



# Cranbrook School

## Consultation Outcomes Report

**Client:**  
Cranbrook School

**Date:**  
16 January 2018

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# INTRODUCTION

## Purpose of this report

This report documents the outcomes of stakeholder and community consultation conducted by Cranbrook School prior to lodgement of its development application with the Department of Planning and Environment.

It has been prepared by Elton Consulting, which has provided engagement support to Cranbrook School including note-taking at stakeholder meetings, distributing community notifications and organisation of two community information and feedback sessions held at the school.

Engagement with stakeholder groups and the broader community are detailed separately in this report, along with samples of the materials that have been distributed.

## About the proposal

As it approaches its centenary year in 2018, Cranbrook School is proposing a significant improvement to the facilities on its Senior School campus at 5 Victoria Road at Bellevue Hill.

The proposal includes:

- » Provision of a new on-site drop-off/pick-up facility
- » Up to 124 new on-site parking spaces
- » Replacement of the c. 1950s War Memorial Hall and Mansfield Building with a new multi-purpose Centenary Building
- » A new school chapel on the heritage lawn
- » A new aquatic centre, additional basketball courts and new gymnasium below Hordern Oval

Were approval to be granted, the school would envisage commencing construction at the end of 2018, with completion achieved in 2021.

## Consultation approach

Cranbrook School has occupied its Bellevue Hill campus for 100 years and takes very seriously its responsibilities as a neighbour and member of the broader community.

Effective consultation about this significant piece of work is central to delivering on that responsibility.

This has driven the school's engagement philosophy:

- » Being open, clear and sensitive in all its dealings with stakeholders and the community
- » Making the greatest possible effort to ensure community members are aware of the proposal
- » Providing opportunities for participation and collaboration

To date, this has involved direct engagement with immediate neighbours, communication to 1,000 surrounding addresses, face-to-face briefings with key stakeholder groups, media briefings to reach the wider Eastern Suburbs community and drop-in sessions where interested parties could ask further questions about the proposal. This is detailed further in subsequent sections of this report.

# STAKEHOLDER CONSULTATION

## Scots Concerned Residents Group

**Meeting date:** 11 September 2017

**Cranbrook attendees:** Nicholas Sampson (headmaster), Craig Carroll (School Council), Deborah Woodward (COO), Mark Flanagan (Special Projects Manager), Scott Warren (Elton Consulting)

**Meeting with:** Scots Concerned Residents representatives Robert Phillips and Paul Blanket

Nick opened the meeting by stressing Cranbrook's desire to engage openly and proactively with neighbours throughout the process, to which Robert responded with his appreciation for "being treated as a neighbour".

Craig then gave a presentation providing an overview of the site and intentions of the upgrade. He said a key goal is to bring parking and drop-off/pick-up onto the campus and that the school would not be seeking an increase to its student cap.

Craig touched on the criticality of the school and precinct's heritage features and that the development would not impact on school's heritage value or on views within the school or for neighbours.

Paul responded that the parking plans "make a lot of sense" and he was supportive of them.

Robert questioned whether the number of parking spots being created was enough to satisfy GFA requirements. The school was confident that it was.

Robert asked about the current enrolment ("about 1,000" per Deborah) and noted that there was room for the school to increase its population by about 10% within the existing cap.

Craig added that the school planned to sell 23 Victoria Rd if it could get the development approved as it would no longer have use for it. (Note: the school subsequently sold this property in November 2017)

Robert concluded: "There will be a keen interest in the traffic management plan and you deserve to be congratulated." Paul: "You've taken steps to manage the core problem – parking and traffic."

## Woollahra Municipal Council staff briefing

**Meeting date:** 15 September 2017

**Cranbrook attendees:** Mark Flanagan (Special Projects Manager), David Hull (Facilities Manager), Jaqueline Parker (Urbis), Scott Warren (Elton Consulting)

**Meeting with:** Nick Economou (Manager Development Control, Woollahra Municipal Council)

Mark opened the discussion by noting that in initial discussions with the former mayor, there was a desire for the council to be the determining authority for the proposal, but that due to the final project value, this role would be performed by the Department of Planning and Environment. Nick understood that process.

