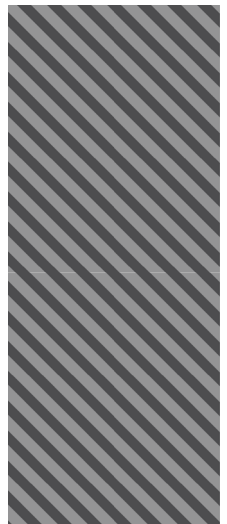


# Midtown Stage 2 SSDA

## Engagement Outcomes Report

**Client:** Frasers Property Australia

**Date:** 01 July 2021



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**Elton Consulting is now part of the WSP Group.**

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<b>Date</b>	1 July 2021
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<b>Version</b>	FINAL
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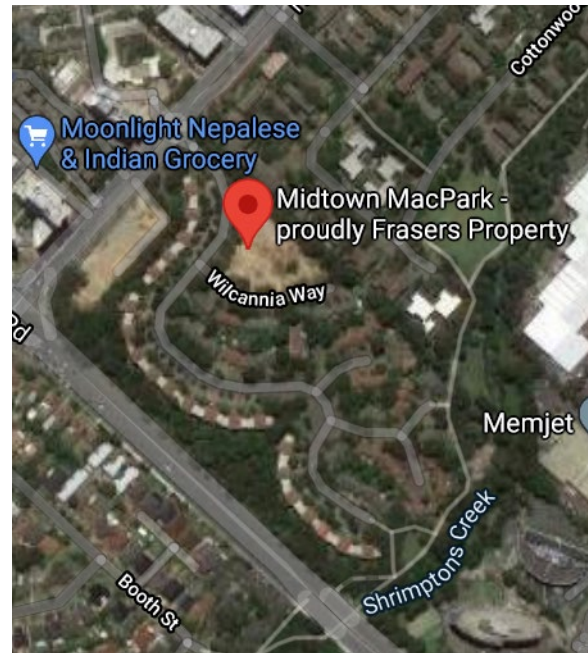
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# 1 Introduction

Elton Consulting was engaged by Frasers Property Australia to deliver a stakeholder and community engagement program to support the submission of the State Significant Development Application (SSDA) for Stage 2 of Midtown (formerly Ivanhoe Estate).

Midtown is located at the corner of Herring and Epping Roads in Macquarie Park. The surrounding area is primarily characterised by low-density residential dwellings and light industrial businesses. In addition, Shrimptons Creek runs along the site's eastern boundary.



## 1.1 Background

Midtown is a major project being delivered under the NSW Government's Future Directions policy and the Communities Plus program and is the result of collaboration between NSW Land and Housing Corporation (LAHC), Frasers Property Australia and Mission Australia Housing.

The Vision for Midtown is to deliver:

- » an integrated community that defines a new approach to the delivery of social housing
- » a highly desirable place to live, created through world-class urban design and community-based place-making
- » market, social and affordable housing designed to meet the needs of current and future residents
- » quality facilities and public open spaces that support a cohesive and sustainable community.

The project's State Significant Development Application (SSDA) for the Masterplan and Stage 1 was approved in April 2020 and works to transform the 8.2-hectare site began in December 2020. If approved, construction of Stage 2 is anticipated to commence in June 2022, and Stage 1 completed in December 2023.

The Midtown Masterplan, which is informed by substantial community consultation over several years includes:

- » approximately 3,300 new homes, including 950 social housing properties and 130 affordable homes
- » community infrastructure, including a retirement village, community and health and fitness facilities
- » small, neighbourhood retail
- » approximately 6,000 sqm of open space
- » the retention of 94 per cent of the existing ecological community along Epping Road
- » revegetation and additional planting
- » the protection of Shrimptons Creek
- » sustainable, energy and water-efficient design.

*Midtown is first and foremost a community for everyone, providing a range of housing options to suit all resident groups and featuring world leading sustainability, quality community facilities and beautiful public open spaces.*

**Vision for Midtown**



## 2 Stage 2

The design of Midtown Stage 2 is generally consistent with the approved Masterplan and includes:

- » Three residential buildings with their own communal spaces
- » Neighbourhood retail (including a small supermarket)
- » A large Village Green
- » A Community Centre, commercial gym and pool
- » Substantial additional planting of around 400 trees (on top of the 150 trees included in Stage 1).

