

# Consultation Outcomes Report

## St Leonards Telstra Exchange Redevelopment

524-542 Pacific Highway, St Leonards  
Home Apartments



Ethos Urban acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and culture.

We acknowledge the Gadigal people, of the Eora Nation, the Traditional Custodians of the land where this document was prepared, and all peoples and nations from lands affected.

We pay our respects to their Elders past, present and emerging.

**'Gura Bulga'**

Liz Belanjee Cameron

'Gura Bulga' – translates to Warm Green Country. Representing New South Wales.

By using the green and blue colours to represent NSW, this painting unites the contrasting landscapes. The use of green symbolises tranquillity and health. The colour cyan, a greenish-blue, sparks feelings of calmness and reminds us of the importance of nature, while various shades of blue hues denote emotions of new beginnings and growth. The use of emerald green in this image speaks of place as a fluid moving topography of rhythmical connection, echoed by densely layered

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# 1. Introduction

## 1.1 Background

This Consultation Outcomes Report is submitted to the Department of Planning and Environment (DPE) in support of a concurrent State Led Rezoning and State Significant Development Application (SSDA) for a new mixed-use development, comprising build-to-rent housing, commercial and retail land uses at the Telstra Exchange Site at 524-542 Pacific Highway, St Leonards (the site).

The proposed development will specifically comprise the following:

- Site preparation and excavation;
- Retention and integration of the existing Telstra Exchange Building;
- Construction of a new 42-storey mixed-use development, comprising:
  - 21,472m<sup>2</sup> of build-to-rent housing across 31 storeys, including 272 dwellings.
  - 3,840m<sup>2</sup> of non-residential space within an 8-storey podium including ground level retail and short stay accommodation.
  - 721 m<sup>2</sup> of Key Worker Housing across 1 level, within the podium, delivering a total 10 dwellings to be managed as part of the build to rent development.
  - 2,014m<sup>2</sup> of community amenity facilities throughout the building.
- Residential lobby accessed via Christie Street and separate commercial use lobby accessed via Pacific Highway;
- Podium car parking and loading area with vehicular access via Christie Street, comprising a 48-space car stacker;
- Associated landscaping and public domain works; and
- Augmentation of, and connection to, existing utilities services as required.

It is noted that to facilitate the abovementioned development, amendments to the *Lane Cove Local Environmental Plan 2013* are proposed via a concurrent State Led Rezoning to rezone the site from B3 Commercial Core to B4 Mixed Use and to increase the maximum building height of 72m to 155m. The maximum FSR of the site will remain as per existing at 17.1:1.

## 1.2 Planning Process

Home submitted a **Planning Proposal** in 2016 to rezone the site in order to permit a 53-storey mixed use tower strategically located in the centre of St Leonard's emerging mixed-use precinct. However, the original proposal was delayed whilst the Department drafted the **St Leonards and Crow's Nest 2036 Plan which included a Land Use and Infrastructure Implementation Plan (LUIP)**, and the proponent withdrew the proposal at Council's request to allow consideration of the LUIP.

Following the release of the draft LUIP, the planning proposal was resubmitted in December 2018 and following Council's failure to endorse the proposal, a **Rezoning Review** request was sought on 30 January 2020 as the Council had not supported the request to amend the LEP.

The Rezoning Review was not supported by the Sydney North Planning Panel in May 2020, citing that the LUIP was 'imminent' and that it would be premature to consider the Planning Proposal without the directions of the 2036 Plan.

Throughout the process to date, it has been made clear that Council does not support a mixed-use product at the site, despite the outcomes of the 2036 Plan. As a result, an application for the planning proposal to be accepted as part of the **Priority Assessment Program (PAP)** was submitted in March 2021.

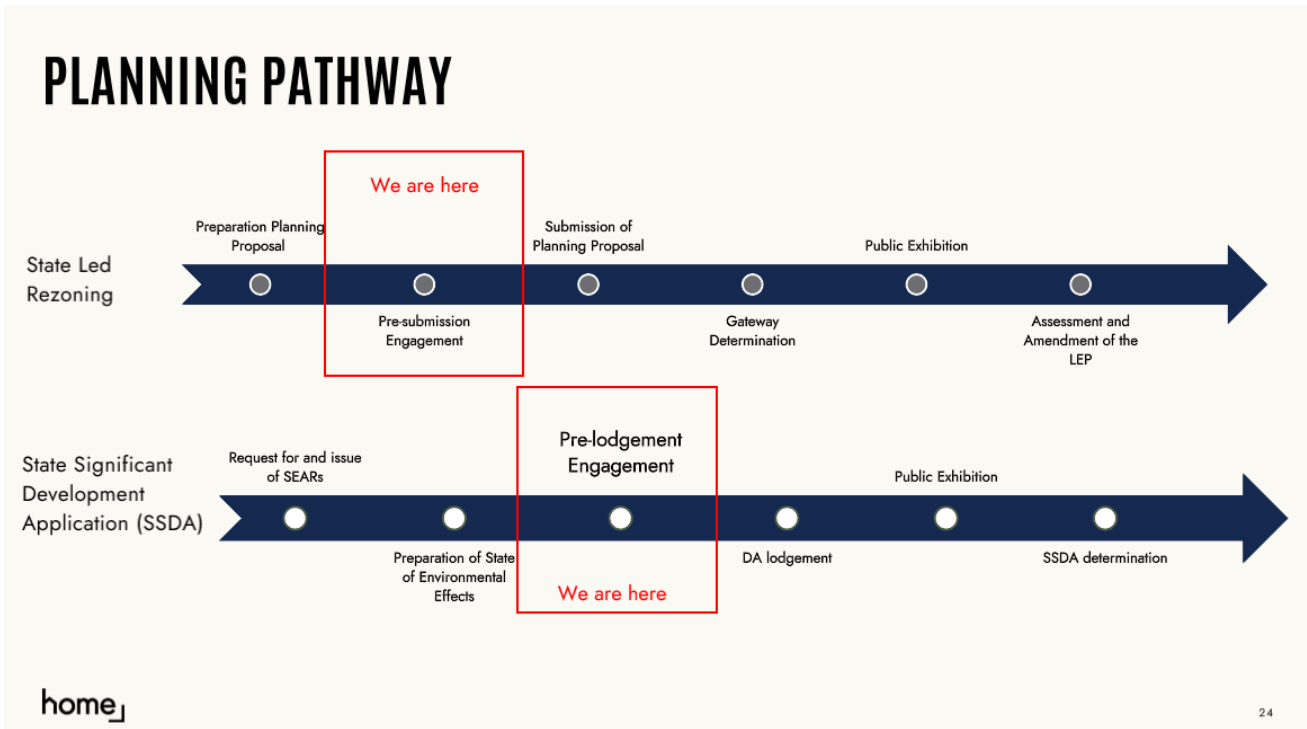


Figure 1: Summary of Planning Process

Extract from Engagement Webinar held on 9/8/2022

### 1.3 Secretary's Environmental Assessment Requirements (SEARs)

Engagement with the Community and other relevant stakeholder groups is a statutory requirement of an SSDA of this Capital Investment Value and nature. The scope of engagement responds to the site-specific Secretary's Environmental Assessment Requirements (SEARs) which were issued on 28 January 2022. The SEARs are broadly consistent with the industry-specific SEARs and request for the following engagement activities to be carried out:

#### 27. Engagement

*Detail engagement undertaken and demonstrate how it was consistent with the Undertaking Engagement Guidelines for State Significant Projects. Detail how issues raised, and feedback provided have been considered and responded to in the project. In particular, applicants must consult with:*

- the relevant Department assessment team.
- any relevant local councils.
- any relevant agencies (including the Western Parkland City Authority for development within the Western Parkland City).
- the community.
- if the development would have required an approval or authorisation under another Act but for the application of s 4.41 of the EP&A Act or requires an approval or authorisation under another Act to be applied consistently by s 4.42 of the EP&A Act, the agency relevant to that approval or authorisation.

