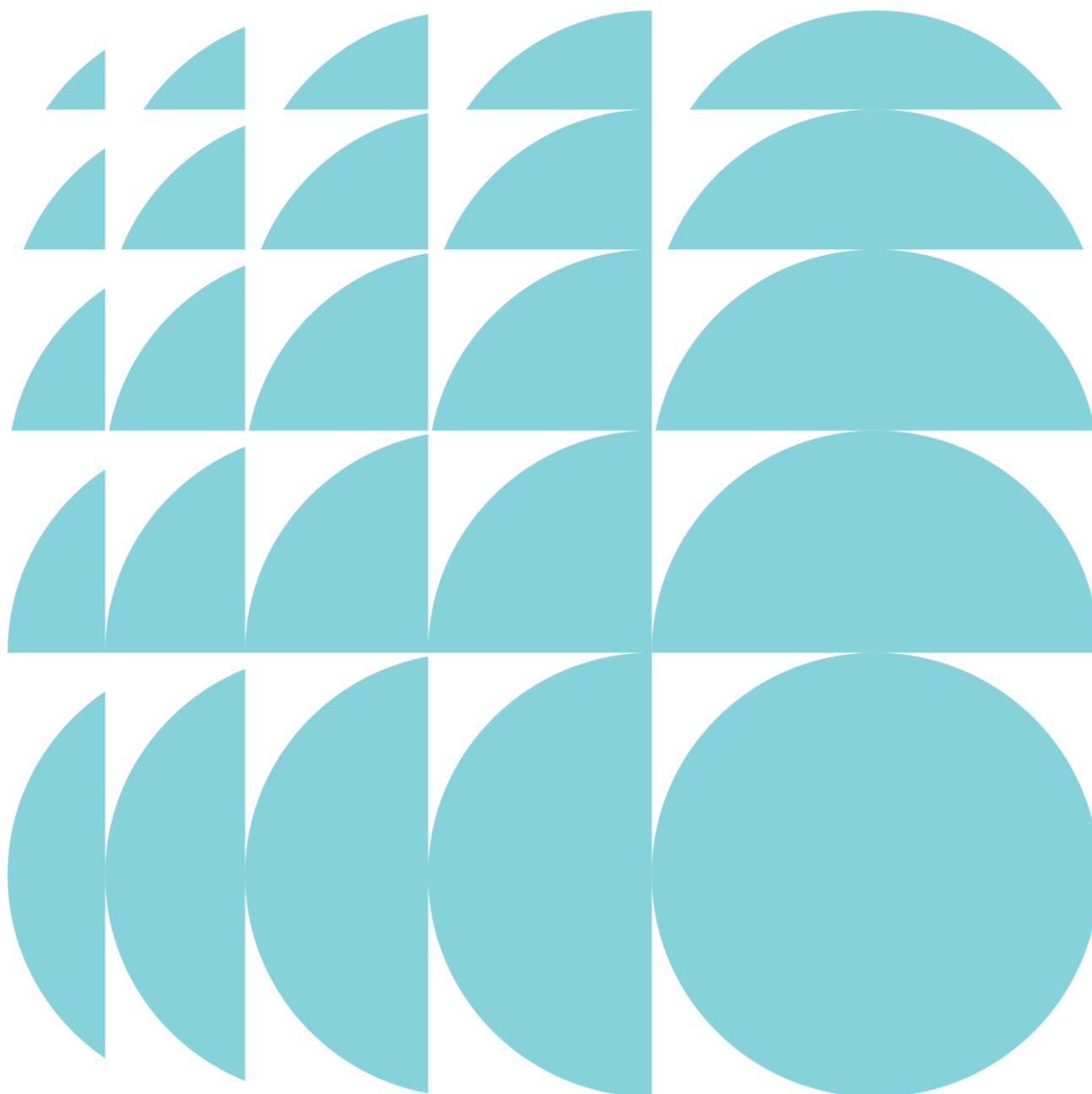


Edgecliff Centre
203-233 New South Health Road,
Edgecliff

On behalf of Longhurst Group

25 September 2020 | 2190968



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1.0 Introduction

Ethos Urban have been engaged by Longhurst Group to prepare the following Community Sentiment Summary Report to guide and support the preparation of a Planning Proposal for 203-233 New South Head Road, commonly known as the Edgecliff Centre.

