

Appendix 7

**Event Material:
Making your Footprint
on Rozelle Village**



Explore the past, live the future.

Rozelle Village

Rozelle Village

Making Your Footprint
On
Rozelle Village

Explore the past, live the future.

Agenda

1. Welcome
2. Update
3. Overview of the Process
4. Touch points & Topics
5. Questions

Rozelle Village

Update

- | | |
|---------------|--|
| February 2011 | Declaration as potentially of state significance by the Minister for Planning |
| April 2011 | Director General's Requirements Issued |
| April 2011 | New Liberal Government withdraws Part 3A from the planning law with provisions for developments in process |
| May 2011 | Leichhardt Council resolves to request Rozelle Village development be considered by Council |

Rozelle Village

Explore the past, live the future.

Overview of Process

Business as usual

1. Submission of Project Application
2. Declaration as potentially of State Significance
3. Provision of Director General Requirements (DGRs)
4. Submission of Environmental Assessment (EA) for adequacy review
5. Notice of adequacy
6. Submission of EA for publication
7. 30 day Community Consultation Period
8. Review of Submissions
9. Submission of conditions of consent
10. Consent by Minister

Rozelle Village

Explore the past, live the future.

Overview of Process

Participation alternative

1. Open door policy for documentation in draft and submission forms
2. Community engagement from as early as practicable
3. Conducting of surveys and events for education and interaction
4. Provision of contact points to communicate with the development team
5. Sharing of insight from the process

Rozelle Village

Explore the past, live the future.

Overview of Process

Timing

1. Concept update in 1-2 months
2. Draft EA in 4-5 months
3. Community consultation in 6-7 months
4. Certainty for the community before Christmas?
5. Start of construction mid-2012
6. Completion in 2015 with potential for staging and early occupation by some retail and the Balmain Leagues Club

Touch points & Topics

- Website, email, Facebook and Twitter
- Events at Information Centre
- Display at Information Centre
- Events at Balmain Leagues Club
- Surveys, letter drops and competitions

Rozelle Village

Explore the past, live the future.

Rozelle Village

Explore the past, live the future.

Touch points & Topics

Traffic Management

Disruption from construction

Shadow and privacy

Touch points & Topics

Timing

Retail scale

What retail?

Rozelle Village

Explore the past, live the future.

Rozelle Village

Explore the past, live the future.

Touch points & Topics

How is sustainability built in?

What is on Waterloo St?

Will there be?

Rozelle Village

Explore the past, live the future.

Questions

Rozelle Village

Events

Traffic Management for urban infill
Meet the Architect
Passive and active approaches to sustainability
Concept Update 1

Rozelle Village

www.rozellevillage.com.au

Rozelle Village

Explore the past, live the future.

Appendix 8

PPR Business Door Knock Report

Professional Public Relations

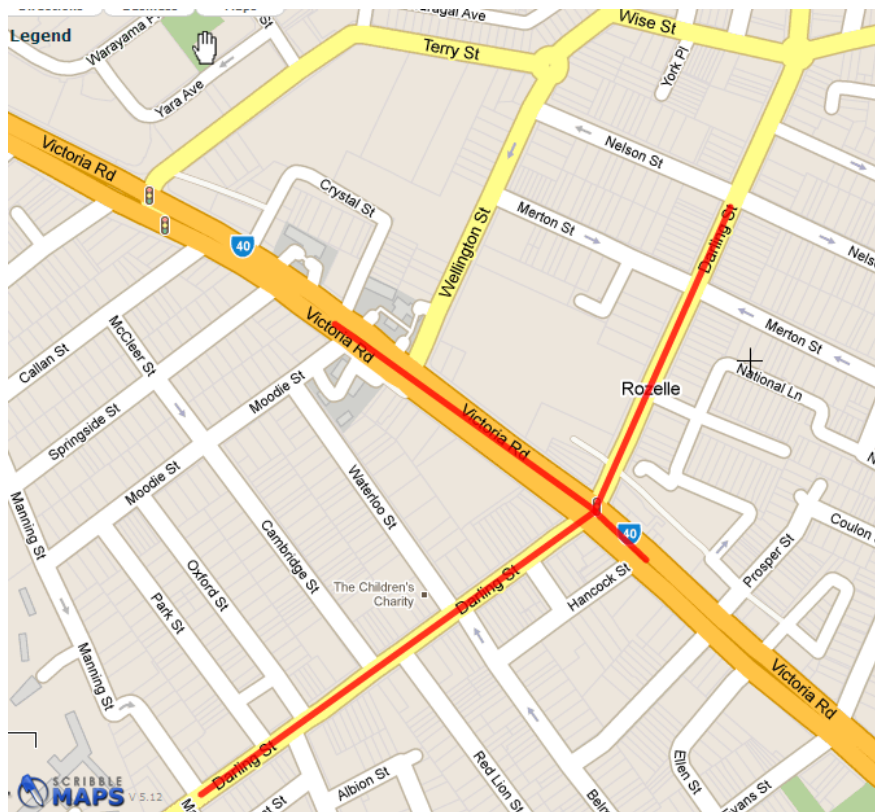
*Rozelle Village
Development
Proposal
Business Door Knock
Report*

Background

A door knock of Rozelle businesses was undertaken on Thursday 14 and Monday 18 April, 2011. The door knock involved a short survey to determine:

- The level of awareness and accuracy of understanding of the development proposal and its current status
- The level of support for the proposed development
- Possible concerns and “roadblocks” to support for the development proposal
- Possible opportunities to gain greater support for the development proposal
- Specific issues and desired inclusions in the development proposal from a business perspective.

The door knock covered businesses on Darling Road and Victoria Road in close proximity to the proposed development site. The map below illustrates the area covered.



Questions were directed to the business owner or manager. The survey was structured to take approximately 10 to 15 minutes to administer, with a mix of quantitative (yes/no responses) and qualitative (open ended responses) used to capture the depth of feedback desired.

A total of 128 businesses were visited over the two days, with 44 businesses completing the full survey. The names and contact details of the relevant contacts were taken for businesses not able to complete the survey at the time of the door knock for follow up by telephone if desired.

Summary of findings

The following presents the quantified responses to relevant questions and the key themes and trends noted in responses gained through open ended questions.

Question 1 - Are you aware of the current status of the project? (YES, NO, UNSURE)

Yes - 18

No - 12

Unsure - 14

No common themes emerged from this question. There was a mixed response ranging from Council rejecting the first application through to comments noting the current proposal for mixed residential / commercial development.

Question 2 - Do you support the current development concept? (YES/NO/UNSURE)

Yes - 12

No - 14

Unsure - 17

Question 2.1 - Why/Why not? (OPEN ENDED RESPONSE)

The main theme identified in responses was concerns relating to the height and scale of the towers.

Some of the comments pertaining to height included:

- "It is too tall. Four levels is more appropriate."
- "It is too high. Three storeys is more acceptable, so it blends with the current landscape."
- "It is too high. It needs to be less than 16 storeys."

