

Client

Frasers Property

Project

Frasers Broadway: Consultation outcomes
report July 2007-March 2008

Date


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1 Consultation overview

1.1 Consultation – objectives and approach

Frasers Property Australia (Frasers) purchased the Frasers Broadway site (formerly the Carlton and United Brewery) from the Foster's Group on 29 June 2007. In July 2007, Frasers engaged consultation specialists Elton Consulting to develop and undertake a comprehensive consultation and communication program to inform planning and detailed design of Frasers Broadway.

To date, the overriding objective of consultation has been to understand issues of interest relating to the current concept plan, from the perspective of a broad range of stakeholders. These include immediate residents, representatives of community interest groups, members of the broader community, representatives of neighbouring educational institutions, City of Sydney (CoS) Council and state government.

Frasers has taken a two-pronged approach to consultation, encompassing:

- A dedicated, on-site Community Relations Officer to directly handle community concerns and manage day to day liaison regarding site activities
- Extensive engagement with community including three day workshop, site open day, community information sessions, tours of site and environs and dedicated newsletters, email bulletins and website.

The issues identified through this extensive consultation program have directly informed the proposed amendments to the concept plan.

The diagram overleaf provides an overview of consultation to date and identifies a future consultation approach. The activities undertaken to date are explained in detail in this report.

Frasers Broadway: overview of consultation approach

Intensive engagement – prior to modification of concept plan

- Extensive engagement with community including three day workshop, site open day, community information session, site surrounds walkovers and dedicated newsletters and website
- Pre site clearing and recycling activities including regular communication with local residents, feedback opportunities and permanent community relations officer to hear complaints
- Amended concept plan, including one-on-one meetings with key stakeholders City of Sydney and government agencies.

Ongoing engagement

- Ongoing and regular dialogue with local and wider community using a planned and transparent methodology developed and implemented by Elton Consulting
- Dedicated Community Relations Officer to directly handle community concerns and liaise with community around pre-demolition, demolition and construction activities
- Ongoing information program:
 - Website
 - Newsletters
 - Email bulletins
 - One-on-one meetings
 - Regular verbal communications
 - Issues response process.
- Extensive consultation exercise with residents and City of Sydney on various aspects of the concept plan, particularly around the delivery of the public domain and community services
- Convene a stakeholder based consultative body such as a community liaison group.
- Formalising relationships with surrounding institutions including, UTS, Notre Dame, Sydney Institute of Technology, Student Unions, Central railway, possibly University of Sydney.

2 Detail of consultation to date

2.1 Stage one consultation: July-September 2007

2.1.1 Objectives

Stage one consultation sought to:

- Introduce Frasers to key stakeholders and establish Frasers' approach to the redevelopment within the scope of the approved concept plan,
- Listen, record and respond to stakeholders' areas of interest and concern
- Gain feedback on stakeholders' preferred methods for ongoing engagement.

2.1.2 Consultation activities in Phase One

Table of Events

29 th August 2007	Meetings with members of the following community interest groups: <ul style="list-style-type: none"> – Combined Chippendale Community Groups (CCCG) – Friends of the Carlton and United Brewery Site (FoCUS) – Redfern, Eveleigh and Darlington Watch (REDWatch).
9 th August 2007	Meeting with City of Sydney (CoS) Lord Mayor Clover Moore
10 th August 2007	Meeting with CoS Deputy Lord Mayor Chris Harris
18 th September 2007	Briefing of CoS Councillors on the project, sustainability objectives and consultation approach
8 th October 2007	Site tour with CoS Councillors
17 th October 2007	Site and surrounds tour with representatives of community interest groups
17 th September 2007	Community newsletter to 4,500 households and business within the vicinity of the site.
	Established a consultation website www.frasersbroadway.com.au : the website contains project information, newsletters, technical reports, maps, site plans and sketches. The website has been updated as the project has progressed
	Established a project specific email address: broadway@elton.com.au , independently monitored by Elton Consulting
	Established a database of approximately 250 stakeholders.
	Distributed email bulletins to the stakeholder database at key project milestones.