The Planning Proposal aims to facilitate a Transit Oriented Development (TOD) comprising a mixture of uses that will include residential, commercial and office space, medical uses, retail and car parking. The proposal will see a substantial rise in employment and residential floor space; improved intermodal transport connectivity; enhanced and expanded community facilities; and a revitalised public domain offering.

While community consultation is not a formal requirement to submit a Planning Proposal in accordance with Section 3.34 and Schedule 1 of EP&A Act and *A Guide to Preparing Planning Proposals*, Longhurst Group are committed to ensuring that due care has been taken to consider community needs and sentiment in preparation of the proposal and that intend public consultation to play a key part in developing further detailed plans for the site. The preparation of the Planning Proposal has also been undertaken at the peak of the COVID-19 pandemic, which has restricted the applicant's ability to undertake traditional forms of consultation as well as the appropriateness in engaging the community about future change on the site. Therefore this report focuses on the review and consideration of relevant consultation undertaken previously by other third parties, including Woollahra Municipal Council. It studies feedback received on local planning and development matters of a relevant scale and scope to ensure the proposal incorporates and responds to community aspirations.

The report identifies key consultation outcomes from relevant background engagement activities in the local area and identifies key considerations for the proposed concept scheme to guide the proposals and Longhurst's commitment to community and stakeholder consultation throughout the life of the project.

It seeks to demonstrate that the planning proposal has sufficient strategic compatibility with community and stakeholder aspirations to provide confidence in its strategic merit to proceed to gateway determination by responding to community feedback from strategic planning documents and similar scale developments.

An extensive community and stakeholder engagement program will be implemented during the detailed planning and design of the proposed development following the submission of this Planning Proposal with proposed details outlined in Section 4

1.1 Background

This Community Consultation Summary Report has been prepared on behalf of Longhurst Group in support of a planning proposal for the Edgecliff Centre (the site). The planning proposal will support amendments to the Woollahra Local Environmental Plan 2014 in order to facilitate the future redevelopment of the site for a mixed-use development comprising retail, commercial and medical uses within a podium and residential tower, as well as new public open space and enhanced connections to Edgecliff train and bus stations and local amenities. It will deliver a number of significant benefits to the local community through a transit-oriented development that will reinforce the role of Edgecliff as a key community destination.

Specifically, in order to facilitate the future redevelopment of the site for the intended purpose, the planning proposal seeks to:

- Increase the maximum Height of Buildings development standard from part 6m and part 26m to approximately RL 195m; and
- Increase the maximum Floor Space Ratio development standard from 2.5:1 to 9:1.

The planning proposal is supported by an indicative development concept prepared by FJMT. The concept is indicative only and has been prepared for the sole purpose of demonstrating that the planning proposal can deliver a viable scheme within the amended controls being proposed.

The indicative development scheme includes:

- A total GFA of approximately 44,190 m², comprising:
 - Approximately 15,649 m² of Non-Residential GFA
 - Approximately 28,541 m² of residential GFA;
- Vehicle access from New Maclean Street for both residential and non-residential parking;;
- Mixed use podium comprising commercial office, retail, community and medical /wellbeing uses;
- Residential tower accommodating approx. 235-268 residential apartments pending apartment mix with a total GFA of approximately 28,541 m²;
- Introduction of public community space
- Publicly Accessible Open Green Space expanding the existing foot print of the public domain
- Revitalisation and enhancement of the existing intermodal and transport interchange within the site; and
- Public domain improvements at ground level including plaza adjoining the Transport Interchange entryway.

The proposed development will deliver significant social and economic benefits to the local community as well as broader flow-on benefits within the Sydney metropolitan area.

From an economic perspective, the proposed development will support the local economy through the creation of new housing, employment and business opportunities. The project will stimulate local investment and position Edgecliff as a contemporary, activated and well-connected destination that provides a range of essential services and amenities for the community, supporting essential local economic viability, diversity and future growth.

From a social perspective, the amenity and accessibility improvements the proposal will deliver at this critical transport interchange, along with its mix of services, amenities and opportunities for recreation and socialising will serve to strengthen local liveability, community wellbeing and resilience in multiple, tangible ways.

