 7.1% higher than the proportion of the State population speaking only English at home (68.5%). On the whole the Penrith LGA has a broader cultural base than the rest of NSW. The majority of the resident population nominated a religious affiliation with Christianity being the top response (62.2%); 26.1% of the population identified as having no religion.

3.1.2 Age Structure

The median age of the Penrith (SA2) community has risen from 36 years old in 2006 to 37 years old in 2016. However, the median age remains higher than the median age recorded for the Penrith LGA community (34 years). Figure 5 shows the age structure in comparison the broader community of the Penrith LGA and against the rest of NSW.

Figure 5 demonstrates that the Penrith (SA2) community has a greater proportion of 20-34 year old residents compared with the proportion of these age groups in the Penrith LGA and against the rest of NSW. This age bracket represents almost a quarter (24.93%) of the entire population for the Penrith (SA2) area. Age brackets 35-44, 45--54, 55-64, and 65-74 together represent approximately 44.17% of the population with age cohorts 75 and above representing 9.04% of the community. The Penrith LGA community has a higher proportion of young children being equivalent to or greater than both the Penrith (SA2) area and the State average. Children aged 0-19 made up 21.85% of the Penrith (SA2) community, compared with 27.70% of the Penrith LGA population and 24.53% of the State population falling into this age cohort. The Penrith SA2 has a higher proportion of aged and frail aged (over 75 years) than average for the LGA and for NSW.



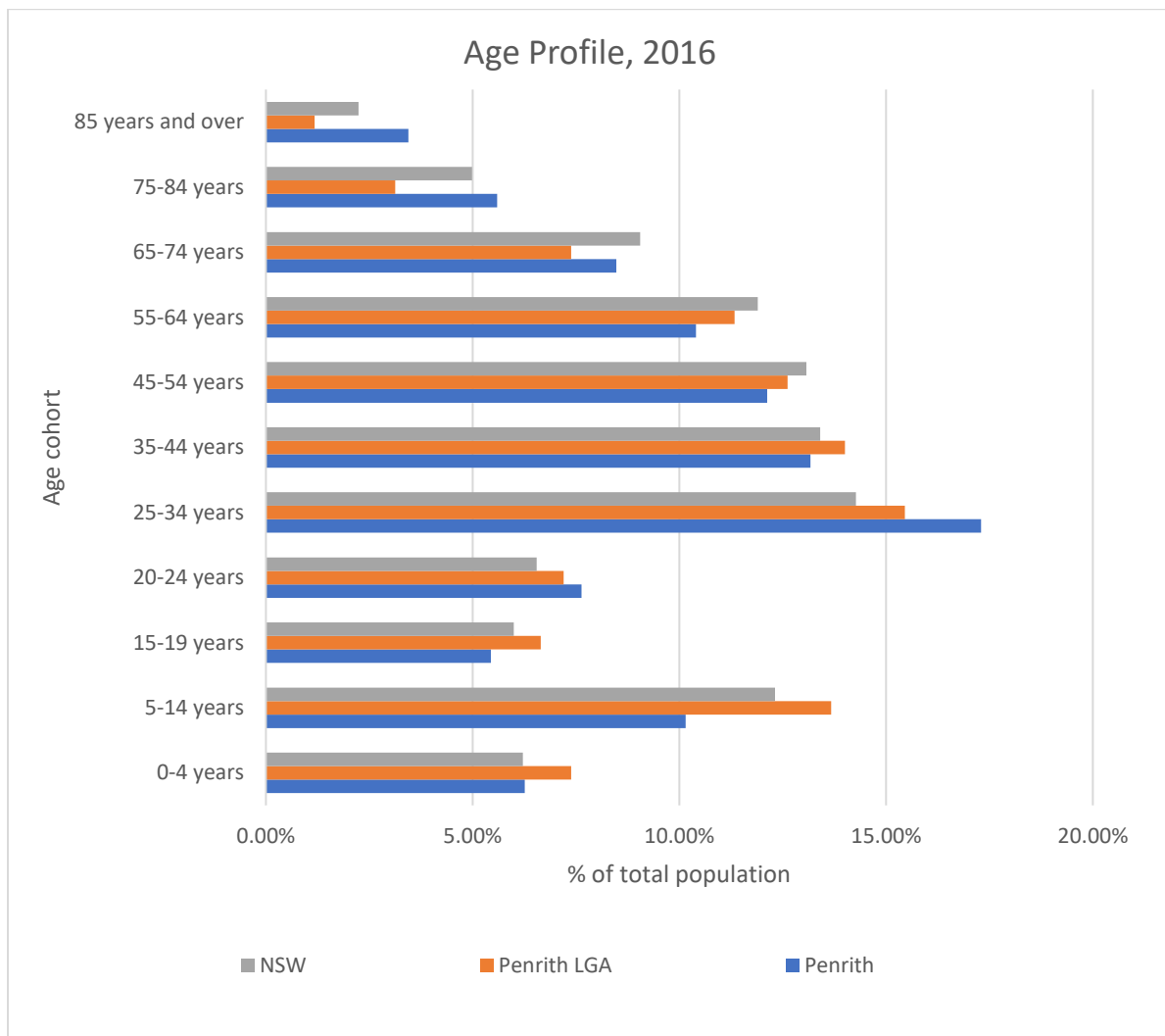


Figure 6: Age structure (ABS, QuickStats 124031464, LGA16350, STE, 2016, Accessed: 2 April 2020)

3.1.3 Income and Employment

In 2016 it was estimated that the median weekly income for an individual resident was \$620, being \$44 less than the State median and \$162 less than the median weekly income for the Penrith LGA community. Similarly, the median weekly family income was \$1,482, being 16.74% less than the State median and 20.24% less than the LGA.

Figure 6 below shows the median weekly household income for the locality, compared to the Penrith LGA and the State. This has grown since 2006, however, the rate of growth is marginally less than that observed for the Penrith LGA and for NSW. The locality consistently sits below the LGA and State for median incomes.

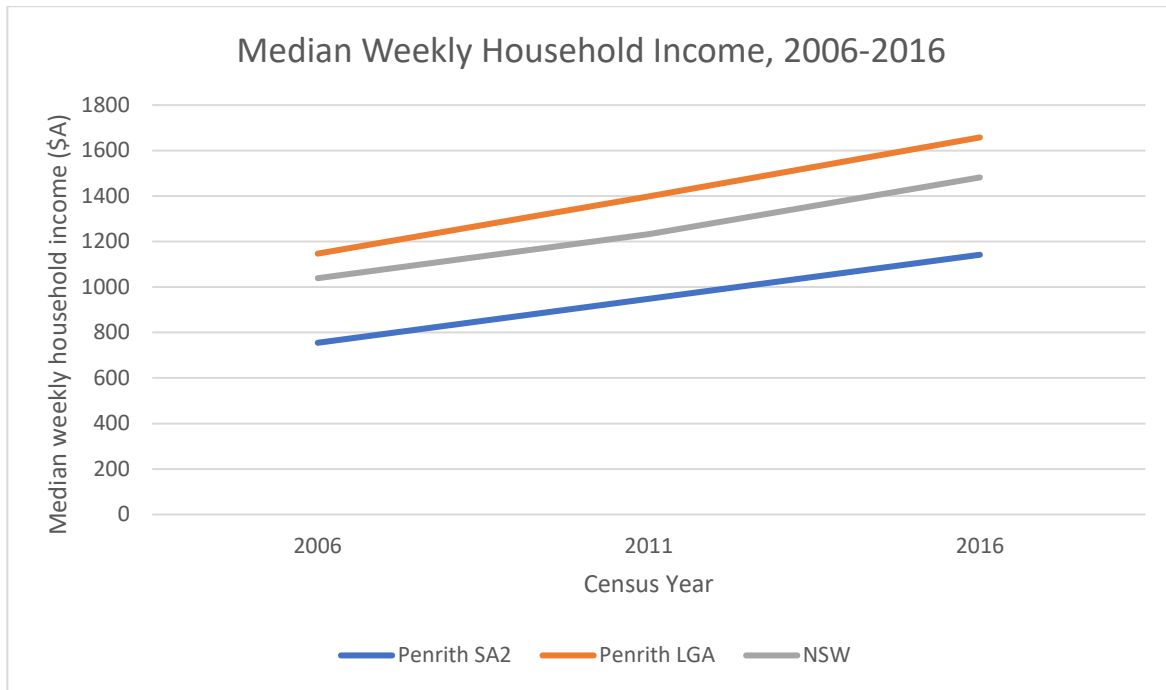


Figure 7: Comparison of median individual income (ABS, QuickStats 124031464, LGA16350, STE, 2006-2016, Accessed: 2 April 2020)

Of the residents aged 15 years or older, a substantial proportion (86.6%) of the Penrith (SA2) community were engaged in either full-time or part-time work in 2016. The community was estimated to have an unemployment rate of 8.5% in 2016, being 2.8% greater than the Penrith LGA community and 2.2% higher than the rest of NSW.

Figure 7 demonstrates that the unemployment rates for the statistical areas have been relatively stable over the past 10 years, and that the locality of Penrith (SA2) has a consistently higher unemployment rate than averaged across the LGA, or that for NSW.



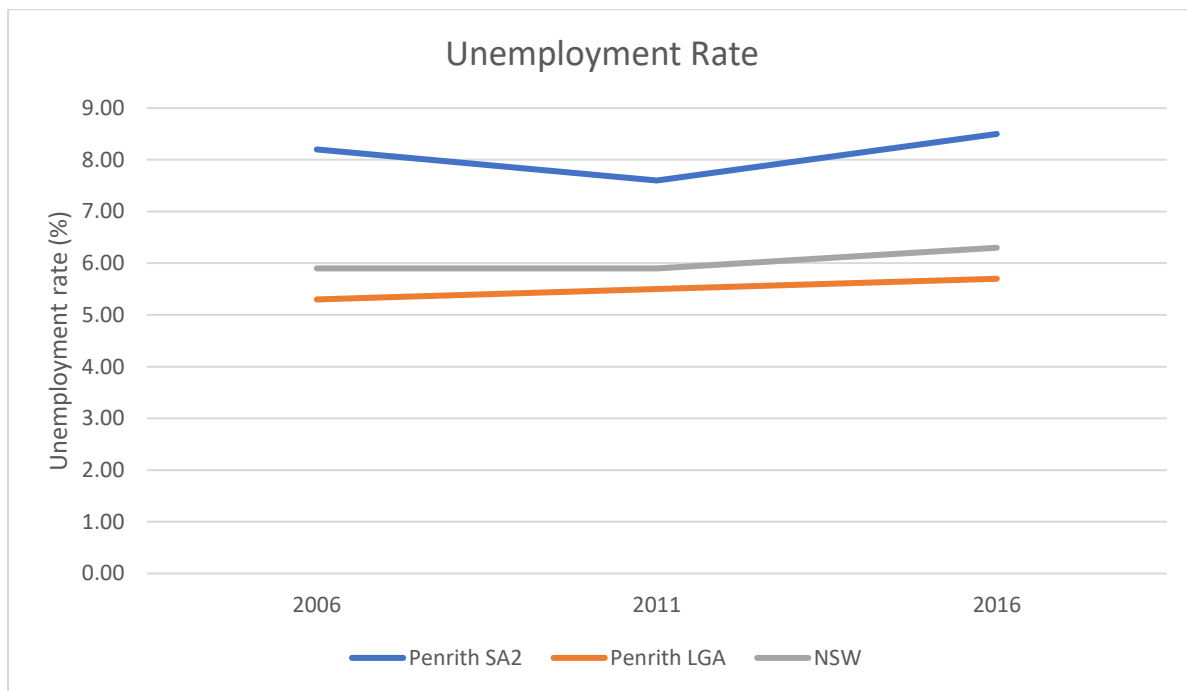


Figure 8: Unemployment rate (ABS, QuickStats 124031464, LGA16350, STE, 2006-2016, Accessed: 2 April 2020)

Of the people employed in the community aged 15 years and older, 17% were Professionals followed by Clerical and Administrative Workers at 16.2%, Technicians and Trades Workers at 13.9% and Community and Personal Service Workers at 13.9%. This varies from Penrith LGA where there is a larger proportion of the community employed as Clerical and Administrative Workers (17.8%) followed by Professionals (14.8%), Technicians and Trades Workers (14.8%) and Machinery Operators and Drivers (11.5%). In NSW, Professional occupations comprised 23.6% of the workforce and were listed as the most common occupation.

