

Hurstville Civic Precinct Concept Master Plan

Consultation summary report



MacMahon & Dora Streets, Hurstville
Georges River Council

June 2016 ■ 15142

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1.0 Executive summary

Hurstville City Council engaged JBA to provide communications and stakeholder engagement services as part of the preparation of the Hurstville Civic Precinct Concept Master Plan.

The consultation program facilitated engagement with the local community and Hurstville Councillors to involve them in the project and capture feedback throughout the master planning process. The input received during the consultation activities has been considered during the preparation of the draft Concept Master Plan, which was submitted to Hurstville Council for endorsement in July 2015.

The communications and stakeholder engagement activities included:

- Workshops with Hurstville Councillors throughout the preparation of the Master Plan
- Postcard notification to neighbours and local residents to publicise consultation events
- Community information stalls to enable the wider community to view the draft Master Plan and provide feedback.

Consultation outcomes overview

JBA facilitated a workshop with Hurstville Councillors on 9 May 2015 to capture local insights about the site and to gather feedback about how they would like to see the Civic Precinct developed into the future. The key topics discussed included:

- Project background, planning context, including constraints and opportunities and the community profile
- Councillors' vision for the site
- Outcomes of the market feasibility analysis
- Open and collaborative discussion about potential land uses for the site.

A follow up workshop was held on the 24 June 2015 to provide Councillors with an update on the progress of the project and capture further input. The project team presented on the urban design analysis and economic feasibility outcomes, which informed the shortlisting of three potential options for the Master Plan, which were presented to the Councillors for consideration.

A total of 146 people attended the community information stalls held on 4 July and 9 July 2015. The feedback received during this session was generally positive, with the majority of people interested in finding out more information about the proposal. A total of five submissions were received during the consultation period. Key feedback topics included:

- Building design, height and density
- Funding allocation for the project
- Solar access and overshadowing
- Public amenity and open space
- Potential uses, including the type of community facilities
- Car parking
- Traffic, access and transport

- Commercial and retail offerings
- Consultation opportunities.

All feedback captured as part of the consultation process has been analysed and used to inform the preparation of the draft Master Plan. There will be further opportunity for the community and stakeholders to be consultation during the preparation of the Planning Proposal for the site.

2.0 Introduction

2.1 Purpose of report

This consultation summary report documents the outcomes of the engagement activities conducted as part of the preparation of the Hurstville Civic Precinct Concept Master Plan.

The engagement program was undertaken by JBA, on behalf of Hurstville City Council, which demonstrates Council's commitment to involving the community in the plans to redevelop the Civic Precinct and providing them with the opportunity to have their say early in the master planning process.

2.2 Project background

Hurstville City Council engaged the project team to prepare a Concept Master Plan for the Civic Precinct. Council's brief outlined that the Master Plan should recommend options for rationalising the civic facilities currently operating on the site, while expanding and improving the civic focus through the creation of useable community facilities and public open spaces.

The Master Plan aims to identify the development potential of the site, given the strategic importance of the location within Hurstville. Council would like the Civic Precinct to "be a showcase in the St George region and include facilities for community and cultural uses as well as open public spaces," (Mayoral Minute 15 November 2014).

The Master Plan should also consider the surrounding land uses, interactions and connections with the broader town centre. On a regional scale, the new Master Plan should have regard for the importance of Hurstville as a strategic centre, as outlined in the Metropolitan Strategy.

3.0 Consultation overview

JBA implemented a strategic engagement process that provided stakeholders and the community with an opportunity to learn more about the proposal, participate in open conversations with the project team and be given a forum whereby they can provide feedback on the project.

JBA was guided by the International Association of Public Participation's core values and principles to ensure that the engagement process was open and transparent.

The objectives of the consultation program were to:

- Proactively engage with Hurstville Councillors to provide an opportunity for them to provide the project team with local insights about the site and how they would like to see it redeveloped into the future.
- Present information about the project to the community and local businesses to enable them to review the draft Master Plan and provide feedback.
- Publicise consultation opportunities to ensure all interested community members were aware of the project and could become involved in the master planning process.
- Ensure timely implementation of the consultation activities to enable the project team to incorporate stakeholder feedback into the draft Master Plan.
- Minimise the opportunity for speculation and misinformation about the planning process by ensuring there are no information gaps.

A range of communications and engagement methods were implemented for this project to meet the consultation objectives and are outlined in the table below.

Consultation technique	Outcome
Postcard	<p>A total of 2,500 postcards were distributed to the local community surrounding the site.</p> <p>The postcard included project information, details of the information stall and email address to provide feedback. A copy of the postcard and GPS tracker showing the distribution area is at Appendix A.</p>
Hurstville Councillor workshops	The project team facilitated a series of workshops with Hurstville Councillors to capture their ideas and feedback about how they think the Civic Precinct should be redeveloped.
Community information stalls	<p>Local residents were invited by postcard notification to the community information stalls held on Forest Road, Hurstville on 4 July 2015 and at the Hurstville Library on 9 July 2015.</p> <p>The purpose of these community information stalls was to provide a convenient and accessible platform for engagement. Display boards provided attendees with detailed information about key aspects of the project. See Appendix B for a copy of the display boards.</p>

4.0 Hurstville Council Councillor workshops

Councillor workshop #1

Date: 9 May 2015

Location: Hurstville City Council Chambers

Attendees:

- Steve Pearce – Managing Principal Architect, dwp suters
- Christine Gough – Principal Planner, JBA
- Krista Murphy – Communications Manager, JBA
- Matthew Norman – Urban Planner Intern, JBA
- Esther Cheong - AEC

Workshop overview

The purpose of the workshop was to enable Councillors to provide meaningful input into the preparation of the Master Plan from the beginning of the project. The key objectives of the workshop include:

- Review the project background and discuss the planning context, including constraints and opportunities and the community profile
- Receive feedback from Councillors about their vision for the site – see **Appendix C** for a word cloud that captured the Councillor's vision
- Review the findings of the market feasibility analysis
- Facilitate an open and collaborative discussion about potential land uses for the site
- See **Appendix D** for presentation slides.

Meeting summary

General discussion about the current role of the Civic Precinct in Hurstville and how it should meet future needs

- The site should be the heart of Hurstville
- Westfield is often the reason people visit the Hurstville town centre
- The Civic Precinct should be the showpiece of the town – the site needs to attract tourists and be a desired and active place in Hurstville
- The site is a large space that is competing with retail offerings at Westfield and the parks closer to the train station
- The site must be easily accessible for pedestrians, cars, bicycles – there is already good access from the transport hub and pedestrian access
- Safe pedestrian links need to be provided from the train station to ensure night time security
- There is a need for more car parking in the Civic Precinct – there is a need to think strategically about car parking and the role it will play within the centre – this is a strategic site and the number of car parking spaces is important
- The site should be a meeting place for all members of the community, where everyone can feel welcomed and engage in functions
- It needs to be obvious and easily identifiable – wayfinding signs are important
- Retail offerings should complement retail stores on Forrest Road

- Traffic impacts need to be considered as part of the redevelopment – there is currently significant bottlenecks around the site
- The Civic Precinct should be considered as a gateway entrance to the town centre

Multi-cultural aspect of Hurstville

- Community spaces need to provide facilities for all groups and ethnic backgrounds
- The Civic Precinct should provide a space that allows for un-biased use for markets, festivals etc.

Future development of the Civic Precinct and desired land uses

- The site should form a Civic Precinct with land uses fit for this purpose, including Council Chambers
- There is the opportunity for an arts precinct, with a theatre and outdoor performance areas or amphitheatre with multi-purpose uses
- A range of community spaces that can be hired
- Potential for a high rise facility that includes council, library, civic spaces, offices, private business
- Unsupportive of medical suites or educational uses
- Need to create an all hours active space at night time and on weekends – need an activated space to draw people in, such as ground floor retail and restaurants
- Suggestion that the museum should be retained as part of the redevelopment of the site.

