



YOUR DEVELOPMENT VOICE

Communication Report

NOVEMBER 2016

Pathways Residences Longueville Residential Aged Care Facility Planning Proposal

Prepared by
Urban Concepts

For
Pathways Property Group

For submission to
Lane Cove Council

(C) Urban Concepts 2014 ABN 96 074 171 065

The information contained in this document is confidential and intended solely for the use of the client for the purpose for which it has been prepared and no representation is made or is to be implied as being made to any third party. Use or copying of this document in whole or in part without the written permission of Urban Concepts constitutes an infringement of copyright. The intellectual property contained in this document remains the property of Urban Concepts.

Contents

1.	INTRODUCTION.....	3
1.1.	Overview	3
1.2.	Urban Concepts Role	5
1.3.	Project Description	5
1.3.1.	Understanding the Demand for Aged Care Accommodation	5
1.3.2.	The Pathways Approach to Residential Aged Care	6
1.3.3.	Overview of the Planning Proposal	6
1.3.4.	The Proposed Statutory Planning Framework.....	7
2.	TARGET AUDIENCES.....	12
2.1.	Introduction	12
2.2.	Key Target Audiences.....	12
2.3.	Target Audience Communication Lines	17
3.	COMMUNICATION METHODOLOGY	21
3.1.	Communication Strategy	21
3.2.	Communication Methodology.....	22
3.2.1.	The Communication Plan	22
3.2.2.	Information Lines	22
3.3.	Consultation Initiatives	24
3.4.	Participation Rates	25
4.	SUMMARY OF COMMUNITY CONCERNS.....	27
4.1.	Consultation Findings.....	27
4.1.1.	Traffic Management and Generation.....	27
4.1.2.	Parking	29
4.1.3.	Public Transport	30
4.1.4.	Building Form and Height	30
4.1.5.	Development Timeframe.....	31
4.1.6.	Certainty of Development Outcome.....	31
4.1.7.	Inclusion of Retail Shops.....	32
4.1.8.	The Operation of the Residential Aged Care Facility	32
4.1.9.	Seniors Housing SEPP	33

4.1.10. Telstra Tower.....	33
4.1.11. Service Station Site Remediation	33
4.1.12. The Name of the Project	34
5. CONCLUSION	35

Appendices.....	37
Appendix A - Stakeholder Database	38
Appendix B - Communication Plan.....	40
Appendix C - Community Newsletter.....	69
Appendix D - Stakeholder Invitation Letter & Stakeholder Tour Reminder & Cancellation Letter.....	78
Appendix E - Resident Meet & Greet Letter	83
Appendix F - Community Information Session PowerPoint Presentation.....	86
Appendix G - Project Website & Website Diagnostic.....	109
Appendix H - Final Record of Comments arising from the Consultation Events.....	121
Appendix I - Phone, Email & Feedback Log	132
Appendix J - Frequently Asked Questions	135

1. INTRODUCTION

1.1. Overview

This report forms part of the Planning Proposal documentation being prepared by City Plan Strategy and Development for lodgment with Lane Cove Council for a residential aged care facility (hereafter referred to as a RACF) and community wellbeing precinct (incorporating retail premises and a veterinary hospital) being advanced for the landholdings at 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove (hereafter referred to as the Site). The location of the landholdings is illustrated at Figure 1.1. The report has been prepared by Urban Concepts on behalf of the proponent, Pathways Residences.

The report presents an overview of the communication initiatives that were implemented from 2nd September through to 17th October 2016 to better understand community attitudes to the proposed development and to facilitate resident and stakeholder understanding of the Planning Proposal being advanced for the Site.

Current improvements on the Site comprise five buildings including two detached residential dwellings, a service station telecommunications monopole, older style shop top housing developments with ground floor service, a veterinary hospital and retail uses.

The progression of a Planning Proposal is the first step in realising the development of the Site for a RACF. The Planning Proposal will retain the existing land use zoning but will add the land use 'Seniors Housing' to the land use table of the Neighbourhood Centre B1 Zone and amend the height and density controls pertaining to the land to reflect the NSW Government's controls for seniors housing development that are set out in State Environmental Planning Policy Housing for Seniors or People Living with a Disability 2004 (hereafter referred to as the Seniors Housing SEPP).

The communication process that was implemented by Urban Concepts:

- Introduced Pathways and the Pathways Aged Care Model to the local community.
- Explained the current demand for residential aged care in the Northern Metropolitan Sydney Region and the focus of the development in providing care for the over 80 age cohort.
- Explained the RACF development concept, aged care delivery and the development opportunities and constraints presented by the Site.
- Presented the findings of specialist investigations to address potential community concerns about the suitability of the Site for an aged care development and the development controls being sought through the Planning Proposal. These investigations included a traffic impact assessment, flora and fauna investigations and the urban design rational.

The Communication Report is structured in 5 sections comprising:

- | | |
|-----------|---|
| Section 1 | <u>This Introduction</u> , which introduces the project and the communication approach. |
| Section 2 | <u>The Target Audiences</u> which identifies the stakeholders who were the focus of the communication process. |
| Section 3 | <u>The Communication Methodology</u> which describes the collateral and events implemented. |
| Section 4 | <u>Communication Findings</u> which documents the issues and ideas raised during the communication process and the proponents responses to those comments. |
| Section 5 | <u>Conclusion</u> which details the modifications that have been made to the Planning Proposal documentation arising from the consultation process. |

This report is supported by 10 appendices which provide the documentary evidence generated by the communication process.

FIGURE 1.1 SITE LOCATION PLAN



Source: Urban Concepts 2016

1.2. Urban Concepts Role

Urban Concepts formulated and implemented the communication strategy for the project. The strategy was designed to establish a meaningful dialogue with local residents, the business community and integral stakeholders going forward.

The specific objectives the proponent wanted to realise from implementing a communication strategy for this project were:

- To publicly advise local residents and interested stakeholders that Pathways Residences had acquired the Site and are advancing a Planning Proposal through Lane Cove Council to enable the development of a residential aged care facility and community wellbeing precinct.
- To introduce Pathways and the Pathways Aged Care Model to the local community. This included offering interested stakeholders the opportunity to visit Pathways Residences Sailors Bay RACF so that they could understand first hand the high level of aged care provision that has become synonymous with the Pathways brand.
- To ensure that adjoining neighbours and interested members of the local community had the opportunity to view the Planning Proposal being advanced by Pathways prior to its lodgement with Lane Cove Council.
- To hold a community information session so residents and interested stakeholders could provide their comments back to Pathways before the Planning Proposal was lodged with the Council.
- To facilitate understanding of the Planning Proposal by providing a plain English interpretation of the amendments it seeks to make to the Lane Cove LEP 2009 (hereafter referred to as the LLEP 2009) and the role of the Seniors Housing SEPP in the statutory planning framework for the project.
- To explain the statutory planning Gateway Determination Process that the Planning Proposal will follow through Lane Cove Council and to clearly articulate the differences between a Planning Proposal and a Development Application (DA).
- To establish and maintain an open dialogue between the proponent, local residents and integral stakeholders that can continue through the Gateway Determination Process and pending rezoning of the Site, the DA and construction process.

1.3. Project Description

The project description detailed in this Section presents the information that was communicated about the Planning Proposal in the public arena. Section 5 identifies the revisions that have been made to the Planning Proposal documentation to address the feedback that was received from the local community and interested stakeholders.

1.3.1. Understanding the Demand for Aged Care Accommodation

The Pathways Aged Care Model provides residential aged care for people over 80 years of age. This is the fastest growing age cohort in the Lane Cove senior's demographic profile and within the broader Australian context as illustrated by the following extracts:

'Australia has an ageing population, and as people become frailer in older age many will require care and support in the community or in a nursing home.'

Currently there are about 182,000 aged care beds and about 1 million older people who use community care in Australia. By 2020 we will need 82,000 new aged care beds and over 1.4 million will be utilising community care so the service system will need to gear up to accommodate this growth. To put this in context, to meet demand for aged care beds there will need to be 2.25 new 100 bed residential aged care facilities opened

each and every week over the next seven years.'

Aged & Community Services Australia, ACSA Submission 2014/105 Federal Budget, January 2014

'There were 4,007 people aged 65 years and over living in the Lane Cove Local Government Area (LGA), representing 13.2% of the LGA population. The Lane Cove LGA has a notably higher proportion of older seniors than the Sydney Statistical Division. The number of seniors aged 85 years and over residing in the Lane Cove LGA has risen from 642 in 2001 to 751 in 2006, an increase of 17.0%. This follows the 8.8% increase recorded in the 1996-2001 period. In 2006 the proportion of Lane Cove LGA residents who were aged 55-64 years (11.1%) was also greater than the Sydney Statistical Division (10.2%), as well as the Lower Northern Sydney Statistical Sub-Division (10.8%). This is important for planning purposes, as many of the residents in this age group will have reached 65 by the time this Social Plan is out into effect in 2009.'

Lane Cove Seniors Social Plan 2010-2014, Lane Cove Council, June 2010

1.3.2. The Pathways Approach to Residential Aged Care

The Pathways approach to aged care focuses on enriching the livelihood of older Australians by recognising the unique place they occupy within the community. It is an approach that balances best practice in architectural and landscape design with award winning community wellbeing and residential care practices.

Each Pathways site that is selected for the development of a RACF is master planned as a community wellbeing precinct and has the following characteristics:

- It is located in a community that has a high proportion of its population in the 80 plus demographic profile.
- Has access to an established public transport corridor with a public transport bus stop or rail station in close proximity to the site.
- Is located either in or on the boundary of a village centre to facilitate the activation of the precinct by the broader community.
- Affords a high level of residential amenity through the potential to capture water, district or bushland views and a north easterly orientation for courtyards and terraces.
- Is able to accommodate a mixed use development scenario with community wellbeing and/or neighbourhood shops and services at ground level and residential aged care accommodation above.

1.3.3. Overview of the Planning Proposal

The Pathways Planning Proposal seeks to establish a new statutory planning framework to support the development of the Site for a RACF and community wellbeing precinct incorporating ground floor neighbourhood shops, allied health care uses and the existing veterinary hospital. The statutory framework that is being proposed for the Site is described in Section 1.3.4.

The advancement of the Planning Proposal is the first step in realising a senior's housing development on the site. The Proposal does not seek approval for a specific development, it is not a DA.

The Planning Proposal is underpinned by extensive site investigations that have been undertaken by a multi-disciplinary team with expertise in urban design, urban planning, flora and fauna and traffic management. These investigations have culminated in site specific development controls and an indicative concept plan that address building height, building setback and separation, through site links and view corridors, activation of street frontages, open spaces and landscape areas, overshadowing and vehicular access.

Pending the successful passage of the Planning Proposal through the Gateway Determination Process the LLEP 2009 would be amended to expand the range of permissible uses on the Site and to introduce a new

floor space ratio and height control. The range of site specific controls documented in the Concept Plan would be incorporated into a site specific Development Control Plan (DCP) that would be progressed by Lane Cove Council in accordance with the provisions prescribed under the Environmental Planning and Assessment Act 1979.

The site specific DCP will ensure appropriate built forms and design excellence is achieved when the project progresses to detailed architectural design.

1.3.4. The Proposed Statutory Planning Framework

Before the Pathways Residential Aged Care Project can proceed it is necessary for changes to be made to the planning controls that relate to the Site under the LLEP 2009. The indicative development concept that Pathways Residences would like to realise on their landholdings is illustrated by the artist impression at Figure 1.2.

The Pathways Planning Proposal seeks to realise 'Seniors Housing' on the Site. Under the LLEP 2009 there are two land use zones that apply to the site. These zones are R4 High Density Residential and B1 Neighbourhood Centre. The Proposal seeks an amendment to the LLEP 2009 to expand the range of land uses that would be permissible on the site under the existing B1 Neighborhood Centre zoning to include 'Seniors Housing'. It is noted that 'Seniors Housing' is permissible on that part of the site that is zoned R4 under the Lane Cove LEP 2009.

'Seniors Housing' is defined in the dictionary to the LLEP 2009 as follows:

'Seniors Housing means a building or place that is:

- (a) a residential care facility, or
- (b) a hostel within the meaning of clause 12 of State Environmental Planning Policy (Housing for Seniors or People with a Disability) 2004, or
- (c) a group of self-contained dwellings, or
- (d) a combination of any of the buildings or places referred to in paragraphs (a)–(c),
and that is, or is intended to be, used permanently for:
- (e) seniors or people who have a disability, or
- (f) people who live in the same household with seniors or people who have a disability, or
- (g) staff employed to assist in the administration of the building or place or in the provision of services to persons living in the building or place,
but does not include a hospital.'

The Planning Proposal also has regard to the development controls contained in the Seniors Housing SEPP. The SEPP aims to ensure 'Seniors Housing' is built to a consistent and appropriate industry standard. The Pathways RACF will adopt the development standards and definitions specified in the Seniors Housing SEPP.

It is noted that the SEPP does not specify a maximum floor space ratio control for a RACF. Accordingly, to provide certainty to the community about the scale of development that could be expected on the site, the Planning Proposal is nominating a floor space ratio control that will apply to the development of 'Senior's Housing' on the subject site.

Further, under the Seniors Housing SEPP, 'height' means the distance measured vertically from any point on the ceiling of the topmost floor of the building to the ground level immediately below that point. The existing height and floor space ratio controls that apply to the site together with those proposed under the Planning Proposal are detailed in Table 1.1.

TABLE 1.1 - EXISTING AND PROPOSED FSR AND HEIGHT PROVISIONS

Zone	Floor Space Ratio		Height	
	Existing	Proposed	Existing	Proposed
B1 Neighbourhood Centre	1:1	1.98:1	RL 65.68	RL 70.750**
R4 Residential	0.5:1*	1.98:1	RL 68.18	RL70.750**

*** Based on FSR provisions for vertical villages prescribed under Claus 45 of the Seniors Housing SEPP**

**** As detailed in Section 4 the height has been reduced by 500mm as result of the community consultation.**

Source: Compiled from information sourced from City Plan Strategy and Development and Morrison Design Partnership Architects.

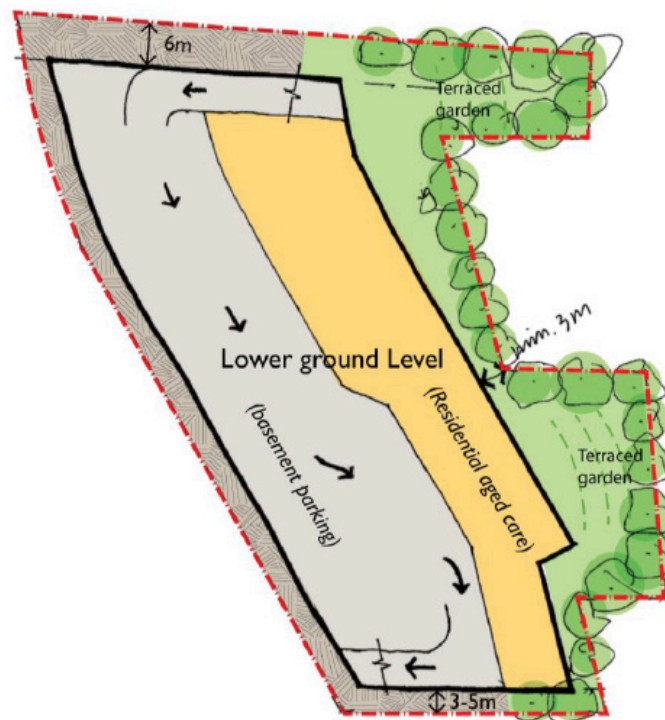
The Planning Proposal is accompanied by a range of site specific development controls that have been prepared by GMU Urban Design and Architecture. It is intended that these controls be incorporated into a site specific DCP. The proposed development controls address buildings setbacks, open space and landscaping, vehicular entry points and pedestrian access, through site linkages and the preferred location of community and retail land uses. The development controls are illustrated on the plans and sections detailed at Figures 1.3-1.8.

FIGURE 1.2 THE DEVELOPMENT VISION VIEW OF THE RACF AND COMMUNITY WELLBEING PRECINCT FROM KENNETH STREET



Source: GMU 2016

FIGURE 1.3 INDICATIVE BASEMENT LEVEL



Source: GMU 2016

FIGURE 1.4 INDICATIVE STREET LEVEL



Source: GMU 2016

FIGURE 1.5 INDICATIVE LEVEL 1 & 2



Source: GMU 2016

FIGURE 1.6 INDICATIVE LEVEL 3 (SETBACK)



Source: GMU 2016

2. TARGET AUDIENCES

2.1. Introduction

A project of this type requires the establishment of a number of information lines with a number of stakeholders. To assist with the management of information, its dissemination and the recording of community feedback the stakeholders were classified into target audiences or users groups.

The key target audiences for this consultancy were as follows:

- Local Residential Community
- Adjoining Landowners
- Lane Cove Council Officers and Elected Representatives
- The soon be amalgamated Ryde City Council
- State and Federal Elected Representatives
- State and Federal Government Agencies
- Special Interest and Community Groups
- Local Businesses and Organisations
- Emergency Services and Utility Providers

A database was established documenting the contact details for each target audience. It is detailed at Appendix A.

2.2. Key Target Audiences

Local Residential Community

For the purpose of this communication strategy the 'Local Community' was defined as the resident notification area identified at Figure 2.1. It comprised approximately 640 households. This catchment was defined in conjunction with Lane Cove Council at a meeting on 16 August 2016.

RESIDENT CONCERNS

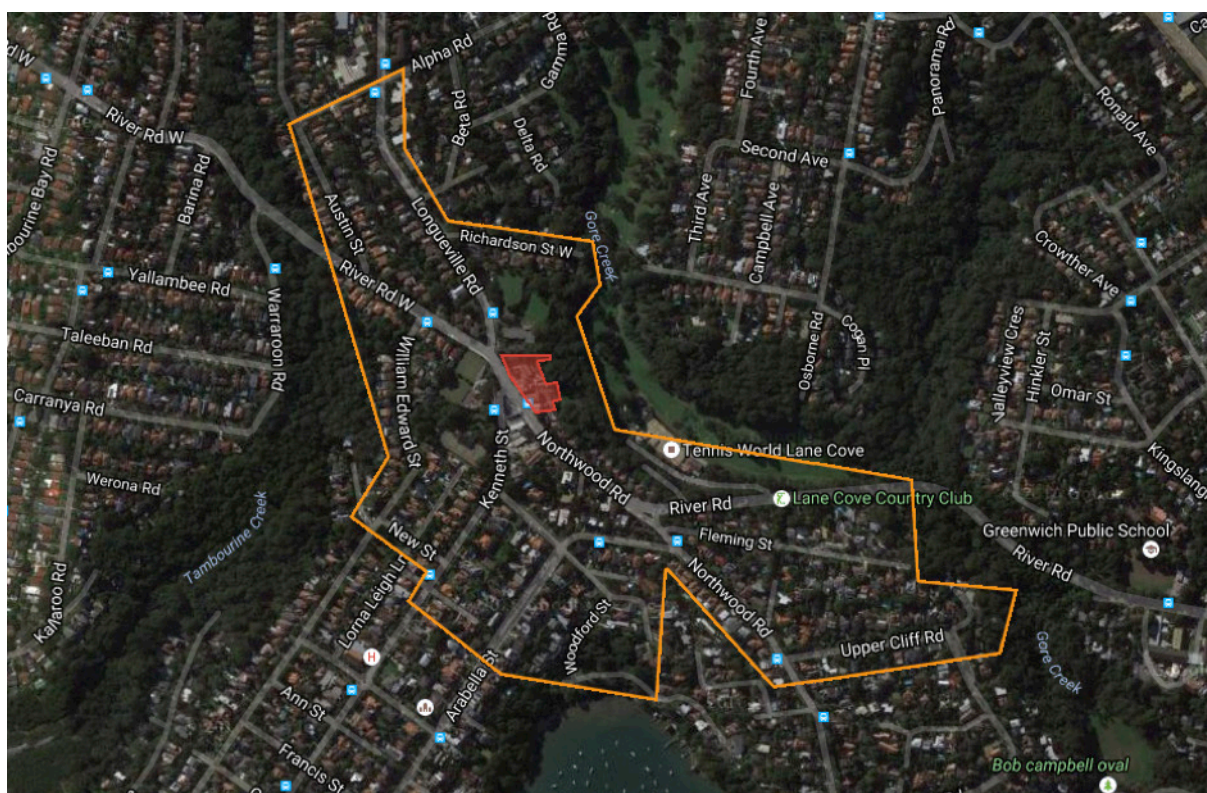
We anticipated that local residents in the notification catchment area would be interested in understanding:

- The proposed use of the Site for a residential aged care facility with allied health care uses and how the built form and operation of the facility would potentially impact the residential amenity of the area, traffic generation, overshadowing, solar access and local views.
- The range of ancillary land uses that Pathways would co-locate with the RACF at ground level and how these uses would integrate with the existing Longueville village. We note that the previous 2012 EG Property Group Planning Proposal sought a variation to the neighbourhood shop floor area controls to accommodate a supermarket. Pathways will not be seeking any variation to these controls and will incorporate ground floor neighbourhood and allied health uses that would activate the RACF and provide a community focus for the Longueville Village.
- The community benefits arising from the project to justify an amendment being made to the height and density controls pertaining to the site under the LLEP 2009. This was a key issue that contributed to the refusal of the EG Property Group 2012 Planning Proposal which the local community determined

did not justify the sought after variation given the amenity impacts that it would give rise to and the speculative basis of the project.

- The proposed building envelope particularly the maximum height of the development when viewed from Northwood Road and how it responds to the existing land use context and that envisaged under the LLEP 2009.
- The proposed vehicular ingress and egress arrangements, the amount of onsite car parking that would be provided given the intended scale of the development and the number of vehicle trips a RACF and the ancillary uses would realistically generate per day.
- How the development would relate to the Lane Cove Park Bushland Reserve adjacent to the northern boundary and the measures that will be taken to mitigate the impact of development on the reserve. The community will want to ensure that there is dedicated pedestrian access from the Site to this reserve.
- How a RACF operates, its staffing numbers, hours of operation, the level of care it provides and the contribution it could be expected to make to the well-being of the broader community.
- Why Pathways has selected the Site as being suitable for a RACF and the level of demand for this style of seniors housing in the Lane Cove area.

FIGURE 2.1 RESIDENT NOTIFICATION AREA



Source: Map Engine 2016

Legend:

- Notification Area
- Site

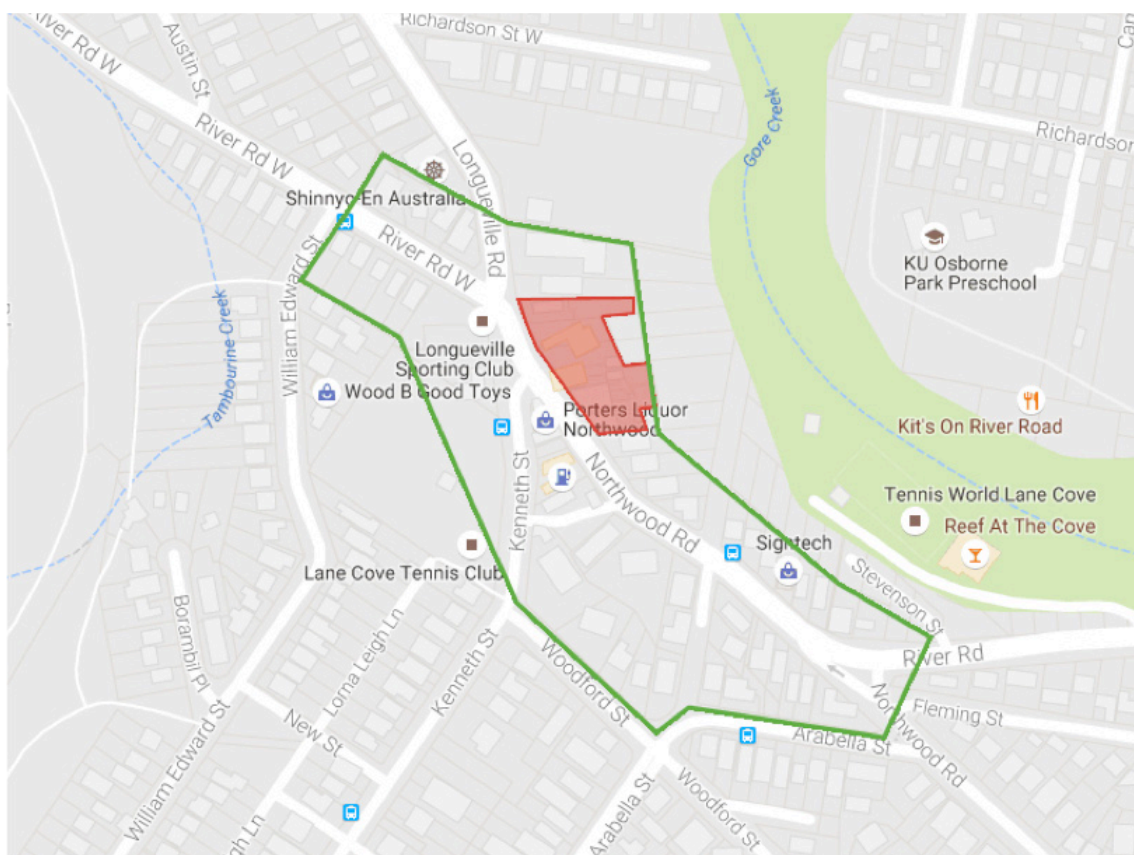
Adjoining Landowners

The adjoining landowners for this project were those property owners that are located in close proximity of the Site. They comprised the residential properties in Longueville Road, Northwood Road, Kenneth Street, Woodford Street, Arabella Road, McMahons Road, River Road and River Road West. These properties received an additional level of information to reflect their importance as the immediate neighbours of the site through the Resident Meet and Greet that Urban Concepts undertook on the 13th September 2016.

The adjoining landowners visited as part of the Resident Meet and Greet are detailed below and are illustrated on the plan at Figure 2.2:

- Longueville Road No's: 268-270 (Units 1-23), 272 (Units 1-4), 237 & 237A
- Northwood Road No's: 1, 3, 5-7, 7-9, 11 (Units 1-5), 15, 17, 19, 20, 21, 22, 23, 24, 25, 25A, 26, 28, 30, 32, 34, 36 & 38
- Arabella Road No's: 1, 1A, 3, 3A, 5 & 5A
- Woodford Street No's: 1, 3, 5, 7 & 9
- Kenneth Street No's: 2 & Central Park
- River Road No's: 194 & 196
- River Road West No's: 1, 1A, 2, 3, 4, 6, 8 & 10
- McMahons Road No's: 1, 2 & 3

FIGURE 2.2 ADJOINING LANDOWNERS



Source: Maps Engine 2016

Lane Cove Council

The Communication Plan that was prepared by Urban Concepts at the outset of the communication process was presented to Lane Cove Council for its information and review on the 6th September 2016.

Council Officers and Local Elected Representatives were kept informed of all information initiatives and invited to participate in the events.

Council Officers:

- Mr Craig Wrightson – General Manager
- Mr Craig Dalli – Executive Manager, Corporate Services
- Mr Michael Mason – Executive Manager, Environmental Services
- Ms Jane Gornall – Executive Manager, Human Services
- Mr Peter Patterson – Executive Manager, Open Space and Urban Service
- Mr Bruce Wilson – Manager of Traffic

Elected Representatives:

- Mayor Cr Deborah Hutchens – Central Ward
- Deputy Mayor Cr Marc Gold – West Ward
- Cr Scott Bennison – West Ward
- Cr Karola Brent – Central Ward
- Cr David Brooks-Horn – East Ward
- Cr Soo-Tee Cheong – Central Ward
- Cr David Karpin – East Ward
- Cr Pam Palmer – East Ward
- Cr Daniel Strassberg – West Ward

Amalgamating Council – Ryde City Council

Ryde City Council will be amalgamating with Lane Cove Council as part of the NSW Governments 'Fit for the Future' initiative. Ryde Council Officers were kept informed of all information initiatives and invited to participate in the events.

Council Officers:

- Mr Roy Newsome – Acting General Manager
- Mr George Dedes – Director City Works and Infrastructure
- Mr Angela Jones-Blayney – Acting Chief Operating Officer
- Ms Liz Coad – Acting Director City Strategy and Planning
- Ms Jill Webb – Acting Director Corporate and Community Services

State and Federal Elected Representatives

The respective State and Federal Members for Lane Cove were kept informed of all information initiatives and invited to participate in the events:

Federal:

- Mr Trent Zimmerman, MP – Federal Member for North Sydney

State:

- The Hon. Anthony Roberts, MP – State Member for Lane Cove

State Elected Representatives for the Aged Care Sector

Given the Seniors Housing and Aged Care focus of this project we believed it was beneficial to keep the NSW Minister for Health and the NSW Minister for Ageing informed about this project. The respective Ministers were informed of all information initiatives and invited to participate in the events:

- The Hon. Jillian Gell Skinner, MP – NSW Minister for Health
- The Hon. John Ajaka, MLC – NSW Minister for Ageing

State and Federal Government Agencies

This audience included the State Agencies that play a role in planning, health, aged care, road and transport infrastructure. High level consultation was undertaken by the appropriate specialist consultants during the preparation of the Planning Proposal with the Agencies. Notwithstanding, Officers within each Agency were kept informed of all information initiatives and invited to participate in the events:

- NSW Roads and Maritime Services
- NSW Department of Planning and Environment
- NSW Family and Community Services – Ageing, Disability & Home Care
- The Department of Health – Ageing and Aged Care

Special Interest and Community Groups

Special Interest Groups are important for identifying specific areas of concern to a local community and determining how a proposal will impact on their specific area of interest. They provide an insight into the workings of a community. The following Special Interest Groups were informed of all information initiatives and invited to participate in the events for this project:

- Northwood Action Group
- Lane Cove Bushland and Conservation Society Inc.
- Sustainable Advisory Committee
- Rotary Club of Lane Cove
- Lane Cove & North Side Community Services
- North Sydney Regional Organisation of Councils
- Lane Cove Retirement Unity Association Limited
- Aged and Community Services Australia
- Longueville Private Hospital
- Longueville Sporting Club

Local Businesses

The following business groups were informed of all information initiatives and invited to participate in the events for this project:

- Local businesses within the Longueville Village
- Lane Cove Chamber of Commerce

Emergency Services and Utility Providers

Local emergency service and utility providers were consulted about the project by the appropriate specialist consultants. Notwithstanding, they were also informed of all information initiatives and invited to participate in the events.

