

# Rozelle Village

## Community and Stakeholder Consultation Report



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# Introduction

This report outlines the background, approach and findings of phase one consultation efforts made in furthering the Rozelle Village Development Proposal in line with the NSW Department of Planning & Infrastructure's *Guidelines for Major Project Community Consultation* (Oct 2007).

Phase One of community consultation commenced prior to the lodgement of the Part 3A Major Development Application in January 2011, and sought input that could be used to guide development planning as it progressed, concluding 31 May 2011. Phase One of consultation focused on understanding issues of interest to the community in order to design the development accordingly. Additional community consultation (Phase Two) seeking feedback specifically for the design submitted for the Environmental Application (EA) will be required prior to final Department of Planning and Infrastructure approval.

## Objectives

The desired outcome of consultation was awareness of the Rozelle Village Development Proposal and feedback to improve the concept prior to formal application.

A secondary goal was to develop positive relationships with key stakeholders and to position the Rozelle Village Development positively within the local community.

The specific objectives of the consultation were to:

- Ensure awareness among identified stakeholders of the development, the concept design and its features.
- Identify and respond to stakeholder concerns and issues.
- Identify issues and associated recommendations for improving potential support for the Rozelle Village Development.
- Develop a positive brand for the Rozelle Village Development in relation to its genuine approach to community consultation.

Rather than focus on a particular building configuration, consultation provided multiple options for consideration, with the intent of explored desired outcomes and identifying key areas of concern.



## Summary of Key Actions

Specialist advice was sought to guide the consultation process. Specifically, PPR were engaged for this purpose and to manage media relationships; located on Victoria Road and operational within the Rozelle community since 1970, Rozelle Village felt PPR well positioned to best undertake this role. Key actions undertaken throughout this consultation period include:

- Information Centre opened to public 1 March – 31 May 2011
- Rozelle Village website launched
- Events hosted to introduce community to development concepts
- Business door knock conducted
- Information updates distributed by mail and advertised in local media
- Social media activated, including Facebook and Twitter

The process was again designed to be informative, establish relationships, and identify desired outcomes rather than seek pre-approval for a development.

## Background

Consultation in respect of the development of the site has been ongoing since 2002. An extensive formal process to establish a long term use of the site began with discussions between Leichhardt Council and the then owner of the site, Balmain Leagues Club. This process resulted in an amendment to the Leichhardt LEP 2000. This amendment provided for higher density and mixed use development on site.

A subsequent development application generally in line with the site-specific controls was lodged with the Leichhardt Municipal Council in 2009, however was not successful in obtaining development consent.

New concept plans were developed for the site and submitted to the NSW Department of Planning for consideration under the Environmental Planning and Assessment Act, Part 3A.

To address the key concerns raised during the JRPP assessment, more land was acquired to enable traffic issues to be addressed and a greater quantum of community facilities to be provided as part of the development.

The State Government declared the project under Part 3A on 15 February 2011. Declaration of the project triggered first stage of community consultation for the proposal's development in its current form. The Rozelle Village Development Team has varied form and design openly throughout this process, and informed the community of the changing nature throughout Phase One of Consultation.

# Community and Stakeholders

The community is represented by several formal and informal associations with membership that has had a continuous tenure throughout the course of the sites history. In addition to the statutory authorities and bodies required to be consulted on the project, the Rozelle Village Development Team from the earliest stages of the current planning process sought input and consideration from the members and representatives of Rozelle and the surrounding suburbs to inform and shape the proposed development. This covered many groups both formally and informally such that identity of the consulted party and those they represented was not always able to be clarified. Those knowingly to have participated in the consultation process so far are identified below:

## Department of Planning and Infrastructure

The urban design analysis and capacity studies undertaken at the initial stages of the current process provided an indication for the appropriate scale of the development. Informed of this, the Rozelle Village Development Team consulted with the Department of Planning and Infrastructure in order to confirm the approach to be taken for consideration of development approval.

The consultation clarified that the site was a Major Development and in accordance with the appropriate processes, the proposed development was declared as such by the Minister for Planning. This was followed by the issuing of the Director-General's Requirements (DGR's) on 5 April 2011 and later clarification that the development would be processed under Part 3A transitional arrangements following an amendment to the Environmental Planning & Assessment Act.

## Utilities

The site has an existing substation servicing the site, adjacent and local residential and commercial properties. The proposed development is forecast to have a considerable peak energy capacity. The Rozelle Village Development Team has and continues to consult with Ausgrid regarding the continued provision of power to the adjacent and local properties as well as the design for the new substation(s) required for the proposed development. Similarly, the Development Team has liaised with Sydney Water regarding engineering requirements for mains water supply.

Optus occupies the site as a mobile service base station. Consultation with Optus is underway to ensure their services remain uninterrupted during and after construction.

## Roads and Maritime Services

The site has three road frontages: Victoria Road, Darling Street and Waterloo Road. The first two are managed by NSW Roads and Maritime Services, and the latter by Leichhardt Municipal Council. The Rozelle Village Development Team began consulting with the Roads and Traffic Authority, as the body was called at the time, on the matter of traffic impact from the development in April 2011.

An initial meeting was held 27 May 2011 to introduce the project and approach under consideration to manage the traffic generation and traffic flow changes the proposed site uses would generate. A reference intersection design with proposed signal operation was discussed with various alternatives and improvement was discussed.

The meeting and subsequent consultation also established an accepted method for the analysis of the impact, which was employed in the studies for the Traffic Management and Access Plan.

## Sydney Metro Authority

The site is adjacent to the corridor identified in the approved infrastructure project, the CBD Metro. The Rozelle Village Development Team has consulted with the Authority throughout 2011 to establish the requirements to preserve the corridor.

The consultation has resulted in modified basement design, detailed structural analysis and commitments made in reference to how to respond to the discovery of unexpected structural elements during construction.

In addition, the CBD Metro project establishes a station with its associated infrastructure in the corridor adjacent to the proposed development. In the consultation to date, the Authority sought for the team to consider conceptual options for future integration between the site and station pedestrian circulations. The early stage of the design process for the lower levels of Rozelle Village and the circulation area of the proposed Metro Station limits the detail for this consideration.

The current concept for integration provides a link at the lowest level of the retail within the development and provides for sufficient circulation space to provide a high volume passage from the site to the station either to the north or south east of both.

## Design Review Panel

Any proposed development for the site provides the opportunity to add or scar the urban landscape. In seeking to verify that the proposed development does truly represent excellence in design, an independent Design Review Panel was consulted. Formed with oversight from the Department of Planning and Infrastructure the panel consisting of some of Australia's leading practicing and tenured Architects was established to consider the scale, use and design realisation proposed for the site.

The Panel met with the Rozelle Village team on several occasions, undertook site visits and independently deliberated the various factors for excellence and compromise that form a single design. The process culminated in the current design. Further details can be found in the Architectural Design Report.

## Sydney Airport Corporation Limited

The site is in proximity to Sydney Airport and potentially subject to controls under the Airport Act regarding the airspace of the approach or take-off of aircraft. The Development Team began discussions with Sydney Airport Corporation Limited in April 2011 regarding the process and issues in defining the Obstacle Height Limitation. The process included the engagement of specialist airport airspace consultancy advice.

## Rozelle Residents Action Group (RRAG)

The Rozelle Village Development Team met with the RRAG and/or a selection of its members on several occasions in addition to their attendance at the Information Centre. This included a meeting on 16 February 2011 where the core concerns as noted elsewhere in this report were expressed with the addition of comment received on the choice of name for the proposed development – Rozelle Village. On the latter point, agreement was found that the name, although not conceded to be appropriate, was acceptable. All other matters remain open for discussion.

## Leichhardt Municipal Council

The development team sought advice from Leichhardt Council regarding a Voluntary Planning Agreement (VPA) and content for the Part 3A Application. Several telephone conversations and formal meetings took place, attended by multiple representatives from Leichhardt Municipal Council.

