



Bringelly Road Business Hub Development Application

Communications and Engagement for
CFC Group

Client:
CIP

Date:
24 September 2018

FINAL

A Veris Company

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1 Introduction

In July 2018, Commercial & Industrial Property Pty Ltd (CIP) engaged Elton Consulting to undertake communication and engagement activities regarding an upcoming proposed development at the Bringelly Road Business Hub in Horningsea Park in the Liverpool LGA. These activities aimed to inform the surrounding community of this project prior to lodgement of the development application (DA) by CIP and Charter Hall on behalf of the tenant CFC Group Pty Ltd. The proposal is classified as State Significant Development (SSD).

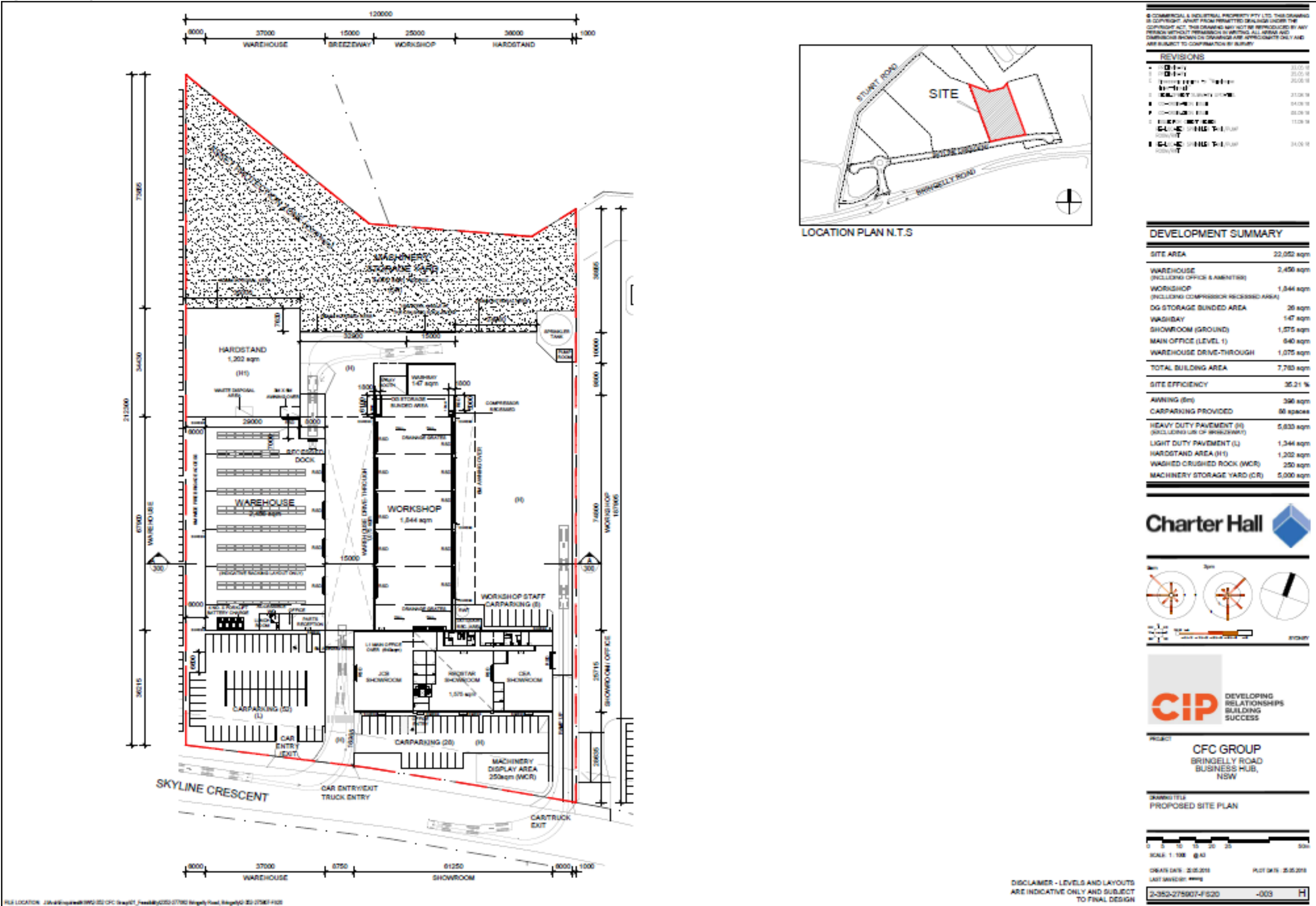
The Bringelly Road Business Hub, for which CIP has a pre-commitment to develop a singular lot at the site on behalf of CFC Group, is proposed on land that forms part of the Western Sydney Parklands. This land is managed by the Western Sydney Parklands Trust.