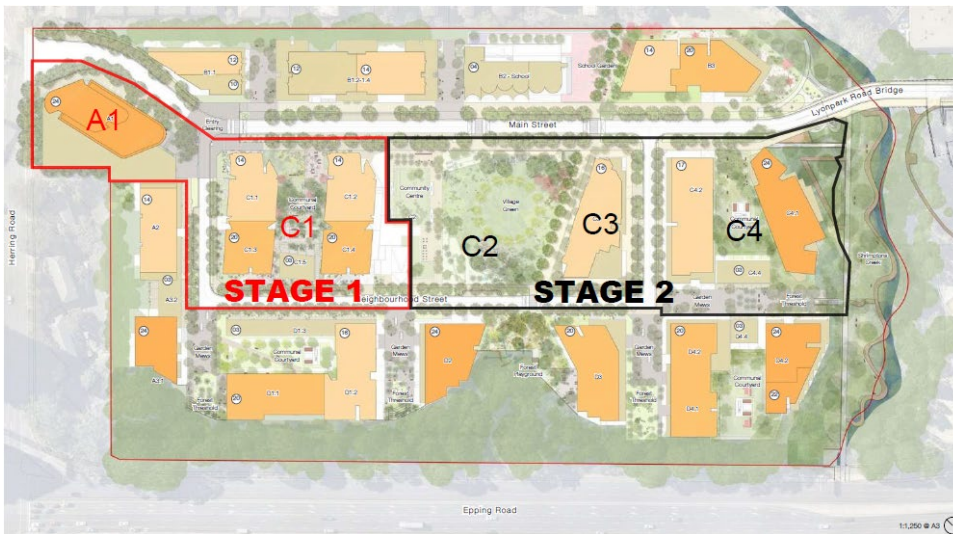
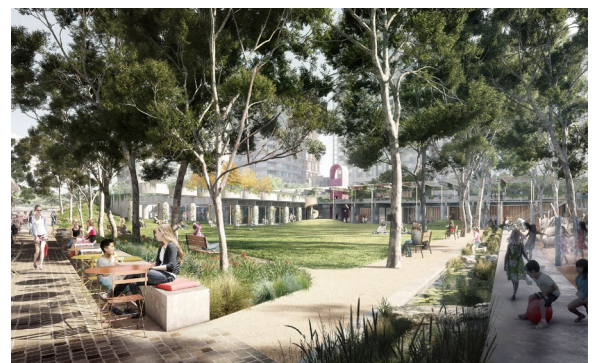


Figure 1: Masterplan showing Stages 1 and 2 of Midtown

As indicated in the Masterplan, above, Stage 2 will be delivered through buildings C2, C3 and C4 with buildings A1 and C1 being delivered as part of Stage 1.

### C2 - Community Centre, commercial pool and gym and Village Green

- » A 700sqm Community Centre operated by Mission Australia and providing 'at cost' community facilities to the public
- » 3,300sqm of open, green space, with an additional 2000sqm of public open space
- » A commercial swimming pool and gym facility
- » A community focused, 'social venture' Cafe.



Artist's Impression. Indicative only:  
Community Centre and Village Green

### C3 - Mixed-use residential tower and retail

- » 16 storeys
- » 167 market units set above retail space
- » Roof top gardens and barbeque areas.

Artist's impression. Indicative only:  
Mixed-use residential tower and retail



### C4 – Mixed-tenure residential tower

- » Two residential towers
- » 24 storeys with 279 market units
- » 17 storeys with 216 social housing units.

Artist's Impression. Indicative only:  
Residential towers providing mixed  
tenure residential housing



## 2.1 Planning pathway

Frasers Property will submit a SSDA for Stage 2 with the Department of Planning, Industry and Environment in July 2021.

## 3 Engagement Objectives





The engagement process aimed to:

- » Gather feedback from the community to inform detailed design and future statutory planning processes
- » Reduce the risk of misinformation about potential impacts, and demonstrate that these have been considered in planning and design
- » Communicate a commitment to transparency in the engagement, planning and future development application processes
- » Establish a 'no surprises' approach so that the community and key stakeholders would largely know what to expect during future planning approvals phases.

