

Stakeholder and Community Engagement Summary Report



Channel 9 site, 6-30 Artarmon Road, Willoughby

Submitted to NSW Department of Planning and Environment
On Behalf of Euro Properties and Lotus Property Fund (LEPC9)

June 2016 ■ 15709

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1.0 Overview

Euro Properties and Lotus Property Fund No.8 (LEPC9) have prepared a modified Concept Plan for 6-30 Artarmon Road, Willoughby (known as the Channel 9 site).

The modified Concept Plan demonstrates how a range of improvements can be delivered for the site to increase public benefits, including larger, more accessible and more connected open spaces, road infrastructure upgrades and improved pedestrian connectivity.

In order to provide these additional benefits, the modified Concept Plan also proposes an increase in the number of total dwellings from 400 to 510 and an increase in maximum building height from 8 storeys to 12 storeys.

LEPC9 engaged JBA to undertake consultation during preparation of the modified Concept Plan. The consultation program included engagement with local residents, community groups and key stakeholders to present the proposal, capture feedback and incorporate this in the final concept plan.

The consultation focussed on the question of whether greater benefits and an improved urban outcome principally led by improved public benefits could offset the impacts of additional dwellings without significantly increasing impacts (Figure 1).

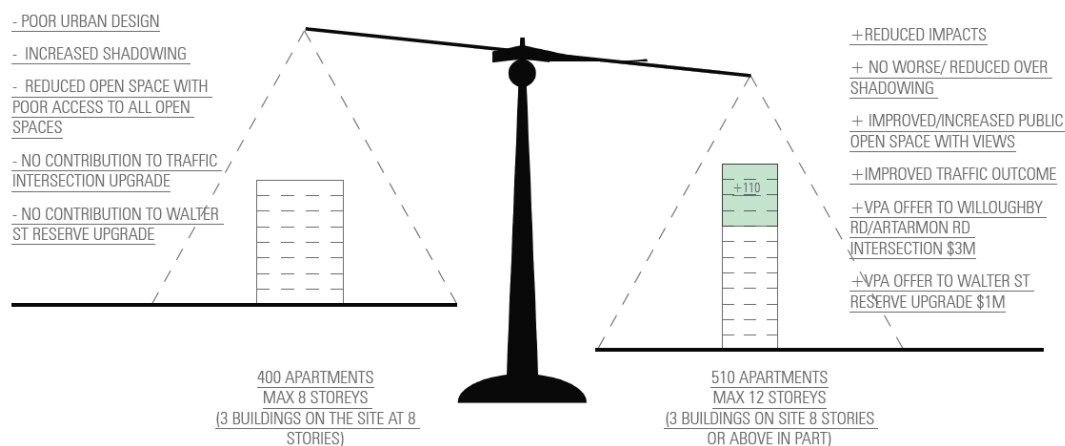


Figure 1 – balance of additional benefits and dwelling numbers

The consultation activities were designed to address the Secretary's Environmental Assessment Requirements (SEARs), ensure that all stakeholders were informed about the proposal and had the opportunity to provide feedback prior to the submission of the State Significant Development Application (SSDA). The feedback received during the initial consultation process undertaken by Channel 9 has been considered during the preparation of the SSDA.

1.1 Project background

The redevelopment of the Site was declared to be a project to which Part 3A of the *Environmental Planning and Assessment Act 1979* applies on 19 November 2010. Nine Network Australia submitted a Concept Plan Application (MP 10_0198) to the NSW Department of Planning & Environment in November 2012.

In December 2014, following a lengthy planning assessment and community engagement process, the NSW Planning Assessment Commission (PAC), Willoughby Council and Nine mediated an agreed planning approval before the NSW Land and Environment Court. The mediated outcome was formalised by the PAC in its final determination on 23 December 2014 to approve the Concept Plan Application for:

The use of the site for a residential development with small-scale non-residential uses, incorporating:

- *building envelopes for five residential flat buildings above basement level parking and two rows of terrace houses incorporating;*
 - *up to 400 dwellings and*
 - *up to 500m² floor space of non-residential uses to support the development;*
- *retention and adaptive reuse of No 6 Artarmon Road for retail/commercial purposes;*
- *new internal roadways and other infrastructure works to support the development;*
- *publicly accessible open space and through Site link;*
- *temporary exhibition homes and/or exhibition villages; and*
- *superlot subdivision.*

The approved Concept Plan establishes maximum building footprints and heights, open space areas, road infrastructure and other development parameters, and sets out the future environmental assessment requirements for detailed Development Applications that are required to be submitted to Willoughby City Council.

Euro Properties and Lotus Property Fund No.8 (LEPC9) agreed to purchase the Site from Nine in late August 2015. Recognising the opportunity to deliver an improved urban design, planning, development and community outcome, LEPC9 engaged five of Australia's leading urban design firms to participate in a design competition to identify the most appropriate residential master plan for the Site. This voluntary design excellence process led to the selection of the CHROFI master plan by a panel of industry experts and, along with a substantial public benefit offering above the requirements of the current approval, has the potential to deliver a substantial improvement to the current approval for all project stakeholders.

LEPC9 has acknowledged the significant public interest in the site and the time invested by the local community in the planning process to date. In honouring the principles established through the assessment process of the existing Concept Plan, the modified Concept Plan is founded on minimising impacts where possible by adhering to the following design principles:

- Providing a low scale development to neighbouring streets
- Make open space more connected and accessible
- Minimising overshadowing on neighbouring properties
- Minimising traffic impacts on surrounding streets.

2.0 Consultation summary

The communications and stakeholder engagement activities included:

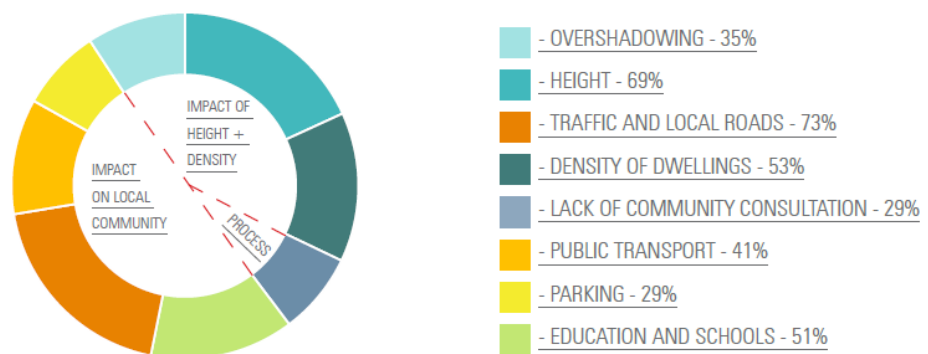
- Reviewing the outcomes of the Nine Network's consultation activities for the approved Concept Plan and consideration of key issues and themes raised by the community.
- Preparation of a Stakeholder and Community Engagement Plan to guide the consultation process and delivery of timely and proactive engagement opportunities that were tailored to the needs of the local community.
- Stakeholder meetings with Willoughby Council, the Department of Planning and Environment, Willoughby South Progress Association, Artarmon Progress Association and Willoughby Area Action Group.
- Establishing a dedicated project email and toll free 1800 number for the public to request more information and ask questions about the proposal.
- Launching of a project website www.parksidewilloughby.com on 16 May 2016 to provide an information hub for the project. Indicative artist impressions were published on the website to provide visual representation of the modified Concept Plan, along with detailed project information. Visitors are able to subscribe for project updates and submit feedback. See **Appendix A**.
- The preparation and the distribution of a media release to announce the project and publicise consultation opportunities, which was sent to all major metropolitan media outlets.
- Postcard distribution to 2,600 surrounding residents and businesses to notify them of the project, invite them to the information sessions and provide contact details for more information. See distribution map at **Appendix B**.
- Undertaking a media interview with the North Shore Times on 11 May 2016 to provide information regarding the modified Concept Plan and to publicise consultation opportunities. News article published on 17 May 2016, see **Appendix D**.
- Newspaper advertisement in the North Shore Times on 11 May 2016 to advertise the community information sessions and to provide the phone and email contact details for more information.
- Two community information sessions at the Willoughby Uniting Church on 25 and 26 May 2016 to enable the community to view the plans, discuss concerns with the project team and provide feedback.

