

Appendix F

Community Consultation Report



Community Consultation Report **urbanest**

157-163 Cleveland St, Redfern

Prepared by FT Communication

FT Communication



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1.0 Introduction

The community consultation program for the urbanest 157 Cleveland St project was made up of two components. The first component was community consultation undertaken by the previous proponent for the site, Hudson Square Pty Ltd from 2008-2010 as part of its now abandoned proposal for the site. The results of this consultation were carefully considered by urbanest in the preparation of its new design proposal for the site.

The second component was undertaken by FT Communication between July-October 2011 based around a new concept. The activities and outcomes of the second component form the basis of this consultation report. This report details the consultation undertaken by urbanest to date and outlines the plan for ongoing consultation which, in the event of the application being granted approval, will include the construction phase.

1.1 Stakeholders

- Local community (residents and businesses in Chippendale, Darlington and Redfern)
- Redwatch Community Group
- Chippendale Residents Coalition
- Friends of Carlton United Brewery Site
- RAIDD (Residents Against Inappropriate Development in Darlington)
- Clover Moore NSW MP for Bligh Lord Mayor of Sydney
- Sydney City Cllr McInerney
- Sydney City Cllr Doutney
- Sydney City Councillors
- Redfern LAC
- Aboriginal Housing Company
- South Sydney Business Chamber
- Tanya Plibersek Federal MP for Sydney
- Kristina Keneally NSW Member for Heffron
- Carmel Tebbutt NSW Member for Marrickville

1.2 Program Methodology

The objective of the consultation program was to provide an open and transparent engagement process for the local community and community representatives by providing opportunities for their views and preferences to inform the project where possible; and to inform the Department of Planning accurately of the views and concerns of the community about the project.

Information regarding the nature of the proposal has been accurately and widely distributed.

Methods of distribution of information have included:

- letters to key stakeholders
- meetings with community group representatives and other stakeholders
- community newsletter (1,890 newsletters to area surrounding the site – see Attachment C)
- dedicated project website
- public open day and
- dedicated telephone enquiry line.

Community and stakeholder feedback was encouraged and recorded. (see submissions at 3.6 and consultation program email and meetings register below at 1.3).

A dedicated consultation website was established at <http://www.urbanest.com.au/157cleveland/> for stakeholders to learn about the proposal, provide feedback and pursue specific enquiries. According to the website traffic report the number of page views was 765, of which 513 were unique page views (See Attachment E).

A dedicated telephone enquiry line, 0435 830 868, was established to enable stakeholders to provide feedback and pursue specific enquiries about the project.

A community newsletter was distributed (see Attachment C) to inform the local community of changes made to the proposal as a result of the previous proponent's consultation and to invite them to the open day to view the urbanest proposal.

Community Open Day

A community open day was held at Redfern Community Centre, Hugo St Redfern, from 9:30am-12:30pm, Saturday 17th September, 2011. Local residents and businesses were invited to attend the event via a letterbox drop of the local area (see Attachment A) of 1,890 newsletters (see Attachment C). Copies of the invitation were also emailed to all Sydney City Councillors and relevant State and Federal Members of Parliament.

A series of information panels were on display (see Attachment D) updating stakeholders on the urbanest proposal and the changes made to the project as a result of the consultation. Stakeholders were encouraged to ask questions about any specific issues of concern and/or submit written requests for information about specific issues. A number of written submissions were received via email and website feedback (see summary at Attachment F).

Members of the community were also offered the ongoing opportunity to arrange one on one meetings with representatives of the proponent to discuss specific issues of concern and/or to tour the existing Haymarket, Sydney urbanest facility. No approaches to arrange any meetings have been received as at the date of providing this report.

