

Attachment A12

Stakeholder Engagement Report

92-98 Brougham Street, Potts Point Stakeholder Engagement Report

A Planning Proposal has been submitted to City of Sydney Council by Harrphil Pty Ltd ATF Harrphil Trust for a hotel accommodation use at 92-98 Brougham Street, Potts Point. In addition to the four terraces on Brougham Street, the site includes the old Piccadilly Hotel and The Golden Apple at 169 and 171-173 Victoria Street.

JOC Consulting has been engaged by Knight Frank Town Planning Sydney on behalf of Harrphil to conduct community engagement prior to public exhibition of the Planning Proposal and any future Development Applications (DA).

The community engagement has focused on a targeted group of stakeholders, informing surrounding property owners and community groups within the area about the project and asking the following questions –

- Do you have any questions about the Planning Proposal?
- Do you have any concerns?
- Overall, what do you think about the Planning Proposal and the proposed use of the site for hotel accommodation?

Overall, stakeholders (refer to page 2) are interested in preserving the character and amenity of the area with no objections to the use of the site for hotel accommodation.

The following pages provide an overview of engagement methods and feedback received from participants.

Background

As outlined in the Planning Proposal, Harrphil want to revitalise the existing buildings and transform the site into a world class hotel including a food and beverage offering that will help to conserve and celebrate the character and soul of the area. The proposal seeks to return the built form of Brougham Street frontage to its original configuration and reinvigorate the dilapidated Piccadilly Hotel. There will be no substantial changes to building height and the proposed concept will not result in any adverse impacts to existing views, particularly those towards Sydney harbour and the CBD skyline.

The Planning Proposal is currently with City of Sydney Council for their consideration. The community will be invited to provide feedback through the planning process once placed on exhibition by Council (date yet to be confirmed).



Overview of Engagement

The following property owners and community groups were conducted to participate in this round of consultation.

	Stakeholder	Method
1	90 Brougham Street (neighbour)	Face to face meeting
2	100 Brougham Street Strata (neighbour)	Email
3	175 Victoria Street (neighbour)	Email Phone call
4	Potts Point and Kings Cross Heritage and Residents' Society	Email Face to face meeting
5	Potts Point Partnership/business chamber https://pottspointpartnership.com.au/	Email Phone call Face to face meeting
6	2011 Residents Association https://2011residentsassociation.wordpress.com/	Email Zoom teleconference
7	Darlinghurst Resident Action Group https://www.drag.org.au/about-us	Email
8	Omnia Apartments (contacted JOC Consulting directly)	Phone call

“I think more of this needs to happen for Sydney – and our area. Memorable is somewhere that reflects the locale rather than being some bland environment where I could be anywhere in the world.”

– Participant

Feedback

Stakeholder feedback has been summarised in the below table.

Topic	Comment
Character	All participants were satisfied to hear the project team had considered the character of the area and were wanting to revitalise the building.
Adaptive re-use of the terraces	<p>The improvements to the terraces was seen as a positive but some participants wanted further information on the infill buildings between the terraces and the Piccadilly Hotel.</p> <p>Some participants heard or were concerned that the terraces would be demolished. They were corrected with information detailed within the Planning Proposal and vision of the site to restore the terraces.</p>
5-star hotel (boutique hotel) use	<p>Participants were positive towards the boutique hotel use and vision. They were supportive of a high-quality development but were interested to know the details (prior to future Development Applications).</p> <p>"Sydney needs to show off its identity – not lose it to a 'global' nothingness. There is no other capital city in the world quite like Sydney – Vancouver comes close – beautiful but freezing cold or wet most of the time." – Participant</p>
Heritage impacts	<p>Participants are interested in the heritage impacts but recognise the vision to revitalise and restore heritage buildings and the site being across two heritage areas.</p> <p>"I'm not in a position to give any proposals the tick of approval, but you can say to council various issues were discussed including heritage." – Participant</p>
Servicing from Victoria Street	Access to the site on Victoria Street was seen as a positive while reducing potential impact on residents in Brougham Street.
Ground floor activation	<p>Participants are interested in more information and detail of future food and beverage uses fronting Victoria Street.</p> <p>"There should be some public access and activation on Victoria Street, I don't want to see it locked-out for locals" - Participant</p>
Height	Most participants were comfortable with the proposed building height with others stating "it's a low rise area" and they would be against any exceeding of height limits.
Overshadowing	Similar to height, some participants were concerned it would impact neighbours while others didn't think it would have any negative impacts, particularly as the site has a western aspect.
Privacy	Similar to height and overshadowing, some participants were concerned about privacy, looking in and potential screening. These participants wanted further information on the design and plans for infill buildings between the terraces and Piccadilly Hotel.
Noise and acoustics	Neighbours are conscious of noise issues and would like further consideration given to limiting the impact on their amenity.

Consultation	<p>Participants appreciated the early consultation and are interested in participating in the exhibition periods.</p> <p>Some participants deferred their response until the exhibition period and further detail could be provided through future Development Applications.</p>
Construction	<p>Participants are interested in how the development is going to manage impacts on residents/nearby businesses during construction (i.e. noise, dust, footpath etc).</p>

Do you have any questions about the Planning Proposal?

The following questions have been collated from participants for consideration by the project team –

- How many storeys is the new development and what is the impact on adjoining neighbours?
- How are the architects managing two different architectural styles - the terraces and the Piccadilly?
- How are the interiors being preserved?
- What is meant by '5 star' and 'world class' – what does that look like?
- What are the environmental impacts and landscaping? (i.e. heat island and loss of greenery because of additional buildings)
- Why not residential use?
- What is the developer giving back to the community?

Report prepared by

This report has been prepared for Knight Frank Town Planning Sydney on behalf of Harrphil by –



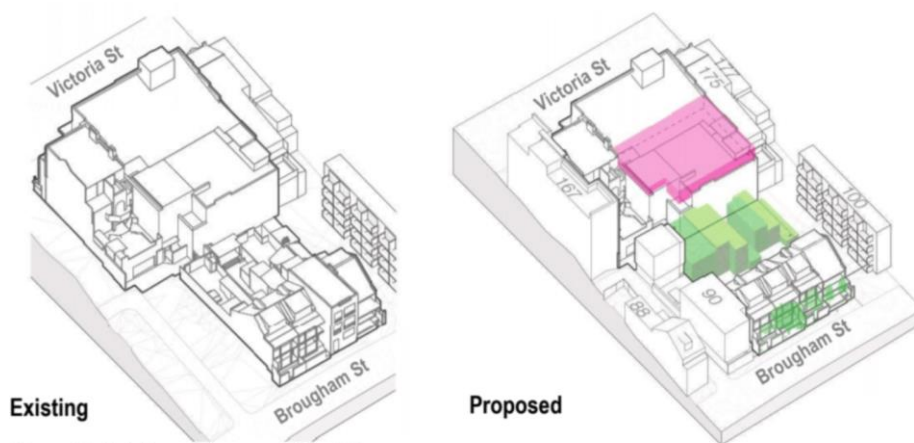
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Appendix - Select Planning Proposal figures for meetings



Figure 2: Site Identification Plan



Existing

Proposed

Figure 7: Existing and proposed built form



Figure 10: Proposed restoration of 96 Brougham Street