## Balmain Leagues Club

The Balmain Leagues Club operated on the site of the proposed development from 1953 until the start of 2010, when it had to relocate due to the planned commencement of the CBD Metro project in April 2010. The Club has more than 6000 members that reside in the Leichhardt Local Government Area. The Club is an anchor tenant of the proposed development.

The key role of the Leagues Club in the community and in the history and future of the site has driven a close and on-going consultation. The Rozelle Village Development Team has from the outset of the current planning process, engaged with the Leagues Club and its members regarding the future of the site and the Club facilities.

## Rozelle Primary School P&C

The Rozelle Primary School is located opposite the site on Victoria Road. The Parents & Citizens Association is an active community participant that has presented a broader set of interests than that sourced from the families with students in the care of the school.

The Rozelle Village Development Team initially met with the Association on 16 March 2011, where issues regarding the previous proposals for the development were discussed. The dialogue provided valuable clarity on the key drivers for the concerns and the issues that future proposed development should respond to.

## Community

The community as a whole has no direct representative and no legislative, non-government or commercial organisation can lay claim to representing the whole of the community. The engagement of the community is therefore a multi-channel, multi-medium effort over a sufficient period of time to provide opportunity to discover and provide input into the detail of the proposed development, how it will impact them or those they care about, today, tomorrow and in the years to come.

The Rozelle Village Development Team has already undertaken community engagement efforts, with plans to continue to liaise with the local community following lodgement of the application.



# Consultation Process

Rozelle Village recognises the benefits of community and stakeholder engagement for the purpose of developing a community asset. Potentially, the best outcome for development occurs as a result of the willingness of community groups and general public to provide insight into missing (and/or excessive) community infrastructure and services. This is most valuable during the early stages of development; where design, floor plans and structure are being formed, in order to take alternative ideas into account, for feed into the final product.

The Rozelle Village Development Team wanted to utilise an interactive consultation approach as a means of understanding what would provide the best outcome for the community; the ultimate end users of the site. Thus, efforts were made to inform all sectors of the community of site activities, and to encourage participation and feedback, that would later guide design. A number of tools were used to obtain input from the general public;

## Website

The Rozelle Village website reflected the Information Centre's presence digitally; content updated in the centre was available online, including potential plans, images, readings, and event materials. It acted as a point of contact for those unable to visit in person, or for those who preferred to access information from home. Accordingly, it listed email addresses and provided contact forms in order to provide input or request further updates or information.

For the purpose of community feedback via email, [info@rozellevillage.com](mailto:info@rozellevillage.com) was established. The email address was broadly advertised in all methods of communication, and its use to request information or make comments was encouraged.

## Contact Form

A contact form was established so that visitors could make direct contact via the website if preferred. The form allowed the user to include more information if they desired, including whether the respondent was a resident or business, their location, contact details, whether they were involved in any community groups who would have liked to become involved, and any questions, views and comments.

## Rozelle Village Information Centre

Officially, Phase One of community consultation commenced with the opening of the Rozelle Village Information Centre (697 Darling Street) on 1 March 2011, and concluded with the closure of the Centre on 1 June 2011. It achieved relative success as space in which to consult with the community, show a variety of images and plans, discuss concerns, and facilitate information sessions. Open hours (initially five days and later two days a week) were advertised in the window and online, on a month-by-month basis.

While open, the Information Centre was predominantly staffed by a member of the project team able to answer questions related to the planning approval process, and at other times, a team PR representative. The provision of such a contact allowed visitors to clarify points, request additional information, register for online event notifications, and explore updated aspects of the development.



## Events

So as to engage the community to the widest possible extent, events were hosted with professional members of the Development Team as speakers. These explored the possibilities and limitations presented by the site, the local and state planning regulations, and the rationale behind the decision making processes. Regardless of changing designs, the relevance of these topics has remained the same throughout the consultation process.

### Meet the Team

Held at the Rozelle Village Information Centre on the 9 & 12 March 2011, these sessions focused on discussing the purpose of future information sessions, while introducing the key members of the Development Team and their roles.

### Urban Planning and the Victoria Road Corridor

Presented by Stephen McMahon (Inspire) on 4 May 2011, the session explored the locale from the perspective of an urban and town planner, and included discussions around the impacts of the Victoria Road corridor and Sydney's population growth.

### Making your Footprint on Rozelle Village

This event (held 11 May 2011) discussed community involvement; why participate, how to make suggestions, and why the Development Team valued such input.

### Meet the Architect

Chris Bosse and Jarrod Lamshed of LAVA presented at the Information Centre on 25 May 2011; a visual timeline of ideas, plans and sketches, as well as their inspirations and vision for Rozelle Village.

#### **MEET THE TEAM**

9 & 12 March 2011 – 6:00pm

#### **URBAN PLANNING: THE VICTORIA ROAD CORRIDOR**

4 May 2011 – 6:00pm

#### **MAKING YOUR FOOTPRINT ON ROZELLE VILLAGE**

11 May 2011 – 6:00pm

#### **MEET THE ARCHITECT**

25 May 2011 – 6:00pm

## Other Activity

An effort was made to advise the maximum number of community members. In addition to the above activities, the following campaigns were conducted:

### Business Door Knock

128 businesses along Victoria Road were approached on 14 & 18 April to discuss the Rozelle Village development, establish the level of understanding and support, and promote engagement opportunities among commercial residents in Rozelle.

### Mail Drop

A newsletter providing background information regarding the development and the Part 3A process with details of the concepts (Appendix 11) was distributed to 12,175 residents and businesses in Rozelle, Balmain, Balmain East, Lilyfield, and Birchgrove on 21-22 May 2011.

### Media Releases

Several media releases were made throughout the early stages of consultation, relating to the former car park reopening, and contact made with media representatives to ensure informed articles.

## Advertising

Advertisements were placed in the Inner West Courier and Village Voice Balmain on 6 and 12 May (total combined readership 145,000) providing information about the Information Centre and event details.

## Rozelle Village Development Project Consultation Update

The Rozelle Village development team is committed to delivering a place that integrates into the heart of the Rozelle community.

We need your help to guide the decisions that will define this place. We are seeking community input into a range of planning issues and opportunities, and we invite your involvement.

A project **information centre** has been opened at **679 Darling Street, Rozelle**. It has copies of all relevant planning documents and is where you can lodge your feedback or ask questions in person.

**May opening hours:** Wednesday, 1.30pm to 5.30pm  
Saturday, 11am to 4pm


**Presentations and community discussions** are offered regularly at the centre. The following topics are scheduled throughout May:

- Urban Planning the Victoria Road Corridor – 4 May
- Making your footprint on Rozelle Village – 11 May
- Traffic Management for Urban Infill – 18 May
- Meet the Architect – 25 May

All presentations commence at 6pm.  
To register, visit our website at [www.rozellevillage.com.au](http://www.rozellevillage.com.au)

Our **website** also provides the latest project **news**, copies of all relevant **planning documents**, an **online forum** for discussion of issues of interest and a calendar of **consultation events**.

Make your footprint on the future of Rozelle Village by getting involved now.



## Social Media

Facebook and Twitter accounts were established to connect to those in the public who participate in online social media, and may not have a connection to traditional media or advertising.

### Facebook

The function of the Rozelle Village Facebook page was similar to that of the website; to provide an alternative means of communication, a space in which to advertise the Information Centre, opening hours and events, and direction to the website for additional information.

### Twitter

While little information can be supplied via Twitter, it provides value in instantly updating subscribers. Opening hours, event information and relevant articles were tweeted, with links back to the main website for additional information.





## Stage Two Strategy

Post-lodgement consultation ('Stage Two') focuses upon conducting community consultation in regards to a specified development. While Stage One consultation was designed for the purpose of unveiling community attitudes and expectations, the following stage will seek specific feedback and comments in relation to that designed as an outcome of Stage One. Stage Two attempts to broadly reach all areas of the Rozelle community, and consider input from all facets. There are two aspects to consultation which often operate cooperatively; informing the community, and obtaining feedback.

