

Nine Network Australia Willoughby Studios Concept Plan Application MP 10_0155 Community Consultation Report

Prepared by
Urban Concepts

For
Nine Network Australia

For Submission to
NSW Department of Planning and Infrastructure

December 2012

Volume 1 of 2

NINE NETWORK AUSTRALIA
COMMUNITY CONSULTATION
REPORT
Volume 1 of 2

Ambaska Holdings Pty Ltd T/A Urban Concepts
ABN 96 074 171 065
Level B2, 4 Glen Street MILSONS POINT NSW 2061
PO Box 495 MILSONS POINT NSW 1565
t 02 9964 9655 f 02 9964 9055
e info@urbanconcepts.net.au
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Disclaimer

Urban Concepts has taken every care to ensure that the comments represented and reproduced in this report and arising from the communication initiatives implemented as part of the Consultation Process for the redevelopment of the Nine Network Australia, Willoughby Studio Site have been faithfully recorded and represented. If there are comments that have not been recorded or have been recorded incorrectly we apologise for any misunderstanding and advise that it has not been deliberate.



EXECUTIVE SUMMARY

This report has been prepared by Urban Concepts on behalf of Nine Network Australia for submission to the NSW Department of Planning and Infrastructure (DPI). This report presents the findings arising from the consultation initiatives that have been undertaken as part of the Stage 1 Consultation for this project. This report forms part of the Environmental Assessment and Concept Plan Application that will be lodged with the DPI for this project on the 30th November 2012.

The Stage 1 Consultation Initiatives have been implemented in accordance with the Communication Plan that was submitted to the DPI on the 19th October 2012. The Communication Plan was reviewed by the Department at this time and determined to comply with the 2007 Community Consultation Guidelines for Major Projects. A copy of the Communication Plan was provided to Willoughby Council for their review and comment at this time.

This report has been structured in two volumes, each submitted under a separate cover:

VOLUME 1 being this document presents the findings arising from the implementation of Stage 1 and comprises the following four sections being:

- **Section 1** The Introduction
- **Section 2** An overview of the Communication Methodology
- **Section 3** The findings arising from Stage 1 Consultation Initiatives
- **Section 4** Summary and Conclusions

VOLUME 2 contains the following Appendices:

- **Appendix A** Communication Plan
- **Appendix B** Newsletter
- **Appendix C** Statutory Declaration from Mail Distributor
- **Appendix D** Stakeholder Mail out
- **Appendix E** A3 Poster and Site Banner
- **Appendix F** Media Advertising
- **Appendix G** Resident Meet and Greet Schedule of Houses Visited
- **Appendix H** Resident Meet and Greet Letter
- **Appendix I** Community Presentation
- **Appendix J** Stakeholder Roundtable Breakfast
 - Letter to Councillors and Progress Associations
 - Confirmation of Registration Letter
 - Briefing Paper
 - Handout
 - Final Record of Comments
- **Appendix K** Community Consultation Site Walks and Design Workshops



- Site Walk Route Map
 - Final Record of Comments arising from the Wednesday 7th November 2012 Events
 - Final Record of Comments arising from the Thursday 8th November 2012 Events
- **Appendix L** Katos Holding Market Research Exit Survey and Findings
- **Appendix M** Submission Responses
- **Appendix N** Willoughby South Communique

Stage 2 of the Consultation Process will be implemented to coincide with the exhibition of the Environmental Assessment Documentation. The findings arising from the second stage of consultation will be reported to the DPI at this time. The third stage of the consultation process will communicate the findings arising from the DPI assessment and PAC determination of the application.



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1. Introduction

This report has been prepared by Urban Concepts on behalf of Nine Network Australia Limited, the proponent for the Concept Plan Application (MP10_0155) for the Nine Network Australia, Willoughby Studio Site. The report presents the community and stakeholder attitudes to the proposed Concept Plan arising from the implementation of Stage 1 Communication Plan. This report has been prepared for submission to the NSW Department of Planning and Infrastructure (DPI) and forms part of the Environmental Assessment (EA) Project Report documentation that has been lodged for this Part 3A application.

Nine Network Australia has been associated with the Willoughby Site since 1956, and is both the owner of the site and the proponent for this project. In November 2010, Urbis Planning Consultants, acting on behalf of PBL Media Limited, submitted a Clause 6 Request for Declaration and Concept Plan (CP) Authorisation and Preliminary Assessment to the then NSW Department of Planning, pursuant to State Environmental Planning Policy 2005 (Major Projects) (Major Projects SEPP).

On the 19 November 2010, the proponent (PBL media) was advised that the Minister for Planning had formed the view that the proposal satisfied the non-discretionary criteria in Clause 13, Schedule 1, of the Major Projects SEPP and in so doing authorised the submission of the CP. The CP is the subject of the EA Application which has now been lodged by Nine Network Australia. It is important to note that the Minister in declaring the project a Major Project, raised concern regarding the density and height of the development being mooted in the preliminary documentation, being a maximum building height of 20 storeys.

The proponent has taken this concern seriously. In preparing this application a multi-disciplinary design team has been engaged to develop design and landscape parameters for the site and a range of residential options to test alternative built form scenarios. The members and design team are detailed at Table 1.1. These residential scenarios and the design parameters have been tested with the local community and integral stakeholders through the Stage 1 of the consultation process. The results from the Stage 1 consultation process were then applied by the design team to develop a further nine options. These options were discussed with officers of Willoughby Council and a preferred Concept advanced which forms the basis of the application.

The Nine Willoughby Site Communication Plan was prepared by Urban Concepts in accordance with the Director-Generals Requirements (DGR's) issued for this project on the 9th February 2011. The Communication Plan presented a three stage approach with staged two and three building on the findings arising from the first stage of the consultation process that was conducted during October 2012 and complementing the statutory planning Part 3A assessment determination process.

Stage 1 Consultation Initiatives have been designed to obtain community feedback about the outcomes arising from the Preliminary EA and to test three built form options. By examining community attitudes to the CP options, the design has been refined in line with community feedback prior to the lodgement of the Major Project Application and the EA.



TABLE 1.1 – NINE NETWORK AUSTRALIA MULTI-DISCIPLINARY DESIGN TEAM

DISCIPLINE	CONSULTANT
<ul style="list-style-type: none"> • Development Management • Architecture • Planning • Landscaping • Transport and Accessibility • Utilities, Services, Drainage and Groundwater • Remediation • Heritage and Archaeology • Cost of Development • Surveying • Modelling • Community Consultation • Health and Emissions Specialist 	<ul style="list-style-type: none"> • Lend Lease • SJB • JILA • JBA Planning Consultants • AECOM • Cardno • JBS Environmental • Godden McKay Logan • WTPartnership • Whelans Insites • Model Craft • Urban Concepts • NDC

1.1. Report Structure and Supporting Documentation

This report has been structured in two volumes.

VOLUME 1 being this document presents the findings arising from the implementation of Stage 1 and comprises the following four sections being:

- **Section 1** The Introduction
- **Section 2** An overview of the Communication Methodology
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1.2. Communication Objectives

The specific objectives that Urban Concepts sought to achieve from implementing the Communication Plan are:

- To engage with surrounding residents and integral stakeholders to develop a medium to high density residential design solution that achieves a balance between community concerns and the Nine Network's strategic relocation of its broadcasting and production facilities from the Artarmon Road site to a more appropriate location.
- To put in place a CP and design parameters that reflect the most appropriate land use vision for the site, namely medium to high density residential, in terms of land use zoning and development controls.
- To deliver a residential land use vision that will ensure a high level of amenity for both future residents of the site and the existing residents of the area that are the Nine Network's neighbours.
- To document how the proposal will help Willoughby City Council to achieve the housing targets that have been established for the Local Government Area by the DPI under the Sydney Metropolitan Strategy. The site is a consolidated land parcel in single ownership and can assist the Council to readily realise its housing target.
- To communicate the willingness and desire of the proponent to work with Willoughby City Council notwithstanding the Part 3A project status resulting from its declaration as a Major Project.
- To ensure surrounding residents and integral stakeholders are provided with the opportunity to express their views about the residential redevelopment through the CP formulation.
- To establish and maintain open channels of communication between surrounding residents and integral stakeholders that will remain in place for the EA and approval process and can be used by the Nine Network to promote ongoing understanding of their facilitates plan formulation for relocation over the next 5 years.



1.3. Community Consultation Requirements

In formulating the communication methodology we had regard to the consultation requirements specified for this project by the Director-General of the DPI in accordance with the Part 3A Statutory Planning Approval process prescribed for Major Projects. At the same time the suggested consultation initiatives have tried to encourage participation from a proactive stand point to ensure meaningful dialogue and participation is achieved.

The DGR's that were issued to the proponent on the 9th February 2011 established the Community Consultation requirements for this Part 3A Project. The Consultation Requirements for the Nine Willoughby Site state:

'Undertake an appropriate and justified level of consultation in accordance with the Department's Major Project Community Consultation Guidelines October 2007, (including consultation with Willoughby City Council, NSW Department of Health, Transport NSW and interested community groups).'

The Guidelines for Major Project Community Consultation were issued by the DPI in October 2007. The Guidelines recognise that community and stakeholder consultation is an important component of the NSW Governments EA process for projects under Part 3A of the Environmental Planning and Assessment Act 1979.

The Communication Plan that was prepared and implemented for this project was presented to the DPI on the 19th October 2012 and was confirmed as satisfying the requirements of the Guideline document. The Communication Plan is reproduced as Appendix A in Volume 2 of this report.

1.4. Overview of Communication Initiatives

A summary of the Stage 1 Communication Initiatives that have been completed for this project in accordance with the Communication Plan are provided below in Table 1.2. Details concerning these initiatives and the findings arising from the stakeholder and community events are contained in Section 3 and Section 4 of this report.

The Stage 1 Communication Initiatives that have been completed for this project are detailed in the table below together with the level of participation that has occurred.

TABLE 1.2 - SUMMARY OF STAGE 1 COMMUNICATION INITIATIVES AND PARTICIPATION

COMMUNICATION INITIATIVES	DATE UNDERTAKEN	LEVEL OF PARTICIPATION
Information Lines		
1800 Information Line 1800 22 44 24	Beginning in October 2012 and continuing	107 successful calls 13 no-answer calls (120 Total Calls to date)
Project Email	Beginning in October 2012 and continuing	Total of 136 emails to date. Of these 128 were RSVP's to consultation events and short answer questions; and 8 were residents with detailed comments and questions relating to the project.
Project Website	The website went live on the 26 th October 2012.	Since the website's inception 1,385 visits have been made to the website.



COMMUNICATION INITIATIVES	DATE UNDERTAKEN	LEVEL OF PARTICPATION
Media Management	October and November 2012	2 half page media display advertisement have appeared in the North Shore Times. These advertisements appeared on Friday 26 th October 2012 and Friday 2 nd November 2012.
Site Signage and Shop Posters	Week Commencing 29 th October 2012	One 3 metre by 1 metre colour banner is displayed at the Artarmon Road frontage of the Nine Willoughby Site and carries information about the community consultation events and contact details.
Community Newsletters		
Newsletter	Week Commencing 22 nd October 2012	3,500 community newsletter were distributed within the notification area detailed at Figure 4.1. The remaining 500 newsletters were distributed to Willoughby Council for display at Council operated facilities such as the Willoughby Leisure Centre and used as part of correspondence that was delivered for the resident meet and greet and the stakeholder notification.
Resident Meet and Greet	Tuesday 30 th and Wednesday 31 st October 2012	On Tuesday 56 households visited, and on Wednesday 42 households were visited.
Stakeholder Letters	2 nd November 2012	A stakeholder letter together with a community newsletter was distributed to all stakeholders who had not been asked to the Stakeholder Roundtable Breakfast. A total of 45 letters were sent to the organisations identified Section 2.2. The letter is reproduced at Appendix D.
Consultation Events		
Community Walks 3.00pm, 4.30pm and 6.00pm	Wednesday 7 th and Thursday 8 th November 2012	Wednesday Session 73 attendees Thursday Session 53 attendees



COMMUNICATION INITIATIVES	DATE UNDERTAKEN	LEVEL OF PARTICPATION
Community Workshops 7.00pm – 9.00pm	Wednesday 7 th and Thursday 8 th November 2012	Wednesday Session 53 attendees Thursday Session 61 attendees
Stakeholder Roundtable Breakfast	Friday 2 nd November 2012 7.00-9.00am	23 Attendees
Webinar	Thursday 8 th November 2012 11.00am	14 Registrations 8 Attendees

Source: Compiled by Urban Concepts in conjunction with Nine Network Australia.

***Note: Participation levels have been compiled based on Urban Concepts records and do not include enquiries made of Nine Network or its sub consultants about the project.*



2. Communication Methodology

This section details the communication methodology employed during Stage 1 of the project. The methodology is reproduced in full in the Communication Plan at Appendix A in Volume 2.

For the purposes of this section the methodology is discussed in terms of:

- communication messages;
- target audiences; and
- consultation techniques.

This section includes details of the participation levels in the various communication initiatives.

2.1. Communication Messages

Based on our understanding of the project, Urban Concept at the commencement of this project identified the following key messages to be communicated through the consultation process:

Message 1 Nine Network Australia Limited – Relocation of the Willoughby Television Studios

The Nine Network Australia Willoughby Television Studios officially opened their doors on the 27th October 1956. For the past 56 years the site has been the Sydney home of the Nine Network. Over that time the intensity of residential development has gradually increased around the studio site and the Network has always attempted to act as a good neighbour when issues have occurred. The Nine Network understands that there will be residents who may be apprehensive about their future relocation and the impetus that it creates for changing the land use of the site.

Message 2 Nine Network Australia Limited – Relocation of the Willoughby Television Studios

The Willoughby site is the last remaining campus style television studio in operation in the Sydney metropolitan area. The last 56 years have witnessed many changes in technology that have impacted on how the industry undertakes television production and broadcasting. While the Willoughby site has played a significant role in television history, it is now time for the Nine Network to advance its future plans for relocation. Many residents will be aware of the relocation that Channel 7, 10 and the ABC have made from their campus style facilities to purpose built inner city locations.

Message 3 Relocation of Nine Network Australia Limited necessitates a change in land use for the site

The formulation of a CP is the first step in the land use planning process for establishing an appropriate new vision for the Nine Network site. The approval of a CP will provide the Nine Network with certainty about the development potential of the site. While the Network has not earmarked a date for relocation it understands that rezoning of the site and obtaining development consent for its residential redevelopment will take many years and as such formally commenced the process in 2010.

Message 4 A residential redevelopment is the most appropriate use of the Nine Network site

The preliminary investigations that were undertaken by PBL Media (now Nine Entertainment Company, Pty Ltd) in 2010 and which formed the basis of the Clause 6 Declaration Application to the former NSW Department of Planning, confirmed that the most appropriate use of the site would be medium to high density residential supported by open space and retail amenities. The 2010 preliminary EA put forward a preliminary concept that concentrated tall residential towers of between



16-20 storeys in height in the middle of the site with lower scale 2-5 storey residential buildings addressing Artarmon Road and Richardson Avenue. Nine Network Australia Limited has listened to community concerns, and the views expressed by the DPI and understand that this original concept does not have community support. We have gone back to the drawing boards with a new design team and new approach.

Message 5 Community consultation is important to Nine Network Australia Limited

This Communication Plan documents an information and consultation process to facilitate a robust dialogue with the local community about the Nine Network's future plans for their Artarmon Road site.

Our multi-disciplinary design team has formulated a new design rationale and we will shortly be inviting residents and interested stakeholders to join us at the drawing board to share in this design process.

The reality is that there is no fixed CP in place. The approach is to present design and landscape parameters for the site and the residential options that have been formulated in response to these parameters.

The Nine Network understands that it needs to work with the community and interested stakeholders to achieve an acceptable built form and landscape outcome. The Nine Network is keen to work with the local community through a comprehensive consultation process. This process will commence Mid October after the completion of the Term 3 school holidays.

Message 6 Building Height

We are aware that height is a major issue within the public arena. It is important for the design team to communicate height accurately in terms of RL levels across the site. In this regard the RL's of the existing buildings need to be identified on plans, as do the RL's of surrounding buildings. It is only by referencing RL's to Australian Height Datum that professional and community stakeholders can accurately understand building height. RL's give people a practical and factual way of understanding building form and actual building height relative to the built context of an adjoining area. This is particularly true on the Nine Network Site where the dramatic fall of the land to the south and east will have an impact on view impact, privacy and solar access conditions both from within the site and when the site is assessed from strategic locations in the local area.

Message 7 Major Project Status

Due to the projected capital investment value exceeding \$100 million, the project will be considered under Part 3A of the Environmental Planning and Assessment Act 1979 as a major project by the NSW Minister for Planning. There has been much debate in the broader community about the application of Part 3A planning legislation. It is the proponent's position that it will continue to proactively involve Willoughby Council in the design and development process. This will be achieved by undertaking regular meetings with representatives of Willoughby Council. Minutes of these meetings will be reported through the consultation process.

Message 8 Relocation of the TXA Australia Transmission Tower

The TXA transmission tower is located to the south west of the site on an adjacent landholding in Richmond Avenue. This landholding does not form part of the site. The transmission tower is jointly owned and operated by Nine Network Australia Limited, Network Seven and Network Ten with each parent organisation holding an equal shareholding in TXA Australia. The transmission tower has been located on this site since it relocated from the Nine Network Site in 1974 when it was rebuilt. The tower is 216 metres in height. The EA will be accompanied by specialist investigations to address perception about the safety of siting residential development in proximity to transmission and broadcasting facilities. The proponent understands that this is a community concern and will ensure that it is specifically addressed in the EA documentation and explained at the community consultation events.





Message 9 Delivering community benefits

The residential redevelopment of the Nine Network site will enable this 2.9 hectare land holding to be opened up for community use. For the past 56 years the site has been in single private ownership with a use that affords limited opportunity for public access, with access being limited to audience participation in live television show productions.

Message 10 Impact of a residential redevelopment on the local road network and public transport services

The 2010 Preliminary Environmental Assessment Application raised community concern over the impact a medium to high density residential land use would have on the local road network and the demand for public transport services. Traffic generation and transportation servicing are addressed through specialist investigations undertaken as part of the EA process. It is important to remember that the Artarmon Road studios are a brownfield site that currently provides 356 on site at grade car parking spaces to cater for the Nine Networks 650 employees that work at the site. (It is noted that the employment figure is seasonal and that 650 is the maximum site staffing level). Accordingly, in any discussion about traffic impact and transportation servicing the existing operation of the site should be considered as the baseline or starting position for the assessment.

Message 11 The Impact of the development on the existing local community facilities and schools

A social impact assessment will form part of the specialist investigation that will be undertaken to support the EA. This assessment will specifically assess how a new residential population would impact on existing community facilities and services including local primary schools, secondary schools and childcare services. It would also specifically address opportunities for integrating a new residential population into the established community. The Communication Plan provides for targeted consultation to be undertaken with local community and education providers that operate in the Willoughby/Artarmon areas.

Message 12 Redevelopment of the Nine Network site will support Willoughby City Council housing targets

The NSW State Government has established housing targets for each Sydney Metropolitan area. These housing targets are essential for ensuring that there is sufficient housing supply within the Sydney Metropolitan area to support the projected 1.5 million population increase that will occur by 2031. The NSW Government has established that the Willoughby Local Government Area must supply an additional 6,800 dwellings by 2031. The redevelopment of the Nine Network site will assist the Willoughby City Council to realise its housing target. While the Draft Willoughby Local Environmental Plan 2012 provides for the up zoning of certain residential lands, it has not rezoned the Nine Network Studio Site which retains its Special Use zoning under the draft plan. The residential redevelopment of the 2.9 hectare Nine Network Studio Site is consistent with the NSW Government's housing policy.

2.2. Target Audiences

The project required the establishment of a number of lines of information and a range of consultation events with various target audiences. To assist with the management of information, its dissemination, and the recording of community feedback, the stakeholders were classified into target audiences or user groups.

The key target audiences identified for this consultancy were as follows:

- Local Residential Community
- Adjoining Landowners



- Local Business Community
- Resident Organisations
- Special Interest and Community Groups
- Local Area Community Services
- Department of Planning and Infrastructure including the Minister for Planning and Major Project Assessment Team
- Willoughby City Council both Council Officers and Elected Representatives
- State and Federal Elected Representatives
- State Government Agencies
- Utility Providers
- Emergency Services
- Adjoining Council Areas
- Media
- Proponent Project Team

A database was established documenting the contact details for each target audience. A description of each target audience is provided below.

2.2.1. Local Residential Community

Local residents living in the locality bounded by Mowbray Road to the south, Willoughby Road to the west, Park Road to the north, Francis Street to the west, Chelmsford Avenue, and Sydney Street to the east is the suggested resident catchment area for this project. This catchment was been discussed and agreed to with Willoughby City Council at a meeting on the 17th October 2012. It is noted that there is around 3,500 households in this notification catchment area. Refer Figure 2.1.

2.2.2. Population Demographics

Willoughby (suburb) has a population of 6,034. The breakdown of this population is shown by age at Figure 2.2. There is a high proportion of residents aged 35 to 49 (26.3 per cent). This is followed by three categories of residents; aged 25 to 34 (12.7 per cent), aged 50 to 59 (11.5 per cent) and aged 5 to 11 (10.3 per cent). This age structure is important in consideration of resident concerns and impacts and for determining the most appropriate method of consulting with the local population. The age profile of the local population indicated that the use of social media consultation techniques was appropriate for inclusion in the communication approach.



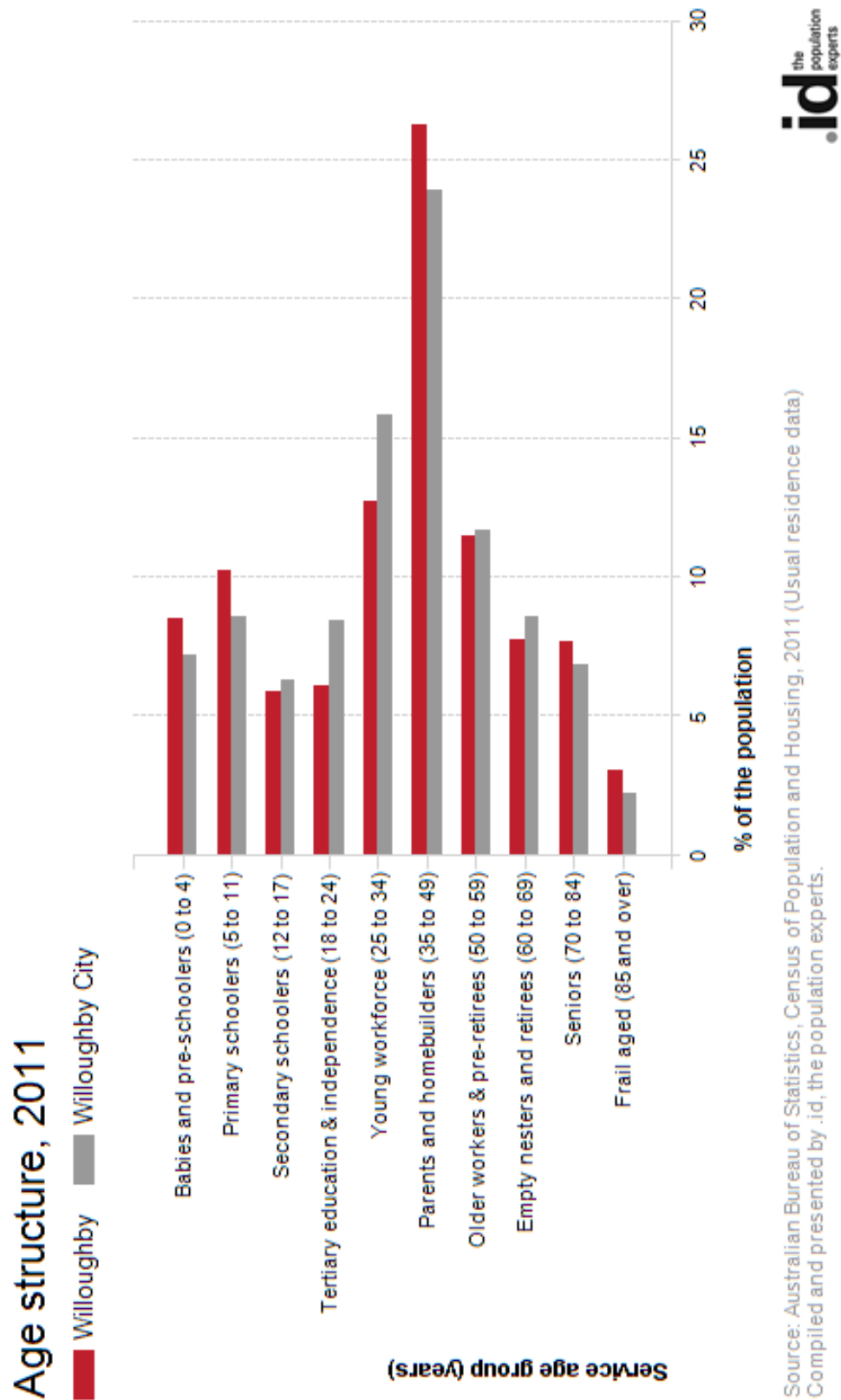
FIGURE 2.1 – AGREED RESIDENT NOTIFICATION AREA



Source: Google Maps (2012)



FIGURE 2.2 - POPULATION STRUCTURE FOR WILLOUGHBY





2.2.3. Resident Concerns

There was much speculation, concern and uncertainty held by this target audience. They were assigned a high priority in the consultation process. We anticipated that local residents would be interested in understanding:

- Specific details relating to the physical form of the project with a particular emphasis on height and the placement of buildings on the site.
- How the edges of the site would present towards and interface with the established streets.
- Potential impact on the residential amenity of the area including overshadowing, loss of views, privacy, visual amenity, traffic generation and car parking.
- Whether the development would create added pressure for education facilities such as primary schools.
- Whether the transmission tower would remain in its existing location and the impact of the transmission tower on the safety and health of existing and future residents.
- How a new residential development will benefit existing residents and enhance their suburbs.
- Justification for any variation to Council and State planning controls for the site.
- Justification for the project being declared a project of state and regional significance under Part 3A of the EP&AA 1979 and an explanation as to the steps involved in the development assessment process under the legislation.
- How the proponent intended to involve Willoughby City Council in the assessment process.
- How the development of the site under an approved CP would be realised. If the Nine Network did not vacate, would the site be sold for development or would the Nine Network advance the CP through to the Development Application stage.
- Post development consent construction management issues including structural stability of heritage buildings, mitigation measures to control noise and dust and hours of construction.

2.2.4. Adjoining Landowners

Our approach recommended that the streets immediately surrounding the site (Artarmon Road, Richmond Avenue and Walter Street) should receive an additional level of consultation to reflect their importance as the immediate neighbours of the site. Accordingly, we undertook a meet and greet with residents as part of the consultation to fully understand their concerns and to ensure that they were aware of the consultation initiatives. The resident meet and greet was undertaken on Tuesday 30th October and Wednesday 31st October. The Strata Body Corporate of 2-4 Artarmon Road is a key adjoining land owner for consultation.

The following properties are located adjacent to the site (see Figure 2.3 below):

Artarmon Road	No's 2-4, 6, 15, 17, 19, 21, 23, 25, 27, 29, 31, 32, 33, 35, 37, 39, 41, 43
Richmond Avenue	No's 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25, 26, 26A, 27, 28, 28A, 30, 30A, 32
Walter Street	No's 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 25, 26, 27A, 27B, 29A, 29B and 31

FIGURE 2.3 - ADJOINING PROPERTIES HIGHLIGHTED FOR ADDITIONAL CONSULTATION



Source: Google Maps (2012)

2.2.5. Local Business Community

The increase in local population provided on the Nine Network Studio Site would be of interest to local business operators. This target audience may also hold concerns about the relocation of Nine Network from the site, fearing that this will impact on their current trading activity. It may provide opportunities for these businesses to expand their product range and services to cater for the demands of this new local population. We recommended that consultation was undertaken with the peak organisations that represent local business interests. These organisations were sent information about the project and were invited to attend the consultation events, including:

- Artarmon / St Leonards Chamber of Commerce;
- Chatswood Chamber of Commerce; and
- Naremburn Chamber of Commerce.



2.2.6. Resident Organisations

These groups are important in the environment of debate and public opinion. They provide an insight into the workings of a community and specific issues of concern. Communication lines must be established that allow for a steady flow of information and discussion with these groups at key project milestones.

Five Progress Associations were identified with the assistance of Willoughby Council as key target audiences. The Federation of Willoughby Progress Associations is an umbrella body who acts on matters of general concern to the whole Willoughby community, and has members from nine other associations. Initial comments made by the Artarmon Progress Association in their submission to the Draft Willoughby Local Environmental Plan 2009 indicated support for the rezoning of the Nine Network Studio Site and development of medium and high density residential on the site and surrounding area, including Artarmon Road east, Edward Street and Richmond Ave. This submission is included within the Communication Plan attached at Appendix A.

Key Willoughby City Council Progress Associations

Representatives of these progress associations were invited to participate in the Stakeholder Roundtable Breakfast that was held onsite on Friday 2nd November 2012 from 7.00am – 9.00am.

- Federation of Willoughby Progress Associations
- Artarmon Progress Association
- Naremburn Progress Association
- Northbridge Progress Association
- Willoughby South Progress Association

Other Willoughby City Council Progress Associations

- Castle Cove Progress Association
- Castlecrag Progress Association
- Chatswood East Progress Association
- Chatswood West Ward Progress Association
- Middle-Harbour Willoughby Progress Association

2.2.7. Special Interest Groups

Special interest groups are important for identifying specific areas of concern to a local community and determining how a proposal will impact on their specific area of interest. These organisations were sent information about the project and invited to attend the consultation events. Important special interest groups for this project are:

- Willoughby District Historical Society
- Aboriginal Heritage Office
- Bicycle NSW
- Hamazkaine Armenian Educational and Cultural Society
- Willoughby Environmental Protection Authority



2.2.8. Local Area Community Services

Due to the proposed increase in the residential population of Willoughby, concern had been raised as to the impact of this on local community services. The following services, which are located within close proximity to the site, were identified as targets for consultation:

- Local Primary Schools
 - Artarmon Primary School
 - Willoughby Public School
 - Cammeray Public School
- Local High Schools
 - Willoughby Girls High School
- Local Childcare, Kindergarten and Pre Schools
 - Glenaeon Rudolf Steiner Preschool
 - Konomi Kindergarten International
 - Sue's Childcare Castlevale
 - Goodstart Early Learning Willoughby
- Public Facilities
 - Bicentennial Reserve
 - Willoughby Leisure Centre

These organisations were sent information about the project and were invited to attend the consultation events. It is noted that the Design Team also met with the NSW Department of Education and Communities to discuss the community concerns that had been expressed in relation to local schools and enrolments.

2.2.9. Department of Planning and Infrastructure

The EA and CP are assessed pursuant to Part 3A of the EP&AA 1979 by the NSW Minister of Planning. Clause 75B of the EP&AA specifies criteria for projects to which Part 3A applies and invokes the provisions of the Major Projects SEPP. The DPI acts on behalf of the Director-General and the NSW Minister for Planning.

The Draft Communication Plan was presented to the DPI on the 19th October 2012 to ensure that it met the requirements of the Major Project Community Consultation Guidelines October 2007. On the 24th October 2012 the DPI advised Urban Concepts by email that the Plan satisfied the 2007 requirements. A copy of this email is reproduced in Appendix A.

Minister for Planning

Hon. Brad Hazzard MP

Department of Planning and Infrastructure

- Director General, Sam Haddad
- Major Project Assessment Team



2.2.10. Willoughby City Council

The importance of maintaining regular liaison with this target audience was given high priority in the consultation process. The proponent recognises the sensitivity of the Part 3A process from both the standpoint of the Council and the community. The proponent put in place a process of regular briefings and liaison to ensure Council was kept fully informed and involved in the CP formulation process. All consultation initiatives were minuted and have been reported on as part of the EA documentation prepared by JBA Planning.

Council Officers

We note that Council Officer Lara Nguyen was allocated to this project.

- General Manager – Nick Tobin
- Infrastructure Services Director – Steven Head
- Environmental Services Director –Greg Woodhams
- Economic and Property Development Director – Jeff Ellis
- Financial Services Director – Tony Pizzuto
- Community Services Director –Melanie Smith
- Corporate Support and Performance Director – Tracey Crouch
- Public Officer – Jeff Knight

Elected Representatives

It is noted that all the elected representatives listed below were invited to attend the Stakeholder Roundtable Breakfast held Friday 2nd November from 7.00am – 9.00am at the Willoughby Studio Site.

Mayor

- Cr Pat Reilly (IND)

Middle Harbour Ward

- Cr Wendy Norton (IND)
- Cr Judith Rutherford (IND)
- Cr Angelo Rozos (IND)

Naremburn Ward

- Cr Stuart Coppock (IND)
- Cr Michelle Sloane (IND)
- Cr Nic Wright (IND)

Sailors Bay Ward

- Cr Gail Giles-Gidney (IND)
- Cr John Hooper (IND)



- Cr Hugh Eriksson (IND)

West Ward

- Cr Tony Mustaca (IND)
- Cr Lynne Saville (IND)
- Cr Mandy Stevens (GNS)

(IND) Independent; (GNS) Greens

2.2.11. State and Federal Elected Representatives

Liaison with State and Federal representatives was facilitated directly by the proponent, Nine Network Australia. All elected representatives were kept informed of the progress of the project and invited to participate. These stakeholders must be able to address concerns and questions raised by their constituents about the project. The respective State and Federal Members for this area are:

STATE

Member for Willoughby:

- The Hon Gladys Berejiklian MP and Minister for Transport

The Member for Willoughby expressed concern in 2011 in relation to the development, emphasising issues with the scale of the proposal and a lack of community consultation. The letter is detailed at Appendix D.

FEDERAL

Member for North Sydney: The Hon Joe Hockey MP

2.2.12. State Government Agencies

This audience includes infrastructure providers and organisations that play a role in transport provision, sustainability and design related considerations. High level consultation was undertaken with these agencies by the appropriate specialist consultants. The agencies detailed below were sent information about the project and were invited to attend the consultation events.

- Transport for NSW
 - State Transit Authority of NSW
 - Sydney Buses including MetroBus service from Chatswood to Bondi Junction.
 - Roads and Maritime Services.
- Office of Environment and Heritage
- NSW Ministry of Health
- Department of Education and Communities

2.2.13. Utility Providers

Liaison was undertaken with the following utility providers by the appropriate specialist consultants.

- Sydney Water
- Telstra



- Energy Australia
- AGL
- Willoughby City Council – Stormwater System

2.2.14. Emergency Services

Local emergency service providers were consulted about the project by the appropriate specialist consultants.

- NSW Police
- NSW Fire Brigade
- Ambulance Service of NSW

2.2.15. Adjoining Council Areas – Lane Cove, North Sydney, Ku-Ring-Gai and Ryde

Responsibility for the suburb of Artarmon falls between Willoughby Council and Lane Cove Council. It was considered to be important to keep Lane Cove Council informed of the project and to provide opportunity for comment. Liaison occurred both through the Mayor's Office and at officer level through the General Manager.

Willoughby City Council is also adjoined by North Sydney, Ku-ring-gai and Ryde Local Government Areas. North Sydney, Ku-ring-gai and Ryde Councils were also kept informed about the project.

Lane Cove Council

- Mayor – Cr Scott Bennison
- General Manager – Craig Wrightson
- Executive Manager Environmental Services – Michael Mason

North Sydney Council

- Mayor – Cr Jilly Gibson
- General Manager – Penny Holloway
- Director of Planning and Development Services – Warwick Winn

Ku-ring-gai Council

- Mayor – Cr Elaine Malicki
- General Manager – John McKee
- Director of Strategy and Environment – Andrew Watson

Ryde Council

- Mayor – Cr Ivan Petch
- General Manager – John Neish
- Group Manager Environment and Planning – Dominic Johnson

Each of the above Councils were sent information about the project and were invited to attend the Consultation Events.



2.2.16. Media

The media is crucial for informing the community and stakeholder groups about the progress of works, particularly the completion of key milestones. It also played a crucial role in advising the community of forthcoming information initiatives and opportunities for involvement.

- North Shore Times
- Willoughby City News (Willoughby City Council)
- Willoughby Leisure Centre Enewsletter

Urban Concepts undertook display advertising in the North Shore Times as detailed in Appendix F. The proponent has managed editorial liaison with the North Shore Times and has conducted media briefings as requested by the local journalist.

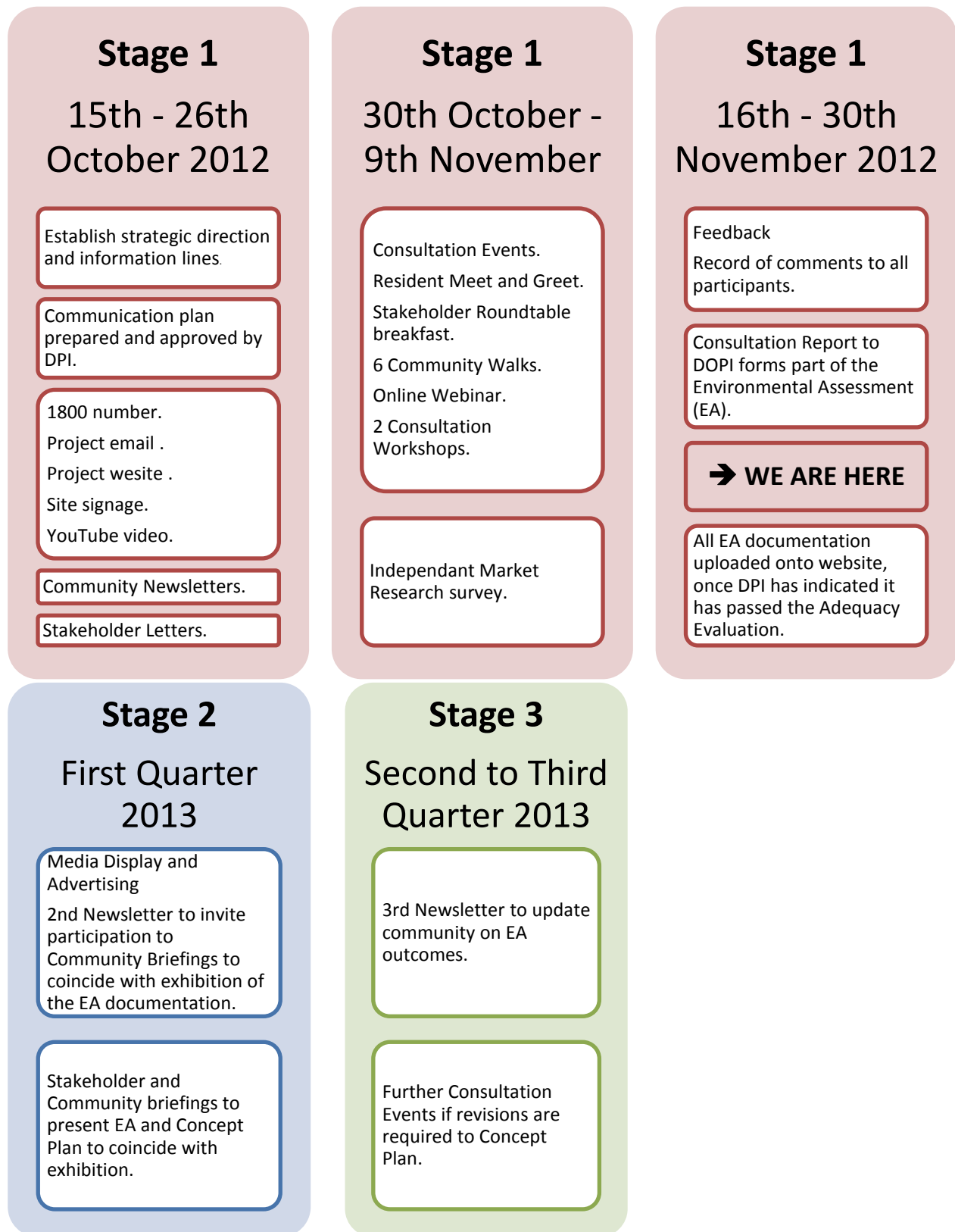
2.3. Consultation Techniques

The communication methodology focused on establishing lines of communication that could stay in place throughout the design, assessment and approval phases of the project and specific consultation and stakeholder events.

The Communication Process for this project is a staged process. In our experience of running consultation for Part 3A Major Projects we find that managing the consultation in stages to coincide with the design and EA process is the preferred approach. The proposed stages for this project are illustrated by Figure 2.4. We anticipate that Stage 2 would commence in the first quarter of 2013.



FIGURE 2.4 – COMMUNICATION PROCESS





2.4. Information Lines

The key Stage 1 information lines that have been established for this project are described below. Table 1.2 details the participation rates that have been achieved under each initiative.

2.4.1. 1800 Number

The 1800 freecall number established is 1800 22 44 24. The freecall number is serviced by Urban Concepts during business hours and defers to a message bank facility outside of these hours. All calls are logged and responded to within 24 hours.

Calls to the 1800 number are summarised in Table 2.1 and Table 2.2 below. A total of 107 calls have been received on the 1800 number and 13 no-answer calls.

TABLE 2.1 - 1800 NUMBER CALL LOG (22ND OCTOBER – 9TH NOVEMBER, 2012)

Report is Filtered By

Service: 1800 224 424

Call Result: Successful, No Answer / Abandoned, Busy

Service	Date	Calls				Duration (HH:MM:SS)	Average Duration (HH:MM:SS)
		Successful	No Ans. / Abd	Busy	Total	Successful	Successful
1800 224 424	22 Oct 2012	2	-	-	2	0:00:26	0:00:13
	23 Oct 2012	2	1	-	3	0:01:10	0:00:35
	24 Oct 2012	2	3	-	5	0:00:27	0:00:14
	25 Oct 2012	1	-	-	1	0:00:45	0:00:45
	26 Oct 2012	3	1	-	4	0:01:39	0:00:33
	28 Oct 2012	1	-	-	1	0:02:33	0:02:33
	29 Oct 2012	7	-	-	7	0:09:34	0:01:22
	30 Oct 2012	5	2	-	7	0:08:55	0:01:47
	31 Oct 2012	7	-	-	7	0:07:19	0:01:03
	1 Nov 2012	7	-	-	7	0:10:33	0:01:30
	2 Nov 2012	8	-	-	8	0:13:04	0:01:38
	3 Nov 2012	1	-	-	1	0:00:47	0:00:47
	4 Nov 2012	6	2	-	8	0:06:34	0:01:06
	5 Nov 2012	12	-	-	12	0:21:25	0:01:47
	6 Nov 2012	5	-	-	5	0:02:08	0:00:26
	7 Nov 2012	12	1	-	13	0:15:34	0:01:18
	8 Nov 2012	4	-	-	4	0:06:27	0:01:37
	9 Nov 2012	5	1	1	7	0:02:50	0:00:34
	Total	90	11	1	102	1:52:10	0:01:15
Total		90	11	1	102	1:52:10	0:01:15

Source: Telstra 2012



TABLE 2.2 - 1800 NUMBER CALL LOG (12TH NOVEMBER – 22ND NOVEMBER, 2012)

Report is Filtered By

Service: 1800 224 424
Call Result: Successful, No Answer / Abandoned, Busy

Service	Date	Calls			Duration (HH:MM:SS)	Average Duration (HH:MM:SS)
		Successful	No Ans. / Abd	Total	Successful	Successful
1800 224 424	12 Nov 2012	4	-	4	0:00:50	0:00:13
	13 Nov 2012	2	1	3	0:01:08	0:00:34
	14 Nov 2012	1	-	1	0:00:29	0:00:29
	16 Nov 2012	3	-	3	0:01:23	0:00:28
	17 Nov 2012	1	-	1	0:00:15	0:00:15
	18 Nov 2012	1	-	1	0:00:08	0:00:08
	19 Nov 2012	2	-	2	0:01:00	0:00:30
	20 Nov 2012	1	1	2	0:00:17	0:00:17
	22 Nov 2012	2	-	2	0:00:37	0:00:19
	Total	17	2	19	0:06:07	0:00:22
Total		17	2	19	0:06:07	0:00:22

Source: Telstra, 2012

2.4.2. Project Email Address

The project email address is info@ninewilloughby.com.au. The project email is serviced by Urban Concepts. 137 emails to date have been received from the community. Generally project emails either relate to registration at a Consultation Event or a project related question. Responses to detailed enquiries are reproduced in Table 2.3 below.

TABLE 2.3 - EMAIL LOG

DATE	EMAIL MESSAGE
24.10.12	Dear Belinda Could you please provide information on the planned communication about the redevelopment proposals with neighbouring residents of the Channel 9 site, including residents in Richmond Avenue. I'm sure you are aware that this will create considerable interest, and concern, for neighbouring residents, and there is a requirement for appropriate and justified consultation. It is important to ensure there is sufficient opportunity and time for local residents, whether online or not, to consider and comment on the proposals. I look forward to hearing from you.
RESPONSE 25.10.12	A letter approved by Scott Soutar was sent in return to this email. The letter is provided in Appendix M.
	Hi Belinda Thank you, that is very helpful. Best wishes
31.10.12	Hi there Will the transmission tower stay & go as part of Nine redevelopment? Thanks
RESPONSE 1.11.12	The transmission tower will stay as it is not located on the Nine Network Australia Site and is subject to different ownership. The transmission tower is owned by Transmitters Australia and is jointly owned by the Seven Network, Ten Network and Nine Network Australia.



	I hope that this answers you question.
6.11.12	<p>Dear Members</p> <p>On Friday 2 November, I attended a Stakeholders Roundtable Meeting hosted by Urban Concepts on behalf of Channel 9 to discuss the proposed development of the site.</p> <p>The NSW Department of Planning have given Channel 9 until 30 November 2012 to submit their concept plan. It was unclear from the meeting this morning what the outcome would be if this deadline is not met.</p> <p>Some of you may have received a newsletter via letterbox drop, outlining the consultative process. This also included an overview of the concept plan. For those of you that did not receive this newsletter, a website has been established, www.ninewilloughby.com.au</p> <p>I encourage you to log on and review this as a matter of urgency. On 7 and 8 November, Urban Concepts will be conducting community walks and workshops at varying times. This will enable you to gain a better understanding of the proposal. You can register your attendance via their website or on the form on the back of their newsletter.</p> <p>I have attached an email from Bob Taffel (President of Willoughby South Progress Association) in response to an email from Nick Tobin (General Manager, Willoughby City Council). These emails outline the concerns of both Willoughby Council and Progress Associations.</p> <p>It is important that the residents of Naremburn have the opportunity to voice their views and concerns in relation to this development, as it will have a major impact on our community, both visually and infrastructure wise.</p> <p>Be advised that the Naremburn Progress Association will do their utmost to keep you informed of any developments as they occur.</p> <p>Kind regards Frances O'Brien</p>
RESPONSE 6.11.12	<p>Dear Frances,</p> <p>Thank you for forwarding me this email for my information.</p> <p>Following up on your comment at Friday's Roundtable that Olympia Road in Naremburn did not get letter box dropped, I passed your concerns onto the mail distributor and he went back out on Friday afternoon. I hope that you received this letter.</p> <p>Kind regards, Belinda</p>
4.11.12	<p>I understand that increasing urban density is inevitable but we must make sure that it is done well and with consideration given to public transport and traffic congestion, availability of services etc. I'd really like to see a long day care centre located on site and discussion about the impact this will have on already overcrowded local schools. There are some excellent residential developments around - sympathetic, well designed and planned with great amenity. I do not want to see some cheap and nasty development on this critical site.</p>
RESPONSE 7.11.12	<p>Thank you for your comments.</p> <p>I would like to offer the following responses to the points that you raise:</p> <ul style="list-style-type: none"> • We have commissioned a traffic engineer to assess the impact of any proposed development on the existing traffic around the site and to offer up solutions to mitigate any negative impacts. In addition, as a part of our formal community consultation workshops we will be seeking feedback from the community re specific traffic issues/times/locations. We would welcome this input



	<p>from you (via an email reply is OK).</p> <ul style="list-style-type: none"> • We are in the process of assessing the impact of any development on existing public transport services, in particular the bus service to the City. • A services engineer has been commissioned to assess the adequacy of existing services and to detail any increases/amplification or other mitigating solutions (such as, for example, on-site stormwater re-use). • We have had feedback previously in relation to a child-care facility and will be considering incorporating such a facility when we get to the design stage, subject to confirming demand. • In relation to the apparent overcrowding of local schools, it is a matter for the State Government to address. We are keen to assist and are endeavouring to meet with the Department of Education and Communities to discuss. • In addition to designing the concept plan to meet the requirements of SEPP65 (which prescribes residential flat design standards) we hope to get from our community consultation some real direction in relation to amenity on the site
16.11.12	<p>Dear Sir/ Madam,</p> <p>I think the idea of redevelopment of the Channel 9 site is good. Can I ask if the huge tower is being to be removed as part of the current plan's?</p> <p>Thank you</p>
RESPONSE 16.11.12	<p>Dear Cameron,</p> <p>Thank you for your feedback.</p> <p>The transmission tower will stay as it is not located on the Nine Network Australia Site and is subject to different ownership. The transmission tower is owned by Transmitters Australia and is jointly owned by the Seven Network, Ten Network and Nine Network Australia.</p> <p>I hope that this answers your question.</p> <p>Kind regards,</p>
19.11.12	<p>Hi,</p> <p>I was wondering when the website (ninewilloughby.com.au) will be updated for the feedback from the first round of community consultation.</p>
RESPONSE 19.11.12	<p>Dear Louise,</p> <p>We are currently finalising the draft record of comments.</p> <p>Once this is completed, the record will be distributed to participants and uploaded to the website.</p> <p>Regards,</p>
30.11.12	<p>Summary of phone conversation 9am on Friday 30th November 2012 regarding the redevelopment of the Network Nine Studio Site in Willoughby.</p> <p>██████ introduced herself as the resident of ██████ Walter Street Willoughby.</p> <p>She indicated that she was interested in the project and attempted to attend the community consultation events, but was prevented from staying for the full event due to a recent death in the family.</p> <p>██████ concerns about the development are as follows:</p> <ul style="list-style-type: none"> • "The southern side of Walter Street is RTA owned, therefore the majority of people living on this street don't have a vested interest in the future of the area as they are renting from the RTA. • The height of the proposed buildings is a concern as it will impact on the privacy of her home. The verandas that would be built to overlook the city would look into her bedroom window. Noise would be an issue as well, as we can assume



	<p>that people would like to use these verandas for night time entertaining, and sound would flow into her bedroom.</p> <ul style="list-style-type: none"> The future of the road network is a concern. Are there plans for a through road to be put in? Are discussions taking place with the RTA to lift the 5C zoning? This would have both positive and negative impacts for Walter Street, as the lifting of the 5C zoning would allow the street to reach its full potential as home buyers are allowed to move in, but the traffic noise would increase." <p>██████ requested that her comments be included in the final record of comments.</p>
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2.4.3. Project Mail Address

The project mail box is:

Nine Willoughby
 C/- Urban Concepts
 PO Box 615
 Milsons Point NSW 1565

The project mail box is serviced by Urban Concepts. One letter to date has been received from the community. The letter was received on 3rd December, 2012 and is provided in full in Appendix M. The submission was from residents in Chelmsford Avenue. Comments raised in the letter are summarised below:

- Overdevelopment of the site;
- Building heights are considered extreme;
- Neglect to consider the existing area's infrastructure to accommodate an increased residential population including insufficient places at local schools, medical facilities, local retailing, public transport, and recreational space;
- Cumulative impacts on traffic;
- Neglect to consider community based design principles in the development;
- Insufficient consideration of sustainability for the site including power generation, provision of community gardens and rainwater collection;
- Insufficient considerations of the development upon the natural environment and carbon footprints;
- Request for rejection of the residential application for the Nine Network Willoughby Studio Site; and
- Request for the site to be developed as a school facility.

2.4.4. Website

The project website address is www.ninewilloughby.com.au. The website is the primary communication line for this project. As project information comes to hand it has been and will continue to be uploaded onto the site. The website informs the community about the project as it progresses from design formulation through to Environmental Assessment, lodgement, exhibition and determination. The site also carries a media page which incorporates:

- A 3 minute YouTube video to explain the design approach and challenges of this project;
- The presentation given at Community Workshops;



- Still photographs from the Consultation Events;
- A recording of the Community Webinar; and
- The community newsletter and media advertisements.

2.4.5. YouTube Video

A 3 minute YouTube video to explain the design approach and challenges of this project was filmed and uploaded to the website.

2.5. Newsletter

The first community newsletter was a 12 page DL colour newsletter with a print run of 4000 copies. Of these 3500 copies were used as part of a resident newsletter notification. A copy of the newsletter is detailed at Appendix B. The resident notification area is detailed at Figure 2.1 of the Communication Plan in Appendix A, and includes part of the suburbs of Willoughby South, Naremburn and Artarmon. The newsletter was distributed by a private mail distributor as Willoughby Council advised that it did not have the staff resources to assist with the distribution.

It is noted that Urban Concepts received advice from the Naremburn Progress Association that part of the Naremburn notification area had not received the newsletter. Urban Concepts contacted the mail distributor and arranged for the area in question to be redropped. We have obtained a Statutory Declaration from the mail distributor confirming that he distributed the newsletter to the residents contained within the notification area. A copy of the Statutory Declaration is detailed in Appendix C.

2.6. Stakeholder Mailout

A stakeholder letter together with a community newsletter was distributed to all stakeholders who had not been asked to the Stakeholder Roundtable Breakfast. The letter is reproduced at Appendix D. It was sent to the following stakeholders:

- Middle-Harbour Willoughby Progress Association Mr Trevor Gross
- Willoughby District Historical Society Mr Paul Storm
- Aboriginal Heritage Office Mr David Watts
- Bicycle NSW
- Hamazkaine Armenian Educational and Cultural Society
- Willoughby Environmental Protection Association
- Artarmon Primary School Ms Louise Green
- Willoughby Public School
- Cammeray Public School Mr Pam Crawley
- Willoughby Girls High School Ms Suzette Young
- Glenaeon Rudolf Steiner Preschool
- Konomi Kindergarten International
- Sue's Childcare Castlevale



- Goodstart Early Learning Willoughby
- Willoughby Leisure Centre
- Artarmon / St Leonards Chamber of Commerce
- Chatswood Chamber of Commerce Mr Stig Falster
- Naremburn Chamber of Commerce Mr Michael Hockey
- State Member The Hon Gladys Berejiklian
- Federal Member The Hon Joe Hockey
- Department of Planning and Infrastructure Mr Sam Haddad
- Transport for NSW Mr Les Wielinga
- State Transit Authority of NSW Mr PeterRowley
- Roads and Maritime Services Mr PeterDuncan
- Office of Environment and Heritage Ms Sally Barnes
- NSW Ministry of Health Dr Mary Foley
- Department of Education and Communities Dr Michele Bruniges
- AGL
- Energy Australia
- Sydney Water
- Telstra
- Willoughby City Council Stormwater System
- NSW Police CPO Matt Jewel
- NSW Ambulance Mr Chris Lees
- NSW Fire Brigade Mr Kel Mcnamarra
- North Sydney Council Cr Jilly Gibson
- North Sydney Council Ms Penny Holloway
- Lane Cove Council Cr Scott Bennison
- Lane Cove Council Mr CraigWrightson
- Ku-ring-gai Council Cr ElaineMalicki
- Ku-ring-gai Council Mr John McKee
- Ku-ring-gai Council Mr Andrew Watson
- Ryde Council Cr Ivan Petch
- Ryde Council Mr John Neish
- Ryde Council Mr Dominic Johnson



2.7. Site Signage and A3 Posters

A 3 metre by 1 metre colour banner was printed and displayed on the Artarmon Road frontage of the Nine Network Willoughby Studio Site. Reduced A3 copies of the banner were prepared and local business operators were approached to display the poster in their shop windows. Copies of the poster were also provided to Willoughby Council for display in Council operated venues such as the Willoughby Leisure Centre. The A3 Poster is reproduced at Appendix E.

2.8. Media Display Advertising

Two half page colour media advertisement have been placed in the North Shore Times advising of the project and inviting participation in the Community Consultation Events. Copies of these advertisements are reproduced at Appendix F.

2.9. Summary Information Line Participation Rates

The participation rates for each of these lines are detailed in Table 2.4 below.

TABLE 2.4 - SUMMARY OF PARTICIPATION RATES

COMMUNICATION LINE	LEVEL OF PARTICIPATION
1800 22 44 24	107 successful calls have been received on the 1800 number and 13 no-answer calls.
Project email	137 emails have been received. Of these 128 were RSVP's to consultation events and short answer questions; and 8 were residents with detailed comments and questions relating to the project.
Website	The website went live on the 26 th October 2012. Since that time 1,385 visits have been made to the website.
Display advertisements	2 half page media display advertisement have appeared in the North Shore Times. These advertisements appeared on Friday 26 th October 2012 and Friday 2 nd November 2012.
Community Newsletter	3500 community newsletter were distributed within the notification area detailed at Figure 4.1 of Appendix A. The remaining 500 newsletters were distributed to Willoughby Council for display at Council operated facilities such as the Willoughby Leisure Centre and used as part of correspondence that was delivered for the Resident Meet and Greet and the stakeholder notification.
Stakeholder Mailout	A stakeholder letter together with a community newsletter was distributed to all stakeholders who had not been asked to the Stakeholder Roundtable Breakfast. A total of 45 letters were sent to the organisations identified Section 2.6 of this report. The letter is reproduced at Appendix J.



COMMUNICATION LINE	LEVEL OF PARTICIPATION
Display Site Banner and A3 Posters	One 3 metre by 1 metre colour banner is displayed at the Artarmon Road frontage of the Nine Willoughby Site. The banner carries information about the community consultation events, the 1800 number, website and project email address so as residents can find out further information about the project. It also features a QR code that when scanned directs participants to the project website.

2.10. Community Consultation Events

The Stage 1 Community Consultation Events were designed to inform residents and interested stakeholders about the project, educate participants about the design process and how it has informed the preparation of three new Residential Concept Plans, explain each of those Concept Plans and the statutory Part 3A process that the Concept Plan application will follow. In terms of capturing community response the events provided participants with the opportunity to ask questions directly of the design team and make comments about the body of work that has been completed to date. A total of 11 Consultation Events have been staged between the 30th October and the 8th November 2012.

The events are described below together with an overview of the participation rates that they have attracted.

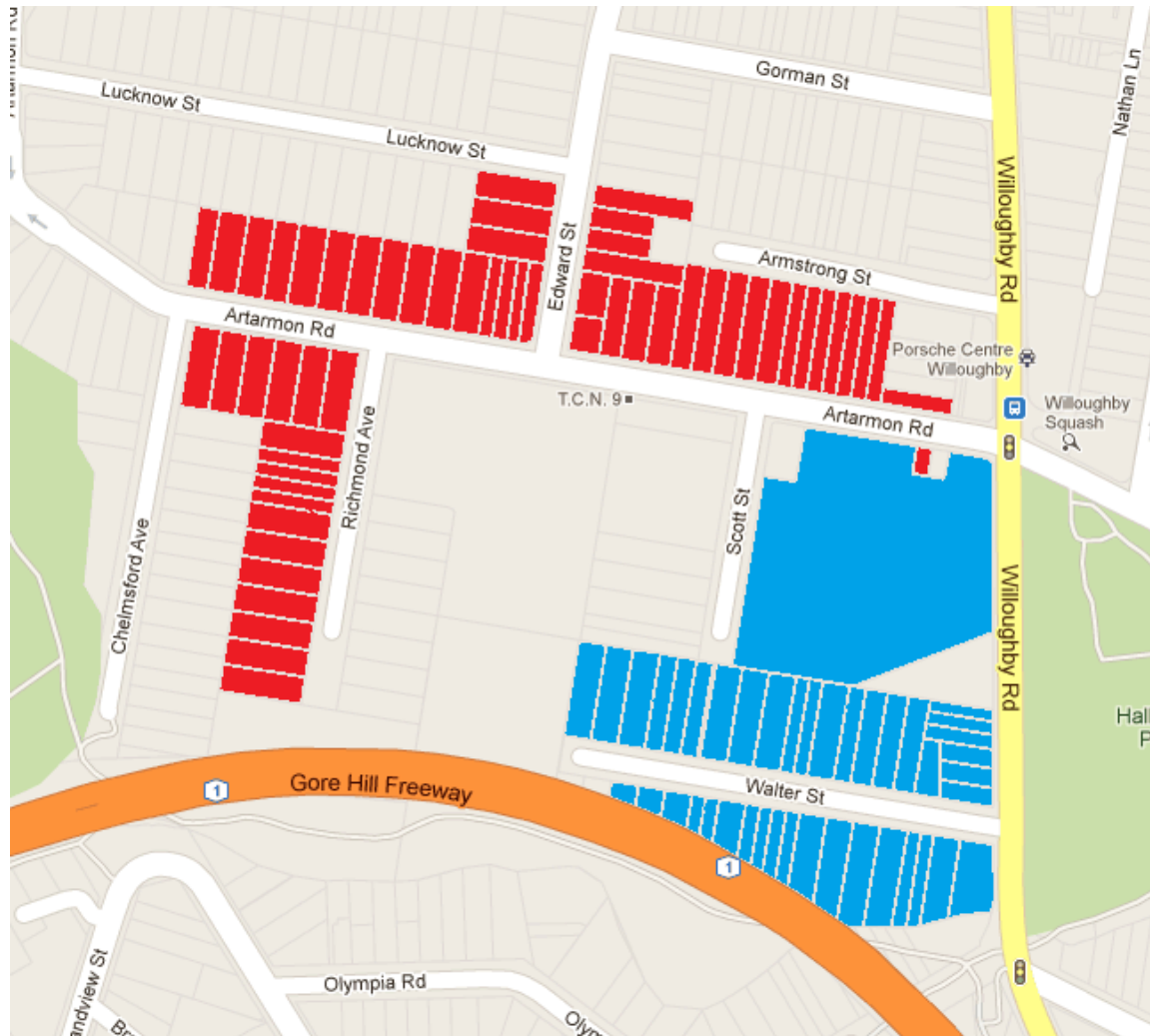
2.10.1. Resident Meet and Greet

Urban Concepts went door to door over the 30th and 31st October to the residential properties on Artarmon Road, Richmond Avenue and Walter Street. Appendix H details a schedule of the households visited during the Meet and Greet and indicates those residents who were home and those who had a letter left under their door. Figure 2.5 details a plan that identifies the properties that were visited over the two days.

The purpose of the Meet and Greet was to ensure that neighbours of the site were aware of the project and had received a copy of the community newsletter. Residents who were at home were encouraged to attend the consultation events.

During the Meet and Greet residents were given a resident letter and a community newsletter. A copy of the Resident Meet and Greet letter is contained in Appendix H.

FIGURE 2.5 - MAP FOR RESIDENT MEET AND GREET



- Visited on the 30th October
- Visited on the 31st October

Source: Google Maps

2.10.2. Stakeholder Roundtable Event

The Stakeholder Roundtable Breakfast was held on Friday 2nd November from 7am-9am at the Nine Network Willoughby Studio Site. The events were held on site as it was important for participants to understand the context of the site from within the site. The representatives of the South Willoughby, Artarmon, Naremburn, Northbridge and Federation of Progress Associations were invited to the breakfast together with all Councillors of Willoughby Council and nominated Council officers. The list of attendees is detailed overleaf. A total of 23 participants were at the event.

The events commenced with a walk around the site followed by a 40 minute presentation. This presentation is detailed at Appendix J and is the same presentation used at the Community Workshop Events. The 40 minute presentation was followed by a facilitated Question and Answer session that went for around 45 minutes.



