



Community Consultation Summary Report



Surry Hills Shopping Village
2-38 Baptist Street, Surry Hills

September 2015 ■ 15453

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16/09/2015

This report has been reviewed by:



James Harrison

16/09/2015

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- A** Shopping Village survey
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1.0 Executive summary

Toga Pty Ltd (Toga) has engaged JBA to provide communications and stakeholder engagement services for the development of the Planning Proposal for land at 2-38 Baptist Street, Surry Hills, the Surry Hills Shopping Village (the Shopping Village).

Initial community consultation included surveying users of the Shopping Village on Saturday 29 August 2015, and door knocking local neighbours on Monday 31 August and Tuesday 1 September 2015 and a briefing session with the existing tenants on Tuesday 8 September 2015.

The overwhelming majority of participants surveyed felt that the Shopping Village would benefit from revitalisation and renewal.

The feedback received has been included in the Planning Proposal submitted to the City of Sydney that requests an amendment to the *Sydney Local Environmental Plan, 2012* (LEP).

2.0 Introduction

2.1 Purpose of this report

This community consultation summary report has been prepared by JBA on behalf of Toga and documents the outcomes from the engagement activities conducted during the development of the Planning Proposal for the Shopping Village.

2.2 Background to the project

The Shopping Village was recently sold with Toga and Coles in partnership to investigate redevelopment opportunities for the Shopping Village.

The Planning Proposal seeks a change to the current height controls of the site in the *Sydney Local Environmental Plan, 2012* (LEP). This amendment, along with the corresponding amendments to the Sydney Development Control Plan, 2012 (DCP) seeks to deliver a more appropriate built outcome for the site than envisaged by the current controls.

The Shopping Village is a key site in Surry Hills/Redfern. It has an area of 12,244sqm, with the majority of the site being covered by the Shopping Village building. The remainder of the site currently provides at-grade parking. The existing development on the site does not realise the site's potential to become a community focal point with modern facilities for the broader community and housing, in an accessible location close to key amenities and services.

Early community and stakeholder consultation has been carried out prior to the lodgement of the Planning Proposal to:

- Understand key issues the community and residents may have with the Shopping Village;
- Provide information to tenants about the planning process and revitalisation options for the Shopping Village; and
- Establish relationships with key stakeholders with an interest in the future plans for the Shopping Village.

3.0 Community and stakeholder engagement overview

3.1 Communication objectives

JBA developed a strategic engagement process that gave tenants and the local community an opportunity to provide initial feedback about the Shopping Village and suggest how they think the Shopping Village and area could be improved.

The communication and engagement objectives included:

- Providing accurate and relevant information about the proposal to neighbouring residents, tenants and key influencers to increase awareness of the proposal;
- Proactively engaging with stakeholders and the community and provide opportunities to comment at key phases in the planning process;
- Providing the project team with an opportunity to incorporate stakeholder feedback into the planning and development process;
- Minimising the opportunity for speculation and misinformation about the planning and development process by ensuring there are no information gaps;
- Proactively managing issues by anticipating risks that may attract political or media attention; and
- Establishing relationships with key stakeholders that can benefit current and future projects.

3.2 Communication methods

The following communication and engagement methods were used:

- Face to face surveys inside the Shopping Village on Saturday 29 August 2015 from 11am until 2pm.

A copy of the Shopping Village survey can be found in **Appendix A**.

- Door knocking on Monday 31 August and Tuesday 1 September 2015 from 5.30pm until 7.30pm on the following streets:
 - Baptist Street until Zamia Street;
 - Boronia Street;
 - Marriott Street; and
 - High Holborn Street.

A copy of the door knocking survey can be found in **Appendix B**.

- Briefing with Shopping Village tenants on Tuesday 8 September 2015 from 6.30pm until 7.30pm.

A copy of the presentation can be found in **Appendix C**.

4.0 Communication and stakeholder engagement outcomes

4.1 Survey results

Sixty seven people were surveyed in the Shopping Village and via the two targeted door knocking exercises.

Date	Time	Location	Survey type
Saturday 29 August	11am – 2pm	■ Surry Hills Shopping Village	Face to face
Monday 31 August	5.30pm – 7.30pm	■ Baptist Street ■ Telopea Street ■ Marriott Street ■ High Holborn Street	Door knocking
Tuesday 1 September	5.30 – 7.30pm	■ Baptist Street ■ Boronia Street	Door knocking

The survey was designed to capture information about the respondent's:

- Shopping habits, motivations and alternative shopping choices;
- Dislikes about the Shopping Village and suggestions to improve it;
- Perception about safety of the Shopping Village;
- Value placed on type of offering, including fresh produce, speciality shops, clean modern facilities, and range of products;
- Perception of the Surry Hills/Redfern neighbourhood;
- Community facilities survey participants would like to see in the area; and
- Demographics (age and gender).

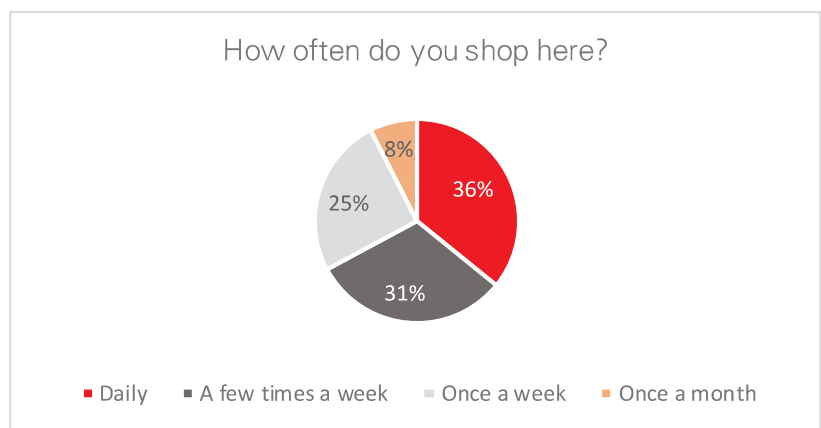
4.1.1 Shopping habits, motivations and alternative shopping options

Ninety-three per cent of respondents used the Shopping Village as their local shopping centre.