2.1.3 Community information and feedback sessions and site open day

On 26th and 29th September 2007, Frasers held two community information sessions. The objective of these was to provide members of the community with:

- Comprehensive information on the concept plan and Fraser's approach to developing the site
- The opportunity to ask questions and raise issues with the project team
- Guided site tours, to explain in detail the proposed plans.

The two consultation sessions were attended by approximately 170 local residents and others interested parties. The consultation was advertised through:

- The community newsletter
- The project website
- Advertisements in the local media
- Direct invitations to key stakeholders – including members of Chippendale and surrounding community groups, CoS Councillors, individuals and groups who had written to Frasers following their purchase of the site and former members of the community liaison group established during Foster's ownership.
- A leaflet distributed to neighbours immediately adjacent to the site – covering Wellington St, Kensington St, Queen St, O'Connor St and Regent St (from Lee St to Queen St).

2.1.4 Key issues raised during Phase one consultation

Consultation parameters

- Frasers need to provide clear parameters for consultation: specifically, if there are any aspects of the approved concept plan that are open for review by the community
- Frasers should provide further information on how it intends to use stakeholder feedback

Environmental and social sustainability

- There was strong support for delivering quality sustainability outcomes on the site.
 - Social sustainability would require a combination of quality design and community-based initiatives:
 - Design of built form needs to minimise amenity impacts on Chippendale, mainly overshadowing and densification
 - The neighbourhood feel of the surrounding residential area needs to be maintained.
 - The development needs to cater for the increased demand for community facilities and services it will generate,
 - Social connections between existing and new residents need to be encouraged.
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- The proposed Kensington Lane arts precinct was strongly supported.

Traffic and access

- There were split views on the issue of car parking:
 - Some felt that parking numbers should be reduced to dissuade the use of cars
 - Others felt that adequate car parking provision was required to limit impacts on on-street parking in Chippendale.
- Given the proximity to public transport and the CBD, Frasers Broadway should be a place that prioritises pedestrians, bicycles and the use of public transport over cars
- Create a pedestrian/ bicycle link from Redfern to Ultimo via Balfour St and Jones St – in keeping with the Coalition of Chippendale Community Group's (CCCCG) Parkway proposal
- Reduce surface traffic from the site as much as possible
- Revisit the width and grade of Tooth Avenue.

Open space and public domain

- There were a range of views on the role and character of the public domain:
 - The majority felt that they would use the parks for passive recreation such as walking, reading, dog walking, picnics, low-scale sports activities and so on
 - Some felt that the parks and open spaces should be designed to reflect the urban setting of the development while others wanted these to be wilder, more organic spaces that offer refuge from city living.
- Participants were keen to be involved in developing the design of the public domain

Design and architecture

- Best practice and world class architecture and public domain
- Achieve a high level of environmentally sustainable design
- Retain the site's industrial heritage, including priority restoration work on heritage buildings in Kensington St
- Integration of new built form with the existing heritage elements on site and the overall fabric of the area.
- Ensure that the mix of residential and commercial activities on site enhance the local community amenity.
- A number of participants raised dissatisfaction with the approved concept plan, specifically in the areas of density and the ratio of commercial to residential spaces.
- Lowering the scale of the interface of the development with Chippendale as much as possible - particularly Block 9 and Kensington St and Block 11 and Wellington St.