A Record of Comments was prepared and distributed to all participants in Draft and Final format. Participants were given opportunity to review the draft and make any final comments prior to the finalisation of the Record. The Final Record of Comments was issued to participants on the 19th November 2012. The Final Record has been placed onto the project website and has been reported to the DPI as part of this Consultation Report. The Final Record of Comments is detailed in Appendix J.

INVITATIONS TO STAKEHOLDER ROUNDTABLE EVENT

The guest list for the Stakeholder Event is detailed below and the participants overleaf. The letter is reproduced at Appendix J.

- Willoughby Council Mayor Cr Pat Reilly
- Willoughby Council Cr Wendy Norton Middle Harbour Ward
- Willoughby Council Cr Judith Rutherford Middle Harbour Ward
- Willoughby Council Cr Angelo Rozos Middle Harbour Ward
- Willoughby Council Cr Stuart Coppock Naremburn Ward
- Willoughby Council Cr Michelle Sloane Naremburn Ward
- Willoughby Council Cr Nic Wright Naremburn Ward
- Willoughby Council Cr Gail Giles-Gidney Sailors Bay Ward
- Willoughby Council Cr John Hopper Sailors Bay Ward
- Willoughby Council Cr Hugh Eriksson Sailors Bay Ward
- Willoughby Council Cr Tony Mustaca West Ward
- Willoughby Council Cr Lynne Saville West Ward
- Willoughby Council Cr Mandy Stevens West Ward
- Willoughby Council Mr Nick Tobin General Manager
- Federation of Willoughby Progress Associations Mr Don Swonnell President
- Artarmon Progress Association Mr Ross Dickson President
- Naremburn Progress Association Ms Frances O'Brien President
- Northbridge Progress Association Mr Peter McNair President
- Willoughby South Progress Association Mr Bob Taffel President

CONFIRMATION OF REGISTRATION LETTER

Registered participants were sent a letter confirming their registration to attend the event. This letter detailed procedure for arrival, gave an overview of the structure of the event and provided a list of registered attendees. This document is reproduced at Appendix J.



BRIEFING PAPER

A Project Overview was prepared and emailed to registered participants prior to the Roundtable event. This document is reproduced at Appendix J.

The attendees to the event were as follows:

- Mr Brendan Bond South Willoughby Progress Association
- Mr Hugh Eriksson Willoughby City Council
- Ms Gail Giles-Gidney Willoughby City Council
- Mr Steven Head Willoughby City Council
- Ms Anita Holmberg
- Mr John Hooper Willoughby City Council
- Ms Helene Kemp Naremburn Progress Association
- Ms Viviane Laveaux Naremburn Progress Association
- Ms Linda McClure Willoughby City Council
- Mr Peter McNair Northbridge Progress Association
- Mr Tony Mustaca Willoughby City Council
- Ms Lara Nguyen Willoughby City Council
- Ms Wendy Norton Willoughby City Council
- Ms Frances Obrien Naremburn Progress Association
- Mr Roger Promnitz Naremburn Progress Association
- Mr Angelo Rozos Willoughby City Council
- Ms Lynne Saville Willoughby City Council
- Ms Michelle Sloane Willoughby City Council
- Ms Mandy Stevens Willoughby City Council
- Mr Bob Taffel South Willoughby Progress Association
- Mr Nick Tobin Willoughby City Council
- Ms Eva Wiland Editor Artarmon Gazette
- Mr Ted Wilson Federation of Progress Associations



2.10.3. Community Site Walks and Consultation Workshops

A map showing the residential location of participants in the Walks and Workshops is detailed in Figure 2.6.

SITE WALKS

A total of 6 Community Walks were held over Wednesday 7th and Thursday 8th November 2012. A total of 126 participants were involved in the Walks over the two days. An individual breakup of the participation rates is presented in Table 2.5 below.

The Walks were each an hour in duration. They were guided walks each headed by a Design Director of SJB Architects assisted by an Urban Concepts facilitator. The walk route is presented in Appendix K. Each attendee received a site map showing the walk route. It comprised a series of stops at strategic locations at which key design challenges and opportunities were presented. The Walks included a 20 minute presentation of the three Residential CP's. The CP's were each explained using scaled models that had been made specifically for the consultation events.

TABLE 2.5 - PARTICIPATION RATES

DATE	EVENT	ATTENDEES
30/10/12	Resident Meet and Greet (3.30 – 4.30pm)	57
31/10/12	Resident Meet and Greet (2.30 – 4.00pm)	43
2/11/12	Stakeholder Roundtable (7.00 – 9.00am)	23
7/11/12	Wednesday Session Community Walks	73
	3.00pm	19
	4.30pm	10
	6.00pm	44
7/11/12	Wednesday Session Community Workshop (7.00 – 9.00pm)	53
8/11/12	Thursday Session Community Walks	53
	3.00pm	9
	4.30pm	10
	6.00pm	34
8/11/12	Thursday Session Community Workshop (7.00 – 9.00pm)	61
8/11/12	Thursday Webinar (11.00am – 12.00pm)	8
TOTAL		371

2.10.4. Consultation Workshops

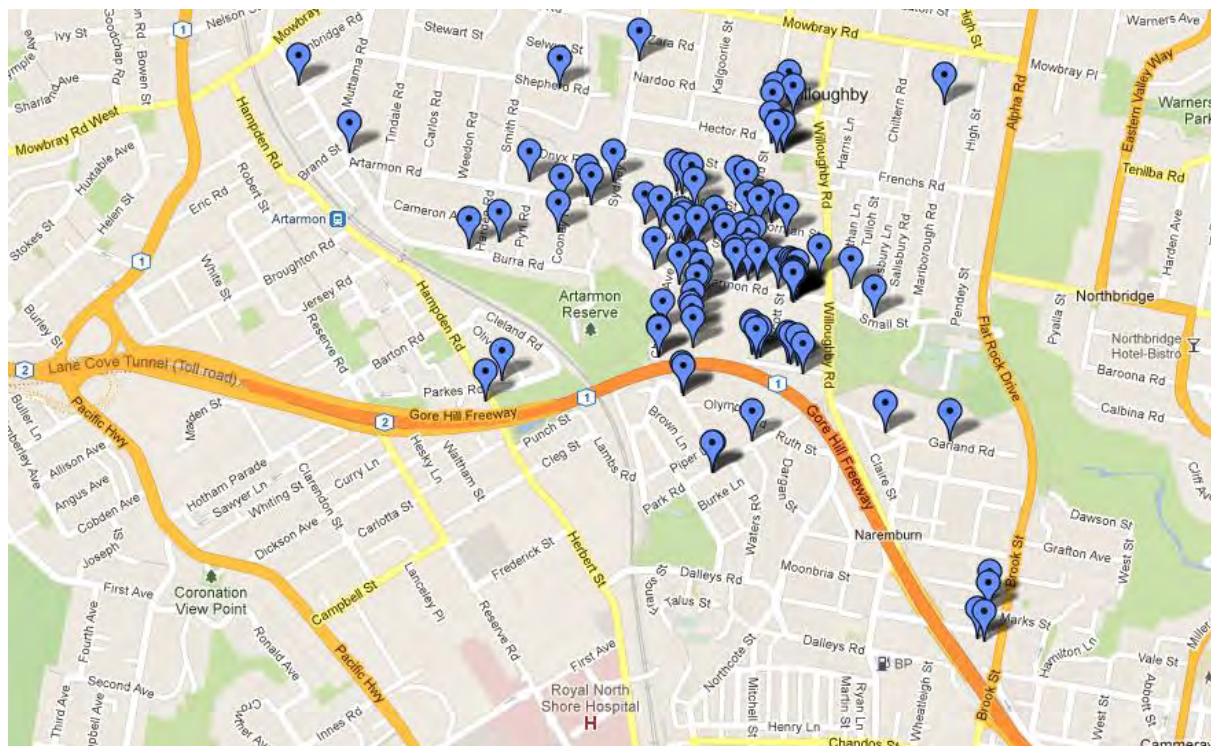
Community Workshops were held in Studio 22 of the Nine Network Studio Site on Wednesday 7th and Thursday 8th November 2012. Each Workshop was two hours in duration and was held between 7pm and 9pm. The Workshop was structured in two parts. The first part included a 40 minute presentation (being the same presentation that was given at the Stakeholder Roundtable Breakfast and detailed at Appendix I). In the second part of the Workshop participants were colour coded into red, blue and yellow discussion groups with discussion led by a Design Director of SJB assisted by an Urban Concepts facilitator. Breaking the group into smaller discussion groups enabled more participants the opportunity to have their say on this project and to ask questions directly of the design team. Various specialist consultants representing Lend Lease, AECOM Traffic and Transportation, Jane Irwin Landscape Architects and JBA Planning were also on hand to answer questions.

A total of 114 participants attended the Workshops across the two days. A breakdown across the individual events is provided in Table 2.5 above.

RECORD OF COMMENTS

A Record of Comments was prepared and has been distributed to all participants in Draft and Final format. Participants were given opportunity to review the draft and make any final comments prior to the finalisation of the record. The Final Record of Comments was issued to participants on the 30th November 2012. The Final Record has been placed onto the project website and will be reported to the DPI as part of this Consultation Report. A summary of the key issues raised are presented in Section 3 of this report.

FIGURE 2.6 - RESIDENTIAL LOCATION OF PARTICIPANTS



Source: Google Maps



2.10.5. Webinar

A Community Webinar was held on Thursday 8th November from 11am to 12pm to give participants the opportunity to view the presentation if they could not attend an onsite event. The Webinar used the same presentation that was featured at the Roundtable Breakfast and the Workshop Sessions. It was recorded and has been uploaded onto the project website. The Webinar included a question and answer session and participants were invited to complete the exit survey before leaving the event online. A total of 8 participants took advantage of the Community Webinar. The attendees at the Webinar are detailed in the

Table 2.6 below.

TABLE 2.6 - WEBINAR ATTENDEES

NAME	ENTRY	EXIT
Alfred Bocco	11:13:08 AM	11:52:25 AM
Bob Taffel	11:18:36 AM	11:52:04 AM
Darius Turner	10:47:48 AM	11:43:20 AM
Roger Promnitz	10:57:54 AM	11:27:39 AM
Stephen Kemp	10:44:52 AM	10:45:57 AM
Stuart Cumming	10:33:17 AM	11:52:19 AM
Susan Sampson	10:56:09 AM	11:52:16 AM
Valmai Morris	10:57:30 AM	11:52:01 AM

2.10.6. Market Research Exit Survey

The Community Walks, Workshops and Webinar gave all participants the opportunity to have their say by way of an independently commissioned market research exit survey. All participants were encouraged to complete a Survey Questionnaire before departing these events. The Survey comprised a series of open and closed ended questions that took around 10-15 minutes to complete. It was prepared by the market research company Katos Holdings who coded, analysed and collated the responses and then prepared a standalone report detailing its findings. A copy of the Survey Questionnaire is detailed in Appendix L. A total of 120 Questionnaires were completed across all of the events.

- Wednesday 7th November events – 50 Surveys completed
- Webinar Thursday 8th November – 4 Surveys completed
- Thursday 8th November events – 66 Surveys completed

The Top-Line Report presenting the key findings of the Survey is detailed in Appendix L and a summary follows in Section 3.4 of this report.

FIGURE 2.7 - SIGNAGE TO THE EVENT – ARTARMON ROAD ENTRY



FIGURE 2.8 - GUIDED COMMUNITY WALK – THE SATELLITE DISHES



FIGURE 2.9 - GUIDED COMMUNITY WALK – THE REAR PROPERTY BOUNDARY

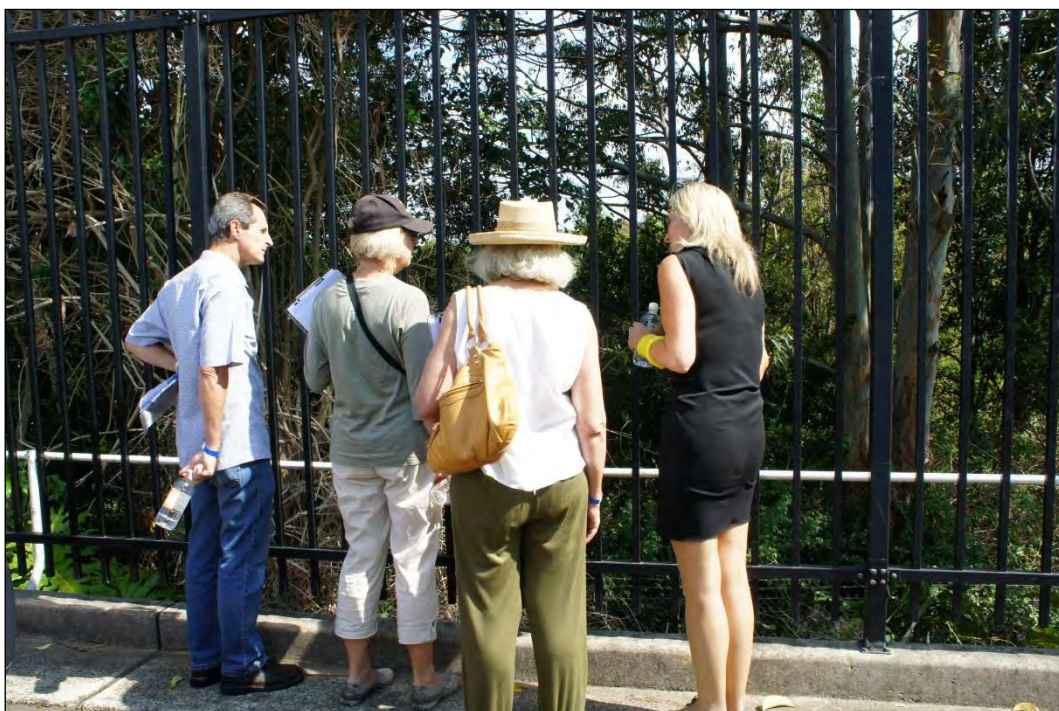


FIGURE 2.10 - GUIDED COMMUNITY WALK – CONCEPT PLAN MODELS AND SITE PLANS



FIGURE 2.11 - GUIDED COMMUNITY WALK - THE HENDERSON ROOM



FIGURE 2.12 - EVENING BRIEFING SESSION IN STUDIO 22 – DISCUSSION TABLES



FIGURE 2.13 - EVENING BRIEFING SESSION IN STUDIO 22 - PARTICIPANT SEATING





3. Stage 1 Consultation Findings

3.1. Introduction

This section presents a summary of the findings arising from the Stage 1 Community and Stakeholder Consultation Initiatives. These initiatives included:

- Feedback submitted through the 1800 number;
- Feedback submitted through the project website and project email address;
- The Record of Comments that were prepared for each of the Community and Stakeholder Consultation Events; and
- Market Research Exit Surveys disseminated during the Community Walks and Workshops.

In presenting the responses we have, for privacy reasons, withheld the names and contact details of participants and respondents. This section should be read in conjunction with the Record of Comments, and submissions reproduced in full in the appendices within Volume 2 of this report.

3.2. Record of Comments from the Stakeholder Roundtable Breakfast

3.2.1. Overview

The Stakeholder Roundtable Breakfast was held on Friday the 2nd of November, 2012. There were 23 attendees, including 13 representatives from Willoughby City Council, 8 representatives from local Progress Associations and 1 attendee from the Artarmon Gazette.

The Final Record of Comments from this Consultation Session is reproduced in full in Appendix J in Volume 2 of this report.

A summary of the key findings arising from the Roundtable Event is presented below under thematic headings.

3.2.2. Record of Comment Themes

LOCAL AREA TRAFFIC MANAGEMENT

Participants sought to understand the impact of the development on the local street network, and the effects upon the current on-street car parking. It was asked how many car parking spaces would be provided and whether they would be at basement level.

Traffic was considered to be a significant problem, noted as a particular concern surrounding Bicentennial Reserve on a Saturday during netball season. The cumulative effect of traffic as a result of the Nine Network Studio Site redevelopment was a great concern and the increase in traffic on Willoughby Road.

The suggestion of traffic lights at Edward Street was not considered to be a reasonable solution to resolving traffic flow problems around the Nine Network Site.



ARCHITECTURAL DESIGN

- **Design Concept**

Participants expressed interest in understanding the site area and building foot print proposed within the CP options. Participants asked whether the current proposal would include retail space, similar to the 2010 application.

It was noted that the Nine Network Site is significant and its redevelopment provides a major opportunity to create benefits for the local community. Participants put forward the notion that the Nine Network Site could be extended beyond its current eastern boundary to Chelmsford Avenue, to provide greater scope to the project. Concern was expressed that a visionary plan needs a leader and an extended timeframe beyond the 30th November 2012 deadline, in order to achieve a beneficial outcome.

It was noted that the three CP's proposed will challenge the community significantly, and a close partnership between the land owner and Council is essential to see this project progress forward. A Councillor felt that they had not had the opportunity to establish a set of parameters to assist the development, due to time constraints with the November 30th deadline.

- **Residential Mix**

The residential mix proposed by the CP options was supported by a representative from Willoughby Council. It was noted that recent consultation undertaken by the Council had indicated that there is a community preference for housing diversity.

Participants expressed concern about the density proposed. Preference was made to a development undertaken by Landcom, with Council's support on land at Eastern Valley Way. This site, referred to as the Kia Living Site (the market gardens), provided a mixed of attached houses, units and terraces.

- **Density**

Participants expressed interest in understanding how many residents would be accommodated in each of the Concept Plan options. It was stated that 'density is not what this community is about'.

- **Height**

Participants expressed concern about the height of the residential towers proposed in the CP options. One participant noted that they live opposite the site, and a 20 storey residential tower is a particular concern for their vicinity. The scale of a 20 storey building was asked to be referenced to the transmission tower.

It was suggested that the residential tower should be reduced in height.

- **Residential Amenity**

Concern was expressed about the Electro Magnetic Emissions of the transmission tower, and the proximity of this tower to new residents with the redevelopment of the Nine Network Site. Overcrowding in the area was raised a concern, affecting amenity.

SOCIAL AND CULTURAL CONSIDERATIONS

- **Nine Network Legacy**

Participants expressed interest in understanding the yield proposed for the site, and whether there was instruction to achieve a certain development yield by the proponent.

A number of questions were raised by participants in regards to current Nine Network infrastructure on the site including the transmission tower, the helipad and whether these facilities would become redundant. It was further asked where Nine Network Australia would relocate if the site is developed for residential use.



- **Impact on Services**

Participants expressed interest in understanding how the development of this site would impact local schools, which are considered as being at capacity and overcrowded. It was asked whether the development would consider childcare facilities, and whether the Nine Network Site has adequate utility infrastructure.

OPEN SPACE AND LANDSCAPE

Participants expressed interest in understanding the form and management of the public open space fronting Artarmon Road. It was asked whether community title would be used for the space, the setback proposed from Artarmon Road and whether the space would provide passive recreation.

It was noted that commercial rates are currently higher than residential, and so it is considered that community title is necessary to maintain open space and roads planned within the project.

THE DEVELOPMENT PROCESS

- **Community Consultation**

One participant who is a resident in Olympia Road, Naremburn did not receive the community newsletter by Urban Concepts. Comments were expressed that there should be greater community consultation and the 30th November timeframe extended to accommodate this.

- **Planning Process**

A number of participants expressed concern about the timeframe for the preferred CP submission to the DPI. It was suggested that it would be better to undertake a Planning Proposal for the site, and that the process should involve Willoughby Council to a greater degree.

Comments and questions raised in the discussion include:

- The role of Willoughby Council in the development given that the project falls within Part 3A Major Projects and is assessed by the DPI;
- The time delay by Nine Network Australia towards developing a preferred CP, given the DGR's were issued in February 2011;
- Willoughby Council maintain that they have not been given enough time to consider the development as a result of the inadequate timeframe, with a 30th November 2012 deadline. They consider that is this development has come at an inopportune moment, as they are currently in the process of facilitating community consultation for their strategic plan;
- A limited timeframe has disallowed for optimal outcomes to be considered for the site;
- Whether other options will be available if the timeframe is not met for the submission;
- What system will ensure that certainty and quality of design excellence is upheld, once the CP is approved; and
- The possibility of structuring a working committee to include the Progress Associations and the local community.



3.3. Record of Comments from the Community Walks and Workshops

3.3.1. Overview

Six Community Walks and two Community Workshops were held over the 7th and 8th November, 2012.

COMMUNITY WALKS

Wednesday 7th and Thursday 8th November, 2012 – 3.00pm, 4.00pm and 6.30pm

There were 73 participants at the Wednesday Walks, and 53 participants at the Thursday Walks.

COMMUNITY WORKSHOPS

Wednesday 7th and Thursday 8th November, 2012 – 7.00pm until 9.00pm

There were 53 participants at the Wednesday Workshop, and 61 participants at the Thursday Workshop.

The Final Record of Comments for each of the Consultation Sessions is reproduced in full at Appendix K in Volume 2 of this report.

A summary of the key findings arising from the Community Walks and Workshops is presented below under thematic headings.

3.3.2. Record of Comment Themes

LOCAL AREA TRAFFIC MANAGEMENT

Residents sought clarification over the proposed access points and the traffic management arrangements along Artarmon Road, expressing concern over the current situation along this road. Specifically residents questioned where the access points for the site would be located in Scott Street and Walter Street. Residents wanted to understand whether a new access point would be possible from Richmond or Artarmon Road. It was stated that a one way loop road through the site is a preferred design solution.

Concerns raised about the current situation along Artarmon Road related to difficulty accessing the road during peak hours due to traffic congestion, poor visibility as a result of the positioning of the sun during defined periods of the day and reduced visibility due to the crest of the road, as well as a general lack of careful driving along this road.

Residents were concerned that the change of use of the site to residential would further increase congestion along Artarmon Road during peak flow periods. It was noted that congestion along Artarmon Road was exacerbated during peak hours as a result of the traffic light phasing at the Willoughby Road intersection.

In managing access to the site for residential development, residents questioned the role of surrounding roads and streets, and whether these thoroughfares could alleviate congestion from the site. In particular, residents questioned the future functions of Scott Street, Walter Street, and whether it is possible to provide an access point onto the Gore Hill Freeway.

A number of questions were raised in relation to the function of Scott Street. Due to the road ownership of this Street residents questioned how this Street will affect Artarmon Road traffic flows, and whether it will become a private access road specifically serving the site or be built over. If it was built over, residents indicated that it should not be used as a justification to further increase dwelling density on the site.



It was stated that traffic management is a major concern, and a number of traffic management initiatives should be implemented to assist the existing and future traffic flows. The following design improvements were noted:

- A one way loop road through the site is the preferred internal road design;
- Turning bays along Artarmon Road and Scott Street;
- Widening of Artarmon Road;
- The introduction of round-a-bouts and traffic lights;
- Provision of tunnels onto Walter Street/ Gore Hill Expressway; and
- A safe measure to reduce U-turns along Richmond Avenue.

- **Cumulative Impacts**

A number of residents expressed concern over the cumulative impact of increased density in the area as a result of the Nine Network Site residential redevelopment and the proposed Willoughby Leisure Centre expansion. Concerns were raised regarding increased traffic and car parking on local streets. In addition, residents expressed concern over the car parking arrangements for weekends associated with netball games at Bicentennial Reserve and clientele from the Willoughby Leisure Centre.

Participants indicated that any traffic modelling should have regard to these additional activities and not just address the Nine Network Site in isolation.

- **Traffic Statistics and Assessment**

Residents sought clarification for the traffic assessment process and whether it extends to major roads, who decides on the impacts and how they are assessed. It was also questioned when the study will be completed and the number of cars envisaged as a result of the site's residential redevelopment. Further, it was questioned in relation to this assessment, what would be included as part of the EA application. Participants sought clarification as to whether the Willoughby Council policy standards would be applied.

- **Public Transportation**

Concern was expressed over the inadequacy of the existing public transport system, and the ability of the infrastructure to accommodate an increased residential population. Bus services were stated as the preferred transport to the city as travel time is considered to be substantially less than the travelling time required catching a train from Artarmon Railway Station. It was a concern that local bus routes such as the M40 is overcrowded during peak hours. Residents questioned whether the Government will improve public transport services for the Willoughby area. It was also questioned whether public transport improvements would be provided to North Ryde, Chatswood and other major employment locations.

Residents questioned whether it was an assumption of the development concept that future residents on the site will use public transport.

Residents questioned whether Artarmon Railway Station is the closest station, and whether it is possible to walk there.



- **On-Street Car Parking**

Car parking was expressed as a major local issue and a significant concern with the residential redevelopment of the site. It was stated that Nine Network staff have disregard for the current parking situation and significantly contribute to resident parking problems.

Residents sought clarification over the number of car parking spaces provided on the site presently and how many people are currently employed at the Nine Network Studio Site.

Residents were keenly interested in how many people will be accommodated in the future on the site, and the subsequent car parking requirements, stating that parking and density are the main concerns of the development. The following questions relating to car parking requirements were raised in the discussion:

- The total number of car spaces that will be provided, given the CP proposes 660 dwellings;
- Where the spaces will be provided, this being at grade on the new access street or at basement level;
- Whom the spaces will accommodate, whether this be for residents or visitors or both; and
- Whether other parking arrangements will be considered such as ride and share.

It was indicated that car parking is a significant problem in the area as a result of the suburb's proximity to public transport networks, and the proximity of the Willoughby Leisure Centre. Residents noted that the area is used for commuters from the northern beaches for parking and riding of city bound public transport services. During weekends, residents also indicated that the parking situation is problematic as a result of the overflow parking from clientele of the Willoughby Leisure Centre.

It was questioned what the parking requirements would be if commercial uses were provided on site.

- **Cyclists and Pedestrians**

In regards to cyclists and pedestrians, residents questioned how many people cycle to work, and whether the development will consider pedestrian movements. Further it was questioned what provisions would be made in terms of connections through the site to accommodate bicycle paths, and whether these connections would extend through the reserve to Walter Street.

ARCHITECTURAL DESIGN

- **Design Concept**

Residents raised a number of questions in regard to the design concept for the site that led to the development of the CP's.

A number of questions raised related to the accessibility of the site to the public, given that it will be a private residential development.

Residents sought clarification on the site's topography, and the suitability of high density development within this siting.

Other concerns raised related to the form of the new residential redevelopment intended for the site in terms of scale, height, density, orientation of buildings and their relationship with the immediate area surrounding the site.



Further questions raised during the discussion noted include:

- Why residential development is considered as the best use for the site;
- The quality of buildings materials to be used on the site;
- Why the building envelopes are shaped as rectangles and the validation of their positioning;
- The future use of the No. 6 Artarmon Road currently used for administration by the Nine Network;
- The reasoning behind the setback in the option along the Artarmon Road frontage;
- Whether high rise along Artarmon Road has been considered as an option;
- Whether the scale of the development will resemble something similar to Zetland;
- The need for a left field option exploring differing building options and orientations; and
- Why consideration had not been given to master planning the entire area that extends through Cheltenham Avenue.

- **Residential Mix**

Residents raised a number of questions in relation to the form of residential apartments that are proposed for the site. Questions raised related to:

- The architectural aesthetics and quality of buildings materials proposed for the development;
- The logic behind the number of 660 dwellings, and whether this has been predetermined and fixed. (This was one of the most frequently raised concerns);
- The typology of the residential accommodation, and whether it will include a mix of units, terraces or single dwellings;
- The maximum number of dwellings that could be provided on site, as opposed to the number of single lot subdivisions that could be achieved on the site;
- The driver for apartment living, the demographic targeted for this style of development, and whether it will accommodate public housing and student housing; and
- Why a development could not be advanced similar to the one that Council facilitated in the market garden site along Eastern Valley Way.

- **Residential Amenity**

The loss of residential amenity for the surrounding area as a result of the development was a concern for many of the residents. The residents also expressed a view that there will be a lack of residential amenity for the residents of the new development, given the density proposed and the orientation and location of buildings on the CP options.

Participants raised the following concerns:

- How access to sunlight will be affected for surrounding properties;
- Personal safety concerns with an increased residential population;
- The visual impact, noise and health affects resulting from the retention of the transmission tower and substation and increasing residential densities in such close proximity to the tower;



- The separation distance between buildings, particularly where tall buildings are involved;
- The visual impact of the site from the north, two blocks back from Edward Street; and
- The proximity of the residential tower to the transmission tower.

Residents sought clarification on the impact the residential redevelopment would have on their property values. Residents from both single dwellings and apartments in Castle Vale raised concern the development would reduce property values.

- **Density**

A number of questions were raised in relation to the density intended for the site. Concerns raised were in regard to the scale of development being uncharacteristic in the area and the number of dwellings proposed for the site. For instance, one comment states that:

'There is no high rise here (except near stations). This is a very fundamental change, it is out of character. I'm concerned about sensitivity in terms of visibility, I'm concerned about security and areas becoming ghettos around the apartments.'

Residents questioned whether the 660 dwellings proposed for the site is fixed, and whether there is scope to reduce this number. Participants overwhelmingly wanted to understand where the figure of 660 dwellings had come from and whether there was a break-even point for the developer in terms of the number of apartments.

Other questions raised include:

- Whether the site will only comprise high density residential apartments;
- The floor space ratios intended for the site;
- The floor space of each dwelling;
- The justification for the high density;
- Understanding what Willoughby Council's position on height and density proposed for the site;
- The number of people that will be accommodated on the site;
- Where the number of 660 dwellings derived; and
- In terms of density, what equivalent site that could be used for comparison.

Residents also raised that there is merit in putting the density on the site, and felt that the existing community should determine the appropriate density for the development. It was also stated by one resident that *'the most obvious way to reduce impacts is to reduce the density of the proposed development'*.

- **Height**

Residents sought to clarify the heights proposed for the CP options and the subsequent effect of these heights on surrounding streets. Concerns raised related to overlooking from the residential towers on houses in Richmond Avenue and Walter Street, setback of the buildings from the site boundaries, overshadowing effects on Walter Street and view impacts of the towers particularly from the east and south in Naremburn.

In relation to impact, residents from Naremburn (Olympia Road) were particularly concerned about the 16 storey tower becoming an eyesore. Residents from Richmond Avenue, Walter Street and Artarmon Road are concerned about privacy and view impacts of the residential tower proposed, and the impacts of overlooking into their back yards.



One suggestion to reduce building height was to increase the building footprint on the site. There were participants that did not consider the increased open space at ground level justified taller buildings with smaller footprints.

Other questions raised during the discussion include:

- Why the telecommunications tower is used as a reference point of justification for a sixteen storey building;
- The location of the tallest residential tower in relation to site boundaries and the topography of the site (ie. how far is it setback from dwellings in Richmond Avenue);
- The relationship between the various building heights;
- The impact of the tallest residential tower on access to sunlight on Richmond Avenue;
- The current building height of the Nine Network studios;
- The minimum number of storeys that will be accepted for the site; and
- In terms of height, what would be an equivalent site that could be used for comparison.

- **Residential Amenity**

The loss of residential amenity for the surrounding area as a result of the development was a concern for many of the residents. The residents also expressed a view that there will be a lack of residential amenity for the residents of the new development, given the density proposed and the orientation and location of buildings on the CP options.

Participants raised the following concerns:

- How access to sunlight will be affected for surrounding properties;
- Personal safety concerns with an increased residential population;
- The visual impact, noise and health affects resulting from the retention of the transmission tower and substation and increasing residential densities in such close proximity to the tower;
- The separation distance between buildings, particularly where tall buildings are involved;
- The visual impact of the site from the north, two blocks back from Edward Street; and
- The proximity of the residential tower to the transmission tower.

Residents sought clarification on the impact the residential redevelopment would have on their property values. Residents from both single dwellings and apartments in Castle Vale raised concern the development would reduce property values.

SOCIAL AND CULTURAL CONSIDERATIONS

- **Nine Network Legacy**

Residents were interested in understanding the remaining functions the Nine Network would retain on the site and what the organisation wanted to achieved out of the proposed redevelopment.

A number of concerns were raised about residual uses of Nine Network Australia on the site related to the relocation of the helipad and the transmission tower. Residents were in favour of the removal of the transmission tower and were disappointed to learn that it would be retained as it was located in a separate site and was owned by Transmitters Australia.

Other questions relating to the Nine Network included:



- The management of Nine Network sites elsewhere;
- The criteria in the development brief provided by Nine Network to Lend Lease;
- Whether the development brief by Nine Network is fixed;
- The profitability of the development for the Nine Network;
- The funding of the proposed development;
- Who would be responsible for developing the site;
- The selling price of the site; and
- When the Nine Network would relocate.

- **Impact on Services**

Concern was expressed that no increase in the provision of local services had been made to accommodate an increase in density in the area. Residents felt that the services in their local area are at premium and at capacity. Further residential development would add to the inadequacy of these services which were highlighted to include shopping areas that were available within walking distance, and the major concern which relates to the insufficient number of child care facilities and local schools.

Within the discussion about the significant lack of local schools was the suggestion that the Department of Education and Communities could acquire and develop the site as a school place of residential development. There were participants that considered that Nine Network Australia should sell the site for the purpose of a school.

- **Creating Community**

Residents indicated that they would like to see community facilities included within the residential redevelopment such as cafes to encourage social interaction. It was also suggested that houses surrounding the site could be converted into shops. Participants generally agreed that the site should not support a retail land use with the exception of a café or convenience store.

LANDUSE

Residents asked why the optimum use for the site is residential, and whether the development will only comprise residential land use. Interest was expressed in providing land uses other than residential on the site. Residents suggested that the site could provide opportunities for aged care, seniors' accommodation, a high care facility for dementia patients or a school.

Residents sought clarification on the current zoning of the site, and the zoning of surrounding local streets such as Walter Street which has been up-zoned to medium density.

OPEN SPACE AND LANDSCAPE

- **Open Space**

Residents sought clarification on the size and design of the linear park proposed along the frontage of Artarmon Road. It was stated that a lack of open space is not a concern in the area, given the proximity of the site to Hallstrom Park. Rather, there is a perceived lack of sufficient parking restricting access to locally provided open space. People did not want large open spaces that would attract people in the area to travel by car.

In response to the CP options for the site, residents expressed a preference for consolidate open space rather than pocket parks. Residents asked whether there is an opportunity to provide open space at the rear of the site, whether the reserve south of the transmission tower can be used, and whether the provision of a park in a north-south direction towards Edwards Street has been



considered. It was also suggested that opportunities for local food production should be considered within the open space areas proposed for the site.

- **Tree Retention**

Residents sought clarification on the future use of the reserve south of the transmission tower, and requested that the trees on Richmond Avenue should be retained.

HERITAGE AND SUSTAINABILITY

Residents were interested in understanding the heritage quality of the cottages along Richmond Avenue, as they felt it was unjust for the cottages to be demolished.

Residents asked whether there had been any sustainability considerations in the development, and questioned whether sustainability outcomes would be improved with a reduction in density.

Residents were concerned that little work had been done on sustainability, and questioned how sustainability would be addressed in the EA documentation.

THE DEVELOPMENT PROCESS

- **Community Consultation**

Residents questioned the consultation process and whether it represented a justified level of consultation having regard to the 2007 DPI Major Project Guidelines.

Residents questioned what the role of Urban Concepts is and what the community consultation involved for the project.

Residents also questioned whether the traffic modelling and the preferred CP will be publicly available, and whether there will be an online blog to facilitate further discussion.

- **Planning Processes**

Residents sought clarification for a number of components within the planning approval system. A number of residents asked about the role of Willoughby Council in the development of the site, and the authority of the DPI in overriding Council's decision-making of Development Applications. This question was asked in regards to how the issues of height and scale have been addressed, which were raised in the Director General Requirements for the preliminary Development Application submitted in 2010. Residents were interested in understanding why the development falls under Part 3A Major Projects and whether the developer is bound by these requirements and design controls set within the CP. Other questions that arose from the discussion included:

- How the site will be rezoned to enable a residential use;
- The planning process required for the redevelopment of the television studio if Nine Network remained in operation on the site;
- What are the NSW requirements for visual assessment;
- Concern that there is no existing residential zoning to limit density on the site;
- What is required as part of the EA documentation, and when will this be lodged;
- Has Willoughby LGA achieved their housing targets;
- How will the insufficiency of local school provision be addressed in the EA;
- Will there be a contributions scheme for this project and how will it be implemented;
- Which authority would be the Consent Authority for the subsequent development applications; and



- o Could an approved CP be amended and who the Consent Authority would be.

Concern was expressed for the timeframe provided for the preparation of the submission. Residents critiqued the down play of this and the ability of the design team to formulate their final application competently.

Residents requested that the Nine Network approach the Minister for Planning to extend the time frame for the lodgement to allow for a more considered scheme and further community consultation.

3.4. Market Research Survey Questionnaire Results

The exit survey was designed by Katos Holdings, an independent market research company. The self-completion survey was given to attendees at the consultation events facilitated by Urban Concepts on the 7th and 8th November 2012 at the Nine Network Australia Willoughby Studio Site and the Webinar event held on the 8th November. A total of 120 Survey Questionnaires were completed and returned from the events.

The Survey gauged the opinions and attitudes of a broad cross-section of the community who expressed interest through their attendance to the consultation events. Of the 120 Survey respondents:

- 20% participated in the Community Walks only;
- 24% attended the Community Workshop session only;
- 56% attended both the Community Walk and Community Workshop session.

The profile of the participants involved in the events is detailed in Table 3.1.

TABLE 3.1 - PROFILE OF SURVEY QUESTIONNAIRE PARTICIPANTS

Gender: 48% males, 52% females
Age: 29% < 45 years, 32% 46 to 66 years, 36% aged 56+ years
Current Dwelling Typology: 88% detached dwelling, 12% apartment living
Walking Distance to the Site: 79% 5 minute walking, 21% > 5 minutes

Source: Adapted from Katos Holdings Pty Ltd.

3.4.1. Key Research Findings

A summary of the key research findings is presented below. The full report prepared by Katos Holdings is attached in Appendix L. The Survey Questionnaire comprised 14 questions of which 11 were closed answer and 3 were open answered. The Survey was completed by participants at the end of the Consultation Events.

Question 1- Preference on the Form of Public Open Space

Survey respondents have singled out plenty of trees, plants and landscaped areas and open park spaces as their stand out priorities when it comes to public open space. There is also demand for a children's' playground.

The level of support for the provision of trees, plants and landscaped areas was supported by the majority of respondents recorded at 77% of total choices. This was closely followed by the preference for open park spaces recorded at 71% of total choices.

Other responses are displayed in Table 3.2 below:



TABLE 3.2 - QUESTION 1 RESULTS

Q1. Kind of public open space would <u>most</u> like to see provided for in this concept plan (select top 3 choices from list)	First Choice	Total Choices
Plenty of trees, plants, landscaped areas	29%	77%
Open park spaces	29%	71%
Single open space area, instead of a collection of spaces	13%	30%
Not fussed, so long as there is enough public open space	9%	20%
Children's playground	5%	44%
Market / Community garden	3%	20%
Basketball court/s	2%	7%

Source: Katos Holdings Pty Ltd

Question 2- Concept Plan Considerations

Building height/ scale and traffic and parking are the most important considerations for survey respondents when evaluating the Concept Plans.

The majority of respondents indicated that building height/ scale and traffic and parking were the most important considerations for evaluating the Concept Plan Options, recorded at 83% and 84% respectively for total choices. Visual impact and building design and quality were also indicated as an important concern for a sizeable proportion of the community, recorded at 38% and 33% of total choices respectively.

Other responses are displayed in Table 3.3 below:

TABLE 3.3 - QUESTION 2 RESULTS

Q2. Which of the following are most important when evaluating the concept plans (select top 3 choices from list)	First Choice	Total Choices
Building height / scale	53%	83%
Traffic and parking	28%	84%
Visibility of the site or visual impact	4%	38%
Building design and quality	4%	33%
Sustainable living outcomes	2%	13%
Access through the development site	2%	12%
Open space available	2%	28%

Source: Katos Holdings Pty Ltd



Question 3 - Facilities the Community Would Like to See on the Site

A majority of survey respondents would like to see a café included in the Concept Plans, while a sizeable proportion favour the addition of a corner store and community meeting place.

The majority of respondents, 58%, indicated that they would like to see a café included in the Concept Plan. This was followed by a preference for a corner store (48%), a community meeting place such as a hall (40%) and the provision of a crèche (28%).

Other responses are displayed in Table 3.4 below:

TABLE 3.4 - QUESTION 3 RESULTS

Q3. What other facilities would like to see provided in each of the concept plans? (select as many from list)	Total Mentions
Cafe	58%
Corner store	48%
Community meeting space / hall	40%
Creche	28%
Gym / fitness centre	15%
Art studios	13%
More schools / education facilities	7%

Source: Katos Holdings Pty Ltd

Question 4 - Appropriateness of Floor/ Open Space Ratios

While the relationship between the building area and open space is considered as very important, a majority of survey respondents consider a 40% building area and 60% open space area ratio as most appropriate.

The majority, 56% of respondents consider a 40/ 60 split of building area to open space area as most appropriate, followed by a split of 50/50 (29%) and 60/40 (15%), as indicated in Table 3.5 below:

TABLE 3.5 - QUESTION 4 RESULTS

Q4. Which ratio of building area to open space below is consider most appropriate.	Total Mentions
Building Area versus Open Space Area (60 / 40)	15%
Building Area versus Open Space Area (50 / 50)	29%
Building Area versus Open Space Area (40 / 60)	56%

Source: Katos Holdings Pty Ltd



Question 5 - Building Height Concerns

A range of unaided concerns were identified in relation to the 20 storey building height originally proposed.

The top concerns relate to the negative visual impact, the building height, scale and density, overshadowing issues and belief that the development is out of character with the local area. Other responses are displayed in Table 3.6 below:

TABLE 3.6 - QUESTION 5 RESULTS

Q5. Unprompted concerns about the 20 storey building height proposed under the preliminary concept plan	Top Unprompted Mentions
Visual impact / unappealing / ugly / dominate skyline	46%
Height / scale too big / too dominant / overwhelming for area	33%
Overshadowing / loss of sunlight	30%
Out of character with local area / incompatible	26%
High density / too many dwellings	25%
Additional traffic generation / congestion / impact on Artarmon Rd / surrounding streets	23%
Loss of privacy / backyard	16%

Source: Katos Holdings Pty Ltd

Question 6 - Traffic and Transport Concerns

Survey respondents claim to be most concerned about the potential traffic congestion impact on Artarmon and Willoughby Roads in particular.

Most of the traffic and transport concerns highlighted tend to centre on morning and afternoon peak hours. Other responses are displayed in Table 3.7 below:



TABLE 3.7 - QUESTION 6 RESULTS

Q6. When and where are the traffic and transport concerns <u>most</u> worried about in relation to this development	Top Unprompted Mentions
WHEN	
Peak hours	48%
All day / all the time / weekdays and weekends	18%
Saturday mornings / sport days	11%
Morning peak hours	8%
Weekends	8%
WHERE	
Artarmon Rd access / entry into / traffic congestion on this road	48%
Willoughby Rd congestion / access	31%
Access / entry into Edward St & Artarmon Rd intersection	14%
Richmond Avenue	7%
Edward St	7%
Access / congestion in surrounding streets / local streets near development	6%

Source: Katos Holdings Pty Ltd

Question 7 - Attitudes Toward Residential Development on the Site

There is a fair degree of public skepticism relating to the perceived benefits and value of the proposed residential development for the Nine Network Site.

Only a minority of survey respondents believe the residential development will make a positive contribution to the local area or can see the need for greater housing choices in their municipality. There is also considerable questioning of the value and reasoning behind having 660 dwellings on the site. Other responses are displayed in Table 3.8 below:

TABLE 3.8 - QUESTION 7 RESULTS

Q7. Attitudes towards residential development for the Nine Network site
31% feel the proposed development will make a positive contribution to the local area, although a majority holds the opposite view (54%)
54% agree the inclusion of community based facilities and services would enhance its appeal , while 28% disagree with this statement
39% believe being able to gain access to the site to get to other areas is important, although a similar proportion (41%) don't consider this important
10% of those surveyed would favour an increased building height, if it resulted in more open space, however, the vast majority (76%) reject this notion
74% agree it is important that the new development considers a range of sustainable outcomes that would benefit the local community, while only 8% disagree
34% believe there is definitely a need for greater housing choice in the Willoughby area, although a higher proportion don't (48%)
29 % agree providing 660 dwellings on this site helps the City of Willoughby achieve their housing targets of 6,800 additional dwellings by the year 2031, but a majority (52%) disagree

Source: Katos Holdings Pty Ltd



Question 8 to 13 – Participant Profile

These questions sought to provide information about the participants undertaking the questionnaire. Questions asked included the following:

- Gender;
- Age;
- The building typology of their residence (house, apartment/ flat or other);
- Whether participants often use public transport;
- Proximity of the participants' residences in terms of walking distance to Nine Network Willoughby Site; and
- The Urban Concepts consultation events attended by the participants.

The results of these questions are provided at the beginning of this section 3.4, and within Table 3.1.

3.4.2. Final Unaided Comments about the Concept Plan

An underlying concern in a number of verbatim comments appears to relate to the perceived inability for the current infrastructure and services to cater for an increase in population in the local area.

Aside from reinforcing perceived concerns relating to additional traffic generation and high density, some survey respondents are also worried about the impact of the proposed development on public transport demand/ congestions and car parking availability. Other responses are displayed in Table 3.9 below:

TABLE 3.9 - QUESTION 14 RESULTS

Q14. Final unaided comments made in relation to the Willoughby Studios Residential Development Concept Plan.	Top Unprompted Mentions
Additional traffic generation / congestion / accessing surrounding streets	29%
High density / too many dwellings / unreasonable / why 660 dwellings	28%
Impact on public transport / greater demand / congestion	19%
Height / scale too big / too dominant / overwhelming for area	15%
Impact on car parking / reduced availability in the surrounding streets	14%
Negative impact on local character/ ambience/ feel of the area	13%
Need for improved educational facilities / more schools / child care facilities	11%

Source: Katos Holdings Pty Ltd



4. Summary and Conclusion

4.1. Introduction

This section documents the proponent's response to the issues and comments raised during Stage 1 Community and Stakeholder Consultation.

It is recognised that the proponent through the preferred Concept has taken on board many of the issues raised during the Stage 1 Consultation Initiatives, however, it is acknowledged that there are areas where a resolution in line with the community and stakeholder expectations has not been possible to achieve. In these situations, the proponent has sought to address the underlying intent that forms the basis of the concern.

In documenting the responses to the community and stakeholder concerns, Urban Concepts has used a matrix system to reconcile community and stakeholder concerns, the proponent's response and a statement of resolution. The section also presents an overview of the preferred CP that has formed the basis of the documentation that has been lodged with the DPI. We advise that we have reconciled community and stakeholder concerns against this preferred CP in the matrix.

4.2. Preferred Concept Plan Description

The CP for the Nine Network Willoughby Studio Site submitted as part of this application, advances plans to redevelop the Nine Network Willoughby Studio Site for up to 600 residential apartments, and not the 660 apartments originally proposed under the preliminary EA and CP application.

The CP seeks approval for a predominately residential land use, and as such it is proposed that development for the purpose of neighbourhood shops shall be limited to a maximum gross floor area of 1,500 m².

Other uses proposed, permissible with consent include:

- residential accommodation;
- neighbourhood shops;
- recreation areas;
- community facilities;
- exhibition homes; and
- exhibition village.

The CP seeks approval for a preferred high density residential option and two alternate options for:

- building envelopes;
- indicative layout of internal access roads and pedestrian linkages;
- indicative open space;
- transport, site access and parking.

The preferred option provides a maximum building height of between 2 - 18 storeys. The maximum floor space ratio over the whole site would be approximately 2.0:1.



The preferred option provides for the development of up to 600 new dwellings in the form of attached dwellings, terrace houses and residential flat buildings, with a total maximum floor space of 59,117m² and a floor space ratio of 1.976:1.

The CP application also seeks approval for:

- Water cycle management concepts;
- Infrastructure and services concepts;
- Indicative project staging;
- Sales and marketing suite, use of dwellings as display suits and temporary signage;
- Developer contributions; and
- Super lot subdivision.

The preferred CP is detailed in Figure 4.1 (below) and Figure 4.2 (overleaf), extracted from the JBA EA Report dated 30th November 2012.

FIGURE 4.1 - PREFERRED CONCEPT PLAN OPTION DEVELOPMENT PARAMETERS

Issue	Outcome
Number of Buildings	6 residential flat buildings 25 attached and terrace dwellings
Maximum Building Height	Building A: 6 storeys Building B: 10 storeys Building C: 3½ storeys Building D: 4 storeys (terrace houses) Building E: 14 storeys Building F: 6 storeys Building G: 18 storeys Building H: 2 ½ storeys (attached dwellings)
Maximum GFA	59,117m ²
Maximum FSR	1.98:1
Indicative Dwelling Yield	Up to 600 dwellings
Key Vehicular Access Points	Artarmon Road Richmond Avenue (north)
Public Open Space	Along Artarmon Road frontage, minimum area of 3,250m ²

Source: JBA Planning Consultants, 2012



FIGURE 4.2 - PREFERRED CONCEPT PLAN



Source: SJB Architects 2012



4.3. Consultation Matrix

4.3.1. Final Record of Comments

The Consultation Matrix detailed within Table 4.1 on the following pages presents a summary of the key concerns raised during the Stage 1 Community Consultation Initiatives including the Community Walks, Community Workshops and Stakeholder Events. The matrix includes a response by the proponent to the concerns and comments raised, and concludes with a statement as to whether the issue was able to be resolved in line with the community concern. Where appropriate, issues raised have been grouped by topic.



TABLE 4.1 – FINAL RECORD OF COMMENTS CONSULTATION MATRIX

COMMUNITY CONCERN/COMMENT	PROPONENT RESPONSE
<p>Local Area Traffic Management</p> <p>Alleviation of traffic congestion along local roads.</p> <p>Clarification of access points to the site.</p>	<p>There are currently 356 staff car parking spaces on the Nine Network Willoughby Studio Site. At present, the site generates approximately 250 car movements in and out of the site in each of the two-hour peak periods (morning and afternoon).</p> <p>A Transport and Accessibility Statement has been prepared for the CP by AECOM Australia. It is detailed in Appendix D of the EA Report prepared by JBA and dated November 2012. The AECOM Report concludes the following:</p> <ul style="list-style-type: none"> • The CP will result in a net reduction in total AM and PM peak hour trips associated with the site; • The proposed change in use to residential will alter the direction and distribution of traffic flows to and from the site resulting in minor increases in traffic volumes entering local intersections in the same direction as existing residential traffic generated by the surrounding locality; and • AECOM have concluded that the impact of the proposed development on the local street network is considered to be acceptable as the Willoughby Road/ Artarmon Road/ Small Street intersection will continue at its existing level of service with spare capacity. <p>The CP does not require detailed design for the streets and spaces however the preferred CP makes recommendations and advances alternate solutions for an internal road network, west of its intersection with Edward Street. The preferred CP provides an internal road connection to Artarmon Road and Scott Street, to the north of No. 32 Richmond Avenue. The proponent considers that the concerns of the community have been addressed.</p>
<p>Cumulative Impacts</p> <p>Induced traffic congestion and lack of car parking as a result of the development and extension of</p>	<p>AECOM have considered the traffic modelling which has been prepared by Willoughby Council to support the expansion of the Willoughby Leisure Centre. AECOM has concluded that the CP</p>



COMMUNITY CONCERN/COMMENT	PROPOSAL RESPONSE
Willoughby Leisure Centre.	scheme will have minimal cumulative impact on the existing traffic situation. The proponent considers that the concerns of the community have been addressed.
Traffic Assessment and Statistics The finalisation of the report and the number of cars envisaged as a result of the proposed development.	<p>A Transport and Accessibility Statement has been prepared by AECOM and is detailed in Appendix D of the EA Report prepared by JBA Planning dated November 2012.</p> <p>The Statement includes an appraisal of the traffic and policy characteristics and assessment of its existing transport and traffic characteristics, an assessment of the local road network, SIDRA intersecting analysis, and implications of the proposed expansion of the Willoughby Leisure Centre. The proponent considers that the concerns of the community have been addressed.</p>
Public Transportation Whether there will be improvements in public transport services in the local area. Local buses, the preferred transport mode are considered to be at capacity.	<p>AECOM has advised that the proximity of the site to existing public transport services can be expected to result in a significantly higher rate of public transport usage than the Sydney average amongst future residents. AECOM has concluded that this may result in a sustainable transport outcome and reduce traffic congestion.</p> <p>The proponent has taken on board community concerns. The provision of public transport services is a State Government responsibility. It is recognised that there will be residents who consider this issue is unresolved.</p>
Car Parking The provision of car spaces for the new development, who these will accommodate, and where they will be located.	<p>The provision of on-site car parking for residents and visitors in accordance with the rate specified in the Willoughby DCP for development within close proximity to the railway precinct and major bus corridors will result in the provision of approximately 735 on-site parking spaces. Parking for residents will be provided in a basement style car park. New internal public roads will provide for kerb side visitor parking opportunities. The proponent considers that the concerns of the community have been addressed.</p>



COMMUNITY CONCERN/COMMENT	PROPONENT RESPONSE
<p>Cyclists and Pedestrians</p> <p>The provision of connections through the site for cyclists and pedestrians.</p>	<p>The internal road design provides pedestrian and cycle connections within the site and along street frontages. These connections will form part of the public domain and will be accessible to existing and future residents.</p> <p>Pedestrian and cycle connections will be provided within the site and along street frontages. Detailed design in consultation with Willoughby City Council may investigate opportunities to provide greater integration of the site into the local and metropolitan bicycle network, including potential connections to the Willoughby City bike network to the north and the metropolitan network shared path to the south adjacent to the site in land reserved for the Gore Hill Freeway. Appropriate bicycle storage and parking facilities for residents and visitors will be provided in accordance with the rates specified in the Willoughby DCP.</p> <p>The proponent considers that the issue has been addressed.</p>
<p>Design Concept</p> <p>The site's accessibility to the general public.</p> <p>The suitability of the topography to accommodate high density development, and the justification of the building envelope orientation.</p>	<p>A key component of the preferred CP is the inclusion of a new neighbourhood park that occupies half of the site's Artamon Road frontage from Richmond Road through to the new internal access road. Publicly accessible open space will be embellished with high quality landscape treatment and public furniture to encourage the use of this space by existing and future residents. New internal streets will emphasise pedestrian connections and establish a bushland environment to relate to the site's natural setting.</p> <p>The preferred option CP establishes building envelopes which significantly improve the relationship between the future development of the site and the surrounding locality. The topography of the site has informed the design to reduce impacts of higher density dwellings on surrounding area.</p> <p>The topography of the southern site boundary and the short common boundary to the backyards of dwellings addressing Walter Street means that new development along this boundary has little</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>The suitability of high-density residential use for the site, given it is out of character with the local area.</p>	<p>visual relationship with these dwellings. Existing dwellings along Walter Street are oriented towards the street to the south, with the natural landform rising steeply to the rear of these dwellings. New development within the southern portion of the subject site will look over, rather than down onto, dwellings to the south, and landscape plantings along this boundary will largely obscure these buildings when viewed from the immediately adjoin dwellings as a result of the natural topography.</p> <p>For the following reasons, the high density residential use detailed within the preferred CP is considered suitable for the site:</p> <ul style="list-style-type: none"> • The proposed building heights and massing reflect the building densities and form which should be expected of a site in close proximity to transport; • The proposed site layout locates higher buildings towards the centre of the site, creating a transition in heights within the site that articulates the form of the overall site and establishes a context for higher buildings; • The proposed building heights allow for thinner building envelopes that break up the bulk of the development, allow for greater building articulation and provide for better solar access and through-site view corridors, whilst also achieving smaller building footprints which allow for greater street-level landscaping and open space areas; • The proposed residential density will support the provision of high quality architectural design and landscape embellishments of publicly accessible and communal open space; • The built form of residential buildings provides suitable dwelling separation and maximises winter solar access and views for residential dwellings, whilst breaking up the overall bulk of the development by allowing for views through the site; • The proposed urban form concentrates density and height towards surrounding areas which have been, or are identified for, higher density residential development and away from lower-scale development to the north and west. <p>The proposed CP seeks consent for a high-density residential land use on a site which is currently zoned for use as a 'Television Station'. The proposed residential land use is considered to be the most appropriate use of the site for the following reasons:</p> <ul style="list-style-type: none"> • Surrounding land is residential in character with a mix of existing low, medium and high density residential dwellings in the immediate vicinity of the site;



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>The availability of a left field option for the site.</p>	<ul style="list-style-type: none"> There are a number of well-established and developing centres of employment land within the Willoughby LGA in close proximity to the site; The site is one of the largest consolidated sites in private ownership within the Willoughby LGA, and has the potential to deliver housing to the market in a timely and coordinated manner to address housing affordability and urban consolidation challenges; The site is well-serviced by public transport with frequent public bus services to major centres servicing Willoughby Road, and frequent high-capacity train services operation along the North Shore and Northern Rail Lines with stops at Artarmon Station and St Leonards Station; and The site is located in close proximity to significant local and regional recreation spaces including the Artarmon Reserve, Bicentennial Reserve, Willoughby Sport and Leisure Centre, off-road bicycle path network which have the capacity to service additional residents within their respective local walking catchments. <p>Alternate options to the preferred CP are detailed within the EA Report prepared by JBA Planning dated the November 2012.</p> <p>The proponent considers that the concerns of the community have been addressed.</p>
<p>Residential Mix</p> <p>The guarantee of quality building materials and architectural aesthetics.</p> <p>The logic behind the number of dwellings proposed and whether this figure is fixed.</p> <p>The proposed building typology.</p>	<p>The CP establishes development standards to be used by architects to design the individual buildings. It is envisaged that a variety of architects would be used not just one firm.</p> <p>The 660 number of dwellings was based on the Preliminary EA lodged in 2010, with a floor space ratio (FSR) of 2.3:1. The preferred CP has reduced the preliminary number of dwellings to 600 with an FSR of 1.98:1.</p> <p>The preferred CP provides for the development of 600 new dwellings in the form of attached dwellings, terrace houses and residential flat buildings, with a total maximum floor space of 59,</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
	<p>117 and a floor space ratio of 1.98:1. The reasons to support this preferred building typology are provided below:</p> <ul style="list-style-type: none"> • The cost of housing within Willoughby <p>The cost of housing both within the suburb and LGA is amongst the most expensive in Sydney, and is more than 30% higher than the Greater Sydney average. These costs significantly impact upon the ability of the broader population to access the employment centres, services and subregional recreational facilities which are located in close proximity to the site. In addition, these costs act as a barrier to first-home buyers and ageing residents looking to access more suitable accommodation types whilst remaining within their established community.</p> <ul style="list-style-type: none"> • The average dwelling occupancy within the suburb of Willoughby <p>The average dwelling occupancy is 2.6 persons per dwelling, and is marginally below the Greater Sydney average (2.7 persons per dwelling), despite the fact that over 70% of existing housing stock is either detached, semi-detached or attached dwellings which are more suited to higher occupancies. The provision of more compact housing types within the locality under the proposed CP will provide more suitable dwelling types for smaller households which are more affordable than the traditional dwelling stock within the locality.</p> <ul style="list-style-type: none"> • Opportunity to establish new housing forms <p>The preferred CP provides an opportunity to introduce new housing types into an established neighbourhood without requiring the redevelopment of existing housing stock. The provision of apartments will serve to improve dwelling diversity without impacting upon the availability of the traditional dwelling types within this suburb.</p> <ul style="list-style-type: none"> • Provision of affordable housing for significant employers <p>An assessment of local employment identified the presence of a number of significant employers of community service workers within the vicinity of the Nine Network Australia site, including nurses, police officers and teachers.</p> <p>Employees in these fields provide essential public services to the local community, however the</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>The justification for apartment style living in the area and the target demographic for the development.</p>	<p>premium housing costs associated with the Lower North Shore region mean that employees are often unable to afford to live in the vicinity of their workplace. The disconnect between wages and housing costs in the locality creates an socially unsustainable situation whereby employees in these sectors are forced to commute long distances for employment, placing an undue burden on these workers who are necessary for the provision of essential services to the local community.</p> <p>The redevelopment of a large site such as the Nine Network Australia site presents an opportunity to contribute to a local solution to this issue. This development project will provide 4.0% of residential floor space to an appropriate local community housing organisation. This percentage is in accordance with the rates established in the Willoughby LEP.</p> <p>This housing will be rented by a community housing provider to community service workers who are employed in the local area (i.e. Willoughby and North Sydney LGAs) at a price that is within the means of the income brackets of these workers.</p> <p>There are a number of justifications for the building typology proposed for the site, these include:</p> <ul style="list-style-type: none"> • A low occupancy rate <p>Across Sydney the average household size per apartment is less than 2 persons per apartment. There are a number of drivers for this type and form of development, including factors that relate to the entire Sydney Metropolitan Area. The housing shortage is widely reported. Willoughby Council also has a commitment to deliver 6,800 new dwellings to the year 2031, (see point below).</p> <ul style="list-style-type: none"> • Requirement to meet State Government dwelling targets <p>The dwelling targets for Metropolitan Plan for Sydney 2036 require a significant uplift in dwelling production levels across the entire Sydney region. Dwelling approvals by Willoughby Council and dwelling completion rates within the Willoughby LGA have been at decade-low levels. The Metropolitan Strategy for Sydney 2036 established dwelling targets for each subregion which requires a further increase to LGA dwelling production targets above those identified in the Draft</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
	<p>Subregional Strategies which were publicly exhibited in 2007. Dwelling approvals within the Willoughby LGA have been consistently lower than the required dwelling completion targets.</p> <p>In the five years since the commencement of the dwelling targets under the Metropolitan Plan, a shortfall of approximately 950 dwellings has already accrued within the Willoughby LGA. This shortfall is symptomatic of dwelling production within established residential areas and across the entire Sydney region over the past five years, and has contributed to significant housing affordability issues throughout the city.</p> <ul style="list-style-type: none"> • Opportunity to provide housing in an established area with employment opportunities and transport services <p>The Nine Network Willoughby Studio Site is a rare opportunity to deliver housing on a large, consolidated site in single ownership within the existing urban footprint which is already well connected to the existing urban framework and serviced by existing employment and retail centres, public transport, roads, utilities and open space.</p> <ul style="list-style-type: none"> • To address the issue of housing affordability in the Sydney Metropolitan Area <p>The opportunity to provide up to 600 new dwellings within the existing urban footprint would benefit the provision of housing supply not only within the Willoughby LGA but within the broader subregion, within which dwelling supply and affordability also continues to be an issue.</p> <p>The proponent considers that the concerns of the community have been addressed.</p>
<p>Density</p> <p>The intended floor space for each dwelling and the floor space ratio for the site.</p>	<p>The preferred CP provides for an overall development floor space yield of 59,117m² in the form of six residential flat buildings and approximately 30 attached dwellings. This equates to an overall floor space ratio of 1.976:1, which is approximately 14.0% less than the Preliminary EA Report design scheme. The proposed dwelling density is considered to be appropriate for the site as:</p> <ul style="list-style-type: none"> • It is proposed within a large site which enables a considered design approach that locates larger buildings and denser development types in appropriate and less sensitive locations within the site; • Is comprised of a range of lower density development types along sensitive street frontages