## 2. Engagement Context

Over recent years extensive stakeholder and community consultation has been undertaken to help shape the Sydney region as well as help define the strategic role of the site s immediate locality around St Leonards and Crows Nest. The following list indicates the extent of the strategic analysis and engagement that has been undertaken in the area, the findings from which have helped to shape the designs and engagement approach for the Telstra Exchange project and include:

- Greater Sydney Commission planning documents:
  - *A Metropolis of Three Cities*;
  - *North District Plan*; and
- Lane Cove Council Local Strategic Planning Statement; and
- NSW Department of Planning, Industry and Environment Final Plan for *St Leonards and Crows Nest 2036*.

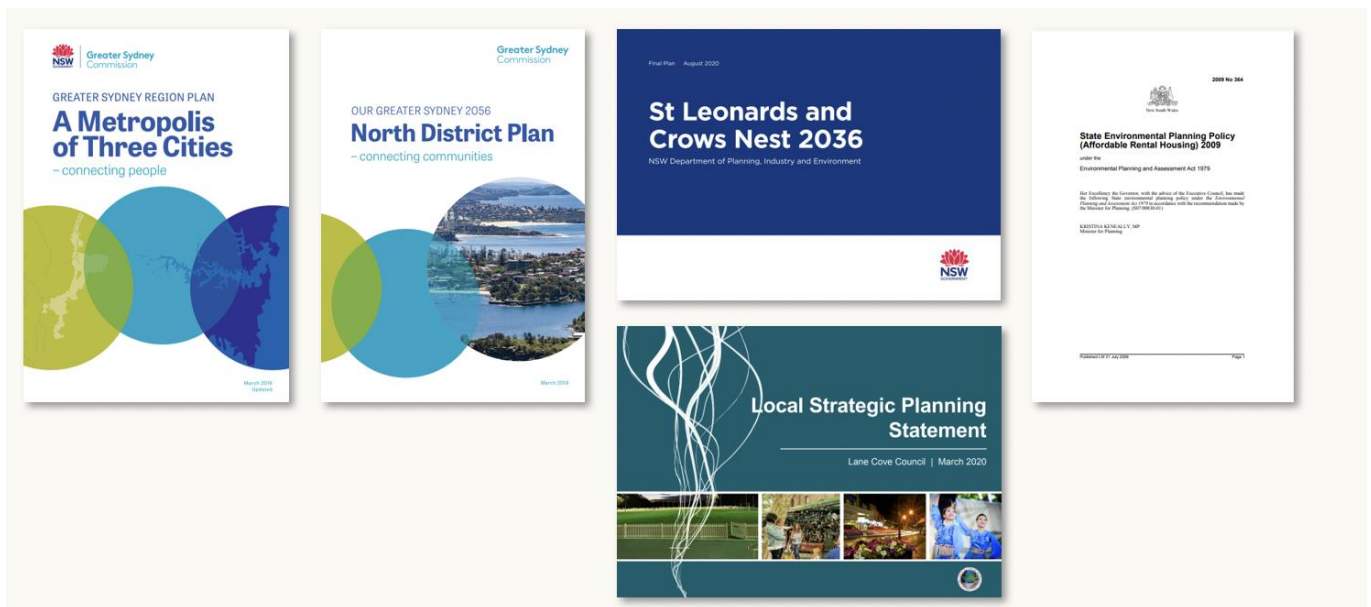


Figure 2: Strategic Planning Contextual Documents

### 2.1 A Metropolis of Three Cities

The Greater Cities Commission (formerly the Greater Sydney Commission) published the *Metropolis of Three Cities* plan in 2018. The Plan is structure around the strategies for infrastructure and collaboration, liveability, productivity, sustainability, and implementation across Greater Sydney. The Plan sets out objectives that will guide Sydney s growth, with the following four objectives that are particularly relevant to the Telstra Exchange project:

- Objective 10: Greater housing supply.
- Objective 11: Housing is more diverse and affordable.
- Objective 12: Great places that bring people together.
- Objective 14: Integrated land use and transport creates walkable and 30-minute cities.

During the submissions period, the Greater Cities Commission directly engaged with the community through workshops, stakeholder briefings and focus groups. **The result was over 9,000 individual engagements.**

The Plan designates St Leonards as a Strategic Centre which are defined as follows:

*'Strategic centres are expected to accommodate high levels of private sector investment, enabling them to grow and evolve. They will become increasingly important parts of the region's structure.'*

## North District Plan

Also produced by the Greater Cities Commission, the North District Plan is a guide for implementing the Metropolis of Three Cities plan at a District level, structured around the same key strategic themes. It informs local strategic planning statements and local environmental plans, the assessment of planning proposals as well as community strategic plans and policies.

## 2.2 St Leonards and Crows Nest 2036 Plan

The St Leonards and Crows Nest 2036 Plan was finalised on 29 August 2020. The document focuses on how existing public transport infrastructure and the Crows Nest Metro Station can support growth within the local community by delivering new infrastructure, open space, upgraded cycle lanes and health and education infrastructure.

The Plan was subject to extensive public exhibition, which received 843 submissions during the formal exhibition process. A design charette was also undertaken to review Lane Cove Council's St Leonards South planning proposal. The key findings from a design charette relevant to the Telstra Exchange project were as follows:

- Plan for a neighbourhood 'heart' for the precinct with centralised facilities
- Prepare sun access planes to protect solar access to public spaces
- Improve connectivity for vehicular and pedestrian movements in, through, and from the site
- Improve permeability and safe movement within and through the site
- Ensure public benefit and open space is delivered through planning controls
- Diversify typologies through analysis of the location of non-residential facilities and employing other available mechanisms
- Leverage the opportunity for best practice sustainable performance
- Achieve design excellence through a design excellence strategy and the establishment of a design review panel

## 2.3 Lane Cove Local Strategic Planning Statement and Lane Cove Community Strategic Plan

The Lane Cove Local Strategic Planning Statement (LSPS) was adopted in 2020 and drew upon findings from the Lane Cove Community Strategic Plan (CSP) which was updated and adopted in 2018. The consultation that was carried out by Council consisted of eNewsletters, internal workshops, newspaper adverts, interactive community workshops, plaza stalls, surveys, telephone interviews, consultation with government agencies and public and website exhibitions.

The findings indicated aspects of the local area that were most valued by the community, including the natural environment, village atmosphere, strong community spirit, Lane Cove's location and variety of community services and facilities available.

## 2.4 St Leonards and Crows Nest Draft Local Character Statement 2018

The Draft Local Character Statement was produced by the Department of Planning and Environment in 2018 following an extensive series of localised engagement events carried out during 2017 and 2018. DPE discovered what the local community valued, prioritised, and saw as a problem for the area at the time during various workshops, briefings, surveys, walking tours, and drop-in sessions, shown in **Figure 3**:





**Figure 3:** Engagement outcomes from the St Leonards and Crows Nest Draft Local Character Statement 2018

### 3. Proposal Overview

Home Apartments is seeking approval to redevelop the Telstra Exchange building at 524-542 Pacific Highway, St Leonards to deliver a new 42 storey mixed-use development comprising retail, office and co-working space and build-to-rent housing. The project will also encompass a residential lobby accessed by Christie Street, a commercial lobby accessed by Pacific Highway and a 99-space cap parking podium, all while retaining the existing Telstra Exchange building on this prominent corner block. Nicholson Lane will be revitalised and activated to become a key through-site link with associated landscaping and public domain works to bring the site to life.

The project is to be submitted to the NSW Department of Planning and Environment and follow a State Significant Development Application process alongside a concurrent Planning Proposal to rezone the site from B3 Commercial Core to B4 Mixed Use and to increase the maximum building height of 72m to 155m. The FSR of the site will remain as per existing 17.1:1.

The proposal will be supported by a Voluntary Planning Agreement to provide:

- Staged embellishment of the Nicholson Lane through site link;
- Build-to-rent Residential Tenancy Tenure: extended lease options;
- Co-working space;
- Key worker housing: Home Apartments will enter into an agreement with the Royal North Shore Hospital to offer key workers the first option to rent any available dwellings prior to going on market; and
- Contributions: In addition to the abovementioned public benefit offers, Home recognises that both Special Infrastructure Contributions (SIC) and Section 7.11 Development Contributions will apply to the site.