- "It is way too big for this area."
- "I strongly object. It is too high and will have shadowing impact on residents."
- "It is not needed and not in keeping with area. The height is crazy. It would be an eyesore and would have shadowing and noise impacts." (2 respondents)
- "It is too high and too bulky. I am opposed to generic nature of what I think the shopping centre will be."
- "We need the Club, we don't need the towers. They are not in keeping with the old heritage area and area an inappropriate size. Keep the area high rise free."

The theme around height also carried through in the comments of respondents who noted support and those who stated they were unsure. Some comments included:

- "From a business perspective it is good, but the height is a concern."
- "It will be good for the area."
- "I like the piazza idea, but it is very dense and very high. The free parking will be good."
- "It will revitalise the area, but am concerned about height. Six levels is more reasonable."
- "I am not against this proposal as this side of street needs something."
- "Good to give the area a facelift. It is necessary for the area."
- "The area needs it."
- "It will bring more people to the area." (3 respondents)
- "It will give the area more life, more people and more money."
- "I don't oppose the scale, but it too high for its location on top of a hill. The shadow impacts will be significant- this impact is already present from the existing club building."
- "I am fed up with the anti-development mentality. Cities should go up not out."
- "We want more people in the area, but the traffic will be an issue."

- “The Eastgate development is similar and it is magic – it has everything you need.”
- “Anything that brings more people and more business is great. A lot of people don't want it, but from sales perspective, it will be good.”
- “Some development is needed.”

One person noted they did not yet have enough detail on the proposal to be able to form a position in relation to it. Three others noted their position would depend on the number of retail shops to be included, with one noting a maximum of ten being appropriate.

Concerns about the development impacting negatively on traffic were also raised by 4 respondents.

Noise, dust and works impact concerns (including workmen taking up parking spaces) were noted by 2 respondents.

Question 3 – Do you think the proposed inclusion of commercial and community facilities in the development will help or harm the local shopping precinct? (HELP/HARM/UNSURE)

Help – 12

Harm – 12

Unsure – 19

Question 3.1 – Why / Why not? (OPEN ENDED RESPONSE)

The main theme emerging from this question was a moderate level of concern that while the development would draw more people to the area, they would not necessarily shop at existing businesses. This trend applied to both those noting it would help the area and those noting it would cause harm.

Some key comments included:

- “The area has never been good for business – it has no parking, the footpaths are too crowded and it is too close to city.”
- “It is a scrappy area, but if this is done right it will improve things.”
- “Rozelle may lose its feel – not fond of big commercial spaces.”
- “The area is dead. People are waiting for something to happen.”
- “More shops will bring more people which will be good for the area.”
- “Reduce the commercial elements. The same development happened in Glebe and it had negative impact on business.”

Question 4 – What sorts of commercial and community facilities would you like to see included in the development and what would you prefer not to be included? (OPEN ENDED RESPONSE)

The retail options most frequently noted for inclusion were:

- Supermarket (Woolworths or Coles)
- Smaller supermarket (IGA)
- Boutiques
- Tigers Club
- Banks
- Medical facilities
- Gym

The retail options most frequently noted for exclusion were:

- Big chain stores
- Gambling facilities

Question 5 – Do you have a sense of how your current customers access your business? (WALK/CYCLE/PT/CAR/OTHER/UNSURE)

- Car – 31
- Walk – 29
- Public Transport – 12

- Cycle – 7
- Unsure – 1

Question 6 – Do you think there is adequate parking in the area to meet your customer's needs? (YES/NO/UNSURE)

Yes – 12

No – 29

Unsure – 2

Question 7 – Do you think the 900-1000 additional car parks proposed as part of the development will help your business? (YES/NO/UNSURE)

Yes – 28

No – 8

Unsure – 7

Question 8 – Have you visited the projects Information Centre at all? (YES, NO, UNAWARE)

Yes – 12

No – 24

Unaware – 8

Many businesses supported their response to this question, noting that they were not aware the information centre was available until after its staffed times had been reduced. As a result, this door knock survey was their first opportunity to speak with a representative of the development team.

Question 9 – Would you like to be provided with further information in relation to this development proposal? (YES/NO)

Yes – 30

No – 8

The key methods noted as convenient for providing further information were:

- Flyer – 16*
- Email – 14*
- Info centre – 6*
- Media – 2*
- Meeting – 1*

Question 10 – In which suburb do you live? (OPEN ENDED RESPONSE)

This question was asked to determine how many of the respondents were local residents as well as business owners and managers. Those who noted a location within the local area included:

- Rozelle – 7
- Balmain – 2
- Lilyfield – 2
- Fivedock – 3
- Gladesville – 1
- Drummoyne – 1

**Question 11 – Are there any other comments you would like to provide?
(OPEN ENDED RESPONSE)**

- “I want the new club, but developers are approaching people to sell in the area. Once you approve one high rise it creates domino effect.”
- “If it is a good development it will be good for us. Pleased to see car park reopened. Can some more areas be open for parking?”
- “Need to tidy/keep up good presentation of the existing buildings until this all happens.”
- “It really hurt business when the car park was closed.”
- “Retail space like the laneways of Melbourne would be good.”
- “Progress is good.”
- “Parking is not a big issue. People just do not want to walk.”
- “If residential development brings more people, then everyone benefits.”
- “Need more information on a regular basis about where things are at.”
- “Just get it done.”

Conclusions

Overall, there was not a high level of awareness of the development proposal status or the current concept plan features. Further communication is required with the business community to provide accurate information, particularly in relation to their core area of interest – the makeup of the retail component of the proposal.

Support and opposition to the development were virtually even, but a higher number of respondents noted they have not yet formed a solid opinion. There is an opportunity to work with these members of the business community, through both provision of regular information and consideration of feedback, to gain a greater volume of support for the final proposal.

The height of the buildings was presented as a common cause for concern, both among supporters and detractors of the proposal. When questioned on this, respondents firmly stated a rationale around the number of levels or storeys in their response, as opposed to a bulk or scale concern.

The key issue appears to be the existing lower level character of the area and the potential to create a “domino effect” of similar development should this proposal be approved. It appears many feel the area simply does not visually support a high rise development option. Artist impressions and other visual models will be essential going forward to visibly demonstrate how the new building can integrate into the area and add to its character, as opposed to detracting from it.

Many however, also acknowledged the improvement the development proposal could make to the vibrancy and commercial allure of the area for customers. This aspect of the proposal should be further developed with the business community, including important links to the existing commercial area and efforts not to duplicate what is already on offer, so existing businesses do not miss out on the increased trade the proposal will bring.

Finally, the provision of increased parking was widely regarded as a positive for the commercial area, while the increased traffic was thought a problem by some. As traffic modelling and commercial access arrangements are developed, engagement with the business community should be undertaken to share this information and build a sense of confidence that the development will help the entire commercial area and not just serve the development’s own interests.

Appendix 9

Newsletter

The concept design

The new concept involves a ground level podium of between two and four storeys and two towers of between 16 and 20 storeys. It is proposed to include:

- retail outlets
- office space
- new Balmain Leagues Club
- approximately 200 residential apartments, over a space of 7762 square metres
- open public space/community area.