- NSW Police – Chatswood LAC
- NSW Fire and Rescue – Zone Office Metropolitan East 2 – Sydney North
- NSW Ambulance – State Headquarters
- Ausgrid Sydney
- Sydney Water

2.3. Target Audience Communication Lines

Table 2.1 details the method of communication that was used by Urban Concepts for communicating with each of the target audiences

TABLE 2.1 – TARGET AUDIENCE COMMUNICATION LINES

Target Audience	Degree of Interest	Degree of Influence	Method of Ongoing Communication	Project Team Management Responsibility
Local Residential Community Resident Notification Catchment Figure 2.1	High	High	• Direct liaison through email/1800 number • Community newsletter • Community Information Event • Website	• Urban Concepts • The Proponent • City Plan Strategy and Development and Specialist Consultants as required
Adjoining Landowners • Longueville Road • Northwood Road • Arabella Road • Woodford Street • Kenneth Street • River Road • River Road West • McMahons Road	High	High	• Direct liaison through email/1800 number • Community newsletter • Resident Meet and Greet (Catchment Refer Figure 2.2) • Community Information Event • Website	• Urban Concepts • The Proponent • City Plan Strategy and Development and Specialist Consultants as required

Target Audience	Degree of Interest	Degree of Influence	Method of Ongoing Communication	Project Team Management Responsibility
Lane Cove Council - Council Officers - Elected Representatives	High	High	- Communication Plan - Direct Liaison/Project Meetings - Stakeholder letter/Community newsletter - Tour of Pathways Residences Sailors Bay (event cancelled due to no interest) - Community Information Event - Website	- Urban Concepts - The Proponent - City Plan Strategy and Development and Specialist Consultants as required
Amalgamating Council - City of Ryde Council Council Officers	Medium	Medium	- Direct Liaison email/1800 number - Stakeholder letter/Community newsletter - Community Information Event - Tour of Pathways Residences Sailors Bay (event cancelled due to no interest) - Website	- Urban Concepts - The Proponent - City Plan Strategy and Development and Specialist Consultants as required
State & Federal Elected Representatives - NSW Minister for Health - NSW Minister for Ageing - State Member for Lane Cove - Federal Member for North Sydney	Medium	Medium	- Direct Liaison email/1800 number - Stakeholder letter/Community newsletter - Community Information Event - Tour of Pathways Residences Sailors Bay (event cancelled due to no interest) - Website	- Urban Concepts - The Proponent
State Government Agencies - NSW Roads & Maritime Services - Department of Planning and Environment - Family & Community Services - Ageing Disability & Home Care - The Department of Health - Ageing & Aged Care	High	High	- Direct Liaison email/1800 number - Stakeholder letter/Community newsletter - Community Information Event - Tour of Pathways Residences Sailors Bay (event cancelled due to no interest) - Website	- Urban Concepts - The Proponent - City Plan Strategy and Development and Specialist Consultants as required

Target Audience	Degree of Interest	Degree of Influence	Method of Ongoing Communication	Project Team Management Responsibility
Special Interest and Community Groups - Northwood Action Group (NAG) - Lane Cove Bushland and Conservation Society Inc. - Sustainable Advisory Committee - Rotary Club of Lane Cove - Lane Cove & North Side Community Services - North Sydney Regional Organisation of Councils - Lane Cove Retirement Units Association Limited - Aged and Community Services Australia - Longueville Sporting Club - Longueville Private Hospital	High	High	- Direct Liaison email/1800 number - Stakeholder letter/ Community newsletter - Community Information Event - Tour of Pathways Residences Sailors Bay (event cancelled due to no interest) - Website	- Urban Concepts - The Proponent - City Plan Strategy and Development and Specialist Consultants as required
Local Businesses and Organisations - Lane Cove Chamber of Commerce - Longueville Village Businesses	High	High	- Direct Liaison email/1800 number - Stakeholder letter/ Community newsletter - Community Information Event - Tour of Pathways Residences Sailors Bay (event cancelled due to no interest) - Website	- Urban Concepts - The Proponent - City Plan Strategy and Development and Specialist Consultants as required
Emergency Services & Utility Providers NSW Police - Chatswood LAC	Medium	Medium	- Direct Liaison email/1800 number - Stakeholder letter/ Community newsletter	- Urban Concepts - The Proponent

Target Audience	Degree of Interest	Degree of Influence	Method of Ongoing Communication	Project Team Management Responsibility
- NSW Fire Brigade - Zone Office Metropolitan East 2 - Sydney North - NSW Ambulance - State Headquarters - Ausgrid Sydney - Sydney Water	Medium	Medium	- Community Information Event - Tour of Pathways Residences Sailors Bay (event cancelled due to no interest) - Website	City Plan Strategy and Development and Specialist Consultants as required

3. COMMUNICATION METHODOLOGY

3.1. Communication Strategy

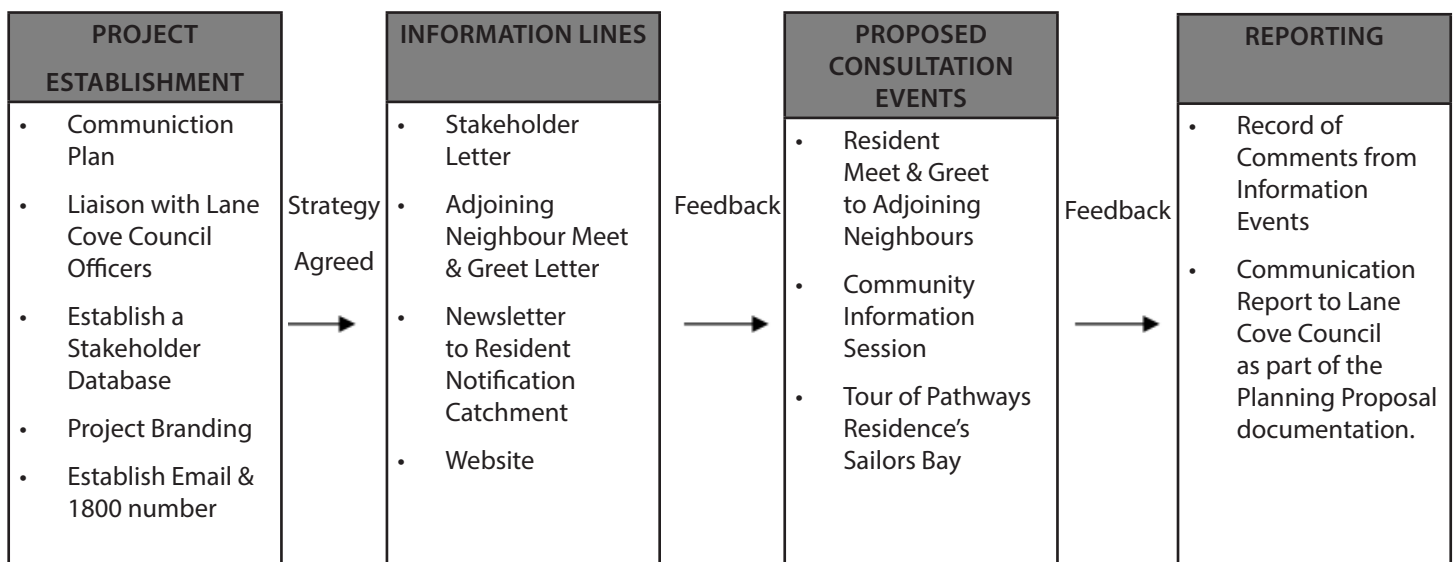
The communication methodology was tailored to complement the formulation of the Planning Proposal. Further stages in the communication approach would be undertaken by the Proponent as the project advances through the Gateway Determination Process, the DA process and pending approval at construction.

The communication strategy employed by Urban Concepts for this first stage is illustrated at Figure 3.1. The strategy was implemented from the 2nd September through to 17th October 2016. No consultation was undertaken during school holidays.

Communication initiatives were designed to:

- Introduce Pathways and the Pathways Aged Care Model to the local community.
- Explain the current demand for residential aged care in the Northern Metropolitan Sydney Region and the focus of the development in providing care for the over 80 age cohort.
- Explain the RACF development concept, aged care delivery and the development opportunities and constraints presented by the Site.
- Present the findings of specialist investigations to address potential community concern about the suitability of the Site for an aged care development and the development controls being sought through the Planning Proposal. These investigations included a traffic impact assessment, flora and fauna investigations and the urban design rational.
- Commence a positive dialogue between the Proponent and the local community that would remain in place through each stage of the project.

FIGURE 3.1 THE COMMUNICATION STRATEGY



3.2. COMMUNICATION METHODOLOGY

The Communication Methodology comprised:

- The preparation of a Communication Plan.
- The establishment of Community Information Lines.
- The staging of Community Information Events.

The initiatives implemented and the participation rates achieved are discussed in this Section. The feedback that was received at the events and through the information lines is presented in Section 4 of this report.

3.2.1. The Communication Plan

The Communication Plan established the communication strategy that would be employed to coincide with the formulation of the Planning Proposal. The Communication Plan incorporated:

- A stakeholder database;
- Key messages that would be used to describe the intent of the project and the amendments that would need to be made to the LLEP 2009 to accommodate the development of an aged care facility and community wellbeing precinct on the site;
- The target audiences for the project;
- The communication methodology including the information collateral that would be established for the project; and
- The graphic design look for the project collateral.

The project look and branding complemented Pathways Residences corporate branding. It also established a project name that would be used in the public arena for all documentation relating to the project. The project name was 'Pathways Residences Longueville'.

The Communication Plan was issued to Lane Cove Council in draft for review by Council's Planning Officers on the 6th September 2016. A copy of the Communication Plan is reproduced at Appendix B of this report.

3.2.2. Information Lines

1800 NUMBER, PROJECT PO BOX AND EMAIL ADDRESS

Urban Concepts coordinated all public enquiries about the project during the communication program using the following information lines:

- Telephone enquiries were coordinated through the Urban Concepts 1800 number (1800 825 586) during business hours 9am-5pm Monday to Friday.
- A Post Office Box at Milson Point Post Office. The project mailing address was:

Pathways

C/- Urban Concepts

PO Box 615

Milsons Point NSW 1565

- A project email address was established which was serviced by Urban Concepts. The email address was info@pathwayslonguevilleconsultation.com

These contact details appeared on all information prepared about the project including the newsletter and stakeholder letters. All telephone calls and emails were logged by Urban Concepts. The telephone and email log is detailed at Appendix I. The number of emails and telephone calls that have been received by Urban Concepts during the communication programme are detail at Table 3.1.

PROJECT WEBSITE

Urban Concepts in conjunction with Lawton Design established a project website. The web address was www.pathwayslonguevilleconsultation.com

The website went live on the 8th September 2016. It will remain in operation for the duration of the Planning Proposal and DA processes.

The navigation for the website includes:

- Welcome
- The Site
- About the Project
- Planning Process
- How to become involved?
- Downloads :
 - Community Information power point presentation from the 20th September Community Information Session
 - Record of comments from the 20th September Community Information Session
 - Community Newsletter No.1
 - Lane Cove LEP 2009
 - Seniors Housing SEPP
 - Locality photographs
 - Pathways Residences photographs
- Contact Us Feedback Form

The visitation diagnostics for the website are detailed in Table 3.1. The project website templates are reproduced at Appendix G.

PREPARATION OF COMMUNITY NEWSLETTER

The newsletter launched the project into the public arena. The newsletter was produced as a colour 16 page DL sized booklet. The newsletter was distributed using a private mail distribution company to the resident notification catchment detailed in Figure 2.1. It was also sent in soft copy to stakeholders on the database. A copy of the newsletter is presented in Appendix C, together with the distribution report from the private mail distribution company.

STAKEHOLDER LETTERS

During the project three stakeholder letters have been prepared. Where we had been able to capture an email address for the relevant stakeholders we issued the letters using Campaign Monitor and in other circumstances by post. A total of 68 stakeholders received each of the three letters. Fifty four stakeholders received the letters by Campaign Monitor and 14 by post.

The first letter was issued on the 14th September 2016 and invited participation to the community information evening on the 20th September and a stakeholder tour of Pathways Residences Sailors Bay RACF on the 12th October 2016. The second letter was issued on the 6th October 2016 and was a reminder letter about the stakeholder tour on the 12th October 2016. The final letter was issued on the 11th October 2016 and advised all stakeholders that the tour of the Pathways Residences Sailors Bay RACF had been cancelled as no acceptances had been received.

All letters that were issued by Campaign Monitor had a link to the project newsletter and the project website. Stakeholder letters that were issued by post were issued with a hardcopy of the newsletter.

A copy of each letter is reproduced at Appendix D.

RESIDENT MEET AND GREET LETTER

Urban Concepts prepared a letter that was issued to residents and businesses who were visited in the resident Meet and Greet. The Meet and Greet was undertaken on Friday 13th September 2016. A total of 82 households and businesses were visited. The purpose of the letter was to ensure that neighbouring households and businesses were aware of the project and the forthcoming information event. A copy of the Meet and Greet letter is reproduced at Appendix E.

3.3. Consultation Initiatives

NEIGHBOUR MEET AND GREET

On the afternoon of Friday 13th September 2016 Urban Concepts went door to door to the residential properties and businesses identified in the catchment at Figure 2.2. The aim of the Meet and Greet was to ensure that neighbouring households and businesses had received a copy of the community newsletter and were aware of the forthcoming information event. A total of 82 residences and businesses were visited.

COMMUNITY INFORMATION SESSION

The main community event was the Community Information Session that was held from 6-8pm on Tuesday 20th September 2016. The Community Information Session was held at the Longueville Sporting Club ('The Diddy').

The event was facilitated by Belinda Barnett, Director, Urban Concepts and structured in two parts:

Part 1 was a 50 minute PowerPoint presentation about the project involving the proponent and the multidisciplinary team. The PowerPoint presentation is reproduced in Appendix F. The presentation involved the following team members.

- Graeme Skerritt, Managing Director, Pathways Residences
- Sue Francis, Director City Plan Strategy and Development
- Gabrielle Morrish, Director GMU Urban Design and Architecture
- Graham Pindar, Director Traffix

Part 2 of the event was a 1 hour facilitated question and answer session. Urban Concepts prepared a Record of Comments arising from the question and answer session. The Record of Comments was issued to all participants in draft on the 6th October 2016. Participants were given 10 days to advise Urban Concepts of any

changes they would like made to the Draft Record if they felt it was not an accurate representation of the event. Urban Concepts received no request for any changes to be made. Accordingly, the Final Record was issued to all participants on Monday 17th October 2016. The Record of Comments is reproduced in Appendix H.

The key issues identified in the Record of Comments together with the response from the project team to the issue raised is presented in Section 4 of this report.

STAKEHOLDER TOUR PATHWAYS RESIDENCES SAILORS BAY

The communication strategy included a site tour of the Pathways RACF at Sailors Bay Road Northbridge. The Sailors Bay RACF is a 120-room facility with a ground floor coffee shop and was considered to be a comparable facility to the one being proposed at Longueville. The tour was to include a briefing about the Longueville Proposal. The tour was scheduled to take place on the 12th October 2016 after the conclusion of the Term 3 school holidays. Despite issuing two stakeholder letters inviting participation no acceptances were received by Urban Concepts. Accordingly, on the 11th October 2016 Urban Concepts advised all invitees that the tour event had been cancelled and invited any interested stakeholders to contact our office if they would like a private tour.

3.4. Participation Rates

Table 3.1 summarises the participation rates for the communication initiatives undertaken by Urban Concepts for this project.

TABLE 3.1 – INFORMATION LINE PARTICIPATION RATES

INFORMATION LINE	NUMBER	DETAIL
Project Email Address	2 Question / Feedback 28 Registrations	Questions, feedback and registrations. Email log detailed in Appendix I
Website Feedback Form	2	Questions, feedback and registrations. Email log detailed in Appendix I
1800 Number	4 1 Apology from Hon. Anthony Roberts Office for being unable to attend the events.	Questions and feedback. Note that phone calls regarding event registrations have not been included. Phone call log detailed in Appendix I
Website Visitations	143	Unique visitors (ie: not including individual page loads). Website templates and diagnostics detailed in Appendix G
Stakeholder Letters	68 letters issued across 3 mail outs	• Invitation to the 20th September 2016 Community Information Session • Invitation to the Pathways Residences Sailors Bay Tour 12th October 2016.

INFORMATION LINE	NUMBER	DETAIL
		- Reminder letter about the Sailors Bay Tour - Cancellation letter due to no interest in the Sailors Bay Tour Stakeholder letters detailed in Appendix D
Resident Meet & Greet Letter	82 Letters Issued	Invitation to the 20th September 2016 Community Information Session & included in a copy of the newsletter.
Community Newsletter	700 Issued	To resident notification catchment at Figure 2.1. Copies couriered to Lane Cove Council for distribution throughout the Lane Cove Library and Customer Service Centre.

TABLE 3.2 - EVENT PARTICIPATION RATES

CONSULTATION EVENT	ATTENDANCE
Community Information Session Tuesday 20th September 2016	80 Residents and Stakeholders attended the Information Session
Resident Meet and Greet	82 Household and Businesses Visted.
Pathways Residences Sailors Bay Tour	Cancelled No RSVP's received.

4. SUMMARY OF COMMUNITY CONCERNS

This Section presents a summary of the findings arising from the Stage 1 Community and Stakeholder Communication Initiatives undertaken by Urban Concepts. In presenting the responses we have for privacy reasons withheld the names and contact details of participants and respondents.

4.1. Consultation Findings

The key findings arising from the Community Information Session and the questions asked through project emails and website feedback submissions have been grouped into twelve central themes:

- Traffic Management and Generation
- Parking
- Public Transport
- Building Form
- Development Timeframe
- Certainty of Development Outcome
- Inclusion of Retail Premises
- The operation of the Residential Aged Care Facility
- Seniors Housing SEPP
- Remediation of the Service Station Site
- Telstra Tower
- The Project Name

Each theme is presented in two parts. Part 1 is an overview of the issues or comments that were raised through the communication process and Part 2 is the proponent's response to the issue or comment.

4.1.1. Traffic Management and Generation

OVERVIEW OF ISSUES /COMMENTS

There were participants who expressed strong concern about the proposed access arrangements into the site which require northbound bound traffic on River Road to turn into Arabella Street, Woodford Road and Kenneth Street to access the site. Residents expressed concern that the proposed arrangement is setting up a new 'rat run' on a road circuit that is not designed to handle the projected traffic volume. This concern was expressed through comments such as:

- *'There is only one lane in Woodford Street because there are cars parked both sides. Arabella/Northwood Road is a hair pin bend and there are accidents all the time.'*
- *'We just can't take any more traffic.'*
- *'You say it is only a 10 car increase per hour. You are not addressing the issue of traffic management with Woodford and Arabella Street in your proposal. The small retail shops and staff must increase traffic movements. It must be more.'*
- *Traffic going into the service station is easy traffic. When that service station is gone most traffic will come*

from River Road and do the Arabella street route so we will get a lot more traffic

- *The only way for northbound traffic to access the site is through Woodford/Arabella Street. So this thoroughfare will cop all the traffic?*
- *Access from the city must come through Woodford/Arabella Streets and access north must go the same way.*
- *The traffic is also an issue with the right turn into Northwood Road – Arabella Street as it is dangerous. Woodford Street has parking either side.*
- *The location of the driveways into and out of the site sets up a rat run in Arabella Street.*

In addition, participants wanted to understand the level of analysis that had been undertaken as part of the traffic management investigations. Specifically participants wanted to know:

- *If the traffic consultants, Traffix, had visited Woodford Street during a Friday evening and at weekends when sporting events were being held so that they could understand their concerns about the narrow width and geometry of the Street.*
- *We need to understand retail uses and trip rates.*
- *Have you looked at cumulative traffic impacts of other Seniors Housing in the area?*

One participant expressed concern that the development access arrangement were in a recognised black spot: *You are building this through a well-known blackspot. I would not let my mother/daughter walk across this road.*

There were a number of suggestions put forward by participants about how the access arrangements could be improved. These included:

- *Why don't you have a roundabout on River Road? It would be beneficial to residents in Woodford and Arabella Streets and solve all your problems. Won't you look at this?*
- *Can you look again at the roundabout option?*
- *Please discuss the possibility of access to new development through the proposed new service road to 'Lane Cove Sporting Centre' (current golf course/tennis club). Also look at possibility of traffic lights to access into and out of new development opposite Kenneth Street.*
- *We don't want cars turning into Arabella/Woodford Streets. Can you push the building back and put turn lanes in.*

PROPONENT RESPONSE

Traffix has advised that the traffic management arrangements for the Site in respect to access and egress driveways will be difficult not withstanding what development scenario is advanced. This is due to the restrictions that the RMS place on the access arrangements for Northwood Road which restrict the ability for traffic to make a right hand turn directly onto the Site.

The proposed use of the Site for a residential aged care facility with neighbourhood shops, allied health care and veterinary hospital from a traffic perspective is a land use scenario that will deliver a lower level of impact compared to many of the existing permissible uses. This has been fully explained in the Traffix Traffic Impact Assessment that accompanies the Planning Proposal.

The traffic management approach adopted by Traffix is based on detailed research to fully understand the expected level of impact arising from the proposed RACF. This has been achieved by case studying the Pathways Residences Sailors Bay RACF which is a similar size (120 rooms) and with comparable staffing numbers to the proposed Longueville facility. The case study is detailed in the Traffix Traffic Impact Assessment that forms part of the Planning Proposal documentation.

In addition, Traffix has undertaken traffic counts in the local road network to understand local traffic movements and volumes both in peak and off peak times. The counters used flows on an hourly basis 24 hours a day, 7

days a week and they also have classification counters that record the types of vehicles such as buses, trucks and car. The results from the traffic counts are detailed in the Traffix Traffic Impact Assessment that forms part of the Planning Proposal documentation.

Based on the data collected from the traffic counts, traffic modelling the data collected from the Pathways Residences Sailors Bay Case Study and the reduction in the retail floor component. Traffix has concluded that:

'The traffic generation arising from the indicative concept has a net decrease over and above existing traffic conditions of -4 vehicle trips per hour during the AM peak period and -2 Vehicle trips during the PM peak period. Intersection Modelling reveals that there will be very minimal delays within the surrounding road network, attributed only to the consolidation of site accesses, where it is also noted that residential amenity for local streets including Northwood Road, Arabella Street and Woodford Road will not be impacted by the indicative concepts.'

In respect to the alternate traffic management suggestions that were put forward by participants, Pathways Residences agrees that a roundabout at either the entrance to the Lane Cove Country Club or at the Northwood Road intersection would provide an alternative solution.

Traffix advises that the construction of a roundabout is a local traffic management solution that should be examined by Lane Cove Council as part of its strategic role in planning for the cumulative traffic impacts of local development during their Section 94 developer contribution planning. Any Section 94 Contributions that would be levied on the project by Lane Cove Council at DA stage for local road works could then be directed by the Council towards the construction of a roundabout if it is identified as a traffic management work in the Council's Section 94 Contribution Plan.

4.1.2. Parking

OVERVIEW OF ISSUES /COMMENTS

Participants expressed concern about the existing lack of parking availability in the Longueville Neighbourhood Centre. It was indicated that there is currently insufficient on-street and off-street parking. Against this background participants expressed concern that the provision of 46 spaces was not enough to cater for the proposed development, given the parking needs of staff and visitors to the RACF and the customers of the proposed neighbourhood shops and services.

One participant expressed the view that the previous 2012 EG Planning Proposal provided 175 car parking spaces which the community did not consider to be a sufficient number to cater for that development.

Participants wanted to understand the traffic estimations that had been applied to arrive at 46 car parking spaces. One participant expressed the view that she could never find parking when she visited her mother at the Pathways Residences Sailors Bay Facility and used this as an example to illustrate that the proposed 46 spaces was insufficient.

PROPONENT RESPONSE

It was indicated that car parking would be provided for the development in accordance with the Lane Cove Council Car Parking Guidelines and the Seniors Housing SEPP. The Planning Proposal and the Traffic Impact Assessment is based on an on-site car parking provision of 46 spaces. The case study that Traffix has undertaken of Pathways Residences Sailors Bay indicates that 46 spaces is sufficient to cater for the staff and visitor parking needs of the RACF.

All on site car parking, loading dock and servicing will be provided in a single basement level. The Site is large enough to accommodate a greater number of car parking spaces in a single basement level should this be required by Lane Cove Council.

4.1.3. Public Transport

OVERVIEW OF ISSUES /COMMENTS

At the event there were a range of concerns expressed about the public transport bus servicing of the Longueville Centre given the reliance being placed upon bus travel for staff of the RACF. These concerns were:

- *'Bus routes have now changed because of the State Government.*
- *'Public Transport is limited. Service 261 is hourly, Service 253 is peak only and 254 does not go regularly.'*

PROPONENT RESPONSE

Traffix considered the public transport servicing of the Site as part of the Traffic Impact Assessment Report that forms part of the Planning Proposal documentation. Traffix has concluded that:

'It is evident that the site is situated directly adjacent to bus stops that are serviced by Route 261 operating between Chatswood in the north and the Sydney Central Business District to the south east. Bus stops on Longueville Road, within 200 metres walking distance of the site, are also serviced by Routes 253 and 254, which operate between Riverview to the Southwest and the Sydney Central Business District and McMahon's Point Wharf, respectively.

'It is noteworthy that during weekdays, services for these routes begin around 6:30am and end around 10:00pm. Whilst weekend services do not extend to these times, any increases in patronage associated with future development of the site should warrant consideration to increase the duration and frequency of services. In any case, early morning and late night services operate on all days of the week from the Lane Cove Interchange on Epping Road, approximately 1.3 kilometres. An arrangement to shuttle users of the site to this interchange would be feasible for large and organised development operating with fixed roster time, such as a residential aged care facility.

'Nonetheless, the site is considered to have good access to public transport and is ideally located to take advantage of future public transport improvements.'

4.1.4. Building Form and Height

OVERVIEW OF ISSUES /COMMENTS

Discussion concerning the Master Plan focused significantly on building height with comments such as:

- *'What is the ceiling height from the floors?'*
- *'It is interesting you have compared the previous proposal to this proposal. With regard to height you say 3 levels but it is actually 4 levels. You are clearly aware you have a problem with bulk and scale.'*
- *'All of Longueville Road is 2-3 storeys. 4 storeys is not appropriate. I would like to see 2 storeys.'*
- *'I appreciate the setback but not having the height more than 3 storeys is important to me.'*
- *'In terms of 3 storeys, nothing in Longueville Road is 3 storeys so this is still more.'*
- *'How many storeys will the development be at the Northwood Road Frontage?'*

There was also interest in understanding the setback of the development from the Northwood Road property boundary and whether the development made provision to widen the footpath at this street frontage.

PROPONENT RESPONSE

Pathways Residences explained that the proposal has been planned so that all servicing of the development would occur from within the Site. For this to occur it is necessary to increase the floor to ceiling height of the ground floor level to 4 metres to accommodate service vehicles. In response to the concerns raised at the consultation event Pathways has reduced the floor to ceiling heights for the residential levels of the development where the RACF rooms will be. The overall height has been reduced by 500mm with the RL of

the top floor ceiling at RL 70.250 instead of RL 70.750 as presented at the event.

The development as proposed is 3 levels at the Northwood Road frontage with a 3 metre setback from the front property boundary, and a widened footpath. The previous EG 2012 development proposed 5 storeys at the frontage without a setback. The 3 storey level is maintained through the development, with an additional storey further setback towards the back of the development.

City Plan Strategy and Development advise that the current height control under the LLEP 2009 is 9.5 metres and it is permissible to go to 3 storeys at the present time on the Site. GMU Urban Design and Architecture who have prepared the Master Plan and Urban Design Controls for the Site state:

'From an urban design perspective a centre would have a scale different from the surrounding residential area. This is mainly because retail normally has a higher ceiling height and you want people to be aware that they are in a centre because it's providing local facilities. It is quite normal for a centre to be one or two storeys higher than the surrounding residential buildings.'

4.1.5. Development Timeframe

OVERVIEW OF ISSUES /COMMENTS

A participant wanted to understand when demolition could be expected to commence on site:

'Is there a timeline for demolition? Shortest to longest length of time'

PROPONENT RESPONSE

It was indicated that the timeframe for the commencement of demolition was controlled by the Planning Proposal and DA approval timeframes. To this end, Pathways anticipates that it will take a minimum of 12-18 months for the required amendment to be made to the LLEP 2009. The DA process would then follow. It is estimated that demolition would not occur on the Site in under 3 years.

4.1.6. Certainty of Development Outcome

OVERVIEW OF ISSUES /COMMENTS

The local community wanted assurance that the amendments being sought to the LLEP 2009 would give rise to the development of the residential aged care facility and would not result in a development approval for an alternate project. This was expressed through comments such as:

'How do we know what you are proposing is what we will get? You may on sell your site and we get a DA for something else. What guarantees do we have that we will get what you say?'

Is it a site specific change you are requesting?

There was also interest in understanding whether Pathways Residences would walk away from acquiring the landholdings if the Planning Proposal was not supported by the Council or whether they would submit a DA that complied with the existing planning controls.

PROPONENT RESPONSE

It was indicated that the Planning Proposal seeks to make 'Seniors Housing' a permissible land use with consent in the current B1 Zone. Neighbourhood Shops are a current permissible use and can be built on the Site under the existing zoning. It was confirmed that the proposed height control and floor space ratio will only apply to the development of a RACF on the Site. They cannot be applied to any other permissible use.

Pathways Residences confirmed that they are not undertaking the project on a speculative basis *'we can advise that we are not speculative developers. Pathways acquires, develops and operates its own aged care residential facilities. All of our facilities are operated in accordance with Federal Government legislation and with bed licenses in place.'*

The LLEP 2009 did not foreshadow the level of demand that would exist within the Lane Cove Local Government Area for residential aged care at the time of its gazettal. Accordingly, Pathways must progress a Planning Proposal to amend the LEP to enable 'Seniors Housing' to be recognised as a permissible land use on that part of the Site that is zoned Neighbourhood Centre B1.

As we are both the developer and operator of our aged care facilities we have a unique insight into what constitutes a viable size for a RACF. Viability is important not only for financial performance but also for the success of our aged care model. It is for this reason that we are progressing the Planning Proposal based on a 130 room RACF.

When developing our RACF's we must ensure that there is sufficient floor space allocated to nursing home style care, care for residents with the symptoms of dementia and respite care. We must also ensure that there is floor space allocated for amenities that provide our residents a high level of social interaction and enjoyment.

Pathways contend that the proposed height and the floor space ratio amendments reflect a suitable built form and a viable RACF development outcome. As a result of the consultation feedback Pathways has made concessions to the height control and has reduced the retail area of the development.

4.1.7. Inclusion of Retail Shops

OVERVIEW OF ISSUES /COMMENTS

The view was expressed that all retail floor space should be removed from the development scenario as this would be welcomed by the local community- *Why not appease local residents by removing all retail?*

The motivation behind the comment was that removing the retail premises would reduce the traffic generation from the site.