## 4 Engagement overview

Feedback was captured through the tools and techniques set out in Table 1, below.

**Table 1 – Tools and techniques**

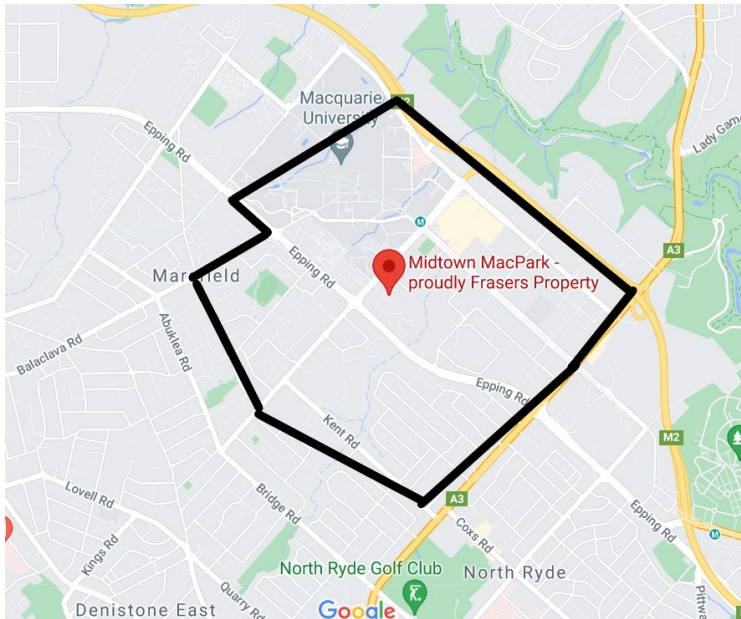
Tool/Technique	Description	Stakeholder groups
<b>Project mailbox</b> 	A dedicated project email account to provide interested community members with an opportunity to ask questions and provide feedback.	» All community members
<b>Collateral</b> 	The project was supported by the following collateral: » Postcard ( <b>Appendix A</b> ) » Information boards ( <b>Appendix B</b> )	<ul style="list-style-type: none"> <li>Local community including nearby residents, businesses and LAHC clients</li> </ul>
<b>Community Drop-in Session</b> 	A community drop-in session supported by project information boards was held at Dunmore Lang College: » Wednesday, 16 June 2021 between 5.30 and 7.30pm  The sessions were scheduled during the evening to maximise attendance.	<ul style="list-style-type: none"> <li>All community members</li> <li>All stakeholders</li> </ul>
<b>Letterbox drop</b> 	Postcards were delivered on 3 June 2021 via letterbox drop to just over 7600 neighbours to inform about the intention to submit a SSDA and extend an invitation to attend the drop-in session and / or provide feedback via email.	<ul style="list-style-type: none"> <li>Residential and business neighbours within a 1km radius of Midtown</li> </ul>



## 5 Collateral

### 5.1 Postcard

Postcards providing information about the SSDA, contact details for feedback and an invitation to the community drop-in session were delivered within a 1km radius of Midtown on 3 June 2021. Figure 2 shows the postcards' distribution area:



**Image 2: Letterbox drop distribution area**

### 5.2 Information boards

Information boards were used to support the community drop-in session.



**Image: Boards supporting community drop-in session**

## 6 Overview of feedback

Feedback was overwhelmingly positive through to neutral. Key areas of interest identified through the community engagement program include:

- » Community and shared infrastructure and services – what is proposed, access arrangements and operations
- » Building heights
- » Construction staging and timing
- » Allocation and location of all housing types – market, social and affordable
- » Process to access social and affordable housing
- » Timing for when market housing would be available for purchase.

### 6.1 Community information drop-in session

The session was held at the Dunmore Lang College on 16 June 2021 and was attended by Elton Consulting, the project team and LAHC. The session provided the community with the opportunity to ask questions and provide feedback.