2.0 Consultation Approach

Despite the absence of a formal requirement for community engagement to be undertaken as part of Planning Proposal, Longhurst had intended to commence a proactive and early consultation program with the community to help inform design concepts. However, the preparation of this Planning Proposal has coincided with the peak of the COVID19 pandemic and the NSW Government's formal social distancing requirements that have precluded any face-to-face community engagement.

In light of the significant barrier for community engagement during the COVID19 pandemic, Ethos Urban has prepared this report to identify any key themes, aspirations or issues already prevalent in the local community relating to similar developments. These themes or issues have been noted and assessed against the concept scheme for the Edgecliff Centre as part of this Planning Proposal.

A formal community consultation program will commence at a later stage of the planning process, expected to occur after a Gateway Determination and aligned to the formal public exhibition period of the Planning Proposal. Longhurst Group has a firm commitment to proactive and genuine two-way engagement with the local community, Council and other key stakeholders throughout the life of this project.

Woollahra Council's Community Engagement Policy 2019 and relevant NSW Government standards of engaging with communities on State Significant projects have been thoroughly reviewed and will be used to guide a future community engagement program that will inform clearly, connect with communities and offer genuine opportunities to input into the decision making process. This consultation program will therefore:

- Ensure that stakeholders and the community have access to clear and factual information about the Project;
- Allow documentable input from stakeholders and the community during the preparation of the Project;
- Clearly communicate the Project's potential benefits, opportunities and constraints to stakeholders and the community;
- Ensure stories about the Project are compelling, engaging and relevant to their audience;
- Build trust and constructive dialogue with stakeholders and the community; and
- Reinforce and support Longhurst Group's values and commitment to community values.

3.0 Review of relevant community consultation

This section of the report identifies key themes, aspirations and issues from local strategic planning consultation as well as from developments that are of a relevant scope and scale. These findings have then been considered in preparing the Edgecliff Centre proposal to demonstrate an alignment between evidence of community sentiment and the proposed scheme.

3.1 Woollahra Local Strategic Planning Statement 2020

The Woollahra Local Strategic Planning Statement (LSPS), *Our Vision Our Woollahra*, undertook community consultation during early 2019 to inform its vision. A detailed consultation report was prepared on the feedback received and how it informed preparation of the draft LSPS.

Key feedback from this exercise relevant to the Edgecliff Centre are summarised below in the table and considered against the proposed concept scheme.

Key feedback	Considerations for Edgecliff Centre
<p>Edgecliff Station is disconnected from Double Bay and requires improved cycleways</p>	<p>It is conceivable that with the right planning interventions, Edgecliff and Double Bay can evolve as a more connected and coherent single centre comprising two distinct but related parts. The substantive take up of larger, less constrained land, including above the train station in Bondi Junction supports the further evolution of Edgecliff and Double Bay to cater for a greater proportion of future residents in the northern part of the Eastern District by similarly reinforcing appropriate uplift in density in proximity to the Edgecliff Station.</p> <p>The Double Bay Centre Public Domain Strategy identifies improvements along New South Head Road which will both support pedestrian access to Edgecliff Station and Bus Terminal as well as connections to Double Bay centre for residents of the proposed development. These improvements will also prioritise pedestrians and cyclists which will be leveraged by the scheme's end of trip facilities and community spaces.</p> <p>The development will promote cycle and walking infrastructure through providing significant public domain and open space improvements, introduction of end of trip facilities and key connections of infrastructure to the local street network.</p>
<p>Improved access for people of all ages and needs to Edgecliff Station</p>	<p>The planning proposal is accompanied by an indicative scheme which seeks to provide significant improvement on the proponent's land to unlock the existing transport interchange for both intermodal connection and overall accessibility to the local street network and surrounds. The proposal will make the station more legible, improve customer experience, upgrade intermodal connections and enable the Edgecliff Interchange to facilitate a more convenient and accessible option for the local community.</p>
<p>Desire for attractive, green, human-scale, safe and comfortable active transport links between villages, open spaces, and destinations. This includes:</p> <ul style="list-style-type: none"> • pedestrianising villages (preserving resident and delivery access) • providing plenty of places to sit and relax and talk and rest • improving paths, lighting, signs, traffic lights and end-of-trip facilities. • providing more cycleways that are separated from cars and pedestrian 	<p>The proposal satisfies all of the available criteria of this section. Improved lighting, paths and security and the introductions of end-of-trip facilities will promote the walkability of Edgecliff and the accessibility for people of all ages and needs. The publicly accessible open green space adjacent to the public bus terminal provides a green space to sit and relax and talk and rest while expanding the public domain for the public amenity. Health facilities and the well-being offering through the open green space will service the local ageing population and offer equal access and opportunity for all to enjoy the space.</p> <p>In addition to improving its fundamental sustainability credentials, enabling transformative renewal of the site at scale will provide the opportunity to provide innovative, high value interventions that deliver tangible improvements to public space, connectivity, safety and amenity on the site. These measures include opportunities that will be likely less viable as part of smaller scale, or staged renewal of the site.</p> <p>Enhanced amenity, connectivity and safety will complement and further strengthen the sustainability, social and economic benefits of the proposal.</p>
<p>Concern about housing developments in certain locations, increasing traffic congestion, strain on infrastructure and</p>	<p>The proposal comprises a mixed use, transit-oriented development of scale that includes floorspace for job and homes within a central, strategic location and adjacent to a train station, the proposal represents an exemplar opportunity for efficient and effective integration of land use and transport.</p>

