

Strategic Community Engagement Report

Central Coast Quarter

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1 Purpose

Left Field Communications was engaged by SH Gosford Residential Pty Ltd (The Applicant) to provide an engagement approach for Central Coast Quarter – Northern Tower at 26-30 Mann Street Gosford as part of the lodgement of SSD-23588910.

The proposal for the site focusses on creating an integrated residential, commercial, and recreational precinct delivered in stages, with the intention of helping to reinvigorate the city centre and connect residents and workers with Gosford's lifestyle benefits.

This report is provided in response to the Secretary's Environmental Assessment Requirements (SEARs). It outlines the engagement and communications process, any feedback and considerations as a result, during August and September 2021.

2 Objectives

Left Field Communications was engaged to assist provide a framework for community engagement – specifically to ensure consultation with a range of stakeholders including:

- Relevant Local, State or Commonwealth Government authorities, service providers, community groups and affected landowners.
- In particular:
 - Central Coast Council
 - City of Gosford Design Advisory Panel
 - Department of Planning, Industry and Environment – Natural Resource Access Regulator (NRAR)
 - Heritage NSW (Aboriginal Cultural Heritage)
 - Ausgrid
 - Surrounding residents, businesses and local community groups
- The engagement process sought to connect with stakeholders to ensure adequate consultation in line with the agreed level of participation (as per the IAP2 Public Participation Spectrum).

3 Executive summary

Community engagement for Central Coast Quarter – Northern Tower extends on the already comprehensive work undertaken to understand and respond to local sentiment toward the project during the Concept DA process in 2019 (SSD-10114). Further consultation occurred as a consequence of the Development Application lodged under Part 4A in April 2021 (DA 10678).

This round of engagement included a mix of communication tactics targeted by stakeholder group and required engagement level and impact (as measured against [IAP2's Spectrum of Public Participation](#)). This process focused on the 'Inform' level of engagement.

In light of the COVID-19 environment, virtual meetings, phone conversations and email correspondence replaced face-to-face engagement. Other methods for wider engagement with stakeholders included the establishment of a web page to enable enquiries and feedback, promoted by a letterbox drop to 500 surrounding residents and businesses.

3.1 Engagement summary

Between August 13-26, 2021, the Applicant and various project consultants were in touch with key stakeholders to share the details of SSD-23588910 and seek the chance for briefing sessions. All stakeholders approached during this process had previous knowledge of the proposal. Some felt they already had the relevant information and chose not to engage further at this time.

These stakeholders included:

- Leisl Tesch MP State Member for Gosford (meeting set and did not proceed).

Others – groups and individuals - were interested in receiving further information and the chance to respond with comments or questions. All stakeholders approached in this way shared the information provided more broadly with the groups they represented.

These included:

- Edgar Adams Central Coast Business Review
- Valentina Misevska The Hunter and Central Coast Development Corporation
- Adam Crouch MP State Member for Terrigal

3.2 Engagement Outcomes

Engagement activity included:

- Creation of a specific webpage and enquiry form
www.centralcoastquarter.com.au/community
- Creation of a flyer with QR code linking directly to the website
www.centralcoastquarter.com.au/community
- Letterbox drop to 500 homes and businesses in the surrounding neighbourhood
- Connection with range of stakeholders via:
 - o Virtual briefings
 - o Phone conversations
 - o Emails and letters

During the consultation period throughout August, the www.centralcoastquarter.com.au site attracted more than 2000 visitors. 149 of those came directly to the 'community' page. Five of those left messages. *Please note table in Appendix 4.4.*

- Three were community feedback indicating support:
 - o I totally and unequivocally support St Hilliers Central Coast Quarter project.
 - o I support this project.
 - o This development will be just what we need to get Gosford, and the waterfront area really going. Born and Bred in Gosford, and I attended the old school on this site, this is a positive opportunity. I look forward to further updates.
- One person enquired about the height and footprint of the development and were supplied with a response.
 - o How tall will this be and where is the footprint?
- One enquiry was sales-related and this were passed on to the sales team.
 - o Interested in a two or three bedroom uniy (sic)

Stakeholder	Channel	Comments
Leisl Tesch MP State Member for Gosford Meeting scheduled for 21/8/21 did not proceed	Email + virtual meeting	The Applicant was in email contact with Ms Tesch who was interested in being updated on the progress of the proposal. A meeting was arranged with Ms Tesch but she was unable to attend at the last minute. No feedback or issues have been raised in correspondence.
Edgar Adams Central Coast Business Review 11/8/21-17/8/21	Email + Telephone	The Applicant emailed Mr Adams to advise him of the pending proposal and asked him to share the link to the project website so that members of the Chambers could leave their feedback.