Those focused specifically on informing parties include;

- Mail communications to residents and businesses, including newsletters and fact sheets
- Website aimed at those with a direct interest in the development, containing all information distributed via other methods
- Reopening the Information Centre to provide access to physical copies of reports and staff knowledge
- Media releases to promote new information
- Advertising in local newspapers to promote the Information Centre
- Information sessions on key areas of interest

Avenues for feedback mirror the above;

- Contact details listed on all correspondence, including phone, mail address, and email;
- The ability for the community to discuss issues in person at the Information Centre and in Information Sessions, and for stakeholders in their respective meetings;
- A development team point of contact for all media and advertising distributions;
- Email links and/or a contact form on the website

Keeping in line with Stage One development, the development team has identified the following areas to discuss formally;

- The benefits of the final design;
- Environmentally Sustainable Design;
- Commercial and retail opportunities;
- Traffic, parking and access management;
- The return of the Balmain Leagues Club

The accumulative outcome of the above is expected to be comprehensive feedback from relevant parties and stakeholders, which may lead to modification of the final development design.

# Key Issues

The primary purpose of Phase One of consultation was to identify key issues to incorporate into later design. Extensive efforts to gather feedback were made to accurately reflect the attitudes of a sizable cross section of the community. The key issues identified during the first stage of consultation on the project are summarised below. In response to these concerns, the Development Team focused on addressing these issues in the designing of the EA structure.

## Building Height & Scale

The potential height and scale of the development was flagged as a prominent concern, however reactivating local business along the western wing of Darling Street by way of increased pedestrian flow was a common cause for support.

Height and scale were identified as problematic; respondents identified that bulk and dominance (rather than height itself) was to be avoided. Concerns regarding the visual impact on the heritage appearance of the area were also voiced.

## Nature of Retail & Commercial Facilities

The majority of support for the development came from local businesses, who believed it had the potential to boost commercial performance in the area. Generally, the consensus regarding commercial and retail development was that such facilities would benefit the local area, although others voiced concerns about the negative impact upon local business.

Due to the distance from large-scale shopping facilities, requests included a major supermarket, medical centre, gym and banks. With the exception of these,

the community would prefer that chain stores be limited, and requested that the style remain similar to the boutique stores located on the eastern side of Darling Street.

## Traffic

Comparatively, traffic received little comment, although the concerns voiced came from respondents both supportive of and opposing the development. Particularly, concern was raised about traffic in the surrounding residential streets, and the ability for the development to attract further congestion.

Local business owners supportive of the development stated concerns that increased traffic would affect the ease at which their store could be accessed, and that parking availability may force customers elsewhere.

## Public Transport

Although not a problem specific to the Rozelle Village Development, many in the community felt that further public transport was required, and supported bus stops within the development.

## Balmain Leagues Club Operation

A large sector of the community supports the return of the Leagues Club, especially seniors and those in the sporting community. Those opposed largely cited gambling activities as reason for their opposition, and somewhat less frequently, the club's history and associated individuals.

## Pedestrian Access

Many questioned the infrastructure that would be established to assist with pedestrian access to the site. A pedestrian footbridge or overpass was suggested on multiple occasions. Opinions around a pedestrian bridge were divided, both by those who supported and opposed the development. While safety was cited as a major reason for support, criticisms

included the proximity between the public school and gambling/bar facilities of the Leagues Club.

## Parking

Community comments regarding parking were that there is insufficient space at present, and that any development must accommodate for both existing and proposed businesses. Residents who neighbour the site expressed their concerns about access to off street parking, which they currently utilise for their own excess or visitor parking. At least one local resident requested that parking be available for residents outside of the development.

Further concerns arose in relation to parking issues that may arise throughout construction, from both workers commuting and parking on site, and heavy vehicles.

Rozelle Village Feedback Analysis								
Overall	Overall Development Proposal	Building Height/Scale	Commercial /Retail Facilities	Traffic	Public Transport	Pedestrian Access	Leagues Club	Parking
Positive	63	30	32	4	5	0	15	28
Negative	32	20	15	18	1	1	3	8
Undecided	56	28	30	7	1	0	2	7
<b>Total Recorded</b>	<b>151</b>	<b>78</b>	<b>77</b>	<b>29</b>	<b>7</b>	<b>1</b>	<b>20</b>	<b>43</b>

# Appendix 1

## Rozelle Village Website Content

Home Page

Rozelle Development

Forum

Back to the Drawing Board

Latest News

Making Smaller Footprints

How Can I Participate

Contact Us

Event Calendar

Event #1

Event #2

Event #3

Event #4

Library

Development  
Documentation

Sustainability & Resilience

Event Materials



# Appendix 2

## Rozelle Village Contact Form

[Home](#)[Rozelle  
Development](#)[Making Smaller  
Footprints](#)[How Can I  
Participate?](#)[Event Calendar](#)[Library](#)[How Can I Participate?](#)[How Can I Participate](#)[Contact us](#)[Visit us on:](#)

**INFORMATION  
CENTRE**  
697 DARLING STREET  
CONCEPT UPDATE

COMING SOON

## CONTACT US

\* Mandatory fields

Name \*

Email \*

I am a resident



Please provide details

Contact me via telephone



Please provide contact details

Are you a member of a  
community group that may also  
be interested in becoming  
involved with consultation?

Please provide details, if any

We welcome your questions, views and  
comments

**SUBMIT**

**ROZELLE  
DEVELOPMENT**  
Rozelle Development  
Forum  
Back to the Drawing  
Board  
Latest News

**MAKING SMALLER  
FOOTPRINTS**

**HOW CAN I  
PARTICIPATE?**  
How Can I  
Participate  
Contact us

**EVENT CALENDAR**  
Traffic Management  
for Urban Infill  
Back to the Drawing  
Board & Meet the  
Team  
Back to the Drawing  
Board (Encore)  
View all Events

**LIBRARY**  
Development  
Documentation  
Sustainability and  
Resilience  
Event Materials

Explore the past, live the future.