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>The number of people accommodated on site.</p>	<p>such as Richmond Avenue, with denser development site towards existing and proposed dense residential land;</p> <ul style="list-style-type: none"> Is consistent with NSW State Government policies which encourage urban consolidation and higher dwelling densities in areas which are well serviced by public transport corridors, existing employment and service centres and public recreation facilities; Is consistent with NSW State Government policies which encourage the introduction of greater dwelling diversity in established residential areas to improve affordability; Supports the feasible provision of a high quality public space for use by the whole community; Provides a quantum of development capable of supporting high quality public domain and architectural design and finishes; Is capable of being supported by local utilities and infrastructure without need for any major upgrades; and Will not result in any significant impacts upon the performance of the local road network. <p>Based on metropolitan averages, the development on completion will accommodate a population of less than 1,200 people, including any children.</p> <p>The proponent has reduced the number of apartments on the site to 600 dwellings and has reduced the maximum proposed FSR to 2:1. It is recognised that for some residents and stakeholders the issue of density will remain unresolved.</p>
<p>Height</p> <p>The heights proposed in the preferred CP.</p> <p>The effect of proposed building height on overlooking, privacy and visual impact.</p>	<p>The preferred CP has reduced the maximum building height of 20 storeys in the preliminary CP by 10.0% to 18 storeys, with only three buildings greater than 6 storeys in height.</p> <p>The impact of the proposed building heights on local and district views is considered to be acceptable, and the reduction of building heights would not alter the prominence of new development on the site. The proposed building heights support a development yield which permits a higher standard of architectural design which is commensurate to the prominence of the taller buildings within the site.</p> <p>The proposed public park along the Artarmon Road frontage will provide a significant setback to</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>The location of the highest tower on the site.</p>	<p>higher density residential buildings within the subject site, obscuring these buildings from view within the immediate streetscape and shifting bulk towards the background of these visual settings.</p> <p>Taller and more prominent buildings are located away from major street frontages towards the southern and western site boundaries. Apartments within the adjoining residential flat buildings in the Castle Vale site are typically oriented towards the north and east, with few buildings directly addressing the subject site.</p> <p>Further, apartment buildings within the Castle Vale site are set back a substantial distance from the site boundary, and it is considered that new development along this boundary can achieve taller building heights whilst remaining compatible with the scale of the adjoining development.</p> <p>The proponent has made reductions in the height of buildings. It is recognised that there may be residents who do not consider that an adequate solution has been reached in respect to height.</p>
<p>Nine Network Legacy</p> <p>Residual functions on the site.</p> <p>The criteria in the development brief and whether this is fixed for the site's development.</p> <p>The authority responsible for the development of the site.</p> <p>The funding of the development and the selling price of the site.</p>	<p>If Nine Network Australia choose to relocate from the site they will leave completely. They would not remain on site with piece-meal operations.</p> <p>The preferred CP has varied the dwelling number and building heights adopted in the preliminary EA and CP application.</p> <p>As the Landowner, Nine Network Australia is the responsible entity of the development. Lend Lease has been assigned as the project manager to coordinate the development on the site.</p> <p>It is not possible to provide comment on the financial value of the site. This is dependent on market conditions. At this time the Nine Network has not determined whether they will relocate their television facilities.</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>Impact on Services</p> <p>Insufficient shopping facilities within walking distance to the site.</p> <p>The development will induce the existing situation of inadequate schools in the area, and the potential for the Department of Education and Communities to acquire the site and develop a school.</p> <p>The provision of adequate utilities and infrastructure for the development.</p>	<p>The proponent considers that these community concerns have been addressed.</p> <p>Shopping facilities located in close proximity to the site will benefit from the increased residential population as a result of the development. An increased population will provide a stimulus for additional commercial opportunities, following the supply and demand nature of retailing.</p> <p>It is noted that over the past five years there has been a significant demographic shift within the Lower North Shore region which has seen an unanticipated level of demand for local primary and high school places. As part of the community consultation process, Nine Network and Lend Lease met with the NSW Department of Education and Communities to discuss the implications of the CP proposal for local educational facilities. This consultation is detailed in the JBA Planning EA report. Local school capacity is a regional issue which requires a coordinated approach that cannot be achieved in the context of a single development proposal.</p> <p>If Nine Network Australia relocates from the Willoughby Site in the short-medium term, it is not anticipated that the first dwellings would be occupied before the end of the decade. As such, it is not considered that population growth as a result of the residential redevelopment of the Site will have an immediate or short term impact on the capacity of local schools. Development of the Site will be factored into the NSW Department of Education and Communities' medium to long term strategies which are currently being formulated.</p> <p>The proponent understands that there is considerable local concern regarding demand for primary and high school places. The provision of public school facilities is a State Government responsibility. The proponent recognises that there will be community members that remain concerned about the issue.</p> <p>A Utilities and Services Master Plan Report has been prepared for the preferred CP by Cardno, included within Appendix G of the JBA Planning EA report dated November 2012. This report assesses the capacity of existing services and utilities to service the proposed development, identifying required augmentation or upgrades that may be required. Upgrade requirements will be addressed accordingly.</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
	<p>The proponent considers that this concern can be addressed.</p>
<p>Creating Community</p> <p>Request for community facilities to promote social interaction.</p>	<p>Upgrade of public facilities will be provided via developer contributions to Council in accordance with Willoughby Council's Contribution Plan.</p> <p>The preferred CP also includes a small allowance of floor space for neighbourhood shops to service the convenience retail needs of residents and neighbouring properties within the site's immediate surrounds, whilst continuing to support existing centres for day-to-day and weekly retail services.</p> <p>The proponent considers that this concern has been addressed.</p>
<p>Land Use</p> <p>The potential for the site to accommodate other uses aside from residential, including care accommodation, retail or a school.</p>	<p>Nine Network Australia have consulted with the Department of Education and Communities on the matter of limited school placements to ensure that the proposed development is considered as part of their broader strategies for the local area. Strategic planning for schools is not undertaken on a development by development basis but rather is a higher level exercise as part of the NSW Government's metropolitan and sub-regional planning strategies.</p> <p>The preferred CP also includes a small allowance of floor space for neighbourhood shops to service the convenience retail needs of residents and neighbouring properties within the site's immediate surrounds, whilst continuing to support existing centres for day-to-day and weekly retail services.</p> <p>The proponent considers that this concern has been addressed.</p>
<p>Residential Amenity</p> <p>The effect of the development on solar access and overlooking onto surrounding properties.</p>	<p>Shadows cast by the preferred option are largely contained within the Nine Network Willoughby Studio Site throughout the day in the equinox and summer periods, with longer shadows cast only in the worst case scenario of mid-winter. The steep topography to the south and east of the Site,</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>The visual impact, noise and health effects of the transmission tower.</p>	<p>as well as the presence of vegetation and several large existing buildings and structures such as the satellite dishes, already shadow adjoining properties during winter solstice. Whilst the preferred option will result in some additional overshadowing during this period, it is considered that the overall impact will be minor.</p> <p>Long shadows cast by the taller, narrower residential flat buildings will move quickly across the landform and will not result in prolonged shadowing which would of single dwellings in the vicinity of the site.</p> <p>The proponent considers that the preferred CP will not adversely impact on solar access. It is accepted that any properties that experience a change in their current situation may not support this content and would consider the issue unresolved.</p> <p>A Radio Frequency Hazard Survey Report has been prepared for the site by Kordia Solutions, included within Appendix F of the JBA EA Report dated November 2012. This hazard assessment included on-site field surveys to determine the true electric field strengths generated by the considered the broadcasting and communications equipment which is mounted on the TXA lattice tower located immediately adjacent to the Nine Network Willoughby Studio Site.</p> <p>The electric fields have been assessed against the Australian Radiation Protection and Nuclear Safety Agency's (ARPANSA) Radiation Protection Standard. The General Public Reference Level (GPRL) is considered the maximum level of exposure for residential uses. Measurements found that the electric field readings were well within the GPRL.</p> <p>The proponent accepts the results of the investigation and considers that this concern has been addressed. It is noted that community perceptions that relate to this issue may still exist and indicate concern.</p> <p>The TXA Australia lattice tower currently houses the digital radio transmitters, digital television transmitters and analogue television transmitters for Channel 7, 9 and 10. The transmission of analogue television services will cease on 3 December 2013 – well before the completion occupation of any new residential buildings proposed under this CP. The cessation of these services is expected to further reduce RF emissions from equipment mounted on this tower. The</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>Separation distances between buildings.</p>	<p>proposal does not involve the relocation of the transmission tower.</p> <p>Building separation is established under State Environmental Planning Policy No. 65 (SEPP 65) Residential Development Standards. Each option we presented is fully compliant with SEPP 65 provisions.</p> <p>The proponent considers that this concern has been addressed.</p>
<p>Open Space</p> <p>Preference for a consolidated open space and the size of the linear park fronting Artarmon Avenue.</p> <p>Opportunities for local food production within open space.</p>	<p>The key component of the preferred option is the inclusion of a new neighbourhood park over half of the site's Artarmon Road frontage. This publicly accessible open space will be embellished with high quality landscape treatments and public furniture to encourage use of this space development within both the existing neighbourhood and by future residents of the site. This park will have a minimum area of 3,250m².</p> <p>There is scope to implement sustainable food production within the site, through the designation of open spaces and roof areas as productive landscapes.</p> <p>The proponent considers that this concern has been addressed.</p>
<p>Tree Retention</p> <p>Request for retention of trees along Richmond Avenue.</p>	<p>The preferred CP has adopted a configuration of buildings to retain the trees along Scott Street and Richmond Avenue and the few mature trees located throughout the rest of the site. The existing trees are valuable not only because of the native bird life, but also for their shading, screening and contribution to the Site's character.</p> <p>The proponent considers that this concern has been addressed.</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>Heritage and Sustainability</p> <p>The heritage value of the cottages along Richmond Avenue.</p> <p>Sustainability considerations in the design of the CPs.</p>	<p>The cottages are not identified as conservation items. A Heritage Impact Statement was prepared by Goddon Mackay Logan and is attached at Appendix E of the JBA EA Report, dated November 2012. This report addresses the Artarmon Conservation Area, and any impact of the development upon local heritage issues.</p> <p>Sustainability issues are addressed in the CP submission as per the DGR's including issues such as sustainability ratings, rainwater re-use and alternate energy sources.</p> <p>Whilst detailed Ecologically Sustainable Development (ESD) strategies will be developed as part of the detailed design of future buildings, and will be subject to assessment at the Development Application stage by Willoughby City Council, the CP nonetheless seeks to establish broad principles for ESD. These principles are intended to ensure that future development achieves a high level of environmental performance which adopts a more holistic approach to sustainability than traditional approaches to water and energy efficiency. The ESD principles for the CP include:</p> <ul style="list-style-type: none"> • Energy <p>The CP incorporates passive design principles to allow apartments to exceed minimum BASIX energy efficiency requirements. Specific apartments and common area energy efficiency and metering will be addressed in detailed design at the Development Application stage.</p> <ul style="list-style-type: none"> • Indoor Environment Quality <p>The CP is designed to meet the objectives of indoor environmental quality provisions for residential amenity, specifically daylight, thermal comfort, private external space, dwelling ventilation and natural ventilation.</p> <ul style="list-style-type: none"> • Transport <p>The site is well served by public transport which will minimise vehicular movements during peak periods. The CP adopts on-site parking rates in accordance with Willoughby City Councils specified rates, which is expected to discourage on-street parking. Bike storage facilities will be provided in order to promote non-car travel modes to improve health and reduce congestion and pollution.</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
	<ul style="list-style-type: none"> • Water <p>The CP will allow for stormwater reuse for irrigation and water efficient fixtures and fittings. No water based cooling systems will be included in the CP.</p> <ul style="list-style-type: none"> • Materials <p>Material selection is subject to detailed design. With Nine Network Australia, Lend Lease will explore the use of engineered timber to deliver buildings that have improved construction safety and enhanced sustainability through reduced carbon impact.</p> <ul style="list-style-type: none"> • Land Use and Ecology <p>The redevelopment of the Nine Network Willoughby Studio Site will remediate some contaminated land, thereby improving the ecological value of the Site.</p> <ul style="list-style-type: none"> • Emissions <p>A Site Stormwater Management Plan will ensure that post development flows from site are not greater than current flows. It is not envisaged that the development will have any water-cooled air conditioning thereby negating legionella risk.</p> <p>The proponent considers that these issues have been adequately addressed for a CP application.</p>
<p>Community Consultation</p> <p>The role of Urban Concepts and the provision of consultation for this project.</p> <p>The public availability of the traffic report and the preferred CP.</p>	<p>The community consultation for this project has been facilitated by Urban Concepts. To date the first stage of consultation has been completed. Consultation initiatives staged by Urban Concepts are detailed within this report and the Communication Plan attached at Appendix A, Volume 2. The Communication Plan was reviewed by the DPI on the 19th October and determined to be in accordance with the 2007 Major Project Consultation Guidelines.</p> <p>All documents submitted as part of the EA application will be available online on the NSW DPI website once the documentation has passed the Test of Adequacy by the DPI.</p>



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>The availability of an online blog to advance discussion.</p>	<p>A blog has not been included as an information line for this project. A website supported by a Webinar and YouTube video have been implemented for the project. The proposer considers that this issue has been addressed and advises that consultation is ongoing.</p>
<p>Planning Process</p> <p>The limited timeframe for the development, and the requirement for a master planning exercise for a better design solution.</p>	<p>The master planning of the Nine Network Willoughby Studio Site in conjunction with adjacent lands to the west of the site has not been considered. It is not appropriate to include the land owners in this area for the future development of the site, as the residential up-zoning of these lands was not considered by Willoughby Council during the formulation of the Draft Willoughby Local Environmental Plan 2012.</p>
<p>The role of Willoughby Council in the approval process, and the role of the NSW Department of Planning and Infrastructure.</p>	<p>Willoughby Council would be the Consent Authority for any development application that was lodged in accordance with the CP. However, the Planning Assessment Commission (PAC) will determine the development application on the basis of the submitted Environmental Assessment Report. The DPI's assessment, recommendations and issues will be raised in public submissions and at the PAC's public meeting. The PAC are not bound by the controls in the Willoughby LEP but will make a merit based decision.</p>
<p>Criticisms of the last Development Application and the Director General's requirements.</p>	<p>Development applications made subsequent to the CP (pending its approval) would be determined by Willoughby Council.</p>
<p>Certainty in the application of design controls set in the approved CP.</p>	<p>The formal criticisms of the 2010 application are found in the DGR's that were issued on the February 9th 2010 and are available on the DPI website.</p> <p>Development which is covered by a CP approved under Part 3A Major projects is now assessed under Part 4 of the <i>Environmental Planning and Assessment Act (1979)</i>. This provision requires development to be:</p> <ul style="list-style-type: none"> taken to be development which may be carried out under Part 4, despite anything to the contrary in an environmental planning instrument;



COMMUNITY CONCERN/COMMENT	PROPOSER RESPONSE
<p>The availability of a contributions scheme and its implementation.</p> <p>The process and documentation required as part of the EA process.</p>	<ul style="list-style-type: none"> • consistent with any development standard within the terms of the CP approval; • generally consistent with the terms of approval for the CP; and • compliant with any environmental planning instrument or development control plan do not have effect to the extent of any inconsistency with the approved CP. <p>In this regard, design controls set for the Site will apply to future development applications.</p> <p>Development contributions will be payable to Willoughby City Council subject to the applicable Development Contributions Plan for the site at the time of lodgement for each Development Application, or subject to separate agreement with Willoughby City Council as part of a Voluntary Planning Agreement.</p> <p>Approval is sought for a CP which is a high level strategic approval that sets in place site parameters for use, built form, open space and traffic and parking. Detailed design will occur as part of future development application stages. The Part 3A process requires that the information supporting the application be adequate for public exhibition. On-going refinement of the concept design and environmental impact assessment will continue through this process.</p> <p>The proponent considers that these issues have been addressed.</p>



4.3.2. Issues Raised in the Survey Questionnaire

The Consultation Matrix detailed within Table 4.2 on the following pages presents a summary of the key concerns raised from the exist survey. Questions were taken from the Katos Holdings Top-Line Report on the Survey Questionnaire given to attendees at the Consultation Events. The matrix includes a response by the proponent to the concerns and comments raised by participants, and concludes with a statement as to whether the issue was able to be resolved. Concerns raised are grouped under the question asked within the Survey.



TABLE 4.2 – EXIT SURVEY CONSULTATION MATRIX

COMMUNITY CONCERN/ COMMENT	PROPOSER RESPONSE
<p>Question 1: What kind of public open space would you most like to see provided for in this Concept Plan?</p> <p>Responses indicated a preference for plenty of trees and landscaped areas, open park spaces and a children's playground.</p>	<p>The preferred CP has adopted a configuration of buildings to retain the trees along Scott Street and Richmond Avenue and the few mature trees located throughout the rest of the site. The existing trees are valuable not only because of the native bird life, but also for their shading, screening and contribution to the Site's character.</p> <p>The key component of the preferred option is the inclusion of a new neighbourhood park over half of the site's Artarmon Road frontage. This publicly accessible open space will be embellished with high quality landscape treatments and public furniture to encourage use of this space development within both the existing neighbourhood and by future residents of the site. This park will have a minimum area of 3,250m².</p> <p>The proponent considers that this concern has been addressed.</p>
<p>Question 2: Which of the following are most important to you when evaluating the Concept Plans?</p> <p>Responses indicated building height/scale was considered the most important followed by traffic and parking, visual impact, building design and quality.</p>	<p>In regards to building height and visual impact refer to the response for Question 5.</p> <p>In regards to building scale, refer to the response for Question 4.</p> <p>In regards to traffic impacts, refer to the response for Question 6.</p> <p>Building Quality response: Development which is covered by a CP approved under Part 3A Major Projects is now assessed under Part 4 of the <i>Environmental Planning and Assessment Act (1979)</i>. This provision requires development to be:</p> <ul style="list-style-type: none"> • Taken to be development which may be carried out under Part 4, despite anything to the contrary in an environmental planning instrument; • Consistent with any development standard within the terms of the CP approval;



	<ul style="list-style-type: none"> • Generally consistent with the terms of approval for the CP; and • Compliant with any environmental planning instrument or development control plan do not have effect to the extent of any inconsistency with the approved CP. <p>In this regard, design controls set for the site will apply to future development applications.</p>
Question 3: What other facilities would you like to see provided in each of the Concept Plans?	
Preference for a café, a corner store and a community meeting place.	<p>Upgrade of public facilities will be provided via developer contributions to Council in accordance with Willoughby Council's Contribution Plan.</p> <p>The preferred CP also includes a small allowance of floor space for neighbourhood shops to service the convenience retail needs of residents and neighbouring properties within the site's immediate surrounds, whilst continuing to support existing centres for day-to-day and weekly retail services.</p> <p>The proponent considers that this concern has been addressed.</p>
Question 4: The relationship between building area and open space is very important. Of the three options below, which ratio of building area to open space do you consider most appropriate?	
40% building area and 60% open space area is preferred.	<p>The Preferred Option provides for an overall development floor space yield of 59,117m² in the form of six residential flat buildings and approximately 30 attached dwellings. This equates to an overall floor space ratio of 1.976:1, which is approximately 14.0% less than the Preliminary Environmental Assessment Report design scheme. The proposed dwelling density is considered to be appropriate for the site by the proponent as:</p> <ul style="list-style-type: none"> • It is proposed within a large site which enables a considered design approach that locates larger buildings and denser development types in appropriate and less sensitive locations within the site; • Is comprised of a range of lower density development types along sensitive street frontages such as Richmond Avenue, with denser development towards existing and proposed dense residential land; • Is consistent with NSW State Government policies which encourage urban consolidation and higher dwelling densities in areas which are well serviced by public transport corridors, existing employment and service centres and public recreation facilities;



	<ul style="list-style-type: none"> • Is consistent with NSW State Government policies which encourage the introduction of greater dwelling diversity in established residential areas to improve affordability; • Supports the feasible provision of a high quality public space for use by the whole community; • Provides a quantum of development capable of supporting high quality public domain and architectural design and finishes; • Is capable of being supported by local utilities and infrastructure without need for any major upgrades; and • Will not result in any significant impacts upon the performance of the local road network. <p>The preferred CP advances the following ratios for open space and building area:</p> <ul style="list-style-type: none"> • Building Footprint = 36% (which equates to 10,909m²) • Open Space & Landscaping (setbacks) = 43% (which equates to 13,150m²) • Road, Footpaths & Streetscape = 21% (which equates to 5,846m²)
<p>Question 5: What if anything, concerned you about the 20 storey building height proposed under the preliminary Concept Plan?</p> <p>Concerns considered most significant include negative visual impact, the building height scale and density, overshadowing issues, the out of character nature of the development.</p>	<p>The preferred CP has reduced the maximum building height of 20 storeys in the preliminary CP by 10.0% to 18 storeys, with only three buildings greater than 6 storeys in height.</p> <p>The impact of the proposed building heights on local and district views is considered to be acceptable, and the reduction of building heights would not alter the prominence of new development on the site. The proposed building heights support a development yield which permits a higher standard of architectural design which is commensurate to the prominence of the taller buildings within the site.</p> <p>The proposed public park along the Artarmon Road frontage will provide a significant setback to higher density residential buildings within the subject site, obscuring these buildings from view within the immediate streetscape and shifting bulk towards the background of these visual settings.</p> <p>Taller and more prominent buildings are located away from major street frontages towards the southern and western site boundaries. Apartments within the adjoining residential flat buildings in</p>



	<p>the Castle Vale site are typically oriented towards the north and east, with few buildings directly addressing the subject site.</p> <p>Further, apartment buildings within the Castle Vale site are set back a substantial distance from the site boundary, and it is considered that new development along this boundary can achieve taller building heights whilst remaining compatible with the scale of the adjoining development. The proponent has made reductions in the height of buildings. It is recognised that there may be residents who do not consider that an adequate solution has been reached in respect to height.</p> <p>Shadows cast by the preferred option are largely contained within the Nine Network Willoughby Studio Site throughout the day in the equinox and summer periods, with longer shadows cast only in the worst case scenario of mid-winter. The steep topography to the south and east of the Site, as well as the presence of vegetation and several large existing buildings and structures such as the satellite dishes, already shadow adjoining properties during winter solstice. Whilst the preferred option will result in some additional overshadowing during this period, it is considered that the overall impact will be minor.</p> <p>Long shadows cast by the taller, narrower residential flat buildings will move quickly across the landform and will not result in prolonged shadowing which would of single dwellings in the vicinity of the site.</p>
<p>Question 6: When and where are the traffic and transport concerns you are most worried about in relation to this development?</p> <p>Concerns considered most significant include potential traffic congestion upon Artarmon Road and Willoughby Roads.</p>	<p>There are currently 356 staff car parking spaces on the Nine Network site. At present, the site generates approximately 250 car movements in and out of the site in each of the two-hour peak periods (morning and afternoon).</p> <p>A Transport and Accessibility Statement has been prepared for the CP by AECOM Australia. It is detailed in Appendix D of the EA Report prepared by JBA and dated November 2012. The AECOM Report concludes the following:</p> <ul style="list-style-type: none"> • The CP will result in a net reduction in total AM and PM peak hour trips associated with the site; • The proposed change in use to residential will alter the direction and distribution of traffic flows to and from the site resulting in minor increases in traffic volumes entering local intersections in the same direction as existing residential traffic generated by the surrounding



	<p>locality; and</p> <ul style="list-style-type: none"> AECOM have concluded that the impact of the proposed development on the local street network is considered to be acceptable as the Willoughby Road/ Artarmon Road/ Small Street intersection will continue at its existing level of service with spare capacity. <p>The CP does not require detailed design for the streets and spaces however the preferred CP makes recommendations and advances alternate solutions for an internal road network, west of its intersection with Edward Street. The preferred CP provides an internal road connection to Artarmon Road and Scott Street, to the north of No. 32 Richmond Avenue. The proponent considers that the concerns of the community have been addressed.</p>
<p>Question 7: Attitudes towards residential development for the Nine Network Studio Site.</p>	
<p>Concern about the perceived inability for the current infrastructure to cater for an increase in population for the local area.</p>	<p>Nine Network Australia have consulted with the Department of Education and Communities on the matter of limited school placements to ensure that the proposed development is considered as part of their broader strategies for the local area. Strategic planning for schools is not undertaken on a development by development basis but rather is a higher level exercise as part of the NSW Government's metropolitan and sub-regional planning strategies.</p> <p>Upgrade of public facilities will be provided via developer contributions to Council in accordance with Willoughby Council's Contribution Plan.</p> <p>The preferred CP also includes a small allowance of floor space for neighbourhood shops to service the convenience retail needs of residents and neighbouring properties within the site's immediate surrounds, whilst continuing to support existing centres for day-to-day and weekly retail services.</p> <p>The proponent considers that this concern has been addressed.</p>



Question 14: Additional comments below in relation to the Willoughby Studios Residential Development Concept Plan	
Concerns raised included additional traffic generation, the extent of density, impact on public transport services, the scale of height, impact on car parking, negative impact on the areas character, and need for additional school facilities.	<p>These have been addressed above. We note that additional public transport services have not been confirmed, however, the Preliminary EA Report dwelling number has been reduced. The proponent has reduced the number of apartments on the site from 660 to 600 dwellings and has reduced the maximum proposed FSR to 2:1. It is recognised that for some residents and stakeholders the issue of density will remain unresolved.</p>

Nine Network Australia Willoughby Studios Concept Plan Application MP 10_0155 Community Consultation Report

Prepared by
Urban Concepts

For
Nine Network Australia

For Submission to
NSW Department of Planning and Infrastructure

December 2012

Volume 2 of 2

NINE NETWORK AUSTRALIA
COMMUNITY CONSULTATION
REPORT
Volume 2 of 2

Ambaska Holdings Pty Ltd T/A Urban Concepts
ABN 96 074 171 065
Level B2, 4 Glen Street MILSONS POINT NSW 2061
PO Box 495 MILSONS POINT NSW 1565
t 02 9964 9655 f 02 9964 9055
e info@urbanconcepts.net.au
Issued 17 December 2012



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Urban Concepts has taken every care to ensure that the comments represented and reproduced in this report and arising from the communication initiatives implemented as part of the Consultation Process for the redevelopment of the Nine Network Australia Willoughby Studio Site have been faithfully recorded and represented. If there are comments that have not been recorded or have been recorded incorrectly we apologise for any misunderstanding and advise that it has not been deliberate.



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APPENDIX A – Communication Plan

From: Matthew Daniel [REDACTED]
Sent: Wednesday, 24 October 2012 2:06 PM
To: Belinda Barnett
Cc:
Subject: Communication Plan - Network Nine Willoughby Studios

Belinda

Thank you for your's and the rest of the team's time last week.

As requested the department has considered your Communication Plan (Plan).

The department considers that the Plan does satisfy the department's *Major Project Community Consultation Guidelines*.

To assist the department with management of possible community contact during the implementation of the Plan, we kindly ask that you notify the department's Communications Unit prior to:

- Distributing information publicly
- Holding meetings
- Holding events

Kind regards.

Matthew Daniel

Director, Project Delivery Unit
Office of the Director General

NSW Department of Planning & Infrastructure | GPO Box 39 | Sydney NSW 2001



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FINAL

**Phase 1 Communication Plan
For the
Redevelopment of Network Nine
Willoughby Studio
Environmental Assessment Application**

Prepared by
Urban Concepts

For
Nine Network Australia Limited

October 2012

**COMMUNICATION PLAN
NETWORK NINE
WILLOUGHBY STUDIOS**

Ambaska Holdings Pty Ltd T/A Urban Concepts
ABN 96 074 171 065
Level B2, 4 Glen Street MILSONS POINT NSW 2061
PO Box 495 MILSONS POINT NSW 1565
t 02 9964 9655 f 02 9964 9055
e info@urbanconcepts.net.au
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The Draft Communication Plan was discussed with officers of Willoughby City Council for consideration and review on 17th October 2012.

The Draft Communication Plan was issued to NSW Department of Planning and Infrastructure for consideration and review on 19th October 2012.

The Draft Communication Plan will be discussed with the State Member for Willoughby the Hon. Gladys Berejiklian for consideration and review on 2nd November 2012.

The Draft Communication Plan will be discussed with the Mayor of Willoughby for consideration and review on 24th October 2012.



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1. INTRODUCTION

The Communication Plan has been prepared by Urban Concepts on behalf of the proponent and the owners of the site, Nine Network Australia Pty Ltd. The Communication Plan forms part of the Environment Assessment documentation that will be lodged with the NSW Department of Planning and Infrastructure (DOPI) in accordance with the Director-General's Requirements (DGR's) in respect of Project Application MP 10_0198.

The Plan presents a strategy and calendar for the staging of community consultation initiatives to facilitate resident and stakeholder understanding about the proposed residential Concept Plan (CP) that is being advanced for the Nine Network Willoughby Studios site. In this respect, the Plan addresses the first phase of the communication process. Subsequent communication strategies would be designed to coincide with latter stages of the project, pending CP approval and the future relocation of the television studios off the site.

The Nine Network Willoughby Studios site officially commenced operation on the 27th October 1956. For the past 56 years, the site has been synonymous with television production. Programs such as Bandstand, The Midday Show, The Footy Show and the Today Show have all originated from the Artarmon Road site. The relocation of the television studios has been public knowledge for some time now. The Network acknowledges that while it does not have an immediate facilities management relocation plan in place, it recognises that the rezoning and development process for brownfield sites is underpinned by substantial site investigations, economic feasibility and architectural modelling to arrive at a suitable redevelopment concept for a site. This work has been ongoing since 2010 and has determined that the most appropriate use for the Willoughby site is a medium to high density residential scenario. The Nine Network is advancing the CP Environmental Assessment so it can secure certainty regarding the development potential of the site which will enable the Network to strategically plan for the relocation of the studios to a more suitable location over the next five years.

The Communication Plan is presented in six sections. A summary of the information presented in each section is provided below:

- **This Introduction** providing an overview of the proposal, its statutory approval process and specific consultation requirements defined for this project by the Director General of DOPI.
- **Communication Aims and Objectives** which define the underlying intent of the communication plan.
- **Communication Messages.** These are the key messages that the plan seeks to communicate about the project.
- **Target Audiences.** These are the people that the consultation plan seeks to address through its implementation.
- **Communications Methodology.** The strategy details:
 - The range of consultation activities that respond to each stage in the delivery process.
 - A Media Management Strategy.
- **Calendar of Events.** The consultation calendar presents a task list for the implementation of Phase 1 of the Communication Plan. It establishes milestone dates for when the communication initiatives will be held.



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1.1. Introducing the Proponent

The proponent for this project is Nine Network Australia Pty Limited. It is noted that the preliminary documentation for this project (being a request for Clause 6 Declaration as a Major Project and CP Authorisation inclusive of the preliminary Environmental Assessment) submitted to the then NSW Department of Planning in 2010 pursuant State Environmental Planning Policy – Major Development (2005) was made on behalf of PBL Media Ltd.

On the 19th November 2010, the NSW Minister for Planning formed the view that the proposed residential redevelopment of the existing Nine Television Studios at 6-30 Artarmon Road, Willoughby as submitted under that application satisfied the discretionary criteria contained in Clause 13, Schedule 1 of the Major Project SEPP 2005 and is a project to which Part 3A of the Environmental Planning and Assessment Act 1979 (hereafter referred to as EP&AA 1979) applies. A copy of this advice is reproduced at Figure 1.1

Since the time of the original application, PBL Media has been rebranded to the Nine Entertainment Company Pty Ltd. It is noted that the ACN for the company remains unchanged as a result of the rebranding. Nine Network Australia Limited is now the owner of the site and is a wholly owned subsidiary of Nine Entertainment Company Pty Ltd.

This Concept Plan Application (hereafter referred to as the CPA) and the Environmental Assessment (hereafter referred to as the EA) that forms the basis of this application is now being advanced on behalf of Nine Network Australia Limited and not PBL Media as in the original application.

Nine Network Australia Limited will play a hands-on role in the implementation of the Communication Plan. Understanding the views of all stakeholders is fundamental to the design approach that is being adopted and reflects the Nine Networks commitment to achieving a responsive and responsible residential redevelopment plan for this site. In this regard, the Nine Network is reascent that it has occupied the Artarmon Road site since 1956. During that time it has made every effort to conduct its operations as a good neighbour to the residents of Willoughby. It is the Networks desire that in advancing this project that it ensures that this community sentiment is at the forefront of its planning for its future departure off the Artarmon Road site.

1.2. Urban Concepts Role

Urban Concepts will act as an independent facilitator overseeing the implementation of the community consultation aspects of the Communication Plan. In this role we will work to establish a meaningful dialogue with the community and integral stakeholders to ensure that there is a thorough understanding of the project. These lines of communication will then support the development function at later stages in the project.

We understand that the specific objectives the client seeks to fulfil from embarking on a community consultation process are:

- To engage with surrounding residents and integral stakeholders to develop a medium to high density residential design solution that achieves a balance between community concerns and the Networks strategic relocation of its broadcasting and production facilities from the Artarmon Road site to a more appropriate location.
- To put in place a CP and design parameters that reflect the most appropriate land use vision for the site, namely medium to high density residential, in terms of land use zoning and development controls.
- To deliver a residential land use vision that will ensure a high level of amenity for both future residents of the site and the existing residents of the area that are the Nine Network's neighbours.
- To document how the proposal will help Willoughby City Council to achieve the housing targets that have been established for the Local Government Area by DOPI under the Sydney Metropolitan Strategy. The site is a consolidated land parcel in single ownership and can assist the Council to readily realise its housing target.

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- To communicate the willingness and desire of the proponent to work with Willoughby City Council notwithstanding the Part 3A project status resulting from its declaration as a Major Project.
- To ensure surrounding residents and integral stakeholders are provided with the opportunity to express their views about the residential redevelopment through the CP formulation.
- To establish and maintain open channels of communication between surrounding residents and integral stakeholders that will remain in place for the environmental assessment and approval process and can be used by the Nine Network to promote ongoing understanding of their facilitates plan formulation for relocation over the next 5 years.

In formulating the communication methodology we had regard to the consultation requirements specified for this project by the Director-General of DOP in accordance with the Part 3A statutory planning approval process prescribed for Major Projects. At the same time the suggested consultation initiatives seek to encourage participation from a proactive stand point to ensure meaningful dialogue and participation is achieved. The DGR's for this project are reproduced in Appendix A.

1.3. The Communication Needs of this Project

- The need to manage community and stakeholder expectations. All too often community consultation can leave participants with a feeling of despair - *'what was the point of participating when none of my ideas have been incorporated?'* Managing expectations will be achieved by ensuring that participants clearly understand the information that is being presented to them, accurately recording the comments and concerns expressed at information events, circulating records of comments to participants and to regulatory authorities.
- The need to ensure that regulatory authorities are informed about the communication plan and events for the project and have had the opportunity to contribute their ideas to the plan whilst is in draft format. This will be achieved by holding preliminary meetings with integral stakeholders including elected representatives and officers of Willoughby City Council.
- The need 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. This will include briefing papers to non-participatory stakeholders that would benefit from being kept informed about the progress of consultation events.
- The need to establish a single point of contact that takes responsibility for co-ordinating all information flows between the client, the project manager, the community and key stakeholders.
- The need to ensure that community concerns are accurately recorded and reported on during the CP formulation and EA process.
- This Plan addresses community and stakeholder consultation it does not address media relations or internal Nine Network Communication requirements. We understand that Nine Network Australia Limited will be responsible for these components of the communication process. We would recommend that a spokesperson protocol be formulated to address this specific requirement.



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1.4. Project Background

In November 2010, Urbis Planning Consultants, acting on behalf of PBL Media Limited, submitted a Clause 6 Request for Declaration and CP Authorisation and Preliminary Assessment to the then NSW Department of Planning, pursuant to State Environmental Planning Policy 2005 (Major Projects) (Major Projects SEPP).

On the 19 November 2010, the proponent (PBL media) was advised that the Minister for Planning had formed the view that the proposal satisfied the non-discretionary criteria in Clause 13, Schedule 1, of the Major Projects SEPP and in so doing authorised the submission of the CP. The CP is the subject of the EA Application which is now being prepared by the Nine Network. It is important to note that the Minister in declaring the project a Major Project, raised concern regarding the density and height of the development being mooted in the preliminary documentation, being a maximum building height of 20 storeys (refer to Figure 1.1).

The proponent has taken this concern seriously and has engaged a multi-disciplinary design team to develop design and landscape parameters for the site and a range of residential options to test alternative built form scenarios. These residential scenarios and the design parameters will be tested with the local community and integral stakeholders through the phase 1 consultation process.

1.5. The Statutory Approval Process

1.5.1. *The Environmental Assessment*

The proposed CPA will be assessed pursuant to Part 3A of the EP&AA 1979 by the NSW Minister of Planning. Clause 75B of the EP&AA specifies criteria for projects to which Part 3A applies and invokes the provisions of the Major Projects SEPP.

The Major Project SEPP establishes the planning process to be followed for the assessment and determination of the CPA. This process is illustrated by the Flow Chart that is reproduced at Figure 1.2

Under the provisions of the Major Project SEPP, the Minister for Planning is the Consent Authority for the development application henceforth known as the Environmental Assessment (EA).

While the project has been declared a Major Project under Part 3A the proponent understands that it will in reality still be obliged to work cooperatively with Willoughby City Council, as the Local Government Authority to ensure that the final proposal addresses community expectations for this site.



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FIGURE 1.1 - Major Project Declaration



PBL Media Pty Ltd
c/- Urbis Pty Ltd
Ms Jennifer Cooper
Associate Director
GPO Box 5278
SYDNEY NSW 2000

Our ref: MP 10_0198
File: 10/22185-1

Dear Ms Cooper,

Request for Declaration of Major Project, Channel 9 site, 6-30 Artarmon Road, Willoughby (MP10_0198)

I refer to your letter of 1 November 2010, on behalf of PBL Media Pty Ltd, seeking to declare a mixed use proposal at 6-30 Artarmon Road, Willoughby, a Major Project to which Part 3A of the *Environmental Planning and Assessment Act 1979 (Act)* applies.

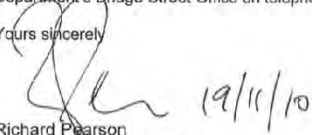
As delegate for the Minister, I have formed the opinion that your proposal meets the non-discretionary criteria in Clause 13, Schedule 1 of the *State Environmental Planning Policy (Major Development) 2005* and is therefore a project to which Part 3A of the Act applies. I have also authorised the submission of a Concept Plan under Section 75M of the Act.

In forming this opinion, I raise concern regarding the density and height of the development, particularly the proposed maximum height of 20 storeys, given the surrounding built form and the prominent nature of the site. A detailed justification for the proposed density and height of the proposal will be required. Concerns are also raised with the proximity of the buildings to the adjoining telecommunications tower and the likely impacts from the tower upon future occupants of the site.

The Department is currently preparing the Director-General's Requirements (DGRs) for your proposal and they will be issued to you shortly. You should also include a Political Donations Disclosure Statement with your application (if required).

Should you have any further enquiries regarding this Project, I have arranged for Michael Woodland, Director, Metropolitan Projects to assist you. Michael may be contacted at the Department's Bridge Street Office on telephone number (02) 9228 6150.

Yours sincerely


Richard Pearson
Deputy Director General
Development Assessment and Systems Performance

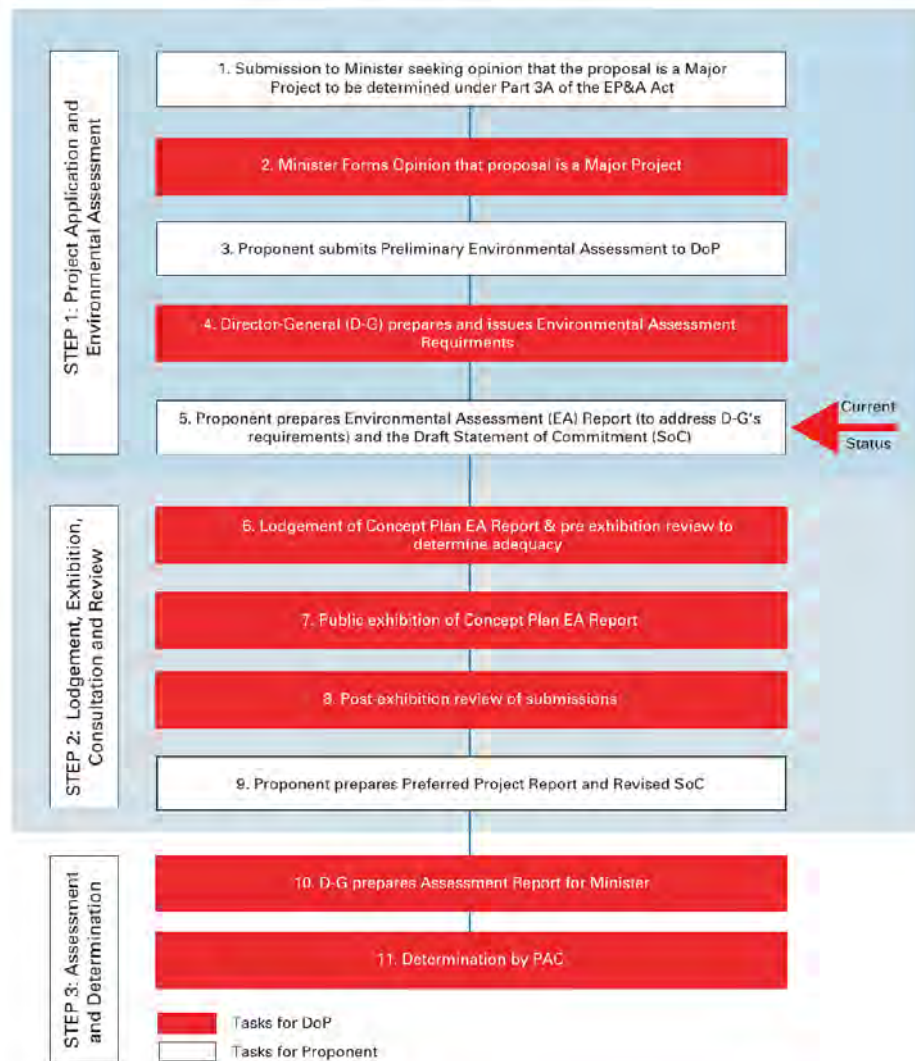
NSW Department of Planning – Development Assessment & Systems Performance – Metropolitan Projects
23-33 Bridge Street, Sydney NSW 2000 – GPO Box 39, Sydney NSW 2001
[Redacted]
www.planning.nsw.gov.au



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FIGURE 1.2 - Part 3a CP Approval Process



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1.5.2. Community Consultation Requirements

The Guidelines for Major Project Community Consultation were issued by the then NSW Department of Planning in October 2007. The Guidelines recognise that community and stakeholder consultation is an important component of the NSW Governments Environmental Assessment process for projects under Part 3A of the EP&AA 1979.

The DGR's issued to the proponent by the Department on the 9th February 2011 establish the community consultation requirements for a Part 3A project. The consultation requirements issued for the Nine Network Artarmon road site state:

"Undertake an appropriate and justified level of consultation in accordance with the Department's Major Project Community Consultation Guidelines October 2007 (including consultation with Willoughby City Council, NSW Department of Health, Transport NSW and interested community groups).

The Environmental Assessment must clearly describe the consultation process and indicate issues raised by stakeholders during consultation and how these matters have been addressed."

1.5.3. Major Project Community Consultation Guidelines October 2007

The Guidelines recognise that a proponent is expected to organise, resource and report any consultation process required by the Department. Specifically the proponent should:

- consult early;
- commit adequate resources to the consultation;
- clearly describe who has been consulted and the issues raised; and
- demonstrate how the issues raised have been addressed in the EA.

Adequate and appropriate consultation depends on:

- the nature of the proposal and the extent of its likely environmental, social and economic impacts;
- consultation that occurred prior to making an application to the Minister for approval of a Major Project; and
- whether the nature of the development will require on-going consultation once the project is constructed and has commenced operation.

The consultation process included in an EA 'may' be considered adequate if it demonstrates:

- Those individuals and organisations likely to have an interest in the proposal had enough opportunity to express their views. The community of interest can be broadly categorised into three groups:
 - those directly impacted by the proposal;
 - individuals and groups likely to have an interest in the local or regional implications of the project; and
 - organisations with a state or national interest.



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- Information regarding the nature of the proposal has been accurately and widely distributed. Methods of distribution may include newsletters, letters to key stakeholders, a website, advertisements and public displays.
- Community and stakeholder feedback was encouraged and recorded. Methods of capturing feedback included:
 - surveys and feedback forms;
 - Submissions;
 - a data base that records issues via a 1800 number arrangement; and
 - meeting minutes.
- Methods of discussing issues included:
 - drop in centres;
 - displays or open days;
 - focus groups and community group meetings;
 - individual and group briefings; and
 - discussions at organisation events.

Consultation with community and stakeholders was inclusive and the proponent has:

- got to know and understand the communities it needs to engage;
- acknowledged and respected diversity;
- accepted different views;
- ensured participants understand what they can and cannot influence;
- aimed for accessibility by choosing techniques that encourage participation across all groups, considered the timing, location and style of events, avoided holiday periods and avoided jargon and technical language; and
- paid attention to the needs of special groups that could be under represented such as culturally diverse backgrounds.

The consultation methodology presented in this plan has had full regard to the Guidelines and in our professional opinion fulfils their requirements in respect of this project.



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1.6. Project Description

The proponent is seeking CP approval for a primarily residential development with a limited amount of retail. The CP that will be advanced for this project will be a revised plan which differs from the proposal submitted as part of the 2010 Preliminary EA. In this respect, the proponent has engaged a new design team to formulate urban design parameters for the site which will then be used to inform the options that will be tested with the community and integral stakeholders. The concerns raised in relation to the density and height of the development will be addressed through the consultation and the ability of this development to contribute towards the housing targets set by DOPI emphasised. The *Metropolitan Plan for Sydney 2036* set a target for the Inner North Subregion (of which Willoughby LGA is a part) of 44,000 additional dwellings between 2006 and 2036. The *Inner North Subregional Draft Subregional Strategy* allocated Willoughby LGA with a target of 6,800 new dwellings by 2031. The increase in residential accommodation provided by the proposed development will assist in meeting these housing targets.

1.6.1. Potential Issues of Community Concern

Based on our experience in undertaking community consultation and the preliminary media speculation (Refer Appendix B) that has occurred in relation to this project we anticipate that the following issues will need to be addressed through the community consultation process:

- The declaration of the proposal as a Major Project pursuant to Clause 6 of the Major Project SEPP and the implications that arise from the NSW Minister for Planning being the Consent Authority and not Willoughby City Council.
- Whilst there are no height controls pertaining to the site, the Preliminary EA that was submitted by the proponent in 2010 provided for a 20 storey residential tower being located on the site. This proposal raised resident and DOPI concern at the height and density of the development being proposed by a CP. It is noted that the Director-General in their advice to the proponent expressed concern at the height and density of the submitted development concept and indicated that this should be reviewed or additional justification provided to support the proposed built form. (Refer Appendix A).
- There is community concern at placing a future residential population on the site in proximity to the transmission tower. The 216 metre transmission tower is located on an adjacent land parcel that is owned by TXA Transmitters Australia, a company with equal shareholdings held by Nine Network, Seven Network and Ten Network. This tower cannot be relocated and has been sited in its current location since 1974. It is required by each of the commercial stations and also carries the infrastructure for many subsequent communication carriers. The health implications of siting future residents on the site have been fully considered as part of the specialist investigations undertaken to support the CP application.
- The increase in traffic circulation onto local streets arising from the residential redevelopment of the site will be of concern. The traffic analysis will need to be part of the public body of information present during the consultation events. To this end, it is noted that the existing operation of the site provides at grade a site car park for 400 employees and at its peak annual operation supports a staff of 650 people. The existing use of the site has an impact on the local road network and it is this operation that establishes a base line scenario for the site. The extent to which a change in use to residential development will intensify vehicle movements and public transport demand must be assessed.



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- **Built Form Context.** The site is presently a campus style television studio that provides restricted public access and comprises purpose built production and broadcast facilities. Whilst presently a television studio, the majority of local residents are disconnected from its day to day operation. The redevelopment of the site will enable 2.9 hectares of master planned residential community to be progressively developed on the site. Preliminary plans adopted a high rise building form of 16 to 20 storeys in the centre of the site with 2 to 5 storeys along Artarmon Road and Richmond Avenue and approximately 50 per cent of the site retained as landscaped open space and children's playground. This concept was considered to be out of context with the built form of the neighbourhood. The consultation plan will test community response to a series of residential options for the site which provide a range of building heights and placements.
- **Community Consultation.** In 2010, the decision was made to not publicly consult with residents at the Clause 6 Application stage in the process. The Clause 6 Application indicated that the proponent would undertake community and stakeholder consultation in accordance with DOPI requirements in the event that the project was determined to be of Part 3A status. It is our experience with Part 3A Projects that the focus of community consultation activities is usually undertaken by a proponent once Major Project Declaration has been achieved and the Director-General Requirements have been issued. The Nine Network, through this Communications Plan, has established an approach and commitment to undertake a robust consultation process within the Part 3A transition time parameters. Phase 1 consultation will occur during this stage. Ongoing consultation will occur post the DOPI 30th November 2012 deadline.
- **Impact on Community and Social Facilities.** The change in use of the site and the introduction of a new residential population that will require access to local community and social facilities will generate concern over the ability of existing services to cater for the new residential population.

1.7. Communication Initiatives undertaken to date

1.7.1. Stakeholder consultation

Much of the work that has been undertaken on this project since 2010 has focused on determining the most appropriate land use vision for the site having regard to local, regional and state planning policies, site constraints and market forecasts.

In undertaking these preliminary investigations, the proponent has not acted in isolation and has sought to engage with high level stakeholders to gain an insight into their current thinking about the site. In 2010, a preliminary briefing was held with officers from Willoughby City Council to discuss the proposal. Brief discussions were held with the then NSW Department of Planning in relation to the submission of the Clause 6 application.

1.7.2. Media

The 2010 CPA generated media speculation about the project. Detailed in Appendix B are some of the articles that have appeared in the popular press. Nine Network Australia Limited through their media relations unit will develop a media strategy for this project. On Wednesday 17th October 2012 Nine Network Australia in conjunction with Urban Concepts held a preliminary interview with the North Shore Times. This article appeared on Friday 19th October 2012 and is reproduced in Appendix B.

1.7.3. The Project Team

Nine Network Australia has engaged a multi-disciplinary team headed by Lend Lease to advance this project. The team is detailed in Table 1.



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Table 1 – Multidisciplinary Design Team

DISCIPLINE	CONSULTANT
Development Management	Lend Lease
Architecture and Urban Design	SJB
Landscaping and Public Domain	JILA
Urban Planning	JBA Planning Consultants
Transport and Accessibility	AECOM
Utilities, Services, Drainage and Groundwater	Cardno
Remediation	JBS Environmental
Cost of Development	WTPartnership
Surveying	Whelans Insites
Model	Model Craft
Community Consultation	Urban Concepts
Health Emissions Consultant	NCD



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2. COMMUNICATION AIMS AND OBJECTIVES

The communication aims and objectives of the plan are:

- To reposition the project positively within the local community, recognising that the site is to be redeveloped and that a residential land use is more in keeping with the residential nature of the locality.
- To initiate discussion with the local community and relevant stakeholders about the residential redevelopment of the site. This will assist in addressing community concerns raised in relation to the CPA and will inform the revised residential scheme.
- To refocus community debate about the project away from a discussion on height to one that is focused on the opportunity to create a vibrant and connected urban precinct.
- To recognise that the preliminary EA application did not involve the community in a consultation process and as such it is necessary to launch this project and initiate a robust dialogue to canvas community attitudes, address concerns and educate the community at large about the CP process.
- To explain the Part 3A CP and EA approval process established for the project, given its status as a Major Project. This explanation should clearly define the relationship and roles played by Willoughby Council, DOPI and the Minister for Planning.
- To explain the statutory compliance of the proposal against existing and proposed planning controls that pertain to the site under the Major Project SEPP, Willoughby Council planning policies and any specific areas of concern identified in the DGR's issued for this project by DOPI.
- To commence a dialogue with local residents and integral stakeholders that will remain in place throughout the EA formulation and approval process. The lines of communication established at this stage can be then used by Nine Network Australia Limited to communicate future relocation plans.
- To define parameters for community and stakeholder involvement so participants can provide meaningful comment. This is particularly important as the project does not allow for discussion about alternative land uses of the site.
- To ensure the views of all residents and stakeholders are represented and reported through the communication process. Depending on their role in the process each stakeholder group or target audience will have its own specific information requirements that reflect their role or area of statutory responsibility. It is important that a timely flow of information is provided to these audiences throughout the consultation process. This flow of information should be handled by the appropriate member of the project team to ensure that there is no distortion of factual information.
- To ensure all material produced for public circulation is presented in a clear and concise 'Plain English' manner.
- To encourage community involvement by ensuring communication initiatives are accessible and professionally run reflecting Nine Network Australia Limited's genuine concern for the local community.
- To interpret concerns and ideas as effectively and concisely as possible ensuring that they are addressed in the EA documentation.
- To utilise social media techniques in combination with traditional consultation techniques there by addressing the demographic profile of the local community and the proponents desire to extend the reach and efficiency of the consultation process within the study timeframe.



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3. COMMUNICATION KEY MESSAGES

Based on our understanding of the project, Urban Concepts has identified a number of key messages to be communicated. These key messages are presented below. It is noted that this list is not finite or static. As the project evolves additional key messages will need to be communicated to the various target audiences as issues and concerns are identified by target audiences.

Message 1 Nine Network Australia Limited – Relocation of the Willoughby Television Studios

The Nine Network Willoughby Television Studios officially opened their doors on the 27th October 1956. For the past 56 years the site has been the Sydney home of the Nine Network. Over that time the intensity of residential development has gradually increased around the studio site and the Network has always attempted to act as a good neighbour when issues have occurred. The Nine Network understands that there will be residents who may be apprehensive about their future relocation and the impetus that it creates for changing the land use of the site.

Message 2 Nine Network Australia Limited – Relocation of the Willoughby Television Studios

The Willoughby site is the last remaining campus style television studio in operation in the Sydney metropolitan area. The last 56 years have witnessed many changes in technology that have impacted on how the industry undertakes television production and broadcasting. While the Willoughby site has played a significant role in television history, it is now time for the Network to advance its future plans for relocation. Many residents will be aware of the relocation that Channel 7, 10 and the ABC have made from their campus style facilities to purpose built inner city locations.

Message 3 Relocation of Nine Network Australia Limited necessitates a change in land use for the site

The formulation of a CP is the first step in the land use planning process for establishing an appropriate new vision for the Nine Network site. The approval of a CP will provide the Nine Network with certainty about the development potential of the site. While the Network has not earmarked a date for relocation it understands that rezoning of the site and obtaining development consent for its residential redevelopment will take many years and as such formally commenced the process in 2010.

Message 4 A residential redevelopment is the most appropriate use of the Nine Network site

The preliminary investigations that were undertaken by PBL Media (now Nine Entertainment Company, Pty Ltd) in 2010 and which formed the basis of the Clause 6 Declaration Application to the former NSW Department of Planning, confirmed that the most appropriate use of the site would be medium to high density residential supported by open space and retail amenities. The 2010 preliminary EA put forward a preliminary concept that concentrated tall residential towers of between 16-20 storeys in height in the middle of the site with lower scale 2-5 storey residential buildings addressing Artarmon Road and Richardson Avenue. Nine Network Australia Limited has listened to community concerns, and the views expressed by the NSW Department of Planning and understand that this original concept does not have community support. We have gone back to the drawing boards with a new design team and new approach.



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Message 5 Community consultation is important to Nine Network Australia Limited

This Communication Plan documents an information and consultation process to facilitate a robust dialogue with the local community about the Nine Networks future plans for their Artarmon Road site.

Our multi-disciplinary design team has formulated a new design rationale and we will shortly be inviting residents and interested stakeholders to join us at the drawing board to share in this design process.

The reality is that there is no fixed CP in place. The approach is to present design and landscape parameters for the site and the residential options that have been formulated in response to these parameters.

The Nine Network understands that it needs to work with the community and interested stakeholders to achieve an acceptable built form and landscape outcome. The Nine Network is keen to work with the local community through a comprehensive consultation process. This process will commence Mid October after the completion of the Term 3 school holidays.

Message 6 Building Height

We are aware that height is a major issue within the public arena. It is important for the design team to communicate height accurately in terms of RL levels across the site. In this regard the RL's of the existing buildings need to be identified on plans, as do the RL's of surrounding buildings. It is only by referencing RL's to Australian Height Datum that professional and community stakeholders can accurately understand building height. RL's give people a practical and factual way of understanding building form and actual building height relative to the built context of an adjoining area. This is particularly true on the Nine Network Site where the dramatic fall of the land to the south and east will have an impact on view impact, privacy and solar access conditions both from within the site and when the site is assessed from strategic locations in the local area.

Message 7 Major Project Status

Due to the projected capital investment value exceeding \$100 million, the project will be considered under Part 3A of the Environmental Planning and Assessment Act 1979 as a major project by the NSW Minister for Planning. There has been much debate in the broader community about the application of Part 3A planning legislation. It is the proponent's position that it will continue to proactively involve Willoughby Council in the design and development process. This will be achieved by undertaking regular meetings with representatives of Willoughby Council. Minutes of these meetings will be reported through the consultation process.

Message 8 Relocation of the TXA Australia Transmission Tower

The TXA transmission tower is located to the south west of the site on an adjacent landholding in Richmond Avenue. This landholding does not form part of the site. The transmission tower is jointly owned and operated by Nine Network Australia Limited, Network Seven and Network Ten with each parent organisation holding an equal shareholding in TXA Australia. The transmission tower has been located on this site since it relocated from the Nine Network Site in 1974 when it was rebuilt. The tower is 216 metres in height. The EA will be accompanied by specialist investigations to address perception about the safety of siting residential development in proximity to transmission and broadcasting facilities. The proponent understands that this is a community concern and will ensure that it is specifically addressed in the EA documentation and explained at the community consultation events.



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Message 9 Delivering community benefits

The residential redevelopment of the Nine Network site will enable this 2.9 hectare land holding to be opened up for community use. For the past 56 years the site has been in single private ownership with a use that affords limited opportunity for public access, with access being limited to audience participation in live television show productions.

Message 10 Impact of a residential redevelopment on the local road network and public transport services

The 2010 Preliminary Environmental Assessment Application raised community concern over the impact a medium to high density residential land use would have on the local road network and the demand for public transport services. Traffic generation and transportation servicing are addressed through specialist investigations undertaken as part of the EA process. It is important to remember that the Artarmon Road studios are a brownfield site that currently provides 356 on site at grade car parking spaces to cater for the Nine Networks 650 employees that work at the site. (It is noted that the employment figure is seasonal and that 650 is the maximum site staffing level). Accordingly, in any discussion about traffic impact and transportation servicing the existing operation of the site should be considered as the baseline or starting position for the assessment.

Message 11 The Impact of the development on the existing local community facilities and schools

A social impact assessment will form part of the specialist investigation that will be undertaken to support the EA. This assessment will specifically assess how a new residential population would impact on existing community facilities and services including local primary schools, secondary schools and childcare services. It would also specifically address opportunities for integrating a new residential population into the established community. The Communication Plan provides for targeted consultation to be undertaken with local community and education providers that operate in the Willoughby/Artarmon areas.

Message 12 Redevelopment of the Nine Network site will support Willoughby City Council housing targets

The NSW State Government has established housing targets for each Sydney Metropolitan area. These housing targets are essential for ensuring that there is sufficient housing supply within the Sydney Metropolitan area to support the projected 1.5 million population increase that will occur by 2031. The NSW Government has established that the Willoughby Local Government Area must supply an additional 6,800 dwellings by 2031. The redevelopment of the Nine Network site will assist the Willoughby City Council to realise its housing target. While the Draft Willoughby Local Environmental Plan 2012 provides for the up zoning of certain residential lands, it has not rezoned the Nine Network site which retains its Special Use zoning under the draft plan. The residential redevelopment of the 2.9 hectare Nine Network site is consistent with the NSW Government's housing policy.



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4. TARGET AUDIENCES

4.1. Introduction

This project will require the establishment of a number of lines of information and a range of consultation events with various target audiences. To assist with the management of information, its dissemination and the recording of community feedback the stakeholders have been classified into target audiences or users groups.

The key target audiences for this consultancy have been classified as follows:

- Local Residential Community
- Adjoining Landowners
- Local Business Community
- Resident Organisations
- Special Interest and Community Groups
- Local Area Community Services
- Department of Planning and Infrastructure including the Minister for Planning and Major Project Assessment Team
- Willoughby City Council both Council Officers and Elected Representatives
- State and Federal Elected Representatives
- State Government Agencies
- Utility Providers
- Emergency Services
- Adjoining Council Areas
- Media
- Proponent Project Team

A database is being established documenting the contact details for each target audience.



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4.2. Key Target Audiences

LOCAL RESIDENTIAL COMMUNITY

Local residents living in the locality bounded by Mowbray Road to the south, Willoughby Road to the west, Park Road to the north, Francis Street to the west, Chelmsford Avenue, and Sydney Street to the east, Willoughby is the suggested resident catchment area for this project. This catchment was been discussed and agreed with Willoughby City Council at a meeting on the 17th October 2012. Refer Figure 4.1.

FIGURE 4.1 – Suggested Resident Notification Area





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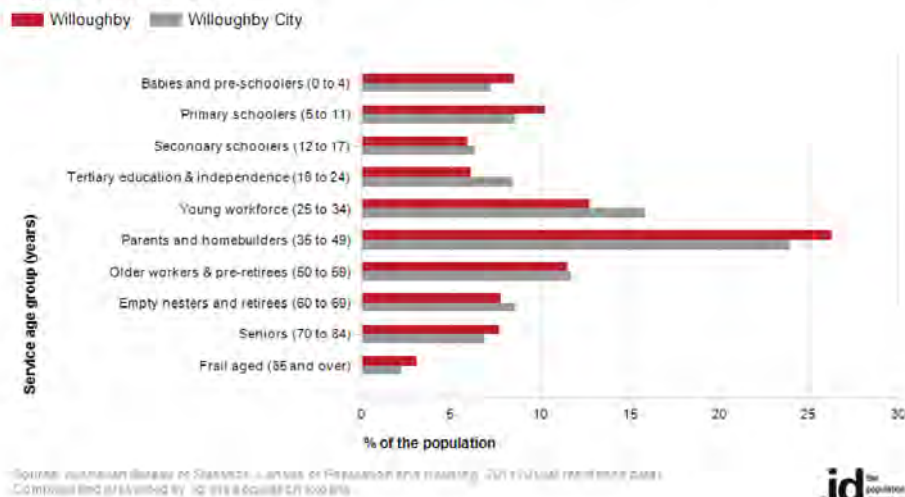


POPULATION DEMOGRAPHICS

Willoughby (suburb) has a population of 6,034. The breakdown of this population is shown in Figure 4.2 (below). There is a high proportion of residents aged 35 to 49 (26.3 per cent). This is followed by three categories of residents; aged 25 to 34 (12.7 per cent), aged 50 to 59 (11.5 per cent) and aged 5 to 11 (10.3 per cent). This age structure is important in consideration of resident concerns and impacts and for determining the most appropriate method of consulting with the local population. The age profile of the local population would indicate the use of social media consultation techniques would be appropriate for the consultation phase.

FIGURE 4.2 - Population Structure For Willoughby

Age structure, 2011



RESIDENT CONCERNS

There is much speculation, concern and uncertainty held by this target audience and they have been assigned a high priority in the consultation process. We anticipate that local residents will be interested in understanding:

- Specific details relating to the physical form of the project with a particular emphasis on height and the placement of buildings on the site.
- How the edges of the site will present towards and interface with the established streets.
- Potential impact on the residential amenity of the area including overshadowing, loss of views, privacy, visual amenity, traffic generation and car parking.
- Whether the development will create added pressure for education facilities such as primary schools.
- Whether the transmission tower will remain in its existing location and the impact of the transmission tower on the safety and health of existing and future residents.
- How a new residential development will benefit existing residents and enhance their suburbs.



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- Justification for any variation to Council and State planning controls for the site.
- Justification for the project being declared a project of state and regional significance under part 3A of the EP&AA 1979 and an explanation as to the steps involved in the development assessment process under the legislation.
- How the proponent intends to involve Willoughby City Council in the assessment process.
- How the development of the site under an approved CP would be realised. When will Network Nine vacate, will the site be sold for development of will the Network advance the CP through to the development applications stage.
- Post development consent construction management issues including structural stability of heritage buildings, mitigation measures to control noise and dust and hours of construction.