3.0 Consultation activities

3.1 Review of previous consultation outcomes

A full review of community feedback received during the previous Concept Plan approval process was undertaken by the project team to fully understand local concerns around particular impacts. Eight key issues were identified by the community during the consultation period for the approved Concept Plan (Figure 1).

SIMPLIFIED ANALYSIS OF THE COMMUNITY CONCERNS
DURING THE ORIGINAL APPLICATION



*Figure 2 – summary of community concerns regarding the approved Concept Plan.
Source: CHROFI Design Statement*

These issues were considered by LEPC9 in establishing the brief for the design excellence competition, and by CHROFI in developing the modified Concept Plan. The result is a set of design principles that wherever reasonably possible results in no greater impacts than the approved scheme, or provides additional benefits.

How the design principles have been implemented, and how they relate to community issues, is set out in the following table:

Key community issues	Design principle	How was this achieved?
<ul style="list-style-type: none"> ▪ Overshadowing ▪ Height 	<ul style="list-style-type: none"> ▪ No additional overshadowing impact on neighbouring properties. ▪ Be sensitive to height and assess height against visual bulk and overshadowing 	<ul style="list-style-type: none"> ▪ Lower scale buildings are located along street frontages to provide a better transition from low scale neighbouring residential areas to multi-residential development. ▪ Height located away from boundaries to minimise impact on solar and visual bulk. ▪ Solar access to all neighbouring buildings remains the same, if not better.

<ul style="list-style-type: none"> ▪ Density of dwellings ▪ Public transport impacts ▪ School and social infrastructure impacts 	<ul style="list-style-type: none"> ▪ Understand impact of multi-residential development on local schools and infrastructure 	<ul style="list-style-type: none"> ▪ Extensive research was undertaken to understand local pressures on schools and transport and to assess the impacts of the development on the community. ▪ The known impacts of multi-residential development have been offset by providing the community with better public infrastructure on site including a park, access to views, a new public square and increased public open space.
<ul style="list-style-type: none"> ▪ Traffic and local roads ▪ Parking 	<ul style="list-style-type: none"> ▪ Improve traffic impacts on neighbouring streets. ▪ Address concerns with Willoughby Road/Artarmon Road intersection. 	<ul style="list-style-type: none"> ▪ Reduce the number of exits into Artarmon Road. ▪ Introduce a roundabout on Artarmon Road to slow traffic. ▪ Parking provided on site and on Scott Street to meet the Willoughby Council DCP parking rates.
<ul style="list-style-type: none"> ▪ Lack of community consultation 	<ul style="list-style-type: none"> ▪ Provide meaningful community consultation opportunities for the proposed changes. 	<ul style="list-style-type: none"> ▪ In preparing of the modified Concept Plan, the project team met with Willoughby Council, relevant state government agencies, and local community groups early in the planning process. ▪ Review of well-documented public feedback on original Concept Plan application. ▪ Community information sessions were held and a project website was launched to provide consultation opportunities. ▪ Changes to built form as a result of community feedback.

3.2 Stakeholder meetings

LEPC consulted with a number of key stakeholders during the development of the modified Concept Plan. These included the Department of Planning and Environment and Willoughby Council as well as community meetings with local progress associations and action groups with an interest in the site.

An introduction to the project was provided at each community meeting, which included:

- An update on planning process since determination of approved Concept Plan.
- Background to LEPC9, the current site ownership and the design excellence competition that had been undertaken.
- Outline of Andrew Andersons AO's role in the design review process and the ongoing role in the community consultation process.
- Summary of likely approval pathway of the Section 75w modification.
- An outline of the proposed public consultation process including public information sessions.

The meetings also provided an overview of the modified Concept Plan that included the following elements:

- Outline of the design principles that CHROFI had adopted through the design competition, following a full review of documentation and community feedback on the approved Concept Plan.
- Discussion of the concept of reorientating the public open space from Artarmon Road to provide a North South view corridor. The net increase in public space and improved connections were presented.
- Explanation of the location and massing of buildings, highlighting how those facing on to Artarmon and Richmond will appear as two storeys only, with one storey dropped below ground level and the top storey stepped back.
- Higher buildings will be clustered towards centre of the site and the project has a goal of ensuring no increase in overshadowing compared to approved Concept Plan.
- Although height of some buildings has increased to up to 12 storeys, improved design will create faster moving shadows and there would be a reduction in visual bulk.
- The proposed modification features a simpler, improved traffic layout that will reduce impacts on local roads.
- An increase to 510 dwellings is proposed along with an increase in height to up to 12 storeys.

The key issues, items of feedback and discussion topics raised at each meeting are summarised in the table below.

Stakeholder group & date	Discussion summary
Willoughby South Progress Association 12 April 2016	<ul style="list-style-type: none"> ▪ Community members thanked the team for the opportunity to meet and highlighted their previous involvement in the community campaign against the approved Concept Plan. ▪ The community members welcomed the opportunity for a fresh dialogue with the new owners. ▪ The community members stated they were not anti-development in principle, but wanted to ensure good design and an appropriate outcome in terms of scale and density. ▪ The design led development approach was welcomed. Improvements in local connections

Stakeholder group & date	Discussion summary
	<p>through the site to Walter Street Reserve were generally welcomed. A cycle connection would be positive.</p> <ul style="list-style-type: none"> ■ Pressure on local schools and other social infrastructure is a major concern. It was felt the additional density on this site would increase this pressure. ■ Traffic at the Artarmon/Willoughby intersection is particularly bad on Saturdays additional impact from the development would need to be mitigated. ■ Strong concerns over the increase above the 400 approved dwellings. Height is also a concern unless design can mitigate the visual impact from surrounding streets. ■ Potential community use at the existing loft building was supported. ■ Project team confirmed the TX tower site was not part of the project and proposed concept plan would proceed without any engagement with this site.
<p>Willoughby Area Action Group 13 April 2016</p>	<ul style="list-style-type: none"> ■ Community members saw merit in the approach taken with park and public space. ■ Community members highlighted that the project should engage with council about potentially removing on street parking on northern side of Artarmon Road in lead up to junction with Willoughby. This would reduce backing up of vehicles, particularly on Saturdays. ■ Community members asked whether an entrance only arrangement from Artarmon Road could be considered, with exit on to Richmond, and then Artarmon. ■ Community members raised concerns about building height in the south east of the site and impact on his property. ■ A major concern for community members was that additional height would set a precedent that other developers can use to bring forward proposals. The cumulative impact of this development with others should also be considered. ■ Community members would prefer larger, lower buildings with reduced public space rather than higher, narrower buildings. ■ Community members highlighted the difficulties with public transport access in the area with bus stops on Willoughby Road relatively distant. However, it was conceded that improved connections through the site to Walter Street reserve and public footpaths would make Artarmon Station more accessible.

Stakeholder group & date	Discussion summary
	<ul style="list-style-type: none"> Improvements in local connections through the site to Walter Street Reserve were generally welcomed. Separate developer intentions for properties along Walter Street were also raised, the project team confirmed that this was not part of the scope for the Channel 9 site.
Artarmon Progress Association 14 April 2016	<ul style="list-style-type: none"> Community members asked about the relative height of the buildings proposed to the existing TX tower. Concerns were raised about potential electromagnetic interference from the tower on higher buildings within a new development. Community members raised issues with significant delays around the Artarmon/Willoughby Road on Saturdays. Community members supported better connections to Walter Street and improving the path to the oval to the west. Community members asked whether the project had had any engagement with RMS regarding lanes for a slip lane from the freeway to Willoughby Road. Community members raised concerns about overshadowing on Walter Street as this was a major issue during consideration of the approved Concept Plan. Community members welcomed smaller footprints of buildings. Height was not necessarily an issue if treated appropriately and not visible from surrounding streets. Community members raised issue of tree impact and whether new trees would be planted in the public open space. Community members asked about mix of apartment sizes. The approved scheme had more one bedrooms which are potentially less in keeping with the demographics of the area. More of a mix of 2 and 3 bedrooms was welcomed and community members highlighted that many retirees struggled to find places locally to downsize to from the traditional detached or semi-detached houses. Community members advised that childcare is a problem in the local area and providing this would be of benefit to the local community. Impact on schools should also be considered. Community members highlighted that bus services were a real problem in the area and asked whether a shuttle bus service could be incorporated into the project's precinct management plan.

3.3 Community information sessions

Two community information sessions were held between 5.30pm and 8pm at the Willoughby Uniting Church on 25 and 26 May 2016 to enable the community to view the plans, discuss concerns with the project team and provide feedback.

