



COMMUNICATION PLAN

FEBRUARY 2024

Rogans Hill Park Master Plan and Planning Proposal

Prepared by
Urban Concepts

Prepared for
Castle Hill Glen Pty Ltd

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1. INTRODUCTION & BACKGROUND

Urban Concepts has prepared this Communication Plan on behalf of the Castle Hill Glen Pty Ltd, the Proponent who is advancing the Planning Proposal and Master Plan for the 45,024 square metre or 4.5 hectare site that is referred to as Rogans Hill Park and located at 1020 Melia Court in Castle Hill. The Site comprises of three lots which are legally described as Lot 1020 in DP 876671, Lot 2021 in DP 876671 and Lot 2 in DP 576773. The Site is owned by Castle Hill Glen Pty Ltd.

The Communication Plan forms part of the Planning Proposal Documentation being lodged with Hills Shire Council in the first quarter of 2024. The Planning Proposal seeks approval from the Hills Shire Council to amend the Hills Local Environmental Plan 2019 (Hills LEP 2019) and to put in place new land use zoning and statutory controls so that it can be developed into a master planned multi-density residential lifestyle and conservation precinct with an offering of community benefits.

The strategic merit of this Project and the role that it will play in addressing housing demand and housing supply targets in Hills Shire Council underpins its strategic importance.

The Proponent has adopted a landscape-led design approach to the master planning of the Site. The overriding vision for Rogans Hill Park is to foster a profound connection between nature, environmental management practices and contemporary apartment and terrace style living.

Specifically, the new statutory controls and Master Plan being sort under the Planning Proposal will deliver:

- Six residential apartment buildings ranging in height from 2 to 6 storeys and containing a total of 147 apartments. The building heights have been set following extensive urban design and visual impact investigations to ensure they sit below the established tree canopy and ridge height of Melia Court, mitigating potential view impacts for neighbours and from the public domain.
- A total of 38 Terraces, 2-3 storeys in height.
- 15% of the new housing to be dedicated to Hills Shire Council as affordable housing.
- Investment in new open space public infrastructure with a new Public Park, "Rogans Hill Park" that will feature a nature children's play area and outdoor fitness opportunities.
- Approximately 53% of the Site dedicated to deep soil open space and bushland preservation in perpetuity.
- A network of boardwalks and viewing platforms that will offer residents and visitors a unique nature experience and views over the Sydney Blue-Gum High Forest.
- A pedestrian prioritised loop road for efficient vehicular circulation, access to underground parking areas and pedestrian connectivity.
- The construction of a new public footpath in Glen Road to connect the Rogans Hill Park Precinct into the local pedestrian network.

Over the past six months, a range of site investigations have been ongoing. The Proponent has commissioned a multi-disciplinary team encompassing expertise in architecture, urban design, landscape architecture, urban planning, ecology and environmental management, heritage assessment, land survey, view analysis, traffic and transportation planning, and utility servicing to prepare the Master Plan. Their specialist reports accompany the Planning Proposal.

This Communication Plan presents a strategy for staging community consultation initiatives to raise awareness about the Project and to capture feedback from neighbours, interested stakeholders and the broader community post lodgement of the Planning Proposal and through the Public Exhibition process.

The Communication Plan is presented in five sections. A summary of the information that is contained in each Section is below:

- Introduction. The introduction provides an overview of the Project and the adopted communication approach.
- Anticipated Community reaction to the Planning Proposal. This is research we have undertaken about local issues.
- Key Messages. The key messages that will be communicated about the Project.
- Target Audiences. These are the stakeholders that the Communication Plan seeks to address through its implementation.
- Communication Methodology. The methodology details the critical information lines for the Project and the consultation events that will be staged to promote understanding. It also documents the spokesperson protocol for the Project.

1.1. Urban Concepts Role

Urban Concepts will act as an independent facilitator overseeing the implementation of the Communication Plan. In this role, we will establish a meaningful dialogue with neighbours, integral stakeholders, and the broader community to ensure there is a thorough understanding of the Planning Proposal and the design response that underpins the Master Plan.

Within the broader context of the Project, Urban Concepts is one member of a multi-disciplinary design team that has been engaged to take this Project forward. The project team is documented in Table 1.2.

The objectives that Castle Hill Glen Pty Ltd seek to realise from implementing this Communication Plan for this Project are:

- To communicate there is an existing Development Application that relates to the Site.
- To advise residents and interested stakeholders about the Project, capture ideas, and address concerns raised about the Master Plan.
- To proactively build an enduring, open, and responsive dialogue with the owners of neighbouring properties that can continue throughout the planning process and pending support for the Planning Proposal the future development application process.
- To build confidence amongst the local community that the Site can be developed for its intended purpose without adverse impact on the amenity and biodiversity and conservation value of the neighbourhood.
- To hold community consultation events that are meaningful and easily accessible so that neighbours, integral stakeholders, and broader community members can participate in the process.
- To ensure that the Master Plan, specialist site reports and the statutory planning process are explained in 'Plain English'.

1.2. The Role of UrbanTalk

Providing a digital footprint for this Project is extremely important so that the community can readily source factual information at their fingertips in their own time and at their convenience. To achieve this, Urban Concepts will use its Project Listing Platform that is called UrbanTalk to create a front-facing community information hub for the Project that centralises all public inquiry to one point of contact. UrbanTalk is a contemporary interpretation of a project website. The Project Listing will stay in place for the duration of the Planning Proposal. If the Planning Proposal proceeds and the Hills Shire LEP 2019 is amended, the Listing will remain in place for the future development approval process.

Urban Concepts has created a Project Listing for the Project. Once it goes live a QR code will be created. It will

appear on all public information circulated about the Project. When scanned, it will take people directly to the Project Listing.

The Project Listing is supported by newsletters and advertorials that will form the Communication Collateral for the Project. These are discussed in Section 5 of the Plan.

1.3. The Communication Needs of this Project

The communication needs of this Project encompass:

- Community education.
- Community information.
- Community consultation.

These specific communication needs have informed and directed the communication methodology in Section 5 of the Plan.

The communication needs the proponent would like to address through this Communication Strategy are:

- To fully explain each aspect of the Project, including:
 - The existing Development Application that relates to the Site.
 - Why the Site is appropriate for rezoning.
 - The statutory provisions that apply to the land following the rezoning.
 - The findings from the site investigations.
 - The landscape-led Master Plan.
 - The community benefits the Project will deliver.
- To explain the statutory planning framework that underpins the Master Plan and Planning Proposal and the role that the Hills Shire Council plays in that rezoning process.
- To manage community and stakeholder expectations. Community consultation can often leave participants feeling despaired - 'what was the point of participating when my ideas have not been incorporated'. We will manage expectations by ensuring that participants clearly understand the information being presented, accurately recording the comments and concerns expressed at information events and circulating Records of Comments to participants and regulatory authorities.
- To ensure the Hills Shire Council is informed about the planned consultation events, invited to participate, and provided with a copy of the Communication Plan and subsequent Record of Comments arising from the consultation events.
- To maintain an open, regular, and consistent dialogue with all key stakeholders that is commensurate with the specific level of knowledge they require and their regulatory role in the Project.
- To provide meaningful information about the Project to residents and interested stakeholders that they can access in their own time and at their convenience.
- To stage consultation events that canvas the information the Proponent would like feedback about from residents and interested stakeholders and provide participants with the answers to their questions about the Project.
- To establish a single point of contact responsible for coordinating all information flows between the Proponent, the community, and key stakeholders.

- To ensure community concerns are accurately recorded and reported to the Hills Shire Council as part of the Planning Proposal.

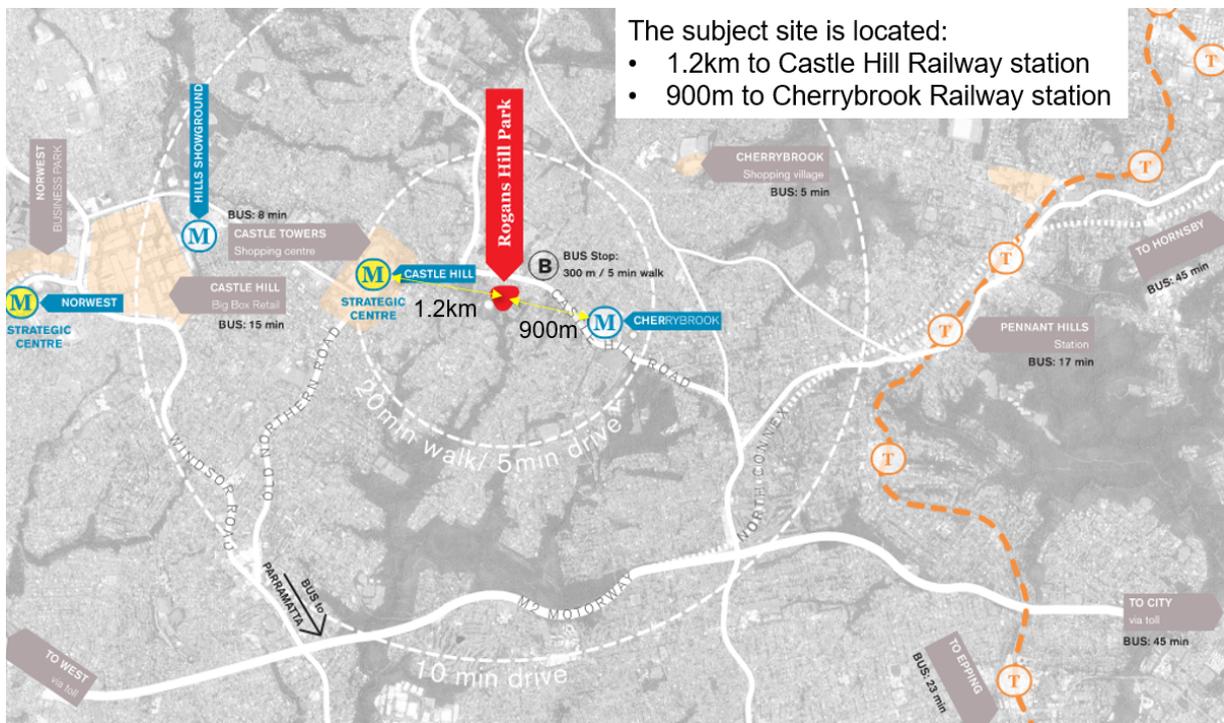
1.4. Project Description

1.4.1. Site Description

The Site is in the Hills Shire Local Government Area. It is located midway between the Castle Hill Railway Station, which is 1.1 kilometres to the west and the Cherrybrook Railway Station which is 900 metres to the east.

The Site's address is 1020 Melia Court. It also has a street frontage to Glen Road. Both Glen Road and Melia Court are cul-de-sac local roads that connect to Castle Hill Road, a classified road, located 50 metres to the north of the Site. Refer to the Site Location Plan at Figure 1.1A and the Aerial Photograph at Figure 1.1B. Vehicular access to the site is off Glen Road.

FIGURE 1.1A SITE LOCATION PLAN



Source: DKO Architects



Source: DKO Architects

The Site is on the southern side of Melia Court and is a triangular land parcel that comprises of three separate Torrens Title allotments, Lot 1020 in DP 876671, Lot 2021 in DP 876671 and Lot 2 in DP 576773. The Site is owned by Castle Hill Glen Pty Ltd. The Site is a rare and sizable land offering with a combined site area of 45,024 square metres or 4.5 hectares. The Site is serviced by the Hills Shire Council reticulated water and sewer services. Electricity and telecommunication services are also available.