**Figure 4:** Home St Leonards Telstra Proposed Building Design

### 3.1 Location

The Telstra Exchange site is situated within the Lane Cove Local Government Area (LGA), close to the boundary of both North Sydney and Willoughby LGAs (see **Figure 5, Figure 6 and Figure 7**). Located just 6km north of the Sydney CBD, within Sydney's Lower North Shore, St Leonards has a key role to play in the provision of housing and employment, given its proximity to the commercial centres of the Sydney CBD, North Sydney, Chatswood, and Macquarie Park.

The St Leonards Centre has recently been undergoing a transition from smaller, ageing commercial buildings to new multi-storey, mixed-use development. The area immediately surrounding the site is undergoing wholesale

renewal. To the north, The Forum, the foundation of the urban renewal at St Leonards, now acts as its commercial, retail and transport hub.



Figure 5: Site location related to metropolitan

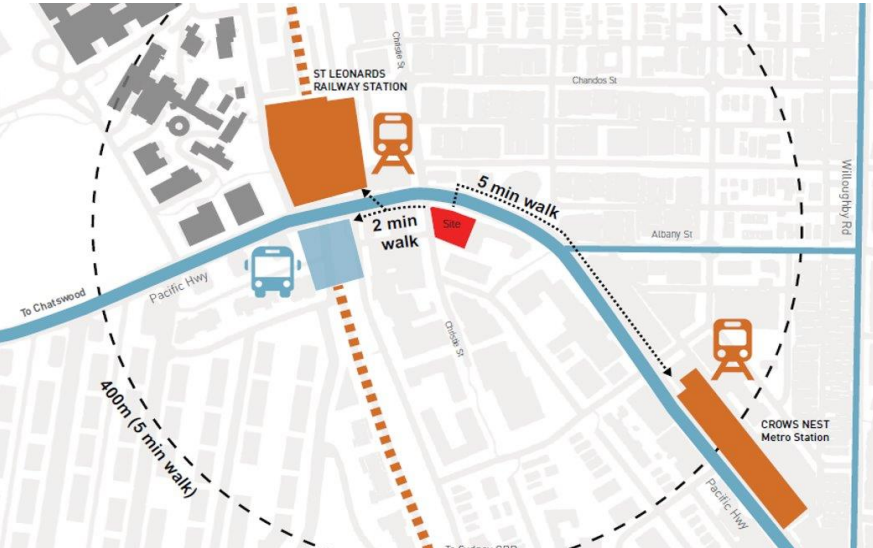


Figure 6: Site location in relation to local transport hubs



**Figure 7:** Plan of Site located at 524-542 Pacific Highway, St Leonards



**Figure 8:** Different perspectives of site

### 3.1 Site History and Context

The eastern portion of the site is currently occupied by the St Leonards Telstra Telephone Exchange. This critical piece of telecommunications infrastructure is the nodal point for Sydney's North Shore, ranking as the second-highest order of significance within the Telstra network. The Exchange also serves a key role in the Federal Government's NBN rollout, housing NBN networking equipment and employees. The Telephone Exchange, therefore, cannot be demolished, relocated, or used for support in the construction of any new structure.

### 3.2 Demographic Context

The Statistical Area Level for St Leonards estimated resident population in 2021 was 7,212 (ABS). The site at 524-542 Pacific Highway, St Leonards is located within the suburb of Lane Cove however closely adjoins both North Sydney to the east and Willoughby LGA to the north.

Compared to NSW, where the proportion is 21.4%, 48.3% of people in St Leonards are between the ages of 25 and 39. In St. Leonards, 13.3% of residents are Australian, 17.9% are English, and 26.2% are Chinese. 69.6% of all births were to parents who were both foreign-born. The average weekly household income in St Leonards is \$2,475 compared to \$1,829 in NSW. 60.4% of households consist of couples without children, 96.2% live in an apartment and 68.3% rent their homes.

### 3.3 About the Proponent (Home)

World-class amenities, unique services, and programs that promote a sense of belonging and wellbeing for residents are found at All Home properties. Each site is customised for the neighbourhood in which it is located and is influenced by the local area.

Home is an unlisted real estate fund backed by one of the world's most respected global institutional investors. Home is Australia's largest Build to Rent platform with 2,500+ apartments funded and under development across several projects.

Home currently operates properties in Richmond, Victoria, and Parramatta in New South Wales, and has project in planning in Docklands, Victoria and St Leonards and St Peters in NSW.

## 4. Engagement Approach

### 4.1 Engagement Tools and Activities

The techniques and activities for communication and engagement used during this project are listed in the table below. This combination offered distinct messaging and a range of opportunities for the community and stakeholders to get involved and provide feedback on the project.

**Table 1** Engagement Tools and Activities

Activity/Tool	Description	How engagement informed the project	Target Audience	Level of Engagement
<b>Collateral</b>				
Stakeholder & Community Invite Letters	Letter emailed or distributed via letterbox drop to inform stakeholders and the community about the project and invite them to the community webinar	Ensured that key stakeholders and residents to the site are aware of the project and have the opportunity to attend an event and provide feedback	Key Stakeholders Community Groups Residents	Inform
PowerPoint presentation slides	To detail the objectives, vision, and key deliverables of the site, used in the community webinar	Provided visual aids to stakeholders and the community during engagement events.	Key Stakeholders Community Webinar attendees	Inform
<b>Activities</b>				
Community Information Session webinar	Hosted a 1.5-hour webinar for community members to learn about the project, meet the project team, provide feedback on key topics, and ask questions	Provided a welcoming forum for community members to be able to find out more about the project and provide feedback	All	Involve
Stakeholder and Agencies meetings	A series of one-to-one meetings with key stakeholders set out in the SEARs	Provided feedback on key technical issues that the proponent and project team will address in the EIS	Key stakeholders	Involve
<b>Reporting</b>				
Consultation Outcomes Report	A detailed summary of the activities undertaken, stakeholder and community reached, and the feedback provided.	Identified key themes of interest by stakeholders and the community to help inform the planning, design, and construction process	All	Inform

## 4.1 Engagement Undertaken

Home Apartments together with Ethos Urban and DKO prepared curated engagement materials to highlight key issues informed by the review of the strategic documents in Section 2 and the community engagement reports that were undertaken for each of these policy processes. The engagement process aimed to identify specific issues that required more in-depth and suitable detail to inform the community and key stakeholders. This process was also guided by the knowledge the proponents have gathered from extensive analysis.

This information was made available at each of the stakeholder briefings and at the community information session webinar.

### 4.1.1 Stakeholder Meetings

A series of stakeholder meetings have been undertaken over several months with key stakeholders and attended by representatives from Home, DKO and Ethos Urban. These meeting ranged in purpose and discussion about the proposed design, public domain, and public benefits. An outline of key stakeholder meetings is included in the following table:

**Table 2** Summary of stakeholder meetings

Stakeholder	Attendees	Meetings held
Department of Planning and Environment (DPE)	<ul style="list-style-type: none"> <li>• Planning Delivery Unit (PDU)</li> <li>• Planning Assessment Unit</li> <li>• Infrastructure Assessment Unit</li> <li>• Other key representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly meetings 28 January – 29 December 2022, with meetings recommencing 20 September 2023</li> <li>• Other key meetings held:               <ul style="list-style-type: none"> <li>- 5 July 2022</li> <li>- 23 August 2022</li> <li>- 4 October 2022</li> <li>- 27 July 2022</li> <li>- 24 November 2022</li> <li>- 18 January 2023</li> <li>- 23 May 2023</li> </ul> </li> </ul>
Lane Cove Council	<ul style="list-style-type: none"> <li>• Technical planning staff</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance at key meetings held with DPE:               <ul style="list-style-type: none"> <li>- 5 July 2022</li> <li>- 23 August 2022</li> <li>- 4 October 2022</li> <li>- 20 September 2023</li> </ul> </li> </ul>
State Design Review Panel (SDRP)	<ul style="list-style-type: none"> <li>• Panel members</li> </ul>	<ul style="list-style-type: none"> <li>• March 2022</li> <li>• April 2022</li> <li>• June 2022</li> <li>• August 2022</li> </ul>
Transport for NSW	<ul style="list-style-type: none"> <li>• Key representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance at key meetings held with DPE in 2022</li> </ul>
Telstra	<ul style="list-style-type: none"> <li>• Key representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly meetings held 17 February 2023 – present</li> </ul>
AMA House (Southern neighbour)	<ul style="list-style-type: none"> <li>• Neighbour from 69 Christie Street</li> </ul>	<ul style="list-style-type: none"> <li>• 27 April 2023</li> </ul>

## 4.1.2 Community Information Session Webinar

A letter was distributed to surrounding neighbours on 27 July 2022 to invite those interested to attend a community webinar about the proposal. A copy of the letter and distribution radius can be found in Appendices 1 and 2.