Key feedback	Considerations for Edgecliff Centre
<p>displacing business that provides for the daily needs of the community.</p> <p>All new developments should be supported by infrastructure improvements so that the community – existing and new members – can maintain lifestyles and quality of life. This includes developments contributing to funding this infrastructure</p>	<p>There will be no loss in employment or business generating floor space. The improved accessibility and mixed use nature of the proposal further aligns with community sentiment ensuring businesses that provide the daily needs of the community can be maintained and well located. It will improve the quality and range of local services and businesses available to the local community and provide the opportunity for a strategic focus on allied healthcare and wellbeing offerings.</p> <p>Further, the proposal seeks to upgrade infrastructure locate density next to transport services to positive absorb increase in demand while providing increased capacity for the local community in an otherwise limited offering at the transport interchange.</p> <p>It will also increase the proportion of people living with easy walking access to a range of jobs, services and facilities, as well as access by bus to other nearby activity centres and by train to other larger centres such as the Sydney CBD and Bondi Junction. The proposal will also make use of the opportunity to improve the existing public domain, provide for a more comfortable and attractive walking environment for people of all capabilities.</p>
<p>Concerned about housing meeting the needs of the community and overdevelopment of sites in unsuitable locations – new higher density buildings that are not designed to fit in with local character and are located in areas without increased infrastructure to support them</p> <p>Key findings include;</p> <ul style="list-style-type: none"> • More diverse housing options near shops and public transport • No development within the villages (Double Bay, Rose Bay, Vaucluse) • Trees and Landscaping • Housing supported by firm commitments to delivering infrastructure. • Community not being provided with tangible benefits from development 	<p>The LSPS outlined increased development via strategic studies in Edgecliff and Double Bay. The findings of the report note that Double Bay, Vaucluse, Bellevue Hill and Rose Bay were not suitable locations for high-density development. The community sentiment indicated a preference for high density development to be centred at Edgecliff due to its location and infrastructure whilst also protecting the villages of Woollahra from over-development.</p> <p>The proposal would enable;</p> <ul style="list-style-type: none"> - Diverse housing options particularly for ageing in place with lower maintenance living; - Reduced pressure on smaller villages to increase density - Incorporates publicly accessible open green spaces for community access and enjoyment. - Significant improvements to the key transport interchange within Woollahra; - Utilisation of the proponents land to unlock key infrastructure; - Significant public benefit provided to the community in community spaces, open space, plaza and transport infrastructure upgrades. <p>Findings from the LSPS based on community feedback outlined that the suburbs of Vaucluse, Bellevue Hill and Rose Bay were not suitable locations for new higher density buildings. Council identified Edgecliff and Double Bay as suitable locations for development due it its location and existing infrastructure. As a result, Council committed to short term goals in the LSPS to undertake a planning review to facilitate the protection and enhancement of floor space for residential, commercial, retail, business, health and community uses in Edgecliff & Double Bay. Based on Council’s strategic commitment the community feedback for development was only expressed in Double Bay therefore further reinforcing the sentiments for appropriate high density development within the Transport node of the LGA.</p> <p>Further, by concentrating density in Edgecliff it releases pressure on smaller, more unsuitable villages to increase density and provide essential services required for the daily needs of the community. In addition, it add more diverse housing options near shops and public transport which caters to an ageing population by its low maintenance requirements.</p> <p>The proposed development has taken several design considerations to ensure the new building will meet the needs of the community including the incorporation of publicity accessible open green space for community access and enjoyment while also providing significant improvements to the key transport interchange. These benefits ensure that the land available in a uniquely suitable location for development is truly unlocked to fully utilises the existing key infrastructure. It also ensured that new housing is supported by a firm commitment to delivering the necessary supporting infrastructure.</p>