As part of the application to the State Government, concept drawings were required to be submitted to give some indication of the scale of the development proposed.

The concept plans submitted do not represent in detail what will appear on the site. Instead, they are a starting point for the features that will be developed through discussion with the community and stakeholders.



Managing traffic

Many residents have expressed concerns about the impact of traffic generated by the development on the local area. The new development concept has proposed a range of major changes to the previous development proposal's traffic management plans, to remove commercial traffic from residential streets.

The new preliminary traffic management plans involve:

- providing two entry and exit points to the site
- commercial/retail access via Victoria Road to avoid increased traffic in residential streets
- residential access via Waterloo Street
- provision of underground parking for public use
- the ability:
 - to enter the site from Balmain Peninsula without using Victoria Road and Darling Street
 - for traffic travelling from the Iron Cove Bridge to access the site without using the right-hand turn to Darling Street
 - to turn right (citybound) onto Victoria Road from the site.



Further traffic studies are being undertaken and the results will be shared with the community as they become available.

Explore the past, live the future.

Rozelle Village Development Proposal

The proposed development of the old Balmain Leagues Club site by Rozelle Village Pty Ltd has generated a lot of discussion within the Rozelle and Balmain community.

This development proposal is significant for the local community and naturally, many people are very interested in finding out more.

The Rozelle Village development team want the local community to be part of the development process. This is your chance to stamp your footprint on the future of Rozelle village.



So where are things at?

An application was made earlier this year to the NSW State Government for consideration of a new development concept for the site under the Environmental Planning and Assessment Act, Part 3A: Projects of State or Regional Environmental Planning Significance.

In February 2011, the State Government declared the project as meeting the requirements to be considered under Part 3A of the Act. This declaration is not an approval to develop, but is instead a green light to commence preparation of the formal Development Application process.

Rozelle Village Pty Ltd will be required to develop and submit a formal proposal to the NSW Planning Department for assessment. At this time, the Department will determine whether the project will be approved to proceed or not. This process could take up to twelve months.

What does the new State Government's removal of the Part 3A legislation mean for this project?

The newly elected NSW State Government has removed the option for project assessment under Part 3A of the Act. No new Part 3A projects for private residential, commercial, retail or coastal development will be accepted. Projects already declared under Part 3A are not affected by this change and will still be assessed at the State level.

Rozelle Village

Get involved

You can have your say about the future of Rozelle Village by:

- visiting the information centre
- attending community discussions and other events
- sending us your feedback by email – info@rozellevillage.com.au
- visiting our website regularly to get updated news on the progress of the development

See bottom right for information centre operating hours and calendar of events.

Tell us what you think

We're committed to involving the community in guiding the development of the site and aim to incorporate your suggestions and feedback into the development proposal. We are particularly interested to receive local feedback on things such as:

- What does the community of Rozelle and Balmain want brought to this space?
- What retail and community facilities are missing in the Rozelle area?
- What should open spaces look like and provide?
- How can we best link this new retail offering in with the existing retail area?
- How can our project improve business in the local area?

Let us know what you think on these and any other aspects of the proposal that interest you. You can drop in to the **Information Centre** and speak to the project team, email us at info@rozellevillage.com.au or post your comments online at: www.rozellevillage.com.au.

Rozelle Village

Community forums and events

A series of community presentations and discussion forums will be held at the information centre on Wednesday evenings, starting at 6pm.

Our May program of events includes:

- Traffic Management for Urban Infill – 18 May
- Meet the Architect – 25 May

New events will be advertised on our website as they become available – go to www.rozellevillage.com.au to check for updated events and to register your attendance.



Information Centre

The Rozelle Village Information centre is located at 697 Darling Street.

During May it will be open:

- Wednesdays – 1.30pm to 5.30pm
- Saturdays – 11am to 4pm

Check our web site for June opening hours www.rozellevillage.com.au

Rozelle Village

Appendix 10

**Briefing Note: Rozelle Village
Development Proposal Status
March 2011**

Briefing Note

Date: 16 March 2011

To: Jamie Parker
Verity Firth
James Faulk

From: Rozelle Village Development Team

Re: Rozelle Village Development Proposal Status

We understand there will be an electoral candidate debate this evening at the Rozelle Neighbourhood Centre.

In anticipation that you may be asked questions in relation to the proposed development of the Rozelle Village Pty Ltd land on the old Balmain Leagues Club site, we have prepared this brief status update.

Current status

An application for a new development concept was lodged with the State Government under Part 3A of the Environmental Planning & Assessment Act, requesting consideration as a State Significant Development

This application was made as a result of the feedback received following the rejection of the previous development proposal by the JFPP in July 2010. To address the key concerns raised, more land has been acquired to enable traffic issues to be addressed and a greater volume of community facilities to be provided as part of the development, increasing the project's cost to over \$200 million.

The State Government declared the project under Part 3A on 15 February 2011.

This declaration does not mean the development is approved, but rather than the State will consider it under the relevant requirements of a State Significant Project.

Consultation with the community has now commenced. This consultation aims to identify:

- key concerns to be addressed as part of the planning process
- community facilities and commercial activity desired for the local area
- appropriate treatments for the building to address earlier concerns about traffic, amenity and mix of use
- an appropriate development outcome that will meet the needs of the developer and the desires of the community.

The height, bulk and scale of the development has not yet been established. This will be done as part of the current consultation and planning process.

The images provided in the Part 3A application are conceptual only and are provided to meet the requirements of the application and to give an indication of the possible maximum scale of the development to be considered.

Consultation update

The development proposal has been taken back to the drawing board. The Rozelle Village Development Team is seeking community input and involvement in the development of the detailed features of the proposal.

Consultation is currently being offered through the following avenues:

- Information centre at 697 Darling Street, providing hard copies of all planning documentation available in hard copy:
 - o opened on 1 March 2011
 - o operates Tuesday to Sunday – times available on web site
 - o over 100 people have visited the centre to date
 - 43% have noted support for the development proposal
 - 11% have noted opposition to the development proposal
 - 36% have been undecided
 - 10% have not stated a position
- Web site with regular updates and copies of all planning documentation available for download – www.rozellevillage.com.au
- Special events and forums hosted at the information centre on topics relevant to the development and town planning in general:
 - o two “Meet the team/proposal history and status update” sessions held to date – attended by approximately 20 people
- Multiple contact methods for provision of comments and requests for further information

Consultation is a cornerstone of our development process and we are currently planning further consultation opportunities, including distribution of detailed information to the community, to further increase community participation.

Further information

If you require further information, please contact Candice Lowden on 0432-204-270.

