



COMMUNICATION PLAN

SUMMER HILL FLOUR MILL SITE CONCEPT PLAN APPLICATION

Prepared for the proponent:

EG Funds Management

For submission to:

NSW Department of Planning and Infrastructure

Prepared by:

Urban Concepts

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1.0 INTRODUCTION

The Communication Plan has been prepared by Urban Concepts on behalf of EG Funds Management, the proponent for the Concept Plan application for the Summer Hill Flour Mill site. The Communication Plan forms part of the Environment Assessment documentation that will be lodged with the NSW Department of Planning and Infrastructure in accordance with the Director-General's Requirements in respect of Concept Plan Application MP10_0155.

The Communication Plan presents a strategy and calendar for the staging of community consultation events associated with the redevelopment of the Summer Hill Flour Mill site and its change of use from industrial to a mixed use precinct supporting a range of residential, commercial and retail floor space and landscaped open space.

The communications strategy for this project has adopted a three stage approach. It is noted that Stage 1 of the strategy was completed twelve months ago. The first stage of consultation focused on gauging community and stakeholder attitudes to changing the land use from industrial to mixed use. The results of this consultation are discussed in Section 1 of this report.

This Communication Plan addresses the second and third stages in the communication process. Subsequent communication events would be designed to coincide with later stages of the project.

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

- **This introduction** providing background to the findings arising from the first stage of the community consultation process and the specific consultation requirements and objectives for stages two and three of the communication strategy which are the subject of this plan.
- **Communication aims and objectives** which define the underlying intent of the communication plan.
- **Communication messages.** These are the key messages that the plan seeks to communicate about the project.
- **Target audiences.** These are the people that the consultation plan seeks to address through its implementation.
- **Communication methodology.** The strategy details the range of consultation activities that respond to each stage in the delivery process.
- **Calendar of events.** The consultation calendar presents a task list for the implementation of stage two of the Communication Plan. It establishes milestone dates for when the communication initiatives will be held. Stage 3 events cannot be scheduled at this stage as they are pending approval of the Concept Plan application by the NSW Department of Planning and Infrastructure.



1.1 Introducing the proponent

EG Funds Management purchased the former Allied Mills Site in September 2007 realising that it was a significant urban renewal opportunity for the Inner West. Allied Mills ceased its flour milling operations on the site following the opening of its new state-of-the-art flour mill in Picton in March 2009. EG Funds Management is the proponent for this project.

EG Funds Management is a specialist property funds manager, with \$750 million in assets under management on a fully invested basis. Our investors are major Australian industry and public sector superannuation funds. EG specialises in real estate funds management and real estate development, with an investment focus on urban renewal opportunities close to public transport and community infrastructure, and within areas anticipated to experience capital growth.

1.2 Urban Concepts role

Urban Concepts was engaged by the proponent to formulate and implement a consultation strategy to ensure that the redevelopment of the Summer Hill Flour Mill site was responsive to community and stakeholders attitudes concerning what constituted an appropriate land use and development outcome for the Summer Hill Flour Mill site. Our role in this Communication Plan is to act as an independent facilitator overseeing the implementation of the second and third stages of the consultation strategy. In this role we will build on the dialogue and community consultation collateral that evolved from our involvement during Stage 1 which was conducted in the first quarter of 2010.

The specific objectives the proponent seeks to fulfil from embarking on a community consultation process are:

- To build on the Stage 1 consultation initiatives which included the distribution of the first community newsletter; the establishment of the project website, email and 1800 number; a range of stakeholder presentations; and an independent community attitude survey.
- To explain how the community feedback that was received during this first stage of consultation has shaped the development proposal that is now being advanced for the Flour Mill site. The key finding in this respect was the overwhelming community support to changing the land use on the site from industrial to mixed use.
- To explain how the rich industrial heritage and architecture of the site is pivotal to the Concept Plan that has been formulated and which provides for the adaptive reuse of significant structures and iconic heritage items on the site such as the silos and the Mungo Scott building.
- To document how the Concept Plan relates to the other strategic proposals currently being formulated on adjacent land, being the McGill Street Precinct, the Greenway project and the extension to the Sydney Metro Light Rail.
- To explain to the community and interested stakeholders the extensive site analysis, urban design and architectural investigations that have been undertaken by EG Funds Management since its acquisition of the site in 2007 and which have informed the Concept Plan.



- To communicate the willingness and desire of the proponent to work with both Ashfield and Marrickville Councils notwithstanding the project is being advanced under Part 3A of the Environmental Planning and Assessment Act 1979.
- To present the Concept Plan to the community prior to its formal public exhibition by the NSW Department of Planning and Infrastructure. This will enable the proponent to test the plan with the community and to understand any areas of community and stakeholder concern so that they can be further investigated and resolved prior to finalisation of the Concept Plan and assessment and determination of the project by the NSW Department of Planning and Infrastructure.
- To build on the open channels of communication that have been commenced with surrounding residents and integral stakeholders so that they remain in place for the development approvals and construction phases.

In formulating the communication methodology we have had regard to the consultation requirements specified for this project by the Director-General of the NSW Department of Planning and Infrastructure and the Major Project Community Consultation Guidelines. At the same time the suggested consultation initiatives seek to encourage participation from a proactive stand point to ensure meaningful dialogue and participation is achieved.

1.3 The communication needs of this project

- The need to manage community and stakeholder expectations. All too often community consultation can leave participants with a feeling of despair- '*what was the point of participating none of my ideas have been incorporated*'. This will be achieved by ensuring that participants clearly understand the information that is being presented to them, accurately recording the comments and concerns expressed at information events, circulating records of comments to participants and to regulatory authorities.
- The need to ensure that regulatory authorities are informed about the Communication Plan and events for the project.
- The need to maintain an open, regular and consistent dialogue with all key stakeholders that is commensurate with the specific level of knowledge they require and their regulatory role in the project. This will include briefing papers to non participatory stakeholders that would benefit from being kept informed about the progress of consultation events.
- The need to establish a single point of contact that takes responsibility for co-ordinating all information flows between the proponent, the regulatory authorities and the community and key stakeholders.
- The need to ensure that community concerns are accurately recorded and where appropriate incorporated into both the final Concept Plan and Environmental Assessment.



1.4 The statutory approval process and consultation requirements

1.4.1 The environmental assessment process

The Concept Plan will be assessed pursuant to Part 3A of the Environmental Planning and Assessment Act 1979 (EP&AA) by the NSW Department of Planning and Infrastructure.

Clause 75B of the EP&AA specifies criteria for projects to which Part 3A applies and invokes the provisions of the Major Development SEPP. The Major Development SEPP establishes the planning process to be followed for the assessment and determination of a Concept Plan application. The planning process is illustrated by the flow chart at Figure 1.1.

1.4.2 Community consultation requirements

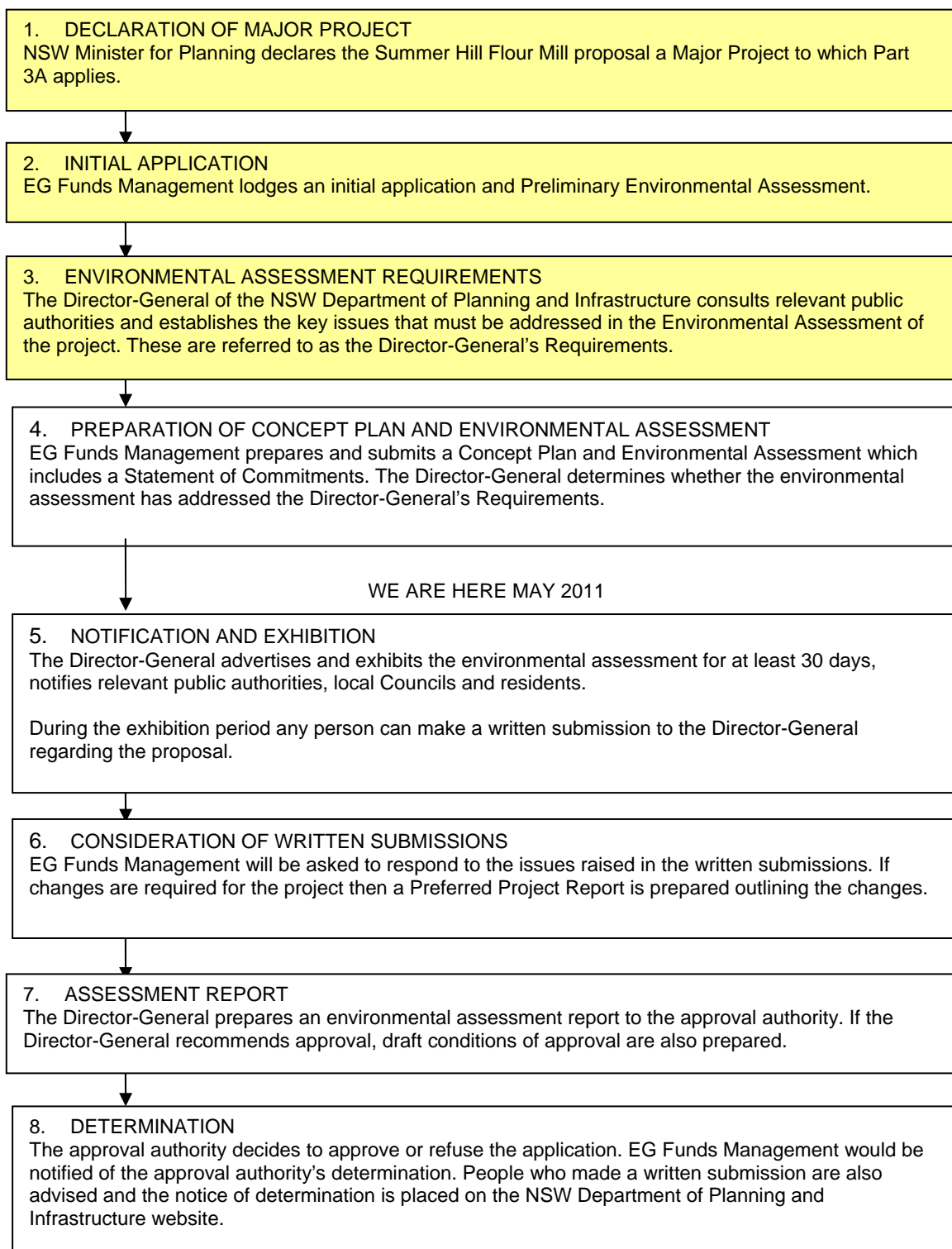
The Guidelines for Major Project Community Consultation were issued by the former NSW Department of Planning in October 2007. The Guidelines recognise that community and stakeholder consultation is an important component of the NSW Government's Environmental Assessment Process for projects that are being advanced under Part 3A of the Environmental Planning and Assessment Act 1979.


The Director General's Requirements that were issued to the Proponent on the 16 December 2010 establish the community consultation requirements for a Part 3A Project. The Consultation Requirements for the Summer Hill Flour Mill site state:

'Undertake an appropriate and justified level of consultation in accordance with the Department's Major Project Community Consultation Guidelines October 2007, including discussion with relevant agencies'.



FIGURE 1.1 – THE PLANNING PROCESS FLOW CHART



 Indicates that this stage in the assessment process has been completed.



1.4.3 Major Project Community Consultation Guidelines

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

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

Adequate and appropriate consultation depends on:

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

The consultation process included in an Environmental Assessment '*may*' be considered adequate if it demonstrates:

- Those individuals and organisations likely to have an interest in the proposal had enough opportunity to express their views. The community of interest can be broadly categorised into three groups:
 - those directly impacted by the proposal;
 - individuals and groups likely to have an interest in the local or regional implications of the project; and
 - organisations with a state or national interest.
- Information regarding the nature of the proposal has been accurately and widely distributed. Methods of distribution may include newsletters, letters to key stakeholders, a website, advertisements and public displays.
- Community and stakeholder feedback was encouraged and recorded. Methods of capturing feedback included:
 - surveys and feedback forms;
 - submissions;
 - a data base that records issues via a 1800 number arrangement; and
 - meeting minutes.
- Methods of discussing issues included:
 - drop in centres;
 - displays or open days;
 - focus groups and community group meetings;
 - individual and group briefings; and
 - discussions at organisation events.



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

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

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

1.5 Project description

The Summer Hill Flour Mill site has been master planned as part of a wider precinct that includes the McGill Street area. Together the Flour Mill and McGill Street sites provide the opportunity to create a vibrant urban precinct that supports a range of residential, commercial and retail uses in an open space setting that is serviced by a light rail system and interconnected with local streets, pedestrian thoroughfares and cycle ways.

While the two sites are in different ownership, responsible development dictates that they be designed in unison to reflect a common set of design principles. This will ensure that a complimentary and integrated design outcome is achieved which is essential if this new precinct is to become a valued addition to the existing urban fabric.