Managing site activity impacts on our neighbours

- Frasers should minimise the impacts of site demolition and construction activities. The community should be informed of activities in advance. They suggested this could be achieved by having a dedicated point of contact, regular information materials and a community consultation committee to be established at this early stage of the project
 - Commence site clearing and construction at the southern end of the site to mitigate impacts on residents.
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A full report of consultation outcomes for stage one can be viewed at
http://www.frasersbroadway.com.au/broadway/community_consultation.html

2.2 Stage two consultation: October-December 2007

2.2.1 Objectives

The objective of stage two consultation was to embed the two-pronged consultation approach, which is the driver for consultation across the project. Frasers achieved this by:

- Appointing a dedicated, on-site Community Relations Officer to directly handle community concerns and manage impacts of day to day pre-demolition, demolition and construction works.
- Holding a second round of intensive consultation to drill down on key issues
- Enabling the architecture and design team to meet and speak with community members, representatives state agencies and the City of Sydney, in order to better understand the site and contextual issues
- Incorporating stage one and two consultation findings into the project briefs for the architectural and design team.

2.2.2 Consultation activities

- Community Relations Officer commenced liaising with neighbours in area immediately surrounding the site.

2.2.3 Three day community and agency workshop

Table of Events

15 th November 2007	Site and surrounds tour for full project team hosted by the FoCUS Community Group followed by a community briefing
16 th November 2007	A day-long agency workshop attended by approximately 40 representatives of a range of NSW government agencies, City of Sydney, State Rail and neighbouring educational institutions.
17 th November 2007	An interactive workshop for members of the community to discuss key elements of the site with the project, architect and design teams – 37 community members attended.
5 th December 2007	Site Tour by City of Sydney Public Art Advisory Committee

The consultation was advertised through:

- Project website update
- Two email bulletins
- 4000 flyers distributed to neighbouring residential and commercial premises.
- 4000 newsletters distributed to the same area
- Invitations to members of UTS and SIT students' associations.

2.2.4 Key issues raised: community stakeholders

Environmental and social sustainability

- Achieve an exemplary green result that balances sustainability and development objectives.
 - Integrate existing and new communities through design and provision of community facilities and encouraging broader access to facilities / infrastructure and services on site
 - Anchor the site with people who will live there long term, work to encourage a sense of community and ownership – avoid creating a predominantly transient population
 - Think about who will live here and their needs:
 - Student population
 - ‘Empty nesters’
 - Long term residents
 - Families: three bedroom apartments could attract families.
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Traffic and access

- Car minimisation and reduction of traffic generation will be critical to the success of the development
 - Shared basements are supported if these lead to reduction of surface traffic and create streets that are attractive and amenable public spaces
 - Cycleways and walkways are important
 - Review the necessity of Tooth Ave
 - Maintain the existing scale and grain of Kensington Street as this is a priority area of heritage focus.
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Open space and public domain

- Stakeholders wanted to see a high quality outcome with regards to open space
 - Adequate sunlight in the park was seen as a key issue – building heights around the park and associated overshadowing were a concern to some community stakeholders
 - The majority of community stakeholders wanted to see cars off the surface of the site
 - No kerb and gutter to integrate open spaces with the overall development and privilege pedestrians over cars
 - The redevelopment should include open spaces for children and teenagers.
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Design and architecture

- The opportunity exists to create high-quality, world class architecture, sustainability and place-making outcomes
 - Concern about impacts of building bulk and scale, primarily overshadowing and overlooking – particularly Block 10 on the corner of Kensington and Outram Streets
 - Current scheme creates a ‘wall’ along Abercrombie Street
 - Ensure diversity in building form and use – ground floor uses will be critical to site activation
 - Push innovative integration of heritage and new buildings
 - Respond to the grain and edginess of Chippendale
 - Consider vistas through and between buildings – these elements of surprise and discovery make
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Chippendale unique.

