

9-11 NELSON STREET, CHATSWOOD

Prepared for
STRATA GROUP 65120
10 December 2020



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We acknowledge, in each of our offices the Traditional Owners on whose land we stand.

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Contents

1.	Introduction	1
1.1.	Project context	1
1.2.	Engagement during COVID-19	2
2.	Engagement purpose and process	3
2.1.	Purpose	3
2.2.	Approach	3
2.3.	Process	4
2.4.	Stakeholders	4
3.	Key messages	6
3.1.	Project overview	6
3.2.	Planning pathway	6
3.3.	Managing impacts	6
3.4.	Traffic and transport	6
3.5.	Engagement	6
4.	Risk assessment	7
5.	Engagement actions	8
	Disclaimer	10

1. INTRODUCTION

Urbis Pty Ltd (Urbis) has been engaged by Strata Group 65120 to prepare and execute an engagement and communications strategy (Strategy) to support a Planning Proposal at 9-11 Nelson St, Chatswood prior to the planning proposal lodgement.

Open and transparent engagement with key stakeholders including the local community, surrounding residents and government agencies will be a factor for the success of this project. The activities outlined in this Strategy seek to deliver an appropriate and relevant engagement process informed by the International Association of Public Participation's (IAP2) Public Participation Spectrum.

This Strategy outlines opportunities for the community and stakeholders to learn about the proposal, understand the process and provide feedback.

1.1. PROJECT CONTEXT

The site is located at 9-11 Nelson Street, Chatswood and is within the Willoughby Local Government Area (LGA). The site is approximately 700m south of the Chatswood CBD and located on the eastern side of the Pacific Highway, and western side of the Northern railway line.

The site is 4,219sqm and currently contains a three-storey residential complex, containing 45 units under a strata plan (65120). It contains communal gardens and open space which connect to the pedestrian and cycle right-of-way on the eastern boundary of the site.

The site has dual street frontage to Nelson Street and Gordon Avenue. Nelson Street and Gordon Avenue are both no-through roads, with the vehicular bridge connecting Nelson Street to Berkeley Court to the east recently removed to allow for Sydney Metro works on the rail line.