Prepared by:
Donna Marshall
Community Engagement Consultant

Appendix 11

**Briefing Note: Upcoming Community
Engagement Activity April 2011**

Briefing Note

Date: 15 April 2011

To: Hon. Brad Hazzard MP - Minister for Planning and Infrastructure
Mr Jamie Parker MP - Member for Balmain
- Mayor, Leichhardt City Council

From: Rozelle Village Development Team

Re: Rozelle Village Development Proposal
Upcoming Community Engagement Activity

The purpose of this briefing is to update you with progress for the Rozelle Village Development Proposal and to advise you of upcoming community engagement opportunities we will be presenting to encourage input into planning for the proposal.

Current status

The Rozelle Village development proposal was declared under Part 3A of the *Environmental Planning and Assessment Act* on 15 February 2011.

The Director General's Requirements (DGR) for preparation of the Environmental Assessment have now also been received. The key requirements identified include the need to:

- address the height, bulk and scale of the proposal to ensure it integrates with the local environment
- demonstrate a high degree of architectural design
- show how commercial elements will integrate into Darling Street through linkages, shop fronts, pavement materials etc
- address environmental and residential amenity in areas including light, noise, privacy and overshadowing
- prepare a Transport and Accessibility Management Plan covering issues including traffic generation, road and intersection upgrades, access, car parking and measures to promote public transport, bicycle and pedestrian linkages
- provide details public space elements, including streets, laneways, pedestrian paths and open space areas
- provide an economic impact assessment in terms of the implications of the proposal for existing business centres
- demonstrate how ecologically sustainable development principals will be incorporated into the building design, construction and operation
- undertake community consultation in accordance with the State's guidelines.

A copy of the full DGR is attached to this briefing note for your review and information. We have uploaded this document onto our project website at www.rozellevillage.com.au for community review.

Consultation Program

Community engagement activities commenced immediately following declaration of the project.

The engagement program aims to involve the community in guiding the development of the site, using the concept plans submitted as part of the application to the State as a starting point for discussions.

We are particularly interested in receiving local feedback on topics such as:

- What does the community of Rozelle and Balmain want brought to this space?
- What retail and community facilities are missing in the Rozelle area?
- What should open spaces look like and provide?
- How can we best link this new retail offering in with the existing retail area?
- How can our project improve business in the local area?

A range of opportunities to speak with the development team, workshop thoughts and ideas, and to lodge feedback in writing are being planned over coming months.

Current Consultation Opportunities

An **information centre** was opened to the public at 697 Darling Street on 1 March 2011 and has received visits from approximately 120 people. It contains hard copies of all planning documentation, including the Part 3A application, traffic studies, architectural assessments, planning legislation and other information.

The centre was initially open seven days a week, but has been operating recently under reduced hours, due to lower demand. Current staffed hours are:

- Wednesdays – 1.30pm to 5.30pm
- Saturdays – 11am to 4pm

As new information is prepared and released, staffed times will increase to cater for public interest.

A series of **community discussion events** have also been programmed, with two held to date – both introducing the development team and the development planning process. Future events include:

- Urban Planning the Victoria Road Corridor – 4 May, 6pm
- Making your footprint on Rozelle Village – 11 May, 6pm
- Traffic Management for Urban Infill – 18 May, 6pm
- Meet the Architect – 25 May, 6pm

A **newsletter** will be distributed to local residents and businesses in late April. This newsletter will provide information on the current status of the development proposal, details of the concept being used to generate discussion and details of community engagement opportunities.

It will aim to create a high level of awareness of the project and engagement program and gain maximum input from the community. The newsletter will be letterbox dropped to the suburbs of Rozelle, Balmain and Lilyfield.

Advertising will be placed in mid to late April to promote consultation opportunities and further increase awareness of the program on offer.

A **project website** is available at www.rozellevillage.com.au. It contains electronic copies of planning documentation provided in the information centre, updated events calendars, regular news updates and links to provide email feedback to the Development Team.

A **project email link** has been established for community members to lodge questions and comments in writing to the Development Team – info@rozellevillage.com.au. A response timeframe of 24 hours is being operated by the Team and registrations being taken to provide regular email updates of planning and consultation activity.

An **online web forum** will commence operation from next week via the project website for the community to comment on various aspects of the development.

Business door knocks have commenced to take the consultation to local retailers and identify their concerns, thoughts and preferences in relation to the commercial component of the development proposal.

Resident door knocks will be undertaken in the next month, again taking the consultation to those closest to the development site. Discussions will focus on the current development concept, community and business thoughts on possible retail and community facility inclusions and on identifying issues of interest or concern for further discussion.

Community stakeholder meetings will take place as required, to discuss specific issues and areas of interest to particular sectors of the community.

Consultation is a cornerstone of our development process. We welcome all community inputs and encourage every member of the community to stamp their footprint on the future of the site.

Further information

If you require further information, please contact Candice Lowden on (02) 9210 4635.

Prepared by:
Donna Marshall
Community Engagement Consultant
Ph: 0408 542 430

Appendix 12

**Advertisement: Local Print Media
May 2011**

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

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.



Appendix 13

P&C Meeting Notes

Rozelle Village – Issues list for response

Stakeholder/Issue	Key points for response
P&C/School	
We are confused about the plan that was presented with the 3A application and its relevance going forward	- The process to seek approval involved providing general guidance on the scale of the development and what it will include - This application for consideration by the State involves providing concept representations
The proposal is double the original size. Why is this?	- The urban design studies show that the area has insufficient housing stock and limited opportunity to respond to the demand for housing in the area. - The studies also indicate a shortage of core retail and a lack of other services such as childcare - The size is seeking to provide a balanced response to the ability to fulfil the many roles of a centrally located site
We need clarity on what you are trying to build so can we provide meaningful comment	- Clarity will be forthcoming. The process of resolving the many stakeholder issues is not as quick as anyone would prefer.
We need a response from the developer on how our concerns will be addressed by the development or as part of it	- All the input from the stakeholders is considered in the development design process. Each concern will be responded to.
We need to have old concerns cleared away and information on how you want to engage us going forward	- Agreed. We seek on-going engagement via....
The size is a big issue as this creates visual impact (note: this related to the original proposal for 14 and 10 stories)	- The team is seeking to minimise the bulk of the scale and include treatments to the exterior to limit the visual impact
Concerned about the major impact to the culture of Rozelle	- Unclear what the major impact of the development will be on the culture of Rozelle - The site will be a destination providing vibrancy and services to the community and provide additional context for the existing culture.
Concerned this type of development will diminish the heritage value of the school buildings due to being "built out"	- The heritage value of the school is recognised. The development is separated from the school by Victoria Road, a very dominant urban form. In accordance with the DGRs a view analysis will be undertaken to consider how the development impacts the local built form
This sets a precedent for further development in the area, given the proximity of the school to the proposed Multiplex redevelopment (Wellington St, Terry St, Victoria Rd)	- The development is occurring due to site specific issues not relevant to any other lands in the area. The planning controls on adjacent and nearby land provides no capacity for any equivalent development. The old Carrier site now has a site specific planning process that

