



Stakeholder Engagement Strategy

Rose Bay South

October 2019



an ERM Group company

Introduction

Introduction

Willowtree Planning, on behalf of its client Evolve Project Consulting, is preparing a Planning Proposal for a site in Rose Bay South, within the Waverley Council Local Government Area (LGA).

The site is located at 439 – 445 Old South Head Road and 1 The Avenue (the Site), near the intersection of Old South Head Road and Newcastle Street. On Old South Head Road there is currently a row of run-down single storey shops, a heritage-listed double-storey building which houses a bakery, and a carpark. At 1 The Avenue, a three-storey apartment building is located.

The Site faces the Royal Sydney Golf Course.

The proposed development will generally be consistent with existing development controls, however the application will seek approval for an increase to the height and FSR for the Site to allow for a six-storey development which transitions down to two-four storeys, appropriate to the existing adjoining properties.

The proposal is to provide a number of housing options, creative spaces, neighbourhood shops and community facilities. The Planning Proposal incorporates the SOOS Bakery, a site with archaeological Local Significance (register no. A538). The Bakery site will be retained and refurbished to facilitate a flexible community facility within the development.

Context

The Site is located in an area where sensitivity to increases in residential density has previously been indicated, along with concerns about impacts relating to traffic, surrounding heritage, the loss of open space and pressures on local infrastructure.

Waverley Council's draft Local Strategic Planning Statement, which has finished its exhibition period, identifies areas that are priorities for Council over the next twenty (20) years under themes such as infrastructure and collaboration, liveability, productivity and sustainability.

Waverley Council is keen for proposals that encourage continuation of the 'green grid', develop local jobs, provide improved sustainability outcomes and help meet housing targets for the Waverley LGA.

Document purpose

This Stakeholder Engagement Strategy provides a framework for engagement with the community and other stakeholders, to support Evolve Project Consulting's plans for the redevelopment of the Site through the Planning Proposal process.

This Strategy is designed to ensure a consistent approach to communications and includes an analysis of stakeholders and issues raised, together with tools and activities, and a timeline of activities to provide a coordinated approach to future engagement.

The activities in the strategy are targeted towards stakeholders including neighbours, local community groups, local business groups, council officers, elected officials and the media.

Stakeholder Analysis

Stakeholder	Interests	Issues	Engagement approach
External stakeholders			
Local council			
Cr Sally Betts (Liberal Councillor for Hunter Ward) sally.betts@waverley.nsw.gov.au 0425 363 530	<p>Cr Sally Betts is the longest serving Councillor on Waverley Council having served for 17 years, three of them as Mayor.</p> <p>“My vision for Waverley is for a caring society where Council tries not to interfere in people's daily lives but ensures the Municipality is clean and tidy, and good affordable services are provided to all residents, visitors and business owners, and we all move towards a more sustainable future.”</p>		Offer briefing to all Hunter Ward councillors, on advice of council planning staff
Cr Will Nemesh (Liberal Councillor for Lawson Ward) Will.Nemesh@waverley.nsw.gov.au 0426 247 680	<p>As a young community professional, Will has worked across and within state and federal government, as well as community organisations, over the past eight years.</p> <p>He recognises that parking and traffic congestion are major concerns for residents as more people move into the Waverley LGA.</p> <p>He is a current member of the Housing Advisory Committee and the Environmental Sustainability Advisory Committee of Waverley Council. He is also an active member of the Liberal Party as well as the Jewish community where he currently sits on a number of boards including Emanuel Synagogue.</p>		Offer briefing to all Hunter Ward councillors, on advice of council planning staff
Cr Steven Lewis (ALP Councillor for Hunter Ward) steven.lewis@waverley.nsw.gov.au 0447 141 144	<p>Steven has a keen interest in urban planning, design and transport. He has a Bachelor of Arts with majors in politics and urban geography, a post graduate Diploma in Urban Studies and a Bachelor of Laws. Steven is a commercial litigation lawyer specialising in class actions and a principal of a city law firm. He also</p>		<p>Offer briefing to all Hunter Ward councillors, on advice of council planning staff</p> <p>Cr Masselos' interests may lie in the parking reduction and the</p>