The topography of the Site generally drops from north to south with the widest portion of the wedge being approximately 21-28 metres below Melia Court at Contour Line RL 192, The lowest part of the Site is at RL 130.45 which means there is a change in elevation of approximately 60 metres between the Sites northern and southern boundary. Accordingly, the Site sits at a lower topographical point than the adjoining Melia Court residences to the north.

The Site contains Sydney Blue-Gum High Forest, a Critically Endangered Ecological Community listed under the Commonwealth Environment Protection and Biodiversity Conservation Act 1999 and the NSW Threatened Species Conservation Act 1995. The proposed building placement on the Site preserves the large clusters of vegetation to the north and south. Grouping the buildings in the Centre of the Site on the lower topographical levels allows the endemic vegetation to form a bushland buffer around the development area.

The Proposal provides for the retention of 1.5 hectares of Sydney Blue-Gum High Forest. The biodiversity and tree management strategy that accompanies the Planning Proposal addresses the requirements of the Biodiversity Conservation Act 2016 and provides for the restoration and ongoing preservation of the Sydney Blue-Gum High Forest. The Vegetation Management Strategy increases the on-site tree canopy by 61% enhancing the developable area and supporting the regeneration of remnant ecological communities.

The lower portion of the Site has a 1st order stream and associated riparian corridor. The Site is not mapped as

bushfire prone land. There are no improvements or paved areas on the Site.

1.4.2. Site Development History

There is a current and active Development Application (DA) that applies to the Site, DA No.1089/2007/za. The DA was approved by the Land and Environment Court in 2011 and provides for a 23 lot community title residential subdivision with a public access road connecting to Glen Road. The DA has a construction certificate and substantial commencement. The Planning Proposal maintains a similar 2.3 hectare development footprint to the approved development, and provides for a new site specific statutory framework that supports multi density housing in the form of 2-6 storey apartment buildings and 2-3 storey terraces, a range of community benefits and environmental management practices.

1.4.3. Neighbouring Land uses

The Site is surrounded by land that is zoned C4 Environmental Living and R2 Low Density Residential. It is located adjacent to the Sydney Water Rogans Hill Reservoir. Surrounding residential development comprises of substantial 1-3 storey Torrens Title dwelling houses of mixed architectural style set within well landscaped gardens with multi car garages and recreational amenities such as tennis courts, swimming pools and the like. These areas are focused around Melia Court which aligns the northern boundary, Doris Hirst Place, Hoop Pine Place and Forest Knoll which are all local roads that align the eastern boundary and Castle Hill/ and Glen Road to the west. Melia Court is elevated above the Site and sits atop the steep embankment that forms the sites northern boundary.

The sales history of forty (40) neighbouring properties has been reviewed using RP Data. The results are summarised in Table 1.1 and indicate that 19 or 47.5 percent of the neighbouring properties have exchanged hands since the approval of the current DA by the Land & Environment Court in 2011. This suggests many of the existing neighbours are unlikely to be aware there is an existing development approval in place for the Site and may have purchased their properties thinking that they adjoined a bushland reserve.

The communications approach for this Project will start by educating the existing residents about the current status and development approval history of the Site.

TABLE 1.1 TRANSACTION DATES OF NEIGHBOURING PROPERTIES

ADDRESS	DATE OF EXCHANGE
Dorris Hirst Place (eastern boundary)	
17	2013
23	2015
25	2008
Hoop Pine Place (eastern boundary)	
19	2015
18	2021
16	2013
Forest Knoll Place (eastern boundary)	
12	2021
Melia Court (northern boundary)	
2	2007
4	1998
6	2008

10	2000
12	2013
12A	2014
16	2012
18	2000
20	2012
22	2012
26	1998
28	2008
30	2000
32	2015

Source: RP DATA

1.4.4. Site Constraints

The Planning Proposal is accompanied by studies that address the environmental and technical aspects of the Site. These studies identified a range of constraints that need to be managed in the Master Plan. They are discussed below.

TOPOGRAPHY

The Site's topography is the most complex constraint. The current development area is 2-3 hectares out of the 4-5 hectare site area. This is due to the fall of the land and the steep slope along the northern boundary which needs to be reinforced and stabilised through engineering site works.

FLORA AND FAUNA

The Site has unique flora and fauna biodiversity value. This includes Sydney Blue-Gum High Forest a Critically Endangered Ecological Community listed under the Commonwealth Environment Protection and Biodiversity Conservation Act 1999 and the NSW Threatened Species Conservation Act 1995. The Proposal provides for the retention of 1.5 hectares of the Forest. A 1st order stream and riparian corridor are in the southern part of the Site.

LIMITED VEHICULAR ACCESS

While the Site has two street frontages, it is only possible to achieve vehicle and pedestrian access from Glen Road as the topography and steep slope at the northern boundary restricts direct access to Melia Court.

1.4.5. Site Opportunities

SIZE & LOCATION

The Site is a large 4.5 hectare land offering that is located within a 20 minute walking catchment of the Castle Hill and Cherrybrook Metro Stations and within a 5 minute walking catchment of bus stops along Castle Hill Road. The opening of both Metro Stations in 2019 has changed the land use and public transport context of the Site and makes it suitable for Transit Orientated Development.

SURROUNDING NEIGHBOURHOOD

The topography of the Site and its bushland context mean that amenity impacts can be effectively managed

and mitigated making it capable of sympathetic development in the developable central portion at a higher density whilst delivering open space and environmental benefits for the locality.

OVERSHADOWING & PRIVACY IMPACTS

The Site is capable of development without overshadowing adjacent residential areas to the north, east and west. The heavily vegetated setbacks at the northern and eastern boundary provide visual privacy for neighbours. There is no residential development to the south.

MITIGATION OF SCENIC VIEW IMPACT

The Site sits at a lower topographic point than the Melia Court ridge. This means that viewlines from the homes in Melia Court are unaffected by the development.

TOPOGRAPHY

The fall of the land between Melia Court and the Site means that it is possible to build multi-storey development without impacting the scenic western views enjoyed by Melia Court Residents.

1.4.6. The Concept Master Plan

The overarching urban design and landscape vision the Proponent has for Rogans Hill Park Estate is:

To create a unique multi-density neighbourhood that is interconnected to nature.

DKO Architecture has formulated the Master Plan that accompanies the Planning Proposal. The land use mix, built form and landscaped spaces in the Master Plan demonstrate how a quality design outcome can be delivered on the Site under the proposed amendments to the Hills Shire LEP 2019. The Master Plan is illustrative and does not present a fully developed scheme. A Development Application would need to be formulated and lodged before any development can occur on the Site.

The development concept envisioned under the Master Plan is a new multi-density residential estate that will provide three new housing typologies currently not available in the immediate locality. These are:

- Apartments;
- Garden apartments; and
- Terraces.

Under the Master Plan the housing offering comprises of six residential apartment buildings ranging in height from 2 to 6 storeys and containing a total of 147, (1, 2 and 3 bedroom) apartments and 38 (3-4 bedroom) terraces that span 2-3 storeys in height. This equates to a total of 185 dwellings.

The Master Plan is underpinned by the following objectives:

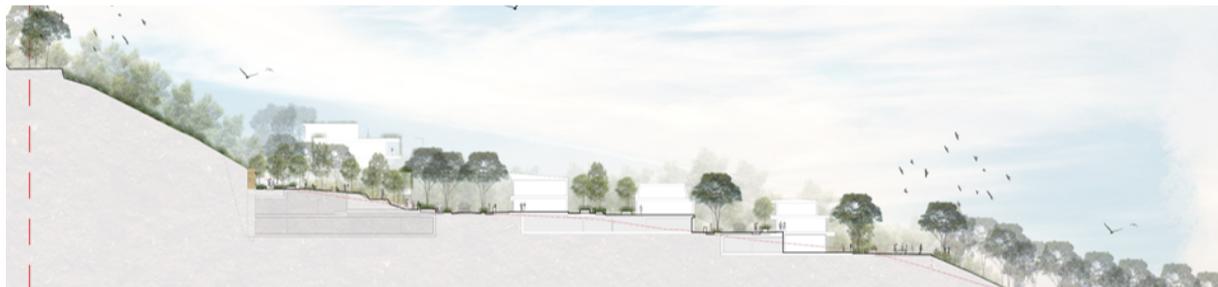
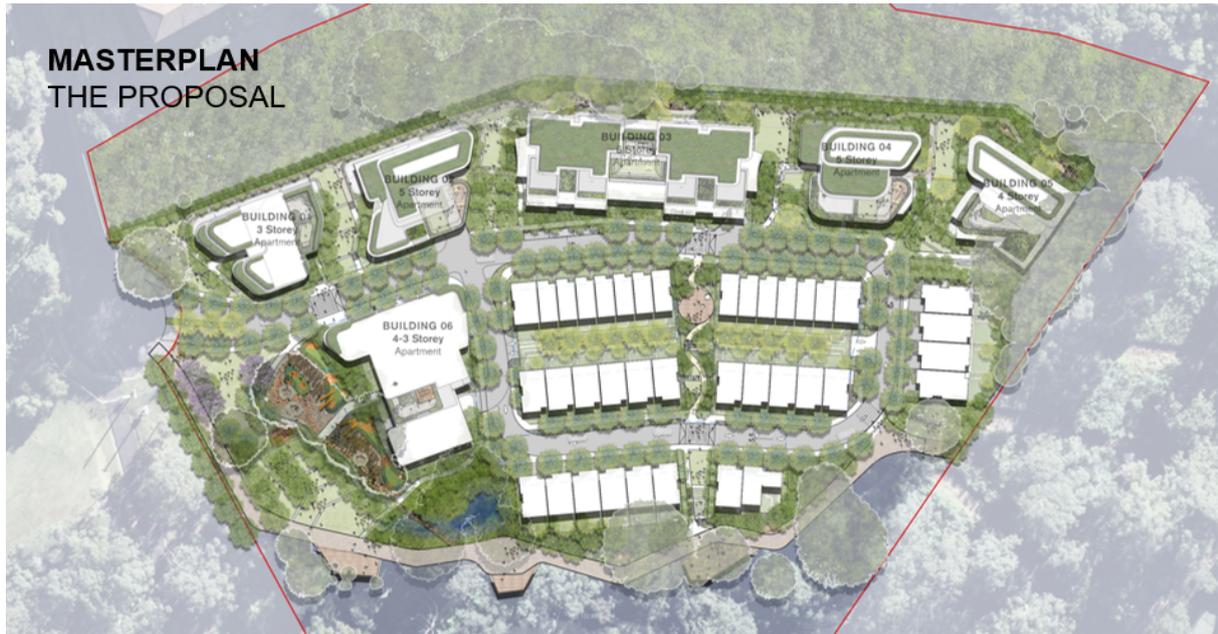
- Prioritisation of Public Open Spaces.

The Master Plan provides a new public park, Rogans Hill Park, at the entrance to the estate. The park will be inviting to the local community and a place where existing and future residents can interact and socialise. It will reinforce the cultural identity of Rogans Hill. The Park would be delivered as a community benefit and incorporate a natural area for children's play and outdoor fitness equipment.

- Preservation of Biodiversity.

The retention and management of remnant vegetation preserves the sites scenic character. The northern and southern biodiversity zones will support areas of Sydney Blue-Gum High Forest. A key strategy is to increase the current tree canopy coverage and connect the existing endemic communities by introducing new green corridors that can provide habitat for local flora and fauna. The Proposal provides for the planting of 418 trees on the Site to achieve a tree canopy cover of 61%.