Stakeholder/Issue	Key points for response
	gives clarity for the outcome for the site, which has no relationship to the proposed development.
Concerned about the mega retail space (loss of vibrancy of existing retail area as people are taken off Darling Street and channelled indoors and less casual surveillance of children walking to and from school with shoppers inside a centre and not on the street)	- The core retail use in the form of a major supermarket, gym, childcare and medical centre are not competitive to the use on Darling Street near the school. It is expected that given the provision of parking, the retail services that encourage the vibrancy on Darling street will be enhanced from the improved access the parking provides.
Concerned about massive accommodation increases	- Unsure as to the basis for the concern. At a level of 500 people, the development represents less than 1% of the population within a reasonable walking distance.
The increase in residents will increase number of children at the school and in local day care facilities, which are already strained	- The site is to include day care facilities to lower the strain on the existing services for pre-school aged children. - Even following the completion of the development, the area will be below the planned housing for the area that the Department of Education is to plan for. The matter of strain for services of school aged children is matter for the Department of Education.
Impact on the school has to be considered in terms other than just the original pedestrian bridge proposal	- Agreed
The towers overlook the school (residents of the towers have direct views of the playground)	- Unsure as to the basis for the concern. The school is public land with view access to many areas from many streets. - Design will be incorporate consideration for privacy for all local properties
Concerned about traffic congestion during school pick up and drop off times	- Unsure of what additional traffic the development generates as suggested - Morning period, the site is not a destination - Afternoon period, the site can be a point from which parents can park and pick up their children more safely on foot
Concerned about increased student danger (pedestrian) due to increased traffic, congestion and driver frustration	- Unclear if the development represents increased traffic and congestion and an assumed increased driver frustration at times when students are pedestrians (Is there an assumption that drivers will go through red lights and inside pass pedestrian crossings more?) - Pedestrians are safer in numbers, the site will increase the activity of people in the

Stakeholder/Issue	Key points for response
	immediate area making pedestrians more visible increasing safety
Concerned weekend congestion could affect Rozelle Markets held in the school grounds which we rely on for funding	- The existing weekend traffic in the area is at least in part cause by the need to leave the area to get to the services in the development. This won't be as prevalent lowering congestion - The new traffic in the immediate area will mostly arrive along Victoria Road which has access to the site without impeding existing traffic volumes and thus not affecting congestion currently impacting the Rozelle Markets - The provision of parking will lower the volume of 'circulating for a park' traffic limited parking creates, lowering congestion
Concerned about the proximity of the school to the club, licensed gambling, alcohol etc	- This is a historic matter, the club and school have co-existed for many decades - The development will dilute the historic prevalence of these activities on the site
Concerned about major disruption during construction...	- The construction will be disturbing to the local area - All efforts will be made to limit the impact of the activity required to build the site
- 56,000 truck movements during construction - pedestrian risk	
- noise, dust and vibration disruption to classrooms	
- health impacts of dust and air pollution from trucks	
Concerned about the overshadowing of small homes in Waterloo Street (loss of sunlight)	
The pedestrian bridge location must not direct pedestrians to the school grounds, must not have line of sight into classrooms and must not direct children into the development where alcohol and gaming will be on offer via the club	- Agreed, if a pedestrian bridge is built it must function differently than previously proposed
Greg Vickas - Hoipolloi (architect)	
Part 3A avoids legitimate community input entirely	- A matter for government - Rozelle Village is seeking participation in the process to have legitimate input
General consultation	
How will the two tower development fit into the landscape and streetscape	- Not as well as a single tower - The podium underneath the tower form will be the prevalent presence of the development

Stakeholder/Issue	Key points for response
	at the street level. - The Waterloo Street side is being returned to an residential form with 2-3 storey townhouse style residential dwellings along the street frontage - The Darling Street access will be in the modernised form of the present 'High Street' urban space - At a more distant perspective the towers will define the location of the site and the surrounds
How will the development fit into the older, historic style and character of suburb	- The street interfaces will improve on the present form. Residential use and scale to Waterloo with a step back to the taller podium levels and towers. Retail and community use in keeping with the frontage to Darling Street, And a more structured and clean façade to Victoria Road, a face of the development less historic in nature. - Treatments and colours will be selected to consider sympathetic rather than contrasting identity with the surround character in Waterloo and Darling Street
The buildings will be imposing from street level and will not suit the character of the existing shopping precinct	- Disagree. The towers will not be visually accessible at street level in the immediate area (e.g. Centerpoint is not imposing in Pitt Street Mall) - The podium will separate the scale of the tower from the immediate area. - The towers once viewable will then be a landmark (There is possible some middle distances where the towers might be imposing, but the proposed single tower addresses a lot this this issue)
The commercial elements of the development need to be carefully planned, to avoid negatively affecting existing business, to provide opportunity for the two to interface with each other and to create a theme or style of shopping in the area that will attract shoppers	- Agreed. We seek all views as to how this can best be achieved.
Concerned about the impact of increased traffic in smaller residential streets surrounding the development – Waterloo Street for example	- The development will add residential use to Waterloo Street in exchange for the historic Club use of the street. This is likely to be a favourable exchange - The access is otherwise from Victoria Road - Transparency would also note that traffic will shift off Darling to Wellington for access and citybound traffic from the north west will also

Stakeholder/Issue	Key points for response
	use Wellington. This is an impact the school will oppose
Concerned about the increased traffic further congesting Darling St and Victoria Road	- The overall effect on Darling Street should be less, although it may create new peaks - The scale of the traffic on Victoria Road is so large, the extra from the development will not impact the current congestion
Do not believe the Tigers Club will return as part of the development	- Not accepted. Condition of sale of property, key success factor for whole development's vitality
On a positive note...	
Parking needs to be provided for businesses – the current parking is not sufficient for local business. Any parking the development can add will help local business	- Target is to provide the needed parking
The additional commercial activity and new residents will add vibrancy to the area and help existing businesses	- Agreed. The non-competitive nature of the retail and relocation of retail spend from outside the area by local residents will enhance the area
Something needs to happen with this site to address the look of the area and bring prosperity to the suburb	- We are targeting a level of design excellence to achieve a balanced success across all factors

Other information required for letter:

Topic	Response
What you want to refer to the new proposal as – ie. Single Point Tower proposal etc How many storeys – podium and tower	The new scheme is a response to achieving the best response to the requirements of the Department of Planning. The development is a single tower of 36 storeys over a retail and commercial podium incorporating public amenity, gym, medical centre, child care and an energy farm, with a residential frontage to Waterloo Street
How many apartments this is likely to provide (granted size of the apartment affects number – rough ball park is OK)	Currently in the order of 300
Why would you shift to this option?	- Lower bulk, reduce shadow effect on any specific property in the neighbourhood - Scale and structure as single tower supports sustainable goals - Improved ability to accommodate community and social uses - Ability to accommodate energy farm - Ability to accommodate more open area and improved light access - Ability to exceed compliance in amenity for

	residents
What does this option do that the twin tower does not, in terms of...	
- Bulk and visual impact	- Lowered bulk - Less visual impact in the negative sense - Greater visual identity
- Community space/facilities	- Greater space with better amenity
- Size of commercial offering	- The single tower improves the ability to provide the right spaces for the uses that the community is missing and limit any negative competition with the local retail vibrancy - It is not bigger than proposed in the Project Application
- Environment/sustainability performance	- Much improved - Ability to provide an energy farm (currently 2000sqm of well positioned roof) - Ability to provide 5 star and perhaps 6 star Green Star rating - Ability to accommodate effectively scaled co-generation that will be commercial for on-going use - Development can incorporate the necessary scale of mixed uses to balance the energy and water use to maximise renewable and lower carbon approaches - The floorplate of the residential apartments can be maximised for low energy use - Lower carbon footprint in development and operation

It also allows for staging of the site providing activating the area sooner.