Local communities were notified of the sessions via the distribution of 2,600 postcards that notified them of the project, invited them to the information sessions and provided contact details for more information. See distribution map at **Appendix B**.

A newspaper advertisement was published in the North Shore Times on 11 May 2016 to advertise the community information sessions and to provide the phone and email contact details for more information.

Project Director Damien Kiley also undertook a media interview with the North Shore Times on 11 May 2016 to provide information regarding the modified Concept Plan and to publicise consultation opportunities. The interview and associated news article published on 17 May 2016.

A total of 71 people attended the community information session held on 25 May 2016 and 55 people attended the session held on 26 May 2016. Both sessions were held at the Willoughby Uniting Church.

The modified Concept Plan was presented via a series of A0 exhibition boards, a large scale map of the modified Concept Plan and a rolling presentation of key features on a large screen. Representatives of the project team held small group discussions with participants to explain key aspects of the proposal and answer questions.

The team included CHROFI (architects), JBA (town planners and engagement professionals), Platform Project Services (project management) and GTA (traffic consultants). Andrew Andersons AO, the executive architect appointed to oversee the design brief for the modified Concept Plan was also in attendance to respond to community questions.

Participants were invited to register their contact details to subscribe to the project mailing list, ask questions of the team and discuss the proposal and provide comments directly to team members or by completing the feedback forms provided.





Photos of the community information sessions

Feedback recorded by project team

Project team members noted down key items of feedback and concerns raised in discussions with local residents. Project team members also noted down whether issues were raised multiple times and their frequency.

The main themes recorded by the project team were:

- Justification for the modified Concept Plan: questions regarding the reason for modifying the approved Concept Plan, the planning process for the modified Concept Plan and comparison between key aspects of the approved scheme vs the modified scheme.
- Open space: welcoming of the increase in public open space areas and improved accessibility to Walter Street Reserve. Some concern that the relocation of the park towards the centre of the site won't encourage public access.
- Urban design: welcoming the overall design of the modified Concept Plan design, in comparison to the approved Concept Plan, however there was a strong preference to retain the approved building heights and dwelling numbers.
- Local traffic impacts: concern over additional traffic on Artarmon Road and Willoughby Road and potential impacts on the wider road network, particularly during the Saturday peaks. Concern the proposed roundabout on Artarmon Road won't improve the traffic issues.
- Public transport: strong concern regarding the capacity of existing public transport services to accommodate an increase in demand.
- Building scale and height: concern regarding the increase of building heights and impacts on overshadowing, privacy and not keeping with the building heights of the surrounding area.
- Density: strong concern regarding the increase of dwellings and the perceived impacts this will have on the neighbourhood and local infrastructure.
- Schools: concern regarding the impacts on the capacity of local schools with the introduction of 510 new dwellings.
- Overshadowing and view impacts: concerns of overshadowing impacts on Walter Street residents.
- Retail offering: support for a mixed retail offering, including cafes, convenience store or supermarket.
- Parking: concern whether number of proposed spaces will be sufficient for the new development and potential overspill in to surrounding streets.

- Consultation on the approved Concept Plan: participants felt they have already experienced a difficult consultation process for the approved Concept Plan and don't want to have to go through further consultation for the modified Concept Plan.

Feedback forms

Members of the community were also invited to register written comments directly on feedback forms provided. A total 49 feedback forms were received (18 at the first session and 30 were at the second session).

The feedback forms also provided an opportunity to indicate whether the respondent felt the session was useful and informative. A total of 25 respondents indicated it had been useful and informative, 21 left comment and 3 people stated that it was not useful and informative.

A range of issues were raised through the feedback forms but the key topics were similar in nature to those recorded by members of the project team. Feedback has been analysed and categorised in **Appendix C** of this report. The top six issues or points made are set out below in Figure 3.

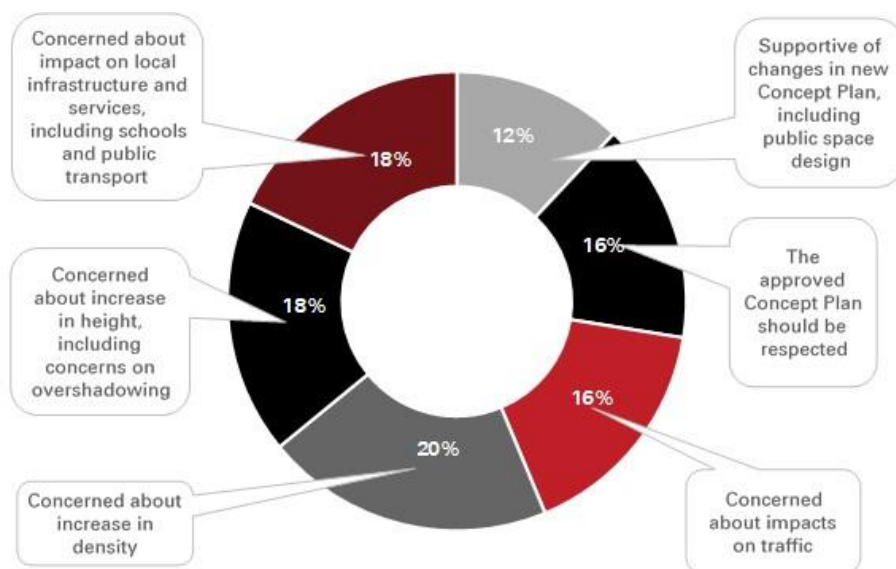


Figure 3 – top six issues raised by the community on feedback forms

Separately, respondents were also asked to give their views on a name for the new park proposed as part of the development. Three potential options were presented – Willoughby Green, Willoughby Common and Parkside Willoughby – and respondents were also invited to make their own suggestions.

The results are provided in Figure 4 below, with Parkside Willoughby as the most popular option. Other suggestions included:

- Willoughby Towers
- The Packside
- Kerry Packer Point Park

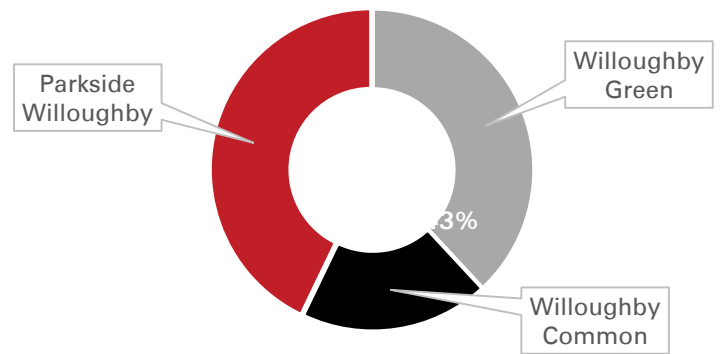


Figure 4 – most popular names for park indicated on feedback forms

4.0 Project website and enquiries

The project website www.parksidewilloughby.com was launched on 16 May 2016 to provide information about the site, the proposal, the planning process and consultation opportunities. The project website will remain active until the end of the public exhibition period. See **Appendix A** for an example.

An online feedback form on the website allowed people to comment and register to the mailing list. A contact email address and phone number were also listed with visitors encouraged to send through any questions or concerns to the project team.

The website has had over 1,343 views and 223 individual visitors to the website. The project team has responded to 13 phone and email enquiries from 16 May 2016 to 15 June 2016. The key topics of the enquiries included:

- Support for the new design
- Support for increased open space
- Process for changing the Concept Plan and further consultation
- Concern regarding increased height and density
- Concern regarding local traffic impacts, parking and proposed infrastructure upgrades
- Concern regarding impacts on public transport capacity
- Concern regarding overshadowing
- Concern regarding impacts on local schools due to the increased density

5.0 Consultation outcomes

The feedback received during the consultation activities has been considered during the preparation of the SSDA. Throughout the process a number of themes and issues have been raised by stakeholders and members of the community at the information sessions, individual meetings and via the project website, email address and phone line.

Outlined below is a summary of the top 6 issues raised during the consultation process and how the SSDA has responded.

Key issue 1: Increase in building height above the approved Concept Plan and overshadowing.

Project response:

The modified Concept Plan proposes relocation of the higher buildings to the centre of the site and, by making them taller and slenderer, reducing their visual bulk compared to the approved scheme.