The design principles that have been developed for the expanded precinct include:

- Promoting connectivity between the new precinct and the surrounding neighbourhood through the extension of existing streets and pedestrian links into and through the site. Currently both precincts are isolated from their surrounding neighbourhoods by the heavily trafficked Old Canterbury Road and Longport Street, the former Rozelle Goods Line and the Western Railway Line.
- Enhancing access to the Greenway which will be located between the McGill Street Precinct and Flour Mill site. The Greenway will form part of a boulevard promoting vitality and vibrancy throughout the precinct as it carries pedestrians, cyclists and commuters between the old and new residential areas and through to the new Lewisham West Light Rail Station.
- Adopting a sensitive approach to built form that embraces, and adaptively reuses the existing heritage and other significant structures on the Summer Hill Flour Mill site.
- Providing a range of cafés, studio and small retail uses along the new street frontages to activate pedestrian spaces and promote safe and secure areas for casual interaction.
- Maintaining and reinforcing the visual dominance of the iconic silo structures within local views and vistas. This is achieved by ensuring that all new structures remain below the height of the existing silos and locating taller and denser building forms along the Greenway and within close proximity to the light rail station.

These design principles are reflected in the concept plan that is detailed at Figure 1.2.



THE CONCEPT PLAN

The Concept Plan for the Summer Hill Flour Mill site is illustrated by the plan at Figure 1.2. The plan:

- Depicts where new streets and public open spaces will be located and how the site will connect to the Greenway, the proposed Lewisham West Light Rail Station and the McGill Street site.
- Establishes the location of new building forms, the building heights and where residential, retail and commercial uses will be accommodated on the site.
- Identifies which heritage buildings and other structures will be retained and adaptively reused.
- Creates a public domain that helps to link Summer Hill and Lewisham.

The plan will provide for the development of around 300 dwellings ranging from multi level apartment buildings through to low rise terraces. The dwelling mix will cater for a range of household sizes.

FIGURE 1.2 – CONCEPT PLAN



1. New residential streets provide an address and access to new residential buildings which take the form of residential apartment buildings and traditional terrace style housing. The predominant land use on the site will be residential with the Flour Mill site supporting approximately 300 new dwellings.
2. Commercial and retail uses are concentrated at ground floor level to activate street frontages and public spaces. The site will accommodate approximately 4,000 square metres of gross commercial floor space and 2,800 square metres of gross retail floor space.
3. An intermediate scale and height of development is introduced to provide a transition between the taller historic buildings and the silos and the lower scale and character of the residential dwellings in the surrounding streets. Higher building forms are centered around the Greenway and the existing heritage buildings. All buildings proposed for the site will remain below the height of the existing silos.
4. The existing avenue of Brush Box trees is retained and set within landscaped open space that connects Smith Street through to the Greenway, the McGill Street Precinct and the new Lewisham West Light Rail Station.
5. A public heart for the Mill precinct is created and framed by the existing heritage buildings. A variety of ground floor retail uses, residential entrances and commercial lobbies will bring pedestrians into the area to create a vibrant urban space.
6. The light rail station is positioned alongside the Greenway between the McGill Street Precinct and the Summer Hill Flour Mill site. The Greenway will function as a green artery along which pedestrians, cyclists and the light rail will flow.
7. The historic Mungo Scott Building and the silos are retained and adapted for residential and commercial uses.
8. An open space hierarchy of landscaped green spaces, landscaped courtyards and urban squares create a public domain that provides both outlook and amenity for new residential buildings and functional areas for weekend markets and events.
9. The plan is supported by a water sensitive urban design strategy that uses planted median strips and kerbs to detain and filter stormwater run off. Water reuse and drainage infrastructure is incorporated onto the site, offering the opportunity to capture stormwater in tanks located in the lower section of the site to be used for toilet flushing and parkland irrigation.
10. The Silo Interpretation Square is proposed to reflect the industrial history of the site while providing a new public space.
11. A new pedestrian bridge will connect residential buildings at their upper levels over the Hawthorne Canal to facilitate pedestrian movements across the site.
12. Lift and stair access is provided to facilitate pedestrian movements between Longport Street and the Greenway and light rail below.



1.6 Communication initiatives undertaken during Stage 1

The first stage of the community consultation strategy sought to test community attitudes to a change in the land use on the Summer Hill Flour Mill site. The consultation initiatives were undertaken over a three month timeframe between March and May 2010. It was high level consultation that focused on ascertaining whether residents and interested stakeholders viewed the relocation of Allied Mills and the subsequent closure of the flour mills as a redevelopment opportunity for the Local Government Areas of Ashfield and Marrickville. In this respect the consultation process did not seek comment or community attitudes to a specific master plan or architectural scheme as the project was not at this stage of advancement.

The consultation informed the community that EG Funds Management had lodged a Planning Proposal with Ashfield and Marrickville Councils requesting that consideration be given to rezoning the Summer Hill Flour Mill site from its current industrial zoning to a mixed use zone. It was explained that the lodgement of the Planning Proposal marked the commencement of the rezoning process.

The consultation was undertaken to gauge community and stakeholder attitudes to the proposed rezoning; the intent being that the results of the consultation would be reported to both Ashfield and Marrickville Council's to facilitate their decision-making process to support a change in the land use zoning of the site.

Experience shows that it is difficult to engage a community on consultation that centres around strategic plan making. Communities are usually more forthcoming in becoming involved in consultation processes that focus on a particular development plan for a site. Consultation surrounding land use zoning and decision making requires participants to conceptualise broad planning principles and to consider long term development scenarios. To facilitate participation the information that we placed into the public arena was given a high quality graphic design look that incorporated specially commissioned black and white photography to showcase the unique heritage fabric of the site. This was considered desirable and appropriate given EG Funds Management intent to utilise and adaptively reuse many existing heritage structures on the site.

In addition to its high quality look and branding the consultation asked the community the question 'Is It Time For A Change?'. In answering this question the information presented to the community established:

- The land use vision that EG Funds Management has for the site;
- Why it is desirable to change the zoning of the site; and
- The benefits of change.

The information presented under each of these areas is detailed below as it establishes the context in which the consultation was undertaken.

The consultation approach also involved the commissioning of a statistically relevant household and pedestrian survey. The survey was undertaken by DAEMON MRA, a specialist market research company who were selected through a competitive tender process. The survey findings are detailed in Section 1.6.4 of this report. The survey findings are important as they provide a meaningful and accurate insight about community attitudes to a change in land use on the Summer Hill Flour Mill site.



1.6.1 The vision for the site

The stage 1 community consultation process communicated EG Funds Management's vision for the Summer Hill Flour Mill site as being:

To create a livable and sustainable precinct that combines housing choice with open space and some local retail, cultural, commercial and employment generating uses to complement the Summer Hill village.

A precinct that is diverse, sustainable and authentic. A place that is not themed or contrived but attracts locals and visitors through its design excellence, connectivity of open space and public transport linkages.

It was not possible to provide the community with architectural designs of a development proposal at Stage 1. Accordingly, the consultation process explained that the Vision was supported by a set of design principles and that these principles would be used to inform and guide the preparation of a master plan and development controls for the site as part of the rezoning process. The design principles are detailed below.

- *New buildings lower along Edward Street opposite existing houses and increase in height towards the freight rail line. The existing silos will remain the highest buildings on the site.*
- *The most significant heritage buildings such as the former Mungo Scott building will be retained and adapted for new uses. The concrete silos will also be retained and converted for residential use.*
- *New vehicle and pedestrian access points into the site will be provided to minimise traffic impacts on existing roads and surrounding residential areas.*
- *The creation of publicly accessible open space areas within the site and pedestrian connections through the site to the future light rail and Greenway corridor.*
- *Future development of the site will incorporate best practice sustainable development initiatives to reduce water and energy use.*
- *To create a place that will complement the local businesses within Summer Hill rather than compete with them.*

1.6.2 The need for change

The community consultation canvassed community attitudes to the proposed rezoning of the Summer Hill Flour Mill site by asking the community to consider the benefits that could be derived from moving away from the site's industrial past. In asking this question the consultation specifically addressed the changes that would need to be made to the planning framework at both Local and State Government levels if this was to occur. It was essential to explain this aspect of the project because under NSW Planning Legislation the rezoning of land can only be progressed with the support of regulatory authorities.

The explanation was provided to the community in support of the need to change the existing planning framework that applies to the site at both a Local and State Government level.



The vision to transform the Summer Hill Flour Mill Site into a vital mixed use precinct will require EG Funds Management to initiate a change to the existing planning framework that applies to the site at both the state and local government level. This is essential as the existing planning controls reflect the site's industrial past and do not allow for a mixed use development. Specifically:

- The Summer Hill Flour Mill site is currently zoned Industrial under the planning controls of Ashfield and Marrickville Councils. The Industrial zoning does not permit the range of uses associated with a mixed use development.*
- The Industrial zoning is not consistent with the proposed rezoning of the adjacent McGill Street Precinct in the Marrickville Council area to Mixed Use,*
- The majority of the is presently identified by the NSW Department of Planning as Category 1 employment land under the Draft Inner West Subregional Strategy. Under a Category 1 classification the site can only be developed for an industrial related use. The adjoining McGill Street precinct is identified as Category 3 employment lands, which enables rezoning to facilitate mixed use development.*
- To enable the site to be developed for mixed uses it is necessary to change the zoning of the Summer Hill Flour Mill site. It is the zoning of land that establishes the possible purposes for which land may or may not be used and developed. EG Funds Management is seeking to change the land use zoning of the site to a Mixed Use zone to enable the site to be developed with council consent for residential, retail and commercial uses.*

1.6.3 The benefits of change

The key benefits arising from the rezoning proposal communicated through the stage 1 consultation process are described below.

Enhance open space and public access	A mixed use development enables the incorporation of open space, pedestrian and cycle routes to be accommodated across the site to reinforce the Greenway master plan initiatives.
Generate employment opportunities	The mixed use zoning does not result in a lower employment level on the site. A mixed use development will generate employment through the incorporation of commercial and retail activities on the site.
Heritage conservation and adaptive reuse	The scale of the purpose-built Mill structures physically define this site as a landmark. Unfortunately, they do not lend themselves to modern industrial occupation. The site is recognised as being of historical importance and many of the buildings on the site should be retained. A mixed use development scenario allows for the preservation and regeneration of many of these buildings for commercial or residential conversion more readily than an industrial use.



Increased housing choice and affordability	A mixed use zone will enable a range of housing to be accommodated on the site and assist the councils meet housing targets for the Inner West.
Support for the light rail expansion	The site was purpose built as a flour mill in 1922. The location of the freight rail line was a determining factor in the construction of a flour mill on the site at that time. With the relocation of Allied Mills to Picton, the freight line has become redundant and no freight trains will operate on the line. A section of the original freight line between Darling Harbour and Rozelle was converted to a Light Rail System in 2000. The Allied Mills freight corridor provides the opportunity for the further expansion of the light rail network to Summer Hill with a station terminus being located on the Summer Hill Mills site.
Support for local villages and rail infrastructure	The site is within walking distance of the villages of Lewisham and Summer Hill and their respective City Rail Stations.
Consistency with the planning framework for the McGill Street Precinct	A rezoning to mixed use is consistent with the planning direction being adopted for the McGill Street Precinct. The planning of both precincts simultaneously will lead to a better urban outcome and will enable complimentary development scenarios to be implemented. This will facilitate the revitalisation of what has become a declining industrial precinct.
Removing existing and potential land use conflicts	Industrial reuse of the Summer Hill Flour Mill Precinct is likely to generate and exacerbate the undesirable amenity impacts and conflicts with its low density residential surrounds, designated as a heritage conservation area. Further, there is no main road frontage to the precinct, with vehicle access via local residential streets and constrained intersections. In addition to the amenity conflicts, industrial use is constrained due to the heritage value of a number of items on the former Flour Mill site. The purpose-specific nature of the existing flour mill infrastructure precludes economic reuse of the mill for industrial uses and demolition of buildings and structures to facilitate redevelopment of the site for alternative industrial uses would be constrained due to the heritage values. An industrial redevelopment of the site would be a lost opportunity to retain and promote the heritage values of the site through adaptive reuse of existing buildings and structures. Finally, industrial reuse fails to recognise the transition of employment demand away from a traditional manufacturing role. The incorporation of local commercial and retail employment uses in conjunction with residential uses has the clear capacity to provide greater employment generation than industrial development of the land.



1.6.4 Stage 1 consultation methodology

INFORMATION LINES

The following information lines were established for the project in Stage 1. EG Funds Management was the community contact point for this communication. To facilitate communication by the local community a 1800 freecall number, project email address and website were established. These information lines will remain in place during Stages 2 and 3 of the consultation process.

The details for the project are set out below.