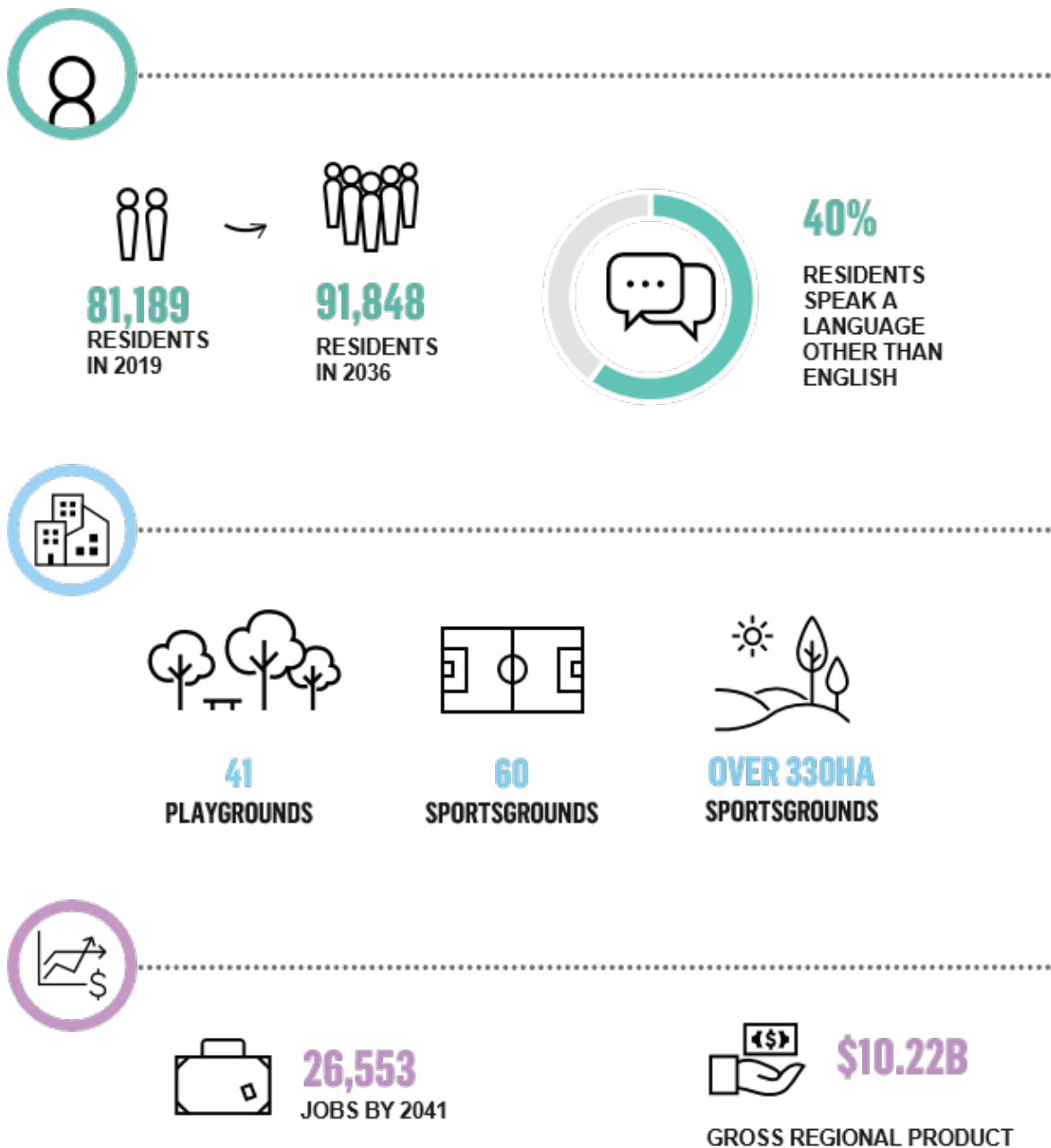
Located next to site are three-storey residential flat buildings and the corner of Nelson Street and Pacific Highway is a number of commercial and retail business. Adjacent to the site on Nelson Street is the Sydney Metro Dive site, serving as a construction site for the current Sydney Metro construction works. Post construction the site is earmarked for residential/mixed use re-development.

The planning proposal seeks to rezone the site to deliver a mixed use and residential tower with commercial use on the lower levels and a maximum building height of 90m. The planning proposal is consistent with the Greater Sydney Commission North District Plan (2018) which encourages well-connected transport and employment opportunities within 30-minutes from home, and the objectives of the Chatswood CBD Planning and Urban Design Strategy to 2036 (CBD Strategy).

Figure 1 – Site map



Figure 1 - Key Willoughby demographic information



1.2. ENGAGEMENT DURING COVID-19

Given the changing and uncertain nature of COVID-19, Urbis has put in place a range of measures to support project continuity. This Strategy includes activities that can be carried out remotely or in-person whilst maintaining social distance. We will work in a collaborative and agile way with Strata Group 65120 to review these methods as circumstances change and social restrictions are eased.

2. ENGAGEMENT PURPOSE AND PROCESS

2.1. PURPOSE

The purpose of engagement for this project is to:

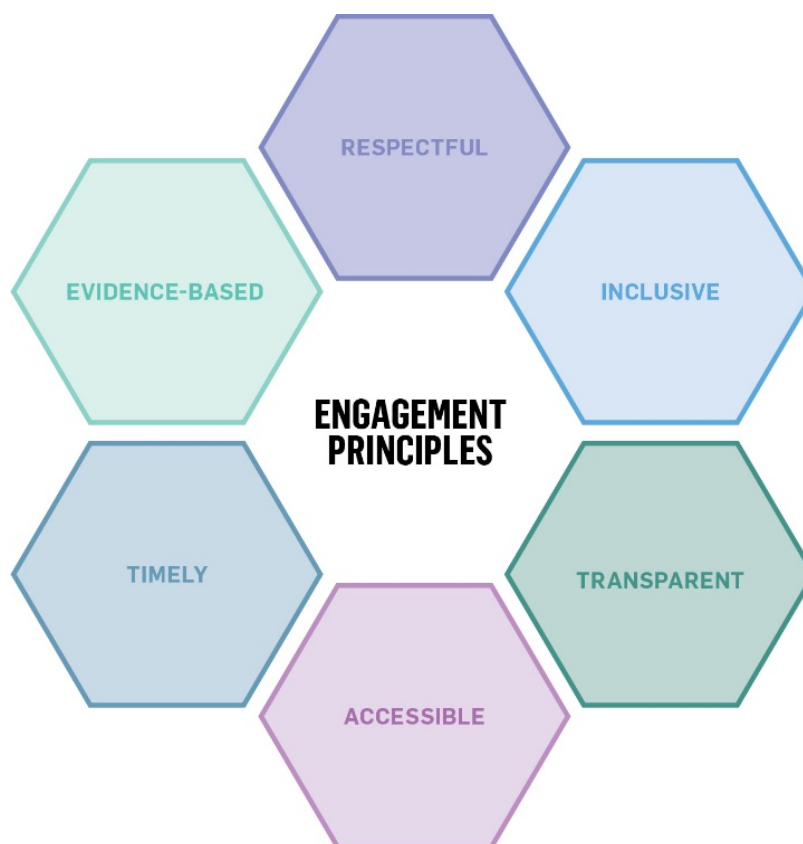
- Deliver clear and factual key messages throughout the planning and approval process
- Articulate the facts of the proposal and the potential impact on key stakeholders
- Communicate the benefits of the proposal
- Highlight community sentiment by providing opportunities for stakeholders to contribute feedback on the proposal.

2.2. APPROACH

Urbis Engagement's approach to engagement is informed by the following key principles:

- We will clearly outline the facts of the project
- We will engage with a range of interests, beyond established groups and positions
- We will provide a range of ways for people to engage and provide feedback
- Communication will be open, transparent, and accountable.

Figure 2 - Engagement principles



2.3. PROCESS

Urbis Engagement works in line with, and uses the participation principles of, IAP2's Public Participation Spectrum. The engagement process for this project will utilise the inform level of the Spectrum.

Figure 3 - IAP2 Public Participation spectrum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision- making in the hands of the public.
PROMISE	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Source: IAP2

2.4. STAKEHOLDERS

Stakeholders are individuals, groups of individuals or organisations that could influence or affect a project.

The following table outlines the key stakeholders who will be involved throughout the engagement process. The stakeholder identification matrix is based on the principles of IAP2's Public Participation Spectrum as outlined above.

Urbis Engagement will work closely with Strata Group 65120 and the project team to manage identified stakeholder groups for the duration of the project. Urbis Engagement will lead all engagement but seek approval for all deliverables and interactions with Strata Group 65120.