- **Considered density that mitigates amenity impacts on neighbours.**
The maximum height of the development sits well below the ridge height of Melia Court. The tallest 6 storey buildings will be well back from Melia Court, Glen Road and Doris Hirst and Hoop Pine Place residents. Building heights step down at the edges and transition to 2-3 storeys at the northern, southern, eastern and western boundaries reducing the perception of the bulk and scale of the development.
- **Massing and Built Form.**
The building forms are broken up into pavilions to reduce their footprint and scale. This means that landscaped spaces are punctuated across the Site concealing and softening the building forms from neighbours to the east in the local roads of Doris Hirst and Hoop Pine Place. The northern and southern biodiversity areas and Sydney Blue-Gum High Forest further conceals the building forms from Melia Court and Glen Road residents.
- **Connectivity and wayfinding.**
A footpath network connects all buildings and open spaces. All buildings will have a pedestrian connection to more than one open space. A nature boardwalk with viewing platforms aligns the southern biodiversity zone and in the event of bushfire can be used as a fire service trail. Vehicular access to the estate will be off Glen Road via a single-entry boulevard that will be framed with street trees and pedestrian footpaths. Loop access roads connect to this main vehicular spine providing a front door address to the terrace housing.
- **An open space network.**
The Master Plan sets aside 53% of the site area as deep soil open space and bushland reserve. It provides 2,000 square metres for the new Rogans Hill Park and approximately 21,590 square metres as public open space distributed throughout the Site. It includes the northern and southern biodiversity zones that provide for the preservation and restoration of endemic species and Sydney Blue-Gum High Forest as well as pocket parks, community gardens, boardwalks, bushland viewing platforms, communal roof top gardens, green roofs, private landscaped garden balconies and terraces.
- **Sustainable Building Design and Technology.**
Should the Project proceed to a Development Application the Proponent is committed to ensuring that all Rogans Hill Park dwellings are of contemporary architectural design, and constructed from high performing building materials to ensure they resource efficient. Dwellings will include water tanks, solar panels and light-coloured roofs. Sustainable technologies will be incorporated such as electric vehicle chargers, environmental sensors, and smart electrical waste and water fixtures.
- **Visual Impact Mitigation.**
The proposed massing has a low level of visibility within the existing viewing context of the Site. Building forms are distributed between and behind a network of ground level and roof top open spaces and remnant bushland reserves. Building heights sit below the existing tree canopy. The location of the tallest 6 storey building forms in the Centre of the Site ensures they are below the line of sight from local vantage points in adjacent residential streets. The Master Plan is illustrated in Figures in 1.2 and 1.3.



Source: DKO Architects



Source: DKO Architects

1.4.7. Proposed LEP Amendments and Site-Specific Development Control Plan

To enable the Site to accommodate the Concept Master Plan, the Planning Proposal requests Hills Shire Council to amend the Hills Shire LEP 2019 land use zoning and height controls. Specifically, it requests:

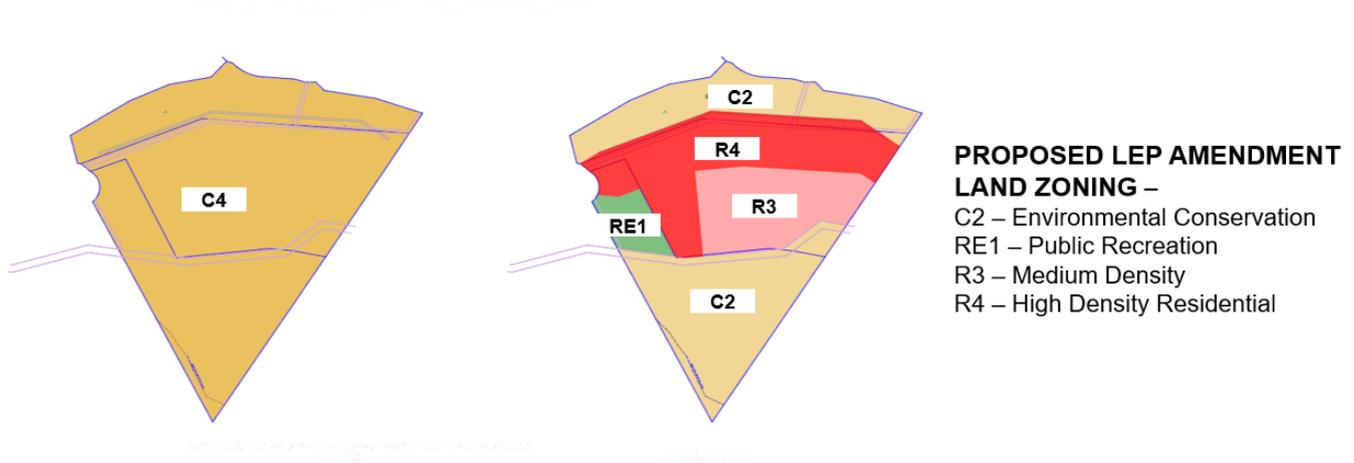
- That the Site be rezoned from C4 Environmental Living to part R3 Medium Density, part R4 High Density, part C2 Environmental Conservation and part RE1 Public Reserve.
- That the maximum height standard map be amended to reflect heights ranging from 10 metres to 22 metres to accommodate new buildings forms ranging in height from 3 to 6 storeys. The existing height control is 9 metres.

The Planning Proposal is also accompanied by a Site-Specific Development Control Plan that would regulate the following built form and landscape parameters:

- Site coverage
- Landscaped area
- Deep Soil
- Building height
- Setbacks
- Basement Design
- Through-site link
- Site access and traffic arrangements
- Details of land management and slip
- Details of Future Park and bushland
- Footpath and public domain works

The proposed amendments to the Statutory Planning Controls are illustrated in Figures 1.4 and Figure 1.5.

FIGURE 1.4 PROPOSED LEP AMENDMENT- LAND ZONING



Source: DKO Architects

FIGURE 1.5 PROPOSED HEIGHT OF BUILDING



Source: DKO Architects

1.4.8. Community Benefits

The Planning Proposal is accompanied by a Voluntary Planning Agreement (VPA) that will deliver to the Hills Shire Council the following community benefits:

- A new pedestrian footpath along Glen Road to connect Rogans Hill Park with the broader pedestrian network that services local shops and public transport hubs.
- A new 2,000 square metre public Park, Rogans Hill Park, will provide a focal point for the Rogan's Hill community, and a place where existing and future residents can meet and socialise. The park will have a children's play area, community kiosk and gym equipment.
- The dedication of 15% of all new housing as affordable housing to be managed by a Council endorsed community housing provider for a minimum of ten years.
- The maintenance of the northern and southern biodiversity bushland zones and the public open spaces to ensure that these costs are not born by ratepayers and the public purse.

1.4.9. Multi-Disciplinary Consultancy Team

The Proponent has appointed a multi-disciplinary consultancy team to formulate the Concept Plan. The individual team members and their area of expertise is presented in Table 1.2. All specialist and technical investigations are completed.

TABLE 1.2 MULTI-DISCIPLINARY CONSULTANCY TEAM

CONSULTANT	DISCIPLINE
EINV Group	Development and Project Management
DKO Architects	Architect and Concept Master Planning
DKO Architects	Urban Design
Audax Urban	Visual Impact Assessment
Land and Form	Landscape Architecture
ARUP	Traffic and Transportation
Fraser Ecology	Ecological Assessment
H2O Consulting Group	Arborist Investigations
Blackash Bushfire Consulting	Bushfire
Audax Urban	Urban Planning
Civil, Structural and Flood Engineer	Northrop Consulting
Surveyor	Chadwich Cheng
Heritage Consultant	Weir Philips
Geotechnical and Environmental Engineer	Tetra Tech Coffey
Landslide Risk Mitigation	

1.4.10. Planning Proposal Project Timeframe

The Hills Shire Council Planning Proposal Policy applies to all Planning Proposal Applications that are lodged with the Hills Shire Council from 15 March 2023. It sets out the key steps by the Council when it assesses Planning Proposals. The key steps are set out below:

- Preparation and lodgement of a Scoping Paper for pre lodgement feedback and determination of Planning Proposal requirements. COMPLETED
- Preparation and Lodgement of the Planning Proposal. WE ARE HERE
- Report to Local Planning Panel and Council to determine if the Planning Proposal should proceed to Gateway Determination.
- Application to the NSW Department of Planning for Gateway Determination.
- Satisfy Gateway Determination Conditions.
- Public exhibition of the Planning Proposal and Gateway Documentation for 28 days.
- Consideration of Public Submissions arising from the Public Exhibition.
- Resolve whether to finalise the requested LEP Amendments.

The community consultation and communication strategy outlined in this Communication Plan will be implemented to coincide with the key steps outlined above. In summary:

- This Communication Plan forms part of the Planning Proposal documentation being submitted to Hills Shire Council in the first quarter of 2024.
- The UrbanTalk Project Listing will go live to coincide with the lodgement of the Planning Proposal so the Project has an online presence.
- Briefings will be undertaken with Councillors and Planning Officers of the Hills Shire Council post Lodgement.

- The community consultation process will be implemented post lodgement of the Planning Proposal and will continue through the public exhibition process. This is anticipated to occur during the 2nd and 3rd Quarters of 2024.

1.4.11. Hills Shire Council Community Engagement Strategy and Public Participation Policy

The Hills Shire Community Engagement Strategy and Community Participation Plan outlines the Council's approach to engaging with the community and encouraging participation in the planning system.

- Part 1 outlines how the Council engages with the community when it updates the Community Strategic Plan and provides background about those matters that the Hills Shire Community is concerned about.
- Part 2 is the Community Participation Plan and it outlines when and how the community can expect to participate in the planning matters that affect them.

The Council's consultation approach is based on the IAP2 Engagement Spectrum which encapsulates:

- Inform
- Consult
- Involve
- Partner
- Report

The Council's engagement commitment is:

'We will keep you informed, we will listen to you, we will consider your ideas, we will work together.'

To meet this commitment the Council adopts the following engagement practices:

- *We are welcoming, hospitable and respectful of participants.*
- *We have clarity and purpose for each activity*
- *We tailor approaches to suit a range of groups*
- *We use both qualitative and quantitative methods to collect and review findings.*
- *We consult and involve our community in identifying new and emerging issues and solutions.*
- *We partner on initiatives when appropriate with external stakeholders with subject matter expertise.*
- *We advocate on behalf of our community on issues raised that are outside of the control of Local Government.*
- *We review and report back to our community on our progress.'*

For the Rogans Hill Park Planning Proposal our consultation methodology focuses on:

- Actively informing the community about the Project by providing a timely flow of factual, educational, and transparent information. This will be done by creating an online community information hub for the Project on the UrbanTalk platform, distributing newsletters about the Project and placing advertorials in the local paper.
- Consulting with the community by talking about the Project and actively listening to feedback at face to face, online events, and through community surveys.
- Reporting the feedback that is received through the consultation process to the Hills Shire Council in a Community Outcomes Report.

2. COMMUNITY INTEREST IN THE PLANNING PROPOSAL

2.1. Introduction

This Section discusses key areas of interest that we believe neighbours, interested stakeholders and the broader community will have in the Project. It is informed by the findings from the community consultation that was undertaken by the Hills Shire Council for its Community Strategic Plan and research that we have undertaken into recent projects in the Shire that have generated community debate and concern.

2.2. Consultation Findings Arising from the Hills Shire Community Strategic Plan

The community consultation that was undertaken by the Hills Shire Council to inform its Community Strategic Plan provides unique insight into the characteristics that residents like and don't like about living in the Hills, and what they would like the Council to prioritise over the next ten years. A summary of the key findings is provided below.

What Residents Don't Like About Living In The Hills:

- Congested traffic.
- Limited links to public transport.
- Schools over capacity.
- Influx of multi storey buildings.
- Ugly designs.
- Rate of development.
- Road and pedestrian safety.

What Residents Value Most About Living In The Hills:

- Community.
- Family friendly.
- Jobs and employment close to home.
- Lifestyle.
- Relaxation and leisure.
- Open space\ nature.
- Safe.
- Green.
- Clean.