The session was promoted via a postcard delivered to just over 7600 local residents and businesses within a one-kilometre radius of Midtown. In addition, LAHC extended invitations to their clients.

Nine people attended the drop-in session over the two-hour period between 5.30 and 7.30pm and demonstrated a high level of interest and excitement about Stage 2 and Midtown, more broadly. Three participants were purchasers from building A1 while the remaining six were from the wider community, including two who currently live in the Eastern Suburbs of Sydney.

Overall, feedback received during this session was extremely positive, particularly in relation to the provision for community and shared infrastructure and affordable and social housing. Participants expressed strong support for the Midtown Vision, commitment to sustainability and to providing a range of housing options to suit all resident groups.



*"Community and shared infrastructure and services will benefit both Midtown residents and the broader community."*

A number of participants enquired about the purchase of market units and others enquired about how to access social and affordable housing.



*"We have already purchased and are really excited and interested in timing."*

Table 2 provides an overview of indicative feedback received during the drop-in session, grouped into key themes and in order of highest to lowest interest.

**Table 2 Indicative feedback by key themes:**

Theme	Feedback
<b>Community infrastructure and services</b>	<ul style="list-style-type: none"> <li>• "The Community Centre is great. I strongly support this initiative."</li> <li>• "What community facilities are included?"</li> <li>• "Where will the community centre be located?"</li> <li>• "Can anyone go into the Village Green? What about the creek area?"</li> <li>• "How will the pool and gym operate? Is it a private facility? Is it user pays?"</li> <li>• "Where is the swimming pool?"</li> <li>• "How many lanes will the pool have?"</li> <li>• "Is the pool indoors?"</li> <li>• "Is the gym/ pool free for residents?"</li> <li>• "What level is the park?"</li> </ul>
<b>Social and affordable housing</b>	<ul style="list-style-type: none"> <li>• "How does the social housing process work?"</li> <li>• "What is social housing?"</li> <li>• "I would like more clarification about the allocation of social, affordable and market housing in C1."</li> <li>• "How will the community housing be managed? We currently live in Kings Cross and have had experiences with social housing tenants fighting (with each other)".</li> <li>• "Can I be placed on the waiting list for social housing in the development?"</li> <li>• "Who is responsible for the social housing strategy for this project?"</li> <li>• "What is the procedure for accessing affordable housing?"</li> <li>• "How does affordable housing work?"</li> <li>• "Is affordable housing being provided on site?"</li> <li>• "Is there affordable housing in Stage 1?"</li> </ul>
<b>Market housing</b>	<ul style="list-style-type: none"> <li>• "When will Stage 2 go to market?"</li> <li>• "Which towers in C1 are market apartments and when will they be released to the market?"</li> <li>• "How many apartments are still available in MACPark?"</li> <li>• "How many apartments are left?"</li> <li>• "Will there be sales on site?"</li> <li>• "Will strata be separate for each building?"</li> </ul>
<b>Construction and staging</b>	<ul style="list-style-type: none"> <li>• "I am interested in the construction program and timing."</li> <li>• "When will Stage 1 finish?"</li> <li>• "When will A1 be delivered? We want to know when we can move in."</li> </ul>

	<ul style="list-style-type: none"> <li>• "What is the timing for Stage 2: the community centre, and buildings C3 and C4?"</li> <li>• "Will the community centre be operational by the time C3 opens?"</li> </ul>
<b>Planning and design</b>	<ul style="list-style-type: none"> <li>• "What's happening in Stage 3?"</li> <li>• "When will we know more about the retirement village?"</li> <li>• "When will people receive the floor plan for C3?"</li> </ul>
<b>Building heights</b>	<ul style="list-style-type: none"> <li>• "What are the heights of the buildings?"</li> <li>• "How tall are the buildings?"</li> </ul>
<b>Retail</b>	<ul style="list-style-type: none"> <li>• "How large is the retail provision?"</li> <li>• "How many shops will there be?"</li> <li>• "Where will the supermarket be located in Stage 2?"</li> <li>• "How will the retail shops be managed?"</li> <li>• "Would be good to get an IGA rather than a 7/11 style shop."</li> </ul>
<b>General feedback and support</b>	<ul style="list-style-type: none"> <li>• "My husband is very excited."</li> <li>• "It was a very good decision for us to buy here. We checked Frasers Property to make sure that it was good quality."</li> <li>• "It will be nice."</li> <li>• "We've moved to MacPark as we want to get used to living here."</li> <li>• "What's the timing for the Metro to go to the city?"</li> <li>• "We are very excited about it all."</li> <li>• "Is there any provision for commercial premises?"</li> <li>• "Can you turn both right and left out of the development?"</li> <li>• "I like the concept of future proofing with the electric car chargers."</li> <li>• "Great that you are adding more trees."</li> <li>• "Have neighbouring sites been rezoned?"</li> <li>• "Will all the buildings look the same?"</li> </ul>