		<p>Mr Adams responded and was supportive of the proposal and shared the link with his broader database to encourage positive engagement.</p> <p>No other specific feedback was noted as a result of this outreach.</p>
<p>Valentina Misevska CEO The Hunter and Central Coast Development Corporation</p> <p>Nicola Robinson Senior Development Manager The Hunter and Central Coast Development Corporation</p> <p>18/8/21</p>	Virtual Meeting	<p>The Applicant and Ms Misevska met to discuss various projects in the Hunter and Central Coast region.</p> <p>The Applicant has previously consulted closely with HCCDC regarding the redevelopment of Gosford Leagues Club Field.</p> <p>The Applicant presented the proposed development, current status, forward program and design.</p> <p>HCCDC advised further works were to be undertaken on Leagues Club Field. They asked to be kept in touch with the progress of the Central Coast Quarter, and other projects within the region.</p> <p>No further specific feedback was noted.</p>
<p>Adam Crouch MP State Member for Terrigal</p> <p>Ben Sheath Office of Adam Crouch</p> <p>23/8/21</p>	Email + virtual meeting	<p>The Applicant presented the proposed development, current status, forward program and design.</p> <p>Mr Crouch was very supportive of the jobs and employment for the Coast to be generated through the project, as this is a critical concern.</p> <p>Mr Crouch requested a set of architectural drawings, which was sent across. No further specific feedback was noted.</p>
TfNSW	Email	<p>Consultation was undertaken with TfNSW during the Concept SSDA phase.</p> <p>A follow up email was issued on 12 November 2020 to advise that the Applicant is progressing with the first stage of 'detailed' development, while also seeking an update on the Gosford City Centre Transport Plan (and associated traffic modelling).</p> <p>At the time of writing, no response has been elicited from TfNSW, who will be invited to comment on the application during the public exhibition phase.</p>
NRAR 12/8/21	Email invitation to meet	<p>In accordance with the SEARs consultation requirements, the Applicant sent an email to Alistair Drew from NRAR, offering a briefing on the project.</p>

		At the time of writing, no response had been received from NRAR, who will have the opportunity to comment on the EIS during the public exhibition phase, if required.
Heritage NSW 17/8/21	Email	During the preparation of the EIS, correspondence was provided from the Aboriginal Cultural Heritage Regulation – North team, confirming that due to the previous ACHAR prepared for SSD-10114, that no further Aboriginal Cultural Heritage Assessment was required beyond what has been nominated in the SEARs requirements.
Ausgrid		<p>An application for connection has been submitted to Ausgrid (Ref AP/AC 800197256/1900080147), who advised that a new substation will be required for the development.</p> <p>This was submitted in 2018.</p> <p>This application will be renewed once development approval has been approved.</p>
Central Coast Council Meeting 1 24/03/2021 Meeting 2: 07/04/2021 Meeting 3: 26/08/2021	Phone, email F2F meeting, Virtual meeting	<p>The Applicant met with Council Planning staff twice during the preparation of the SSDA.</p> <p>The first meeting primarily related to a high-level discussion of potential public benefit offers and the interrelationship between the development site and the recently refurbished Leagues Club Field/Baker Street (which is under Council ownership).</p> <p>The second meeting involved a call to Council officer Robert Eyre. Draft plans and information were provided ahead of the meeting. During the meeting, Robert Eyre provided specific comments regarding the building design, waste room configuration, staging and site servicing. This feedback has been incorporated into the EIS package.</p> <p>It is also noteworthy that Council officer Jared Phillips has been a member of the City of Gosford Design Advisory Panel (engagement described further below). This has ensured that Council has been party to the resolution of the design concept and has provided input (where required) on the direction of the scheme.</p> <p>GTA Traffic Consultants have also been in contact with Council regarding the status of the Gosford City Centre Transport Plan. It was confirmed in email</p>