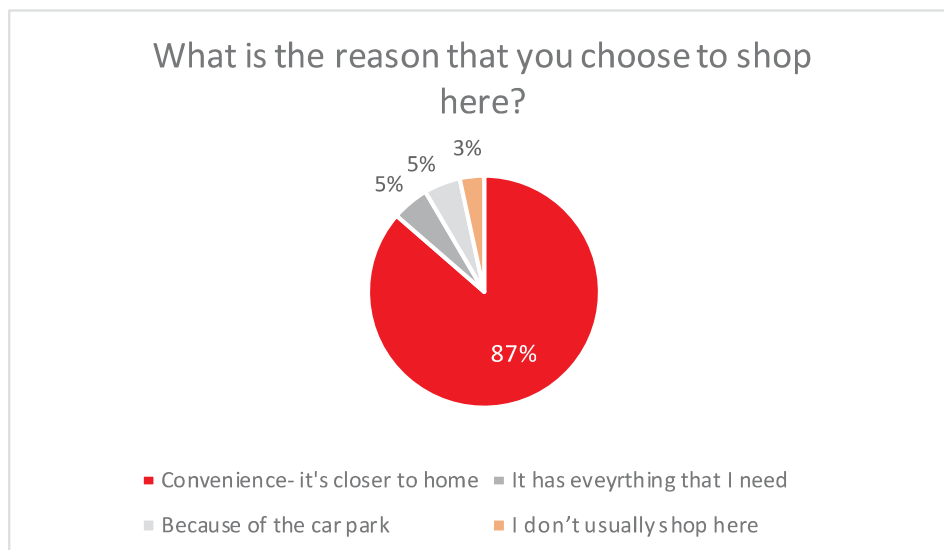
The majority of those who were surveyed in the Shopping Village lived in Surry Hills and Redfern. Other suburbs people travelled to the Shopping Village, including Paddington, Zetland, Waterloo, Wolli Creek, Erskineville and Darlington.

Those who do not regularly shop at the Village mentioned the following destinations as shopping alternatives:

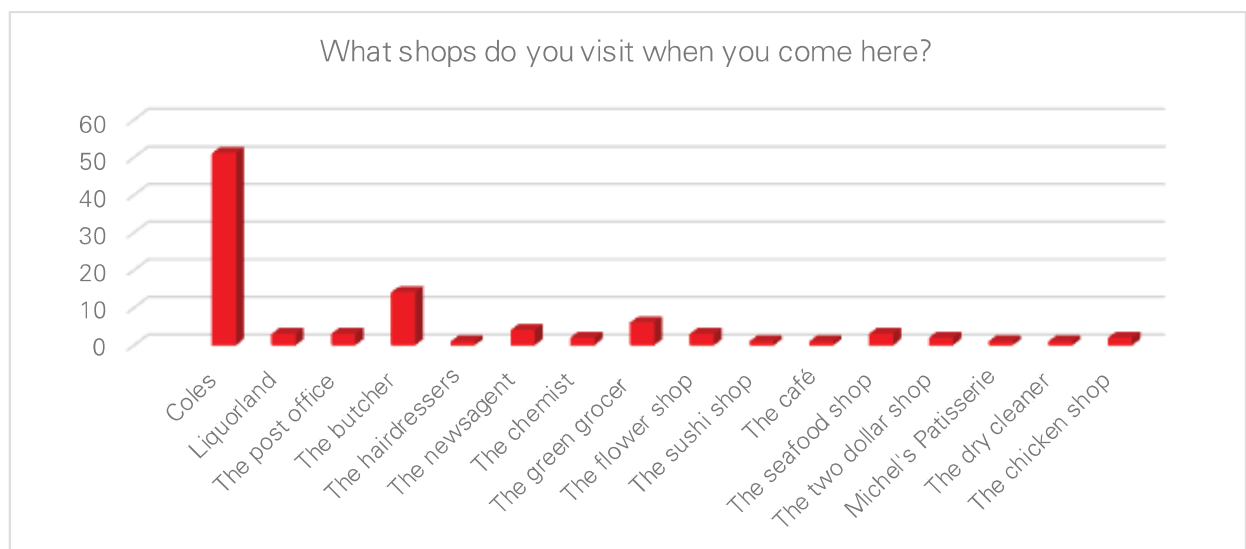
- Danks Street;
- Broadway; and
- Wolli Creek.



When asked why they choose to shop at the Shopping Village, the majority (eighty seven per cent) said it was because it is convenient.



The overwhelming majority of survey respondents shop at Coles. The butcher and green grocer were also frequently visited businesses.



4.1.2 Dislikes about the Shopping Village and suggestions to improve it

Participants were asked to describe what they do not like about the Shopping Village. The following comments were made:

- It is too small
- It is out dated, unsafe and dirty
- There are not enough ATMs
- The bathrooms are dirty
- The parking regulations and the chaotic car park.

A number of people said that the centre would improve if there were better cafes, bakeries, a wine bar and better clothing shops.