The DA will be seeking to construct a building approximately 7,800 sqm in size which is to be made up of:

- » a warehouse
- » a showroom for CFC Group brands JCB, Redstar and CEA
- » office space
- » carparking and hardstanding
- » storage for crushed rock.

Please refer to Figure 1 for a detailed site plan.

Figure 1 Site plan



2 Engagement process

The engagement for this project consisted of five main components:

- » engagement with Liverpool City Council
- » local newspaper advertisements
- » an interactive project website inviting feedback
- » a 1800 hotline and monitored email address
- » newsletter distribution.

Engagement with Liverpool City Council

Elton Consulting attended a meeting with representatives Liverpool City Council, CIP, Charter Hall and Ethos Urban. To mitigate real or perceived risks to the community and to address potential social impacts regarding the CFC Group development, Liverpool City Council were encouraged to raise any project matters that may affect the community.

Local newspaper advertisements

Quarter page advertisements were placed in Liverpool's local newspapers: News Corps' Liverpool Leader and Fairfax's Liverpool City Champion. Both newspapers were printed and circulated on Wednesday 15 August 2018.

The advertisements contained:

- » information regarding the Bringelly Road Business Hub DA process
- » details on the proposed facility
- » information regarding potential impacts on residents
- » next steps in the development process.

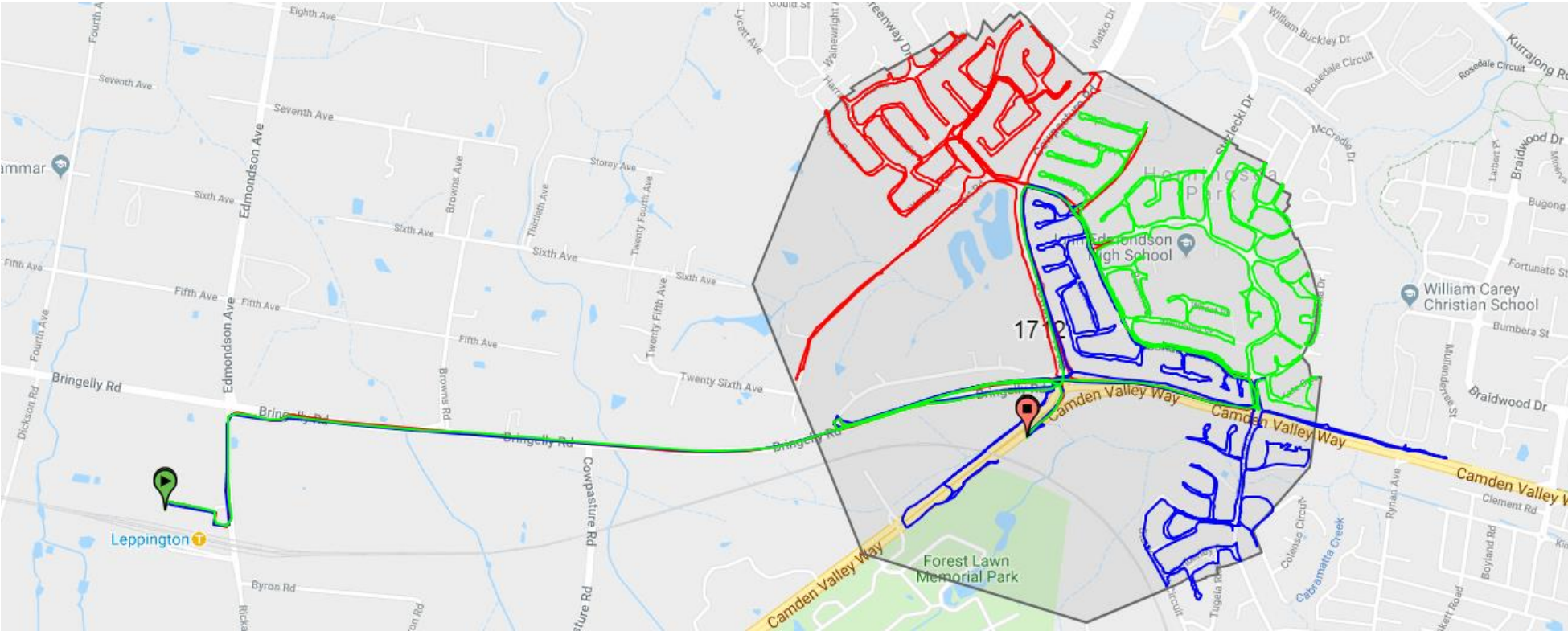
The advertisements also provided CIP contact details and invited readers to reach out by phone or email should they have any questions or concerns relating to the development.