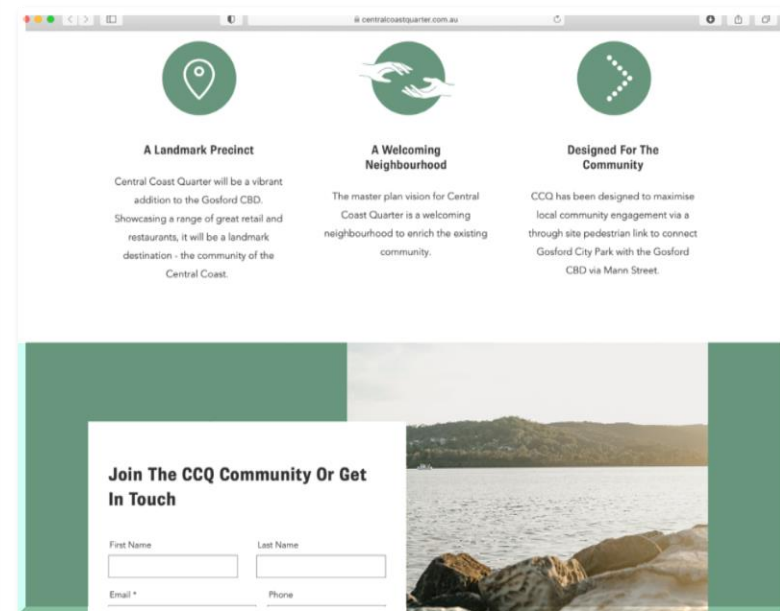
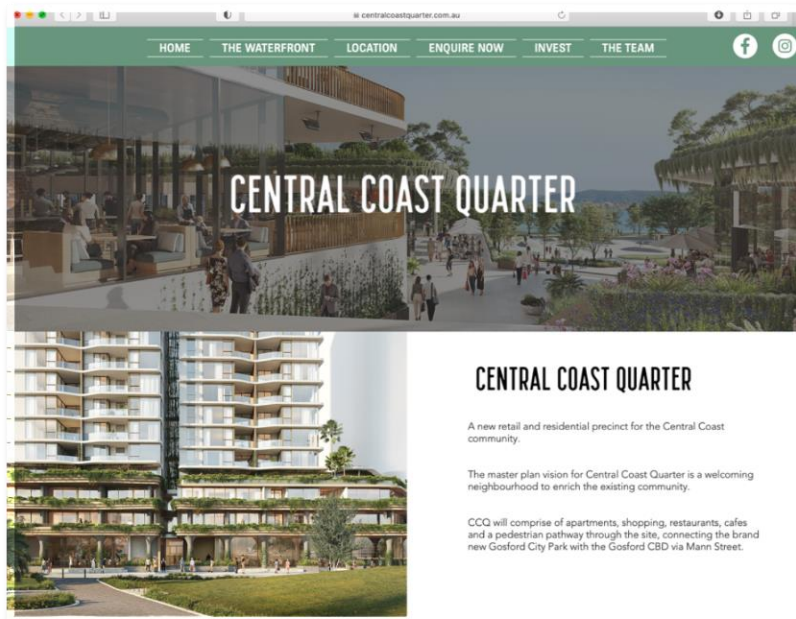
		<p>correspondence from Scott Stapleton on 24 March 2021 that the Plan is on hold indefinitely.</p> <p>A third meeting was conducted in August with Jared Phillips from Central Coast Council for a workshop about the interface between Central Coast Quarter and Leagues Club Field, the function of Baker Street, landscaping and street furniture; and consistent materiality between the public and private spaces.</p> <p>A further workshop has been agreed where the applicant will present proposed materials for the public domain interface. Date to be set.</p>
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3.3 Recommendations for ongoing engagement

The Applicant has already indicated its intention to continue the open dialogue which has been established with residents, businesses, agencies, relevant local groups and other stakeholders as the planning process continues.