Resident Priorities For The Next 10 Years

- Create a village atmosphere amongst density.
- Improve infrastructure.
- Provide more public and recreation areas.
- Reduce incidental traffic.
- Provide new road solutions.
- Promote a grow a sense of community and connectivity.
- Ensure safety.

2.3. Community Reaction to New Development in the Hills Shire

Urban Concepts has undertaken a desk top review to ascertain the key areas of interest and community concern generated by Hills Shire residents in response to local projects and State Government Housing Policy.

A summary of the key findings follows.

- Redevelopment of Fred Caterson Reserve for a high performance rugby and sports related facility generated community concerns relating to the clearance of approximately 23,710 square metres of bushland.
- The rezoning of 28 hectares of heavily forested land adjoining Cumberland Reserve Forest in West Pennant Hills to allow for 400 apartments and 200 medium density houses triggered resident concern relating to apartment buildings being permitted on the Site without any protective environmental zoning for critically endangered Sydney Blue-Gum High Forest and Sydney Turpentine Ironbark Forest. There was also concern about increased traffic generation onto Castle Hill Road.
- Media releases by Hills Shire Council identify concern from elected representatives over the increase in housing supply targets for the Hills Shire without any commitment being made to investment in school infrastructure. Concern was expressed through comments such as *'our public schools are bursting at the seams in the Hills Shire' and our population is booming, our classrooms are full, yet we have no commitment from the NSW Government to upgrade our established schools or build more schools across the wider Hills Community.'*
- Concern has also been expressed by Hills Shire Council Councillors concerning the scrapping of housing supply targets for the Showground and the Cherrybrook Precincts without appropriate infrastructure being in place. Comments indicating this concern have been expressed by the Mayor *'I believe the family friendly character of The Hills is under assault due to the collective changes imposed by the MInns Government'*.

2.4. Potential Areas of Resident Concern and Interest in the Rogans Hill Park Project

We anticipate that community and stakeholder concerns for this Project will fall across seven (7) areas:

- Clearing of land and the loss of critically endangered Sydney Blue-Gum High Forest.
- Changes to the low density residential character of Rogans Hill.
- The strategic merit of the Proposal and NSW Government housing supply policy.
- Stabilisation Earthworks.

- Traffic generation and parking impacts.
- Fear of neighbour amenity impacts associated with view loss, and visual privacy.
- The failure of existing school infrastructure to cope with any further increase in school enrollments as The Hills schools are at capacity.
- Neighbour fears concerning a perceived fall in property values arising from increased housing density and affordable housing provisions.

2.5. Potential Areas of Community Support for the Rogans Hill Park Project

We anticipate that the following features of the Project to be favorably received by the Hills community:

- The proposed environmental conservation zoning of that part of the Site that contains Sydney Blue-Gum High Forest that is to be retained and managed in perpetuity.
- The delivery of a pedestrian footpath in Glen Road to provide pedestrian connectivity for the Site to bus stops that are within a 5 minute walking catchment and train stations (Cherrybrook and Castle Hill) stops that are within a 20 minute walking catchment of the Site.
- The delivery of a new 2,000 square metre public park, to be called Rogans Hill Park. The park will be fitted out with a natural children's play area and fitness equipment. It will be located at the entrance to the estate and will act as a focal point for the community where new and existing residents can come together to socialise.
- The proposed private road network which will prioritise pedestrians over vehicles.
- The retention of 53% of the Site as open space and bushland reserve in perpetuity.
- The adoption of a landscape led urban design, that ensures all buildings sit below the height of the established tree canopy and below the ridge height of Melia Court dwellings to ensure there is no obstruction to local views.
- The delivery of the new housing typologies (3-4 bedroom terraces, and multi-level apartment buildings) in smaller building forms that range in height from 2-6 storeys to reduce their mass and scale.
- A landscape network that offers a range of open space experiences to promote the health and wellbeing of the community with public parks, biodiversity reserves and bushland walking trails whilst also softening the building form through the inclusion landscaped terraces, green spines, and roofs.
- The stabilisation of that part of the Site that is identified as a risk hazard.

3. KEY MESSAGES

3.1. Introduction

This Section sets out the messages we will use to explain the Project in the public arena. The messages are not finite and will continue to evolve with the Project. A variety of messages are included across each topic area, providing a range of content to cater for different communication scenarios such as resident Q&A's, media releases, community newsletters, stakeholder and community email replies.

3.2. Key Messages

3.2.1. Project Overview Messages

Message: The Rogans Hill Park Project involves master planning and rezoning the 4.5 hectare site at 1020 Melia Court, Castle Hill

The Rogans Hill Park Project involves master planning and rezoning the 4.5-hectare Site that is located at 1020 Meila Court, Castle Hill in the Hills Shire. The Site is located within a 20-minute walking catchment of both the Castle Hill and Cherrybrook Metro Stations and a 5 minute walking catchment of bus stops along Castle Hill Road. The Master Plan will deliver a new multi-density residential community that comprises of 185 new dwellings in terrace and apartment style buildings ranging in height from 2 to 6 storeys and set within a green environmental conservation precinct. The Master Plan forms the basis of a Planning Proposal Application that will be lodged with the Hills Shire Council at the beginning of 2024.

Message: Independent Specialist Investigations support the development of the Site for multi-unit housing

Over the past six months, site investigations have been ongoing. The Proponent has commissioned a multi-disciplinary team encompassing expertise in development management, urban design, landscape architecture, urban planning, ecology, land survey, view analysis, traffic and transportation planning, utility servicing, bushfire planning, flood, and stormwater management. The specialist investigations have informed the Master Plan and the specialist reports form part of the Planning Proposal documentation that is being lodged with the Hills Shire Council at the beginning of 2024.

Message: The Site is suitable for urban development and can support a higher density of housing.

There is an existing development approval that applies to the Site which allows for a 23-lot subdivision for detached dwellings and dual occupancy development. This approval was granted in 2011. While the proposed Rogans Hill Park Master Plan adopts the same development footprint as the approved development, it provides for the delivery of 185 new multi density dwellings and has the added benefit of setting aside 72% of the total landholding as deep soil landscaping and publicly accessible open space and bushland reserve. This open space will be delivered without any burden on ratepayers, or the public purse. It will ensure that critically endangered Sydney Blue-Gum High Forest Communities are preserved in perpetuity and it will deliver a new 2,000 square metre public park for the neighbourhood.

3.2.2. Site Suitability Messages

Message: The Rogans Park Project will deliver 53% of the Site as managed public open space and bushland reserve in perpetuity.

The Master Plan adopts a landscape-led approach. The Plan sets aside 53% of the Site as conservation bushland and recreational open space. This land is proposed to be zoned C2 Environmental Conservation and RE1 Public Recreation. The remaining 47% of the Site where the new development is to occur is in the central part of the Site where the land is already partially cleared. The development footprint is separated from the new northern and southern biodiversity areas which contain the endangered Sydney Blue-Gum High Forest communities and the riparian creek line. The conservation and management of these important ecological areas is a significant environmental and conservation outcome of the Rogans Hill Park Project.

Message: There is a land stabilisation risk associated with the steep slope at the northern site boundary. This risk cannot be resolved under the current planning instruments. The proposed rezoning of the Site to permit multi-density housing enables this hazard to be mitigated.

3.2.3. Strategic Merit Messages

Message: A considered master planning approach delivers a new lifestyle neighbourhood that balances conservation land management, housing diversity with community health and wellbeing.

The starting point for this Project involved formulating a range of development options that enabled the ecology of the Site to be preserved and restored whilst concentrating new development in that part of the Site that has an existing approval for urban development. A range of master plan options were considered including a seniors living scheme. The preferred scheme delivers the optimum development outcome for the Site for following reasons:

- It provides housing diversity for a broad demographic.
- It has a 47% development area which is less than the development footprint of the existing approved development.
- It delivers 72% deep soil open space and bushland reserves.
- It has a well-positioned public park at the gateway to the Precinct.
- It establishes northern and southern biodiversity zones that sit outside of the development footprint.
- It provides for the restorative conservation of endangered Sydney Blue-Gum High Forest communities and the riparian corridor.
- It delivers 185 new dwellings across two housing typologies: 2-6 storey residential apartment buildings, 2-3 storey terraces.
- Dwellings have legible front addresses to promote pride of ownership and a sense of community.
- The private road layout prioritises pedestrians over cars.
- Site excavation occurs within the development footprint and is minimised to 2 basement levels.
- The northern slope hazard is stabilised and retained.

Message: The Site can accommodate a higher density of housing than currently has been approved.

The Site will need to be rezoned to accommodate the proposed development as the existing C4 Environmental Living Zone does not permit multi-density housing. The Site can accommodate a higher density of housing than currently has been approved. The existing development pre-dated the opening of the Castle Hill and Cherrybrook Metro Stations which opened in 2019. These stations are within a 20 minute walking catchment of the Site making it suitable for a higher density Transit Orientated Development.

Message: The Site is located within a 20 minute walking catchment of Castle Hill and Cherrybrook Metro Stations and a 5 minute walking catchment of bus stops along Castle Hill Road. NSW Government housing policy recognises the importance of increasing housing density in proximity to public transport nodes.

The Planning Proposal aligns with the NSW Governments urban growth policies that encourage additional residential capacity and improved housing choice in areas that are close to public transport and shops. The State Government Transit Orientated Development Principles recognise a 1.2 Kilometre walking catchment for higher density development. The Site is within 1.2 kilometres of both the Cherrybrook and Castle Hill Metro Stations that opened in 2019.

Message: New housing typologies and the dedication of affordable housing enhances the relevance and appeal of the Rogans Hill Park Project for the broader Castle Hill Community

The proposed terrace and apartment housing typologies support a more inclusive community than the current C4 land use zone. Providing new housing choices that are suitable for singles, professional couples, empty nesters, and families caters to a broader demographic. The provision of 15% of all new housing as affordable housing that is to be managed by a community housing provider is an important outcome of the Project for the Castle Hill community and will support essential worker accomodation in the Shire for school teachers, paramedics, fire fighters and the like.

3.2.4. Site Development History

Message: The existing development approval confirms the Site is suitable for urban development

There is a current and active Development Application DA No.1089/2007/za that applies to the Site. The DA was approved by the Land and Environment Court in 2011 and provides for a 23 lot community title residential subdivision with a public access road connecting to Glen Road. The DA has a construction certificate and substantial commencement. The Planning Proposal's 47% development footprint is a reduction of the approved development, and provides for a new site specific statutory framework that supports multi density housing in the form of 2-6 storey apartment buildings apartments and 2-3 storey terraces, a range of community benefits and environmental management practices.

3.2.5. The Master Plan.

Message: The Master Plan will guide the building form and landscape outcomes on the Site.

A Master Plan accompanies the Planning Proposal. The Master Plan establishes the building forms, the open space network, and the vehicular private road and pedestrian connectivity for the development. The proposed height controls will allow for the development of 185 dwellings in contemporary pavilion style buildings that include 2-3 storey terraces and 2-6 storey residential apartment buildings. The building footprint covers 28% of the Site, allowing the remaining 72% to be preserved as deep soil open space and bushland reserve.

3.2.6. Development Vision and Design Principles

Message: A new Lifestyle and Conservation Precinct Connected To Nature

This Project will deliver a new master-planned residential lifestyle and environmental conservation precinct. The overarching vision is to create a unique multi density neighbourhood that is interconnected with nature to restore a healthy landscape and support a healthy lifestyle. The Master Plan will set aside 72% of the Precinct as bushland conservation, recreational land and deep soil open space.

Message: The Vision Statement

The overarching urban design and landscape vision for Rogans Hill Park is:

To create a unique multi density neighbourhood that is interconnected to nature.