ADJOINING LANDOWNERS

The residents in those streets that immediately bound the site (Artarmon Road, Richmond Avenue and Walter Street) should receive an additional level of consultation to reflect their importance as the immediate neighbours of the site. We would recommend that the proponent undertake a meet and greet with residents during the design and development process to fully understand their concerns. The Strata Body Corporate of 2-4 Artarmon Road is a key adjoining land owner for consultation. Obtaining an open and fluent dialogue at the outset will also assist during the later stages of the process particularly post consent during demolition and construction.

The following properties are located adjacent to the site (see Figure 4.3, below):

Artarmon Road	No's 2-4, 6, 15, 17, 19, 21, 23, 25, 27, 29, 31, 32, 33, 35, 37, 39, 41, 43
Richmond Avenue	No's 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25, 26, 26A, 27, 28, 28A, 30, 30A, 32
Walter Street	No's 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 25, 26, 27A, 27B, 29A, 29B and 31



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FIGURE 4.3 - Adjoining Properties Highlighted for Additional Consultation



LOCAL BUSINESS COMMUNITY

The increase in local population provided on the hospital site will be of interest to local business operators. This target audience may also hold concerns about the relocation of Network Nine from the site, fearing that this will impact on their current trading activity. It may provide opportunities for these businesses to expand their product range and services to cater for the demands of this new local population. We would recommend that consultation be undertaken with the peak organisations that represent local business interests:

- Artarmon / St Leonards Chamber of Commerce
- Chatswood Chamber of Commerce
- Naremburn Chamber of Commerce



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RESIDENT ORGANISATIONS

These groups are important in the environment of debate and public opinion. They provide an insight into the workings of a community and specific issues of concern. Communication lines must be established that allow for a steady flow of information and discussion with these groups at key project milestones.

Five Progress Associations have been identified as key target audiences. The Federation of Willoughby Progress Associations is an umbrella body who acts on matters of general concern to the whole Willoughby community and all nine progress associations are members of this association. Initial comments made by the Artarmon Progress Association in their submission to the draft Willoughby Local Environmental Plan 2009 indicated support for the rezoning of the Channel 9 site and development of medium and high density residential on the site and surrounding area; Artarmon Road east, Edward Street and Richmond Ave. This submission is summarised in Attachment 4 Community Groups: Summary of Submission, pages 2 and 6, which are reproduced in Appendix C.

Key Willoughby City Council Progress Associations

- Federation of Willoughby Progress Associations
- Artarmon Progress Association
- Naremburn Progress Association
- Northbridge Progress Association
- Willoughby South Progress Association

Other Willoughby City Council Progress Associations

- Castle Cove Progress Association
- Castlecrag Progress Association
- Chatswood East Side Progress Association
- Chatswood West Ward Progress Association
- Middle-Harbour – Willoughby Progress Association

SPECIAL INTEREST GROUPS

Special interest groups are important for identifying specific areas of concern to a local community and determining how a proposal will impact on their specific area of interest. Important special interest groups for this project are:

- Willoughby District Historical Society
- Aboriginal Heritage Office
- Bicycle NSW
- Hamazkaine Armenian Educational and Cultural Society
- Willoughby Environmental Protection Authority



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LOCAL AREA COMMUNITY SERVICES

Due to the proposed increase in the residential population of Willoughby, concern has been raised as to the impact of this on local community services. The following services, which are located within close proximity to the site, have been identified as targets for consultation:

- Local Primary Schools
 - Artarmon Primary School
 - Willoughby Public School
 - Cammeray Public School
- Local High Schools
 - Willoughby Girls High School
- Local Childcare, Kindergarten and Pre Schools
 - Glenaeon Rudolf Steiner Preschool
 - Konomi Kindergarten International
 - Sue's Childcare Castlevale
 - Goodstart Early Learning Willoughby
- Public Facilities:
 - Bicentennial Reserve
 - Willoughby Leisure Centre

DEPARTMENT OF PLANNING AND INFRASTRUCTURE

The proposed development will be assessed pursuant to Part 3A of the EP&AA 1979 by the NSW Minister of Planning. Clause 75B of the EP&AA specifies criteria for projects to which Part 3A applies and invokes the provisions of the Major Projects SEPP. DOPI will be responsible for assessing the application. The Department will act on behalf of the Director General and the NSW Minister for Planning, the Consent Authority for the project.

We would recommend that the Draft Communication Plan be reviewed by DOPI to ensure it fulfils the requirements of the Major Project Community Consultation Guidelines October 2007.

Minister for Planning

Hon. Brad Hazzard MP

Department of Planning and Infrastructure

- Director General, Sam Haddad
- Major Project Assessment Team



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WILLOUGHBY CITY COUNCIL

The importance of maintaining regular liaison with this target audience has been given a high priority in the consultation process. The proponent recognises the sensitivity of the Part 3A process from both the standpoint of the Council and the community. The proponent is keen to put in place a process of regular briefings and liaison to ensure Council is kept fully informed and involved in the CP formulating process. All consultation initiatives are to be minuted and reported on as part of the consultation process.

We would recommend that a link from the project website be created through to the Willoughby City Council's website to increase the reach of the consultation process and to promote consultation events.

Council Officers

We note that Council Officer Lara Nguyen has been allocated to this project.

- General Manager – Nick Tobin
- Infrastructure Services Director – Steven Head
- Environmental Services Director –Greg Woodhams
- Economic and Property Development Director – Jeff Ellis
- Financial Services Director – Tony Pizzuto
- Community Services Director –Melanie Smith
- Corporate Support and Performance Director – Tracey Crouch
- Public Officer – Jeff Knight

Elected Representatives

Mayor

- Cr Pat Reilly (IND)

Middle Harbour Ward

- Cr Wendy Norton (IND)
- Cr Judith Rutherford (IND)
- Cr Angelo Rozos (IND)

Naremburn Ward

- Cr Stuart Coppock (IND)
- Cr Michelle Sloane (IND)
- Cr Nic Wright (IND)

Sailors Bay Ward

- Cr Gail Giles-Gidney (IND)
- Cr John Hooper (IND)
- Cr Hugh Eriksson (IND)



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West Ward

- Cr Tony Mustaca (IND)
- Cr Lynne Saville (IND)
- Cr Mandy Stevens (GNS)

(IND) Independent

(GNS) Greens

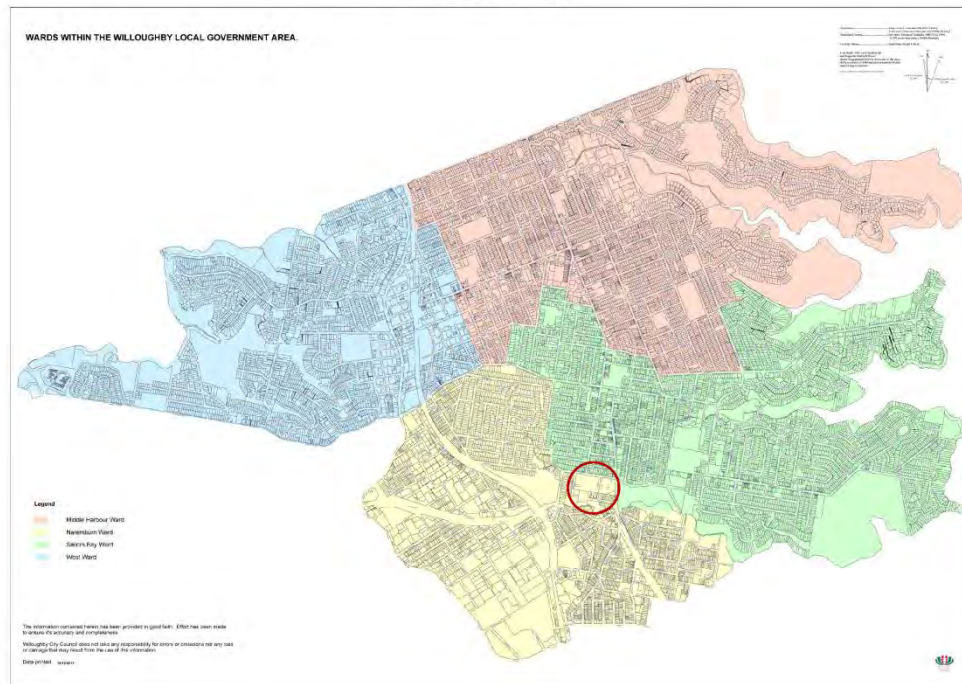
The Artarmon Road site is located in the Naremburn Ward; see Figure 4.4 (below).



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FIGURE 4.4 – Location of Council Wards





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STATE AND FEDERAL ELECTED REPRESENTATIVES

It is essential to ensure all elected representatives are kept informed of the progress of the project and invited to participate. These stakeholders must be able to address concerns and questions raised by their constituents about the project. The respective State and Federal Members for this area are:

State

Member for Willoughby:

The Hon Gladys Berejiklian MP and Minister for Transport

The Member for Willoughby expressed concern in 2011 in relation to the development, emphasising issues with the scale of the proposal and a lack of community consultation. The letter is detailed at Appendix D.

Federal

Member for North Sydney:

The Hon Joe Hockey MP

STATE GOVERNMENT AGENCIES

This audience includes infrastructure providers and organisations that play a role in transport provision, sustainability and design-related considerations. High level consultation will be undertaken with these agencies through stakeholder initiatives undertaken in the Communication Plan and more detailed consultation by the appropriate specialist consultants.

- Transport for NSW includes:
 - State Transit Authority of NSW
 - Sydney Buses including MetroBus service from Chatswood to Bondi Junction.
 - Roads and Maritime Services.
- Office of Environment and Heritage
- NSW Ministry of Health
- Department of Education and Communities

UTILITY PROVIDERS

Liaison will be undertaken with the following utility providers by the appropriate specialist consultants.

- Sydney Water
- Telstra
- Energy Australia
- AGL
- Willoughby City Council – Stormwater System



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EMERGENCY SERVICES

Local emergency service providers will be consulted about the project by the appropriate specialist consultants.

- NSW Police
- NSW Fire Brigade
- Ambulance Service of NSW

ADJOINING COUNCIL AREAS – LANE COVE, NORTH SYDNEY, KU-RING-GAI AND RYDE

Responsibility for the suburb of Artarmon falls between Willoughby Council and Lane Cove Council. It will be important to keep Lane Cove Council informed of the project and to provide opportunity for comment. Liaison should occur both through the Mayor's Office and at officer level through the General Manager and the Planning Department

Willoughby City Council is also adjoined by North Sydney, Ku-ring-gai and Ryde Local Government Areas. We would recommend that North Sydney, Ku-ring-gai and Ryde Councils be kept informed about the project.

Lane Cove Council

- Mayor – Cr Scott Bennison
- General Manager – Craig Wrightson
- Executive Manager Environmental Services – Michael Mason

North Sydney Council

- Mayor – Cr Jilly Gibson
- General Manager – Penny Holloway
- Director of Planning and Development Services – Warwick Winn

Ku-ring-gai Council

- Mayor – Cr Elaine Malicki
- General Manager – John McKee
- Director of Strategy and Environment – Andrew Watson

Ryde Council

- Mayor – Cr Ivan Petch
- General Manager – John Neish
- Group Manager Environment and Planning – Dominic Johnson



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MEDIA

The media is crucial for informing the community and stakeholder groups about the progress of works, particularly the completion of key milestones. It will also play a crucial role in advising the community of forthcoming information initiatives and opportunities for involvement.

- North Shore Times
- Willoughby City News (Willoughby City Council)
- Willoughby Leisure Centre Enewsletter

PROPONENT PROJECT TEAM

The proponent has assembled a specialist multidisciplinary team providing expertise in all aspects of site investigations and analysis, economic feasibility design and urban planning. The project team members are listed below.

Design

- Development Manager – Warwick McInnes, Lend Lease
- Architectural Team - SJB
- Landscaping and Public Domain - JILA
- Planning – JBA Planning Consultants
- Transport and Accessibility – AECOM
- Utilities, Services Drainage, and Groundwater – Cardno
- Remediation– JBS Environmental
- Heritage and Archaeology – Godden McKay Logan
- Cost of Development - WTPartnership
- Surveying – Whelans Insites
- Model – Model Craft
- Community Consultation – Urban Concepts
- Health and Emissions Specialist – NDC

4.3. Target Audience Communication Lines

Table 4.1 details the most appropriate method of communication for each target audience, the level of influence and interest they have in the project and the appropriate member of the project team that will be responsible for managing the consultation.



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TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES				
Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Local Residential Community – (Mowbray Road to the south, Willoughby Road to the west, Park Road to the north, Francis Street to the west, Chelmsford Avenue, and Sydney Street to the east, Willoughby).	High	High	<ul style="list-style-type: none"> Direct liaison as required Newsletters Community Consultation Events Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Lend Lease Urban Concepts Specialist Consultants as required
Adjoining Residents - (Artarmon Road, Richmond Avenue and Walter Street)	High	High	<ul style="list-style-type: none"> Initiate direct liaison and ensure ongoing as required. Letter to Residents with Meet and Greet/Meeting with Body Corporate for apartment buildings at 2-4 Artarmon Road. Newsletters Community Consultation events Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Lend Lease Urban Concepts Specialist Consultants as required
Local Business Community <ul style="list-style-type: none"> Artarmon / St Leonards Chamber of Commerce Chatswood Chamber of Commerce Naremburn Chamber of Commerce 	Moderate	Moderate	<ul style="list-style-type: none"> Newsletters Community Consultation Events Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Urban Concepts Specialist Consultants as required

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TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES				
Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Resident Organisations. Key Willoughby City Council Progress Associations <ul style="list-style-type: none"> Federation of Willoughby PA Artarmon PA Naremburn PA Northbridge PA Willoughby South PA 	High	High	<ul style="list-style-type: none"> Direct liaison as required Round Table Meeting Newsletters Community Consultation Events Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Lend Lease Urban Concepts Specialist Consultants to support consultation events
Special Interest and Community Organisations: <ul style="list-style-type: none"> Willoughby District Historical Society Aboriginal Heritage Office Bicycle NSW Hamazkaine Armenian Educational and Cultural Society Willoughby Environmental Protection Agency 	Moderate	Moderate	<ul style="list-style-type: none"> Direct liaison as required Round Table Meeting Newsletters Community Consultation Events Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Lend Lease Urban Concepts Specialist Consultants to support consultation events
Local Area Community Services <ul style="list-style-type: none"> Local Primary Schools Local High Schools Local Childcare, Kindergarten and Pre Schools Public Facilities 	High	High	<ul style="list-style-type: none"> Direct liaison as required Round Table Meeting Newsletters Community Consultation Events Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Lend Lease Urban Concepts Specialist Consultants to support consultation events



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TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES				
Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Department of Planning and Infrastructure <ul style="list-style-type: none"> Minister for Planning and Infrastructure Director General Major Project Assessment Team 	High	High	<ul style="list-style-type: none"> Direct liaison regular Community Consultation Reports 	<ul style="list-style-type: none"> Nine Network Lend Lease JBA Specialist consultants as required
State Government Agencies <ul style="list-style-type: none"> Transport for NSW including State Transit Authority of NSW Office of Environment and Heritage NSW Ministry of Health Department of Education and Communities 	High if concurrence is required	High if concurrence is required	<ul style="list-style-type: none"> Direct liaison as required Stakeholder Briefing Papers Newsletters Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Lend Lease Specialist Consultants appropriate to the area of concern Urban Concepts

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TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES				
Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
State and Federal Elected Representatives <ul style="list-style-type: none"> State Member for Willoughby: The Hon Gladys Berejiklian MP Federal Member for North Sydney: The Hon Joe Hockey MP 	High	High	<ul style="list-style-type: none"> Direct liaison Stakeholder Briefing Papers Newsletters Community Consultation Events Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Lend Lease Urban Concepts
Willoughby City Council Council Officers and Elected Representatives	High	High	<ul style="list-style-type: none"> Direct Liaison as required Regular Briefings to be minuted and reported Newsletters Working Group and Round Table Community Consultation Events Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Lend Lease Urban Concepts
Adjoining Councils <ul style="list-style-type: none"> Lane Cove Council North Sydney Ku-ring-gai Council Ryde Council 	Medium	Low	<ul style="list-style-type: none"> Direct Liaison Stakeholder Briefing Papers Newsletters Media Website/Webinar/YouTube 	<ul style="list-style-type: none"> Nine Network Urban Concepts



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TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES				
Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Utility Providers	Medium	Medium	<ul style="list-style-type: none"> • Direct Liaison as required • Stakeholder Letter • Newsletters • Media • Website/Webinar/YouTube 	<ul style="list-style-type: none"> • Nine Network • Lend Lease • Urban Concepts
Emergency Services	Medium	Medium	<ul style="list-style-type: none"> • Direct Liaison as required • Stakeholder Letter • Newsletters • Media • Website/Webinar/YouTube 	<ul style="list-style-type: none"> • Nine Network • Lend Lease • Urban Concepts
Media <ul style="list-style-type: none"> • North Shore Times • Willoughby City News • Willoughby Leisure Centre Enewsletter 	High	High	<ul style="list-style-type: none"> • Briefings and Press Releases • Display Advertising 	<ul style="list-style-type: none"> • Nine Network Media Unit • Lend Lease • Urban Concepts



5. COMMUNICATION METHODOLOGY

5.1. Communication Strategy

This communication methodology presents the initiatives to be used for the first phase of the consultation process which coincides with the formulation of the CP and the preparation of the EAA. Subsequent communication and consultation initiatives will be developed post approval and construction.

The first phase of the consultation will be undertaken in three stages. These are illustrated below at Figure 5.1.

Stage 1 – Consultation Initiatives are designed to:

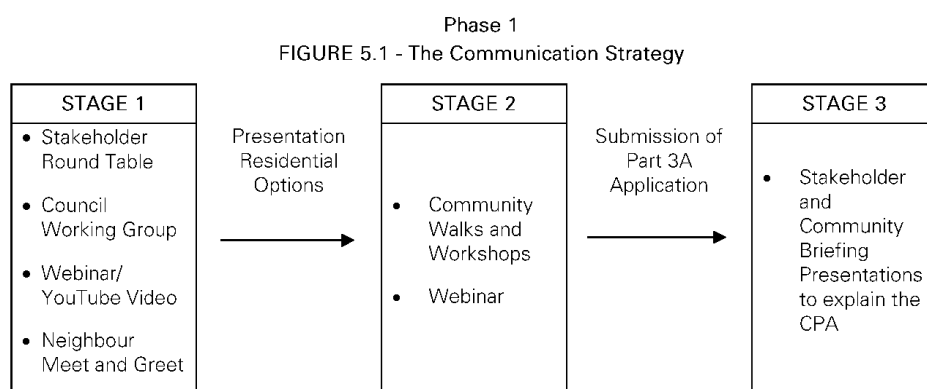
- Promote a two way understanding of community and stakeholder concerns and knowledge about the project.
- Obtain feedback relating to community concerns.
- Develop ideas for promoting integration of the site within the local context.
- Explain the preliminary design and urban design parameters that have been used to inform the formulation of residential CP options.

The outcomes arising from the Stage 1 consultation will be used by the design team to develop a preferred residential CP for the site.

Stage 2 – Consultation Initiatives will present the local residents and interested stakeholders with the residential options and highlight the preferred option that will form the basis of the Part 3A application. This will explain how community and stakeholder concerns have been addressed and why some concerns may still remain unable to be resolved to the satisfaction of local residents.

Following Stage 2, the Part 3A application will be submitted to DOPI for assessment.

Stage 3 – Consultation Initiatives will coincide with the exhibition of the Part 3A EA. Briefing presentations will be held to explain the Part 3A EA while it is on exhibition.





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The first stage of the community and stakeholder consultation will commence the week of the 15th October 2012 at which time the draft Communication Plan will be discussed with key stakeholders to ascertain their support for the consultation process following this review, the implementation of the Communication Plan will commence the week of the 22nd October 2012. Stages 1 and 2 will be conducted over a six week process. It is envisaged that this stage of the consultation would take around 6 weeks to complete. It is proposed to lodge a detailed Part 3A Application with the DOPI by 30th November 2012 in accordance with the Governments Part 3A transition provisions.

5.2. Project Inception

THE COMMUNICATION PLAN

This Communication Plan will form part of the documentation that supports the EA to DOPI. It has been prepared having regard to the Part 3A DGR's for consultation.

As detailed the draft Communication Plan will be presented to the DOPI, Willoughby City Council, the State Member for Willoughby and executive members of the local resident progress associations for review and comment prior to its finalisation.

At the completion of the communication process a report will be forwarded to DOPI detailing the outcomes and findings arising from the process. The project look that has been developed for this project by Lawton Design is presented in Appendix E. The project look is presented in Appendix E.

PROJECT LOOK

We will develop a graphic design look for all print and social media generated for this project. This will assist the community to understand when they will receive important community information relating to the community consultation process for the project.

5.3. Information Lines

ESTABLISHMENT OF FREECALL 1800 NUMBER, PROJECT PO BOX AND EMAIL ADDRESS

Urban Concepts will centralise and coordinate all enquiries about the communication program. Urban Concepts has established:

- The 'Nine Willoughby Project Information Line' using a 1800 freecall number. The information line will be serviced by Urban Concepts during business hours. The 1800 number that has been allocated to this project is 1800 22 44 24.
- A Post Office Box at Milsons Point Post Office. The project mailing address will be:
Nine Willoughby
C/- Urban Concepts
PO Box 615
Milsons Point NSW 1565
- Project email address which will be serviced by Urban Concepts. The email address will be
info@ninewilloughby.com.au



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These contact details will appear on all information prepared about the project including newsletters and media advertisements. These contact details will also remain in throughout the EA process and pending approval post to enable Nine Network Australia Limited to keep the local community informed of their relocation and redevelopment plans.

All telephone calls and emails will be logged by Urban Concepts. Specific project enquiries will be forwarded to both the Project Manager (Lend Lease and the Nine Network), in the first instance for direction to the appropriate specialist consultants. Urban Concepts will prepare a summary report of all enquiries received for the project on a fortnightly basis.

A PROJECT WEBSITE

Urban Concepts will develop a project specific website. The website will be a key line of communication for this project. The website address is www.ninewilloughby.com.au

The navigation for the website will include:

- Welcome.
- The Site.
- The Project.
- The Design Approach.
- The Planning Process.
- Community Consultation Process.
- Comment Form.
- Contact.
- Media.

It will be supported by webinars and YouTube presentations during the process.

PREPARATION OF COMMUNITY CONSULTATION NEWSLETTERS

The newsletters will incorporate information about the project, invite participation in forthcoming information events and establish as the public point of contacts for the project.

The first newsletter will provide background information about the scope of the project and launch the consultation process. It will invite residents and local interested stakeholders to join the design team at the Consultation Events.

The newsletter will be prepared by Urban Concepts. It will adopt the Urban Concepts graphic look and will be consistent with all electronic and print media produced in relation to the project. Letters will be distributed using a private mail distribution company and will be distributed as unaddressed mail to the resident notification catchment identified in Figure 4.1. The graphic look for the newsletter is detailed in Appendix E.

SITE SIGNAGE AND SHOP POSTERS

Consultation events will be advertised on vinyl printed banners that will be displayed at the Artarmon Road frontage.

Reduced A3 copies of the site banner will be displayed at key locations in the local area such as shop fronts in Naremburn/Willoughby Road.



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MEDIA ADVERTISING

It is proposed that regular display advertisements be placed in the North Shore Times to keep the local community informed about the proposal and consultation process. It is envisaged that the display advertising will provide newsworthy information about the project and the proposed consultation activities. The display advertising will be placed to coincide with key milestone events.

STAKEHOLDER DATABASE

To assist with the management and implementation of the Communication Plan, Urban Concepts will prepare a stakeholder database using Microsoft Excel. The database will be updated as community and stakeholder interest in the project develops.

PREPARATION OF STAKEHOLDER BRIEFING PAPERS (OPTIONAL EXTRA)

The first briefing paper will contain information about the following aspects of the project:

- Introduce the proponent and the landuse vision that they seek to achieve on the site.
- The proposed design and landscape parameters.
- Identify the need for housing and how the site will assist in providing facilities for the community.
- Document the Part 3A design and development process.
- Present the findings of site investigations that have been undertaken to date.
- Outline the relevant state and local planning controls pertaining to the project.
- Document the stakeholder and community consultation process and identify how stakeholders can become involved in the process.

It is envisaged that up to two stakeholder briefing papers will be prepared during the Phase 1 communication process. The stakeholder briefing paper will be sent to those organisations identified in Table 4.1.

5.4. Consultation Initiatives

5.4.1. Stage 1

WILLOUGHBY COUNCIL OFFICERS WORKING GROUP

A working group will be held with officers of Willoughby City Council and the design team to present the site analysis, design parameters and residential land use options that have been formulated so far. The Working Group will be coordinated with the assistance of Willoughby Council. The Group will convene subject to the availability of Council Officers the week commencing 29th October 2012.



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STAKEHOLDER ROUND TABLE

A stakeholder round table will be held involving key target audiences during Stage 1 to ensure that these stakeholders fully understand the proposal and can address specific concerns to the specialist consultants. At this stage we envisage that the round table will be held with the following target audience groups:

- Local Councillors and the Mayor of Willoughby
- Executive Representatives of Local Resident Progress Associations

The round table will be held on site. The proposed schedule for this event is the week commencing 29th October 2012.

YOUTUBE VIDEO AND WEBINAR

We propose to film a YouTube video to detail the investigative site works, design approach and preliminary options being considered for the site. The YouTube video will be supported by a webinar. These initiatives will be promoted through display advertising, the project website and community newsletters.

NEIGHBOUR MEET AND GREET

Urban Concepts will go door to door to the major adjoining land owners, as specified in Figure 4.2, as part of a meet and greet. This will ensure that each household receives a letter detailing the project and inviting participation. In addition we will make an approach to the Strata Managers of 2-4 Artarmon Road and arrange to meet with the executive committee of this development.

5.4.2. *Stage 2*

COMMUNITY WALKS AND WORKSHOPS

The key communication event for Stage 2 will focus on giving the local community the opportunity to come onto this site so that we can present the CP solutions and the preferred plan on the ground. The Community Walks will be followed by a Workshop with a question and answer session. This event will be promoted through advertorials, the project website, a second community newsletter and a stakeholder briefing paper.

Participants will be encouraged to register their attendance in advance using the project email address or 1800 number.

The Community Walks and Workshop will be held on Wednesday 7th November 2012 and Thursday 8th November 2012.

The walks will involve the expertise of our project architects and urban designers. We proposed to hold the Community Walks on Wednesday 7th and Thursday 8th November 2012 at 3pm, 4.30pm and 6pm. The Walks would be followed by a Community Workshop at 7-9pm. Registration will be encouraged to all consultation events. Additional Walks will be coordinated if demand requires.

The Community Workshops will involve a series of interactive exercises designed to test community attitudes to the preferred CP.



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EXHIBITION OF DESIGN PARAMETRES AND RESIDENTIAL OPTIONS

Following the Stage 2 events we will place copies of the presentation at Willoughby Council and Willoughby Library.

5.4.3. Stage 3

BRIEFING PRESENTATIONS

The purpose of the briefing presentation is to explain the Part 3A EA while it is on exhibition. Three weekday briefings will be held to coincide with the exhibition period.

DIRECT LIAISON

Due to the technical aspects of this project it will be necessary for specialist consultants to undertake direct liaison with various stakeholders throughout the project. Stakeholders requiring direct liaison are detailed in Table 4.1.

In addition, should the need arise to meet with individual residents and of a non-technical nature through the consultation process then these meetings will be coordinated through Urban Concepts in the first instance.



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6. CALENDAR OF EVENTS

Table 6.1 details the specific tasks to be completed in delivering the Stage 1 and 2 Consultation Initiatives presented in the Communication Plan. A subsequent calendar of events would be prepared to manage post consent communication initiatives.

PHASE 1
 TABLE 6.1 – Calendar of Communication Events

COMMUNICATION TASK	TARGET DATE
Finalise Draft Communication Plan	Friday 12 th October 2012
Draft Communication Plan presented to Key Stakeholders	Week commencing 15 th October 2012
Draft Communication Plan submitted to NSW DOPI for review and comment	Week commencing 15 th October 2012
Establish 1800 number (1800 22 44 24)	Completed
Establish Email and Website address	Completed
Prepare Newsletter and Website text	Week commencing 15 th October 2012
Prepare and send invitations to stakeholders to attend Stage 1 Round Table	Week commencing 15 th October 2012
Newsletter printed and distributed Website live	Week commencing 22 nd October 2012
Film YouTube video and upload onto Website	Week commencing 29 th October 2012
Willoughby Council Officer Working Group	Date to be confirmed and subject to the availability of Council Officers week commencing 29 th October 2012
Stakeholder Round Table Event	Friday 2 nd November 2012
Community Walks and Workshops 6 Walks and 2 Workshops	Wednesday 7 th November 2012 Thursday 8 th November 2012
Webinar	11am Thursday 8 th November 2012
Circulation of Draft Record of Comments arising from Consultation Events	Week commencing 12 th November 2012
Write, print and distribute Newsletter 2 detailing Preferred Scheme	Week commencing 19 th November 2012
Material on Preferred Scheme made available	Week commencing 19 th November 2012
Community Consultation Report submitted to DOPI	30 th November 2012
Community Briefings on Preferred Scheme	Coincide with Exhibition of the CP Application



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Appendix A: DGRs Issued by Director-General



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Planning

Contact: Mark Brown
Phone: [REDACTED]
Fax: [REDACTED]
Email: [REDACTED]

Our ref.: MP 10_0198

PBL Media Pty Ltd
c/- Urbis Pty Ltd
Ms Jennifer Cooper
Associate Director
GPO Box 5278
SYDNEY NSW 2000

Dear Ms Cooper,

Subject: Director-General's Requirements for a Residential Development with Ancillary Retail Floor Space and Open Space, former Channel 9 site, 6-30 Artarmon Road, Willoughby (MP 10_0198)

The Department has received your application for the above project.

I have attached a copy of the Director-General's Requirements (DGRs) for the preparation of an Environmental Assessment for the project. These requirements have been prepared in consultation with relevant government authorities, which have been forwarded separately.

The DGRs have been prepared based on the information you have provided to date. Please note that under section 75F(3) of the *Environmental Planning and Assessment Act 1979*, the Director-General may alter these requirements at any time. If you do not submit an Environmental Assessment for the project within 2 years, the DGRs will expire.

As previously advised, the Department raises concern regarding the density and height of the development, particularly the proposed height of 20 storeys, given the surrounding built form and the prominent nature of the site. A detailed justification for the proposed density and height of the proposal will be required. Concerns were also raised with the proximity of the buildings to the adjoining telecommunications tower and any impacts from the tower upon future occupants of the site.

Prior to exhibiting the Environmental Assessment that you submit for the project, the Department will review the document to determine if it adequately addresses the DGRs and those matters raised above. The Department may consult with other relevant government authorities in making this decision. Please provide 1 hard copy and 1 electronic copy¹ of the Environmental Assessment to assist this review.

If the Director-General considers that the Environmental Assessment does not adequately address the DGRs, the Director-General may require you to revise the Environmental Assessment. Once the Director-General is satisfied that the DGRs have been adequately addressed, the Environmental Assessment will be made publicly available for at least 30 days.

¹ File parts must be no greater than 5Mb each. File parts should be logically named and divided.

Department of Planning 23-33 Bridge Street, Sydney NSW 2000 GPO Box 39, Sydney NSW 2001
Website planning.nsw.gov.au




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If your project is likely to have a significant impact on matters of National Environmental Significance, it will require an approval under the Commonwealth *Environment Protection and Biodiversity Conservation Act 1999* (EPBC Act). This approval would be in addition to any approvals required under NSW legislation and it is your responsibility to contact the Department of Sustainability, Environment, Water, Population and Communities to determine if an approval under the EPBC Act is required for your project (<http://www.environment.gov.au> or 6274 1111).

Your contact officer for this proposal, Mark Brown, can be contacted on (02) 9228 6385 or via email at Mark.Brown@planning.nsw.gov.au. Please mark all correspondence regarding the proposal to the attention of the contact officer.

Yours sincerely,

 9/2/2011
Michael Woodland
Director
Metropolitan Projects



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ATTACHMENT 1
Director-General's Requirements
Section 75F of the *Environmental Planning and Assessment Act 1979*



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Planning

Director-General's Requirements

Section 75F of the *Environmental Planning and Assessment Act 1979*

Application number	MP 10_0198
Project	Concept Plan Application for a residential development with ancillary retail floor space, car parking, open space and building heights up to 20 storeys
Location	Former Channel 9 site, 6-30 Artamon Road, Willoughby
Proponent	Urbis Pty Ltd, on behalf of PBL Media Pty Ltd
Date issued	9/2/2011
Expiry date	If the Environmental Assessment (EA) is not exhibited within 2 years after this date, the applicant must consult further with the Director-General in relation to the preparation of the environmental assessment.
Key issues	<p>The Environmental Assessment (EA) must address the following key issues:</p> <ol style="list-style-type: none"> 1. Relevant EPI's policies and Guidelines to be Addressed <ul style="list-style-type: none"> Planning provisions applying to the site, including permissibility and the provisions of all plans and policies contained in Appendix A. 2. Built Form and Height <ul style="list-style-type: none"> The EA shall address the height, bulk and scale of the proposed development within the context of the locality, including the nearby Artamon Conservation Area. In particular, detailed building envelope / height and contextual studies should be undertaken to ensure the proposal integrates with the local environment. The EA shall also provide the following documents: <ul style="list-style-type: none"> Comparative height study to demonstrate how the proposed height relates to the height of the existing / approved developments surrounding the site; View analysis to and from the site from key vantage points including the suburbs of Willoughby, Artamon and Northbridge; and Consideration of alternative options (with varying height and density) for the siting and layout of building envelopes. 3. Urban Design <ul style="list-style-type: none"> The EA shall address massing, setbacks, building articulation, landscaping and safety by design principles (CPTED). 4. Environmental and Residential Amenity <ul style="list-style-type: none"> The EA must address overshadowing, solar access / gain, acoustic privacy, visual privacy, view loss and micro climatic issues such as wind impacts and achieve a high level of environmental and residential amenity. In this regard, the EA should consider appropriate separation distances to any adjacent residential buildings. The EA is to provide justification for the proposed density and have regard to other projects of similar context. The EA must address the design principles of SEPP 65 – Design Quality of Residential Flat Development and the Residential Flat Design Code. The EA shall address the visual impact of the adjacent telecommunications tower.



	<ul style="list-style-type: none"> The EA shall detail how Adaptable Housing is to be provided in accordance with the provisions of Willoughby Development Control Plan (Section C6).
	<p>5. Transport & Accessibility Impacts (Construction and Operational)</p> <ul style="list-style-type: none"> The EA shall provide a Transport and Accessibility Impact Assessment with reference to the Metropolitan Transport Plan – Connecting the City of Cities, the NSW State Plan, NSW Planning Guidelines for Walking and Cycling, the Integrating Land Use and Transport Policy package and the RTA's Guide to Traffic Generating Developments, considering traffic generation, any required road / intersection upgrades, access, loading dock(s) including service vehicle movements, car parking arrangements (including car share schemes), measures to promote public transport usage (including upgrades) and pedestrian and bicycle linkages. As part of the Transport and Accessibility Impact Assessment, demonstrate a minimal provision of on-site car parking for the proposed development having regard to the site's accessibility to public transport, Willoughby Development Control Plan local planning controls and RTA's <i>Guide to Traffic Generating Developments</i> (Note: the Department and Council supports reduced car parking rates).
	<p>6. Economic Impact</p> <ul style="list-style-type: none"> The EA should address the loss of existing jobs on the site by conversion from employment land to residential land.
	<p>7. Local Community and Social Impact</p> <ul style="list-style-type: none"> The EA shall assess the social impact of the proposed additional population on the local services and facilities of the local community (e.g. Community buildings, bus services, recreation, library services etc).
	<p>8. Landscaping</p> <ul style="list-style-type: none"> The EA shall provide a concept Landscape Plan, in consultation with Council, with details of the public and private open space areas on the site. The plan should maximise deep soil landscaping.
	<p>9. Public Domain</p> <ul style="list-style-type: none"> The EA shall address public domain improvements and the provision of linkages with and between other public domain spaces. Pedestrian links (suited to use by people with impaired mobility) and cycle ways between the existing Willoughby Road shopping strip and the proposed retail and residential development and associated public spaces and the Council open space and public pathways to the south of the site.
	<p>10. Ecologically Sustainable Development (ESD)</p> <ul style="list-style-type: none"> The EA shall detail how the development will incorporate 'best practice' ESD principles in the design, construction and ongoing operation phases of the development. The buildings shall achieve maximum ESD rating. The EA must demonstrate that the development has been assessed against a suitably accredited rating scheme to meet industry best practice.
	<p>11. Utilities</p> <ul style="list-style-type: none"> In consultation with relevant agencies, the EA shall address the existing capacity and requirements of the development for the provision of utilities.



	<ul style="list-style-type: none"> The EA shall provide an investigation of the existing utility services and the need for upgrading, augmentation or relocation of those services as a result of the development. This should include the need for electricity supply to the site (i.e. provision of kiosk/substation and location). The investigation should also include the undergrounding of all overhead utilities (including all telecommunication services) for all frontages of the site and internally on the site.
	<p>12. Drainage and Groundwater</p> <ul style="list-style-type: none"> The EA shall address drainage issues associated with the development/site, including: stormwater, drainage infrastructure and incorporation of Water Sensitive Urban Design measures, including stormwater and grey water reuse in buildings.
	<p>13. Contributions</p> <ul style="list-style-type: none"> The EA shall address the provision of public benefit, services and infrastructure having regard to Council's Section 94 Contribution Plan and provide details of any Voluntary Planning Agreements or other legally binding instrument proposed to facilitate this development.
	<p>14. Contamination</p> <ul style="list-style-type: none"> The EA is to demonstrate compliance that the site is suitable for the proposed use in accordance with SEPP 55, including regard to the operation of any lead paint associated with the adjacent telecommunications tower. The EA shall include a Remedial Action Plan to address contamination issues associated with the proposal, prepared in accordance with SEPP55.
	<p>15. Electromagnetic Radiation</p> <ul style="list-style-type: none"> The EA shall demonstrate the proposed development satisfies the safety limits imposed by relevant guidelines and Australian Standards and whether any buffer areas from the telecommunications tower to residential uses are required. The EA shall consider the impact of all existing and potential future communication facilities on the tower, and therefore the cumulative impacts, are to be considered.
	<p>16. Heritage</p> <ul style="list-style-type: none"> A Heritage Impact Statement should be prepared in accordance with the NSW Heritage Office publication "Statements of Heritage Impact". The EA shall provide an Archaeological Assessment of Aboriginal and non-Indigenous archaeological resources, including an assessment of the significance and potential impact on the archaeological resources.
	<p>17. Noise and Vibration Assessment</p> <ul style="list-style-type: none"> The EA should address the issue of noise and vibration impact from the Gore Hill Freeway and provide detail of how this will be managed and ameliorated through the design of the building, in compliance with relevant Australian Standards and the Department's <i>Interim Guidelines for Development near Rail Corridors and Busy Roads</i>.
	<p>18. Staging</p> <ul style="list-style-type: none"> The EA must include details regarding the staging of the proposed development (if proposed).



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	<p>19. Statement of Commitments</p> <ul style="list-style-type: none"> The EA must include a draft Statement of Commitments detailing measures for environmental management, mitigation measures and monitoring for the project. <p>20. Consultation</p> <ul style="list-style-type: none"> Undertake an appropriate and justified level of consultation in accordance with the Department's <i>Major Project Community Consultation Guidelines October 2007</i> (including consultation with Willoughby City Council, NSW Department of Health, Transport NSW and interested community groups). The EA must clearly describe the consultation process and indicate the issues raised by stakeholders during consultation and how these matters have been addressed.
Deemed refusal period	60 days



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APPENDIX A

Relevant EPI's policies and Guidelines to be Addressed

- Objects of the EP&A Act 1979
- NSW State Plan
- Metropolitan Plan for Sydney 2036
- Draft Inner North Sub-regional Strategy
- Willoughby City Strategy
- Metropolitan Transport Plan 2010
- Contaminated Land Act 1997
- SEPP 55 - Remediation of Land
- SEPP 65 - Design Quality of Residential Flat Development (RFDC)
- SEPP (Building Sustainability Index: BASIX) 2004
- SEPP (Infrastructure) 2007
- Willoughby Local Environmental Plan 1995 and relevant Willoughby Development Control Plans and policies
- Draft Willoughby Local Environmental Plan 2011 and relevant Willoughby Development Control Plans and policies
- Willoughby City Council Bike Plan
- Existing Traffic Studies for the immediate and general area
- Metropolitan Transport Plan: Connecting the City of Cities, NSW Transport and Infrastructure, 2010
- NSW Bike Plan, NSW Government, 2010
- Planning Guidelines for Walking and Cycling, NSW Department of Infrastructure, Planning and Natural Resources, Roads and Traffic Authority, 2004
- Integrating Land Use and Transport Policy Package, Department of Urban Affairs and Planning, Transport NSW, 2001
- Healthy Urban Development Checklist, NSW Heath, 2010
- Development Near Rail Corridors and Busy Roads – Interim Guideline, NSW Department of Planning, 2008
- Nature and extent of any non-compliance with relevant environmental planning instruments, plans, directions and guidelines and justification for any non-compliance.



Plans and Documents to accompany the Application

General	<p>The Environmental Assessment (EA) must include:</p> <ol style="list-style-type: none"> 1. An executive summary; 2. A thorough site analysis including site plans, aerial photographs and a description of the existing and surrounding environment; 3. A thorough description of the proposed development; 4. An assessment of the key issues specified above and a table outlining how these key issues have been addressed; 5. An assessment of the potential impacts of the project and a draft Statement of Commitments, outlining environmental management, mitigation and monitoring measures to be implemented to minimise any potential impacts of the project; 6. The plans and documents outlined below; 7. A signed statement from the author of the Environmental Assessment certifying that the information contained in the report is complete and neither false nor misleading; 8. A Quantity Surveyor's Certificate of Cost to verify the capital investment value of the project (in accordance with the definition contained in the Major Development SEPP; and 9. A conclusion justifying the project, taking into consideration the environmental impacts of the proposal, the suitability of the site, and whether or not the project is in the public interest and including State, regional and local objectives and policies.
Plans and Documents	<p>The following plans, architectural drawings, diagrams and relevant documentation shall be submitted;</p> <ol style="list-style-type: none"> 1. An existing site survey plan drawn at an appropriate scale at least 1:500 and presented on large A1 or AO plans illustrating; <ul style="list-style-type: none"> • the location of the land, boundary measurements, area (sq.m) and north point; • the existing levels of the land in relation to buildings and roads; • location and height of existing structures on the site; and • location and height of adjacent buildings and private open space. • all levels to be to Australian Height Datum. 2. A detailed, accurate Site Analysis Plan drawn to scale (at least 1:500) and presented on large A1 or AO plans must be provided which identifies existing natural elements of the site (including all hazards and constraints), existing vegetation, footpath crossing levels and alignments, existing pedestrian and vehicular access points and other facilities, slope and topography, utility services, boundaries, orientation, view corridors and all structures on all neighbouring properties where relevant to the application (including windows, driveways, private open space etc) in all directions. 3. A locality/context plan drawn at an appropriate scale and presented on large A1 or AO plans, as well as an accompanying analysis should be submitted indicating: <ul style="list-style-type: none"> • significant local features such as parks, community facilities and open space and heritage items; • the location and uses of existing buildings, shopping and employment areas, the Artarmon Conservation Area, telecommunications tower and Walter Street development;



	<ul style="list-style-type: none"> • traffic and road patterns, pedestrian routes and public transport nodes. <p>4. Architectural drawings drawn at an appropriate scale (at least 1:500) and presented on large A1 or AO plans illustrating:</p> <ul style="list-style-type: none"> • the location of any existing building envelopes or structures on the land in relation to the boundaries of the land and any development on adjoining land; • floor plans and elevations of the proposed building envelopes; • the height (AHD), height in metres above existing ground level and number of stories of the proposed development in relation to the land; • the level of the lowest floor including any basements and parking areas, the level of any unbuilt area and the level of the ground; and • any changes that will be made to the level of the land by excavation, filling or otherwise. <p>5. Model of the proposed development at 1:500 scale including the existing surrounding development in Richmond Avenue, the Freeway, Walter Street, Willoughby Road and Artarmon Road. The model will be available for public consultation purposes.</p> <p>6. Other plans:</p> <ul style="list-style-type: none"> • Stormwater Concept Plan - illustrating the concept for stormwater management; • Geotechnical Report - prepared by a recognised professional which assesses the risk of Geotechnical failure on the site and identifies design solutions and works to be carried out to ensure the stability of the land and structures and safety of persons; • View Analysis - Visual aids such as a photomontage must be used to demonstrate visual impacts of the proposed building envelopes in particular having regard to the siting, bulk and scale relationships from key areas including surrounding streets, adjacent development, and existing open space areas; • Landscape plan - illustrating treatment of open space areas on the site, screen planting along common boundaries and tree protection measures both on and off the site (including the Council open space area immediately south); • Shadow diagrams showing solar access to the site and adjacent properties at summer solstice (Dec 21), winter solstice (June 21) and the equinox (March 21 and September 21) at 9.00 am, 12.00 midday and 3.00 pm.
<u>Documents to be submitted</u>	<ul style="list-style-type: none"> • 1 copy of the EA, plans and documentation for the Test of Adequacy; • Once the EA has been determined adequate and all outstanding issues adequately addressed, 8 hard copies of the EA for exhibition; • 8 sets of architectural and landscape plans to scale (AO or A1 size), including two (2) sets at A3 size to scale; and • 8 copies of the Environmental Assessment and plans on CD-ROM (PDF format), each file not exceeding 5Mb in size. <p>NOTE: Each file must be titled and saved in such a way that it is clearly recognisable without being opened. If multiple pdf's make up one document or report, these must be titled in sequential order.</p>



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Appendix B: Media Articles



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NEWSLOCAL
North Shore Times

EVENTS

Click here to submit your **event** listing

Change your channel plans Nine, says Willoughby

ELECTIONS 3 FEB 11 @ 10:10AM BY KAT ADAMSKI

[Tweet](#) 0
 [Recommend](#)
[Send](#)
 One person recommends this. Be the first of your friends.

Brendan Bond with Eloise.

RESIDENTS are rallying against a proposed \$206.5 million redevelopment of the Channel 9 site at Willoughby, claiming it would set a housing density record for Sydney.

They want answers from the State Government about the proposed PBL Media Pty Ltd development, which would place 663 dwellings on the 2.9ha site.

PBL is planning a mixed-use residential and retail development on the site bordered by Artarmon Rd, Richmond Ave and Scott St.

Edward St resident Brendan Bond said: "Alarm bells went off in my head when I heard that the height and density proposed by Channel 9 was far greater than Green Square at Zetland.

"Shoehorning record density onto this site would not be good for existing and future residents."

But a spokesman for Planning Minister Tony Kelly said the proposal would not set a density record for residential development in Sydney. The department had already voiced concerns about the proposal, which would be assessed under Part 3A of the Environmental Planning and Assessment Act as it is a major project or more than \$100 million.

Mr Kelly said: "The department will be working closely with Willoughby Council and relevant stakeholders to list the key issues which need to be addressed by PBL in its formal application.

"PBL will be required to undertake comprehensive consultation with the community, particularly nearby residents."

Mr Bond, who has letter-boxed 700 residents with his concerns, said the department should assess the impact on already overcrowded roads and public transport.



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He asked what steps would be taken to address traffic congestion in Artarmon Rd and additional traffic on Edward, Lucknow, Cobar and Hector streets.

John Terrey, who has lived in Gorman St for 20 years with his wife Maureen, said the government should not make any decisions until after next month's State Election.



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NEWSLOCAL
North Shore Times

EVENTS

Click here to submit your **event** listing

Nine Network makes height concessions on Willoughby tower development

COUNCIL 19 OCT 12 @ 12:01AM BY ROHAN SMITH

1

Recommend

Send

Be the first of your friends to recommend this.

Channel 9 will undergo a \$206 million development. ADAM WARD

North Shore Times on Facebook

1,236

The Nine Network has guaranteed Willoughby residents that a new development at the Artarmon Rd site will not reach 20 storeys.

Plans for a \$206.5 million development at Channel 9 headquarters began in 2010, and were expected to include a mixed residential and commercial tower up to 20 storeys, about 663 apartments and 600sq m of retail space.

But station manager, Scott Soutar, said plans would be revised to appease local concerns about the high-rise tower.

"It won't be 20," Mr Soutar said. "Twenty-storeys is, from our perspective, off the table based on that first round of consultation."

HAVE YOUR SAY: Will you participate in community consultation? What do you want to see for the site? COMMENT BELOW.

The development will be assessed under Part 3A by the Planning Department, not Willoughby Council, as it is worth more than \$100 million.

The department in August this year advised that environmental assessments for Part 3A projects underway, which included this development, would need to be submitted by November 30.

But the council's general manager, Nick Tobin, raised concerns this week that seven weeks consultation would be



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inadequate.

"We are concerned that it does not allow enough time to undertake an adequate assessment, effectively engage with council and the community and respond to feedback received," Mr Tobin said.

Belinda Barnett, who will lead the consultation process, said the public would have its say.

She said consultation would include 1800 phone lines, a project website, YouTube videos, round table discussions with Willoughby council and resident associations and a series of site walks with designers and architects.

"We've formulated a draft community plan ... and we'll be presenting that plan to Willoughby Council this week to make sure everyone's happy," she said.

[Take a look inside the gates of Channel 9 in our gallery.](#)

Mr Soutar said the development was completely unrelated to the network's debt, [which was wiped yesterday in a deal with US lenders.](#)

"It's completely unrelated," he said. "This is a process that's been running for two years."

He said Channel 9 would remain on site for the foreseeable future.



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The 272

No 19

May 2011

To the residents of Willoughby South: Welcome to this printed edition of The 272 which has been made possible by the generous sponsorship of Ray White Willoughby, 568a Willoughby Road, Willoughby, 2068. Since the aim of The 272 is to build community spirit in the Willoughby South area, readers are invited to comment on any issue pertaining to our community. Send your letters to The Willoughby South Progress Association willsouth@ozemail.com.au or to 2 Chelmsford Avenue, Willoughby, 2068.

- Journal of
- Willoughby South Neighbourhood Watch - Area CW12 & 13
 - Willoughby South Progress Association (WSPA)

CHANNEL 9 REDEVELOPMENT UPDATE.

There has been a great deal of interest and concern about the scale and density of the concept plan submitted by PBL Media to the State Planning Department, by-passing Willoughby Council, for the redevelopment of the Channel 9 site when the current TV station moves to a new location. Also of great concern is the apparent plan for the TV tower to remain rather than relocate the transmission services to one of the other towers in the area and demolish the Channel 9 tower. Willoughby South Progress Association has established a contact list of concerned people in the local community so that updates can be provided as information comes to hand and so that people can be informed of meeting dates and times when the project gets to the community consultation stage. Please contact the president at ralph42@hotmail.com if you would like to be added to the list. The more people we have at the community meetings, the more influence the local community may have over the final design.

With the change of government it is still unclear as to whether the Channel 9 redevelopment will continue to be dealt with by the government or whether it will be handed on to Willoughby Council for assessment and ultimately, the issue of the approved development application. This issue is currently being looked at and may already be resolved by the time this newsletter is distributed. It is to be hoped that the project will revert to Council as we consider that local control will be in the best interests of the community.

WILLOUGHBY HOUSE DEMENTIA DAY-CARE CENTRE

There was not a huge amount of fanfare when the Sydney St. Willoughby, \$3.65 million day care centre for sufferers of dementia was opened in February 2010. Some information about this facility may be of interest to many in our community.

The facility is split into two discrete dementia day-care centres, one leased to Home and Community Care (HACC) service provider Catholic Community Services and the other to Baptist Community Services, a not-for-profit respite and dementia day-care provider. It offers specialist care for part day or full day periods when regular carers are unavailable.

Tailored to the needs of dementia sufferers, Willoughby House provides a safe and comfortable environment and is equipped with special lighting, large rooms for group activities and solitary quiet rooms as well as specially designed sensory and relaxation gardens.

The 272

Thorough attention to detail was taken in the design and furnishing with features including a workshop where attendees can use tools safely and a path winding through the garden to help patients feel safe and comfortable at the centre.

The facility was developed by Willoughby City Council and was supported by a \$1.65 million grant from the federal and NSW Governments under the HACC program. The General Manager, Nick Tobin, was the driving force initially. He developed the project when the community came to him requesting space for such a facility. It then became a larger project and was further developed and brought to completion through the good work done by Council officers across several Divisions.

To use the facility carers can contact Kerri from Catholic Community Services on 8804 8376.

MOTORING 2 : NETBALL 0

The idea of carpooling to netball made a brief appearance on the Northern Suburbs Netball Association (NSNA) web site. A notice posted on their home page asked Members to consider bringing a couple of players in their car.

A week later it was gone and the stand-off between council and the Netball Association continues. On April 17, Council's director of Infrastructure Services, Stephen Head, wrote to the Association to give notice that as of Round 4 (May 7) courts 13 and 14 would be converted for car parking. Apparently, at a meeting in March, the NSNA made it clear that the Association members are not committed to reducing traffic impacts at Bicentennial Reserve.

One of the issues that Council has with the Association is the way they schedule their games. They prefer to use the courts near the Willoughby Leisure Centre and they like all games to start and finish at the same time. Grass courts recently installed on 3 bowling greens on Penshurst St are not favoured.

There are a number of arguments to support the current schedule. Grass courts are unavailable for a period after rain and hence it is better to make use of the all weather courts. Having your netball centralised helps with carline revenue, keeping fees down and hence increasing or maintaining participation rates. With all games starting and finishing at the same time, parking and traffic problems are concentrated and better access is then available outside these times.

(cont'd following page)

May 2011



Naremburn Community Centre Activities

Naremburn Progress Association

2nd Thursday (except Jan & July)
 7:30 pm to 10:00 pm
 9439 8119 (Kevin or Trisha)

Playgroup

Wednesday and Thursday
 10:00 am to 12 noon
 Runs through school holidays
 naremburnplaygroup@gmail.com
 0458 990 678 (Narelle)

Naremburn Over Fifties

Most Mondays
 10:30 am to 2:00 pm
 9436 2607 (Margaret)

Northern Suburbs Philatelic Society

3rd Thursday, 7:45 pm
 Visitors always welcome
 9419 7354 (Paul Storm)

Breast Feeding Association

1st Tuesday
 10:00 am to 12 noon
 9966 1591

After School Care

Monday to Friday
 3:00 pm to 6:00 pm
 (School Term only)
 9439 8814

Willoughby Pre School

Monday to Friday
 9:00 am to 3:00 pm
 (School Term only)
 9437 4260

Naremburn Library

Mondays – 2:30 pm to 5:00 pm
 Thursdays – 2:30 pm to 5:00 pm
 Saturdays – 9:30 am to 12 noon
 9439 5584

7 Central Street



Channel Nine Site

The community is now well and truly aware that PBL Media have commenced steps to develop their site in Artarmon Road. PBL Media have submitted a Part 3A Application for 663 new dwellings. Council has told PBL Media that this number is not acceptable; it is over the top.

As of mid-February the process for this development is with the Director-General of the State Department of Planning who gives the applicant an issues list to

be addressed in the application as it falls within the scope of a Part 3A development. Basically it is a State Significant Development and the Minister for Planning is the consent authority not Council. The process is that the Minister must agree that it is covered by Part 3A and then the process moves to work up the application before it is notified.

Council made a submission to the Director-General on the issues list; the Planning Department is now considering those issues that the Applicant has to address before it proceeds to the next stage. The NSW Director-General's Requirements for this project, including items contributed by Council, have been issued to PBL for their consideration in preparing their proposal; these cover Built Form and Design, Traffic Management, Sustainability, EMR Levels, Occupation Density, Landscaping, Public Domain, Drainage, Heritage and Services.

The next stage will involve the community. A newsletter outlining the project and the process is to be sent to the community; the community will be requested to nominate 10 people to participate in a working group that will include the local Progress Associations.

There are some key points to acknowledge at this stage.

The Transmission Tower is staying where it is, as it is owned by another entity, made up of Channels 9, 7 and 10: the tower is not part of the PBL Media application. One has to conclude that there will be no change with the tower in spite of some pretty strong face-to-face advice others and I gave PBL Media at the last Council briefing on the application.

To dispose of the Artarmon Road site PBL Media has to move its facilities to another site. Public knowledge is that they have not found a new site. Council is keen for them to stay in the area as Channel Nine work flows to many local businesses. The former ABC site would be a good relocation but the issue is at large. As well, PBL Media have just completed a refurbishment of their TV studios. One option is a reconfiguration of the site for a partial disposal although this has not yet surfaced as a real suggestion.

Finally PBL Media would need to ascertain the full potential value of the site. The money from the Artarmon Road site would pay for any necessary move. Many people have put to PBL Media that the site is potentially worth much more as a residential site. PBL Media is also a private equity business that is out to maximise worth for shareholders. The market speaks of a PBL Media public float occurring some time soon. Any DA will test the full market worth of the site.

Cr Stuart Coppock

Stuart.Coppock@willoughby.nsw.gov.au

Cr Coppock is one of 3 Naremburn Ward Councillors who contribute regularly to Naremburn Matters





Final Communication Plan
Network Nine Willoughby Studio
Environmental Assessment Application
Nine Network Australia Limited



Appendix C: APA Submission to Draft WLEP 2009



Final Communication Plan
 Network Nine Willoughby Studio
 Environmental Assessment Application
 Nine Network Australia Limited



ATTACHMENT 4 : Community Groups - Summary of Submissions

(No. 498) Author of Submission	Castlecrag Progress Association (Submission dated 10/6/2010)
<p>Summary of Submission</p> <ul style="list-style-type: none"> • Generally supports objectives and provisions of Draft WLEP 2009. • Supports the limits imposed on dual occupancy development as shown in Area 1 of the Dual Occupancy Restrictions Map. • Questions why dwellings at 49-71, 75-79 and 95 Sunnyside Crescent are not included in Area 1 as the bushland below these dwellings is also part of the Northern Escarpment and needs to be protected in the same way. Potentially allowing dual occupancy on these sites could have a disastrous impact on the Northern Escarpment. • Requests that these properties be added to Area 1 of the Dual Occupancy Restrictions Map. • Requests that these properties also be zoned E4 as they adjoin bushland on Northern Escarpment so there is every reason they should also be zoned E4. • Pleased that Glenside Rudolf Steiner School is zoned R2 Low Density Residential. However, given the history of the site, and the community's struggle to retain the Castlecrag Infants School, would prefer to rezone to SP2 (Educational Establishment). Requests that Council do everything possible to reinstate the SP2 zoning. • Secondary Dwellings - Understands that Clauses 4.5(2) and 4.5(8), the floor space ratio of a site is calculated from the sum of the gross floor areas of both the principal and any detached or attached secondary dwelling on the site. Concerned that this extremely necessary limitation to secondary dwellings is particularly obscure in the WLEP and is likely to be missed by potential developers when gearing to build a secondary dwelling on a site. Requests that Council include an additional provision in the current definition of "secondary dwelling" on Page 113 (or wherever else appropriate) to specify that a secondary dwelling must not result in the maximum FSR for the site being exceeded. • Thanks Council for its commitment in retaining in WLEP 2009 those controls that are so necessary to conserve the special qualities of Castlecrag. 	
<p>Comment</p> <ul style="list-style-type: none"> • The Dual Occupancy Restriction Map replicates the provisions in Willoughby Local Environmental Plan 1995. The properties mentioned are not currently excluded. The Restriction Map was determined on the basis of a sites high visibility from the waterway and the visual impact of dual occupancy buildings on that aspect, not on the basis of being adjacent to bushland. It is not considered that dual occupancy on these sites in Sunnyside Crescent should be excluded. • Properties at 51-71, 75-79 and 95 Sunnyside Crescent are proposed to be zoned E4 Environmental Living. The property at 49 Sunnyside Crescent, currently zoned Residential 2 (a) under Draft WLEP 1995, is proposed to be zoned the equivalent zone under Draft WLEP 2009, R2 Low Density Residential. A drainage easement on its eastern boundary serves as the dividing line between the R2 Low Density Residential and E4 Environmental Living zones. • The properties at the north side of Sunnyside Crescent (Nos. 7-49) and south side of Sugarloaf Crescent (Nos. 6-52) back onto Sugarloaf Creek which is, in part, enclosed in a culvert then open at the eastern end. The properties 47, 49 Sunnyside Crescent and 52 Sugarloaf Crescent also abut E2 Environmental Conservation zoned open space that contains bushland (not just No. 49) The three latter sites are quite large and are considered to have potential for dual occupancy or secondary dwellings. The 	



Final Communication Plan
 Network Nine Willoughby Studio
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 Nine Network Australia Limited



merits of such development, particularly whether it would impact on the natural topography or bushland, can be determined in assessment of a development application.

- Council originally proposed to zone Glenaeon School SP2 Infrastructure, however the Department of Planning instructed Council to zone schools the adjacent zone.
- The standard Instrument LEP provides adequate provisions regarding floor space for dwellings and secondary dwellings. It is not considered necessary to add additional clauses. The FSR map specifies the total floor space of all development on the site in accordance with the definition of Gross Floor Area.

(No. 499) Author of Submission	Artarmon Progress Association (Submission dated 10/6/2010)
Summary of Submission	
<ul style="list-style-type: none"> • Recognises that many of the changes proposed in Draft WLEP 2009 have come about as a result of a number of state and national pressures including the need to increase residential housing around public transport, increase supply of affordable housing and enhance / create employment opportunities. • Appreciates the opportunities to discuss Draft WLEP 2009 with Council staff and values Council's willingness to discuss community issues and willingness to work together to achieve optimal outcomes for the community as a whole. • Keen to continue to work constructively not only with Council but also with the resident action groups that have formed as a result of Draft WLEP 2009 specifically the "Cann's Grant Residents and "The Soldiers" Precinct Residents. • Believes that Artarmon carries more than its share of medium and high density housing compared with the rest of Willoughby LGA. One of members has done a rough calculation estimating that approximately 75% of residences in Artarmon area medium or high density compared with 40% for the remainder (excluding Artarmon) of the Willoughby LGA. • 25% of all medium or high density residences within Willoughby LGA area in Artarmon while only 7% of freestanding houses are located in Artarmon. • Better options for rezoning and up-zoning within Willoughby LGA include Chatswood CBD, George Place, Artarmon, the Channel 9 site and areas surrounding this site on Artarmon Road east, from Edward Street on the north side of Artarmon Road and Richmond Ave on the south side, east to Willoughby Road. Currently, there is already R3 development occurring in this area near the corner of Artarmon and Willoughby Roads behind the BP service station. • Any changes anywhere in Artarmon must be sympathetic to the streetscape, consider environmental impact and community amenity and not place additional pressure on infrastructure or traffic volumes and flow throughout the suburb. • If rezoning of Sites 7 & 8 does proceed share concerns expressed by residents in relation to the longer term likelihood of socio-economic polarisation of the Artarmon community as the supply of freestanding housing will be limited to a small and privileged Conservation zone. The only other housing available medium or high density. A divide already exists in Artarmon in relation to the east and west sides of the railway line – concerned that this will be exacerbated by the up zoning of the 2 locations. • Restates the importance of the Artarmon Heritage and Conservation Area and the need to retain its character by treating it as a whole and not a collection of individual properties of varying worth. The one storey streetscape applies to the whole Conservation Area and not separately to individual residences. To that end any proposed changes in Draft WLEP 2009 must not weaken current development controls on what is acceptable in this unique part of Artarmon. • Not opposed to development but want appropriate development, appropriately 	



placed. Opposed to the gradual dereliction of neighbourhoods ahead of piecemeal redevelopment; any further erosion of the Conservation Area; increased traffic; loss of trees; further pressure on ageing infrastructure and loss of housing stock diversity.