4 Appendix A – Examples of engagement materials

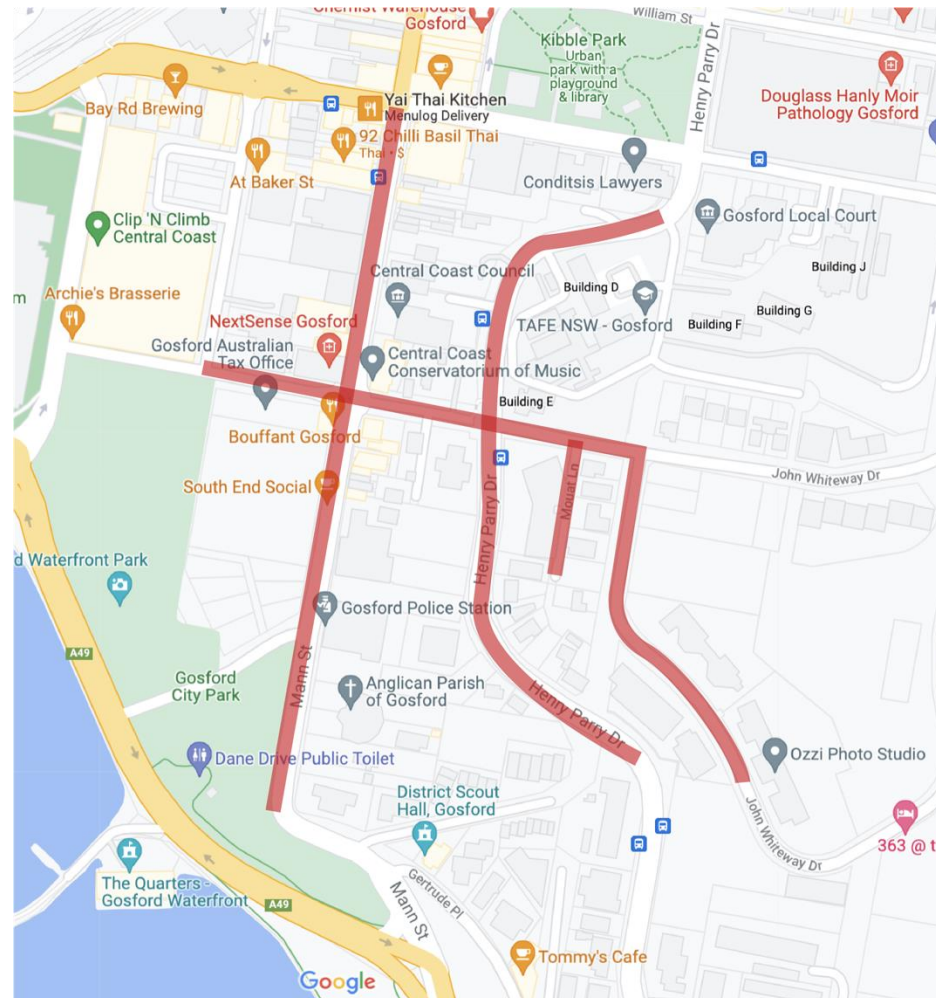
4.1 Engagement website screenshots



4.2 Project / website promotion/ Letterbox drop DL



4.3 Letterbox distribution route



5 Appendix B – Communication

5.1 Website enquiries

Submission Time	First Name	Last Name	Email	Phone	Enquiry Type	Message	ID	Created Date	Updated Date	Owner
2021-08-16T01:33:00Z	Edgar	Adams			Community Feedback	I totally and unequivocally support St Hilliers Central Coast Quarter project.	04e44787-affa-4ab9-91d0-595c97242ba7	2021-08-23T22:36:31Z	2021-08-24T04:38:38Z	ca6fa901-8b48-406c-83bf-df4b4e96a39a
2021-08-18T20:00:00Z	Robert	Wubben			Sales Enquiry	Interested in a two or three bedroom unit	06c73a8b-a28d-431d-b4e6-57b00411b5fe	2021-08-23T23:06:50Z	2021-08-23T23:07:18Z	ca6fa901-8b48-406c-83bf-df4b4e96a39a
2021-08-16T01:44:00Z	Darren	Fischer			Community Feedback	I support this project.	4e2660b5-43eb-47f1-8943-0d608e7660b	2021-08-23T22:36:33Z	2021-08-23T22:39:45Z	ca6fa901-8b48-406c-83bf-df4b4e96a39a
2021-08-13T16:43:00Z	Peter	Doombos			Other	How tall will this be and where is the footprint?	61c2b123-ec82-4012-adea-fa2b1bd36d10	2021-08-23T22:33:57Z	2021-08-23T22:37:14Z	ca6fa901-8b48-406c-83bf-df4b4e96a39a
2021-08-16T01:39:00Z	Pete	Lawley			Community Feedback	This development will be just what we need to get Gosford, and the waterfront area really going. Born and Bred in Gosford, and I attended the old school on this site, this is a positive opportunity. I look forward to further updates.	6b89a371-ede7-4847-907b-324d96f2baa3	2021-08-23T22:36:32Z	2021-08-23T22:39:11Z	ca6fa901-8b48-406c-83bf-df4b4e96a39a
2021-08-14T00:50:00Z	John	Elworthy			Other		e1ce1112-8bb6-4976-b336-24c4aca8e6bc	2021-08-23T22:35:57Z	2021-08-23T22:36:19Z	ca6fa901-8b48-406c-83bf-df4b4e96a39a

5.2 Correspondence - NRAR

From: Edward Green

Sent: Thursday, 12 August 2021 3:06 PM

To: [REDACTED]