PROPONENT RESPONSE

The inclusion of retail premises at street level is an important element of Pathways Residences Aged Care Model, as shops and allied health care services provide the opportunity for residents of the aged care facility to interact with the broader community.

While retail premises are still proposed to be provided at street level, Pathways has taken on board the comments raised at the consultation concerning traffic generation and has reduced the amount of retail floor space down to 685 square metres. The scheme presented at the information briefing provided in excess of 1000 square metres of gross retail floor area.

4.1.8. The Operation of the Residential Aged Care Facility

OVERVIEW OF ISSUES /COMMENTS

There was interest in understanding how the proposed RACF would operate. The specific areas of interest were:

- Who are the intended residents of the facility and do they own their suite or pay rent?
- What is the average age of a resident?
- How many employees will there be on the site

There were participants who expressed support for the project through comments such as:

'I'm all for the buildings and ideas. I don't see a problem with traffic. You are taking away the service station and the cars going into that area will be a lot less with your facility. All that is fabulous and I know your facilities are beautiful and I'm sure this site will be as well.'

PROPONENT RESPONSE

Pathways explained that a RACF follows the guidelines of the Aged Care Act. Residents of a RACF do not own

their room, they pay a bond and an ongoing management fee, which is means tested by the Commonwealth Government.

Based on Pathways experience the average age of a Pathways resident is 88 years.

Pathways Residences are proposing a 130 bed aged care facility on the Site. Based on Pathways Residences Aged Care Model a 130 bed residential aged care facility would require 20 employees to be onsite at any one time.

4.1.9. Seniors Housing SEPP

OVERVIEW OF ISSUES /COMMENTS

Issues relating to floor space ratio challenged why the proponent was changing the FSR control in the Seniors Housing SEPP:

- *Floor Space Ratio under the Seniors Housing are halved and you have doubled it. Why are you increasing FSR limits under the SEPP? Why do you have to change the SEPP?*
- *Seniors Housing SEPP (No FSR limit or height limit) - recommendation of use is additional 0.5 FSR in the Seniors Housing SEPP. Can you explain this?*

PROPONENT RESPONSE

City Plan Strategy and Development advise that if 'Seniors Housing' or a residential flat building is a permissible land use on the Site then the Seniors Housing SEPP establish a non-refusal FSR provision of 1:1. This is not a development standard. Essentially this means that the Seniors Housing SEPP does not establishes a maximum FSR for the Site. Accordingly, each Seniors Housing Project that is advanced under the SEPP is considered on its merits and as such if the development is assessed as having merit it can achieve an FSR in excess of 1:1.

4.1.10. Telstra Tower

OVERVIEW OF ISSUES /COMMENTS

A participant wanted to understand why the Telstra communication monopole that is located adjacent to the service station had to stay on the site given its visual impact. The participant expressed concern regarding the health impact of the tower.

PROPONENT RESPONSE

Pathways Residences indicated that it would be their preference for the tower to be removed from the site. However, under the Telecommunications Act the tower must stay on the Site.

It was indicated that while the tower will not be removed it will be relocated to a different position within the site boundary. Discussions will be undertaken with Telstra to determine a new and suitable location. These discussions would occur at the DA stage.

4.1.11. Service Station Site Remediation

OVERVIEW OF ISSUES /COMMENTS

A question was asked seeking confirmation about whether the service station site would require remediation prior to development occurring.

PROPONENT RESPONSE

It was indicated that remediation would be required prior to development. Remediation would be addressed at the DA stage in accordance with the requirements of State Environmental Planning Policy No.55 Remediation of Land. w

4.1.12. The Name of the Project

OVERVIEW OF ISSUES /COMMENTS

A question was asked about why the project was called Pathways Residences Longueville when the address of the site is Lane Cove?

PROPONENT RESPONSE

The proposed name of the facility is a commercial branding and marketing decision of Pathways Residences. While the street address for the land holding that comprises the site is 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove the Site is well removed from the Lane Cove shopping village.

With the location of the Site at the juncture of Northwood Road, Longueville Road and Kenneth Street and given its location on the edge of the Longueville Village and opposite the Longueville Sporting Club, Pathways Residences have made the decision to brand the proposed aged care facility Pathways Residences Longueville.

5. CONCLUSION

This Communication Report has provided a detailed overview of the community information process Urban Concepts implemented from 2nd September through to 17th October 2016 on behalf of Pathways Residences. The process was designed to promote community understanding of the Planning Proposal being progressed in respect of the landholdings at 274-274a Longville Road and 4-18 Northwood Road, Lane Cove prior to it being lodged with the Council.

The communication process has:

- Launched the project in the public arena;
- Introduced Pathways Residences, presented Pathways existing Aged Care projects in the Sydney Metropolitan Area and described their Aged Care Model;
- Explained the key amendments that will be required to be made to the LLEP 2009 to accommodate the development of the RACF and community wellbeing precinct (inclusive of the veterinary hospital) on the subject land holdings; and
- Established information lines between the proponent and the community to support a robust dialogue through each stage of the planning and development process.

As a result of the consultation findings the proponent has amended the indicative development concept, that was presented through the communication process. The amended concept is summarised in Table 5.1.

TABLE 5.1 SPECIFICATIONS FOR FINAL PLANNING PROPOSAL CONCEPT

INDICATIVE CONCEPT SPECIFICATIONS	AREA/SIZE/NO.	CHANGE MADE TO ORIGINAL CONSENT YES/NO
RACF	130 Rooms. No Change made.	No change to original proposed.
Retail Floor Space including Cafe Area	685 square metres.	Yes, retail floor area reduced. Original proposal exceeded 1076 square metres.
Veterinary Hospital	760 square metres.	No change.
Height to top of ceiling level	RL 70.250	Yes, height reduced by 500mm. Original height at RL70.750
FSR	1.98:1	No change.
On Site Car Parking Provision	46 spaces	No change.

Source: Compiled from information provided by City Plan Strategy and Development and Markam Architecture.

The consultation findings have established that there is support for the development of a RACF on the Site and acceptance that there is demand for a facility of its kind in the locality.

Within this framework of acceptance the process identified areas of community concern, which have been taken on board by the Proponent in the revisions that have been made to the original Planning Proposal. The key concerns are traffic generation on local streets with particular concern expressed over the use of Arabella Street, Woodford Road and Kenneth Street to access the Site and the proposed height of the development at the Northwood Road frontage.

With respect to traffic concerns, the proponent has reduced the amount of retail floor space that would be provided on the Site. The reduction in retail floor space has subsequently reduced the trip generation rates for both the AM and PM periods to and from the Site to a level that is less than those currently being experienced. The reduction in the retail floor space would have a negative to neutral impact on traffic generation and as

detailed in the Traffix Traffic Impact Assessment this will not change the current status of the local road network.

With respect to height, the floor to ceiling heights of the residential levels of the building have been reduced which has resulted in a total height reduction of 500mm.

The degree to which the community accepts the revisions that Pathways Residences have made to the height control and the reduction in the amount of retail floor space as having addressed their concerns will be gauged at the next stage in the consultation process being the public exhibition of the Planning Proposal documentation by Lane Cove Council.

Appendices

Appendix A

Stakeholder Database

Pathways Longueville Stakeholder Database									
Organisation	Name	Title	Address	Suburb	State	Postcode	Email	Phone	Other
Council									
Lane Cove Council	Mr Craig Wrightson	General Manager	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	lccouncil@lanecove.nsw.gov.au	02 9911 3540	attn: Craig Wrightson
Lane Cove Council	Mr Craig Dalli	Executive Manager - Corporate Services	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	lccouncil@lanecove.nsw.gov.au	02 9911 3550	attn: Craig Dalli
Lane Cove Council	Mr Michael Mason	Executive Manager - Environmental Services	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	MMason@lanecove.nsw.gov.au	02 9911 3610	
Lane Cove Council	Ms Jane Gornall	Executive Manager - Human Services	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	lccouncil@lanecove.nsw.gov.au	02 9911 3591	attn: Jane Gornall
Lane Cove Council	Mr Peter Patterson	Executive Manager - Open Space and Urban Services	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	lccouncil@lanecove.nsw.gov.au	02 9911 3583	attn: Peter Patterson
Lane Cove Council	Mr Abdulla Uddin	Manager of Traffic	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	lccouncil@lanecove.nsw.gov.au	02 9911 3555	attn: Abdulla Uddin
Lane Cove Council	Cr Deborah Hutchens	Mayor, Central Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	dhutchens@lanecove.nsw.gov.au	0422 174 730	
Lane Cove Council	Cr Marc Gold	Deputy Mayor, West Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	mgold@lanecove.nsw.gov.au	0422 339 884	
Lane Cove Council	Cr Scott Bennison	West Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	sbennison@lanecove.nsw.gov.au	0402 406 241	
Lane Cove Council	Cr Karola Brent	Central Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	kbrent@lanecove.nsw.gov.au	0438 546 662	
Lane Cove Council	Cr David Brooks-Horn	East Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	dbrookshorn@lanecove.nsw.gov.au	0450 288 072	
Lane Cove Council	Cr Soo-Tee Cheong	Central Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	stcheong@lanecove.nsw.gov.au	0414 880 707	
Lane Cove Council	Cr David Karpin	East Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	dkarpin@lanecove.nsw.gov.au	02 9911 3541	
Lane Cove Council	Cr Pam Palmer	East Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	ppalmer@lanecove.nsw.gov.au	0431 959 980	
Lane Cove Council	Cr Daniel Strassberg	West Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	dstrassberg@lanecove.nsw.gov.au	0407 898 224	
Adjoining Councils									
City of Ryde Council	Mr Roy Newsome	Acting General Manager	Locked Bag 2069	North Ryde	NSW	1670	cityofryde@ryde.nsw.gov.au	02 9952 8222	attn: Roy Newsome
City of Ryde Council	Mr George Dedes	Director City Works and Infrastructure	Locked Bag 2069	North Ryde	NSW	1670	cityofryde@ryde.nsw.gov.au	02 9952 8222	attn: George Dedes
City of Ryde Council	Ms Angela Jones-Blayney	Acting Chief Operating Officer	Locked Bag 2069	North Ryde	NSW	1670	cityofryde@ryde.nsw.gov.au	02 9952 8222	attn: Angela Jones Blayney
City of Ryde Council	Ms Liz Coad	Acting Director City Strategy and Planning	Locked Bag 2069	North Ryde	NSW	1670	cityofryde@ryde.nsw.gov.au	02 9952 8222	attn: Liz Coad
City of Ryde Council	Ms Jill Webb	Acting Director Corporate and Community Services	Locked Bag 2069	North Ryde	NSW	1670	cityofryde@ryde.nsw.gov.au	02 9952 8222	attn: Jill Webb
Hunters Hill Council	Mr Barry Smith	General Manager	PO Box 21	Hunters Hill	NSW	2110	genmanager@huntershill.nsw.gov.au	02 9879 9400	
Hunters Hill Council	Mr Steve Kourepis	Group Manager Development and Regulatory Control	PO Box 21	Hunters Hill	NSW	2110	council@huntershill.nsw.gov.au	02 9879 9400	attn: Steve Kourepis
Hunters Hill Council	Mr David Innes	Group Manager Works and Services	PO Box 21	Hunters Hill	NSW	2110	council@huntershill.nsw.gov.au	02 9879 9400	attn: David Innes
Hunters Hill Council	Ms Debra McFadyen	Group Manager Corporate Governance	PO Box 21	Hunters Hill	NSW	2110	council@huntershill.nsw.gov.au	02 9879 9400	attn: Debra McFadyen
State and Federal Elected Representatives									
NSW Minister for Health	The Hon. Jillian Gell Skinner, MP		GPO Box 5341	Sydney	NSW	2001	northshore@parliament.nsw.gov.au	02 8574 5700	
NSW Minister for Ageing	The Hon. John Ajaka, MLC		GPO Box 5341	Sydney	NSW	2001	office@ajaka.minister.nsw.gov.au	02 8574 6400	
State Member for Lane Cove	The Hon. Anthony Roberts, MP		PO Box 524	Gladesville	NSW	1675	lanecove@parliament.nsw.gov.au	02 9817 4757	
Federal Member for North Sydney	Mr Trent Zimmerman, MP		PO Box 1107	North Sydney	NSW	2059	Trent.Zimmerman.MP@aph.gov.au	02 9929 9822	
State and Federal Government Agencies									
Transport for NSW	Mr Simon Hunter	Executive Director, Transport Strategy	PO Box K659	Haymarket	NSW	1240	simon.hunter@transport.nsw.gov.au	02 8202 2209	
Department of Planning and Environment	Ms Karen Armstrong	Director, Sydney Region East	GPO Box 39	Sydney	NSW	2001	karen.armstrong@planning.nsw.gov.au	02 9228 6333	
Family and Community Services - Ageing, Disability & Home Care		Northern Sydney - Information and Pathway (includes intake and referral)					NS.landP@facs.nsw.gov.au	1800 905 535	
The Department of Health - Ageing and Aged Care			GPO Box 9848	Canberra	ACT	2601		02 6289 1555	
Special Interest and Community Groups									
Northwood Action Group	Mr Brian Larking	President	PO Box 665	Lane Cove	NSW	1595	northwood.action.group@hotmail.com	02 9430 0350	
Lane Cove Bushland and Conservation Society Inc			PO Box 989	Lane Cove	NSW	1595	lanecove_bushland@yahoo.com		
Sustainable Advisory Committee		Council's Sustainability Levy Projects Coordinator		Lane Cove	NSW	2066	sustainability@lanecove.nsw.gov.au	02 9911 3629	
Rotary Club of Lane Cove	Ms Tania Mace	Joint President	180 River Road (Lane Cove Country Club)	Lane Cove	NSW	2066	taniamace@hotmail.com	0411 814 214	
Rotary Club of Lane Cove	Ms Margaret Silink	Joint President	180 River Road (Lane Cove Country Club)	Lane Cove	NSW	2066	margaret.silink@gmail.com		
Rotary Club of Lane Cove	Ms Lindsay May	Past President and Secretary	180 River Road (Lane Cove Country Club)	Lane Cove	NSW	2066	lindsaymay@mailinghouse.com.au		
Lane Cove & North Side Community Services			164 Longueville Road	Lane Cove	NSW	2066	general@wecareforyou.com.au	02 9427 6425	
North Sydney Regional Organisation of Councils	Mr Andrew Roach	Executive Director	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	info@nsroc.com.au	02 9911 3660	
Lane Cove Retirement Units Association Limited		Administration Manager	2 Central Avenue	Lane Cove	NSW	2066	potterygardens@lcru.org	02 9428 2005	
Aged and Community Services Australia	Ms Heather Witham	Manager Government Relations and Policy	Level 1, 10 Thesigner Court	Deakin	NSW	2600	hwitham@agedcare.org.au	0437 911 276	
Longueville Sporting Club			Cnr Kenneth St, River Rd	Longueville	NSW	2066	info@longuevillesportingclub.com.au	02 9427 2210	
Longueville Private Hospital			47 Kenneth Street	Longueville	NSW	2066	longueville.info@iphoa.com.au	02 9427 0844	
Local Business and Organisations									
Lane Cove Chamber of Commerce	Ms Elaine Scott	Secretary	Suite 200, 91 Longueville Road	Lane Cove	NSW	2066	info@lanecovechamber.com.au		
Lane Cove Chamber of Commerce	Ms Beborah Hill	President	Suite 200, 91 Longueville Road	Lane Cove	NSW	2066	deborah@deborahhill.com.au		
Lane Cove Chamber of Commerce	Mr Chris Whitlaw	Vice President	Suite 200, 91 Longueville Road	Lane Cove	NSW	2066	cwhitelaw@counsel.net.au		
Lane Cove Chamber of Commerce	Ms Nicola Lacey	Treasurer	Suite 200, 91 Longueville Road	Lane Cove	NSW	2066	nicola.select@gmail.com		
Utility Providers									
Ausgrid Sydney			GPO Box 4009	Sydney	NSW	2001		13 13 65	
Sydney Water			PO Box 399	Parramatta	NSW	2124		13 20 90	
Emergency Services									
NSW Police - Chatswood LAC		The Commander	63 Archer Street	Chatswood	NSW	2067		02 9414 8499	
NSW Ambulance - State Headquarters			Locked Bag 105	Rozelle	NSW	2039		02 9320 7777	
NSW Fire and Rescue - Zone Office Metropolitan East 2 - Sydney North			Corner Shirley Road and Sinclair Street	Crows Nest	NSW	2065		02 9901 3539	

Appendix B

Communication Plan



Communication Plan

SEPTEMBER 2016

Pathways Residences Longueville Residential Aged Care Facility Planning Proposal

Prepared for
Pathways Property Group

For Submission to
Lane Cove Council

Prepared by
Urban Concepts

suite 1a gunshot alley suakin drive mosman NSW 2088 po box 495 milsons point NSW 1565
t 61 2 9964 9655 e info@urbanconcepts.net.au w urbanconcepts.net.au

Ambaska Holdings Pty Ltd T/A Urban Concepts ACN 074 171 065 ABN 96 074 171 065

Contents

1.	INTRODUCTION	1
1.1.	Overview	1
1.2.	The Communication Plan	2
1.3.	Introducing the Proponent	2
1.4.	The Role of Urban Concepts	2
1.5.	The Communication Needs of this Project	3
1.6.	Project Description	3
1.6.1.	Understanding the Demand for Aged Care Accommodation.....	3
1.6.2.	The Pathways Approach to Residential Aged Care.....	4
1.6.3.	Overview of the Planning Proposal.....	4
1.6.4.	The Intended Statutory Planning Framework.....	5
2.	COMMUNICATION AIMS AND OBJECTIVES	7
3.	COMMUNICATION MESSAGES	8
4.	TARGET AUDIENCES	9
4.1.	Introduction	9
4.2.	Key Target Audiences	9
4.2.1.	Local Residential Community	9
4.2.2.	Adjoining Landowners	11
4.2.3.	Lane Cove Council	12
4.2.4.	Proposed Amalgamating Councils – Ryde City Council and Hunters Hill Council	12
4.2.5.	State and Federal Elected Representatives	13
4.2.6.	State Elected Representatives for the Aged Care Sector	13
4.2.7.	State and Federal Government Agencies	13
4.2.8.	Special Interest and Community Groups	13
4.2.9.	Local Businesses and Organisations	14
4.2.10.	Emergency Services and Utility Providers	14
4.3.	Target Audience Communication Lines	14
5.	COMMUNICATION METHODOLOGY	19
5.1.	Communication Strategy	19
5.2.	Project Establishment	19
5.3.	Information Lines.....	20
5.4.	Information Events.....	21
5.5.	Feedback	22
5.6.	Spokesperson Protocols	22
6.	CALENDAR OF EVENTS.....	23
	Appendix A - Stakeholder Database	24

1. INTRODUCTION

1.1. Overview

This Communication Plan has been prepared by Urban Concepts on behalf of the Proponent, Pathways Property Group (hereafter referred to as Pathways). The Communication Plan forms part of the Planning Proposal documentation that will be lodged with Lane Cove Council for land that is commonly referred to as 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove (hereafter referred to as the Site). The Site is currently occupied by five buildings including two detached residential dwellings, a service station telecommunications monopole, older style shop top housing developments with ground floor service and retail uses.

This Plan presents a strategy and calendar for the staging of community information initiatives to facilitate resident and stakeholder understanding about the Planning Proposal and the planning framework it will establish to enable the development of the Site for a Residential Aged Care Facility (hereafter reference as RACF).

Pathways is a boutique organisation that provides excellence in care, accommodation and services to older Australians. The organisation's aged care model has been acknowledged by the Australian Aged Care Quality Agency through their Better Practice Awards.

The Pathways approach to aged care is founded on the principles of trust, harmony and respect. Each Pathways RACF is custom designed to respond to the particular characteristics of a site and fundamental to this approach is the branding of each Pathways RACF as a 'Residence'. Since 2001 Pathways has established four aged care Residences in the Sydney metropolitan area: Pathways Residences Sailors Bay (Northbridge), Pathways Residences Killara Gardens, Pathways Residences Cronulla Pines and Pathways Residences Cronulla Seaside. The development of Pathways Residences Longueville will be the fifth aged care offering by the organisation.

Following the opening of Pathways Residences Sailors Bay (Northbridge) in 2013, the organisation determined that market demand in the Lower North Shore aged care sector warranted a second facility. Recognising the unique opportunity presented by the Site and its high suitability for aged care, Pathways acquired the Longueville landholding in 2015.

The progression of a Planning Proposal is the first step in realising the development of the Site for a Pathways Residence. The Planning Proposal will retain the existing land use zoning but will seek to make permissible a seniors living development on the site together with an amendment to the height and density controls pertaining to the land to reflect the NSW Government's controls for seniors housing developments that are set out in State Environmental Planning Policy Housing for Seniors or People Living with a Disability 2004 (hereafter referred to as the Seniors Housing SEPP).

This is not a speculative residential development. The RACF will be retained in the single ownership of the Proponent. It will not be strata titled or sold off to individual owners. The Proponent will operate the RACF in accordance with federal government legislation and with aged care bed licenses in place.

The communication process being advanced by Urban Concepts will:

- Introduce Pathways and the Pathways Aged Care Model to the local community.
- Explain the current demand for residential aged care in the North District and the focus of the development in providing care for the over 80 age cohort.
- Explain the RACF development concept, aged care delivery and the development opportunities and constraints presented by the Longueville site.
- Explain how the RACF will form part of a wellbeing community precinct that Pathways will develop on the site and comprise the RACF, allied health services and neighbourhood shops to stimulate casual community interaction.

- Present the findings of specialist investigations to alleviate community concern about the suitability of the site for an aged care development and the development controls being sought through the Planning Proposal. These investigations will include a traffic impact assessment, flora and fauna investigations and the urban design rational.

1.2. The Communication Plan

The Communication Plan is presented in six sections. A summary of the information presented in each section is provided below:

- **This Introduction** providing an overview of the proposal.
- **Communication Aims and Objectives** which define the underlying intent of the Communication Plan.
- **Communication Messages.** These are the key messages that the proponent seeks to communicate about the project.
- **Target Audiences.** These are the people that the Communication Plan seeks to address through its implementation.
- **Communication Methodology.** This is the strategy that will be implemented during the course of the project.
- **Calendar of Events.** The consultation calendar presents a task list for the implementation of the Communication Plan. It establishes target dates for when the communication initiatives will be staged.

1.3. Introducing the Proponent

The Site is in its final stage of being acquired by the Pathways Property Group (Pathways). Pathways is the real estate arm of Pathways Residences which is the operator of each Pathways RACF. Pathways will be the Proponent taking this project forward. Pending the successful passage of the Proposal through the Gateway Plan Making process, Pathways will also be responsible for progressing the development application for the Site.

Pathways Residences is a boutique organisation that focuses on developing and operating care, accommodation and services for older Australians. The charter of the organisation is founded on the principles of harmony, respect and trust.

Pathways will play a hands-on role in the implementation of the Communication Plan. Understanding the views of all stakeholders is fundamental to the Pathways approach and reflects their commitment to achieving a responsive and responsible aged care and community well-being solution for the Site.

1.4. The Role of Urban Concepts

Urban Concepts will act as an independent facilitator overseeing the implementation of the Communication Plan. In this role we will work to establish a meaningful dialogue with the community and integral stakeholders to ensure that there is a thorough understanding of the project.

The specific objectives the Proponent seeks to realise from implementing a communication strategy for this project are:

- To publicly advise local residents and interested stakeholders that Pathways has acquired the Site and are advancing a Planning Proposal through Lane Cove Council to enable the development of a RACF and wellbeing precinct on the Site.
- To introduce Pathways and the Pathways Aged Care Model to the local community. This will include offering interested stakeholders the opportunity to visit Pathways Residences Sailors Bay (Northbridge) so that they can understand first hand the high level of aged care provision that has become synonymous with the Pathways brand.

- To ensure that adjoining neighbours and interested members of the local community have the opportunity to view the Planning Proposal being advanced by Pathways prior to its lodgement with Lane Cove Council.
- To hold a community information session so residents and interested stakeholders can provide their comments back to Pathways before the Planning Proposal is formally lodged with Lane Cove Council.
- To facilitate understanding of the Planning Proposal by providing a plain English interpretation of the amendments it seeks to make to the Lane Cove LEP 2009 and how these relate to the Seniors Housing SEPP.
- To explain the statutory planning Gateway Plan Making Process that the Planning Proposal will follow through Lane Cove Council and to clearly articulate the differences between a Planning Proposal and a development application.
- To establish and maintain an open dialogue between the proponent, local residents and integral stakeholders that can continue through the Gateway Plan Making Process and pending rezoning of the site, the development application and construction process.

1.5. The Communication Needs of this Project

- The need to manage community and stakeholder expectations. All too often community consultation can leave participants with a feeling of despair - *'what was the point of participating when none of my ideas have been incorporated'*. This will be achieved by ensuring that participants clearly understand the information that is being presented to them, accurately recording the comments and concerns expressed at the information event and circulating records of comments to participants and regulatory authorities.
- The need to differentiate the Pathways Planning Proposal from the 2012 Planning Proposal that was advanced by EG Property Group for a speculative mixed use residential apartment project. This will ensure that the local community and integral stakeholders clearly understand the aged care and community wellbeing focus of this Planning Proposal.
- The need to ensure that Lane Cove Council as the Consent Authority is informed about the information process and are provided with a copy of the Communication Plan.
- The need to maintain an open, regular and consistent dialogue with all key stakeholders that is commensurate with the specific level of knowledge they require and their regulatory role in the project.
- The need to establish a single point of contact that takes responsibility for co-ordinating all information flows between the client, the community and key stakeholders.
- The need to ensure that community concerns are accurately recorded and reported to Lane Cove Council at appropriate times throughout the Gateway Plan Making Process.

1.6. Project Description

1.6.1. Understanding the Demand for Aged Care Accommodation

The Pathways aged care model focuses on providing residential aged care for people over 80 years of age. This is the fastest growing age cohort in the broader Australian and the Lane Cove context as illustrated by the following extracts:

'Australia has an ageing population, and as people become frailer in older age many will require care and support in the community or in a nursing home.'

Currently there are about 182,000 aged care beds and about 1 million older people who

use community care in Australia. By 2020 we will need 82,000 new aged care beds and over 1.4 million will be utilising community care so the service system will need to gear up to accommodate this growth. To put this in context, to meet demand for aged care beds there will need to be 2.25 new 100 bed residential aged care facilities opened each and every week over the next seven years.'

Aged & Community Services Australia, ACSA Submission 2014/105 Federal Budget, January 2014

'There were 4,007 people aged 65 years and over living in the Lane Cove Local Government Area (LGA), representing 13.2% of the LGA population. The Lane Cove LGA has a notably higher proportion of older seniors than the Sydney Statistical Division. The number of seniors aged 85 years and over residing in the Lane Cove LGA has risen from 642 in 2001 to 751 in 2006, an increase of 17.0%. This follows the 8.8% increase recorded in the 1996-2001 period. In 2006 the proportion of Lane Cove LGA residents who were aged 55-64 years (11.1%) was also greater than the Sydney Statistical Division (10.2%), as well as the Lower Northern Sydney Statistical Sub-Division (10.8%). This is important for planning purposes, as many of the residents in this age group will have reached 65 by the time this Social Plan is out into effect in 2009.'

Lane Cove Seniors Social Plan 2010-2014, Lane Cove Council, June 2010

1.6.2. The Pathways Approach to Residential Aged Care

The Pathways approach to aged care focuses on enriching the livelihood of older Australians by recognising the unique place they occupy within the community. It is an approach that balances best practice in architectural and landscape design with award winning community wellbeing and residential care practices.

Each Pathways site that is selected for the development of a RACF is master-planned as a community wellbeing precinct. Each site selected has the following characteristics:

- It is located in a community that has a high proportion of its population in the 80 plus demographic profile.
- It offers access to an established public transport corridor with a public transport bus stop or rail station in close proximity to the site.
- It forms part of a cohesive community and is located either in or on the boundary of a village centre to facilitate the activation of the precinct through casual interaction.
- It has the ability to enjoy a high level of residential amenity through potential access to water, district or bushland views and a north easterly orientation to maximise solar access for courtyards and terraces.
- It can accommodate a mixed use development scenario with community wellbeing and/or neighbourhood shops and services at ground level and residential aged care accommodation above.

1.6.3. Overview of the Planning Proposal

The Pathways Planning Proposal seeks to establish a new statutory planning framework to support the development of the Site for a residential aged care facility and community wellbeing precinct incorporating ground floor neighbourhood shops and allied health services. The statutory framework that is being proposed for the Site is described in Section 1.6.4 below.

The advancement of the Planning Proposal is the first step in realising a senior's housing development on the site. The Proposal does not seek approval for a specific development, it is not a development application.

The Planning Proposal is underpinned by extensive site investigations that have been undertaken by a multi-disciplinary team with expertise in urban design, urban planning, flora and fauna and traffic management. These investigations have culminated in site specific development controls and a concept plan that address building height, building setbacks and separation, through site links and view corridors, activation of street frontages, open spaces and landscape areas, overshadowing and vehicular access.

Pending the successful passage of the Planning Proposal through the Gateway Plan Making Process the Lane Cove Local Environmental Plan 2009 (LLEP 2009) would be amended to expand the range of permissible uses on the Site and to introduce a new floor space ratio and height control. The range of site specific controls documented in the Concept Plan would be incorporated into a site specific Development Control Plan (DCP) that would be progressed by Lane Cove Council in accordance with the provisions prescribed under the Environmental Planning and Assessment Act 1979.

The site specific DCP will ensure appropriate built forms and design excellence is achieved when the project progresses to detailed architectural design.

1.6.4. The Intended Statutory Planning Framework

The statutory process that is followed in NSW when changes are required to be made to a Local Environmental Plan (LEP) is referred to as the Gateway Plan Making Process. The Gateway Plan Making Process is a NSW wide planning process that was introduced by the State Government in 2009.

An LEP is a legal instrument that zones land and imposes standards to control development. Before the Pathways project can proceed it is necessary for changes to be made to the planning controls that relate to the Site under the LLEP 2009.

The Pathways Planning Proposal seeks to realise a new seniors housing land use vision for the Site. Under the LLEP 2009 there are two land use zones that apply to the Site. These zones are R4 High Density Residential and B1 Neighbourhood Centre. The Proposal seeks an amendment to the LLEP 2009 to expand the range of land uses that would be permissible on the Site under the existing zoning to include 'Seniors Housing'.