Appendix 14

Summary of Communication Activities

Activity		Timing	Distribution
Promotion and Information Tools			
Newsletter No. 1	Providing background, development status, accurate information on the Part 3A application, details of the current concept and the role of consultation	21 May 2011	Residents and businesses in Rozelle, Balmain, Balmain East, Lillyfield & Birchgrove. Total distribution: 12,175
		22 May 2011	
Advertising	Promoting the current concept and consultation opportunities including discussion events and contact channels	6 May 2011	Placed in Village Voice Balmain & Inner West Courier. Total readership reaches: 145,000
		12 May 2011	
Fact sheet/letter	For Balmain Leagues Club members, prepared by the development team but distributed by the Club CEO		All Balmain Leagues Club members
Website	Containing information about the development proposal concept, consultation opportunities, updated news and copies of all relevant planning documentation	1 March 2011 – ongoing	
Information Centre	Provide a staffed display centre with all information about the project available and a member of the project team on hand to talk one-on-one to stakeholders	Open Tuesday to Sunday for the first two weeks of consultation, reducing back to two days a week (Wednesday and Saturday) by May 2011	131 visitors
Email contact	Available via project web site for submission of feedback and/or inquiries	Ongoing	<5
Targeted Engagement			
Community presentations/discussion events	Meet the Team	9 March 2011	12 attendees
		12 March 2011	3 attendees
	Urban Planning and the Victoria Road Corridor	4 May 2011	9 attendees
	Making your Footprint on Rozelle Village	11 May 2011	6 attendees
Elected Representative Briefings	Meet the Architect	25 May 2011	9 attendees
	To provide updates on engagement activity and community response to the same	16 March 2011	Hon. Tony Kelly MP Cr Jamie Parker
		15 April 2011	Hon. Brad Hazzard MP Mr Jamie Parker
	To discuss the development proposal in broad terms, establish the level of understanding of the current status, promote engagement opportunities and establish a quantitative support level among this sector of the community.	14 April 2011	
Business door knock		18 April 2011	128 businesses along Victoria Road and Darling Street
Social Media			
Facebook	Available via project website, however not actively used during this stage		
Twitter	Available via project website, however not actively used during this stage		
Official Rozelle Village Forum	Available via project website, however not actively used during this stage		
Media Relations			
Media Relations	Media release written re car park reopening	10 February 2011	Inner West Courier Village Voice Sydney Morning Herald
	Call with the Daily Telegraph to correct story re Benny Elias	24 February 2011	Correction noted by Joe Hildebrand
	Holding statement re Kym Lennox/ Tipping Point Institute	March 2011	Holding statement not distributed
Media Interviews	Interview with Kate Carr, Inner West Courier	11 February 2011	Coverage appeared in Inner West Courier 16 Feb 2011
	Interview with Matthew Moore, Sydney Morning Herald	17 February 2011	Comments appeared SMH 18 Feb 11
	Interview with Matthew Moore, Sydney Morning Herald	25 February 2011	Phone interview completed re 3A approval
	Interview with Ben Pike, Inner West Courier	18 April 2011	Phone interview completed regarding community engagement
	Inner West Courier	15 February 2011	Bigger plans for Tigers new club
	Sydney Morning Herald - Kelsey Munro and Matthew Moore	18 February 2011	Sharks property proposal offers club a way out of debt
	Inner West Courier	24 February 2011	Car park open with 35 spaces
Articles	Sydney Morning Herald - Matthew Moore	28 February 2011	Twin Towers planned for low-rise Rozelle
	Sydney Morning Herald - Matthew Moore	1 March 2011	Labor's twin towers last act of civic barbarism
	Inner West Courier	3 March 2011	Kelly to rule on towers
	Inner West Courier	10 March 2011	OPINION -Part 3A approval of Rozelle Village questioned
	Inner West Courier	14 April 2011	O'Farrell wants no part of 3A
	Inner West Courier	28 April 2011	Critics urged to see designs

Appendix 15

Feedback Analysis

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
Total Recorded	151	78	77	29	7	1	20	43

Appendix 16

PPR Stage One Consultation Report



PPR

STAGE 1 CONSULTATION REPORT

Rozelle Village Development

July 2011

Final

Project	Rozelle Village Development
Location	The site is located on the old Balmain Leagues club site, bordered by Victoria Road, Darling Street and Waterloo Street, with Moodie Street separated from the site by existing commercial development
Purpose of report	To provide the key findings from community consultation undertaken on Concept 1 for Rozelle Village Development

Version history

Version	Author	Issue-Purpose	Dates
V1	Donna Marshall	To Project Manager for approval	18/7/2011
V2	Donna Marshall	Incorporating further data analysis requested by client	27/7/2011
V3 FINAL	Donna Marshall	Minor edits to background section for accuracy	9/8/2011

Distribution list

Name	Position
Kym Lennox	
Candice Lowden	

Prepared by

Donna Marshall

PPR Pty Ltd

National Director, Community Engagement

Phone: (07) 3309 4769

Email: dmarshall@ppr.com.au

Table of Contents

Background	4
The Concept	5
Consultation Timeframe.....	5
Consultation Goals and Objectives	5
Key Stakeholders.....	6
Methodology	7
Key Findings	10

Background

Rozelle Village Pty Ltd is planning to develop a 7,762m² site located on Darling Road at Rozelle, which will introduce a mixed used facility featuring a new club for the Balmain Tigers and including provisions for residential and commercial facilities.

The site has previously provided for the operation of the Balmain Tigers, however in recent times the Club was unable to continue to retain control of this site due to financial pressure. They negotiated the sale of the property to Rozelle Village Pty Ltd, who as part of this arrangement, provided considerable funding to support the ongoing operation of the Club from new temporary premises.

It is now Rozelle Village's intention to develop the site as a mixed use facility, which will include a new Balmain Leagues Club facility that will bring the Tigers back to the local area.

In October 2009, a Development Application was submitted on the site, but was rejected by the Joint Regional Planning Panel (JRPP) – the planning consent authority for the site at the proposed scale.

The application was rejected primarily based on concerns around traffic impact and , design quality and amenity. The Council and the JRPP recommended further traffic studies to be carried out and the development design reviewed.

These initial plans for the development were withdrawn in recognition of the lack of public support for what they proposed and the fact they did not involve elements developed in consultation with the community.

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: Projects of State or Regional Environmental Planning Significance.