- **A freecall 1800 number 1800 075 008.**
- **A project email address** information@summerhillflourmill.com.au
- **A project website** www.summerhillflourmill.com.au
- **Postal address**
Summer Hill Flour Mill Project Community Consultation
Level 14, 345 George Street
Sydney NSW 2000

These contact details appeared on all information prepared about the project. These contact details will remain in place during this and subsequent stages of the project.

- **Community Consultation Newsletter**

A community newsletter was prepared for the project and is included in Appendix A. The Newsletter posed the question ***Is It Time For A Change?***

The newsletter carried detailed information about the project under the following headings:

- Introducing EG Funds Management
- A word from our Chairman
- Share our vision
- The need for change
- The benefits of change
- Introducing our team
- The way forward
- How you can become involved

The newsletter also carried information about the household and pedestrian survey that was being commissioned.

The newsletters were distributed with the assistance of both Ashfield and Marrickville Council's using their respective rates databases. Newsletters were sent by the Australia Post addressed postage paid mail service on the 15 March 2010.



Feedback from information lines

The feedback that was received by EG Funds Management from the email address and 1800 number in Stage 1 are detailed below in Table 1.1.

TABLE 1.1
SUMMARY OF CONSULTATION FEEDBACK FROM INFORMATION LINES

EMAILS - 18 emails received	ISSUES/COMMENTS RAISED
13 emails	Registered interest in being kept informed of future events and receiving newsletters.
1 email	<p>Dear project coordinators</p> <p><i>'Firstly, congratulations on taking a consultative approach to this important development. If only the developers of the McGill St precinct had taken a similar tack.</i></p> <p><i>We have a particular interest in the site because we live nearby in Barker St and because my family were millers in Bathurst for more than 100 years until the 1980s.</i></p> <p><i>Generally we are excited by the prospect of this wonderful old site becoming open to the public but anticipate some vexing challenges.</i></p> <p><i>We would like to make some quick preliminary points that we would like to make.</i></p> <p>Opportunities</p> <ul style="list-style-type: none"> - to develop a master plan for Summer Hill and Lewisham to assess cumulative effects of multiple developments, i.e., the McGill St development, the mill development and transport planning and other infrastructure issues - to create new parkland linked to the proposed Greenway and to retain the many specimen trees and palms on the site, especially the Chinese elm tree on Smith St - to create a mix of housing to cater for people of all income levels - social equity is very important - to create public spaces for the creation and display of visual art - to create public spaces for rehearsal and performance of music and theatre - to create community spaces for formal and informal gatherings - to provide spaces for childcare and aged care services - to create community gardens, including vegetable patches, etc - to retain and enhance the aesthetic values of the old mill buildings - to create better linkages with Lewisham and the train station - to create a development powered by carbon neutral electricity - to protect and enhance local biodiversity <p>Threats</p> <ul style="list-style-type: none"> - managing the volumes and flows of traffic in the area will be a significant challenge. It is difficult to image how this issue can be adequately addressed without major road infrastructure investment. It is difficult to envisage major road infrastructure changes that would not substantially alter the character of the area. - managing the environmental impacts of the development, from construction to full life-cycle - adverse impacts on the character and businesses of the Summer Hill shopping precinct - overcrowding at train stations



	<p>- pressure to increase heights and density of development at Summer Hill shopping village</p> <p>Other</p> <p>- there should be no above-ground car parks, like those proposed for the McGill St precinct</p> <p>- include something for teenagers - not sure what</p> <p>Please keep us informed about this development. We would love to participate in any workshops you are planning to hold.'</p>
1 email	<p>'Thank you for your brochure which was in my home letter box last night. Would you mind letting me know if this proposal is the 14 storey residential proposal please? Thank you.'</p>
1 email	<p>'I am a local resident living in Summer Hill.</p> <p>I am excited by the opportunities that a development of this nature will bring to the precinct of Summer Hill. Indeed if the appropriate style of apartment (Warehouse / New York Loft Style) was constructed from the existing fabric, my wife and I would be keen to invest.</p> <p>Please include me in your mailing list for future correspondence and notices of community meetings, I would be keen to offer my support to the project.</p> <p>Please contact me if you require further information'</p>
1 email	<p>'I write to register my interest in the Summer Hill Flour Mill Project. Thank you for the opportunity to be consulted and I appreciate your desire to create a sensitive and appropriate development.</p> <p>I was particularly pleased to read on the EG Funds Management website that the company adheres to principles for responsible investment. I would be most interested in receiving any reports on activities or progress towards implementing the principles. I invest in EG Funds Management through my Superfund</p> <p>From your literature I understand you have purchased the site prior to it being rezoned. My limited understanding of property development leads me to believe that the property would have been bought at a significantly 'undervalued price'. Although EG Funds Management will incur significant costs and risks during the life of the project, they also stand to gain 'super' profits. I would encourage the plans to include social and affordable housing in the mix of redevelopment and green environmental standards in the design. This would be in line with the principles for responsible development.</p> <p>My other concern at this stage is for the site not to be overdeveloped, primarily for two reasons - the road infrastructure can barely cope at the moment heading into the city along the railway line. [based on 2006 ABS data we can expect 40% of the population in the redevelopment to travel to work by car]. Secondly, the change to the character and livability of the area - I am not against increasing density but huge high rise towers can cause social problems and many may not be let or sold. There is currently anecdotal evidence that this is the case in Ashfield.</p>



	<i>Once again thank you for your willingness to engage with the community.</i>
1 email	<i>'Just wondering if someone can please trim the overhanging branches that hang over the flour mill fence onto the footpath on the corner near the roundabout. My daughter rides her bike to school, and these branches have become impossible to get past without having to get off the bike and go onto the road.'</i>
1800 PHONE CALLS – 7 calls received	
5 calls	Registered interest in being kept informed of future events and receiving newsletters
3 calls	Contact details left.

STAKEHOLDER BRIEFINGS

During Stage 1 EG Funds Management undertook a number of briefings to integral stakeholders. A list of the briefings is detailed below:

- Tuesday 16 February 2010 - Ashfield Council
- Tuesday 23 February 2010 - Marrickville Council
- Tuesday 16 March 2010 - Ashfield Business Chamber
- Saturday 20 March 2010 – Ashfield Historical Society site tour
- Tuesday 23 March 2010 – McGill Street Precinct Committee
- Thursday 25 March 2010 - Friends of the Greenway
- Wednesday 28 April 2010 – Linda Burney MP (State Member for Canterbury)

COMMUNITY ATTITUDES SURVEY

EG Funds Management engaged DAEMON MRA Market Research to undertake a community survey to determine the level of community support to changing the use of the Summer Hill Flour Mill site from Industrial to mixed use and the development issues that would be important to the local community if the site was to be redeveloped. A summary of the key findings arising from the survey are presented in this section.

Survey Methodology

The brief that was given to DAEMON MRA was to survey a representative sample of the local community residing in the Ashfield and Marrickville Council areas. Specifically residents living in closes proximity to the Summer Hill Flour Mill site were targeted as were those that received copies of the community newsletter.

The survey was a 12 minute face to face survey with a total of 580 respondents, of which 203 interviews were held with Ashfield Residents (at home), 176 with Marrickville residents (at home) and the remaining 201 surveys being with the broader community in the Summer Hill village.

A face to face survey methodology was deemed to be preferable to a telephone survey given the need to confirm with respondents their residential location in connection to the Summer Hill Flour Mill site. This was also to avoid confusion with the nearby Lewisham Towers development.



The interviews were carried out by experienced and fully briefed DAEMON MRA interviewers between April 16 and April 30, 2010. Initially, every fifth home was randomly selected to be interviewed in the Ashfield and Marrickville areas. Upon completion, homes that were approached previously where no-one was at home were revisited. Only one person per household was interviewed. The survey was designed to ensure that local residents interviewed at home could not also participate in the broader community survey at the Summer Hill Village.

The survey gauged the opinions and attitudes of a good cross-section of the local and broader community. The proportion of Ashfield and Marrickville residents surveyed was fairly representative of the profile of communities living with each of these two Local Government Areas. That is, the survey ensured residents interviewed were well represented across genders, age groups, employment status and ethnicity.

The market research aimed to determine:

- community attitudes to changing the land use of the site away from industrial to a mixed use zone;
- the importance of retaining the heritage buildings on the site,
- attitudes to improving public access to the site,
- support for use of the freight corridor for light rail,
- specific facilities and services the community would like to see incorporated onto the site through its redevelopment,
- community concerns arising from the redevelopment of the site
- the magnitude of the proposed redevelopment as a local issue; and
- the level of community interest in being kept informed of the redevelopment of the site and the best method for providing a flow on information to the community through a consultation process.

Table 1.2
Profile of Survey Participants

Gender: 45% males, 55% females
Age: 27% 18-34 year olds, 57% 35 to 59, 16% aged 60+ years
Employment Status: 71% currently work full or part-time
Ethnicity: 30% speak another language at home, other than English.

Source: DAEMON MRA Market Research

Of note, the survey also determined how long residents have lived in the Summer Hill (or surrounding) area. The survey was well represented by people living in their locality for less than 5 years (33%), 5 to 14 years (31%) and 15 or more years (36%).

The survey even asked respondents if they have ever contacted their local council to express their views or concerns relating to a proposed development. A high 40% of all people interviewed answered 'yes' to this question. This was highest among Ashfield residents surveyed when compared to Marrickville respondents (49% versus 38%), while the proportion among the broader community surveyed was 33%.



Key Research Findings

Support for a Change in Zoning

Two in three people surveyed support the industrial site being transformed into a mixed used development, with only a small proportion opposing it...

Survey respondents were initially asked if they supported a change in use of the Summer Hill Flour Mill site from industrial to mixed use. This was asked within the context of the site only being able to be used for industrial purposes under the existing planning controls.

A clear majority (67%) of respondents support the change in use for this site, with only 18% opposing it and the remaining 15% claiming to be unsure, the latter due in part to a perceived lack of information about the mixed use development and potential associated benefits.

The level of support is almost identical among local residents and the broader community surveyed, although slightly higher among males (71% versus 65% for females), 18-34 year olds (72% versus 63% for those aged 60+) and those living in the area for less than 5 years (72% compared to 66% if resident for 15+ years). It is worth noting that, 61% of people surveyed considering the Summer Hill Flour Mill site development to be a 'major issue' (question asked later on) actually support the change in use for the site.

Although outright opposition is limited to 18% of people surveyed, this result is highest among Marrickville residents (22% versus 16% among Ashfield residents), the older age group (22% of those 60+ years old) and those currently not in the workforce (24%). The 15% of the people surveyed claiming to be unsure is consistent across all population profiles.

People's attitudes towards the mixed use redevelopment of the site were also gauged. When asked outright, a very high 82% of people surveyed prefer that the site is not retained for industrial use only. In fact, only 13% want it to remain an industrial site, with 5% unsure.

Of note, 75% of people surveyed considering the Summer Hill Flour Mill site development to be a 'major issue' do not want the site to remain for industrial use only.

A high 72% agree the mixed use redevelopment of the site would make a positive contribution to their local area, highest at 81% among the younger population (aged 18 to 34 years versus 67% of those aged 60+). Males were also more inclined than females to agree (78% compared to 68%). The broader community surveyed also agreed more so than local residents (81% versus 67%). Twenty percent of all people surveyed disagree, while 8% are unsure.

Of note, more than half (54%) of the people surveyed considering the Summer Hill Flour Mill site development to be a 'major issue' agree the mixed use redevelopment will make their local area more attractive to live in.

A considerable proportion of residents expressed concerns relating to the potential loss of amenity and appeal of their local area due to increased traffic, overcrowding and any development not being in character with the surrounding environment. A list of concerns raised by residents unaided can be found in the Table 1.3.



Survey respondents were also asked whether or not they feel it is important to retain the existing heritage buildings or reuse them as part of the mixed use development on the site. A very high 83% of people interviewed consider this to be important, while 10% not so and the remaining 7% unsure. Females were more inclined to agree (87% answering yes, compared to 78% of males).

Table 1.3
Attitudes Towards a Change in Zoning and a Mixed Use Redevelopment

82% prefer the site is not retained for industrial use only
72% agree the mixed use redevelopment of the site would make a positive contribution to their local areas
63% agree the mixed use redevelopment of the site would make their area a more attractive place to live in

Source: DAEMON MRA Market Research

Support for Light Rail

There is very strong support for the extension of the light rail system to Summer Hill...

The freight rail corridor running past the Flour Mill site is no longer in use and the NSW Government propose to expand the light rail system to Dulwich Hill along the rail corridor. The mixed use redevelopment of the site would support the light rail expansion. Within this context, people surveyed were asked if they would support the use of the freight corridor for this purpose.

A very high 85% of survey respondents would support such a move, with results ranging from 78% to 88% across different population profiles. Of note, 76% of residents consider the extension of the light rail system to Summer Hill to be an important consideration in any land use change decision on the site from industrial to mixed use. Marrickville residents agree more so, when compared to those living in Ashfield (78% to 70%).