'Seniors Housing' is defined in the dictionary to the LLEP 2009 as follows:

'Seniors Housing' means a building or place that is:

- (a) a residential care facility, or
 - (b) a hostel within the meaning of clause 12 of State Environmental Planning Policy (Housing for Seniors or People with a Disability) 2004, or
 - (c) a group of self-contained dwellings, or
 - (d) a combination of any of the buildings or places referred to in paragraphs (a)–(c),
and that is, or is intended to be, used permanently for:
 - (e) seniors or people who have a disability, or
 - (f) people who live in the same household with seniors or people who have a disability, or
 - (g) staff employed to assist in the administration of the building or place or in the provision of services to persons living in the building or place,
- but does not include a hospital.'

The Planning Proposal also has regard to the development controls contained in the Seniors Housing SEPP. The SEPP aims to ensure that 'Seniors Housing' is built to a consistent and appropriate industry standard. The Pathways project will adopt the development standards and definitions specified in the Seniors Housing SEPP. In this regard, the SEPP does not specify a maximum floor space ratio control for a RACF. Further, under the SEPP, 'height,' means the distance measured vertically from any point on the ceiling of the topmost floor of the building to the ground level immediately below that point'. Accordingly, as the Planning Proposal seeks to add the land use of 'Seniors Housing' to the zoning table of the existing zones the FSR and height provisions of the SEPP would apply to the proposal.

TABLE 1.1 - EXISTING AND PROPOSED FSR AND HEIGHT PROVISIONS

ZONE	FLOOR SPACE RATIO		HEIGHT	
	Existing Controls	Proposed Controls	Existing Controls	Proposed Controls
B1 Neighborhood Centre	1:1	Under 2:1*	RL 65.68	RL 70.750
R4 Residential	0.8:1	Under 2:1*	RL 68.18	RL70.750

*No FSR control established under the Seniors Housing SEPP

Source: Compiled from information sourced from City Plan Strategy and Development and Markham Architects

A site specific DCP will also be prepared. A DCP is a policy control that is adopted by a Council to guide how development occurs on a site. It will contain controls to establish buildings setbacks, open space and landscaping, vehicular entry points and pedestrian access, through site linkages and the preferred location of community and neighbourhood land uses.

2. COMMUNICATION AIMS AND OBJECTIVES

The communication aims and objectives of this Communication Plan are:

- To position the land use vision for the Site as a residential aged care and community wellbeing development, and not as a speculative residential apartment project. The Planning Proposal is seeking to put into place specific controls to accommodate the development of a RACF supported by community wellbeing and neighbourhood shops and services at ground level.
- To initiate a discussion with the local community and relevant stakeholders about what constitutes an appropriate Site for the RACF and the specific requirements that must be considered when designing an activated and community orientated aged care development.
- To refocus community debate about the project away from the height and density controls of the LLEP 2009, to one that focuses on the opportunity to create a vibrant and activated community well-being precinct.
- To commence a dialogue with local residents and integral stakeholders that will remain in place throughout the Planning Proposal Gateway Plan Making Process, Development Application and pending consent, the Construction of the project. The lines of communication established at this early stage can then be used to communicate throughout these later stages.
- To ensure the views of all residents and stakeholders are represented and reported through the communication process. Depending on their role in the process each stakeholder group or target audience will have its own specific information requirements that reflect their role or area of statutory responsibility. It is important that a timely flow of information is provided to these audiences throughout the information process. This flow of information should be handled by the appropriate member of the project team to ensure that there is no distortion of factual information.
- To ensure a range of techniques are used to reach all levels of the community. For this project this will include a website, newsletter, neighbour meet and greet and information event.
- To ensure all material produced for public circulation is presented in a clear and concise 'Plain English' manner.
- To encourage community involvement by ensuring communication initiatives are accessible and professionally run reflecting Pathways genuine concern for the local community and their desire to be recognised as a long term and responsive neighbour.
- To report to Council the key outcomes arising from the information process to facilitate their determination of the Planning Proposal. This reporting will form an integral part of the Planning Proposal documentation.

3. COMMUNICATION MESSAGES

Based on our understanding of the project and having regard to the areas of community interest that we have identified in Section 4 of this Plan, Urban Concepts has identified a number of key messages to be communicated through the information process. These key messages are presented below. It is noted that this list is not finite or static. As the project evolves additional key messages will need to be communicated to the various target audiences as issues and concerns are identified.

Message 1 Pathways is a boutique organisation that provides excellence in care, accommodation and services to older Australians. The organisations aged care model has been acknowledged by the Australian Aged Care Quality Agency through their Better Practice Awards.

Since 2001 Pathways has established four aged care Residences in the Sydney metropolitan area: Pathways Residences Sailors Bay (Northbridge), Pathways Residences Killara Gardens, Pathways Residences Cronulla Pines and Pathways Residences Cronulla Seaside. The development of Pathways Residences Longueville will be the fifth aged care offering by the organisation.

Message 2 Pathways seek to deliver for the Lane Cove community a project that encapsulates design excellence in its built form and landscape setting and care excellence in the standard of accommodation and services it offers older Australians. A development that will complement the character of the local area, be recognised for the contribution that it makes to the well-being of the locality and reinforce the unique place that the over 80's seniors have within the Lane Cove community.

Message 3 - This is not a speculative residential development, Pathways will own and operate the residential aged care facility.

Message 4 - Pathways development vision is to create a vibrant new community well-being precinct in the Longueville village that caters to the needs of older Australians at its upper level whilst providing locals with the opportunity for casual interaction at street level through its offering of neighbourhood shops, cafes and allied health services.

Message 5 - Realising Pathways development vision necessitates amendments being made to the Lane Cove LEP 2009. The LEP did not anticipate the level of demand that would exist within the lower north shore community for aged care accommodation at the time of its gazettal.

Message 6 - The statutory process that is followed in NSW when seeking an amendment to a LEP under NSW planning law is referred to as the Gateway Plan Making Process. The Gateway Plan Making Process is a NSW wide planning process that was introduced in 2009.

Message 7 - The formulation of a Planning Proposal is the first step in advancing an amendment to an LEP under the Gateway Plan Making Process. A Planning Proposal is similar to a development application (DA) however where a DA seeks approval for a specific architectural design, a Planning Proposal seeks approval for amending statutory planning controls.

Message 8 - The Pathways Planning Proposal will establish a new statutory planning framework to support the development of the Site for a community well-being precinct incorporating a RACF with neighbourhood shops and allied health services. The Planning Proposal will add the land use 'Seniors Housing' to the zoning table for the existing B1 Neighbourhood Centre Zone as it applies to the Site. It will seek to introduce specific height and floor space ratio controls that are applicable to a seniors housing development on the Site.

Message 9 - Community consultation is important to Pathways and will underpin the advancement of this project at all stages. A Communication Plan has been prepared documenting the information and community consultation process that will be advanced for the first stage of this project. The Plan has been presented to Lane Cove Council for its review. Pathways recognises the importance of undertaking a consultation process that is transparent and accountable to both the Council and the residents and business owners of Lane Cove.

4. TARGET AUDIENCES

4.1. Introduction

A project of this type will require the establishment of a number of information lines with a number of stakeholders. To assist with the management of information and its dissemination and the recording of community feedback the stakeholders have been classified into target audiences or users groups.

The key target audiences for this consultancy have been classified as follows:

- Local Residential Community
- Adjoining Landowners
- Lane Cove Council Officers and Elected Representatives
- The soon be amalgamated Ryde City Council
- State and Federal Elected Representatives
- State and Federal Government Agencies
- Special Interest and Community Groups
- Local Businesses and Organisations
- Emergency Services and Utility Providers

A database has been established documenting the contact details for each target audience and is detailed in Appendix A.

4.2. Key Target Audiences

4.2.1. Local Residential Community

The resident notification area is identified at Figure 4.1 and consists of approximately 640 households. This catchment has been discussed and agreed with Pathways and Lane Cove Council at a meeting on 16 August 2016.

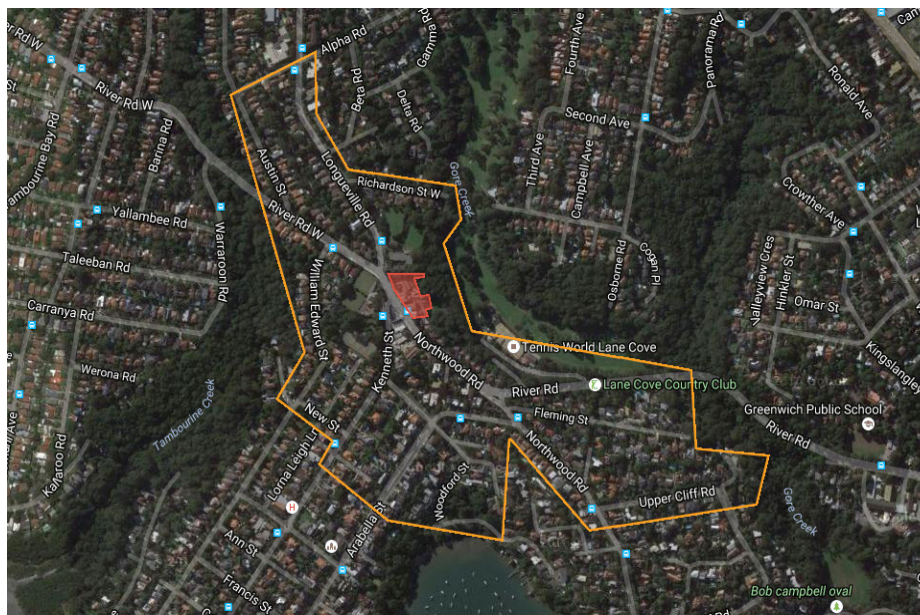
ANTICIPATED RESIDENT CONCERNS

We anticipate that local residents in the notification catchment area will be interested in understanding:

- The proposed use of the site for a well-being precinct encompassing a seniors housing residential aged care facility with allied health services and how the built form and operation of the facility will potentially impact the residential amenity of the area having regard to traffic generation, overshadowing, solar access and local views.
- The range of ancillary land uses that Pathways would co-locate with the RACF at ground level and how these uses will integrate with the existing Longueville village. We note that the previous 2012 EG Property Group Planning Proposal sought a variation to the neighbourhood shop floor area controls to accommodate a supermarket. Pathways will not be seeking any variation to these controls and will incorporate ground floor neighbourhood and allied health uses that would activate the RACF and provide a community focus for the Longueville Village.

- The community benefits arising from the project to justify an amendment being made to the height and density controls pertaining to the site under the LLEP 2009. This was an issue that contributed to the refusal of the EG Property Group 2012 Planning Proposal which the local community determined did not justify the control variation being sought given the amenity impacts that it would give rise to and the speculative basis of the project.
- The proposed building envelope particularly the maximum height of the development when viewed from Northwood Road and how it responds to the existing land use context and that envisaged under the LLEP 2009.
- The proposed vehicular ingress and egress arrangements off Northwood Road and Longueville Road, the amount of onsite car parking that would be provided given the intended scale of the development and the number of vehicle trips a RACF and the ancillary uses would realistically generate per day given the reduced scale of the proposal relative to the EG Property Group 2012 Planning Proposal.
- How the development will relate to the Lane Cove Park Bushland Reserve adjacent to the northern boundary and the measures that will be taken to mitigate the impact of development on the Reserve. The community will want to ensure that there is dedicated pedestrian access from the Site to this reserve.
- How a RACF operates, its staffing numbers, hours of operation, the level of care it provides and the contribution it could be expected to make to the well-being of the broader community.
- Why Pathways has selected the Site as being suitable for a RACF and the level of demand for this style of seniors housing in the Lane Cove area.

FIGURE 4.1 RESIDENT NOTIFICATION AREA



Source: Maps Engine 2016

Legend:

- Notification Area
- Site

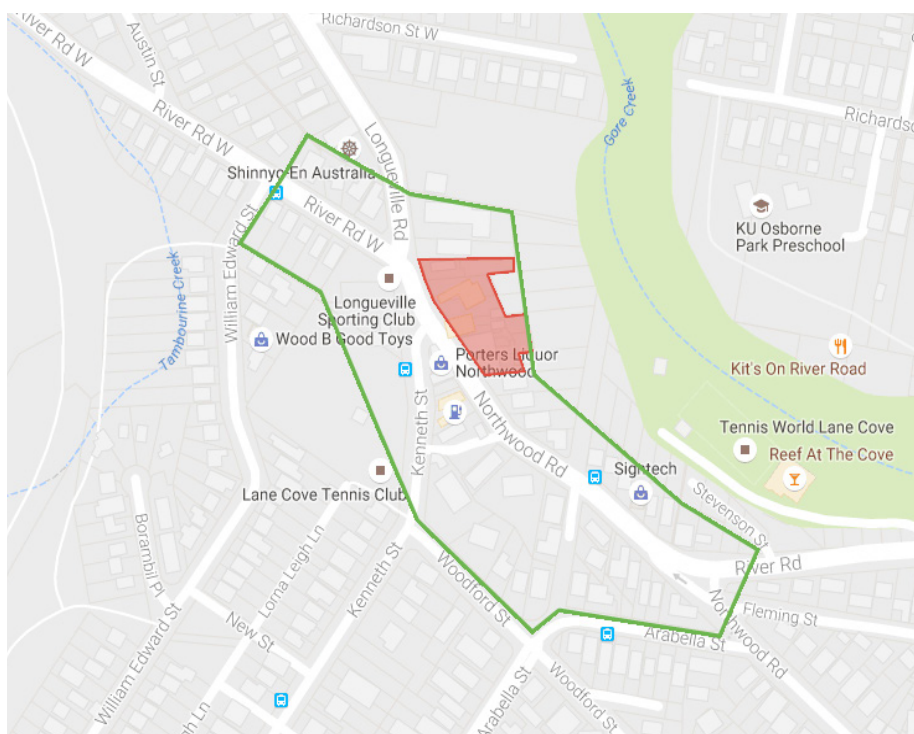
4.2.2. Adjoining Landowners

The adjoining landowners for this project are those property owners that are located in close proximity of the site. See Figure 4.2. They comprise residential properties in Longueville Road, Northwood Road, Kenneth Street and River Road West. These properties will receive an additional level of information to reflect their importance as the immediate neighbours of the site through the Resident Meet and Greet that Urban Concepts will undertake in the afternoons on the 13th and 14th September, 2016.

The adjoining landowners to be visited as part of the Resident Meet and Greet include:

- Longueville Road No's: 268-270 (Units 1-23), 272 (Units 1-4), 237 & 237A
- Northwood Road No's: 1, 3, 5-7, 7-9, 11 (Units 1-5), 15, 17, 19, 20, 21, 22, 23, 24, 25, 25A, 26, 28, 30, 32, 34, 36 & 38
- Arabella Road No's: 1, 1A, 3, 3A, 5 & 5A
- Woodford Street No's: 1, 3, 5, 7 & 9
- Kenneth Street No's: 2 & Central Park
- River Road No's: 194 & 196
- River Road West No's: 1, 1A, 2, 3, 4, 6, 8 & 10
- McMahan's Road No's: 1, 2 & 3

FIGURE 4.2 ADJOINING LANDOWNERS



Source: Maps Engine 2016

4.2.3. Lane Cove Council

The Proponent's planning consultants, City Plan Services, are working closely with Lane Cove Council. Council officers and local elected representatives will be kept informed of all information initiatives and invited to participate in the events.

Council Officers

- Mr Craig Wrightson – General Manager
- Mr Craig Dalli – Executive Manager, Corporate Services
- Mr Michael Mason – Executive Manager, Environmental Services
- Ms Jane Gornall – Executive Manager, Human Services
- Mr Peter Patterson – Executive Manager, Open Space and Urban Service
- Mr Abdulla Uddin – Manager of Traffic

Elected Representatives

- Mayor Cr Deborah Hutchens – Central Ward
- Deputy Mayor Cr Marc Gold – West Ward
- Cr Scott Bennison – West Ward
- Cr Karola Brent – Central Ward
- Cr David Brooks-Horn – East Ward
- Cr Soo-Tee Cheong – Central Ward
- Cr David Karpin – East Ward
- Cr Pam Palmer – East Ward
- Cr Daniel Strassberg – West Ward

4.2.4. Proposed Amalgamating Councils – Ryde City Council and Hunters Hill Council

Ryde City Council and Hunters Hill Council are proposed to be amalgamated with Lane Cove Council as part of the NSW Governments 'Fit for the Future' initiative. It is important that Council officers be kept informed about the project.

Ryde City Council Officers

- Mr Roy Newsome – Acting General Manager
- Mr George Dedes – Director City Works and Infrastructure
- Mr Angela Jones-Blayney – Acting Chief Operating Officer
- Ms Liz Coad – Acting Director City Strategy and Planning
- Ms Jill Webb – Acting Director Corporate and Community Services

Hunters Hill Council Officers

- Mr Barry Smith - General Manager

- Mr Steve Kourepis - The Group Manager Development and Regulatory Control
- Mr David Innes - Group Manager Works and Services
- Mr Debra McFayden - Group Manager Corporate Governance

4.2.5.State and Federal Elected Representatives

It is essential to ensure all State and Federal elected representatives are informed about the project of the project and invited to participate. These stakeholders must be able to address concerns or enquiries raised by their constituents about the project. The respective State and Federal Members for this area are:

Federal

- Mr Trent Zimmerman, MP – Federal Member for North Sydney

State

- The Hon. Anthony Roberts, MP – State Member for Lane Cove

4.2.6.State Elected Representatives for the Aged Care Sector

Given the seniors housing and aged care focus of this project we believe it is beneficial to keep the NSW Minister for Health and the NSW Minister for Ageing informed about this project.

- The Hon. Jillian Gell Skinner, MP – NSW Minister for Health
- The Hon. John Ajaka, MLC – NSW Minister for Ageing

4.2.7.State and Federal Government Agencies

This audience includes state agencies that play a role in planning, health, aged care, road and transport. High level consultation will be undertaken with these agencies through stakeholder initiatives undertaken in the Communication Plan and more detailed consultation by the appropriate specialist consultants.

- Transport for NSW
- NSW Department of Planning and Environment
- NSW Family and Community Services – Ageing, Disability & Home Care
- The Department of Health – Ageing and Aged Care

4.2.8.Special Interest and Community Groups

These groups are important for identifying specific areas of concern to a local community and determining how a proposal will impact on their specific area of interest. They provide an insight into the workings of a community. Important special interest groups for this project include:

- Northwood Action Group
- Lane Cove Bushland and Conservation Society Inc.
- Sustainable Advisory Committee
- Rotary Club of Lane Cove
- Lane Cove & North Side Community Services
- North Sydney Regional Organisation of Councils

- Lane Cove Retirement Unity Association Limited
- Aged and Community Services Australia
- Longueville Private Hospital
- Longueville Sporting Club

4.2.9. Local Businesses and Organisations

This target audience will be interested in understanding the opportunities for developing local supply chains within the area. Local businesses within the Longueville Village will be notified during the information process as well as the Lane Cove Chamber of Commerce.

- Lane Cove Chamber of Commerce

4.2.10. Emergency Services and Utility Providers

Local emergency service and utility providers will be consulted about the project by the appropriate specialist consultants.

- NSW Police – Chatswood LAC
- NSW Fire and Rescue – Zone Office Metropolitan East 2 – Sydney North
- NSW Ambulance – State Headquarters
- Ausgrid Sydney
- Sydney Water

4.3. Target Audience Communication Lines

Table 4.1 details the most appropriate method of communication for each target audience, the level of influence and interest they have in the project and the appropriate member of the project team that will be responsible for managing the consultation.

TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES					
TARGET AUDIENCE	DEGREE OF INTEREST	DEGREE OF INFLUENCE	METHOD OF ONGOING COMMUNICATION	PROJECT TEAM MANAGEMENT RESPONSIBILITY	
Local Residential Community	High	High	• Direct liaison through email/1800 number • Community newsletter • Community Information Event • Website	• Urban Concepts • The Proponent • City Plan Services and Specialist Consultants as required	
Adjoining Landowners	High	High	• Direct liaison through email/1800 number • Community newsletter • Resident Meet and Greet • Community Information Event • Website	• Urban Concepts • The Proponent • City Plan Services and Specialist Consultants as required	
• Longueville Road • Northwood Road • Arabella Road • Woodford Street • Kenneth Street • River Road • River Road West • McMahons Road					
Lane Cove Council	High	High	• Communication Plan • Direct Liaison/Project Meetings • Stakeholder letter/Community newsletter • Tour of Northbridge • Community Information Event • Website	• Urban Concepts • The Proponent • City Plan Services and Specialist Consultants as required	
• Council Officers • Elected Representatives					

TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES

TARGET AUDIENCE	DEGREE OF INTEREST	DEGREE OF INFLUENCE	METHOD OF ONGOING COMMUNICATION	PROJECT TEAM MANAGEMENT RESPONSIBILITY
Amalgamating Councils – City of Ryde Council and Hunters Hill Council Council Officers	Medium	Medium	- Direct Liaison email/1800 number - Stakeholder letter/Community newsletter - Community Information Event - Website	- Urban Concepts - The Proponent - City Plan Services and Specialist Consultants as required
State and Federal Elected Representatives - NSW Minister for Health - NSW Minister for Ageing - State Member for Lane Cove - Federal Member for North Sydney	Medium	Medium	- Direct Liaison email/1800 number - Stakeholder letter/Community newsletter - Community Information Event - Website	- Urban Concepts - The Proponent
State and Federal Government Agencies - Transport for NSW - Department of Planning and Environment - Family and Community Services – Ageing, Disability & Home Care - The Department of Health – Ageing and Aged Care	High	High	- Direct Liaison email/1800 number - Stakeholder letter/Community newsletter - Website	- Urban Concepts - The Proponent - City Plan Services and Specialist Consultants as required

TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES				
TARGET AUDIENCE	DEGREE OF INTEREST	DEGREE OF INFLUENCE	METHOD OF ONGOING COMMUNICATION	PROJECT TEAM MANAGEMENT RESPONSIBILITY
Special Interest and Community Groups	High	High		
• Northwood Action Group (NAG)			• Direct Liaison email/1800 number	• Urban Concepts
• Lane Cove Bushland and Conservation Society Inc.			• Stakeholder letter/Community newsletter	• The Proponent
• Sustainable Advisory Committee			• Tour of Pathways Sailors Bay, Northbridge (NAG only)	• City Plan Services and Specialist Consultants as required
• Rotary Club of Lane Cove			• Community Information Event	
• Lane Cove & North Side Community Services			• Website	
• North Sydney Regional Organisation of Councils				
• Lane Cove Retirement Units Association Limited				
• Aged and Community Services Australia				
• Longueville Sporting Club				
• Longueville Private Hospital				
Local Businesses and Organisations	High	High		
• Lane Cove Chamber of Commerce			• Direct Liaison email/1800 number	• Urban Concepts
• Longueville Village Businesses			• Meet and Greet (Longueville businesses only)	• The Proponent
			• Stakeholder letter/Community newsletter	• City Plan Services and Specialist Consultants as required
			• Community Information Event	
			• Website	

TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES

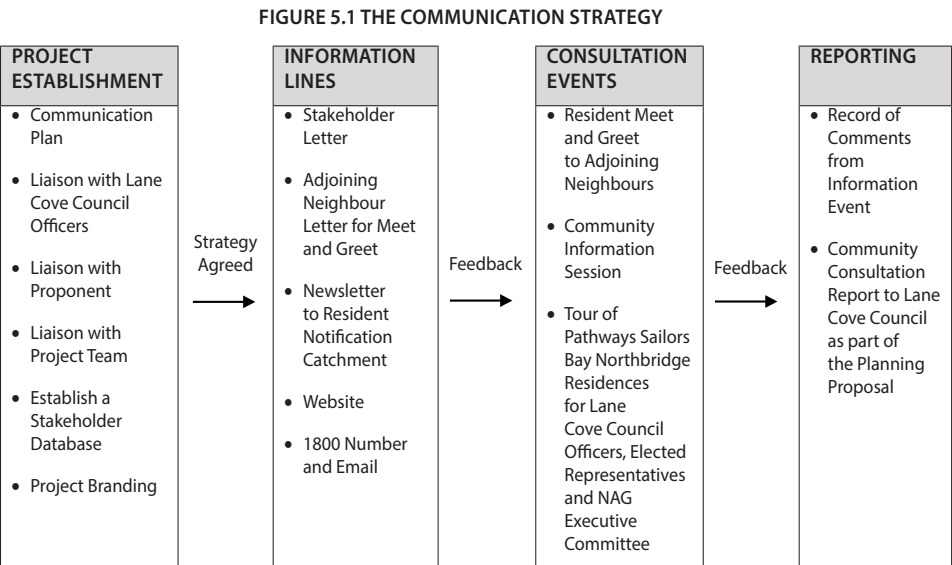
TARGET AUDIENCE	DEGREE OF INTEREST	DEGREE OF INFLUENCE	METHOD OF ONGOING COMMUNICATION	PROJECT TEAM MANAGEMENT RESPONSIBILITY
Emergency Services and Utility Providers	Medium	Medium	• Direct Liaison email/1800 number • Stakeholder letter/Community newsletter • Community Information Event • Website	• Urban Concepts • The Proponent • City Plan Services and Specialist Consultants as required
• NSW Police – Chatswood LAC • NSW Fire Brigade – Zone Office Metropolitan East 2 – Sydney North • NSW Ambulance – State Headquarters • Ausgrid Sydney • Sydney Water				

5. COMMUNICATION METHODOLOGY

5.1. Communication Strategy

This communication methodology presents the initiatives to be used for the information process.

The communication strategy is illustrated below at Figure 5.1



5.2. Project Establishment

THE COMMUNICATION PLAN

This Communication Plan will form part of the Planning Proposal documentation that will be lodged with Lane Cove Council. At the completion of the consultation process a report will be forwarded to Lane Cove Council detailing the outcomes and findings arising from the process.

PROJECT LOOK AND PROJECT NAME

A project look and brand is being developed for this project by Lawton Design. The branding will be carried through into the newsletter, website and events.

STAKEHOLDER DATABASE

A stakeholder database has been built for the project by Urban Concepts and includes the target audiences that have been identified in Section 4 of the Plan. The database is detailed at Appendix A of the Plan.

5.3. Information Lines

ESTABLISHMENT OF 1800 NUMBER, PROJECT PO BOX AND EMAIL ADDRESS

Urban Concepts will centralise and coordinate all enquiries during the communication program. The following information lines will be used:

- Telephone enquiries will be coordinated through the Urban Concepts 1800 number (**1800 825 586**) during business hours 9am-5pm Monday to Friday.
- A Post Office Box at Milson Point Post Office. The project mailing address will be:

Pathways
C/- Urban Concepts
PO Box 615
Milsons Point NSW 1565

- A project email address which will be serviced by Urban Concepts. The email address will be: :

info@pathwayslonguevilleconsultation.com

These contact details will appear on all information prepared about the project including the newsletters and stakeholder letters.

All telephone calls and emails will be logged by Urban Concepts. Specific project enquiries will be forwarded to the Proponent (Pathways) in the first instance for direction to the appropriate specialist consultants. Urban Concepts will prepare a summary report of all enquiries received on a fortnightly basis.

A PROJECT WEBSITE

Lawton Design alongside Urban Concepts will develop a project website that will be used to communicate the necessary project information. The website will be a key line of communication for this project. The Planning Proposal documentation will be uploaded onto the project website once it has been lodged and placed on public exhibition by Lane Cove Council. The website address will be:

www.pathwayslonguevilleconsultation.com

The navigation for the website will include:

- Welcome
- The Site
- About the Project
- Planning Process
- How to become involved?
- Downloads
- Contact Us

PREPARATION OF COMMUNITY CONSULTATION NEWSLETTER

The newsletter will incorporate information about the project, invite participation in forthcoming information event, introduce the proponent Pathways and establish Urban Concepts as the public point of contact for the project.

The newsletter will launch the project into the public arena.

The newsletter will be prepared by Urban Concepts in conjunction with Lawton Design. It will be produced as a 16 page DL booklet in full colour. It will adopt the Pathways branding and look and will be consistent with all electronic media produced about the project. The letter will be distributed using a private mail distribution company to the resident notification catchment detailed in Figure 4.1. It will also be sent in soft copy to stakeholders on our database.

STAKEHOLDER LETTER

A stakeholder letter will be prepared which will provide an overview of the project and invite participation to the Community Information Session. The stakeholder letter will be issued with a copy of the newsletter. Where we have been able to capture an email address for the relevant stakeholder we will issue the invitation using Campaign Monitor and in other circumstances by post.

ADJOINING NEIGHBOURS LETTER

A letter will be prepared to distribute for the resident meet and greet which will provide an overview of the project and invite participation to the Community Information. Urban Concepts will go door to door to deliver these letters and ensure that neighbouring households and businesses are aware of the project and the forthcoming information event.

5.4. Information Events

TOUR OF PATHWAYS RESIDENCES SAILORS BAY NORTHBRIDGE

Lane Cove Council Officers and elected representatives together with the executive committee of the Northwood Action Group will be invited to tour Pathways Residences Sailors Bay to understand the style of development Pathways seeks to achieve on the site.

NEIGHBOUR MEET AND GREET

Urban Concepts will go door to door to the adjoining land owners as part of a Meet and Greet exercise. We will conduct this activity during the afternoons of the 13th and 14th September 2016. Through the Meet and Greet we will ensure that neighbouring households and businesses have received a copy of the newsletter and are aware of the forthcoming information events. The properties to be visited during the Meet and Greet are detailed in Section 4 of the Communication Plan under Adjoining Landowners.

COMMUNITY INFORMATION SESSION

A community information session will be held to explain the Planning Proposal to interested residents and stakeholders. The multidisciplinary project team will participate in the event and present the findings arising from their investigations. Pathways will also participate in the event providing an insight into their aged care model and their existing residential age care facilities.

The community information session will be 2 hours in duration and will be held at the Longueville Sporting Club ('The Diddy') on Tuesday 20th September 6pm to 8pm. The event will be structured in two parts

Part 1 will be a PowerPoint presentation about the project involving the Proponent and the multi-disciplinary team. These team members include:

- Graeme Skerrett, Managing Director Pathways
- Sue Francis and Juliet Grant, Executive Directors, City Plan Strategy and Development
- Gabrielle Morrish, Director GMU Urban Design and Architecture
- Graham Pindar, Director Traffic

Part 2 of the event will be a 1 hour facilitated question and answer session. Belinda Barnett, Director Urban Concepts will facilitate this event.

Registration will be encouraged for the event. Additional sessions will be coordinated if demand requires and on approval by Pathways.

Urban Concepts will prepare a record of comments arising from the Information Session. The record of comments will be issued to participants in draft and each participant will be given ten days to advise whether they consider the record to be a true and accurate reflection of the event. The record of comments will form the basis of the Consultation Report that will be submitted to Council as part of the Planning Proposal documentation.