Stakeholder	Interests	Issues	Engagement approach
	advises clients on land and environment issues. Steven has been a long time member of the New South Wales Jewish Board of Deputies, including time on its executive.		retention of heritage listed buildings.
Waverley Mayor – ALP john.wakefield@waverley.nsw.gov.au 0427 023 987	Cr John Wakefield – an economic geographer and sometime media commentator on housing	A very vocal anti-development campaigner. Behind the Bondi Junction cycleway. Proponent for using Bondi junction rooftops for solar generation and green spaces.	Offer briefing to Waverley Mayor, on advice of council planning staff. Highlight expanded tree canopy, landscaping, public spaces and laneway access, use of cycleway.
Council planning staff	Timing of submission of development application, resources required for assessment, including studies and reports. GM – Ross McLeod Director of Planning – Peter Monks	Need to assess Planning Proposal in timely fashion, and provide recommendations to Council. Need to ensure that this development and the LSPS are aligned.	Keep informed, respond to requests for information in a timely fashion.
Business groups			
Rose Bay Chamber of Commerce www.rosebaychamber.com.au			Meet with to establish contact and level of support. Offer briefing meeting with any follow up meetings if required.
Sydney East Business Chamber info@sydneyeastbc.com 02 9328 0616 0458 002 400 Katherine O'Regan Chair, Sydney East Business Chamber M: +61 419 411 801 E: chair@sydneyeastbc.com	Sydney East Business Chamber supports, promotes and champions our premier business and community. We recognise that a strong community creates strong businesses.		Meet with to establish contact and level of support. Offer briefing meeting with any follow up meetings if required.
Community groups			

Stakeholder	Interests	Issues	Engagement approach
Rose Bay Residents Association rosebayresidentsassoc@gmail.com Bruce Bland, vice-president of the Rose Bay Residents Association	<p>"Rose Bay is full when you consider the traffic and congestion issues, local state primary and secondary schools are full, there is a shortage of preschools, parks are fully utilised," he said.</p> <p>https://www.smh.com.au/national/nsw/sydneys-eastern-suburbs-plagued-with-concerns-about-congestion-overdevelopment-20180131-h0r7dw.html</p>		<p>Meet with to establish contact and level of support.</p> <p>Offer briefing meeting with any follow up meetings if required.</p>
Local community			
Kristin's Possum Pre-School 98-96 Newcastle St	Revitalisation of site. New community facilities and public spaces	Impact of construction	Meet with to establish contact and keep updated. Offer briefing meeting with parents
Active Kids Group child care centre, 469 Old South Head Road			Meet with to establish contact and keep updated. Offer briefing meeting with parents
Rose Bay Secondary College 34A Hardy Street			Meet with to establish contact and keep updated. Offer briefing meeting with parents
Chabad House 427 Old South Head Road			Meet with to establish contact and keep updated.
St George Greek Orthodox Church 90-92 Newcastle St			Meet with to establish contact and keep updated.
Scientific Motor Body Works 2 William Street	Impact of construction	Impact of construction and completed development	Meet with to establish contact and keep updated.
Rose Bay village shops on Old South Head Road (north-east of the site)	Revitalisation of site. New community facilities and public spaces	New shops might create competition	Meet with to establish contact and keep updated.
Jesse's café 445 Old South Head Road	Impact of construction	Impact of construction and competition from completed development	Meet with to establish contact and keep updated.
Media			
Sydney Morning Herald Megan Gorrey, Urban Affairs reporter	Urban affairs reporter at SMH, has been following development in Bondi Junction as well as the Mayor's recent statements regarding development proposals	Development proposals across Sydney	Respond to inquiries
Wentworth Courier	News Local paper centred around Sydney's eastern suburbs	Development is a hot button topic in the Bondi Junction area so this proposal to increase building height and FSR is likely to attract comment.	Offer a briefing to local journalist once Planning Proposal is lodged