Future gazing and models

- This is a once in a life time opportunity to redevelop the Precinct and it needs a functional space and landmark building that is active 24 hours and be relevant in 50 years' time
- The Precinct needs a very tall, iconic building with high quality architecture, a residential building towards the eastern end and a commercial building to bring employment – commercial uses will keep the site vibrant during the day and residential uses will activate the site at night
- Provide a facility that is similar to the entertainment centre with the possibility to attract bigger and better events

Economic aspects and affordability

- Councillors are unable to make a firm commitment at this stage on how funding for the redevelopment will be allocated
- Council will most likely not have the funding available to achieve what's desired – partners need to be engaged – private developers will be able to provide capital
- Private Public Partnership is an option or a state government loan
- There is private sector interest in developing the site, however there is no commitment at this stage
- The new development needs to accommodate larger commercial floor space
- Residential uses will provide a source of funding for the redevelopment
- There is space for a boutique market or larger supermarket

- Potential to consolidate the various other council assets into a single facility on the site, which will allow for the sale of other assets to create capital to underpin the redevelopment.

Church

- The church is no longer heritage listed
- Council doesn't own the asset and a Development Application is being prepared for its redevelopment
- The church forms a key corner for the site and it would be difficult to redevelop the Civic Precinct without incorporating.

Councillor workshop #2

Date: 24 June 2015

Location: Hurstville City Council Chambers

Attendees:

- Steve Pearse – Managing Principal Architect, dwp suters
- Christine Gough – Principal Planner, JBA
- Krista Murphy – Communications Manager, JBA
- Esther Cheong - AEC

Workshop overview

The second Councillor workshop included a presentation by the project team outlining three shortlisted options, which were tested for economic feasibility. The key objective of the second workshop was to capture feedback from the Councillors regarding their preferred option, based on the analysis presented.

The key topics of the second workshop included:

- Review of outcomes from workshop #1 and confirmation of brief
- Review of the urban design analysis and economic feasibility outcomes
- Presentation of three options for discussion
- See **Appendix E** for presentation slides.

Meeting summary

- General support for Option C – however the height could be increased at the eastern end
- Positive feedback on Eat Street to be incorporated into the Master Plan
- Support for the park to be located in the south-western corner of the site to maximise solar access
- Questions regarding the allocation of car parking spaces
- Supportive of residential uses at the eastern end
- Need iconic building to make Hurstville instantly recognisable
- 900sqm for gallery is more than what is currently provided
- Open space can be utilised in a different way so that it can contribute to community space
- Flexibility to use lobbies as theatre and exhibition spaces, which will contribute to community space
- Want signature finish on buildings

- Need laneway from north to access site
- Need slip lane on Queens Road
- Potential for a library to be included in the commercial building
- Supportive of height variation in site
- Agreement that 16,000sqm of community space won't stack up, therefore 13,000sqm is reasonable
- **Option C is the preferred option but with increased height**
- Concern for commercial duplication to the west
- Council chambers should be included in the western tower.

Councillor workshop #3

Date: 23 March 2016

Location: Hurstville City Council Chambers

Attendees:

- Steve Pearse – Managing Principal Architect, dwp suters
- Matt Norman – Urban Planner, JBA
- Krista Murphy – Communications Manager, JBA
- Esther Cheong - AEC

Presentation overview

The project team presented the draft Master Plan to Council, which included:

- Review of outcomes from workshop #1 & #2 and confirmation of brief
- Review of the community consultation outcomes
- Review of the site constraints
- Presentation of the preferred draft Master Plan
- Summary of land use GFA and car parking
- Summary of feasibility analysis
- Outcomes of the heritage and aeronautical assessments.
- See **Appendix F** for presentation slides.

Meeting summary

- General support for the draft Master Plan – however the height could be increased at the eastern end to 19 storeys.
- Council requested further investigation be undertaken to increase the height through consultation with CASA and Sydney Airports.
- Once the revised Master Plan has been completed, the feasibility and traffic studies will also need to be updated.
- Council will supply JBA with a site survey.

5.0 Community consultation

5.1 Community information sessions

JBA held two community information stalls to present key aspects of the project to the wider community and seek initial feedback on the draft Master Plan.

These information sessions enabled engagement and constructive conversations with local community members who were interested in the future development of their local community.

The display boards conveyed key messages about the project including the vision for the site, the purpose of the Master Plan and further consultation opportunities. The display boards outlined the key features of the proposed scheme and identified a breakdown of recommended uses. See **Appendix B** for a copy of the display boards.

Community information session #1

Date: 4 July 2015

Time: 10am - 1pm

Location: 292 Forest Road, Hurstville

Facilitators:

- Alyse Phillips - Communications Coordinator, JBA
- Steve Pearse - Managing Principal Architect, dwp suters
- Andy Zhou - Assistant Town Planner, Hurstville City Council

Attendees: total of 130 community members engaged in conversations with the consultant team.

Community information session #2

Date: 9 July 2015

Time: 6pm - 8pm

Location: Hurstville Library, Dora Street & Queens Road, Hurstville

Facilitators:

- Krista Murphy - Communications Manager, JBA
- Vahid Terani - Architect, dwp suters
- Andy Zhou - Assistant Town Planner, Hurstville City Council

Attendees: total of 16 community members engaged in conversations with the consultant team.

The table below outlines the questions received from community members at the information stalls and the project team's responses. Overall, the feedback received during the day was quite positive with the majority of people interested in finding out more information about the project.

Topic	Issues raised
Project timing	<ul style="list-style-type: none"> ■ The estimated length and completion of the Master Planning process.
Community consultation	<ul style="list-style-type: none"> ■ Question as to whether the Master Planning process usually involves the opportunity for community feedback.
Funding	<ul style="list-style-type: none"> ■ The overall cost of the project.

	<ul style="list-style-type: none"> ▪ Consideration of crowd funding as an option to raise revenue for the Master Plan. ▪ Concern about increased rates to fund the proposal. ▪ Comment that the bidding process for residential land needs to be transparent.
Supportive of proposal	<ul style="list-style-type: none"> ▪ Supportive of the proposed Master Plan.
Existing use	<ul style="list-style-type: none"> ▪ The site need a change. Unhappy with the current uses on site. ▪ Current senior's facility is always booked out, therefore the Master Plan should provide more community facilities for seniors. ▪ There is anti-social behaviour currently on site - ▪ Concern about what will happen to the existing church on site if this development is approved.
Building density and height	<ul style="list-style-type: none"> ▪ Feedback unsupportive of higher density residential (20 storeys) along Park Road. ▪ Potential risk of attracting lower socio economic residents due to too much density. ▪ Suggestion of more height at both the western and eastern ends of the site.
Building design	<ul style="list-style-type: none"> ▪ The site needs integrated architectural design. ▪ Darling Quarter is an example of a design that works well.
Safety	<ul style="list-style-type: none"> ▪ The importance of site being somewhere where people feel safe and want to live.
Public amenity	<ul style="list-style-type: none"> ▪ The importance of incorporating a lot of public amenity within the Master Plan.
Overshadowing	<ul style="list-style-type: none"> ▪ Potential overshadowing impacts to nearby residents. ▪ Concern about overshadowing to south along McMahon Street.
Solar access	<ul style="list-style-type: none"> ▪ Consideration as to whether the proposed apartments will receive sufficient solar access to their balconies. ▪ Concern for solar access to the proposed park.
Community and cultural facilities	<ul style="list-style-type: none"> ▪ The library should include a mix of learning, work and education spaces. ▪ The existing historical museum should be incorporated into the new scheme. ▪ The opportunity to incorporate an outdoor children's play area within the scheme. ▪ Incorporating outdoor public spaces that are pet friendly.