Newsletter distribution

CIP designed a short newsletter containing the same information featured in the newspaper advertisements. The newsletter was distributed to all letterboxes within a 1,000 m radius of the eastern border of the site (closest edge to residential dwellings). This amounted to approximately 1,900 homes and businesses. The exact distribution zone can be viewed in Figure 2 below.

Please refer to appendix A for a copy of the newspaper advertisement and newsletter artwork.

Figure 2 Newsletter distribution zone



3 Engagement outcomes

Liverpool City Council feedback

The following issues were raised by representatives of Liverpool City Council:

- » acoustic attenuation for any identified sensitive receivers' dwellings may be required to mitigate any noise disturbance coming from the repair workshop
- » potential for the spread of dust from the repair workshop to pose a nuisance to any identified sensitive receivers
- » the question of appropriate land use and whether the proposal operations fall within the definition of 'light industrial'
- » the development would be considered new business for the Liverpool LGA, with the introduction of up to 80 new jobs for the local area.

Regarding the potential issues raised above:

- » the noise impact assessment prepared by SLR has confirmed there is no predicted noise exceedance
- » the potential spread of dust from the repair workshop has been addressed in an Operational Management Plan by SLR
- » the question of appropriate land use is addressed by CIP, Charter Hall and Ethos Urban in planning documentation
- » the potential social and economic impact of introducing new jobs and commerce into the Liverpool LGA was considered to be a positive outcome of the proposed development.

Newspaper advertisement and newsletter feedback

CIP received and recorded three phone calls and two emails following the circulation of the newspaper advertisements and newsletter. Three community members contacted CIP via the 1800 hotline and email address after having received the newsletter and two after having seen the advertisements.

All five enquiries pertained to different matters:

- » one person called to ask when construction works would commence
- » one person called to enquire about why an additional light industry facility is being prioritised over the development of cafes, restaurants and retail
- » one person emailed to investigate opportunities to be involved with racking layouts and storage system for CFC Group

- » another person emailed to investigate opportunities to be involved as a design engineer for CFC Group
- » a final person called to enquire about leasing opportunities at the site.

CIP representatives responded to the above enquiries. Complete responses have been recorded in the consultation register which can be referred to in appendix B.

Some members of the active Facebook group 'Stop Proposed Motor Oil and Aerosol Factory 2171' had received the newsletter, which they briefly discussed in the online group.

The post received 23 comments and was shared by one person.

Most comments (12) were from group members who simply responded by saying whether they had or hadn't received the newsletter.

The person who initiated the conversation, posted three other comments under her initial post as well as additional responses to other community members' comments. The person's comments and responses included definitions of 'large format retail' and 'ancillary services', an image of a road sign regarding the site, comments regarding site boundaries and the role Western Sydney Parklands Trust plays in proposal approval processes.

Some group members discussed site access, questioned whether "this type of business fit [sic] in with the development application", and the relation between 'light industrial' and 'large format retail'. One person wrote:



Since when is it logical to put 'light Industrial' (supposedly} and 'Large Format Retail' so close together let alone in a business hub? If the retail businesses were developed first would Nulon and CFC even be a consideration? Planning and Environment need to look at how these light industrial businesses would be affecting/hindering any proposals for large format retail business developments. I'm guessing this is why Charter Hall wants Nulon and CFC developed in BRBH first, so that their development proposals would not conflict with existing business that could have been developed first."

While extensive social media monitoring was not undertaken, no other online conversations regarding the Bringelly Road Business Hub were identified following this engagement process.

Figure 3 Screen capture of newsletter Facebook post

The screenshot shows a Facebook post by user Vicki Whittard, dated August 15 at 8:50 PM. The post content includes a large image of a proposed industrial building with the text 'DELIVERING INDUSTRIAL' at the top. Below the image, the title reads 'PROPOSED NEW RETAIL SHOWROOM AND WAREHOUSE FACILITY'. The post lists details about a Development Application (DA) for CFC Group, mentioning a 7,800m² building area and various services like retail showrooms, warehousing, and servicing. It also includes contact information for CIP and Charter Hall, a phone number (1800 319 494), and an email address (jdo@bringellyroadbusinesshub.com.au). The post has 23 comments and 1 share.