Mark committed to keeping council officers and councillors briefed and engaged throughout, and offered an initial briefing to the new councillors (note: election had been held the previous weekend) once they had been sworn in and formally commenced their duties.

Nick noted that as council wouldn't be the consent authority, it will make a submission and that heritage, traffic and amenity will be key aspects of that.

Nick suggested Cranbrook present to new councillors and the council's consultant experts who will help with council's submission, to ensure they fully understood the proposal.

Nick raised the question of whether Cranbrook intends to follow Section 94 or a VPA, and flagged that a separate meeting should be convened to discuss that at the appropriate time.

## Woollahra Municipal Council councillor briefing

**Meeting date:** 6 November 2017

**Cranbrook attendees:** Nicholas Sampson (headmaster), Roger Massy-Greene (School Council), Craig Carroll (School Council), Deborah Woodward (COO), Mark Flanagan (Special Projects Manager), Luke Johnson (Architectus), Jennifer Ross (Elton Consulting)

**Meeting with:** Woollahra Municipal Council councillors Peter Cavanagh, Nick Maxwell, Lucinda Regan, Isabelle Shapiro, Luise Elsing, Anthony Marano, Megan McEwin, Toni Zeltzer, Claudia Cullen, Mary-Lou Jarvis

Following an introduction by School Council Chair Roger Massy-Greene, Cranbrook Headmaster Nicholas Sampson started the presentation talking about the school's needs for the future and how the development will fulfil them.

He then gave an overview of the project and finally project architect Luke Johnson provided an animated walk-through and explanation.

This was followed by a Q&A session with the Councillors and a tour of the site. During this:

- » Cr Shapiro commended Cranbrook on the consultation process undertaken.
- » Cr Zeltzer added that she liked the green roof and the attention to environmental issues.
- » Cr McEwin asked what pedestrian access along New South Head Road be like during construction. She was told that a bigger footpath will be created with the construction of the aquatic and fitness centre under the oval. There will be some interruption for pedestrians during construction but the results would provide an enhanced public space.
- » Cr McEwin said she was an advocate for kids riding bikes to school and asked what facilities could council provide? She was told that getting students to ride bikes rather than be driven to school will take a cultural change, however, there will be bike facilities provided.
- » Cr Cullen asked if there was an opportunity for the school to contribute to upgrading local ovals to artificial turf in return for the use of facilities while Hordern Oval is being upgraded and was told this was a possibility.
- » Cr Marano commended the school for the use of sandstone and asked what the capacity of the hall be. He was told the capacity was 1,600 for the hall; 520 for dining; 250 seats in the new theatre which will also have a green room and change rooms for girls and boys.
- » Cr Jarvis asked what the student cap would be, and was told the cap would remain unchanged at 1,115.

# Cranbrook School community briefings

On 12 October 2017, Cranbrook School staff and students' parents were formally advised of the project: staff via email and parents via e-newsletter.

The e-newsletter was sent to 2,387 recipients. It detailed the project, offered a one-on-one briefing with the headmaster and advised parents of how to find out more – including attending an upcoming community information and feedback session.

# COMMUNITY ENGAGEMENT

## Letter to immediate school campus neighbours

On 12 October 2017, Cranbrook School Headmaster Nicholas Sampson sent a letter to all immediate senior school campus neighbours advising them of the proposal. The letter:

- » Informed them of what was proposed
- » Provided detail of efforts made in design to minimise impact on neighbours
- » Advised them of the application process
- » Provided a website and email address to find out more
- » Told them there would be information sessions held in the future

## Advertisement in Wentworth Courier

On 15 November 2017, a quarter-page advertisement appeared in the news section of the Wentworth Courier newspaper advising the community of the project, detailing what it included, inviting the community to two community information and feedback sessions and providing a website address for further information about the project.

## Letterbox notification to nearby residents

On 15 November 2017, an A5 notification identical to the above newspaper advertisement was distributed to 1,000 addresses surrounding the Cranbrook School campus.