	<ul style="list-style-type: none"> ▪ Important to have a flexible community space. ▪ There is an opportunity to include sporting facilities in the new scheme.
Retail	<ul style="list-style-type: none"> ▪ The design could include a Woolworths. This could help to encourage competition within the City Centre. ▪ The need for more retail variety in Hurstville.
Restaurants and food outlets	<ul style="list-style-type: none"> ▪ Alfresco dining like Chatswood or Burwood. ▪ Incorporation of food outlets near library for students, so they don't have to walk up to Westfield on their study break.
Real estate	<ul style="list-style-type: none"> ▪ Enquiry about the opportunity to purchase an apartment. ▪ The potential for this proposal to positively influence surrounding housing values.
Car parking	<ul style="list-style-type: none"> ▪ Consideration of car parking that will be required within the proposed scheme. ▪ Potential for use of the underground car parking by the general public. ▪ Elderly people may not be inclined to use underground car parking. ▪ Suggestion of a parking payment scheme like Kogarah which requires a gold coin donation to use the car park. ▪ The impacts to car parking during the construction phase. ▪ Hurstville is short of 3 hour public parking. ▪ There is a need for commuter car parking.
Traffic	<ul style="list-style-type: none"> ▪ The potential impact to traffic volumes as a result of this proposal. ▪ Forest Road should be widened. ▪ There is congestion on Forest Road.
Transport	<ul style="list-style-type: none"> ▪ The bus terminal doesn't work, the buses are travelling in the wrong way.
Active transport	<ul style="list-style-type: none"> ▪ Bikes should be identified as a mode of transport to access the site. ▪ Suggestion to include bike parking facilities. ▪ There should be a dedicated cycle path (not on road) between parked cars and pedestrians along the western end of the site along Dora St which would connect the station to the library and also the velodrome on the corner of Dora & Gordon streets.
Access	<ul style="list-style-type: none"> ▪ Pedestrian crossings and access to and from the site.

	<ul style="list-style-type: none"> Queens Road is a particularly busy road and is difficult to cross. Improvements to pedestrian access from across Queens Road to the site. Important to have good access into the car park.
Air quality and pollution	<ul style="list-style-type: none"> Attention should be given to the proposal and the effect on air quality and air pollution.

5.2 Submissions

A total of five submissions (including three feedback forms, which are summarised below) were received during the consultation period. These submissions are summarised below. See Appendix G.

Name	Submission summary
Angela Potter 13 July 2015	<ul style="list-style-type: none"> Height Solar access for open spaces Need for more open space Need for new seniors centre Retention of the museum
Planning Ingenuity 14 July 2015	<ul style="list-style-type: none"> Lodgement of Planning Proposal for the intent to redevelop the church at 2-4 Dora Street, Hurstville

5.3 Community feedback forms

Of the 146 attendees at the community information sessions, a total of five people completed the community survey, which provided further detailed feedback about what they would like see in the site.

Question	Response
1. Why do you visit Hurstville?	<ul style="list-style-type: none"> I am a resident in the area Hurstville is a vibrant place to visit I shop in Hurstville
2. What cultural spaces or community facilities do you visit or use when you come to Hurstville and if so, how often?	<ul style="list-style-type: none"> Hurstville City Library Museum Car park St George Historical Museum to stay where it is Hurstville City Council Westfield shopping centre
3. What would you like to see to see in the Hurstville civic precinct?	<ul style="list-style-type: none"> More car parking (2 respondents) Open space (4 respondents) Cultural/ community (4 respondents) Educational facilities (2 respondents) A wide range of retail (1 respondent) Medical/health facilities (1 respondent) Evening street markets (3 respondents)

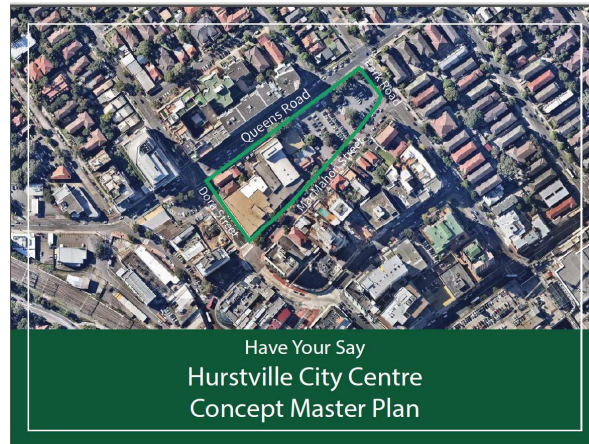
	<ul style="list-style-type: none"> ■ Cafes and restaurants (1 respondent) ■ Residential uses (1 respondent) ■ Fresh food and farmers markets (1 respondent) ■ Business/office spaces (1 respondent)
Any other comments/suggestions?	<ul style="list-style-type: none"> ■ Technical studies such as a traffic study and shadow diagrams should be completed to see how much solar access the residences will get. ■ I enjoy living in the area. ■ I hope to see improvements to streetscapes and development of more open space areas. ■ Outdoor family activities. ■ There is a need for barbeque facilities. ■ Difficult to find car parking spaces in Hurstville. ■ Retention of heritage items such as the Museum. ■ I would like to see redevelopment of this site increase property value in the surrounding area.

6.0 Next steps

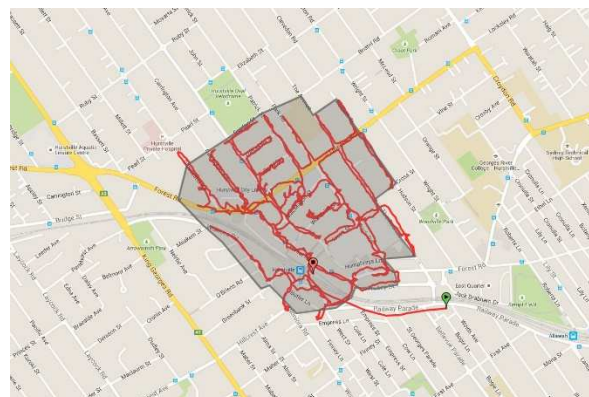
There will be further consultation opportunities as part of the formal public exhibition period of the planning proposal, which will be prepared after Council endorses the draft Concept Master Plan in the coming months.

7.0 Appendix A – Postcard artwork & distribution

The postcard was distributed to 2,500 residents to advertise the community information stalls.




GPS tracker of postcard distribution



8.0 Appendix B – Consultation display boards

Hurstville Civic Precinct Concept Master Plan

Welcome




Welcome and thank you for visiting our community information stall about the Hurstville Civic Precinct Concept Master Plan. The Concept Master Plan aims to revitalise the Civic Precinct by transforming it into a vibrant, culturally significant and inviting destination where people can live, work and interact.

Please feel free to speak to a member of the project team today, ask questions and provide your feedback.

The Vision

The vision of the Concept Master Plan is to:

- Showcase Hurstville as a vibrant place to work, shop and live;
- Set a new, future direction for the Hurstville Civic Precinct;
- Reinforce Hurstville's status as a Strategic Centre for Sydney;
- Create a series of civic squares, community facilities, parks, commercial and residential infrastructure.

The purpose of the Concept Master Plan

The Concept Master Plan aims to provide an integrated and coordinated framework for the redevelopment of private and public land with an emphasis on creating a high quality public domain. It will set the overall future direction for the Civic Centre, as well as identify valuable infrastructure to promote community wellbeing.

We are currently exploring ways to transform the Civic Precinct into a dynamic and inviting part of Hurstville, by providing:

- Vibrant community spaces and an active urban heart of the city
- A strengthened civic focus and a desirable commercial destination
- An iconic and connected place where people can live and work
- Inviting squares and parks where residents, workers and students can enjoy each day
- A mix of community spaces including galleries, performance facilities, meeting spaces, Council Chambers, offices, a library and outdoor plazas
- A framework to guide infrastructure improvements
- Multi-level basement car parking.

Consultation Opportunities

As part of the development of the Concept Master Plan, we are keen to hear your thoughts on the proposed plans.

Please complete a feedback form or speak to a member of the project team to provide us with your comments. Your feedback will be used to inform the preparation of the final Concept Master Plan.