Whilst the height of the taller buildings would increase, CHROFI's view analysis undertaken as part of the design statement demonstrates a reduction in visual impact and improvement to views throughout the site.

The height is also an architectural expression of the stepped nature of the site and represents a critical element of the urban design outcome.

The low scale buildings on street frontages were generally welcomed by the community and stakeholders. Following specific community feedback, the modified Concept Plan has been further refined to reduce the bulk and visual impact of a number of buildings.

Building H on Richmond Avenue has been further setback from the street frontage by five metres (total 11 metre setback from the boundary) to allow for increased landscaping to surround the building.

The height of Building B on Artarmon Road has been reduced by one level on the Eastern side to reduce the bulk and scale – this also allows the building to step down in height, aligning with the fall of the street.

In addition, overshadowing impacts have been reduced from the approved Concept Plan scheme, presenting a net positive outcome for the community.

Key issue 2: Local traffic impacts as a result of the proposed development.

Project response:

The Modification Application and associated Traffic Impact Assessment prepared by GTA Traffic Consultants details all anticipated impacts to the local road network as a result of the modified Concept Plan.

The simpler road layout and provision of a roundabout on Artarmon Road has meant the additional number of dwellings do not result in a significant increase in traffic impacts compared to the approved Concept Plan.

The proposed \$3million upgrade to the Artarmon Road/Willoughby Road/Small Street intersection, which would be funded by the project through a Voluntary Planning Agreement with Willoughby Council, will result in a net improvement in

the performance of this intersection compared to both the existing traffic conditions and those forecast under the current approval.

Community feedback raised the possibility of providing an additional roundabout at the Richmond and Artarmon Road intersection and to make Scott Street one-way from Richmond Road. These changes can be accommodated within the modified Concept Plan, subject to further discussion with Willoughby Council and RMS, and further feedback will be invited during the formal exhibition of the modified Concept Plan.

Key issue 3: Impacts on local public transport services.

Project response:

LEPC9 acknowledges community concerns over bus service frequency and overcrowding in the area. The site is currently served by two principal bus services, the 343 and M40, which run along Willoughby Road.

The NSW Government has announced a Sydney Metro Station in Crow's Nest, approximately 2.5 kilometres from the site, which will provide fast and frequent public transport to the CBD and beyond.

The NSW Government has also announced that the 2016 State Budget will include additional bus services on the 343 route as part of a \$118 million investment.

Future opportunities to increase bus services linking the Artarmon community to the new Metro station can be explored. As Channel 9 is not expected to vacate the site before 2020, there is sufficient time to plan and deliver additional bus services in this area according to future demand.

LEPC9 will work collaboratively with Transport for NSW to ensure these demand requirements are considered and responded to.

Key issue 4: Impact on local social infrastructure, particularly schools as a result of increased density.

Project response:

LEPC9 acknowledges concerns from residents regarding the capacity of local schools and pressure on classroom sizes.

Based on the ABS Census data for apartment occupancy rates in the Willoughby LGA, it is estimated that there would be around 180 school-aged children living in the proposed development at any one time. 61 of these children would be expected to attend local public primary schools, and a further 36 at public secondary schools, with the remainder attending private or independent schools.

These numbers are based on 510 dwellings proposed in the modified Concept Plan and incorporate increases already anticipated under the 400 dwellings provided from the Approved Concept Plan.

NSW Government policy outlines the State is responsible for the funding of school development and upgrades, and the government does not impose levies for education infrastructure through the planning system.

The NSW Government has announced that the 2016 State Budget will include significant investment in school infrastructure, including a senior campus at Cammeraygal High School in Crows Nest and new classrooms at Willoughby

Public School and Willoughby Girls High School. This investment will help future proof these schools for future population growth in the area, including from developments like Parkside Willoughby.

Given the sale and lease back arrangement with Channel 9, it is unlikely any dwellings would be occupied until 2022/2023 which will ensure ample time for the NSW Department of Education to plan for any projected increase in demand.

On this basis the Modification Application has assessed that schools in the area should be able to accommodate this additional population.

The known impacts of multi-residential development have been offset by providing the community with better public infrastructure on site including 28 per cent more open space, access to views, a new public square and the upgrade of pedestrian and cycle connections through the site.

Key issue 5: Impact on local on street car parking and requests for road safety measures

Project response:

The previous Planning Assessment Commission approval has established a permissible rate of car parking for the site. The number of car parking spaces provided for residential dwellings and on street visitor parking on Scott Street will meet the requirements of the Willoughby Council DCP.

It is predicted that a total of 674 car parking spaces, including 128 visitor spaces, will be required to accommodate future residents as a result of the proposed development, of which will be located on-site basement car parks.

Thirty-eight on-street visitor parking spaces be provided on Scott Street. This will offset the loss of on-street parking caused by road layout changes, including the proposed roundabout on Artarmon Road and ensure no net loss of on-street car parking in the local area.

A car share program can potentially be considered as part of the detailed design of future buildings on the subject site. Car sharing will reduce the demand for on-site vehicle parking, by mitigating the need of residents to own multiple vehicles.

Key issue 6: Increase in number of dwellings above the approved Concept Plan.

Project response:

LEPC acknowledges the strong community concern regarding residential density on the Channel 9 site and the proposed increase to 510 apartments.

The perceived impacts included overshadowing, increased traffic and more pressure on school places as a result of the additional people predicted to live in the development.

Additional rigorous design work has been undertaken in preparation of the modified Concept Plan to minimise these impacts where possible, including:

- ensuring overshadowing is no worse than in the approved concept plan;
- providing buildings with reduced visual bulk;
- opening up key sight lines and view corridors;
- locating the higher buildings in the middle of the site;
- maintaining a lower, two storey appearance for the buildings fronting on to Artarmon Road and Richmond Avenue;

- providing a simpler, more efficient internal road layout.

Impacts upon the local traffic network, public transport and social infrastructure like schools have also been fully documented in the Modification Application and supporting technical reports, along with proposed mitigation measures.

Without the additional dwellings proposed, LEPC9 would not be able to deliver the full range of public benefits proposed under the modified Concept Plan, including improved public open space, pedestrian connections, improved views to St Leonards and the city, traffic improvements and intersection upgrades.

5.1 Follow up stakeholder briefing

Following consideration of community feedback and further development of the Modified Concept Plan, a follow up briefing was held on 7 July with representatives from local progress associations and the Willoughby Area Action Group.

This briefing presented the results of the consultation process in terms of the feedback received, how the project has responded to this feedback and the timeline for lodgement of the Modified Concept Plan.

The presentation also included an updated section on view analysis showing how the Modified Concept plan buildings would appear compared to the existing state and the Approved Concept Plan.

There was an opportunity for discussion and further questions to be put to the project team, including architects from CHROFI and planners from JBA.

The issues, items of feedback and discussion topics raised the meeting are summarised in the table below.

Stakeholder groups & date	Discussion summary
<p>Representatives from: Willoughby Area Action Group, Artarmon Progress Association, Willoughby South Progress Association and Naremburn Progress Association</p> <p>Thursday 7 July 2016</p>	<ul style="list-style-type: none"> ▪ General support for the public domain improvements in the Modified Concept Plan. ▪ General support for the VPA agreement and the potential upgrade to Artarmon Road, Willoughby Road and Small Street. ▪ Continuing concern around proposed increases to density the impacts this will have on and local infrastructure. ▪ Continuing concern regarding increase to building height, although efforts to minimise visual impact by building down into the site and create more slender buildings were welcomed. ▪ Concern that 12 storey proposed heights would establish a precedent for Willoughby, particularly on the eastern side of the railway track. ▪ Concern about overshadowing of the properties on Walter Street due to the proposed five-storey “bush” buildings on south eastern fringe of the site. ▪ Continuing concern about impact on local schools. ▪ Appreciation of ongoing consultation with local communities.

6.0 Conclusion

LEPC9's commitment to achieving the best urban design outcomes for the site and increasing the public offering is demonstrated by their initiation of a design competition to re-evaluate the approved Concept Plan.

The design competition was undertaken in accordance with the Department of Planning and Environment's guidelines; however, it was not a requirement of the Department or Willoughby Council. This shows LEPC9's strong desire to achieve design excellence and deliver positive outcomes for the community and new residents.