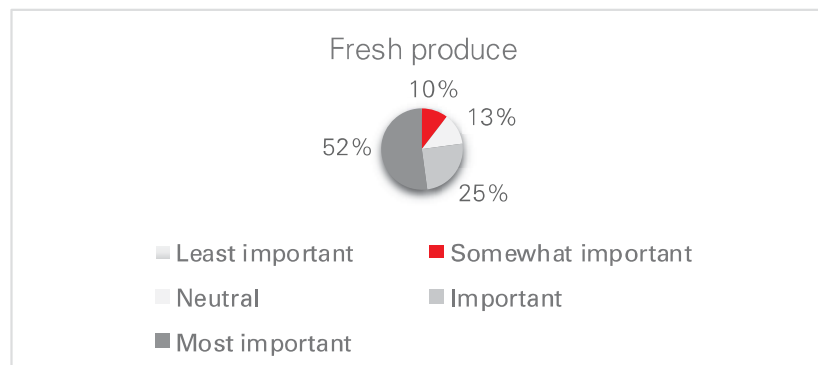
4.1.3 Perception about safety of the Shopping Village

Although the majority of respondents said they generally felt safe when walking in and around the Shopping Village, a number commented on the fact that it has become more unsafe over time, and is ready for revitalisation.

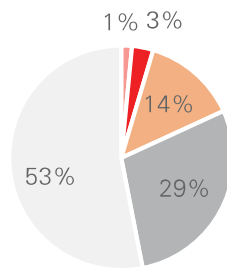


4.1.4 Value placed on fresh produce, speciality shops, clean modern facilities, and range of products

Respondents were asked to rank on a scale of one to five what they value in a local shopping centre.

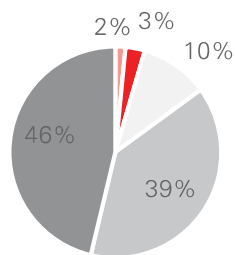


Range of products



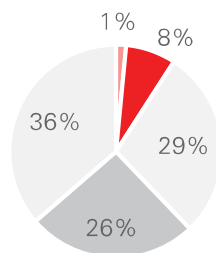
■ Least important ■ Somewhat important ■ Neutral ■ Important ■ Most important

Cleanliness



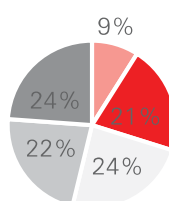
■ Least important ■ Somewhat important ■ Neutral ■ Important ■ Most important

Modern facilities



■ Least important ■ Somewhat important ■ Neutral ■ Important ■ Most important

Specialty shops



■ Least important ■ Somewhat important ■ Neutral ■ Important ■ Most important

4.1.5 Perception of the Surry Hills area

Participants were asked to think about three words that best described their perception of the Surry Hills/Redfern area. The word cloud below highlights the most popular descriptions of the area.

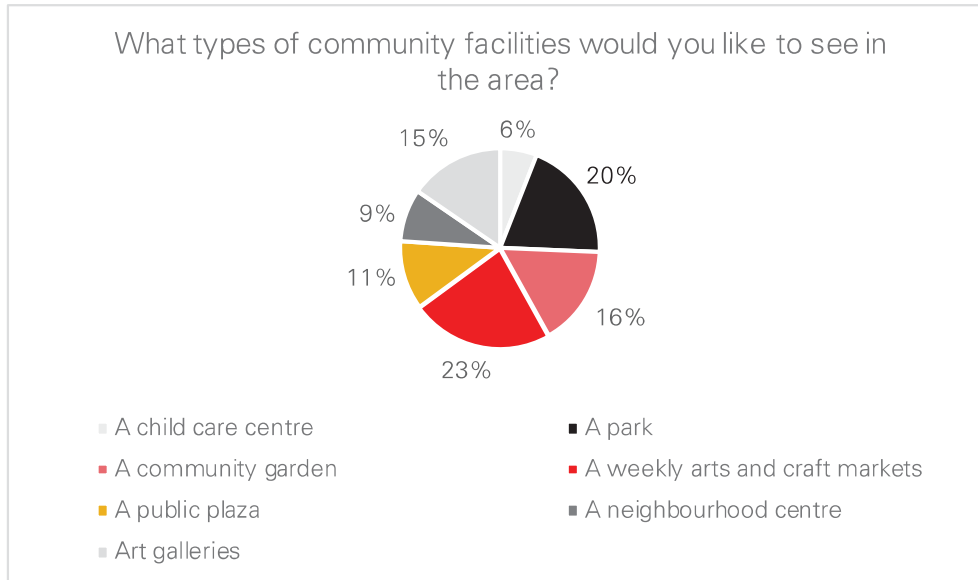


When asked about the future, and what things could improve the area, the following comments were made:

- “Modernise and revitalise the area without compromising the soul of Surry Hills”
- “Include more open, green space”
- “More cafes and speciality shops in the Shopping Village”
- “Safety issues need to be taken into consideration”
- “Improve public transport to the area”
- “Better car parking facilities”

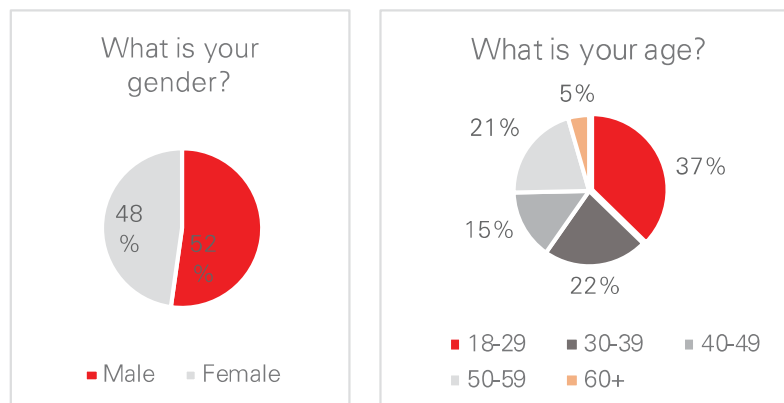
4.1.6 Community facilities

Participants were asked to think about the types of community facilities they would like to see in the area. The following suggestions were made:



4.1.7 Demographics

High level demographic information was recorded to ensure a representative sample was collected.