Message: Design and landscape principles have been tailored to the local site context and have informed the Master Plan

The vision is supported by 6 design and landscape principles.

- **Prioritisation of a Public Open Space Network.**
The Rogans Hill Park precinct has open space and recreational living at its heart. The Master Plan sets aside 72% of the Site as deep soil landscaped area and publicly accessible open space and bushland reserve. It provides a northern and southern biodiversity zone, pocket parks, community gardens, boardwalks, bushland viewing platforms, communal roof top gardens, green roofs, private landscaped garden balconies and terraces.
A new public park, Rogans Hill Park, is proposed at the entrance to the new precinct. The park will be a place where existing and future residents can interact and socialise. It will reinforce the cultural identity of Rogans Hill.
- **Preservation of Biodiversity through dedicated Conservation Zones**
The retention and management of ecologically significant and remnant bushland communities preserves the Site's scenic character and creates an important nature connection for future and existing residents. The northern and southern biodiversity zones ensures existing endemic communities are managed and conserved. New green corridors link the biodiversity zones and provide habitat for local flora and fauna. The proposal to plant 418 new trees achieves an onsite tree canopy cover target of 61%.
- **Considered height and density to mitigate amenity impacts on neighbours.**
The maximum height of the development sits below both the established tree canopy on the Site and the ridge height of Melia Court. The tallest 6 storey building forms are set well back from Melia Court, Glen Road and Doris Hirst and Hoop Pine Place residents. Building heights step down towards the edges and transition to 2-3 storeys at the southern, eastern, and western boundaries. Landscape and open space setbacks reduce direct view lines, and soften building forms when viewed from the public and private domain.
- **Pedestrian Connectivity and wayfinding.**
The Master Plan gives priority to pedestrians. The precinct will have a private road network that is accessed via a single-entry boulevard off Glen Road. It will operate as a shared pedestrian zone. It connects all buildings and open spaces within the precinct. A nature boardwalk with viewing platforms sits within the southern biodiversity zone and in the event of a fire can be used as a fire service trail. The precinct and the new Rogans Hill Public Park will be connected to Castle Hill Road by a new footpath in Glen Road.
- **Sustainable Building Design and Technology.**
Rogans Hill Park dwellings will be of contemporary architectural design, and constructed from high performing building materials to ensure they resource efficient. Dwellings will include water tanks, solar panels, and light-coloured roofs. Sustainable technologies will be incorporated such as electric vehicle chargers, environmental sensors, and smart electrical waste and water fixtures.

- **Scenic character and neighbourhood views are preserved.**

The proposed massing has a low level of visibility within the existing viewing context of the Site. Individual building forms sit within landscaping and the new bushland and open space network. Building heights are below the existing tree canopy and the ridge height of Melia Court. The tallest six storey building forms are below the line of sight from local vantage points in adjacent residential streets.

3.2.7. Land Stabilisation

Message: The proposed development scenario incorporates essential land stabilisation measures that are not provided for under the existing approved development.

The proposed development scenario incorporates essential land stabilisation measures that address potential slip hazards at the northern boundary. The construction of a new concrete piled retaining wall will mitigate movement of the northern embankment. This site stabilisation work is not provided for under the existing approved development and statutory controls.

3.2.8. Ecology and Biodiversity

Message: Sydney Blue-Gum High Forest Preservation

The Master Plan has adopted a landscape-led design approach. The starting point was to create a northern and southern biodiversity zone to support the engendered Sydney Blue-Gum High Forest community in perpetuity. The Planning Proposal is accompanied by a Vegetation Management Plan that will be implemented under the community benefit offer. While some existing trees will require removal, the Project provides for the planting of endemic native tree species and achieves a tree canopy cover target of 61%.

Message: Riparian Corridor Restoration

There is a 1st order riparian corridor adjacent to the southern site boundary. The Master Plan adopts water sensitive urban design principles to filter stormwater along streets and in the public domain creating permeable surfaces to recharge groundwater.

3.2.9. Traffic and Transportation Management

Message: Vehicular access to the estate will be off Glen Road via a single-entry boulevard

Vehicular access to the estate will be off Glen Road via a single-entry boulevard that will be framed with street trees and pedestrian footpaths. Loop access roads connect to this main vehicular spine providing a front door address to all housing.

Message: Increasing housing density in proximity to public transport is consistent with current State and Local Government led urban growth and housing policy

The Site is located within a 20-minute walking catchment of both the Castle Hill and Cherrybrook Metro Stations and a 5 minute walking catchment of bus stops in Castle Hill Road. The Project will provide a new pedestrian footpath in Glen Road that will connect the Site to Castle Hill Road. This will provide safe and convenient pedestrian access to these important public transport nodes. Increasing housing density in proximity to public transport is consistent with current State Government led Transit Orientated Development Principles.

3.2.10. The Planning Proposal Process

Message: What Is A Planning Proposal And What Is Its Statutory Purpose

A Planning Proposal is a formal planning application that seeks to rezone a site by amending the statutory planning controls that apply to a parcel of land under a Local Environmental Plan (LEP). A Planning Proposal sets out the proposed amendments and justifies why the proposed amendments should be supported.

If a Planning Proposal is supported, the new planning controls are gazetted and formerly incorporated into the relevant LEP. A Development Application is then progressed, seeking Consent for the development. No development can occur on a site under a Planning Proposal. Development of the Site will require the approval of a Development Application.

Message: What Does This Planning Proposal Do

This Planning Proposal proposes to amend the land use zoning and height controls that apply to the Site under the Hills Shire LEP 2019. The proposed LEP amendments are described in the Table and Figures below.

TABLE 3.1 EXISTING & PROPOSED PLANNING CONTROLS

Planning Control	Existing	Proposed
Land Use Zone	C4 Environmental Living	R3 Medium Density, part R4 High Density, part C2 Environmental Conservation and part RE1 Public Reserve
Height	9 metres	10-22 metres over that part of the site that is zoned R3 Medium Density and R4 High Density

3.2.11. Community Benefits

Message: The Rogans Hill Project will deliver a range of community benefits that include new pedestrian and open space infrastructure, affordable housing and bushland conservation management.

The Planning Proposal is accompanied by a Voluntary Planning Agreement that sets out the community benefits the Rogans Hill Park project will deliver. These benefits will be provided both as works in kind and through a monetary contribution to the Hills Shire Council. The community benefits are:

- A new pedestrian footpath along Glen Road to promote the connectivity of new housing, the public open space and bushland reserves with the broader pedestrian network that services local shops and public transport hubs.
- A new 2,000 square metre public Park, Rogans Hill Park, to provide a focal point for the Rogan’s Hill community, and a place where existing and future residents can meet and socialise. The park will have a children’s play area, community kiosk and gym equipment.
- The dedication of 15% of all new housing as affordable housing to be managed by a Council endorsed community housing provider for a minimum of ten years.
- The maintenance of the northern and southern biodiversity bushland zones and the public open spaces so that these costs are not born by existing residents.

3.2.12. Community Consultation

Message: Community Consultation Is Important to Castle Hill Glen

Community consultation is important to Castle Hill Glen. We recognise the important role it plays in delivering projects that are responsive to local needs and integrated into the existing neighbourhood. We are keen to get community feedback about the type of community benefits and conservation initiatives that would best support the neighbourhood, resonate with the community, and help to bond established and future residents together as one community.

Message: Castle Hill Glen will implement a community consultation process for this Project that will commence once the planning proposal is lodged with the Hill Shire Council.

Castle Hill Glen understands the sensitivity of increasing housing density in established areas. We are committed to actively working with residents of to deliver a positive and beneficial outcome for the community.

3.3. The Project Language

It is important to ensure that all specialist reports and public information produced for this Project are consistent. To assist this process we have set out below key words and phrases to standardise the language of the Project.

Project Name	Rogans Hill Park Master Plan and Planning Proposal
Site Address	1020 Melia Court Road, Castle Hill
Project Type	Planning Proposal with accompanying Master Plan
Catchment	The Site is located within a 20 minute walking catchment of Castle Hill and Cherrybrook Metro Train Stations and a 5 minute walking catchment of bus stops along Castle Hill Road.
Master Plan Vision	Rogans Hill Park is a unique multi-density neighbourhood that is interconnected to nature.
The Proponent	Castle Hill Glen Pty Ltd
The Land Owner	Castle Hill Glen Pty Ltd
Development Intent	To deliver an award winning residential lifestyle and environmental conservation precinct.
SBGHF	Sydney Blue-Gum High Forest

3.4. Development Statistics

Site Area	45, 059 sqm (4.5 ha)
Development Area (excluding Rogans Hill Public Park)	21,328 (2.1 ha)
Overall Site Coverage	12, 584 (28%)
Total Landscaped Area	36, 123 sqm (80%)
Total Deep Soil Area	32, 475 sqm
Proposed Tree Planting	418 tree (2:1 Tree off set Planting)
Dwelling Yield	185 dwellings Apartments 147 1 bedroom 44 2 bedroom 78 3 bedroom 25 Terraces/ Townhouses 3 bedroom 38
Parking	265 spaces in a basement

3.5. Development Imagery

The Planning Proposal and Master Plan will be presented at the community consultation process using the following imagery:

- Computer-generated lifestyle images that depict how the Site would be developed under the Concept Master Plan.
- The Master Plan showing the proposed building layout, private road network and open space and bushland conservation areas.
- A north-south section to show how the proposed 2-6 storey height levels sit below the Melia Court ridge.
- An east-west section to show the landscape buffers and context between the Site and the residential development to the east.
- A section through the retaining wall showing how it is incorporated into the construction of the basement car parking levels along the northern boundary.
- A plan showing the landscape and open space setbacks at each boundary.
- A technical diagram that shows the trees that are to be removed from the Site and the new trees to be planted.
- A technical plan that overlays the approved development footprint and the proposed development footprint.
- A technical plan that shows how 53% of the Site is retained as open space and bushland reserve.
- A technical diagram to show how the retained Sydney Blue-Gum High Forest communities are located within the proposed northern and southern biodiversity zones.
- A plan that shows the walking routes to the public transport nodes, local shopping centres and the location of the Glen Road footpath that connects the Site to the network.
- The Proposed Local Environmental Plan Maps.
- A Site Location Plan notating proximity to public transport nodes.

4. TARGET AUDIENCES

4.1. Introduction

This Project will require the establishment of communication lines with a range of stakeholders. To assist with the management of information, its dissemination and the recording of community feedback the stakeholders have been classified into target audiences or user groups.

The key target audiences for this consultancy are as follows:

- Residents, including neighbours and the broader Hills Shire Community.
- Local Business Community.
- Special interest Groups.
- Hills Shire Council.
- Adjoining Shire Council.
- Aboriginal and Torres Strait Islander Representatives.
- Elected Representatives.
- State Government Agencies.
- Transport Groups.
- Emergency Services.
- Utilities.
- Local Media.

4.2. Residents

Residents fall into two groups:

- Neighbours; and
- The broader Hills Shire Community.

Section 2 of the Communication Plan has examined areas of anticipated community concern and support.

The key messages that need to be communicated to this target audience are:

- That there is an existing development consent relating to the land that provides for its urban development.
- What a Planning Proposal is and the new statutory controls that it will introduce for the Site.
- The development yield and new building form permissible under the Planning Proposal and accompanying Master Plan.
- The name of the Project and the physical land parcel that it relates too.
- The Proponents desire to deliver an award-winning residential lifestyle and environmental conservation precinct.

- The emphasis on environmental conservation, with 53% of the site area set aside for open space and ecological preservation in perpetuity.
- The community outcomes that will benefit both future and existing residents.
- How resident issues in relation to earthworks, scenic impact, traffic generation, ecological conservation, housing density, amenity and social impact are addressed.