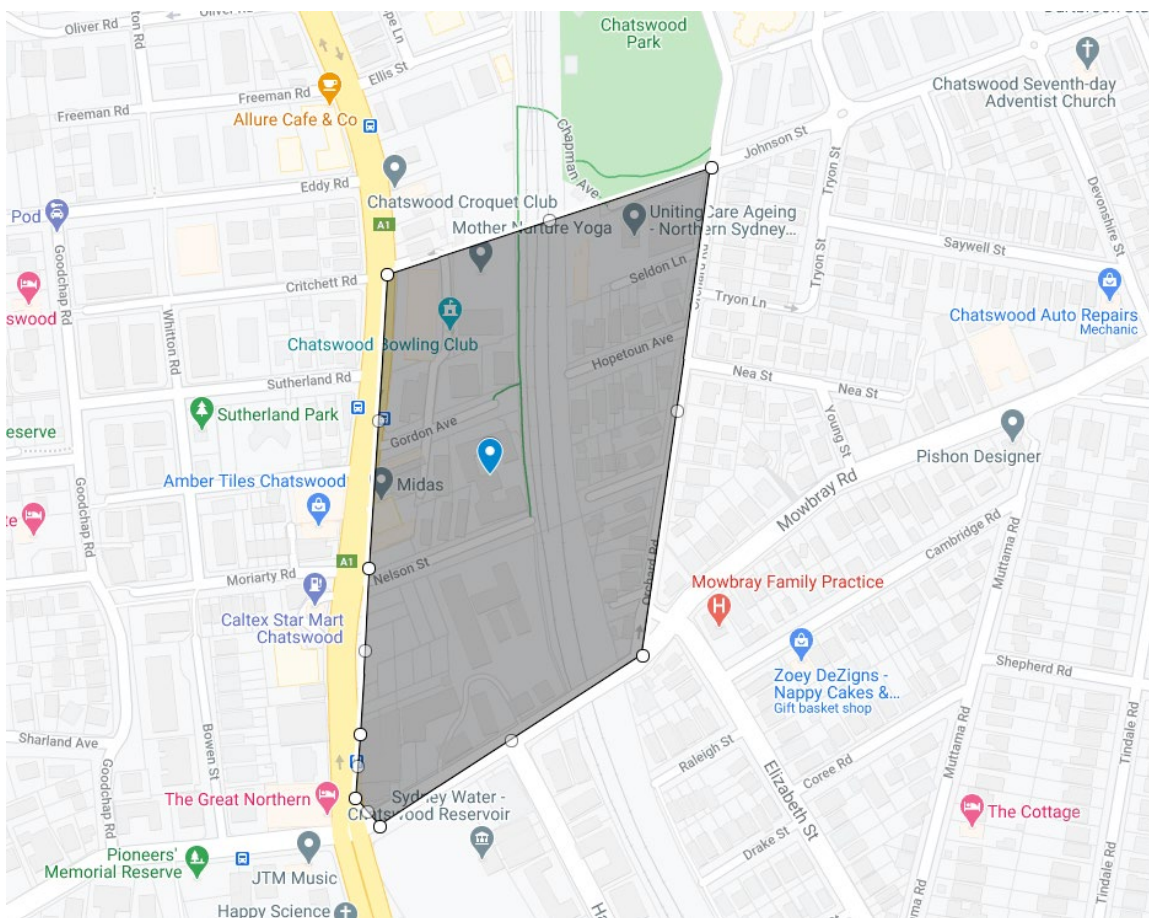
Table 1 Stakeholder matrix

Stakeholder	Engagement interface (lead)	Level of engagement (IAP2)	Key focus
Willoughby Council	Urbis Planning	Inform	Impacts to neighbours
Near neighbours Located within 200m radius including: <ul style="list-style-type: none"> 15, 17 and 19 Nelson Street 1-3 Hordon Avenue 9 and 10 Gordon Avenue 	Urbis Engagement	Inform	Traffic impacts Construction impacts

Stakeholder	Engagement interface (lead)	Level of engagement (IAP2)	Key focus
<ul style="list-style-type: none"> 653 Pacific Highway Inspirations Paint Chatswood Bowling Club The Piano Forte Sydney Midas Payless Tyres and Brakes 			
Artarmon / St Leonards Chamber of commerce	Urbis Engagement	Inform	Traffic impacts Employment opportunities

Nearby neighbours are likely to be notified by Council about the planning proposal exhibition period as they will be most impacted by the proposal. As a result, these neighbours should be informed about the proposal first by Urbis on behalf of Strata Group 65120. The figure on the following page shows these nearby neighbours.

Figure 4 - Nearby neighbours



3. KEY MESSAGES

Key messages are the main points about a project for stakeholders and the community to hear and remember. These key messages will be used in all project communications.

