



**Stakeholder Engagement  
Strategy** 47-49 and 53-57  
Oxford Street, Bondi Junction

---

August 2019

---

## Introduction

### Introduction

Willowtree Planning, on behalf of its client Evolve Consulting, is seeking planning approval for a mid-rise mixed use employment and residential hub, located just 300 metres from the Bondi Junction train and bus interchange. The site for development, located at 47-49 and 53-57 Oxford Street Bondi Junction (the Site), obtained a deferred commencement consent for a three-storey mixed use development. Although the deferred commencement was not satisfied, regardless the conditions related to details surrounding the materials and finishes so that the materiality of the proposed buildings could be better understood.

The development proposes to increase the maximum height from the current permitted height control of 12.5m to almost double and increase the current FSR from 1.5:1 to 3.5-4:1. The proposal includes retail and commercial uses fronting Oxford and Denison Streets to ensure active street frontages and vibrant streets are facilitated and a mix of commercial and residential uses located at the upper levels,

While the proposed uses are in keeping with existing uses along Oxford Street, the Site is adjacent to existing residential properties, including heritage terraces, and is located within a heritage conservation area. It is also in close proximity to an existing bus depot, Bondi Junction shopping mall, Bondi Junction train and bus interchange, and Centennial Park. The location of the Site is in an area which is highly desirable from both a residential and commercial perspective.

### Background on site

The proposed development site previously received a deferred commencement consent for a three-storey mixed use development. However, given buildings to the east and north are 10 to 12 storey high rise, the previous consent appears to be out of context and not the best use of the Site.

Waverley City Council (the Council) will need to be assured that any proposal for the Site improves the overall outcomes for the community and is in keeping with current and approved plans relevant to the Site. Critical to the project's success will be the extent to which Willowtree and the project team can bring Council and other stakeholders on board.

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

There has been vocal opposition in recent months to a number of high-rise developments proposed in the West Bondi Junction area, including the 36 metre "twin towers" at Oxford and Nelson Street and a 21-storey development application lodged in relation to 47-55 Grafton Street. The 'Save West Bondi Junction' community action group, is also active in the area, and has taken an interest in this site and others in the area.

### Document purpose

This Stakeholder Engagement Strategy provides a framework for engagement with the community and other stakeholders, to test acceptable development of the Site and support Willowtree Planning's plans for the redevelopment of the Site through the Development Application 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
<b>External stakeholders</b>			
<b>Local council</b>			
<b>Cr Angela Burrill</b>  (Liberal Councillor for Lawson Ward 3 – includes Bondi Junction)  <a href="mailto:angela.burrill@waverley.nsw.gov.au">angela.burrill@waverley.nsw.gov.au</a>  9114 8981	Cr Burrill operates her own small business consultancy in North Bondi providing general management assistance to small to medium sized and family owned businesses.  Her priorities include getting more public art in Waverley and free parking after 7pm in selected streets in Bondi Junction	Cr Burrill may be particularly interested in the artisan start up and the night-time activities components of the proposal given her stated interests.	Offer briefing to all Lawson Ward councillors, on advice of council planning staff
<b>Cr Elaine Keenan</b>  (Greens Councillor for Lawson Ward)  <a href="mailto:elaine.keenan@waverley.nsw.gov.au">elaine.keenan@waverley.nsw.gov.au</a>  0468 498 08	A nurse by training, now works in industrial relations. Interests in sustainability and access.	Keenan's 6 point plan for Lawson Ward nominates West Bondi Junction overdevelopment as her first priority.  Additionally, her stated interest in sustainability may lead her to be interested in the landscaping, green tree canopy, public access spaces and proximity to transport and proposed bike path leading to a reduction in car ownership.	Offer briefing to all Lawson Ward councillors, on advice of council planning staff
<b>Cr Paula Masselos</b>  (ALP Councillor for Lawson Ward)  <a href="mailto:paula.masselos@waverley.nsw.gov.au">paula.masselos@waverley.nsw.gov.au</a>  0419 292 207	Managing director of Embrace Society which is a communications agency specialising in hard to reach audiences and in values based behaviour change, community engagement, advertising and communications, and creative strategy and development.  A former SBS radio director she has an interest in multicultural issues.	Cr Masselos has been vocal against development in Bondi Junction in the past. She spoke to the media in March 2019 against the development of 194 to 214 Oxford Street claiming that heritage houses would be lost and it would start a domino effect and trigger parking nightmare for residents <a href="https://www.dailytelegraph.com.au/newslocal/wentworth-courier/commission-supports-twin-tower-proposal-at-west-bondi-junction/news-story/6319c613740a7b55ef2002d49317d756">https://www.dailytelegraph.com.au/newslocal/wentworth-courier/commission-supports-twin-tower-proposal-at-west-bondi-junction/news-story/6319c613740a7b55ef2002d49317d756</a>	Offer briefing to all Lawson Ward councillors, on advice of council planning staff  Cr Masselos' interests may lie in the parking reduction and the retention of heritage listed buildings.
<b>Waverley Mayor – ALP</b>	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	Offer briefing to Waverley Mayor, on advice of council planning staff.