A Community Information Session Webinar was held on 9 August 2022 and attended by representatives from Home, DKO and Ethos Urban and 13 community members and key stakeholders.

The purpose of the community information session webinar was to undertake the following key processes:

- Provide attendees with information about the proposal and seek feedback to inform the Development Application
- Undertake early engagement with the local community and key stakeholders
- Understand key feedback about the redevelopment of Telstra Exchange site in St Leonards
- To provide key insights from learnings from key stakeholder briefings and areas of highlighted areas for further detailed considerations.

A copy of the presentation can be found in Appendix 3.

## 4.1.3 Q&A Questions

The following questions were put to the community at the end of the webinar to help spark discussion and guide the conversation around some topics related to the Social Impact Assessment engagement requirements.

1. How do you feel about the ambitious sustainability targets for this project?
2. How do you feel about incorporating build-to-rent uses here?
3. As a local, is there anything you think the project team should know about this area and the community?

*This could be related to the community's needs, vulnerable community members we need to plan for, or the way community members get around or live their lives.*

These questions were not intended as a rigid guide, and the live community questions were prioritised as they came through.



## 5. Feedback and Key Issues

The information highlighted below represents a summary of the feedback and key issues that were identified at the stakeholder briefings and at the community information session webinar. These have been collated into common themes alongside a project team response provided by the proponent or a nominated technical representative.

### 5.1 Transport and traffic

- The site is considered Transit Oriented Development (TOD) as it is located within 100m of the St Leonard's Rail Station and 350m from the future Crows Nest Metro Station.
- Podium car park and loading accessed via Christie Street.
- Home is proposing approximately 90 car parking spaces – significantly less than the required Lane Cove DCP parking requirement.
- The previous development considered for this site and permissible development B3 Commercial would generate 521 car parking spaces.

**Table 3** Summary of questions and responses- transport and traffic

Questions raised by stakeholders	Response during Engagement by proponent or representatives
Entry points and impact on traffic on Oxley St, Nicholson St and Christie Street	<ul style="list-style-type: none"> <li>• Pedestrian entry will be achieved on Christie Street through site link, and vehicles will enter on the same street, following a car stacking system</li> <li>• To minimise impacts, the goal was to divert entry points off the highway while having a commercial entry on the Pacific Highway</li> </ul>
Turning out of Oxley St is already a problem – we should get a right turn on Pacific Highway	
Access across Pacific Highway for pedestrians – increases in pedestrian traffic will have impacts	All details regarding traffic will be further detailed in the traffic management plan and be exhibited at lodgement of the SSDA
Traffic around Christie St and Nicholson Lane as these locations are already busy	
People going to St Leonards station would likely walk down Sergeants Lane which has little footpath and already blocks traffic	
Infrastructure Assessment Unit raised the need for further understanding of the car stacking system	A tour of operational car stacker was conducted on the 27 July 2022
Transport for New South Wales (TfNSW) provided positive feedback regarding the Pacific Highway handling on the proposal	TfNSW was supportive of the scheme presented by Home

## 5.2 Construction Traffic Management

- A Construction Traffic Management Plan (CTMP) has been produced for the planning application to mitigate traffic impacts on surrounding neighbourhoods.
- Anticipated construction time frames from commencement have been identified by location, type and by number of weeks and was shown at engagement sessions as follows:

**Table 4** *Anticipated time construction timeframes from commencement, as shown during community webinar*

Phase	Time
Site establishment	1 week
Demolition	6 weeks
Excavation	18 weeks
Construction	80 weeks
Fit out	24 weeks
<i>Total</i>	129 weeks (approximately 2.5-3 years)

## 5.3 State Led Planning Changes

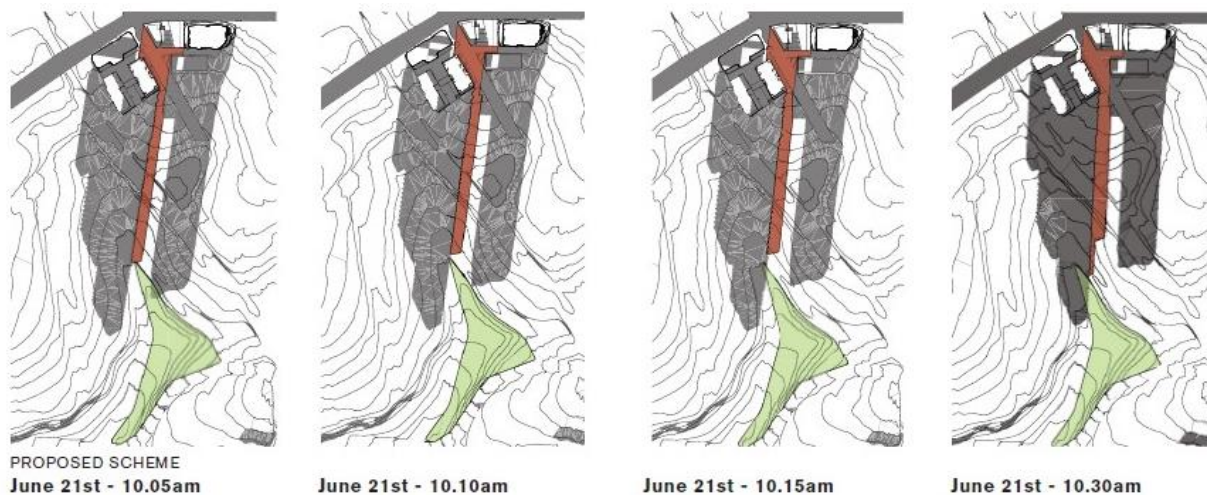
The amendment of the Lane Cove Local Environmental Plan 2013 is needed to rezone the site from B3 Commercial Core to B4 Mixed Use and increase the maximum building height from 72m to 155m and the FSR for the site will remain as per the existing control at 17.1:1.

**Table 5** *Summary of questions and responses- planning*

Questions raised by stakeholders	Response during Engagement by proponent or representatives
Planning Assessment Unit - Study Requirements scoping and considerations of rezoning and SSDA	<ul style="list-style-type: none"> <li>• Discussed reporting required to deliver the state-led rezoning.</li> </ul>
Separation between habitable rooms	<ul style="list-style-type: none"> <li>• The separation between habitable rooms is mandatory for 12m on each side, however due to high commercial development in St Leonards this does not consider future residential development.</li> </ul>

## 5.4 Built Form Responses, Shadow & Impact Studies

- The vision for this project is to create a building that responds to the sensitive history of the place and strives to balance residential amenity, retail viability, commercial efficiency, daylight, airflow, privacy, and open spaces.
- The architectural response is drawn from the local character and lessons learnt from engagement findings from the St Leonards and Crows Nest Draft Local Character Statement 2018.
- A proposed scheme inclusive of shadow studies has been presented during engagement and will be available during the public exhibition of the SSDA.