# Appendix 3

## Information Centre Feedback Register

## Information Centre Feedback Register - Rozelle Village Development

DATE	TIME	STAKEHOLDER (name or where they are from; local resident / business)	OPINION (Supportive, Undecided, Unsupportive)	Interests							Other feedback / Comments
				Building Height / Scale	Commercial / Retail Facilities	Traffic	Public Transport	Pedestrian Access	Leagues Club	Preferred Option	
1/03/2011	10:45am		Undecided								Layout of buildings and development, ownership of properties (if Rozelle had purchased additional properties recently)
1/03/2011	1:00pm	from Adelaide	Supportive						showed interest in plans for club and location		Viewed planning application, was interested in leagues club
1/03/2011	2:40pm		Undecided	Interested that it would be 2 towers							Enquired if this was part of the Leichhardt state planning. General enquiry about what the development was. Referred to website for further info
1/03/2011	6:00pm	Local business owner	Supportive	Asked how many levels for each tower and if this was final	Asked if there would be any shopping centres in the commercial section - has this been decided?	Looked at traffic configuration of residential and commercial					Asked for email address and further info on website
1/03/2011	not recorded	Balmain resident	Undecided	lower level would be ok, Leagues Club level. Looked very ugly	would like to see a cinema (i.e. Dendy, not big Cineplex)	Will bring more traffic to the area. Victoria Rd is already congested	Rail Link?				Commented that it was not really a "village"
1/03/2011	not recorded		Supportive	No issues with building height or scale	would like to see a gym or Coles shopping - have to currently go to Balmain to shop				Tigers club needs to be incorporated		
1/03/2011	not recorded		Undecided	is inappropriate for the area. Will get heat from the locals							the building scale is in excess of planning regulations and of what was rejected last year. Not against it, but doesn't think it will get up
1/03/2011	not recorded		Undecided	overshadowing issue before (shadow caused by building height).					disagrees with original LEP (Local Environmental Plan) that was put forward originally. And disagrees with building envelope outlined n application		Not sure why they have changed the building location, would have thought it would be kept the same as last time around. Will review documents online and will come back to the centre for events with comments
1/03/2011	not recorded	Local business owner	Undecided	Too high, what is here now is better height	would like to see Banks, ATM's, coffee house this side of the street	Parking shut down was dreadful and very inconvenient					
1/03/2011	not recorded	local resident	Unsupportive	Too high, not appropriate for the area	would like to see supermarket				club needs to come back	previous plan was better, lower	
1/03/2011	not recorded		Unsupportive			traffic is horrendous now. Takes 40 mins from her eto other side of Cremorne bridge now			only positive is that club will come back	this is worse than the previous proposal, has many people upset	
1/03/2011	not recorded		Undecided	seems odd to add height when it was rejected before based on its height		concerned about the ability to exit site into Victoria rd, already very busy					
1/03/2011	not recorded	local business owner	Undecided		asked what kind of commercial / retail there would be						will look at website and come back with comments
2/03/2011	11:20am	2 x local residents	Unsupportive	it is too big - very insulting that you got it knocked back and now you are going to go bigger again. It is too high for this suburban area - this is not the CBD							(very aggressive / angry)
2/03/2011	12:10pm	local resident	Supportive			supportive of development of the area, but concerns over increased traffic to local streets					wanted to know who the architect was
2/03/2011	11:30am	local resident to Rozelle	supportive						wants club to come back soon		supportive of project and wants it to go ahead
2/03/2011	11:30am	local resident to Rozelle	Supportive		wants shopping centres				wants club to be brought back soon. Is a regular attendee to club and asked how many levels were dedicated to club		
2/03/2011	3:15pm	local business owner	Supportive								Wanted to know process going forward and if parking would be available to customers for surrounding / close by businesses not in the development
2/03/2011	4:00pm		Undecided								said there would be a lot of opposition - said current front on images were misleading, but should promote the sloped / newer images instead, as these look much nicer. Asked who architect was
2/03/2011	5:00pm	local resident	Undecided	building towers looks very close to street levels and shop front from the artists impression (very imposing) where as it might actually be set back more than it looks					keen for club to come back		may not be a good idea to bring shopping centres in and retail, as it is too close to city - she does her shopping in the city
2/03/2011	5:30pm	local resident	Unsupportive			very concerned with approx 1000 car spaces this will congest traffic trying to get onto Victoria road. Already waits at lights for 15 minutes just to get onto the main road in the morning. Asked if we will do anything about the road / traffic lights situation					
3/03/2011	11:50am	local business owner	Undecided		asked if there would be a food court, and how many new retail outlets						asked about timing of the development - asked how long before this is approved and will go ahead (inc construction time)

3/03/2011	2:00pm	local buiness owner	Supportive	how many levels, units	wanted to know if there would be shopping centre and how many new shops in the retail						
3/03/2011	2:20pm	local buiness owner	Supportive	how many levels	would like to see a cinema					where would club entrance be? (street)	
3/03/2011	2:20pm	local buiness employee	Supportive	interested in how high it was - was this the same height as was in the original planning		location of commercial / residential entrances - good idea to slip up					
3/03/2011	3:10pm		Undecided	commented on how big this was and cost so much							said he heard on radio this morning it has all been given the "go-ahead" asked when the timeframes of the project were
3/03/2011	3:40pm	local buiness owner	Undecided	asked if there are still 3 towers as originally planned	how many levels of retail? Would this be a village off the street or just on the road retail?						timing - when will this go ahead
3/03/2011	3:20pm - 4:00pm	local resident	Unsupportive	needs to scale down several stories, the whole thing is "out of character". The "explore the past, live the future" logo is all spin, the whole idea is completely appalling		asked about residential / commercial traffic arrangements and access, where driveways in waterloo st would be placed exactly.			Benny has completely run the club into the ground and ruined the nice club they used to have	Artists impressions are misleading and will never look like this once constructed (over-exaggerating lighting)	Asked specifically which houses along Waterloo st would be opposite residential entrance. Asked to write down house / street number on a piece of paper to take away with him. Developers don't care about the history of the area and are building it up too much. nothing is over 3 stories here and developers want to maximise their profits and won't take community feedback seriously.
3/03/2011	4:40pm	local resident	Undecided								wanted to ask about all the litter behind Waterloo street and graffiti - can this be cleaned up. Advised she will come back in a few weeks to follow up if this had not been done. She is a local resident and walks past every day and looks horrible/eyesore. other residents would like something done about it too.
3/03/2011	5:30pm	local resident	Unsupportive	will overshadow school, despite shadow diagrams. Seemed to think these were incorrect and altered to justify the project. Residents could see into school and playground, and is very concerned	Not required - there are plenty of retail shops in the city and locally, would rather travel 4km than go here	the area cannot cope with 1000 new residents, people will be drawn to the area resulting in more traffic	no metro at Rozelle, already flooded with options, does not need yet another travel option	opposed to bridge / overpass from schools, as it directs school kids to shops in city		would like to see development, just no what is proposed	agrees with sustainable approach, but wants to look at traffic report first. Says Rozelle already has highest number of people per sq km already. Said this was the "greedy developer mentality"
3/03/2011	7:30pm	Pymont resident	Supportive								Wanted to know if it would be going ahead and status of approvals. Asked if this was a sales office. Asked if the centre was being run by developer of Dept. of Planning
3/03/2011	7:30pm	local buiness owner	Very Supportive	Not an issue	Excellent - need gym (fitness first) Not fazed by additional businesses - said it an only increase business "Room for Everyone"		Liked busway idea			Liked towers and sustainable concept	Wanted to see view from Wellington, out of interest, liked previous "terraces" idea.
4/03/2011	2:00pm	local resident	Unsupportive		Take away from local businesses. Would not accept that different business would be beneficial						"Your opinions are young and naive" approach
4/03/2011		local resident	Undecided	Not concerned about any aspect, doesn't think it will get off the ground. Just wanted to have a look.							
4/03/2011	12:30-13:00	local resident/journalist	Extremely Unsupportive	Outraged at height. This isn't community consultation. All about greed.	Don't need it.				Draining community, criminal. Elias - connection to Elias brother (Evil), other arrested, etc.	Small residential	Meeting with mayor. No interest in events. Says no one in the community wants this. I mentioned that many have loved it, she said a small minority.
4/03/2011	11:35am		Supportive								Wanted to know about the planning process, brief discussion about main points, working with community, etc
4/03/2011	11:20-11:30	Local business owner	Supportive	Not an issue		Much needed					Said development is much needed. Owns shop down the road.
5/03/2011	10:40am	Local resident	Supportive	Wanted to know specifically how high each tower is including podium							
5/03/2011	10:55am	2 x local residents	Supportive	How high, how many apartments in each tower, how many car parking spaces?							
5/03/2011	10:20am	Local resident	Supportive	Building is quite ugly from the artists impression	Good to see you are seeking community feedback. Would like to see development spread out over the area as opposed to more concentrated area.		Mentioned the failed metro scheme it is not going ahead with all the work done on it.				Wanted to know process and status of development. Liked the idea of green vertical gardens, but in his experience, this does not work very successfully. Was positive about the developers approach to seeking community feedback. Said not many developers do this.
5/03/2011	10:00am	local resident	Supportive	Asked if it was still going to be 40 stories high and one tower.					Would like to see the club brought back to the area - is a long time club member		Was impressed and happy that developers are seeking community feedback.
4/03/2011	07:40	2 x local residents	Supportive								General look at everything
4/03/2011	1:30pm	local resident	Supportive						Club Member		General Interest in entire project and completion date. Interested in events.
5/03/2011	10:45am		Very Unsupportive								Asked if this is the same as Balmain Leagues Club redevelopment. Said this cannot go ahead, the area does not want this.