Key feedback	Considerations for Edgecliff Centre
	<p>As a strategic site above a key transport interchange directly linked to Sydney's CBD by rail, North Sydney CBD by bus and in the future only one stop to an interchange to the Sydney Metro and Western Sydney Metro, the site has almost unparalleled connectivity. There is a strategic justification for locating high density development as close as possible to this major transport node, rather than distribute it at lower scales across the rest of the communities within Woollahra LGA, which will likely have more impact on local residents.</p> <p>In terms of site planning, scale will be massed to the southern edge of the site. This will provide for a more human scale, lower rise built form to New South Head Road. Options to further articulate the street facing elevation and as such reduce its perception of visual scale can be considered at the detailed development application stage. The site massing strategy also is also responsive to existing visual amenity enjoyed by residents of the nearby Eastpoint development and ensuring to respect the existing shadow controls on Trumper Park Oval.</p>

3.2 Woollahra Community Strategic Plan – Woollahra 2030

Woollahra 2030 outlines a future vision and the priorities for the Woollahra LGA for 2030. Community engagement was undertaken in the preparation of this Plan during 2017 which was integrated into the themes and goals. In the absence of a summary report of the consultation outcomes, the four of the relevant key themes of the Plan are outlined below in the table and assessed against the proposed concept scheme.

Key theme or idea	Considerations for Edgecliff Centre
Community wellbeing	<p>The new plaza will seek to create a vibrant community place by providing a generous space for various placemaking opportunities such as seating, congregating, public art-gallery display as well as providing key connections into the Edgecliff Station and Bus Terminal.</p> <p>Responding to the aging demographic of the area and demand for services, development will also seek to create a curated medical/wellness offering well identified and connected with key public transport to ensure the offering is suitable and meets the needs of the local community.</p> <p>The amenity and accessibility improvements the proposal will deliver a mix of services, amenities and opportunities for recreation and socialising which will serve to strengthen local liveability, community wellbeing and resilience in multiple, tangible ways.</p>
Quality places and spaces	<p>Edgecliff Centre is approaching the end of its functional life, with degraded internal and external infrastructure, design and materials contributing to a visual profile that is tired and uninspiring. The proposed design will provide for a world class built outcome offering improved visual amenity for the site, including more natural light and greenery. This also provides an opportunity for the development to provide an improved sense of identity and civic pride for the suburb of Edgecliff and will reinforce Edgecliff as a town centre.</p> <p>The proposal includes improved transport infrastructure, pedestrian connections and access, a new public plaza and public open space for community enjoyment.</p>
A healthy environment	<p>The proposal includes the addition of new a publicly accessible open green space that will include community facilities and an extension of the existing public domain into new and reinvigorated public open space. The park will provide an ample opportunity to gather and congregate within the space directly accessible to transport infrastructure. Features may include naturally rolling hills across 2 levels, trees & planting, gardens, hard and soft landscaping, bicycle parking, open spaces for seating, leisure and retreat and varying place making initiatives.</p>
Local prosperity	<p>The proposed development will support the local economy through the creation of new housing, employment and business opportunities. The project will stimulate local investment and position Edgecliff as a contemporary, activated and well-connected destination that provides a range of essential services and amenities for the community, supporting essential local economic viability, diversity and future growth.</p>

Key theme or idea	Considerations for Edgecliff Centre
	The project is estimated to support from 863 direct jobs during construction and a further 692 jobs on an ongoing basis once the project is complete and operational. Ongoing jobs are estimated to contribute approximately \$66 million (value added) to the economy annually.