In the Penrith (SA2) community the highest bracket of hours worked each week was 40 or more hours (45.2%) followed by 35-39 hours per week (22.9%), 25-34 hours (9.8%), 16-24 hours (8.7%) and 1-15 hours (7.9%).

3.1.4 Housing

There were 5,895 total private dwellings in Penrith (SA2) in 2016, compared to 5,366 in 2011, an increase of 9.19%. The growth observed in the Penrith (SA2) area was 1.19% higher than the growth observed in the Penrith LGA and 3.62% higher than the growth observed by the rest of NSW. Of the total dwelling count in 2016, dwelling ownership was lower in Penrith (SA2), at 19.5% compared to 26% in Penrith LGA and 32.2% in NSW. Over half (53.9%) of dwellings were rented, compared to 30.2% in Penrith LGA and 31.8% in NSW. A further 21.2% of private dwellings were owned with a mortgage, lower than the 40.7% in Penrith LGA and 32.3% in NSW.

The median weekly rent in Penrith (SA2) is \$330, which is 29.02% of the median weekly household income (\$1,137). Household costs are slightly lower than Penrith LGA, which has a median rent of \$370, and lower than the median rent of \$380 for NSW. There were 23.7% of households with rent

payments higher than 30% of their household income. This is 11.8% higher compared to the Penrith LGA (11.9%) and 10.8% higher than the rest of NSW (12.9%). This represents a higher than average level of rental stress among residents.

Penrith (SA2) has a median monthly mortgage repayment of \$1,733. In comparison, Penrith LGA has a higher median monthly mortgage repayment of \$2,000, and NSW is 14.6% higher at \$1,986. There were 5% of households with mortgage repayments higher than 30% of their household income. This is 4.2% lower compared to the Penrith LGA (9.2%) and 2.4% lower than the rest of NSW (7.4%). This indicates a low level of mortgage stress among residents.

3.1.5 SEIFA Index of Disadvantage

Socio-Economic Indexes for Areas (SEIFA) ranks areas in Australia according to relative socio-economic advantage and disadvantage. SEIFA consists of four indexes which attempt to represent people's access to material and social resources, and their ability to participate in society. Each index is derived from a combination of a number of weighted indicators, which provide a summary of an area's relative advantages and disadvantages:

- The Index of Relative Socio-Economic disadvantage (IRSD);
- The Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD);
- The Index of Education and Occupation (IEO); and,
- The Index of Economic Resources (IER).

Relative to this SIA, the IRSD and IRSAD are the relevant Indexes to be analysed.

The IRSD is based on a collation of indicators of disadvantage only, including low income, high unemployment, disability, low-paid occupations, and low educational outcomes. Review of the IRSD interactive map (Figure 7) identified an IRSD score of 926 and a quintile of one classifying the community as being 'most disadvantaged'.

The IRSAD is based on a collation of indicators of disadvantage, offset by a collation of indicators of advantage. Indicators of advantage include high income, professional or managerial occupations, high mortgage or rental payments, larger houses, and higher educational attainments. Review of the IRSAD interactive map (Figure 8) identified the Penrith (SA2) community with a score 926 and a quintile of one, again classifying the community as being 'most disadvantaged'.

While these classifications of the SA2 describe the area as a whole, examination of the SA1 (more detailed) area classifications show some diversity within the area surrounding the site. The dwellings adjacent to the site at Nepean Avenue exhibit high levels of advantage, being in Quintile 5 for IRSD and Quintile 4 for IRSAD, as would be expected from dwellings in this location. Similarly, the new centre of Thornton, north of the site, is within Quintile 5 for IRSD and for IRSAD. The IRSD and IRSAD score demonstrates the residents of the Penrith (SA2) community are on the whole more disadvantaged than many other communities across the Penrith LGA, particularly compared to neighbouring suburbs. However, at the SA1 level there is wide discrepancy between areas, with areas



around Derby Street and Jamison Road indicating the highest quintiles of disadvantage, compared to some new and established residential areas which indicate the lowest quintiles of disadvantage.

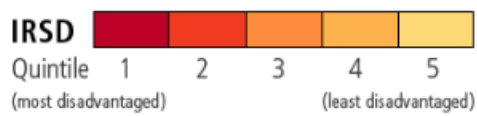
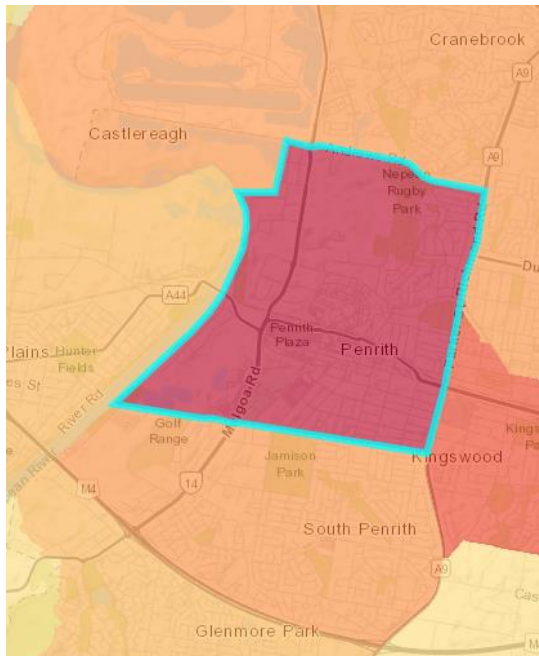


Figure 9: IRSD Penrith (SA2) (ABS, 2020)

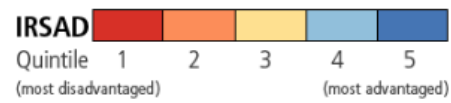
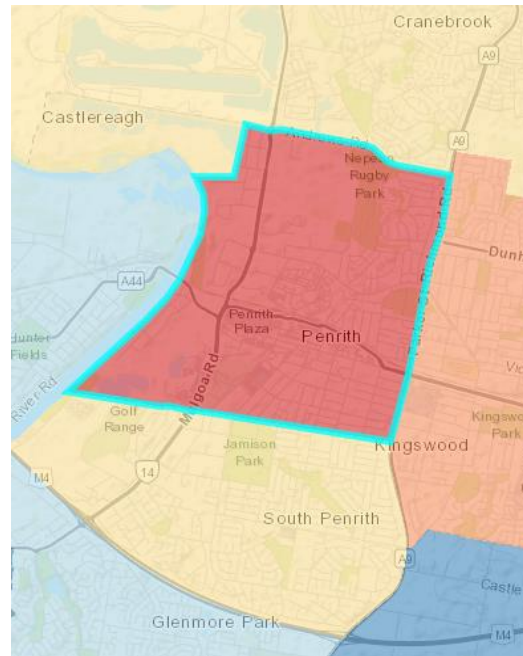


Figure 10: IRSAD Penrith (SA2) (ABS, 2020)

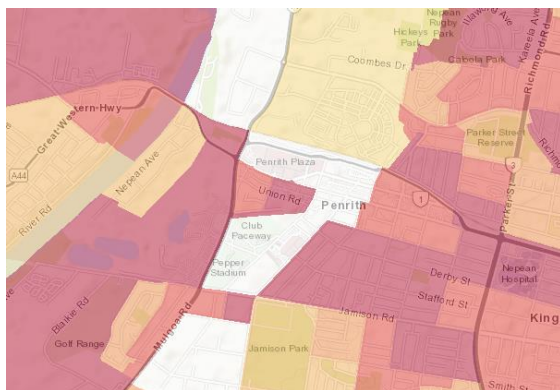


Figure 11: IRSD Penrith (SA1) (ABS, 2020)

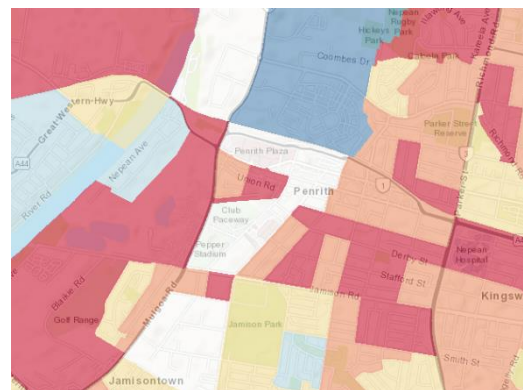


Figure 12: IRSAD Penrith (SA1) (ABS, 2020)

Demographic profile summary

The Penrith (SA2) community has a slightly older population compared with Penrith LGA and NSW. Population growth in the community was approximately 3% higher than Penrith LGA, approximately 4% than the growth experienced across the rest of the NSW between 2011 and 2016.

Penrith is a growing city within the Sydney metropolis, with new land releases and higher density dwellings replacing old housing stock. Population growth may be attributed to strong population growth in the greater Sydney area coupled with potential job growth and lower property prices compared with other Sydney suburbs. Accommodation in the CBD has increased in recent years and population density has increased concurrently.

Generally, the residents of the Penrith (SA2) community have a lower average income compared with Penrith LGA and NSW. The lower average income can be partly explained by a higher unemployment rate being 2.2% higher than NSW and 2.8% higher than Penrith LGA.

Over 50% of the dwellings were rented within the Penrith (SA2) community. This was also coupled with high percentage of renters (23.7%) experiencing rental stress. This was not the same trend for residents with a mortgage. Mortgage stress was 4.2% lower compared to the Penrith LGA and 2.4% lower than the rest of NSW.

New residential areas such as Thornton, and established affluent areas such as south of the site along Nepean Avenue, are occupied by generally wealthier residents exhibiting high levels of socio-economic advantage. However on the whole the SA2 comprises a population with high levels of socio-economic disadvantage. The SEIFA Index of Disadvantage identified Penrith (SA2) as being a community at most disadvantage compared to the surrounding suburbs.



3.2 Crime Profile

The information to encapsulate the crime profile of the Penrith (SA2) community has been gathered through NSW Bureau of Crime Statistics and Research (BOSCAR), unless otherwise specified. The data presented has been collected for the Penrith suburb which is a slightly larger catchment area compared to the ABS Penrith (SA2). Comparison has been made against the entire Penrith LGA and the baseline, NSW.

3.2.1 Crime trends

3.2.1.1 All Crime

The data retrieved from BOSCAR identified that the most common crime to occur in the Penrith community in 2019 was theft with 14,545.6 incidents per 100,000 population, see Figure 12. This was 11,409.1 incidents more than the theft rate for Penrith LGA and 11,725.2 incidents greater than that for NSW (per 100,000 population). However, the evidence indicated that none of the theft incidents recorded were related to alcohol. Following this was malicious damage to property (2,947.4 incidents per 100,000 population) non-domestic violence (2,181.5 incidents per 100,000 population) and drug related offences (2024.2 incidents per 100,000 population).