**Table 6** Summary of questions and responses- shadow and impact studies

Questions raised by stakeholders	Response during Engagement by proponent or representatives
Were wind stimulation studies undertaken? Considering the area around the forum often tunnels the wind down the streets and lanes.	<ul style="list-style-type: none"> <li>• Yes, comprehensive and multiple iterations of the wind studies for the ground plane were undertaken.</li> <li>• Wind tunnel mitigation will be done through multiple design measures, including massing, scale and choice of materials.</li> <li>• Wind studies were noted as an important concern during engagement.</li> </ul>
Shadow impact compared to the Landmark building	<ul style="list-style-type: none"> <li>• There is less impact compared to the Landmark, with it being quite minimal given the orientation of the proposed development.</li> <li>• All shadow impact studies and documentation will be exhibited after lodgement that will show the detail shadow impacts.</li> </ul>

## 5.5 Local Context and Planning Considerations

Issues raised by stakeholders regarding local context are related to the Landmark building, as it is a reference in the area that the Telstra site can be compared to, as well as the positive feedback of the increase availability of retail and restaurants protected from wind tunnels.

Potential impacts on existing residents as well as new residents were raised and discussed at engagement sessions and the webinar.

**Table 7** Summary of webinar questions and responses- local context and planning considerations

Questions raised by stakeholders	Response during Engagement by proponent or representatives
Separation from the Landmark tower	The St Leonards Telstra Site will sit back 13 metres from the boundary (at the least), and 21 metres set back at the most. It is important to consider that the Landmark building goes over the guidelines for the setback from residential, hence why Home is pushing back further than the guidelines.
Roof RL in Comparison to Landmark	The Landmark is 150 RL and Home Telstra is 155 RL, so the Telstra Site will be slightly above.
The availability of shop/restaurants under cover will be great since the Pacific Highway is a wind tunnel	Home will manage all onsite management of ground floor retailers
Impact on nearby residents due to close proximity of the Telstra Site to other large buildings	Home aims to mitigate any issues and impact on existing residents in the area, ensure there is a 24hour concierge that can accommodate and adequately address any issues that arise.
How will disputes or noise complaints be handled?	A 24hour concierge will be present at all times to accommodate and adequately address any issues that arise.
Lane Cove Council to discuss Public Domain impacts	Agreed benefits to Public Domain were reflected in submitted to LCC dated 09.08.2022.
AMA House requested site access for surveying and meetings were held to discuss amalgamation	Access was provided. Meetings were held where amalgamation was not supported as Strata owners were not all in agreement.

## 6. Recommendations and Next Steps

This Consultation Outcomes Report provides a detailed account of the stakeholder and community engagement activities undertaken prior to lodgement of the State Significant Development Application (SSDA) for the redevelopment of the Telstra Exchange building at 524-542 Pacific Highway, St Leonards on behalf of Home Apartments.

The scope of engagement responds to the site-specific Secretary's Environmental Assessment Requirements (SEARs) which were issued on 28 January 2022. The SEARs are broadly consistent with the industry-specific SEARs. Ethos Urban has developed and implemented an engagement process that meets the minimum requirements in notifying and informing all relevant stakeholders, providing an accessible opportunity for the community to gain accurate information about the project and ask questions as well as ensuring feedback can be considered in the Stage 2 SSDAs.

The project will provide a range of uses including much-needed Built-to-Rent housing, commercial, community uses and improved public domain in a well-connected and convenient location on the North Shore.

The consultation activities reached relevant stakeholders, including the local community members and key agencies. This outreach included delivering notifications to 5859 residents and 917 businesses, meetings with 7 different stakeholder groups to discuss items relating to the proposal.

The program has provided opportunity for the community and stakeholders to learn more about the project, meet the project team including technical experts, offer feedback on the proposal and elect to stay informed as the project continues.

# Appendices

## Appendix 1: Community Letter Webinar Invitation



27 July 2022

Dear Neighbour,

**RE: St Leonards Telstra Exchange Redevelopment- Engagement Opportunities**

We are writing to provide you with an update on the proposed redevelopment of the Telstra Exchange building located at 524-542 Pacific Highway, St Leonards, including information about opportunities for community engagement.

Home Apartments are preparing a State Significant Development Application (SSDA) to transform the Telstra Exchange building into a new 40 storey mixed-use development comprising retail, office and co-working space and build-to-rent housing. This proposal responds to a number of district and local strategic plans and priorities to cement St Leonards as a key hub along Sydney's North Shore.

To progress with the SSDA, a planning proposal will be lodged to rezone the current site from Commercial to Mixed Use. This will enable the delivery of the proposed key project benefits including:

- Build-to-rent tenancy opportunities in a secure, prime location, including prioritised housing for key healthcare workers
- Expanded co-working spaces to support growing businesses and organisations
- Revitalised and activated Nicholson Lane, with vibrant landscaping and public realm

Home Apartments prides itself on offering world-class amenities and bespoke services and programs that foster a sense of community and wellbeing for their residents. The proposed Telstra Exchange will be no different and will be tailored to the surrounding neighbourhood and inspired by its community and place.

**Ongoing Consultation and Our Commitment to You**

Home Apartments are committed to ensuring the community is consulted throughout the development process and your feedback is important to us. Ethos Urban has been engaged to support the community consultation in this project to ensure the project builds and maintains proactive dialogue with local community and stakeholders.

We would like to invite you to an online Community Information Session on **Tuesday 9<sup>th</sup> August from 6 to 7pm**.

This is an opportunity to learn more about the project, meet the team, and have your questions addressed.

**Community Information Session**

**Date:** Tuesday 9<sup>th</sup> August

**Time:** 6 – 7pm

**Location:** Online webinar via Zoom

**Register your attendance by scanning the QR code or using the link:**



<https://bit.ly/3z1rcoJ>

Should you have any questions about the project or upcoming information session, please call the project team on 1800 870 549 or email [consultation@ethosurban.com](mailto:consultation@ethosurban.com).