3.3 Eastern City District Plan

The Eastern City District Plan sets the 20-year vision for the District through 'Planning Priorities'. During the preparation of the report, the Greater Sydney Commission undertook extensive community engagement that was drafted into a Submissions and Engagement Report. The table below highlights key relevant themes and aspirations from consultation outcomes for the Eastern District and assessed them against the proposed development.

Key theme or idea	Considerations for Edgecliff Centre
Adequate infrastructure to support project growth, including transport, infrastructure, open space, health care facilities and schools	The regeneration of the Edgecliff Centre will facilitate infrastructure improvements of the public transport interchange including enhanced inter-modal integration, accessibility and interchange legibility. It will provide improved connections to retail, open space, medical facilities and school all closely located within a 500m radius of the Edgecliff Centre. All such infrastructure is walkable and will not require new infrastructure to support the residential development. Further, the proposal will support the provision of a variety of services and health service facilities which is directly accessible via Edgecliff transport interchange. This supports improved health outcomes and supports ageing in place.
More community involvement and input into decisions that affect local areas	The future detailed design and planning of a renewed Edgecliff Centre will be informed extensive community and stakeholder engagement to ensure all participants are provided with factual information about the project and an opportunity to provide feedback in a timely manner in accordance with Council's community engagement policy.
Safe, accessible and active transport infrastructure that is integrated with efficient and reliable mass transit	This development will be integrated with existing transport infrastructure available in Edgecliff Centre including mass transit. The proposal seeks to improve the safety, accessibility and active transport infrastructure throughout the Edgecliff Transport Interchange with improved legibility, connections and amenity.
Developers should provide cultural spaces in new developments	This proposal could provide key community facilities that are in demand in the Woollahra LGA such as a curated open space plaza for public artists, community space for local use and open green space for community gathering and relaxation.
Housing and mixed use development should be encouraged in local centres to complement vibrancy and vitality of these areas	This proposal comprises mixed use development including residential and commercial use as well as providing new public spaces that will add to the vibrancy and vitality of Edgecliff. It will seek to maximise and better utilise the Edgecliff Station and Bus Terminal and bring additional housing, jobs and services directly to the transport hub.
Protection for the character and distinctiveness of neighbourhoods	<p>The proposal provides a valuable win-win opportunity to respond to local needs for services and capacity in a way that is both appropriate for the immediate local context and also contributing to the sustainable protection of the low scale nature of surrounding neighbourhoods.</p> <p>The Edgecliff centre itself is located within and at the eastern boundary of a landscape area that stretches from Hyde Park to Edgecliff that has a distinct presence of slender, taller buildings. These taller buildings are aligned in two main linear corridors. The east-west corridor is aligned with William Street and its extension Old South Head Road, and a complementary north-south spine stretching from the end of Darling Point to the Edgecliff Centre. Taller buildings in these spines are dominated by point towers dating from the 1960s to 1990s that have heights of up to 30 storeys. Given these attributes, in many respects the Edgecliff Centre is different to the remainder on the Woollahra LGA, which in general has a more suburban character and lower building heights. This is recognised by the Woollahra LSPS that identifies Edgecliff as the gateway between the eastern suburbs and the CBD.</p>

Key theme or idea	Considerations for Edgecliff Centre
	Therefore the proposed development will be in keeping with its immediate location and surrounding context whilst also providing a level of strategic capacity and renewal that will ensure a thriving Woollahra can be achieved whilst protecting the lower-scale character of surrounding villages.
There is limited new open space across the Easter City District	This proposal will provide a publicly accessible open green space for public use expanding the public domain footprint within a highly constrained urban area, adding new amenity to the Eastern City District.

3.4 Redevelopment of White City

A \$47 million proposal has been submitted by the Hakoah Club for a major redevelopment of the site. White City is located west of Edgecliff Centre and interfaces with neighbouring communities. The project has undergone several stages of planning applications in recent years and has attracted a high level of community and political interest.