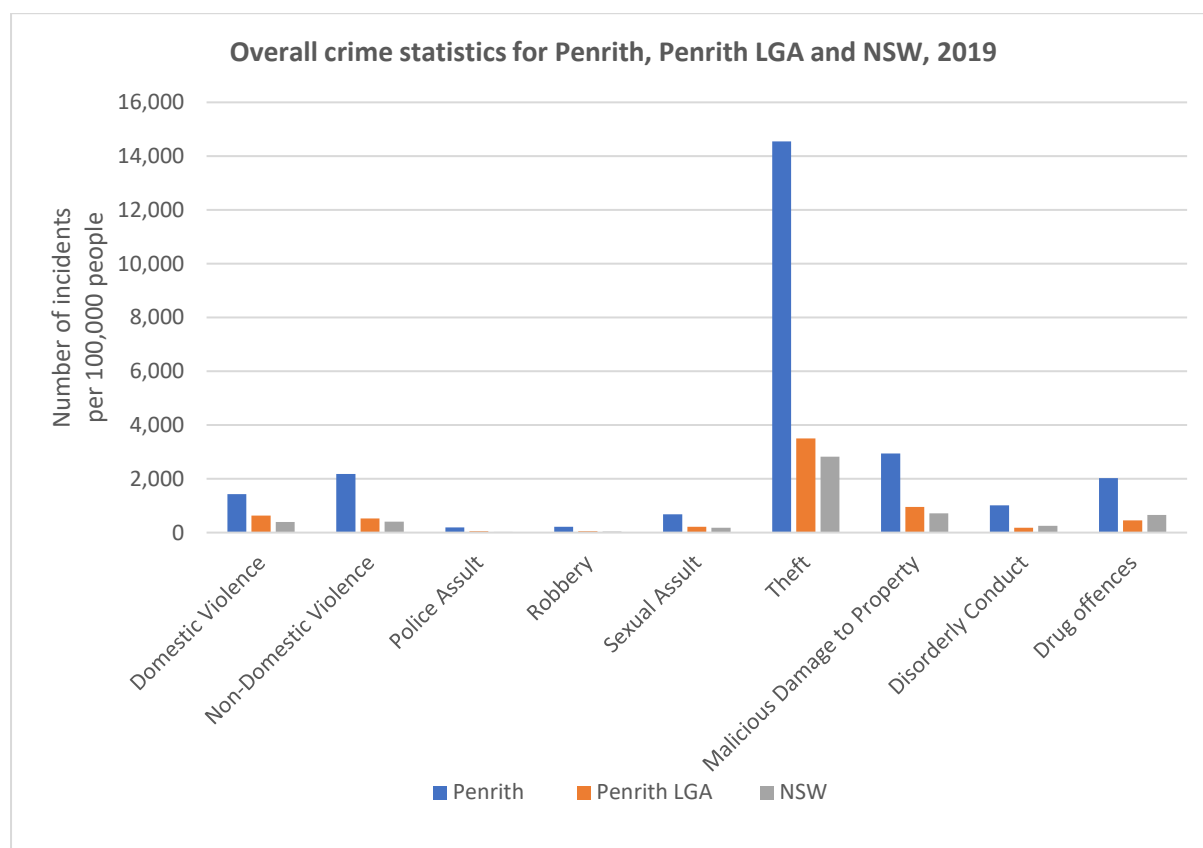


Figure 13: Comparison of 2019 crime statistics (BOSCAR Interactive Map Collated by Author, 2020)

3.2.1.2 Crime related to Alcohol consumption

There is a considerable body of research which links alcohol consumption to violent crime, especially assault. Five categories of crime are associated with alcohol, being domestic and non-domestic violence, police assault, robbery and sexual assault. Of crimes related to alcohol, the data revealed that non-domestic violence had the highest incidence (724.9 per 100,000 population) in Penrith, see Figure 13. For the Penrith suburb this rate was 599.2 incidents per 100,000 population greater than that for the Penrith LGA and 609.6 incidents greater than that for NSW. Following non-domestic violence, crimes with the highest incidence within the community were domestic violence related to alcohol and sexual assault related to alcohol.

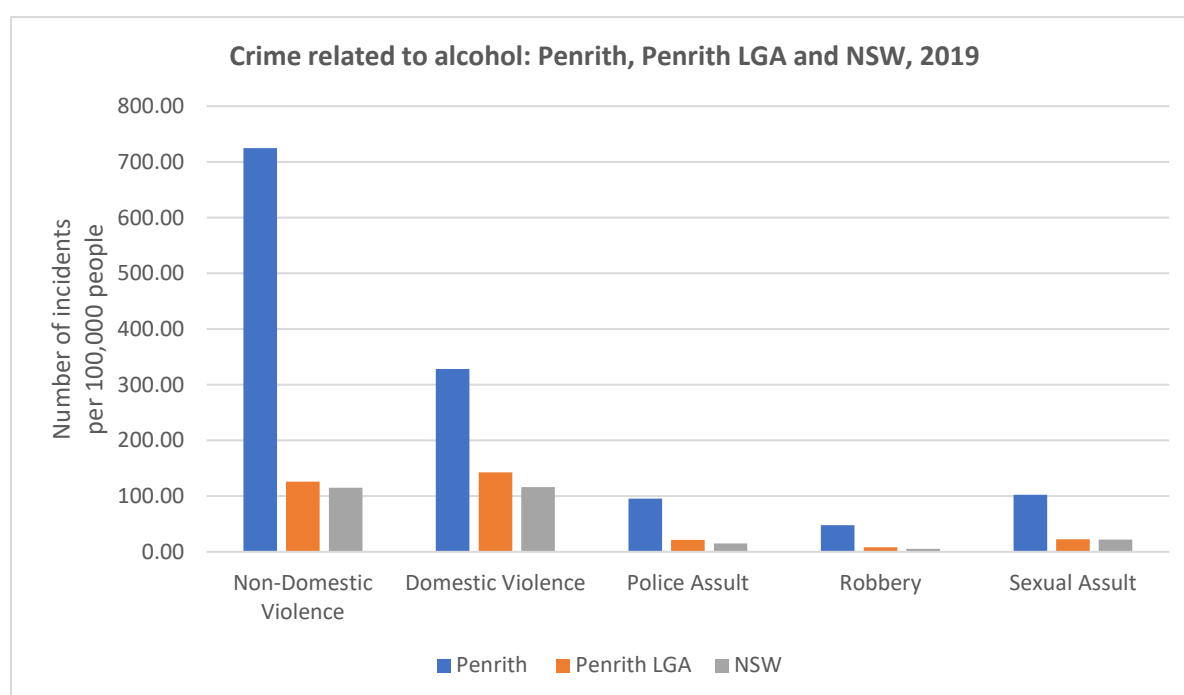


Figure 14: Comparison of 2019 assaults related to alcohol and not related to alcohol across Penrith (SA2), Penrith Local Government Area and NSW (BOSCAR Interactive Map Collated by Author, 2020)

Domestic and non-domestic violence are prevalent in the Penrith community. Figure 14 shows the categorisation of assault related to alcohol and not related to alcohol for the subject area, the Penrith LGA and NSW. There is a higher proportion of both domestic and non-domestic violence that is not attributed to alcohol compared to the proportion of assaults that are attributed to alcohol consumption. In 2019 there were 3,617.6 reported assaults per 100,000 people in Penrith, 19.11% of these were related to alcohol, and of these incidents 69% were identified as non-domestic violence incidents related to alcohol. Non-domestic hotspots are located in areas with established hotel or club venues, shown in Figure 15.



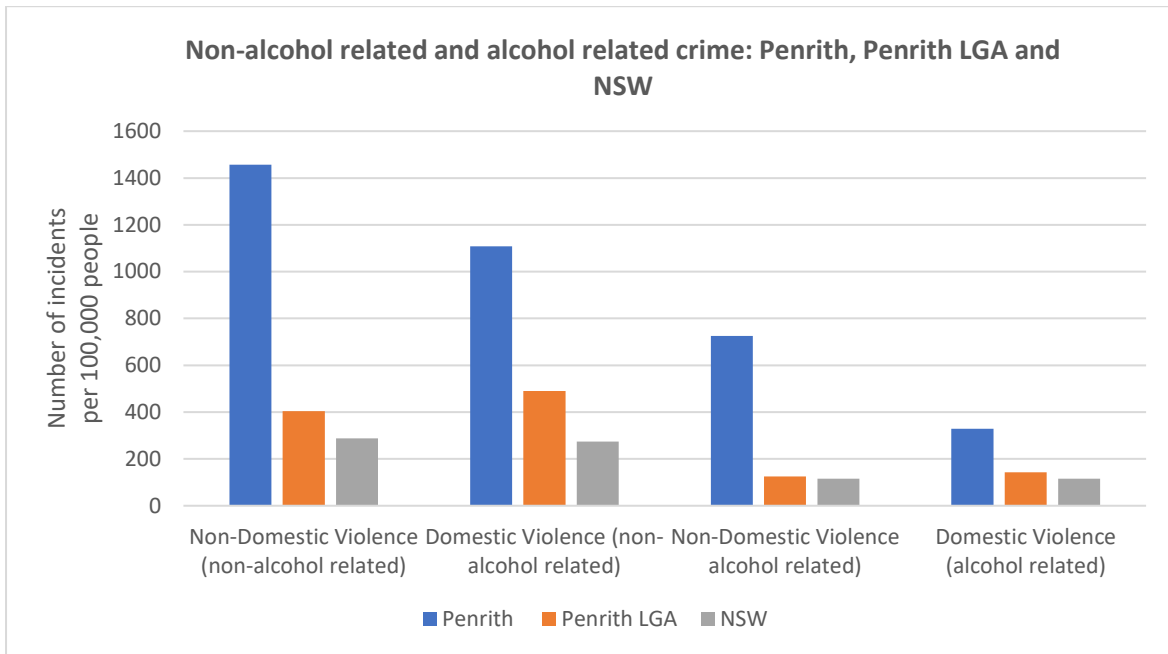


Figure 15: Comparison of 2019 assaults related to alcohol and not related to alcohol across Penrith (SA2), Penrith Local Government Area and NSW (BOSCAR Interactive Map Collated by Author, 2020)

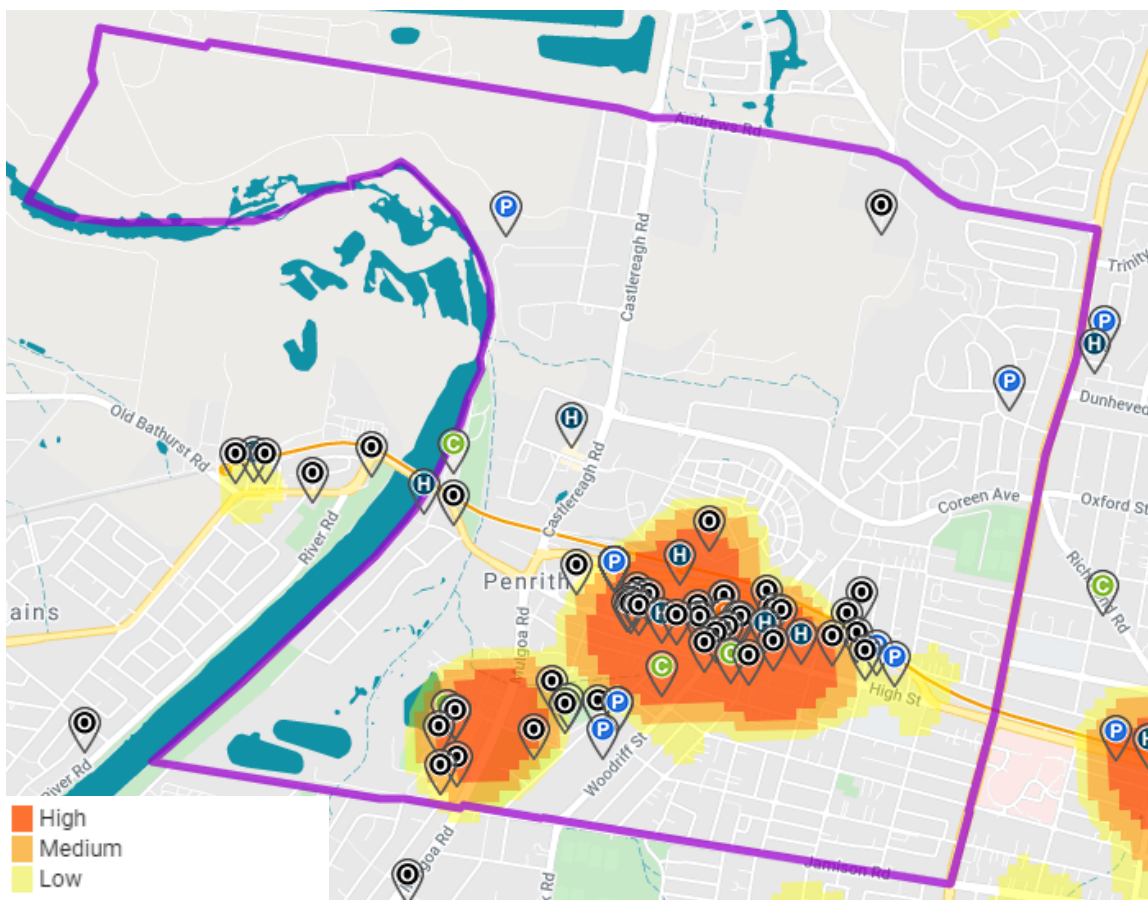


Figure 16: Alcohol related non-domestic assault offence density; Source: Liquor and Gaming LiveData, accessed 16 April 2020

Data collected between 2016 and 2019 for the Penrith suburb shows a relatively stable trend of domestic violence related to alcohol, however an increasing trend is seen within the subject community for non-domestic violence related to alcohol (Figure 16). Figure 17 demonstrates that alcohol related non-domestic violence for Penrith is at a significantly higher rate and an increasing trend compared to the Penrith LGA which demonstrates a stable trend and New South Wales which shows a declining trend.