4.2 Feedback from tenant briefing

The Shopping Village tenants were invited to attend a briefing session held at the Adina Hotel, Surry Hills on Tuesday 8 September 2015.

The objectives of the briefing session were to:

- Introduce tenants to the development partners;
- Explain the planning process and project timeframes;
- Present feedback from the community surveys; and
- Provide tenants with an opportunity to ask any questions they may have.

Ross Hornsey, JBA's Communications Director facilitated the briefing session. Toga's CEO of Development and Construction, Fabrizio Perelli then gave an overview of Toga's profile, and outlined key projects. He also explained Toga's vision for the Shopping Village.

James Harrison, JBA's Senior Director provided the tenants with an outline of the planning process, including timeframes for entire project. He explained that this is a long term project, with a number of milestones that will need to be met before any construction can commence.

Representatives from the following businesses attended the presentation:

- King of the Pack
- Shop 10
- Michel's Patisserie
- Chicks Ahoy
- Magic Touch Massage
- Blooms the Chemist
- Aomi Sushi
- Centre Management
- Medical Centre
- Mortgage Choice
- Pickerings Quality Butcher
- Café Surry
- Adventure Shoe Repairs
- Newsagency
- Noodle Star
- Jox and Sox
- Surry Hills Village Grocer.

There was general support for the revitalisation of the Shopping Village and interest from current businesses in taking space in a redeveloped centre in the future. The majority of questions were about timeframes and how the closure of the Shopping Village would impact individual tenants.

The following questions were asked, with answers generally provided by Mr Perelli from Toga:

Question: How are you going to fix the Shopping Village in the short term? It is becoming more dilapidated, which is having an adverse effect on our business.

Answer: Although we will not undertake large scale changes to the Shopping Village in the short term, we could look at small initiatives to make it better, including undertaking a marketing campaign that would encourage patronage to the centre.

We also need to understand the current issues so that we can think about implementing small quick wins for the centre. The ownership will change hands in October this year, we will talk to you after the change in ownership.

Question: How long will the Shopping Village close for? Will the entire Shopping Village close, or will some parts be able to stay open?

Answer: For safety reasons, we would have to close the entire Shopping Village during construction, which we expect to take approximately two years, for a site of this size.

Question: Is there a guarantee that existing businesses will be invited back?

Answer: There is no guarantee, but our first approach would be to work with the incumbents. We have a vision for the site and we will work with you to see if our vision aligns with your vision for your shop. We guarantee that we will talk to you at every step of the way.

Question: Can you please show us some solid plans so that we can have an idea of what you are thinking for the site?

Answer: This is the start of a long process and a long conversation. When we have the plans, we will show them to you. At this stage, there are no plans.

Question: If we are invited back into the centre, when would we find out? We will have to start planning for other outlet centres to rent, if we are not invited back here. If we still have contracts remaining, would we be compensated?

Answer: It is expected to take roughly two years to secure Development Consent. Following this the apartments would have to be sold. If all goes smoothly, sometime in 2018 might be the last trading days in the Shopping Village.

After we become owners, our Asset Management team will be talking to you to discuss all contracts. We would provide sufficient notice and there would be a series of conversations before we close the centre and start construction. Those big conversations will not happen for at least one year from now.

Question: We saw you undertaking the surveys on Saturday 29 August. That was a very small catchment. How will you broaden the reach?

Answer: Our communications specialists also spent door knocked residential properties in the surrounding streets. We will continue to engage with the community throughout the whole process. This was just the first stage, in a very long community consultation process.

Question: How many shopping levels will be there?

Answer: At this stage it is likely we will plan for a street level shopping centre. We will need to make it spacious, but we also want to make sure it looks busy. That is the key to successful shopping centres.

Question: Will you provide for any other style of usages? Office space?

Answer: There is capacity for a combination of commercial, retail and residential uses – so yes, we will plan for that. We hope it will be a true mixed use development.

Question: How many levels of underground parking?

Answer: We anticipate there would be separate residential and retail basement car parking.

Question: How many residential apartments are you planning for?

Answer: Based on the size and FSR of the site, we anticipate there would be around 200 residential dwellings.

5.0 Next steps

As the project progresses, the community and stakeholders will have a number of opportunities to provide formal feedback at key milestones.



Draft survey for Surry Hills Shopping Village – Saturday 29 August 2015

Hi, my name is xxx and I am from JBA, an urban development consultancy. I am here today to find out your opinion and views about the Surry Hills Shopping Village. We are doing some research on how the centre could be improved and would love your input.

We are investigating the opportunity to revitalise the Site and would like to know from you what it is you like and what you don't like about the current shopping village so that we can plan to make it better for you in the future.

Would you mind taking five minutes to have a chat to me and fill out this survey? Your time would be much appreciated.

Your responses will remain confidential.

1. Is this your local shopping centre?
2. How often do you shop here?
 - a. Daily
 - b. A few times a week
 - c. Once a week
 - d. Once a month
3. What is the reason you choose to shop here?
 - a. Convenience – it's close to home
 - b. It has everything I need
 - c. Because of the car park
 - d. I don't usually shop here
 - e. Other
4. If you don't regularly shop here, where else would you shop?