Distribution boundaries were:

- » East: Beresford Road
- » South: Beresford Crescent, Cranbrook Road, Ginnahgulla Road, Preston Ave and William Street
- » West: Pearce Street and Castra Place
- » North: Sydney Harbour

## Community information sessions

Two open community information and feedback sessions were held to provide further information about the project to interested community members.

Sessions were held on Saturday 25 November 2017 from 11am to 12.30pm and on Tuesday 28 November 2017 from 6pm to 7.30pm.

Both sessions were held in an informal “drop-in” style at the school’s Mansfield Room.

Project representatives included:

- » Nicholas Sampson – Headmaster, Cranbrook School
- » Deborah Woodward – Chief Operating Officer, Cranbrook School (Tuesday only)
- » Victoria Pace – Marketing & Communication Director, Cranbrook School (Saturday only)
- » Mark Flanagan – Special Projects Manager, Cranbrook School
- » Scott Warren –Community Consultation Advisor
- » Steve Nguyen – Community Consultation Advisor (Saturday only)
- » Eva Akopian – Community Consultation Advisor (Tuesday only)
- » Jack Scott – Community Consultation Advisor
- » Luke Johnson –Architectural Advisor
- » Andrew Morse - Traffic & Parking Advisor
- » Steve Wellman – Traffic & Parking Advisor (Tuesday only)

In addition to this, staff members were positioned at both entrances to the school (Victoria Road and Rose Bay Avenue) to direct members of the community along the school driveway to the Mansfield Room.

Attendance across the two sessions totalled six members of the community. Among these one was a school neighbour, two were parents of Cranbrook students and one was a parent of a former Cranbrook student.

Feedback focused on:

- » The importance of the school’s heritage character
- » The impressiveness and appropriateness of the proposed new building
- » The benefit of moving staff parking onto the campus
- » The traffic plans around vehicles entering (Victoria Road) and exiting (Rose Bay Avenue) the school to use the new drop-off/pick-up facility
- » That a tertiary business school attached to the campus would be beneficial for students and may contribute to the cost of the development
- » That the new chapel should only be used for religious purposes and occasions or its reverence would be diminished

## Website information

Project information has been provided on the Cranbrook School website, with the Wentworth Courier advertisement, community letterbox notification, neighbour letter and e-newsletter to students’ parents referring readers to this website.

As at December 2017, the “Future Cranbrook” webpage has received 776 visits since it went live on 1 October 2017. The average time on page is three minutes.

In the week from 15 November 2017, when the newspaper advertisement appeared and letterbox notification was distributed, the page received 94 visits.

In the week from 12 October 2017, when the neighbour letter and parents' e-newsletter were sent, the page received 401 visits.

## Project email address

An email address specific to the project has featured on the project webpage and in communication to neighbours and parents.

As at December 2017, two emails have been received.

## Social media

Wentworth Courier Facebook posts about the development (16 November 2017) and Sundorne sale (29 November 2017) have received 91 engagements as at December 2017.

Cranbrook School posted information about the project on its Facebook page on 16 November 2017, which received 51 engagements as at December 2017.

## Media coverage

The Wentworth Courier ran a full-page article on page 13 of its 15 November 2017 edition about the project, titled "Bold new plans for Cranbrook". The article quoted Headmaster Nicholas Sampson and detailed the proposed work, budget and timeline.

# APPENDICES

Appendix A: Letter to neighbours

Appendix B: Newspaper advertisement

Appendix C: Letterbox drop material

Appendix D: Letterbox drop distribution map

Appendix E: Wentworth Courier article

Appendix F: Cranbrook School Facebook post

Appendix G: Wentworth Courier Facebook post

# Appendix A: Letter to neighbours

12 October 2017

Dear Neighbour

## **Update on campus renewal plans for Cranbrook Senior School**

*I am writing to you to inform you of the status of our proposal for the rejuvenation of the Cranbrook Senior School Bellevue Hill campus. As a valued stakeholder, we are committed to providing you with regular updates and access to the latest project information.*

### **What is proposed?**

*The School has a number of buildings and facilities that are ageing, require costly maintenance and are nearing the end of their useful purpose. The proposed rejuvenation project aims to:*