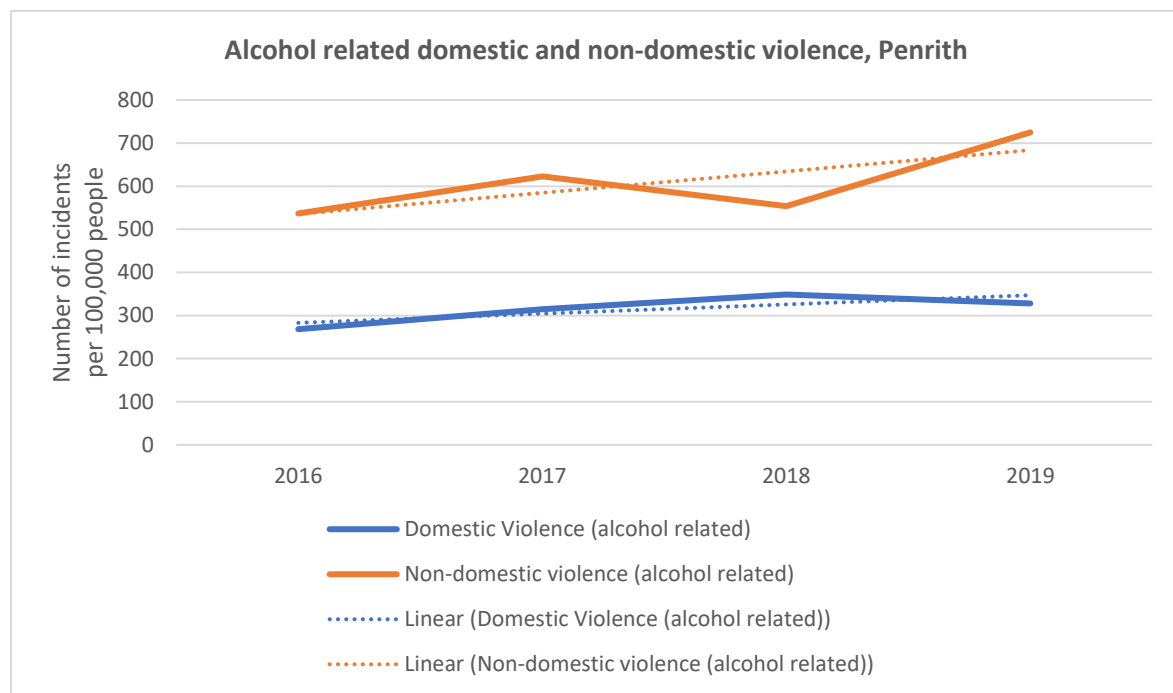


Figure 17: Longitudinal comparison of domestic violence related to alcohol within the Penrith suburb (BOSCAR Interactive Map, Collated by Author, 2020)



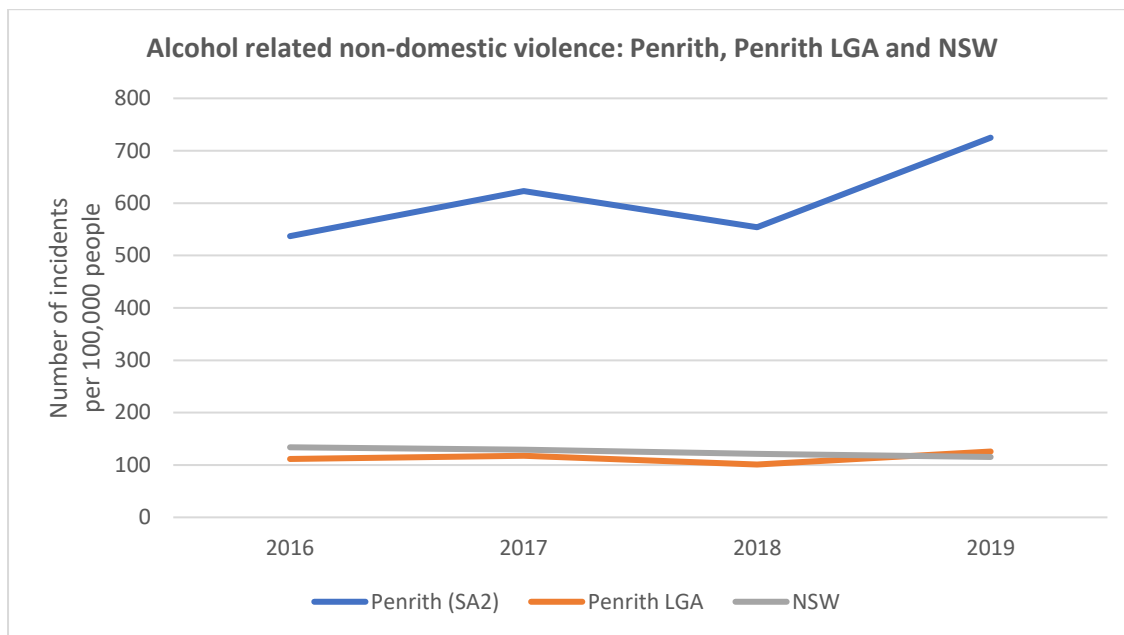


Figure 18: Comparison of Alcohol Related Non-Domestic Violence between Penrith suburb area, Penrith LGA and NSW (BOSCAR Interactive Map, Collated by Author, 2020)

It is noted that the Independent Liquor and Gaming Authority (ILGA) has no record of Disturbance decisions for the locality.

Crime profile summary

The rate of crime occurring in the Penrith suburb is 50.13% greater than crime experienced in the Penrith LGA and 53.02% greater than NSW. Theft is the most prevalent crime occurring in the community, however, not a single theft incidence was related to alcohol. It was observed that Penrith had higher crime rates in all categories except sexual assaults compared to the surrounding local suburbs. This includes both crimes related to alcohol, and crimes not related to alcohol.

Non-domestic violence incidents are significantly higher in the Penrith suburb compared with the Penrith LGA and NSW. Penrith shows an increasing trend since 2016 in the rate of incidents per 100,000 people for both non-domestic violence related to alcohol and not related to alcohol. Penrith LGA is stable for non-domestic violence and NSW shows a decreasing trend.

Alcohol related non-domestic assaults were clearly congregated around the two entertainment precincts within Penrith, being Panthers and a number of venues on High Street. Overall it can be derived that crime in Penrith is higher than elsewhere in the LGA. This concentration is considered to be due more to the central CBD location which attracts people from across the LGA, rather than the resident profile or the accessibility of alcohol.

3.3 Health Profile

The following information has been obtained from the Australian Institute of Health and Wellbeing. Reports reviewed include the National Drug Strategy Household Survey (NDSHS) 2016: Detailed Findings, Alcohol, tobacco & other drugs in Australia: Aboriginal and Torres Strait Islander people (2019), NDSHS 2016 Supplementary data tables Chapters 4 and 7-9. The Penrith (SA2) statistical area is classified by the Map of the 2016 Remoteness Areas for Australia as being within a Major City of Australia. Accordingly, data reviewed in this section will be related to the general trends that are experienced in other major cities across Australia and NSW.

3.3.1 Alcohol Related Health Profile

3.3.1.1 *Nation-wide trends in alcohol-related health impacts*

Alcohol abuse is known to place a significant burden on the health and wellbeing of an individual, leads to an increased potential for an individual to suffer from chronic disease and/or injury and impacts the broader community with flow-on effects to the health service industry. In 2011 alcohol abuse contributed 5.1% to the total burden of disease and injury experienced by Australia. The most recent estimate (2013) of social cost due to alcohol abuse across Australia was \$14.35 billion, comprising lost productivity (42.1%), traffic incidents (25.5%), and crime and health care related costs (32.4%).

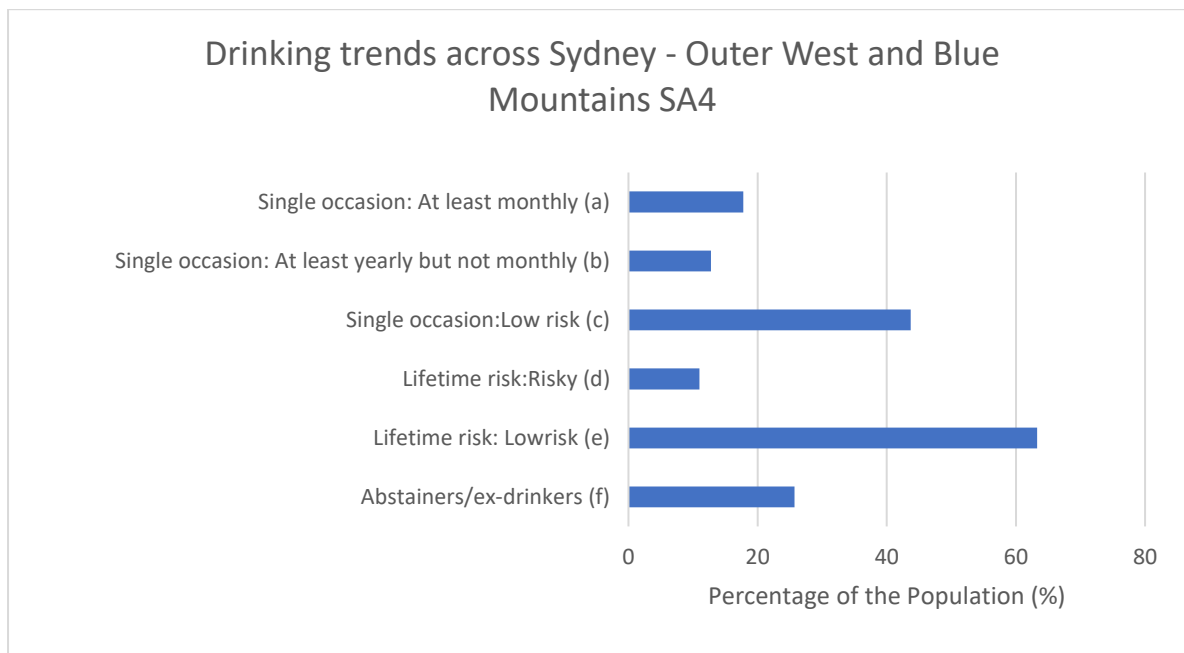
In 2019 approximately one in every six (17.4% of) Australians aged 14 and over had put themselves or another individual at risk of harm whilst under the influence of alcohol. However, positively the rate in which individuals under the influence of alcohol partake in potentially risky activities has fallen 5.6% across Australia between 2007 and 2016. Aboriginal and Torres Strait Islander (ATSI) people were identified to be more likely to abstain from alcohol, however, of those ATSI individuals who consume alcohol they were 2.8 times more likely to engage in risky alcohol consumption. Driving a vehicle whilst under the influence of alcohol fell 4.4% between 2007 and 2016 across Australia.

