

straight Talk



Hear every voice
Know where you stand

Cronulla Sharks Redevelopment

Community consultation on the redevelopment of the
Sharks site prior to submitting Project Application under
Part 3A

DATE

29 July 2011

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Cronulla Sharks Redevelopment
Consultation Report

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1 Introduction

Project overview

The Cronulla Sharks Leagues Club and Bluestone Capital Ventures No.1 Pty Ltd are submitting a concept application to redevelop the Sharks land holdings.

The proposed mixed use redevelopment of the Cronulla Sutherland Leagues Club site including a new neighbourhood retail centre, residential development and upgrades to the sports facilities, including the Sharks stadium, will create a long term sustainable and viable solution for the Club as well as create a **new centre** and destination location that meets the needs of the surrounding community.

The Concept Plan prepared for the site is seeking to develop the site in three stages, being:

- **Stage 1** – New Neighbourhood Retail Centre, Medical and Leisure facilities on the eastern car park site and redevelopment of the Leagues Club facilities ;
- **Stage 2** - Residential Masterplanned Estate on the western car park and field area; and
- **Stage 3** - Extension and improvement of the Sharks playing field facilities including grandstand extensions.

The Cronulla Sutherland Leagues Club site is legally described as Lot 11 DP 526492 and Lot 20 DP 529644 and is known as 461 Captain Cook Drive, Woollooware. Three lots owned by Sutherland Shire Council (being Lot 21 DP 529644, Lot 1 DP 711486 and Lot 1 DP 501920) are also included within the proposed scheme.

The site is located on the northern side of Captain Cook Drive approximately 1.5 kilometres from Caringbah (to the south west) and 2 kilometres from Cronulla (to the south east). The site is bounded by the Solander playing fields to the west, Woollooware Bay to the north, and a service station and gymnasium to the east. The Woollooware Golf Club and the Captain Cook Oval are located to the south of the site across Captain Cook Drive.

The overall site is irregular in shape with an area of approximately 10 hectares, of which approximately 6ha is occupied by Toyota Stadium, Leagues Club building and the eastern car park and 4ha is occupied by the western training fields and car park.

Toyota Stadium (also known as Endeavour Field and Shark Park) and the Cronulla Sutherland Leagues Club building occupy the central portion of the site, and represent a major community and entertainment hub within the region. The western playing fields within the site are private open space used as training fields for the Cronulla Sharks and for local games by the Cronulla Caringbah Junior Rugby League Football Club, whilst the remainder of the site is occupied by car parking.

The Taren Point Employment Area is located approximately 200 metres to the northwest of the site and occupies land located generally between the waterfront, Taren Point Road and

the Captain Cook Bridge. Woollooware Railway Station is located 1 kilometre to the south west of the site, and Caringbah Town Centre is approximately 3 kilometres by road to the south west.

Planning pathway

The proposal is being considered under Part 3A of the Environmental Planning and Assessment Act because the total capital investment is greater than \$100 million, making it a major project.

It will be assessed by the Planning Assessment Commission as part of changes recently announced to Part 3A of the Act by the NSW government. Part of this assessment requires consultation with stakeholders and the community to identify issues that may need to be addressed through the planning process.

Consultation

Straight Talk, an independent community engagement specialist consultancy, has been engaged by the Bluestone Capital Ventures No 1 to undertake the community engagement required for the proposal.

Activities to date are reported here, together with a description of consultation to be undertaken to support the exhibition process. A summary of all issues raised, and where in the application documentation these are addressed, is also part of this Report.

2 Consultation activities

Presentations to stakeholders and the community

Members of the Bluestone Capital Ventures No.1 Pty Ltd made several presentations to Sutherland Shire Council, Club members, community and sporting groups prior to February 2011 (when Club members voted to proceed with the development concept and joint venture).

Since being chosen as the preferred Joint Venture Partner, Bluestone Capital Ventures No.1 Pty Ltd has made 35 presentations to a range of stakeholders including government agencies, local Members of Parliament, local schools, sporting groups, precinct committees, Sharks members, players groups and staff.

Bluestone Capital Ventures No.1 Pty Ltd estimate that up to 1,500 people have participated in presentations and discussions about the proposal.

Display and discuss session

Formal community information and feedback was sought, in accordance with the Director-General's requirements¹, through a display and discuss session which was held on Tuesday 14 June 2011 at the Cronulla Sharks League's Club from 6.00pm-9.00pm.

Promotion

The display and discuss session was widely promoted in the local area to encourage as many people as possible to attend. This included:

- Advertisement in *The Cronulla and Sutherland Leader* on 7 June 2011
- 23,200 flyers distributed via letterbox drop to surrounding residents during the period June 4 – 9, 2011 (distribution area is shown in **Appendix 1**)
- 10,000 flyers distributed to spectators at the Sharks vs. Broncos game on Friday 3 June 2011 (flyer attached in **Appendix 2**).