5.5. Feedback

CONSULTATION REPORT

Urban Concepts will prepare a standalone report that will form part of the Planning Proposal documentation that will be submitted to Lane Cove Council. The report will document the level of participation that have been achieved across all communication initiatives, the findings arising from the process and a matrix to indicate how potential issues of concern have been addressed.

5.6. Spokesperson Protocols

The following enquiry protocol will apply to this project.

MEDIA

- All media enquiries about the project are to be directed in the first instance to Graeme Skerritt, Managing Director Pathways, who will be the official spokesperson for this project. If Graeme Skerritt is unavailable the details of the media contact are to be obtained together with the timeframe for responding to the inquiry. Details of the inquiry are at the same time also to be forwarded through to the Belinda Barnett, Director Urban Concepts.
- The project team is to be advised that if they are approached by the media and they are to direct the media contact to Graeme Skerritt as the official spokesperson for the project.
- Pathways staff are to be advised when the consultation process commences for this project. If they are approached for comment by a media outlet they are to direct any inquiry to the Manager of the RACF at which they are located who will then advise Graeme Skerritt, Managing Director.

LOCAL RESIDENT ENQUIRY PROTOCOL

Enquiries from local residents will be managed by Urban Concepts in the first instance. This will include enquiries that are received by email, the information line and the website. All enquiries will be logged by Urban Concepts on an enquiry register. Enquiries relating to RSVP's for the information events will be logged. Enquiries seeking specific project information will be forwarded to Graeme Skerritt, Managing Director Pathways to confirm the approach for how the inquiry is to be managed. An email will be sent by Urban Concepts to the relevant member of the project team, for response. Urban Concepts is to be advised by return email that the enquiry has been managed.

6. CALENDAR OF EVENTS

Table 6.1 details the specific tasks to be completed in delivering the Communication Plan. No events will be held during school holidays.

TABLE 6.1 - CALENDAR OF COMMUNICATION EVENTS

COMMUNICATION TASK	MILESTONE DATE
Finalise Communication Plan and issue to Lane Cove Council for formal review and information	Monday 5 th September 2016
Establish 1800 number email and website address	Friday 2 nd September 2016
Prepare and design newsletter	Monday 5 th September 2016
Newsletter sent to print	Wednesday 7 th September 2016
Newsletter distributed	Friday 9 th - Sunday 11 th September
Website design created	Wednesday 7 th September 2016
Website goes live	Friday 9 th September 2016
Resident meet and greet	Tuesday 13 and Wednesday 14 th September 2016
Tour of Pathways Sailors Bay Road Northbridge RACF	Date TBA by Council
Community Information Briefing	Tuesday 20 th September 2016
Circulation of Draft Record of Comments arising from information briefing	Friday 23 rd September 2016
Circulation of Final Record of Comments arising from information briefing	Tuesday 4 th October 2016
Community Consultation Report Finalised	Friday 7 th October 2016

Appendix A - Stakeholder Database

Pathways Longueville Stakeholder Database									
Organisation	Name	Title	Address	Suburb	State	Postcode	Email	Phone	Other
Council									
Lane Cove Council	Mr Craig Wrightson	General Manager	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	ccouncil@lanecove.nsw.gov.au	02 9911 3540	cc Craig Wrightson
Lane Cove Council	Mr Craig Dall	Executive Manager - Corporate Services	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	ccouncil@lanecove.nsw.gov.au	02 9911 3550	cc Craig Dall
Lane Cove Council	Mr Michael Mason	Executive Manager - Environmental Services	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	MMason@lanecove.nsw.gov.au	02 9911 3610	
Lane Cove Council	Ms Jane Gornall	Executive Manager - Human Services	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	ccouncil@lanecove.nsw.gov.au	02 9911 3591	cc Jane Gornall
Lane Cove Council	Mr Peter Patterson	Executive Manager - Open Space and Urban Services	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	ccouncil@lanecove.nsw.gov.au	02 9911 3583	cc Peter Patterson
Lane Cove Council	Mr Abdullah Uddin	Manager of Traffic	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	ccouncil@lanecove.nsw.gov.au	02 9911 3555	cc Abdullah Uddin
Lane Cove Council	Mr Deborah Hutchins	Mayor, Central Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	hutchins@lanecove.nsw.gov.au	0422 174 730	
Lane Cove Council	Mr Marc Gold	Deputy Mayor, West Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	mgold@lanecove.nsw.gov.au	0422 339 884	
Lane Cove Council	Mr Scott Bennison	West Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	bennison@lanecove.nsw.gov.au	0435 546 241	
Lane Cove Council	Mr Karla Brent	Central Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	brent@lanecove.nsw.gov.au	0435 546 662	
Lane Cove Council	Mr David Brooks-Horn	East Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	brookshorn@lanecove.nsw.gov.au	0450 288 072	
Lane Cove Council	Mr Soo-Tae Cheong	Central Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	cheong@lanecove.nsw.gov.au	0414 880 707	
Lane Cove Council	Mr David Karpin	East Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	karpin@lanecove.nsw.gov.au	02 9911 3541	
Lane Cove Council	Mr Pam Palmer	West Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	palmer@lanecove.nsw.gov.au	0431 959 980	
Lane Cove Council	Mr Daniel Strassberg	West Ward	48 Longueville Road - PO Box 20	Lane Cove	NSW	1595	strassberg@lanecove.nsw.gov.au	0407 898 224	
Adjoining Councils									
City of Ryde Council	Mr Roy Newsome	Acting General Manager	Locked Bag 2069	North Ryde	NSW	1679	cityofryde@ryde.nsw.gov.au	02 9952 8222	cc Roy Newsome
City of Ryde Council	Mr George Dedes	Director City Works and Infrastructure	Locked Bag 2069	North Ryde	NSW	1679	cityofryde@ryde.nsw.gov.au	02 9952 8222	cc George Dedes
City of Ryde Council	Ms Angela Jones-Blayney	Acting Chief Operating Officer	Locked Bag 2069	North Ryde	NSW	1679	cityofryde@ryde.nsw.gov.au	02 9952 8222	cc Angela Jones Blayney
City of Ryde Council	Ms Liz Coad	Acting Director City Strategy and Planning	Locked Bag 2069	North Ryde	NSW	1679	cityofryde@ryde.nsw.gov.au	02 9952 8222	cc Liz Coad
City of Ryde Council	Ms Jill Webb	Acting Director Corporate and Community Services	Locked Bag 2069	North Ryde	NSW	1679	cityofryde@ryde.nsw.gov.au	02 9952 8222	cc Jill Webb
Hunters Hill Council	Mr Barry Smith	General Manager	PO Box 21	Hunters Hill	NSW	2110	genmanager@huntershill.nsw.gov.au	02 9879 9400	
Hunters Hill Council	Mr Steve Kourpils	Group Manager Development and Regulatory Control	PO Box 21	Hunters Hill	NSW	2110	council@huntershill.nsw.gov.au	02 9879 9400	cc Steve Kourpils
Hunters Hill Council	Mr David Innes	Group Manager Works and Services	PO Box 21	Hunters Hill	NSW	2110	council@huntershill.nsw.gov.au	02 9879 9400	cc David Innes
Hunters Hill Council	Ms Debra McFadyen	Group Manager Corporate Governance	PO Box 21	Hunters Hill	NSW	2110	council@huntershill.nsw.gov.au	02 9879 9400	cc Debra McFadyen
State and Federal Elected Representatives									
NSW Minister for Health	The Hon. Jillian Gell Skinner, MP		GPO Box 5341	Sydney	NSW	2001	office@bjakka.minister.nsw.gov.au	02 8574 5700	
NSW Minister for Ageing	The Hon. John Ajaka, MLC		GPO Box 5341	Sydney	NSW	2001	office@bjakka.minister.nsw.gov.au	02 8574 6400	
State Member for Lane Cove	The Hon. Anthony Roberts, MP		PO Box 524	Gladesville	NSW	1675	lanecove@parliament.nsw.gov.au	02 9817 4757	
Federal Member for North Sydney	Mr Trent Zimmerman, MP		PO Box 1107	North Sydney	NSW	2059	trent.zimmerman.MP@ph.gov.au	02 9529 9822	
State and Federal Government Agencies									
Transport for NSW	Mr Simon Hunter	Executive Director, Transport Strategy	PO Box 6559	Haymarket	NSW	1240	simon.hunter@transport.nsw.gov.au	02 8202 2209	
Department of Planning and Environment	Ms Karen Armstrong	Director, Sydney Region East	GPO Box 39	Sydney	NSW	2001	karen.armstrong@planning.nsw.gov.au	02 9228 6333	
Family and Community Services - Ageing, Disability & Home Care		Northern Sydney - Information and Pathway (includes intake and referral)	GPO Box 9848	Canberra	ACT	2601	NS.norpid@facs.nsw.gov.au	1800 905 535	
The Department of Health - Ageing and Aged Care								02 6289 1555	
Special Interest and Community Groups									
Northwood Action Group	Mr Brian Larling	President	PO Box 655	Lane Cove	NSW	1595	northwood.action.group@hotmail.com	02 9430 0350	
Lane Cove Bushland and Conservation Society Inc			PO Box 389	Lane Cove	NSW	1595	lanecove_bushland@yahoo.com		
Sustainable Advisory Committee		Council's Sustainability Levy Projects Coordinator		Lane Cove	NSW	2066	sustainability@lanecove.nsw.gov.au	02 9911 3629	
Rotary Club of Lane Cove			180 River Road (Lane Cove Country Club)	Lane Cove	NSW	2066	general@wecareforyou.com.au	02 9427 6425	
Lane Cove & North Side Community Services	Mr Andrew Roach	Executive Director	164 Longueville Road	Lane Cove	NSW	1595	info@sroc.com.au	02 9911 3660	
North Sydney Regional Organisation of Councils		Administration Manager	2 Central Avenue	Lane Cove	NSW	2066	potterygardens@roco.org	02 9428 2005	
Lane Cove Retirement Units Association Limited	Ms Heather Witham	Manager Government Relations and Policy	Level 1, 30 The Signet Court	Deakin	NSW	2600	hwhitlam@agedcare.org.au	0437 911 276	
Aged and Community Services Australia			Gnr Kenneth St. River Rd	Longueville	NSW	2066	info@longuevillesportingclub.com.au	02 9427 2210	
Longueville Sporting Club			47 Kenneth Street	Longueville	NSW	2066	longueville.info@phos.com.au	02 9427 0844	
Longueville Private Hospital									
Local Business and Organisations									
Lane Cove Chamber of Commerce	Ms Elaine Scott	Secretary	Suite 200, 91 Longueville Road	Lane Cove	NSW	2066	info@lanecovechamber.com.au		
Lane Cove Chamber of Commerce	Ms Beborah Hill	President	Suite 200, 91 Longueville Road	Lane Cove	NSW	2066	deborah@deborahhill.com.au		
Lane Cove Chamber of Commerce	Mr Chris Whitlaw	Vice President	Suite 200, 91 Longueville Road	Lane Cove	NSW	2066	whitelaw@council.net.au		
Lane Cove Chamber of Commerce	Ms Nicola Lacey	Treasurer	Suite 200, 91 Longueville Road	Lane Cove	NSW	2066	nicola.select@gmail.com		
Utility Providers									
Ausgrid Sydney			GPO Box 4009	Sydney	NSW	2001		13 13 65	
Sydney Water			PO Box 399	Parramatta	NSW	2124		13 20 90	
Emergency Services									
NSW Police - Chatswood LAC		The Commander	63 Archer Street	Chatswood	NSW	2067		02 9414 8499	
NSW Ambulance - State Headquarters			Locked Bag 105	Rozelle	NSW	2039		02 9320 7777	
NSW Fire and Rescue - Zone Office Metropolitan East 2 - Sydney North			Cornet Shirley Road and Sinclair Street	Crows Nest	NSW	2065		02 9901 3539	
Adjoining Landowners									
Longueville Road		Body Corporate	268-270 Longueville Road	Lane Cove	NSW	2066			

Appendix C

Community Newsletter

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing



Pathways Residences invites you to join in the community information process to guide the future development of their land holdings located at 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove. This newsletter contains important community information about the project and how you can participate in our September Community Information Session.

IMPORTANT COMMUNITY INFORMATION



PHOTOGRAPH 1: PATHWAYS RESIDENCES SAILORS BAY, NORTHBRIDGE

INTRODUCING PATHWAYS RESIDENCES

DELIVERING EXCELLENCE
IN AGED CARE AND
COMMUNITY WELLBEING
FOR OLDER AUSTRALIANS



Graeme Skerritt
MANAGING DIRECTOR
Pathways Residences &
Pathways Property Group

Pathways Residences is a boutique organisation that provides excellence in care, accommodation and services to older Australians who are no longer able to live independently within the community.

Fundamental to our approach is the development of a custom designed residential aged care facility or nursing home that we refer to as our 'Residences'. Since 2001 we have established four Residences in the Sydney Metropolitan Area: Pathways Residences Sailors Bay (pictured opposite), Pathways Residences Killara Gardens, Pathways Residences Cronulla Pines and Pathways Residences Cronulla Seaside.

We are delighted to announce that we have selected the Lane Cove Local Government Area (LGA) as the location of our fifth residential aged care facility- Pathways Residences Longueville. The location of our Site is adjacent to the Longueville Village with frontage to Northwood Road as illustrated by Figure 1.

We fully understand the sensitivity of developing in local communities. We are committed to working with our neighbours, local residents and interested stakeholders as we take our vision forward. This is not a speculative development. We build and operate all of our Residences and want to ensure they are integrated into the community. Integration is fundamental to the success of our care model which recognises the importance of helping our

seniors to be part of the broader community. At Longueville we hope to achieve this integration by co-locating our aged care accommodation above a street level community wellbeing precinct comprising neighbourhood shops and services, cafes and allied health uses.

If we are to realise our development vision for Pathways Residences Longueville, amendments will need to be made to the Lane Cove Local Environmental Plan 2009 (Lane Cove LEP 2009). The LEP did not foresee the level of demand that would exist within the LGA for aged care accommodation at the time that it was made. The formulation of a Planning Proposal through Lane Cove Council is the first step in advancing an amendment to an LEP under NSW planning law.

This newsletter marks the commencement of a community information process that we will run over the coming weeks to help you understand the Planning Proposal we will be advancing. It also includes details about how you can participate in the community information evening we are holding on Tuesday 20th September 2016 at the 'Diddy' (Longueville Sporting Club).

We look forward to meeting you and to starting a dialogue with you as we take our project forward.

Graeme Skerritt



PHOTOGRAPH 2: BUSHLAND RESERVE AT THE EASTERN SITE BOUNDARY



FIGURE 1: THE SITE

THE SITE

The Pathways Residences Longueville Site measures 5,002.8 square metres in area and comprises the properties at 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove. Refer to Location Plan at Figure 1. The Site is currently occupied by six buildings including single detached houses, a service station, telecommunication monopole and older style shop top housing developments with ground floor service and retail uses. All of the existing buildings will be demolished with the exception of the telecommunication monopole which will stay on the Site.

The Site is bounded by Northwood Road to the west, Lane Cove Country Club and Bushland Reserve to the east, residential flat buildings to the north and single detached houses to the south.

Key features of the Site that make it a desirable location for an aged care and community wellbeing development include:

- Its location in the Lane Cove LGA that has a high proportion of its population in the 85 plus demographic profile.
- It is on an established public transport corridor that offers regular bus services. A bus stop is located in close proximity to the Site.
- It is adjacent to an established neighbourhood village that offers level pedestrian access to community facilities, medical facilities, churches and parks.
- It has the ability to deliver a high level of resident amenity with access to district and bushland views and a north easterly orientation to maximise solar access for courtyards and terraces.



PATHWAYS RESIDENCES AGED CARE MODEL

The Pathways approach to aged care focuses on enriching the livelihood of older Australians by recognising the unique place they occupy within our community. Our care model has been acknowledged by the Australian Aged Care Quality Agency through their better practice awards.

The model balances best practice in architectural and landscape design with award winning community wellbeing and residential care practices. It caters for residents who are no longer able to live independently and for residents with symptoms of dementia who require support in managing their everyday life.

The average age of a Pathways resident is 88 years of age and our residents do not drive.

The care model that Pathways Residences would like to realise for their Longueville facility is based on:

- The development of a 130 bed residential aged care facility that will provide a mix of nursing home style accommodation, a dedicated area for residents who are living with the symptoms of dementia and an area set aside for short stay respite care. Under Federal Government legislation Pathways must have a bed licence for each nursing home bed within its facility.
 - The co-location of allied health, community well-being services and neighbourhood shops in a street level precinct to activate the Site whilst offering residents the opportunity for casual interaction with the broader community.
 - A senior's day care centre for local residents who are still living independently in the local area so they can visit the centre, socialise and enjoy a range of recreational activities.
-

MEETING THE DEMAND FOR AGED CARE

Lane Cove Council Seniors Social Plan 2010-2014, states that *'the over 80 age profile was the fastest growing age group in the demographic profile of the Lane Cove LGA with the number of seniors aged over 85 years having risen by 17% between 2001 to 2006'*.

Research commissioned by Pathways Residences in September 2016 and undertaken by Critical Success Solutions has confirmed that the over 85 age group, based on 2011 data, comprises a larger percentage of the population of the Lane Cove LGA accounting for 2.4% of the population compared with that of the Greater Sydney Area at 1.8% and NSW at 2%.

The Aged and Community Services Australia (ACSA) Submission to the Federal Government 2014/2015 Budget, summarises the current situation facing Australian communities in planning for the accommodation needs of an ageing population:

'Australia has an ageing population, and as people become frailer in older age many will require care and support in the community or in a nursing home. Currently there are about 182,000 aged care beds and about 1 million older people who use community care in Australia. By 2020 we will need 82,000 new aged care beds and over 1.4 million people will require community care. To put this in context there will need to be 2.25 new 100 bed residential aged care facilities opened each and every week over the next seven years.'

Pathways Residences Longueville will play an important role in addressing the under supply of aged care accommodation. As a community it is vital that we actively work together to plan for this growing sector of the seniors housing market.



WHAT DOES THE PLANNING PROPOSAL INVOLVE?

The Planning Proposal seeks to establish a new statutory planning framework to support the development of the Site for a residential aged care facility and community wellbeing precinct incorporating neighbourhood shops such as a pharmacy, newsagent, hairdresser, beautician, delicatessen, cafe and allied health services.

There are two land use zones that currently apply to the Site under the Lane Cove LEP 2009. These zones are R4 High Density Residential and B1 Neighbourhood Centre.

The Lane Cove LEP 2009 prescribes a range of land uses that are permissible with consent as well as height and floor space ratio controls for each of these zones.

Realising Pathways Residences development vision requires amendments to be made to the controls that apply to the site. The Lane Cove LEP 2009 at the time that it was made did not foreshadow the demand that would exist within the community for aged care accommodation.

THE AMENDMENTS BEING PROPOSED TO THE LANE COVE LEP 2009

The Planning Proposal will seek the following amendments to the planning controls relating to the Site under the Lane Cove LEP 2009:

1. It will seek to add the land use 'Seniors Housing' to the zoning table for that part of the site that is zoned B1 Neighbourhood Centre. A residential aged care facility is a form of 'Seniors Housing'.
2. It will seek to introduce height and floor space ratio (FSR) controls that are applicable to the development of the Site for 'Seniors Housing'. A comparison of the existing and proposed controls is detailed in Table 1.

TABLE 1: EXISTING AND PROPOSED FSR AND HEIGHT CONTROLS

LAND USE ZONE	FLOOR SPACE RATIO		HEIGHT	
	Existing Control	Proposed Control	Existing Control	Proposed Control
B1 Neighborhood Centre	1:1	1.98:1	RL 65.68	RL 70.750
R4 High Density Residential	1.5:1*	1.98:1	RL 68.18	RL 70.750

* Based on FSR provisions for Vertical Villages prescribed under Clause 45 of the Seniors Housing SEPP

Source: Compiled from information sourced from City Plan Strategy and Development and Morrison Design Partnership

The Planning Proposal must also consider 'State Environmental Planning Policy Housing for Seniors and People Living with a Disability' (Seniors Housing SEPP). The SEPP aims to ensure that 'Seniors Housing' is built to a consistent and appropriate industry standard. The Pathways residential aged care facility would adopt the planning controls and definitions specified in the Seniors Housing SEPP. It should be noted that the SEPP does not specify a maximum FSR control. However, to provide the community with a greater level of certainty Pathways will nominate in the Planning Proposal a maximum FSR control to apply to the Site.



FIGURE 2: ARTISTS IMPRESSION OF THE INDICATIVE BUILDING ENVELOPE FROM NORTHWOOD ROAD

THE URBAN DESIGN APPROACH

The Planning Proposal is underpinned by extensive Site investigations undertaken by a multi-disciplinary team with expertise in urban design, architecture, urban planning, flora and fauna, demographic analysis and traffic management.

The investigations have culminated in a series of urban design principles for the Site. These principles would be incorporated into a site specific Development Control Plan that would be adopted by Lane Cove Council pending the successful progression of the Planning Proposal.

The artist's impression at Figure 2 has been prepared to illustrate the intended building envelope that the proposed height, FSR and urban design controls could give rise to on the Site.

The urban design approach together with an analysis of the proposed height and FSR controls will be presented at the Community Information Evening on the 20th September 2016. Details about how you can attend this evening are included in this newsletter.





UNDERSTANDING THE GATEWAY PLAN MAKING PROCESS

The statutory planning process that is followed in NSW when changes are required to be made to an Local Environmental Plan (LEP) is referred to as the Plan Making Process.

The preparation and lodgement of a Planning Proposal with Lane Cove Council is the first step in seeking an amendment to the Lane Cove LEP 2009 under the Plan Making Process.

A Planning Proposal precedes a Development Application (DA). Where a DA seeks approval for a specific architectural design, a Planning Proposal seeks approval for amending statutory planning controls.

If the Planning Proposal progresses through the Plan Making Process and the Lane Cove LEP 2009 is amended, Pathways would then progress a Development Application through Lane Cove Council seeking consent for the Pathways Residences Longueville development.

HOW CAN I LEARN MORE ABOUT THE PROJECT?

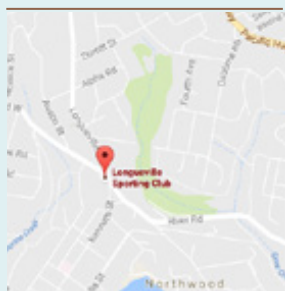
Community attitudes are important to Pathways Residences and we want to ensure that the local community understands the Planning Proposal that is being advanced prior to being lodged with Lane Cove Council.

To assist with aspects of the project we have engaged Urban Concept, a consultancy that specialises in communications for town planning and development projects.

Urban Concepts has developed a range of initiatives to enable you to learn more about the project:

- **PHONE** Urban Concepts on 1800 825 586 during business hours 9am to 5pm Monday to Friday.
- **EMAIL** info@pathwayslonguevilleconsultation.com
- **VISIT** The Project Website www.pathwayslonguevilleconsultation.com to review project information, register your participation for our community information session or ask a question.
- **READ** this Community Newsletter. This is our first newsletter for this project. We will provide further newsletters at later stages of the project.
- **ATTEND** Our Community Information Session on Tuesday 20th September 2016. The Information Session will be 2 hours in duration and will be held from 6-8pm at the 'Diddy' (Longueville Sporting Club). Details about how you can register to attend are set out in this newsletter.

HOW DO I ATTEND THE COMMUNITY INFORMATION SESSION?



The Community Information Session will be held on **TUESDAY 20TH SEPTEMBER 2016**. This session will be held at the **'THE DIDDY' (LONGUEVILLE SPORTING CLUB)** which is located on the corner of Kenneth Street and River Road, Longueville. Light refreshments will be provided.

The session will be held in the evening from **6PM – 8PM**.

At the session the members of our multi-disciplinary team will present their findings and be available to answer your questions:

- **GMU URBAN DESIGN AND ARCHITECTURE** will present the urban design and landscape principles they have developed for the Site;
- **TRAFFIX** will present the findings from their traffic management investigations; and
- **CITY PLAN STRATEGY AND DEVELOPMENT** will explain the proposed amendments to the Lane Cove LEP 2009, the format of the Planning Proposal and the Gateway Plan Making Process.

We would appreciate if you would register your attendance for the information session. Registering helps us to plan for our event ensuring there is sufficient seating and refreshments.

TO REGISTER:

- **EMAIL** info@pathwayslonguevilleconsultation.com
- **VISIT** the project website www.pathwayslonguevilleconsultation.com
- **PHONE** Urban Concepts during business hours (9am-5pm) on 1800 825 586 Monday to Friday.

PATHWAYS RESIDENCES

LONGUEVILLE

Disclaimer: The information and text presented in this newsletter has been prepared by Urban Concepts in conjunction with and has been approved by Pathways Residences ABN 96 093 017 399. Urban Concepts is the trading name for Ambaska Holdings Pty Ltd ABN 96 074 171 065 Director Belinda Barnett, Suite 1A Gunshot Alley, Suakin Drive, Mosman NSW 2088.

Appendix D

Stakeholder Invitation Letter, Stakeholder Tour Reminder & Cancellation Letter

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

14 September 2016

Dear Stakeholder,

PLANNING PROPOSAL FOR PATHWAYS RESIDENCES LONGUEVILLE

YOUR INVITATION TO PARTICIPATE IN OUR FORTHCOMING INFORMATION EVENTS

I am writing to advise you that Pathways Residences is currently preparing a Planning Proposal for a residential aged care facility and community wellbeing precinct for our land holding at 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove. This letter includes details about our project and our upcoming information events. It is important to Pathways Residences that our project has stakeholder and community support. We hope that you or representatives of your organisation will participate in our events. A copy of our first newsletter about this project is also attached.

Pathways Residences is a boutique organisation that provides excellence in care, accommodation and services to older Australians who are no longer able to live independently within our community. The Pathways aged care model balances best practice in architectural and landscape design with award winning community wellbeing and residential care practices. The Pathways approach to aged care has been acknowledged by the Australian Aged Care Quality Agency through their better practice awards.

The care model that Pathways Residences would like to realise at Longueville is based on:

- The development of a 130 bed residential aged care facility that will provide a mix of nursing home style accommodation, a dedicated area for residents who are living with the symptoms of dementia and an area set aside for respite care.. Under Federal Government legislation Pathways must have a bed licence for each nursing home bed within its facility.
- The co-location of allied health, community wellbeing services and neighbourhood shops in a street level precinct to bring pedestrian activity to the site whilst offering residents the opportunity for casual interaction with the broader community.
- A seniors care centre for local residents who are still living independently in the local area so they can visit the day care centre, socialise and enjoy a range of recreational activities.

For Pathways to realise the development of Pathways Residences Longueville, amendments will need to be made to the Lane Cove Local Environmental Plan 2009 (Lane Cove LEP 2009). The LEP did not foresee the demand that would exist in the Lane Cove Local Government Area for aged care accommodation at that time that it was made. The formulation of a Planning Proposal through Lane Cove Council is the first step in advancing an amendment to an LEP under NSW planning law.

Pathways Residences is committed to working with their neighbours, local residents and interested stakeholders as they take this project forward. This is not a speculative development. Pathways build and operate all of their Residences and they want to ensure that they are integrated into the community.

Pathways Residences
PO Box 502 St Leonards NSW 1590
t 02 8437 1700 f 9437 3800 e info@pathways.com.au w pathways.com.au
ACN 079 475 362 ABN 83 079 475 362

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

Accordingly, we are proposing two events to provide you with an opportunity to learn more about Pathways residences and our Longueville Project. These events are:

1. COMMUNITY INFORMATION EVENING

On Tuesday 20th September 2016 we will be holding a Community Information Evening to enable you to learn more about the Planning Proposal, meet representatives of Pathways Residences and the multi-disciplinary project team that is responsible for the preparation of the Planning Proposal documentation. The information evening will be held on:

Tuesday 20th September 2016

6pm - 8pm

at the

"The Diddy" (Longueville Sporting Club)

Corner Kenneth Street and River Road, Longueville.

2. WEDNESDAY 12TH OCTOBER 2016 TOURS OF PATHWAYS RESIDENCES SAILORS BAY

We would like to give you the opportunity to visit Pathways Residences Sailors Bay first hand so that you can understand the style of facility we would like to develop. **On Wednesday 12th October 2016 we will be running tours at 10 am and 4 pm. Each tour will be approximately 1 hour in duration and will conclude with a project briefing about the Pathways Residences Longueville Planning Proposal.** As we are visiting an operating facility we will require you to register your attendance at the tour you wish to attend. Registration details are provided below. On registration we will provide you with further details about the tour. If you require transport we will be running a shuttle bus from Longueville.

3. REGISTRATION

If you would like to attend the information evening and/or the Pathways Residences Sailors Bay Tour, or would care to arrange a time to discuss the project with me, I ask that you liaise directly with Belinda Barnett, Director, Urban Concepts. Pathways Residences has engaged Urban Concepts to facilitate the implementation of our community consultation process. Please phone Belinda on (02) 9964 9655 during business hours or email belinda@urbanconcepts.net.au

I hope that your organisation can participate in our Stage 1 consultation process. The feedback that we receive from our events will help to inform our Planning Proposal documentation prior to it being lodged with Lane Cove Council. I look forward to meeting you in the coming weeks as we work together to take this project forward.

Yours faithfully,



Graeme Skerritt

Managing Director, Pathways Residences

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

6th October 2016

Dear Stakeholder,

PLANNING PROPOSAL FOR PATHWAYS RESIDENCES LONGUEVILLE

REMINDER - YOUR INVITATION TO PARTICIPATE IN OUR FORTHCOMING INFORMATION EVENTS

On the 14th September 2016 we sent you information about the Planning Proposal that Pathways Residences is advancing for their landholdings at 274 and 247a Longueville Road and 4-18 Northwood Road, Lane Cove. Pathways Residences would like to develop a Residential Aged Care Facility and Community Wellbeing Precinct on the site. As you have not sent us an RSVP to our upcoming consultation event we are sending you this reminder.

To help you better understand the project that we are advancing we would like to invite you to tour one of Pathways existing Residential Aged Care Facilities. On Wednesday 22nd October 2016, we will be running tours at 10am and 4pm. Each tour will be approximately 1 hour in duration and will conclude with a project briefing about the Pathways Residences Longueville Planning Proposal.

As we are visiting an operating facility we will require you to register your attendance at the tour you wish to attend. Registration details are provided below. On registration we will provide you with further details about the tour. If you require transport we will be running a shuttle bus from Longueville to Sailors Bay please advise us at the time of registration.

I hope that your organisation can participate in our site tour. The feedback that we receive from our consultation events will help to inform our Planning Proposal documentation prior to it being lodged with Lane Cove Council. I look forward to meeting you as we work together to take this project forward.