People interviewed were asked whether anyone in their household would use the light rail service, if it was extended to Summer Hill. Eight in ten (81%) respondents answered yes, which was highest among Marrickville residents (84% compared to 76% living in Ashfield). Although 19% of all respondents said they would not use it, this was considerably higher among the older population surveyed (30% of people aged 60+).

Table 1.4
Support For Light Rail Extension

85% support the use of the freight corridor for extension of light rail system
76% consider extension of light rail system to Summer Hill important consideration
81% would use light rail service if extended to Summer Hill

Source: DAEMON MRA Market Research

Support for Providing Public Access to the Site

A mixed use redevelopment of the site will enable the public to access it for community use, open space and pedestrian and cycle way routes. It will result in housing, shops and offices being built. The site would also supposedly be opened up and connected to the surrounding area.



Eight in ten (79%) residents surveyed consider opening the site up to the public as an important consideration in any decision involving a change in use from industrial to mixed use. This result is highest among the 35-59 age group (83%), but lowest among the older population (69%).

Facilities the Community would like to see on the Site

The local community is keen to see several important community based facilities and services incorporated within the Summer Hill Flour Mill site.

The vast majority (88%) of survey respondents suggested a facility or service that should form part of the redevelopment of the Summer Hill Flour Mill site. On average, people interviewed made four suggestions.

When asked, 40% of all people surveyed want to see more open space and parks incorporated in the redevelopment of the site, which could include *green areas, nature reserves and/or a community garden* (see table opposite). A further 34% mentioned the need for local and speciality shops that complement what already exists, such as a *bakery, butcher, green grocer, convenience store, banking facilities, small fashion boutiques, and music and book store*.

One in four people interviewed would like to see more residential housing incorporated in the form of *apartments, townhouses and units* that is both affordable and sympathetic to the character of the surrounding area.

Table 1.5
Main Facilities / Services People Would Like Incorporated in Redeveloped Site
(Total Net Unaided Mentions)

40% More open space / parks / garden areas
34% Local shops / speciality shops
25% More residential housing
19% Places to eat / drink
18% Facilities for children
14% Community centre / facility for public use
12% Better public transport
9% Community space / square / place to relax
8% More parking / car park
8% Bicycle paths / lanes / extensions
7% Artistic places
6% Gym / fitness centre
5% Swimming pool / aquatic centre

Source: DAEMON MRA Market Research

Places to eat were mentioned by one in five respondents, namely *restaurants and eateries and cafes*. A similar number of residents mentioned the need for facilities for children, specifically a playground for children and a child care centre.

Other suggestions made by a small proportion of those surveyed include a community centre / facility which could be used by the public for *recreation, leisure and performing activities*, better public transport through *light rail, more bus and rail services* and a community space for people to meet and relax.



Less than one in ten respondents would like to see more parking, bicycle paths, artistic places, a gym and swimming pool. A sports facility / ground were even mentioned by a very small number of people surveyed.

Very few residents apparently want to see a shopping centre or mall (5%), large supermarket (5%), cinema (4%) or office space / professional service suites (3%). Anecdotal comments suggest that the development of a significantly larger retail hub will actually negatively impact the liveability (and perceived charm and character) of the local area.

Key Concerns

Survey respondents were asked what, if any, concerns they have relating to a proposed redevelopment of the Summer Hill Flour Mill site from industrial to mixed use. On average, people interviewed highlighted four areas of concern. The concerns are summarised in Table 1.6.

At the top of the list were unaided concerns relating to traffic congestion, mentioned by 40% of all respondents; namely, *increased traffic, road closures, poor access for residents, longer travel times to and from home and shops and quality of life disruptions*.

Table 1.6
Main Concerns People have Relating to the Proposed Redevelopment of the Site

40% Traffic congestion
29% Development size/type/design
20% Loss of living amenity/appeal
16% Insufficient parking
15% Overcrowding of area
13% Negative impact on local business
11% Noise/air pollution

Source: DAEMON MRA Market Research

The scale and design of the development concerns 29% of residents surveyed; specifically related to *building height, size, amount of commercial space and building design not keeping in character with surrounding area*. This apparent concern is compounded by the proposed nearby “Lewisham Towers” development which is anecdotally opposed by some residents in surrounding areas due to its scale and design.

One in five (20%) people surveyed are worried about the potential loss of living amenity and appeal of their local area; namely, *loss of privacy and quietness, loss of village / neighbourhood feel, charm of area, fewer green and open spaces*.

Parking is a concern raised by one in seven people, as is the potential overcrowding of the area and public transport in particular, with an influx of new residents. Some people are also worried about the potential negative impact of more retail uses on existing local businesses in the area such as the *advent of more restaurants and cafes, large supermarkets and retail franchises, as well as the introduction of large food chains*. Other concerns raised by a very small proportion of residents relate to noise and air pollution (11% mentioning) and a perceived lack of infrastructure to cater for more people (9% mentioning).



It is worth noting that, almost three in ten people surveyed (29%) did not express any concerns with the proposed redevelopment of the site. This result was higher among Marrickville residents when compared to those living in Ashfield (36% versus 21%) and 44% of all 18 to 34 year olds interviewed.

Interest In Being Kept Informed

A clear majority of people surveyed (62%) want to be kept informed about the redevelopment of the Summer Hill Flour Mill site, peaking at 74% among Ashfield residents and higher among the older population (68% versus 47% among 18 to 34 year olds).

Of the residents wanting to be kept informed, 50% prefer this be done via the Community Newsletter, while 38% regard the local press and email as effective mediums. A further 17% would attend an information session to stay informed, while only 5% would rely on a telephone hotline. Accessing information via a website was a preferred medium for 23% of respondents.

The Community Newsletter is preferred more so by Ashfield residents (58% versus 51% of Marrickville residents), older population (61%) and longer term residents (15 years plus, 58%).

It is worth noting that, Ashfield residents are considerably more likely to rely on a number of different channels for staying in touch when compared to Marrickville residents, namely, email, local press and attending information sessions.

Nearly one in five (18%) of all survey respondents would be interested in nominating themselves to join a Community Reference Group, as part of the Summer Hill Flour Mill site redevelopment project; peaking at 23% among Ashfield residents. This result confirms that a proportion of the local community wants to be active in the community consultation process, although most people prefer to take a passive role.

Survey Conclusions

Based on the survey research findings, DAEMON MRA Market Research reached the following conclusions concerning the community attitudes to changing the land use zoning of the Summer Hill Flour Mill site:

- a clear majority support the change in use for the Summer Hill Flour Mill site;
- most people do not want the site retained for industrial use only;
- a high proportion believes the redevelopment of the site will make a positive contribution to their local area;
- there is very strong support for the extension of the light rail system to Summer Hill;
- opening the site up to the public is considered important for many residents;
- people are concerned about the negative impact of the redevelopment of the site in terms of traffic, overcrowding and loss of amenity / character of their local area;
- residents want to see a number of community based facilities and services incorporated to enhance the area's appeal and liveability, as well as limit any further opposition;
- many residents want to stay informed about the redevelopment of the site, but take more of a passive rather than active role in the community consultation process; and
- the Community Newsletter is considered an important communication tool for keeping people informed.

These findings have been taken into consideration in formulating the consultation collateral for Stages 2 and 3.



2.0 COMMUNICATION AIMS AND OBJECTIVES

The communication aims and objectives of the communication plan are:

- To communicate EG Funds Management overriding vision for the Summer Hill Flour Mill site which is to create a liveable and sustainable precinct that combines housing choice with open space, retail, cultural, commercial and employment generating uses in a master planned community that will compliment the Summer Hill Village. A place that recognises its industrial heritage without being themed or contrived but which attracts local residents and visitors through its design excellence, connectivity of open space, public transport and pedestrian linkages.
- To ensure that the community and integral stakeholders have a clear understanding about the scale, density and height of development that is proposed under the Concept Plan across the site and the mix of land uses. This understanding should also include explanations relating to potential impacts which include but are not limited to:
 - Connectivity with the adjacent residential areas
 - Traffic generation
 - Visual Impact
 - Streetscape
 - Environmental sustainability
 - Heritage conservation and adaptive reuse
 - Socio economic impacts on adjacent communities and businesses
- To ensure that the community and integral stakeholders understand how the redevelopment of this site will be achieved in terms of its staging, the retention and adaptive use of heritage buildings and its relationship to the Greenway corridor and Lewisham West Light Rail Station.
- To explain the relationship between the redevelopment of the Mills Site and the adjoining McGill Street Precinct and the importance of co-ordinating the strategic planning of these two prominent sites to create a sustainable new urban precinct that is centred around the Greenway and the extension to the light rail.
- To explain the concept of permeability and connectivity so that local residents understand that the site will be readily accessible to all and is not being advanced as a gated or privileged community but as an extension to the existing urban fabric of Summer Hill.
- To provide confidence that this site will achieve best practice in sustainable design to minimise energy consumption and reduce water use.
- To explain why it has been necessary to move away from the mix of land uses proposed under the existing industrial zoning of the site in order to accommodate the mixed use development of the site.
- To continue the dialogue that has been commenced with local residents and integral stakeholders throughout the planning and approvals process.



-
- To define parameters for community and stakeholder involvement so participants can continue to provide meaningful comment. This is particularly important as the project does not allow for discussion about alternative uses of the site.
 - To ensure the views of all residents and stakeholders are represented in the design and planning process. Depending on their role in the process each stakeholder group or target audience will have its own specific information requirements that reflect their role or area of statutory responsibility. It is important that a timely flow of information is provided to these audiences throughout the delivery process. This flow of information should be handled by the appropriate member of the project team to ensure that there is no distortion of factual information.
 - To ensure all material produced for public circulation is presented in a clear and concise 'Plain English' manner.
 - To encourage community involvement by ensuring communication initiatives are accessible and professionally run reflecting Urban Concepts genuine concern for the local community.
 - To interpret concerns and ideas as effectively and concisely as possible ensuring that they are addressed in the Environmental Assessment documentation and fulfil the requirements established for consultation specified in the NSW Department of Planning and Infrastructure Director General Requirements reproduced in Section 1.4.2.



3.0 COMMUNICATION MESSAGES

Based on our understanding of the project, Urban Concepts has identified a number of key messages to be communicated during Stages 2 and 3 of the communication plan. These key messages are presented below. It is noted that this list is not finite or static. As the project evolves additional key messages will need to be communicated to the various target audiences as issues and concerns are identified.

- Message 1** Changing the use of the Summer Hill Flour Mill site from industrial to a mix of residential, commercial, retail, recreational and cultural land uses had the support of local residents in a recent independent household survey commissioned by EG Funds Management in 2010.
- Message 2** The development of the Summer Hill Flour Mill site when combined with the proposed extension to the Inner West Light Rail System will provide a unique opportunity to demonstrate best practise in transit orientated development
- Message 3** Changing the land use of the Summer Hill Flour Mill site is consistent with the land use intent proposed for the McGill Street Site. Together these two sites will create a new urban precinct that will achieve connectivity with the established areas of Summer Hill through a planned network of pedestrian linkages, residential streets and open spaces. The juxtaposition of the Greenway corridor and Light Rail Corridor between the two sites will deliver for the Summer Hill Community a new and fully integrated urban precinct.
- Message 4** Community consultation is fundamental to the planning and development approach that underpins EG Funds Management's development philosophy. By canvassing community attitudes early in the planning process EG Funds Management has been able to advance a Concept Plan for this landmark site that steps away from its industrial past.
- Message 5** In redeveloping the site the heritage architecture associated with many of the landmark buildings such as the silos and the Mungo Scott Building will be retained and adaptively reused. The larger building footprint of these structures will establish an important design parameter for the introduction of new buildings onto the site with the taller buildings being located adjacent to these landmark buildings.
- Message 6** No building on the site will exceed the height of the existing silo structures. Building heights will step down towards the edges of the site with the form of development assuming a finer grain through the introduction of a terrace style of dwelling.
- Message 7** Open space and landscaping is an essential element of the Concept Plan both in terms of ensuring the sustainability of the project through water sensitive urban design and the role that it plays in providing a hierarchy of open spaces and pedestrian linkages. A variety of squares and courtyards are proposed to encourage social interaction both casual and planned. These green spaces will provide amenity, outlook, passive and active recreational areas for both the new and existing population.



Message 8 The project is being advanced as a Concept Plan application pursuant to Part 3A of the Environmental Planning and Assessment Act 1979. Notwithstanding the recent change in State Government the application will continue to be dealt with under this legislation which is necessary as the land uses being proposed differ from those presently permissible on the site. These existing controls provide for the ongoing industrial use of the site under the existing land use zones. Community consultation and stakeholder investigations undertaken during the first stage of the consultation process have confirmed overwhelming community support for stepping away from these industrial controls and to advancing a mixed use development of the site.