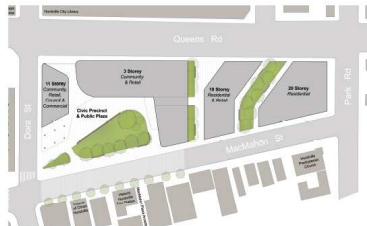

You will also be provided with further opportunity to provide feedback on this project during a formal public exhibition period once Council has endorsed the draft Concept Master Plan.

For more information please call Krista Murphy, JBA Communications Manager on (02) 9956 6962.






Hurstville Civic Precinct Concept Master Plan





Site Access




From the precinct's main entrance, pedestrian routes are provided to the precinct's main entrance and an 'East Street' located on Macquarie St. Parking and landscaping elements, including a public space, provide entry and connectivity.

Cultural & Educational Space



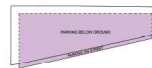
A new Cultural and Educational Space is proposed around the open public space and would include a gallery, new auditorium and exhibition/performance space. The Space Plan could provide the structure of the building's entry to other facilities integrated with the City Centre and could also include the Council Customer Service.

Community Outdoor Space




There is the opportunity for a large public forum space which will include good solar access throughout the year. There are also areas of covered public outdoor space and recreational paths through the site.

Car Parking




The existing public parking will be moved from the surface into a new multi-level basement car park which will be located across the site.

Residential Opportunity




The eastern end of the site has two residential buildings which would become landmarks for the precinct and of the precinct.

Council Chambers & Council Offices




New Council Chambers and offices could be located above the proposed library on the western end of the site.

Retail Opportunity






There are ground floor retail opportunities across the site for an 'East Street' including shops, restaurants and shops of all which would be accessible from the public plaza.

Commercial Opportunity



There is a potential for a range of commercial office spaces across the Council Chambers.

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9.0 Appendix C – Councillor’s vision word cloud



10.0 Appendix D – Hurstville Councillor workshop #1 presentation slides

Hurstville Concept Master Plan

Councillor Workshop #1
9 May 2015



Introduction

- Introductions - Hurstville Councillors and consultant team
- Key piece of the puzzle - how will consultation inform the preparation of the Hurstville Concept Master Plan?
- House rules



Blue sky visioning question

- Describe your aspiration for the Hurstville town centre in one or two words.....



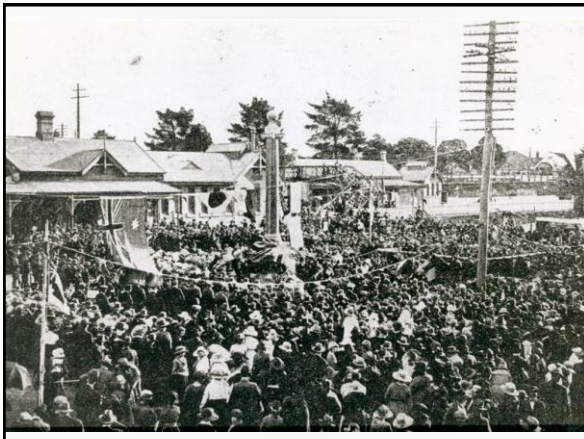
Setting the scene

- A rich history
- Site context
- Current uses



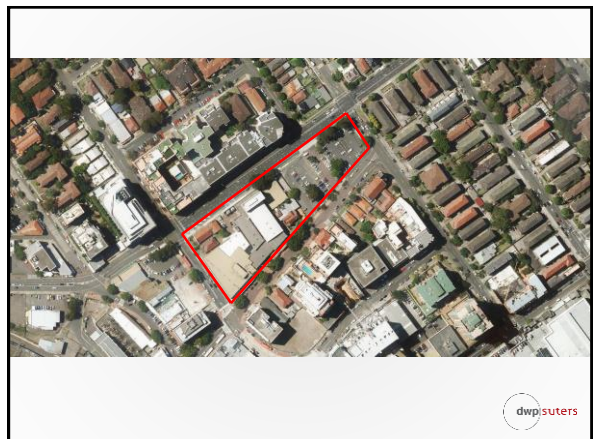
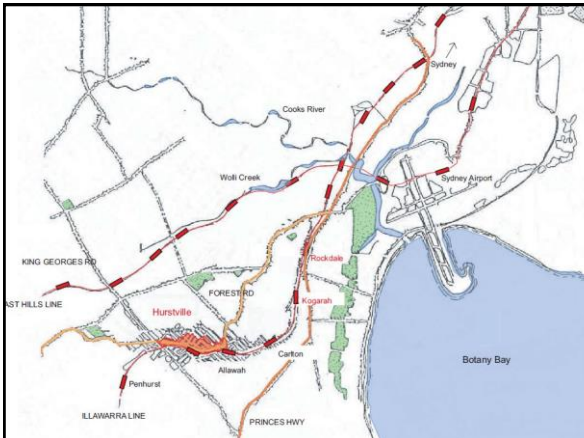
A rich history





Site context

JBA urban development service.



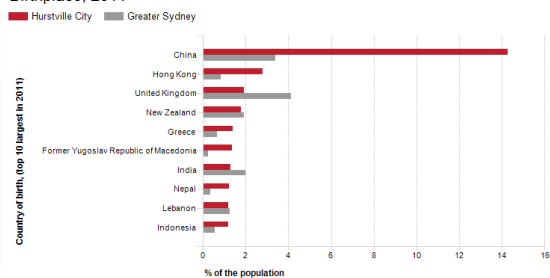
Planning for Hurstville

- Hurstville – A Strategic Centre
- What are the directions for Strategic Centres in 'A Plan for Growing Sydney'
 - Jobs growth
 - Residential development
 - Social Infrastructure
 - Capitalising on transport infrastructure
- Planning to provide the framework to enable future development of the site to meet the requirements of the Metropolitan Strategy and the Community Strategic Plan

Community

- Community profiles
- The Draft Hurstville Community Strategic Plan
 - Social and Cultural development
 - Economic Prosperity
 - Environmental Sustainability
 - Civic Leadership
- Community strategic plan – what objectives are yet to be met?

Birthplace, 2011



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)
Compiled and presented in profile.id by .id, the population experts.

.id
the population experts

dwp|stuters

Dominant groups

Analysis of the country of birth of the population in Hurstville City in 2011 compared to Greater Sydney shows that there was a larger proportion of people born overseas, as well as a larger proportion of people from a non-English speaking background.

Overall, 41.7% of the population was born overseas, and 37.2% were from a non-English speaking background, compared with 34.2% and 26.3% respectively for Greater Sydney.

The largest non-English speaking country of birth in Hurstville City was China, where 14.3% of the population, or 11,251 people, were born.

The major differences between the countries of birth of the population in Hurstville City and Greater Sydney were:

- A larger percentage of people born in China (14.3% compared to 3.4%)
- A larger percentage of people born in Hong Kong (2.8% compared to 0.8%)
- A larger percentage of people born in Former Yugoslav Republic of Macedonia (1.4% compared to 0.3%)
- A smaller percentage of people born in United Kingdom (1.9% compared to 4.1%)

Emerging groups

Between 2006 and 2011, the number of people born overseas increased by 5,394 or 19.6%, and the number of people from a non-English speaking background increased by 5,558 or 23.3%.