To address the key concerns raised during the JFPP 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. These additional features increased the project's scale, meeting the warrants for Part 3A assessment by the State.

The State Government declared the project under Part 3A on 15 February 2011. Declaration of the project by the State provides confirmation of the proposal as being of State Significance and gave the green light to commence the required studies and first stage of community consultation for the proposal's development.

Since this time a new State Government has come to power and the Part 3A assessment legislation scrapped. As this project had already been given approval to be assessed under Part 3A, it has some legal protection and will continue through this assessment process, though some elements of the former legislation's application may change.

The Concept

The first concept plan maintained some elements of the previous proposal, such as residential apartments, retail outlets and commercial office space, however significant changes to traffic arrangements and the development's configuration were proposed.

At more detailed level, the bulk, form and features of the development have not yet been determined, with concept plans submitted as part of the Part 3A application provided as a preliminary guide only. Throughout consultation it was reiterated to the community that the image shown in the Part 3A application documentation would not be the final building developed on the site.

At a high level, the development proposal concept included:

- a two to four storey podium for commercial and community facility development
- Twin towers – one of between 16 and 18 storeys, and the other between 20 and 22 storeys in height
- Potentially around 200 residential apartments (though this number will be influenced by the size of the apartments – the number would be lower for four bedroom apartments than for single bedroom apartments)
- Open community space area potentially adjoined by coffee shops and other meeting places.

Consultation Timeframe

The first round of consultation on the proposed two tower option commenced on 1 March 2011 and concluded in June 2011. Over this time a range of consultation activities and opportunities were presented with the aim of seeking feedback from the local community (residents and business) on the development concept.

Further consultation will take place between July and December 2011 in both the lead up to formal submission of the development proposal's Environmental Assessment and during the statutory notification phase of the development application process.

Consultation Goals and Objectives

The overarching consultation goal was to ensure all identified stakeholders were aware of the new Rozelle Village Development Proposal and that feedback could be gained to improve this 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.

Key Stakeholders

The following stakeholders were involved in the first round of consultation.

STAKEHOLDER TYPE	DETAILS
Elected Representatives	• Hon. Tony Kelly MP – former Minister for Planning • Hon. Brad Hazzard MP – current Minister for Planning and Infrastructure • Jamie Parker (former Mayor of Leichhardt and current State Member for Balmain)
State Departments	• Department of Planning • Department of Transport
Local Government	• Leichhardt Municipal Council
Interest Groups	• Balmain Leagues Club (Tigers) • Rozelle Primary School P&C • Rozelle Residents Action Group (RRAG) • Balmain Rozelle Chamber of Commerce • Rozelle/Iron Cove Precinct
Businesses – Tier One	• Darling Street • Victoria Road
Businesses – Tier two	• Rozelle • Lillyfield • Balmain
Residents – Tier one	• Waterloo Street • Moodie Street • Victoria Road • Darling Street
Residents – Tier two	• Rozelle • Lillyfield • Balmain
Media	• Inner West Courier • Sydney Morning Herald

Methodology

The following table lists the communication activities undertaken from 1 March 2011 to June 2011.

ACTIVITY	TIMING	DISTRIBUTION
Promotion and Information Tools		
Newsletter No. 1 Providing background, development status, accurate information on the Part 3A application, details of the current concept and the role of consultation	21-22 May 2011	Residents and businesses in : • Rozelle • Balmain • Balmain East • Lillyfield • Birchgrove Total distribution: 12,175
Advertising Promoting the current concept and consultation opportunities including discussion events and contact channels	6 May 2011 12 May 2011	Placed in: • Village Voice Balmain • Inner West Courier Total readership reach: 145,000
Fact sheet/letter To Tigers members, prepared by the development team but distributed by the Club CEO Website Containing information about the development proposal concept, consultation opportunities, updated news and copies of all relevant planning documentation	1 March 2011 – ongoing	All Balmain Leagues Club members
Information Centre Provide a staffed display centre with all information about the project available and a member of the project team on hand to talk one-on-one to stakeholders	Open Tuesday to Sunday for the first two weeks of consultation, reducing back to two days a week (Wednesday and Saturday) by May 2011	131 visitors
Email contact Available via project web site for submission of feedback and/or inquiries	Ongoing	<5

ACTIVITY	TIMING	DISTRIBUTION
Targeted Engagement		
Community presentations/discussion events - Meet the team - Urban Planning the Victoria Road Corridor - Marking your footprint on Rozelle Village - Meet the Architect	9 March 2011 12 March 2011 4 May 2011 11 May 2011 25 May 2011 16 March 2011	12 attendees 3 attendees 9 attendees 6 attendees 9 attendees Hon. Tony Kelly MP Cr Jamie Parker
Elected Representative briefings To provide updates on engagement activity and community response to the same	15 April 2011	Hon. Brad Hazzard MP Mr Jamie Parker
Business door knock To discuss the development proposal in broad terms, establish the level of understanding of the current status, promote engagement opportunities and establish a quantitative support level among this sector of the community.	14 April 2011 18 April 2011	128 businesses along Victoria Road and Darling Street
Social Media		
Facebook Available via project website, however not actively used during this stage		
Twitter Available via project website, however not actively used during this stage		
Official Rozelle Village Forum Available via project website, however not actively used during this stage		

ACTIVITY	TIMING	DISTRIBUTION
Media Relations		
Media relations		
Media release written re car park reopening	10 February 2011	Inner West Courier Village Voice Sydney Morning Herald
Call with the Daily Telegraph to correct story re Benny Elias	24 February 2011	Correction noted by Joe Hildebrand
Holding statement re Kym Lennox/ Tipping Point association	March 2011	Holding statement not distributed
Media interviews		
Interview with Kate Carr, Inner West Courier	11 February 2011	Coverage appeared in Inner West Courier 16 Feb 2011
Interview with Matthew Moore, SMH	17 February 2011	Comments appeared SMH 18 Feb 11
Interview with Matthew Moore, SMH	25 February 2011	Phone interview completed re 3A approval
Interview with Ben Pike, Inner West Courier	18 April 2011	Phone interview completed regarding community engagement
Articles		
Inner West Courier	15 February 2011	Bigger plans for Tigers new club
SMH - Kelsey Munro and Matthew Moore	18 February 2011	Sharks property proposal offers club a way out of debt
Inner West Courier	24 February 2011	Car park open with 35 spaces
SMH - Matthew Moore	28 February 2011	Twin Towers planned for low-rise Rozelle
SMH - Matthew Moore	1 March 2011	Labor's twin towers last act of civic barbarism
Inner West Courier	3 March 2011	Kelly to rule on towers
Inner West Courier	10 March 2011	OPINION - Part 3A approval of Rozelle Village questioned
Inner West Courier	14 April 2011	O'Farrell wants no part of 3A
Inner West Courier	28 April 2011	Critics urged to see designs

Key Findings

Quantitative response summary

**Note: These figures are taken from the consultation feedback register established by PPR to record feedback received via the Rozelle Village Information Centre, discussion events and the business door knock. As PPR was not present at all sessions and relied on information being passed on by other members of the team, PPR cannot confirm the completeness of this data, however it does provide a solid indication of community and stakeholder interests.*

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
Total recorded	151	78	77	29	7	1	20	43

Key topics of interest

In addition to comments noting support or opposition to the overall development proposal, several key issues were raised throughout the consultation, indicating these as the key areas of interest for the community. These were:

- Building height and scale
- Nature of retail and commercial facilities
- Traffic
- Public transport
- Pedestrian access
- Leagues club operation
- Parking
- Development proposal status and delivery timeframe

The quantitative response summary shown on the previous page provides a breakdown on the nature of comments received in relation to these topics.