The session

The display and discuss session was held at the Club on Tuesday 14 June 2011 between 6 and 9pm. It featured 28 A0 displays with information on the redevelopment (copies of the boards are attached in **Appendix 3**). The boards featured information on:

- The background and overview of the redevelopment
- The retail, residential and the new Club
- Open space

¹ Clause 16 of the Director Generals Requirements issued March 25 2011, 'undertake an appropriate and justified level of consultation in accordance with the Departments 'Major Project Community Consultation Guidelines October 2007', including discussion with relevant agencies'.

- Traffic
- Transport
- Game day/night parking
- Playing fields
- The environment
- Planning process
- Cronulla Sharks and the community, junior league and sport.

In addition, fact sheets provided by the Department of Planning and Infrastructure were also available.

A large project team attended to support the display and discuss session including:

- Damian Irvine, Chairman, Cronulla Sharks (plus other Sharks board members)
- Steve Grant, Chairman, Capital Corporation Pty Ltd
- Ben Fairfax, Managing Director, Bluestone Property Solutions
- Matt Crews, Manager Property Development, Parkview
- David Hynes, Winston Langley (Sharks Project Manager)
- Bob Perry and Rob Sanderson, Scott Carver (Master Plan and Retail Architect)
- Nick Tuner and Kevin Driver, Turner Associates (Residential Architect)
- Gordon Kirkby, JBA Urban Planning (Town Planner)
- Craig McLaren, McLaren Traffic Engineering (traffic, parking and public transport)
- Joel Munns, Aspect Landscape Architects (Landscaping)
- Beth Medway, Eco Logical (Ecology)
- Anthony McLandsborough, AT & L Civil Engineers (Stormwater, Flooding)
- Beth Medway, Eco Logical (Ecology)
- Lucy Cole Edelstein, Straight Talk (Community Consultation)
- Birgit Porter, Straight Talk (Community Consultation)

Feedback forms were given to all attendees as they arrived.

A total of 221 people signed-in to the display and discuss session to view the information and provide feedback via a feedback form. A small number of people chose to attend without formally registering. The majority of feedback forms were completed and collected on the night.

Project team members also engaged with the community, answered questions explaining aspects of the proposal and taking notes of comments and issues raised.

3 Summary of feedback

Feedback on the proposal was gathered through:

- The 110 feedback forms completed and collected at the display and discuss session or sent back to the Sharks
- Issues and comments raised directly with project team members at the presentations and display and discuss session.

Feedback forms

It was clear from the feedback forms that the proposal has generated strong feelings both for and against the proposed redevelopment. Whilst it is not possible to categorise every piece of feedback received into a 'for' or 'against' category, it is possible to report that 31 responses were against the proposal and 50 responses were supportive of the proposal.

A copy of the feedback form is included in **Appendix 4**.

Comments raised directly

Members of the project team were engaged answering questions and providing clarifying information for the duration of the session.

Issues most commonly raised included:

- Traffic
- Height
- Parking
- Sporting character of precinct.

The issues raised are discussed more fully in chapter 4 of this document.

4 Key issues raised

Feedback forms

The feedback received from the forms very clearly revolved around a number of key issues:

Height/density

Just over 52% (N= 58) of the feedback forms received identified the height/size/density of the proposed development, in particular the residential community, as being one of the things they liked the least about the proposal.

The main reasons given were:

- 16 storeys are too high and 700 dwellings are too big and that it is a significant overdevelopment of the area and exceeded the limits of the Council LEP
- Such a development is out of character with the local area and in particular its proximity to the foreshore and impact on other people's views
- Setting a precedent for further development in the area
- The impact of such a large population on the local infrastructure
- There were adequate retail or restaurant facilities in the area and it is not necessary to have any more.

Traffic/transport

The impact of the proposal on local traffic was also a major issue and just over 42% (N= 47) of the feedback forms received nominated it as one of the things they liked least about the proposal.

The particular issues raised were:

- Local roads are already at capacity and could not cope with the extra traffic generated by the proposal
- The amount of extra traffic on local roads, especially Captain Cook Drive, Gannons Road and Woollooware Road, would make the situation untenable
- The additional traffic lights would not resolve the problems created by the extra traffic and would make local journeys slower
- The signalised intersections are too close to each other that queues from one intersection may interfere with another intersection
- Concern about the U-turn facility at the intersection of Captain Cook Drive and Woollooware Road
- Concern around the impact of game day traffic.

Parking

Another major issue of concern relating to the proposal revolved around parking with around 19% (N= 21) of the feedback forms nominating parking as one of the things they liked least about the proposal.