Between 2013 and 2016 a decline in the percentage of the community engaging in risky alcohol consumption was identified for major cities. Across NSW between 2010 and 2016 there was a 2.3% drop in the percentage of people who engaged in lifetime risky alcohol consumption.

3.3.1.2 *Trends in outer Western Sydney*

Within the Sydney – Outer West and Blue Mountains SA4, 63.3% of the population was identified to have lifetime low health risk due to alcohol consumption, with 11% of the population identified to have lifetime high health risk. Further detail of alcohol consumption trends is shown in Figure 18.





- (a) Had more than 4 standard drinks at least once a month but not as often as weekly
- (b) Had more than 4 standard drinks at least once a year but not as often as monthly
- (c) Never had more than 4 standard drinks on any occasion
- (d) On average, had more than 2 standard drinks per day
- (e) On average, had no more than 2 standard drinks per day
- (f) Not consumed alcohol in the previous 12 months.

Figure 19: Drinking trends across the Sydney – Outer West and Blue Mountains Statistical Area 4 (Source: AIHW, Supplementary data tables, State and territory chapter 7, adapted by author, 2017)

3.3.1.3 Alcohol use among groups with socio-economic disadvantage

The Penrith (SA2) community, is classified as a 1st quintile (most disadvantaged) community by the SEIFA Index. Accordingly, these populations are recognised to be more at risk to alcohol consumption and risky alcohol consumption behaviours. However, between 2010 and 2016 communities of the 1st quintile SEIFA index have observed a decrease across all drinking trends and an increase in individuals abstaining from alcohol. Similar trends are observed for major cities. The NDSHS (2016) ascertained that people in the lowest socioeconomic areas were 1.7 times more likely to abstain from alcohol compared to their higher socioeconomic counterparts.

Alcohol use among communities of the 1st quintile SEIFA index (most disadvantaged) is shown in Table 1, below.

Data collected from the NDSHS (2016) revealed a general declining trend of alcohol consumption between 2010 and 2016 across the unemployed sector of the community along with a 6.1% increase of residents abstaining from alcohol, Figure 19. An increase of 3.2% was observed for unemployed residents engaging in single occasion low risk alcohol consumption.

Table 1: Alcohol use for SEIFA Index 1st quintile populations and major cities between 2010 and 2016 (Source: AIHW, Supplementary data tables, Specific population groups Chapter 8, 2017)

	1 st Quintile Populations			Major Cities		
	2010	2013	2016	2010	2013	2016
Abstainers/ex-drinkers	26.3	31.1	31.8	20.8	23.1	23.7
Lifetime risk: Low risk	54.6	53.0	52.4	60.3	60.2	60.9
Lifetime risk: Risky	19.1	15.9	15.8	18.9	16.7	15.4
Single occasion: Low risk	37.1	36.3	35.6	40.2	40.4	40.2
Single occasion: At least yearly but not monthly	9.4	8.9	9.0	11.6	11.5	11.9
Single occasion: At least monthly	27.2	23.7	23.5	27.4	25.0	24.2
11 or more drinks: At least yearly	16.3	14.5	14.2	16.1	15.1	14.4
11 or more drinks: At least monthly	9.2	7.8	7.6	7.9	7.0	6.3

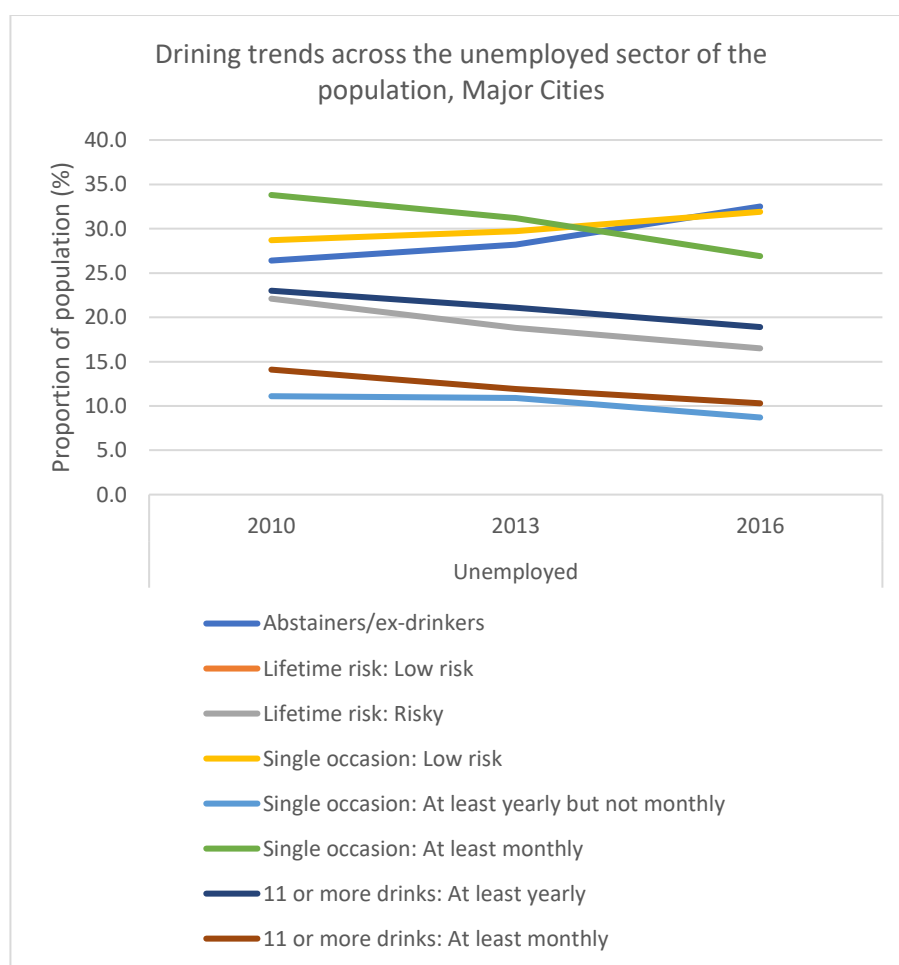


Figure 20: Drinking trends across the unemployment sector of major cities (Source: AIHW, Supplementary data tables, State and territory chapter 8, adapted by author, 2017)

3.3.1.4 Support for penalties

The NDSHS (2016) presented 18 policy measures associated with mitigating problems linked to alcohol consumption. Based on the results obtained from the 2016 NDSHS, 84% of the Australian community believe the most appropriate policy to reduce alcohol related harm was to implement 'more severe penalties for drink driving', followed by the 'stricter enforcement of law against supplying alcohol to minors' (80.9%) and 'stricter enforcement of the law against serving customers who are drunk' (80.5%). Comparison of survey results between 2013 and 2016 revealed the largest proportional decrease in policy support was against 'reducing the trading hours for pubs and clubs' (-8.1%), followed by 'restricting late night trading of alcohol' (-7.1%). A 2.7% decrease in support was observed against reducing the number of outlets that sell alcohol.

Health profile summary

The alcohol related health profile for the Penrith (SA2) community has been collated on the trends observed for Major Cities, SEIFA Index 1st quintile communities and the Sydney – Outer West and Blue Mountains SA4 which can be generally applied to the subject community.

The data suggests that the overall trend of risky alcohol consumption for the community will have decreased between 2013 and 2016. The majority of people consuming alcohol in the Sydney- Outer West and Blue Mountains area are likely to engage in lifetime low risk consumption of alcohol whereby they consume no more than two standard drinks daily. The Penrith (SA2) community has a higher proportion of Indigenous Australians, and while this minority group is more likely to abstain from alcohol, those individuals that consume alcohol are 2.8 times more likely than the general population to consume alcohol at risky levels.

Community response to the NDSHS in regard to alcohol harm reduction policy was in favour of stricter penalties for drink drivers and the sale of alcohol to minors. There was a sway away from reducing the number of alcohol outlets between 2013 and 2016. It is noted that this is the opinion of community members and not experts in alcohol harm minimisation.

The Penrith SA2 has a higher unemployment rate and a generally high level of disadvantage according to the SEIFA index. However, these groups are not necessarily vulnerable to a higher level of alcohol abuse. Data shows an overall decline in rates of alcohol abuse in both 1st quintile SEIFA index (most disadvantaged) and unemployed segments of the population.



3.4 Gambling Profile

It is known that people with gambling problems can experience financial, physical and mental health, relationship, education and employment issues. It has been estimated that for any one person who is considered a problem gambler, six connected people are affected. The following information has been gathered from the NSW Gambling Survey 2019. The report captures statistical data for NSW as a base line and the Nepean Blue Mountains metropolitan area. Risk associated to gambling is assessed by the Problem Gambling Severity Index (PGSI) which categorises gamblers as either a Problem Gambler, Moderate-risk Gambler, Low-risk Gambler or Non-problem Gambler.

Across NSW approximately one in two people (53%) aged 18 years and over engage in gambling. Types of gambling activities in NSW are shown by their proportion of total gambling activities in Figure 20.

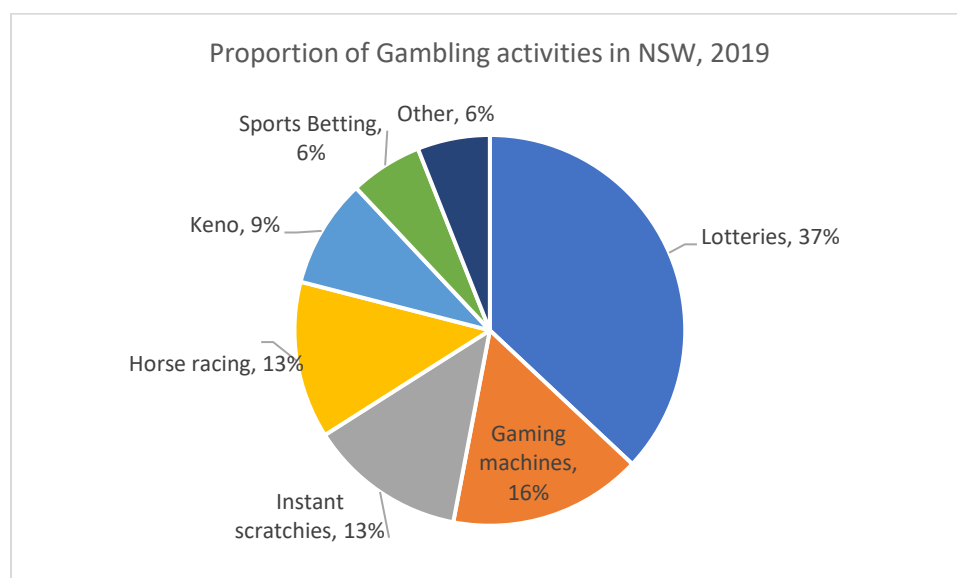


Figure 21: Drinking trends across the unemployment sector of major cities (Source: NSW Gambling Survey, 2019, <https://www.responsiblegambling.nsw.gov.au/research2/nsw-gambling-survey-2019>, adapted by author, 2020)

People aged 45-64 were most likely to purchase lottery tickets compared with young people aged 18-24 more likely to engage in in sports bets and gaming machines.

In 2019 it was estimated that 1% of the NSW population were classified as problem gamblers according to the PGSI, 2.8% of the population are considered to moderate risk gamblers followed by 6.6% of the population considered as low risk gamblers. Overall, 42.9% of the NSW population are classified as gamblers. However, since 2006 participation rates in gambling activities across NSW has decreased in all gambling activities except informal private betting which showed a 2% increase. Between 2011 and 2019 the greatest decrease in gambling activity was seen in the purchase of instant scratchies (15%) followed by engagement in gaming machines and horse or greyhound racing both seeing an 11% decrease. Furthermore, there has been a 12% increase since 2011 in the number of people not engaging in any gambling activities within the previous 12 months.

The 2019 NSW Gambling Survey identified that 53% of the Nepean Blue Mountains metropolitan population engaged in at least one gambling activity. The most prevalent activity in this region was the purchase of lottery tickets either online or in person (39%) followed by the use of gaming machines (19%). Of the gambling population identified for the Nepean Blue Mountains metropolitan area 10% engaged in gambling activities associated with horse or greyhound racing and 9% played Keno at a club, hotel or casino.