Yours faithfully,



Graeme Skeritt

Managing Director, Pathways Residences

TO REGISTER FOR A SITE TOUR ON THE 12TH OCTOBER 2016

If you would like to attend the Pathways Residences Sailors Bay Tour, or would care to arrange a time to discuss the project with me, I ask that you liaise directly with Belinda Barnett, Director, Urban Concepts. Pathways Residences has engaged Urban Concepts to facilitate the implementation of our community consultation process. Please phone Belinda on (02) 9964 9655 during business hours or email belinda@urbanconcepts.net.au.

Follow the link below to view the community newsletter:

<http://pathwayslonguevilleconsultation.com/downloads/UCPathways.pdf>

Pathways Residences
PO Box 502 St Leonards NSW 1590
t 02 8437 1700 f 9437 3800 e info@pathways.com.au w pathways.com.au
ACN 079 475 362 ABN 83 079 475 362

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

11 October 2016

Dear Stakeholder,

On 14th September 2016 and the 6th October 2016 we sent you a letter advising you of the new aged care facility and community wellbeing precinct Pathways Residences would like to develop at 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove. These letters also invited you to participate in a site tour of Pathways Residences Sailors Bay on Wednesday 12th October 2016.

The tour was a consultation initiative we were advancing to promote understanding about the aged care facility we seek to develop on our landholdings at Lane Cove. Unfortunately, we have not received any RSVP's to participate in the tour and as such we have now made the decision to cancel the event that was scheduled to occur tomorrow.

If you would like to discuss any aspect of this project with me I invite you to liaise directly with Belinda Barnett, Director, Urban Concepts to arrange a mutually convenient time. Pathways Residences has engaged Urban Concepts to facilitate the implementation of our community consultation process. Please phone Belinda on (02) 9964 9655 during business hours or email belinda@urbanconceptst.net.au

We are committed to working with our neighbours, local residents and interested stakeholders as we take our vision forward and we will continue to keep you informed as we progress our Planning Proposal through Lane Cove Council.

Yours faithfully,



Graeme Skerritt
Managing Director
Pathways Residences

Pathways Residences
PO Box 502 St Leonards NSW 1590
t 02 8437 1700 f 9437 3800 e info@pathways.com.au w pathways.com.au
ACN 079 475 362 ABN 83 079 475 362

Appendix E - Resident Meet & Greet Letter



13 September 2016

Dear Neighbour,

**INVITATION TO ATTEND A COMMUNITY INFORMATION EVENING
TO EXPLAIN THE PLANNING PROPOSAL FOR PATHWAYS RESIDENCES LONGUEVILLE**

I am writing on behalf of the Pathways Residences to invite you to a Community Information Evening we are holding on Tuesday 20th September 2016 to explain the Planning Proposal that Pathways will lodge with Lane Cove Council in the coming months for a residential aged care facility and community wellbeing precinct on the land holding at 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove. Further information about the Planning Proposal and the information evening is contained in the enclosed newsletter.

Pathways Residences is a boutique organisation that provides excellence in care, accommodation and services to older Australians who are no longer able to live independently within our community. The Pathways aged care model balances best practice in architectural and landscape design with award winning community wellbeing and residential care practices. The Pathways approach to aged care has been acknowledged by the Australian Aged Care Quality Agency through their better practice awards.

The care model that Pathways Residences would like to realise at Longueville is based on:

- The development of a 130 bed residential aged care facility that will provide a mix of nursing home style accommodation, a dedicated area for residents who are living with the symptoms of dementia and an area set aside for respite care. Under Federal Government legislation Pathways must have a bed licence for each nursing home bed within its facility.
- The co-location of allied health, community wellbeing services and neighbourhood shops in a street level precinct to bring pedestrian activity to the site whilst offering residents the opportunity for casual interaction with the broader community.
- A seniors care centre for local residents who are still living independently in the local area so they can visit the day care centre, socialise and enjoy a range of recreational activities.

For Pathways to realise the development of Pathways Residences Longueville, amendments will need to be made to the Lane Cove Local Environmental Plan 2009 (Lane Cove LEP 2009). The LEP did not foresee the demand that would exist in the Lane Cove Local Government Area for aged care accommodation at that time that it was made. The formulation of a Planning Proposal through Lane Cove Council is the first step in advancing an amendment to an LEP under NSW planning law.

Pathways Residences is committed to working with their neighbours, local residents and interested stakeholders as they take this project forward. This is not a speculative development. Pathways build and operate all of their Residences and they want to ensure they are integrated into the broader community.

Suite 1A Gunshot Alley Suakin Drive Mosman NSW 2088 PO Box 495 Milsons Point NSW 1565
t 02 9964 9655 f 02 9964 9055 m 0438 233 022 e info@urbanconcepts.net.au w urbanconcepts.net.au
Ambaska Holdings T/A Urban Concepts ACN 074 171 065 ABN 96 074 171 065

We will be holding a Community Information Evening to enable you to learn more about the Planning Proposal, meet representatives of Pathways Residences and the multi-disciplinary project team that is responsible for the preparation of the Planning Proposal documentation. The information evening will be held on:

Tuesday 20th September 2016

6pm - 8pm

at the

"The Diddy" (Longueville Sporting Club)

Corner Kenneth Street and River Road, Longueville.

We would appreciate if you would register to attend the Information Evening as this helps us to plan for our event by ensuring we have sufficient seating and refreshments. **To register please phone Urban Concepts during business hours (9am-5pm) on 1800 825 586 or email info@pathwayslonguevilleconsultation.com**

On behalf of Urban Concepts and Pathways Residences, I hope that you can attend the information evening and I look forward to meeting you and to hearing your views about the Pathways Residences Longueville Project.

Yours faithfully,



Belinda Barnett
Director, Urban Concepts

Appendix F

Community Information Session PowerPoint Presentation



Community Information Session Pathways Residences Longueville Planning Proposal

20 September 2016

6pm – 8pm

PATHWAYS
RESIDENCES

Introducing the Site



Current Status of Project

- There is no architectural scheme. This is not a development application.
- The community is being asked to participate in a process to understand the proposed residential aged care and community wellbeing, Planning Proposal.
- The findings from this consultation will inform the preparation of the Planning Proposal.
- The Planning Proposal is expected to be lodged with Lane Cove Council in the coming months.

PATHWAYS

RESIDENCES

Agenda

Part 1 (allow 50 minutes)

Introduction

- *Belinda Barnett, Director, Urban Concepts*

Introducing Pathways Residences

- *Graeme Skerrett, Managing Director*

Explanation of the Planning Proposal

1. Site Analysis, Urban Design Approvals and Proposed Building Envelope

- *Gabrielle Morrish, Director, GMU Design & Architecture*

2. The Proposed Amendments to the Lane Cove Local Environment Plan 2009 and the Plan Making Process

- *Sue Francis, Executive Director, City Plan Strategy and Development*

3. Explanation of Traffic Management Investigation

- *Traffix*

Part 2 (allow 50 minutes)

- Facilitated Question and Answer

PATHWAYS

RESIDENCES

The Project Team

PROPONENT

- Pathways Residences
- Pathways Property Group

URBAN DESIGN

- GMU Urban Design & Architecture

ARCHITECTURAL MODELLING

- Morrison Design Partnership Architects

FLORA AND FAUNA

- Cumberland Ecology

ARBORIST

- Norcue

URBAN PLANNING

- City Plan Strategy and Development

TRAFFIC MANAGEMENT

- Traffix

PATHWAYS
RESIDENCES

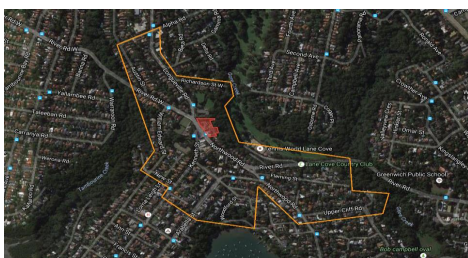
The Purpose of this Session

- To introduce Pathways Residences.
- To explain the Pathways Aged Care Model.
- To explain the Pathways Residences Longueville Development Vision.
- To detail the urban design analysis that underpins the Development Vision.
- To explain the Planning Proposal and the amendments that are being sought to the Lane Cove Local Environment Plan 2009 Planning Controls.
- To understand community and stakeholder attitudes to the proposal.
- To commence a positive dialogue for going forward.

PATHWAYS
RESIDENCES

Stage 1 Pre Lodgment Communication Initiatives

- Communication Plan
- 1800 Number
- Preparation of Community Newsletter
(1000) newsletters



Resident Notification Area Map

- Establishment of Project Email and Website
info@pathwayslonguevilleconsultation.com
www.pathwayslonguevilleconsultation.com
- Community Information Sessions
 - Resident Meet & Greet
 - Stakeholder Tour Pathways Residences Sailors Bay
 - Community Information Evening
- Community Consultation Report

PATHWAYS
RESIDENCES

Guidelines

- Remember to switch off mobile phones.
- The session will be of 2 hours duration.
- No questions please during the presentation.
- Every idea is valid – respect the views of others even if you may not always agree.
- Questions unable to be answered will be taken on notice.
- All comments and questions will be recorded by Urban Concepts and issued to participants.
- We will only record your names when we are authorised to do so.
- This is not a political meeting. It is an information evening, no resolutions or motions will be passed.

PATHWAYS
RESIDENCES



Introducing Pathways Residences

- Pathways Residences, Managing Director, Graeme Skerritt

PATHWAYS
RESIDENCES

Introducing Pathways Residences

- Boutique approach to aged care
- We are very proud to own and operate:
 - Pathways Killara Gardens
 - Pathways Sailors Bay
 - Pathways Cronulla Seaside
 - Pathways Cronulla Pines
- Our vision is to create beautiful architectural spaces that are designed and built solely for our residents care, comfort and enjoyment

PATHWAYS
RESIDENCES

Pathways Residences Our Charter

Harmony,
Respect
&
Trust

PATHWAYS

RESIDENCES

Pathways Residences Our Care Model

- The Pathways approach to aged care focuses on enriching the livelihood of older Australians by recognising the unique place they occupy within our community.
- Our care model has been acknowledged by the Australian Care Quality Agency through their better practice awards.
- Our model balances best practice in architectural and landscape design with award winning community wellbeing and residential care practices.
- We cater for residents who are no longer able to live independently and for residents with symptoms of dementia who require support in managing their everyday life.
- The average age of a Pathways resident is 88 years of age.
- Our residents do not drive.
- All meals and laundry are done on site.
- 3 shifts – 7am to 2pm, 2pm to 10pm and 10pm to 7am

PATHWAYS

RESIDENCES

Our Care Model

1. **Emotional Support**

- Mental wellbeing is paramount
- Every interaction is meaningful
- Understanding the true essences of personhood
- Having a purpose
- Socialisation & belonging
- Respect & self esteem

2. **Innovative Programs**

- Hope U Care Innovative Care Model
- Acronym:
 - Holistic
 - Open Mindedness
 - Personhood
 - Empathy, Emotion & Environment
 - Understanding

PATHWAYS
RESIDENCES

Our Vision

- The development of a 130 bed residential aged care facility (RACF) that will provide a mix of nursing home style accommodation, a dedicated area for residents who are living with the symptoms of dementia and short stay respite care.
- Under Federal Government Legislation we will have a bed license for each nursing home bed.
- The RACF will be co-located with allied health, community well-being services and neighbourhood shops at street level.
- We want to incorporate a senior's day care centre for local residents who are still living independently in the local area so they can visit the centre, socialise and enjoy a range of recreational activities.
- We are not speculative developers.
- We want our project to become a focus for community life and social interaction.

PATHWAYS
RESIDENCES

Pathways Residences – The size of a Residential Aged Care Facility.

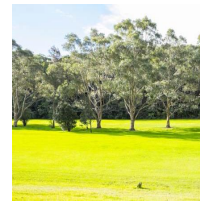
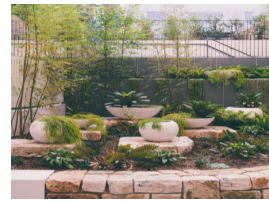
Our residential aged care facilities operate at a consistent scale.

Facility	Number of Beds	Type of Care	Amenities	Parking
Sailors Bay	120	- Nursing home style - Residents suffering symptoms of dementia - Day Care - Respite Care - Palliative Care	- Café - Euroka Wellness Centre - In house Cinema	31
Killara Gardens	105 across 2 buildings, DA to add additional 17 beds	- Nursing home style - Respite Care - Palliative Care	- Euroka Wellness Centre - In house Cinema	21
Cronulla Pines	88 beds, DA to expand to 193 in total	- Nursing home style - Residents suffering symptoms of dementia - Palliative Care	- Café - Euroka Wellness Centre - In house Cinema	22
Proposed Longueville	130	- Nursing home style - Residents suffering symptoms of dementia - Respite care - Day Care - Palliative Care	- Café - Euroka Wellness Centre - In House Cinema - Allied Health	46 (including neighbourhood shops)

Meeting the Demand for Aged Care

- We have an ageing population.
- The over 80 age profile was the fastest growing age group in the demographic profile of the Lane Cove LGA with the number of seniors aged over 85 years having risen by 17% between 2001 to 2006.
- The over 85 age group, based on 2011 data, comprises a larger percentage of the population of the Lane Cove LGA accounting for 2.4% of the population compared with that of the Greater Sydney Area at 1.8% and NSW at 2%.
- The Aged and Community Services Australia (ACSA) Submission to the Federal Government 2014/2015 Budget states:
 - By 2020 we will need 82,000 new aged care beds and over 1.4 million people will require community care. To put this in context there will need to 2.25 new 100 bed residential aged care facilities opened each and every week over the next seven years; (ACS 2014/2015 Federal Government Budget Submission*
- As a community it is vital that we actively work together to plan for this growing sector of the seniors housing market.
- Pathways Residences RACF will enable seniors to stay within their local community.

PATHWAYS
RESIDENCES

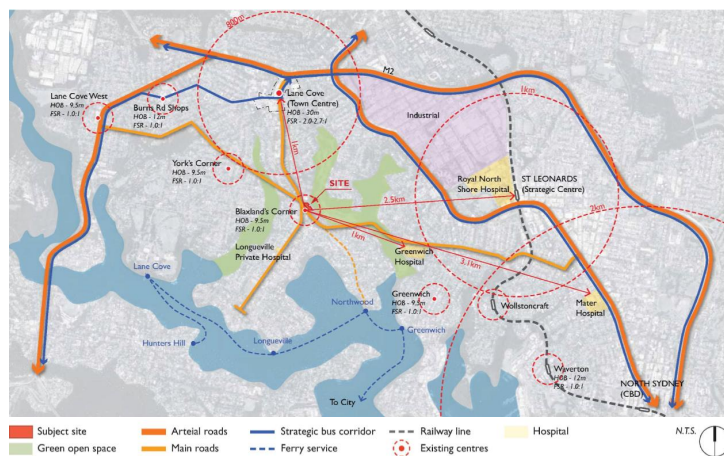


Urban Design Guidelines and Proposed Envelope

- GMU Urban Design and Architecture, Director, *Gabrielle Morrish*

PATHWAYS
RESIDENCES

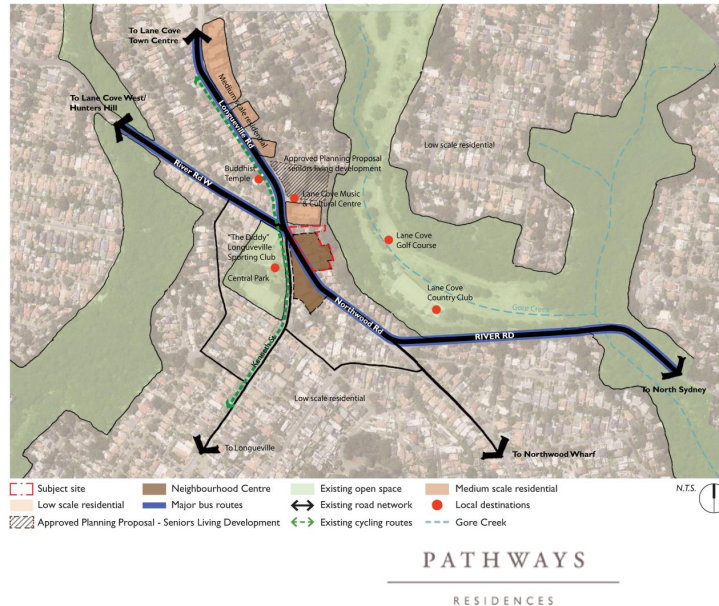
Regional Context



- Blaxland's Corner
 - Neighbourhood centre
 - Cross roads
 - Well connected
 - Kenneth Street is the core
 - Northwood Road not contributing to sense of place
- Proximity to facilities
 - Medical/hospital
 - Local retail
 - Lane Cove Town Centre
 - Bus and road links
- Opportunities
 - Improve ambience of Northwood Road
 - Job creation
 - Aged care for the local community

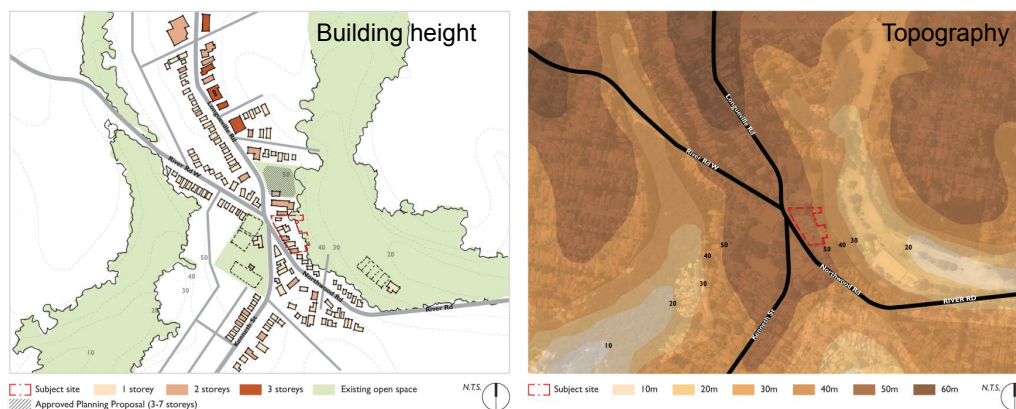
PATHWAYS
RESIDENCES

Local Context



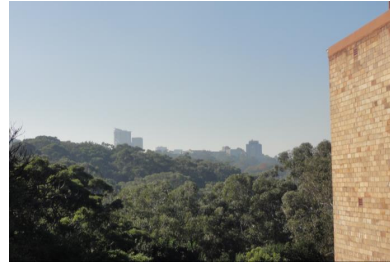
- Site – eastern side of neighbourhood centre
- Northwood Road – bus services, vehicle noise
- Proximity to
 - Longueville Sporting Club
 - Central Park
 - Music & Cultural Centre
 - Golf Course & Country Club
 - Churches
- Sloping topography
- Bushland edge

Built Form Character



- South & west - 1-2 storey residential dwellings
- North (east) - 2-3 storey residential flat buildings along 'spine' roads
- Different form for centre
- Centre's on the ridge

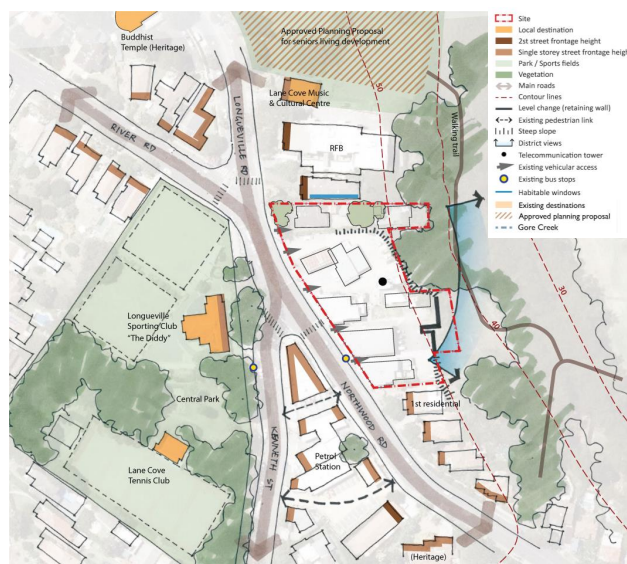
Visibility and Views



- Vistas – travelling north, exiting from Kenneth Street
- Bushland and district views from site
- Mark the centre at cross road

PATHWAYS
RESIDENCES

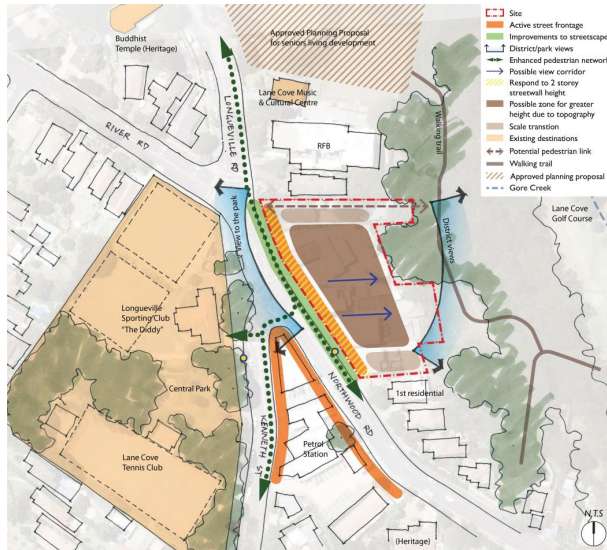
The Site Constraints



- Bushland edge to the east
- 2-3 storey flats to the north
- Habitable windows
- Single storey dwelling to the south
- Intersection
- 11m fall
- Telecommunication tower
- Poor connectivity & pedestrian environment

PATHWAYS
RESIDENCES

The Site Opportunities



PATHWAYS
RESIDENCES

- Support local community with aged care
- Harmonious scale
- Enliven eastern side of centre
- Reinforce presence of the centre
- Improve pedestrian amenity
- Frame bushland/district views
- Respond to 'fine grain' lot subdivision
- Opportunity retain existing local business
- Reduce vehicle crossings
- Connect to walking trail

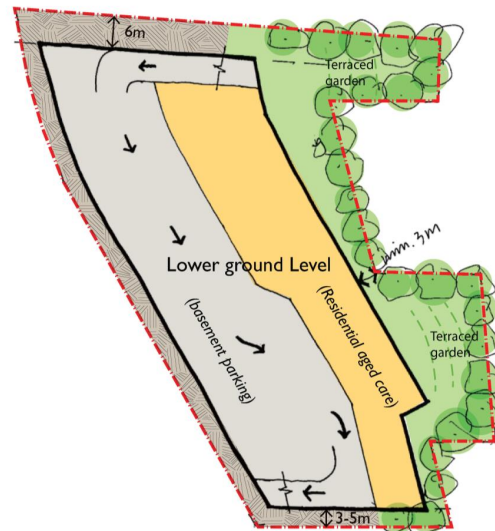
The Vision



PATHWAYS
RESIDENCES

Indicative Basement Level

- Varying setbacks



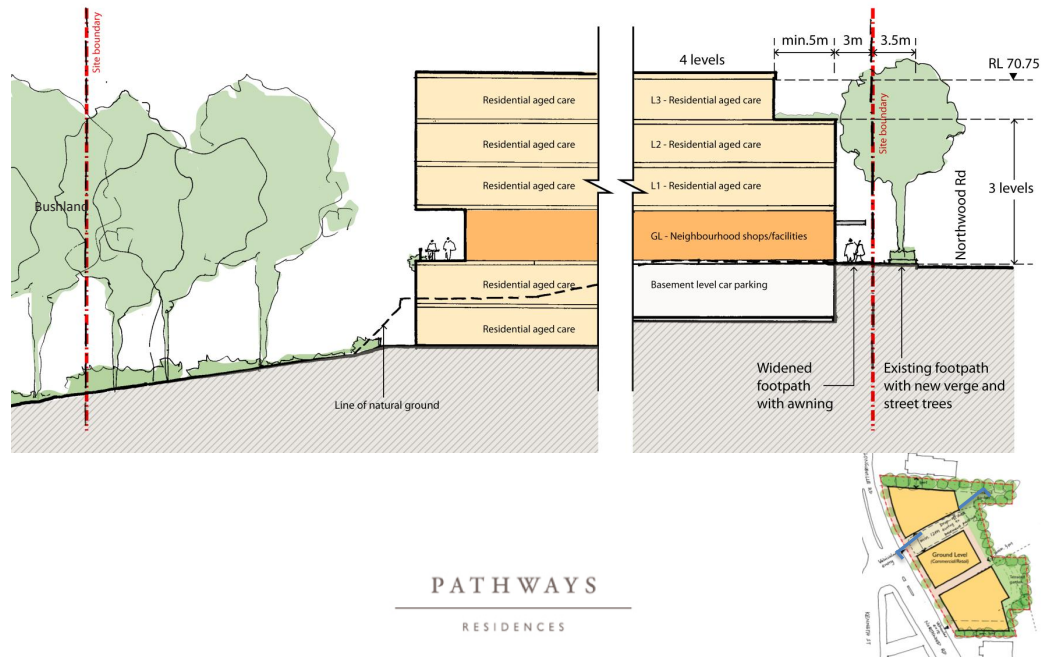
Indicative Street Level

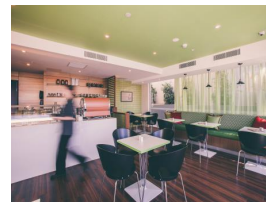


- Neighbourhood shops
- Street trees, wider footpaths
- Possible
 - Vet clinic
 - Medical centre
 - Café
- Setbacks
 - North – 6m
 - South – 10m
 - Northwood Road – 3m
- 2 vehicle access
- 2 laneway/links

PATHWAYS
 RESIDENCES

Indicative Section





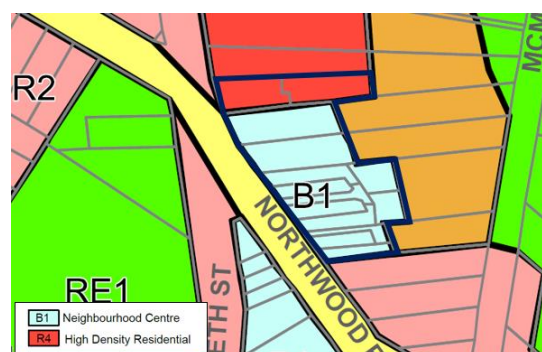
The Planning Proposal Amendments & Plan Making Process

- City Plan Strategy & Development, Executive Director, Sue Francis

PATHWAYS
RESIDENCES

Why is a Planning Proposal required?

- Current Zoning - R4 High Density Residential and B1 Neighbourhood Centre.
- 'Seniors housing' is only currently permissible in the R4 Zone.
- The purpose of the PP is to permit 'seniors housing' in the 'B1 Zone' and to trigger the provisions of the Seniors SEPP.



PATHWAYS
RESIDENCES

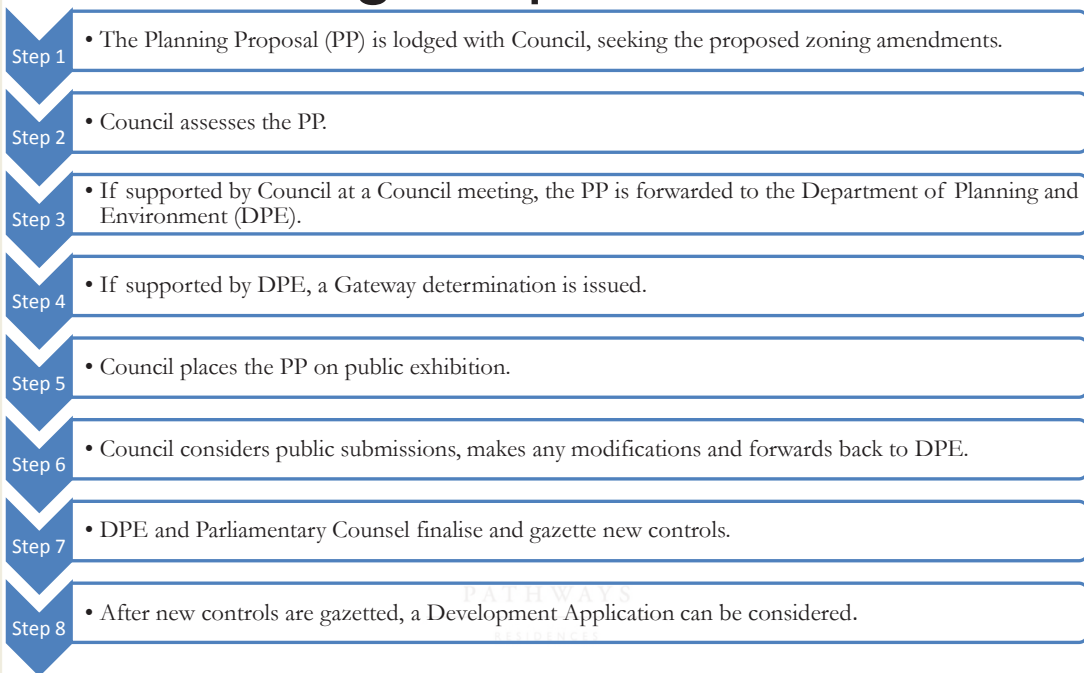
Why is a Planning Proposal required?

- 'Seniors Housing' is generally permissible within other 'B1 Zones' as outlined by other Council LEPs including Leichhardt, Bankstown, Botany Bay, Gosford, Hawkesbury, Kogarah, Mosman and Randwick.
- The Seniors Housing SEPP does not outline a maximum FSR. It is therefore also proposed to establish a maximum FSR and height (RL) for the site, due to its sloping character.

PATHWAYS

RESIDENCES

Planning Proposal Process



Community Participation

The community has several opportunities to provide input and feedback – including at the following stages:

- Now, to assist with the framing of the Planning Proposal and the proposed new controls for the site;
- During the Planning Proposal's public exhibition stage; and
- Development Application Stage, when the detailed plans are on exhibition.

PATHWAYS
RESIDENCES

Prior Development Proposal

As you all may be aware, another PP was lodged by EG Property Group in 2012. The below table provides a comparison between that PP and the current proposal.