In particular:

- The extra traffic generated by the proposal would increase demand for on-street parking in local areas
- Some feedback felt that the number of parking spaces (650) in the retail/club facility was inadequate
- Inadequate parking facilities may lead to an increased need to 'bussing' people in from other areas
- Observation that existing satellite parking areas identified in traffic management plans were already at capacity
- Parking on game days/nights – increased parking in the area and the proposed satellite parking areas are inadequate.

Environment

The impact of the proposal on the environment was also nominated by around 8% (N=9) of the feedback forms as one of the things they liked the least about the proposal. The particular issues raised were:

- The impact of the development on the sensitive waterfront area particularly the mangroves
- The long term effects of building on old fill area
- Stormwater flow
- Climate change and impact of rising sea levels.

New facilities

Close to 41% (N=45) of feedback forms nominated the new and improved sporting, retail, leisure, entertainment and club facilities, as well as increased housing availability, as one of the things they liked the most about the proposal.

Secure financial future for the Club

Just over 26% (N=29) of the respondents said that providing a secure financial future was one of the things they liked about the proposal.

Open space

The open space facilities, such as the boardwalks and bike paths, were also nominated by 16% (N=18) as one of the things they liked most about the proposal.

Other issues:

A number of other issues were raised via the feedback forms:

- Concerns about the impact of a 7 year construction timeframe on local residents and traffic
- The benefits the proposal would bring by to the community by creating more local jobs.

Issues/comments raised with project team members

Project team members who attended the display and discuss session also recorded issues and comments raised directly with project team members. These comments can be summarised into the following issues:

- Size of development i.e.:
 - Height/size and density too big for the local area (less than 8 storeys is more appropriate)
 - Impact on local views, in particular those residents in Castlewood St Woollooware.
- Traffic i.e.:
 - Concern about the traffic lights
 - Traffic lights at corner of Woollooware and Captains Cook Drive seen as positive
 - Need for pedestrian overbridge
 - Concern about additional traffic , particularly on Gannons Rd
 - Supportive about securing permanent public transport solution
 - Dedicated public transport service seen as very positive - interest in when new services would begin.
- Parking i.e.:
 - Concern about overflow parking from the residential community onto local streets – is there enough residential parking allocated?
 - Concern about loss of parking (Solander Fields and Captain Cook Oval)
 - Have potential flooding issues with parking been addressed
 - Concern about proposed game day parking plan and if plans are approved.
- Environment i.e.:
 - Concern about the impact of the proposal on the environment, especially the waterfront area, mangroves, stormwater and disrupting contaminants in the area
 - Supportive of the additional open space, bike links, children’s playgrounds and the upgrade of the mangrove boardwalks

- Question about responsibility for long term maintenance of the habitat
- Support for the open space areas within the residential precinct for the public to use.
- Retail, Club, playing facilities i.e.:
 - Plans should include an auditorium for concerts and large scale events
 - Club deck great addition to the area
 - Reconfiguration of the Toyota Stadium great benefit for families
 - Supportive about future employment opportunities
 - More competition for existing local retailers
 - Supportive of the family entertainment precinct in the retail/club development
 - Question whether a hotel was being proposed
 - Clarification required on how the western side of the development would integrate with the Solander playing fields.
- Timeframe/Project milestones i.e.:
 - Several requests for more information on project milestones/timing
 - Requests for pricing information.
 - Concern over having a construction site within a functioning community for 7 – 8 years.
 - Questions were asked about the timing of upgrading the stadium and how the redeveloped club would integrate with the stadium
 - Timing information sought on upgrade of Captain Cook Drive between Woollooware Road roundabout east to Cronulla High.

A complete list of all the comments recorded by each member of the project team and where/how the issue is addressed in the concept application is included in **Appendix 5**.

5 Ongoing communication and consultation

A dedicated website, www.infoonsharks.com.au, has been established to provide another avenue for the local community and key stakeholders to have access to information about the proposal and provide feedback. Once the application has been submitted, the website will be updated and all those who have registered an interest in the project will be notified.