- » *"Can I use the community facility, even if I don't live at Midtown?"*
- » *"I am a social housing resident and would really like to live there."*
- » *"It's great that residents can later buy into the aged care facilities."*
- » *"We live in Midtown, will we be given priority use of the community facilities? We think this would be a good idea."*



## 6.2 Email

Although the project email was promoted via the letterbox drop, very few emails were received. Feedback received via email was generally positive, through to neutral:

- » "Can my friend attend the session on my behalf? I am overseas at the moment."
- » "I have visited your display suite and was impressed with the large scale and lengthy 10-year development, particularly with the new public infrastructure available such as the public-use buildings, parklands, green space and new school."
- » "Can you please advise the number of public car spaces / shared car spaces / bicycles spaces available on the streets and within the buildings?"



*"If adequate parking is provided, the commercial swimming pool, gym facility and the publicly accessible community function centre will be major drawcards for Macquarie Park and foster a great community feeling."*

## 7 Conclusion

Feedback received indicates community sentiment towards both Midtown Stage 2 and the broader project to be positive. A considerable level of interest and excitement was evidenced at the drop-in session from both current and prospective residents as well as the broader community. The provision of social and affordable housing as well as community infrastructure and spaces were viewed as particularly positive features.

While no negative feedback was received, a need to provide the community and residents with ongoing information about the project was identified and Frasers Property will continue to deliver project updates and proactively respond to questions via their established channels.

# A Postcard 1



*Live proud.*

2113

# MIDTOWN MACPARK



**COMMUNITY  
DROP-IN  
SESSION**



*Live proud.*

2113

**MIDTOWN  
MACPARK**



**COMMUNITY  
DROP-IN  
SESSION**

## Dear Neighbour

Fraser's Property will soon be lodging a development application for Stage 2 of Midtown, located on the former Ivanhoe Estate.

The application includes a proposal for three residential buildings, a large village green and a Community Centre which incorporates:

- a commercial swimming pool and gym facility
- a publicly accessible community centre including function spaces.

You are invited to a community drop in session to meet the project team and learn more about Midtown, the development application and timeframes:

### **Date:**

Wednesday 16 June  
5:30pm – 7:30pm

### **Location:**

Seminar Room,  
Dunmore Lang College  
130-134 Herring Road,  
North Ryde

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For more information email us on  
[Midtowncommunityfeedback@frasersproperty.com.au](mailto:Midtowncommunityfeedback@frasersproperty.com.au)

## **B Information boards**



# 2113 MIDTOWN MACPARK

## OUR VISION

Midtown is first and foremost a community for everyone, providing a range of housing options to suit all resident groups and featuring world leading sustainability, quality community facilities and beautiful public open spaces.

### OUR VISION IS FOR:

- An integrated community that defines a new approach to the delivery of social housing
- A highly desirable place to live, created through world-class urban design and community-based place-making
- Market, social and affordable housing designed to meet the needs of current and future residents
- Quality facilities and public open spaces that support a cohesive and sustainable community.

## ABOUT MIDTOWN

Proudly a major project being delivered under the NSW Government's Future Directions policy and the Communities Plus program, the redevelopment and transformation of the 8.2 hectare site at Macquarie Park (corner of Herring Road and Epping Road) is providing a new, well located and socially integrated masterplanned community.

The project is the result of collaboration between NSW Land and Housing Corporation, Frasers Property Australia and Mission Australia Housing.