Stakeholder	Interests	Issues	Engagement approach
State and Federal Government			
Gabrielle Upton – State Member for Vaucluse & Parliamentary Secretary to the Premier 9326 1856 vaucluse@parliament.nsw.gov.au			Consider offering briefing
Dave Sharma – Federal Member for Wentworth dave.sharma.mp@aph.gov.au	Dave Sharma was narrowly elected to the Federal Seat of Wentworth on a 1.8% margin. A former diplomat to Israel, Dave Sharma has an interest in the economy and supports policies that encourage hard work and enterprise, including the 29,000 small businesses in Wentworth.	During the recent Federal Election Dave Sharma committed to working with colleagues in local and state government to address over-development in Bondi Junction	Consider offering briefing
Dr Deb Dearing, Eastern City Commissioner, Greater Sydney Commission	Urban design, affordable housing, walkability, and heritage. A trained architect and urban designer, Dr Dearing has held senior executive roles with the NSW Department of Urban Affairs and Planning, Architectus and Stockland, and board positions with the NSW Heritage Council, the Australian Institute of Architects, City West Housing, Livable Housing Australia and the Sydney Harbour Federation Trust.		Consider offering briefing
Industry stakeholders			
Urban Taskforce Peter Daly, Chair Tom Forrest, incoming CEO (Nov 11)	Generally supportive of development proposals with merit	Will support the proposal if in line with good urban design principles Made a submission to Waverley City Council re Draft LSPS which included calls for greater housing diversity and consideration for high-density in areas close to transport and services	Offer to provide briefing once Planning Proposal is close to being lodged
Internal stakeholders			
Consulting team	Successful Planning Proposal process	Ensure entire team is aware of and able to address any issues raised by external stakeholders	Provide a copy of key messages and any documents provided to external stakeholders

Engagement plan

Activities are listed in order. Dates to be agreed once draft proposal is close to being lodged.

Timing	Engagement team	Engagement tools	Engagement activity	
Ongoing	KJA to support if needed	Meetings with Council planning staff	<p>Ensure council staff members are comfortable with the proposal and have all questions addressed. Inform council staff of timing of community engagement (no surprises).</p> <p>As a key stakeholder on this project, effective communication with Council will help to deconstruct barriers to development approval and assist in streamlining the development process.</p>	
One week prior to lodgement of Planning Proposal	KJA to draft, Willowtree Planning to approve. KJA to distribute	Letterbox drop Leaflet to inform local residents and businesses of upcoming drop-in session, and direct them to project website. Efficient and affordable method of reaching high-interest stakeholders	<p>We recommend including all residents and businesses who may be impacted by construction and operation of the development.</p> <p>Leaflet will include basic information about the proposal and provide details of website, contact number and drop-in session.</p>	
One week prior to lodgement	KJA	Door knock Ensure neighbours are aware of proposal and drop in session. Explain proposal and invite initial comments.	<p>Door knock immediate neighbours, especially the commercial and retail spaces in Rose Bay Village on Old South Head Road, to the north-east of the site.</p> <p>Identify any neighbours likely to support the development.</p>	
One week prior to lodgement of Planning Proposal (on advice of Council staff)	KJA to support if needed	Briefing for councillors	<p>Ensure councillors have a thorough understanding of what is proposed, how the development fits in with Waverley Council's draft LSPS and mitigation measures that will be put in place to manage any impacts.</p> <p>As a key stakeholder on this project, effective communication with Council will help to deconstruct barriers to development approval and assist in streamlining the development process.</p>	
Once Planning Proposal has been lodged	Stakeholder meetings KJA, Willowtree Planning, and/or specialist consultants	1 on 1 meetings with important stakeholders Invite stakeholders to meet with project team. 1 on 1 meetings with high-interest stakeholders (as identified in Stakeholder Analysis above).	Stakeholder	Attended by
			Rose Bay Chamber of Commerce	KJA, to be advised
			Hunter Ward Councillors	KJA, to be advised
			Waverly Historical Society	KJA, to be advised