	Previous PP	Pathways Proposal
Proposed zoning	B1 Zone (entire site)	No change
No. of levels at street frontage	5 levels	3 levels
Street Setbacks	0 metres	3 metres
Side Setbacks	1-7.5 metres	6-9 metres
View Corridors	No view corridors.	Two view corridors could be provided to the adjacent public reserve, providing opportunities for public plazas and outdoor dining.
Public Access/dedication	Public access to bushland through land dedication	Public access to bushland through land dedication
Use of public land	Proposed to use part of the Council open space land as an Asset Protection Zone	Not proposing to use any public land.
No. of Basement Parking Levels	2 basement levels	1 basement level
FSR	2.25:1	1.98:1
Proposed development	Speculative development, proposing residential apartments with a supermarket at the basement level.	Purpose built development, proposing a residential aged care facility, with a possible medical centre, cafes, neighbourhood shops and a relocated veterinary.
Car Parking Provision	175 spaces	46 spaces



Traffic Management

- Traffix, Director, Graham Pindar

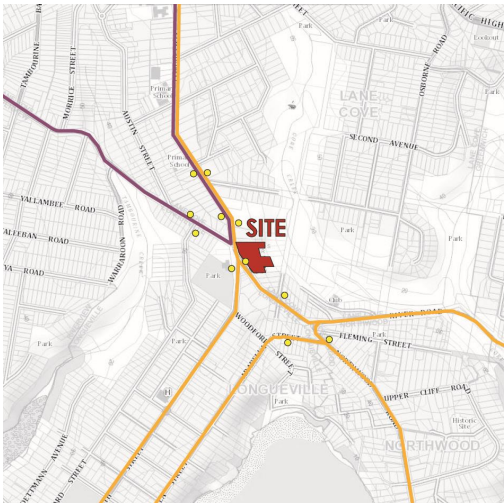
PATHWAYS
RESIDENCES

Study Methodology (RMS Guidelines)

- Updated traffic counts (AM + PM) at critical intersections
- Review existing conditions
- Assess development impacts:
 - Traffic generation (RMS Guidelines + Pathways)
 - Intersection Performances
 - Environmental Amenity
 - Access Arrangements
 - Parking Assessment
 - Internal Design
 - Road Safety

PATHWAYS
RESIDENCES

Location



 Bus Stop

Route 261
Lane Cove to City

Route 253
Riverview to City via
Freeway

Route 254
Riverview to City via
North Sydney

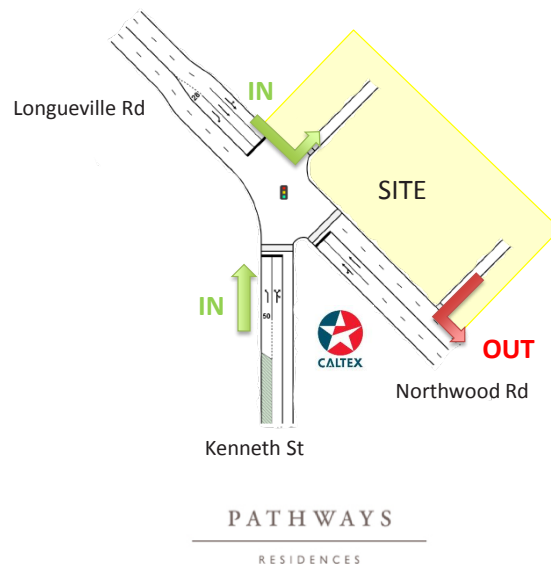
PATHWAYS
RESIDENCES

Existing Access



PATHWAYS
RESIDENCES

Proposed Access



Parking

- The parking currently on-site is informalised, in the order of 40 spaces.
- Pathways will provide basement car parking in the order of 50 spaces*.
- Parking will comply with Council's Development Control Plan.
- All delivery and waste collection vehicles will be accommodated off-street.

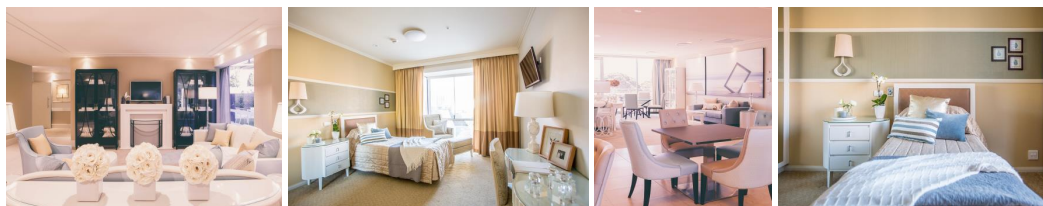
* The previous planning proposal sought to provide 175 parking spaces.

PATHWAYS
RESIDENCES

Traffic Impacts



PATHWAYS
RESIDENCES



Facilitated Question and Answer

- Urban Concepts, Director, Belinda Barnett

PATHWAYS
RESIDENCES

Appendix G

Project Website and Website Diagnostics



INTRODUCING PATHWAYS RESIDENCES

DELIVERING EXCELLENCE IN AGED CARE AND COMMUNITY WELLBEING FOR OLDER AUSTRALIANS

Pathways Residences is a boutique organisation that provides excellence in care, accommodation and services to older Australians who are no longer able to live independently within the community. The charter of the organisation is founded on the principles of harmony, respect and trust.

Since 2001 Pathways has established four residential aged care facilities in the Sydney Metropolitan Area: Pathways Residences Sailors Bay, Pathways Residences Killara Gardens, Pathways Residences Cronulla Pines and Pathways Residences Cronulla Seaside.

Pathways has selected the Lane Cove Local Government Area (LGA) as the location of its fifth residential aged care facility- Pathways Residences Longueville. The site for our new facility is 274-274a Longueville Road and 4-18 Northwood Road, Lane Cove.

[Read More](#)

PHOTOGRAPH 1: PATHWAYS RESIDENCES SAILORS BAY, NORTH BRIDGE



LATEST NEWS

Register
for the
COMMUNITY
CONSULTATION SESSION
6-8pm
Tuesday 20th September 2016

[Read More](#)

View
the
NSW GOVERNMENT SENIORS
HOUSING POLICY

[Read More](#)

View
the
PATHWAYS RESIDENCES
WEBSITE

[Read More](#)



PATHWAYS RESIDENCES AGED CARE MODEL

The Pathways approach to aged care focuses on enriching the livelihood of older Australians by recognising the unique place they occupy within the Pathways community. The Pathways care model has been acknowledged by the Australian Aged Care Quality Agency through their better practice awards.

[Read More](#)

MEETING THE DEMAND FOR AGED CARE

Lane Cove Council Seniors Social Plan 2010-2014, states that 'the over 80 age profile was the fastest growing age group in the demographic profile of the Lane Cove LGA with the number of seniors aged over 85 years having risen by 17% between 2001 to 2006

[Read More](#)





THE SITE

The Pathways Residences Longueville Site measure 5,002.8 square metres in area and comprises the properties at 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove.

[Read More](#)

Community Consultation Information Session Registration

Pathways Residences invites you to join in the community information process to guide the future development of their land holdings located at 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove.

The Community Information Session will be held on **TUESDAY 20th SEPTEMBER 2016**. This session will be held at the "The Diddy" (Longueville Sporting Club) which is located on the corner of Kenneth Street and River Road, Longueville. Light refreshments will be provided.

The session will be held in the evening from 6pm – 8pm.



Community Information Session

Longueville
Longueville NSW 2066

[View larger map](#)

[Directions](#) [Save](#)

☐ YES, I would like to attend the Community Information Session

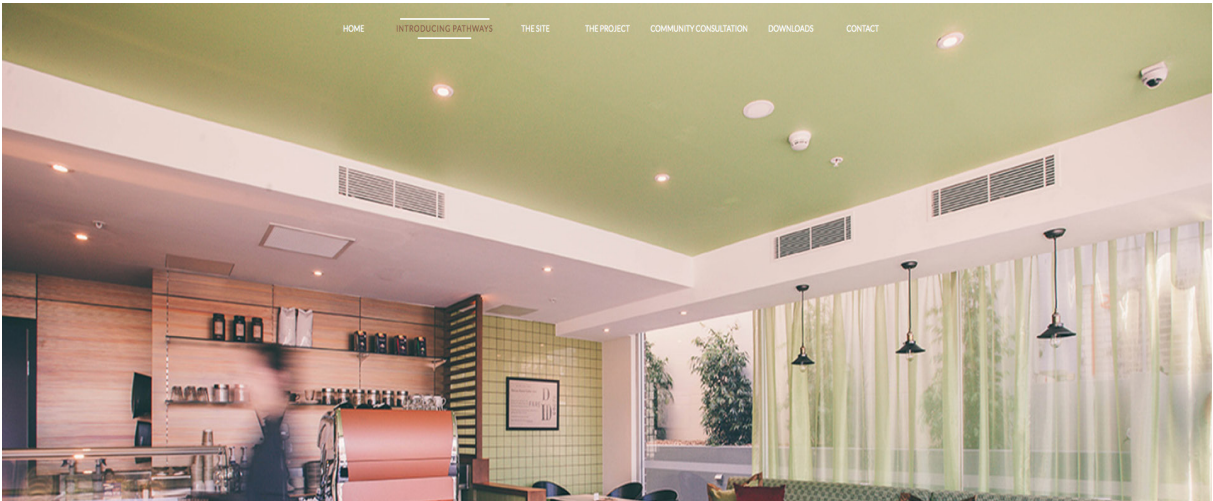
Proposed Site: 274 AND 274a LONGUEVILLE ROAD AND 4-18 NORTHWOOD ROAD, LANE COVE

URBAN CONCEPTS 1800 825 586

[info@](#)

© 2016 URBAN CONCEPTS. All rights reserved





INTRODUCING PATHWAYS RESIDENCES

DELIVERING EXCELLENCE IN AGED CARE AND COMMUNITY WELLBEING FOR OLDER AUSTRALIANS

Pathways Residences is a boutique organisation that provides excellence in care, accommodation and services to older Australians who are no longer able to live independently within the community. The charter of the organisation is founded on the principles of harmony, respect and trust.

Since 2001 Pathways has established four residential aged care facilities in the Sydney Metropolitan Area: Pathways Residences Sailors Bay, Pathways Residences Killara Gardens, Pathways Residences Cronulla Pines and Pathways Residences Cronulla Seaside.

Pathways has selected the Lane Cove Local Government Area (LGA) as the location of its fifth residential aged care facility. Pathways Residences Longueville. The site for our new facility is 274-274a Longueville Road and 4-18 Northwood Road, Lane Cove.

At Longueville we would like to develop a residential aged care facility above a street level community wellbeing precinct comprising neighbourhood shops and services, cafes and allied health uses.

To realise our development vision amendments will need to be made to the Lane Cove Local Environmental Plan 2009 (Lane Cove LEP 2009). The LEP did not foresee the level of demand that would exist within the LGA for aged care accommodation at the time that it was made. The formulation of a Planning Proposal through Lane Cove Council is the first step in advancing an amendment to an LEP under NSW planning law.

In the coming months we will be lodging a Planning Proposal with Lane Cove Council. The Planning Proposal will retain the existing land use zoning of our land but will seek to make seniors housing development permissible on the site together with amendments to the density and height controls pertaining to the land to reflect NSW Government controls for seniors housing.

Pathways understands the sensitivity of developing in local communities and are we committed to working with our neighbours, local residents and interested stakeholders as we take our vision forward.

This website contains important community information to assist your understanding about our project and the Planning Proposal we will be advancing. It also includes details about how you can participate in the community information evening we are holding on Tuesday 20th September 2016 at the 'Diddy' (Longueville Sporting Club).

PHOTOGRAPH 1. PATHWAYS RESIDENCES SAILORS BAY, NORTH BRIDGE



PATHWAYS RESIDENCES AGED CARE MODEL

The Pathways approach to aged care focuses on enriching the livelihood of older Australians by recognising the unique place they occupy within the Pathways community. Our care model has been acknowledged by the Australian Aged Care Quality Agency through their better practice awards.

The model balances best practice in architectural and landscape design with award winning community wellbeing and residential care practices. It caters for residents who are no longer able to live independently and for residents with symptoms of dementia who require support in managing their everyday life.

The average age of a Pathways resident is 88 years of age and our residents do not drive.

The care model that Pathways Residences would like to realise for their Longueville facility is based on:

- The development of a 130 bed residential aged care facility that will provide a mix of nursing home style accommodation, a dedicated area for residents who are living with the symptoms of dementia and an area set aside for short stay respite care. Under Federal Government legislation Pathways must have a bed license for each nursing bed within its facility.
- The co-location of allied health, community wellbeing services and neighbourhood shops in a street level precinct to activate the Site whilst offering residents the opportunity for casual interaction with the broader community.
- A senior's day care centre for local residents who are still living independently in the local area so they can visit the centre, socialise and enjoy a range of recreational activities.

Following the opening of Pathways Sailors Bay Residences in 2013, Pathways determined that market demand in the Lower North Shore Aged Care Sector warranted a second facility within the district. Pathways subsequently acquired its Longueville Road and Northwood Road land holdings in 2015.

It is important to understand that Pathways are not speculative developers of seniors housing. Pathways Residences will develop and operate the proposed Longueville residential aged care facility in accordance with Federal Government legislation and with bed licenses in place.

MEETING THE DEMAND FOR AGED CARE

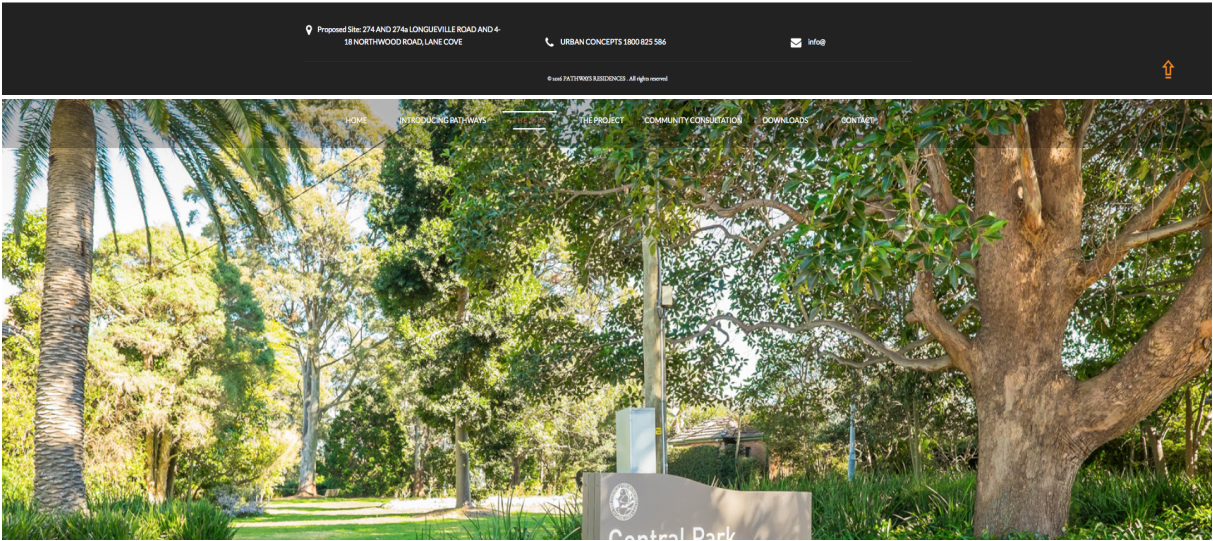
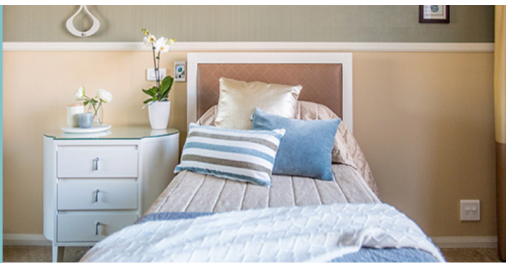
Lane Cove Council Seniors Social Plan 2010-2014, states that ‘the over 80 age profile was the fastest growing age group in the demographic profile of the Lane Cove LGA with the number of seniors aged over 85 years having risen by 17% between 2001 to 2006’.

Research commissioned by Pathways Residences in September 2016 and undertaken by Critical Success Solutions has confirmed that the over 85 age group, based on 2011 data, comprises a larger percentage of the population of the Lane Cove LGA accounting for 2.4% of the population compared with that of the Greater Sydney Area at 1.8% and NSW at 2%.

The Aged and Community Services Australia (ACSA) Submission to the Federal Government 2014/2015 Budget, summarises the current situation facing Australian communities in planning for the accommodation needs of an ageing population:

‘Australia has an ageing population, and as people become frailer in older age many will require care and support in the community or in a nursing home. Currently there are about 184,000 aged care beds and about 1 million older people who use community care in Australia. By 2020 we will need 82,000 new aged care beds and over 1.4 million people will require community care. To put this in context there will need to be 2.25 new 100 bed residential aged care facilities opened each and every week over the next seven years.’

Pathways Residences Longueville will play an important role in addressing this under supply of aged care and accommodation. As a community it is vital that we actively work together to plan for this growing sector of the seniors housing market.



THE SITE

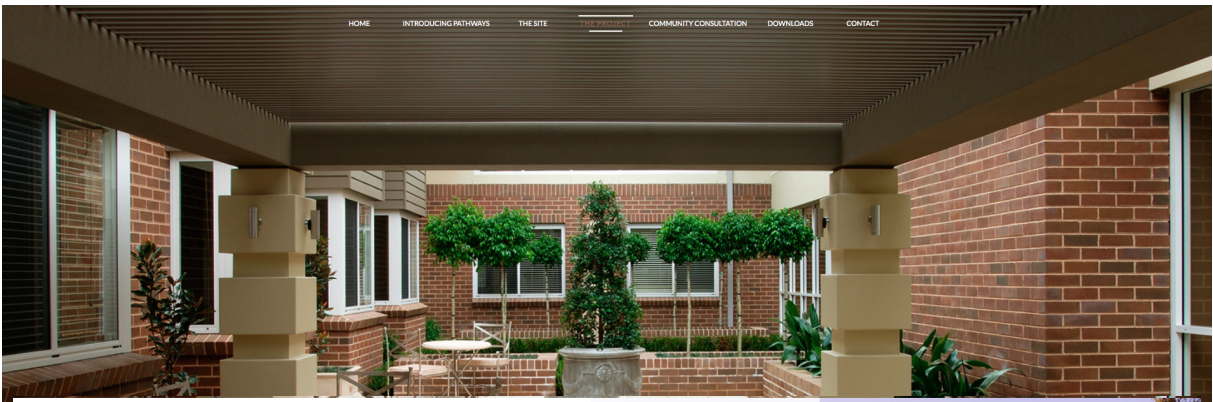
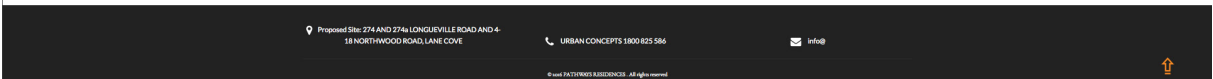
The Pathways Residences Longueville Site measures 5,002.8 square metres in area and comprises the properties at 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove. Refer to Location Plan at Figure 1. The Site is currently occupied by six buildings including single detached houses, a service station, telecommunication monopole and older style shop top housing developments with ground floor service and retail uses. All of the existing buildings will be demolished with the exception of the telecommunication monopole which will stay on the Site.

The Site is bounded by Northwood Road to the west, Lane Cove Country Club and Bushland Reserve to the east, residential flat buildings to the north and single detached houses to the south.

Key features of the Site that make it a desirable location for an aged care and community wellbeing development include:

- In location in the Lane Cove LGA that has a high proportion of its population in the 85 plus demographic profile.
- It is on an established public transport corridor that offers regular bus services. A bus stop is located in close proximity to the Site.
- It is adjacent to an established neighbourhood village that offers level pedestrian access to community facilities, medical facilities, churches and parks.
- It has the ability to deliver a high level of resident amenity with access to district and bushland views and a north easterly orientation to maximise solar access for courtyards and terraces.





THE PROJECT

PATHWAYS DEVELOPMENT VISION

The development vision that Pathways Residences would like to realise for their site is a 130 room multi-storey residential aged care facility built above a street level community wellbeing precinct that incorporates 6-8 neighbourhood shops such as a pharmacy, newsagent, hairdresser, beautician and delicatessen, cafes and allied health services. The existing vet will also be relocated on the site.

A residential aged care facility (RACF) refers to a specialised nursing home style of housing that caters for seniors who are typically over 85 years of age and who are no longer able to live independently or who suffer from the symptoms of dementia.

Locating the RACF above a community wellbeing precinct is important for achieving the social integration of the facility into the local community. The inclusion of neighbourhood shops at street level will activate the site and add vibrancy through the pedestrian movements they will generate. Similarly the incorporation of allied health services for doctors, dentists, podiatrists, physiotherapists and the local vet will reinforce the community wellbeing focus of the development.

Each Pathways RACF is referred to as a Residence as it is designed to provide a caring, comfortable and enjoyable 'home like' environment. Fundamental to the design of each Pathways Residence is:

- Landscaped terraces and courtyards that offer district, bushland or waterviews and morning and afternoon solar access.
- Daily meals prepared by an onsite chef. Pathways understand that dining is as much about the social interaction as it is about the food and dining rooms are designed to reflect restaurant style environments.
- A facility that accommodates daily lifestyle and wellbeing programs that assist residents to socialise so they can find happiness and comfort each day through visits to on site cafes, day spas and beauty salons, outdoor walks, in house cinema and relaxation programs.

It is important to understand that each Pathways Residence must be built to a size that will support the high level of care and service delivery. The optimum size of a Pathways Residence is between 130-150 rooms.



FIGURE 2: ARTIST'S IMPRESSION OF THE INDICATIVE BUILDING ENVELOPE FROM NORTHWOOD ROAD



THE URBAN DESIGN APPROACH

The Planning Proposal is underpinned by extensive site investigations undertaken by a multi-disciplinary team with expertise in urban design, architecture, urban planning, flora and fauna, demographic analysis and traffic management. These investigations have culminated in a series of urban design principles for the Site. These principles would be incorporated into a site specific Development Control Plan that would be adopted by Lane Cove Council pending the successful progression of the Planning Proposal.

The artist's impression at Figure 2 has been prepared to illustrate the intended building envelope that the proposed controls could give rise to on the Site.

The urban design approach together with an analysis of the proposed height and FSR controls will be presented at the community information evening on the 20th September 2016. Details about how you can attend this evening are included on this website.

Please note that if you are unable to attend the information briefing you will be able to view the presentation on the website following the 20th September event.

INTRODUCING THE DESIGN TEAM

Working with Pathways Residences on this project is a multi-disciplinary team. Each team member will prepare a specialist report that will form part of the Planning Proposal documentation that will be lodged with Lane Cove Council. The team members are:

ARCHITECTURE

Morrison Design Partnership Architects is undertaking the architectural modelling to test the building forms that the urban design, height and density controls will give rise to on the site.

URBAN DESIGN

GMU Urban Design and Architecture is responsible for formulating the urban design and landscape controls that will establish a set of development principles and controls to guide for the built form of development on the site.

URBAN PLANNING

City Plan Strategy and Development is preparing the Planning Proposal that will seek approval from Lane Cove Council for amending the Lane Cove LEP 2009.

TRAFFIC AND TRANSPORTATION

Traffix is undertaking the traffic and transportation assessment of the project.

FLORA AND FAUNA ASSESSMENT

Cumberland Ecology is undertaking the ecological flora and fauna assessment of the site.

THE PLANNING PROPOSAL & THE AMENDMENTS BEING PROPOSED TO THE LANE COVE LEP 2009

Realising Pathways Residences development vision requires amendments to be made to the controls that apply to the site. The Lane Cove LEP 2009 at the time that it was made did not foreshadow the demand that would exist within the community for aged care accommodation.

There are two land use zones that currently apply to the Site under the Lane Cove LEP 2009. These zones are R4 High Density Residential and B1 Neighbourhood Centre. The Lane Cove LEP 2009 prescribes a range of land uses that are permissible with consent as well as height and floor space ratio controls for each of these zones.

The Planning Proposal will seek the following amendments to the planning controls relating to the Site under the Lane Cove LEP 2009:

- It will seek to add the land use 'Seniors Housing' to the zoning table for that part of the site that is zoned B1 Neighbourhood Centre. A residential aged care facility is a form of 'Seniors Housing'.
- It will seek to introduce height and floor space ratio (FSR) controls that are applicable to the development of the Site for 'Seniors Housing'. A comparison of the existing and proposed controls is detailed in Table 1.

TABLE 1: EXISTING AND PROPOSED FSR AND HEIGHT CONTROLS

LAND USE ZONE	FLOOR SPACE RATIO		HEIGHT	
	Existing Control	Proposed Control	Existing Control	Proposed Control
B1 Neighbourhood Centre	3:1	1:98:1	RL 65.68	RL 70.750
R4 High Density Residential	1.5:1*	1:98:1	RL 68.18	RL 70.750

* Based on FSR provisions for Vertical Villages prescribed under Clause 43 of the Seniors Housing SEPP
Source: Compiled from information sourced from City Plan Strategy and Development and Morrison Design Partnership

The Planning Proposal also must consider 'State Environmental Planning Policy Housing for Seniors and People Living with a Disability' (Seniors Housing SEPP). This SEPP aims to ensure that 'Seniors Housing' is built to a consistent and appropriate industry standard. The Pathways residential aged care facility would adopt the planning controls and definitions specified in the Seniors Housing SEPP. It should be noted that the SEPP does not specify a maximum FSR control. However, to provide the community with a greater level of certainty Pathways will nominate in the Planning Proposal a maximum FSR control to apply to the Site. A copy of the Seniors Housing SEPP can be viewed on the [downloads](#) page of this website.

THE PLAN MAKING PROCESS

The statutory planning process that is followed in NSW when changes are required to be made to an Local Environmental Plan (LEP) is referred to as the Plan Making Process.

The preparation and lodgement of a Planning Proposal with Lane Cove Council is the first step in seeking an amendment to the Lane Cove LEP 2009 under the Plan Making Process.

A Planning Proposal precedes a Development Application (DA). Where a DA seeks approval for a specific architectural design, a Planning Proposal seeks approval for amending statutory planning controls.

If the Planning Proposal progresses through the Plan Making Process and the Lane Cove LEP 2009 is amended, Pathways would then progress a development application through Lane Cove Council seeking consent for Pathways Residences Longueville development.





HOW CAN I LEARN MORE ABOUT THIS PROJECT?

Community attitudes are important to Pathways Residences and we want to ensure that the local community understands the Planning Proposal that is being advanced. To assist with aspect of the project we have engaged Urban Concepts, a consultancy that specialises in communications for town planning and development projects.

Urban Concepts has developed a range of initiatives to enable you to learn more about the project:

PHONE Urban Concepts on 1800 825 586 during business hours 9am to 5pm Monday to Friday.

EMAIL info@pathwayslonguevilleconsultation.com

VISIT this website www.pathwayslonguevilleconsultation.com.

READ the Community Newsletter. We have published our first newsletter for this project. We will provide further newsletters at later stages of the project. You can [download](#) the [newsletter](#) from this website.

VIEW the Community Information Presentation. You can view the presentation on the [download](#) page of this website.

COMMUNITY INFORMATION PROTOCOL

Urban Concepts advises that:

- We will maintain a log of all telephone and email enquiries received and prepare a report to Pathways Residences identifying the issues, comments and ideas raised.
- We will ensure that all material forwarded to our offices regarding the project is forwarded through to Pathways Residences for response or for information purposes.
- We will take every care to ensure that comments and submissions raised by the community and stakeholders are faithfully represented and recorded. A report will be prepared documenting these comments and this report will be forwarded to Lane Cove Council as part of the Planning Proposal documentation.
- We will provide a record of comments to all participants who attend the information session. A copy of this record will also be placed on this website.
- We will respond to residents and stakeholders within 48 hours of receiving a question via the feedback form, email or 1800 number.

Disclaimer: The information and text presented in this newsletter has been prepared by Urban Concepts in conjunction with and has been approved by Pathways Residences ABN 96 093 017 399. Urban Concepts is the trading name for Ambaska Holdings Pty Ltd ABN 96 074 171 065 Director Belinda Barnett, Suite 1A Gunshot Alley, Suakin Drive, Mosman NSW 2088.

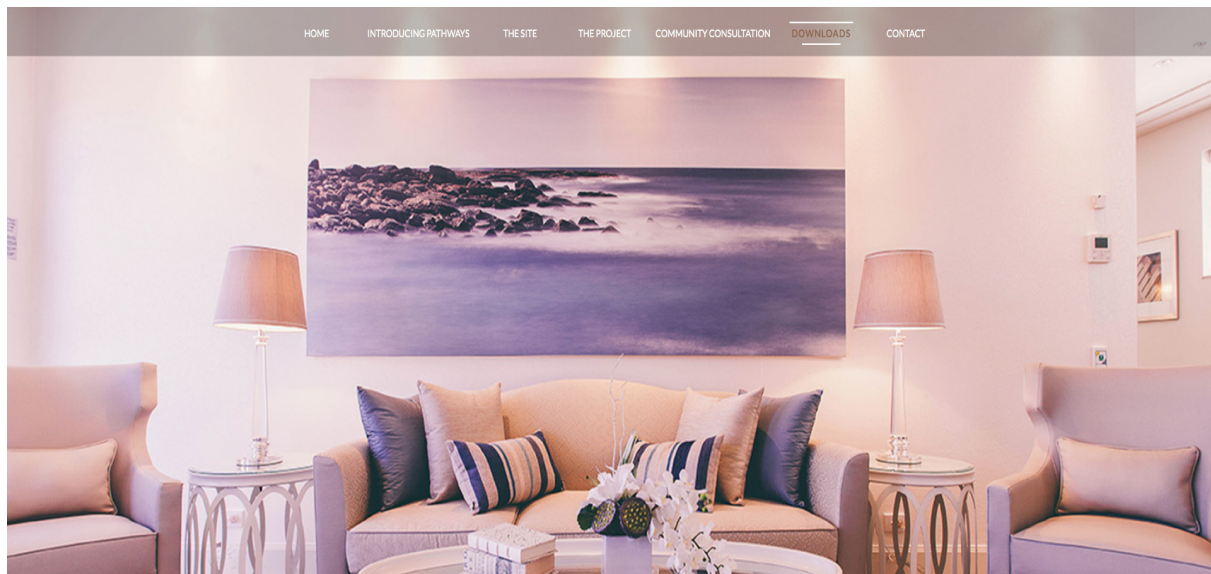
Proposed Site: 274 AND 274a LONGUEVILLE ROAD AND 4-18 NORTHWOOD ROAD, LANE COVE

URBAN CONCEPTS 1800 825 586

info@

© 2016 PATHWAYS RESIDENCES. All rights reserved.