For this Project, we have identified two notification catchments. A direct neighbour catchment and a broader Castle Hill catchment. They are discussed in greater detail below.

NEIGHBOURS

The direct neighbour catchment includes the properties located in the immediate vicinity of the Site. The neighbouring properties are listed below and illustrated at Figure 4.1.

MELIA COURT

2, 4, 6, 8, 10, 12, 12A, 14, 16, 18, 20, 22A, 24, 26, 28, 30, 32, 34, 36

1A, 3, 5, 7, 9, 11, 13, 15, 17, 19

GLEN ROAD

3, 5, 7

CASTLE HILL ROAD

147, 147A, 149, 157, 159, 161, 163, 165, 167, 169, 171, 173, 177B

DORIS HIRST PLACE

2, 4, 6, 8

1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29

HOOP PINE PLACE

4, 6, 8, 10, 12, 14, 16, 18,

9, 11, 13, 15, 17, 19

HIGHS ROAD

1, 3, 11, 13A, 13, 15, 17, 15A, 17A, 19, 25

FOREST KNOLL

2, 4, 6, 8, 10, 12

1, 3, 5, 7, 9, 11

ANGLICAN MOWLL RETIREMENT VILLAGE

SYDNEY WATER ROGANS HILL RESERVOIR

FIGURE 4.1 NEIGHBOUR CATCHMENT NOTIFICATION AREA



Source: Google Maps

BROADER CASTLE HILL CATCHMENT

The broader Castle Hill resident notification catchment extends beyond the immediate neighbours and includes the residential area to the south and west of the Site. It is illustrated in Figure 4.2.

FIGURE 4.2 BROADER CASTLE HILL CATCHMENT



Source: Google Maps

4.3. LOCAL BUSINESS COMMUNITY

The local business community will be keen to understand the economic benefits of the Project. These may include an increase in patronage and local work opportunities. The affordable housing component of the Project will also be of interest as it will provide essential worker housing.

SYDNEY HILLS BUSINESS CHAMBER

Local businesses in the Hills Shire are represented through the Sydney Hills Business Chamber.

Chair	Kerrie Sheaves
Deputy Chair and Secretary	David Kashan
Treasurer	Joanne Brooker

Address:

16 Brookhollow Ave
Baulkham Hills, NSW 2153

Phone:

02 9659 3366

Email:

membership@sydneyhillsbusiness.com.au

CHERRYBROOK VILLAGE

Cherrybrook Village is a local community shopping centre specialising in boutique shopping, fresh food, dining & all significant facilities. The Centre has positioned itself as a destination of choice for convenience shopping in a safe and friendly environment. In 2021, the shopping centre was sold by Mirvac to SLMC Property Australia for \$132.8 million.

It is a single-level neighbourhood shopping centre anchored by Woolworths and Martelli's Fruit Market. The Centre houses 53 speciality retailers and includes an externally located café/restaurant precinct and a wide range of services, including Bank and Australia Post.

Centre Address:

1/47 Shepherds Drive, Cherrybrook

Centre Management Phone:

02 9007 7430

4.4. SPECIAL INTEREST GROUPS

Special interest groups are important for identifying specific areas of concern. They provide an insight into the workings of a community. It is desirable to establish communication lines that allow for a steady flow of information and discussion with these groups at key project milestones. Important groups and who may have an interest in this Project include:

HILLS DISTRICT HISTORICAL SOCIETY

The Hills District Historical Society was formed in July, 1967 in response to concerns about the loss of historic buildings and the need to preserve the built and written heritage of the local area. In 1974, a Museum was established. It is presently located at Building 10, The William Thompson Masonic School, Balcombe Heights Estate, Baulkham Hills.

The Museum's resources include an extensive photographic collection, library books and facilities for research. A comprehensive collection of files on a range of topics covers people, places and events that are historically important to the Shire

Address:

Building 10, 92 Seven Hills Road, Baulkham Hills, Sydney

Postal address: PO Box 48 Castle Hill NSW 1765

Phone:

02 9634 2680

Email:

thehdhs@gmail.com

HILLS SHIRE COUNCIL BUSHLAND CONSERVATION ADVISORY COMMITTEE

The Bushland Conservation Committee is an advisory committee comprising of volunteers with interests in how the Shire's native vegetation is protected. It was established by Council to advise on the management and enhancement of this important community asset and its primary responsibilities include providing community input to Council, representing the Bushcare volunteers (The Hills bushcare team includes over 500 volunteers) and assisting Council in raising public awareness.

Members have wide-ranging experience in all aspects of bushland management. The Committee's ambition is to have The Hills Shire seen as a leader in the conservation and management of our natural assets.

In 1991 the Baulkham Hills Shire Bushland Restoration Committee was formed, to help oversee the restoration of degraded bushland. Initially there were no facilities for volunteers to propagate plants, but the Committee lobbied for the creation of a community nursery, which was established at Ted Horwood Reserve in 1993.

Bushland Restoration became Bushland Conservation and along with a name change, our role evolved into advising Council on matters relating to the management and protection of both the general bushland and the Asset Protection Zones, Council's Local Environmental Management Plan and Fire Mitigation Plan, biodiversity, conservation of threatened species and ecological communities, wildlife corridors, zoning of land and weed control.

Chairperson Linda Pine,

Secretary Allen Davis,

Email:

ENVIRO@the.hills.nsw.gov.au

Phone:

02 9843 0108

BAULKHAM HILLS, CASTLE HILL, WINSTON HILL AND SURROUNDS COMMUNITY FACEBOOK GROUP

This group has been created for residents of the Hills District to have a common place where they can share community related events, issues, news and concerns.

Address

<https://www.facebook.com/groups/669685950143309>

COMMUNITY WELLBEING GROUPS:

- Hills Community Health Centres- Mental Health Team Castle Hill; and
- Castle Hill Police Youth Liasion Officer.

4.5. HILLS SHIRE COUNCIL

The Site is located within the Hills Shire Council Local Government Area and falls within the East Ward. It is important to maintain regular liaison with the Hills Shire Council as they will oversee the Planning Proposal process and will be responsible for determining if it proceeds to Gateway Determination.

ELECTED REPRESENTATIVES

The East Ward Councillors are highlighted in red.

Mayor Dr Peter Gangemi

Telephone 0419 429 095

Email Mayor.Gangemi@thehills.nsw.gov.au

Deputy Mayor, Mitchell Blue

Telephone 0400 449 324

Email clr.blue@thehills.nsw.gov.au

Profile Representing North Ward.

Councillor Mark Hodges MP

Telephone 0400 492 842

Email Clr.Hodges@thehills.nsw.gov.au

Profile Representing Central Ward.

Councillor Jessica Brazier

Telephone 0475 451 869

Email clr.brazier@thehills.nsw.gov.au

Profile Representing Central Ward.

Councillor Tony Hay OAM

Telephone 0414 482 000

Email clr.tonyhay@thehills.nsw.gov.au

Profile Representing Central Ward

Councillor Jerome Cox (Represents the Australian Liberal Party)

Telephone 0400 499 157

Email clr.cox@thehills.nsw.gov.au

Profile Representing East Ward.

Councillor Reena Jethi (Represents the Australian Liberal Party)

Telephone 0412 341 161

Email clr.jethi@thehills.nsw.gov.au

Profile Representing East Ward

Councillor Ryan Tracey (Represents the Australian Labor Party)

Telephone 0419 429 217

Email clr.tracey@thehills.nsw.gov.au

Profile Representing East Ward

Councillor Virginia Ellis

Telephone 0400 552 041

Email clr.ellis@thehills.nsw.gov.au

Profile Representing North Ward.

Councillor Dr Mila Kasby

Telephone 0400 597 538

Email Clr.Kasby@thehills.nsw.gov.au

Profile Representing North Ward.

Councillor Rosemarie Boneham

Telephone 0400 551 435

Email Clr.Boneham@thehills.nsw.gov.au

Profile Representing West Ward.

Councillor Frank De Masi

Telephone 0439 013 343

Email clr.demasi@thehills.nsw.gov.au

Profile Representing West Ward.

Councillor Dr Barbara Burton

Telephone 0400 452 389

Email Clr.Burton@thehills.nsw.gov.au

Profile Representing West Ward.

COUNCIL OFFICERS

The Principle Coordinator Forward Planning will be responsible for the Planning Proposal.

4.6. Adjoining Council

Castle Hill Road is the boundary with Hornsby Shire Council. Given the proximity of the Site to the Hornsby LGA we expect the Hills Shire Council to refer the Planning Proposal to Hornsby Council for comment. For this reason it is desirable to include this stakeholder in the consultation process.

General Manager & Mayor

Hornsby Shire Council

PO Box 37

Hornsby NSW 1630

Email HSC@hornsby.nsw.gov.au

4.7. Aboriginal and Torres Strait Islander Services

The Hills Shire Council area occupies part of the Dharug Country. The Dharug were the inland Aboriginal Peoples of the Sydney hinterland, making use of both the rich diversity of the Hawkesbury River food supplies and the land animals and plants of the adjacent valleys and hills. There are remains of their occupation throughout the Shire area. Designing on Country is an important part of this project and it is desirable to include the Dharug First Nation People in the consultation process.

DHARUG CUSTODIAN ABORIGINAL CORPORATION

Address

PO Box 81, Windsor 2756

Phone

0415 770 163

Email

info@darugcorporation.com.au

NSW ABORIGINAL LAND COUNCIL (NSWALC) (PARRAMATTA)

NSWALC was established in the 1970s to assist in the fight for land rights. It was formally constituted as a statutory corporation under the New South Wales Aboriginal Land Rights Act in 1983.

As the State's peak representative body in Aboriginal Affairs, the New South Wales Aboriginal Land Council aims to protect the interests and further the aspirations of its members and the broader Aboriginal community.

NSWALC is the largest member based Aboriginal organisation in NSW. The NSWALC is committed to ensuring a better future for Aboriginal people by working for the return of culturally significant and economically viable land, pursuing cultural, social and economic independence for its people and being politically proactive and voicing the position of Aboriginal people on issues that affect them.

Address:

Level 6, 33 Argyle St,
Parramatta NSW 2150

PO Box 1125
Parramatta NSW 2124

Phone:

02 9689 444

4.8. Elected Representatives

It is essential to ensure all Elected Representatives are kept informed of the progress of the Project and invited to participate in the consultation process. These stakeholders must be able to address concerns and questions raised by their constituents about the Project. The relevant State and Federal Members for this Project are below:

The State Member for Castle Hill is:

Hon. Mark Hodges MP

Address:

Suite 1A, 19-21 Terminus Street, Castle Hill

Phone:

02 9686 3110

The Federal Member for Mitchell (which includes Castle Hill) is:

Hon. Alex Hawke MP

Address:

Suite 8, 23 Terminus Street, Castle Hill

PO Box 1173, Castle Hill, 1765

Phone:

02 9899 7211

The NSW Planning Minister is the Hon. Paul Scully MP

Address:

GPO Box 5341

Sydney, NSW, 2001

Phone:

02 7225 6080

The Transport Minister is the Hon. Joanna Elizabeth Haylen MP

Address:

GPO Box 5341

Sydney, NSW, 2001

Phone:

02 7225 6080

4.9. State Agencies

Specialist consultants advising on the traffic and transportation, social impact, urban planning, bushfire management, flooding and stormwater management and environmental conservation will directly liaise with the following State Government Agencies:

- Transport for NSW
- Department of Education (Local School capacity is an important issue for the Hills Shire)
- Rural Fire Service
- NSW Department of Planning, Housing and Infrastructure
- NSW Department of Climate Change, Energy, the Environment and Water

4.10. Transport Providers and Groups

Given the Site's proximity to public transport nodes, the Project has a transportation focus. The convenience of the Site to bus and rail nodes should be communicated. Opportunities for incorporating the Site into the local bicycle network should be explored.