5/03/2011	1pm	local resident	Undecided								Not opposed himself, but foresees a lot of opposition from the community
5/03/2011	1:15pm	local resident									Would love to see amateur theatre group for local youth
5/03/2011	1:45pm	local resident	Supportive			Concerns about the 1000 car parks and general traffic					Thinks we should push the trapezoid design.
5/03/2011	2:30pm	local resident	Supportive								Asked how he can show his support
5/03/2011	11:00am	local resident	Unsupportive			Thinks that traffic lights on the middle of a hill will cause accidents					
5/03/2011	11:15am	local resident	Supportive								Asked about the sale of apartments and metro. Looked at folders
5/03/2011	1:50pm	local resident	Supportive								Looked at information, and said she would come back at a later time to look properly, and would look at website
5/03/2011	1:55pm	local resident	Supportive								Loved the plans
5/03/2011	2:00pm	2 x local business owners									Looked at everything. Wanted to know more about the Leagues Club. Appeared to be concerned about impact on their business
8/03/2011	2:05pm	local resident	Supportive								General look around, browsed for 30 minutes, no questions
8/03/2011	2:45pm	local resident									Asked about event on the following day
8/03/2011	11:30am	local resident	Supportive								Asked about artwork installation in Butchers, and onsite art
8/03/2011	2:50pm	local resident									Enquiring about previous development plans
8/03/2011	1:15pm	local resident									No opinion - just wanted to browse
8/03/2011	3:00pm	local resident									Completing an assignment on controversial developments, and wanted more information
8/03/2011	3:15pm	local community group leader									Curious about development, seemed interested
8/03/2011	4:00pm	local resident	Unsupportive								Enquired about stage of development the team is at.
8/03/2011	4:15pm	local resident									Asked whether retail space was to be leased or sold
9/03/2011	12:20pm	local resident	Unsupportive								Provided feedback on the event; that the name 'Rozelle Village' is degrading and NEEDS to change, that the building in the image published is bad but that he understands the predicament, that Kym did well, and that we should take note of the similar comments provided over the course of the evening.
9/03/2011	1:15pm	local resident									Interested in project, wanted to have a general look
12/03/2011	10:20am	2x local residents									
12/03/2011	10:55am	Drummoyne resident	undecided								just interested in development on who the developer was
12/03/2011	11:55am	2x local residents	Supportive		We need a supermarket here				Wants to see the club back		We hope the development goes ahead this time
12/03/2011	1:50pm	Local resident	Supportive		queried if there was still going to be a supermarket	Queried what the traffic impacts would be. Advised traffic assessment plans were in development and would form part of application					
12/03/2011	1:55pm		undecided								No comment
12/03/2011	2:10pm	2x local residents	undecided								Very inquisitive - who was the developer, who were we (comms consultants), sceptical that they have brought in PR people to make everything look good and sceptical how feedback will be presented back to the public.
12/03/2011	3:20pm	3x local residents	Undecided		Would prefer boutique style shops similar to other side of Darling Street, not large corporates.						How long will planning and next stage take?
13/03/2011	11:20am	1x local resident	Supportive		So is it going to be like a Westfields? Advised while there are plans for a major retail supermarket, the retail outlets planned are to be more boutique style						How long does the planning phase take? Anything will be better than what is here now - it is dead space. I thought you would have purchased more of the shops along Darling Street.
13/03/2011	11:30am	2x local residents	Undecided	Like concept, but concerned about height	Needs to be a supermarket		Its a shame Metro didn't go ahead			Small scale building	Worried about 16 levels, worried about shadows that the towers may cast on 24A Belmore St. Left London to get away from large high rise developments. Please keep informed of events and presentations. Something needs to be done here. Good to see the developer is engaging. Hopes the community will be engaged on the final design. Wanted to attend the facilitation meeting. Thought the developers would have purchased all the shops along Darling Street.
13/03/2011	11:30am	2x local residents									No comment (speaking with other residents at the time)
13/03/2011	11:30am	local residents									No comment (speaking with other residents at the time)
13/03/2011	12:55pm	2x local residents	Supportive	Like concept		Concerned about impacts it will have on traffic entering Darling Street. Its already a mess. Concerned about traffic flows along side streets Hancock Lne & Sts, Belmore St.					Generally interested in what happens here. Info centre looks great.
13/03/2011	1:35pm	Pymont resident	Supportive			Concerned about traffic impacts					Generally interested in project. Her and husband looking to buy in the area and very keen to know what happens with the development

13/03/2011	1:42pm	local resident	Undecided	Likes idea of green walls (environmental consultant)						Contentious development. Mentioned the escalation from DA to Stage 3A would have got a lot of the community offside. Suggested the project team make effort to explain that to locals. Good that this centre has been set up. Interested to see how the final design will look. Please keep advised of community events and forums
13/03/2011	1:42pm	2 x local residents								No comment (speaking with other resident at the time)
13/03/2011	2:10pm	local resident	Supportive	Not sure about 16 stories or tall building	Would hate to see what happened in Balmain happen here (Witchery). There were great independent boutiques that have closed down. Had a real artisan feel to it which drew a lot of people to that area. Its really changed now.	Concerned about traffic - are they going to widen the road at all? Darling St has been reduced to one lane already.			Good to see them back - how much pull do they have in the design?	Great that this centre is here - should have an A frame out front or hand out some brochures/flyers. Its great to see development happening. This end of the street is dead.
13/03/2011	2:40pm	local resident	Undecided	How far away is it going to be from Victoria Rd? The Drummoyne developments are revolting, they're too close to the road and out of character with the rest of the area.		Concerned about increased traffic especially Darling St.				How did this bypass Council - didn't they get another option to consider the development? Good to see the centre up - I saw it in the Glebe and now I know where it is.
13/03/2011	2:50pm	Local business owner	Undecided	What section has been bought to expand the development? Have the Darling St shops been bought yet?	If there are large, corporate shops they will move their business to the other side of the road to keep the local feel					Was interested to know where things were at. Would like to see more parking in the area. Asked if Benny was still involved and commented that he was a 'shady' character. Advised Frank of the website (he doesn't use it) and of the upcoming event on Tues 15 6pm. He said he would be very keen to attend. Suggested we place notes under their doors advising of events so business owners can attend.
		School P&C		Key issues are size, impact of mega retail spaces, massive accommodation increases, over looking the school, traffic congestion, proximity to the club and licensed gambling, alcohol etc etc.. Major disruptions during construction, major impact on the culture of rozelle and its surrounding areas. Putting the entire strips retail meterage into one building alone is destructive to the culture and vibrancy of rozelle. Its simply too much to expect people to talk about what they want with all of the above in their minds unresolved.						
16/03/2011	Afternoon	local resident	Supportive		He works at SignWave and hopes to meet with the developers of the project to see if there is a way he can offer the services of his business to the development. He wants more buildings in Rozelle to be better utilised as he sees a lot of empty buildings that are not being used in the area.					
16/03/2011	Afternoon	local resident	Supportive						She loves the Balmain Club and wants it back. For her the Club is a community centre where they can play sport, have entertainment and watch TV. She hopes the development will bring in all the facilities of the club and more – snooker/bowls; opportunity to exercise and improve the health and lifestyle of the community.	She knows of many people who are supportive as well – regular patrons of the club and believe they are the majority. She would like to be informed when the next info night will be and she will gather as many people as she can to give support to the development. She said many have tried to come into the information centre but it has always been closed. This was her second visit. She suggests putting a sign on the door of the days and time it's open.  (Fran mentioned it is posted on the TV at the front but I don't think they notice that and would prefer a much straight forward sign on the door/window).
16/03/2011	Afternoon	local resident	Unsupportive							For him it will be an eyesore, much like the Macquarie Centre and Chatswood Chase which did not do anything for the community either. He would like to be informed when the next info night is (provided email address).
16/03/2011	Afternoon	local resident	Undecided	He would like to see a scale model of the development to see how it would look against all the other establishments in Rozelle. He looked at the drawings on the table and at the board but said a scale model will give him a clearer picture.	He knows the community needs a good shopping centre and likes the fact this development will bring that but is still undecided.					
16/03/2011	Afternoon	local resident	Undecided		The shopping centre is good.				Believes the club is very important to the community.	He is not opposed and would like more information.
16/03/2011	Afternoon	local resident	No comment							He came in, looked at the designs and plans on the table and left without saying anything.