LEPC9 is committed to providing genuine opportunities for stakeholder and community consultation for this project. LEPC9 is very conscious of the lengthy consultation process undertaken for the approved Concept Plan, and the feedback received during this process has been taken into consideration from the inception of the modified Concept Plan. LEPC9 welcomes the opportunity to continue conversations with the local community to achieve the best urban design outcomes for the site.

LEPC9 has undertaken consultation with the local residents, community groups, stakeholders and government agencies in accordance with the SEARs. The feedback received throughout the consultation process has been considered and incorporated where possible into the SSDA.

Overall, feedback received by communities and stakeholders indicated a receptiveness to the new ideas and opportunities presented by the modified Concept Plan and a welcoming of the additional public space and benefits proposed.

On reviewing the feedback received against the physical and commercial constraints of developing the site, it is LEPC9's position that the modified Concept Plan provides an enhanced urban design outcome with the most net benefit to the public and mitigation of impacts.

LEPC9 will continue to engage with the local community and stakeholders throughout the planning and delivery of this project to manage and mitigate impacts where possible.

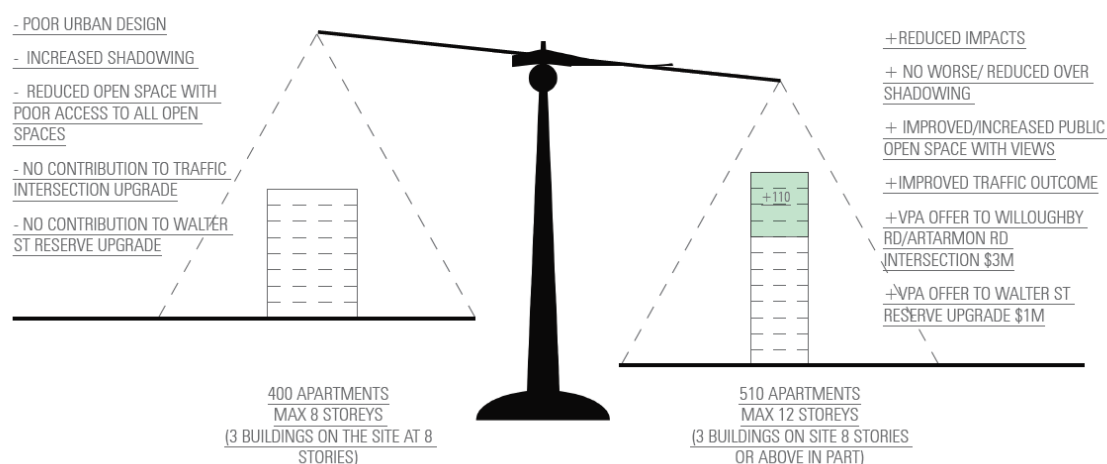


Figure 1 – balance of additional benefits and dwelling numbers

7.0 Appendix A: Communication materials

Community Information Session

Parkside Willoughby

6-30 Artarmon Road, Willoughby



Artists impression only CHROFI

Euro Properties and Lotus Property Fund (LEPC9) are currently investigating options to amend the previously approved residential Concept Plan for 6-30 Artarmon Road, Willoughby (known as the Channel 9 site).

A modified Concept Plan has been prepared, which demonstrates how a range of improvements can be delivered to provide more accessible open spaces, including a larger public park, improved pedestrian and bicycle connectivity and a new community hub.

The modified Concept Plan seeks to make changes to the building footprints, heights and layout of the site, as well as improvements to local traffic arrangements.

On behalf of LEPC9, JBA is consulting with the community to obtain feedback on the modified Concept Plan. We invite you to learn more about the proposal at one of our community information sessions.

Community Information Session 1

DATE: **Wednesday 25 May 2016**

LOCATION: **Willoughby Uniting Church
10 Clanwilliam Street,
Willoughby**

TIME: **Drop in at any time from
5.30pm to 8pm.**

Community Information Session 2

DATE: **Thursday 26 May 2016**

LOCATION: **Willoughby Uniting Church
10 Clanwilliam Street,
Willoughby**

TIME: **Drop in at any time from
5.30pm to 8pm.**

FOR GENERAL ENQUIRIES:

☎ **1800 743 436**

✉ **parksidewilloughby@jbaurban.com.au**

Newspaper advertisement

COMMUNITY INFORMATION SESSION

Parkside Willoughby

6-30 Artarmon Road, Willoughby



Artists impression only CHROFI

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A modified Concept Plan has been prepared, which demonstrates how a range of improvements can be delivered to provide more accessible open spaces, including a new public park, improved pedestrian connectivity and a new community hub.

The Concept Plan includes apartment buildings featuring a transitional scale with low scale buildings along neighbouring streets and taller buildings located in the centre of the site. The Concept Plan also seeks to make improvements to local traffic arrangements.

On behalf of LEPC9, JBA is consulting with the community to obtain feedback on the proposed Concept Plan. We invite you to learn more about the proposal at one of our community information sessions.

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Postcard notification

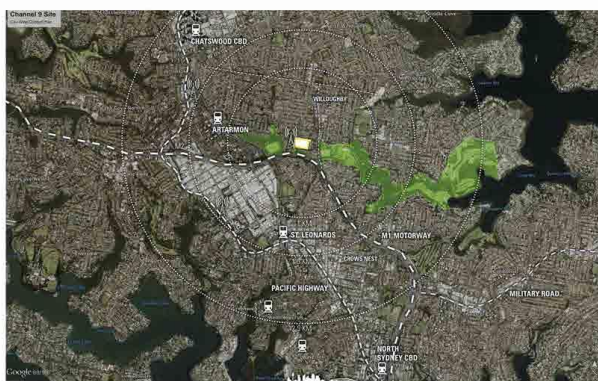
Welcome

Welcome to the community information session about the proposed redevelopment of 6-30 Artarmon Road, Willoughby, currently occupied by the Channel 9 studios.

At this session you will find information about the Parkside Willoughby project, the future plans for the site and be provided an opportunity to submit your comments. Please speak to a project team member today or complete a feedback form to ensure your comments are considered prior to lodgement of the modified Concept Plan.

SITE CONTEXT

The Parkside Willoughby site is located at 6-30 Artarmon Road, Willoughby within the Willoughby local government area. The site is 2.9 hectares, approximately 2.6km south east of the Chatswood CBD, 2.7km north of the St Leonards CBD and within 1.4km of Artarmon Station. The site is located on a hilltop with views to Chatswood, St Leonards and the city.



Project history

The current Channel 9 site is subject to an existing Part 3A Concept Plan approval that provides a residential development consisting of five residential flat buildings and some small scale non-residential buildings. The process of achieving this Part 3A Concept Plan approval was the subject of significant interest from stakeholder groups, the media and the local community.

LEPC9 is a partnership between Australian property fund Lotus Property Fund and Hong Kong-based fund managers Euro Properties, which have delivered multiple residential projects in Australia, North America and Hong Kong.

LEPC9 acquired the site from the Nine Network in August 2015, however under the contract of sale, it was agreed that Channel 9 will continue to occupy the site until 2020, or earlier at Nine's election.

As the new landowner, LEPC9 recognised the opportunity to deliver better outcomes for the development of the site and has undertaken a design-led process to ensure these outcomes are achieved.

COMMUNITY CONSULTATION

LEPC9 acknowledges the significant public interest in this site and the time invested by local communities in its planning process to date. The new project team has reviewed all documentation related to the original assessment of the approved Concept Plan.

In honouring the principles established through the assessment process of the existing Concept Plan, the modified Concept Plan is founded on the following principles:

- Providing a low scale development to neighbouring streets
- Make open space more connected and accessible
- Minimising overshadowing on neighbouring properties
- Minimising traffic impacts on surrounding streets.

At this community consultation session, the project team will explain the key changes between the approved Concept Plan and the modified Concept Plan. We will continue to consult with the community during key phases of the project.



about Parkside Willoughby

Channel 9 has occupied the site since 1956 and it's important to celebrate the Network's history and achievements. However as plans for the site evolve, a name that reflects the future aspirations for the site is needed.

Parkside Willoughby is proposed as a vibrant new 'village green' placed at the heart of the new development. The village green will be open for the public to enjoy, with impressive views of the district, St Leonards and the city. The modified Concept Plan improves connections through the area by linking the village green with the existing Walter Street reserve.

Parkside Willoughby is a working title and we welcome all community suggestions and ideas for the name of the new park.