Yours sincerely,

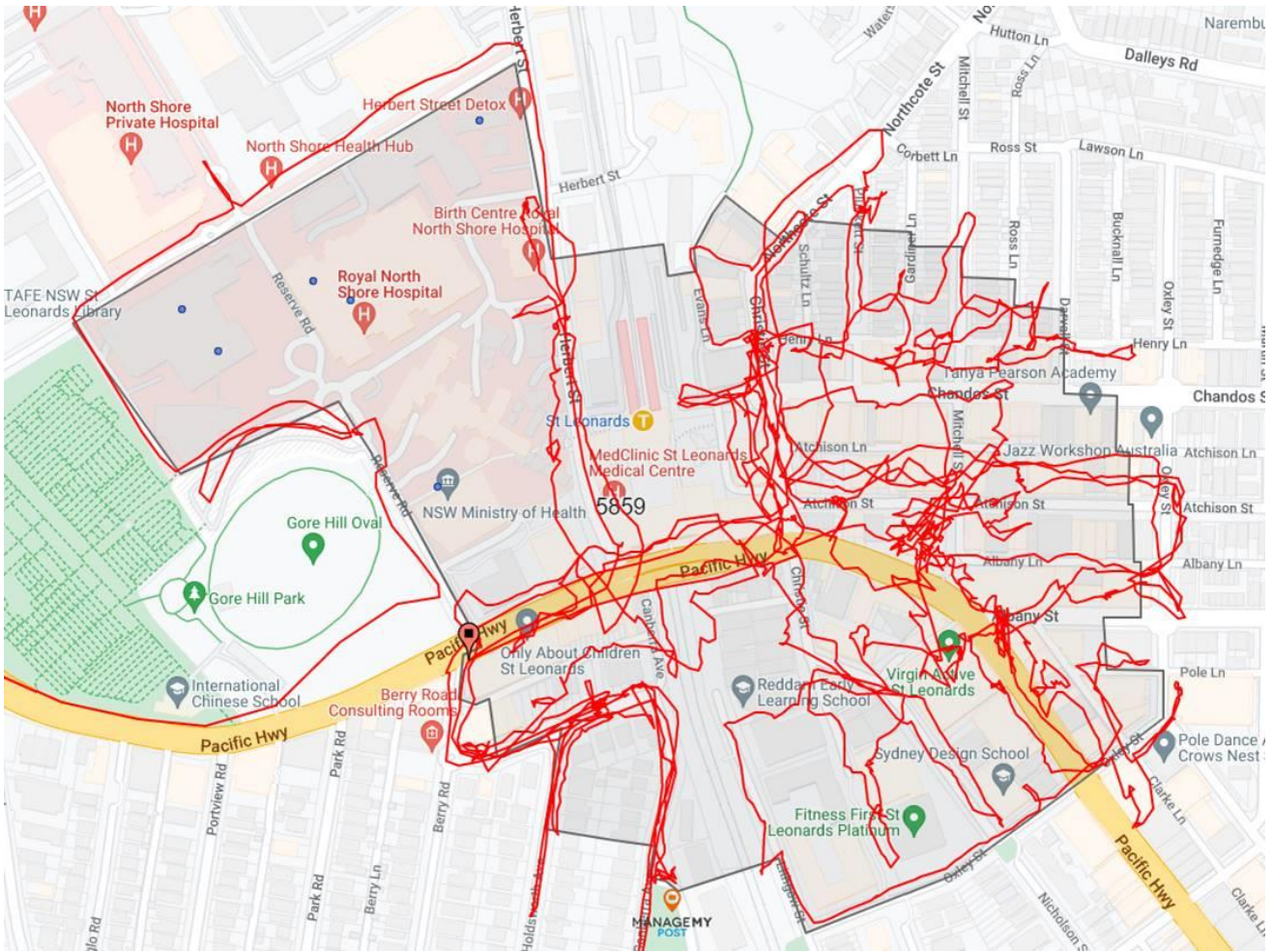
Jon Lyle

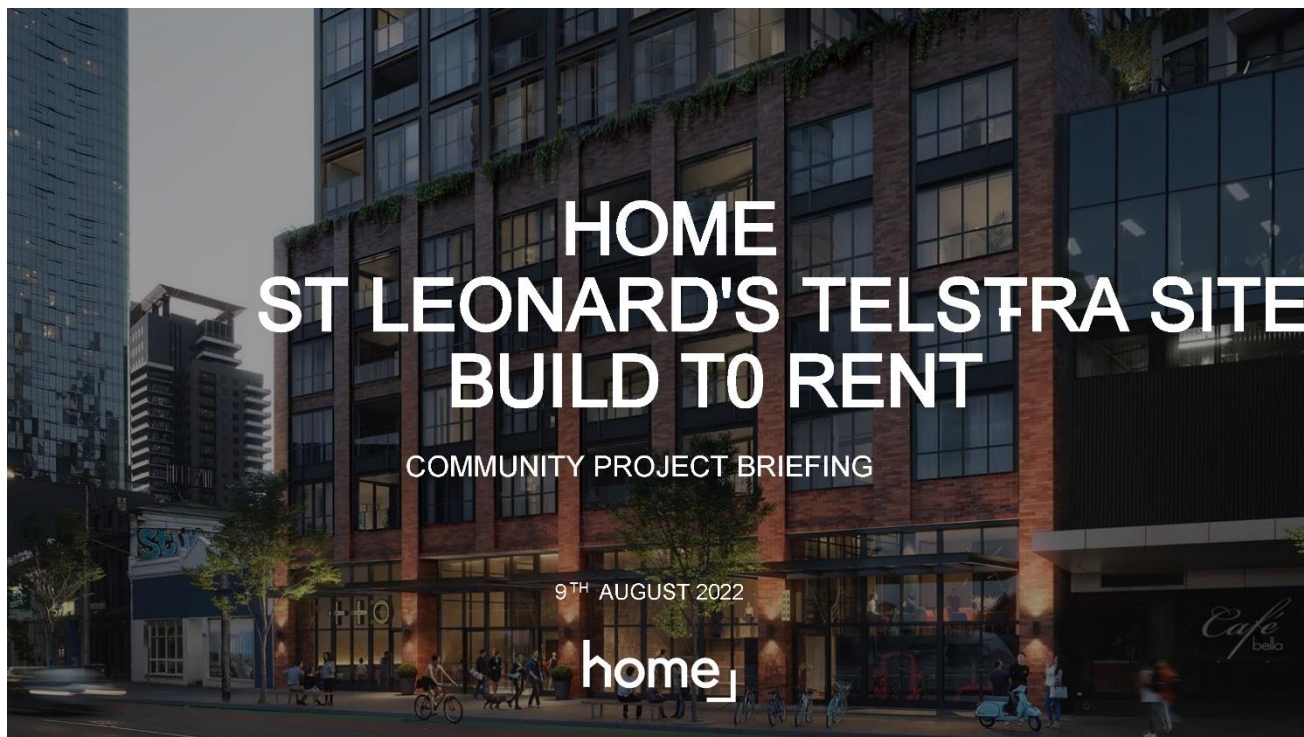
Development Director

Home Apartments

## Appendix 2: Letter Distribution Catchment

The community letter was distributed on 27<sup>th</sup> July 2022 to a 200m radius from the site address with the inclusion of the Royal North Shore Hospital given their strategic significance as a neighbour. The letter was distributed by contracted distributor to 5859 residents and 917 businesses (see map below).





## ACKNOWLEDGEMENT OF COUNTRY

We recognise Aboriginal and Torres Strait Islander people as the Traditional Custodians of this land who have a deep historical and spiritual connection to Country, waterways, rivers and seas. We are committed to creating a place where people of all cultures are welcome, respected and have equal opportunity in the local community.

In particular we acknowledge the Gamaragal people of the Eora Nation upon whose ancestral lands St Leonards is now situated and also the Gadigal people, the traditional owners of the land where we base our office in Sydney. Today we have the pleasure of talking to you from different parts of country and we would like to pay our respects to Elders both past and present extend that respect to other Aboriginal and Torres Strait Islanders who are present here today



# WELCOME AND INTRODUCTIONS



home

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## AGENDA

- About Home
- Project Overview
- Planning Overview
- Design
- Questions

home

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## PURPOSE OF THIS SESSION

- Provide you with information about the proposal and seek your feedback to inform the Development Application
- Undertake early engagement with our community
- Understand your feedback about the redevelopment of Telstra Exchange site in St Leonards

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## VIDEO CONFERENCING TIPS



- Please ensure your microphone is muted unless you are speaking



- We will address questions during the Q&A after the presentation



- Use the Chat function to submit questions or provide feedback or use the Raise Your Hand function if you would like to speak

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# ABOUT HOME

JON LYLE, DEVELOPMENT DIRECTOR —  
HOME APARTMENTS


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## ABOUT HOME

 Australian

 Melbourne and Sydney

 Creator & Operator

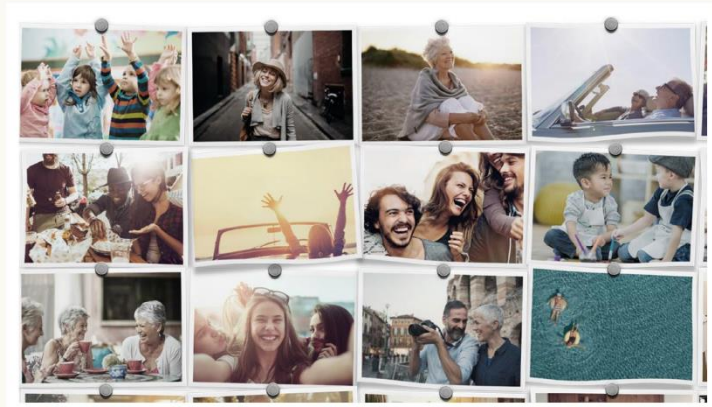
 High-amenity offer

 100% BTR focus

home\_

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# THERE'S NO PLACE LIKE HOME