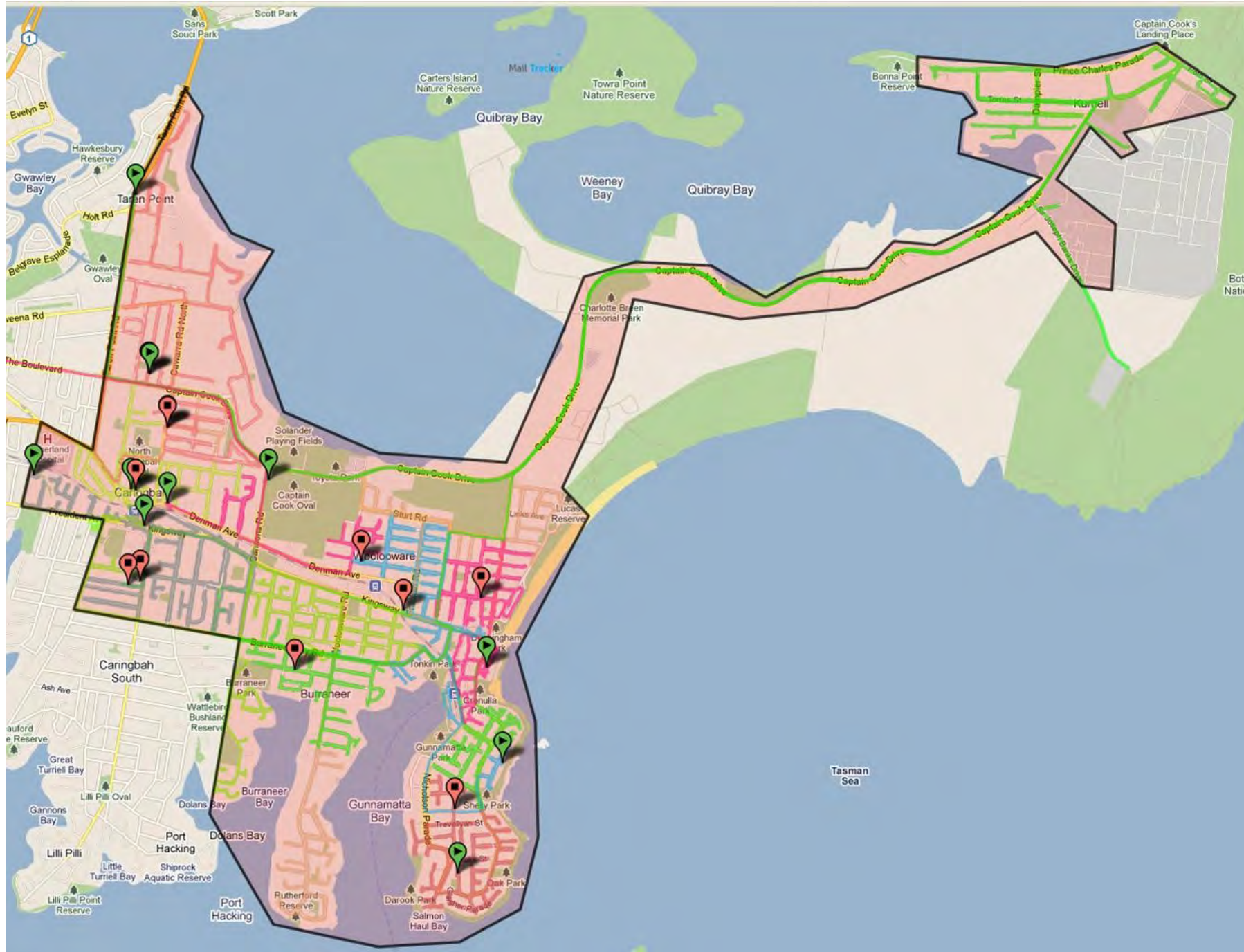
A comprehensive communication strategy has been developed, with the input of the Department of Planning and Infrastructure and Sutherland Council, to guide activities to support the exhibition period. A copy is attached at **Appendix 6**.

Activities to be implemented to support the exhibition period are:

- Posters and displays to support the exhibition at key Council locations
- Model at Council offices and Cronulla Central
- Briefings with local stakeholders (e.g. Chamber of Commerce, Precinct Committees)
- Display of all project information permanently at the Cronulla Sharks Leagues Club
- Temporary display at Cronulla Central
- Advertising
- Web based feedback and comments
- Project newsletter.

Appendix 1 - Flyer distribution area

Map of distribution area



Appendix 2 - Flyer

Cronulla Sharks Leagues Club Redevelopment Consultation session



Cronulla Sharks Leagues Club along with their joint venture partners (Capital Corporation, Bluestone Property Solutions, Parkview) are seeking to redevelop land owned by the Sharks Leagues Club.

The proposal aims to develop a new integrated mixed use community centre consisting of residential (up to 700 dwellings), retail and other services.

The proposal will be determined by the Department of Planning and Infrastructure under Part 3A of the Environmental Planning and Assessment Act.

WE WANT YOUR FEEDBACK

The Club and partners are seeking consultation with the local community about the proposal and will consider all feedback before it is submitted to the Department of Planning and Infrastructure for determination.

You are invited to view the plans and provide your feedback at the following consultation session:

Date: Tuesday 14 June
Time: 6:00pm—9:00pm
Venue: Cronulla Sharks Leagues Club
461 Captain Cook Drive, Cronulla

Information on display will provide an overview of the proposal and the outcome of environmental assessment studies. Members of the project team will be on hand to answer your questions and receive feedback.

For further information please call the project team on 0408 202 626 or view the website at www.sharks.com.au



Appendix 3 – Storyboards



Thank you for taking the time to come to this important night for our Club.