1.3 Consultation Program – Email, Phone and Meetings Register

No.	Method	Who to/from	Organisation	Date	Comments
1	Email x2	To Mary Ellen and Colin Sharp	RAIDD	Wed, Aug 3, 2011 and Fri Aug 12	Re offer of briefing on the plans for the site
2	Email	To Mary Ellen and Colin Sharp	RAIDD	Wed Aug 31	Copy of Newsletter and advising re letterbox drop and door knocking and Open Day
3	Email	To Mary Ellen and Colin Sharp	RAIDD	Wed Sept 21	Follow up on Open Day material and RAIDD

					meeting
4	Email	To Mary Ellen and Colin Sharp	RAIDD	Fri Sept 23	Advise re updates to website
5	Email	To Mary Ellen and Colin Sharp	RAIDD	Mon Oct 3	Request for formal input to final consultation report
6	Ph	Jeanette Brokman	Coalition Chippendale Community	Tues July 19	Re offer of briefing on the plans for the site
7	Ph	Jeanette Brokman	Coalition Chippendale Community	Fri July 22	Re offer of briefing on the plans for the site
8	Ph	Jeanette Brokman	Coalition Chippendale Community	Fri July 29	Re offer of briefing on the plans for the site
9	Email	Jeanette Brokman	Coalition Chippendale Community	Tues Aug 30	Copy of Newsletter and advising re letterbox drop and door knocking and Open Day.
10	Email	Jeanette Brokman	Coalition Chippendale Community	Tues Sept 13	Requesting copy of material to be displayed at open day
11	Email x2	Jeanette Brokman	Coalition Chippendale Community	Sun Sept 18	Sent JB a copy of material displayed at open day
12	Email	Jeanette Brokman	Coalition Chippendale Community	Wed Sept 21	From JB seeking clarification re various issues room size/number/car access/FSR /height/shop
13	Email	Jeanette Brokman	Coalition Chippendale Community	Thurs Sept 22	Responding to issues of 21/9
14	Email	Jeanette Brokman	Coalition Chippendale Community	Mon Oct 3	Request for formal input to final consultation report from JB or CCC
15	Ph	Mary Lynne Pidcock	South Sydney Business Chamber	Fri July 22	Re offer of briefing on the plans for the site
16	Email	Mary Lynne Pidcock	South Sydney Business Chamber	Mon July 25	Re offer of briefing on the plans for the site
17	Meeting	Mary Lynne Pidcock and Karen Levin	South Sydney Business Chamber	Wed July 27	FT Communications and urbanest briefing on the plans for the site

18	Email	Mary Lynne Pidcock	South Sydney Business Chamber	Fri Sept 23	Advise re updates to website
19	Ph	Lindsay Charles	Friends of Carlton United Brewery Site	Fri July 22	Left detailed voicemail Re offer of briefing on the plans for the site
20	Ph	Lindsay Charles	Friends of Carlton United Brewery Site	Mon July 25	Left detailed voicemail Re offer of briefing on the plans for the site
21		Lindsay Charles	Friends of Carlton United Brewery Site	Fri July 29	Left detailed voicemail Re offer of briefing on the plans for the site
22	Ph		Aboriginal Housing Co.	Fri July 22	No answer
23	Email	Lani Tuitavake	Aboriginal Housing Co.	Mon July 25	Re offer of briefing on the plans for the site
24	Meeting	Michael Mundine Lani Tuitavake, Greg Colbran(Deicorp)	Aboriginal Housing Co.	Wed July 25	FT Communications and urbanest briefing on the plans for the site
25	Email	Greg Colbran	Deicorp (for AHCo)	Tues Aug 30	Copy of Newsletter and advising re letterbox drop and door knocking and Open Day
26	Email	Greg Colbran	Deicorp (for AHCo)	Fri Sept 23	Advise re updates to website
27	Ph	Geoff Turnbull	RedWatch	Fri July 22	Re offer of briefing on the plans for the site
28	Meeting	Geoff Turnbull	RedWatch	Wed July 27	FT Communications and urbanest briefing on the plans for the site
29	Email	Geoff Turnbull	RedWatch	Tues Aug 30	Copy of Newsletter and advising re letterbox drop and door knocking and Open Day
30	Email x 2	Geoff Turnbull	RedWatch	Fri Sept 23	Advise re updates to website.
31	Email	Dan O'Brien		Wed Sept 7	Response to his website enquiry re design/look of proposed building
32	Email	Jocelyn Jackson		Wed Sept 7	Response to her website enquiry about design and student housing