Stakeholder	Interests	Issues	Engagement approach
<p><b>john.wakefiel d@waverley. nsw.gov.au</b></p> <p><b>0427 023 987</b></p>		<p>Bondi junction rooftops for solar generation and green spaces.</p>	<p>Highlight expanded tree canopy, landscaping, public spaces and laneway access, use of cycleway in parking planning. Promote the fact that the new proposal has increased commercial floor space to offer greater employment opportunities in LGA.</p>
<p><b>Council planning staff</b></p>	<p>Timing of submission of development application, resources required for assessment, including studies and reports.</p> <p>GM – Ross McLeod</p> <p>Director of Planning – Peter Monks</p>	<p>Need to assess DA in timely fashion, and provide recommendations to Council.</p> <p>Need to ensure that this development and the LSPS are aligned.</p>	<p>Keep informed, respond to requests for information in a timely fashion.</p>
<b>Business groups</b>			
<p><b>Bondi Chamber of Commerce</b></p> <p><a href="mailto:info@bondichamber.com.au">info@bondichamber.com.au</a></p> <p>02 8078 4639</p>	<p>The majority of the 6,000 members are businesses with less than 10 employees, however a large percentage is made up of larger companies with more than 30 employees.</p> <p>It has set itself up to lobby local government on behalf of business and positions itself as the voice for the local business community.</p>	<p>The Business Chamber will ensure that local businesses, especially members, maximise the opportunities of development.</p> <p>Chamber could become a strong ally given the greater provision of employment space devoted to the proposal in order to attract start-ups and innovative businesses which fall into its core membership group, and the resultant stimulation of the immediate local economy.</p>	<p>Meet with to establish contact and level of support.</p> <p>Offer briefing meeting with any follow up meetings if required.</p>
<b>Community groups</b>			
<p><b>Mill Hill Junction Precinct</b></p> <p>Convenor Howard Parry- Husbands</p> <p><a href="mailto:howard@pollinate.com.au">howard@pollinate.com.au</a></p>	<p>Active residents' group established to fight "overdevelopment" high rise development in Bondi Junction and surrounds.</p> <p>Made up of local residents who oppose residential high rise in Bondi Junction claiming it is at the expense of commercial space and it puts too much pressure on the existing public transport service, particularly the rail interchange.</p>	<p>Will be highly vocal during the development process.</p> <p>Will object to proposed height and FSR and residential development due to pressure on nearby transport hub (especially as there is a reduction in onsite parking flagged). May be slightly appeased by the inclusion of employment floor space.</p> <p>"Our community is desperate for a new high school but we'll only accept a new school next to Centennial Park if the minister stops any high rise towers opposite the Waverley bus depot," he said. SMH, March 2019</p>	<p>Offer to brief once DA is on exhibition.</p> <p>Unlikely to convince to change views.</p>

Stakeholder	Interests	Issues	Engagement approach
<b>Bondi Residents Action Group</b>  Chris Matthews  0438551962	Formed in 2018 in response to overdevelopment of Bondi Junction and surrounds on the grounds that it is irreversibly and detrimentally changing the character of the suburb (31 Facebook likes).	Preserving commercial core spaces for business to coexist with residential areas.  Has organised rallies in the past	Offer to brief once DA is on exhibition. Unlikely to convince to change views.
<b>Save West Bondi Junction</b>  Catharine Munro  tbc	Local residents who oppose development in West Oxford Street Precinct that does not: <ul style="list-style-type: none"> <li>Comply with the existing LEP</li> <li>Retain existing homes including some heritage homes along Grafton Street</li> <li>Involve residents in the planned design charrette for development of plans for the area</li> </ul>	Have on-line community petition that they can easily mobilise, currently has 368 signatures  Issues: <ul style="list-style-type: none"> <li>Overshadowing houses and open space</li> <li>Interrupted transport services due to construction</li> <li>Buildings not in keeping with local heritage architecture</li> <li>Decreased property prices</li> <li>Increased population straining local services and amenity</li> <li>Increased traffic</li> </ul>	Offer to brief once DA is on exhibition. Unlikely to convince to change views.
<b>Media</b>			
<b>Sydney Morning Herald</b>  Megan Gorrey, Urban Affairs reporter  tbc	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
<b>Wentworth Courier</b>	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 DA is lodged
<b>State and Federal Government</b>			
<b>Dr Marjorie O'Neill – State Member for Coogee</b>  <a href="mailto:coogee@parliament.nsw.gov.au">coogee@parliament.nsw.gov.au</a>	Elected to the New South Wales Legislative Assembly as the member for Coogee for the Labor Party at the 2019 New South Wales state election.  One of her five key campaign priorities was to stop overdevelopment	Spoke out against the Oxford St twin towers planned for Bondi Junction, pledging to “do everything in my power”.	Consider offering briefing