No community consultation report was prepared as part of the Development Application DA438/2015 for Stage 1 and the Stage 2 Development Application DA477/2019 is not available on the Woollahra Council DA tracker. However in the absence of such reports, stakeholder and community sentiment has been widely discussed by the media. Key themes and ideas relevant to the Edgecliff Centre are outlined below in the table below and assessed against the proposed concept scheme.

Key theme or idea	Considerations for Edgecliff Centre
Concern about traffic congestion and road safety during construction and operation	Traffic impact assessments has been prepared to inform the Planning Proposal and support the projects ambition of no increase traffic generation as part of the proposal. In addition, detailed Construction Management Plans will be prepared at the appropriate point of the process to guide safe and efficient management of any demolition and construction activity.
Concern about the size and scale of the local development within the local context of surrounding low-rise residential developments	The Edgecliff centre itself is located within and at the eastern boundary of a landscape area that stretches from Hyde Park to Edgecliff that has a distinct presence of slender, taller buildings. These taller buildings are aligned in two main linear corridors. The east-west corridor is aligned with William Street and its extension Old South Head Road, and a complementary north-south spine stretching from the end of Darling Point to the Edgecliff Centre. Taller buildings in these spines are dominated by point towers dating from the 1960s to 1990s that have heights of up to 30 storeys. Given these attributes, in many respects the Edgecliff Centre is different to the remainder on the Woollahra LGA, which in general has a more suburban character and lower building heights. This is recognised by the draft Woollahra LSPS that identifies Edgecliff as the gateway between the eastern suburbs and the CBD. Therefore the proposed development will be in keeping with its location and surrounding context.
Public access must be supported	The site will promote and significantly enhance public connectivity through the site with the inclusion of a publicly accessible open green space and multi-purpose community facility. The renewal of Edgecliff Centre will establish a place that will be a destination for commuters and residents of the wider local community.

3.5 136 New South Head Road, Edgecliff

While the proposed development at 136 New South Head Road is smaller in scope and scale to the Edgecliff Centre, it is located directly opposite the site. No formal community consultation report was prepared as part of its Development Application, however media reporting has identified some concerns raised by immediate neighbours. Key themes and ideas relevant to the Edgecliff Centre are outlined below in the table below and assessed against the proposed concept scheme.

Key theme or idea	Considerations for Edgecliff Centre
Overshadowing on neighbouring properties	The design solution for the site has been specifically developed with consideration to potential shadowing impact on nearby homes and public spaces, ensuring that the design and scale

Key theme or idea	Considerations for Edgecliff Centre
	of any buildings do not significantly impact solar access to amenity.
Lack of privacy	The detailed design of any future scheme will carefully consider a range of potential impacts on surrounding residents, including privacy, and identify solutions to avoid or mitigate these impacts.
Loss of private views	Detailed consideration has been made during the early stages of planning to ensure visual impacts are managed in a sensitive manner. A visual impact assessments has been prepared as a technical input to the Planning Proposal and will be included in any future detailed applications for the site that guide design choices in the new development to minimise unnecessary impact and ensure fair outcomes in the sharing of views.
Parking issues	Traffic impact assessments has been prepared as a technical inputs to the Planning Proposal and will be provided for any future detailed applications for the site. The Traffic & Accessibility Impact Assessment has supported the planning proposal and identifies key strategic consideration to ensure traffic generation is carefully managed. In addition, detailed Construction Management Plans will be prepared at the appropriate point of the process to guide safe and efficient delivery of any demolition and construction.

3.6 Future Transport Strategy 2056

Transport for NSW’s Future Transport 2056 is an overarching strategy, supported by a suite of plans to achieve a 40 year vision for the NSW transport system. This Strategy included extensive consultation with various stakeholders through a co-design process and response to submissions. Feedback from across metropolitan Sydney was consolidated and refined into the plans for the Strategy. Key themes and ideas relevant to the Edgecliff Centre are outlined below in the table below and considered in the context of the proposed concept scheme.