The Cronulla Sutherland Leagues Club is at a turning point. Continued financial instability and distress has left us crippled by debt. The fact that we have survived so far in such trying circumstances is due to the talent, commitment and loyalty of our Club members, staff, fans and players. This situation is, however, no longer sustainable.

We are determined to secure the long term financial prosperity of the Club by working with our joint venture partners to develop our only financial asset - our land and provide a financially sustainable future for the Sharks.

I hope that after being here tonight you understand how vital this proposed development is for the future of our Club.

I hope you also can see just how exciting the development is and the potential it has to contribute to the community that we all love by providing new facilities, services and jobs to the local area.

We value your views and feedback, so please take the time tonight to fill out the feedback forms or talk to any of the team who are here. We will consider that feedback and incorporate it into the application we are making to the Department of Planning and Infrastructure. The proposal will then be put on public exhibition where you will have another opportunity to provide feedback.

Thanks once again for coming and I look forward to talking with you soon about this exciting vision for our Club.

A stylized white signature of Damian Irvine on a dark blue background.

Damian Irvine - Chairman

Message from the Chairman

Cronulla Sharks Leagues Club Development

Welcome to tonight's community information and feedback session.

Cronulla Sharks Leagues Club along with their joint venture partners Capital Corporation, Parkview and Bluestone Property Solutions are lodging a Concept Plan with the NSW Department of Planning of Infrastructure that aims to redevelop the Sharks site. The purpose of today's session is to:

- Describe the concept plan and the planning process
- Answer any questions you have about the proposed development
- Better understand the full range of community views regarding this significant project
- Give you the opportunity to provide us with your feedback before the Concept Plan is submitted to the Department of Planning and Infrastructure.



Welcome

Draft for Consultation





Please feel free to inspect the display and to speak with members of the project team here today to answer any questions you may have:

- Damian Irvine, Chairman, Cronulla Sharks
- Steve Grant, Chairman, Capital Corporation Pty Ltd
- Ben Fairfax, Managing Director, Bluestone Property Solutions
- Matt Crews, Manager Property Development, Parkview
- David Hynes, Winston Langley (Sharks Project Manager)
- Bob Perry and Rob Sanderson, Scott Carver (Master Plan & Retail Architect)
- Nick Turner and Kevin Driver, Turner Associates (Residential Architect)
- Gordon Kirkby, JBA Urban Planning (Town Planner)
- Craig McLaren, McLaren Traffic Engineering (traffic, parking and public transport)
- Joel Munns, Aspect Landscape Architects (Landscaping)
- Anthony McLandsborough, AT & L Civil Engineers (Stormwater, Flooding)
- Lucy Cole-Edelstein, Straight Talk – (Community Consultation)
- Birgit Porter, Straight Talk – (Community Consultation)

Members of the Sharks Board are also available to discuss any issues you may wish to raise in relation to the Sharks.

Welcome

Draft for Consultation





Why are we here?

- The Cronulla Sharks Leagues Club is currently experiencing high levels of debt and needs to address this in order to maintain a thriving community based club
- The Club has been working on ways to:
 - Achieve financial stability
 - Rebuild the ageing club infrastructure
 - Make best use of their land holdings
- The Club has not pursued the existing approval because it is not commercially attractive and not viable
- The Club is now looking at a new way to create a long term, sustainable and financially viable solution to secure the Club.

Who is involved in the consortium?

- Following an expression of interest process, the Club has partnered in a joint venture with a development consortium that has a diversity of experience in large scale integrated master planned community developments of this nature:
 - Capital Corporation Pty Ltd
(Development experience, finance)
 - Bluestone Property Solutions Pty Ltd
(Development experience)
 - Parkview Group (Australia) Pty Ltd
(Development delivery including construction)
- The joint venture combined as development partners for the entire 10 hectare Sharks land holding which consists of:
 - The currently approved development site, which includes the existing club and the eastern car park
 - Toyota Stadium, home of the Our Sharks Rugby League team
 - Existing playing fields to the west for the junior rugby league.

There are a number of opportunities to develop the combined site.

Why are we here?



An Overview

The proposal aims to develop the 10 hectare Sharks property into an integrated master planned community comprising:

- Neighbourhood retail, service and leisure centre integrated with the Club, incorporating a supermarket, grocer, liquor, medical facilities and speciality retail
- Residential master planned community of approximately 700 dwellings with new public open spaces fronting onto Woollooware Bay

Enhancement and redevelopment of the existing Club, together with future upgrading of Toyota Stadium and adjoining facilities.



What is the development?





The development will provide enhanced and up to date facilities for the Club and maximise opportunities to achieve its long term financial sustainability.

It will also provide a local focal point, providing much needed local shopping, medical and health related facilities to service the local community.

There will be convenient connections between the neighbourhood retail and leisure centre and the residential community.