The survey identified that 2% of the Nepean Blue Mountains metropolitan gambling community are Problem Gamblers, being 1% higher than the state average. This was followed by 3% of the community being classified as Moderate-risk gamblers, which is in line with the NSW average. A further 14% were identified as Low-risk gamblers, being 7.4% higher than the state average. These figures are reflected in Figure 21.

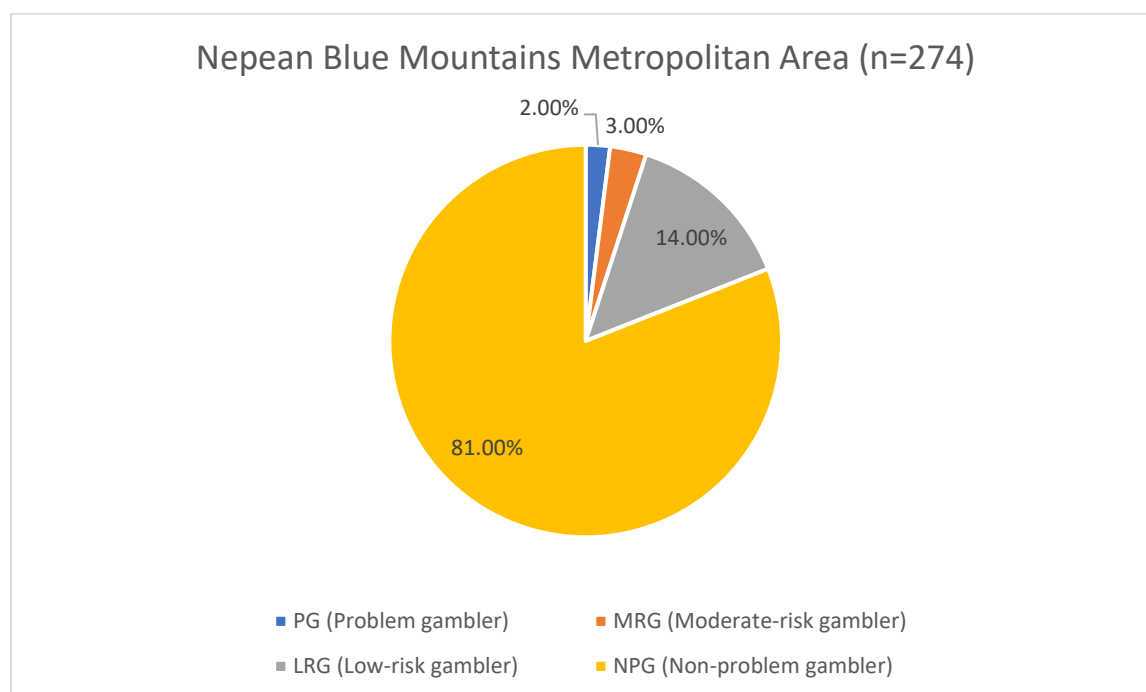


Figure 22: Percentage of gambling population classified by the PGSI; Source: NSW Gambling Survey, 2019, page 137

Gambling Summary

Across NSW engagement in gambling activities has been in decline since 2006 with the exception of informal private betting which increase by 2%. The most significant decline in NSW was seen in the purchase of instant scratchies by 15% with gaming machines and horse or greyhound race betting decreasing by 11% each.

The gambling community of the Nepean-Blue Mountains area engaged mostly in the purchase of lottery tickets either online or in person (39%) followed by the use of gaming machines (19%) and horse or greyhound racing (10%). Of this gambling community 2% were classified by the PBSI as Problem Gamblers being 1% higher than the State average. However, the community showed a higher proportion of Low-risk Gamblers (14%) compared with the rest of NSW (6.6%).



3.5 Social Infrastructure Profile

The following information has been gathered from the ABS Community Profile for Penrith (SA2) and data gathered through internet related searches.

3.5.1 Transport Infrastructure

The majority of residents aged 15 years and over within the Penrith SA2 community travel to work by car as either the driver or a passenger (65.9%). This was 9.2% lower than the Penrith LGA and in line with the rest of NSW. A further 17.4% of the population use public transport. This is similar to the general trends observed for NSW, and higher than the Penrith LGA (11.4%). A further 4.8% of the population travel to work via active transport, compared with 3% of the Penrith LGA.

Public transport is available to the community via train and bus. Buses 688, 689 and 691 travel from the Penrith Train Station via High Street and can service patrons to and from the Hotel, stopping directly adjacent to the proposed car park on the Great Western Highway. Buses 688 and 689 traverse Nepean and Ladbury Avenues, directly past the site. Bus route 688 is the longest running service in the area and is available from at 5.35am to 9.40pm Monday to Friday, 7.30am to 7.30pm Saturdays, and 8.00am to 7.00pm Sundays and Public Holidays. The Penrith Train Station is a manned station 24 hours, seven days a week and is located 1.5km east of the proposed site. Trains service this station 24 hours a day. The N70 Night Rider Bus services Penrith to Sydney Town Hall, from 1.00 am to 5.40am Monday to Sunday and Public Holidays.

Taxi services are available 24 hours a day servicing the Penrith and wider Sydney areas.

It is noted that a thorough listing of bus and train services in the area is provided within the Traffic Impact Assessment (ptc., March 2020), and does not require coverage here.

3.5.2 Social and Community Infrastructure

Social and community infrastructure are services which aid residents to live a fulfilling life. These services include, but are not limited to, access to education, food, entertainment venues and health and wellbeing services. A review of the existing social and community infrastructure has been conducted within a 2km radius of the site.

The local community has a substantial range of educational facilities located within the stipulated radius of the venue. These are outlined in Table 2. Nine early childhood centres are located within the 2km radius of the venue. The closest primary school is St Nicholas of Myra Primary School though this falls outside of the 2km radius from the venue. The nearest secondary school is Penola Catholic College on the west side of the Nepean River along with Nepean Creative and Performing Arts School. There are no secondary schools located within the specified radius on the eastern side of the Nepean River.

Table 2: Local educational facilities within 2km as the crow flies to the site, (Source: Google maps, collated by author, 2019)



Educational Facility	Proximity
Explore and Develop Penrith	1.1 km
Sweetpeas Kindergarten and Long Day Care	1.3 km
Kindy4Kids Child Care	1.6 km
Penrith Montessori Academy Child Care	2.0 km
Pasadera Pre School	2.0 km
Young Academics Early Learning Centre	2.0km
Little Learners Early Learning Centre	2.0 km
Nepean Tiny Tots	2.0km
Penrith Early Learning Centre	2.0 km
Penola Catholic College	1.2 km
Nepean Creative and Performing Arts School	1.8 km

Community members have access to a range of major food supply chains including Woolworths, Coles and Aldi. Woolworths and ALDI are located within the Westfield Penrith Shopping Centre, these services are usually open 8.00am to 8.00pm and 9.30am to 7pm Monday to Sunday respectively. Coles is located within the Nepean Square Shopping Centre on Woodriff Street, and usually observes trading hours of 8.00am to 10.00pm Monday to Friday and 8.30am to 7.00pm Saturday and Sunday. Pre-packaged liquor can be purchased from Woolworths BWS (9.00am to 5.30pm Monday to Sunday), Coles Liquorland (9am to 9pm Monday to Sunday) and ALDI. Further pre-packaged liquor can be purchased from the Bucket Boys, Bottlemart Express Top Pub, Liquor Stax (Peachtree Hotel) Supercellars, Kingswood cellars and First Choice Liquor.

There are numerous entertainment venues of similar nature within a 1km radius of the proposed site for the Log Cabin Hotel. Table 3 provides the opening times of the key proximate venues. Licensed restaurants within the Penrith CBD provide other additional opportunities for similar entertainment.

Table 3: Entertainment venues and opening hours (Source: Premises websites, collated by author, 2020)

Venue	Opening hours
Dom's Cocktail Bar	Sunday 6pm – 12am Monday Closed Tuesday 6pm – 12am Wednesday Closed Thursday to Friday 6pm – 12am Saturday 5.30pm – 12am
Emu Hall	Monday – Thursday 11am – 9pm Friday – Saturday 11am – 11pm Sunday 11am – 10pm
Squires Terrace Bar	Sunday 11.30am – 12am Monday 4pm – 12am Tuesday – Friday 12pm – 12am Saturday 11.30am – 12am

Venue	Opening hours
High Street Social	Sunday 12pm – 10pm Monday to Tuesday – Closed Wednesday to Thursday 12pm – 11pm Friday to Saturday 12pm – 12am
Tattersalls Hotel	Sunday – Tuesday 10am – 12am Wednesday 10am – 1 am Thursday – Saturday 10am – 3am
Mr Watkins Bar	Sunday to Tuesday 6am – 4pm Wednesday to Saturday 6am – 12am
Peachtree Hotel	Monday to Saturday 10am – 4am Sunday 10am – 12am
Red Cow Hotel	Sunday 10am – 10pm Monday to Thursday 7am – 1am Saturday 7am – 3am
The Bavarian Penrith	Sunday to Saturday 12pm – 9pm
Penrith RSL	Sunday – Thursday 9am – 3am Friday – Saturday 9am – 6am
Panthers Penrith Leagues Club	Monday – Sunday 9am – 6am

Local community health services can be accessed from fifteen general practice medical centres located across the Penrith CBD. Emergency medical services are available 24 hours a day from Nepean Hospital, located three kilometres east of the site. Detoxification facilities for people with alcohol related problems are accessible at the Nepean Blue Mountains Local Health District Drug and Alcohol Services located within the Nepean Hospital.



Social infrastructure profile summary

Review of the local community has identified a number of educational facilities within the locality, predominantly early childhood education facilities.

The predominant mode of transport used in the locality is private vehicle, however, public transport is available to the community via bus until 9.40pm, the Night rider bus to Sydney and trains. Taxis service the area 24 hours a day providing an alternate method of transport.

The community has access to a range of major chain supermarkets with all three major supply chains selling pre-packaged liquor. An additional five pre-packaged liquor outlets were identified in the SA2 area. Multiple entertainment venues of similar nature to the proposed venue were identified within a 1km radius, particularly within the Penrith CBD. All the venues had late night trading until 12am with two venues having late night trading until 3am on at least one night, and major clubs trading until 6am.

A range of medical facilities are located within proximity to the venue. These include access to:

- General practitioners
- Emergency services
- Detoxification units
- Nepean Hospital

The area is well serviced, with a range of transport and health social infrastructure in proximity to the venue. Being a CBD, there are a wide range of establishments that offer liquor and gambling and related entertainment, in close proximity to the venue. Although there are early childhood facilities and high schools within a 1km radius, this analysis has not identified any that are in close proximity to the venue. No other sensitive land uses were identified within a 2km radius of the site.



4 Community Consultation

Community consultation is a key component of SIA as it informs the identification of issues that are of importance to the community. It forms part of the baseline study which tells us about the community as it exists, prior to the proposed development. The likely impacts of the development can then be assessed against the baseline, providing a clearer picture of the impact of change within the community.

Consultation provides an opportunity to engage the public and respond to their concerns early in the design process, and present to Council a proposal that has already been informed by matters of relevance to the public. It also allows for complete assessment of the likely social impacts of the proposal, through a more complete understanding of the baseline community characteristics and likely issues of concern.

It was not proposed to carry out community consultation for the proposal prior to the lodgement of the development application. This is based on the following extenuating circumstances:

- The proposed Hotel will replace the previously existent Log Cabin Hotel / Motel, which was destroyed by fire in 2012. Although cleared, the site has not been otherwise occupied in the intervening eight years.
- The previous Hotel / Motel was a valued and iconic part of the Penrith landscape, both social and physical. It was the location of numerous significant local and regional functions. It maintained a presence on the Nepean River, opening the area to the enjoyment of locals and guests. There is a Facebook page dedicated to the cause of “rebuilding the Log Cabin”, and much community discussion and anticipation over when this may occur. This indicates a level of support among some members of the community for the rebuilding.
- The site retains its existing Liquor Licence and will not need to apply for a new one – hence the consultation requirements associated with the Community Impact Statement for a liquor licence application are not applicable.
- The proposed operating hours are as they previously existed, and as approved on the existing liquor licence.
- Exhibition of the development application will be undertaken in accordance with the *Environmental Planning and Assessment Act, 1979*.
- All submissions received by Council during this public exhibition will be considered by the applicant, with appropriate responses made.