4.0 TARGET AUDIENCES

4.1 Introduction

A project of this type will require the establishment of a number of lines of information with a large number of stakeholders. To assist with the management of information and its dissemination the stakeholders have been classified into target audiences or users groups.

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

- Local Residential and Business Community
- NSW Department of Planning and Infrastructure
- Special Interest and Community Groups
- State and Federal Elected Representatives
- Ashfield and Marrickville Councils
- State Government Agencies
- Utility Providers
- Emergency Services
- Media

A database has been established which presents the details of the individual contacts within each target audience.

4.2 Key target audiences

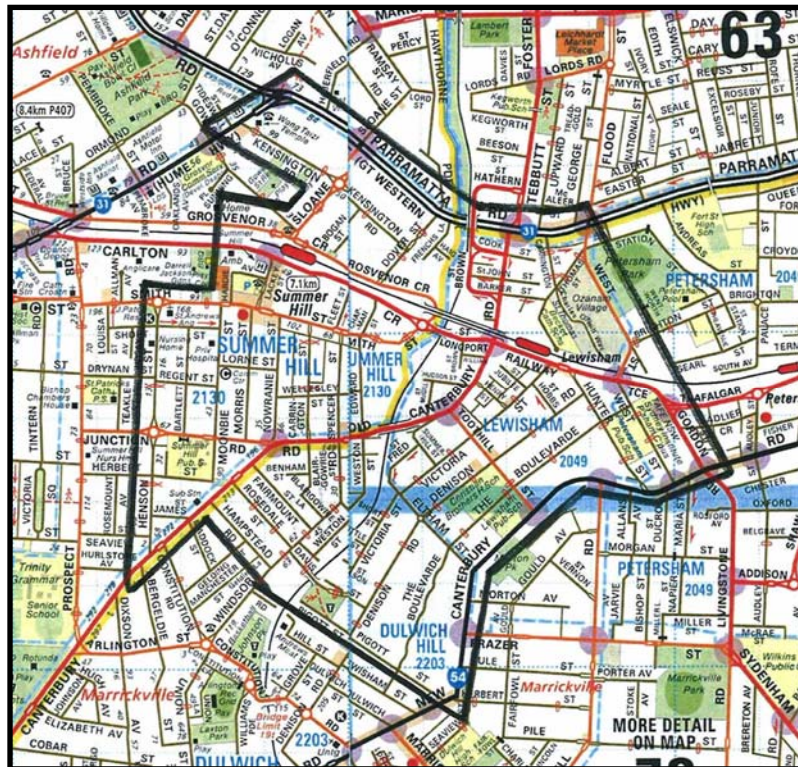
LOCAL RESIDENTIAL AND BUSINESS COMMUNITY

The site straddles the Ashfield and Marrickville Local Government Areas. A resident and business notification area has been defined for this project in conjunction with both councils as part of the Stage 1 consultation process. The notification area is illustrated at Figure 4.1.

Based on the feedback we obtained from the Stage 1 consultation we anticipate that local residents and businesses will be interested in understanding:

- The mix of uses to be accommodated on the site, the location of these uses and the proposed density.
- The building form, height and scale of the new buildings are where these will be located relative to the historic buildings that are to be retained.
- The location of new streets and the anticipated traffic that will be generated by the site and where this traffic will flow to in the wider road network.
- The impact of the development on local residential amenity with respect to outlook and views, overshadowing, acoustic and visual privacy.
- The timeframe for how the construction of the site would be advanced.
- Environmental sustainability initiatives that have been incorporated.
- How the site will benefit existing residents and businesses.

FIGURE 4.1 – NOTIFICATION AREA



NSW DEPARTMENT OF PLANNING AND INFRASTRUCTURE

The NSW Department of Planning and Infrastructure will be responsible for assessing the application. The Department will act on behalf of the Director General and the NSW Minister for Planning, the Consent Authority for the project.

Liaison with the NSW Department of Planning and Infrastructure will be undertaken by the proponent and various members of the specialist consultancy team.

SPECIAL INTEREST AND COMMUNITY ORGANISATIONS

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

- Ashfield Chamber of Commerce
- Ashfield Historical Society
- McGill Street Precinct Committee
- Friends of the Greenway



STATE AND FEDERAL ELECTED REPRESENTATIVES

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

- The Hon Anthony Albanese MP, Federal Member for Grayndler
- Charles Casuscelli, RFD, State Member for Strathfield

ASHFIELD COUNCIL and MARRICKVILLE COUNCIL

The proponent has worked closely with Ashfield and Marrickville Councils in the formulation of the development proposal. The importance of maintaining regular liaison with this target audience has been given a high priority in the consultation process.

Council Officers - Ashfield Council

- Vanessa Chan, General Manager
- Nellette Kettle, Director Corporate and Community Services
- Stephen Joannidis, Director Works and Infrastructure Services
- Phil Sarin, Director Planning and Environment

Elected Representatives - Ashfield Council

East Ward

Clr Patrick Kelso
Clr Alex Lofts
Clr Caroline Stott

North Ward

Clr Nick Adams
Clr Jeanette (Mei) Wang
Deputy Mayor, Clr Monica Wangmann

North East Ward

Mayor, Clr Edward Cassidy PSM
Clr Lyall Kennedy
Clr Lucille McKenna

South Ward

Clr Mark Drury
Clr Morris Mansour
Dr Marc Rercerethnam

Council Officers - Marrickville Council

- Ken Gainger, General Manager
- Judy Clarke, Manager Development Assessment and Planning
- Doreen Hobbs, Senior Community Traffic Officer
- Jen Orton, Environmental Services



Elected Representatives - Marrickville Council

North Ward

Mayor, Cllr Fiona Byrne
Cllr Cathy Peters
Cllr Laura Wright

South Ward

Cllr Morris Hanna
Cllr Peter Olive
Cllr Mary O'Sullivan

Central Ward

Deputy Mayor, Cllr Sam Iskandar
Cllr Victor Macri
Cllr Max Phillips

West Ward

Cllr Marika Kontellis
Cllr Dimitrios Thanos
Cllr Emanuel Tsardoulis

STATE GOVERNMENT AGENCIES

This audience includes the Agencies specified in the Director General of the NSW Department of Planning and Infrastructure Requirements detailed in Section 1 of this report. Consultation will be undertaken with these agencies by the appropriate specialist consultants.

- NSW State Transit
Brian Mander, Manager, Traffic Planning
- Sydney Water
Adrian Miller
Manager, Urban Growth Strategy and Planning
- NSW Transport
David Hartmann
Senior Manager, Centre for Transport Planning
- NSW RailCorp
Jim Tsirimiagos
Manager, Land Use and Planning, RailCorp Property
- Sydney Airport
Peter Bleasdale
A/Manager CADD Services
Sydney Airport
- NSW Office of Water
Mark Mignanelli
Manager Major Projects and Assessment



- NSW RTA
James Hall
Senior Land Use Planner

UTILITY PROVIDERS

Liaison will be undertaken with the following utility providers by the appropriate specialist consultants identified in Section 1 of this report.

- Sydney Water
- Telstra
- Energy Australia
- AGL

EMERGENCY SERVICES

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

- NSW Police
- NSW Fire Brigade
- NSW Ambulance

MEDIA

The media is crucial for informing the community and stakeholder groups about the progress of works particularly the completion of key milestones. It will also play a crucial role in advising the community of forthcoming information initiatives and opportunities for involvement. We advise that the Summer Hill area is serviced by the following local newspapers:

- Inner West Courier

4.3 Target audience communication lines

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



TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES

Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Local Residential and Business community	High	High	<ul style="list-style-type: none"> Community Newsletters 1800 Telephone, email address Consultation Sessions Website 	<ul style="list-style-type: none"> Urban Concepts The proponent Specialist Consultants as required
NSW Department of Planning and Infrastructure	High	High	<ul style="list-style-type: none"> Direct Liaison 	<ul style="list-style-type: none"> The proponent
State Government Agencies <ul style="list-style-type: none"> NSW State Transit Sydney Water NSW Transport NSW RailCorp Sydney Airport NSW Office of Water NSW RTA 	High	High	<ul style="list-style-type: none"> Direct Liaison Community Newsletters Consultation Sessions Website 	<ul style="list-style-type: none"> The proponent Specialist Consultants appropriate to the area of concern Urban Concepts
State and Federal Elected Representatives	Medium	Medium	<ul style="list-style-type: none"> Community Newsletters Consultation Sessions Website 	<ul style="list-style-type: none"> The proponent Urban Concepts
Special Interest and Community Organisations	Medium	Medium	<ul style="list-style-type: none"> Community Newsletters Consultation Sessions Website 	<ul style="list-style-type: none"> The proponent Specialist Consultants Urban Concepts
Ashfield and Marrickville Councils Council Officers and Elected Representatives	High	High	<ul style="list-style-type: none"> Direct Liaison Newsletter Consultation Sessions Website 	<ul style="list-style-type: none"> The proponent Specialist Consultants as required Urban Concepts
Utility Providers	Medium	Medium	<ul style="list-style-type: none"> Direct Liaison Community Newsletters Website 	<ul style="list-style-type: none"> Specialist Consultants



TABLE 4.1 – TARGET AUDIENCE COMMUNICATION LINES

Target Audience	Degree of Interest	Degree of Influence	Method of ongoing communication	Project Team Management Responsibility
Emergency Services	Medium	Medium	<ul style="list-style-type: none"> • Direct Liaison • Community Newsletters • Website 	<ul style="list-style-type: none"> • Specialist Consultants
Media	Medium	High	<ul style="list-style-type: none"> • Display advertisements 	<ul style="list-style-type: none"> • The proponent • Urban Concepts



5.0 COMMUNICATION METHODOLOGY

5.1. Communication strategy

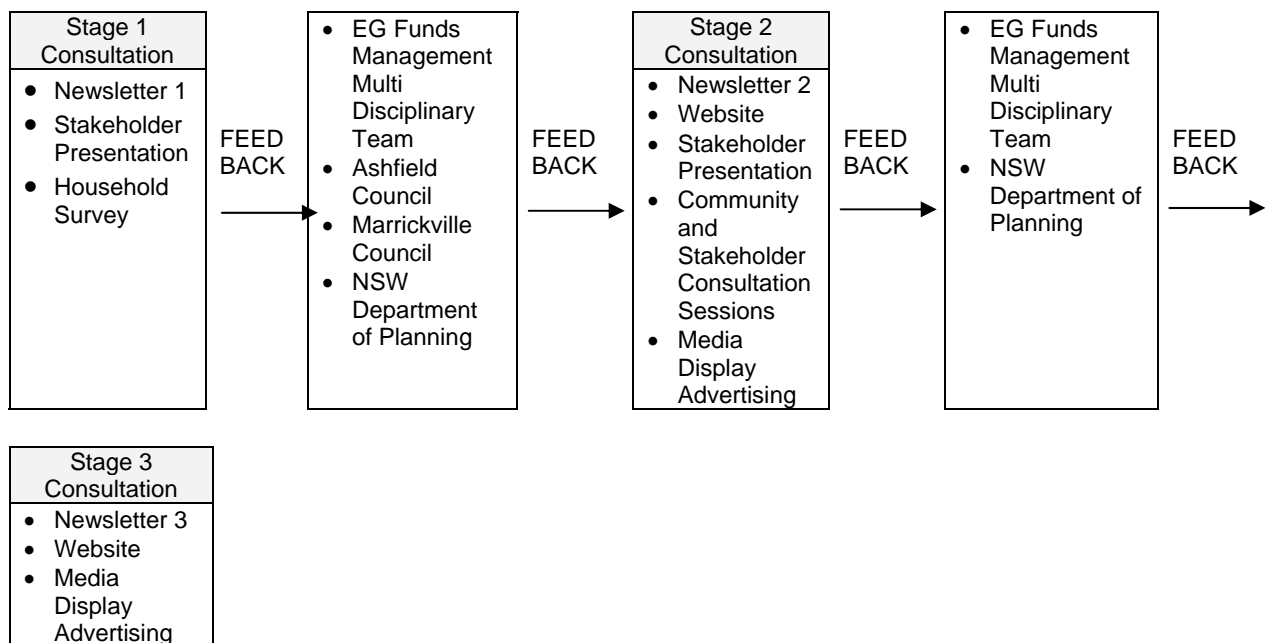
The communication methodology presents the initiatives to be used for the second and third stages of the consultation process and which builds on the initiatives undertaken for Stage 1 during March and April 2010. These later stages coincide with the formulation of the Concept Plan for the site and the preparation of the Environmental Assessment. The consultation strategy that has been developed by Urban Concepts for this project is illustrated below at Figure 5.1.

Stage 1 consultation initiatives, which have now been completed, were designed to obtain an understanding about community and stakeholder acceptance to changing the land use of the Summer Hill Flour Mill site away from industrial to a mixed use.