Artist's impression. Indicative only: Aerial view

## COMMUNITIES PLUS

Midtown will increase the supply of social housing properties in NSW and deliver a better social housing experience. Midtown will contain approximately 3,300 apartments, 950 being social housing and 130 affordable housing as well as open spaces, parks, a community centre, a commercial pool and gym facility, aged care and a school.

### APPROXIMATELY 3,300 PROPERTIES IN TOTAL, INCLUDING:



**950**  
SOCIAL HOUSING PROPERTIES



**130**  
AFFORDABLE HOMES



## PROGRESS SO FAR

Our Masterplan and Midtown Stage 1 were approved in April 2020 and construction commenced in December 2020. Stage 1 works include:

- Site preparation
- Construction of buildings A1 and C1, comprising market, social and affordable housing, a childcare centre, retail and community spaces
- Establishment of utility and services infrastructure
- Installation of new internal roads
- Installation of a bridge to cross Shrimptons creek and connect to Lyon Park road
- Improvements to Lyon Park Road intersection.

## MIDTOWN STAGE 2

We are now seeking development approval for the next stage of our Masterplan, Midtown Stage 2.

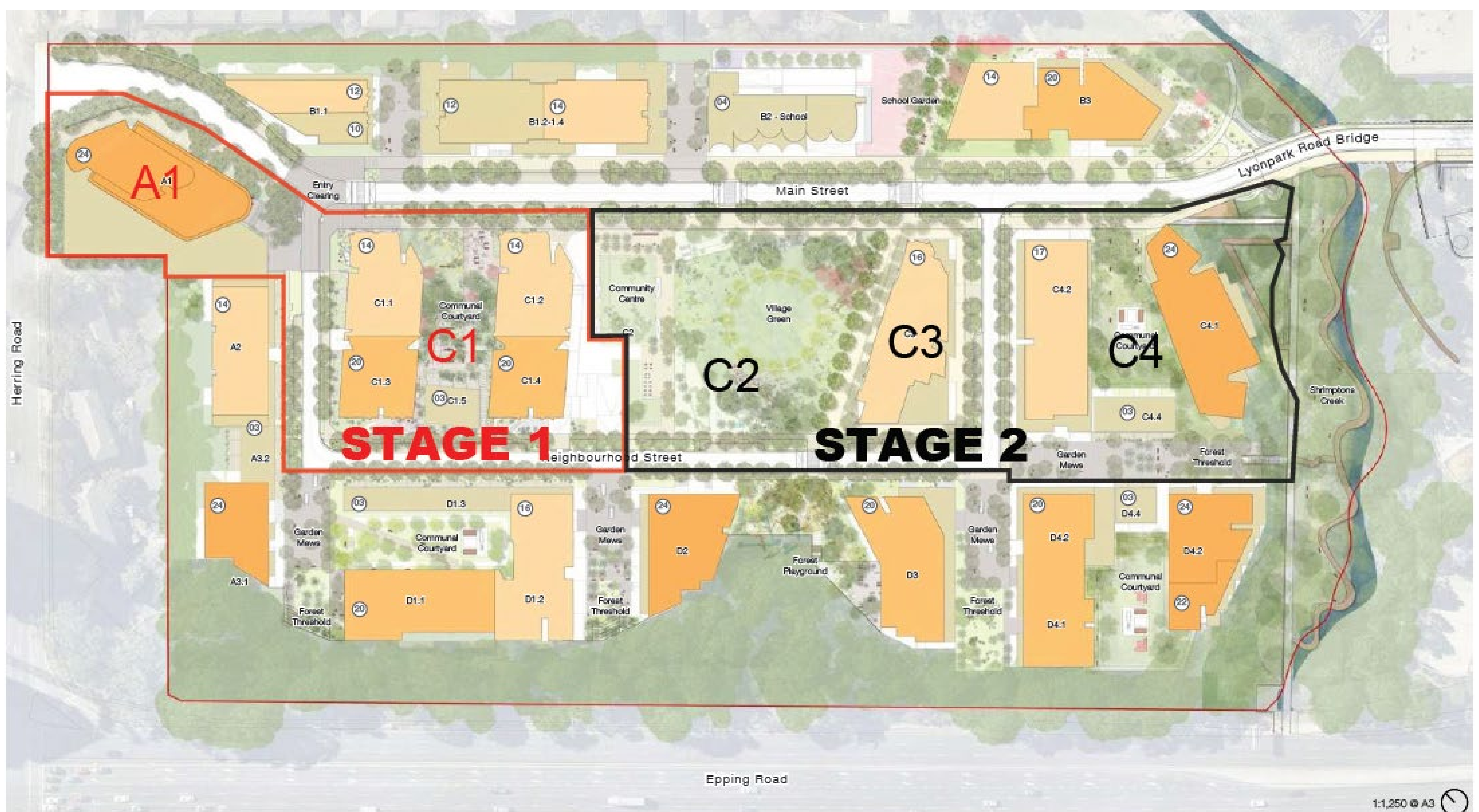
Midtown Stage 2 is generally consistent with our approved Masterplan and is being carefully designed to provide sustainable, cohesive and green community spaces and includes:

- Three residential buildings with their own communal spaces
- Neighborhood retail (including a small supermarket)
- A large Village Green
- A Community Centre, commercial gym and pool
- Substantial additional planting of around 400 trees (on top of the 150 trees included in Stage 1).

## STAGE 2 STATE SIGNIFICANT DEVELOPMENT APPLICATION

We will be submitting a State Significant Development Application with the Department of Planning, Industry and Environment for Stage 2 which includes:

- C2 – Community Centre, commercial pool and gym and Village Green
- C3 – Mixed-use residential tower and retail
- C4 – Mixed-tenure residential tower.



Masterplan showing Stages 1 and 2 of Midtown



## A SUSTAINABLE BUILT ENVIRONMENT

Delivered by award-winning architects, Midtown will create a benchmark for high quality architecture with features that support durability, longevity and sustainability initiatives including:

- Extensive landscaped public domain
- Landscaped rooftops and solar panels
- Design that delivers resource, energy and water efficiencies, prioritises sunlight and natural ventilation and provides visual and acoustic privacy, safety and security
- All verified during design and on completion by the Green Building Council of Australia, who will certify we have achieved 5 Star Green Star buildings and a 6 Star Green Star rated community.

## COMMUNITY CENTRE AND VILLAGE GREEN (C2)

- A 700sqm Community Centre operated by Mission Australia and providing 'at cost' community facilities to the public
- 3,300sqm of open, green space, with an additional 2000sqm of public open space
- A commercial swimming pool and gym facility
- A community focused, 'social venture' Cafe.



Artist's Impression. Indicative only: Community Centre and Village Green



Artist's impression. Indicative only: Mixed-use residential tower and retail

### Mixed-use residential tower and retail (C3):

- 16 storeys
- 167 market units set above retail space
- Roof top gardens and barbeque areas.



Artist's Impression. Indicative only: Residential towers providing mixed tenure residential housing

### Mixed-tenure residential tower (C4):

- Two residential towers
- 24 storeys with 279 market units
- 17 storeys with 216 social housing units.



# MIDTOWN MACPARK



Artist's impression. Indicative only: Forest rooms



Artist's impression. Indicative only: Retail

## PROJECT TIMELINE

**Sep  
2015**

Midtown (then Ivanhoe Estate) announced to be transformed into a mixed tenure development under a priority precinct rezoning

**Aug  
2018**

SSDA Masterplan lodgement

**Dec  
2020**

Stage 1 construction works commenced

**July  
2021**

SSDA Stage 2 lodgement

**Dec  
2023**

Stage 1 complete

**Aug  
2017**

Fraser's Property Australia and Mission Australia announced as successful tenderer

**Apr  
2020**

SSDA Masterplan and Stage 1 approved

**June  
2021**

SSDA Stage 2 community engagement

**June  
2022**

SSDA Stage 2 construction works commence (if approved)

**WE ARE HERE**



## FEEDBACK

Your views are important to us. To find out more and provide feedback about Stage 2, please contact us at **[Midtowncommunityfeedback@frasersproperty.com.au](mailto:Midtowncommunityfeedback@frasersproperty.com.au)**.