5. On a scale of 1 to 5 how important is: (1 being least important, 5 being most important)

- a. Fresh produce _____
- b. Speciality shops _____
- c. Cleanliness _____
- d. Modern facilities _____
- e. Range of products _____

6. What do you dislike about the centre?

7. Which shops do you visit the most when you come here?

8. Do you think there are some speciality shops that the centre should have that it currently doesn't?

9. What types of community facilities would you like to see in this area?

- a. Child care centre
- b. Park
- c. Community garden
- d. Weekly arts and craft markets
- e. Public plaza
- f. Neighbourhood centre
- g. Art galleries
- h. Other

10. Do you feel safe when walking in and around the shopping centre?

11. Thinking about the area, what three words would you use to describe it?

a. _____

b. _____

c. _____

12. Thinking about the future, in your view, what is the most important thing that would improve the area?

Demographic questions

13. Sex

- a. Male
- b. Female

14. Age

- a. Under 18
- b. 18 – 29
- c. 30 – 39
- d. 40 – 49
- e. 50 – 59
- f. 60 +
- g. Prefer not to answer

15. What is the name of the suburb in which you live?

Thank you very much.



Draft doorknocking survey about Surry Hills Shopping Village

Hi, my name is xxx and I am from JBA, an urban development consultancy. I am here today to find out your opinion and views about your local area and in particular the Surry Hills Shopping Village. We are doing some research on how the centre could be improved and would love your input.

Would you mind taking five minutes to have a chat to me and fill out this survey? Your time would be much appreciated.

Your responses will remain confidential.

1. Is the Surry Hills Shopping Village your local shopping centre?
2. How often do you shop there?
 - a. Daily
 - b. A few times a week
 - c. Once a week
 - d. Once a month
3. What is the reason you choose to shop there?
 - a. Convenience – it's close to home
 - b. It has everything I need
 - c. Because of the car park
 - d. I don't usually shop here
 - e. Other
4. If you don't regularly shop at the centre, where else would you shop?
5. On a scale of 1 to 5 how important is:
 - a. Fresh produce
 - b. Speciality shops
 - c. Cleanliness
 - d. Modern facilities
 - e. Range of products
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- f. Neighbourhood centre
- g. Art galleries
- h. Other

9. Do you feel safe when walking in and around the shopping centre?

10. Thinking about the area, what three words would you use to describe it?

- a.
- b.
- c.

11. Thinking about the future, in your view, what is the most important thing that would improve the area?

Demographic questions

12. Sex

- a. Male
- b. Female

13. Age

- a. Under 18
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Thank you very much.