The applicant has therefore opted to rely on public exhibition during the development assessment process as a basis for community consultation.



5 Social Impacts

5.1 Methodology

Social impacts have been defined as changes to people's way of life, culture, community, political systems, access to and use of infrastructure, services and facilities, environment / surroundings, health and wellbeing, personal and property rights, and fears and aspirations (Vanclay, F, 2003, cf. NSW Department Planning and Environment, 2017). Most change will inevitably result in some social impact.

Social impacts can be:

- large or small,
- positive or negative,
- tangible or intangible,
- direct, indirect, or cumulative,
- actual or perceived, and
- range from being wholly quantifiable to being only determined through qualitative analysis.

This SIA attempts to capture the key social impacts that are pertinent to the proposed development, its site, and the community. It will not attempt to capture all of the social impacts that could possibly arise from the proposed development. After a consideration of the baseline characteristics of the community and the proposed development, those impacts considered below have been determined as the key matters for consideration for the purposes of determining the likely social impact of the proposal.

Impacts are considered based on their likely extent, duration, severity and sensitivity. This approach is based on the classification of impact characteristics within Table 5, Appendix B, of the Department of Planning and Environment's SIA Guideline (2017).

Extent: Impacts are considered for the immediate community (within 1-2 km radius including the Penrith SA2), the wider community (Penrith LGA, 5km plus radius), and on the Western Sydney region as a whole, where applicable.

Duration: Impacts are identified as short, medium or long term. Short term impacts include those arising from construction, expected to occur over the two years following approval of the application. Medium and long term impacts will arise from the continuing operation of the proposal. Measures to mitigate these impacts have been identified below, where relevant.

Severity and sensitivity: All impacts are assessed as to whether they are positive, negative or negligible. Negative impacts are further assessed for their severity and sensitivity:

- Severity: the degree of change from the existing condition (high, medium or low)
- Sensitivity: the susceptibility or vulnerability of people, receivers or receiving environments.



5.2 Potential Social Impacts

The present development application is likely to have some social impact on the Penrith SA2 community. Potential impacts have been considered below. Key likely impacts are analysed in Table 4.

This SIA considers the full range of potential impacts on the wellbeing of people affected by the proposal. It is informed by the reports listed within Part 1.3 and 1.4 above, and by the community profiling completed within Part 3. It is a review of the characteristics of the community, combined with consideration of the plans and technical reports accompanying the DA, that informs the potential for social impacts.

The proposed development is situated on a site previously developed for the Hotel, and seeks to retain the same purpose and name of the former Log Cabin Hotel. It will also take on the still existent liquor licence of the former Log Cabin Hotel. The site has remained vacant since the former Log Cabin Hotel burnt down, eight years ago. It is situated within a recreational precinct and zoned for a purpose compatible with the proposed use. There is every reason for the public to anticipate that a development of this type will be rebuilt on the site. A substantial amount of community support has been shown for the rebuilding of the Log Cabin.

The community profile has identified potentially vulnerable groups within the community as those who are socio-economically more disadvantaged, including the unemployed. There is a high level of disadvantage within the Penrith SA2 area, within which the site is located. However, this is concentrated in residential areas further away from the proposed Hotel. It is also noted that among residents who are most disadvantaged, levels of alcohol and gambling abuse are lowest, and declining. Those residents located nearest the Hotel, who will bear the amenity impacts of the proposal, have high levels of socio-economic advantage and the lowest level of socio-economic disadvantage, according to the SEIFA index. It is considered that the location of the Hotel is not likely to compound any existing levels of socio-economic disadvantage.

Neighbouring land uses are recreational, industrial, commercial and residential. Social impacts are considered below for these uses, and also for specific issues which have arisen throughout the assessment and literature review.

5.2.1 Recreational Uses

This assessment has identified that the site is located within a key recreation precinct of importance to the Penrith LGA. Recreational uses surrounding the site include the:

- Bridge to Bridge and River Walk tracks, utilised by pedestrians and cyclists;
- Active recreation on the Nepean River, including fishing, boating and jet-skis;
- Nepean Rowing Club activities; and
- Passive recreational uses associated with Weir Reserve and the River precinct.



It is not anticipated that the proposed development will have any adverse impact on the existing recreational uses around the site. Rather, the attraction of people and the provision of entertainment in this location is consistent with surrounding uses and will enhance public enjoyment of the precinct.

5.2.2 Industrial Uses

Industrial uses within the locality include those north of the Great Western Highway. The proposal is not considered likely to impact on these uses at all. The Highway provides separation between sites and the proposal is not likely to result in any additional traffic to these areas to the north, given the adequacy of road networks around the site.

5.2.3 Commercial uses

The site is located on the western outskirts of the Penrith CBD. It provides an additional entertainment venue to residents, workers and visitors within the CBD. Given its past the venue is likely to attract visitors for various functions. It is likely that these functions would have been held in existing Penrith CBD venues, and as such visitation would be redirected, rather than additional to the CBD. The venue does provide additional competition to other established entertainment venues in the CBD. Other commercial uses are some distance from the venue and are unlikely to be impacted.

5.2.4 Residential uses

The proposed Hotel will have greatest impact on neighbouring residents. As discussed in the community profile, there are a wide range of residents within the Penrith SA2 statistical area. However, the SEIFA index, broken down to SA1 census areas, demonstrates what is otherwise evident from observation of the neighbourhood. The area immediately to the south of the site, with residents fronting the Nepean River, Nepean Avenue, Memorial Avenue and Ladbury Avenue, will be most affected by the proposal. This residential area is generally of higher socio-economic status, and has higher housing costs. Impacts on these residents will mostly focus on amenity issues: traffic, noise, visual impacts and disturbance. These issues are considered in detail below and within Table 4. Detailed consideration has been made of the treatment of these issues in other specialist reports, as referenced below.

5.2.5 Visual impacts

A line of sight analysis has been undertaken by Team 2 Architects (DA011(2)) and referenced for this assessment. Views of the proposal from the Victoria Bridge and War Memorial have been analysed by the architects. In addition, our site inspection has provided opportunity to analyse views of the site from various locations including the western bank of the Nepean River and the Yandhai pedestrian bridge. These have also been analysed separately within the Heritage Impact Statement (Urbis, 2020).

The proposal is considered likely to have a positive visual impact on passers-by. The proposed development is two-storey, fits within its context, and does not visually impinge on the adjoining dwellings. It will provide a focal point for pedestrians and cyclists approaching from the new Yandhai pedestrian bridge, and for pedestrians, cyclists, public transport users and drivers approaching from



Victoria Bridge and the Great Western Highway. The visual impact of the proposal is a localised positive impact; it does not extend beyond users of the immediate locality. The visual impact of the proposal on heritage items has been separately discussed below.

5.2.6 Equity of Access

The Access Report completed by Design Confidence (April 2020) confirms that the building and access routes are capable of achieving compliance with the relevant accessibility provisions. It is likely that the proposal will not result in exclusion or discrimination, provided the procedures outlined by the Access Report are followed. No social impact is anticipated due to access considerations.

5.2.7 Noise

The proposed development is likely to generate noise that, if left unmitigated, would result in disturbance to adjoining residents. Noise at the venue would result from several sources, including entertainment, patrons and vehicles.

It is noted that the locality is highly trafficked by pedestrians and vehicles during the day, as a popular recreational area. Recreational use of the Nepean River can also result in significant background noise, arising from the use of motor boats and jet skis. It is also located along a major State road network, the Great Western Highway, and the Western Railway. A high level of ambient noise would be expected in line with the site's general location within a recreational precinct that is close to the CBD and Highway / Railway corridor. This has been monitored and analysed within the Acoustic Assessment (Acoustic Logic, March 2020).

Excess noise has the potential to result in quality of life decline for affected residents. This is particularly true of night-time noise that disturbs sleep. Adequate measures must be taken to ensure that night-time noise is contained to appropriate levels and adequately managed.

The Acoustic Report notes a "slight non-compliance" with traffic noise emissions at the dwellings along Memorial Avenue, between 6pm and 10pm, on the occasions that vehicular movements in and out of the venue exceed 80 per hour. It is noted by Acoustic Logic that this would be resolved if the car park entry were relocated to the western side of Lot 22, via Memorial Avenue. However, this may result in greater compromises with pedestrian amenity and safety as the main pedestrian movements accessing the Yandhai Bridge and the Hotel traverse Memorial Avenue. Due to the potential for pedestrian / vehicular conflict and its safety implications, Council's Urban Design Review Panel requested the relocation of the driveway from Memorial Avenue, to its present location. The resulting non-compliance is considered minor by the acoustic assessment, and accordingly is likely to have minor adverse social impacts.

The Acoustic Assessment (Acoustic Logic, March 2020) proposes measures to monitor and mitigate the potential impacts of noise. These measures are outlined in Part 6 below.



5.2.8 Traffic Generation

The potential impact of noise arising from traffic has been assessed above. The Traffic Impact Assessment (ptc., March 2020) has been reviewed for additional context, impact on roads, congestion, potential for on-street overflow parking, and similar effects of the development that could impact on residents and other users of the road network.

The Traffic Impact Assessment indicates that more than adequate car parking has been provided to service the proposed development, and the proposal does not make use of concessions provided for parking in the CBD. It is assumed that the development is therefore unlikely to generate on-street overflow parking within the residential areas surrounding the site.

The Traffic Impact Assessment indicates that the present intersection of Ladbury Avenue and Great Western Highway is failing, at Level of Service F. It has been estimated by the consultants that the intersection will be no worse under the proposed development arrangement. The development is likely to have minimal effect on the performance of the rest of the road network, and unlikely to result in any impacts to existing local parking and traffic conditions (ptc. 2020, p.26).

Based on the findings of the Traffic Impact Assessment, it is considered unlikely that there will be any adverse social impact arising from traffic generation in the locality.

5.2.9 Regional impacts beyond the locality

The site has heritage significance as the location of the former pump house, and is highly visible from a number of significant heritage items, including Emu Hall on the opposite river bank, Explorer's Memorial on Memorial Avenue, and the rowing course on the Nepean River. Heritage conservation is of importance not just to visitors to the site, but to those who value the site and its surroundings. Lack of care for valued heritage items can have adverse social impacts that range as far as the significance of the heritage item concerned.

The Heritage Impact Statement (Urbis, 2020) has been reviewed to assess the likely social impact arising from any impact on heritage. Urbis have conducted a thorough visual analysis of the impacts of likely views of the site on surrounding heritage items. That Statement concludes that the site appropriately retains and incorporates the former pump house, and provides a contemporary interpretation of the former Log Cabin building. The proposal is not considered to have any detrimental physical impact on nearby heritage items, including the State significant Railway Bridge and Victoria Bridge, nor any adverse impact on the heritage significance or setting of items in the vicinity. Conversely, the proposal offers the continuation of the historic use of the site as a rest area and inn. This is considered to be a positive regional impact, through the restoration of the previous function of the site.

An additional regional impact may arise from the availability of the venue, particularly for those who recall the former Log Cabin. This has the potential to result in increased visitation to the area, and also



may result in indirect benefits for those who derive pleasure from knowing that the Log Cabin has reopened, even if they will never visit. This is considered to be a positive impact.

5.2.10 Crime Prevention

The crime profile above demonstrates that Penrith is subject to high levels of crime relative to the LGA, both alcohol-related and non-alcohol related. The design will need to give careful consideration to Crime Prevention through Environmental Design principles to ensure that the Hotel is designed and managed to minimise crime. Potential crime impacts have been considered within Table 4 below.