A Modified Concept Plan – Overall layout

THE PROPOSAL

The modified Concept Plan provides a unique opportunity to create a new public park, more accessible open spaces, improved pedestrian connectivity and a new village square with the highest quality architecture.

The new vision for the modified Concept Plan is centred on transitional building scale with low scale development that interfaces neighbouring streets and more connected, accessible open spaces. These open spaces will give the public the best aspect of the site and its views.



A Modified Concept Plan – delivering design excellence

One of Sydney's most respected architects, Andrew Andersons AO, was commissioned to undertake a review of the existing Concept Plan, which identified a number of shortcomings with the approved Concept Plan.

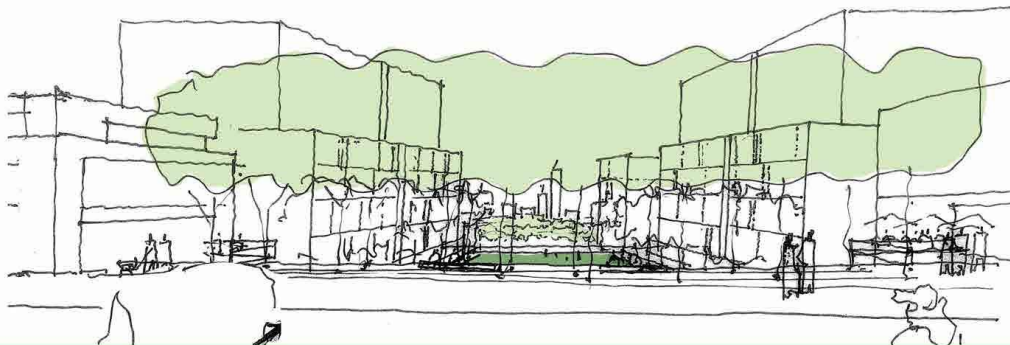
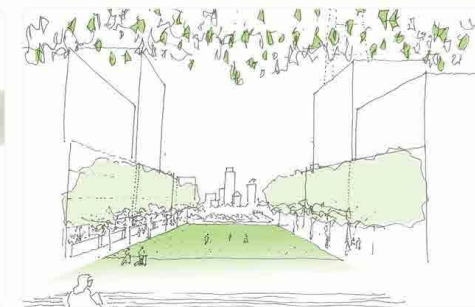
After the review process, in 2015 LEPC9 initiated a design competition to re-evaluate the approved Concept Plan to deliver the best possible urban design solution for the site. The design competition was undertaken according to the Department of Planning and Environment guidelines, however it was not a requirement of Willoughby Council. This demonstrates LEPC9's commitment to achieving the best design outcomes for the site.

Five award-winning architectural firms were invited to take part in the design competition and produced a range of high quality potential schemes for the site. The firms that participated were SJB, FJMT, BVN, Cox Richardson and CHROFI.

The CHROFI Concept Plan was selected as the winning scheme by a jury of design, planning and property experts. The new modified Concept Plan demonstrates how a range of improvements can be delivered to provide a high quality public realm, increased amenity for the community and improved urban design outcomes.

Each of the participating firms will be invited to design individual buildings within the modified Concept Plan, if it is approved.

VIEW 1 - Proposed view Artarmon Rd - Village Square



about CHROFI

The winning architecture firm, CHROFI was founded in 2000 as Choi Ropiha Figuera following their win in the international competition for the re-design of the TKTS booth in Times Square, New York. CHROFI works across all scales of projects from houses to cities. See www.chrofi.com for their full body of work.

A Modified Concept Plan – The park



Artist's impression - indicative only

5

VIEW 2 - Proposed Park

A Modified Concept Plan – A distinctive sense of place



Artistic impression – indicative concept only

A Modified Concept Plan – Village green



A Modified Concept Plan – Village green



Wise's Impression – indicative concept only

A Modified Concept Plan – Design elements

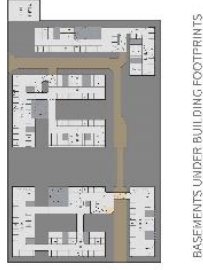
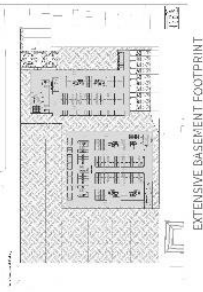
Approved scheme		Proposed scheme	
PUBLIC OPEN SPACE The modified Concept Plan increases accessibility and the quantity of public open space by 36%. There will be improved public access to the open space at Walter Street Reserve and better local connections through upgraded pedestrian paths.		 7177m ² / 23% OF SITE	
SITE LINES AND VISTAS The new public park will provide a sweeping view to the district, St Leonards and the city. A north-south view corridor from the junction of Artarmon Road and Edward Street will substantially reduce the visual impact of the proposed buildings.		 HIGH PUBLIC AMENITY	
PRIVATE GARDENS The modified Concept Plan includes more private garden areas to provide increased amenity for new residents.		 6836m ² / 72%	
TRAFFIC AND ACCESS A simple internal loop road will reduce traffic impacts by providing a single access point to Artarmon Road and Richmond Avenue. This design provides local safety benefits by reducing entry and exit points.		 4028m ² / 13%	
INTERSECTION UPGRADE The proposed concept plan will also include a significant VPA contribution to the upgrade of the Willoughby RD/ Artarmon RD intersection, which is currently at capacity during peak times.		 DOUGHERTY RD	
VISUAL IMPACTS Creating a north-south view corridor, providing slimmer buildings and introducing setbacks along Artarmon Road and Richmond Avenue reduces visual impacts.		 DOUGHERTY RD	

A Modified Concept Plan – Design elements

Approved scheme Proposed scheme

CAR PARKING

The internal loop road will include time-limited parking for public and visitor use. All basement entrance points would be contained within the site and accessed from the internal loop road to minimise traffic impacts on Artarmon and Richmond Road.



Improved

SOLAR ACCESS

Overshadowing was a key consideration in the new design. The modified Concept Plan will ensure that all existing dwellings in Walter Street achieve solar access that meets the requirements of the relevant planning policies and guidelines.



Compliant

HEIGHTS

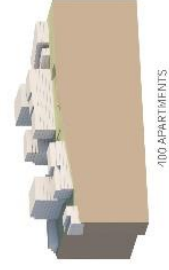
The buildings on Artarmon Road and Richmond Avenue have been designed to appear as two stories from street level to minimise visual impacts. This is achieved by sinking the bottom floor below street level.



Increased

DENSITY

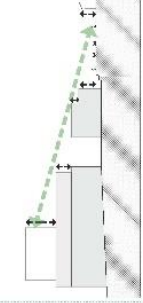
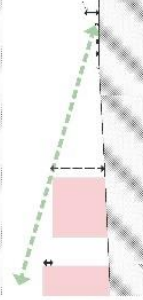
The modified Concept Plan demonstrates additional density can be supported on the site while also delivering major improvements to the urban design outcome and overall public benefit.



Increased

SCALE TRANSITION

Low scale street frontages ensures that building scale and architecture is compatible with neighbouring areas, increasing the setback of taller buildings from the southern boundary reduces visual and overshadowing impacts.



Improved

VISUAL BULK

The proposed buildings would have less visual bulk by taking advantage of the natural slope of the land and lowering the bottom floors of the building below ground level.



Improved

Community benefits - more open space

A NEW PARK IN WILLOUGHBY

The modified Concept Plan increases the quantity of public open space by 36% and improves connections to the Walter Street Reserve to increase public accessibility.

A key feature of the modified Concept Plan is the re-orientation of the main public open space area from along Artarmon Road to a north-south axis aligned with Edward Street. This design change offers a number of significant benefits for the community:

- Completes the strong north-south visual corridor running along Edward Street, minimising the visual impact of new residential buildings.
- Creates a larger, wider and safer central area of open space with higher amenity for all users, reducing the interface with Artarmon Road.

- Provides a destination at the southern edge of the site that includes a viewing point and children's playground area, encouraging the public to use all of the open space areas.
- Provides a direct connection from Edward Street through the site to the Walter Street Reserve and key regional pedestrian routes within the Gore Hill Freeway Reserve.
- Continues to support parking by public users on Artarmon Road and the internal loop road.

DEDICATING MORE OPEN SPACE TO THE COMMUNITY

The proposal also seeks to include the regeneration and activation of Walter Street Reserve. This reserve currently provides limited public benefit, and its regeneration by LEPC9 as part of the modified Concept Plan will deliver a bushland sanctuary that is accessible to the public.