33	Email	Kevin Davies		Wed Sept 7	Response to his website email supporting the plans
34	Email	Roz Marsh		Wed Sept 7	Response to her website enquiry re design of the proposed new building
35	Email	Michael Vaughan	T Plibersek, MP for Sydney	Tues 9 Aug	Advised project details
36	Email	Catherine Wade	K Keneally, MP for Heffron	Tues 9 Aug	Advised project details
37	Email	Carmel Tebbutt, MP for Marrickville	C Tebbutt, MP for Marrickville	Tues 9 August	Advised project details
38	Email	Michael Vaughan	T Plibersek, MP for Sydney	Wed 5 Oct	Advised project update
39	Email	Catherine Wade	K Keneally, MP for Heffron	Wed 5 Oct	Advised project update
40	Email	Carmel Tebbutt, MP for Marrickville	C Tebbutt, MP for Marrickville	Wed 5 Oct	Advised project update
41	Email	SCC Mayor & Councillors	Sydney City Council	Wed 31 Aug	Advised project details
42	Email	SCC Mayor & Councillors	Sydney City Council	Thurs 6 Oct	Advised project update
43	Ph	S. Quilter	Local Resident	Tues 4 Oct	Message supporting the use for student accommodation and seeking more information.
44	Meeting then Email	S. Quilter	Local Resident	Tues 11 Oct Sun 16 Oct	Concerns re pedestrian and cycling access and safety including intersection of Abercrombie and Cleveland Streets and pedestrian access to

					Sydney University along Abercrombie Street (currently very busy and potentially dangerous)
45	Email	Jeanette Brokman	Coalition Chippendale Community	Sun 16 Oct	Concerns re bulk and scale, cost of accommodation, possible non student usage, high scale student accommodation, open space and previous project precedents.

1.4 Consultation Program Materials

Newsletter - see attached copy of newsletter below (Attachment C)

Website - A dedicated website was established at <http://www.urbanest.com.au/157cleveland/> for stakeholders to find out about the proposal, make comments and pursue specific enquiries about the project (see Attachment E).

Open Day Display Boards – A series of 10 display boards were used at the open day on Saturday September 17, 2011 at Redfern Community Centre (see Attachment D). A link to these has also been included in the Attachment so they can be viewed in detail.

Submissions/feedback – see feedback submissions below (Attachment F 3.6)

2.0 Consultation Outcomes

Item	Submission/Issues	Proponent's Response
SEPP VARIATION		
1	urbanest lodging an application to vary the planning control on the site under the State Environmental Planning Policy (SEPP) – Major Developments as they relate to student housing.	<p>This application will also be dealt with by the NSW DP&I. This application will run concurrently with the DA in order to provide the best opportunity for a full and open explanation of the design, environmental, social and economic considerations relevant to the SEPP amendment.</p> <p>The separate documentation in support of the DA and the SEPP amendment would be exhibited at the same time, to enable the community to comment on both processes.</p> <p>In this regard, the process to amend the Major Development SEPP involves the same level of consultation and participation with both the community and local authorities as exists for the amendment of any other environmental planning instrument, such as a Local Environment Plan (LEP).</p>
DA ASSESSMENT		
2	urbanest has been advised that because the Cleveland Street project is designated as State Significant development, the project will be automatically be assessed by the NSW Department of Planning & Infrastructure (DP&I)	<p>Irrespective of the formal process, urbanest has gone to significant lengths to consult with the local community, Redfern Waterloo Authority and City of Sydney to ensure that the proposal considers any issues which would be dealt with through the normal council development application (DA) assessment process.</p> <p>This has included a number of meetings with representatives from Sydney City Council and the Redfern Waterloo Authority.</p>
PARKING		
3	Concern about the impact of not providing any resident parking on the	The exclusion of parking is in line with Council objectives of reducing car congestion and is