- » *replace existing facilities with modern facilities that reflect new ways of learning and which support the physical, emotional and spiritual wellbeing of our students;*
- » *provide high quality, multipurpose, technology enabled academic, sporting and cultural spaces and facilities, and*
- » *create a learning environment which complements the strong academic framework and the pursuit of excellence at Cranbrook.*

*Great care has been taken in planning to ensure there will be minimal impact on the surrounding community during construction and that community benefit will flow from the project. All of the proposed works will be undertaken on campus with only a modest enlargement of our current building footprint and almost all of the planned works will be below street level in Rose Bay Avenue.*

*With regard to local amenity, a dedicated on-campus student drop-off and pick-up zone has been designed to ease traffic congestion on Rose Bay Avenue and Victoria Road in morning and afternoon peaks. Furthermore, an underground car park proposed to be located beneath Hordern Oval will remove cars from residential streets, improving access to street parking for residents and visitors.*

*The formal planning application process commenced this week with a request to the NSW Department of Planning and Environment to issue a statement of environmental assessment requirements in order to support the project. Consistent with the approval pathway for capital projects in NSW schools, the School will soon prepare a detailed Environmental Impact Statement and Development Application that will go to public exhibition and encourage community feedback. Whilst there are a number of regulatory approval steps to work through before a start date is determined, we hope to begin work during the latter part of 2018.*

### **How can I find out more?**

*For more information: Visit <http://www.cranbrook.nsw.edu.au/about/future-cranbrook.aspx> or email us at [future@cranbrook.nsw.edu.au](mailto:future@cranbrook.nsw.edu.au)*

### **Community Open Days**

*The School will be holding Community Open Days in future for all to view the plans, meet members of the project team (including the architects, planners and traffic consultants), ask questions and provide any feedback. Further information will be provided on our website.*

### **How will community and stakeholder feedback be used?**

*All community and stakeholder feedback provided through this process will help to inform detailed planning and design. Feedback will be documented in a Summary of Consultation Outcomes Report, which will be submitted to the Department of Environment and Planning with the State Significant Development Application.*

*With warmest wishes*

*Yours sincerely*

*Nicholas Sampson*

*Headmaster*

## Appendix B: Newspaper advertisement

News



A pile of bikes at Waverley Park.

### Vicious cycles

Council considers impounding fees and need for DAs in a bid to crack down on rogue dumping

Shaya Laughlin

A CRACKDOWN on bike sharing companies is looming with Waverley Council looking at new impounding fees for rogue bicycles among other actions.

Council planners also sifted through a legal document last week, received by its neighbouring council Randwick, saying the new services may need a development application before depositing bikes throughout the local government area.

"The oBike system permits members of the public to hire, and for short periods, reserve the bicycles," lawyer Ian Hemmings SC wrote to Randwick Council.

"When the bicycles are not under hire, nor reserved, they are under oBike's control (via the app) and waiting to be hired.

"That is a use of land that amounts to development for the

"This is new to us but we are reaching out to the council to have open dialogue on this matter"

Lim Choe Ping

purposes of the Environmental Planning and Assessment Act."

Mr Hemmings wrote that oBike – one of several bike sharing operators in the area alongside Ready Go and ofo – had not obtained development consent from council.

"As a result, unless some consent, approval or authorisation is obtained oBike is using land within the Randwick local government area unlawfully, and in

breach of the Environmental Planning and Assessment Act."

Mr Hemmings said the company could be subject of criminal sanctions.

Head of oBike Australia Lim Choe Ping said: "This is new to us but we are reaching out to the council to have open dialogues on this matter."

Stakeholders met on Monday, including the Southern Sydney Region of Councils, council staff, Transport for NSW and all of the current bike operators.

They will write a briefing paper to be delivered at conference of mayors at the end of the month.

Waverley Mayor John Wakefield said council was looking at impounding bikes for \$70 each and that Randwick Council's legal advice was untested.

"We're fairly confident that the Impounding Act will be our tool," he said.

### CRANBROOK SCHOOL INFORMATION SESSIONS

Cranbrook School is planning an upgrade to its senior campus's non-heritage buildings and sporting facilities.