4 Proposed ongoing engagement

Community members and other stakeholders, such as Council, should be engaged over the course of construction and operation of the site.

CIP has indicated that ongoing engagement activities would include maintaining the project website and 1800 hotline.

Website

We recommend maintaining and updating the interactive project website with relevant project information. Regular development updates should be published on the website throughout the construction phase. Other updates, such as special events or activities, could be advertised on the website once the development is operational.

An interactive website is an easy means of informing the community of happenings and for the community to engage with CFC Group should they have questions, comments or concerns.

1800 hotline

Similar to the website, the 1800 hotline has been effective during the initial phase of the development and should be maintained over the lifetime of the Bringelly Road Business Hub.

While many stakeholders may prefer the convenience of logging enquiries through the websites, others may prefer engaging over the phone. Having the option of speaking to someone directly will also help make the project and, more specifically, CFC Group more personable.

To be effective, the 1800 hotline number should be included in all communications material as well as posted clearly at the front of the site in public view.

5 Conclusion

The community communication and engagement process preceding the lodgement of the Bringelly Road Business Hub development application and the focus of this report involved:

- » engaging with Liverpool City Council
- » placing an advertisement in two local newspapers
- » monitoring an interactive website inviting comments and feedback
- » monitoring a 1800 hotline and email address
- » distributing a newsletter to letterboxes within a 1,000 m radius of the site.

At this early stage in the planning process the project has received minimal community feedback, either positive or negative.

While a number of community members actively voiced their concerns regarding the adjacent Nulon Motor Oils Warehouse Facility site, the response from the community in relation to the CFC Group site has been minimal.

A total of five responses have been received to date via the 1800 hotline and email address. A single post was published in the online group and this generated a small number of comments.

Reasons for this may be due to the function of the CFC site being different to that of the Nulon development, thus generating a lower level of perceived risk to residents' health and safety.

CIP and Charter Hall will continue maintaining the project website and 1800 hotline throughout the planning, detailed design and construction of the facility.

Appendices

- A Newsletter and newspaper advertisement
- B Consultation register

A Newsletter and newspaper advertisement

DELIVERING INDUSTRIAL



PROPOSED NEW RETAIL SHOWROOM AND WAREHOUSE FACILITY

CIP and Charter Hall intend to lodge a Development Application (DA) for CFC Group at the Bringelly Road Business Hub. The proposal is for approximately 7,800m² of building area consisting of;

- Retail showrooms and a servicing workshop
- Warehousing and distribution for greater Sydney and NSW.

CFC's new facility provides a consolidated operation for multiple business arms including JCB Australia, Construction Equipment Australia and Redstar equipment.

WHAT DOES THIS MEAN FOR YOU?

- The DA process will be assessing any noise, traffic and other types of impacts that may affect surrounding amenities to ensure minimal disturbance to the local community. This will be reviewed by the NSW Government to ensure all requirements are met.



- The development will create approximately 80 jobs for the local community
- A retail showroom and servicing workshop will be available for the general public.

CIP and Charter Hall want to hear your thoughts on the proposal either via our interactive website bringellyroadbusinesshub.com.au or by contacting us by phone or email.



1800 319 494



info@bringellyroadbusinesshub.com

www.ciproperty.com.au

www.charterhall.com.au

bringellyroadbusinesshub.com.au

B Consultation register

Date	Letterbox/ Advertisement	Call/Email	Description of Call/Email	Proponent Response
15/08/2018	Letterbox Drop	1800 Call	Called to find out when construction would begin	Explained that construction would not begin until early next year, dependant on how the planning process progresses etc.
16/08/2018	Letterbox Drop	1800 Call	Called to ask why there is another Light Industrial facility on the estate and not cafes/restaurants and Large Format Retail.	Explained that the proposal is consistent with the approved use of the site under the Concept Approval for the Bringelly Road Business Hub. Further explained that the purpose of the letterbox drop was to advise the public of our intent to lodge a development application for CFC and provide avenues for feedback as part of our community engagement process.
17/08/2018	Letterbox Drop	Email	Emailed to enquire about opportunities to be involved with racking layouts and storage systems for CFC.	
22/08/2018	Advertisement	Email	Emailed to enquire about opportunities to be involved as a design engineer for CFC	Explained that we have already engaged consultants for the planning stage, but would keep them in mind for future projects.
27/08/2018	Advertisement	1800 Call	Called to enquire about leasing opportunities at the Bringelly Road Business Hub	Explained that leasing opportunities still exist and forwarded an Information Memorandum to the caller.



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