VALUES			
Community	Innovation	Safety	Sustainability

home

## WHAT IS BUILT TO RENT (BTR)?

- BTR housing is purpose built rental housing, held in single ownership and professionally managed.
- BTR housing has the potential to provide:
  - Long lasting community benefits
  - Greater housing choice for tenants
  - access to high quality dwellings in a stable rental environment.
- As long-term owners and operators, Home offers residents greater length and security of tenure

home

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# HOME'S EXISTING PROJECTS VICTORIA



**SOUTHBANK**  
258 CITY ROAD

Units: 400+  
Status: Open



**RICHMOND**  
270 BRIDGE ROAD

Units: 360+  
Status: Open

Partner: Coles



**DOCKLANDS**  
658 LATROBE STREET

Units: 600+  
Status: Under construction

Partner: AFL



HOME BTR

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# HOME'S EXISTING PROJECTS NEW SOUTH WALES



**PARRAMATTA**  
5-7 CHARLES STREET

Units: 430+  
Status: Under Construction



**ST LEONARDS**  
PACIFIC HIGHWAY

Units: 270+  
Status: In Planning

Partner: Telstra



**ST PETERS**  
75 MARY STREET (PRECINCT 75)

Units: 210+  
Status: In Planning



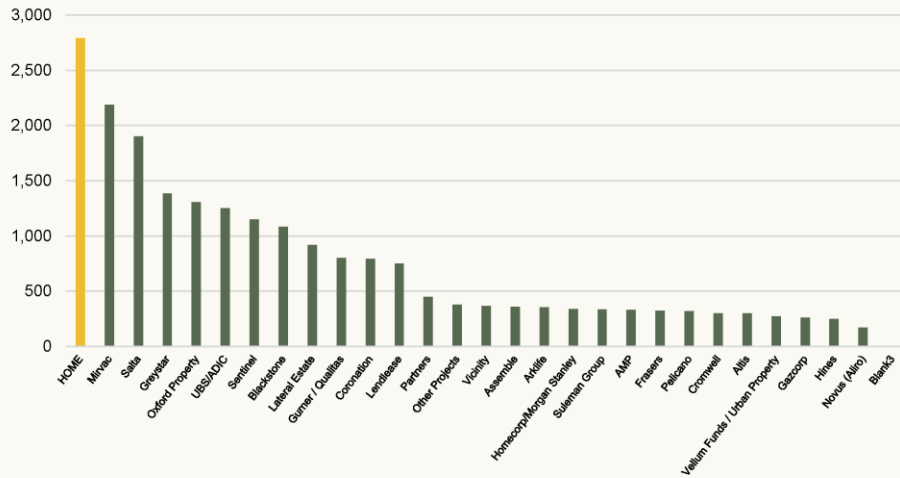
HOME BTR

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# HOME IS AUSTRALIA'S LARGEST DEVELOPER / OPERATOR

- Australia's largest BTR platform with 2,500+ apartments funded and under development
- Dedicated Development, Funds Management and Operations Team
- Supported by Sovereign Wealth fund
- Developed for long term operation and hold

AUSTRALIA BTR PORTFOLIOS - NO OF UNITS



HOME BTR

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## PROJECT OVERVIEW

TOM GOODE, DIRECTOR,  
PLANNING – ETHOS URBAN



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# SITE CONTEXT

The site is strategically located in close proximity to:

- St Leonards Train station,
- Crows Nest Metro station
- Bus routes along Pacific Highway



home

# THE SITE



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# PROPOSED DEVELOPMENT

A new 42-storey mixed use development comprising:

- Ground floor retail
- 6-storeys of commercial space
- 33-storeys of build-to-rent housing including 271 residential apartments and communal amenities



home\_

# PROPOSED DEVELOPMENT

It will also include the:

- Retention of existing Telstra Exchange Building
- Association landscape and public domain works
- Activation and revitalisation of Nicholson Lane
- Car park and loading area via Christie Lane



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# TRAFFIC MOVEMENT

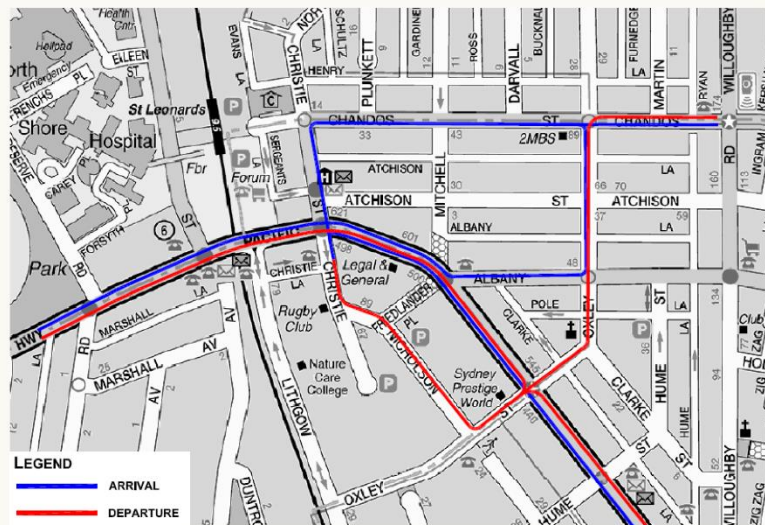
- The site is considered Transit Oriented Development (TOD) as it is located within 100m of the St Leonard's Rail Station and 350m from the future Crows Nest Metro Station.
- Podium car park and loading accessed via Christie Street.
- Home are proposing approximately 90 car parking spaces – significantly less than the required Lane Cove DCP parking rate.
- B3 Commercial permissible development would generate 521 car parking spaces.

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# CONSTRUCTION TRAFFIC MOVEMENT

- A Construction Traffic Management Plan (CTMP) has been produced for the planning application to mitigate traffic impacts on surrounding neighbourhoods.