Artist's impression - indicative concept only

Public Domain

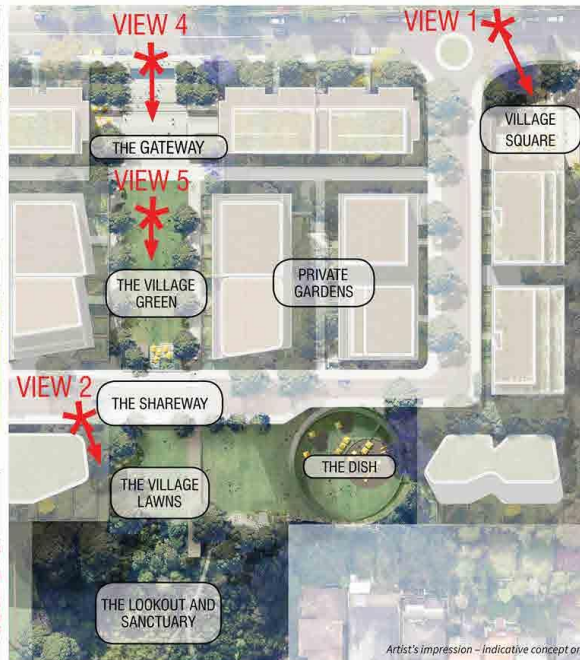
THE GATEWAY



THE VILLAGE GREEN



THE VILLAGE LAWN



THE LOOKOUT AND SANCTUARY



THE DISH



THE VILLAGE SQUARE



about McGregor Coxall

McGregor Coxall was established in 1998 with the specific aim of pursuing design innovation founded on environmental, social and economic principles. Their multi-disciplinary services merge the traditional boundaries of urbanism, landscape, and the natural sciences to create integrated project solutions. Our work often brings developers, government, and the community together to create mutually beneficial results that enhance environmental quality.

Traffic and access

- Forecasts indicate that there will be less weekday traffic generated by the proposed development than currently occurs as a result of the existing operation of the Channel 9 studios on the site. Therefore, the proposed development is not anticipated to negatively impact weekday peak period traffic conditions in the vicinity of the site.
- The weekend (Saturday) peak traffic generation of the site will increase traffic volumes through the Willoughby Road/ Artarmon Road/ Small Street intersection.
- Willoughby Rd/Artarmon Rd Intersection upgrade will receive a proposed \$3M VPA contribution from the developer to deal with growing impacts from the Leisure Centre and general traffic flow rates to Artarmon Rd.

Right hand turns into Small St from Willoughby Rd currently contribute to traffic congestion at this key intersection near the channel 9 site.

POTENTIAL RECONFIGURATION OF WILLOUGHBY RD



Create a right-turn bay of 100m

Widen Willoughby Rd north of Small Street to accommodate a median.

Create a left-turn bay and slip lane

Widen Willoughby Road (south of Small St) to maintain two through lanes each way

The proposed Artarmon Rd roundabout will improve the road environment by reducing the speed of vehicles traveling along Artarmon Road and improving access for the site.

The proposed roundabout is located adjacent to the existing small escarpment, helping to minimise head light impact on Artarmon Rd houses.

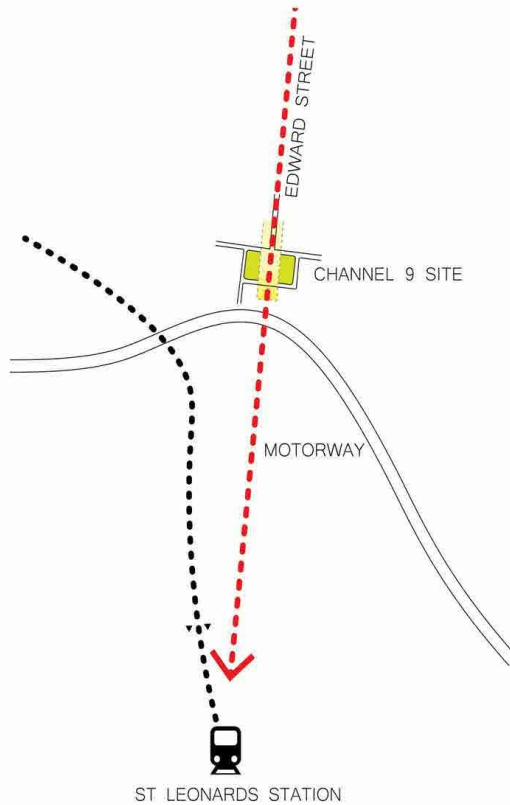


Preliminary analysis estimates that the site is forecast to generate fewer vehicle movements than the existing use at the Channel 9 site. Traffic generated by the development will also be distributed across two accesses to the site with a new access point proposed on Richmond Avenue.

The internal loop road will include time-limited parking for public and visitor use. All basement entrance points will be contained within the site and accessed from the internal loop road to minimise traffic impacts on Artarmon and Richmond Road. Nett overall no reduction in on street parking.

CHROFI Winning Scheme

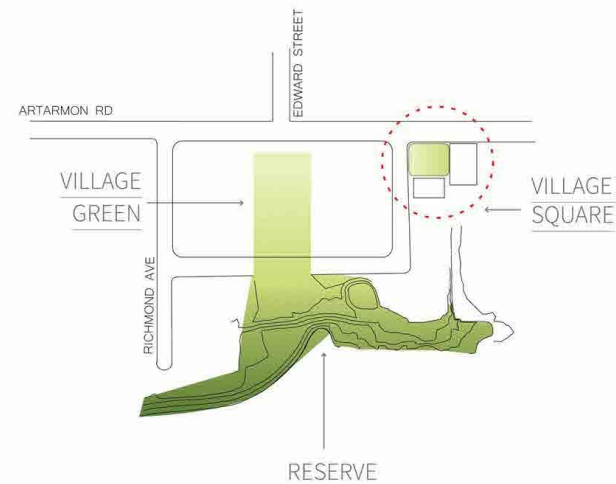
"This hilltop site has been hidden from public view for decades as a secure TV studio compound. The inspired CHROFI Concept Plan unlocks its potential to create a neighbourhood of streets, parks and a distinctive 'sense of place'. This imaginative 'space positive' scheme creates a robust framework for the proposed high quality housing as well as enhancing the appeal of the surrounding environment for all to enjoy." **Andrew Andersons, AO.**