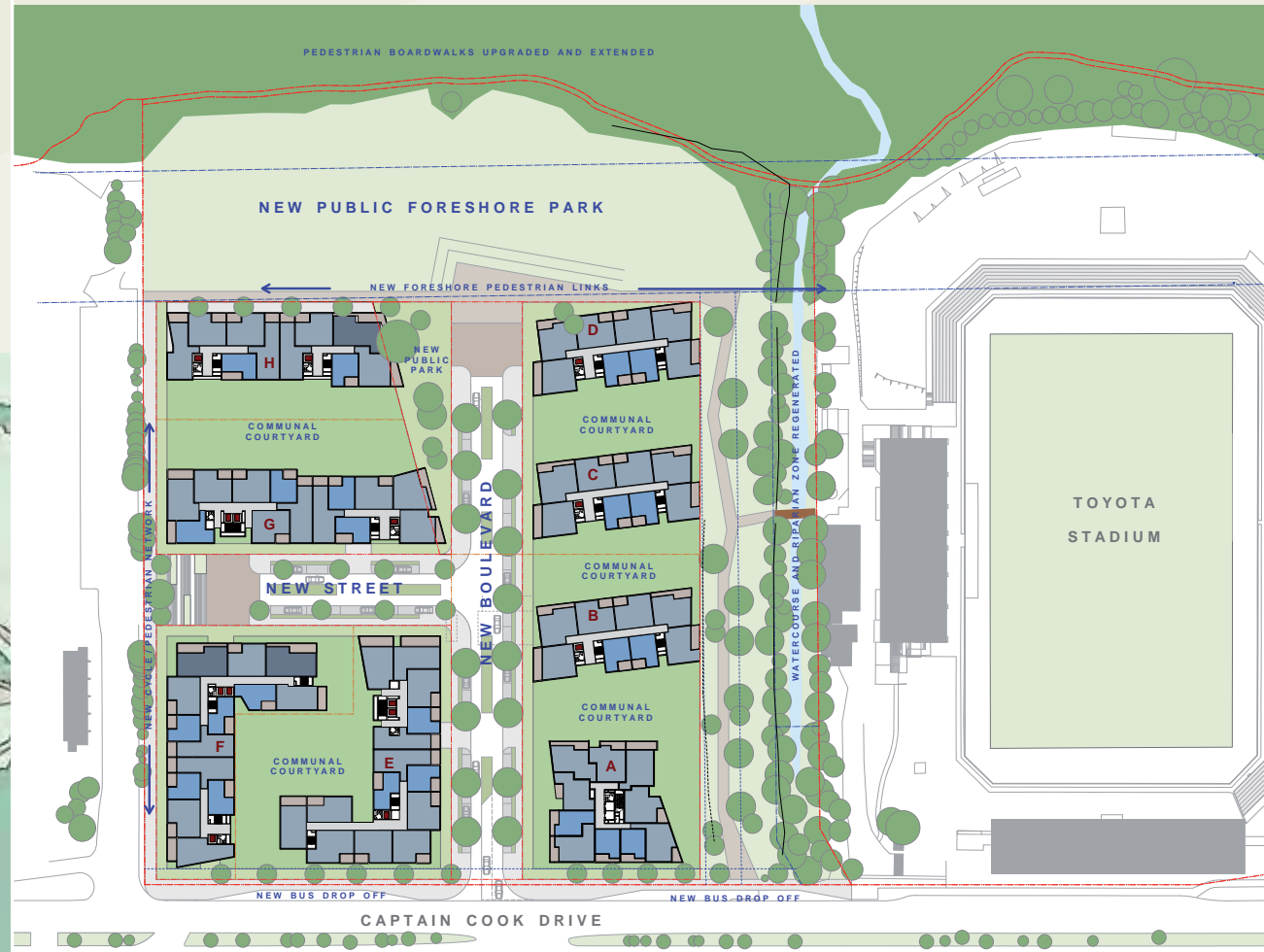


What is the development?

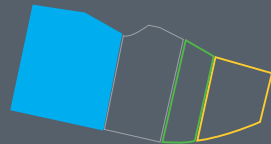


Residential Community

A fully master planned mixed use residential community is planned for the land to the west of Toyota Stadium.