As well as significant educational and pastoral improvements, the upgrade proposes to bring pick-up and drop-off onto the school campus and create additional on-site parking spaces to alleviate pressure on surrounding streets.

Before finalising our proposal and lodging a development application with the Department of Planning and Environment, we are seeking the community's feedback and questions at two information sessions:

- ✓ Saturday, 25 November from 11am to 12.30pm
- ✓ Tuesday, 28 November, from 6pm to 7.30pm

Both sessions will be held on-site at Cranbrook School, 5 Victoria Road, Bellevue Hill.

School leaders and project team members will be available to explain the improvements and answer your questions.

You can also view plans and leave feedback at [www.cranbrook.nsw.edu.au](http://www.cranbrook.nsw.edu.au) by clicking 'About' and then 'Future Cranbrook'.

Cranbrook School  
5 Victoria Road, Bellevue Hill  
[www.cranbrook.nsw.edu.au](http://www.cranbrook.nsw.edu.au)  
(02) 9327 9000



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WENTWORTH COURIER, Wednesday, November 15, 2017 19

## Appendix C: Letterbox drop material

# CRANBROOK SCHOOL INFORMATION SESSIONS

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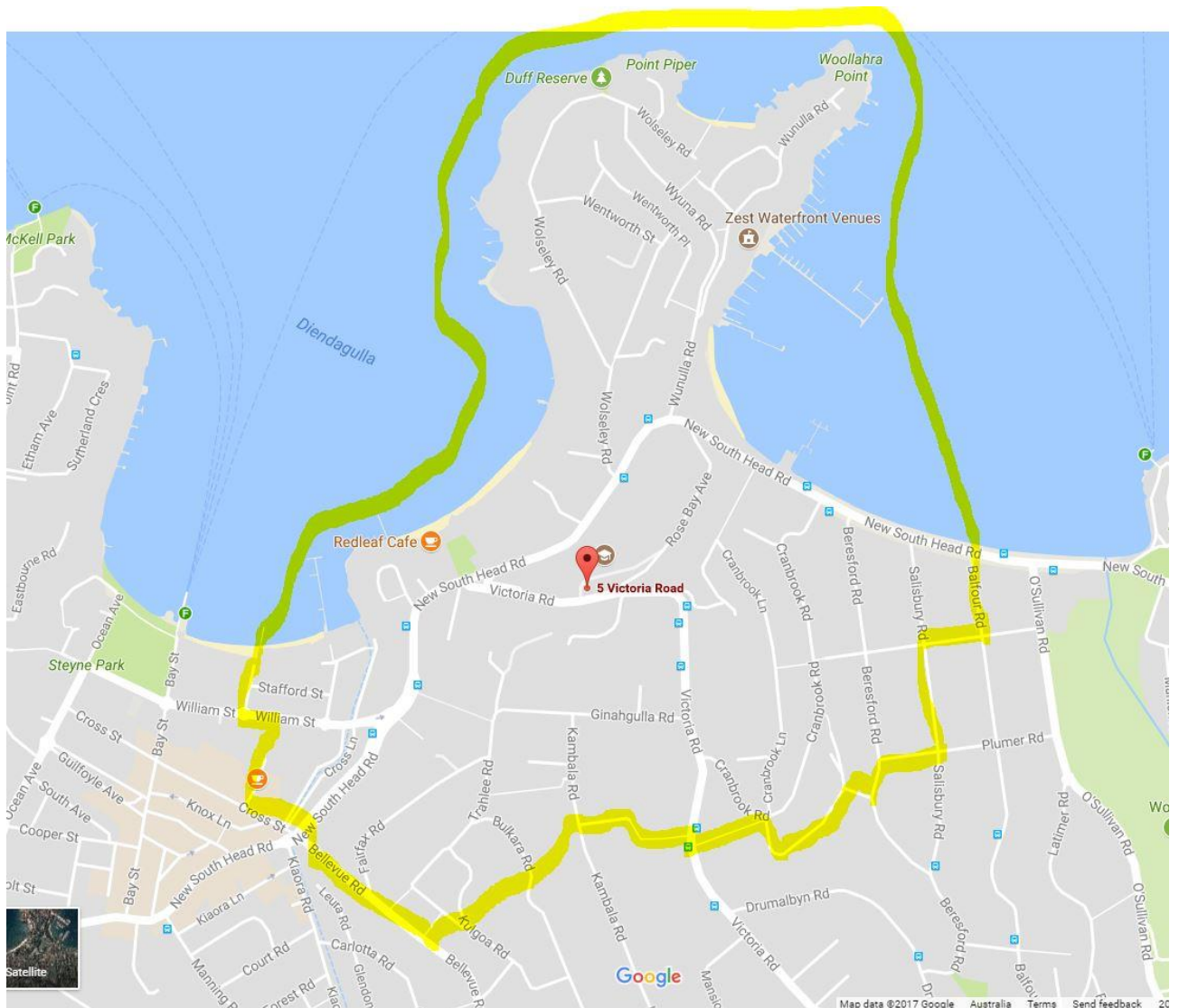
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**CRANBROOK  
SCHOOL**