Security fencing is proposed around the beer garden and other external areas. Approaches to the Hotel are proposed to be well lit and not obscured by landscaping or other features. The facility will be highly visible from the car park, given its flat topography, and further wayfinding signage is not considered necessary between the car park and the venue.

Drink-driving is a potential impact arising from the increased service of alcohol in a car-based community. A courtesy bus is proposed to be offered on Friday and Saturday nights to assist patrons in accessing and leaving the Hotel. This provides an alternative to reduce the likelihood of drink-driving.

Internal security management measures have been incorporated within the Hotel Plan of Management (GJ Consulting, April 2020). The plans by Team 2 Architects demonstrate maximum capacity on the site of 557 persons on Ground floor and 601 on the first floor, a total maximum of 1,158 Hotel guests at any time. Security guards will be employed at the discretion of Hotel management, to manage crowds and any anticipated drunken or disorderly behaviour. This is considered to be acceptable, given that the Hotel is unlikely to function at maximum capacity all the time. The Hotel Plan of Management proposes to rely on Police to manage social disturbance and unruly or drunken behaviour. This is considered acceptable.

However, when the Hotel is likely to be at full capacity, contingencies for crowd management should be enacted. It is recommended that the Hotel Plan of Management be further detailed to demonstrate acceptable measures for crowd management. These may include a trigger for the engagement of security guards, such as when all function areas are booked, and the venue is likely to approach full capacity.

5.2.11 Cumulative Impacts

Cumulative impacts are impacts arising not only from the proposed development, but from its interrelationships with other existing development within the locality. These can have a significant social impact due to the accumulation of impact arising from other development, even when the additional impact caused by the subject development is minor.

The most significant cumulative impacts of the proposal are considered to be:



- the increased provision of liquor and gambling facilities within the Penrith CBD;
- increased traffic within the locality; and
- increased noise arising from patrons and traffic.

These have been considered for the development above. It is not considered that there are any features of the locality that would make these impacts significant in a cumulative sense. Given that the proposed Hotel has an existing licence, it would have factored in decisions made by ILGA relating to the issue of other liquor licenses in the locality over the past decade or longer. The restoration of a Hotel on the site is not considered likely to result in undue cumulative impact in terms of the availability of liquor and gaming activities.



Table 4: Summary of Social Impacts as a result of the increased trading hours

Type of impact	Extent of impact: - Immediate locality - Wider LGA - NSW	Duration: - Short - Medium - Long	Potential impact: - Positive - Negligible - Negative (severity and sensitivity)	Recommended mitigation
<i>Amenity</i>				
Perception of safety in public places	Immediate	Long	Negative Severity: Minor Sensitivity: Minor	Licensee to take all reasonable measures to ensure that the behaviour of staff and patrons of the hotel when entering or leaving the venue does not result in a detrimental impact on neighbourhood amenity.
Noise	Immediate	Long	Negative Severity: Minor Sensitivity: Minor Confirmed by Acoustic Assessment (Acoustic Logic, April 2020)	Refer to Acoustic Report and summary of recommended mitigation measures below.
Traffic	Immediate	Long	Negligible – given historic use of the site, the intersections will perform within performance criteria. Site is accessed by a range of transport modes which permits good movement to and from the venue. Confirmed by Traffic Assessment (ptc., March 2020)	Not applicable
Visual	Immediate	Long	Positive – the proposed development will be visible from pedestrian and vehicular approaches. It is in scale and contributes to the activation of the area.	Not applicable



Type of impact	Extent of impact: - Immediate locality - Wider LGA - NSW	Duration: - Short - Medium - Long	Potential impact: - Positive - Negligible - Negative (severity and sensitivity)	Recommended mitigation
Heritage	Immediate/wider study area	Long	Positive – the proposed development is a reactivation of the site which contributes positively to the Penrith Council’s objectives for the SP2 – Tourist zone to provide recreational and tourist facilities along the riverfront. The proposed development retains and conserves the significance of the former pump house as part of the overall design while also ensuring the structure is read as an independent element. The proposed development will have no detrimental physical impact on the vicinity of heritage items. Confirmed by Heritage Impact Statement (Urbis, March 2020)	Not applicable.
<i>Crime</i>				
Domestic violence	Immediate/wider study area	Long	Negative Severity: Minor Sensitivity: Moderate	Provide signs promoting where to access support in bathrooms and other areas of the venue.
Non-domestic Assault	Immediate/wider study area	Long	Negative Severity: Minor Sensitivity: High	Hotel staff are to follow Plan of Management and to engage in Responsible Service of Alcohol protocols to help mitigate alcohol fueled assault. Security guards to be engaged on as needed basis.
Sexual assault	Immediate/wider study area	Long	Negative Severity: Minor Sensitivity: Moderate	Provide signs promoting where to access support in bathrooms and other areas of the venue.



Type of impact	Extent of impact: - Immediate locality - Wider LGA - NSW	Duration: - Short - Medium - Long	Potential impact: - Positive - Negligible - Negative (severity and sensitivity)	Recommended mitigation
Theft	Immediate/wider study area	Long	Negligible – theft in the community is not identified to be related to alcohol	Not applicable
Drink driving	Immediate/wider study area	Long	Negative Severity: Minor Sensitivity: Low	Assistance to be offered to patrons needing alternative travel arrangements. Courtesy bus service at peak times (Friday / Saturday nights)
<i>Health</i>				
Risky drinking behaviours	Immediate/wider study area	Long	Negligible – general trends indicate a decline in risky drinking behaviours.	Provide advertising of the implications of risky drinking.
Risky gambling behaviours	Immediate/wider study area	Long	Negligible – general trends indicate a decline in risky gambling behaviours.	Provide advertising of the implications of risky gambling, and the gambling help line.
<i>Children and Youth</i>				
Cultural exposure	Immediate	Long	Negligible – young children accessing local pre-schools or other children’s facilities in the area are unlikely to be exposed to any additional drinking behaviour.	Not applicable.
<i>Social capital</i>				
Social relations	Immediate/wider study area	Long	Positive – allows patrons to engage in social events and partake in social connectedness.	Not applicable.
Entertainment	Immediate/wider study area	Long	Positive – access to entertainment improves social and mental wellbeing.	Not applicable.



6 Mitigation Measures

6.1 Hotel Policy and Responsible Service of Alcohol

A Plan of Management has been prepared to guide the safe management of the venue. All new staff will be acquainted with the policy and procedures through an induction process. These include Responsible Service of Alcohol and Prevention of Intoxication procedures, Noise and Amenity of the Neighbourhood procedures, Behaviour of Patrons procedures, Security requirements and Control of Patrons Numbers procedures. All staff are qualified in Responsible Service of Alcohol and Responsible Conduct of Gambling. In addition, the Hotel will keep an Incident Register in which any incident raising concern is recorded. This will be regularly inspected by, and kept to the satisfaction of, local Police.

It is recommended that the Hotel Plan of Management be further detailed to demonstrate acceptable measures for crowd management when the venue is at full capacity. These may include a trigger for the engagement of security guards, such as when all function areas are booked, and the venue is likely to approach full capacity.

The proposed Hotel policies and practices along with these recommended mitigation measures are considered sufficient to mitigate potential impacts of the proposed development.

6.2 Advertising

It is considered that the proposed development will have negligible impact on the local community. However, this assessment has identified that the subject community has a high non-domestic violence incidence rate compared with the Penrith LGA and NSW. It has also identified that people residing in the locality are considered a 'most disadvantaged' community and are recognised to be at more risk of harm arising from alcohol consumption and risky alcohol consumption behaviours, although the incidence of risky consumption among this group is low and declining.

It is recommended that the venue displays advertising addressing the harms of alcohol consumption as an important mitigation measure to address the two key impacts of alcohol abuse and non-domestic violence, that are associated with alcohol consumption in general, and are considered prominent in the Penrith SA2 community. Advertising is considered an effective measure to reduce the risk of harm to the community. Providing information for support and help to address these issues will help mitigate the social, physical and mental wellbeing impacts that arise through non-domestic violence and risky alcohol consumption. Such information should be displayed appropriately throughout the Hotel.

6.3 Transport

The proposed location for the Log Cabin Hotel is serviced by a range of transport modes which permits the safe travel of patrons to and from the venue throughout day and night to their place of residence. The venue can further facilitate safe travel by helping patrons arrange alternative travel if required. A



courtesy bus service will be offered by the Hotel on Friday and Saturday nights, which will assist patrons with a safe home journey.

6.4 Noise

The proposed development will have a minor negative impact on sensitive receivers in close proximity to the venue, including residents located on Memorial Avenue, the closest resident on Nepean Avenue, the Penrith Valley Inn, and the Nepean Naval Maritime Museum. This has been documented in the Acoustic Assessment prepared by Acoustic Logic (April, 2020). The assessment has identified that if noise is not suitably managed by the venue this could result in sleep disturbance.

It is recommended that the venue implements the mitigation measures outlined in the Acoustic Assessment, which includes:

- The loading dock will not be used between the hours of 6.00pm and 7.00am;
- The carpark is to be sign posted with a speed limit of no more than 20km/hr;
- The level 1 deck area is to have a 1.5 metre high solid balustrade along the full length of the south-western end of the external deck;
- Windows within all entertainment areas along the southern façade of the building are to be installed with minimum 10.38mm Laminate glazing with minimum reduction index Rw34, all other areas should have minimum 6.38mm Laminate glazing with minimum reduction index Rw31;
- Music (amplified) within external areas is to be played at background noise levels (sound pressure of 70dB(a)_{L10});
- No live music is permitted in any of the external areas after 10.00pm;
- Music (amplified) is not permitted in all external areas after midnight;
- After midnight, patron numbers are to be limited within external areas:
 - Beer Garden: 80 Patrons
 - Ground Floor External Deck: 20 Patrons
 - Level 1 External Deck: 20 Patrons, and
- After midnight all entry doors are to be closed, with the exception of egress and ingress.

It is considered that the suggested measures will sufficiently manage noise emissions that would have the potential to result in sleep disturbance. These measures should be detailed in the Operational Plan of Management.



7 Conclusion

The proposal involves the construction of a two storey Hotel on the former Log Cabin site. The likely impact of the proposal on the local and wider community has been reviewed, with consideration given to the existing community characteristics.

Positive social impacts of the proposed redevelopment include the restoration of the historic use of the site, and aesthetically pleasing views of the site within the locality. In addition, there will be increased opportunity for social relations and gathering, due to the re-established availability of a local venue and the decreased need to travel outside the suburb in order to obtain this service. Penrith has a growing population and the increase of entertainment venues in the CBD is considered to have positive social interconnectedness and mental health outcomes.

It has been found that the likely negative social impacts of the proposal on the local and wider community will be minor given the historic use of the site has been for this type of establishment. The proposal does result in some minor negative impacts associated with entertainment venues and general consumption of alcohol, which can be mitigated by implementing late night noise attenuation methods and providing advertising around risky drinking behaviour and alcohol-fuelled violence. These advertisements should demonstrate local resources available to assist those at risk.

As a result of this Assessment, recommendations have been made in Table 4 and outlined within Part 6. These recommendations are:

1. Provide signage and advertising to promote support for non-domestic violence victims and protagonists in bathrooms and other appropriate areas of the venue;
2. Adhere to the Hotel Plan of Management to mitigate alcohol fuelled assault and manage responsible alcohol consumption;
3. Provide trigger mechanisms within the Plan of Management to indicate when security guards will be engaged, and detail plans for crowd management at times of full capacity;
4. Offer assistance to patrons for access to taxi services when required, and a courtesy bus on Friday and Saturday nights;
5. Provide signage and advertising relating to the health implications of risky drinking and risky gambling, and/or services available, in appropriate locations throughout the Hotel; and
6. Implement the noise attenuation methods suggested in the acoustic report (Acoustic Logic, April 2020) and summarised in Part 6.4 of this report, including limiting live music after 10pm and amplified music after midnight in outdoor areas, and update the Hotel Plan of Management to reflect these arrangements.

It is considered that these mitigation strategies, where implemented, will mitigate any potentially negative impacts of the proposed Hotel.