Stakeholder	Interests	Issues	Engagement approach
<b>Dave Sharma – Federal Member for Wentworth</b>  <b>dave.sharma.mp@aph.gov.au</b>	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
<b>Industry stakeholders</b>			
<b>Urban Taskforce</b>  Chris Johnson, chief executive	Generally supportive of development proposals with merit	Will support the proposal if in line with good urban design principles	Offer to provide briefing once DA is close to being lodged
<b>Internal stakeholders</b>			
<b>Consulting team</b>	Successful DA 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

---

## Media review

### Developer Lodges Application for 20-Storey Bondi Junction Tower (August 29, 2018)

- Earlier this month, Waverley Council, led by Mayor John Wakefield, asked Minister for Planning Anthony Roberts to block a proposal for giant twin towers in Bondi Junction. The proposal to rezone 194-214 Oxford St and 2 Nelson St on the basis the 36m high development has been deemed “excessively large” with the maximum building height for the area at 15 metres.
- <https://theurbandeveloper.com/articles/developer-lodges-60-million-bondi-junction-tower>

### “No regard for design and beauty”: Why Bondi Junction is an eyesore (July 28, 2018)

- Article about overdevelopment in Bondi Junction specifically for apartments
- “Bondi Junction has too many apartment towers and is sacrificing commercial space,” he said. “Further rapid growth in an already densely populated area will cause dangerous strain on the infrastructure, particularly the Bondi Junction train station.” (Troy Filson, Mill Hill Bondi Junction precinct co-convenor)
- “Residents can feel arguably concerned about quality and impact on liveability and amenity in the wider Bondi locality.” Dr Paul Jones, associate professor of urban planning, Sydney University
- <https://www.smh.com.au/national/nsw/no-regard-for-design-and-beauty-why-bondi-junction-is-an-eyesore-20180727-p4zu3i.html>

## 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	<b>Meetings with Council planning staff</b>	<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 planning proposal lodgement	KJA to draft, Willowtree Planning to approve. KJA to distribute	<p><b>Letterbox drop</b></p> <p>Leaflet to inform residents and businesses of upcoming drop-in session, and direct them to project website.</p> <p>Efficient and affordable method of reaching high-interest stakeholders</p>	<p>We recommend including all commercial buildings on Oxford Street between Nelson Street and Newland Street and all residential buildings in Mill Hill Road and Denison Streets between Oxford Street and Ebley Street. This covers the majority of stakeholders 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	<p><b>Door knock</b></p> <p>Ensure neighbours are aware of proposal and drop in session. Explain proposal and invite initial comments.</p>	<p>Door knock immediate neighbours, especially the commercial and retail spaces on Oxford Street, Mill Hill Road and Denison Street.</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	<b>Briefing for councillors</b>	<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	<p><b>1 on 1 meetings with important stakeholders</b></p> <p>Invite stakeholders to meet with project team.</p> <p>1 on 1 meetings with high-interest stakeholders (as identified in Stakeholder Analysis above).</p>	<b>Stakeholder</b>	<b>Attended by</b>
			Bondi Chamber of Commerce	KJA, to be advised
			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, Dr Marjorie O'Neill – to be offered  Local Federal Member Dave Sharma, - to be offered  Waverley Council Mayor, John Wakefield	KJA, to be advised  KJA, to be advised  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	<b>Drop in session</b> 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	<b>Project website</b>	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	<b>Media briefing</b>	Consider briefing local media only	

---

## Key Messages

The proposal responds to both the identification of Bondi Junction as a Strategic Centre, and to the draft Waverley LSPS. It provides creative spaces which will offer flexible workspaces to support a variety of uses.

The proposal provides for a mix of employment opportunities, and diverse housing options that will assist Council to achieve the housing and job targets set in the District Plan.

The proposal will assist Waverley Council to achieve its job target of between 17,000-20,500 in Bondi Junction by continuing to retain and increase employment opportunities across the site.

The proposal supports the provision of live-work dwellings and home industries, both in keeping with the underpinning of Bondi Junction as a Strategic Centre.

The design is sympathetic to the surrounding buildings, the existing Heritage Conservation Area and the existing heritage building on the site.