TRANSPORT FOR NSW

Address:

18 Lee Street
Chippendale, NSW

Phone:

02 8202 2200

BICYCLE NSW

Bicycle NSW is the peak advocacy body for bike riders in NSW and has been representing NSW bike riders since 1976. Their objective is to:

“Create a better environment for all bicycle riders.”

Bicycle NSW seeks to bring about a change in the cultural and behavioural stance in support of mainstream bicycle use. Bicycle NSW also advocates for improvements to the built environment to allow a bicycle to be used as a viable and safe transport option.

Email:

info@bicyclensw.org.au

CDC NSW

CDC NSW is a local bus operator. It is an umbrella brand of ComfortDelGro Australia, established in 2017. In early 2023, it acquired the Hillsbus and Forest Coach Lines. It now operates the former Hillsbus routes.

Address:

29 Foundry Road
Seven Hills NSW 2147

Phone:

02 9890 0000

4.11. Emergency Services

Local emergency service providers have a unique insight into the design of residential subdivisions that support new communities and should be invited to participate in the consultation process.

- The Hills State Emergency Services (SES) Baulkham Hills
- Castle Hill Police Station
- Fire Brigade- Castle Hill Fire Station
- NSW Rural Fire Service - The Hills Fire Control Centre (Kenthurst)

4.12. Utilities

Specialist consultants advising on the provision of utility services to the Site will directly liaise with:

- Sydney Water concerning the provision of sewer and water. Sydney Water is also an adjoining landowner as they own the Rogans Hill Reservoir.
- Endeavour Energy concerning the supply of gas.

4.13. Local Media

We anticipate that the Project will attract the attention of the local media. The methodology provides for placing advertorials in local papers circulating within the locality at strategic milestones to communicate the project narrative and invite participation at consultation events. The relevant local newspapers for this project are:

- The Hills News.
- The Hills Shire Times.

4.14. Target Audience Matrix

Table 4.1 details the most appropriate method of communication for each target audience, their level of influence and interest in the Project and the role that they play

TABLE 4.1
TARGET AUDIENCE MATRIX

TARGET AUDIENCE	DEGREE OF INTEREST	DEGREE OF INFLUENCE	METHOD OF ONGOING COMMUNICATION	PROJECT TEAM MANAGEMENT RESPONSIBILITY
Residents including neighbours and the wider Castle Hill community. Refer to notification catchments at Figure 4.1 and 4.2	High	High	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Advertorial UrbanTalk 1800 Community Walks Online Q&A Webinar Design Workshop 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban ARUP Fraser Ecology
Local Business Community <ul style="list-style-type: none"> Sydney Hills Business Chamber Cherrybrook Village 	Medium	Medium	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Advertorial UrbanTalk 1800 Community Walks Online Q&A Webinar Stakeholder Roundtable 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban
Hills District Historical Society	Medium	Medium	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Advertorial UrbanTalk 1800 Community Walks Online Q&A Webinar Stakeholder Roundtable 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban

TARGET AUDIENCE	DEGREE OF INTEREST	DEGREE OF INFLUENCE	METHOD OF ONGOING COMMUNICATION	PROJECT TEAM MANAGEMENT RESPONSIBILITY
Hills Shire Council Bushland Conservation Advisory Committee	High	High	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Advertorial UrbanTalk 1800 Community Walks Online Q&A Webinar Stakeholder Roundtable Direct Presentations 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban Land and Form Fraser Ecology H20 Consulting Group Blackash Consulting
Baulkham Hills, Castle Hill and surrounding community Facebook Page	High	High	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Advertorial UrbanTalk 1800 Community Walks Online Q&A Webinar Design Workshop 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban ARUP Fraser Ecology
Community Well being Groups: <ul style="list-style-type: none"> Hills Community Health Centre Castle Hill Police Youth Liaison Officer 	Medium	Medium	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Advertorial UrbanTalk 1800 Community Walks Online Q&A Webinar Stakeholder Roundtable 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban ARUP Fraser Ecology
Hills Shire Council Council Officers and elected representatives with a focus on East Ward Councilors	High	High	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Advertorial UrbanTalk 1800 Online Q&A Webinar Stakeholder Roundtable Direct Presentations 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban ARUP Fraser Ecology

TARGET AUDIENCE	DEGREE OF INTEREST	DEGREE OF INFLUENCE	METHOD OF ONGOING COMMUNICATION	PROJECT TEAM MANAGEMENT RESPONSIBILITY
Hornsby Shire Council- directly adjoining Council Director Planning, General Manager and Mayor	Medium	Medium	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Advertorial UrbanTalk 1800 Online Q&A Webinar Stakeholder Roundtable Direct Presentations 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban ARUP Fraser Ecology
Aboriginal and Torres Strait Islander Services <ul style="list-style-type: none"> Dharug Custodian Aboriginal Corporation NSW Aboriginal Land Council 	High	High	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Advertorial UrbanTalk 1800 Site Walk Direct Presentation 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban Land and Form ARUP Fraser Ecology
Elected Representatives <ul style="list-style-type: none"> State Member for Castle Hill: Hon Mark Hodges MP Federal Member for Mitchell Hon Alex Hawke MP 	Medium	Medium	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Advertorial UrbanTalk 1800 Direct Presentation 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban
State Government Agencies <ul style="list-style-type: none"> NSW Department of Planning, Housing and Infrastructure NSW Department of Climate Change, Energy, The Environment and Water Transport for NSW Rural Fire Service 	High	High	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Direct Presentations by Specialist Consultants 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban Specialist consultants as required
Transport Providers and Groups <ul style="list-style-type: none"> Bicycle NSW CDC NSW Buses 	Medium	Medium	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Advertorial UrbanTalk 1800 Online Q&A Webinar Stakeholder Roundtable Direct Presentations 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban ARUP

TARGET AUDIENCE	DEGREE OF INTEREST	DEGREE OF INFLUENCE	METHOD OF ONGOING COMMUNICATION	PROJECT TEAM MANAGEMENT RESPONSIBILITY
Emergency Service Providers <ul style="list-style-type: none"> The Hills State Emergency Services SES Castle Hill Police Castle Hill Fire Brigade NSW Rural Fire Service -The Hills Fire Control Centre 	High	Medium	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Direct Presentations by Specialist Consultants 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban Specialist consultants as required
Utilities <ul style="list-style-type: none"> Sydney Water Endeavour Energy Hills Shire Council stormwater, civil engineering 	High	High	<ul style="list-style-type: none"> Urban Talk Project Listing Community Newsletter Stakeholder Communique Direct Presentations by Specialist Consultants 	<ul style="list-style-type: none"> Urban Concepts EINV Group DKO Audax Urban Specialist consultants as required

5. SUGGESTED CONSULTATION METHODOLOGY

5.1. Overview of Methodology

The communication methodology will:

- Communicate that there is an existing and active Development Application for the subdivision of the site into 2,000 square metre residential lots that dates back to 2011. The opening of the Cherrybrook and Castle Hill Metro Stations in 2019 has changed the land use and transport context of the site. Consideration can now be given to assessing its suitability for a transit orientated development with a higher density of residential development.
- Explain the findings of site investigations and how these have informed the preparation of the Master Plan. The Master Plan will guide the development of the Site for a new residential and environmental conservation precinct, that is to be called Rogans Hill Park. The overarching vision for Rogans Hill Park is a multi-density neighbourhood that is connected to nature with 53% of the site being dedicated for bushland conservation, recreational land and deep soil open space. Section 3 of this Communication Plan sets out the key messaging for the project.
- Explain how it is necessary to rezone the site to achieve the new land use vision and that a Planning Proposal has been lodged with the Hills Shire Council to commence the rezoning process.
- Encourage residents and interested stakeholders to participate in the community consultation process to understand the findings of the site investigations, how potential neighbour impacts have been mitigated, environmental conservation initiatives, the Master Plan, the new statutory controls being proposed and the community benefits the project will deliver.
- Build an understanding of the Proponent and their desire to deliver an award-winning residential lifestyle and environmental conservation precinct.
- Put in place information lines that will create a positive digital footprint for the Project, enable residents and interested stakeholders to learn accurate information about the Project and support meaningful dialogue between the Proponent, neighbours, the broader community, and integral stakeholders.

For the consultation process, we recommend that Castle Hill Gen Pty Ltd:

- Develop a positive digital footprint for the Project by creating an online community information hub using the UrbanTalk Project Listing Platform that stays in place through the rezoning process and pending the successful rezoning of the land, the future Development Application process.
- Progress the project under the project name 'Rogans Hill Park' to reflect the community benefits the project will deliver.
- Use imagery and info graphics to build community and stakeholder understanding about how the physical constraints of the site are managed in the Master Plan, the new housing typologies the project will deliver and why they are a unique offering for Castle Hill, the recreational, and environmental conservation outcomes and the community benefits the project will deliver.
- Establish an online presence for the proponent that educates the community about the developer behind the Project. We recommend that Castle Hill Glen Pty Ltd launch a website that establishes their credentials and values.
- Prepare information collateral to inform target audiences about the Project and upcoming consultation events.
- Host a range of stakeholder and community consultation events that allow participants to broaden their understanding of the Project and to discuss their views and ideas.

- Provide milestone opportunities for reporting feedback from target audiences so that it is captured and reported to Council.

We recommend that the consultation is undertaken in two (2) phases:

- Phase 1 Community Project Launch and lodgement of the Planning Proposal.
- Phase 2. The Exhibition of the Planning Proposal.

A description of the suggested communications approach for each Phase is in Section 5.3.

5.2. Timeframe

We recommend the consultation process commence following the lodgement of the Planning Proposal with the Hills Shire Council. On this basis, we anticipate that the consultation will begin in 2024. No consultation events will be staged during School or Public Holidays.

School holidays in 2024 fall on these dates:

- Autumn 15 April-26 April.
- Winter 8 July to 19 July.
- Spring 30 September to 11 October.
- Summer 23 December to 30 January.

The remaining Public Holidays in 2024 are on these days:

- Easter 29 March- 1 April.
- ANZAC Day 25 April.
- Monarch's Official Birthday 10 June.
- Labor Day 7 October.
- Christmas Day 25 December.
- Boxing Day 26 December.

We also note that the Local Council elections in NSW will be held on 24 September 2024.

5.3. Description of the Communication Methodology

The methodology describes the critical communication tasks for each Phase of the Project.

5.3.1. Phase 1 Post Lodgement of the Planning Proposal

The Phase 1 tasks should be completed following the lodgement of the Planning Proposal with the Hills Shire Council. We recommend that the Communication Plan be submitted to Hills Shire Council and form part of the Planning Proposal documentation that is lodged. The Phase 1 tasks are critical for establishing a solid foundation for the public launch of the Project.

Task 1 Branding the Project.

The name 'Rogans Hill Park' has been selected for the Project as it reflects the vision for the Precinct to become a residential lifestyle and environmental conservation precinct and the community benefits the project will deliver.

Task 2 The Communication Plan

This Communication Plan will be submitted to the Hills Shire Council as part of the Planning Proposal documentation. This will ensure there is transparency and accountability in the consultation process.

Task 3 CGI imagery for inclusion in the information collateral.

The design consultants (DKO and Land and Form) have prepared a series of CGI images that communicate the land use outcomes and community benefits the project will deliver. These images will be used across all of the information collateral to build community understanding about the project.

Task 4 The UrbanTalk Project Listing.