The largest changes in birthplace countries of the population in this area between 2006 and 2011 were for those born in:

- China (+3,221 persons)
- Nepal (+800 persons)
- Indonesia (+237 persons)
- India (+222 persons)

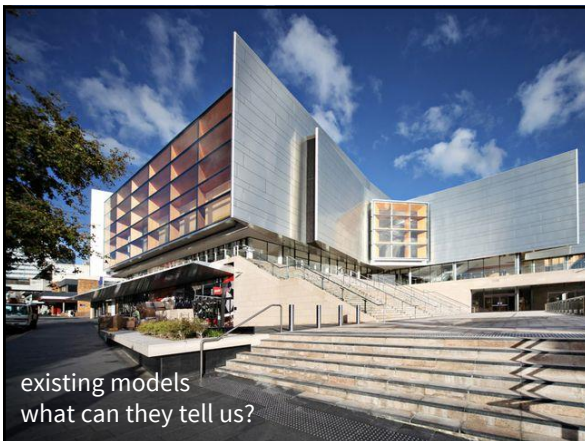
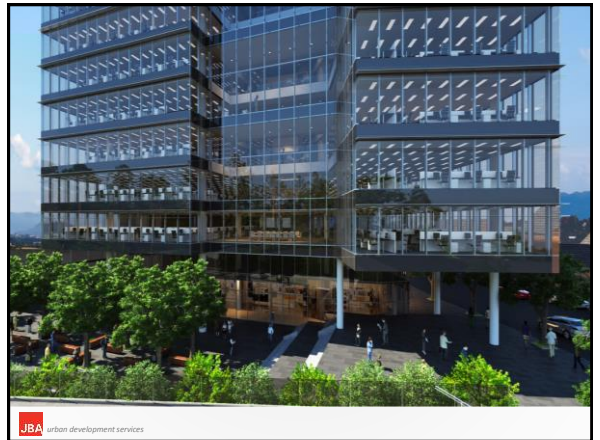
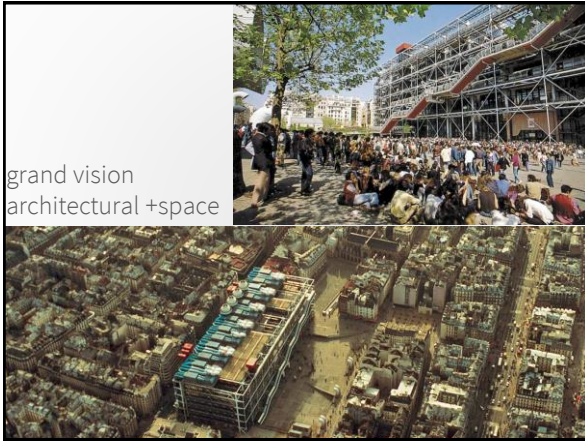
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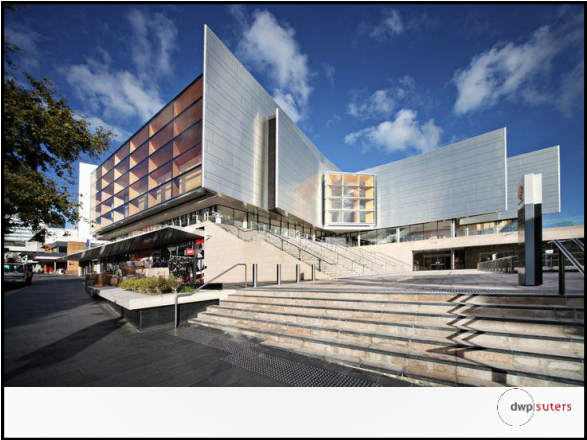
Building a consensus vision

- What is our gift to the Hurstville community?

Future gazing

- Opportunities for the site
- Gap analysis – what targets are not being met?





Market analysis

- Drivers of floorspace need
- How is the centre performing?
- Supply v Demand
 - Retail
 - Commercial
 - Residential
 - Education
 - Medical/Health
- Accommodating future growth
 - New development
 - Refurbishment/conversion

Group discussion

- Drafting a visionary statement
- Review objectives
- Discuss potential land uses
- Report back to the group
- Summary of workshop outcomes



11.0 Appendix E – Hurstville Councillor workshop #2 presentation slides



Today we need to decide
The amount of community + council commercial to be provided on site
Acceptable impact upon neighbours
Appropriate density
Right VISION for PLACE

The starting point
The brief functions and areas
3 options scale, impacts and PLACE

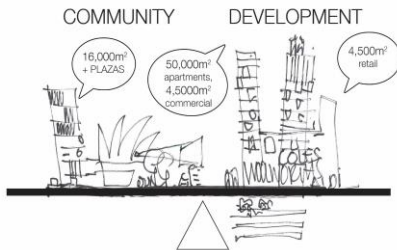
For discussion
Retain heritage
Locate council commercial off site
Proximity of civic heart to city centre



COMMUNITY BRIEF

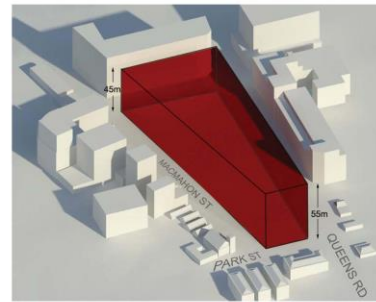
COUNCIL CHAMBERS 960
COUNCIL OFFICES 4190
CUSTOMER SERVICE 300
LIBRARY 5170
FUNCTION CENTRE 1150
THEATRE/ AUDITORIUM 3000
ART GALLERY/ MUSEUM 1125
COMMUNITY CENTRE 345
YOUTH	
SENIORS	
LOADING 460
+	16,700m²
PARKS & PLAZAS	

note : brief areas compiled from council documents - Civic Precinct
Redevelopment Market and Demand Assessment Study + New
Hurstville City Civic Centre 220907





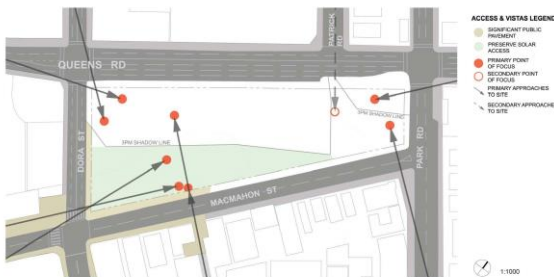
architecture + interior design



Site Envelope

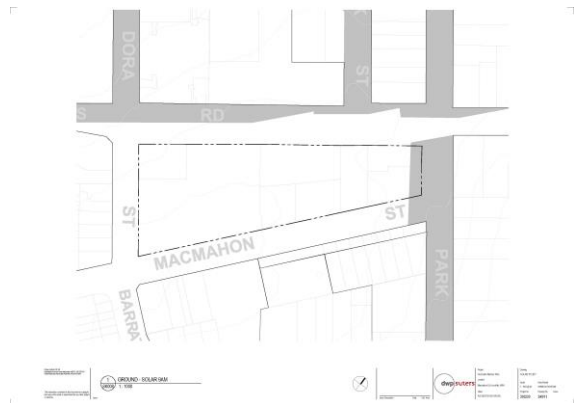


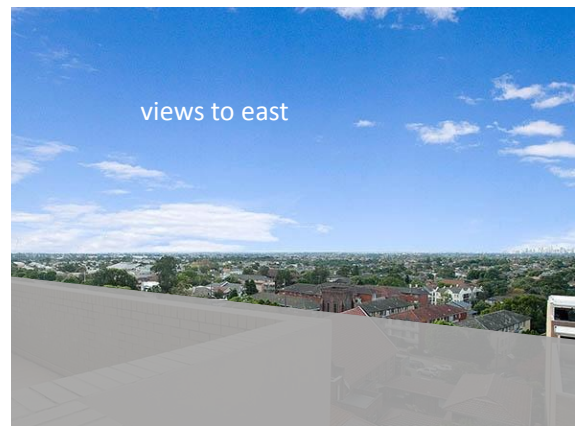
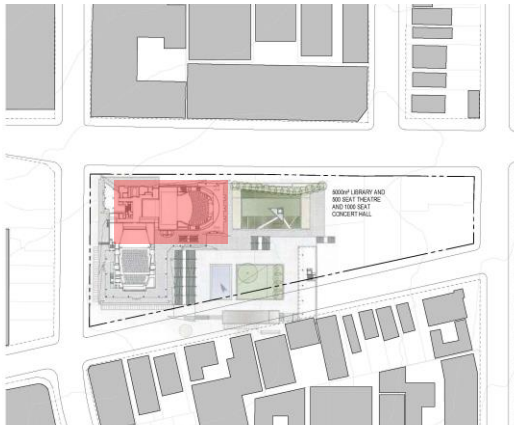
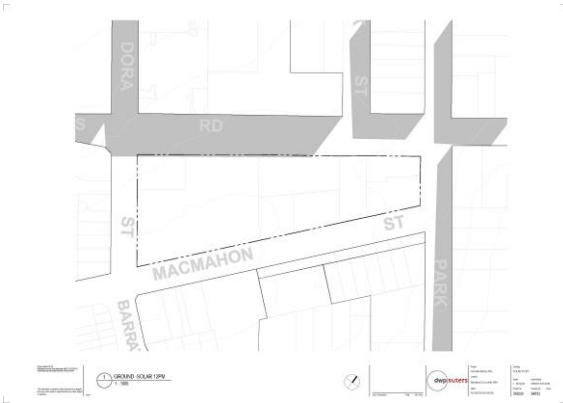
architecture + interior design