3.1. PROJECT OVERVIEW

- There is currently a shortage of housing mix and available land within the Chatswood area and this new site will provide opportunities for new housing options and employment opportunities.
- The proposal will provide 258 apartments with mix of 1, 2- and 3-bedroom apartments catering to the needs of seniors, homes for single people and more affordable homes for young people and young families.
- The proposal encompasses two towers with a podium will be a maximum of 27 storeys, with communal space on the ground level, podium and rooftops.
- The contemporary design will retain street trees, integrate the existing pocket park and create new communal open space to compliment the leafy and green nature of the north shore.
- The proposal will provide employment opportunities close to home with a Childcare centre, Gym and Café.
- The proposal will provide opportunities for economic growth in the Chatswood and Willoughby region during the construction and the ongoing employment opportunities offered in the development.
- The public domain along Nelson Street will be enhanced through activating retail uses and landscaping, encouraging pedestrian activity and vibrancy day and night.

3.2. PLANNING PATHWAY

- The Planning Proposal will be submitted to Willoughby Council for consideration by late 2020.
- Willoughby Council will review the proposal and report to Council. If Council agrees to proceed with the proposal to rezone land, it will be issued to Minister for Planning and Environment for a Gateway Determination.
- Following gateway determination Council will conduct community consultation and the application will be available to view and comment during public exhibition period.

3.3. MANAGING IMPACTS

- The proposal has considered how to minimise overshadowing on near neighbours.

3.4. TRAFFIC AND TRANSPORT

- The site is ideally located next to major arterial roads and public transport, walking distance to Chatswood and Artarmon Train Stations and popular bus routes on Pacific Highway. The site is located adjacent to the cycleway making it easy to walk and cycle to and from work.
- The site will make use of the dual frontage separating residential and service vehicles to reduce impacts on local road networks.
- A Traffic Management Plan will be developed and implemented as part of the development process.

3.5. ENGAGEMENT

- Near neighbours will be mailed information about the project and an overview of the next steps.
- Following submission of the planning proposal and gateway determination the community will be further consulted during public exhibition process.

4. RISK ASSESSMENT

Urbis Engagement has identified key stakeholder risks and recommended the following mitigations. By identifying risks and mitigation measures early, Urbis Engagement can effectively manage reputational risk to Strata Group 65120. We will work with Strata Group 65120 to ensure emerging risks are identified and managed throughout the project.

Table 2 Risk assessment

Risk description	Risk result	Engagement mitigation
Negative perception of Strata Group 65120	Damaged brand, negative media attention, poor response from community	Communicate Strata Group 65120 's goals for the site and the benefits to the community
Negative perception of project	Damaged brand, negative media attention, poor response from community	Communicate the facts of the project and the consultation process. Invite feedback from the community
Unrealistic project expectations	Trust levels between stakeholders and Strata Group 65120 damaged	Communicate the facts of the project and the consultation process. Invite feedback from the community
Delayed assessment by planning authorities	Economic impacts on Strata Group 65120 and ability to meet financial targets	Open communication and regular meetings to identify issues of interest and opportunities
Minimise public hearing	Delays due to a submission requesting a public hearing	Proactive engagement strategy with near neighbours.
Consultation fatigue	Poor response from community resulting in lack of feedback	Provide a clear objective for engaging, use multiple channels to attract a diverse audience, develop clear and concise messaging. Continue to review and iterate as insights are known
Lack of adequate representation of the community	Lack of diversity in engagement activity resulting in poor or misinformed insights	Create a clear recruitment structure and goals for engagement based on market segmentation structure. Use a diverse methodology and mechanisms to capture a representative sample
Project team changes	Provision and approval of engagement materials are delayed	Urbis and Strata Group 65120 agree on governance and approvals. All project team changes are flagged early.
COVID-19 issues	Engagement activities must be changed or cancelled	Project team will keep up to date with current health advice and adapt activities. All members of the project team to stay at home if unwell.