Cc: Frank Katsouras <fkatsouras@sthilliers.com.au>; Justus Ng <jNg@sthilliers.com.au>; Andrew Harvey <aharvey@urbis.com.au>; [REDACTED]

Subject: SSD-23588910

Hi Alistair,

We are reaching out on behalf of St Hilliers, who are the proponent of the Central Coast Quarter development. The site is located at 26-30 Mann Street, Gosford, near the Brisbane water.

In August 2020, we received Concept SSD consent for the project, which broadly includes three towers (2x residential, 1x hotel) over a commercial podium. A copy of the relevant documentation is located [here](#).

St Hilliers is now progressing with the first 'detailed' stage of the project, which is for the northern residential tower. A copy of the relevant documentation is located [here](#).

I've attached a map showing the site, and our 'Request for SEARs' document, which explains the proposed development. Our analysis has concluded that we are not on 'waterfront land' and do not require a controlled activity approval.

We are in the process of preparing our EIS package for lodgement. Please let us know if you have any questions about the proposal, or if you would appreciate a call from our civil engineer to explain any aspect of the water cycle management strategy.

Thank you.

Kind regards,

EDWARD GREEN
SENIOR CONSULTANT

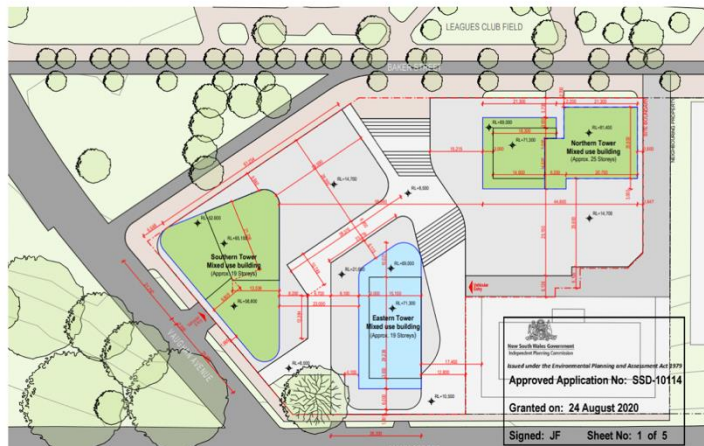
D +61 [REDACTED]
M +61 [REDACTED]
E [egreen@sthilliers.com.au](#)

5.3 Correspondence – Web enquiry response

From: Sales CCQ <sales@centralcoastquarter.com.au>
Sent: Tuesday, September 7, 2021 10:57:28 AM
To: peter.d...
Subject: Central Coast Quarter Development

Hi Peter,

Thank you for your recent enquiry about the Central Coast Quarter Development. The first stage is contained within the approved Northern Tower concept envelope with a maximum RL of 81.400. Please see the below image for further information (also attached).



If you have any further questions, please don't hesitate to contact us.

CENTRAL COAST QUARTER