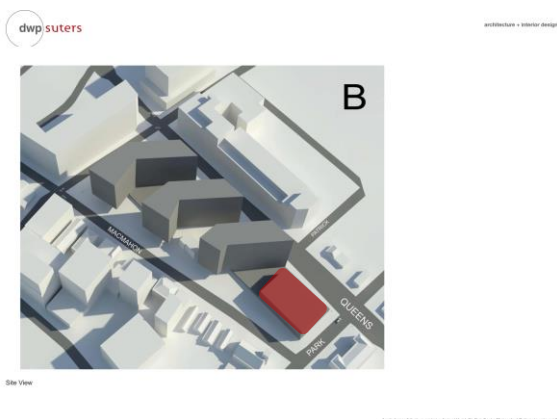
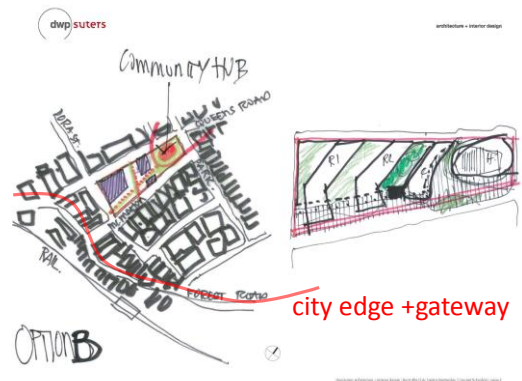
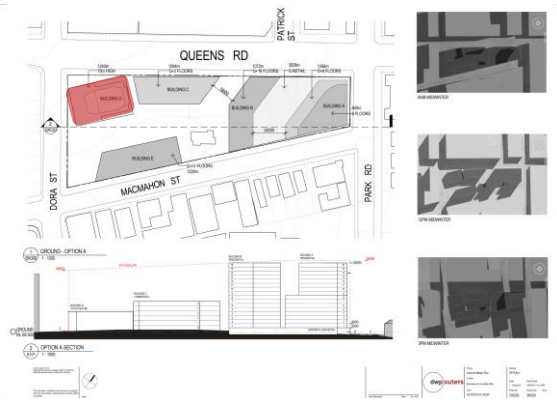
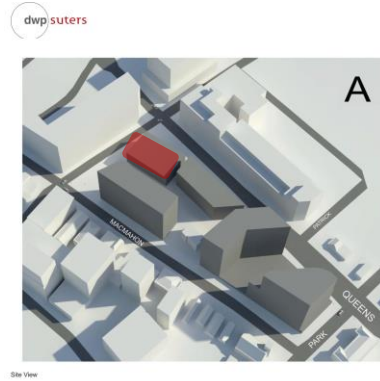
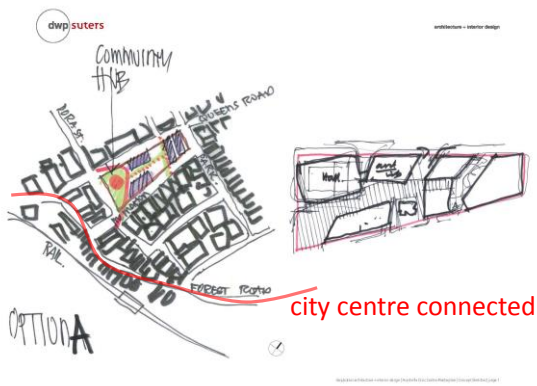


Site Approach, Access & Vistas

Architectural & Planning Services, Design & Construction, Urban Design, Landscape Architecture, Environmental Planning, Engineering, Surveying, and more.

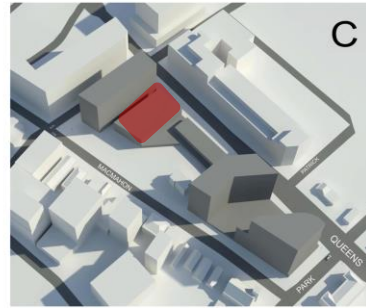




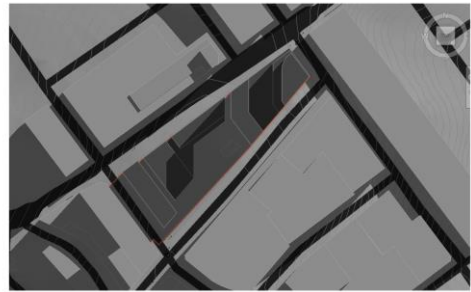




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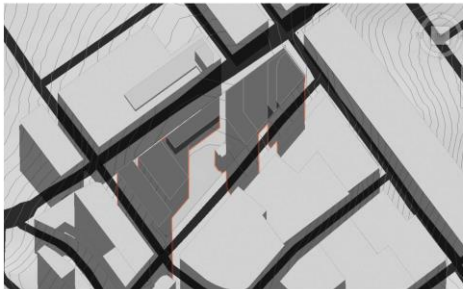


Site View

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Option C - Ram Shadow

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Option C -12pm Shadow

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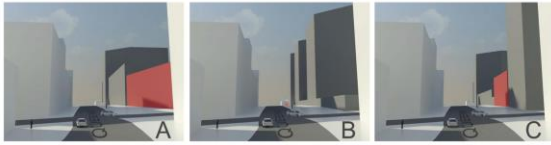


Option C - 3pm Shadow

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architecture + interior design

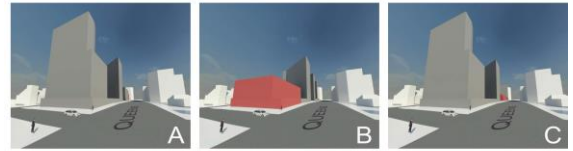


Junction of Queens Rd & Dora St

[Designers and Builders - Interior Design / Moveable Type / Car for the Working Man / Option series / page 8](#)



architecture + interior design

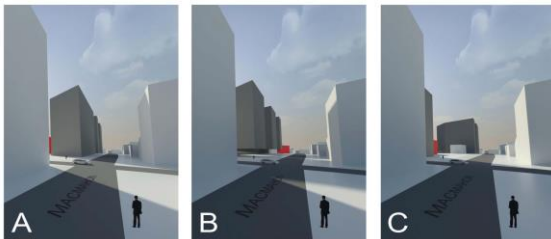


Junction of Queens Rd & Park St

designers within the + interior design | Honolulu City Center Redevelopment | October 2009 | page 3



architecture + interior design

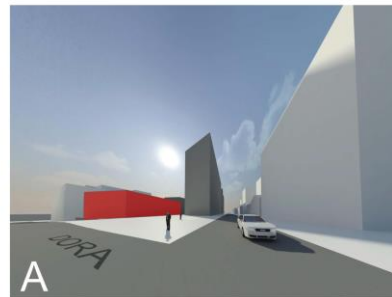


MacMahon St Views

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architecture + interior design

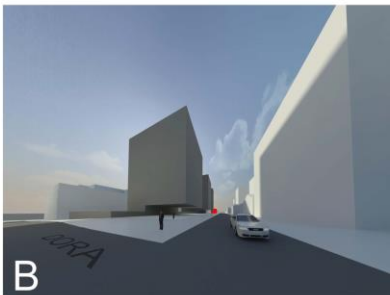


Junction of Cora & MacMahon St

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architecture = interior design



Junction of Dora & MacMahon St.