- If rezoning for increased housing density is necessary, a master plan approach to development is appropriate in some areas to assist in avoiding the degradation of an area that occurs at times where properties have been allowed to fall into disrepair pending development (ie north Hampden Road). It also allows for planned and sympathetic streetscapes, closure of multiple street entries, appropriate consideration of traffic flows within the precinct and a blend with adjoining areas.
- If rezoning proceeds and residents are disrupted they must be appropriately compensated. No resident should be disadvantaged as a result of this proposal.
- Given the level of concern and distress, Council needs to actively consider the rezoning alternatives proposed in this submission. Believes that Council should not proceed with the current Draft LEP (as allowed by the Environmental Planning and Assessment Act, 1979 S58 (4)) pending the preparation of a redrafted proposal which would allow further consultation with the community regarding alternatives proposed. Supports the convening of a public hearing as allowed by S57 (5) on the basis that the issues raised in this submission and others are of such significance to the community that such a public hearing is deemed necessary.
- Site 7 - Disappointed at Council's decision to excise this section of the Conservation Area. Recognises that this decision was made some 10 years ago but was a poor decision. Shares concerns with residents that this erosion of the Conservation will continue.
- Issue of trust is important when considering the rezoning of Raleigh Street. Residents who purchased in last 10 years (since excision of Brand, Hawkins and Drake) believed that buying into a conservation area will provide certainty. Council's "Conservation Area – Guide for Property Owners" promises certainty for owners and intending purchasers by stating "inclusion in a conservation area provides certainty for property owners and intending purchasers. This is important when people are looking for a particular environment within which to live and work. It explains why certain suburbs or areas are sought after. A special character has developed which has been recognised and valued and planning controls have been put into place to protect that special character." This document is used by the APA and points contained within to actively pursue and argue for our heritage and conservation work within the community. To ignore this document weakens our work and the overall commitment of the community to the importance of heritage and conservation.
- Notification letter to owners and enclosed brochure should have contained reference to the removal of conservation area status. For such an important change in status, the reasons, justification and impact should all have been outlined in some detail to affected residents.
- Preference for the area to remain within the conservation area, APA considers that Site 7 does lend itself to R3 redevelopment only if this redevelopment is undertaken within a master plan that included sympathetic streetscapes, closure of multiple street frontages to Elizabeth Street, consideration of traffic flows within the precinct and into Elizabeth Street and a blend with the adjoining conservation area.
- A planned approach to development in this area would assist in avoiding unpleasant transition where properties have been allowed to fall into disrepair pending development, eg as Hampden Road north of Brand Street and Milner Crescent. Ad hoc development is likely to result in replacement medium density buildings being less than ideal for the site - developers need to take action and get a return on their investment to the detriment of longer term planning.
- Does not support an upzoning of Site 7 to R4.



- Site 8 - This area of Artarmon has benefited from significant home owner investment and improvements. Similar proposal in 1999 was rejected by Council due to large scale community opposition; the existing overwhelming level of high density in West Artarmon; the social, economic, environmental, housing and streetscape diversity provided by the Soldiers precinct; the street size of the Soldiers precinct does not accommodate further development; the significant heritage and aesthetic value of the area to the broader Willoughby City community.
- Residents have again raised the issue of trust as they feel that the issue of upzoning had been dealt with in 1999 and have invested in their properties accordingly.
- Prefers that other areas in Artarmon be considered for up-zoning before "The Soldiers precinct". Considers that this area meets planning best practice of graduated zoning and provides a "healthy" mix of property types and styles in the west Artarmon area.
- Should up-zoning occur then the R3 zoning classification needs to be reconsidered in terms of that is likely to yield the best possible outcomes for the residents. In addition, requests the removal of heritage listing of 32 Kitchener Road, if some form of up-zoning proceeds, the restrictions on development of properties immediately adjoining 32 Kitchener will reduce the development potential and value.
- Artarmon conservation - The proposed excision of Raleigh Street has caused considerable concern amongst residents in the Conservation Area overall. This has been exacerbated by the fact that despite Council's communication post the excision of Cambridge, Drake, Hawkins and Brand Streets from the Artarmon Conservation Area in 1999 there is a belief amongst residents that this slow erosion will continue. The proposed removal of Raleigh Street appears to many to be part of a developing trend to that will continue to see further erosion of the Conservation Area in future LEPs.
- To retain the character of the Artarmon Conservation area it is imperative that the area be treated as a whole and not a collection of individual properties of varying worth. The one storey streetscape applies to the whole conservation area and not separately to individual residences. The Artarmon Conservation Area is distinguished by its Burra Charter classification and this has to be clearly stated in the LEP if it is to withstand challenges.
- The Artarmon Conservation Area is characterised by the large number of well preserved houses from the two main periods when the majority of the houses in the eastern side of the suburb were built, before WWI and between the two wars. The houses were all single storey dwellings on relatively large parcels of land. In 1988, an audit by heritage architects under the auspices of the National Trust of Australia [NSW], determined that the high number of intact examples of houses from the pre-WWI and between the wars periods warranted legislative protection to ensure the area maintained its integrity. That integrity was and is represented by the one storey streetscape.
- The Australian National Trust [NSW] and others put a submission to WCC to enact conservation and heritage protection citing the Burra Charter clause, the one storey streetscape as the appropriate representation of the character of the area. This was accepted by Council.
- The APA has worked tirelessly for the last 10 years to raise community awareness concerning the importance of our architectural heritage and has been very successful in that work resulting in a high level of understanding and appreciation of the architectural, aesthetic, environmental and economic value of preserving and conserving the character of the area. The preservation of the integrity of the built environment is vital to this understanding and appreciation and ultimately to the value of individual properties.
- A finding against a local council in the Land and Environment Court recently said: *"LEPs are instruments of the minister, not of council, and the focus must be on the*



text, not the intentions of the council", (April, 2010). The APA therefore is keen to ensure that all wording in relation to what is acceptable and unacceptable development in the conservation area be clearly and unequivocally stated. The distinguishing character of the Artarmon Conservation area, as determined by the Australian National Trust [NSW] Burra Charter is the one storey streetscape.

- *Artarmon: is outstanding for its intactness, with few unsympathetic intrusions occurring. The wide range of largely intact Californian and Interwar bungalows as well as Federation housing in generally good condition, occur in either groupings of consistent styles or subtle blends or successive periods to produce a mix of interesting and varied streetscapes*

- As the text and not the intent of Council is the only protection from challenges by developers and others in the courts, then the specific characteristic has to be reflected in Draft LEP Section 5.10 [1] point [b] to read:

Section 5.10 Heritage conservation
 [1] Objectives

The objectives of this clause are:

[b] To conserve the heritage significance of heritage items and heritage conservation areas including associated fabric, settings and views,

Should read:

[b] To conserve the heritage significance of heritage items and heritage conservation areas including associated fabric, streetscape, settings and views,

- Requests that Clause 5.10 (11) Replacement Development be removed from Draft VLEP 2009:
 - There are virtually no free standing houses in the east Artarmon conservation area of such poor quality or state of neglect that would warrant demolition. This clause may be applicable to other conservation areas in the municipality but is neither relevant nor useful when assessing development proposals in the Artarmon conservation area and has the potential to be detrimental.
 - The distinguishing character of the Artarmon conservation area is an area wide feature – i.e. the street frontage of a high number of largely intact one storey houses representative of the two eras when the bulk of home building in Artarmon was done. It is the area as a whole which is significant and not individual properties. The Artarmon conservation area should be exempt from the Replacement Demolition clause as its inclusion will only encourage developers and others who may not understand or appreciate the significance of an area wide characteristic i.e. the one storey streetscape.
- Restates preferred options for rezoning and provides further detail on the following areas:
 - Considers the light industrial land in George Place and south Broughton Road separated from the Artarmon Industrial Area when the Gore Hill Freeway was constructed is potentially a superior alternative location for rezoning to R3 or R4. APA has always supported development of the industrial area but noted the Broughton Road, George Place precinct was separated from the industrial area by the Gore Hill Freeway, vehicular access is difficult and the area is out of alignment with the main industrial area. Redrafting of the LEP provides a significant opportunity to create an interesting mixed residential and light industrial community in keeping with the diversity that Artarmon already so successfully accommodates. The APA requests that Council actively pursue the rezoning of this area.
 - The Channel 9 Site and areas surrounding this site on Artarmon Road east, from Edward Street on the north side of Artarmon Road and Richmond Ave on the south side, east to Willoughby Road.
 - The future of the Channel 9 site remains unclear. However, it presents as an



<p>obvious area for residential rezoning. The APA considers this is very likely to happen although it may be some years away. Given the already very high and some would say disproportionate burden of medium and high density housing that Artarmon already accommodates relative to the rest of the Willoughby LGA and given that this site is likely to become at the very least an R3 site – urges Council to consider the re-zoning of properties adjacent to this site. The APA believes this would be appropriately placed up-zoned development for Artarmon.</p> <ul style="list-style-type: none"> • The APA does not support 3 – 4 storey residential development above the Hampden Road shopping village, stepping up in height to current R4 high-rise. • The APA values the relationship it has with Council and the way in which the two organisations have worked together to achieve a range of beneficial initiatives for the Artarmon Community over a number of years. With this in mind, hopes that Council will give appropriate weight to recommendations and requests in light of thoughtful approach to all issues and their impact on the community overall. Appropriate alternative locations have been offered for re-zoning that will meet the requirements expected of Council by the NSW State Government and the move to greater urban consolidation. • There is significant dissatisfaction and ongoing action taking place within our community in relation to the Draft LEP. The APA strongly believes that Council needs to take into account these objections and move towards a review and re-drafting of the LEP supported by further consultation with the community or at least convene a S57(5) or S56(6) public hearing on the alternatives provided in this submission and others. • The APA has willingly taken up initiatives and in the process established a good working relationship with Council. The issues outlined above, need to be pursued. Failure to do so will jeopardise much of what has been painstakingly built up over the past decade. 	<p>Comment</p> <ul style="list-style-type: none"> • The Artarmon Conservation Area is largely protected in Draft WLEP 2009. Only Raleigh Street properties are proposed to be removed. • The review of the conservation areas is not a breach of trust by Council. Neighbourhoods are not static and over time competing pressures arise to satisfy housing needs. Council's policy, expressed in the Willoughby City Strategy, is to undertake systematic reviews and assessment of conservation areas and heritage items. • Below is a timeline of the Artarmon Conservation Area and previous community consultation /notification: <ul style="list-style-type: none"> - National Trust of Australia (NSW): Artarmon Urban Conservation Area, 1989, which included the streets between Brand and Mowbray. At this stage the conservation area had no legal status. - Willoughby City Council: Artarmon Conservation Area included in WLEP 1995, Gazetted 17 November 1995. The legal status of the conservation area was established under WLEP 1995 and included Mowbray Road, Raleigh, Brand, Hawkins, Drake and Elizabeth Streets. - Council's 1996 Residential Development Strategy recommended a Review of Conservation Areas. - Prior to the commencement of the 1998/1999 Review of Conservation Areas, Council advertised the Review in the North Shore Times inviting public input. - Following the advertisement, one public submission regarding the Artarmon Conservation Area was received in March 1999, from a resident in Muttama Road: in support of the existing Conservation Area. - The 1998/1999 Review of Conservation Areas evaluation of the area included: <i>'Cambridge, Drake, Hawkins and Brand Streets generally lack integrity and display a</i>
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lower quality than streetscapes within the core Conservation Area. High traffic volumes along Elizabeth Street (north of Brand St) and Brand Street further degrades the significance of these streets, and isolates this pocket from the rest of the Conservation Area.'

- The 1998/1999 Review of Conservation Areas recommended *'that Brand, Hawkins, Drake Streets and Cambridge Road be excluded on the basis that they generally lack integrity and display a lower quality than the streetscapes within the core conservation area.'*

- Council exhibited and advertised the draft WLEP1995 (Amendment 38) to effect this amendment and changes to the conservation areas in the City, in the North Shore Times, and notified affected owners, the Artarmon & District Progress Association, and the Federation of Progress Associations asking for comments. In relation to the proposed changes to the Artarmon Conservation Area, one submission was received from a resident in Tindale Road. This submission was mainly concerned with the provision of housing for seniors in the area.

- The NSW Heritage Office advised that no objections were raised to the proposed adjustments to boundaries of conservation areas in Draft WLEP 1995, (Amendment 38), as they were *'based on sound heritage values.'*

- Proposed changes to the Artarmon Conservation Area were adopted by Council on 28 May 2001 and affected property owners were notified.

- WLEP 1995 Amendment 38, was Gazetted 22 February 2002.

- Whether or not the rezoning for R3 Medium Density proceeds, Raleigh Street is not considered to be suitable to be included in the Conservation Area as:
 - (i) It is visually separated by Elizabeth Street, a busy through Road connecting Willoughby and Artarmon to Chatswood Centre and Pacific Highway, with significant volumes of traffic;
 - (ii) It is not contiguous with the rest of the Artarmon Conservation Area with the sloping topography further emphasising the disconnection;
 - (iii) It is further noted that the subdivision pattern of Raleigh Street differs from that of the Artarmon Conservation Area in terms of front setback, smaller gardens and lot sizes as it was subdivided at a later date;
 - (iv) Modifications over time to dwellings in the street further reduces the heritage significance of the street as part of the conservation area. The remaining eight dwellings fronting Raleigh Street and three dwellings in Elizabeth Street are not considered to have such a high degree of significance to warrant inclusion. Modifications include painted brick, fenestration and façade, changes and garaging.

The Draft WLEP 2009 and Draft WDCP were referred to the Heritage Branch for comment in March 2010. Their comments were received in April 2010 and stated in regard to LEP Mapping:

- *'The Heritage Branch has reviewed the proposed land use zoning for the draft LEP. It is noted that some rezoning in the vicinity of heritage items or areas will allow for their continued use and conservation in an appropriate manner and as such, the intentions of the draft LEP are supported.'*

The Heritage Council has also advised in a letter dated 1st June 2010 to an Artarmon resident:

- *'The Heritage Council provided comment on the previous and current conservation area boundary reviews. In both cases, the reviews were considered to be reasonable and based on sound heritage values.'*

- *'The Heritage Council is of the opinion that under the current draft Willoughby LEP, a large proportion of the Artarmon Conservation Area will remain intact. Therefore, elements which contribute to the significance of the conservation area (such as the character, setting and streetscape) will be retained.'*

- There has been no submission from the owners of 32 Kitchener Road Artarmon



<p>requesting that the property be removed from Schedule 5 Environmental Heritage of the Draft WLEP 2009. The property was built 1908 in a Late Victorian Gothic style, and has local architectural and social significance. The property has been included in WLEP 1995, as a local heritage item since 1995 and should be retained in WLEP 2009, Schedule 5, Environmental Heritage.</p> <ul style="list-style-type: none"> • All potential heritage items and heritage conservation areas are assessed against the NSW Heritage Branch's Heritage Significance Criteria (which encompasses the four values in the Australia ICOMOS <i>Burra</i> Charter, which are historical, aesthetic, scientific and social significance, and are commonly accepted as generic values by Australian heritage agencies and professional consultants) and the NSW Heritage Assessment Criteria. • It should be noted that the National Trust's classification of the area was done in 1989 and there has been no reassessment by the National Trust since. • A public hearing regarding the proposed rezonings of Sites 7 and 8 is not considered necessary – see recommendations in Main Report. • The notification letters to all properties did advise of existing and proposed conservation areas. The letter and brochure directed readers to view the exhibition and accompanying reports. • Clause 5.10 (1) 'Objectives', including (b), are a standard Instrument LEP clause and cannot be amended by Council. The term "<i>settings</i>" would include streetscapes. • Clause 5.10 (11) 'Replacement Development' was included to reflect Council's current Clause 60 of WLEP 1995 and has been supported by the NSW Heritage Office. It does not imply any <i>prima facie</i> support for demolition but rather if a case is made to Council for demolition (for example, on evidence of structural fault, significant previous modification or is an intrusive building) then plans for a replacement building are required. • The Channel 9 site is seen as a potential future residential site if and when Channel 9 vacates the site. The suitability of properties adjacent to the site for medium density housing can be reviewed at this time. The land in Walter Street and known as Site 21 in the Residential Report is proposed for R3 Medium Density in Draft WLEP 2009. • George Place is an industrial area which Council supports for future employment and services provision for the City in response to the SGS Willoughby Industrial Areas Study. • There is no proposal to significantly change controls for the Artarmon shops which have a height limit of 14 metres – this height is the equivalent of the current height limit under WLEP 1995 which allows 3 – 4 storeys. • Refer to Main Report for discussion of Sites 7 and 8 proposed zoning.

(No. 500) Author of Submission	Naremburn Progress Association (Submission dated 15/6/2010)
<p>Summary of Submission</p> <p>Regarding: Site 23: 242-248 Willoughby Rd, 2-8 Dalleys Rd, 31-33 Martin St Site 25: 35-39, 30-34 Merrenburn Ave, 31-41 Donnelly Rd</p> <ul style="list-style-type: none"> • Issues raised at a meeting of members: <ul style="list-style-type: none"> - insufficient notice given to property owners; - uncertainty as to what the WLEP process means; - fear of the consequences of being zoned medium density, in particular being forced to move from their homes. • Some residents of the affected streets have spent large sums renovating and extending their properties and apart from financial issues, have a sentimental attachment to their homes. • Requests clarification of the process to date and what will be set in motion for the 	



WLEP transitioning from draft to reality.	
Comment <ul style="list-style-type: none"> As the submission from the Progress Association asked for point of clarification on the processing of Draft WLEP 2009, a letter was sent explaining the process to date including details of the notification process and the Frequently Asked Question which addresses the decision of owners to re-develop their land. Refer to Main Report for discussion of Sites 23 and 25 proposed zoning. 	
(No. 501) Author of Submission	Northbridge Progress Association (Submission dated 8/6/2010)
Summary of Submission <ul style="list-style-type: none"> Commends Council on many aspects of the draft documents. Recognise the documents contain numerous standard provisions required by NSW Government and there are compulsory clauses as well as local provisions where Council may prepare its own controls. Also recognises that Council has attempted to choose the best match for the conversion of most existing zones into the standard zones and the conversion of existing development standards and special clauses into the standard clauses. Recognise that the 2005 Sydney Metropolitan Study required that the number of dwellings in Willoughby increase by 6800 by 2031 and that Council is using the WLEP to attempt to achieve that target. However, there are numerous parcels of land in Northbridge where Council has chosen to increase residential densities in order to help satisfy dwelling targets across the local government area. These include land along Sailors Bay Rd and Eastern Valley Way where Council's proposed rezoning from low density to medium density will permit four storey and three storey residential flat buildings to be developed in areas which are currently zoned Residential 2(a) and currently allow only single dwellings. <ul style="list-style-type: none"> NPA members are strongly opposed to this rezoning, especially for Northbridge peninsula. Not one member that we have contacted supports the increased population density in Northbridge that will arise from the proposed rezoning. The vast majority of Northbridge residents want their suburb to retain its unique character as a predominantly low density single dwelling area for families. Many feel that Northbridge lacks the infrastructure to support higher densities, particularly east of the Town Centre. There is widespread condemnation of Council's proposals which will result in a serious deterioration in the character of Northbridge; a reduction in amenity and property value for many residents impacted by the rezoning; a significant increase in traffic generation; and reduced safety for pedestrians (particularly schoolchildren in Sailors Bay Rd). Sailors Bay Road <ul style="list-style-type: none"> Council should retain the character of Northbridge peninsula by maintaining the current low density single dwelling zoning east of Northbridge Town Centre. This would be consistent with the proposed zonings in other peninsula suburbs such as Castlecrag, Middle Cove and Castle Cove. The reduction in proposed dwellings (approximately 80 from Council's proposed 250) which would result from this change might be better applied by Council to those parts of Willoughby City where high density residential buildings are accepted as inherent in the character of the suburb and where appropriate infrastructure already exists. Notes the locations of the proposed rezonings along Sailors Bay Road and the proposed changes to the FSR and Height controls. Understands that the proposed 	



changes would increase the number of dwellings by 124. Object strenuously to the proposals to increase density on Sailors Bay Rd. It would become a "canyon" of four and three storey residential units and the character of the suburb would be changed forever. Residents living in single dwellings that back onto the new R3 zone developments would back onto three or four storey unit blocks. Their amenity would be seriously reduced and their property values much diminished. They would also have significantly reduced privacy, a sense of enclosure, loss of landscaped setting and a significant amount of overshadowing in the case of the southern side of the road.

- Northbridge's infrastructure is simply not adequate for such an increase in density. Traffic generation in Sailors Bay Rd would increase intolerably. Vehicle trips per hour generated by dwellings in Sailors Bay Rd at the AM and PM peaks would increase by 47% to 97 per hour. Already, the road is the only major thoroughfare by which vehicles can exit the peninsula and it is already subject to long queues and delays at peak hours.
- Seriously concerned about the safety of children who attend Northbridge Public School and St Philip Neri School, many of whom use the Sailors Bay Rd footpath to arrive at and leave their schools. In NPA's view, to permit additional traffic to enter and exit new multi-storey buildings across the footpath would be foolhardy.
- NPA strongly urges Council to change the WLEP rezoning proposals for Sailors Bay Rd as follows:
 1. Maintain a low density single dwellings zoning (R2) for Sailors Bay Rd east of the Town Centre (as defined in the draft Northbridge Town Centre Master Plan).
 2. NPA would exclude from this change the western end of Sailors Bay Rd where there are a limited number of single residences backing onto the lots. Notes that at the far western end of Sailors Bay Rd, there is already traffic chaos at Shore School drop-off and pick-up times. If higher density zoning were to go ahead for this area, there would be a need for improved traffic management including consideration of a roundabout at Pyalla St and a safer design for the pedestrian crossing.

Eastern Valley Way

- Notes the locations of the proposed rezonings along Eastern Valley Way and the proposed changes to the FSR and Height controls. Understands that these changes would increase the number of dwellings by 126.
- Eastern Valley Way is a four lane RTA clearway and the relative impact of increased traffic generation would be low. (However, NPA remains concerned that the bulk of southbound traffic will continue to turn east into Sailors Bay Rd and then south into Strathallen Ave, causing increased traffic congestion in those two streets.)
- Many of the lots in Eastern Valley Way in Northbridge are relatively isolated – some back onto Shore School's playing fields or onto Council's car park so that the impact of new developments on nearby residents would be less. Other lots are already occupied by higher density SEPP5 units, retirement villages or a former nursing home.
- If the higher density zoning proposed for Eastern Valley Way were to go ahead, NPA suggests:
 1. Minimum 5 metre setbacks should be provided from the front boundary of medium density buildings as this is the approximate current predominant building line.
 2. For all residential developments of three storeys or four storeys, the top floor should be setback by at least 2 metres.
 3. Medium density buildings should be stepped down to two storeys where they back onto single dwellings in Tenilba Rd and Harden Ave.
 4. The design of any development encouraged by the draft WLEP 2009 should have



<p>acceptable impacts on adjoining land in terms of overshadowing, overlooking and loss of landscaped setting.</p> <ul style="list-style-type: none"> Estimates that these proposals would reduce the 250 new dwellings in Northbridge by approximately 80. Suggests that this shortfall could be accommodated in other areas of Willoughby City where higher density developments are more accepted by residents and where suitable infrastructure is already in place to service the higher density. <p>Northbridge Council Car Park and Baby Health Centre</p> <ul style="list-style-type: none"> Notes the legal advice from Mallesons regarding the covenants and recognises that Council has placed clauses within the draft WLEP to manage the potential recurrence of Northbridge Plaza seeking to expand over the Council car park. These include a draft floor space ratio (FSR) limit over the car park of 0.5:1 (which is low relative to the surrounding commercial sites at 2:1) and a draft height limit of 9m (which again is low relative to the 14m height limit across the Northbridge Town Centre). Continues to be uncomfortable about the proposed rezoning and would prefer an Open Space zoning. Nevertheless, after our discussions with Council officers and the explanations received about the statutory trust remaining in place, reluctantly accept the proposed B2 zoning with Council's intended FSR and height restrictions for future developments. <p>Northbridge Plaza</p> <ul style="list-style-type: none"> NPA notes that the draft FSR and building height maps appear to permit an FSR limit of 2:1 and height limit of 14m (or more than four storeys) on the Northbridge Plaza site. Also Notes that there is a special clause 4.4(10) in the draft WLEP which would restrict the maximum FSR of any new shops within Northbridge Plaza shopping centre and its car park to 1:1. As Northbridge Plaza and its car park have an area of 8,915m² and the present gross floor area of the shopping centre is 7,783m², the maximum FSR of 1:1 for shops would result in an additional 890m², or a little over 11% of the existing shop gross floor area. Accepts the 11% restriction on retail expansion for Northbridge Plaza (it being close enough to Council's original constraint of 10%). <p>Secondary Dwellings</p> <ul style="list-style-type: none"> Notes that Council is introducing a concept of secondary dwellings. Secondary dwellings are proposed by Council to be permissible in the R2 low density residential zone and E4 environmental living zones (i.e. the low density residential zones in Northbridge). Confused by the development standard which provides that the total floor area of a secondary dwelling cannot exceed the greater of 60m² or 10% of the "total floor area of both the self contained dwelling and the principal dwelling." Recommends that the E4 zone in Northbridge should be excluded from the secondary dwellings provisions. The E4 zone is intended for very low density dwellings set in highly visible or highly landscaped areas or where the slope of the site is challenging. Believes strongly that secondary dwellings in the E4 zone will erode the sensitivities of the sites that Council is proposing to protect from overdevelopment. Willoughby should adopt a floor space limit for secondary dwellings of 10% of the floor area of the principal dwelling. A secondary dwelling should not be able to be subdivided nor strata-titled. <p>Northbridge Town Centre</p>	
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<ul style="list-style-type: none"> Notes that the draft amendments to WDCP include a new section dealing with development in the Northbridge Town Centre and have reviewed the proposed Northbridge Town Centre controls against the Council's adopted Northbridge Town Centre Master Plan from October 2003. Believe that Council has formalised the detailed controls in the Town Centre Master Plan into the WDCP with only minor refinements to the controls. Recognises that the draft Town Centre Master Plan was approved by Council in 2005, the draft WDCP is the last opportunity for NPA to again raise its three major objections to the Master Plan. Believes strongly that: <ol style="list-style-type: none"> The proposed Bellambi St town square should ONLY proceed if the street parking spaces lost by its development were to be replaced by Council elsewhere in the Town Centre. As manifested by the high turnover of businesses in the Town Centre, shops and businesses suffer greatly from inadequate street parking and could ill-afford the loss of up to 16 spaces in Bellambi St (the number depending on the extent of the proposed square). Four storey buildings proposed throughout the Town Centre are too high, especially when combined with zero setback from the front boundary. Have always advocated three storeys and maximum FSR of 2:1. A significant (minimum 5 metres) setback from the front boundary would reduce the canyon effect and improve the visual impact of the Town Centre. <p>Dual occupancy, heritage and Foreshore Building Line</p> <ul style="list-style-type: none"> Endorses Councils proposals that <ul style="list-style-type: none"> There are no significant changes in Northbridge to the areas where most types of dual occupancies are excluded and there is no increase in the number of lots where dual occupancy is permissible. The Northbridge lots that are heritage listed under WLEP 1995 are the same lots that are proposed to be identified in the draft WLEP; and There are no changes to the areas in Northbridge affected by the Foreshore Building Line provisions. <p>Open Space Rezoning</p> <ul style="list-style-type: none"> Notes that Council proposes to rezone the open space corridor comprising Munro Park and Tunks Park to the north of the Suspension Bridge stretching from Sailors Bay Rd around to Northbridge Golf Club, as well as the foreshore reserve at the end of Sailors Bay Rd, The Knoll and the reserve along Minimbah Rd from the generic 6(a) Open Space Zone to the E2 Environmental Conservation Zone. Also notes that under the existing WLEP 2005 this open space land can be developed for uses such as car parking, sports fields and indoor recreation facilities. Understands that under the proposed E2 zoning the range of permissible uses would be limited only to low impact works such as environmental facilities and environmental protection works. The rezoning would therefore significantly restrict any future development and would elevate the importance of protecting and restoring the relevant land for its conservation values. Commends Council for this more restrictive zoning of Northbridge's priceless open spaces and natural bushland. Notes that other open spaces including Harden Park, Warners Park, Northbridge Golf Club and Northbridge Oval would continue to be in a general public recreation zone. <p>Minimum Lot Sizes</p> <ul style="list-style-type: none"> Notes that land along Sailors Bay Rd and Eastern Valley Way has been excluded from the draft lot sizes map due to the proposed rezoning of 2(a), 2(b) and 2(c) residential zones to the R3 medium density residential zone. Minimum lot size standards over the Northbridge Public School (8,000m²) and the St Philip Neri Catholic School (4,000m²) will presumably prevent schools being developed for



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<p>residential development despite being zoned for residential development.</p> <ul style="list-style-type: none"> NPA understand that with the above exceptions, there are no other amendments to the minimum lot sizes in Northbridge. Minimum subdivision sizes remain 650m² across standard Northbridge lots and 1,200m² on sensitive sloping sites around the periphery of the suburb. <p>Other Points</p> <ul style="list-style-type: none"> Schedule 1 to the draft WLEP refers to Eastern Valley Way, Northbridge ("Northbridge Shopping Centre and carpark") which comprises the Council's five lots which together form the Council car park at the rear of Northbridge Plaza. Recommends the word "and" should be deleted from the draft WLEP's reference to the land as it appears to be a typo and may give the impression the land belongs to Northbridge Plaza. It should be referred to as "Council's Northbridge shopping centre carpark" (or similar). At the bottom of page 86 of the Report on Residential Development, it states: "However the height limit of 2 storeys will remained unchanged." Believe this may be an error. 	<p>Comment</p> <ul style="list-style-type: none"> Refer to Main Report for discussion of rezonings of residential land in Northbridge. The pedestrian crossing over Sailors Bay Road just west of Pyalla Street was installed largely to cater for the relatively high number of pedestrian movements across Sailors Bay Road at that point generated by the Shore Prep School and the shops. Traffic counts revealed that many of the pedestrians crossing Sailors Bay Road were children and given the fact that right turns are banned out of the School carpark, many of the pedestrians are children/parents coming from the east who needed to park on the south side of Sailors Bay Road to get their children to the school. A pedestrian crossing was considered an appropriate solution. A pedestrian crossing was also considered useful to overcome the problem of parents turning right illegally out of the school carpark as they could no longer say they only did so as it was not safe to cross Sailors Bay Road. <ul style="list-style-type: none"> Residents from Pyalla Street opposed the introduction of the crossing saying that a roundabout should be installed instead to make it easier for them to turn out of their street. We did not consider that a roundabout was an appropriate treatment at the intersection as roundabouts tend to diminish rather than improve pedestrian safety. This is because pedestrians crossing at a roundabout must do so partially in the path of circulating traffic and because traffic entering a roundabout is watching for traffic circulating in or entering the roundabout rather than for pedestrians. It should be noted that there have been 3 reported traffic crashes at or near the intersection of Pyalla Street and Sailors Bay Road since 1996. All occurred prior to introduction of the crossing. Only one, in 2000 involved a vehicle exiting Pyalla Street, another in 2004 (prior to introduction of the crossing) was a pedestrian casualty accident and the other in 1999 was a rear ender just west of Pyalla Street. Speed monitoring on Sailors Bay Road near the crossing has not been undertaken since it was introduced however traffic data obtained in June 2006 revealed an 85th percentile speed of 55km/h. This is higher than we would like to see on approach to a pedestrian crossing. Since that count was undertaken the crossing has been installed and a 40km/h school zone has been introduced along the school frontage both of which should assist in reducing speeds during the drop off and pick up periods when pedestrian volumes are at their highest. Council will undertake some more speed counts to assist in determining if a raised crossing or speed humps on approach might be required near the crossing. Development in Eastern Valley Way will be in accordance with setbacks of 7.5m contained in WDCP. The intention is for the top storey to be setback and occupy only
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<p>60% of area of floor below. The WDCP contains provisions for overshadowing, privacy and landscaping of new development.</p> <ul style="list-style-type: none"> • Draft WLEP 2009 Clause 5.4 (9) contains the provisions for the secondary dwellings and is a mandatory clause which cannot be changed apart from quantifying the % restriction. Council cannot delete or amend the 60m² restriction. • The definition of secondary dwellings and the clause relating to the size of dwellings is a Standard Instrument LEP clause. • Secondary dwellings are permitted in the E4 Environmental Living zone as they will not add to the total permitted floor space on the site and will still be required to meet WDCP landscaping and urban design standards. Secondary dwellings will provide an alternative small, affordable housing choice. • Clause 6.6 – Subdivision not Permitted states that secondary dwellings cannot be subdivided or strata titled. • With regard to the Northbridge Town Centre, the fourth storey must be setback 2 metres from the front boundary which will reduce any canyon effect but enable adequate setbacks from rear properties. • With regard to Schedule 1 and the reference to Northbridge Shopping Centre and car park, it is proposed to amend the Schedule 1 description to "Northbridge Council car park" and to add Lot 15 DP 4409 to the property description as it was inadvertently omitted. • In relation to the 'error' reference to 2 storeys at the bottom of Page 86, the table on Page 86 indicates the height of 9 metres which is 2 storeys with setback 3rd storey. The use of the term 2 storeys at the bottom of Page 86 is written in context of the current Residential 2 (b) WLEP 1995 terminology where the 2 storey height limit includes pitched attics in the roof space with up to 60% of the floor space below – effectively a partial third storey. The height for buildings under the new Standard Instrument LEP are measured to the top of the roof (not the ceiling as in the current WLEP 1995). Hence the equivalent to current 2 storey residential now becomes 2 storeys with 3rd storey setback, to occupy no more than 60% of the area below. 	
<p>Recommendation</p> <ul style="list-style-type: none"> • Amend Draft WLEP 2009 by replacing the name "Northbridge Shopping Centre and Car Park" with "Northbridge Council Car park" in Schedule 1. 	
(No. 502) Author of Submission	Willoughby Environmental Protection Association (WEPA) (Submission dated 20/5/2010)
<p>Summary of Submission</p> <ul style="list-style-type: none"> • Pleased to see that Willoughby's bushland has been appropriately zoned for environmental conservation. • Many people will be concerned by the increase in density represented by the dual occupancy provisions which have been imposed on Council. These provisions will result in more hard surfaces, increased run-off and less area for soft landscaping. This will mean residents will have decreased opportunity to grow significant trees which play a significant role in modifying climate and helping to combat climate change. • Where properties are adjacent to bushland, this impact will be mitigated to some extent by the Area 1 Dual Occupancy restrictions. However one area seems to have been overlooked. <ul style="list-style-type: none"> - WEPA's bush regeneration team works in the catchment of Sugarloaf Creek, Castlecrag, which includes the bushland behind houses in Sunnyside Crescent and Sugarloaf Crescent. Sugarloaf Crescent properties have an Area 1 classification, but this does not apply to properties along the northern side of Sunnyside Crescent. The 	



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<p>houses in properties between 49-71, 75-79 and 95 are built on a small escarpment, but the properties themselves extend below this into bushland in most cases or onto spectacular rock outcrops which descend into bushland. Many of the properties are fenced at the edge of the escarpment not at the property boundary.</p> <ul style="list-style-type: none"> - If secondary dwellings were to be allowed to be built, the obvious place would be below the escarpment which would be disastrous not only for the existing bushland (which we have been working on for many years) but for the geological formations and the bushland below this which would then suffer the impacts of run-off and tree vandalism for views. - Urges Council to place an Area 1 Dual Occupancy restriction on these properties on the northern side of Sunnyside Crescent, ie between 49-71, 75-79 and 95, in order to protect the bushland on this section of the Northern Escarpment of Castlecrag. • It also seems illogical that these properties do not have an E4 zoning and request that this be rectified to conform to the E4 zoning of other properties across the City which border bushland. 	
<p>Comment</p> <ul style="list-style-type: none"> • See also comment on Submission 498 above. • With regard to secondary dwellings, development assessment of location would be on merit, including the E4 Environmental Living zone objectives. • The Dual Occupancy Exclusion Map replicates the provisions in Willoughby Local Environmental Plan 1995. The properties mentioned are not currently excluded and it is considered that dual occupancy on these sites need not adversely impact on bushland. These matters would be assessed if a development application was lodged. • The properties at 49-71, 75-79 and 95 Sunnyside Crescent are proposed to be zoned the equivalent zone under the Draft WLEP 2009. On this basis 49 Sunnyside Crescent, which is currently Residential 2 (a) under WLEP 1995, is proposed to be R2 Low Density Residential. The properties at 51-71, 75-79 and 95 Sunnyside Crescent, currently zoned Residential 2 (a2) under WLEP 1995, are proposed to be zoned E4 Environmental Living. 	
(No.503) Author of Submission	Walter Burley Griffin Society Incorporated (Submission dated 10 June 2010)
<p>Summary of Submission</p> <ul style="list-style-type: none"> • WDCP Controls <ul style="list-style-type: none"> - Support for retaining DCP controls for residential development in Castlecrag and the Griffin Conservation area. - Support for the Griffin Conservation Area to be recognised as State significance. • Consistency between Draft LEP and Draft Amendments to the DCP <ul style="list-style-type: none"> - Clause 4.4 does not mention the specific WDCP controls which differentiate the Griffin Area from other land in the same zoning. The draft LEP should include reference to the DCP in respect of the provisions which differentiate the controls for the Griffin Conservation Area from those elsewhere in similarly zoned areas. - A major feature that differentiates the controls for the Griffin conservation Area from the remainder of the WCC residential areas is that the FSR for attached garages must be included in gross floor space calculations. To retain protection for the Griffin Conservation Area, this provision must be clearly specified in the Draft LEP. - It is essential that the above controls are maintained along with other DCP controls from the Griffin Conservation Area. • Heritage Items: 	



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- Disappointed that the Griffin items in WLEP 1995 Schedule 6 are in the Draft WLEP as being of 'Local' significance, evidently to comply with a directive from the Department of Planning. The Society believes that the Griffin houses are of state, national and international significance. The Society will support owners to have these houses listed on the State Heritage Register.

- Haven Amphitheatre:
 - Request that the property be listed as of 'State' significance as it is on the NSW Heritage List (under the address of The Barricade).
 - Request that the Theatre be referred to in Schedule 5 as the 'Haven Amphitheatre' (note: original name was the Haven Valley Scenic Theatre).
- Request that the stone culverts in the Bulwark are included on Council's heritage list. The culverts are large and significant constructions that are integral to Griffin's road and subdivision plan.
- The WBGS supports that the following Eric Nicholls' houses recommended for listing by the Clive Lucas Stapleton and Partners be included in the Draft WLEP:
 - 42 The Bulwark Castlecrag;
 - 2 The Rampart Castlecrag;
 - 16 Coolawin Road Northbridge.
- Dual Occupancy:
 - Noted and supported the provision that the Griffin Conservation area is to be excluded from dual occupancy.
- Supports Council's Affordable Housing Policy, areas of concern are:
 - The potential for a second dwelling, in properties within the Griffin Conservation Area where the main principle is preservation of the landscape, to increase the development footprint of a property and to impact on landscape values. Specifically, given the small size of the blocks containing the Griffin houses and the visibility of these houses from community land, additional dwellings could severely impact on their relationship with the natural terrain, the amount of soft landscaping and the number of trees.
 - The impact of attached second dwellings on Griffin houses. Even if a secondary dwelling was totally within the Griffin house so there was no compromise to its exterior, the interiors are part of the significance of the houses and these houses should not be allowed to be reconfigured to contain secondary dwellings.
 - The Society requests that an Affordable Housing restriction Map is prepared and the case made to the Department of Planning to exempt the Griffin Conservation Area from affordable housing and the potential damage to the Griffin heritage items.
- Heritage Item Protection:
 - Page 24 of the Draft LEP states that exempt development: (3) (d) must not be carried out on land that comprises, or on which there is, an item that is listed on the SHR or that is subject to an IHO.
 - Could the majority of Griffin houses in the Griffin Conservation Area, that are now proposed to be listed as of local significance, be subject to exempt development ?
 - Request that if this is the case in the Draft LEP that it is corrected so that local heritage items are not subject to exempt development.
- Zoning:
 - Primary interest is the rezoning of land use categories in accordance with the revised standard criteria that applies across the State.
 - Supports the zoning of residential land in Castlecrag adjacent to bushland reserves as E4 Environment Living, together with all residential land within the Griffin



<p>Conservation Area.</p> <ul style="list-style-type: none"> - Schools zoned according to the prevailing adjacent zonings. Re: anomaly of the medium density zoning on the Glenaeon School: support the rezoning of the site to R2 Low Density Residential, reflecting the surrounding residential zoning. • The rezoning of five allotments on the northern side of Edinburgh Road between Raeburn and Rutland Avenues to R3 Medium Density Residential. <ul style="list-style-type: none"> - The society recognises that this land is adjacent to the Castlecrag shopping centre and has good public transport links on Eastern Valley VWay. While rezoning will impact on the entrance to the suburb and the Griffin Conservation Area immediately opposite, good quality design for any new buildings would minimise this effect. • Section C, Development Guidelines and Section E, Specific controls for Commercial Shop Top developments <ul style="list-style-type: none"> - Support changes to encompass vulnerable trees and native bushland on private Property (S. 3, Para 2 and 4). • It would be helpful to have a cross reference to the controls for 'Footway Seating associated with a café or restaurant – limit the potential for conflict between use of public space and outdoor dining.
<p>Comment</p> <ul style="list-style-type: none"> • Directive from the Heritage Branch has advised that: <i>"'Griffin' has been notated in the Schedule as an item of state heritage significance. For legal reasons, until an area is listed on the SHR, having been formally identified as being of State heritage significance, the area cannot be listed in an LEP and notated as being of 'state' significance. The area should be listed in the LEP as a locally significant item so that they are afforded protection under the heritage provisions of the LEP."</i> • WDCP cannot override the WLEP. The WDCP will be required to be amended to be consistent with the WLEP (as proposed in the Draft WDCP amendments). The definition of gross floor area (which is compulsory and contained in the Standard Instrument LEP) excludes car parking to meet requirements of the consent authority (which is set out in the WDCP). The WDCP for the Griffin Conservation Area includes attached garages in the gross floor area. The Draft WLEP 2009 can be amended to identify the Griffin Area as another Special Area on the Floor Space Ratio Map with FSR limits that generally relate to the effective FSR currently allowed in the WDCP. Effectively this is a reduction of 20m² of gross floor area (other than for lots over 1,500m²). • Council had originally identified these Griffin properties in WLEP 1995 and the draft WLEP 2009 as heritage items of State significance (the Heritage Branch no longer recognises Regional Significance). However, Council has been directed by the Department of Planning and the Heritage Branch that until an item has been formally recognised by the NSW Heritage Council as being of State significance and listed on the State Heritage Register an item cannot be notated as being of 'State' significance. The Society may make a submission seeking State Significance recognition to the State Government. • The theatre in Schedule 5 of the Draft WLEP is currently referred to as the "Open Air" Theatre. No objection is raised to changing the name of the Theatre to the 'Haven Amphitheatre'. • The Haven Amphitheatre is not listed on the State Heritage Register and therefore must remain as a local item. • The sandstone culverts in The Bulwark are included in the Griffin Heritage Conservation Area and are therefore currently protected under WLEP 1995 and WDCP and will be protected under WLEP 2009. • 42 The Bulwark was identified in the Clive Lucas Stapleton and Partners, 2003 Eric



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Nicholls Study. The Study recommended that the property be listed on a Local Environmental Plan. When Council considered the Study recommendations at the meetings of the 5 and 12 December 2005 Council did not resolve to include this property in WLEP 1995.

- It should be noted that 42 The Bulwark is included in the Griffin Heritage Conservation Area and is protected under the WLEP 1995 and WDCP and will be protected under WLEP 2009.
- Council's Heritage Architect is aware of the property's heritage assessment which will be taken into consideration when assessing future development applications. The Walter Burley Griffin Society are also contacted for comment on all development applications lodged with Council for the Griffin Heritage Conservation Area.
- 2 The Rampart was identified in the Clive Lucas Stapleton and Partners, 2003 Eric Nicholls Study. The Study recommended that this property be listed on a Local Environmental Plan. When Council considered the Study recommendations at the meetings of the 5 and 12 December 2005 Council did not resolve to include this property in WLEP 1995.
- It should be noted that 2 The Rampart is included in the Griffin Heritage Conservation Area and is protected under the WLEP 1995 and WDCP and will be protected under WLEP 2009.
- Council's Heritage Architect is aware of the property's assessment which will be taken into consideration when assessing future development applications. The Walter Burley Griffin Society are also contacted for comment on all development applications lodged with Council for the Griffin Heritage Conservation Area.
- 16 Coolawin Road was identified in the Clive Lucas Stapleton and Partners, Eric Nicholls Study. This Study recommended that the property be listed on a Local Environmental Plan. The Officer's Report to the Council Meeting of 5 December 2005 did not recommend this property for listing as an item of environmental heritage because a development approval (which included a second storey addition) which had been approved prior to the commencement of the study, had already been constructed.
- Secondary dwellings are supported in all low density residential areas of the City. Council's Heritage Architect advised that permitting secondary dwellings in conservation areas would be acceptable from a heritage viewpoint as:
 - the secondary dwelling will be required to comply with the FSR control across the site;
 - any development for a secondary dwelling will still need to comply with soft landscaping requirements for the site which will ensure that the garden character of the conservation areas is preserved;
 - the secondary dwellings must only be located behind the primary building line and will therefore not unduly impact on the primary streetscape;
 - there are no parking requirements for the secondary dwelling and this will ensure garage structures will not dominate rear lanes.
- Any development application for a secondary dwelling on the site of a heritage item would be assessed in accordance with Council's WDCP controls as with any other development on site, including a heritage impact assessment.
- Under the SEPP (Exempt and Complying Development Codes) 2008, certain exempt development is permitted on heritage item sites for heritage items.
- Clause 3.1 relating to Exempt Development in the Draft WLEP 2009 is a compulsory clause and cannot be amended.
- It is recommended that in the draft amendments to WDCP, Section E3 on Castlecrag, a cross reference is made to C16 – Awnings, Public Road Encroachment and Use of Public Footways, as requested by the Society.



Recommendation

- Amend Draft WLEP 2009 by:
 - Renaming in Schedule 5 the theatre in The Barricade, Castlecrag, to read 'Haven Amphitheatre.'
 - Inserting on the Floor Space Ratio Map an Area 10 covering the Griffin Conservation Area and in Clause 4.4 'Floor Space Ratio' a new subclause "Despite subclause (2) the maximum floor space ratio of a building on land that is in Area 10 is the FSR specified in Column 2 of the Table:

Table maximum FSR in Area 10

Site Area (m2)	Permissible GFA (m2)
Under 400	0.45 x (Site Area)
400-800	100 + (0.2 x Site Area)
801-1000	180 + (0.2 x Site Area)
1001-1500	130 + (0.15 x Site Area)
Over 1500	0.25 x (Site Area)"

- That Council advise the Walter Burley Griffin Society that it will endorse a nomination from the Society to the NSW Heritage Council for the listing of the Griffin Conservation Area on the State Heritage Register.
- Amend the draft amendments to WDCP, Section E3 on Castlecrag by including a cross reference to Section C16 – Awnings, Public Road Encroachment and Use of Public Footways.



Final Communication Plan
Network Nine Willoughby Studio
Environmental Assessment Application
Nine Network Australia Limited



Appendix D: Letter from State Member for Willoughby

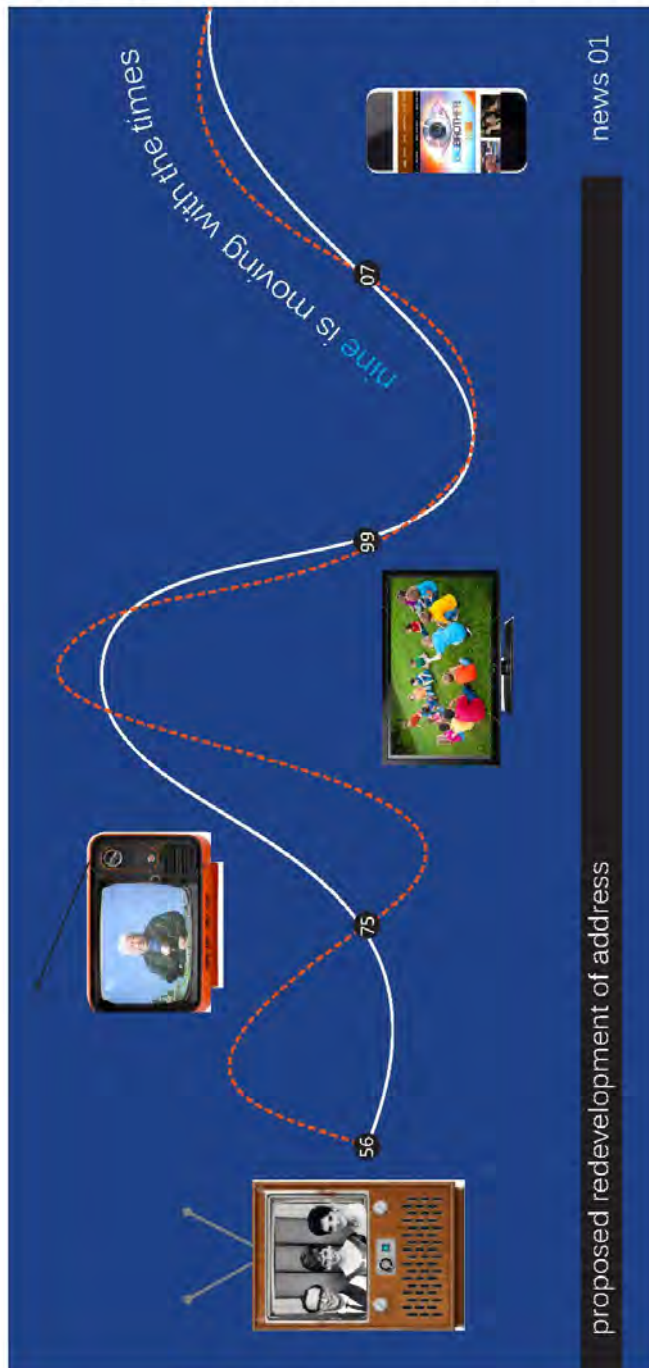




Final Communication Plan
 Network Nine Willoughby Studio
 Environmental Assessment Application
 Nine Network Australia Limited



Appendix E: Graphic Look for the Newsletter

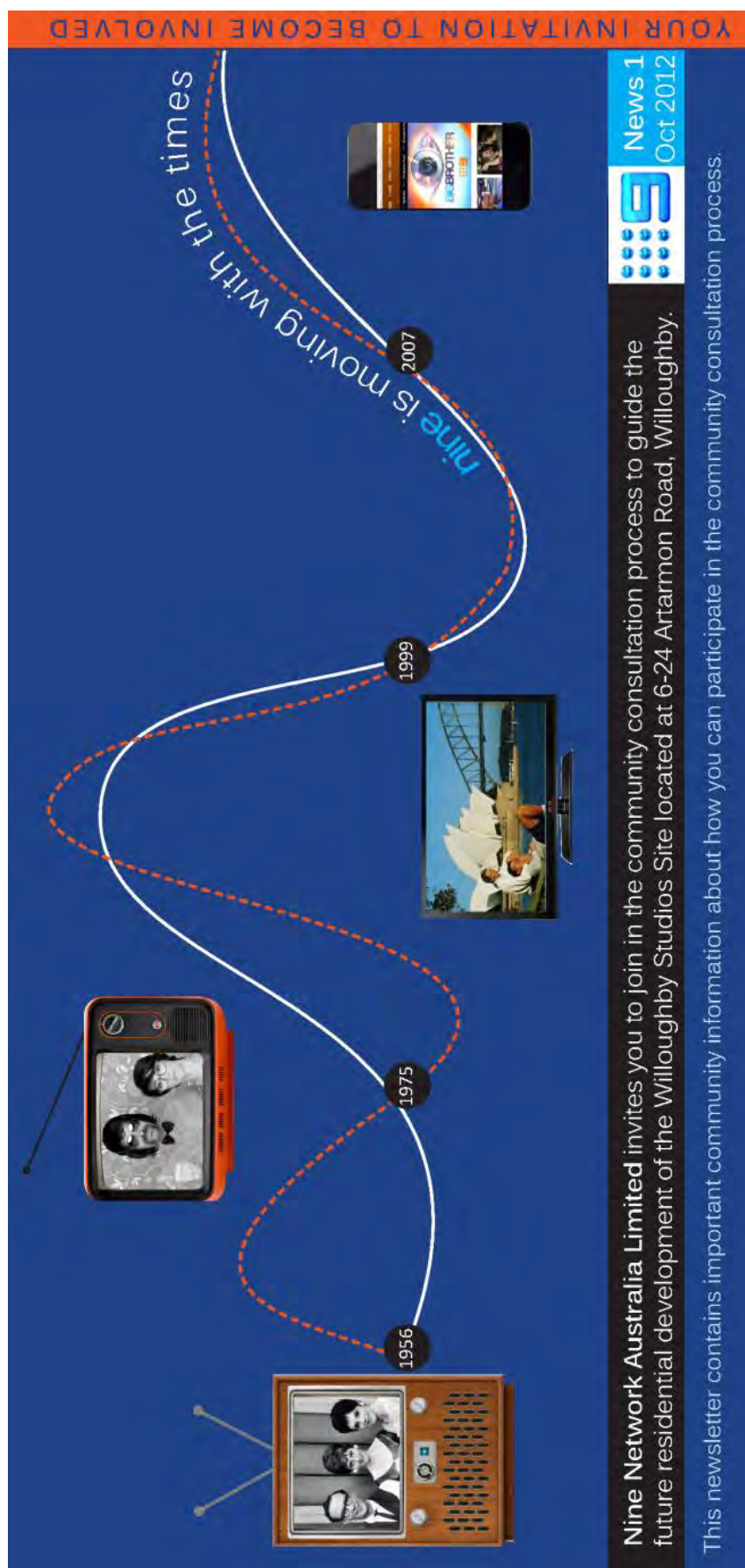


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APPENDIX B – Newsletter





channel nine moving with the times

On the 27th October 2012 Nine Network Australia Limited celebrates 56 years of television production and broadcasting from its Willoughby Studios located at 6-24 Artarmon Road, Willoughby. The Network has resolved to progress plans to relocate its facilities.

The Studios are the last remaining campus style television studio in operation on the East Coast of Australia. Many residents will be aware of the relocation that the Seven Network, Ten Network and the ABC have made from their campus style facilities.

While no date has been set for our relocation we understand the significant timeframe that is involved in changing the land use of a site.

1956





Our 2010 Plan put forward a residential concept that concentrated tall buildings of 16-20 storeys in height in the middle of the site with lower scale 2-5 storey buildings along Artarmon Road and Richmond Avenue. We have listened to community concerns and the views expressed by the Department of Planning in respect to the 2010 Plan. We have assembled a multi-disciplinary design team assisted by Lend Lease and SJB Architects and Urban Designers to guide our thinking.

We understand that our relocation is a sensitive issue and we are keen to ensure that at a future point in time our site will deliver a positive and beneficial outcome for the suburb. We are committed to working with local residents and stakeholders as we develop an appropriate residential vision for the site.

This newsletter marks the commencement of our consultation process for this project. I look forward to welcoming you onto our site in the coming weeks and to working with you to formulate a concept plan that has community support.



Scott Soutar
 Station Manager
 Nine Network Australia

the site - overview

The Nine Network Willoughby Television Studios are located at 6-24 Artarmon Road, Willoughby. The site is a sizable land holding providing approximately 2.9 hectares held under the single ownership of Nine Network Australia Limited. The site is highlighted in red at Figure 1.

Located in the suburb of Willoughby and within the South Willoughby Ward of the Local Government Area of Willoughby, the site is bounded by Artarmon Road to the north, Richmond Avenue to the west, The TXA transmission tower land, parkland and residential development to the south and Scott Street to the east.

Many residents may be under the impression that The Transmitters Australia (TXA) transmission tower constructed in 1974 is located on the site. This is not correct, the tower and the land are subject to a separate holding by Transmitters Australia (TXA). The proposal does not involve the relocation of the transmission tower. Transmitters Australia (TXA) is a joint venture company owned by Nine Network Australia, Seven Network and Ten Network.

Key features of the site are:

- The topography of the land which falls significantly in level between its eastern, western and southern boundaries.
- The intensity of hard paved surfaces on the site and the helipad which have constrained its ability to support a significant canopy of trees.
- The lack of opportunity for the adaptive reuse or refurbishment of existing buildings on the site, many of which are purpose built for television production.
- The poor physical integration that the site has had with the local area as a result of being fully secured. Many residents would not have had the opportunity to enter the site or understand its operation on a 24 hour 7 day a week basis.
- The visual prominence of the site in the skyline created as a result of its ridge line location and the adjacent TXA transmission tower.

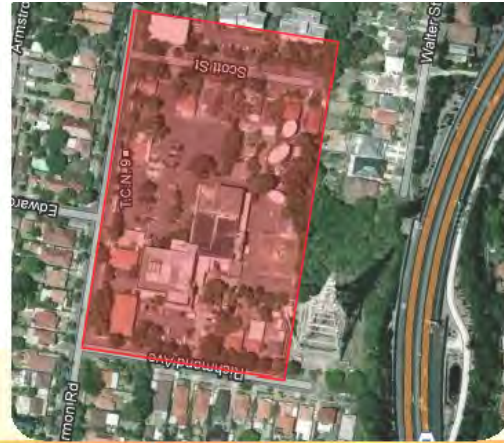


Figure 1 The Nine Network Australia Willoughby Studios Site



project overview

This project involves the preparation of a Concept Plan to guide the future residential redevelopment of the Nine Network Australia Willoughby Studios site. A Concept Plan establishes the land use and development standards to guide how a site will be developed over time. In this way it is similar to a master plan. The Concept Plan does not detail the architecture of a building in the same way as a development application.

The Concept Plan for the Nine Network Willoughby Studios will establish:

- The appropriate residential land use zoning of the site.
- The location of new building forms and where residential, supporting retail, open space and community uses will be located.
- A public domain and a local street pattern to link the site to the surrounding area and ensure its connectivity to the surrounding neighbourhood.
- The building envelopes of future residential buildings in terms of height, setbacks, the number of dwellings and residents that the site can support.
- The proportion of the site to be landscaped open space and its use - village square, playground or passive recreational space.
- Principles to guide the style of architecture, environmental sustainability and community interaction
- Transport and accessibility standards for on-site car parking, pedestrian thoroughfares and bicycle amenities.





why a residential land use is appropriate

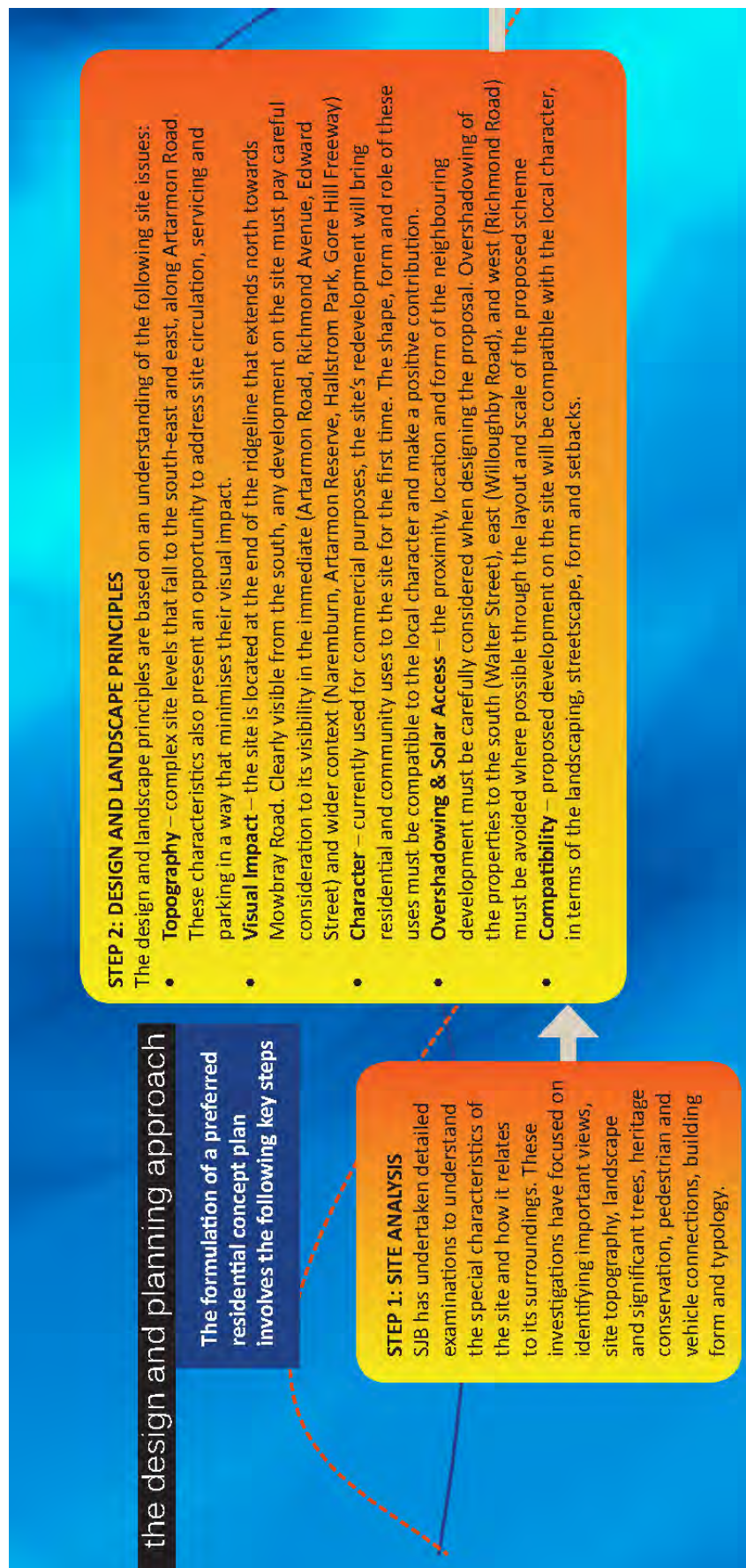
There are two key factors why we consider a residential land use to be appropriate for the Willoughby Studios site.