## Appendix D: Letterbox drop distribution map



## Appendix E: Wentworth Courier article

# Bold new plans for Cranbrook

The school is hoping to update old buildings to mark its centenary

By Kate Bastians

A MULTIPURPOSE building, aquatic centre and underground carpark will underpin a proposed \$75 million redevelopment of Cranbrook School's senior campus at Bellevue Hill.

Wentworth Courier visited the school last week to view plans for the Centenary Building, which will replace the existing drama and arts facility.

The school's first dedicated chapel, theatre, performance rooms, assembly hall, dining area and 16 open-plan classrooms will be built over five levels.

The spaces have been designed for versatility — the assembly area can double as a sports hall and the dining room as flexible learning spaces. A large lawn area on the roof will form the "green heart" of the campus.

A new aquatic and fitness centre will feature a 50m swimming pool.

Cranbrook headmaster Nicholas Sampson has assured neighbours the project is aimed at renewing the

school's ageing buildings and improving learning experiences rather than boosting student numbers.

"Next year is our centenary year and that's given us pause to reflect upon what we want Cranbrook to be over the next 50 to 100 years," he said.

"We have one of the most beautiful settings in the world for a school (but) some of our building stock has reached the end of its natural life — it was put up in the immediate post-war period around the 1950s.

"We want to take local concerns very seriously so we are not seeking to expand our cap on numbers."

Mr Sampson said the school had gone to great lengths to address neighbours' concerns over traffic by proposing an underground carpark, with at least 120 spaces, to stop staff circling streets and using on-street parking.

"We are also bringing the drop-off and pick-up area on-site, which is safer for our students and better for our neighbours," he said.



Early concept images, subject to consent, showing the proposed Centenary Building at Cranbrook School.

We are bringing the drop-off and pick-up area on-site, which is safer for our students and better for our neighbours.

Headmaster Nicholas Sampson

The majority of the Centenary Building will be below the current lawn level.

The school started the application process through the Department of Planning last month and last week briefed Woollahra Council on the project.

Neighbours will be consulted through a public exhibition process and open days before final approval is granted.

The school hopes to start construction late next year and the project will take at least two years to complete.



A large lawn on top of the Centenary Building will form the school's green heart, overlooking the harbour.

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WENTWORTH COURIER, Wednesday, November 15, 2017 13


## Appendix F: Cranbrook School Facebook post

 **Cranbrook School** shared Wentworth Courier's post. 16 November at 16:15 · 🌐

Our plans to renew our Bellevue Hill campus were revealed by the Wentworth Courier this week.

 **Wentworth Courier** 16 November at 10:07 · 🌐 Like Page

A new multipurpose building, aquatic centre and underground carpark will underpin a proposed \$75 million redevelopment of Cranbrook School's senior campus. What do you think?




**Bold new plans for Cranbrook**  
DAILYTELEGRAPH.COM.AU


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## Appendix G: Wentworth Courier Facebook post




**Wentworth Courier**  
16 November at 10:07 · 🌐

A new multipurpose building, aquatic centre and underground carpark will underpin a proposed \$75 million redevelopment of Cranbrook School's senior campus. What do you think?



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