Angewandte Psychologie – Interdisziplinäre / Kurzeile (Drs. Carola Wüstenhagen) / Online-Klausur / page 9



architecture + interior design

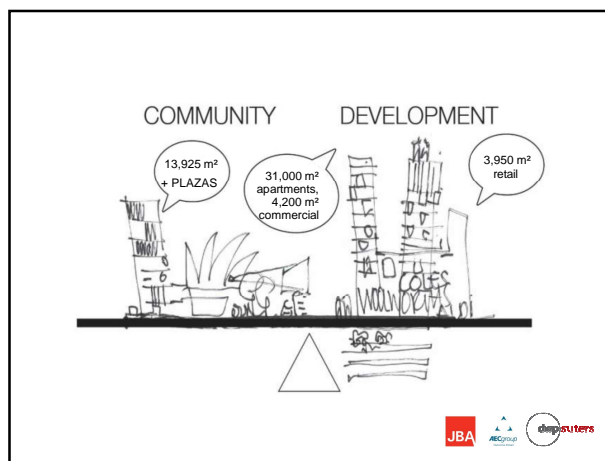
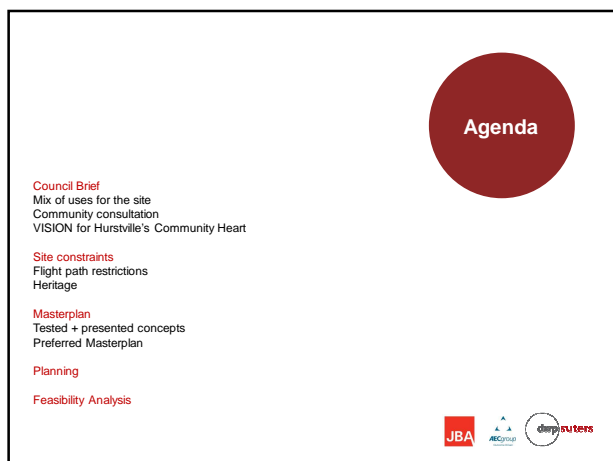
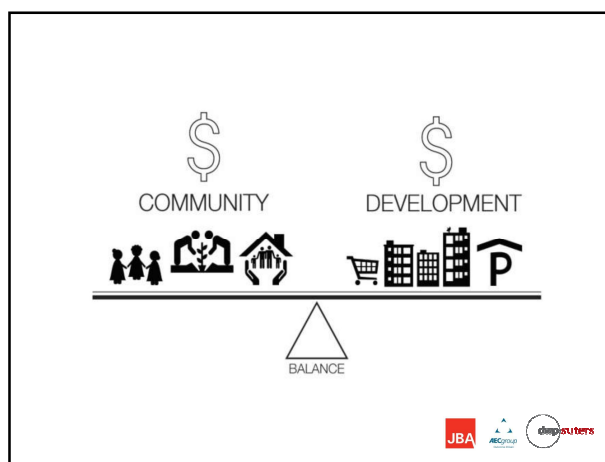
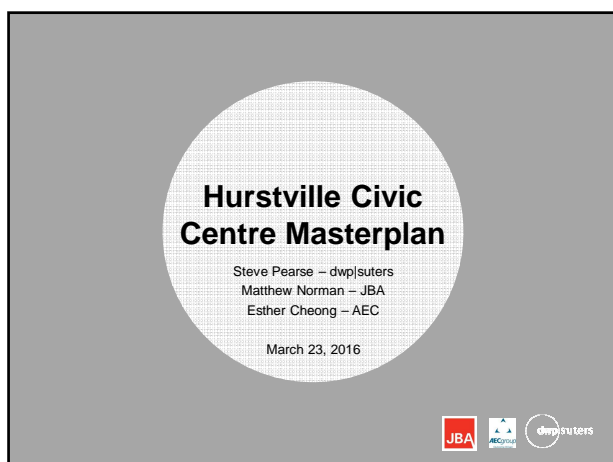


Junction of Dora & MacMahon St

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12.0 Appendix F – Hurstville Councillor workshop #3 presentation slides



COMMUNITY BRIEF

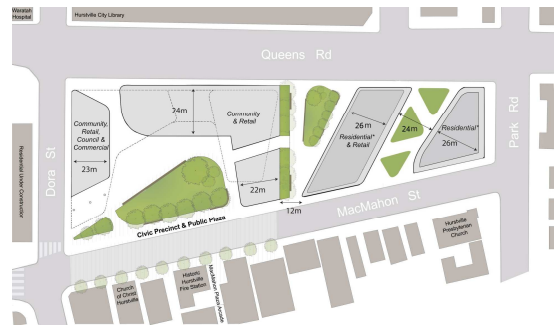
• COUNCIL CHAMBERS960
• COUNCIL OFFICES4190
• CUSTOMER SERVICE305
• LIBRARY, ART GALLERY AND MUSEUM4000
• MULTI-PURPOSE COMMUNITY CENTRE + FLEXIBLE AUDITORIUM/FUNCTION SPACE2775
• LOADING/STORAGE1695
+	13,925
PARKS & PLAZAS	

note : brief areas compiled from council documents - Civic Precinct Redevelopment Market and Demand Assessment Study, New Hurstville City Civic Centre 220507, Hurstville Civic Precinct - Update of Community Facilities Requirements + Hurstville Council Advice on Council Chambers and Offices area requirements - as advised by Claire Stuckey

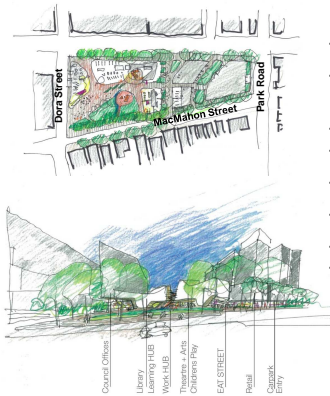
Masterplan



Setout Plan



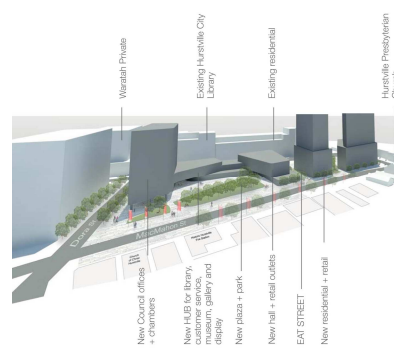
Preferred Masterplan



- New Residential to the East – value of views and outlook to lower valley
- New civic buildings: Library, Art Gallery and Museum, Flexible multi-purpose space + central learning HUB/work HUB when combined with cafes and "EAT Street" activities
- Destination
- Residential high-rise – landmark entry point to Queens Street
- Central Plaza is oriented and shaped to maximise solar access
- Landscape for large group gatherings, movie, music and performance projects
- Retail – food focused
- Safe, commercially successful public spaces



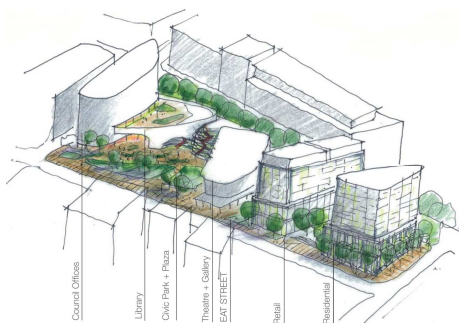
Preferred Masterplan



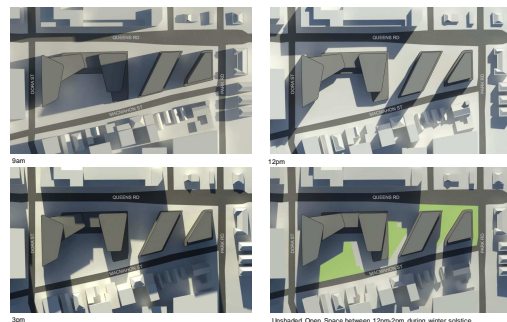
- A vibrant Community Centre
- A strengthened civic focus
- An iconic and connected place
- Inviting civic squares and parks
- A mix of community spaces
- An "EAT Street"
- Street and plaza for larger community gatherings
- Secure and safe
- A framework to guide infrastructure improvements