Residential



Draft for Consultation



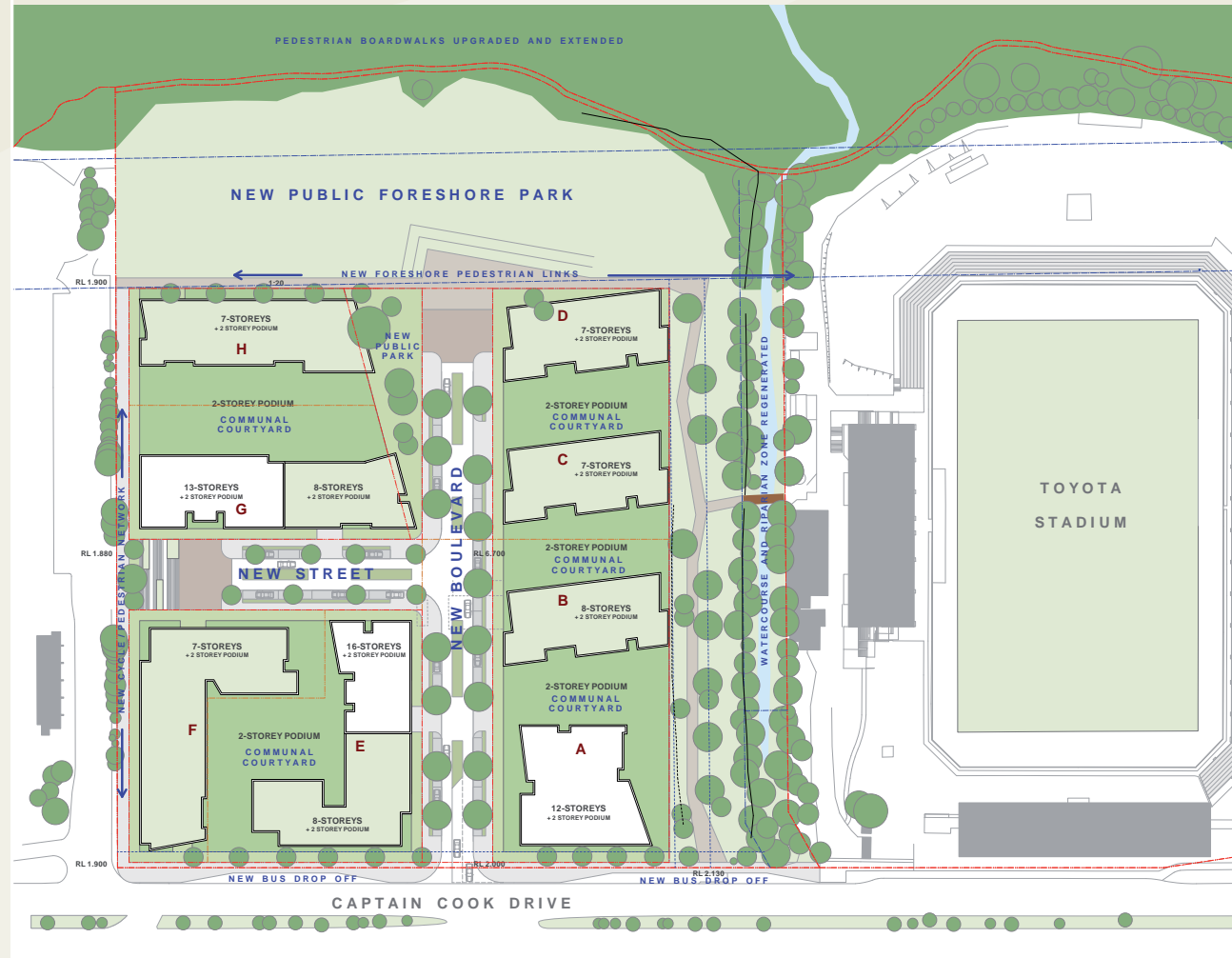
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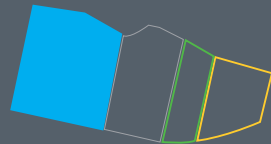
CAPITAL
CORPORATION

The important features are:

- Approximately 700 new dwellings made up of 1, 2 and 3 bedroom apartments and maisonettes
- The heights of the buildings are proposed from 2-16 levels – allowing generous spaces between buildings and high quality private and public open space
- To be built in stages over seven to eight years
- Best practice sustainable design
- Regeneration of the watercourse running through the site
- New public open spaces incorporating landscaped public boulevard, community and Foreshore Park with pedestrian and bicycle links along the mangrove boardwalks.



Residential



Draft for Consultation

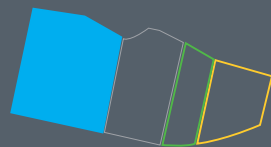
PARKVIEW

BLUESTONE
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CAPITAL
CORPORATION



Residential



Draft for Consultation



PARKVIEW

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Retail and Leisure Facilities

A destination shopping centre that is convenient, accessible and provides much needed retail, lifestyle and healthy living services to the local area.