Analysis of key topics

High response elements

In addition to comments noting support or otherwise for the overall development proposal, two other elements, height/bulk and commercial facilities, received a high degree of comment, with parking also frequently raised as an area of interest.

Feedback to the **overall proposal of developing the site was weighted positive to neutral**, with only 21 percent of respondents noting any form of opposition to the proposal. Forty-one (41) percent were supportive and 37 percent undecided.

As greater detail on the features of the development becoming available, this “undecided” group will shift into one of the other two categories. Careful consideration of the other elements of the proposal gaining a high degree of feedback (height/bulk, commercial facilities and parking) will assist in generating a shift to the positive rather than the negative.

Similarly, comments relating to **building height and scale were weighted positive to neutral**, with just over one-quarter of respondents presenting a negative viewpoint.

Qualitative comments seem to indicate concerns link to the site being “imposing” rather than “tall”, so opportunities exist for positive perception shift with appropriate design solutions that address the “bulk”.

Feedback on the **commercial and retail elements of the proposal again were weight positive to neutral**, but just over two-thirds of respondents were negatively disposed toward this aspect of the proposal. An only slightly higher number (41 percent) were positive and 19 percent undecided.

Further probing of these responses is required. It could be due to assumptions around the type of commercial activity planned, or a concern about its impact on local business. Further refinement and presentation of commercial and retail plans may assist in gaining a greater positive response to this element, particularly if it can be developed in close collaboration with the community and business.

Parking was one aspect that received a majority of positive comments, weighted at just under two-thirds of all respondents, but its frequency of response was almost half that of the comments received for height/bulk and commercial aspects. Sixteen (16) percent were still undecided on this aspect, while eight percent were unsupportive.

The introduction of additional parking to the area has the potential to generate a great deal of support particularly from the business community, but also potentially from residents whose instance of having their streets “parked out” by retail shoppers may reduce under this proposal. Further communication of plans for this element of the business may add great value to support for the overall proposal.

Low response elements

Whilst there were still strong opinions in relation to traffic, public transport, pedestrian access and the Leagues Club, these issues received a great deal less comment than those discussed above.

There was however a marked change in the ratio of positive, neutral and negative responses in relation to traffic, despite it receiving lower overall comment. Of the 29 comments received in relation to **traffic 62 percent were negative**. Only 14 percent of comments were positive and one-quarter were still undecided.

Providing further detail on traffic modeling outcomes and management strategies has the potential not only to tip the balance of this element into positive territory, but also to result in increased positive weighting of the overall development proposal, particularly amongst the residential community who appear most interested in this element.

On the other hand, comments around the **return of the Balmain Leagues Club to the site received majority positive comments**, with three-quarters of all comments supportive of this element of the proposal.

Qualitative response summary

Overall, there was a greater level of support for the project than there was opposition to it, however a large number of people remain neutral, possibly awaiting further detail from which to form an opinion.

Many respondents indicated that something needed to be done with the current site and agreed that a solution needed to be found for the area through some form of development.

The most passionate concerns seem to exist around building height/scale and traffic. These were most frequently raised by those who noted opposition to the proposal, but were also raised as a concern by those noting support and those who were as yet undecided about the proposal.

To inform further review of these elements of the proposal, the following summary of qualitative feedback is provided.

Building Height/scale

- This issue generated the greatest volume of discussion during consultation. Most respondents commented immediately on this aspect of the proposal.
- Overall there were more respondents supportive or accepting of this aspect of the proposal than those who opposed it. This support came from the recognition that the area needed something to drive its reinvigoration, and that this type of mixed development potentially had the power to do this.
- Concerns about how the two tower development would fit into the landscape and streetscape were raised, in addition to how the new building would fit into the older, historic style and character of suburb.
- It was noted by the consultation team that there was some confusion, and as a result misuse, about the specific meaning of height versus scale. After further discussion to seek clarification of the points raised, it was identified that many respondent's concerns focused on how the building interfaced with the local area at ground level – ie. when walking past it. The height of the building seemed to be less of an issue than the building's scale and its physical presence and potential to impose on the local area.

Commercial / retail facilities

- There was mixed opinion when it came to the types of retail and commercial facilities the community would like to see included in the Rozelle Village Development.
- There was consensus that the local area would benefit from a redevelopment incorporating commercial and retail facilities.
- Most businesses and residents agreed that new retail and commercial facilities would help boost the commercial performance of the area.
- Overall, the most common request in terms of retail facilities was a supermarket, due to the distance to the closest existing supermarket. Other requests included banks, gyms and medical facilities.
- There was some concern noted about the style of retail shops that would be introduced. There were some that thought there were already some nice boutique style shops on the upper end of Darling Street and that the continuation of this theme would be preferred to the introduction of big chain stores.

Traffic

- Traffic received a relatively small amount of comment compared to other aspects of the development proposal (height/scale, retail facilities, parking).
- Comments noting concern about traffic impacts were received from both respondents supportive of the development and those opposing it.
- Concern was noted about the potential increase in traffic in streets surrounding the development, particularly in the smaller residential streets.
- The potential of the development to add traffic to already congested main thoroughfares was also raised.
- Many business owners who were supportive of the project were concerned that the increased traffic would negatively affect currently available parking for existing customers, forcing those loyal to their businesses away from the area.

Public transport

- Comments received about public transport did not necessarily relate directly to this proposal, but instead to the greater problem of transport in the region.
- Many comments related to the metro tunnel project and the decision by the State Government to put this initiative on hold.
- The general feel was that more public transport was needed to support access to the suburb, with the rationale that it would ease congestion.
- Many respondents were supportive of the additional bus stops proposed in the development.

Leagues club

- There was a high level support for the club returning as part of the new development.
- The club's gambling activities could be a cause for some concern as the proposal progresses, as this was one of the most frequently mentioned commercial activities respondents did not want to see introduced to the area .
- Some respondents noted concerns with the club's history and recent decisions by individuals associated with the club.

Parking

- Both residents and businesses expressed concern on the amount of parking currently available in surrounding streets, noting it was not sufficient to support current businesses requirements.
- Local businesses widely regarded the increase in parking spaces proposed as part of the development a positive, but noted that this parking would need to have an obvious interface with existing businesses and not just the new building.



Contact Us

Information Centre:

697 Darling Street
Rozelle NSW 2039

Website:

www.rozellevillage.com.au

E-mail:

info@rozellevillage.com.au