16/03/2011	Afternoon	local resident	Undecided		He likes the shopping centre. Suggested a gym similar to Fitness First.		Mentioned the light rail station stop and said it would be good if that is still going ahead.				Looked at the plans. It was the first time he's seen them apart from these on the news.
16/03/2011	Afternoon	local resident	Supportive	Very supportive and excited about the development. He looked at the drawings and was amazed at how good it will look. He asked how many stories it would be. When he found out it will be 18 stories high he was excited about the beautiful views from the top of the building.							He is a member of the Tigers Club. He asked if the residential units have been put up for sale already.
23/03/2011			Unsupportive	14 Stories is an absolute disgrace. It is way too high for the area. I'd like them to keep the height as the same as the other buildings in the area.					I am glad to see the Leagues Club is coming back. It would be great if there were no poker machines in the Leagues Club.		I would prefer not to have the building at all, so preferred facilities are irrelevant.
23/03/2011		local resident	Unsupportive Undecided			Concerned with increased traffic in the area and how this				He would like to see the building	
23/03/2011		4 x local residents	Supportive		We need a shopping centre really badly and would love to see this. A Woolworths, Aldi's or big stores would be great. There is nothing here in Rozelle for facilities. Currently we have to go down to Balmain or Market Town in Leichhardt.				Patricia misses the Leagues Club. She would like them to retain the room where she could do her exercises, good for her heart moves. At the moment Harry Hannifords is where she exercises but it's too packed. She liked the senior dining room, and how the club supports the local rugby team. There's currently nowhere in Balmain/Rozelle where she can watch the footballers.		Received a leaflet in the mail. www.saverozelle.com showing the proposed skyline that will appear at Rozelle Village with the headline 'Say no to a Bondi Junction in Rozelle.' It says that the original development was rejected due to its size, and now it is twice as large and will bring traffic delays to the village. The leaflet arrived inside the envelope with her phone bill - she is confused and a little bit upset that the leaflet came inside her phone bill and was delivered by the postman in an envelope.  They are so desperate for the Balmain Leagues Club to return.  Can we put a sign in the window with the opening hours.
23/03/2011		local resident									Just wanted to pop in to get some more information. She would like to be put on mailing lists for future information and she will consult the website for details about meetings etc. She did not express any viewpoint at this stage.
11/03/2011	12:00pm	local resident	Unsupportive	Unimpressed with height							Wanted more information, and said that she would return later or look at website when not so rushed.
11/03/2011	12:05pm	local resident	Undecided								Interested in having an art studio in the new development, and would like a public gallery space
11/03/2011	1:00pm	local resident									Curious - wanted a quick look
11/03/2011	12:30pm	local resident									Curious, said she would come back

# Appendix 4

## Contact Form and Email Feedback Register



Date	Method	Stakeholder	Opinion	General Comments	Building Height / Scale	Commercial / Retail Facilities	Comments Regarding Development Attributes				
							Traffic	Public Transport	Pedestrian Access	Leagues Club	Other
25/05/2011	Email	Individual	Supportive	Community consultation approach is ineffective		Supports full sized supermarket.	Understands benefit of traffic management.		Strongly supports footbridge.		
19/04/2011	Email	Individual	Unknown	Proposals with incomplete plans are of little value	Concerned with shadows, would like to see their full extent in images.						
21/03/2011	Email	Individual	Unknown	Query regarding briefing for Balmain Leagues Club Members							
3/03/2011	Email	Individual	Very Unsupportive	"This new plan is completely out of sympathy with the locality"	Last proposal was too large, and this is 50% bigger.	Questions impact of commercial facilities on local retailers.	Density will worsen traffic situation.				
24/08/2011	Contact Form	Local Business	Supportive	"Would like to lend our assistance behind this project in anyway we can"							
24/06/2011	Contact Form	Local Business	Supportive	Shop lease enquiry in new development							
24/05/2011	Contact Form	Individual	Very Unsupportive	"Revise the scheme to no more than 3 storeys" "The May newsletter lacks detail and is misleading"	Towers are too high.						
										Opposes Leagues Club: "it destroys local cafe and bar culture and takes up way too much parking space. There is a casino 5 minutes away at Pyrmont, so there are enough gambling opportunities in the local area already. I am sure the casino would run a free bus from Rozelle Village if there is sufficient demand for gambling."	
17/05/2011	Contact Form	Individual	Supportive	Would welcome development in an optimised design form.	Wants sufficient density to sustain multile restaurants, bars and shops.	Area needs a large supermarket in vicinity. Development will make the area vibrant, and encourage other business.					Encourage young people into the area with accommodation, entertainment and retail.
11/04/2011	Contact Form	Individual	Supportive	Interest in purchasing a unit.							

# Appendix 5

**Event Material:  
Meet the Team**

## Rozelle Village

## Back to the drawing board & Meet the team

Explore the past, live the future.

1. Welcome
2. Current Status
3. The path forward
4. The current concept
5. Our team
6. Questions

## Rozelle Village

Mid-2004	Process started
September 2009	Rozelle Village becomes the proponent
July 2010	JRPP refused development application
August 2010	New team begins to be formed
October 2010	Strategic Options reviewed
January 2011	Submission of Part 3A Application
February 2011	Declaration as potentially of state significance by the Minister for Planning

Explore the past, live the future.

Architectural rendering of the JRPP building, a modern multi-story structure with a grid-like facade. A large text overlay on the right side of the image reads: "Why did the JRPP refuse this?"

## Why did the JRPP refuse this?

Explore the past, live the future.

**Old Site – Residential**

The map shows a residential area bounded by several streets. To the north is VICTORIA ROAD, marked with a red line and a 2.4 km distance indicator. To the east is DAVENPORT STREET. To the south are BELMORE STREET and HANCOCK STREET. To the west is MOORE STREET. A large grey area in the center is labeled 'RESIDENTIAL'. A blue line representing a transit route runs along the western and southern boundaries of the residential area. A yellow line representing a transit route runs along the northern boundary. A green line representing a transit route runs along the eastern boundary. A red line runs horizontally across the top of the map, labeled '2.4' on both sides. A north arrow is located in the bottom left corner. A scale bar indicates a distance of 1715 ft (0.33 miles). The map is titled 'Old Site – Residential' in a blue box at the top center.

**LEGEND**

- Blue Line: New Transit or Existing Street
- Yellow Line: New Transit or Existing Street
- Green Line: New Transit or Existing Street
- Red Line: New Transit or Existing Street
- Grey Area: Residential
- Blue Area: Water
- Green Area: Park
- Yellow Area: Other

Approximate Date: 1715 ft (0.33 miles)

Explore the past, live the future.

## Current Status



**Rozelle Village**

Explore the past, live the future.

## Current Status



**Rozelle Village**

Explore the past, live the future.

## Current Status

Amenity, Sustainability and Community

- Poor design for privacy, light and cross-breezes for development residents
- Little focus on Environmental Sustainable Development or passive design measures
- Considered only able pedestrian and vehicle access services
- Little community space

**Rozelle Village**

Explore the past, live the future.

## Current Status

JRPP did not refuse the development on the basis of the built form. The built form was compliant to the Local Environment Plan.