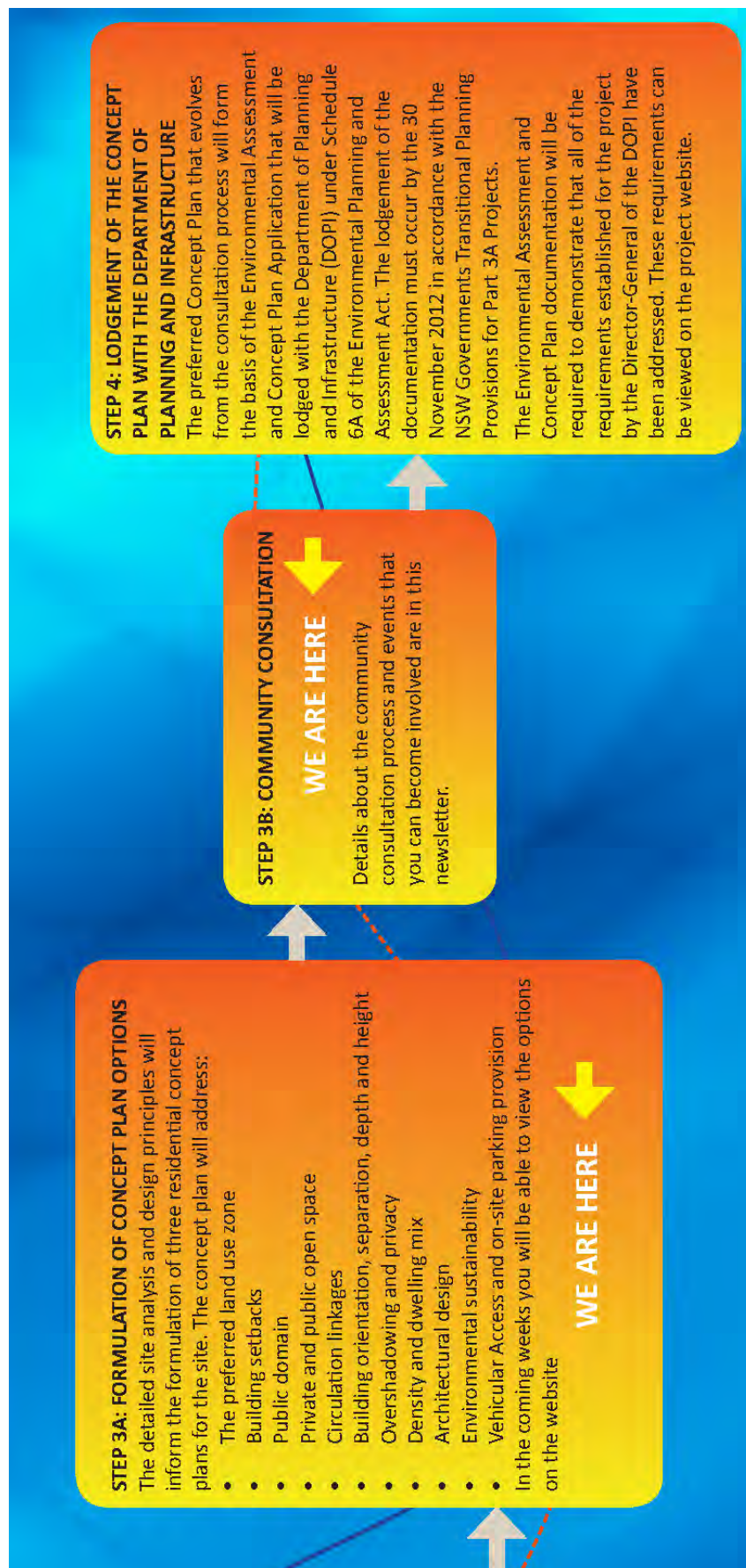
1. The site is located within the Willoughby South residential precinct. Adjacent residential development ranges from single dwelling houses to multi-unit residential development including, low and medium rise apartment and townhouse developments.
 Willoughby City Council through its Draft Local Environmental Plan 2012 is looking to intensify this residential use through its up zoning of residential lands in Walter Street to the south and Artamon Road to the north east to permit medium density development. Under the draft Willoughby Local Environmental Plan 2012 (as exhibited), the Nine Network Willoughby Studios retain a special use zoning which is no longer appropriate given our intended relocation.
2. The NSW State Government has established housing targets for each Sydney Metropolitan Area. These housing targets are essential for ensuring that there is sufficient housing supply within the Sydney Metropolitan area to support the projected 1.5 million population increase that will occur by 2031. The NSW Government has established that the Willoughby Local Government Area must supply an additional 6,800 dwellings by 2031. The redevelopment of the Nine Network site will assist the Willoughby City Council to realise its housing target.

introducing our design team

Working with Nine Network Australia on the Willoughby site project is a multi-disciplinary team with expertise in all aspects of site investigations and analysis, economic feasibility, design and urban planning. The key members of the team are:

- **PROJECT MANAGEMENT** Nine Network Australia assisted by Lend Lease is responsible for the day to day project management overseeing the progression of the project from design through to approval of the concept plan. Lend Lease has an existing working knowledge of Network Nine Australia and has assisted with the relocation of the Melbourne Studio Campus.
- **ARCHITECTURE AND URBAN DESIGN** SJB is responsible for the overall site analysis, design rationale and residential development options that will drive the formulation of a preferred residential concept plan for the site.
- **LANDSCAPING AND PUBLIC DOMAIN** JILA is responsible for the preparation of a detailed landscaping and public domain plan to complement the residential concept plan.
- **PLANNING** JBA Planning Consultants is preparing the Environmental Assessment documentation and progressing the application through the Department of Planning and Infrastructure.
- **TRAFFIC AND TRANSPORTATION** AECOM is undertaking the traffic and transportation assessment for the project.







the planning process

The Nine Network Australia Willoughby Studios Site has been declared a Major Project under the provisions of State Environmental Planning Policy (Major Projects) 2005 (hereafter referred to as the Major Projects SEPP). Schedule 1 of the Major Projects SEPP details the types of development which can be considered a Major Project under Part 3A of the Environmental Planning and Assessment Act 1979.

In October 2011, the NSW Government repealed Part 3A of the Environmental Planning & Assessment Act 1979 (EP&A ACT). In repealing the Part 3A legislation, the NSW Government recognised that there were many existing Part 3A projects already in the planning system. Schedule 6A of the EP&A Act was introduced to provide transitional arrangements for Part 3A Projects that had already been progressed in the system.

The Willoughby Studios Site has become a 'Transitional Part 3A Project'. As a Transitional Project, Part 3A of the EP&A Act continues to apply to the project.

At the beginning of September 2012 the Department of Planning and Infrastructure advised proponents of Transitional Part 3A Projects that Environmental Assessment documentation must be lodged with the NSW Department of Planning and Infrastructure by the 30 November 2012.





how to become involved

Nine Network Australia is committed to working with the local community to ensure that the residential concept for the site is responsive to local needs. To assist us with this aspect of the project we have engaged Urban Concepts, a consultancy that specialises in facilitating community consultation for town planning and development projects.

To learn more about this project you can:

- **PHONE the Nine Willoughby Information Line on 1800 22 44 24** during business hours, Monday through Friday. If the office is unattended please leave your details and we will return your call.
- **EMAIL URBAN CONCEPTS** your questions and feedback info@ninewilloughby.com.au
- **VISIT THE PROJECT WEBSITE www.ninewilloughby.com.au** to review project information, register your participation in the consultation process and to provide your feedback.
- **READ OUR COMMUNITY NEWSLETTERS.** This is the first newsletter about this project. We will provide further newsletters at key project milestones.
- **READ REGULAR MEDIA ADVERTISEMENTS** in the North Shore Times.
- **ATTEND OUR COMMUNITY CONSULTATION EVENTS.** Our first consultation events will be a combination of Community Walks and Community Workshops on Wednesday 7th and Thursday 8th November 2012. Details about how you can participate are set out in this newsletter.
- **REGISTER FOR OUR COMMUNITY WEBINAR.** We will hold an online community webinar about the project on Thursday 8th November 2012 from 11am-12pm. Details about how you can participate are set out in this newsletter.



participate in november consultation events

COMMUNITY WALKS, WORKSHOPS and WEBINAR

By attending these events you will have the opportunity to understand the relationship between the site and the surrounding area, review the residential options and share your thoughts with the project team.

COMMUNITY WALKS

- The walks will be held on:
- **Wednesday 7th November 2012** at 3.00pm, 4.30pm and 6.00pm
 - **Thursday 8th November 2012** at 3.00pm, 4.30pm and 6.00pm

All walks will commence at Nine Network Studios. For safety reasons, participants will walk around the site in groups of 20 participants. We request that all participants wear enclosed footwear. We ask that you register your attendance at a walk of your choice this will ensure that we have enough Guides available for each event. As you will be required to go through security we ask that you arrive 15 minutes prior to the commencement of a walk. Light refreshments will be available.

COMMUNITY WORKSHOPS

The Community Workshops will involve the presentation of the three residential options for the site.

We will hold 2 Community Workshops, each 2 hours in duration on:

- **Wednesday 7th November 2012** at 7-9pm
- **Thursday 8th November 2012** at 7-9pm

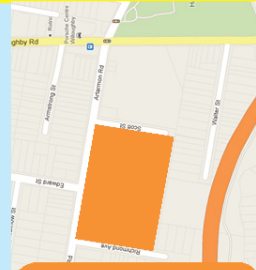
As you will be required to go through security we ask that you arrive 15 minutes prior to the commencement of a walk. Light refreshments will be available.

We ask that you register your attendance at a workshop of your choice.

COMMUNITY WEBINAR

To coincide with our onsite consultation events we will hold a community webinar. The webinar will be held on **Thursday 8th November 2012** from 11am-12pm. The webinar will be one hour in duration. It will include the information that is presented at the workshops. To register for the webinar please go to the project website at www.ninewilloughby.com.au

All consultation events will be held at:
 Nine Network Studios
 6-24 Artarmon Road,
 WILLOUGHBY NSW 2068
 Entry is via main security entrance off Artarmon Road, Willoughby.





to register your attendance at the events of your choice:

- Please phone Belinda Barnett or Trinity Woods from Urban Concepts during business hours (9am – 5pm) on Nine Network Information Line **1800 22 44 24**. If the telephone line is unattended please leave your contact details and we will return your call.
- Email info@ninewilloughby.com.au
- Visit the website at www.ninewilloughby.com.au
- Or post your registration to
 Nine Willoughby
 C/- Urban Concepts
 PO Box 615
 Milsons Point NSW 1565

Please tick the events that you would like to attend.

COMMUNITY WALKS

I will participate in a guided walk on Wednesday 7th November 2012 at:

☐ 3pm ☐ 4:30pm ☐ 6pm

I will participate in a guided walk on Thursday 8th November 2012 at:

☐ 3pm ☐ 4:30pm ☐ 6pm

COMMUNITY WORKSHOPS

I will participate in the Community Workshop being held at the site on:

Wednesday 7th November 2012 at 7-9pm ☐

Thursday 8th November 2012 at 7-9pm ☐

COMMUNITY WEBINAR

Thursday 8th November 2012 at 11am-12pm ☐

First Name: _____ Second Name: _____

Address: _____

Suburb: _____ Postcode: _____

Telephone: _____ Email: _____

Provision of information requested in this form is voluntary. It is for use by Urban Concepts to maintain your details for the purposes of communicating consultation information for the Nine Network Australia Willoughby Site Project and associated activities to you. If you do not wish to receive any further details of wish to check your information please contact us on 9964 9655. The information and text presented in this newsletter has been prepared in conjunction with and has been approved by Nine Network Australia. The information and text presented in this newsletter has been prepared by Urban Concepts in conjunction with and has been approved by Nine Network Australia Limited. Urban Concepts is the trading name for Ambaska Holdings Pty Ltd ACN 074 171 065 ABN 96 074 171 065 Director, Belinda Barnett Level B2, 4 Glen Street, Milsons Point 2061 T. 9964 9655 F 9964 9055 www.urbanconcepts.net.au





APPENDIX C – Statutory Declaration from Mail Distributor

Commonwealth of Australia
STATUTORY DECLARATION
Statutory Declarations Act 1959

Insert the name, address and occupation of person making the declaration

I, Paul Middleton, Reef Digital Media
Unit 3, 83-85 Whiting Street, Artarmon,
Printer

make the following declaration under the *Statutory Declarations Act 1959*:

Set out matter declared to in numbered paragraphs:

Confirm that I performed a letter box drop for Lawton Design.

To the best of my knowledge all letter boxes were covered inside the area indicated for distribution within the red border on the goggle map supplied.

I understand that a person who intentionally makes a false statement in a statutory declaration is guilty of an offence under section 11 of the *Statutory Declarations Act 1959*, and I believe that the statements in this declaration are true in every particular.

Signature of person making the declaration

Declared at SOUTH MAROUBRA on 12th of NOVEMBER 2012

Place
Day
Month and year

Before me,

Signature of person before whom the declaration is made (see over)

Full name, qualification and address of person before whom the declaration is made (in printed letters)

Richard B. Walsh
A Justice of the Peace in and for
the State of New South Wales
Registration No. 170042

WALSH'S VILLAGE PHARMACY
MEAGHER AVENUE
SOUTH MAROUBRA
PH 9311 0088 2035

Note 1 A person who intentionally makes a false statement in a statutory declaration is guilty of an offence, the punishment for which is imprisonment for a term of 4 years — see section 11 of the *Statutory Declarations Act 1959*

Note 2 Chapter 2 of the *Criminal Code* applies to all offences against the *Statutory Declarations Act 1959* — see section 5A of the *Statutory Declarations Act 1959*





APPENDIX D – Stakeholder Mail out



2 November 2012

Dear

**NINE NETWORK AUSTRALIA- RESIDENTIAL CONCEPT PLAN PROJECT FOR WILLOUGHBY STUDIOS SITE
6-24 ARTARMON ROAD, WILLOUGHBY**

On behalf of Nine Network Australia I would like to take this opportunity to forward to you our first newsletter about the Residential Concepts Plan that we are currently preparing for our site at 6- 24 Artarmon Road, Willoughby and invite you to attend one of the consultation events being staged in November 2012.

By way of background, on the 27th October 2012 Nine Network Australia Limited will celebrate 58 years of television production and broadcasting from its Willoughby Studios located at 6-24 Artarmon Road, Willoughby. The Studios have been a part of television history and there are many wonderful events and shows that it has hosted.

The Studios are the last remaining campus style television studio in operation on the East Coast of Australia. Many residents will be aware of the relocation that the Seven Network, Ten Network and the ABC have made from their campus style facilities.

While no date has been set for our relocation we understand the significant timeframe that is involved in changing the land use of a site. It is for this reason that we formally commenced the process in 2010 with the lodgement of a Preliminary Environmental Assessment and Major Project Declaration through the NSW Department of Planning.

Our 2010 Plan put forward a residential concept that concentrated tall buildings of 16-20 storeys in height in the middle of the site with lower scale 2-5 storey buildings along Artarmon Road and Richmond Avenue. We have listened to community concerns and the views expressed by the Department of Planning in respect to the 2010 Plan. We have assembled a new multi-disciplinary design team headed by Lend Lease and SJB Architects and Urban Designers to guide our thinking.

We understand that our relocation is a sensitive issue and we are keen to ensure that at a future point in time our site will deliver a positive and beneficial outcome for the suburb. We are committed to working with local residents and stakeholders as we develop an appropriate residential vision for the site.

The enclosed newsletter marks the commencement of our consultation process for this project and I hope that you can attend one of our scheduled events. I am aware of the interest that your organisation will have in the future of our site and would like to extend to you the opportunity to speak with one of our consultancy team should you be unable to make the November events.

We have engaged the services of Urban Concepts, a town planning consultancy that specialises in running community consultation for town planning and development projects to assist us in running a community consultation process. If I could ask that you contact Belinda Barnett, Director, Urban Concepts on telephone number 1800 22 44 24 to register your attendance at an event of your choice or to schedule a project briefing with a member of our project team that would be greatly appreciated. I would also encourage you to look at the project website that we have established at www.ninewilloughby.com.au to be kept informed about the project over the coming months.

On behalf of Nine Network Australia I would like to thank you for your interest and I look forward to hearing your comments and views about the residential concept plan we are formulating for our site.

Yours sincerely,

Scott Soutar
Station Manager, Sydney

NINE NETWORK AUSTRALIA PTY LTD

PO Box 27 Willoughby NSW 2068 Australia 61 2 9906 9999 ninensn.com.au ABN 88 008 685 407



APPENDIX E – A3 Poster and Site Banner

nine network australia limited

ninewilloughby studio site residential concept plan
community consultation

moving with the times

On the 27th October 2012 Nine Network Australia Limited celebrates 56 years of television production and broadcasting from its Willoughby Studios located at 6-24 Artarmon Road, Willoughby. The Network has resolved to progress plans to relocate its facilities. No date or timeframe for this relocation has been set.

become involved

TO FIND OUT ABOUT THIS PROJECT:

- Phone 1800 22 44 24
- Email info@ninewilloughby.com.au
- Visit www.ninewilloughby.com.au

consultation events

COMMUNITY WALKS
 The walks will be held on:

- Wednesday 7th November 2012 at 3.00pm, 4.30pm and 6.00pm
- Thursday 8th November 2012 at 3.00pm, 4.30pm and 6.00pm

COMMUNITY WORKSHOPS

- Wednesday 7th November 2012 at 7-9pm
- Thursday 8th November 2012 at 7-9pm

COMMUNITY WEBINAR

- Thursday 8th November 2012 at 11am-12pm

ALL EVENTS HELD ON THE NINE NETWORK SITE- REGISTER TO ATTEND ONLINE at www.ninewilloughby.com.au OR PHONE 1800 22 44 24



APPENDIX F – Media Advertising

Half page advertorial

Appeared 26/10/12 in the North Shore Times

ADVERTISEMENT - IMPORTANT COMMUNITY ANNOUNCEMENT

Nine Network Australia invites you to be part of our design process



ON THE 27TH OCTOBER 2012 NINE NETWORK AUSTRALIA LIMITED will celebrate 56 years of television production and broadcasting from its Willoughby Studios located at 6-24 Artarmon Road, Willoughby. Nine Network Australia has resolved to progress its plans to relocate its Willoughby Studios at a future point in time.

The Nine Network Australia assisted by Lend Lease has assembled a multi-disciplinary design team to take the project forward.

Community consultation is an integral part of the design process and Nine Network Australia is committed to working with local residents and stakeholders to develop an appropriate residential vision for the site.

The community consultation process will commence in the coming week with the following initiatives:

- **PHONE THE NINE WILLOUGHBY INFORMATION LINE** 1800 22 44 24 during business hours, Monday through Friday.
- **EMAIL** info@ninelwilloughby.com.au your questions and feedback.
- **VISIT THE PROJECT WEBSITE** at www.ninelwilloughby.com.au to review project information, register your participation in the consultation process and provide your feedback.
- **READ OUR COMMUNITY NEWSLETTERS.** Local residents will be receiving our first newsletter in the coming days. We will provide further newsletters at key project milestones.
- **REGISTER FOR OUR COMMUNITY WEBINAR.** We will hold an online community webinar about the project on Thursday 8th November 2012 from 11am-12pm. You can register to participate in the webinar at www.ninelwilloughby.com.au

• PARTICIPATE IN OUR COMMUNITY WALKS AND WORKSHOPS to be held at the Network Nine Willoughby Studios on **Wednesday 7th and Thursday 8th November 2012**. By attending these events you will have the opportunity to understand the relationship between the site and the surrounding area, review the residential options and share your thoughts with the project team.

Guided Community Walks, each 1 hour in duration will be held:

- **Wednesday 7th November 2012** at 3.00pm, 4.30pm and 6.00pm
- **Thursday 8th November 2012** at 3.00pm, 4.30pm and 6.00pm

We will hold 2 Community Workshops, each 2 hours in duration on:

- **Wednesday 7th November 2012** at 7-9pm
- **Thursday 8th November 2012** at 7-9pm

You can register to participate at www.ninelwilloughby.com.au or phone 1800 22 44 24 or email info@ninelwilloughby.com.au

WE LOOK FORWARD TO YOUR INVOLVEMENT IN THIS PROJECT



The information and text presented in this advertisement has been prepared by Urban Concepts in conjunction with and has been approved by Nine Network Australia. Urban Concepts is the trading name for Ambuska Holdings Pty Ltd ACN 074 171 065 ABN 96 074 171 065 Director, Brenda Barnett Level B2, 4 Gen Street, Milsons Point 2061.



Half page advertorial

Appeared 2/11/12 in the North Shore Times

ADVERTISEMENT - IMPORTANT COMMUNITY ANNOUNCEMENT

DON'T MISS THIS OPPORTUNITY

Nine Network Australia invites you to be part of our design process

The community consultation process will commence in the coming week with the following initiatives:

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1800 22 44 24 during business hours, Monday through Friday.
- **EMAIL** info@ninelwilloughby.com.au your questions and feedback.
- **VISIT THE PROJECT WEBSITE** at www.ninelwilloughby.com.au to review project information, register your participation in the consultation process and provide your feedback.
- **READ OUR COMMUNITY NEWSLETTERS.** Local residents will be receiving our first newsletter in the coming days. We will provide further newsletters at key project milestones.
- **REGISTER FOR OUR COMMUNITY WEBINAR.** We will hold an online community webinar about the project on Thursday 8th November 2012 from 11am-12pm. You can register to participate in the webinar at www.ninelwilloughby.com.au

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- Thursday 8th November 2012 at 3.00pm, 4.30pm and 6.00pm

We will hold 2 Community Workshops, each 2 hours in duration on:

- Wednesday 7th November 2012 at 7.9pm
- Thursday 8th November 2012 at 7.9pm

You can register to participate at www.ninelwilloughby.com.au or phone 1800 22 44 24 or email info@ninelwilloughby.com.au

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The information and text presented in this advertisement has been prepared by Urban Concepts in conjunction with and has been approved by Nine Network Australia. Urban Concepts is the trading name for Ammasia Holdings Pty Ltd ACN 074 171 065 ABN 96 074 171 065 Director, Belinda Barnett Level B2, 4 Glen Street, Milsons Point 2061.



APPENDIX G – Resident Meet and Greet Schedule of Houses Visited

Resident Meet and Greet Overview

30th – 31st October 2012

RESIDENT MEET AND GREET					NOTED CONCERNS
DATE	PROPERTY NO.	ADDRESS	DELIVERED TO RESIDENT	LEFT UNDER DOOR	
30/10/12	32	Artarmon Road		✓	
30/10/12	34	Artarmon Road	✓		Request to register another name to the Webinar.
30/10/12	36	Artarmon Road		✓	
30/10/12	38	Artarmon Road	✓		Planning to register
30/10/12	40	Artarmon Road		✓	
30/10/12	42	Artarmon Road		✓	
30/10/12	57	Artarmon Road	✓		
30/10/12	55	Artarmon Road	✓		
30/10/12	53	Artarmon Road		✓	
30/10/12	51	Artarmon Road		✓	
30/10/12	49	Artarmon Road			Under construction



RESIDENT MEET AND GREET					
DATE	PROPERTY NO.	ADDRESS	DELIVERED TO RESIDENT	LEFT UNDER DOOR	NOTED CONCERNS
30/10/12	47	Artarmon Road		✓	
30/10/12	45	Artarmon Road		✓	
30/10/12	43	Artarmon Road		✓	
30/10/12	41	Artarmon Road		✓	
30/10/12	39	Artarmon Road		✓	
30/10/12	37	Artarmon Road		✓	
30/10/12	35	Artarmon Road		✓	
30/10/12	35A	Artarmon Road		✓	
30/10/12	33A	Artarmon Road		✓	
30/10/12	33	Artarmon Road		✓	
30/10/12	31	Artarmon Road		✓	
30/10/12	29	Artarmon Road	✓		
30/10/12	27	Artarmon Road		✓	
30/10/12	25	Artarmon Road	✓		
30/10/12	23	Artarmon Road		✓	
30/10/12	21	Artarmon Road		✓	
30/10/12	19	Artarmon Road		✓	
30/10/12	17	Artarmon Road		✓	



RESIDENT MEET AND GREET					
DATE	PROPERTY NO.	ADDRESS	DELIVERED TO RESIDENT	LEFT UNDER DOOR	NOTED CONCERNS
30/10/12	15	Artarmon Road	✓		Concerned
30/10/12	13	Artarmon Road		✓	
30/10/12	11	Artarmon Road		✓	
30/10/12	9	Artarmon Road		✓	
30/10/12	7	Artarmon Road		✓	
30/10/12	5	Artarmon Road		✓	
30/10/12	3	Artarmon Road		✓	
30/10/12	1	Artarmon Road		✓	
30/10/12	2	Artarmon Road		✓	
30/10/12	4	Artarmon Road	✓		
30/10/12	6	Artarmon Road	✓		Concerned about traffic, access and density
30/10/12	7	Artarmon Road	✓		
30/10/12	5	Artarmon Road		✓	
30/10/12	3	Artarmon Road	✓		
30/10/12	1A	Artarmon Road		✓	
30/10/12	14	Richmond Avenue		✓	
30/10/12	16	Richmond Avenue		✓	
30/10/12	18	Richmond Avenue		✓	



RESIDENT MEET AND GREET					
DATE	PROPERTY NO.	ADDRESS	DELIVERED TO RESIDENT	LEFT UNDER DOOR	NOTED CONCERNS
30/10/12	20	Richmond Avenue		✓	
30/10/12	24	Richmond Avenue	✓		
30/10/12	26A	Richmond Avenue	✓		Residents have already registered.
30/10/12	26	Richmond Avenue		✓	
30/10/12	28	Richmond Avenue		✓	
30/10/12	28A	Richmond Avenue	✓		Handed to builder to pass to home owner.
30/10/12	30	Richmond Avenue	✓		Handed to daughter to pass to home owner.
30/10/12	20A	Richmond Avenue		✓	
30/10/12	32	Richmond Avenue		✓	
31/10/12					
31/10/12	1/1A	Artarmon Road	✓		
31/10/12	2/1A	Artarmon Road	✓		
31/10/12	3/1A	Artarmon Road		✓	
31/10/12	4/1A	Artarmon Road		✓	
31/10/12	5/1A	Artarmon Road		✓	
31/10/12	31	Walter Street		✓	
31/10/12	29A	Walter Street	✓		They have not received the newsletter yet.
31/10/12	29	Walter Street		✓	



RESIDENT MEET AND GREET					
DATE	PROPERTY NO.	ADDRESS	DELIVERED TO RESIDENT	LEFT UNDER DOOR	NOTED CONCERNS
31/10/12	27B	Walter Street	✓		Registered.
31/10/12	27A	Walter Street		✓	Advised that are they are the tenants and not the owners.
31/10/12	25	Walter Street	✓		
31/10/12	23	Walter Street	✓		
31/10/12	21	Walter Street		✓	
31/10/12	19	Walter Street	✓		
31/10/12	17	Walter Street		✓	
31/10/12	15	Walter Street	✓		
31/10/12	18A	Walter Street		✓	
31/10/12	18	Walter Street		✓	
31/10/12	13A	Walter Street		✓	
31/10/12	13	Walter Street		✓	
31/10/12	11A	Walter Street		✓	
31/10/12	16	Walter Street	✓		
31/10/12	11	Walter Street		✓	
31/10/12	9	Walter Street	✓		
31/10/12	7	Walter Street		✓	
31/10/12	14	Walter Street		✓	



RESIDENT MEET AND GREET					
DATE	PROPERTY NO.	ADDRESS	DELIVERED TO RESIDENT	LEFT UNDER DOOR	NOTED CONCERNS
31/10/12	12	Walter Street		✓	
31/10/12	10	Walter Street		✓	
31/10/12	5	Walter Street		✓	
31/10/12	3	Walter Street		✓	
31/10/12	1	Walter Street		✓	
31/10/12	8	Walter Street		✓	
31/10/12	6	Walter Street	✓		
31/10/12	4	Walter Street	✓		
31/10/12	2A	Walter Street		✓	
31/10/12	14	Walter Street			
31/10/12	621	Willoughby Road		✓	
31/10/12	456B	Willoughby Road		✓	
31/10/12	454	Willoughby Road		✓	
31/10/12	457	Willoughby Road		✓	
31/10/12	458	Willoughby Road		✓	
31/10/12	460	Willoughby Road			Under Construction



APPENDIX H – Resident Meet and Greet Letter



30th October 2012

Dear Neighbour,

INVITATION TO ATTEND OUR COMMUNITY CONSULTATION EVENTS WE LOOK FORWARD TO WORKING WITH YOU

I am writing on behalf of Nine Network Australia Limited to invite you to our upcoming Community Consultation Events for our Willoughby Studio Site located at 6-24 Artarmon Road, Willoughby.

Nine Network Australia has resolved to progress its plans to relocate our facilities from the Artarmon Road site at a future point in time. The Willoughby site is the last remaining campus style television studio on the East Coast of Australia. You will be aware that the Seven Network, Ten Network and the ABC have all moved from their campus style facilities.

Over the past 56 years Nine Network Australia has been a good neighbour to the residents of Willoughby. We understand that our relocation is a sensitive issue and we are keen to ensure that at a future point in time our site will deliver a positive and beneficial outcome for the suburb. Over the coming weeks we will be hosting a series of community consultation events at our Willoughby Studio Site. As our neighbour we understand your keen interest in the project and look forward to your involvement. Full details about the first stage of our consultation process are detailed in the enclosed newsletter.

To register your attendance at the events of your choice please phone Belinda Barnett or Trinity Woods from Urban Concepts during business hours (9am-5pm) on 1800 22 44 24 or email info@ninewilloughby.com.au. For more detail about the project and consultation events please refer to the enclosed newsletter or visit the website at www.ninewilloughby.com.au.

On behalf of Nine Network Australia, I look forward to welcoming you to our site and to hearing your views and ideas.

Yours faithfully

Scott Soutar
Station Manager

NINE NETWORK AUSTRALIA PTY LTD

PO Box 27 Willoughby NSW 2068 Australia 61 2 9906 9999 ninemsn.com.au ABN 88 008 685 407



APPENDIX I – Community Presentation





TODAY'S AGENDA

Welcome

- Scott Soutar, Nine Network Australia

Part 1 (allow 40 minutes)

- Introduction
Belinda Barnett, Urban Concepts
- Presentation of Residential Concept Plans
Adam Haddow SJB

Part 2 (allow 50 minutes)

- Workshop discussion groups
Red, Yellow, Blue
- Market Research Survey

THE TEAM

PROPONENT

- Nine Network Australia

PROJECT MANAGEMENT

- Lend Lease

ARCHITECTURE AND URBAN DESIGN

- SJB Architects and Urban Designers

LANDSCAPE ARCHITECTURE

- JILA

TRAFFIC AND TRANSPORTATION

- AECOM

URBAN PLANNING AND SOCIAL IMPACT ASSESSMENT

- JBA Planning

HERITAGE ASSESSMENT

- GML

UTILITIES AND SERVICING

- Cardno

COMMUNITY CONSULTATION

- Urban Concepts
- Katos Market Research



**PURPOSE
OF THE
SESSION**

urbanconcepts



- To explain the design process guiding the Concept Plan formulation
- To explain the 3 residential concept plans and the physical form that development could take on the site
- To explain how the design and consultation process relates to the Environmental Assessment Process

**PURPOSE
OF THE
SESSION**

urbanconcepts



- To enable Nine Network Australia to understand community and stakeholder attitudes prior to lodgement
- To develop a positive dialogue for going forward
- To answer your questions
- To record your views about this project



**THE
CONSULTATION
PROCESS**

urbanconcepts 

Consultation Process

- Staged Approach – Not a 7 week process
- Currently implementing Stage 1
- Stage 1 - Tailored to run in parallel with the plan formulation process
- Subsequent Stages coincide with the Environmental Assessment (EA) Part 3A Process
- Stage 2 – Exhibition of EA Consultation Sessions (2013)
- Stage 3 – Consideration of submissions (2013)

**STAGE 1
COMMUNITY
CONSULTATION
PROCESS**

urbanconcepts 

- Communication Plan
- 1800 Number
- Preparation of Community Newsletters (2 x 4000)
- Establishment of project email and website
- Site signage and A3 posters
- Consultation Events
 - Resident Meet and Greet
 - Roundtable Breakfast
 - Community Walks and Workshops
 - Community Webinar
- Consultation Report to DOPI



GUIDELINES

urbanconcepts



- Remember to switch off mobile phones
- The session will be of 2 hours duration
- No questions please during the presentation
- In workshop groups, only one person to speak at a time
- Every idea is valid – respect the views of others even if you may not always agree
- Questions unable to be answered will be taken on notice
- All comments and questions will be recorded by Urban Concepts and issued to participants
- We will only record your names when we are authorised to do so
- Surveys to be completed and handed back at end of session

PART 2

urbanconcepts



• Workshop Groups

Yellow – Adam Haddow

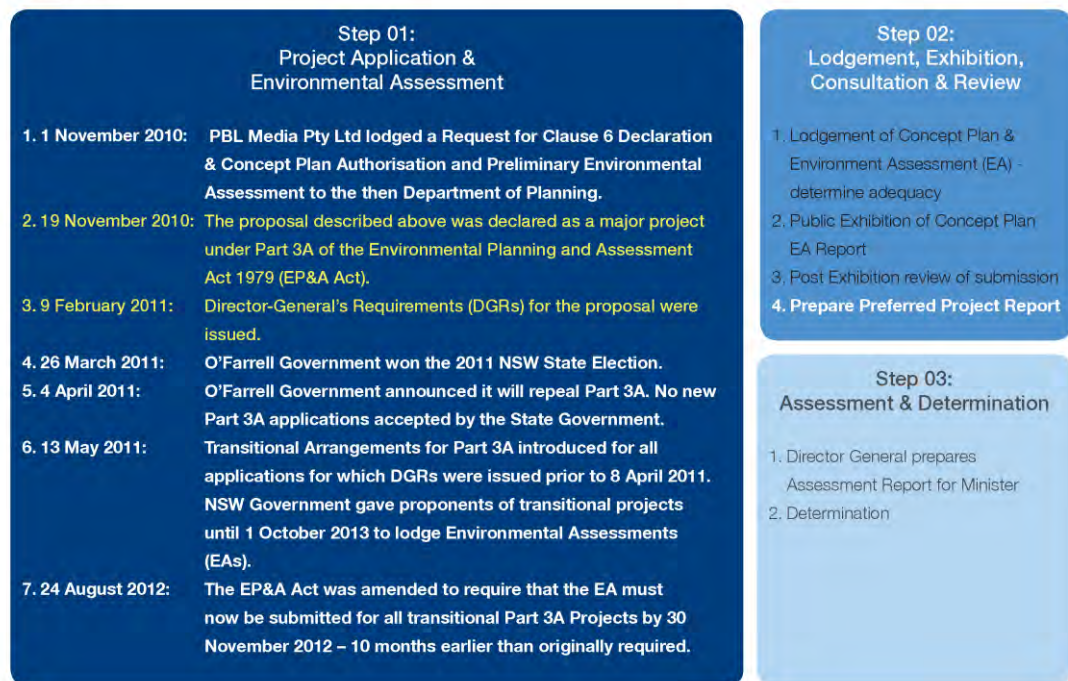
Red – Jonathan Knapp

Blue – John Pradel

• Market Research Survey

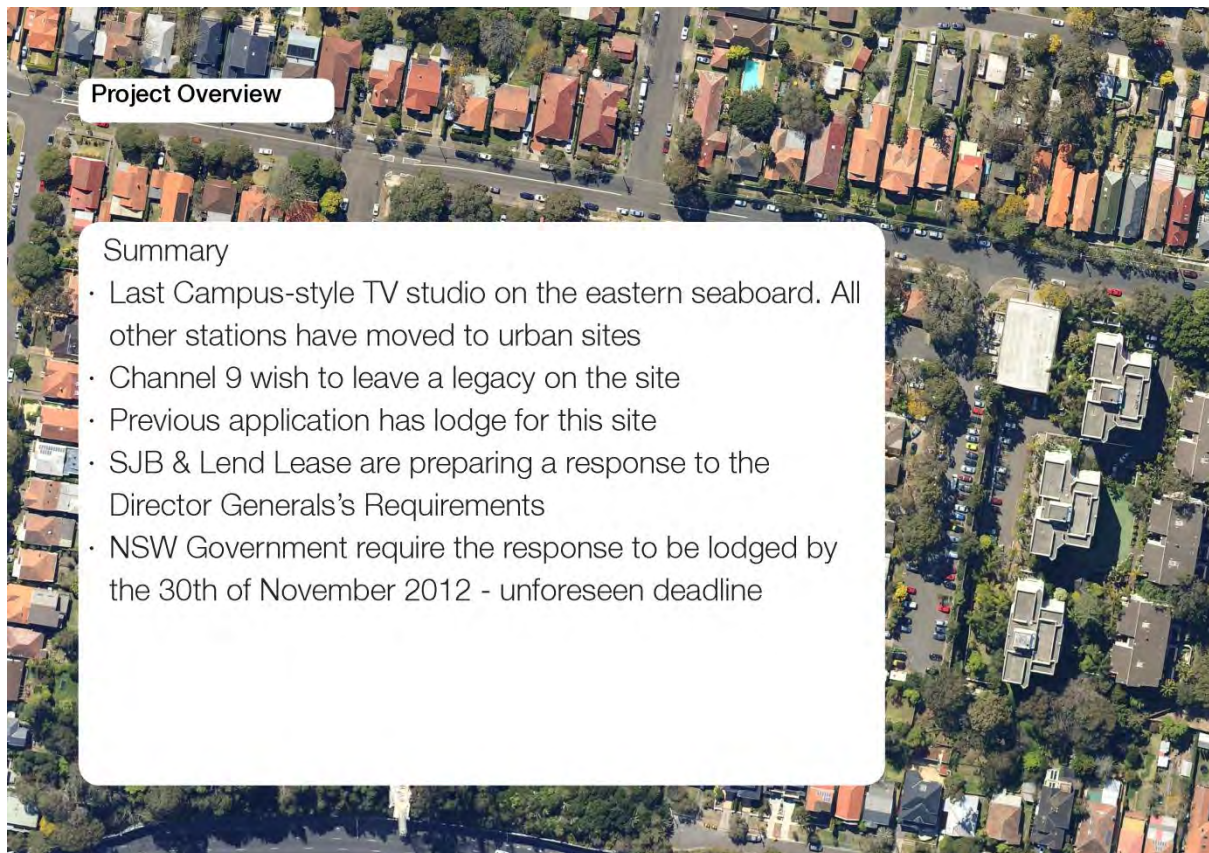


Process





Process

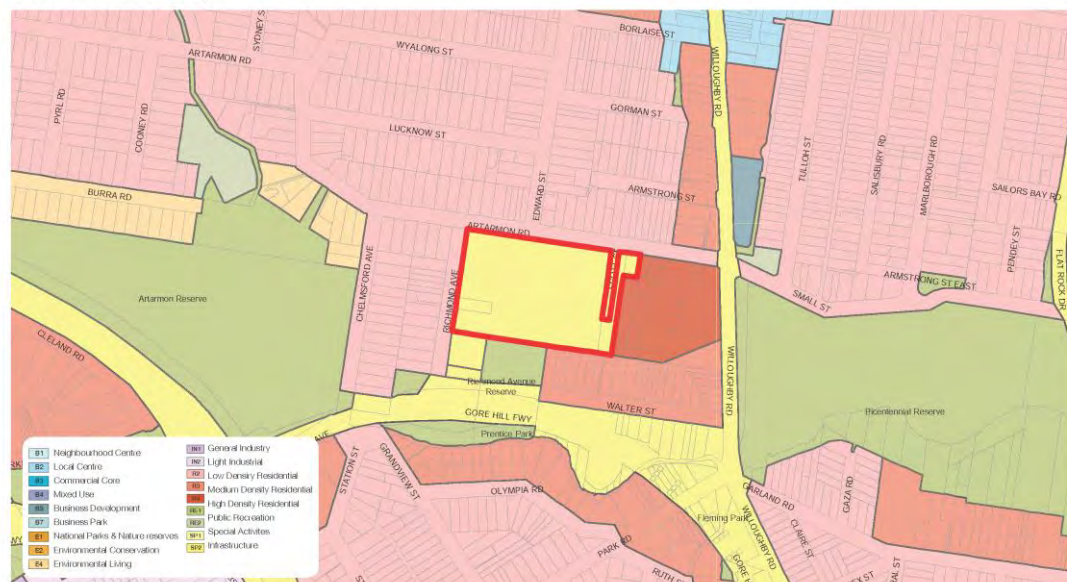


Existing LEP 95



Draft LEP

Land Use and Zoning

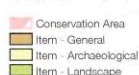
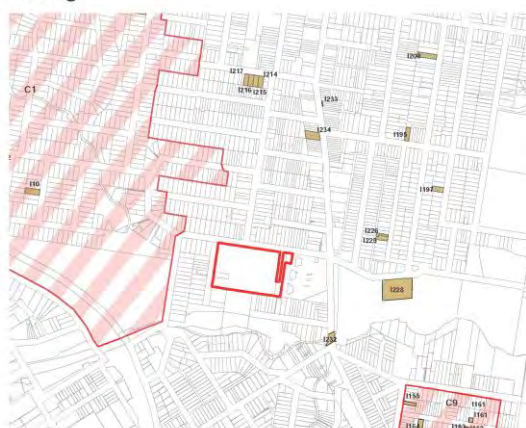


Draft LEP

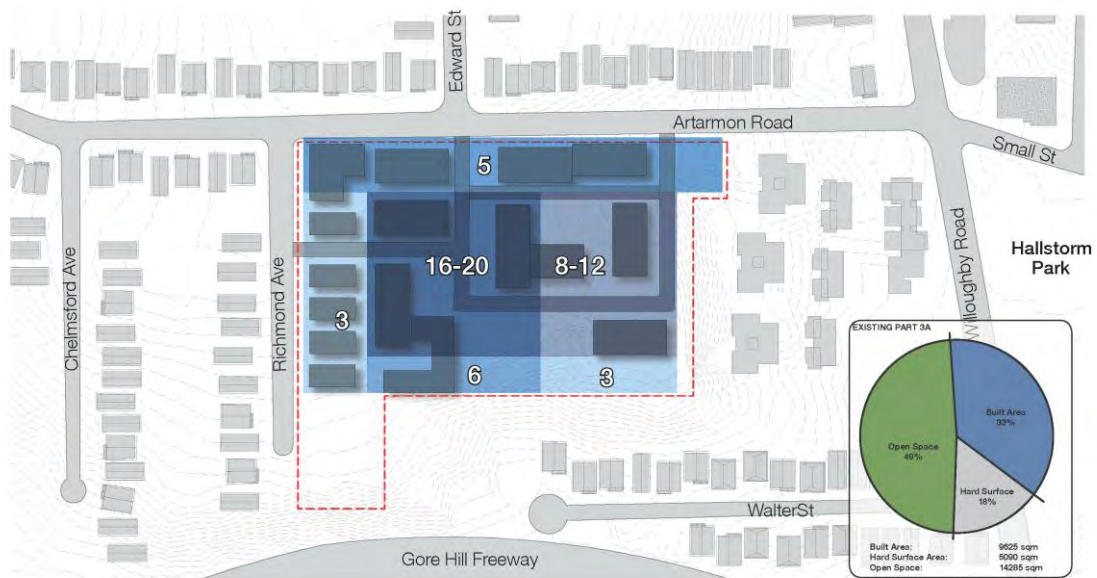
Building Heights



Heritage

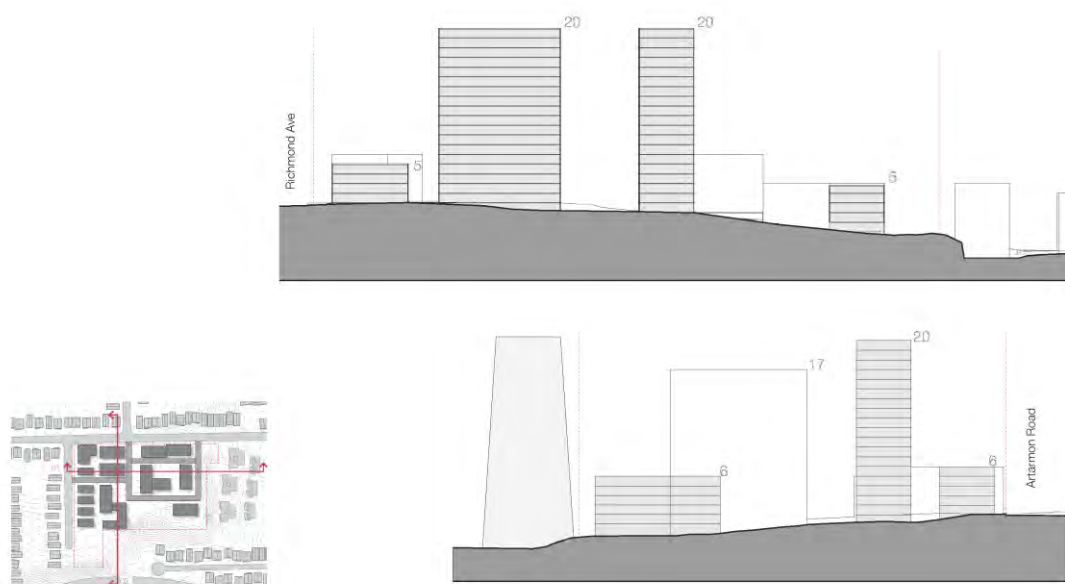


Previous Proposal, 2010



18

Previous Proposal, 2010



19



Design Principles

Open Space //	public & linear parks, landscape, vegetation, activity
Movement //	traffic, parking, public transport, access, connections
Scale //	existing building, solar access, visibility, views
Transition //	street edges, location & orientation, future uses
Sustainability //	social, environmental, economic - what can we achieve?

Open Space



Sander's Park



22

Open Space



23

Open Space



24

Open Space



25

Open Space



Movement



Scale



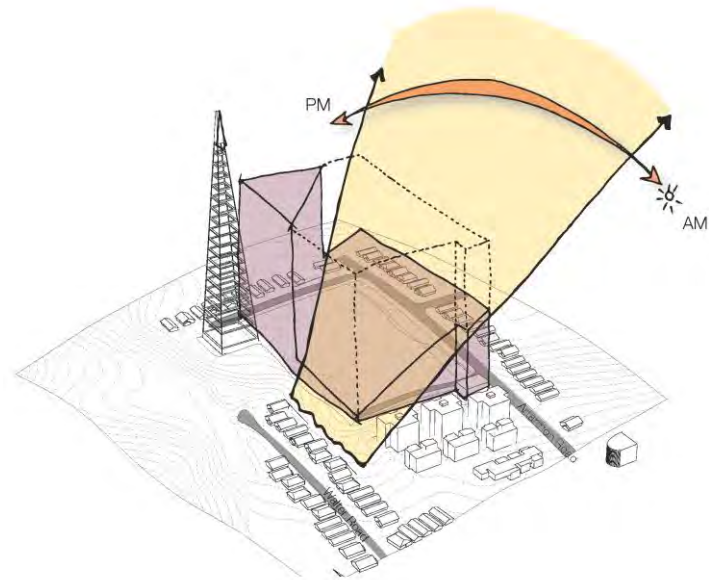
28

Scale



29

Scale



Transition



Transition



32

Transition



33

Transition



34

Transition



35

Sustainability

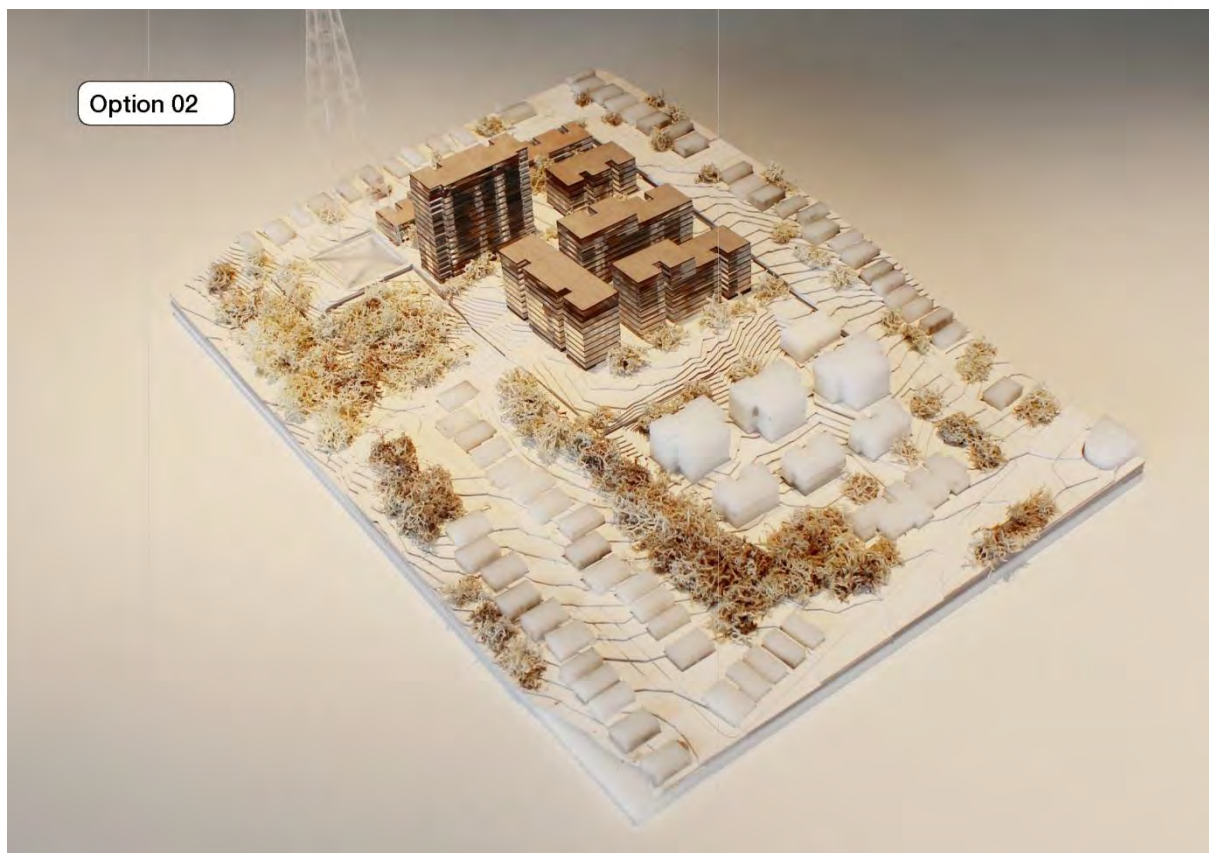
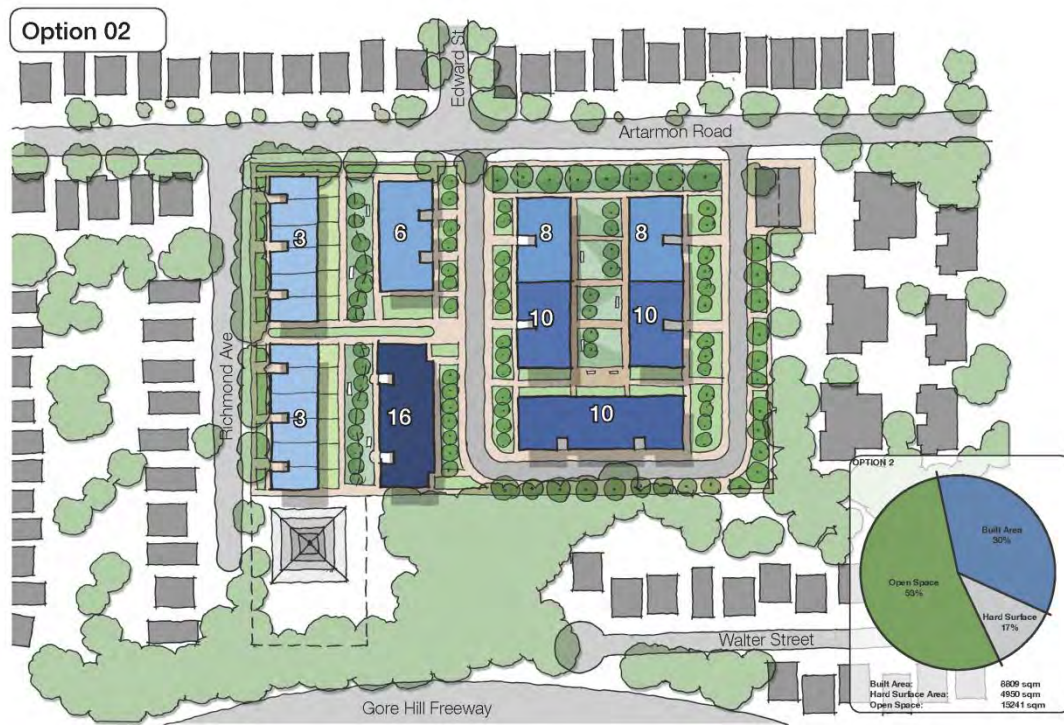


36

Options

37





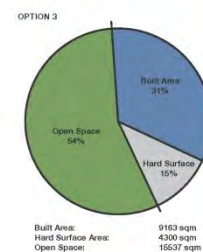
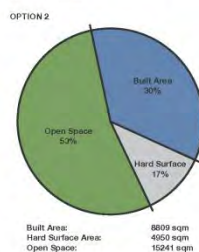
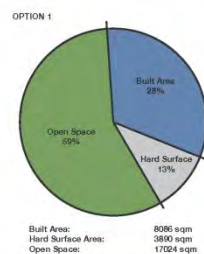
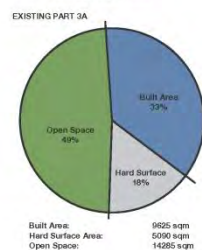
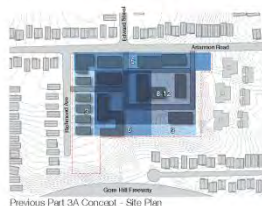


42





Options Comparison



Questions



Movement





APPENDIX J – Stakeholder Roundtable Breakfast



Letter to Councillors and Progress Associations



15th October 2012

Dear

Your invitation to attend our Stakeholder Roundtable Breakfast

I am writing on behalf of Nine Network Australia Limited to inform you of our upcoming community consultation process for our Willoughby Studio site located at 6-30 Artarmon Road, Willoughby and to invite you to participate in our Stakeholder Round Table Breakfast.

It is now public knowledge that Nine Network Australia has resolved to progress its plans to relocate its facilities off the Artarmon Road site at a future point in time. The Willoughby site is the last remaining campus style television studio on the East Coast of Australia.

The studios officially opened their doors on the 27th October 1956. Over the past 56 years there have been considerable changes in technology that have impacted on how the industry undertakes television production and broadcasting. Nine Network Australia is carefully considering the advancement of its relocation plan. You will be aware that the Seven Network, Ten Network and the ABC have all moved from their campus style facilities.

While no date has been set for our relocation we understand the significant timeframe that is involved in changing the zoning and the land use vision of a brownfield site. It is for this reason that we formally commenced the process in 2010 with the lodgement of our Preliminary Environmental Assessment (EA) and Major Project Declaration through the NSW Department of Planning.

Our Preliminary EA put forward a residential concept that concentrated tall residential towers of 16-20 storeys in height in the middle of the site with lower scale 2-5 storey residential buildings along Artarmon Road and Richmond Avenue. We have listened to community concerns and the views expressed by the NSW Department of Planning. We have assembled a new multi-disciplinary design team headed by Lend Lease and SJB Architects and Urban Designers. Our project team are adopting a design approach which is driven by detailed site analysis and understanding of the local built and landscape context.

Over the past 56 years Nine Network Australia has acted as a good neighbour to the residents of Willoughby. We understand that our relocation is a sensitive issue and we are keen to ensure that at a future point in time our site will deliver a positive and beneficial outcome for the suburb. We will shortly be inviting residents and interested stakeholders to join us at the drawing board to participate in the design process. The reality is that there is no Concept Plan in place to guide the residential redevelopment of the site. Our approach is to present design and landscape parameters for the site and the three residential land use options that have been formulated in response to these parameters.

Nine Network Australia recognises the important role that you play as an integral stakeholder in the design process and would like to invite you to attend a Stakeholder Round Table Breakfast on Friday 2nd November 2012 from 7am to 9am. The breakfast will be held at our Willoughby Studios located at 6-24 Artarmon Road. Please proceed through security to reception where we will meet you for this event. The Round Table is being held ahead of the community consultation events that will follow on the 7th and 8th November 2012.

If you would like to attend the Breakfast Round Table, or would care to arrange a time to discuss the project with me, I ask that you liaise directly with Belinda Barnett, Director Urban Concepts. Nine Network Australia has engaged Urban Concepts to facilitate the implementation of our community consultation process. Please phone Belinda on telephone number 9964 9655 during business hours or email belinda@urbanconcepts.net.au

I look forward to welcoming you to the breakfast and to working with you over the coming months to advance a residential development concept for our Willoughby Studios site that has community and stakeholder support.

Yours faithfully

Scott Soutar
Station Manager

NINE NETWORK AUSTRALIA PTY LTD

PO Box 27 Willoughby NSW 2068 Australia 61 2 9906 9999 ninensn.com.au ABN 88 008 685 407



Confirmation of Registration Letter

1 November 2012



Dear Participant,

NINE NETWORK AUSTRALIA WILLOUGHBY STUDIO SITE STAKEHOLDER ROUNDTABLE EVENT CONFIRMATION

Thank you for registering to attend our Stakeholder Roundtable Breakfast to be held from 7am to 9am on Friday 2nd November 2012 at the Nine Network Australia Willoughby Studio Site.

When you arrive at the Studio please enter off Artamon Road and proceed through Security to Reception. Please tell Security your name and that you are attending the Roundtable Breakfast Event.

If you are planning to drive and have not advised us that you will be requiring on site car parking then we ask that you advise us by 4pm today so we can arrange a visitor space for you.

Once at Reception we will commence the event with a short walk around the site before the presentation. Please advise us by return email if you have any accessibility restrictions so that we can make an alternative arrangement. We will serve light refreshments comprising tea, coffee, juice, pastries and fruit. Please advise us if you have any special dietary requirements.

We have allowed 2 hours for the event. The list of attendees for this event is attached.

On behalf of Nine Network Australia and Urban Concepts I look forward to meeting you tomorrow.

Yours faithfully

Belinda Barnett

Director

Urban Concepts

Enc.

level B2
4 glen street
milsons point NSW 2061

po box 495
milsons point NSW 1565

t 61 2 9964 9655

f 61 2 9964 9066

e info@urbanconcepts.net.au

w urbanconcepts.net.au

Urban Concepts is a division of Ambaska Holdings
ACN 074 171 065 ABN 96 074 171 065



REGISTERED ATTENDEES



NAME	COMPANY
Coppock, Stuart	Willoughby City Council Councillor
Ellis, Jeff	Willoughby City Council Economic and Property Development Director
Eriksson, Hugh	Willoughby City Council Councillor
Giles-Gidney, Gail	Willoughby City Council Councillor
Head, Steven	Willoughby City Council Infrastructure Services Director
Hooper, John	Willoughby City Council Councillor
Kemp, Helene	Naremburn Progress Association Secretary
Laveaux, Viviane	Naremburn Progress Association Committee Member
McClure, Linda	Willoughby City Council Strategic Planning Manager
Mustaca, Tony	Willoughby City Council Councillor
Nguyen, Lara	Willoughby City Council Strategic Planner
Norton, Wendy	Willoughby City Council Councillor
Obrien, Frances	Naremburn Progress Association President
Promnitz, Roger	Naremburn Progress Association Vice President
Reilly, Pat	Willoughby City Council Mayor
Rozos, Angelo	Willoughby City Council Councillor
Rutherford, Judith	Willoughby City Council Councillor
Saville, Lynne	Willoughby City Council Councillor



NAME	COMPANY
Sloane, Michelle	Willoughby City Council Councillor
Stevens, Mandy	Willoughby City Council Councillor
Taffel, Bob	South Willoughby Progress Association
Tobin, Nick	Willoughby City Council General Manager
Wiland, Eva	Artamon Gazette Editor
Wilson, Tedd	Federation of Progress Associations
Wright, Nic	Willoughby City Council Councillor





Briefing Paper



NINE NETWORK AUSTRALIA

PROPOSED CONCEPT MASTERPLAN FOR THE WILLOUGHBY STUDIOS SITE

PROJECT OVERVIEW

DATE OF ISSUE WEDNESDAY 24TH OCTOBER 2012

1. Project Vision

Through careful consideration of the site's unique setting, characteristics and heritage, the Concept Masterplan will outline the future role of the Nine Network Willoughby Studios. For the first time in generations the local community will be able to access, enjoy and engage with the site. A range of residential, community and retail uses will be set within a network of open spaces. Design and development of the highest quality will ensure the site contributes to Willoughby's cultural and environmental heritage.

You are invited to engage with the process and help us shape the future of this unique site.

2. Project Overview

This project involves the preparation of a Concept Plan to guide the future residential redevelopment of the Nine Network Australia Willoughby Studios site. A Concept Plan establishes the land use and development standards to guide how a site will be developed over time. In this way it is similar to a master plan. The Concept Plan does not detail the architecture of a building in the same way as a development application.

The Concept Plan for the Nine Network Willoughby Studios will establish:

- The appropriate residential land use zoning of the site.
- The location of new building forms and where residential, supporting retail, open space and community uses will be located.
- A public domain and a local street pattern to link the site to the surrounding area and ensure its connectivity to the surrounding neighbourhood.
- The building envelopes of future residential buildings in terms of height, setbacks, the number of dwellings and residents that the site can support.
- The proportion of the site to be landscaped open space and its use – village square, playground or passive recreational space.
- Principles to guide the style of architecture, environmental sustainability and community interaction.
- Transport and accessibility standards for on-site car parking, pedestrian thoroughfares and bicycle amenities.

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3. The Planning Process

Part 3A of the *Environmental Planning and Assessment Act 1979* (the Act) is a development assessment stream used by the NSW State Government to assess and determine major projects. Under Part 3A, approval can be sought for a Concept Plan Approval or a Project Approval. Whilst Part 3A of the Act was repealed by the government in early-2011, transitional arrangements were put in place to ensure that the projects that were already being assessed under Part 3A (including the Channel 9 Concept Plan) would remain within this assessment stream.

Concept Plans are generally prepared for large-scale projects involving a significant land area. A Concept Plan acts as a blueprint for a development and is essentially a masterplan that guides future detailed applications for development. It provides a broad outline of land uses, building footprints and envelopes, vehicle and pedestrian access arrangements, and environmental assessment mechanisms for a development.

The current Part 3A application for the Channel 9 site is for a Concept Plan which seeks to establish the broad development framework for the site that will then be used to guide the future preparation of detailed Development Applications for development on the site.

Under Part 3A of the Act, there are three distinct assessment stages which the proponent must undertake:

- Preliminary Environmental Assessment – submitted at the beginning of the process to allow the Minister to determine whether Part 3A of the Act will apply to the project. This assessment provides a brief description and indicative scope of the Concept Plan, and is often accompanied by preliminary plans.
- Environmental Assessment – this stage involves the proponent commencing the process of consulting with the community and preparing detailed plans and technical assessment reports to support the Concept Plan. The level of design and technical studies required is determined by the project-specific environmental assessment requirements issued by the Director General of the Department of Planning and Infrastructure in response to the Preliminary Environmental Assessment.
- Preferred Project – following the public exhibition, the proponent has an opportunity to further refine or amend their Concept Plan in response to the feedback received from the general public, Department of Planning and Infrastructure, government agencies, and other key stakeholders such as Council and local community groups. The Preferred Project is then submitted to the Department of Planning and Infrastructure who assess the project and make a recommendation to the NSW Planning Assessment Commission (PAC), who are an independent panel appointed by the Minister for Planning to exercise his functions to determine Part 3A projects.

The Preliminary Environmental Assessment for the Channel 9 site was submitted to the Department of Planning and Infrastructure in early-November 2010, and the Director General's environmental assessment requirements for the Concept Plan were issued on 9 February 2011. Channel 9 is currently in the process of preparing the detailed Environmental Assessment for the Concept Plan.

The transitional arrangements for Part 3A projects previously allowed the submission of the Environmental Assessment (EA) for transitional Part 3A projects (including the Channel 9 Concept Plan Application) by 1 October 2013. On 24 August 2012, however, the *Environmental Planning and Assessment Act 1979* was amended to require that the EA must now be submitted for all transitional Part 3A Projects by 30 November 2012 – 10 months earlier than originally required.

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PO Box 27 Willoughby NSW 2068 Australia 61 2 9906 9999 ninemn.com.au ABN 88 006 685 407



Should the Concept Plan eventually be approved by the PAC, Willoughby City Council will be responsible for the assessment of Development Applications for the site in accordance with the development parameters established by the Concept Plan. The Sydney East Joint Regional Planning Panel would be the determining authority for Development Applications with a development cost of over \$20 million.

4. Community Consultation Process

Nine Network Australia is committed to working with the local community to ensure that the residential concept for the site is responsive to local needs. To assist us with this aspect of the project we have engaged Urban Concepts, a consultancy that specialises in facilitating community consultation for town planning and development projects.