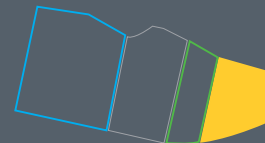
The neighbourhood retail and leisure centre will feature:

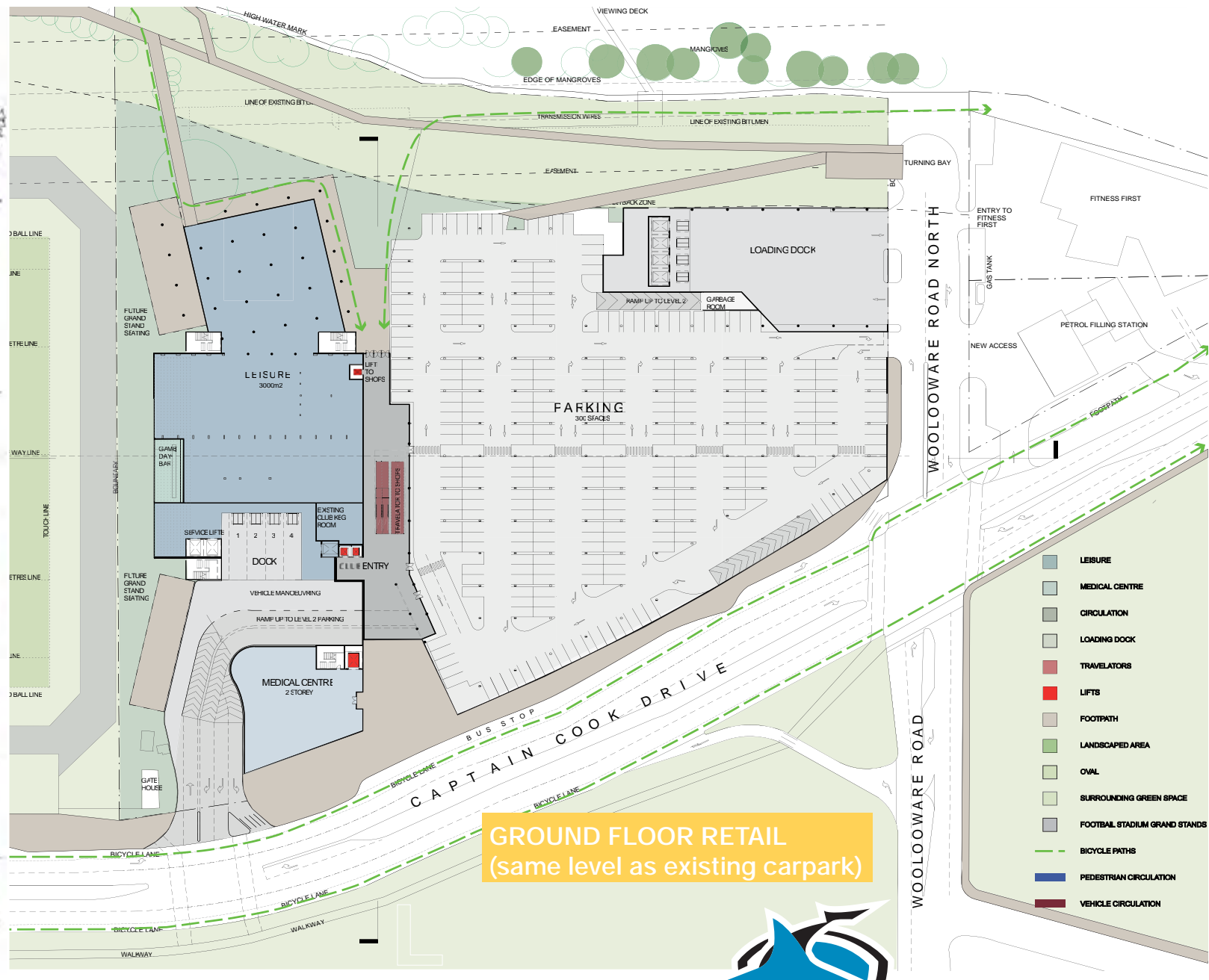
- A “full-line” supermarket - that is, a ‘one-stop shop’ with a full range of goods including packaged groceries, fresh meat, bakery, fresh fruit and deli and frozen goods
- A large liquor retailer
- A large dedicated fruit and vegetable offer /grocer
- A smaller supermarket or grocer
- Quality everyday and speciality food retailers specialising in fresh food
- A food court with elevated north facing views over Botany Bay and the city incorporating modern new restaurants and out door dining
- A Medical Centre / day surgery with a range of medical and health services, including GP, physiotherapy, dentistry and leisure/fitness services
- Other services such as newsagent, chemist, banks, or optometrist
- Two levels of convenient car parking for around 650 cars with easy access to the retail centre and Club

The retail and leisure centre has been planned to ensure there is convenient access to the enhanced Club, helping to revitalise and grow it as a local community venue.

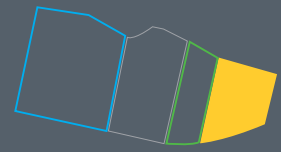


New Shopping Centre





New Shopping Centre



Draft for Consultation