	site.	<p>further supported by transportation mode and usage surveys. Student accommodation is best placed to meet this objective. The site is ideally located for public transport with bus and train services within in close proximity, serving all parts of the City.</p> <p>urbanest will actively encourage the use of public transport by displaying timetables in reception and providing information in the customer welcome packs. The site is within walking distance of several Universities, including Sydney University, UTS and Notre Dame.</p> <p>Bike storage for customers and visitors will be provided. Servicing of the site will be via Hudson Street, and is limited to refuse collection and small scale deliveries, such as postal services. The apartments are fully furnished meaning customers only arrive with hand luggage and not a removal van.</p>
CONSTRUCTION NOISE AND DISRUPTION		
4	Concerns about the impact on neighbours during construction period.	<p>urbanest will be employing a main contractor with suitable experience of schemes of this nature. Industry best practice will be employed in regards to safety and neighbour relations. 24 hour contact details will be posted on the site hoardings, and regular neighbour communication flyers will be sent out updating on progress and works being programmed for the coming weeks.</p> <p>A detailed construction management plan will be included in the DA submission.</p>
SECURITY		
5	What will be the impact of the development on security in the area?	<p>Consultation with the Local Area Command has taken place and any recommendations they provide will be incorporated into the scheme.</p> <p>The building will be managed 7 days a week by a trained and experienced urbanest team. Access to the development and individual apartments is controlled via swipe card. An intercom system is fitted at the main entrance to allow visitors to speak direct to the customers or management team, who can only allow access from the entry</p>

		<p>doors.</p> <p>The increased activity in and around the site will improve surveillance in the area. The installation of CCTV will also improve security.</p> <p>Management plans and security procedures are continually reviewed to ensure that appropriate levels of safety and security are maintained.</p>
ENVIRONMENTAL SUSTAINABILITY		
6	Will the building be environmentally friendly?	<p>urbanest buildings and operations aim to meet high levels of environmental sustainability. Sites are chosen which are well located to public transport and urbanest provides onsite bicycle storage and promotes sustainable means of transport, removing the reliance on car usage. This stance is taken with the support of local Council and is supported by transportation mode and usage surveys.</p> <p>urbanest projects adopt several environmentally sustainable initiatives, and the proposed Cleveland Street project will continue to investigate sustainable strategies such as:</p> <ul style="list-style-type: none"> • Solar generated hot water • Rainwater recycling • Green roof • High performance glazing • Cross flow natural ventilation • Occupant controlled operable windows • Efficient appliances • Measures to reduce water and energy consumption, and minimise waste • Passive sunshading and response to solar principles.
OPEN SPACE / RECREATION		
7	What open space and recreational facilities will be provided on the site?	<p>The new design features a significant amount of internal and external recreation space within the site, including an open air courtyard comprising 1/3 of the site area.</p> <p>Aspect Landscape Architects have been engaged to design a diverse and attractive courtyard, featuring appropriate planting and shade trees, and creating a series of spaces for students to socialise and relax. To avoid noise impacts there</p>