A LOCAL AXIS ALONG EDWARD ST COINCIDES WITH ST LEONARDS STATION

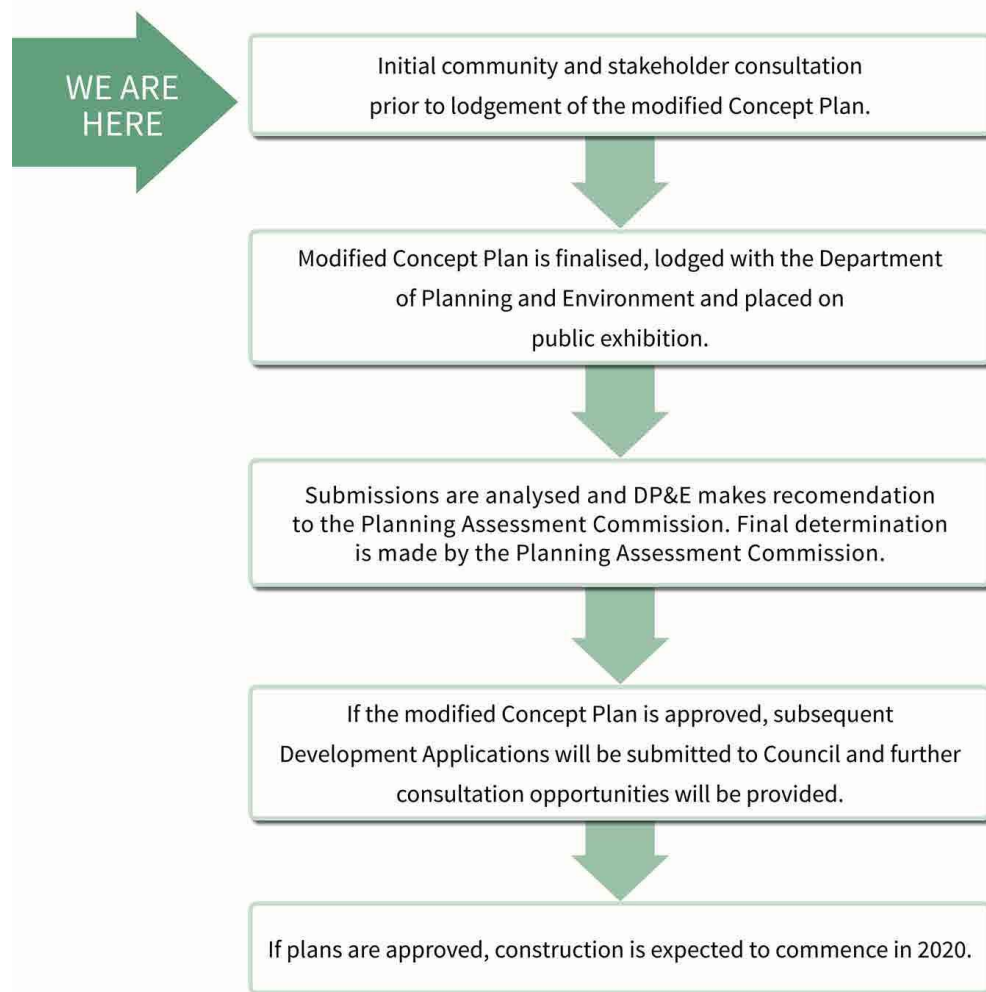


CREATING A LOGICAL STREET STRUCTURE BY MOVING AND EXTENDING SCOTT ST



COMMUNITY INFRASTRUCTURE BECOMES THE FOCUS OF THE SITE, ON AXIS WITH EDWARD ST AND OPEN TO PANAROMIC VIEWS

Project timeline



YOUR FEEDBACK IS WELCOMED

Thank you for visiting today's session, please fill out a feedback form so your suggestions can be considered for the modified Concept Plan, which will be lodged with the Department of Planning and Environment.

For more information or to provide feedback:



1800 795 667



parksidewilloughby@jbaurban.com.au

Project website www.parksidewilloughby.com



Welcome

Welcome to the Parkside Willoughby project consultation website. Here you will find information about the project history, the modified Concept Plan, planning process and key benefits of the project.

Community consultation is an important part of the planning process and you are invited to review the proposed plans and submit your comments or questions.


The new land owners, Euro Properties and Lotus Property Fund (LEPC9) are currently investigating options to amend the previously approved residential Concept Plan for 6-30 Antarmon Road, Willoughby (known as the Channel 9 site).

In 2015 LEPC9 initiated a design excellence competition to re-evaluate the approved Concept Plan to deliver the best possible urban design solution for Parkside Willoughby. This demonstrates LEPC9's commitment to achieving the highest quality design outcomes for the site. Five award-winning architectural firms were invited to take part in the design excellence competition. The selected architects produced a range of high quality potential



The proposal





PARKSIDE WILLOUGHBY

[Welcome](#) [The site](#) [Project background](#) [Design competition](#) [The proposal](#) [Community benefits](#) [Traffic and access](#)


[Project timeline](#) [Capturing community feedback](#) [Help us name the new park!](#)

Community benefits

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PARKSIDE WILLOUGHBY

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[Project timeline](#) [Capturing community feedback](#) [Help us name the new park!](#)

Capturing community feedback

We want to hear what you think about the modified Concept Plan – please complete the form below, email your comments or drop by one of the community information sessions. Consultation with the community and stakeholders is a key part of this project and feedback will be incorporated as part of the modified Concept Plan submitted to the Department of Planning and Environment.

Register your details to be kept up to date on project news by completing the form below. Your details will remain confidential and will not be used for any other purposes.

Please share your ideas and suggestions via:

- Email parksidewilloughby@jbaurban.com.au
- Phone 1800 743 436

Name (required)

Email (required)

Comment (required)

8.0 Appendix B: Postcard notification distribution area



9.0 Appendix C: Community feedback summary

Issue Raised	Frequency
GENERAL COMMENTS	
Lack of respect for previous consultation for existing Concept Plan	12
Increase in height and density not justified by additional open space	4
Supportive of new Concept Plan	10
Request to continue to consult with the community	1
Remove TX tower	1
HEIGHT, DENSITY AND BUILDING DESIGN	
Opposed to increase in height	28
Opposed to increase in density	34
The new scheme should maintain 8 storeys and 400 dwellings, per the approved scheme	14
No buildings should be more than 4 storeys above ground. Additional storeys should be below ground	1
Remove the 5 storey building on the southern boundary	1
Increase in height will cause overshadowing	2
12 storeys will create a precedent for the area that is too high	1
TRAFFIC AND ACCESS	
The proposal will cause significant impacts on traffic	24
Supportive of the roundabout on Artarmon Road	4
Not supportive of the new roundabout on Artarmon Road	3
Proposal will impact on parking in the local area	3
Public transport is at capacity – the proposal will make it worse	10
Not enough car parks provided in new scheme	1
Concern about validity of previous traffic assessment figures, which council found to be understated	1
Improvements to junctions will only improve weekend traffic flow, not morning peak	1
Increased traffic will impact on quality of life for existing residents	3
Request for traffic lights to be installed at Julian St and Willoughby Road	1
Concern regarding tree loss from interchange upgrade	1
Sydney Street should be one way	1
Concern regarding headlight impacts	
PUBLIC DOMAIN	
Public open space is an improvement	6
The park at the rear of the site will feel like a private park	3
Prefer open spaces provided in the original concept plan – prefer the park along Artarmon Road, it's more accessible to the community	3
Park will feel shadowed and overlooked by Edward St	1
Location of the park near a freeway and next to a 12 storey building is not good urban design	1
Concern over children's playground located at the back of the site	1
Safety concern regarding sandstone boulders around the edge of park – children may fall off them	1
IMPACT ON COMMUNITY	

Privacy for neighbours must be maintained	2
Concern regarding light spill and noise impacts on neighbours from retail offerings in the village square	1
Concern regarding overshadowing of neighbouring properties	1
IMPACT ON SERVICES	
The proposal will put too much pressure on existing schools – they are at capacity	13
The proposal will increase pressure on local infrastructure and services	7
Include childcare space provision on site	1
Include convenience store/commercial space on site	2
NAME FOR NEW PARK	
Willoughby Green	8
Willoughby Common	4
Parkside Willoughby	9
Other suggestions: Something incorporating 'TCN', 'satellite' or 'Grundy' Willoughby Slums Willoughby Towers The Packside Kerry Packer Point Park	
WAS THE INFORMATION/SESSION USEFUL AND INFORMATIVE?	
Yes	25
No	3
Additional comments: No traffic studies available or answers on traffic concerns "I found the session uninformative as to any major research of the locality for your 'utopian concept'." "It is just promotional and designed to market more apartments to increase the profitability of developers." "No clear info on boards. Staff apologetic; avoided conversation on traffic flow and transport" Diagrams aren't to scale and are unhelpful The session was depressing and uninformative	

10.0 Appendix D: Media coverage

5/29/2016

Taller towers for birthplace of TV

Taller towers for birthplace of TV

May 17, 2016 5:35pm

Ian PatersonNorth Shore Times



Artist impression of the plans for Channel 9 studios at Willoughby prepared by architectural firm CHROFI.

UP TO 110 new apartments and 12 storeys high could be added to the Channel 9 studios site after a new developer lodged some big plans with the state government.

Earlier this month LEPC9 — who purchased the site last year for a reported \$147.5 million — submitted a request to the Department of Planning to modify their scheme. They have approval for 400 apartments, but now want to build 510 in a reconfigured development.

The developer, which is a partnership between Euro Properties and Australian property fund Lotus Property Fund No. 8, claims the revised plan will deliver a better outcome for the community despite increasing the number of dwellings on the 3ha site.

"Quite simply the arrangement that was brokered between Nine and the community on the steps of the NSW Land and Environment Court was a compromise and was all about the numbers and there was no real consideration of the design itself and the lasting legacy," LEPC9 project director Damien Kiley said.

"We thought we could do better and we undertook to put a design excellence competition based on guidelines set out by the department and had five architects prepare schemes.

<http://www.dailytelegraph.com.au/news/local/north-shore/new-plans-for-the-development-of-channel-9-studios-in-willoughby-after-sale/news-story/66b48...> 1/2

Daily Telegraph