**Rozelle Village**

Explore the past, live the future.

## Current Status

Community Voice

- Design and sustainability leadership
- Excellence in Urban Design
- More community space
- Consider aged care, housing mix, cinema, child care or crèche, gym, library, galley ....
- Integrate with public and active transport

**Rozelle Village**

Explore the past, live the future.

## Current Status

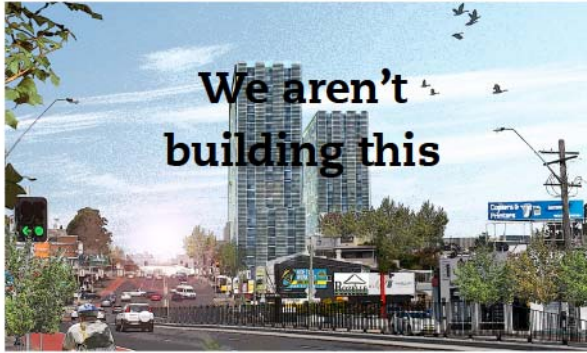
Why Part 3A?

- Addressing traffic expanded site making the development >\$100M
- Addressing amenity requires working outside the LEP's built form
- Responding to the community voice requires ability to obtain consent outside regulation (e.g. childcare).

**Rozelle Village**

Explore the past, live the future.

## Current Status



**Rozelle Village**

Explore the past, live the future.

## Current Status



**Rozelle Village**

Explore the past, live the future.

## Current Status

The Part 3A application is the closure of the prior process and through declaration by the Minister the ability to go genuinely go back to the drawing board.

**Rozelle Village**

Explore the past, live the future.

## The path forward

- Transparency
- Discovering the mix
- Resolving the urban form
- Engineering the passive design
- Integrating sustainability

## Participation

**Rozelle Village**

Explore the past, live the future.

## The path forward

### Transparency

- Information Centre Resources
- Events
- Online
- Facebook & Twitter
- Integrating sustainability

**Rozelle Village**

Explore the past, live the future.

## The path forward

### Discovering the mix

- How much undersupply of retail is there and what type of retail is 'missing'?
- What demand is there for what type of housing?
- Is there a need for childcare? What restaurants or food outlets will work?
- How many car share spaces? What about electric vehicles?

**Rozelle Village**

Explore the past, live the future.



## The path forward

## Resolving the urban form

- Two towers or one and where on the site or instead a 'hospital block' tall podium?
- How does the site integrate into the three street frontages?
- What use shall be made of the activated roof spaces?
- What are the drivers for the building fabric

## Rozelle Village

Explore the past, live the future.

## The path forward

## Engineering the passive design

- How can natural light be managed
- How can wind tunnels be avoided
- How can the building achieve a comfortable environment without or with limited air conditioning?
- Where are double-skinning add value?

## Rozelle Village

Explore the past, live the future.

## The path forward

## Integrating sustainability

- It isn't enough to build with a low footprint
- What technologies will serve to limit the footprint for the 50+ years of the building
- Accommodating the measures as a target not an after-thought.
- Can we make the site zero-waste, zero-water and even zero-energy?

## Rozelle Village

Explore the past, live the future.

## Current Concept

Mixed use development to respond  
the needs of the area that is the most  
sustainable place to 'be'

## Rozelle Village

Explore the past, live the future.

## Current Concept

## Core components

- Residential apartments in a tower/s over a podium
- A podium incorporating a Village level over a mainline retail supermarket
- Integration with the existing bus services and consideration for future Metro
- Return of Balmain Leagues Club

## Rozelle Village

Explore the past, live the future.

## Current Concept

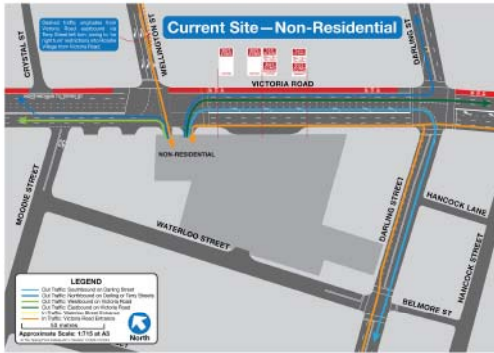


## Rozelle Village

Explore the past, live the future.



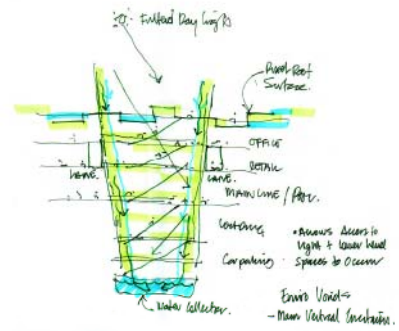
## Current Concept



**Rozelle Village**

Explore the past, live the future.

## Current Concept



**Rozelle Village**

Explore the past, live the future.

## Current Concept



**Rozelle Village**

Explore the past, live the future.

## Current Concept



**Rozelle Village**

Explore the past, live the future.

## Current Concept



**Rozelle Village**

Explore the past, live the future.

## Current Concept



**Rozelle Village**

Explore the past, live the future.

## Our Team

The Tipping Point Institute  
LAVA (Laboratory for Visionary Architecture)  
Inspire Urban Design and Planning  
ARUP Engineers (Sustainability)  
PTW Architects  
TTW Engineers (Structural engineering)  
Image & Brand Management  
Professional Public Relations

**Rozelle Village**

Explore the past, live the future.

## Questions

**Rozelle Village**

## Events

Making your footprint on Rozelle Village  
NSW's Planning Process  
Urban Planning: The Victoria Road Corridor  
Meet the Architect  
Traffic Management for urban infill  
Passive and active approaches to sustainability  
Concept Update 1

**Rozelle Village**

[www.rozellevillage.com.au](http://www.rozellevillage.com.au)

**Rozelle Village**

Explore the past, live the future.

# Appendix 6

**Event Material:  
Urban Planning and  
the Victoria Road Corridor**



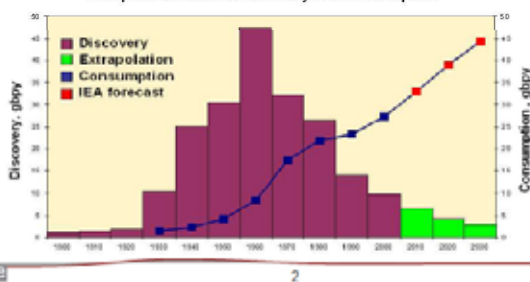


1. Introduction: Why higher density?
2. Built Form Approaches
3. Assessing the Approaches: Considering Amenity
4. Conclusion: Where To From Here

## 1. Introduction

### Why higher density?

Within the next 20 years energy from fossil fuels will become more costly.  
Car use will become more expensive and public transport use will have to increase.



## 1. Introduction

### Why higher density?

Populations increase and urban areas evolve and have to adapt to changing circumstances.

The importance of sites adjoining public transport will become more pronounced.

**'Transit Oriented Development'**  
(Source of image: US Dept of Environment  
1999, Transport and Planning)



## 1. Introduction

### Why higher density?

Promoting development and housing supply in inner city areas with good public transport is good town planning.



## 2. Built Form Approaches

But how to accommodate density?

The Victoria Road  
Corridor is an  
opportunity.



## 2. Built Form Approaches

But how to accommodate density?

The Balmain  
Leagues  
Club site  
is an opportunity.



## 2. Built Form Approaches

Four potential approaches to accommodating additional development and dwellings:

1. No change in current scale and take advantage of opportunistic infill sites
2. Perimeter Block Form
3. Podium with Towers
4. Podium with Landmark Point Tower

## 2. Built Form Approaches

Four potential approaches to accommodating additional development and dwellings:

1. *No change in current scale and take advantage of opportunistic infill sites*

### Key Points:

Relies on existing development controls (no change to height, setbacks, floor space ratio etc).