5. ENGAGEMENT ACTIONS

The engagement actions in the table below meet the purpose of engagement while mitigating the key risks to the process. The timing of the engagement actions aligns with the project timeline and key milestones:

- Project inception – 12 November
- Concept development – November 2020
- Planning proposal submission – December 2020

Table 3 Engagement actions

No.	Timing	Activity	Stakeholder lead	Stakeholder	Description	Outcome
Project inception						
1	12 November	Inception meeting	Urbis Engagement	Strata Group 65120	Urbis Engagement will meet with the client, project team and communications consultant to understand any consultation risks and outline approach.	Communication and engagement objectives and approach are agreed.
2	November 2020	Communications and engagement strategy	Urbis Engagement	Willoughby Council	A clear and proactive record to demonstrate engagement as a key part of the planning process as required by the	This document

No.	Timing	Activity	Stakeholder lead	Stakeholder	Description	Outcome
					Department of Planning Industry and Environment.	
Pre-Planning Proposal						
3	26 November 2020	Letterbox drop (Appendix A)	Urbis Engagement	Near neighbours	Written information distributed to near neighbours.	Provide information regarding the project.
4	26 November 2020	Email	Urbis Engagement	Near neighbours Chamber of Commerce	Email information distributed to near neighbours.	Provide information regarding the project.
5	December	Monitor consultation email, and phone	Urbis Engagement	Near neighbours	Urbis will monitor a dedicated enquiry line and email inbox to receive and respond to community enquiries.	Respond to community enquiries about the proposal and provide factual information.
6	November-December	Pre-Lodgement technical and Council	Urbis Planning	Willoughby Council	Urbis Planning team will lead stakeholder consultation with Willoughby Council and other technical authorities as appropriate.	Provide information regarding the project and discuss planning and technical matters.

DISCLAIMER

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All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

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Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

APPENDIX A – FACT SHEET

9-11 NELSON STREET, CHATSWOOD

PLANNING PROPOSAL

Living close to work and school improves quality of life by creating more time with family and friends.

Strata Group 65120 are seeking to lodge a Planning Proposal to enable the redevelopment of 9-11 Nelson Street, Chatswood. The proposal will seek approval for a building which can accommodate 258 apartments with mix of 1, 2 and 3 bedroom apartments, space for a gym, commercial/retail and food and beverage.

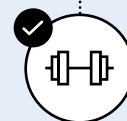
This proposal is in line with the Chatswood CBD Planning and Urban Design Strategy 2036 (CBD Strategy) which was endorsed by Willoughby Council in 2017.

This location will provide new homes near jobs in the Chatswood CBD and with good links to public and active transit including the Artarmon and Chatswood train stations, pedestrian paths and the cycleway.

The proposal will provide housing options for seniors, singles, professionals and young families.

Key features of the proposal:

258 APARTMENTS



Gym



Commercial/retail



Food and beverage

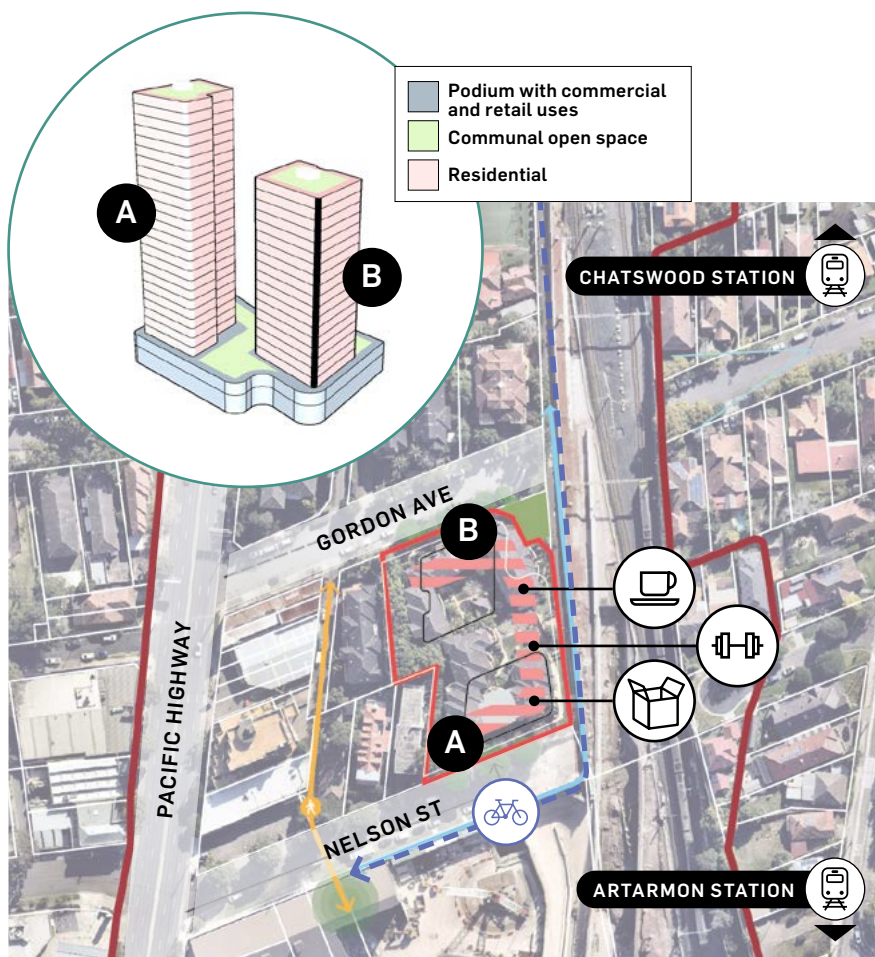


About the proposal

The proposal includes two towers with a podium. The podium is a 2-storey platform that forms the base for the two towers. The entire building will be a maximum of 27 storeys and have communal space on the ground level, podium and rooftops.

The contemporary design will retain street trees, integrate the existing pocket park (located on the corner of Gordon Avenue and the train line) and create new communal open space to compliment the leafy and green nature of the North Shore. The public space along Nelson Street will be enhanced through retail uses and modern landscaping, encouraging pedestrian activity and vibrancy day and night.

The proposal will include a childcare centre, gym and café and provide employment opportunities close to home. The proposal will provide opportunities for economic growth in the Chatswood and Willoughby region with jobs during construction and the ongoing employment opportunities offered in the development.



Traffic & Transport

The site is ideally located next to major arterial roads and public transport, walking distance to Chatswood and Artarmon train stations and popular bus routes on Pacific Highway.

The site is located adjacent to the cycleway making it easy to walk and cycle to and from work. The site will have two vehicle access points, separating residential and service vehicles to allow for better traffic flow.

A Traffic Impact Assessment has been prepared and informed the proposal design. A Traffic Management Plan will be developed and implemented as part of the development process to minimise impacts on local residents.

Planning Pathway

- ✓ **We are here:** Keeping neighbours informed.
- **December 2021:** The Planning Proposal will be submitted to Willoughby Council for consideration by early 2021.
- **2021:** Willoughby Council will review the proposal and make a recommendation. If Council agrees to proceed with the proposal to rezone land, it will be issued to Minister for Planning and Environment for a Gateway Determination.
- **TBA:** Following Gateway Determination, Council will make the Planning Proposal available to view for comment during a public exhibition period.

Dates are subject to Willoughby Council and Department of Planning, Industry and Environment of rezoning process.

Strata Group 65120 has commissioned Urbis to collect your feedback and provide further information about the proposal at 9-11 Nelson St, Chatswood.

✉ engagement@urbis.com.au

☎ 1800 244 863

Following submission of the Planning Proposal and gateway determination the community will be further consulted during the public exhibition period.