	where necessary	Meetings are conducted to address concerns and understand barriers to achieving approval. Meetings are also conducted to build case with council to pass development with limited objections.	Local State Member, Gabrielle Upton – to be offered	KJA, to be advised
			Local Federal Member Dave Sharma, - to be offered	KJA, to be advised
			Waverley Council Mayor, John Wakefield	KJA, to be advised
			Rose Bay Residents' Association	KJA, to be advised
			Rose Bay village business owners	KJA, to be advised
			Dr Deb Dearing, GSC	KJA, to be advised
Drop-in session to be held once Planning Proposal has been lodged	KJA, Willowtree Planning, Heritage consultant, Traffic consultant and Architect	Drop in session A drop in session for members of the community to obtain information about the proposal and provide feedback.	Residents and businesses in close proximity of the Site will be invited to drop-in session.	
Go live once Planning Proposal has been lodged	KJA to manage with Willowtree Planning	Project website	Project website piggybacked on the Willowtree Planning linkedin website. Website to display currently available public documents, contact details, and times/locations of engagement activities.	
Once Planning Proposal has been lodged	Willowtree Planning senior executive with KJA support	Media briefing	Consider briefing local media only	

Key Messages

The proposed development will breathe new life into an underutilised site and the surrounding area, providing a mix of housing options, neighbourhood shops, community facilities and public open space, including a north-facing plaza, and a sun-drenched second storey terrace overlooking the Golf Course.

The proposal provides for a mix of housing options that will assist Council to achieve the housing targets set in the District Plan.

The proposed development will incorporate the existing archaeological site known as SOOS Bakery, which will be retained and refurbished to facilitate a flexible community facility.

The proposal is a mid-rise development comparable in scale to existing apartments nearby.

The proposed development will generally be consistent with existing development controls; however the application will seek approval for an increase to the height and FSR for the Site to allow for a 6-storey development which transitions down to 2-4 storeys in line with existing adjoining properties.

By incorporating a transition from six-storeys down to 2-4 storeys, the design provides a sympathetic transition into the residential neighbourhood behind the Site, the existing Heritage Conservation Area and the existing heritage building on the site.

The proposed development is on a key public transport route, at the intersection of Old South Head Road and Newcastle Street, with bus-stops located metres from the Site.

There is a bus stop immediately adjoining the Site, providing people with direct connection to Bondi Junction and its transport interchange. People will be able to access the employment hubs of both Bondi Junction and Sydney CBD within 30 minutes, in line with a key goal of government.

It will encourage walking to local shops, strengthen the local economy, reduce local vehicle trips, and support social connectedness with flexible community space.

The Site as it is today is underutilised, consisting of the heritage bakery building and a row of rundown shops.

The proposed development will provide increased urban tree canopy and vegetation.

Rose Bay South is a new type of place envisaged by the Greater Sydney Commission's District Plan focusing on greenery, walkability, mix of uses and housing types.

Statistics:

- 50% site area dedicated to publicly accessible, greener places;
- 40% site area covered in tree canopy;
- 10% floor area dedicated for flexible community floor space;
- 10% affordable housing commitment
- 25% build-to-rent commitment
- 80 local jobs created

FAQs

What sort of housing options will this development provide?

The current proposal includes a commitment to affordable housing and Build to Rent rental properties.

What public spaces will this development provide?

The proposal is to provide community facilities and public open space, including a north-facing plaza, and a sun-drenched second storey terrace overlooking the Golf Course.

Publicly accessible, greener places will constitute 50% of the site area, and 10% of the floor area is dedicated to flexible community floor space.

Who owns the site?

A local family is seeking to reinvigorate the Old South Head Road site (1,735 sqm) in Rose Bay.

What is going to happen to the heritage listed bakery building on site?

The heritage-listed bakery building will be retained and refurbished, and the new mid-rise mixed use development will be sympathetic to it.

Why do you need to double the allowable height and increase the Floor to Space (FSR) ratio?

The new proposal seeks to almost double the statutory height (12.5m) and increase the FSR to circa 3.5-4:1

By increasing the FSR and building height, additional housing, employment space, community facilities, and public space can be provided.

How long will construction take?

After reaching development approval, construction is expected to take 13 months (+/- 1 month).

How much parking will be provided?

This is yet to be confirmed.

How many local jobs are likely to be created?

It is estimated that 80 local jobs will be created.

How many jobs will be created during construction?

Approximately 100 jobs would be created over a 12 month period.



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