Surry Hills Shopping Village

Tenant briefing

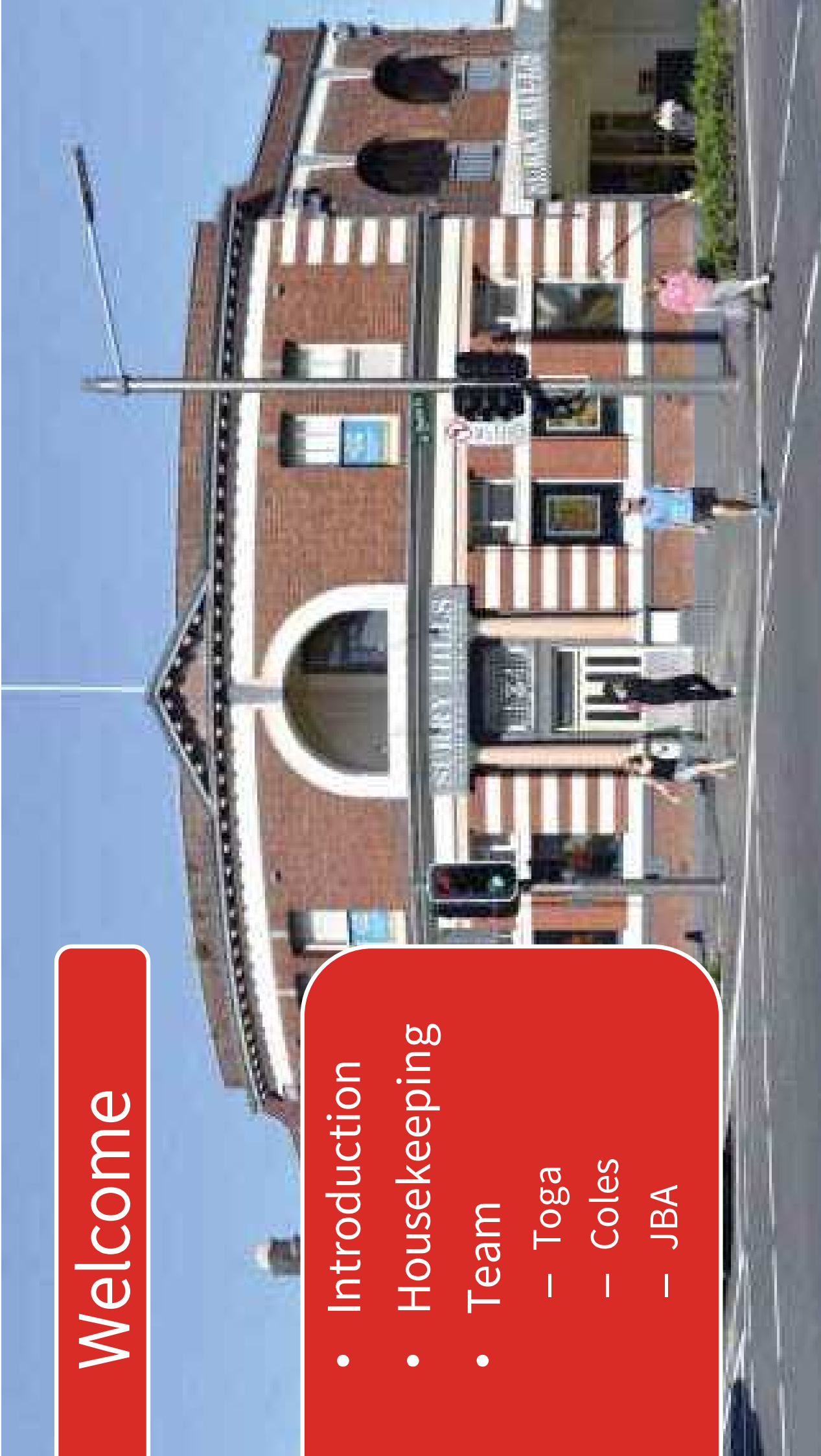
Tuesday 8 September 2015



urban development services

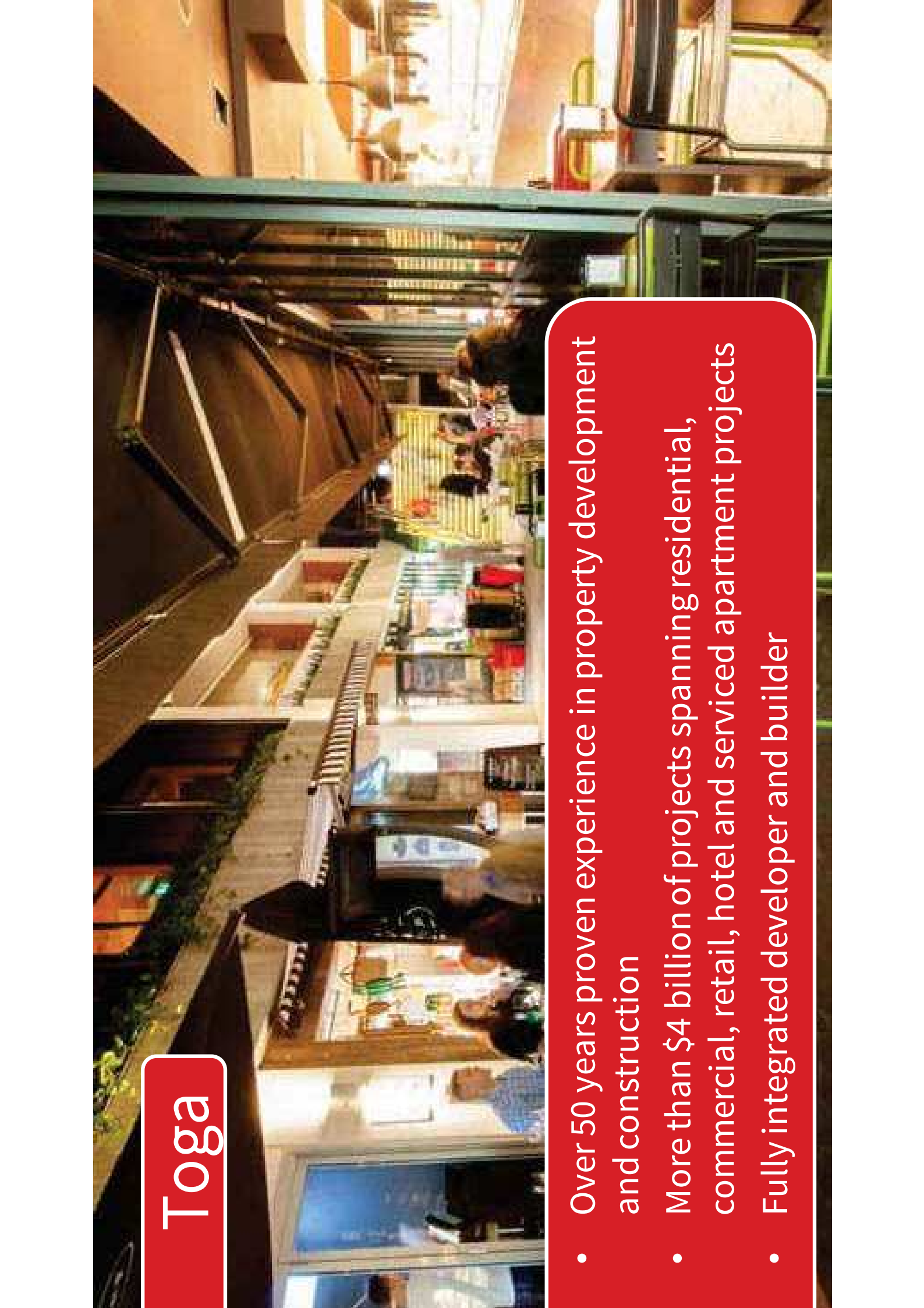
Welcome

- Introduction
- Housekeeping
- Team
 - Toga
 - Coles