Key theme or idea	Considerations for Edgecliff Centre
Increase in cycling and walking infrastructure needs to be delivered sooner	The development at Edgecliff Centre will promote cycle and walking infrastructure through providing significant public domain and open space improvements, introduction of end of trip facilities and key connections of infrastructure to the local street network..
Improve access and inclusion by planning safe and accessible transportation	The proposal unlocks existing access constraints at the Edgecliff Transport Interchange and provide significant improvement to access to public transport services through integrated design. The proposal also presents opportunities to explore improvements to the safe and efficient operation of the pedestrian crossing across New South Head Road, particularly in context of nearby schools such as Ascham. Access and connections will also be significantly improved through the enhancement of the entrance and ground plane connection to the transport interchange.
Improve direct, customer based assistance, information and wayfinding products	Significant improvements will be made to the entryway and pedestrian and customer experience improving the interchanges legibility and intermodal connections.
A visitor friendly network with wayfinding to assist visitor and infrequent users	Improved local connections and linkages will ensure the site is more attractive for visitor and simple to navigate through the upgrade of the existing tired infrastructure.
Deliver mixed-use, walkable and cycle friendly centres around the interchange	Comprising a mixed use, transit-oriented development of scale that includes floorspace for job and homes within a centre and adjacent to a train station, the proposal represents an exemplar

Key theme or idea	Considerations for Edgecliff Centre
	<p>integrated land use and transport. It will increase the proportion of people living with easy walking access to a range of jobs, services and facilities, as well as access by bus to other nearby activity centres and by train to other larger centres such as the Sydney CBD and Bondi Junction. The Centre will focus on walkability and promote green travel options such as cycling to the interchange.</p> <p>The amenity and accessibility improvements the proposal will deliver at this critical transport interchange, along with its mix of services, amenities and opportunities for recreation and socialising will serve to strengthen local liveability, community wellbeing and resilience in multiple, tangible ways.</p>

4.0 Next Steps

Due to the COVID-19 outbreak and official State and Federal Government directives around restricting public gatherings, Longhurst has had to adapt initial plans to undertake community consultation during preparation of the Planning Proposal.

Longhurst Group is committed to undertaking early and meaningful community and stakeholder engagement to inform this proposal to ensure the foundations of the Edgecliff Centre leave a positive legacy in the revitalisation of Edgecliff. A wide range of engagement activities with the local community are being considered and could include:

- Public information sessions;
- Meetings with key community stakeholders;
- Stakeholder workshoping;
- Project website;
- Letterbox drop; and
- Newspaper advertisements.

A detailed Consultation Strategy will be prepared to ensure all relevant stakeholders are consulted in accordance to Council and NSW Government guidelines with ample opportunity and timeliness to participate and engagement with the outcome of this proposal.

Longhurst Group will also incorporate Council’s social justice principles when undertaking community engagement of:

- Equity;
- Access;
- Participation; and
- Rights.

5.0 Conclusion

This Community Sentiment Summary Report provides a succinct overview of the relevant consultation undertaken by third parties with communities close to the Edgecliff Centre and notes the outcomes Longhurst Group have carefully considered and reviewed in the absence of an opportunity to undertake face-to-face consultation due to COVID19 directives from State and Federal Government. A clear alignment between consultation outcomes and strategic merit of this project has been demonstrated by addressing existing community sentiment from strategic planning documents and similar scale developments.

Design considerations have been guided by community feedback raised in the LSPS, particularly in ensuring that the new development will meet the daily needs of the local ageing population while significantly contributing to the local economy in a uniquely suitable location. The proposal displays strong capacity to address many of the concerns raised in the LSPS while offering the desired amenities and features to improve Edgecliff as a Strategic Centre, including:

- Provision of increased residential capacity and diversity at an appropriate location;
- Creating quality public space and landscaping;
- Making best use of existing transport infrastructure and improving connectivity.

In accordance with the Council's expectations for communications and stakeholder engagement, Ethos Urban will implement a strategy to inform and consult with local residents, landowners, businesses and key agencies about the proposed development in the next stages of planning and design. This will not only ensure that the community have a clear understanding of the proposal, but also provide an important mechanism to gather feedback prior to public exhibition.

Ethos Urban and Longhurst Group will continue to provide opportunities for local residents, landowners, businesses, and key agencies to make enquiries and provide feedback as the development progresses.