DOWNLOADS

LEGISLATION

[Seniors Housing SEPP](#)
[Lane Cove LEP 2009](#)

PHOTOGRAPHS

FREQUENTLY ASKED QUESTIONS

[Frequently-Asked-Questions.pdf](#)

NEWSLETTERS

[Newsletter 1 – September 2016](#)

Community Consultation Information Session September 2016

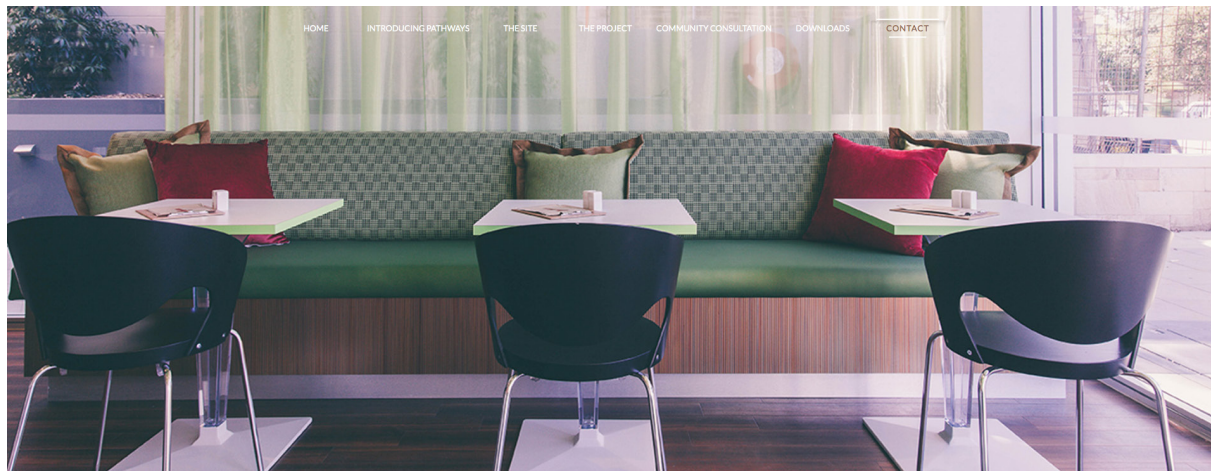
[PowerPoint Presentation](#)

Proposed Site: 274 AND 274a LONGUEVILLE ROAD AND 4-
18 NORTHWOOD ROAD, LANE COVE

URBAN CONCEPTS 1800 825 586

[info@](#)

© 2016 PATHWAYS RESIDENCES. All rights reserved



CONTACT

To find out about this project or ask a question:

☎ 1800 825 586

✉ info@pathwayslonguevilleconsultation.com



Name

Email

Feedback

📍 Proposed Site: 274 AND 274a LONGUEVILLE ROAD AND 4-18 NORTHWOOD ROAD, LANE COVE

☎ URBAN CONCEPTS 1800 825 586

✉ info@

© 2016 PATHWAYS RESIDENCES. All rights reserved

Website Diagnostics

www.pathwayslonguevilleconsultation.com

Weekly Stats Report: 26 Sep - 2 Oct 2016

Project: Pathways Longueville

URL: <http://pathwayslonguevilleconsultation.com>

Summary

	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Total	Avg
Pageloads	45	23	0	4	17	0	0	89	13
Unique Visits	9	7	0	1	6	0	0	23	3
First Time Visits	1	0	0	1	0	0	0	2	0
Returning Visits	8	7	0	0	6	0	0	21	3

Weekly Stats Report: 3 Oct - 9 Oct 2016

Project: Pathways Longueville

URL: <http://pathwayslonguevilleconsultation.com>

Summary

	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Total	Avg
Pageloads	37	7	3	8	24	24	2	105	15
Unique Visits	20	4	2	6	3	3	2	40	6
First Time Visits	1	0	0	4	1	2	1	9	1
Returning Visits	19	4	2	2	2	1	1	31	4

Weekly Stats Report: 10 Oct - 16 Oct 2016

Project: Pathways Longueville

URL: <http://pathwayslonguevilleconsultation.com>

Summary

	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Total	Avg
Pageloads	0	0	49	20	18	1	0	88	13
Unique Visits	0	0	25	8	5	1	0	39	6
First Time Visits	0	0	21	2	0	0	0	23	3
Returning Visits	0	0	4	6	5	1	0	16	2

Website Final Diagnostics

www.pathwayslonguevilleconsultation.com

Summary - www.pathwayslonguevilleconsultation.com

Reported period	Year 2016			
First visit	08 Sep 2016 - 19:43			
Last visit	19 Oct 2016 - 10:23			
	Unique visitors	Number of visits	Pages	Hits
Viewed traffic *	<= 143	252	735	3,889

Appendix H

Final Record of Comments

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

17 October 2016

Dear Participant,

FINAL RECORD OF COMMENTS - COMMUNITY INFORMATION SESSION

On behalf of Pathways Residences and Urban Concepts I would like to thank you participating in the Community Information Session held on Tuesday 20th September 2016, to present the Planning Proposal for the proposed Residential Aged Care Facility and Community Wellbeing Precinct that Pathways Residences would like to develop at 274-274a Longueville Road and 4-18 Northwood Road, Lane Cove.

Please find attached the Final Record of Comments arising from the event. I would like to advise that we did not receive any requests to amend the Draft Record that we issued to all participants on the 5th October 2016. The Final Record will be placed onto the project website and will be included in the report that we prepare for submission to Lane Cove Council as part of the Planning Proposal documentation. I would also like to advise you that the PowerPoint design presentation we used at the session has been uploaded onto the project website.

On behalf of Pathways Residences, Urban Concepts and the consultancy team I would like to thank you for your participation and your interest in the project.

Yours faithfully



Belinda Barnett

Director

Urban Concepts

Pathways Residences
PO Box 502 St Leonards NSW 1590
t 02 8437 1700 f 9437 3800 e info@pathways.com.au w pathways.com.au
ACN 079 475 362 ABN 83 079 475 362

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

Final Record of Comments

arising from the

Community Information Session

Held on 20th September 2016

at the 'The Diddy', Longueville Sporting Club

Prepared for

Community Participants

Prepared by

Urban Concepts

September 2016

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

Disclaimer

Urban Concepts has taken every care to ensure that the comments raised by the participants have been faithfully represented and recorded. If there are comments that have not been recorded or recorded incorrectly we apologise for any misunderstanding and advise that it has not been deliberate.

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

Community Information Session

Tuesday 20 September 2016

Urban Concepts advises that 80 people participated in the Community Information Session

Comments Recorded during Question Time

The following comments were recorded during the facilitated question and answer time.

QUESTION	COMMENT/QUESTION	CONSULTNT RESPONSE
1.	The only way for Northbound traffic to access the site is through Woodford/Arabella Street. So this thoroughfare will cop all the traffic?	<u>Graham Pindar, Traffix</u> This is going to be the case with any development on this site for entering traffic originating from River Road and exiting traffic destined to River Road West and Longueville Road. How we are managing this is by proposing an aged care and small ancillary retail development to lower the impacts on traffic. This is one of the best land uses for the site from a traffic perspective.
2.	What is the ceiling height from the floors?	<u>Gabrielle Morrish, GMU Design and Architecture</u> There is a range of ceiling heights. On the ground level it will be 4 metres and that's mainly to be able to get Council's garbage trucks through. The other 3 levels have a 3.5 metre floor to ceiling height. The floors below street level are about 3.25 metres.
3.	Access from the city must come through Woodford/Arabella Streets and access north must go the same way. There is only one lane in Woodford Street because there are cars parked both sides. Arabella/Northwood Road is a hair pin bend and there are accidents all the time. We just can't take any more traffic. It is a bus route as well.	<u>Graham Pindar, Traffix</u> The net increase in traffic in relation to what is currently on that site is about 10 vehicles per hour in the morning (in and out combined) and 30 per hour in the evening (in and out combined). Those trips are dispersed across all the available accesses. When you work the forecasted numbers through the network the increase to traffic on this section of road is not that significant. The environmental goal that the RMS sets, which is the desirable amenity on any residential street is 200 vehicles per hour. None of the roads we have looked at exceed this threshold. There are certainly challenges on this route such as the tight hair pin bend you referred to and there definitely needs to be discussions with RMS to come up with some solutions to this existing problem. I would be surprised if RMS were not already aware of it. We will keep liaising with the RMS.

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

QUESTION	COMMENT/QUESTION	CONSULTANT RESPONSE
4.	Is there a timeline for demolition? Shortest to longest length of time.	<u>Sue Francis, City Plan</u> Unfortunately, our timeline is mostly in the control of Government. The first step is to submit the Planning Proposal and it is anticipated that it would take a minimum of 12-18 months for the required amendment to be made to the Lane Cove Local Environmental Plan. Then there is the development application process after that. We estimate 3 years until demolition.
5.	My mother is at Pathways Northbridge – I know the traffic problems. You say it is only a 10 car increase per hour. You are not addressing the issue of traffic management with Woodford and Arabella Street in your proposal. The small retail shops and staff must increase traffic movements. It must be more. Northbridge carpark is full every day. We need to understand retail uses and trip rates.	<u>Graeme Skerritt, Pathways Residences</u> In terms of the relative change in volumes, this development does not increase traffic substantially. Car parks are designed to meet their peak demand and the activities associated with this development occur throughout the day with visitations and with staff disbursed throughout the day as well. Based on our experience we also have a number of staff travelling to and from work by public transport. <u>Graham Pindar, Traffix</u> The trip rates given are Guidelines that are published by the RMS which are based on traffic surveys undertaken across the city metropolitan area of aged care facilities to arrive at an average rate. We will look at doing surveys at other Pathways developments to confirm that the RMS trip rates are accurate. The RMS also has trip rates for neighbourhood retail and we have applied these to come up with the numbers we have presented to you tonight.
6.	Has Traffix been to Woodford Street on a Friday evening and weekend with sporting events so you can understand what is happening? How do we know what you are proposing is what we will get? You may on sell your site and we get a DA for something else. What guarantees do we have that we will get what you say?	<u>Graham Pindar, Traffix</u> We have actually had automatic traffic counters down for a period of a week so we know exactly what goes on. The traffic data we have presented tonight is now 2 years old but in saying that it is unlikely it has changed much. The counters give flows on an hourly basis 24 hours a day, 7 days a week and they also have classification counters that record the types of vehicles such as buses, trucks. So we have a pretty good database. I think their might be a perception of high volumes of traffic in that street which are probably more associated with the speed of traffic. Because it is a rat run, vehicles generally drive at a higher speed, but this is more of a matter for Councils traffic committee in slowing traffic down. We are aware this is a problem and can imagine Council would be aware of these traffic issues as well. We will have a clear understanding once our new counts are completed.

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

QUESTION	COMMENT/QUESTION	CONSULTANT RESPONSE
6. Cont.		<u>Sue Francis, City Plan</u> The only zoning change we are doing is making 'seniors housing' a permissible land use with consent in the current B1 Zone. Neighbourhood shops are a current permissible use and can be applied to the site without change. The only thing we are adding is 'seniors housing', which generates less traffic. The heights and floor space ratios will only apply to the development of aged care facility on the site. So this should give you comfort as no other uses are permissible other than residential aged care.
7.	Why not appease local residents by removing all retail?	<u>Graeme Skerritt, Pathways Residences</u> We believe retail has a link to the current use of the site. At our other facilities it is important that our residents engage with the broader community. This is why we are proposing community services such as allied health care uses, a café and a wellness centre. We are not talking about retail with real estate agents or anything like that.
8.	Is it a site specific change you are requesting?	<u>Graeme Skerritt, Pathways Residences</u> That is correct. In terms of the retail component one of the things we came to realise at Sailors Bay and our other facilities is the engagement of our residents with the general community and we see that the ancillary elements such as allied health, the café, and wellness centre etc... as important for bring our residents together with the local community. They are also very much focused on providing day care which allows us to introduce people from the community to the facility. Having said all that I hear what you are saying about the traffic, the purpose of this event is to talk to the community and hear your views. It's not about what we think is right or wrong. It is about providing this opportunity for you to talk to us, express your views and ask our specialist team any questions you may have. All of your feedback will be taken on board.
9.	You have not defined to me what a RACF does and who the residents are, do they own/pay rent? We know Lane Cove is awaiting amalgamation. Bus routes have now changed because of the State Government. What proportion of residents are in my age group?	<u>Graeme Skerritt, Pathways Residences</u> That is correct. In terms of the retail component one of the things we came to realise at Sailors Bay and our other facilities is the engagement of our residents with the general community and we see that the ancillary elements such as allied health, the café, and wellness centre etc... as important for bring our residents together with the local community. They are also very much focused on providing day care which allows us to introduce people from the community to the facility. Having said all that I hear what you are saying about the traffic, the purpose of the event is to talk to the

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

QUESTION	COMMENT/QUESTION	CONSULTANT RESPONSE
9. Cont.		community and hear your views. It's not about what we think is right or wrong. It is about providing this opportunity for you to talk to us, express your views and ask our specialist team any questions you may have. All of your feedback will be taken on board.
10.	Why don't you have a roundabout on River Road? It would be beneficial to residents in Woodford and Arabella Streets and solve all your problems. Won't you look at this?	<u>Graham Pindar, Traffix</u> That's a solution, unfortunately it's an expensive solution because acquisition of land would need to take place. It would be a large roundabout and significant land adjustments would need to take place in order for it to be accommodated. I am not saying we are not in favour of it, it may bring many advantages, however, other options and more discussions about this need to be undertaken with Council.
11.	Changes under Seniors Housing are halved and you have doubled it. Why are you increasing FSR limits under the SEPP? Why do you have to change the SEPP? Have you looked at cumulative traffic impacts of other Seniors Housing in the area?	<u>Sue Francis, City Plan</u> As residential flats are permissible on the site the Seniors Housing SEPP establishes a non-refusal provision of 1:1. This is not a development standard. As such, the Seniors Housing SEPP does not establish a maximum FSR. This means that each Seniors Housing project under the SEPP is considered on its merits. <u>Gabrielle Morrish, GMU Design</u> For Pathways to create a sustainable development they need to put the number of proposed beds (130) on the site. The heights needs be higher to allow for the trucks to get through on ground level and for the increased floor to ceiling height that are required for the air conditioning units and services to be installed on the upper levels. <u>Graeme Skeritt, Pathways Residences</u> One of the things we are trying to do is not have trucks and cars parking on the street. This is the first facility we have actually done this to provide for garbage collection, other service deliveries and visitors to all be accommodated from within the site. There is also economic aspects. The Government is advocating for the size of a aged care facility to be bigger. We want to achieve this whilst producing a better design outcome for the community. Council has the strategic role to look at the cumulative traffic impacts of a development. We will work with Council to address this issue.

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

QUESTION	COMMENT/QUESTION	CONSULTANT RESPONSE
12.	I'm all for the buildings and ideas. I don't see a problem with traffic. You are taking away the service station and the cars going into that area will be a lot less with your facility. All that is fabulous and I know your facilities are beautiful and I'm sure this site will be as well. Why is the Telstra tower staying? It is awful. It's not just the visual impact, it's the health impact.	<u>Graeme Skerritt, Pathways Residences</u> We'd also like this tower to be removed however, unfortunately the Telecommunications Act enables Telstra to keep the tower on the site. We have done some work to reduce the visual impact. If we could get rid of it we would but we can only reduce the visual impact of it. We don't have a firm proposal, it will need to be relocated but we are not sure where this will be at this stage. Further liaison will need to be undertaken with Telstra.
13.	I attended a previous meeting for the other Planning Proposal. We don't want cars turning into Arabella/Woodford Streets. Can you push the building back and put turn lanes in?	<u>Graham Pindar, Traffic -</u> The RMS are the consent authority for Northwood Road and the access principles we have are locked in. They've been inherited and that's what we have to work with. With accessibility you want to have as many movements as possible, however the RMS has not given support to allow motorists to turn right when leaving the site.
14.	It is a more sympathetic development compared to the last one but I think you are making the same mistakes by trying to tell us we don't have a problem. E.g. we don't get the less services that you imply. The traffic is also an issue with the right turn into Northwood Road – Arabella Street as it is dangerous. Woodford Road has parking either side. There is no alternative route for traffic to use but to go into Kenneth Street. Can you look again at the roundabout option?	<u>Graeme Skerritt, Pathways Residences</u> We are aware that traffic was always going to be an issue with this site. However, we can use our experience with running these facilities and we can use them as a model. What we are putting to you tonight in terms of traffic might not be the final outcome. There will be a stage where we will review this and might have to undertake an information process with the local community explaining what we based our numbers on and what we think the implications will be.
15.	What about remediation of the service centre site? The last Planning Proposal said there would be no problem.	<u>Graeme Skerritt, Pathways Residences</u> We are aware the site needs remediation. Service stations are obligated under the relative legislation to monitor their tanks. It will be addressed in the development application down the track.

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

QUESTION	COMMENT/QUESTION	CONSULTANT RESPONSE
16.	The parking spaces do not sound like enough. I take your point that there is an existing problem – but I feel that the last Planning Proposal said there wasn't a problem but you need to recognise there is an existing problem and work from that position.	<u>Graeme Skerritt, Pathways Residences</u> We don't have a significant impact on the community, however we do recognise that there may be issues currently in the road system in this area. We aim to comply with RMS and look at how we can address the concerns raised in this forum and by Council.
17.	Traffic going into the service station is easy traffic. When that service station is gone most traffic will come from River Road and do the Arabella street route so we will get a lot more traffic.	<u>Graham Pindar, Traffic</u> We have not taken that traffic entirely off the network. We have removed 20% off the traffic that we consider to be 'local traffic' which is traffic that is associated with the service station and the car repair facility as well.
18.	I run the community Facebook page 'In the Cove'. This is some feedback we received about this project. You are building this through a well-known blackspot. I would not let my mother/daughter walk across this road. Parking is a major concern. People will not use buses because we don't have enough. So you will have to look at another way for people to get to your facility. Have you looked at St Peters aged care? Your 3pm shift is a shocking time with mothers collecting their children from school. Your website is not up and your email is not working.	<u>Belinda Barnett, Urban Concepts</u> Your comments are noted. We will visit your website and Facebook so we understand what is being said about the project in the broader community. Thank you for bringing your website to our attention. The website and email is working. If you are experiencing difficulty need to reset your computer history as it is recognising the holding 'coming soon' page we previously had in place.
19.	It is interesting you have compared the previous proposal to this proposal. With regard to height you say 3 levels but it is actually 4 levels. You are clearly aware you have a problem with bulk and scale. All of Longueville Road is 2-3 storeys. 4 storeys is not appropriate. I would like to see 2 storeys. I appreciate the setback but not having the height more	<u>Sue Francis, City Plan</u> The comparison of height is to give you a measure of what was previously proposed. This development is proposing 3 levels from the street frontage with a 3 metre setback and a widened footpath compared to the previous development which proposed 5 storeys at the street frontage without a setback. The 3 storey level is maintained through the development, with an additional storey further setback at the back of the development.

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

QUESTION	COMMENT/QUESTION	CONSULTANT RESPONSE
19. Cont	than 3 storeys is important to me.	
20.	Parking – We have a lack of street parking. The only people who stop in this area are going to the vet. We thought the last proposal of 175 spaces was insufficient. In terms of 3 storeys, nothing in Longueville Road is 3 storeys so this is still more.	<u>Graham Pindar, Traffic</u> Our intention is to follow the Council's Development Control Plan. However, because it's a guideline we do have the ability to advance an argument for more or in some cases less parking. The approach will most likely take is to undertake surveys of existing Pathways facilities because they are very similar to what is proposed here in the way they operate, the profile of activity and staffing levels. <u>Sue Francis, City Plan</u> The current height control is 9.5 metres so it's permissible to go to three storeys within that. You would also expect from an urban design perspective that a centre would have a scale different from the surrounding residential area. This is mainly because retail normally has a higher ceiling height and you want people to be aware that they are in a centre because it's providing local facilities. It is quite normal for a centre to be one or two storeys higher than the surrounding residential buildings.

Appendix I

Telephone, Email and Feedback Log



Pathways Residences Longueville
Email and Telephone Logs
September & October 2016

Email and Website Feedback Log

Date	Enquiry /Notes
15/09/16	RSVP - Community Information Session
15/09/16	RSVP - Community Information Session
16/09/16	RSVP - Community Information Session
16/09/16	RSVP - Community Information Session
16/09/16	RSVP - Community Information Session
16/09/16	Email Enquiry - A resident required answers to the following questions. The questions were: 1. Have you yet paid the full contract prices for the said parcels of land? If not, when is/ are the settlement date/dates. 2. If you do not succeed in obtaining Council approval for the proposed floor space ratio and height of the building will you submit an amended proposal that complies with the existing controls. If not what do you intend to do with the land? The answers to the questions were emailed to the resident on the Monday 19th September 2016. See Appendix J for answers.
17/09/16	RSVP - Community Information Session
17/09/16	Email Enquiry - A resident required answers to the following questions. These questions were answered on the Monday 19th September. The questions are below: We are the tenants at *** and have the following areas of interest: 1. When do you forecast we need to vacate the premises? In this regard we asked our leasing agent, ***, this question a month or so ago. 2. We have an interest in renewing our tenancy upon project completion as one of the neighbourhood "shops". We don't necessarily need street frontage. 3. With regard to 2. above, when would the project be completed?
17/09/16	RSVP - Community Information Session
18/09/16	RSVP - Community Information Session
18/09/16	RSVP - Community Information Session
18/09/16	RSVP - Community Information Session
18/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
20/09/16	RSVP - Community Information Session
20/09/16	RSVP - Community Information Session
20/09/16	RSVP - Community Information Session
20/09/16	RSVP - Community Information Session
23/09/16	Website Feedback Form Enquiry - The enquiry was about whether Pathways Residences would be interested in discussing any opportunities to sell the Pathways Residences. The enquiry was answered on the 26th September 2016. The individual was advised that 'they are not individual



Pathways Residences Longueville
Email and Telephone Logs
September & October 2016

	apartments but are residential aged care. i.e. nursing home and as such accommodation is not 'sold'.
26/09/16	Website Feedback Enquiry - A local resident was interested in purchasing the retail space at Pathways Residences Longueville development. The resident's details were passed onto the director of Pathways Residences to discuss the potential opportunity.

Telephone Log

Date	Enquiry / Notes
12/09/16	RSVP - Community Information Session
12/09/16	RSVP - Community Information Session
12/09/16	RSVP - Community Information Session
13/09/16	RSVP - Community Information Session
13/09/16	RSVP - Community Information Session
14/09/16	RSVP - Community Information Session
14/09/16	RSVP - Community Information Session
14/09/16	RSVP - Community Information Session
15/09/16	Telephone Enquiry - A resident called who required answers to the following questions, as he was unable to attend the consultation event. His questions were: 1. How many storeys is the development from Northwood Road? 2. How many employees will there be on site? 3. How many car parking spaces will there be? 4. Why is the project called Longueville when it is clearly a Lane Cove address. To this I answered that no one is shying away from the Lane Cove address the naming of the project as Longueville is a branding decision similar to the way the Northbridge facility is referred to as Pathways Residences Sailors Bay. These questions were answered in an email sent back to the resident on the 17th September 2016. We also uploaded answers to these questions on the project website underneath the download's tab under 'frequently asked questions and answer'. See Appendix J.
15/09/16	RSVP - Community Information Session
16/09/16	RSVP - Community Information Session
16/09/16	RSVP - Community Information Session
16/09/16	RSVP - Community Information Session
17/09/16	RSVP - Community Information Session
18/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
19/09/16	RSVP - Community Information Session
20/09/16	RSVP - Community Information Session
21/09/16	Telephone Enquiry - A local resident rang to clarify parking in Woodford Street. They stated that a lot of it is associated with Longueville Sailing Club who only meet on a Saturday in the afternoon for 5 hours. They said Pathways Residences should not worry too much about those comments because the parking is not as bad as they make it out to be.
26/09/16	Telephone Enquiry - They wanted to know if the display unit sign in one of the shops along the development site is for the Pathways Residences Longueville development. Urban Concepts advised them that it was for another development that was occurring in the Lane Cove Area
01/10/16	Telephone Enquiry - Apology from the Hon. Anthony Roberts Office for being unable to attend the events.

Appendix J

Frequently Asked Questions & Answers

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

Frequently Asked Questions

We understand that there will be questions that come to mind about this project as it progresses. Please do not hesitate to forward your questions through to Pathways Residences on the feedback form provided on this website.

Below are answers to questions that we have been asked so far about the project.

Question 1. How many storeys will the development be at the Northwood Road Frontage?

At this stage a specific architectural plan is not being proposed as Pathways Residences must first lodge a Planning Proposal to make 'seniors housing' a permissible land use in the B1 Neighbourhood Centre Zone that applies to the majority of the landholding under the Lane Cove Local Environmental Plan 2009.

Urban design investigations and architectural modelling has been undertaken to determine the most appropriate building form for a 130 bed residential aged care facility. Based on these investigations a maximum height and floor space ratio (FSR) control has been established for the land. The Planning Proposal will look to amend the Lane Cove Local Environmental Plan 2009 to reflect the maximum height and FSR controls.

The height and floor space ratio controls being considered for the site are as follows:

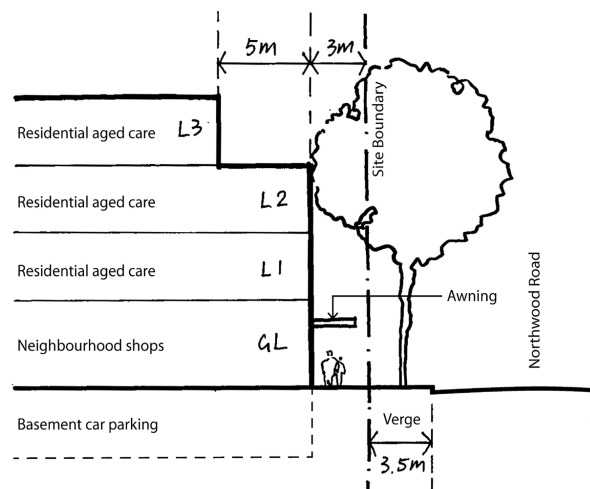
Floor Space Ratio 1.98:1

Maximum Height RL 70.750

Based on these controls the building envelope of the development when viewed from the Northwood Road frontage would result in a building that is setback 3 metres from the front site boundary, rise 3 levels with a top 4th level being setback a further 5 metres (i.e. 8 metres from the front site boundary).

This building form is illustrated by the thumb nail sketch at Figure 1 and the artist's impression at Figure 2.

FIGURE 1 - NORTHWOOD ROAD FRONTAGE SECTION



Source: GMU Design and Architecture 2016

Pathways Residences
PO Box 502 St Leonards NSW 1590
t 02 8437 1700 f 9437 3800 e info@pathways.com.au w pathways.com.au
ACN 079 475 362 ABN 83 079 475 362

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

FIGURE 2 - NORTHWOOD ROAD ARTISTS IMPRESSION



Source: GMU Design and Architecture 2016

Question 2. How many employees would be employed at the proposed residential aged care facility?

Pathways Residences are proposing a 130 bed aged care facility on the site. Based on Pathways Residences Aged Care Model a 130 bed residential aged care facility would require 20 employees to be onsite at any one time.

The staffing of the proposed 6-8 neighbourhood shops and allied health services would be in addition to Pathways employees. We note that the site is already occupied by operating land uses including a service station, shops, commercial services, a vet and residential housing.

Question 3. How many onsite car parking spaces will there be?

All on site car parking, loading dock and servicing will be provided in a single basement level. The traffic impact assessment that informs the Planning Proposal assumes an onsite car parking provision of 46 car parking spaces. We note that the site is large enough to accommodate a greater number of car parking spaces in a single basement level should this be required by Lane Cove Council.

The onsite car parking will be used by staff and visitors of the Residential Aged Care Facility and the neighbourhood shops and allied health services that would operate from the site.

Pathways Residences
PO Box 502 St Leonards NSW 1590
t 02 8437 1700 f 9437 3800 e info@pathways.com.au w pathways.com.au
ACN 079 475 362 ABN 83 079 475 362

PATHWAYS RESIDENCES

LONGUEVILLE

Delivering Excellence In Aged Care And Community Wellbeing

Question 4. Why is the project called Pathways Residences Longueville when it is in Lane Cove?

The proposed name of the facility is a commercial branding and marketing decision of Pathways Residences. While the street address for the land holding that comprises the site is 274 and 274a Longueville Road and 4-18 Northwood Road, Lane Cove the site is well removed from the Lane Cove shopping village.

With the location of the site at the juncture of Northwood Road, Longueville Road and Kenneth Street and given its location on the edge of the Longueville Village and opposite the Longueville Sporting Club, Pathways Residences made the decision to brand the proposed aged care facility Pathways Residences Longueville.

Question 5. Has Pathways paid the full contract prices for the purchase of the landholdings and if not when are the settlement dates?

Pathways Property Group commenced the acquisition of the landholdings that comprise the site in 2015. The contractual details concerning these transactions are 'commercial in confidence' between the Pathways Property Group and the respective vendors.

If by asking this question you are trying to understand whether Pathways Residences is undertaking this project on a speculative basis we can advise that we are not speculative developers. Pathways acquires, develops and operates its own aged care residential facilities. All of our facilities are operated in accordance with Federal Government legislation and with bed licenses in place.

Question 6. If you do not succeed in obtaining Council approval for the proposed floor space ratio and height will you submit an amended proposal that complies with the existing controls?

The Lane Cove Local Environmental Plan 2009 (Lane Cove LEP 2009) did not foreshadow the level of demand that would exist within the Lane Cove Local Government Area for residential aged care at the time of its gazettal. Accordingly, it will be necessary to progress a Planning Proposal to amend the LEP to enable seniors housing to be recognised as a permissible land use on that part of the site that is zoned Neighbourhood Centre B1. A residential aged care facility is a form of seniors housing.

The proposed floor space ratio and height amendments are consistent with the development standards that have been established for residential aged care facilities under the State Environmental Planning Policy Housing for Seniors and People With A Disability 2004 (hereafter referred to as the Seniors Housing SEPP).

As we are both the developer and operator of our aged care facilities we have a unique insight into what constitutes a viable size for a RACF. Viability is important not only for financial performance but also for the success of our aged care model.

When developing our RACF's we must ensure that there is sufficient floor space allocated to nursing home style care, care for residents with the symptoms of dementia and respite care. We must also ensure that there is floor space allocated for amenities that provide our residents a high level of social interaction and enjoyment.

We believe that the proposed height and the floor space ratio amendments reflect a suitable built form and also a viable RACF development outcome. If we do not gain approval for proposed controls, we will continue to work with the Council to understand their concerns and identify a mutually agreeable solution.

Pathways Residences
PO Box 502 St Leonards NSW 1590
t 02 8437 1700 f 9437 3800 e info@pathways.com.au w pathways.com.au
ACN 079 475 362 ABN 83 079 475 362