 - JBA



Meeting objectives

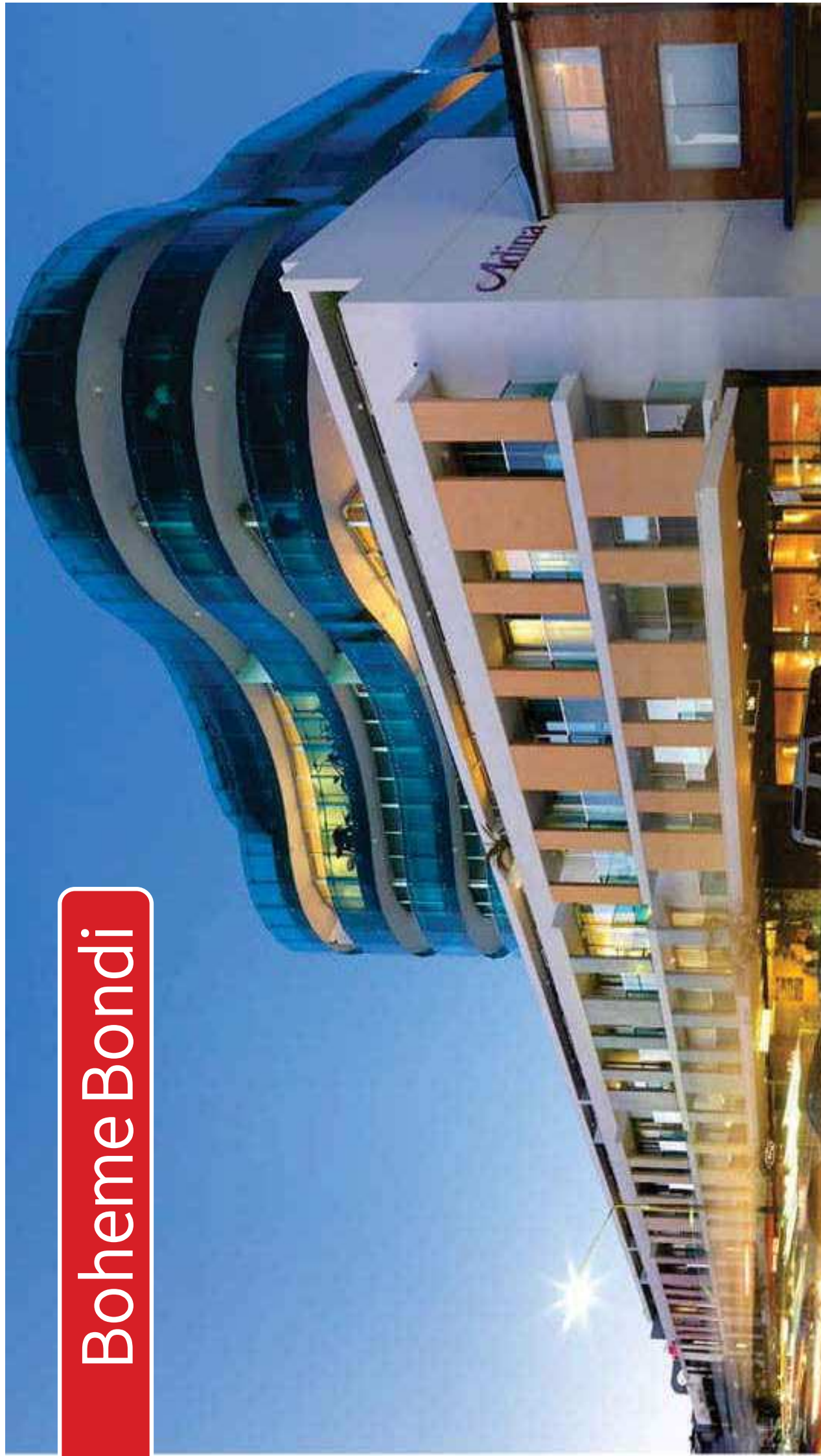
- Introduce tenants to the development partners
- Explain planning process and project timeframes
- Present feedback from community surveys
- Answer any questions you may have