		will be no rooftop recreation area.
HERITAGE		
8	Does the site have Heritage value and if so, will it be protected?	<p>Heritage expert, Robert Staas of NBRS has been appointed to advise on the heritage value of the existing buildings.</p> <p>157 Cleveland Street sits within the Darlington Heritage Conservation Area and the existing 1930s warehouse building has been identified as a contributory item in the conservation area. Although not heritage listed, urbanest proposes to retain the original facades along Cleveland and Hart Street to integrate the building with the character of the area.</p> <p>Advice provided by Sydney City Council in relation to a previous development proposal on this site identified that -<i>"The warehouse building has significant contribution to the conservation area, due to its age, historical use, building form and relationship with surrounding buildings. The Cleveland Façade and Hart St façade demonstrates typical and representative inter-war industrial establishments in Chippendale and Darlington area. They have aesthetic values."</i></p> <p>In order to integrate the new proposal with the character of the existing and neighbouring buildings, urbanest is proposing to retain the significant original facades to Cleveland and Hart Streets.</p> <p>These facades will be repaired and restored under the guidance of NBRS and will allow the new development to maintain the existing buildings' contribution to the character of the area.</p>
DESIGN / VISUAL IMPACT		
9	Concern re 'look' of the building and desire to avoid 'unattractive oblong block'	<p>Bates Smart Architects have been engaged to design an attractive building that compliments its immediate surroundings.</p> <p>The building has been designed to provide high levels of natural light and ventilation to the apartments, with passive shading designed in response to environmental conditions.</p>

		<p>The design is arranged around a large external recreation space and the internal communal spaces and reception located around the Cleveland and Abercrombie Street corner, providing visual and pedestrian activation. The building has also been designed to respond sympathetically to the existing and historical context with its detailing and material selections. The result is an articulated building which varies in physical form and is visually interesting.</p>
TRANSPORT & ACCESS		
10	Concern re pedestrian access from the site to the northern side of Cleveland Street	Proponent will work with Council and RTA to investigate options during application and assessment process
11	Concern re pedestrian access from the site to Sydney University and increase in pedestrian traffic on nearby streets	Proponent will work with Council and RTA to investigate options during application and assessment process
AHC DEVELOPMENT		
12	Compatibility with proposed redevelopment of nearby sites by Aboriginal Housing Corporation	Proponent has made contact with AHC and undertaken to maintain discussions throughout the project
PROCESS		
13	Need to consult community and councilors despite process through the Dept Planning & Infrastructure	Extensive consultation has taken place and will continue with Government, Council and Community stakeholders
FACILITY MANAGEMENT		
14	Concern re large number of students and noise from social activities	<p>The building will be managed 7 days a week by a trained and experienced urbanest team. Residents will be required to comply with strict house rules. The presence of 24/7 staff will also provide neighbours with an immediate, onsite contact point in the event of any concerns arising.</p>
GENERAL		
15	Support for the redevelopment of the site in a way that enhances the area. Redevelopment will be a benefit to the local area.	NA

2.1 Changes made as a result of consultation

In response to feedback and submissions received a range of amendments have been made to the project. These include:

- Design changes to provide a building design more sympathetic to the streetscape and surrounding buildings, with attention to massing, height variation and façade materials
- Exclusion of rooftop recreation area to avoid noise impacts on neighbours
- Inclusion of outdoor landscaping and recreation space for building residents, within the site
- Glass wall at ground floor reception to improve street front security and surveillance from reception area onto Abercrombie and Cleveland Streets
- Absence of onsite resident parking
- Deletion of commercial and office space and
- Retention of the existing heritage facades on the site.

2.2 Conclusion

The community consultation process for 157-163 Cleveland Street Redfern provided valuable information about and input from the surrounding community and community representatives. Significant efforts were made to undertake a thorough and transparent consultation process which involved direct contact with local residents and businesses, direct contact with local representative groups and direct contact with elected representatives at local, state and federal levels.

Critical to the process was the early reference to previous consultation undertaken for a separate and unrelated development proposal (Hudson Concept) for the same site which provided guidance and direction for the urbanest consultation and the ultimate project design.