Stage 2 consultation initiatives will examine community and stakeholder attitudes to the proposed Concept Plan that has been developed following extensive site investigations for the site.

Pending the approval of the Concept Plan by the NSW Department of Planning and Infrastructure Stage 3 initiatives will focus on explaining the final approved plan inclusive of any changes that may have been made in response to the Stage 2 consultation and formal public exhibition or otherwise requested by the department during the assessment process.

FIGURE 5.1 – CONSULTATION STRATEGY





5.2. Inception

This Communication Plan will form part of the documentation that supports the Concept Plan and Environmental Assessment to the NSW Department of Planning and Infrastructure. It has been prepared having regard to the Part 3A Director General's requirements for consultation.

At the completion of Stage 2 of the communication process a report will be forwarded to the NSW Department of Planning detailing the outcomes and findings arising from the process.

5.3. Information lines

As detailed in Section 1 a number of information lines have already been established for this project during stage one of the consultation. These information lines will remain in place for stages two and three and where appropriate will be updated to include the results of the site analysis investigations, details of the Concept Plan and the Environmental Assessment.

The information lines that will be utilised for stages two and three are:

- THE 'FREECALL 1800 NUMBER, PROJECT PO BOX AND EMAIL ADDRESS.
 - * The Summer Hill Flour Mill Project Information Line is: 1800 075 008
 - * The email address is: information@summerhillflourmill.com.au
 - * The project mailing address will be:
Summer Hill Flour Mill Project Community Consultation
Level 14, 345 George Street
SYDNEY NSW 2000

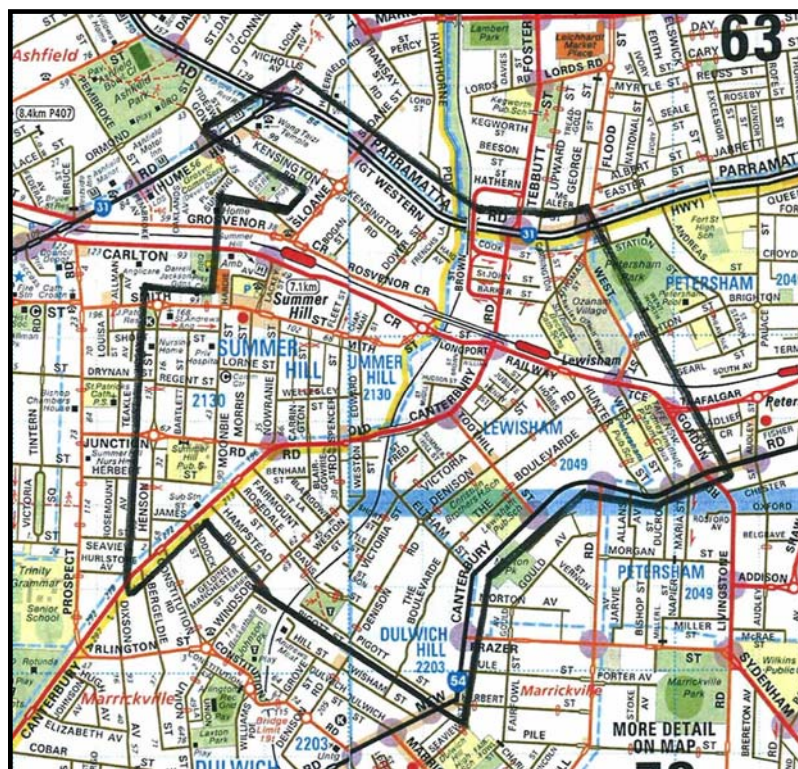
These contact details will appear on all information prepared about the project including newsletters and media advertisements. All telephone calls and emails will be logged and responded to by either Urban Concepts, EG Funds Management or the appropriate specialist consultant depending on the nature of the inquiry.

- THE PROJECT WEBSITE
A project website has been developed. The website address is:
www.summerhillflourmill.com.au
- COMMUNITY NEWSLETTERS
The newsletters are produced in colour folded to DL and are of a high quality graphic design that incorporates many of the architectural photographs that have been taken of the historic landmark buildings on the site. The first newsletter was titled "Is it time for Change" and was distributed to all property owners in the resident notification area identified at Figure 5.2. There are approximately 3,520 property owners located in the notification catchment. A copy of the first newsletter which was distributed in March 2010 is detailed in Appendix A.

The second newsletter has been titled 'The Awakening' and provides information on the Concept Plan, the design approach and details of how interested residents and stakeholders can participate in the Stage 2 consultation initiatives. This newsletter will be distributed to stakeholders and residents identified in Table 4.1 in April, 2011. A copy of the proposed newsletter text is detailed in Appendix B.

- **MEDIA ADVERTISING**
Display advertisements will be placed in the Inner West Courier newspaper to inform the community about the stage two and three community consultation sessions. It is envisaged that up to three display advertisements will be placed in each stage in the Inner West Courier, two inviting participation in the forthcoming consultation events and one providing feedback about the key outcomes.
- **STAKEHOLDER DATABASE**
Urban Concepts as part of the stage one consultation initiatives prepared a stakeholder database using Microsoft Access. The database will be updated as community and stakeholder interest in the project continues to grow over the forthcoming stages.

FIGURE 5.2 –RESIDENT NOTIFICATION CATCHMENT





5.3. Stage 2 and 3 consultation initiatives

ASHFIELD AND MARRICKVILLE COUNCIL BRIEFINGS

EG Funds Management will continue to liaise regularly with each of the Local Government Authorities notwithstanding that the project is being progressed under Part 3A of the Environmental Assessment and Planning Act 1979. This liaison will take the form of briefing sessions to both elected representatives and Council officers. The briefings will be minuted and reported as part of the consultation process.

STAKEHOLDER BRIEFING SESSIONS

Section 4 of this report has detailed the special interest groups that have a specific interest in the future of the Summer Hill Flour Mill site. These groups were briefed during the Stage 1 consultation and will continue to be kept informed during Stages 2 and 3. At this stage we envisage that stakeholder briefings will be held with the:

- Ashfield Chamber of Commerce
- Ashfield Historical Society
- McGill Street Precinct Committee
- Friends of the Greenway
- State and Federal Elected Representatives

COMMUNITY CONSULTATION SESSIONS (Stage 2)

The community consultation sessions will be held on Wednesday 25 May 2011. Two sessions each two hours in duration will be held at 4.00 – 6.00 pm and 7.00 – 9.00 pm. The sessions are being held at a local venue adjacent to the site, being the Artists Exhibition Centre, 46 Edward Street, Summer Hill.

The purpose of these sessions are to take participants through the findings of the site investigations and the proposed Concept Plan that EG Funds Management would like to advance for this site.

The Concept Plan will be explained in terms of:

- The proposed mix of land uses and the quantum of floor space and dwellings being proposed.
- The form that new buildings will take on the site including the proposed building heights which will be presented both in terms of the number of storeys and RL heights.
- How the heritage fabric of the site will be interpreted and key landmark buildings adaptively reused.
- The relationship of the site to the proposed Inner Western Light Rail Extension and the Greenway Corridor.
- How the site will be connected to the established areas of Summer Hill to ensure both the physical and social integration of the new community.
- The environmental sustainable features of the design which are paramount to achieving design excellence for this site and which will include water sensitive urban design principles.
- How the Summer Hill Flour Mill site and the McGill Street Precinct can achieve a coordinated design approach which will deliver a vibrant, sustainable and transit orientated urban precinct for Summer Hill.



The sessions will be structured in two parts. The first part will centre around a presentation by the EG Funds Management specialist design team that addresses each of the above points. The second part will be a facilitated question and answer session that will be recorded and reported on as part of the consultation process.

DIRECT LIAISON

Due to the technical aspects of this project it will be necessary for specialist consultants to undertake direct liaison with various stakeholders throughout the project.



6.0 CALENDAR OF EVENTS

Table 6.1 details the specific tasks to be completed in delivering the Stage 2 consultation initiatives presented in the Communication Plan. The timeframes for the Stage 3 initiatives are not able to be specified at the time of writing as they are dependent on the public exhibition and application assessment timeframes that are adopted by the NSW Department of Planning for the Concept Plan and Environmental Assessment.

TABLE 6.1 – CALENDAR OF COMMUNICATION EVENTS

Communication Task	Target Date
Establish 1800 number and email address	Completed Stage 1
Establish website	Completed Stage 1
Communication Plan submitted to the NSW Department of Planning and Infrastructure for endorsement	Week commencing Monday 2 May 2011
Update Website to include site investigations and Concept Plan	Week commencing Monday 2 May 2011
Place first display advertisement in local paper – Inner West Courier inviting participation in the community consultation sessions	Week commencing Monday 9 May 2011
Distribution of Newsletter No. 2 to residents and stakeholders	Week commencing Monday 9 May 2011
Briefings to nominated stakeholder groups	Week commencing Monday 16 May 2011
Place second display advertisement in local paper – Inner West Courier inviting participation in the community consultation sessions	Week commencing Monday 16 May 2011
Hold Community Consultation Sessions	Wednesday 25 May 2011
Place third display advertisement in local paper – Inner West Courier providing feedback and thanking the community for their involvement in the consultation process	Monday 30 May 2011
Submit Community Consultation report to the NSW Department of Planning and Infrastructure	Monday 13 June 2011



APPENDIX A – NEWSLETTER 1

IS IT TIME FOR CHANGE?



In March 2009, Allied Mills opened its new state-of-the-art flour mill in Picton, marking for that company an exciting new era. For the Summer Hill community it presents a unique opportunity to consider a different land use future for a site that has been defined by its industrial heritage since 1922. The new owner of the flour mill site, EG Funds Management, is keen to realise this opportunity.

Straddling Ashfield and Marrickville Council areas at 2-32 Smith Street, this 2.47 hectare site is a significant landholding in single ownership and an iconic landmark of considerable local and broader community interest.

With this in mind, EG Funds Management is embarking on a planning and consultation process to deliver a new vision for the site.

This newsletter contains important community information about the first phase of the proposed planning and community consultation process and details how you can have your say about the future of the Summer Hill Flour Mill Project.



The EG brand began life as an advisory practice in 2000. Its focus was assisting clients with the land use change process by applying its skill base in urban planning, design, project management and land economics. In 2001, the company established EG Funds Management to capitalise on the investment opportunities arising from urban renewal projects that support public transport infrastructure. The company currently manages five property funds within Australia, with total committed funding largely from Australian superannuation funds in excess of \$750 million. EG Funds Management is the proponent behind the Summer Hill Flour Mill Project having purchased the site from Allied Mills in September 2007.

INTRODUCING EG FUNDS MANAGEMENT

We appreciate that the Mills have a compelling presence within the Summer Hill landscape. With this in mind we are keen to engage with the local community to better understand the strategic significance and sensitivities of this site and to progress rezoning through the appropriate statutory process. I urge you to participate in this discussion and to be part of the consultation events that we will hold in the first quarter of 2010. My team and I look forward to sharing our vision with you and to hearing your thoughts.

A change in land use away from industrial does not mean doing away with this site's important built and social heritage. On the contrary, it is the heritage fabric of this site that holds the key to unlocking its full potential and to ensuring the long term conservation of its heritage values - through the adaptation, recycling and blending of new architecture with old.

Our preliminary investigations are indicating that the time is indeed right. Such a change would dovetail with the master plan for the adjacent McGill Street Precinct and the expansion of the light rail network.

EG Funds Management purchased the Allied Mills site in September 2007 realising that it was a significant urban renewal opportunity available in the inner west. The Mills site presents a wonderful canvas on which we can create a new pace of development - a vibrant urban precinct. We believe that it is important to advance a discussion about the future of this landmark site with the community and local and state government. Together we should ask and answer the question 'is it time to change the use of this site from industrial towards a mix of uses'.

ADAM GEHA
EG FUNDS MANAGEMENT
A WORD FROM OUR CEO

HOW TO BECOME INVOLVED

Community attitudes and ideas are important to us and we seek to work with local communities to ensure that our developments are responsive to local needs. To assist us with this aspect of the project we have engaged Urban Concepts, a consultancy that specialises in facilitating community consultation for town planning and development projects.

Urban Concepts is working with EG Funds Management to develop a range of initiatives to keep you informed about the project and to provide you with the opportunity to become involved in the planning process.

The consultation initiatives will include:

A freecall 1800 number and project email address which will enable you to express your views and to register your attendance at forthcoming consultation events.
The 1800 number is 1800 075 008
The project email is information@summerhillflourmill.com.au

The Summer Hill Flour Mill project website will carry information about the project and a feedback form. The website address is www.summerhillflourmill.com.au

Community Newsletters. This is the first of our newsletters for this project. We will prepare further newsletters as key information becomes available and to advise you of future consultation events. If you would like to be placed on a mailing list to receive future copies of our newsletters and project updates please register your details using the 1800 number or website.