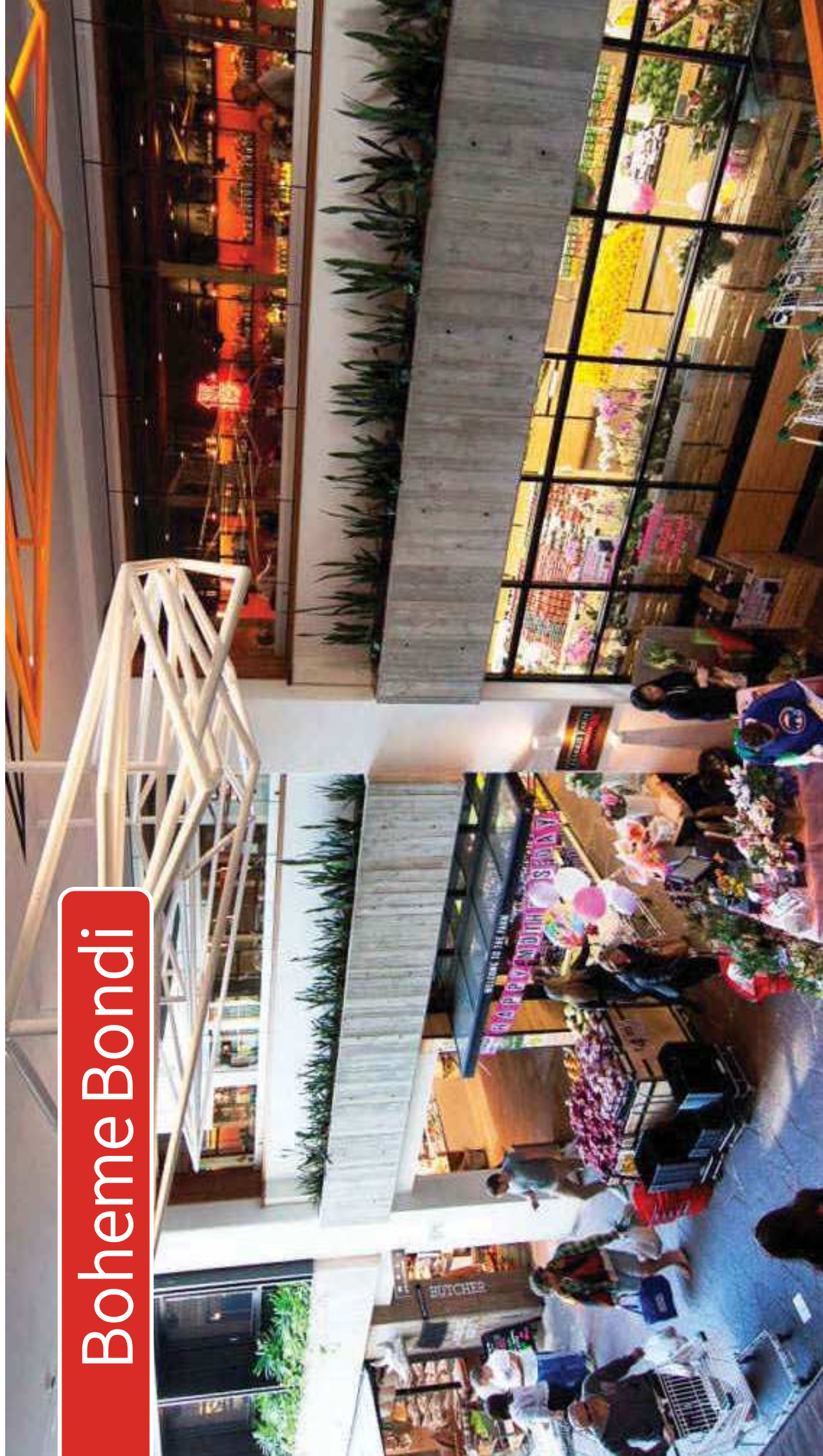
Toga

- Over 50 years proven experience in property development and construction
- More than \$4 billion of projects spanning residential, commercial, retail, hotel and serviced apartment projects
- Fully integrated developer and builder

Boheme Bondi



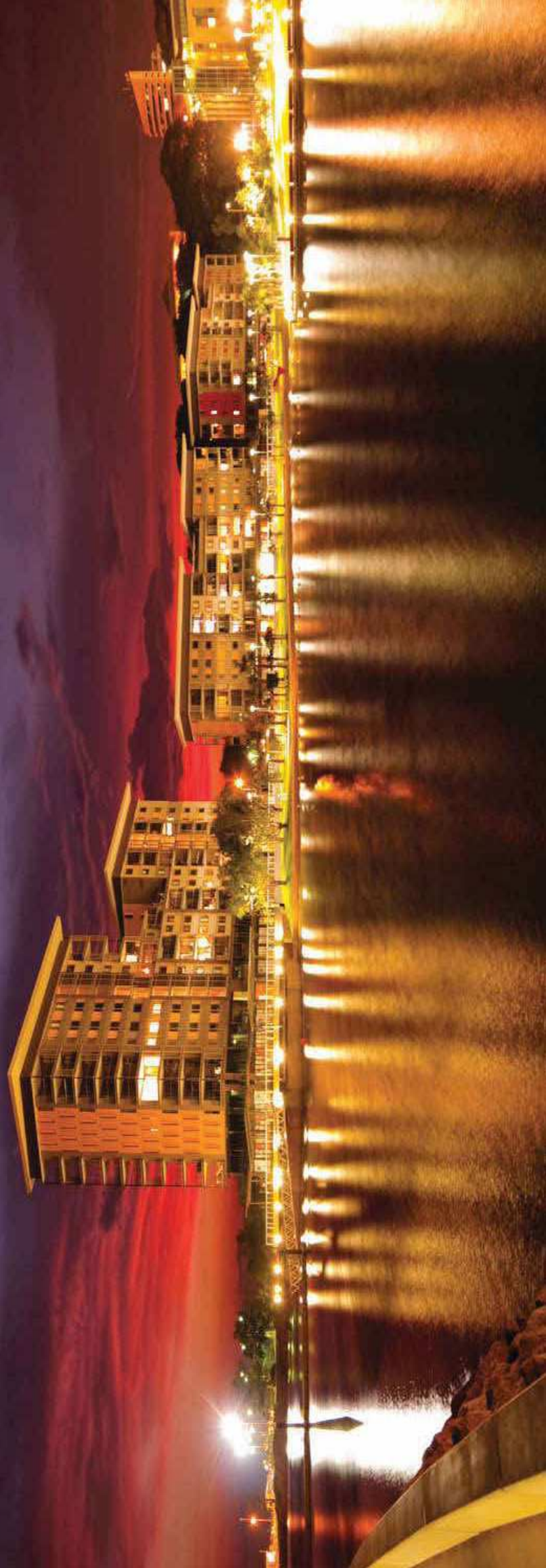
Boheme Bondi



West Ryde



Darwin Waterfront Precinct



Community survey response

- 67 shoppers and local residents were surveyed
- Most people use the centre a few times a week
- Majority would like to see the centre revitalised
 - The centre is dated and ready for revitalisation
 - Not enough speciality shops
 - Car park needs upgrading
- Coles is the most visited outlet



Community Diverse Convenient

Dodgy

Neglected
Lively
Unique
Fun City
Cosmopolitan
Safe
Friendly
Multicultural
Eclectic
Trendy
Young
Wealthy
Quinty
City
Car oriented
Hipster
Developing
Interesting
Vibrant
Cultural
Practical
Run Ghetto
Changing
Good
Rabbitohs
Soul
Card
Old
Gentrified
Hip
Inner
Down
Dirty
Growing
Cheap
Colourful
Dangerous
Connection
Love
Authentic
Current
Busy
Accessible
Different
Decayed
Great
Village
Traffic
Meeting place
Old fashioned
Efficient
Transition
Mix
Dated
Very
Leafy
Potential
Reasonable prices
Secure
Dodge

Vision for Surry Hills

- Mixed use development
- Functional loading dock
- 4,500 square metre Coles
- 2,000 square metre speciality stores
- Residential apartments above

Vision for Surry Hills

Laneway



Activation



Heritage



Residential



Public art



Planning process and timeframes

Stage	Task	Timeframe
Stage 1	Submit Planning Proposal to City of Sydney	October 2015
Stage 2	Council reviews Planning Proposal	February 2016
Stage 3	Gateway Determination	May 2016
Stage 4	Final Assessment and making of LEP	April 2017
Stage 5	Design Competition	Mid 2017
Stage 6	Architects announced and work commences	End 2017

Subject to planning approval

Questions

Contact us

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thank you