Preferred Masterplan



Controls – Sun Study guide only



Planning

Proposed Areas

Council chamber & offices

- Council chamber
- Council offices
- Customer service centre

Cultural & educational

- Library, art gallery & museum
- Multi-purpose community centre/flexible auditorium
- Storage & circulation

Commercial

- Commercial/offices

Retail

- Specialty fresh food
- Food & beverage
- Mini retail

Residential

- Studio (67 apartments)
- 1 bedroom (68 apartments)
- 2 bedroom (186 apartments)
- 3 bedroom (37 apartments)

Landscaping

- 49 % of total site area

Planning Overview

Land use breakdown

Use	FSR	GFA
Residential	2.38:1	31,018m ²
Commercial	0.31:1	4,200m ²
Retail	0.3:1	3,961m ²
Council	0.41:1	5,455m ²
Community	0.65:1	8,470m ²
TOTAL	4.1:1	53,104m²

Proposed zone: B4 Mixed Use Zone

Proposed heights: Maximum height of 44m (14 storeys), ranging to 14m (4 storeys)

Car parking

Type	# of spaces
Residential	279
Commercial/retail	176
Culture/educational	141
SUB TOTAL (minimum requirement)	596
Community/commuter	604
TOTAL	1200

Feasibility Analysis

Heritage



Hurstville City Museum and Gallery at 14 MacMahon Street, Hurstville

Whilst the loss of the heritage building does result in an impact on the heritage significance of the locality, this is mitigated by the community benefits created by the development. These benefits include:

- Significant public benefits - a major library, community facilities and public open space
- Enabling Council to deliver significant social and economic benefits to the Hurstville LGA
- Supporting the achievement of local, regional and State strategic planning objectives, including:
 - Increasing the number of jobs closer to home;
 - Revitalising and strengthening Hurstville Town Centre; and
 - Focusing new development in areas that close to transport hubs.

Masterplan Potential Yields

Land Use	West (Buildings C and D)	East (Buildings A and B)
	GFA (units)	GFA (units)
Residential	2	31,018sqm (360 units)
Commercial	4,200sqm	Level 1-24
Retail	2,500sqm	Ground
Council/communal	5,455sqm	Level 3-7
Community	8,470sqm	Ground, Level 2-3
Parking	463 spaces (community) 122 spaces (retail/commercial)	468 spaces (residential) 25 spaces (total)

Cost v Revenue Proposition

Feasibility Analysis	Whole Site	Description	Cost Estimate ¹
Revenue			
Gross Sales Revenue	\$358,063,263	Council chambers/office	\$18,000,000
Less Selling Costs	(\$14,741,371)	Museum, library and gallery	\$15,700,000
Net Sales Revenue	\$343,321,892	Multi-purpose function centre and flexible auditorium	\$10,700,000
Less GST paid	(\$25,225,961)	Basement car park (463 cars)	\$18,530,000
Net Revenue (after GST paid)	\$218,095,931		Sub-total
		Add: Preliminaries and Margin (24.5%)	\$14,925,400
		Total	\$75,845,400
Costs			
Land Purchase Cost	-		
Land Acquisition Costs	-		
Construction (including Contingency)	\$142,277,853		
Professional Fees	\$10,779,517		
Statutory Fees	\$7,882,665		
Site Works	\$3,679,533		
Community Facilities	\$91,350,148		
Land Holding Costs	\$646,008		
Finance Charges	\$472,500		
Interest Expense	\$2,780,919		
Total Costs (before GST reclaimed)	\$270,839,181		
Less GST reclaimed	(\$24,103,019)		
Total Costs (after GST reclaimed)	\$246,736,162		
Performance Indicators			
Net Development Profit	\$47,018,508		
Development Margin ²	18.78%		
Net Present Value ³	\$7,025,444		
Project Internal Rate of Return ⁴	37.08%		
Residual Land Value (NPV) ⁵	\$16,507,857		

1 - Development margin: profit divided by total costs (including selling costs)
2 - Net Present Value (NPV): Developer's cash flow stream discounted to present value
3 - Project Internal Rate of Return (IRR): Discount rate where the NPV equals zero
4 - Project Internal Rate of Return (IRR): Discount rate where the NPV equals zero
5 - Residual Land Value (NPV): Purchase price for the land to achieve a zero NPV
Source: JBA



13.0 Appendix G – Public submissions

Name & date	Submission
Angela Potter 13 July 2015	<p>I attended the Hurstville Library session and was given a feedback form however I don't have a scanner so I was just sending this email with comments.</p> <p>My parents live in MacMahon St and I visit very often plus travel via Hurstville station daily as well as doing all my shopping in Hurstville.</p> <p>I found the information at the library 9/7 to be misleading and when I returned to show my parents who could not attend the library what it would look like by viewing the concept master plan on the council website I could not find it. In fact putting Hurstville Civic Precinct Concept Master Plan in the council website lead me to the link below which is a completely different plan then that presented at the library. I took a picture of the board at the library on 9/7 so my parents could see what the plan was. Link to what is on the council website after searching http://www.hurstville.nsw.gov.au/IgnitionSuite/uploads/docs/Chapter%203%20Masterplan%20Part%203.pdf</p> <p>So the library plan in the diagram has a 20 storey building that in the picture looks the same height as a 11 storey building but when pointing it out to the staff at the library I was told there was a hill! So I was quite surprised that a 9 storey hill exists on a flat street. Then when asking whether a 19 storey building next to a very small park would mean the park had little sun told no due to solar positions which defies common sense.</p> <p>I cannot understand why this new concept is not being circulated via letterbox (other then a postcard inviting you to visit a location on 2 dates) or in the leader so that people have a chance to really comment. I doubt people realise that the much hyped civic master plan is more huge multi storey buildings with a patch of grass which will dwarf all the surrounding buildings.</p> <p>What people are wanting is open space and a new seniors centre and Marana Hall. The museum in MacMahon St has got character and is one of the most attractive buildings in Hurstville so it seems ridiculous to just pull that down. The current plan succeeds in making Hurstville the ugliest civic centre in NSW and this plan just seems to be an excuse to put in more huge high rises.</p>
Planning Ingenuity 14 July 2015	<p>This submission is in response to the community information sessions and draft Civic Precinct Concept Master Plan for the land bounded by Dora Street, Queens Road, McMahon Street and Park Road, Hurstville.</p> <p>We act on behalf of the Baptist Union of the NSW the owners of No.2-4 Dora Street which is part of the site to which the Concept Master Plan applies.</p> <p>We note and support that the Concept Master Plan acknowledges Development Consent DA2013/-143 for the demolition of existing structures at No.2-4 Dora Street, Hurstville as well as the future development potential for the site and surrounds to a density and</p>

scale compatible with that of surrounding and nearby land in the city centre.

An application for a Planning Proposal for No.2-4 Dora Street, Hurstville was lodged with Council on 1 July 2015. This application sets out the ultimate intent of the Baptist Union of NSW to maintain a presence on the site and provide a place of public worship and ancillary administrative and community support services at No.2-4 Dora Street.

The application also demonstrates that an appropriate scale of redevelopment of the site is an essential component to sustaining new church premises and services. The application for a Planning Proposal also anticipates that the site will be integrated with a civic precinct.

We expect Council and Council's consultant, JBA to consider this application for a Planning Proposal as part of the development of the Master Plan and that Council will involve a Baptist Union of NSW as a key stakeholder in future development of the Master Plan.

I trust this submission is self-explanatory. Should you have any questions regarding this submission please contact the undersigned – Director Jeff Mead.