A Community Survey. We will be conducting a door-knock household survey in the coming months to gain further insight into community attitudes towards the proposed change in land use from industrial to mixed use for the Summer Hill Flour Mill site. The results of this survey will be reported to Ashfield and Marrickville Councils.

Community briefings. We will hold community briefings to provide information and access to our planning and design team and the opportunity to provide feedback.

COMMUNITY INFORMATION

For community information enquiries:

Phone: Summer Hill Flour Mill Project
Information Line on 1800 075 008

Email: information@summerhillflourmill.com.au

Web: www.summerhillflourmill.com.au

Mail: Summer Hill Flour Mill Project Community Consultation
Level 14, 345 George Street
Sydney NSW 2000

Disclaimer:
The information and text presented in this newsletter has been prepared by Urban Concepts in conjunction with and has been approved by EG Funds Management ABN 22 108 198 492. Urban Concepts is the trading name for Ambaska Holdings Pty Ltd ABN 96 074 171 065 Director, Belinda Barnett, Suite 3, Level 8, 15 Blue Street, North Sydney 2060.

Acknowledgments:
The photographs of the Summer Hill Flour Mill that appear in this newsletter have been taken by Martin van der Wal for and on behalf of EG Funds Management.

summer hill flour mill project IS IT TIME FOR CHANGE?

EG Funds Management invites you to share
our vision for the Summer Hill Mills

NEWSLETTER No.1 March 2010

INTRODUCING OUR TEAM

Working with EG Funds Management on the Summer Hill Flour Mill Project is a multi-disciplinary team with expertise in urban design and architecture, town planning and heritage. The key consultants are as follows:

Town planning: [SJB Planning](#)
Responsible for town planning advice and support for the project. SJB is a leading town planning practice specialising in statutory and strategic planning and has built a significant reputation in NSW and Victoria working with public and private clients.

Urban design and architecture: [Hassell](#)
Responsible for urban design and architectural design for the project. Hassell is an award-winning multi-disciplinary design practice with a network of locally based studios across Australia. It is structured around the key disciplines of architecture, interior design, landscape architecture and planning, with market-leading sustainability and urban design capabilities.

Built heritage: [John Graham and Associates](#)
Responsible for heritage advice on the conservation and adaptive reuse of Mill buildings and structures. John Graham is a Sydney-based specialist heritage architect, with expertise in the conservation and re-use of heritage buildings and structures. John has a deep track record of work on private and public projects and has been appointed to government advisory positions relating to the architectural and heritage features of development projects.

Industrial heritage: [Godden MacKay Logan](#)
Responsible for undertaking the heritage impact assessment of existing machinery and equipment. GML is a leading provider of research and advisory services in environmental heritage, planning, interpretation and archaeology.

SHARE OUR VISION

EG Funds Management's vision for the Summer Hill Flour Mill site is to create a livable and sustainable precinct that combines housing choice with open space and some local retail, cultural, commercial and employment generating uses to complement the Summer Hill village.

A precinct that is diverse, sustainable and authentic. A place that is not themed or contrived but attracts locals and visitors through its design excellence, connectivity of open space and public transport linkages.

The vision is supported by a set of design principles. These principles will be used to inform and guide the preparation of a masterplan and development controls for the site:

- > New buildings are lower along Edward Street opposite existing houses and increase in height towards the freight rail line. The existing silos will remain the highest buildings on the site.
- > The most significant heritage buildings such as the former Mungo Scott building will be retained and adapted for new uses. The concrete silos will also be retained and converted for residential use.
- > New vehicle and pedestrian access points into the site will be provided to minimise traffic impacts on existing roads and surrounding residential areas.
- > The creation of publicly accessible open space areas within the site and pedestrian connections through the site to the future light rail and Greenway corridor.
- > Future development of the site will incorporate best practice sustainable development initiatives to reduce water and energy use.
- > To create a place that will complement the local businesses within Summer Hill rather than compete with them.

AUTHENTICITY + DIVERSITY + SUSTAINABILITY =
THE SUMMER HILL FLOUR MILL PROJECT

THE BENEFITS OF CHANGE

The key benefits arising from the rezoning proposal being advanced by EG Funds Management are described below.

- Enhance open space and public access**
A mixed use development enables the incorporation of open space, pedestrian and cycle routes to be accommodated across the site to reinforce the Greenway master plan initiatives.
- Generate employment opportunities**
The mixed use zoning does not result in a lower employment level on the site. A mixed use development will generate employment through the incorporation of commercial and retail activities on the site.
- Heritage conservation and adaptive reuse**
The scale of the purpose-built Mill structures physically define this site as a landmark. Unfortunately, they do not lend themselves to modern industrial occupation. The site is recognised as being of historical importance and many of the buildings on the site should be retained. A mixed use development scenario allows for the preservation and regeneration of many of these buildings for commercial or residential conversion more readily than an industrial use.
- Increased housing choice and affordability**
A mixed use zone will enable a range of housing to be accommodated on the site and assist the councils meet housing targets for the Inner West.
- Support for the light rail expansion**
The freight corridor provides the opportunity for further expansion of the light rail network to Summer Hill, with a station on the Flour Mill site. This vision was recently endorsed by the NSW State Government, which announced expansion of the light rail system to Dulwich Hill, including funding for this in the forthcoming 2010 State Budget.
- Support for local villages and rail infrastructure**
The site is within walking distance of the villages of Lewisham and Summer Hill and their respective City Rail Stations.

- Consistency with the planning framework for the McGill Street Precinct**
A rezoning to mixed use is consistent with the planning direction being adopted for the McGill Street Precinct. The planning of both precincts simultaneously will lead to a better urban outcome and will enable complimentary development scenarios to be implemented. This will facilitate the revitalisation of what has become a declining industrial precinct.
- Removing existing and potential land use conflicts**
Industrial reuse of the Summer Hill Flour Mill Precinct is likely to generate and exacerbate the undesirable amenity impacts and conflicts with its low density residential surrounds, designated as a heritage conservation area. Further, there is no main road frontage to the precinct, with vehicle access via local residential streets and constrained intersections. In addition to the amenity conflicts, industrial use is constrained due to the heritage value of a number of items on the former flour mill site. The purpose-specific nature of the existing flour mill infrastructure precludes economic reuse of the mill for industrial uses and demolition of buildings and structures to facilitate redevelopment of the site for alternative industrial uses would be constrained due to the heritage values. An industrial redevelopment of the site would be a lost opportunity to retain and promote the heritage values of the site through adaptive reuse of existing buildings and structures. Finally, industrial reuse fails to recognise the transition of employment demand away from a traditional manufacturing role. The incorporation of local commercial and retail employment uses in conjunction with residential uses has the clear capacity to provide greater employment generation than industrial development of the land.

THE NEED FOR CHANGE

The vision to transform the Summer Hill Flour Mill site into a vital mixed use precinct requires EG Funds Management to initiate a change to the existing planning framework that applies to the site at both the state and local government level. This is essential as the existing planning controls reflect the site's industrial past and do not allow for a mixed use development. Specifically:

- > The Summer Hill Flour Mill site is currently zoned Industrial under the planning controls of Ashfield and Marrickville Councils. The Industrial zoning does not permit the range of uses associated with a mixed use development.
- > The Industrial zoning is not consistent with the proposed rezoning of the adjacent McGill Street Precinct in the Marrickville Council area to Mixed Use,
- > The majority of the is presently identified by the NSW Department of Planning as Category 1 employment land under the Draft Inner West Subregional Strategy. Under a Category 1 classification the site can only be developed for an industrial related use. The adjoining McGill Street precinct is identified as Category 3 employment lands, which enables rezoning to facilitate mixed use development.

To enable the site to be developed for mixed uses it is necessary to change the zoning of the Summer Hill Flour Mill site. It is the zoning of land that establishes the possible purposes for which land may or may not be used and developed. EG Funds Management is seeking to change the land use zoning of the site to a Mixed Use zone to enable the site to be developed with council consent for residential, retail and commercial uses.



THE WAY FORWARD

EG Funds Management is keen to advance this project at the council level by requesting Ashfield and Marrickville Councils consider rezoning the Summer Hill Flour Mill site from its current Industrial zone to a Mixed Use zone.

The rezoning process starts with the lodgment of a Planning Proposal which presents the reasons for why the site should be rezoned.

In December 2009, EG Funds Management lodged a Planning Proposal with Ashfield and Marrickville Councils. The lodgment of the Planning Proposal marked the commencement of the rezoning process which can take up to 12 months to complete.

To coincide with lodgement, EG Funds Management has initiated a community consultation process, which will begin March 2010, to gauge community and stakeholder attitudes to the proposed rezoning. The results of this consultation will be reported to the councils.

Following this preliminary consultation, each council will decide whether to support the proposed rezoning in-principle. The Planning Proposal is then forwarded to the NSW Department of Planning for assessment, and a decision on whether the proposal has sufficient merit to be progressed as an amendment to the current local planning instruments.. This is referred to as a gateway determination.

Further details about the local plan making process and gateway process can be found on the NSW Department of Planning website at <http://www.planning.nsw.gov.au/LocalEnvironmentalPlans/GatewayProcess/tabid/291/Default.aspx>



APPENDIX B – NEWSLETTER 2

THE AWAKENING

The Awakening

The Summer Hill Flour Mill Project

This newsletter contains important community information about the concept plan that is being developed to transform the Summer Hill Flour Mill site into a vibrant mixed use transit-oriented urban precinct.

EG Funds Management wants to hear your views about the proposed concept plan for the redevelopment of this iconic site and invites you to attend the community consultation sessions that we will be holding on Wednesday 25 May 2011. Details about how you can participate in these sessions are contained in this newsletter.

Newsletter 2 - April 2011

EG Funds Management realises a key milestone in the Summer Hill Flour Mill Project – Adam Geha CEO, EG Funds Management

In March 2010 EG Funds Management asked the Summer Hill community whether it was time to consider a change in land use for the former Allied Mills site. We commissioned a community survey to determine the level of support for changing the use of the Flour Mill site from industrial to a mixed use development offering a range of residential, office, retail and recreational uses set in open space and serviced by the proposed Lewisham West Light Rail Station.

The survey targeted the residential areas of Ashfield and Marrickville in close proximity to the Mill site and also included pedestrians shopping at the Summer Hill Village. A total of 580 residents participated in the survey.

The survey results indicated overwhelming support to changing the industrial use of the site with 82% of respondents preferring that the site not be retained for industry.

Similarly 72% of residents surveyed agreed that a mixed use redevelopment of the site would be a positive contribution to the local area.

Greatly encouraged by these survey responses EG Funds Management has spent the last twelve months working with our specialist design team to formulate a concept plan to guide the transformation of the Flour Mill site into a vibrant and sustainable mixed use urban precinct.

EG Funds Management is aware of the considerable interest that the local community has in the future of the Flour Mill site and is committed to progressing a concept plan that responds to its unique industrial heritage, compliments the adjacent McGill Street Precinct, supplements the open space network created by the Greenway corridor and supports a viable light rail system to service the inner west.

This newsletter provides an overview of the concept plan that has been developed for the site and details how you can participate in community consultation sessions that we will be holding on Wednesday 25 May 2011. Details about how you can register to attend these sessions are presented in this newsletter.

I look forward to your involvement in the consultation process and to hearing your views about our plans for the Summer Hill Flour Mill site.

Adam Geha
Chief Executive Officer
EG Funds Management

THE SITE AT A GLANCE

INSERT SITE LOCATION PLAN

The Summer Hill Flour Mill site is located at 2-32 Smith Street, Summer Hill. Straddling the Council areas of Ashfield and Marrickville the site measures 2.47 hectares in area. Refer Figure 1.



A CO-ORDINATED DESIGN APPROACH

The Summer Hill Flour Mill site has been master planned as part of a wider precinct that includes the McGill Street area. Together the Flour Mill and McGill Street sites provide the opportunity to create a vibrant urban precinct that supports a range of residential, commercial and retail uses in an open space setting that is serviced by a light rail system and interconnected with local streets, pedestrian thoroughfares and cycle ways.

While the two sites are in different ownership, responsible development dictates that they be designed in unison to reflect a common set of design principles. This will ensure that a complimentary and integrated design outcome is achieved which is essential if this new precinct is to become a valued addition to the existing urban fabric.