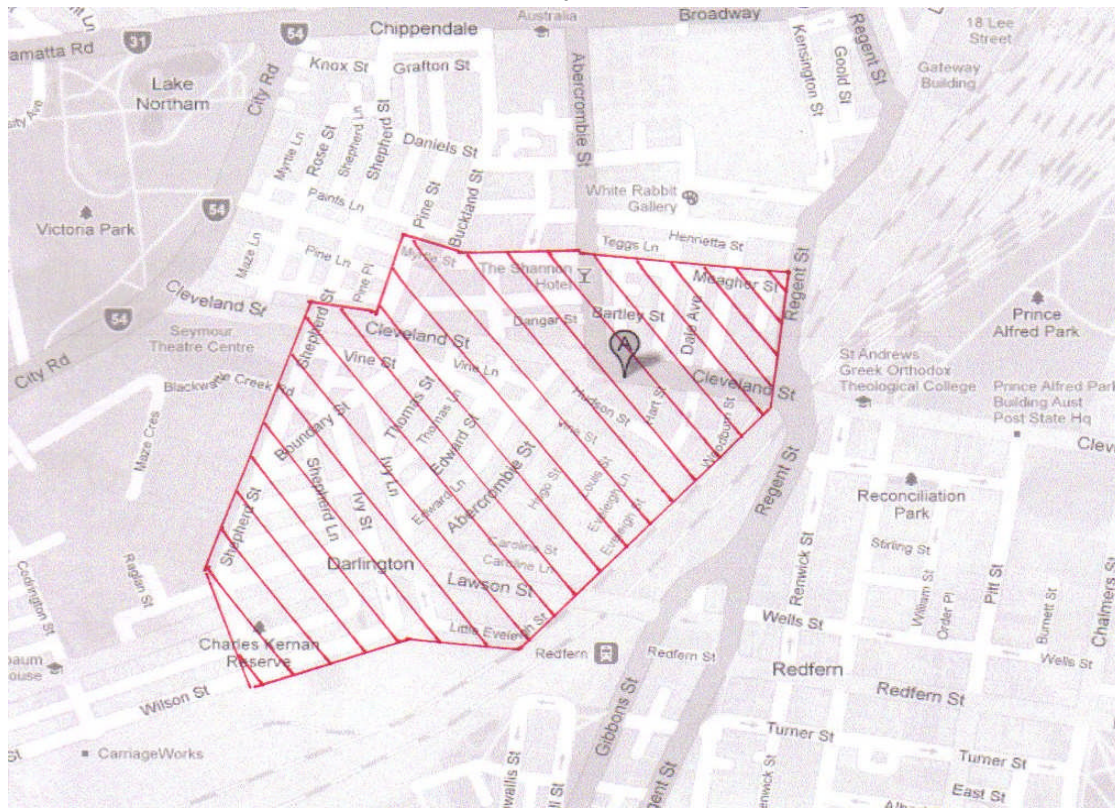
Given the similar (but not identical) nature of the urbanest proposal to the previous Hudson proposal the project team endeavoured to address all concerns raised by the local community in the preparation of the urbanest project design (see 2.1 above).

Early and ongoing dialogue with local groups, residents and businesses facilitated further refinement of the final design elements which were presented publicly at the Project Open Day on 17 September 2011 and made available on the project website.

Further, urbanest has undertaken to continue dialogue with the local community as the project proceeds through the formal application process in order to address additional or outstanding concerns raised. As with its operations elsewhere in Sydney and Australia urbanest seeks to become an active and engaged member of the Redfern community.

3.0 Appendices

3.1 Attachment A - Stakeholder Catchment Map



3.2 Attachment B – Open Day Photographs – not for publication due to privacy reasons.



Fig 1 urbanest representative discussing story boards with Open Day visitor



Fig 2 Open Day story boards



Fig 3 urbanest representatives discussing story boards with Open Day visitor



Fig 4 urbanest representatives and local residents

Please note: Photos are not for publication due to privacy reasons

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3.3 Attachment C - Community Newsletter

Student Accommodation for Cleveland Street

This information is to let you know that the student accommodation provider, **urbanest** wishes to provide a new student facility in Redfern at 157 Cleveland Street, on the corner of Abercrombie Street.