By applying innovative design principles across the site, the proposal allows for a mix of uses that will attract both day time and night time uses, thus supporting the night time economy.

The proposal includes spaces suitable for creative office and business functions, including art, technology, production and design creatives and innovators, supporting a diverse community in keeping with Bondi Junction being a lively and engaging centre.

The proposal provides employment opportunities and accommodation located less than 300m from Bondi Junction train and bus Interchange.

The proposed design is sensitive to the existing and proposed surrounding residences, with eateries and other activities at street level, creative industries and other employment uses on the floors above and residential above those.

The location of the site, in close proximity to Centennial Parklands and an extensive network of cycleways, will encourage healthy lifestyles, increase opportunities for people to experience nature and improve amenity.

The proposal will provide an engaging public domain, directly connecting with the identified local green grid connections and anticipated cycle route along Denison and Oxford Street frontages.

---

## FAQs

### **What sort of businesses will this development attract?**

We recognise Waverley Council's vision to increase employment opportunities and to attract start-ups and knowledge intensive businesses in Bondi Junction so our new proposal seeks to not only retain but increase employment floor space. We envisage creating an attractive artisans village on the Site. Flexible floor space will provide accessible and affordable start-up spaces for creative businesses such as architecture, design, art galleries, food and beverage, furniture, printing, textiles, fashion and technology.

### **Will there be late night commercial activities?**

Addressing Waverley Council's desire to improve the attractiveness of working and socialising in Bondi Junction, we propose the inclusion of some food and drink premises that would be allowed to trade in the evening. A key priority is to ensure that all commercial and retail operations remain sensitive to the surrounding and proposed residential communities.

### **What is going to happen to the heritage listed buildings on site?**

We recognise that, as the western entrance to Bondi Junction, the Site is a transitional area between the Centennial Parklands and Bondi Junction CBD. As such the existing heritage items we will be retained and safeguarded. The new mid-rise mixed use development will be sympathetic to the adjoining heritage conservation area as it will provide a transitional built form.

### **You call it mid-rise – but it seems very tall?**

Our proposal is for a height control of 25 metres which is less than the current height controls for developments to the east and north of the Site which is 38 metres.

### **Why do you need to double your height and increase your Floor to Space (FSR) ratio?**

With our rapidly growing population Sydney is experiencing a housing supply pinch. Waverley Council is not immune to this and is under pressure to supply more affordable housing and greater employment opportunities. By increasing our FSR and building height we can deliver additional apartments and more employment space to attract local jobs. The location of our site, so close to the Bondi Junction Interchange, means that we can do this without increasing traffic congestion in the area.

### **What will happen to the small businesses around the development site?**

We have ensured the design is sympathetic to the needs of the community. Our plans for encouraging technological and creative start-ups will stimulate business for local shops in the immediate surrounds and help to create a diverse thriving community.

### **Why do you want to reduce parking?**

The development site is just 300 metres away from the Bondi Junction train and bus interchange. It is also bordered on two sides by the Waverley Council's proposed cycleway on Oxford and Denison streets. We are committed to developing a sustainable future and we believe being located so close to these active travel amenities doorstep will actively discourage private car ownership.

### **But this will place extra pressure on the trains and buses.**

We will work closely with Transport for NSW. Additionally, our location right on the proposed cycleway will encourage residents, employees and visitors to use other sustainable means to get to and from our location.

### **I am a resident and I don't want a block of apartments overlooking my backyard.**

We appreciate the special character of the surrounding residential areas to the east. For this reason, the proposal is a modest mid-rise development which will increase local residents' access in the area through the inclusion of laneways, open public spaces and enhanced pedestrian accessibility. The development will

also be extensively landscaped and increase the tree canopy in the area creating visual and environmental improvements to what is currently on the site.

**How long will construction take?**

After reaching development approval, construction is expected to take 13 – 15 months (+/- 1 month).

**How will you make sure the streets are not disrupted during construction?**

Safety and minimising disruption are our top priority, any concerns can be raised directly with the project team through Greg Gilyou, Director of Evolve Project Management Pty Ltd (<http://www.evolveconsulting.com.au/>).



an ERM Group company

**Sydney office**

Level 9, 2 Elizabeth Plaza, North Sydney NSW 2060  
PO Box 302, North Sydney NSW 2059  
T 02 9955 5040

**Melbourne office**

Suite 101, 620 Bourke Street Melbourne VIC 3000  
PO Box 16215, Collins Street West VIC 8007  
T 03 9005 2030

E [info@kjassoc.com.au](mailto:info@kjassoc.com.au) | [www.kjassoc.com.au](http://www.kjassoc.com.au)