The design principles that have been developed for the expanded precinct include:

- Promoting connectivity between the new precinct and the surrounding neighbourhood through the extension of existing streets and pedestrian links into and through the site. Currently both precincts are isolated from their surrounding neighbourhoods by the heavily trafficked Old Canterbury Road and Longport Street, the former Rozelle Goods Line and the Western Railway Line.
- Enhancing access to the Greenway which will be located between the McGill Street Precinct and Flour Mill site. The Greenway will form part of a boulevard promoting vitality and vibrancy throughout the precinct as it carries pedestrians, cyclists and commuters between the old and new residential areas and through to the new Lewisham West Light Rail Station.
- Adopting a sensitive approach to built form that embraces, and adaptively reuses the existing heritage and other significant structures on the Summer Hill Flour Mill site.
- Providing a range of cafés, studio and small retail uses along the new street frontages to activate pedestrian spaces and promote safe and secure areas for casual interaction.
- Maintaining and reinforcing the visual dominance of the iconic silo structures within local views and vistas. This is achieved by ensuring that all new structures remain below the height of the existing silos and locating taller and denser building forms along the Greenway and within close proximity to the light rail station.

These design principles are reflected in the concept plan that is detailed at Figure 2.

THE CONCEPT PLAN

The Concept Plan for the Summer Hill Flour Mill site is illustrated by the plan at Figure 2. The plan:

- Depicts where new streets and public open spaces will be located and how the site will connect to the Greenway, the proposed Lewisham West Light Rail Station and the McGill Street site.
- Establishes the location of new building forms, the building heights and where residential, retail and commercial uses will be accommodated on the site.
- Identifies which heritage buildings and other structures will be retained and adaptively reused.
- Creates a public domain that helps to link Summer Hill and Lewisham.

The plan will provide for the development of around 300 dwellings ranging from multi level apartment buildings through to low rise terraces. The dwelling mix will cater for a range of household sizes.

FIGURE 2 – THE CONCEPT PLAN



ILLUSTRATED HASSELL CONCEPT PLAN WITH KEY DOT POINTS 1-12 AROUND

1. New residential streets provide an address and access to new residential buildings which take the form of residential apartment buildings and traditional terrace style housing. The predominant land use on the site will be residential with the Flour Mill site supporting approximately 300 new dwellings.
2. Commercial and retail uses are concentrated at ground floor level to activate street frontages and public spaces. The site will accommodate approximately 4,000 square metres of gross commercial floor space and 2,800 square metres of gross retail floor space.
3. An intermediate scale and height of development is introduced to provide a transition between the taller historic buildings and the silos and the lower scale and character of the residential dwellings in the surrounding streets. Higher building forms are centered around the Greenway and the existing heritage buildings. All buildings proposed for the site will remain below the height of the existing silos.
4. The existing avenue of Brush Box trees is retained and set within landscaped open space that connects Smith Street through to the Greenway, the McGill Street Precinct and the new Lewisham West Light Rail Station.
5. A public heart for the Mill precinct is created and framed by the existing heritage buildings. A variety of ground floor retail uses, residential entrances and commercial lobbies will bring pedestrians into the area to create a vibrant urban space.
6. The light rail station is positioned alongside the Greenway between the McGill Street Precinct and the Summer Hill Flour Mill site. The Greenway will function as a green artery along which pedestrians, cyclists and the light rail will flow.
7. The historic Mungo Scott Building and the silos are retained and adapted for residential and commercial uses.
8. An open space hierarchy of landscaped green spaces, landscaped courtyards and urban squares create a public domain that provides both outlook and amenity for new residential buildings and functional areas for weekend markets and events.
9. The plan is supported by a water sensitive urban design strategy that uses planted median strips and kerbs to detain and filter stormwater run off. Water reuse and drainage infrastructure is incorporated onto the site, offering the opportunity to capture stormwater in tanks located in the lower section of the site to be used for toilet flushing and parkland irrigation.
10. The Silo Interpretation Square is proposed to reflect the industrial history of the site while providing a new public space.
11. A new pedestrian bridge will connect residential buildings at their upper levels over the Hawthorne Canal to facilitate pedestrian movements across the site.
12. Lift and stair access is provided to facilitate pedestrian movements between Longport Street and the Greenway and light rail below.

The Planning Approval Process

On the 16 December 2010 the Summer Hill Flour Mill Project was declared a major project under the provisions of State Environmental Planning Policy (Major Development) 2005 (hereafter referred to as the Major Development SEPP).

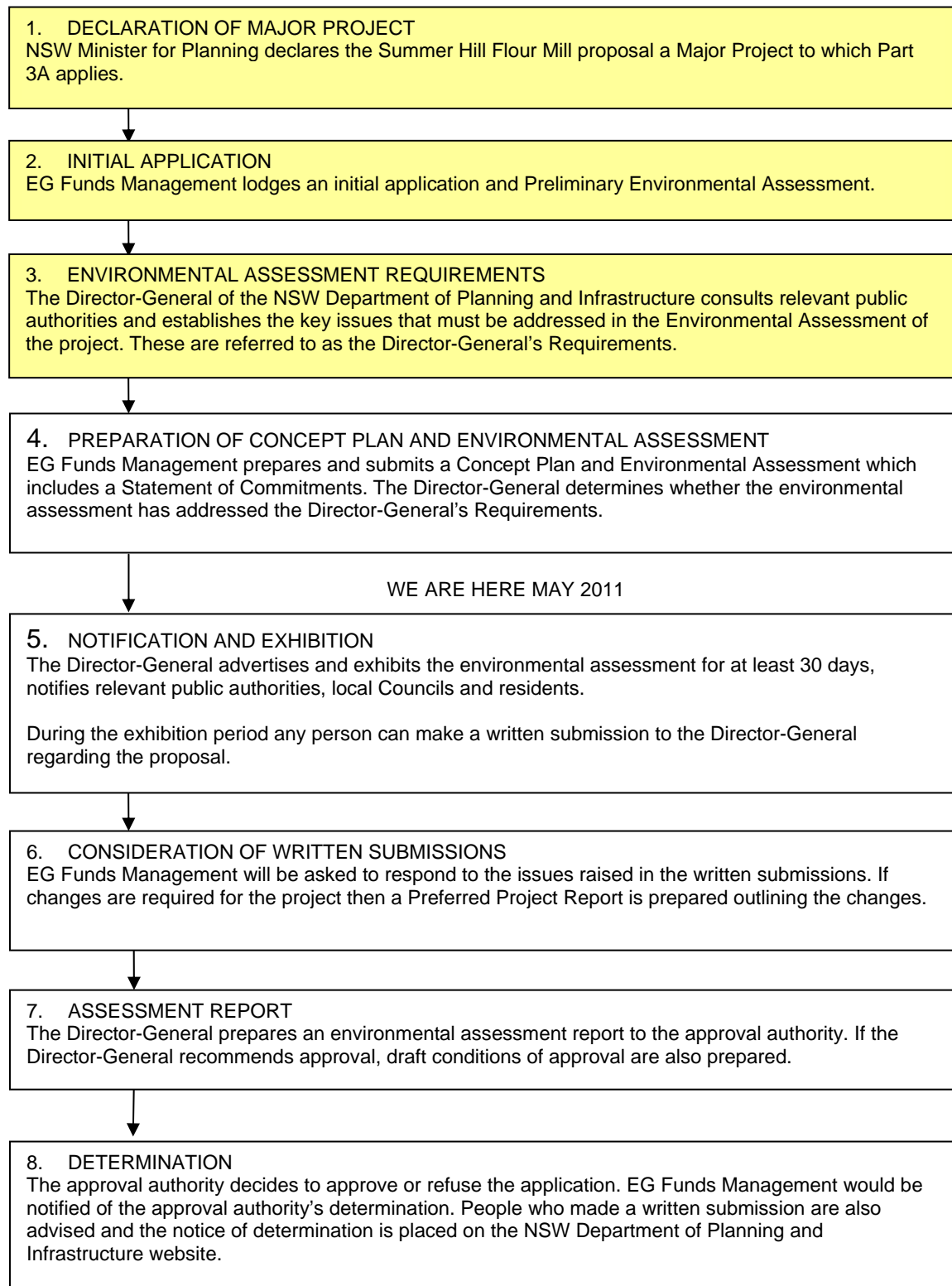
Part 3A of the Environmental Planning and Assessment Act 1979, associated Regulations and the Major Development SEPP establishes the planning process to be followed for the assessment and determination of a Part 3A project. The planning process is illustrated by the flowchart at Figure 3.

In accordance with this process, the Director General of the NSW Department of Planning and Infrastructure consults the relevant public authorities and establishes the key issues that must be addressed by a proponent in formulating the Environmental Assessment for a project. The requirements, referred to as the Director General's requirements, have been issued for this project. EG Funds Management is now preparing the Concept Plan and Environmental Assessment in accordance with these requirements for the project. Following a review of the Concept Plan and the Environmental Assessment which is referred to as a Test of Adequacy, the application is then placed on public exhibition for a period of 30 days. During the exhibition period any person can make a written submission to the NSW Department of Planning and Infrastructure regarding the proposal.

It is noted that changes to the Part 3A process are to be made which may alter the final assessment process. At the time of preparing this newsletter the details of the proposed changes had not been made available by the NSW Government.

Further information about the status of the major project planning process can be found on the NSW Department of Planning and Infrastructure website at www.planning.nsw.gov.au

FIGURE 3 – PLANNING PROCESS FLOWCHART



Indicates that this stage in the assessment process has been completed.

HOW YOU CAN BECOME INVOLVED

Community attitudes are important to EG Funds Management and community consultation is a key component of the development projects we undertake. To assist us with this aspect of the project we have engaged Urban Concepts, a consultancy that specialises in facilitating community consultation for town planning and development projects.

Urban Concepts has developed a range of consultation initiatives to keep you informed about the project and to provide you with the opportunity to become involved in the design process.

These initiatives include:

- **A Freecall 1800 number and project email address** enables you to express your views and to register your attendance at consultation events. The 1800 number is 1800 075 008. The project email address is information@summerhillflourmill.com.au
- **The Summer Hill Flour Mill project website** carries information about the design and consultation process, enables you to register for consultation events and provide your feedback. The website address is www.summerhillflourmill.com.au
- **Community newsletters.** This is the second of our newsletters about this project. We will provide further newsletters at key project milestones and to advise you of future consultation events. If you would like to be placed on our mailing list to receive future copies please register your details using the 1800 number or website.
- **Community Consultation Sessions.** The consultation sessions will provide you with the opportunity to provide feedback directly to the Project Team on our design principles and concept plan. We will hold Community Consultation Sessions on Wednesday 25 May 2011. Details about how you can participate are set out in this newsletter.

COMMUNITY CONSULTATION SESSIONS

To help you understand the concept plan that we have developed for the Summer Hill Flour Mill site we invite all interested residents and stakeholders to attend a Community Consultation Session on Wednesday 25 May 2011.

We will host two Community Consultation Sessions, each two hours in duration from 4.00-6.00pm and 7.00-9.00pm, providing you with a range of times at which you can attend. Light refreshments will be available.

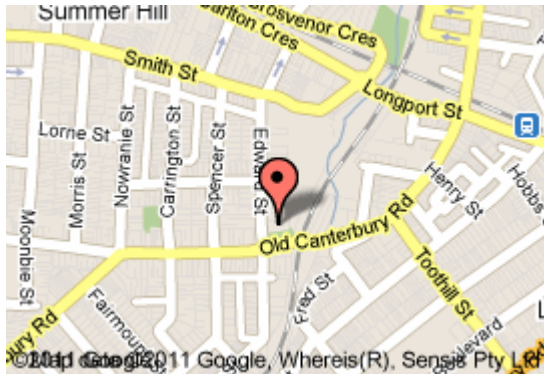
The Community Consultation Sessions will provide you with:

- The results of the site investigations that have informed the Concept Plan.
- An understanding of the Concept Plan that has been developed for the Summer Hill Flour Mill site and the range of uses that will be brought together.
- The opportunity to view photomontages and a scaled model of the proposed development so that you can better understand the proposed building forms.
- An appreciation of the site's rich industrial heritage.
- An explanation of the Part 3A planning process.
- The opportunity to ask questions about our proposal to our team of experts.

The sessions are designed to facilitate community understanding of the proposal.

The sessions will be held at:

Artists Exhibition Centre
46 Edward Street, Summer Hill



HOW TO REGISTER FOR CONSULTATION SESSIONS

We hope that you will attend the consultation sessions. We ask that you register your attendance at the session of your choice. Registering will ensure that you are notified if there are any changes, and it will help ensure there is sufficient seating and refreshments.

TO REGISTER

Please phone 1800 075 008 and leave your details. Alternatively you can RSVP by emailing information@summerhillflourmill.com.au

FOR YOUR DIARY

I am registered to attend the Community Consultation Session on Wednesday 25 May 2011:

- ☐ 4.00 – 6.00 pm Session
- ☐ 7.00 – 9.00 pm Session

Disclaimer:

The information and text presented in this newsletter has been prepared by Urban Concepts in conjunction with and has been approved by EG Funds Management ABN 22 108 198 492. Urban Concepts is the trading name for Ambaska Holdings Pty Ltd ABN 96 074 171 065 Director, Belinda Barnett, Suite 3, Level 8, 15 Blue Street, North Sydney NSW 2060.