Capitalises on infill opportunities in localities where and when they become available.

Approach adopted in the past, but sites becoming rare.



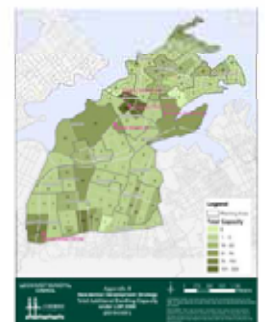
## 2. Built Form Approaches

Four potential approaches to accommodating additional development and dwellings:

1. No change in current scale and take advantage of opportunistic infill sites

### Key Points:

Without new sites greater pressure is placed in existing urban fabric to accommodate change.



## 2. Built Form Approaches

Four potential approaches to accommodating additional development and dwellings:

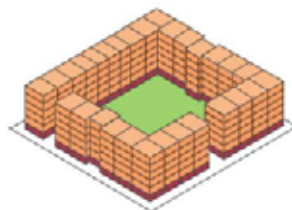
- ## 2. Perimeter Block Form

### Key Points:

**Build to Site Boundary.**

Lower Overall Height

Central Private or Public Space.



## 2. Built Form Approaches

Four potential approaches to accommodating additional development and dwellings:

- ## 2. Perimeter Block Form

### Key Points:

### The Traditional "European" Approach





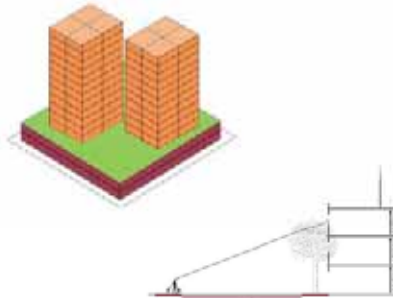
## 2. Built Form Approaches

Four potential approaches to accommodating additional development and dwellings:

### 3. Podium with Towers

#### Key Points:

Human scale podium;  
Low height towers; and  
Central Private or Public  
Space in podium and  
street public domain.



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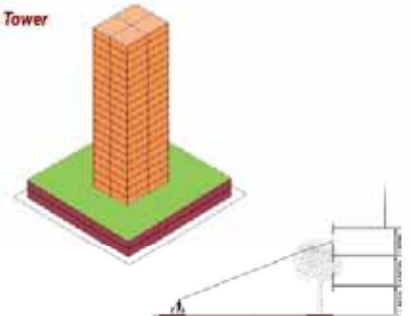
## 2. Built Form Approaches

Four potential approaches to accommodating additional development and dwellings:

### 4. Podium with Landmark Point Tower

#### Key Points:

Human scale podium;  
Single tall slim tower; and  
Central Private or Public  
Space in podium and  
street public domain.



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## 3. Assessing the Approaches : Considering Amenity

#### Criteria / Considerations

1. Local Shadow and privacy
2. Character Protection
3. Visual Impact
4. Character Enhancement
5. New Resident Amenity
6. Public Domain Quality

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## 3. Assessing the Approaches : Considering Amenity

#### Criteria / Considerations

### 1. Local shadow and privacy

#### Scenarios:

- |                                    |  |
|------------------------------------|--|
| 1. No Change, Opportunistic Infill | <i>localised impact to neighbours, minor or significant</i>  |
| 2. Perimeter Block Form            | <i>localised high impact to neighbours and public domain</i> |
| 3. Low Towers on Podium            | <i>localised medium impact to neighbours and beyond</i>      |
| 4. Single Tall Tower on Podium     | <i>low impact to broader locality</i>                        |

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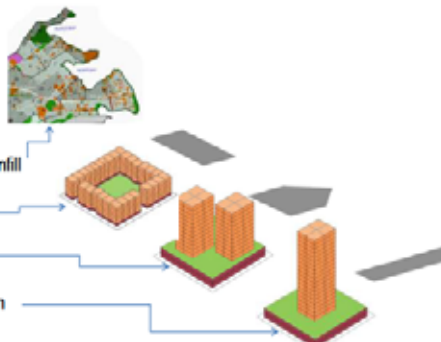
## 3. Assessing the Approaches : Considering Amenity

#### Criteria / Considerations

### 1. Local shadow and privacy

#### Scenarios:

1. No Change, Opportunistic Infill
2. Perimeter Block Form
3. Low Towers on Podium
4. Single Tall Tower on Podium



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## 3. Assessing the Approaches : Considering Amenity

#### Criteria / Considerations

### 2. Character Protection

#### Scenarios:

- |                                    |  |
|------------------------------------|--|
| 1. No Change, Opportunistic Infill | <i>localised low impact leading to cumulative change</i>   |
| 2. Perimeter Block Form            | <i>localised high impact to public domain</i>              |
| 3. Low Towers on Podium            | <i>localised medium impact and some impact in locality</i> |
| 4. Single Tall Tower on Podium     | <i>localised medium impact and high impact in region</i>   |

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## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 2. Character Protection



What is Rozelle's neighbourhood character?

## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 3. Visual Impact

Scenarios:

- |                                    |  |
|------------------------------------|--|
| 1. No Change, Opportunistic Infill | <i>localised low impact</i>                                |
| 2. Perimeter Block Form            | <i>localised high impact to public domain</i>              |
| 3. Low Towers on Podium            | <i>localised medium impact and some impact in locality</i> |
| 4. Single Tall Tower on Podium     | <i>localised medium impact and high impact in region</i>   |

## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 3. Visual Impact



## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

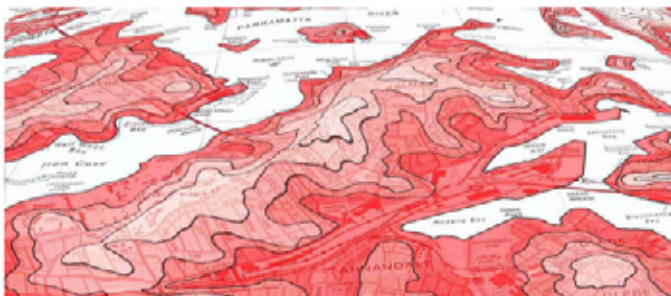
## 4. Character Enhancement



## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 4. Character Enhancement



## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 4. Character Enhancement

Scenarios:

- |                                    |                |
|------------------------------------|----------------|
| 1. No Change, Opportunistic Infill | <i>None</i>    |
| 2. Perimeter Block Form            | <i>Minimal</i> |
| 3. Low Towers on Podium            | <i>Medium</i>  |
| 4. Single Tall Tower on Podium     | <i>High</i>    |



## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 4. Character Enhancement



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## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 4. Character Enhancement



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## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 5. New Resident Amenity

Scenarios:

- |                                    |   |
|------------------------------------|---|
| 1. No Change, Opportunistic Infill | <i>Good but distant from transport, parking etc problems</i>    |
| 2. Perimeter Block Form            | <i>Ok, but subject to noise and overlooking</i>                 |
| 3. Low Towers on Podium            | <i>Better, some views, distant from noise &amp; overlooking</i> |
| 4. Single Tall Tower on Podium     | <i>Good, great views, distant from noise &amp; overlooking</i>  |

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## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 5. New Resident Amenity



Views



access to services



access to public transport

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## 3. Assessing the Approaches : Considering Amenity

Criteria / Considerations

## 6. Public Domain Quality

Scenarios:

- |                                    |   |
|------------------------------------|---|
| 1. No Change, Opportunistic Infill | <i>Good</i>   |
| 2. Perimeter Block Form            | <i>Ok, but intrusive built form and shadow</i>              |
| 3. Low Towers on Podium            | <i>good – human scale podium but some shadow &amp; wind</i> |
| 4. Single Tall Tower on Podium     | <i>best – human scale, minor shadow &amp; wind</i>          |



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## 4. Conclusion: Where to From Here

This is My View

No fixed ideas in the architectural team

What do you think?

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