With the inner city private rental market subject to increasing demand, there is a real need for student accommodation to ease pressures in areas like Redfern, Chippendale and Darlington, close to our major universities and tertiary institutions.

The **urbanest** project at 157 Cleveland Street would bring activity and benefits to the neighbourhood as well as providing this much needed quality accommodation. Some of the benefits of local student housing include

- between \$8,000-\$10,000pa per student being spent in local shops, restaurants and gyms
- bringing new life to this currently empty industrial site and
- releasing private rental housing back for the local population.

About urbanest

urbanest is a leading provider of high quality, serviced student accommodation. Unlike developers, **urbanest** doesn't just build, sell and move on. Once completed, they continue to own, operate and manage their buildings with highly trained and dedicated management teams onsite 7 days a week.

urbanest invests for the long term so they work to establish good relationships with neighbours and engage with the local community, businesses and organisations.

Quality reputation

The concept for Cleveland Street is based on **urbanest's** existing high quality student accommodation facilities in Haymarket (Sydney), Brisbane and Adelaide. They have a strong focus and a proven track record of;

- high quality design and environmental sustainability
- safe and professional management
- respect for neighbours and continuing community engagement.

Community Open Day

urbanest will hold a Community Open Day to provide more information about the project. It will be an opportunity to look at site and project details, talk to the project team and provide feedback.

Date:	Saturday September 17th 2011
Time:	9.30am to 12.30pm
Venue:	Redfern Community Centre 29-53 Hugo Street, Redfern

Questions or comments

urbanest is keen to hear your views on the Cleveland Street project. For more information or to provide feedback, please visit the project website www.urbanest.com.au/157cleveland or call the enquiry line on Ph: 0435 830 868.

3.4 Attachment D - Open Day Display Boards

Please see separate file or click on the link below to view Display Boards:

http://www.urbanest.com.au/157cleveland/urbanest_clevelandst_openday_displayboards.pdf

3.5 Attachment E - Website traffic report



3.6 Attachment F - Submissions – Open Day and Website

Seven written submissions were received regarding the project, as follows:

Name	Date	Comments
Roz Marsh Rozmarsh2@bigpond.com	30/8/11	<ul style="list-style-type: none"> • Lives directly opposite the site • Concerned that new building could be an eyesore • Doesn't want to see an oblong block • Would like to see more planning details
Jocelyn Jackson jjackson@tannerarchitects.com.au	31/8/11	<ul style="list-style-type: none"> • Keen to be kept informed • Great opportunity for a new building to lift the urban design, image of Cleveland Street • Need to ensure residential amenity for students • Would like to see corner building replaced
Dan O'Brien Dobrien54@gmail.com	31/8/11	<ul style="list-style-type: none"> • Looking forward to site being redeveloped • Would like to see building with a federation look to retain character of the area
Kevin Davies Ked999@yahoo.com	1/9/11	<ul style="list-style-type: none"> • Pleased to hear about the project • It will benefit the area
Mary Ellen McCue & Colin Sharp (RAIDD representatives) raidd2008@gmail.com	5/10/11	<ul style="list-style-type: none"> • Quite positive about the project • Concerns re loss of resident parking if none is provided onsite • Would like to see urbanest discourage students from owning cars and promote use of public transport
Sally Quilter ericgeorgepeterson@hotmail.com	16/10/11	<ul style="list-style-type: none"> • Concerns re pedestrian and cycling access and safety including intersection of Abercrombie and Cleveland Streets and pedestrian access to Sydney University along Abercrombie Street (currently very busy and potentially dangerous)
Jeanette Brokman Chippendale Residents Interest Group communityworkingparty@yahoo.com.au	15/10/2011	<ul style="list-style-type: none"> • Concerns re bulk and scale, cost of accommodation, possible non student usage, high scale student accommodation, open space and previous project precedents.