Managing site activity impacts on neighbours

- Impacts of demolition and recycling on near neighbours – particularly traffic impacts – should be managed.
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2.2.5 Key issues raised: government agency stakeholders

The concept plan

- Utilise the design excellence and consultation process to drive improvements to the existing concept plan. The iterative and collaborative nature of the process has the potential to deliver a more integrated, varied and functional precinct. Include the full range of stakeholders in developing these improvements.
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Environmental and social sustainability

- The orientation and some massing of some blocks may need to be reviewed to optimise the contribution of passive building design to achieving overall sustainability targets
 - There is an important need to encourage social integration between existing and new residents
 - Understand and address the needs of the diverse communities who will have a role to play in the site
 - Explore the synergies between Frasers Broadway and surrounding sites, especially the largest neighbour UTS.
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Traffic and access

- Explore shared basements, which have significant potential to:
 - reduce surface traffic,
 - deliver sustainability benefits
 - improve pedestrian and public domain amenity
 - reduce impacts on neighbours during excavation and construction.
 - Review proposed street pattern particularly Tooth Avenue and existing entry and exit points.
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Open space and public domain

- Explore options to increase the quantum, quality and activation of the public domain. The public domain cannot be considered in isolation from building design, uses at the ground plane and the needs of the people who will be using it.
 - Consider the needs of multiple communities and their diverse demands and needs in public space
 - Future proofing parks and open spaces for a wide range of uses
 - Consider CoS social policy objectives with the integration of public art and public domain.
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Design and architecture

- Diversity and integration: diversity should be sought in built form, across the precincts and by encouraging social diversity on site through the provision of a range of experiences, building types and facilities
 - Strive for flexibility and innovation in the treatment of heritage buildings and items to ensure their ongoing relevance.
 - Consider heritage in the context of the site as whole not just individual items.
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A full report of consultation outcomes for stage two can be viewed at
http://www.frasersbroadway.com.au/broadway/community_consultation.html

2.3 Stage three consultation: January-March 2008

2.3.1 Objectives

The objectives of stage three consultations have been to:

- Enable the on-site Community Relations Officer (CRO) to develop positive relationships in the community, with support from the consultation team where needed
- Intensive discussion with near neighbours on upcoming site activities, to further identify issues and impacts from their perspective and develop mitigations
- Develop project detailed design, with reference to issues raised in stages one and two consultation
- Investigate options to amend the concept plan in light of community and government agency consultation feedback.

2.3.2 Consultation activities

Table of Events

January 2008	Site Condition Reports of properties within 100metre radius of site commence. Process overseen by CRO.
February 2008	Ongoing liaison between CRO and nearby residents and businesses
Jan – March 2008	Ongoing consultation with UTS
Jan – March 2008	Email bulletins
March 2008	Briefing of CoS on the proposed modifications to the concept plan.
March 2008	Briefing of key community interest groups to discuss proposed modifications to the concept plan

2.3.3 Key issues raised - site clearance

- General queries to the CRO regarding on site clearance activities have related to the following:
 - Purpose of dilapidation reports
 - Timing of site clearance and demolition activities
 - Plans for traffic and parking management during demolition and construction
 - Details of how construction impacts such as noise and dust will be managed.

2.3.4 Key issues raised – proposed concept plan modifications

- At the community group's briefing representatives expressed their general support of the proposed modifications particularly:
 - the increase in public domain,
 - increased sustainability performance
 - removal of massing toward Broadway,
 - removal of surface traffic
 - shared basements
 - architectural quality of iconic buildings
 - heritage innovation
- Other more detailed issues included:
 - Inclusiveness of the public domain (particularly family friendly spaces and community gardens)
 - Integration of the precinct with the fabric of Chippendale
 - Design responses to address the scale of buildings
 - Stronger definition of pedestrian and cycle network on the site and integration with pedestrian and cycle network and nearby public transport.
 - Traffic calming across O'Connor St and resolution of pedestrian conflict on Outram St
 - A preference for a new community facility to be located on site
 - Potential for broader community access to on site facilities and services
 - Potential for affordable housing beyond the \$30-40 million contribution to the RWA
 - Attracting families and promoting longer term residential occupancy
 - Opportunities to encourage aboriginal employment
 - Neighborhood retail
 - Community involvement in naming of the precinct

At the conclusion of the briefing the representatives noted that from their perspective two primary issues remain:

- A desire to see an overall reduction in density of the development
- There is community support to see affordable housing to be delivered directly on site rather than through the RWA levy.