



NORTHBRIDGE
PROGRESS ASSOCIATION

Working for the advancement of Northbridge since 1919

ABN 733 956 702

PO Box 357 Northbridge 2063

July 11 2008

The Northbridge community and Northbridge Plaza

Northbridge Progress Association doesn't claim to represent all Northbridge residents, nor have we carried out formal surveys of Northbridge residents. Nevertheless, it is NPA's perception that there is strong, widespread opposition in Northbridge to **retail** expansion of the Plaza, mainly based on fears of increased traffic congestion, the impact on local strip shops in Northbridge Junction and loss of amenity for residents generally. We base this conclusion on the following:

- NPA has around 300 members, representing about 10% of Northbridge households. We believe this is a high percentage for a community organisation. We do not actively promote membership (except through a small form in *The 202* newsletter). NPA's membership is spread throughout the suburb, geographically and socially.
- NPA's newsletter, *The 202*, is delivered to every household in Northbridge. There is ample evidence to claim it is very well read by residents. *The 202* has made NPA's position on a Plaza retail expansion very clear with high profile articles, particularly in the past year or so. Despite these articles, and the ready availability of an email address and website, NPA has received **only one** email or letter supporting a Plaza redevelopment (which we published in *The 202* in July 2008).
- In July 2007, NPA held a meeting attended by more than 150 members and residents. The meeting **unanimously** supported a resolution limiting retail expansion to about 10% but with no such constraint on residential development. A meeting in May 2008 attended by 70 people similarly supported NPA's position. We cannot remember **one** resident at these meetings who spoke in favour of a retail expansion at the Plaza.
- Although the phone number of each NPA committee member is published in *The 202*, NPA committee members have not received **one** phone call or encountered **one** resident who supports a Plaza expansion. There may be many Northbridge residents who would support a Plaza retail expansion but, if so, they have not made themselves known to NPA.

- Despite NPA's well-publicised position on a Plaza expansion, local businesses in Northbridge (including several Plaza tenants) have supported NPA through advertising in *The 202*. Although *The 202* never needs to actively seek out advertisers, its advertising revenue has consistently increased (without any increase in rates) over several years.
- Its **members** have generously supported NPA's costs of participating in the Plaza Masterplan process with donations totaling \$14,400 in the past financial year. NPA has not yet approached the general Northbridge community or local business people for donations.
- As a measure of the community's support for NPA, at June 30 2008 the organisation had funds of \$27,000 after paying all its costs, including \$13,000 in fees for the town planning consultant NPA retains to participate in the Plaza Masterplan Technical Working Group.

Malcolm Lye
NPA representative, Reference Committee