We have prepared an UrbanTalk Project Listing that will create an online community information hub for the life of the project. We have built into the Project Listing the ability for visitors to register their interest in the Project and the community consultation events. The Listing can be automatically translated in 10 non English-speaking languages. It includes a feedback form to enable residents and interested stakeholders to ask a question or to provide their feedback. It is supported by a QR code, 1800 number and email address as detailed in Task 5 below.

Task 5 Project Contact Details

The main contact details for the Project are:

Email: Info@urbantalk.com.au

Phone: 1800 828 255

These information lines together with the feedback form that forms part of the Project Listing will centralise all enquiries arising from the community consultation process.

All UrbanTalk emails and telephone calls will be logged and reported by Urban Concepts. UrbanTalk responds to all telephone and email enquiries about a project within 48 hours.

Once the Project Listing goes live, a QR Code is created that, when scanned, takes people directly to the Project Listing portal. The UrbanTalk QR Code and contact details will be included in all collateral prepared for the Project.

Task 6. Project Signage

To support the UrbanTalk Project Listing, signage will be erected at the Melia Court and Glen Road frontages of the Site that directs residents to the Project Listing. The sign will adopt a similar look to the one illustrated in Figure 5.2 however for this project we recommend that it include hero images to communicate the new land use vision that is being proposed. It will display the QR code.

FIGURE 5.2

EXAMPLE OF URBANTALK SITE SIGNAGE



Task 7 Community Newsletter and Postcards

The community newsletter/postcard will provide details about the Project and the community consultation process. It would be prepared using an UrbanTalk template. An example of the UrbanTalk postcard template is provided in Figure 5.3.

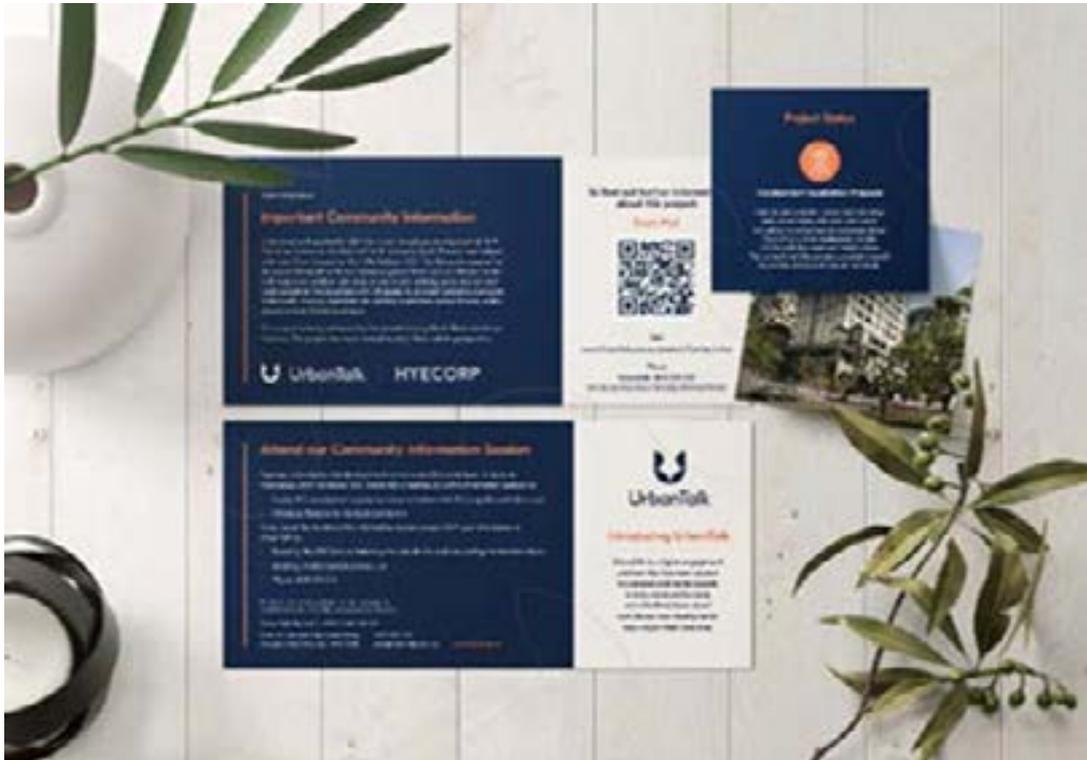
The newsletter/postcard will be prepared in digital and hard copy format. It would go to all households in the notification catchments identified in Figures 4.1 and 4.2 as well as those target audience identified in Table 4.1.

Task 8 Stakeholder Communique

The communique will be issued to the stakeholder audiences identified in Table 4.1. The communique will be prepared both in digital format and hard copy. It will be published as a PDF A4 document and will be around four pages in length. As well as providing background information about the Project and directing people to the UrbanTalk Project Listing, it will include an invitation to participate in the stakeholder round table event and the community events.

FIGURE 5.3

URBANTALK POSTCARD TEMPLATE



Task 9 PowerPoint Deck

A PowerPoint deck will be prepared for use at all consultation events. It will provide an overview of the Project and will guide discussion at the consultation events. The focus of the events is to:

- Proactively communicate the intent of the rezoning and the Master Plan.
- Clarify the current status of the Site and the fact that there is an existing and active consent relating to the land that provides for its residential subdivision.
- Describe why the Site is suitable for a multi-density development with the opening of the Castle Hill and Cherrybrook Metro Stations and the location of the site within a 20 minute walking catchment of both stations.
- Explain the principles of Transit Orientated Development.
- Address any community concerns arising from the intended rezoning.
- Explain the community benefits the Project will deliver.
- Explain the statutory planning process the project will follow.
- Commence a positive dialogue that can stay in place as the Project progresses through the Local Plan Making Pathway.

Task 10 Organise and Host Consultation Events

STAKEHOLDER ROUND TABLE

The Stakeholder Round Table will involve those target audiences identified in Table 4.1. The purpose is to ensure these stakeholders fully understand the Project and have the opportunity to present their ideas and specific concerns. All stakeholders will receive an invitation to the event and be asked to RSVP their attendance.

The Stakeholder Round Table will be held at a local venue. It will be held either as a breakfast or lunch event. It will be two hours in duration.

The Round Table will be facilitated by Urban Concepts. It will be held in two parts:

- Part 1 being the Project Overview. The Part 1 presentation will be 40 minutes and be structured around the PowerPoint presentation. Project team members would participate in the presentation.
- Part 2 of the event will be a 40 minute Question and Answer Session that Urban Concepts will facilitate.

All participants will be encouraged to complete an Attitude Survey (Refer to the description of the Online Survey) before leaving the event. Urban Concepts will record all comments generated through the event. The Record of Comments will be issued to participants in draft format, and each participant will be given ten days to advise whether they consider the Record to be a true and accurate reflection of the event. The Record of Comments will form the basis of a Consultation Outcomes Report that will be submitted to Council.

NEIGHBOUR WALK

The neighbour walk will focus on building understanding about how the Site could be developed into a residential lifestyle and environmental conservation precinct. Walking around the site and its street frontages we will use CGI images and architectural drawings to explain the project, the areas of the site to be built upon, the proposed height of new development and areas intended to be preserved in perpetuity for environmental conservation. The community walk would be 1.5 hours in duration.

NEIGHBOUR AND COMMUNITY INFORMATION SESSIONS

We will host two information sessions to promoting a two-way information exchange between:

- Neighbours and broader community members as we explain the Planning Proposal, the Master Plan and findings arising from specialist investigations; and
- The Castle Glen Specialist Consultancy Team.

The information session will be 2 hours in duration. It will be held at a local venue.

The events will be facilitated by Urban Concepts. All participants will be required to RSVP to the events. Light refreshments will be provided.

Urban Concepts will prepare a Record of Comments for each event. The Record of Comments will be issued to participants in draft format, and each participant is given ten days to advise whether they consider the Record to be a true and accurate reflection of the event. We would also encourage participants to complete the Attitude Survey prior to leaving both events. The Record of Comments and survey findings will form the basis of the Consultation Outcomes Report submitted to the Hills Shire Municipal Council as part of the Planning Proposal documentation.

COMMUNITY WEBINAR

We have included a community webinar as a digital consultation event. The webinar will be 1.5 hours in duration and will use the Project PowerPoint presentation. The webinar will be recorded. The recording of the webinar will be uploaded onto the Project Listing. Participants at the webinar will also be asked to complete the online survey.

ONLINE COMMUNITY SURVEY

A Community Attitude Survey will be developed to canvas stakeholder and community attitudes towards the Project. Participants in the consultation events will be encouraged to complete the survey. Visitors to the Project Listing will also be able to complete the survey online. The survey will comprise up to 10 questions. The majority of questions will be close-ended.

Task 11 Consultation Outcomes Report

The Consultation Outcomes Report will form part of the Planning Proposal documentation. It will sit alongside the Communication Plan and will document the level of participation and the findings derived from the consultation events and overarching process. The Report will include a Community Consultation Issues Matrix. Where it may not be possible to resolve a concern, the Report will present the appropriate justification for why this has not been possible.

5.3.2. PHASE 2 PLANNING PROPOSAL PUBLIC EXHIBITION

Task 1 Newsletter/Postcard 2

The Phase 2 Newsletter will provide feedback on matters raised during the Phase 2 consultation and invite neighbours, the broader community and interested stakeholders to attend an information session at which we will present the final Planning Proposal documentation on public exhibition.

Task 2 Project Website Update

The UrbanTalk Project Listing will be updated to include a link to the exhibition of the Planning Proposal documentation and to enable people to RSVP attendance at Phase 2 consultation events.

Task 3 PowerPoint Deck

We will prepare a new PowerPoint deck to use at all of the Phase 2 webinars. The presentation will focus on presenting the final Planning Proposal that is on Public Exhibition.

Task 4 Webinar Events

During the Public Exhibition of the Planning Proposal we will host three webinar events to walk participants through the Planning Proposal Documentation while it is on Public Exhibition. The intent of the webinars is to ensure all interested parties can make an informed decision about the Proposal about whether they would like to make a public submission.

Separate Webinars will be held for interested stakeholders, neighbours and the general community. All webinars will be held over Zoom and will be recorded. Recordings from each event can be placed on the Project Listing.

5.4. Consultation & Spokesperson Protocol

5.4.1. Proponent Spokesperson Protocol

The protocol relates to how Castle Glen Pty Ltd and its consultants will conduct media and public information inquiries about the Project.

- The official spokesperson for this Project (Including local media) is Basil Lim, the Managing Director of The EINV Group, the Development Manager for this project.

5.4.2. Urban Concepts

This protocol relates to how Urban Concepts will manage the public interface of the Project across each phase of the consultation process:

- All telephone and email inquiries that are received by Urban Concepts via the UrbanTalk email, UrbanTalk Project Listing Feedback Form and 1800 number will be logged.
- Urban Concepts undertakes to respond to all community inquiries it receives via the email, the 1800 number or the UrbanTalk Project Listing within 48 hours. All inquiries will be forwarded to the EINV Group spokesperson together with a suggested response that accords with the project messaging set out in Section 3 of this Plan. If there is an inquiry that lies outside of the established Project messaging EINV will provide Urban Concepts with the response.
- When recording the private contact details of event participants Urban Concepts undertakes to ensure that this information is used only for the purpose of communicating consultation event information and/ for managing an inquiry requiring a response from the EINV Group or Urban Concepts. Urban Concepts will not release this information to third parties or make it publicly available.
- When facilitating consultation events, Urban Concepts will be responsible for preparing the Record of Comments for that event. All Record of Comments will be approved by The EINV spokesperson before public release and uploading onto the UrbanTalk Project listing.
- All information collateral prepared for public release by Urban Concepts will be approved by The EINV Group spokesperson prior to its release.