Urban Concepts has developed a range of consultation initiatives to the local community and interested stakeholders informed about the project and provide you with the opportunity to become involved in the design process. The consultation process will be ongoing through the preparation of the Concept Plan and Environmental Assessment and post lodgement of the documentation with the NSW Department of Planning and Infrastructure.

To learn more about this project, residents and interested stakeholders will be able to:

- **PHONE the Nine Willoughby Information Line on 1800 22 44 24** during business hours, Monday through Friday. If the office is unattended please leave your details and we will return your call.
- **EMAIL URBAN CONCEPTS** your questions and feedback using the project email address info@ninelwilloughby.com.au
- **VISIT THE PROJECT WEBSITE** at www.ninelwilloughby.com.au to review project information, register participation in the consultation process and to provide feedback. **THE WEBSITE WILL GO LIVE THE WEEKEND OF THE 27/28 OCTOBER 2012.**
- **READ COMMUNITY NEWSLETTERS.** Newsletters will be distributed at key project milestones. Local residents of South Willoughby will shortly be receiving our first newsletter.
- **REFER TO REGULAR MEDIA ADVERTISEMENTS** in the North Shore Times.
- **ATTEND COMMUNITY CONSULTATION EVENTS.** Our first consultation events will be a combination of Community Walks and Community Workshops on Wednesday 7th and Thursday 8th November 2012. These events are detailed below.
- **Community Walks**
 - The walks will be held on:
 - Wednesday 7th November 2012 at 3.00pm, 4.30pm and 6.00pm
 - Thursday 8th November 2012 at 3.00pm, 4.30pm and 6.00pm
 - All walks will commence at Nine Network Studios. For safety reasons, participants will walk around the site in groups of 20 participants. We request that all participants wear enclosed footwear. We ask that residents register for a walk as this will ensure that we have enough Guides available for each event. As you will be required to go through security we ask that you arrive 15 minutes prior to the commencement of a walk. Light Refreshments will be available.

NINE NETWORK AUSTRALIA PTY LTD

PO Box 27 Willoughby NSW 2066 Australia 61 2 9906 9999 ninemsn.com.au ABN 88 006 685 407



- **Community Workshops**

- The Community Workshops will follow the Community Walks and will involve the presentation of three development options for the site.
- We will hold 2 Community Workshops, each 2 hours in duration on:
 - Wednesday 7th November 2012 at 7-9pm
 - Thursday 8th November 2012 at 7-9pm
- As you will be required to go through security we ask that you arrive 15 minutes prior to the commencement of a walk. Light Refreshments will be available.

- **Community Webinar**

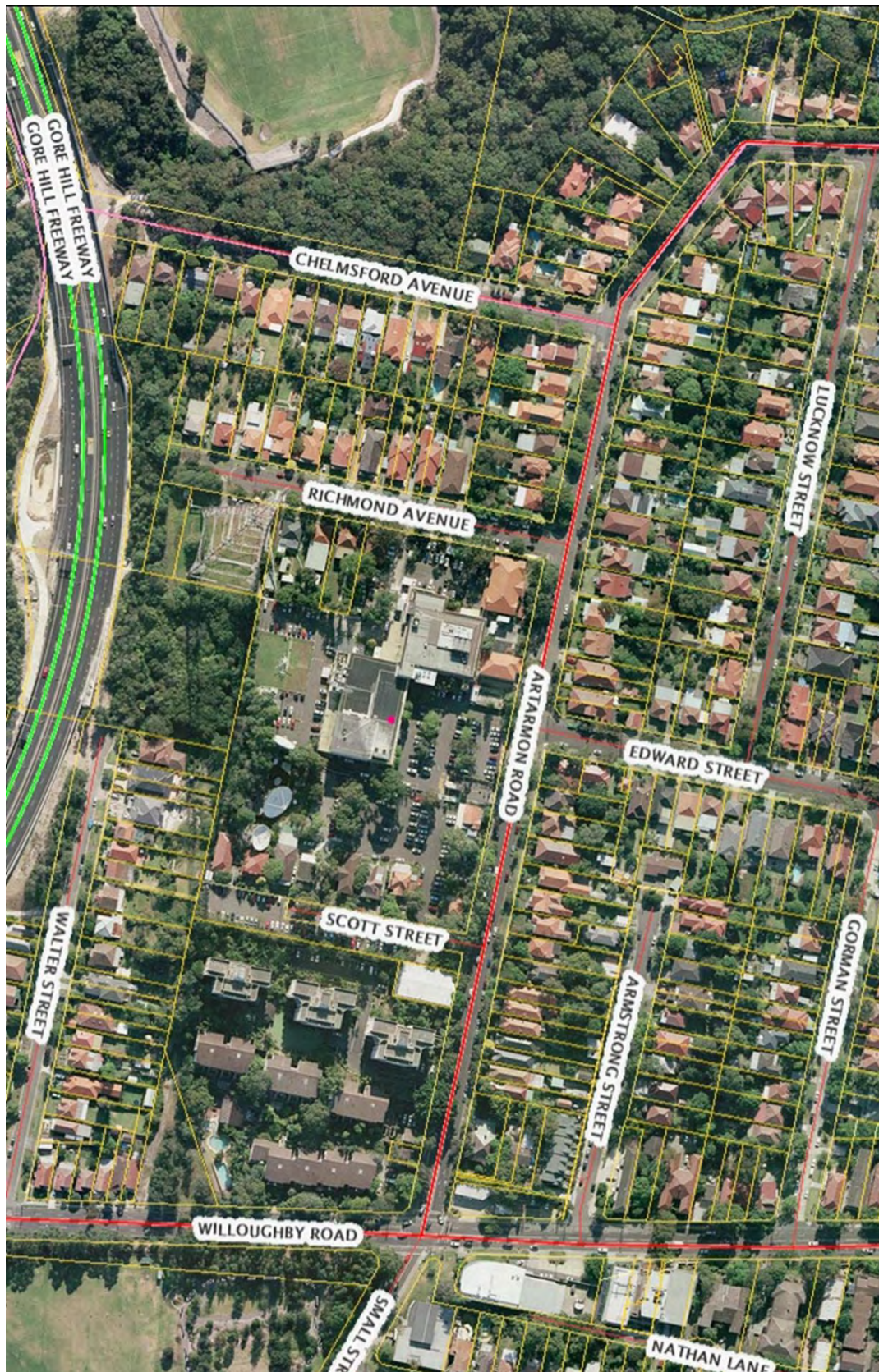
- We will hold an online community webinar about the project on Thursday 8th November 2012 from 11am-12pm. Participants will register for this event through the project website.

NINE NETWORK AUSTRALIA PTY LTD

PO Box 27 Willoughby NSW 2066 Australia 61 2 9906 9999 ninemsn.com.au ABN 88 006 685 407



Handout





Final Record of Comments

19th November 2012



Dear Participant,

NINE WILLOUGHBY STAKEHOLDER ROUNDTABLE - FRIDAY 2ND NOVEMBER 2012

FINAL RECORD OF COMMENTS

On behalf of Nine Network Australia I would like to thank you for participating in the Roundtable held on the 2nd November 2012 to discuss the proposed rezoning of the Nine Network Australia Willoughby Studio Site located at 24 Artarmon Road, Willoughby.

We are pleased to forward to you the Final Record of Comments raised during the question and answer session of the briefing. We received two requests for revisions to questions and one additional comment from participants.

The Final Record will be placed onto the project website and will be included in the report that we prepare for submission to Council as part of the development application documentation.

On behalf of Urban Concepts, Nine Network Australia and the consultancy team I would like to thank you for your participation in the community consultation process.

Yours faithfully

Belinda Barnett

Director

Urban Concepts

level B2
4 glen street
milsons point NSW 2061

po box 495
milsons point NSW 1565

t 61 2 9964 9655
f 61 2 9964 9055
e info@urbanconcepts.net.au
w urbanconcepts.net.au

Urban Concepts is a division of Ambaska Holdings
ACN 074 171 065 ABN 96 074 171 065



FINAL RECORD OF COMMENTS

Stakeholder Roundtable 2nd November 2012



List of Attendees

SURNAME	NAME	COMPANY
Bond	Brendan	South Willoughby Progress Association
Eriksson	Hugh	Willoughby City Council
Giles-Gidney	Gail	Willoughby City Council
Head	Steven	Willoughby City Council
Holmberg	Anita	
Hooper	John	Willoughby City Council
Kemp	Helene	Naremburn Progress Association
Laveaux	Viviane	Naremburn Progress Association
McClure	Linda	Willoughby City Council
McNair	Peter	Northbridge Progress Association
Mustaca	Tony	Willoughby City Council
Nguyen	Lara	Willoughby City Council
Norton	Wendy	Willoughby City Council
Obrien	Frances	Naremburn Progress Association
Promnitz	Roger	Naremburn Progress Association
Rozos	Angelo	Willoughby City Council
Saville	Lynne	Willoughby City Council
Sloane	Michelle	Willoughby City Council
Stevens	Mandy	Willoughby City Council
Taffel	Bob	South Willoughby Progress Association
Tobin	Nick	Willoughby City Council
Wiland	Eva	Editor Artarmon Gazette
Wilson	Ted	Federation of Progress Associations



Question and Answer Session

QUESTION	RESPONSE
1. How many residents will there be under the various options?	1. Each option has an average of 650 dwellings which equates to a floor space ratio of 2.3:1. The original Preliminary Environmental Assessment (EA) and Concept Plan was based on a dwelling yield of around 650 dwellings. Each of these options maintains the same yield. (Lend Lease to advise population). Across Sydney the average household size per apartment is under 2 persons per apartment.
2. What is the site area and footprint of the options?	2. We anticipate open space being around 50-55% of site area.
3. Have you been instructed to achieve a certain yield?	3. As stated in 1, above, the Preliminary EA was based on a floor space ratio (FSR) of 2.3:1. Each of the options is based on the same FSR.
4. The 2010 application included retail space. Will the current proposal include retail space?	4. The original proposal had 600sqm of retail space. We do not consider that retail space is appropriate so assume no retail space. Willoughby Road shops are sufficient, however a neighbourhood corner store or cafe may be considered.
Helene Kemp (Naremburn Progress Association) 5. How will the development impact on local schools as there are a number of schools that have been shut down in the local area? 6. Will you look at childcare facilities?	5. A Social Impact Statement will form part of the EA documentation. This will be considering the impact on childcare, primary and secondary schools. 6. The provision of childcare facilities will be considered. There are childcare facilities (Sue's Childcare) located at 2 Artarmon Road. There may be scope to include a childcare centre on the site.
7. What is the impact of bringing so many people in on the traffic movements of the surrounding network and on street parking?	7. The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Channel 9. Therefore the net vehicular impacts will be considered quite minimal.
Councillor John Hooper 8. People are concerned about the density. You should look at what Council and Landcom did with their land on Eastern Valley Way, the Kiah Living site (the market gardens). Why haven't you considered a mix of attached houses, units and terraces.	8. Terraces would only achieve an FSR of around 1.2:1. The developable area is reduced by roads and the provision of open spaces.





QUESTION	RESPONSE
<p>Councillor Gail Giles-Gidney</p> <p>9. Council consultation has indicated that people in Willoughby are looking for downsizing accommodation.</p> <p>10. How many car parking spaces will there be and will they be underground?</p> <p>11. What are the parkland setbacks from Artarmon Road?</p> <p>12. Will the parkland be passive?</p> <p>13. What is the future of the transmission tower? Will technology make it redundant?</p>	<p>9. Comment noted.</p> <p>10. There will be basement car parking and the policy of Willoughby City Council will be adopted as the standard.</p> <p>11. The setbacks to Artarmon Road vary across the three options. Option 1 = 15 metres. Option 2 = 20 metres, but reduces in the north-west corner. Option 3 = ranges from 3 metres to 8 metres to 15 metres. We have investigated a number of open space locations and configurations. One potential approach is to provide a park along the Artarmon Road frontage, extending from the corner of Richmond Avenue towards Scott Street. There are now fixed designs for the park, though our initial ideas include a public space that extends 25-30m from the site boundary into the site and extends up to 100m along Artarmon Road</p> <p>12. Publicly accessible open space could be either passive or active or both. Due to the size of the site and the number of open spaces we are looking to provide, there is an opportunity to create active, passive and natural spaces. The needs of the community and the potential users must be understood before the type of activities and play spaces are determined. We have made allowances for children's play, active sports areas and quiet reflective (passive) spaces. The project team includes Jane Irwin Landscape Architects, an award winning practice, who are working with SJB to prepare the plans for the public spaces.</p> <p>13. The transmission tower is not owned by the Nine Network, it is owned by Transmitters Australia which is under the combined ownership of The Seven Network, Ten Network and Nine Network Australia. The tower and the land on which it is situated are subject to a separate holding by Transmitters Australia. The proposal does not involve the relocation of the transmission tower. At some point in the future, technology will</p>





QUESTION	RESPONSE
	make the tower redundant but we couldn't say when this would be.
<p>Bob Taffel – Willoughby South Progress Association</p> <p>14. Feedback: A project like this is a once in a lifetime opportunity to develop this site to the benefit of the community as well as Channel 9. The number of people here today reflects the vital importance of the site. The surrounds of the site and adjacent properties could be consolidated to extend the project. Surely there is scope to work with Council and see if you could extend to the eastern side of Chelmsford Avenue. What a golden opportunity to go further and see what can be achieved. My concern is that this type of plan needs a champion to drive it forward. We don't seem to have a champion. Maybe Nine Network Australia could work with Council to take the project forward. This type of project needs a larger timeframe than what we are being given with the 30th November 2012.</p>	<p>14. Comments noted.</p>
<p>Councillor Lynne Saville</p> <p>15. Feedback: This is a huge opportunity. Recent consultation at Council indicated people are looking for housing diversity. There is a market for this.</p> <p>16. I hope that parkland is open to the community and there will be bike and pedestrian paths.</p> <p>17. Can you specify which community title would be used for open space? I am aware that there are different types of community title.</p>	<p>15. Comments noted.</p> <p>16. The parkland will be accessible to public. The open space and facilities will not be dedicated to Council.</p> <p>17. Comment noted. The actual form of Community Title will be dictated by the project staging.</p>
<p>Councillor Michelle Sloane</p> <p>18. Endorse Bob's comments about the need to really master plan this site. We have a narrow window of opportunity with consultation. What you are putting forward are 3 concepts that will challenge the community. There is so much potential for a partnership between the land owner and Council this is essential. We have not had the opportunity to establish a set of parameters for driving this project forward. In</p>	<p>18. Comment noted.</p>





QUESTION	RESPONSE
terms of realising the real potential we are constrained by 30 November deadline.	
<p>Nick Tobin, GM, WCC</p> <p>19. Wouldn't it be better to do a Planning Proposal and do it properly?</p>	<p>19. Comments noted. The Minister for Planning formed the opinion that the development was a Part 3A Major Project in November 2010 and authorised the submission of a concept plan. Willoughby Council has been aware of this decision and the proposed development on the site and has not engaged with Nine Network Australia in the interim period, notwithstanding that it has been in the process of preparing its Comprehensive Local Environmental Plan during the same period. The Part 3A process has been confirmed and provides certainty for the concept plan preparation to be progressed. To withdraw the proposal from Part 3A and seek Council agreement for a planning proposal would create uncertainty for Channel 9 and potentially add significant time and cost delay.</p>
<p>Councillor Angelo Rozos</p> <p>20. I have just come back from a conference discussing the State Government's movement away from Part 3A. This is all going to State Government. How will you plan to work with Willoughby Council?</p>	<p>20. Comments noted.</p> <p>Willoughby City Council will be engaged throughout the process.</p> <p>A key component of the Part 3A process is engagement with the Local Council, this is required in the Director-General's Requirements. Nine Network Australia has already commenced engagement with Council staff and will participate in a number of meetings on relevant issues to ensure Councils views are understood and addressed.</p>
<p>Nick Tobin, GM, WCC</p> <p>21. DGRs were issued in February 2011. Why has Nine Network waited until now to address the Concept Plan? WCC has not been given enough time to deal with the 30th November 2012 deadline. It is incredible that we have to change our work program to meet this schedule. We are in the middle of our own consultation for our strategic plan.</p> <p>22. Density is not what this community is about.</p> <p>23. Rates will go down as commercial rates are currently higher than residential which is why</p>	<p>21. The transitional arrangements for Part 3A projects previously allowed the submission of the EA for transitional Part 3A projects (including the Nine Network Concept Plan Application) by 1 October 2013. On 24 August 2012, however, the Environmental Planning and Assessment Act 1979 was amended to require that the EA must now be submitted for all transitional Part 3A Projects by 30 November 2012 – 10 months earlier than originally required.</p> <p>22. Comment noted.</p> <p>23. Current commercial rates paid by the Nine Network is circa \$95,000 per annum. 650 apartments would pay a total rate bill of circa</p>



QUESTION	RESPONSE
community title is necessary to cater for open space/roads with this project.	\$700,000 per annum. An increase of \$600,000 per annum.
Councillor Michelle Sloane 24. We don't have enough time to agree on optimal outcomes for this site. This project is being tunnelled to a 30 th November deadline. There must be other options if this timeframe cannot be met?	24. We are going through an established process that was commenced some 2 years ago and will continue with that process. We are not aware of what the DOPI response will be if we do not meet the timeframe.
Brendon Bond Willoughby South Progress Association 25. How do we ensure that aspirations of design excellence etc are attached to the approval so that it is executed well once Nine Network has vacated or sold. This is a state significant site like Barangaroo – they have design competitions etc – how do we get this certainty and quality of outcomes.	25. A Concept Plan does not attach conditions of development consent like a development application (DA). Buildings still have to go through the DA process. The spaces between the buildings and streets will be designed as part of the Concept Plan. The Nine Network Australia Willoughby site is not a State Significant Site, Part 3A applies as it is a Major Project under the (now repealed) Schedule 1 of the Major Projects SEPP as residential development with a Capital Investment Value of more than \$100 million.
Frances O'Brien, Naremburn Progress Association 26. Did not get the newsletter in Naremburn – I live in Olympia Road. 27. Very concerned about the height as I face the site and there are rumours going around Naremburn that there are 20 storey towers. How far up the transmission tower is 20 storeys? 28. I am concerned about EMR – I have lived here all my life and I am fine but will people want to live next to this tower? 29. Traffic is a problem, especially around Bicentennial Reserve on a Saturday during	26. Urban Concepts contacted the mail distributor and arranged for a second delivery for Olympia Road Naremburn on Friday 2 nd November 2012. 27. The revised concept plans will not have any 20-storey towers on the site. Where possible, we are looking to reduce the height of the proposal across the entire site. Two reference points on the transmission tower are the first set of walk-ways which are 44m above the ground. This is the equivalent of a 14-15 storey building. The height of the second walkway is 88m, which is similar to a 30 storey building. 28. We are seeking expert confirmation that there is no EMR safety threat. 29. Traffic generation of a residential development is more spread out throughout the day on a Saturday (i.e. less concentrated





QUESTION	RESPONSE
netball season. We cannot cope with that traffic now so how will Willoughby Road cope if the development occurs?	than a weekday peak) and therefore the net impacts of the development on a weekend will be relatively low.
Brendan Bond Willoughby South Progress Association 30. Edward Street – we don't want to become a rat run. Not sure that traffic lights at the intersection are the answer.	30. Edward Street does not provide direct connection to strategic road network such as Mowbray Road so it should not attract additional traffic.



Comment Forms sent to Urban Concepts:

COMMENT	RESPONSE
Helene Kemp (Naremburn Progress Association) 31. Where will Channel 9 be moving to? 32. What happens with the tower? 33. What traffic conditions, cars, bus and parking? 34. What about utilities, power, water etc?	31. No date, timeframe or locations have been chosen. 32. The Tower is not part of the submission as it sits on a separate block of land with separate title. 33. The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Channel 9. Therefore the net vehicular impacts will be considered quite minimal. This is assisted by a more restrained parking rate proposed by Council for development located within walking distance to a public transport corridor. The proposed development is located within the catchment of strategic bus corridor along Willoughby Road, which is served by frequent and direct bus services to the CBD and Chatswood. Future residents will be expected and encouraged to use the frequent bus services to reduce the likely vehicular impacts generated by the proposed development. 34. We do not expect that the proposed density will result in any overcrowding. Social impact will be addressed in our submission to the DPI.



35. What about overcrowding in the area?	35. We do not expect that the proposed density will result in any overcrowding. Note that social impact will be addressed in our submission to the PI.
36. Why do you need the residential tower so high? Maybe reduce tower?	36. The relationship between the heights of buildings and the amount, and quality of open space is crucial to the concept plan. There are two extremes. We can either keep the buildings low and squat, leaving very little site area for open space, or have one very tall building surrounded by expansive open spaces. What we're trying to investigate is a middle point, where quality open space sits against buildings of varied height.
37. How will this impact on schools in the area? Overcrowding in schools.	37. This issue will be addressed as part of the Concept Plan Environmental Assessment. The Nine Network has consulted with the Department of Education and Communities on the matter to ensure that the proposed development is considered as part of their broader strategies for the local area. Strategic planning for schools is not undertaken on a development by development basis but rather is a higher level exercise as part of the NSW Government's metropolitan and sub-regional planning strategies.
38. Can you set up a working committee to include the progress associations and locals?	38. If the Application is approved, consideration could be given to establishing a Community Reference Group at that point in time when Nine Network Australia had resolved to relocate and the site was sold to a developer.
39. What happens to the helipad? Will it stay?	39. The helipad will go if Nine Network Australia relocates.



Additional Comments

The following comments were received on the 12th November 2012 from Bob Taffel, President, South Willoughby Progress Association.

- Response to Question 19 is a very self-serving response. When the initial plan was presented to Council it was stated by Channel 9 that the next phase, community consultation, would follow very early in 2011. The ball was very firmly in Channel 9's court to progress the process but despite inquiry, nothing was forthcoming from Channel 9 until now and it is outrageous to suggest, as per the response to Q19, that Council has been neglectful by not approaching Channel 9 in the interim.



- It's also very difficult to comprehend that when given the 30th November ultimatum by NSW Planning, Channel 9 would not have asked the question as to the consequences of not meeting that date. The conclusion is that Channel 9 is not being completely transparent on this very relevant point.
- In view of Channel 9's stated desire to maintain its "good neighbour" status in the community and "leave a legacy" to the community, combined with its statement that it has no time frame to disengage from the site, one could infer that the additional time required to carry out a more comprehensive planning phase would be quite acceptable to the company. No information has been provided to support the statement in the Q19 response, "To withdraw the proposal from Part 3A and seek Council agreement for a planning proposal would create uncertainty for Channel 9", despite this question having been asked during the Q&A session.





APPENDIX K – Community Consultation Site Walks and Design Workshops



Site Walk Route Map





Final Record of Comments arising from the Wednesday 7th November 2012 Events

30 November 2012



Dear Participant,

NINE NETWORK AUSTRALIA COMMUNITY CONSULTATION EVENTS

On behalf of Nine Network Australia Limited, I would like to thank you for participating in the Community Walks and Community Workshop held on Wednesday the 7th November 2012, to discuss the proposed Residential Concept Plan for the Nine Network Australia Willoughby Studio Site.

We are pleased to forward to you the Final Record of Comments raised during these events. We received three additional comments which we have added to the Final Record. The Final Record will be placed onto the project website and will be included in the report that we prepare for submission to the NSW Department of Planning and Infrastructure as part of the Environmental Assessment documentation.

I would also like to advise you that project information and the design presentation have been uploaded onto the project website.

On behalf of Urban Concepts, Nine Network Australia Limited and the consultancy team I would like to thank you for your participation.

Yours faithfully

Belinda Barnett

Director

Urban Concepts

level B2
4 glen street
milsons point NSW 2061

po box 495
milsons point NSW 1565

t 61 2 9964 9655
f 61 2 9964 9055
e info@urbanconcepts.net.au
w urbanconcepts.net.au



FINAL

Record of Comments
arising from the



Nine Network Willoughby Site
Community Walks and Community Workshop

Held on
7th November 2012
at the Nine Network Willoughby Site

Prepared for
Briefing Participants

Prepared by
Urban Concepts

Issued Friday 30th November 2012



Disclaimer

Urban Concepts has taken every care to ensure that the comments raised by the participants have been faithfully represented and recorded. If there are comments that have not been recorded or recorded incorrectly we apologise for any misunderstanding and advise that it has not been deliberate.



Abbreviations

The following list of abbreviations has been provided for reference of the terms used in comments and responses within this document.



CBD	City Business District
CP	Concept Plan
CPTED	Crime Prevention Through Environmental Design
DCP	Development Control Plan
DGR	Director General's Comments
DPI	Department of Planning and Infrastructure
EA	Environmental Assessment
EAR	Environmental Assessment Report
EMR	Electronic Medical Record
FSR	Floor Space Ratio
LEP	Local Environmental Plan
PAC	Planning Assessment Commission
RMS	Road and Maritime Authority
SEPP 65	State Environmental Planning Policy No. 65



Community Walks – 7th November 2012

Urban Concepts advises that 73 people participated across the three Community Walks held at 3pm, 4.30pm and 6pm.



Comments Recorded during Question Time

The following comments were recorded during the walks.

LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
3pm Walk Facilitated: Adam Haddow (SJB Architecture) Transcribed: Emily Salvisberg (Urban Concepts)		
A	1. Will the proposed car parking respond to the arrangement of buildings?	Due to the size of the project there is scope to have the basement car parking arranged on either a building by building basis or a single podium that serves a number of buildings. All parking will be accessed from within the site. All the proposed car parking will be located at the basement levels and the number of car parks located under each building will be determined according to Council's DCP.
A	2. What is the function of the building on the corner of Scott Street?	This is an administration building that is used by the sales team at Nine Network Australia.
A	3. How many trees will be removed or relocated? Bird life is a key feature of this area.	Each of the concept plans we are investigating retain the trees along Richmond Avenue, Artarmon Road and the site's southern boundary. We also intend to configure the buildings to retain the trees along Scott Street and the few mature trees located throughout the rest of the site. The existing trees are valuable not only because of the native bird life, but also for their shading, screening and contribution to the site's character.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
C	4. What is the future of the transmission tower? It affects my view.	The transmission tower is not owned by Nine Network, it is owned by Transmitters Australia which is under the combined ownership of The Seven Network, Ten Network and Nine Network Australia. The tower and the land on which it is situated are subject to a separate holding by Transmitters Australia. The proposal does not involve the relocation of the transmission tower. At some point in the future technology will make the tower redundant but we couldn't say when this would be.
C	5. How long has SJB been involved in this project?	2 months, and will be engaged for a further 9-12 months for consultation and design consultation.
D	6. Why is 660 units the magic number for the Concept Plan? It seems incredibly dense	This is based on the EA lodged in 2010. The preliminary EA was based on a floor space ratio (FSR) of 2.3:1. Each of the options is based on the same FSR. SJB are not committing to this number.
D	7. What is the zoning of the site?	Special Uses (television studio). Walter Street has been up-zoned to Medium Density.
D	8. I am concerned about traffic movements and the safety of local residents crossing the roads.	The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Network Nine. Therefore the net vehicular impacts will be considered quite minimal. This is assisted by a more restrained parking rate proposed by Council for development located within walking distance to a public transport corridor. The proposed development is located within the catchment of strategic bus corridor along Willoughby Road, which is served by frequent and direct bus services to the CBD and Chatswood. Future residents will be expected and encouraged to use the frequent bus services to reduce the likely vehicular impacts generated by the proposed development.
E	9. If you take out 600 staff, and say 600 vehicles given the assumption of one car per staff member, the proposed parking won't make such a large difference.	There will be basement car parking and the number of car parks located under each building will be determined according to Council's DCP.





LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
F	10. How long will the construction process take?	It depends on how well the economy is going at the time.
F	11. The Nine Network Australia site officially opened on September 16 1956 not 27 October.	The first broadcast from the Nine Willoughby Studio Site in Artarmon Road occurred on the 27 October, 1956.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
3pm Walk Facilitated: Jonathan Knapp (SJB Architecture) Transcribed: Laura Schmahmann (Urban Concepts)		
A-B	1. What were the criticisms of the previous 2010 application?	The formal criticisms of the 2010 application are found in the Director Generals Requirements that were issued on the 9th Feb 2010 and are available on the Department of Planning and Infrastructure website.
A-B	2. What will the relationship be between the various building heights?	The separations between buildings exceed the design standards outlined in the State Environmental Planning Policy 65, and the associated Residential Flat Design Code. As a rule, we have been using a 22-25m separation, which is increased for the taller buildings. In some cases we have separation of up to 40m.
A-B	3. There were 20 storeys for the 2010 proposal. What are the heights for this proposal?	Each of the three options propose a different solution. In each option the maximum height is 16 storeys.
A-B	4. Will there be a traffic link between Artarmon Road and Walter Street?	This has not been investigated to date. The only connection between these two streets will be a pedestrian, and possible cycle path through the site and down the Council Reserve to Walter Street.
A-B	5. Where will the main access for the site be located?	The site's main access will be along Artarmon Road. We are still testing the most appropriate location to gain access to the site.
C-D	6. What is happening to the reserve?	Discussions are being held with Willoughby Council's Landscape Architects about the location and nature of the connection through the Reserve. As a Council owned asset, the design and rehabilitation of the Reserve will be Council's responsibility.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
C-D	7. Will the site be accessible to the public?	Yes, there will be streets, parks and open space accessible to the public. The open space is to be concentrated on Artarmon Road.
C-D	8. The helipad currently doesn't affect properties to the north of the site.	Comment noted. The helipad would go if the Nine Network relocates.
C-D	9. Are there any guarantees of public access to the site?	This will be guaranteed through the way the streets are laid out in the design.
C-D	10. Will the helipad go with Network Nine?	If the Nine Network choose to leave, they will leave completely. The helipad will go if Nine Network Australia relocates.
C-D	11. Are there any plans for selling the site?	No dates or timeframes have been set.
C-D	12. When does the development consent for the Concept Plan lapse, if issued?	The Concept Plan approval has a 5 year life which then is lifted once a subsequent project application is lodged for a component of the development.
D	13. Why are you using the telecommunications tower as a reference point for height?	It is useful to be able to refer to an existing built structure to help people conceptualise/understand height. Two reference points on the transmission tower are the first set of walk-ways which are 44m above the ground. This is the equivalent of a 14-15 storey building. The height of the second walkway is 88m, which is similar to a 30 storey building.
D	14. We are concerned about overlooking from the tower, particularly in terms of privacy on Richmond Avenue and Walter Street.	The 16-storey building will be located a minimum of 100m away from the rear gardens of the Richmond Avenue properties. In most instances the building won't be visible from the rear yards of these properties, however we will be illustrating this as part of the Environmental Assessment. We are also available to visit the properties along Richmond Avenue to take photos from their rear yards and prepare photomontages of the proposals.
D	15. Will the site be entirely high density?	There will be a mix of medium and high density.
D	16. Will there be street access on Scott Street?	The options include both the retention of Scott Street as a site access point, and the development of Scott Street and moving the site access further west along Artarmon Road.





LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
D	12. Can any building on the site be developed as a school? 13. Can the Department of Education and Training acquire the site? 14. I am very concerned about the lack of schools in the area.	This issue will be addressed as part of the Concept Plan Environmental Assessment. The Nine Network has consulted with the Department of Education and Communities on the matter to ensure that the proposed development is considered as part of their broader strategies for the local area. Strategic planning for schools is not undertaken on a development by development basis but rather is a higher level exercise as part of the NSW Government's metropolitan and sub-regional planning strategies.
D	15. What are the floor space ratios?	Each option has a floor space ratio of 2.3:1.
D	16. How many dwellings are proposed on the site?	Each option has an average of 650 dwellings. The original preliminary Environmental Assessment (EA) and Concept Plan was based on a dwelling yield of around 650 dwellings. Each of these options maintains the same yield. Across Sydney the average household size per apartment is under 2 persons per apartment.
D	17. I am concerned about the entrance to the site on Artarmon Road as during Autumn the sun blinds drivers on Artarmon Road heading west.	Comment noted.
E	18. What is the height of the transmission tower?	The tower is 216 metres in height.
E	19. What will be the distance between the 16 storey tower and the existing residential dwellings on Richmond Avenue?	The planning standard is 24 metres and the distance will be greater than this.
F	20. Will the site only be residential? Will there be any mixed use or day care?	Childcare is being considered along with a corner store or café.
F	21. People use Edward and Sydney Street to head north, not Willoughby Road.	Comment noted.
F	22. Could the site be developed for aged care?	The gradient on Artarmon Road rules out this option.





LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
4.30pm Walk Facilitated: Jonathon Knapp (SJB Architecture) Transcribed: Emily Salvisberg (Urban Concepts)		
B	1. Will there be residual Network Nine uses on the site?	No, if Nine Network Australia choose to leave, they will leave completely.
B	2. What is the highest point on the site?	The highest built point is the 6 storey studio building.
B	3. What is the zoning of the site?	Special Uses zoning is redundant, Council left rezoning to occur during the Part 3A process.
C	4. How is the Council involved in the development of the site?	The Council would be the Consent Authority for any development application that was lodged in accordance with the Concept Plan.
D	5. Why is the density of this site so high?	The density was established by the 2010 Preliminary Environmental Assessment.
D	6. How many car parking spaces are currently provided on site?	There are currently 356 staff car parking spaces.
D	7. Is it possible to walk to Artarmon Station?	It is not a direct route, most people use buses. It is around a ten minute walk.
C E	8. If there are a greater number of buses to accommodate the new residents, will this effect city traffic?	The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Network Nine. Therefore the net vehicular impacts will be considered quite minimal. This is assisted by a more restrained parking rate proposed by Council for development located within walking distance to a public transport corridor. The proposed development is located within the catchment of strategic bus corridor along Willoughby Road, which is served by frequent and direct bus services to the CBD and Chatswood. Future residents will be expected and encouraged to use the frequent bus services to reduce the likely vehicular impacts generated by the proposed development.
F	9. What is the size of the linear park?	30m deep and 100m long



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
F	10. How does the development affect access to sunlight?	The location, scale and orientation of any development can have an impact on neighbouring properties by blocking sunlight, i.e. causing over-shadowing. As part of the design process we are testing the potential of the various options to over-shadow adjoining properties. Where possible, we would look to mitigate or avoid this impact.
D	1. Who rezones the site?	The site does not require a rezoning under the Part 3A process. The Concept Plan approval permits development on the site that would otherwise be prohibited under local planning control following a merit assessment process, including public consultation.
D	2. The parking is bad. What are your requirements?	There will be basement car parking and the policy of Willoughby City Council will be adopted as the standard.
E	3. Will Walter Street be used for an exit?	This option has not been investigated to date due to the difference in topography between the site and Walter Street, which is approximately 12m. It's too steep to create a vehicular connection.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
6pm Walk A Facilitated: Jonathan Knapp (SJB Architecture) Transcribed: Emily Salvisberg (Urban Concepts)		
A	1. What do you mean by open space?	Open space is area that is nominated for passive or active use or as part of the public domain. It can be paved or comprised of soft landscaping or deep soil planting.
C	2. What has been approved for the site so far?	No development has been approved for this site apart from the uses that you see built at the present time.
C	4. What are the existing parking arrangements on site? 5. How many people are on site currently, and how many people will be accommodated in the future?	Car parking is at grade parking for 356 staff and visitor vehicles. The staff levels fluctuate but are around 650 people and up to 900 in peak times.
D	6. I am a Castle Vale resident and I am concerned about how the development will affect the value of my property.	Comment noted.
E	7. Do the cottages along Richmond Avenue fall within heritage conservation? It's not	These cottages do not have any heritage value and are in disrepair.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
	fair that Nine Network can demolish these cottages.	
E	8. Will there be safety issues for the proposed site?	Each block will be considered in terms of Crime Prevention Through Environmental Design (CPTED).
F	9. What play areas will be provided on site?	Publicly accessible open space could be either passive or active or both. Due to the size of the site and the number of open spaces we're looking to provide, there is an opportunity to create active, passive and natural spaces. The needs of the community and the potential users must be understood before the type of activities and play spaces are determined. We've made allowances for children's play, active sports areas and quiet reflective (passive) spaces. The project team includes Jane Irwin Landscape Architects, an award winning practice, who are working with SJB to prepare the plans for the public spaces.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
6pm Walk B Facilitated: Adam Haddow (SJB Architecture) Transcribed: Samantha Miller (Urban Concepts)		
A	1. How many units are in Castle Vale?	We understand that there are 160 dwellings in this development.
B	2. What is the client brief from Nine Network Australia?	To develop suitable future residential options for the current Nine Network site.
D	3. Are we bound to extreme density?	The density proposed is consistent with the preliminary EA lodged in 2010. Actual density will be determined by the DPI.
D	4. Who rezones the site?	The site is rezoned under the Concept Plan. The Concept Plan is approved by the NSW Department of Planning and Infrastructure.
D	5. The parking is bad. What are your requirements?	There will be basement car parking and the policy of Willoughby City Council will be adopted as the standard.
E	6. Will Walter Street be used for an exit?	This has not been investigated at this stage.



Community Workshop – 7th November 2012

Urban Concepts advises that 53 people participated in the Community Workshop.



Comments Recorded during Question Time

The following comments were recorded during the facilitated question and answer time:

COMMENT/ QUESTION	CONSULTANT RESPONSE
Blue Table	
Facilitator : John Pradel (Architecture Director, SJB Architecture)	
Transcribed by: Belinda Barnett (Director, Urban Concepts)	
1. The original EA is a great ambit claim.	Comment noted.
2. How many units and how many residents are proposed?	Each option has an average of 650 dwellings which equates to a floor space ratio of 2.3:1. The original preliminary Environmental Assessment (EA) and Concept Plan was based on a dwelling yield of around 650 dwellings. Each of these options maintains the same yield and based on an occupancy rate of 1.25 persons would generate a population of 812 persons.
3. So you are looking at 1200-1500 people coming into this site?	See above
4. Why will there be so many people?	The assumption is that the 650 dwellings would support a population of 812 people, based on an occupancy rate of 1.25 people per dwelling. This is a commonly used rule when calculating population projections.
5. What is the impact on existing traffic movements?	The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Nine Network Australia. Therefore the net vehicular impacts will be considered quite minimal. The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Network Nine. Therefore the net vehicular impacts will be considered quite minimal. We also acknowledged that the direction of proposed traffic movements during the peak hours will be different from the existing traffic movements.
6. Parking and density are the main concerns of the development.	Comment noted.



COMMENT/ QUESTION	CONSULTANT RESPONSE
7. What are the arrangements for traffic on Artarmon Road?	The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Network Nine. Therefore the net vehicular impacts will be considered quite minimal. We also acknowledged that the direction of proposed traffic movements during the peak hours will be different from the existing traffic movements.
8. A one-way road loop through the site is preferred.	Comment noted.
9. Open space is not the issue. Who will use the space when Hallstrom Park is so close?	Comment noted.
10. Given the issues in the area, schools etc. It is difficult to understand the justification of density and parking arrangements.	Comment noted.
11. Who cycles to work?	The 2006 Journey to Work data shows that seven per cent of work trips from the surrounding residential areas are made by walking and cycling.
12. What will the apartments look like?	The development can include a range of 1-3 bedrooms, with an occupancy rate of 1.25
13. How many visitor car spaces per dwelling?	There will likely be 1 visitor car space per 4 dwellings
14. Who says 660 dwellings? Have you already determined this amount?	The original preliminary Environmental Assessment (EA) and Concept Plan was based on a dwelling yield of around 650 dwellings. Each of these options maintains the same yield. (Lend Lease to advise population). Across Sydney the average household size per apartment is under 2 persons per apartment.
15. What is the Council's position on height and density?	Council has asked that we provide detailed justification for the proposed height and density as specified in the DGR's. The required view analysis should also consider views from Naremburn (in the vicinity of Olympia Road).
16. Has Council had any thoughts about the transmission tower?	This question should be directed to the owners of the tower – Transmitters Australia.





COMMENT/ QUESTION	CONSULTANT RESPONSE
17. In matters of environmental sustainability what can this site achieve? Eg. Solar grid power. 18. Wouldn't a smaller development achieve better sustainability outcomes in terms of energy requirements?	The site has the potential to deliver a comprehensive range of sustainable measures and technologies, due to the scale of the proposed development and the proximity to services and public transport. At this early stage in the design process we are seeking to accommodate any and all ideas. Ultimately, it will be the decision of the developer to implement any sustainable technologies and mechanisms. These may include co-generation or tri-generation, water recycling and capture, waste management and re-use, and car-sharing. The larger the development the greater the scope for adopting sustainable technologies, as they are capital intensive and require a certain threshold of development before they are financially viable.
19. Have you examined opportunities for food production for local people not just open space provision? I would encourage everyone to read <i>Michael Mobbs-Sustainable Foods</i> .	There is scope to implement sustainable food production within the site, through the designation of open spaces and roof areas as productive landscapes.
20. Given the topography of the site, why is the tallest building on the ridge of the site?	The tallest building has been sited in the location where it will have least impact on overshadowing of properties to the south.
21. What impact will the 16 storey building have upon the eastern sunlight on Richmond Avenue?	Our shadow modelling indicates that the 16-storey tower doesn't over-shadow any of the properties along Richmond Avenue during the morning in mid-winter.
22. There has been no discussion about timelines. You are down playing the importance of this.	We are going through an established process that was commenced some 2 years ago and will continue with that process.
23. How many street car parking spaces will be provided on the street? Will this parking accommodate residents' needs?	Parking for the future residents will be provided in a basement car parking area on site, in accordance with Willoughby Council DCP
24. How will this development impact upon property values?	This is a matter for individual property owners to assess.
25. Parking is an issue on weekends too, we have clientele from the Willoughby Leisure Centre parking in our streets. The problem is increasing particularly with the proposed expansion.	Comment noted.
26. Is there an opportunity to use Walter Street?	This option has not been investigated as yet.





COMMENT/ QUESTION	CONSULTANT RESPONSE
27. If demographics show that there is an aging population, why are there shortages in places at local schools? 28. Could this site accommodate a school? 29. How interested is the Department of Education in this project? Is it all about supply and demand?	<p>The provision of childcare facilities will be considered. There are childcare facilities (Sue's Childcare) located at 2 Artarmon Road. There may be scope to include a childcare centre on the site.</p> <p>There is no reason why a school could not be included as a permissible use with consent under a residential land use zone. If the market determined that a school was the most appropriate use then it could be purchased by an independent school or the Government for that purpose.</p>
30. The existing community should determine appropriate density for the development.	Through this project and the preparation of the Environmental Assessment we are seeking to identify the appropriate scale of development for the site. This process involves input from a range of experts and consultants whose job it is to test the impact and benefits associated with the site's redevelopment. The community input to this process is critical, but remains one of many considerations that needs to be weighed through the Environmental Assessment.
31. Will the site comprise 100% residential? Will there be retail?	The proposal we are advancing is for 100% residential. It may include a corner shop and café.
32. There is no merit in acquiring Scott Street in the development if it is only to justify density.	Comment noted.
33. If I live in Naremburn, will my property be overshadowed by 16 storeys on the site?	Based on our shadow studies there is no overshadowing of the properties in Naremburn.
34. Is there any consideration of improving public transport services in the area?	The NSW government and Willoughby City Council's policies and strategies are promoting the use of public transport. The public transport services in the area were improved over the last few years with the introduction of Metro bus services M40. The services could be further improved in future, if justified by future population increase along the bus route.





COMMENT/ QUESTION	CONSULTANT RESPONSE
Red Table	
Facilitator : Jonathan Knapp (Urban Design Director, SJB Architecture)	
Transcribed by: Laura Schmahmann (Communication Assistant, Urban Concepts)	
1. Why is the site so overdeveloped?	Through this process we will be able to determine whether the scale of development proposed has an adverse impact on the local area. This takes into consideration traffic congestion, over-shadowing, visibility and noise. There are also positive aspects associated with the development, including the provision of new open spaces, connections through the site, local services and retail.
2. Is there scope within this forum to adopt lower density?	The purpose of these events is to understand community attitudes to what is being proposed. A lower number of dwellings could be progressed if it is determined that the current number has an unsuitable adverse impact.
3. How many square metres does a development need to make money/break even? A developer is not going to build if they won't make money?	Nine Network Australia will not undertake the development and as such are looking only to the land value of part/all of the site when rezoned.
4. Are Network Nine going to build it themselves?	
5. We need to talk about traffic and schools. Is traffic modelling going to be publicly available?	The results of our traffic investigations will be placed on the project website once the EA is lodged with the NSW Government.
6. There is no high rise here (except near stations). This is a very fundamental change, it is out of character. I'm concerned about sensitivity in terms of visibility, I'm concerned about security and areas becoming ghettos around the apartments.	Comment noted.
7. We have high rise at St Leonards and the demographic there is very different to residential areas in Artarmon and Naremburn. We are doing a Concept Plan based on high density usage. Can the site be divided and sold into individual residential lots?	The basis for the Environmental Assessment is medium to high density residential development. We aren't looking at single detached housing on the site.
8. The biggest social problem is the lack of education facilities.	Comment noted.
9. Don't make the education problem worse.	Comment noted.
10. Can't Network Nine develop a school?	There is no reason why a school could not be identified as a permissible use with consent under the proposed residential zone. If the market determined that a school was the preferred use the site could be purchased for that use and a development application advanced.





COMMENT/ QUESTION	CONSULTANT RESPONSE
11. If we can't address education and transport, how are we going to solve these problems?	We can manage the traffic issues at a local level, however, many of the concerns raised during the consultation that related to traffic and school capacity are matters that must be dealt with at Local and State Government levels. Through this project we are seeking to get these matters addressed, but there are limits to the changes we can bring about.
12. The State Government sold the schools. Can the State Government buy back the schools?	This is a matter for the Department of Education and Training.
13. With the ageing population, can the site be developed for seniors' accommodation?	This was considered, however State Environmental Planning Policy (Housing for Seniors or People with a Disability) 2004 has a number of design requirements and the gradient of Artarmon Road does not meet these requirements.
14. Can the site be developed into a high care facility, for example dementia?	This is a possibility but hasn't been considered as part of this process.
15. The residents of Naremburn are concerned about the 16 storey tower becoming an eyesore (particularly the residents of Olympia Road).	The views from Naremburn, specifically Olympia Road, have been selected as part of the visual analysis in the Environmental Assessment. Each option will be tested against this view (via photomontage). We recognise the sensitivity of these views and will be seeking a design response to minimise the impact.
16. Can you place the tower near Scott Street?	Placing a taller building on Scott Street is likely to cause greater impact on the properties in Castle Vale to the east and the properties along Walter Street to the south. The least sensitive location for the taller buildings is adjacent to the telecommunications, particularly in terms of overshadowing.
17. Who would want to live next to that transmission tower?	The apartments will be orientated away from the transmission tower, taking in the views to the north, east and west. Unfortunately the tower will remain outside the site boundary and must be considered as part of any proposal for the site.
18. Will the substation have EMR impacts?	There is no EMR associated with a new substation on the site.
19. All the talk about density has been the number of dwellings. How many people will there be living on the site? 20. Does that include children?	650 dwellings and approximately 812 residents based on an occupancy rate of 1.25 residents.
21. When you say the buildings are designed separately, does that mean that you could have very different designs?	Yes. The Concept Plan establishes development standards that are then used by architects to design the individual buildings. We would envisage that a variety of architects would be used not just one firm.





COMMENT/ QUESTION	CONSULTANT RESPONSE
22. Can the State Government override Willoughby Council's assessment of the DAs for the individual buildings?	Following approval of a Concept Plan, future development applications are required to be generally consistent with the Concept Plan. Where Council controls are inconsistent with the approved Concept Plan, they have no effect and cannot be used by Council as the basis for refusing an development application. Should Council refuse a development application for a future stage of the development that is consistent with the Concept Plan, normal review and appeal provisions under the Act still apply.
23. Has SJB been involved in similar projects?	The practice has delivered a number of similar sized projects in Sydney and Melbourne, their Urban Design Director has extensive experience with large-scale regeneration projects in the United Kingdom, Canada and throughout Europe.
24. What happens to the land value of adjacent properties?	This is a matter for individual property owners to assess.
25. This sounds like a large amount of apartments that will cram a lot of people onto this site.	Comment noted.
26. Walter Street will increase in value through the increased zoning as part of the new LEP?	This is a matter for Walter Street owners to assess.
27. I'm concerned about the vehicle entrance at Artarmon Road.	We acknowledged the safety concerns expressed by the locals. The RMS crash data shows that there were three crashes recorded for the section of Artarmon Road between Richmond Avenue and Scott Street from 2007 to 2011. One person was reported injury among these three crashes. The proposed access along Artarmon Road will consider reasonable sight lines between conflicting traffic streams on approach to the intersection.
28. I live in Richmond Road and it is really hard to get out onto Artarmon Road in the morning.	Comment noted.
29. How many cars are on the site at the moment?	At present, the site generates 250 car movements in and out of the site in each peak period (morning and afternoon). There are currently 356 staff car parking spaces. At present, the site generates approximately 250 car movements in and out of the site in each of the two-hour peak periods (morning and afternoon).





COMMENT/ QUESTION	CONSULTANT RESPONSE
30. Can they create vehicle access onto the Gore Hill Freeway from the site?	Gore Hill Freeway is part of the Sydney Motorway network and will have controlled accesses only via a number of existing interchanges with key surrounding road network including Willoughby Road. It is very unlikely that a direct vehicle access will be provided to the Gore Hill Freeway from the site.
31. The thing I'm concerned about with the change of use is the channelling of car use to peak hour as opposed to 24/7 which occurs at present.	The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Network Nine. Therefore the net vehicular impacts will be considered quite minimal.
32. Traffic will be going in the opposite direction to what happens now.	Comments noted.
33. In conjunction with RMS and Transport NSW, what plans are there for public transport? The M40 bus is crowded in peak hour.	The NSW government and Willoughby City Council's policies and strategies are promoting the use of public transport. The services could be further improved in future, if justified by future population increase along the bus route.
34. Is the project all going to plan? What is the timeframe for construction etc?	We anticipate 3 to 5 years if the Nine Network resolved to relocate.
35. You've done very little work on sustainability. How are you going to address this in the EA?	Please see comments above, 17 and 18 in the previous section.
36. If Nine Network Australia didn't redevelop and stayed on the site, would they have to go through the same planning process to construct studio related facilities on the site?	Future development on the site for television studios would be permissible under the current and proposed zoning for the site. Assessment of such development would be against the provisions of Council's Local Environmental Plan.
37. Hypothetically, could Network Nine develop a 10 storey building on the site?	There is no current or proposed height limit on the site under Council's LEP or Draft LEP controls. A future 10 storey building for a purpose consistent with the use of the site as a television studio would be assessed by Council on its merits.





COMMENT/ QUESTION	CONSULTANT RESPONSE
Yellow Table	
Facilitator: Adam Haddow (Architecture Director, SJB Architecture)	
Transcribed by: Samantha Miller (Communication Assistant, Urban Concepts)	
1. Why 660 dwellings?	The original preliminary Environmental Assessment (EA) and Concept Plan was based on a dwelling yield of around 650 dwellings. Each of these options maintains the same yield. (Lend Lease to advise population). Across Sydney the average household size per apartment is under 2 persons per apartment.
2. What is the impact of 660 dwellings?	The Environmental Assessment and the investigations that we are now undertaking are helping us to understand this impact.
3. You need to address/justify the 'scale' of development and the density.	Channel Nine are seeking to determine their options for the site, based on its future permissible use.
4. Some form of residential development is better than what is here now.	Comment noted.
5. What were the Director General's Comments for the last EA? From memory height and scale were mentioned.	The correspondence from the Director-General is reproduced on the project website www.ninewilloughby.com.au . The comments related to scale, height and the need to investigate EMR issues.
6. Consolidation of open space is preferred.	Comment noted.
7. Will there be retail, mixed use or other facilities on site?	Retail facilities are already established along Willoughby Road. We think this is the most appropriate location for retail.
8. What will the connections with the existing roads in terms of width, type of building, setbacks and bike paths be like?	The Concept Plan doesn't required detailed design for the streets and spaces, however, we are making recommendations as part of the Environmental Assessment. All designs meet the Council's requirements and current best practice, including the integration of cycle and footpaths into the street network, and the use of landscaping and materials to delineate shared zones. Further information will be contained in the final document.
9. How will the government improve transport?	The NSW government and Willoughby City Council's policies and strategies are promoting the use of public transport.
10. What is the solar access opposite Scott Street?	The solar access to properties on Artarmon Road isn't impacted by any of the proposals. Castle Vale, to the east of the site, is being carefully considered as part of the design process. Where possible, any impact on their access to sunlight will be avoided.





COMMENT/ QUESTION	CONSULTANT RESPONSE
11. Opportunity for open space at rear of the site?	The options investigate a number of open space configurations and locations, including spaces at the southern edge of the site. There are challenges associated with this location, relating to over-shadowing and access for the public that must be considered.
12. Why is the optimum use of this site residential?	The optimum use of the site is residential as the site is located outside of existing centres and would therefore not be suitable for retail, commercial or industrial development. A residential use for the site is compatible with the surrounding residential development and current and proposed zoning. The development will introduce greater housing choice into the area. on a broader strategic context, there is a shortage of housing in Sydney which is required to be met by Councils through targets set by the Sydney Metropolitan Strategy. Large consolidated sites like Nine Network are critical to meet this demand.
13. Schools are at capacity. What is a realistic solution to existing issues?	The lead in time for the overall approvals process will involve Concept Plan approval followed by approval for individual development applications, followed by construction. Assuming Nine Network chose to immediately re-locate from the site, it would be several years before the development has any discernible impact on local schools. Nine Network has met with the Department of Education and Communities and will continue to liaise with that agency regarding their strategic plans for education in the locality.
14. How can we address the changing needs of the community? Is there an ageing population in Willoughby?	Yes, between the 2006 and 2011 census there was an increase in older people as a percentage of the population of Willoughby (suburb). The changing demographics of the local population and its needs in terms of housing choice will be addressed in the Concept Plan.
15. Is the land/topography suited to high density?	The site's complex and falling topography presents a number of challenges and opportunities. In terms of the latter, taller buildings can be set within the site's topography so that it appears shorter. This approach also allows the basement parking and servicing to be hidden from important views, public routes and spaces. The lends itself to higher density outcomes as building envelopes can be sited to work with the topography to ameliorate potential impacts such as overshadowing and visual impacts.
16. Will it be a mix of units and houses?	The proposals each include apartments and terrace style dwellings.





COMMENT/ QUESTION	CONSULTANT RESPONSE
17. What is the dwelling number/cut off?	The original Part 3A submission in 2010 proposed 660 residential units for the site. The Director-General's Requirements for the Environmental Assessment has required that this density be justified. The current design process is testing this density with regard to a range of potential impacts. The mix of dwellings can also affect the overall number of units. Larger units will mean less dwellings overall etc.
18. What is Willoughby Council's integrated plan and their ability to set controls for this site?	Willoughby Council's Draft LEP continues to zone this site as Special Uses Television Studios and the controls relate to use of this site for these purposes. They are therefore not relevant to the proposed uses being considered.
19. Why do we need to be a Part 3A?	The development met the criteria set down in a State Environmental Planning Policy (Major Development) 2005 as being a Part 3A Major Development. Therefore the legislation at the time required that the Part 3A process be applied.
20. What will be the impact on the Artarmon shopping area and the Pacific Highway?	The proposed development will have a positive impact on the Artarmon shopping area by providing additional local residents who will choose to commute to and from and shop at Artarmon. The site is located relatively remote from the Pacific Highway and is not likely to have a significant impact.
21. How do we lock in the controls we set now? What stops another developer coming in and changing it?	The Concept Plan approval applies to the site irrespective of who owns it. Should the site be sold, a future owner or developer would still be required to submit development applications that are consistent with the Concept Plan.
22. What is Network Nine's legacy?	This is being developed with SJB and will be considered alongside community feedback that we receive.
23. Will there be a blog for online discussion?	The community consultation does not include a blog.
24. How will this fit with the Willoughby Leisure Centre development?	The Willoughby Leisure Centre development will be factored into the specialist studies that underpin the Concept Plan application, in particular cumulative traffic impacts.





COMMENT/ QUESTION	CONSULTANT RESPONSE
25. Why is residential development considered the best use for the site?	The optimum use of the site is residential as the site is located outside of existing centres and would therefore not be suitable for retail, commercial or industrial development. A residential use for the site is compatible with the surrounding residential development and will introduce greater housing choice into the area. on a broader strategic context, there is a shortage of housing in Sydney which is required to be met by Councils through targets set by the Metropolitan Strategy. Large consolidated sites like Nine Network are critical to meet this demand.
26. What is the driver for apartment living?	There are a number of drivers for this type and form of development, including factors that relate to the entire Sydney Metropolitan Area. The housing shortage is widely reported. Willoughby Council also has a commitment to deliver 6,800 new dwellings to the year 2031.
27. I am concerned that 'no zoning' does not constrain the density for this site.	Comment noted.
28. Vehicles are the problem with density.	Comment noted.
29. Parking is a major concern for the site. How many spaces are provided currently?	There are 356 staff car parking spaces. On average there are 660 Nine Network Staff on site, which ranges to 900 staff for large events.
30. How will this site be better connected to Artarmon Road?	Artarmon Road is the primary frontage of the development and will be addressed through the positioning of public accessible open spaces along this frontage. The majority of access will be gained from Artarmon Road, including vehicle, servicing, pedestrian and cycle routes. The design of this routes and connections is still being developed.
31. Clarified timelines are needed for this project.	We are going through an established process that was commenced some 2 years ago and will continue with that process.
32. I am a Richmond Avenue resident and note that the models all have three story dwellings along Richmond Avenue. Is it intended that the final design would include three story dwellings?	The proposals each include apartments and terrace style dwellings. It is more likely that they would be two story terraces, more in keeping with the street. Richmond Avenue is all single story houses, bar one which is two stories. We note that we are now submitting 3 stories as the preferred option as a result of the consultation.
33. What is the minimum number of dwellings possible on the site?	Financial modelling will determine this.





COMMENT/ QUESTION	CONSULTANT RESPONSE
34. There appears to be a significant amount of work before the lodgement deadline. How will you have enough information to form the parameters for the design on the site?	Approval is sought for a Concept Plan which is a high level strategic approval that sets in place site parameters for use, built form, open space and traffic and parking. Detailed design will occur as part of future development application stages. The Part 3A process requires that the information supporting the application be adequate for public exhibition. On-going refinement of the concept design and environmental impact assessment will continue through this process.
35. (Councillor) Council is concerned that the deadline is short. We would prefer an extended deadline so the site can be master planned.	Comment noted.
36. Does the traffic study extend to major roads?	Different options will be modelled.
37. Is there any certainty as to what design components will be retained for the site, given the long planning processes undertaken?	The Concept Plan sets in place the use and built form parameters for the site. Future development Applications to permit the construction of individual buildings are required to be consistent with the Concept Plan approval.
38. What other development options have Nine Network considered? Eg. Schools?	Residential development is the most appropriate use for the site given its location and the need for housing shortages to be addressed in the Sydney Metropolitan area. Council has, or is in the process of zoning adjoining land for higher density residential development, consistent with the proposal for the Nine Network site. Nine Network Australia has yet to finally decide whether to retain the television Studios on the site or redevelop it.
39. What will happen to the building on the corner of Scott Street?	If the Nine Network Australia relocates it would be vacated and a new use established. It may be a suitable location for a community use.
40. The most obvious way to reduce impacts is to reduce the density of the proposed development.	Comment noted.
41. There is a park and ride issue in Willoughby. Because of the suburb's good public transport network, residents from the northern beaches suburbs park in the streets to use the services. This needs to be addressed.	Comments noted.





Additional Comments

The following additional comments were provided to Urban Concepts in response to the Draft Record of Comments.



COMMENT 1

We made a very serious suggestion that consideration be given to the provision of aged care facilities; specifically to the provision of a high care, secure, dementia specific, residential facility. No public transport access is required for these people, so the slope/gradient of Artarmon Road is not an issue.

COMMENT 2

The below comments were given via a phone call to the project 1800 number on Friday 30th November 2012.

Sharon Dirken introduced herself as the resident of 12 Walter Street Willoughby.

Sharon's concerns about the development are as follows:

- *"The southern side of Walter Street is RTA owned, therefore the majority of people living on this street don't have a vested interest in the future of the area as they are renting from the RTA.*
- *The height of the proposed buildings is a concern as it will impact on the privacy of her home. The verandas that would be built to overlook the city would look into her bedroom window. Noise would be an issue as well, as we can assume that people would like to use these verandas for night time entertaining, and sound would flow into her bedroom.*
- *The future of the road network is a concern. Are there plans for a through road to be put in? Are discussions taking place with the RTA to lift the 5C zoning? This would have both positive and negative impacts for Walter Street, as the lifting of the 5C zoning would allow the street to reach its full potential as home buyers are allowed to move in, but the traffic noise would increase."*



Final Record of Comments arising from the Thursday 8th November 2012 Events

30 November 2012



Dear Participant,

NINE NETWORK AUSTRALIA COMMUNITY CONSULTATION EVENTS

On behalf of Nine Network Australia Limited, I would like to thank you for participating in the Community Walks and Community Workshop held on Thursday the 8th November 2012, to discuss the proposed Residential Concept Plan for the Nine Network Willoughby Studio Site.

We are pleased to forward to you the Final Record of Comments raised during these events. We received one additional comment which we have added to the Final Record. The Final Record will be placed onto the project website and will be included in the report that we prepare for submission to the NSW Department of Planning and Infrastructure as part of the Environmental Assessment documentation. I would also like to advise you that project information and the design presentation have been uploaded onto the project website.

On behalf of Urban Concepts, Nine Network Australia Limited and the consultancy team I would like to thank you for your participation.

Yours faithfully

Belinda Barnett

Director

Urban Concepts

level B2
4 glen street
milsons point NSW 2061

po box 495
milsons point NSW 1565

t 61 2 9964 9655
f 61 2 9964 9055
e info@urbanconcepts.net.au
w urbanconcepts.net.au



FINAL

Record of Comments
arising from the



Nine Network Willoughby Site
Community Walks and Community Workshop

Held on
8th November 2012
at the Nine Network Willoughby Site

Prepared for
Briefing Participants

Prepared by
Urban Concepts

Issued Friday 30th November 2012



Disclaimer

Urban Concepts has taken every care to ensure that the comments raised by the participants have been faithfully represented and recorded. If there are comments that have not been recorded or recorded incorrectly we apologise for any misunderstanding and advise that it has not been deliberate.



Abbreviations

The following list of abbreviations has been provided for reference of the terms used in comments and responses within this document.



CBD	City Business District
CP	Concept Plan
CPTED	Crime Prevention Through Environmental Design
DCP	Development Control Plan
DGR	Director General's Comments
DPI	Department of Planning and Infrastructure
EA	Environmental Assessment
EAR	Environmental Assessment Report
EMR	Electronic Medical Record
FSR	Floor Space Ratio
LEP	Local Environmental Plan
PAC	Planning Assessment Commission
RMS	Road and Maritime Authority
SEPP 65	State Environmental Planning Policy No. 65



Community Walks – 8th November 2012

Urban Concepts advises that 53 people participated in the Community Walks held at 3pm, 4.30pm and 6.00pm.



Comments Recorded during Question Time

The following comments were recorded during the walks.

LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
3pm Walk Facilitated: Jonathan Knapp (SJB Architecture) Transcribed: Emily Salvisberg (Urban Concepts)		
C	1. Can the bushland reserve to the south be used?	<p>We understand that Council would like to see this area reinstated as a bushland reserve.</p> <p>Discussions continue to be held with the Council about access and future use of this Reserve. Ultimately it is the Council's responsibility, as they own the land.</p>
C	2. As a local resident living in the area for 43 years I object to the lack of visibility through the site. There is a lack of careful driving from this site. I want to see better traffic management including turning bays along Artarmon Road and Scott Street and road widening.	<p>The transport and accessibility impact assessment will consider appropriate traffic management required to cater for traffic generated by the proposed development.</p>
D	3. The plan is for private development, so then how is this publicly accessible?	<p>The Council don't want to maintain or adopt the streets or spaces, which requires them to be managed and maintained by the site's strata. This is a common approach for many large scale developments.</p> <p>The streets and spaces will be designed like any other public street and space, ensuring access and use by the general public. The site won't be fenced or gated, but open to all users. Only the individual buildings will be secure.</p>
D	4. Who owns the streets?	See above.
D	5. Will there be parking on these access streets through the site?	Yes the streets through the site could be used for casual parking.
D	6. How many storeys are in the buildings?	The number of storeys change across each option. The tallest building in each option has 16 storeys.
D	7. How long will it take to redevelop the site?	The development should take from 3 to 5 years to complete, subject to market conditions.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
F	8. The admin block is cheaply constructed.	Comment noted.
F	9. How many car parking spaces are required for the 660 dwellings?	The number of car parking spaces would be provided in accordance with Willoughby City Council controls.
F	10. You should make sure quality building materials are used. The poor quality of Castle Vale brick is unsightly.	Comment noted.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
4.30pm Walk Facilitated: Jonathon Knapp (SJB Architecture) Transcribed: Emily Salvisberg (Urban Concepts)		
A	1. Are visual assessments a NSW DPI consideration?	Yes – Visual impact assessment is a recognised specialist investigation that is required.
A	2. How many proposed car spaces?	Car parking will be in accordance with the controls of Willoughby City Council.
A	3. So where do you go to access the site? How do you manage the cars?	Each option provides for a new internal road system. These roads would service driveways to basement car parking.
B	4. Does this project assume that people will use public transport?	The likely amount of people using public transport mode share is estimated based on the 2006 (latest available) Journey to Work statistic data.
D	5. How many apartments are in Castle Vale?	We understand that this development has 160 apartments.
D	6. Is Council going to improve public transport?	Public transport is a State Government responsibility.
D	7. Council isn't interested in providing child care?	Childcare is under consideration as a potential use within the overall development scheme
D	8. Where is Artarmon Station? Is it the closest Station?	Artarmon Station is the closest station and is around a ten minute walk from the site.
D	9. What will happen to No. 6 Artarmon Road?	It will be vacated if Network Nine relocates.
D	10. With half a million dollars in rates from the development, couldn't you reduce the density?	The rates collected by council are in direct proportion to the number of dwellings approved for the site.
D	11. Who has the ultimate decision on the number of dwellings?	This is set under the Concept Plan which is approved by the PAC.
D	12. Channel Nine is abusing the system. They use all our streets for their parking.	Comment noted.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
D	13. How many dwellings would you get from a single lot subdivision?	We haven't undertaken this exercise as part of the project.
E	14. Is it going to be similar to Zetland?	There will be some similarities to the Victoria Park development at Zetland, in so much as the proposal includes open spaces, a variety of building types and heights. However, the scale and density of development in Zetland is far greater than that proposed.
E	15. How high is the Forum?	The Forum features 728 units and retail at ground floor. The two residential towers stand to a height of 25 and 38 storeys.
F	16. So Channel Nine own the site. Are they looking for the highest price?	No, Nine Network has employed a skilled team of planners and designers to deliver suitable residential options based on the site parameters.
F	17. I am concerned about building separation.	Building separation is established under State Environmental Planning Policy No. 65 (SEPP 65) Residential Development Standards. Each option we presented is fully compliant with SEPP 65 provisions.
6.00pm Walk Facilitated: Jonathan Knapp (SJB Architecture) Transcribed: Emily Salvisberg (Urban Concepts)		
A	1. How has the original brief changed?	Height has been reduced as has the number of proposed buildings.
A	2. What does the community consultation process involve?	The community consultation is a staged approach. We are currently implementing Stage 1. The process is fully detailed on the project website at www.ninewilloughby.com.au
A	3. What is Council's view on 660 dwellings?	Council has asked that we respond to the DGR's by providing justification in the Environmental Assessment for the proposed density.
A	4. Is there a threshold for viability?	This is a matter for the owners of Network Nine.
A	5. Is the developer bound by Part 3A?	To the extent of the Concept Plan approval.
D	6. Our yards are shaded in winter but not in summer. (Walter Street residents)	Comment noted.



LOCATION	COMMENT/ QUESTION	CONSULTANT RESPONSE
D	7. What does Urban Concepts do?	We are town planning consultants that specialise in running community consultation for town planning and development projects.
D	8. Is this approved by Council?	This will be approved by the Planning Assessment Commission (PAC) as a Part 3A Major Project. Once the Concept Plan has been approved, development applications would be lodged with and approved by Willoughby City Council.
D	9. They just want to make the most money.	This is commentary not a question.
D	10. Why is it not an opportunity to provide high rise along Artarmon Road?	We are investigating development along Artarmon Road, however, this edge of the site must be sensitive to the existing character of development along the northern frontage, existing trees and the opportunity to deliver a new open space. The Artarmon Road frontage is the ideal location for a new public open space, due to the proximity to the existing neighbourhood and the northern orientation (access to sunlight).
D	11. So there is a tight building envelope?	We have identified a number of design parameters that must be reflected in the final Concept Plan. These include the sensitivity of the various edge conditions, including the over-shadowing of adjacent properties, retention of existing trees, creation of new open spaces, site access and circulation. When considered comprehensively the outcome is a very tightly defined building envelope.
D	12. You haven't addressed density, height and scale.	Density, Height and the Scale of development are central to our work.
E	13. What other uses have been considered for the site?	We have considered a range of community uses, including new open spaces and outdoor recreation, crèche and day care, corner store and café uses.



6.00pm Walk		
Facilitated: Jonathan Knapp (SJB Architecture)		
Transcribed: Emily Salvisberg (Urban Concepts)		
A-B	1. Has the EA been lodged? 2. What if it isn't lodged by 30 th November? 3. Can we complain?	A preliminary EA has been lodged. The full EA and Concept Plan will be lodged by the 30 th November 2012. Residents can make representation to the Minister for Planning.
A-B	4. What does egress and ingress mean?	It refers to vehicular entry and exit points.
A-B	5. Have you only been involved in this since a month ago?	SJB has been working on this project for two months, and will be engaged for further 9 – 12 months for consultation and design consultation.
A-B	6. If you don't get it submitted by 30 th November, what happens?	We will get the application submitted by the 30 th November 2012.
A-B	7. So it's Channel Nine's decision to lodge?	Correct, as the Landowner, The Nine Network is the responsible entity.
A-B	8. Is part of your planning going to be a new studio?	No new studios are included in this plan.
A-B	9. So is it not zoned for residential?	The site is currently zoned Special Uses (Television Studio).
A-B	10. Did you just zone Walter Street R3?	Willoughby Council has upzoned Walter Street to permit Medium Density development under the Draft Willoughby LEP 2012.
A-B	11. Is Walter Street zoned from low to medium density?	Willoughby Council has upzoned Walter Street to Medium Density.
A-B	12. What is Richmond Avenue zoned?	Richmond Avenue is zoned Low Density Residential.
A-B	13. What about sites owned by Nine Network Australia elsewhere?	In 2011 the Network completed a Sale and relocation to new facilities.
A-B	14. As part of the application, will this site be rezoned?	Yes the site would be rezoned under the Concept Plan.
A-B	15. If the zone was high density, would this preclude low density?	No.
A-B	16. You guys potentially want to rezone for 20 storeys when it hasn't been zoned for it?	The current zoning, Special Uses, is redundant if the Nine Network relocate off the site. The Concept Plan as well as establishing land use zoning also establishes envelope controls for height.
A-B	17. Where does the money come from?	From whoever develops the site.
C-D	18. Has this site been sold to developers?	Currently the site is owned by Nine Network Australia Limited.
C-D	19. Are you looking at an exit onto Walter Street?	This option has not been investigated as yet.





C-D	20. Unlike Scott Street, Richmond Avenue is low density residential.	Yes, that is correct.
D	21. Why was there a setback on Artarmon Road?	To accommodate a public open space along the Artarmon Road edge, and to respond to the existing residential character, which includes single detached housing along the northern edge.
D	22. All 3 entry points are dangerous for various reasons.	Comment noted.
D	23. How many cars do you envisage?	The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Network Nine. Therefore the net vehicular impacts will be considered quite minimal. This is assisted by a more restrained parking rate proposed by Council for development located within walking distance to a public transport corridor. The proposed development is located within the catchment of strategic bus corridor along Willoughby Road, which is served by frequent and direct bus services to the CBD and Chatswood. Future residents will be expected and encouraged to use the frequent bus services to reduce the likely vehicular impacts generated by the proposed development.
D	24. You are only providing 1 car per dwelling, this is not correct.	Car parking would be provided in accordance with Willoughby City Council controls.
D	25. How does this (Scott Street road ownership) affect Artarmon Road?	Retaining Scott Street in its current form and location places an additional restriction on the layout of the site. Including the land as part of the development allows the concept plan to respond with greater flexibility.





E	26. What's the rationale in having the highest building in this location?	<p>The relationship between the heights of buildings and the amount, and quality of open space is crucial to the concept plan. There are two extremes. We can either keep the buildings low and squat, leaving very little site area for open space, or have one very tall building surrounded by expansive open spaces. What we're trying to investigate is a middle point, where quality open space sits against buildings of varied height.</p> <p>The sixteen storey tower is sited to minimise overshadowing to residential properties in Walter Street.</p>
E	27. How much yield are you able to influence?	<p>The Environmental Assessment is based on the same quantum of development as outlined in the initial 2010 Concept Plan. We are not proposing a change in the amount of development, but rather investigating the impact and benefits associated with the development. This level analysis and interrogation wasn't undertaken for the 2010 plan.</p>
E	28. Schools are full; this is an important local issue.	Comment noted.
E	29. The community bus only runs one day a week. How will this development be serviced?	<p>The proposed development is located within the catchment of strategic bus corridor along Willoughby Road, which is served by frequent and direct bus services to the CBD and Chatswood. Future residents will be expected and encouraged to use the frequent bus services to reduce the likely vehicular impacts generated by the proposed development.</p>
E	30. Are they going to put traffic lights on Artarmon Road?	<p>The transport and accessibility impact assessment will consider appropriate traffic management required to cater for traffic generated by the proposed development. The requirements to install traffic lights at any intersection need to satisfy the warrant for traffic signals.</p>
F	31. Then cars will go down Richmond Avenue to do U-turns.	Comment noted.
F	32. Trees on Richmond Avenue should be kept.	Comment noted.
F	33. 2-3 storeys all the way down to the 60 minutes house?	<p>This is what we're proposing for Richmond Avenue.</p>



F	34. If you had terrace houses, would parking be in a basement?	There will be basement car parking and the policy of Willoughby City Council will be adopted as the standard.
F	35. What is the address of the site in Glebe you refer to?	Forsyth Street, Glebe, on Blackwattle Bay.
F	36. What is happening with parking?	Car parking will be provided in a basement and the quantity would be in accordance with Willoughby City Council controls.
F	37. How many storeys is the studio building?	The existing studio building at its tallest point is the equivalent of a 6-storey residential building.
F	38. How long will it take to demolish and construct?	3 to 5 years subject to market conditions.





Community Workshop – 8th November 2012

Urban Concepts advises that 61 people participated in the Community Workshop.



Comments Recorded during Question Time

The following comments were recorded during the facilitated question and answer time:

COMMENT/ QUESTION	CONSULTANT RESPONSE
Blue Table	
Facilitator : John Pradel (Architecture Director, SJB Architecture)	
Transcribed by: Belinda Barnett (Director, Urban Concepts)	
1. With this being a Concept Plan, who is the consent authority for individual DA's for each building component?	Willoughby Council would be the consent authority.
2. The road owned by Council (Scott Street), if it was moved, where would it be moved to?	It would be moved further west.
3. When it comes to the connection of roads, how would they connect traffic lights and roundabouts? The Castle Vale Development is a lot of fun turning out of in the morning.	Comment noted.
4. The access point for that development (Castle Vale) is difficult in the mornings.	Comment noted.
5. During peak hour in the morning (7.30-9.30am) traffic lights only allow 3-4 vehicles through onto Willoughby Road in each phase. This is a concern, this will only get worse.	Comment noted.
6. When will the traffic investigations be completed?	The traffic investigations will be completed within the same timing as the EA.
7. Will it also consider pedestrian movements?	The transport and accessibility study will consider all vehicular and non-vehicular movements generated by the proposed development.
8. Have you looked at going up Edward Street then down Gorman Street onto Willoughby Road? it would need to be treated.	This has not yet been investigated.
9. At the moment people are using all local roads to get to the City and Chatswood. If you add in the quantity of people you are talking about the local road network will become unusable.	Comment noted.
10. We have a similar problem in Castle Cove where right-hand turns apply to Eastern Valley Way.	Comment noted.
11. We are concerned about our own sites and how our lifestyle concerns will be addressed.	Comment noted.
12. There is such a big gap between what you are proposing and where we are.	Comment noted.



COMMENT/ QUESTION	CONSULTANT RESPONSE
13. Is there a magic number in terms of dwellings?	The 660 units is based on the preliminary EA lodged in 2010. The preliminary EA was based on a floor space ratio (FSR) of 2.3:1. Each of the options is based on the same FSR. SJB are not committing to this number. Any variation will be informed by the outcomes of our investigations.
14. I am concerned about the type of development that we will get. Can you explain the scale relationships between the height levels and surrounding dwellings?	We propose a transition in the type, height and scale of development from the existing context to what's proposed across the site. Each of the site's boundaries features a different condition and set of considerations. For Example: The existing single detached housing along the western edge of Richmond Avenue will transition to two-storey terraces along the western frontage. Along the site's eastern boundary to Castle Vale, which features 7 storey development and a dramatic change in site topography, we looking at buildings from 4-storeys upwards to make that transition. In both cases the development will increase in height within the site, away from the edges and street frontages where it is less visible and the impacts can be mitigated.
15. You have talked about visual impact for the south. What will it look like from the north, two blocks back from Edward Street?	We will be preparing view analysis from this point for all options as part of our Environmental Assessment.
16. What is the demographic you are targeting with this development? 17. Is it public student housing?	This is a matter for the market to determine should development proceed.
18. Where did the 650 dwellings come from? 19. Was it the developer?	The 660 units is based on the preliminary EA lodged in 2010. The preliminary EA was based on a floor space ratio (FSR) of 2.3:1. Each of the options is based on the same FSR. SJB are not committing to this number.
20. The 25m linear park along Artarmon Road, where is that measured from?	The 25-30m deep park is measure from the site boundary, which is where the current fence line sits.
21. Did you consider a park that was an extension of Edward Street, North-South?	We are proposing a pedestrian route that extends from the Edward Street junction through the open space, extending south through the site to the Council Reserve and a new public route down to Walter Street.
22. Hallstom Park is never full, because the parking situation is too bad.	Comment noted.
23. With the 60%/ 40% coverage, why can't you cover 80% and get a lower (building) height?	This has been the basis for one of our options. A single tall tower allows the remaining buildings to be lower and a greater amount of open space. However, there are other impacts relating to the tower, including over-shadowing.





COMMENT/ QUESTION	CONSULTANT RESPONSE
Ref Table	
Facilitator: Jonathan Knapp (Urban Design Director, SJB Architecture)	
Transcribed by: Laura Schmahmann (Communication Assistant, Urban Concepts)	
1. How many people will be housed on the site?	650 dwellings and approximately 812 residents based on a dwelling occupancy of 1.25 residents.
2. How many residents will have a car?	Parking will be based on Council's standards.
3. How many people currently on site have cars?	Car parking is at grade parking for 356 staff and visitor vehicles. The staff levels fluctuate but are around 650 people and up to 900 in peak times.
4. There will be different flows and generations of traffic.	Comment noted.
5. My main concern is that there is already strains on traffic and schools and the site will increase the number of children. Who works out how to deal with this?	A Social Impact Statement will form part of the EA documentation. This will consider the impact on childcare, primary and secondary schools. This issue will be addressed as part of the Concept Plan environmental assessment. Nine Network Australia has consulted with the Department of Education and Communities on the matter to ensure that the proposed development is considered as part of their broader strategies for the local area. Strategic planning for schools is not undertaken on a development by development basis but rather is a higher level exercise as part of the NSW Government's metropolitan and sub-regional planning strategies.
6. Has Willoughby LGA achieved their housing targets?	Council has proposed to meet its housing targets through proposed rezoning in its draft Local Environmental Plan. These targets have therefore not been achieved and will rely on future development in nominated areas for medium and high density housing, many of which will require site amalgamation which could take years if at all on some site (e.g. Walter Street). Nine Network is a large site in one ownership which, if could be quickly and easily developed than other nominated sites in the draft LEP.





COMMENT/ QUESTION	CONSULTANT RESPONSE
7. What goes into the assessment in relation to those (education) issues?	<p>This issue will be addressed as part of the Concept Plan environmental assessment. Nine Network Australia has consulted with the Department of Education and Communities on the matter to ensure that the proposed development is considered as part of their broader strategies for the local area. Strategic planning for schools is not undertaken on a development by development basis but rather is a higher level exercise as part of the NSW Government's metropolitan and sub-regional planning strategies.</p> <p>The lead in time for the overall approvals process will involve Concept Plan approval followed by approval for individual development applications, followed by construction. Assuming Nine Network chose to immediately re-locate from the site, it would be several years before the development has any discernible impact on local schools. Nine Network will continue to liaise with the Department of Education and Communities regarding their strategic plans for education in the locality.</p>
8. What goes into your submission?	<p>The Concept Plan submission will consist of an Environmental Assessment Report (EAR) that addresses the requirements of the Director General of the Department of Planning and Infrastructure. The EAR will include development plans and an assessment of the development in terms of key issues including strategic justification, built form and visual impact, traffic, heritage, social impact, contamination etc. The EAR will be supported by a number of specialist reports that address these issues in greater technical detail.</p>
9. Will there be a contributions scheme for this project and how will that work?	<p>Yes. This will be subject to negotiation between Nine Network, Council and the Department of Planning and Infrastructure.</p>
10. The 6,800 dwellings, when was this set?	<p>2007 Subregional Strategy, for the Inner North Region.</p>
11. Where did 650 dwellings target come from for this site?	<p>The 650 units is based on the preliminary EA lodged in 2010. The preliminary EA was based on a floor space ratio (FSR) of 2.3:1. Each of the options is based on the same FSR. SJB are not committing to this number.</p>
12. Is there any pressure from Council to keep that number? Or the developer?	<p>No, the brief is to develop suitable future residential options for the site.</p>





COMMENT/ QUESTION	CONSULTANT RESPONSE
13. Is there an equivalent site with 650 dwellings for comparison?	Former Channel 7 site in Epping, which is currently being redeveloped with 800 new dwellings. Totem on Sydney Road, Balgowlah is another local example, though it's in a more urban context.
14. 2010 scheme, every new scheme is better?	This Concept Plan responds to the DG's comments from the preliminary plans. In this sense, this plan has been improved.
15. What is the FSR?	Each option has an FSR of 2.3:1
16. How many m ² per dwelling?	Our working assumption is 100m ² per dwelling, though the size and range of dwelling sizes will be determined by the developer during the development application process.
17. Email from Willoughby Progress Association said this development will be higher than developments in Zetland and highest in the area. Is this true?	Residential development at Victoria Park at Zetland goes up to 20 storeys or more which is higher than proposed for the Nine Network site. The proposed development will be higher than development in the immediate local area. The site's size and topography however enable opportunities for higher building forms and different housing types than are available in the immediate locality. IN terms of the wider local area, there are significantly higher residential buildings built or being constructed at St Leonards (38 storeys) and Chatswood (up to 42 storeys).
18. With the 3 options, what is the lowest Channel 9 will accept in terms of height?	Each of the preliminary options contained a 16 storey building. We have not yet determined what a preferred scheme is. This will become evident as we consider the stakeholder feedback throughout the design process.
19. All 3 options have impacts on Richmond Avenue. I don't want to stand in my backyard and see that. I would prefer a 6 storey tower.	Comment noted.
20. We don't want to see the residential tower.	Comment noted.
21. 2A Richmond, 25 Walter, Artarmon Road/ Edward Street. These residents were concerned about privacy and view impacts of the tower overlooking the back yard.	Comment noted.
22. Why 650 dwellings? Can you reduce this?	The 650 units is based on the preliminary EA lodged in 2010. The preliminary EA was based on a floor space ratio (FSR) of 2.3:1. Each of the options is based on the same FSR. SJB are not committing to this number. Any variation would be informed by the outcomes of our investigations.



COMMENT/ QUESTION	CONSULTANT RESPONSE
23. Are traffic issues likely to assist with scaling back the development?	The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Network Nine. Therefore the net vehicular impacts will be considered quite minimal.
24. EMR. Why would the developer want to get involved in locating housing near the transmission tower?	A developer would prefer the transmission tower wasn't located next to the site. However, the site still offers considerable value due to its location, proximity to services, open spaces and public transport, views to the city and northerly aspect. The design and orientation of the buildings will ensure the transmission tower is hidden when viewed from the apartments and any new public spaces.
25. One thing that hasn't been mentioned is public transport and traffic.	The proposed development is located within the catchment of strategic bus corridor along Willoughby Road, which is served by frequent and direct bus services to the CBD and Chatswood. Future residents will be expected and encouraged to use the frequent bus services to reduce the likely vehicular impacts generated by the proposed development.
26. What will you be putting in the EA in relation to transport?	A transport and accessibility impact assessment will be prepared in support of the EA.
27. What areas are being investigated in the transport study?	Key intersections along Willoughby Road.
28. No public transport to North Ryde, Chatswood and other major employment locations?	The proposed development is located within the catchment of strategic bus corridor along Willoughby Road, which is served by frequent and direct bus services to the CBD and Chatswood Interchange. Artarmon Station is located about 15 minute walk from the site and North Ryde is accessible via the Northern line.
29. Have you thought of tunnels?	Tunnels existing on Walker Street or under the Gore Hill Express way have not been investigated.





COMMENT/ QUESTION	CONSULTANT RESPONSE
30. What is the traffic generated by the proposal?	The likely net increase in vehicular trips during the weekday peak hours is less than 50 vehicles, based on the RMS trip generation rates for high density dwellings and the relocation of the existing operation of Nine Network. Therefore the net vehicular impacts will be considered quite minimal. This is assisted by a more restrained parking rate proposed by Council for development located within walking distance to a public transport corridor. The proposed development is located within the catchment of strategic bus corridor along Willoughby Road, which is served by frequent and direct bus services to the CBD and Chatswood. Future residents will be expected and encouraged to use the frequent bus services to reduce the likely vehicular impacts generated by the proposed development.
31. What infrastructure will be introduced to cope with this?	The transport and accessibility impact assessment will consider appropriate traffic management required to cater for traffic generated by the proposed development.
32. North Sydney restricts car parking.	Comment noted.
33. What is going into the EA?	A transport and accessibility impact assessment will be prepared in support of the EA.
34. What alternatives do you have to an exit at Edward Street?	Various options are being investigated.
35. The sun affects traffic visibility on Artarmon Road?	Comment noted.
36. Does this involve a round-about?	The transport and accessibility impact assessment will consider appropriate traffic management required to cater for traffic generated by the proposed development.
37. U-turns in Richmond Avenue are an issue that needs to be investigated. Previous solutions have reduced safety.	Comment noted.
38. 650 dwellings is going to change the character of the area (suburban to urban) will any facilities be introduced in walking distance to the site?	The revised Concept Plan will include a range of uses and services other than residential dwellings. These include publicly accessible open space, corner store, café, crèche and day care, and community meeting spaces. We are open to any other suggestions. This is a matter for discussion with Council.
39. I would like attractions (cafes etc.) which encourage social interaction.	We anticipate childcare, a corner store or café. The open spaces such as a playground also promote interaction.
40. Houses could be converted to shops etc. outside of the site.	Comment noted.





COMMENT/ QUESTION	CONSULTANT RESPONSE
41. Shops under the St Leonards Forum have not worked that well.	Comment noted.
42. Shops under apartment podiums.	Comment noted.
43. Are the buildings positioned on the site to ensure there is the least impact? Eg. 16 storey building on the lowest point of the site.	Absolutely. This is a critical design driver of the entire design process. We've developed dozens of options that investigate the benefits and constraints associated with various forms and locations of development.
44. Will basement car parking be dug into the site (below current ground level)?	Yes this would occur.
45. Substation noise. How will the people living in 'monstrosity' (16 storey tower) deal with noise from the substation?	There will be no disturbance from sub-station noise.
46. It looks like the left over buildings have been shoved near the TXA tower.	Comment noted.



Yellow Table	
Facilitator : Adam Haddow (Architecture Director, SJB Architecture)	
Transcribed by: Samantha Miller (Communication Assistant, Urban Concepts)	
1. Will we see the 30 November Plan?	The Department of Planning and Infrastructure will notify local residents when the Concept Plan and Environmental Assessment is placed on public exhibition. We will place the preferred Concept Plan on our project website at the time of lodgement and a second newsletter would be distributed which will describe what it entails.
2. Overshadowing, why don't we cut the number from 600 to 400?	The size and shape of buildings can affect yield. We are still negotiating what is an appropriate level of density. It is more about assessing impact, and the Department of Planning places a lot of weight on this. Diversity in type, style, architecture and affordable housing.
3. Who decides the traffic impacts, who assesses traffic?	The RMS, Council and traffic engineers. The PAC makes the final approval.
4. Can PAC overrule everyone? You haven't changed density	The Planning Assessment Commission will determine the development application on the basis of the submitted environmental assessment report, the Department of Planning and Infrastructure's assessment and recommendations and issues raised in public submissions and at the PAC's public meeting. The Planning Assessment Commission are not bound by the controls in the local environmental plan (which relate to a television studio and are not relevant to this type of development) but will make a merit based decision.



COMMENT/ QUESTION	CONSULTANT RESPONSE
5. Height and density are grossly out of character for the neighbourhood, and the Department has already expressed concerns over these, but no attempt has been made to reduce the density; why have you determined that this density is appropriate?	The appropriate density for the site will be determined as part of on-going design process and associated technical studies.
6. It is out of character with surrounding areas.	Comment noted.
7. Taller buildings along Scott Street rather than 16 storeys.	Still investigating how the buildings can better blend in with the topography.
8. What are the benefits of the development for existing residents?	New local park, benefits are subtle and will appear as the site settles. Sustainability possibilities, modifications and improvements to Council services through developer contributions, as well as less cars parked on the street.
9. Why isn't there a 'left field' option showing building options and orientations?	At this stage the Concept Plans are still being modified to determine a preferred design solution.
10. Why are envelopes rectangle blocks?	The Concept Plan is based on typical building types by defining the built envelope. The rectangular form makes an allowance for balconies and building articulation, without defining the final form of the building. This is a high-level plan for the site, where the location, height and scale of development is defined. We are not designing buildings.
11. How do we get the security of any controls we set?	We can write the controls into the approval, but we do want to allow for changes.
12. Who polices/ who is the authority to ensure envelopes are followed?	After a Part 3A Approval, Council is the Consent Authority for the individual development applications that would be lodged to realise the development.
13. Will the developer have to comply with the percentages of buildings versus open space?	Yes.
14. Can this all change? We have to go through this process again?	Following approval of a Concept Plan, future development applications are required to be generally consistent with the Concept Plan and while a Concept Plan can be modified, a future modification still needs to demonstrate that proposed changes are generally consistent with the development as initially approved.
15. Popular park and ride area, street parking will only get worse.	Looking into the wider traffic movements/ problems especially regarding the Leisure Centre. Wider public transport issues need to be understood so we don't exacerbate these issues. Council parking requirements for residents and visitors will be basement, then there is the street parking. Residents should not park on the street.



COMMENT/ QUESTION	CONSULTANT RESPONSE
16. The bus takes 10 minutes to the city, and the train is 20 minutes to the city. People prefer buses.	Comment noted.
17. Is there overshadowing on Walter Street? 18. Will this change with building heights?	We are looking at solar access and land surveys to understand current over shadowing. We will reduce height of buildings to minimise and ensure compliance with SEPP 65 standards.
19. Have you considered share car arrangements such as GoGet?	Yes, we understand that there is less acceptance of these types of initiatives in areas that are further from the city.
20. Effects of density on existing school and utility infrastructure?	Meetings with Department of Education to analyse effects on schools. Opportunities to improve stormwater and sustainability. (eg. First flush)
21. Health effects from the tower?	The tower operates within the Australian Standards Perceived risk versus actual risk, needs to be understood.
22. If the Department of Planning don't like the number of dwellings, can they reduce the number?	Yes, the plan changes and evolves, based on submissions from the public and Government Agencies. This all happens before Part 3A approval.
23. Thanks for taking on board comments on Edward Street.	We are trying to understand this intersection. We will come back hopefully with solutions.
24. Is there an opportunity to join Walter Street with Richmond Avenue?	This has not yet been investigated.
25. Questionnaire on the webinar. Some of the answers cancelled out.	Noted. We are pleased for you to complete another survey tonight.
26. The site occupies an area which has a significant visual impact on neighbouring suburbs for some distance, as well as those properties that are immediately adjacent; how do you go about measuring the visual impact of the development and how it relates to the striking structure of the TV tower?	We use a number of techniques including photomontages from key views around the site and local area. Photos of the site overlaid with a proposed view of the development. The photomontage illustrates the outline of development that will be visible from that vantage point. Once complete the existing view is compared to the proposed view and a qualitative assessment is undertaken. This information will be contained within the Environmental Assessment lodged with the State Government.
27. Will Artarmon Road be widened?	The transport and accessibility impact assessment will consider appropriate traffic management required to cater for traffic generated by the proposed development.





COMMENT/ QUESTION	CONSULTANT RESPONSE
28. Will there be commercial floor space and parking for commercial uses?	We anticipate a corner store but not a retail destination. We want to support the Willoughby Road retail strip. These are studies on the distance that people walk before driving to the shops and this site is well positioned in regard to the Willoughby Road shops. Traffic is a big driver of successful retail and this centre benefits from through traffic.
29. There is useless retail in Willoughby.	Comment noted.



Additional Comments

The following additional comments were provided to Urban Concepts in response to the Draft Record of Comments.

COMMENT 1

The Draft Record of Comments from the consultation events held on 8th November 2012 was distributed by email on 22nd November. It is worth noting that although some "comments" were made by participants, they were not strictly invited. The event was constructed as a tour and briefing with question and answer sessions facilitated in smaller groups. Questions were invited to be put to the architects or their representatives during the Workshop Discussion Groups; however there was no invitation to provide general reaction, or to comment on likes and dislikes of the proposed development options. If these Records of Comments are to be portrayed as an accurate record of participants' opinions, concerns and comments then that would be a misrepresentation of the content.

It was stated by the architects that the options presented to us were only initial thoughts, and that the planning of the development had already progressed to a point where the version to be submitted would be different from the options shown to us. As a result, these comments are also not necessarily an accurate reflection of the questions that would be raised by the revised plans. As far as I am aware, no further consultation is to be proposed on revisions before the submission on 30th November. As a result of this rushed timeline, I am convinced that the submitted plans will not be based on an adequate and justified level of consultation as required by the Director General's Requirements.

Additional Notes emailed to Urban Concepts

The following comments are not a part of the Final Record of Comments, however they were received with the above comments and so have been left in the record notwithstanding.

At the Thursday session there was limited time available for completion of the distributed questionnaires. I was still in discussion with one of the architects when we were asked to leave the building, so had no time to complete the questionnaire. Again, it is important that the questionnaire is not represented as being a representative survey of community opinions as it was only offered to participants at the workshop.

The height and density of the proposed development is grossly out of character with the surrounding neighbourhoods. Most of the streetscape surrounding the site, particularly near the top of the hill, is single-storey dwellings. The 29,000 square metres would typically contain less than 83 households, based on semi-detached buildings in plots of 350 square metres, although much of the nearby housing is on full 700 square metre blocks. The extreme density proposed would have a major



negative impact on local amenity, particularly through its impact on local services such as schools, roads and public transport which cannot support the increased number of households.

The impact of different and increased traffic flows must be considered in the feasibility of the site, especially given the difficulties presented by the crest of the hill, visibility problems when the sun is low, and existing peak hour traffic queues. I do not think it appropriate that the existing low-traffic volumes and quietness of Richmond Avenue should be disrupted by diverting traffic flow onto Richmond Avenue. This would not be in keeping with the existing consents for the site which specifically prohibit the use of traffic gates on Richmond Avenue except for very few specified external broadcast vehicles.



Whilst the desire for taller structures in the centre of the site may to some extent reflect the existing building envelopes, a careful and gradual transition from single/double storey dwellings on Artarmon Road and Richmond Avenue is vital to preserve Willoughby's valued residential streetscapes, as is retention of existing mature trees at or near the boundary, and keeping development lower than tree height throughout.

The proposed tall towers would have a major detrimental impact on visual amenity for many surrounding suburbs, including further areas of Willoughby, Artarmon and Naremburn. They would also cause a drastic loss of privacy for the front and rear gardens and living and bedroom windows of neighbouring properties both on Richmond Avenue and further afield.

The current proposals do not, and cannot given their rushed preparation, address adequately the relation of the development to the surrounding areas, including opportunities for providing public amenity and access, and the areas that link them. Further review and consultation with Willoughby Council and local residents will be essential to ensure that all possible benefits of the development are realised both for the developer and the local community who are impacted by the development.

The proposals as shown to us make no reference to the small strip of land also owned by Channel 9 on the southern side of the TXA tower site. It was recently asserted by TXA and Channel 9 that that land was too valuable to provide a drainage easement across for the purposes of redeveloping the TXA site and protecting neighbouring bush land. Channel 9's intentions for this strip of land must be considered as part of the planning process for the main development site to ensure that community amenity is maintained.



APPENDIX L – Katos Holdings Market Research Exit Survey and Findings

Willoughby Studios Residential Development Concept Plan Community Consultation Survey (November 2012)

Nine Network Australia has engaged an independent market research company, Katos Holdings to capture important community feedback in relation to the Willoughby Studios Residential Development Concept Plan options. This survey forms part of the Community Consultation Process for Stage 1 of this application and has been commissioned in conjunction with Urban Concepts.

We wish to ensure that participants in the consultation events have the opportunity to have their say about the design approach and residential concept plan options. We would appreciate your honest feedback in relation to the questions in this survey. No answers which could identify you will be released, so what you tell us in this survey remains completely confidential.

What you need to do

Please fill out this survey and hand back before you leave the Nine Network premises today. If you are attending a walk and workshop, then please only complete the survey at the completion of the workshop.

For most survey questions, just tick the box next to the answers which apply to you.

Q1. What kind of public open space would you most like to see provided for in this concept plan?
Please only tick your Top 3. (If none apply write in your own)

	First	Second	Third
Single open space area, instead of a collection of spaces	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Open park areas	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Plenty of trees, plants, landscaped areas	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Basketball court/s	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Market garden	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Children's playground	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Not fussed, so long there is enough public open space	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Other (write in) _____	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

Q2. Which of the following are most important to you when evaluating the concept plans?
Please only tick your Top 3. (If none apply write in your own)

	First	Second	Third
Building height / scale	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Open space available	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Traffic and parking	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Building design and quality	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Sustainable living outcomes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Access through the development site	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Visibility of the site or visual impact	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Other (write in) _____	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3



Q3. What other facilities would you like to see provided in each of the concept plans? (Tick all which apply to you)

- | | |
|--------------------------------|----------------------------|
| Crèche | <input type="checkbox"/> 1 |
| Cafe | <input type="checkbox"/> 2 |
| Corner store | <input type="checkbox"/> 3 |
| Art studios | <input type="checkbox"/> 4 |
| Gym / fitness centre | <input type="checkbox"/> 5 |
| Community meeting space / hall | <input type="checkbox"/> 6 |
| Other (write in) _____ | <input type="checkbox"/> 7 |

Q4. The relationship between building area and open space is very important. Of the three options below, which ratio of building area to open space do you consider most appropriate? (Tick one)

- | | |
|--|----------------------------|
| Building Area versus Open Space Area (60 / 40) | <input type="checkbox"/> 1 |
| Building Area versus Open Space Area (50 / 50) | <input type="checkbox"/> 2 |
| Building Area versus Open Space Area (40 / 60) | <input type="checkbox"/> 3 |

Q5. What if anything, concerned you about the 20 storey building height proposed under the preliminary concept plan? Please be as specific as possible.

1. _____
2. _____
3. _____

Had no concerns (tick if this applies to you) ☐ 99

Q6. When and where are the traffic and transport concerns you are most worried about in relation to this development? Please be as specific as possible with the location and nature.

WHEN: _____

WHERE: _____

Have no traffic concerns (tick if this applies to you) ☐ 99



Q7. When considering residential development for the Nine Network site, please indicate how much you agree or disagree with the following statements.

	Agree A lot	Agree A Little	Neither	Disagree A Little	Disagree A lot
I feel the proposed development will make a positive contribution to the local area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The inclusion of community based facilities and services would enhance its appeal	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Being able to gain access to the site to get to other areas would be important for me	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
I would favour an increased building height if it resulted in more open space	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
It is important that the new development considers a range of sustainable outcomes that would benefit the local community	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
There is definitely a need for greater housing choice in the Willoughby area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Providing 660 dwellings on this site helps the City of Willoughby achieve their housing targets of 6,800 additional dwellings by the year 2031	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Finally, please provide us with some important information about yourself.

Q8. Are you...? Male ☐1 Female ☐2

Q9. What is your age?

Q10. Do you live in a...? House ☐1 Apartment / Flat ☐2 Other ☐3

[illegible]

Now please hand over your completed survey to your facilitator or walk guide.



KATOS HOLDINGS REPORT
November 2012

**Willoughby Studios Residential Development Concept Plan
Community Consultation Survey Top-line Findings**

Background and What we Did

This Top-Line Report presents the key findings of the Willoughby Studios Residential Development Concept Plan Community Consultation Survey, conducted on behalf of the Nine Network Australia.

A self-completion survey was administered to members of the general public who attended a community walk and/or information session on 7th and 8th November 2012. This survey forms part of the Community Consultation Process for Stage 1 of this application and has been commissioned in conjunction with Urban Concepts.

The research findings reported on capture important community feedback about the design approach and residential concept plan options. A total of 120 surveys were completed and returned for processing (50 participants attended the consultation event/s on the 7th November and 70 on the 8th of November).

Of the 120 survey respondents:

- 20% participated in the community walk only
- 24% attended the community information evening session only
- 56% attended both of the walk and information session

The survey was completed by 48% of males and 52% of females, with the a good mix of age groups represented (29% aged 45 or less, 32% aged 46 to 55 years and 36% aged 56+ years old). The vast majority (88%) of respondents live in a house, with the remainder living in an apartment / flat.

In terms of proximity to the Willoughby Studio Development Site, 79% lived within a 5 minute walk, with the remainder at least a 10 minute walk away.

Although there are some subtle differences in the survey results across the different respondent profiles (gender, age, proximity to site), there are no statistically significant differences to report on.

Community Survey Top-Line Findings 261112



Key Survey Findings

Survey respondents have singled out *plenty of trees, plants and landscaped areas* and *open park spaces* as their stand out priorities when it comes to public open space. There is also demand for a children's playground.

Q1. Kind of public open space would <u>most</u> like to see provided for in this concept plan (select top 3 choices from list)	First Choice	Total Choices
Plenty of trees, plants, landscaped areas	29%	77%
Open park spaces	29%	71%
Single open space area, instead of a collection of spaces	13%	30%
Not fussed, so long as there is enough public open space	9%	20%
Children's playground	5%	44%
Market / Community garden	3%	20%
Basketball court/s	2%	7%

Building height / scale is most important to survey respondents when evaluating the concept plans, but so is *traffic and parking*. The importance of *visual impact* and *building design and quality* has also been highlighted by a sizeable proportion of the community.

Q2. Which of the following are most important when evaluating the concept plans (select top 3 choices from list)	First Choice	Total Choices
Building height / scale	53%	83%
Traffic and parking	28%	84%
Visibility of the site or visual impact	4%	38%
Building design and quality	4%	33%
Sustainable living outcomes	2%	13%
Access through the development site	2%	12%
Open space available	2%	28%



A majority of survey respondents would like to see a cafe included in the concept plans, while a sizeable proportion favour the addition of a corner store and community meeting space.

Q3. What other facilities would like to see provided in each of the concept plans? (select as many from list)	Total Mentions
Cafe	58%
Corner store	48%
Community meeting space / hall	40%
Creche	28%
Gym / fitness centre	15%
Art studios	13%
More schools / education facilities	7%

While the relationship between building area and open space is considered very important, a majority of survey respondents consider a 40% building area and 60% open space area ratio as most appropriate.

Q4. Which ratio of building area to open space below is consider most appropriate.	Total Mentions
Building Area versus Open Space Area (60 / 40)	15%
Building Area versus Open Space Area (50 / 50)	29%
Building Area versus Open Space Area (40 / 60)	56%

A range of unaided concerns were identified in relation to the 20 storey building height originally proposed. The top concerns relate to the negative *visual impact*, the *building height, scale and density*, *overshadowing issues* and *belief that the development is out of character with the local area*.

Q5. Unprompted concerns about the 20 storey building height proposed under the preliminary concept plan	Top Unprompted Mentions
Visual impact / unappealing / ugly / dominate skyline	46%
Height / scale too big / too dominant / overwhelming for area	33%
Overshadowing / loss of sunlight	30%
Out of character with local area / incompatible	26%
High density / too many dwellings	25%
Additional traffic generation / congestion / impact on Artarmon Rd / surrounding streets	23%
Loss of privacy / backyard	16%



Most of the traffic and transport concerns highlighted tend to centre on morning and afternoon peak hours. Survey respondents claim to be most concerned about the potential traffic congestion impact on Artarmon and Willoughby Roads in particular.

Q6. When and where are the traffic and transport concerns <u>most</u> worried about in relation to this development	Top Unprompted Mentions
WHEN	
Peak hours	48%
All day / all the time / weekdays and weekends	18%
Saturday mornings / sport days	11%
Morning peak hours	8%
Weekends	8%
WHERE	
Artarmon Rd access / entry into / traffic congestion on this road	48%
Willoughby Rd congestion / access	31%
Access / entry into Edward St & Artarmon Rd intersection	14%
Richmond Avenue	7%
Edward St	7%
Access / congestion in surrounding streets / local streets near development	6%

There is a fair degree of public scepticism relating to the perceived benefits and value of the proposed residential development for the Nine Network site (see table overleaf). Only a minority of survey respondents believe it will make a positive contribution to the local area or can see the need for greater housing choices in their municipality. There is also considerable questioning of the value of and reasoning behind having 660 dwellings on the site.

Having said that, support for the development can be enhanced with the inclusion of relevant community based facilities and services, the inclusion of a range of sustainable outcomes that would benefit the local community, as well as presenting a sound argument for why 660 dwellings are needed on the site.

Where results do not add up 100% in the table on the next page is due to the exclusion of 'neutral' responses made.



Q7. Attitudes towards residential development for the Nine Network site
31% feel the proposed development will make a positive contribution to the local area, although a majority holds the opposite view (54%)
54% agree the inclusion of community based facilities and services would enhance its appeal , while 28% disagree with this statement
39% believe being able to gain access to the site to get to other areas is important, although a similar proportion (41%) don't consider this important
10% of those surveyed would favour an increased building height, if it resulted in more open space, however, the vast majority (76%) reject this notion
74% agree it is important that the new development considers a range of sustainable outcomes that would benefit the local community, while only 8% disagree
34% believe there is definitely a need for greater housing choice in the Willoughby area, although a higher proportion don't (48%)
29 % agree providing 660 dwellings on this site helps the City of Willoughby achieve their housing targets of 6,800 additional dwellings by the year 2031, but a majority (52%) disagree

Aside from reinforcing perceived concerns relating to additional traffic generation and high density, some survey respondents are also worried about the impact of the proposed development on public transport demand / congestion and car parking availability. An underlying concern in a number of verbatim comments appears to relate the perceived inability for the current infrastructure and services to cater for an increase in population in the local area.

Q14. Final unaided comments made in relation to the Willoughby Studios Residential Development Concept Plan.	Top Unprompted Mentions
Additional traffic generation / congestion / accessing surrounding streets	29%
High density / too many dwellings / unreasonable / why 660 dwellings	28%
Impact on public transport / greater demand / congestion	19%
Height / scale too big / too dominant / overwhelming for area	15%
Impact on car parking / reduced availability in the surrounding streets	14%
Negative impact on local character/ ambience/ feel of the area	13%
Need for improved educational facilities / more schools / child care facilities	11%



APPENDIX M – Submissions and Responses




Greetings to all on the Willoughby South P.A. Channel 9 contact list.

The email below from Council's General Manager, Nick Tobin, is self-explanatory. I've bolded the sections I think have particular relevance to the community at this stage. Hopefully, before the community consultation gets going, Channel 9's consultants will release drawings and a timetable to cover this Environmental Assessment stage of the development application, in time for us to appreciate what is now being proposed and to develop our response.

As Nick points out, with only seven weeks to make a submission to NSW Planning on such a complex development, it's difficult to be optimistic that satisfactory community consultation will occur. Perhaps this is part of their strategy and if it is, we can only rely on NSW Planning to stand firm and see that the community consultation is properly done and that our views and those of Council are taken into account. However, I'm confident that if necessary, our community, along with Council, will be able to make a goodly amount of noise if we need to protest an unsatisfactory process.

As we receive further information on the project and details of the arrangements for community consultation it will be passed on to all. Please use your own contacts to broaden the interest in this redevelopment which will affect far more of the community than just those who live near the Channel 9 site. We'll be pleased to add any additional members of the community to our Channel 9 contact list for further contact.

Kind regards,


Willoughby South
Progress Association

Received: 23.10.12



23 October 2012

Dear Mr [REDACTED]

Thank you for your interest and inquiry about the project.

Belinda Barnett of Urban Concepts has advised me that you have accepted our invitation and will be attending the stakeholder Round Table breakfast on the 2nd November 2012 and that you would like to communicate to your members' details of the project and the forthcoming consultation events.

We have formulated the attached project overview to communicate to your members for this purpose and I can also advise that we will be circulating a newsletter to local residents at the end of the week and taking our project website live on the weekend.

I look forward to speaking with you at the event on the 2nd of November.

Yours sincerely,

Scott Soutar
Station Manager, Sydney

NINE NETWORK AUSTRALIA PTY LTD

PO Box 27 Willoughby NSW 2068 Australia 61 2 9906 9999 ninemsn.com.au ABN 88 008 685 407



25 October 2012



Dear [REDACTED]

Thank you for your email. As a neighbour of the Nine Network Studios Site I appreciate your interest in the project and the consultation process. The consultation process that we are running is being conducted in stages. The first stage of the process will coincide with the formulation of a preferred residential concept plan for the Nine Network Australia Site. The process comprises a number of initiatives. These include:

- **Community newsletters.** The first newsletter will be distributed to local residents over the weekend.
- **A project website** onto which we will upload project information and specialist reports as they become available. This will include YouTube video to assist residents who are unable to make our scheduled consultation events. The website will be live over the weekend and the address will be www.ninewilloughby.com.au
- **A 1800 freecall number 1800 22 44 24**
- **A project email info@ninewilloughby.com.au**
- **Resident Meet and Greet.** We will be going door to door next week visiting residents of the properties that immediately adjoin the Nine Network Site in Richmond Avenue, Walter Street, Scott Street and Artarmon Road.
- **Regular display advertising in the North Shore Times.** Our first advertisement will appear in tomorrow's paper.
- **Community consultation events to be held over the 7th and 8th November 2012. These events are:**
 - **Guided community walks** with the architects and urban designers around the Nine Network Site so residents can better understand the context of the site and the design and land scape principles that have been formulated to guide the preparation of three residential concept plans. Three walks will be held on each day each of 1 hour in duration at 3pm, 4.30pm and 6pm.

level B2
4 glen street
milsons point NSW 2061

po box 495
milsons point NSW 1565

t 61 2 9964 9655
f 61 2 9964 9055
e info@urbanconcepts.net.au
w urbanconcepts.net.au

Urban Concepts is a division of Ambaska Holdings
ACN 074 171 065 ABN 96 074 171 065



- **Community Workshops** will be held from 7-9pm on the 7th and 8th November once again at the Nine Network Site. The workshops will be 2 hours in duration and we will present and discuss with residents the three residential concept plans that will have been formulated. The workshops will be hands on and give residents the opportunity to share their views on each option, the design of open spaces and ideas for community facilities.
- **Community webinar.** A community webinar will be held on Thursday 8th November from 11am-12pm. The webinar will present the information presented at the workshop sessions. It is designed to inform those residents who are unable to make an evening workshop.



The feedback we receive from these events will then be used to evolve a preferred residential Concept Plan for the site. The preferred Concept Plan will form the basis of the Environmental Assessment Report that is lodged with the NSW Department of Planning and Infrastructure by the 30th November 2012 (as required under the transitional planning provisions for Part 3A projects). The preferred Concept Plan will be placed on the website and would inform a second community newsletter at this time. Further information about the Major Project Planning process will be available on the website.

On lodgement of the Environmental Assessment Application it is reviewed by the NSW Department of Planning and Infrastructure to ensure that it satisfies the Director-General's environmental assessment. If it is deemed to address these the Department will then notify Council and residents and place the application on public exhibition for a period of at least 30 days.

To coincide with the exhibition of the Concept Plan and Environmental Assessment Report documentation we will hold a series of community briefings to ensure that the community fully understands the preferred Concept Plan and can make an informed submission to the Department while it is on exhibition. These briefings will comprise Stage 2 of the consultation process. It is anticipated that the exhibition would occur in the first quarter of 2013.

I hope that this information answers your question. I look forward to your participation in the consultation process and to meeting you over the coming weeks.

Yours faithfully

A handwritten signature in black ink, reading 'Belinda Barnett'.

Belinda Barnett

Director

Urban Concepts



Dear [REDACTED]

I am following up on the emails that you have sent to me. I can advise that the presentation that will be given at the events will be uploaded onto the web site following the events. The community webinar will be recorded and will also be uploaded onto the website. We plan to take still photos at the site based events subject to the approval of participants and we will produce a record of comments arising from the events that will be distributed to participants and posted on the website. Events will not be videotaped.

In respect to the registration of participants at our events I would ask that you encourage residents to register for an event of their choice. As you can appreciate there is great deal of interest in this project and the Nine Network Site as a fully operational site has security and logistical arrangements that need to be made to facilitate the hosting of these events on the site.

It was considered by the project team to be advantageous for residents to be able to come onto the site so that they can appreciate its local and built context. To assist us with this process it is important that we know how many residents will attend each event to the best of our ability. Similarly we need to ensure that we select an appropriately sized venue and have sufficient seating and technical resources for the events to run smoothly.

I hope that this addresses your questions. I look forward to meeting you on Friday morning

Kind Regards

Belinda Barnett

30.11.2012



[REDACTED]

Thursday 29 November 2012

The Hon. Bradley Hazzard, MP
Minister for Planning and Infrastructure
Department of Planning and Infrastructure
GPO Box 39
Sydney NSW 2001

RECEIVED
3/12/12

COPY

Dear Mr Hazzard,

RE: The Nine Network Television Studios Site

The proposal being prepared by Nine Network Australia to transform the Nine Network Television Studios site at 6-24 Artarmon Road, Willoughby into a high-density residential site dominated by multiple high-rise tower apartments is an entirely inappropriate and misconceived land use concept for the well-established suburbs of Artarmon and Willoughby.

My family is completely opposed to this proposal and requests that you reject it outright. My daughter and her family live nearby to this site at 29 Chelmsford Ave.

Our opposition to this project is not confined to the absurd proposed overdevelopment of the site. It is not confined to the appalling height of 16 storey and 12 storey buildings in a predominately bungalow residential area. Our opposition arises from the attempt, unsupported by any town planning research, to engineer a demographic transformation upon an already established and functioning urban community without any consideration of the multidimensional impacts on the daily social processes of the community.

Impacts of increased Population Density

Education

At the public consultation held at the Channel Nine Studios on 8 November, the project presenters, Urban Concepts, admitted the proposed high-rise residential redevelopment would consist of 660 Home Units with an expected influx of 1800 to 2000 new residents to the area.

Urban Concepts offered no understanding of how this dramatic increase in population density would impact on the infrastructure of local facilities. There could be as many as 400 to 500 children of primary and secondary school age suddenly added to local school populations. All nearby public primary schools, Willoughby, Cammeray, and Artarmon, have pupil numbers vastly in excess of capacity. Local High Schools are also stretched to capacity. Urban Concepts had no idea where all of these additional children would be educated.

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Recreational Resources

All the playing fields in the Willoughby City Council area are fully occupied at the moment every weekend throughout the school year. This also applies to the North Sydney Council area and to the Mosman Council area.

Road Traffic

The proposed redevelopment of the Nine Network Television Studios site into 660 Residential Units is required to provide parking spaces for 720 resident cars and additional parking spaces for 160 visitor cars. There was overwhelming consensus at the Community Consultation Meeting on 8 November that these on-site car parking allocations will be grossly inadequate. Even more to the point, is the impact all of these additional cars will have on local traffic flow. Gridlock often occurs over weekends in the streets adjacent to the Willoughby Leisure Centre, less than a kilometre away. This Centre is in the process of being upgraded by Willoughby City Council in the next few years, which will also increase traffic saturation on nearby streets. This fact was not even on the radar of Urban Concepts and was not factored into the development plan by Urban Concepts. During peak hours Artarmon Road is a short cut from Mowbray Road to the Expressway. This massive high-rise residential over-development will intensify this saturated traffic tangle. Significantly, Urban Concepts has undertaken no traffic flow research and analysis to explain how road traffic flow in the Artarmon/Willoughby area will remain unaffected by this massive influx of private car traffic.

Rail Transport

Artarmon railway station is not equipped to cope with an increase of hundreds of new commuters. Also it is not a regular stopping destination even during peak hours.

Bus Routes

Already there is only standing room to the city along Willoughby Road in peak hours. The provision of bus services will need significant, immediate expansion.

Public Funding

Nowhere in any of Urban Concepts' residential project papers relating to the high-rise redevelopment of the Nine Network Television Studios site is there any mention of the need for accompanying public expenditure to upgrade and redevelop all of the public infrastructure needed to support the increased population density arising for 660 new residential Units.

Medical Services

The General Practice Surgeries in the local area are fully stretched at the moment.

Shopping

Northbridge Plaza, which contains the largest supermarket in the area, can barely cope with the influx of residents already in the area. The parking area, in drastic need of an upgrade, is already at maximum capacity every weekend.



Instead of addressing these urgent, consequential impacts on the daily life of the local community, Urban Concepts offered five design principles for evaluating the proposed high-rise residential redevelopment of the Nine Network Television Studios site: Open Space, Movement, Scale, Transition, and Sustainability. None of these building-oriented 'design principles' offers any insight into the impact of an additional 1800-2000 people moving into a 2.9 hectare site located in an already consolidated, and well-developed, urban residential area. As it stands, the proposed residential high-rise re-development concept lacks any input from rational, community-oriented design principles.

Even the 'design principle' of 'Sustainability' did not take into account the need for re-cycled energy generation, such as solar panels, or the importance of a local community garden provision for sustainable food production, or the provision of rainwater collection. There was very little sensitivity to the impact this high-rise residential development would have on the sustainability of the local natural environment. This proposal looks like a throw-back to the 1980s when property developers had no interest in assessing the ways in which a huge high-rise residential project would impose long-term adverse impacts on the natural environment, on the social infrastructure, and on the well-being of an urban community culture. This is a project that simply ignores the ponderous size of its 'carbon footprint' in the emerging crisis of climate change, over-population, and the need to conserve the natural environment.

Recommendations

1 We recommend that the proposal being prepared by Nine Network Australia to transform the Nine Network Television Studios site at 6-24 Artarmon Road, Willoughby into a residential site dominated by multiple high-rise tower apartments be rejected.

2 We recommend that the Department of Planning and Infrastructure makes representations to the Department of Education and Communities with a proposal to establish a feasibility study into rezoning the Nine Network Television Studios site at 6-24 Artarmon Road, Willoughby, as 'Educational', with a view to establishing an urgently needed Primary School on the site.

Yours sincerely,

cc. Willoughby City Councillors
The Hon. Gladys Berejiklian, Minister for Transport, and MP for Willoughby
Urban Concepts



APPENDIX N – Willoughby South Communique



NINE NETWORK AUSTRALIA PROPOSED CONCEPT MASTERPLAN FOR THE WILLOUGHBY STUDIOS SITE

**PROJECT OVERVIEW PREPARED FOR BOB TAFFEL PRESIDENT WILLOUGHBY SOUTH
PROGRESS ASSOCIATION AS REQUESTED MONDAY 22ND OCTOBER 2012**

DATE OF ISSUE TUESDAY 23RD OCTOBER 2012

1. Project Vision

Through careful consideration of the site's unique setting, characteristics and heritage, the Masterplan will outline the future role of the Nine Network Willoughby Studios. For the first time in generations the local community will be able to access, enjoy and engage with the site. A range of residential, community and retail uses will be set within a network of open spaces. Design and development of the highest quality will ensure the site contributes to Willoughby's cultural and environmental heritage.

You are invited to engage with the process and help us shape the future of this unique site.

2. Project Overview

This project involves the preparation of a Concept Plan to guide the future residential redevelopment of the Nine Network Australia Willoughby Studios site. A Concept Plan establishes the land use and development standards to guide how a site will be developed over time. In this way it is similar to a master plan. The Concept Plan does not detail the architecture of a building in the same way as a development application.

The Concept Plan for the Nine Network Willoughby Studios will establish:

- The appropriate residential land use zoning of the site.
- The location of new building forms and where residential, supporting retail, open space and community uses will be located.
- A public domain and a local street pattern to link the site to the surrounding area and ensure its connectivity to the surrounding neighbourhood.
- The building envelopes of future residential buildings in terms of height, setbacks, the number of dwellings and residents that the site can support.
- The proportion of the site to be landscaped open space and its use - village square, playground or passive recreational space.
- Principles to guide the style of architecture, environmental sustainability and community interaction.
- Transport and accessibility standards for on-site car parking, pedestrian thoroughfares and bicycle amenities.

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3. The Planning Process

Part 3A of the *Environmental Planning and Assessment Act 1979* (the Act) is a development assessment stream used by the NSW State Government to assess and determine major projects. Under Part 3A, approval can be sought for a Concept Plan Approval or a Project Approval. Whilst Part 3A of the Act was repealed by the government in early 2011, transitional arrangements were put in place to ensure that the projects that were already being assessed under Part 3A (including the Channel 9 Concept Plan) would remain within this assessment stream.

Concept Plans are generally prepared for large-scale projects involving a significant land area. A Concept Plan acts as a blueprint for a development and is essentially a masterplan that guides future detailed applications for development. It provides a broad outline of land uses, building footprints and envelopes, vehicle and pedestrian access arrangements, and environmental assessment mechanisms for a development.

The current Part 3A application for the Channel 9 site is for a Concept Plan which seeks to establish the broad development framework for the site that will then be used to guide the future preparation of detailed Development Applications for development on the site.

Under Part 3A of the Act, there are three distinct assessment stages which the proponent must undertake:

- Preliminary Environmental Assessment – submitted at the beginning of the process to allow the Minister to determine whether Part 3A of the Act will apply to the project. This assessment provides a brief description and indicative scope of the Concept Plan, and is often accompanied by preliminary plans.
- Environmental Assessment – this stage involves the proponent commencing the process of consulting with the community and preparing detailed plans and technical assessment reports to support the Concept Plan. The level of design and technical studies required is determined by the project-specific environmental assessment requirements issued by the Director General of the Department of Planning and Infrastructure in response to the Preliminary Environmental Assessment.
- Preferred Project – following the public exhibition, the proponent has an opportunity to further refine or amend their Concept Plan in response to the feedback received from the general public, Department of Planning and Infrastructure, government agencies, and other key stakeholders such as Council and local community groups. The Preferred Project is then submitted to the Department of Planning and Infrastructure who assess the project and make a recommendation to the NSW Planning Assessment Commission (PAC); who are an independent panel appointed by the Minister for Planning to exercise his functions to determine Part 3A projects.

The Preliminary Environmental Assessment for the Channel 9 site was submitted to the Department of Planning and Infrastructure in early November 2010, and the Director General's environmental assessment requirements for the Concept Plan were issued on 9 February 2011. Channel 9 is currently in the process of preparing the detailed Environmental Assessment for the Concept Plan.

The transitional arrangements for Part 3A projects previously allowed the submission of the Environmental Assessment (EA) for transitional Part 3A projects (including the Channel 9 Concept Plan Application) by 1 October 2013. On 24 August 2012, however, the *Environmental Planning and Assessment Act 1979* was amended to require that the EA must now be submitted for all transitional Part 3A Projects by 30 November 2012 – 10 months earlier than originally required.

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Should the Concept Plan eventually be approved by the PAC, Willoughby City Council will be responsible for the assessment of Development Applications for the site in accordance with the development parameters established by the Concept Plan. The Sydney East Joint Regional Planning Panel would be the determining authority for Development Applications with a development cost of over \$20 million.

4. Community Consultation Process

Nine Network Australia is committed to working with the local community to ensure that the residential concept for the site is responsive to local needs. To assist us with this aspect of the project we have engaged Urban Concepts, a consultancy that specialises in facilitating community consultation for town planning and development projects.

Urban Concepts has developed a range of consultation initiatives to the local community and interested stakeholders informed about the project and provide you with the opportunity to become involved in the design process. The consultation process will be ongoing through the preparation of the Concept Plan and Environmental Assessment and post lodgement of the documentation with the NSW Department of Planning and Infrastructure.

To learn more about this project, residents and interested stakeholders will be able to:

- **PHONE the Nine Willoughby Information Line on 1800 22 44 24** during business hours, Monday through Friday. If the office is unattended please leave your details and we will return your call.
- **EMAIL URBAN CONCEPTS** your questions and feedback using the project email address info@ninelwilloughby.com.au
- **VISIT THE PROJECT WEBSITE** at www.ninelwilloughby.com.au to review project information, register participation in the consultation process and to provide feedback. THE WEBSITE WILL GO LIVE THE WEEKEND OF THE 27/28 OCTOBER 2012.
- **READ COMMUNITY NEWSLETTERS.** Newsletters will be distributed at key project milestones. Local residents of South Willoughby will shortly be receiving our first newsletter.
- **REFER TO REGULAR MEDIA ADVERTISEMENTS** in the North Shore Times.
- **ATTEND COMMUNITY CONSULTATION EVENTS.** Our first consultation events will be a combination of Community Walks and Community Workshops on Wednesday 7th and Thursday 8th November 2012. These events are detailed below.
- **Community Walks**
 - The walks will be held on:
 - Wednesday 7th November 2012 at 3.00pm, 4.30pm and 6.00pm
 - Thursday 8th November 2012 at 3.00pm, 4.30pm and 6.00pm
 - All walks will commence at Nine Network Studios. For safety reasons, participants will walk around the site in groups of 20 participants. We request that all participants wear enclosed footwear. We ask that residents register for a walk as this will ensure that we have enough Guides available for each event. As you will be required to go through security we ask that you arrive 15 minutes prior to the commencement of a walk. Light Refreshments will be available.

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- **Community Workshops**

- The Community Workshops will follow the Community Walks and will involve the presentation of three development options for the site.
- We will hold 2 Community Workshops, each 2 hours in duration on:
 - Wednesday 7th November 2012 at 7-9pm
 - Thursday 8th November 2012 at 7-9pm
- As you will be required to go through security we ask that you arrive 15 minutes prior to the commencement of a walk. Light Refreshments will be available.

- **Community Webinar**

- We will hold an online community webinar about the project on Thursday 8th November 2012 from 11am-12pm. Participants will register for this event through the project website.

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