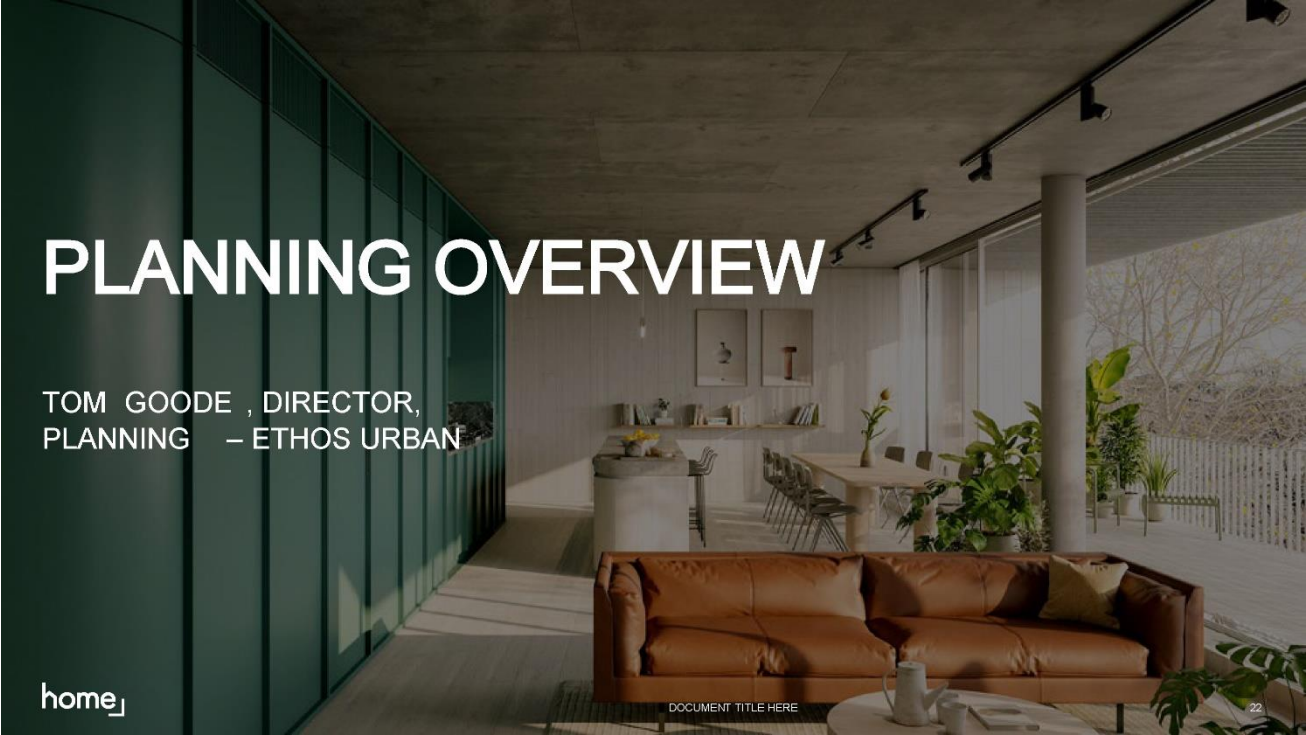
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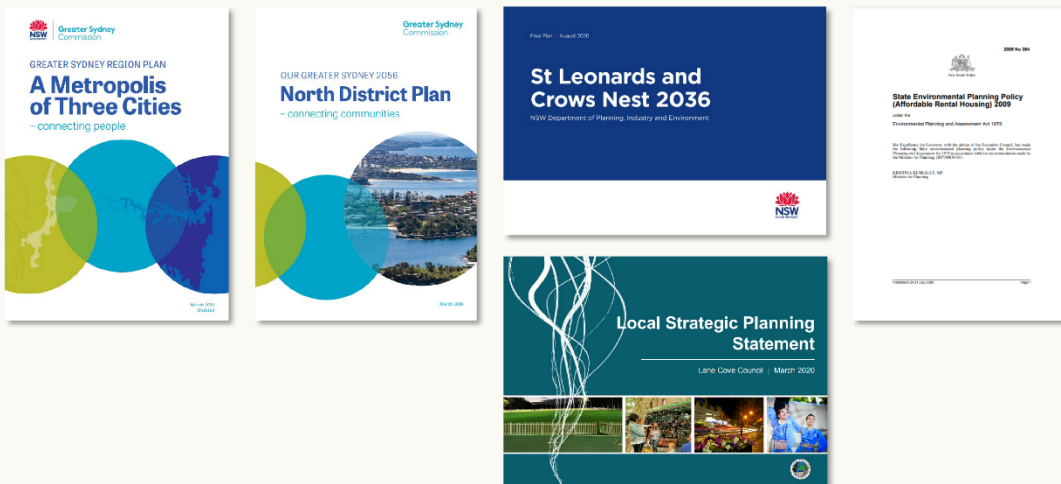
# CONSTRUCTION TIMELINE

Anticipated time construction time frames from commencement are as follows:

Site establishment	1 week
Demolition	6 weeks
Excavation	18 weeks
Construction	80 weeks
Fit-out	24 weeks
Total	129 weeks (approx. 2.5 - 3 years)



# STRATEGIC ALIGNMENT



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# STATEED REZONING

Amend the *Lane Cove Local Environmental Plan 2013*:

- Rezone the site from B3 Commercial Core to B4 Mixed Use
- Increase the maximum building height from 72m to 155m.

The FSR for the site will remain as per the existing control at 17.1:1.

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# STATE SIGNIFICANT DEVELOPMENT APPLICATION

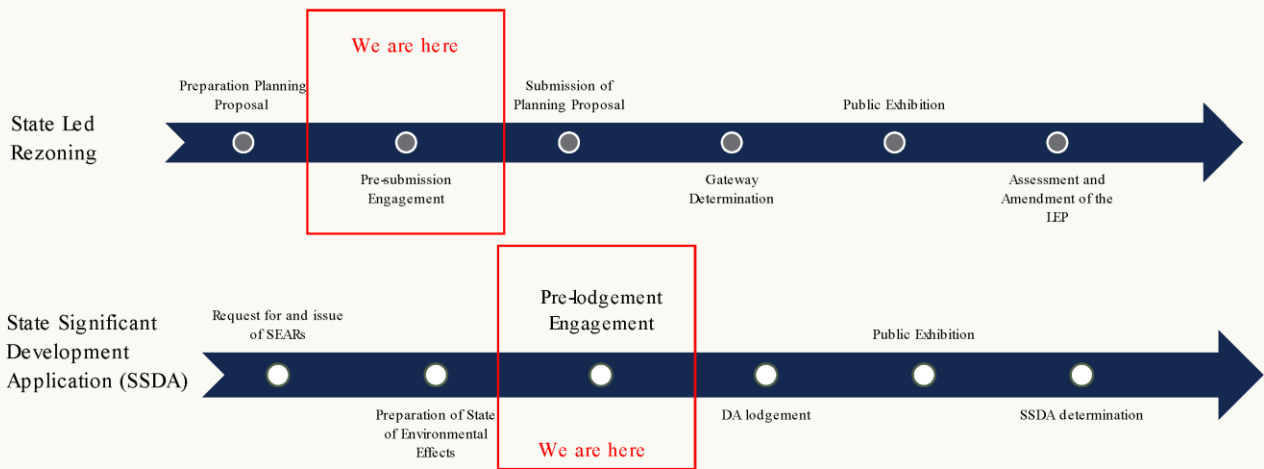
## What is it?

A State Significant Development Application (SSDA) is an application that is assessed and determined by the Department of Planning and Environment for projects that are of a certain size, monetary value or on environmentally sensitive land

## What is Home seeking approval for?

- Construction of a new 42 storey mixed-use development, comprising 271 build-to-rent housing, retail and commercial land uses;
- Retention of the existing Telstra Exchange building; and
- Associated landscaping and public domain works.

## PLANNING PATHWAY



# DESIGN BUILDING AND PUBLIC REALM

JENNIFER SO , SENIOR DESIGN ARCHITECT  
DKO ARCHITECTS

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## BUILT FORM

The vision for this project is to create a building that responds to the sensitive history of the place and strives to balance residential amenity, retail viability, commercial efficiency, daylight, airflow, privacy and open spaces.



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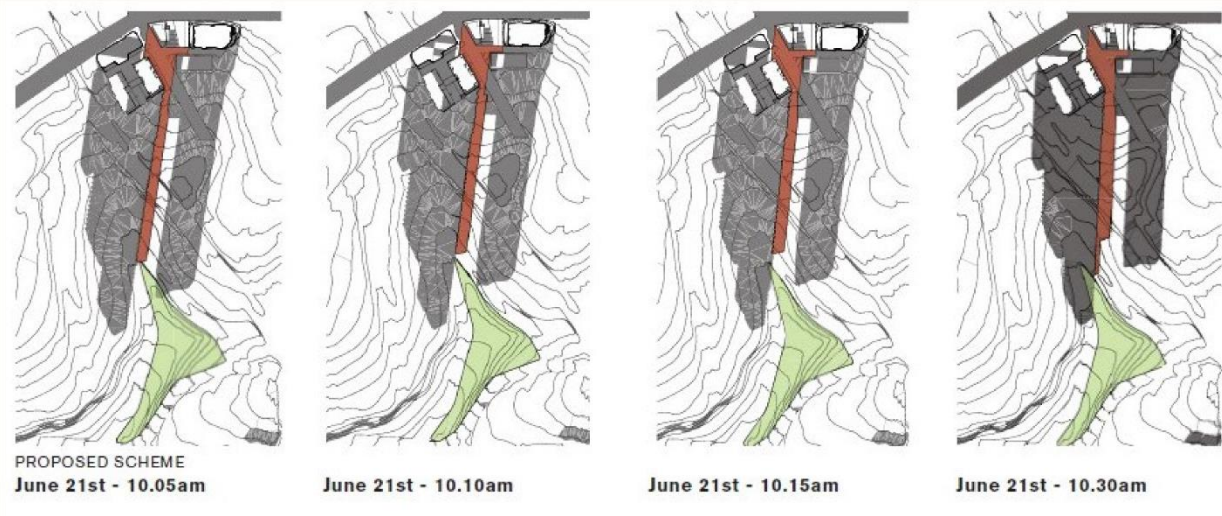
# MATERIALITY & LOCAL INSPIRATION



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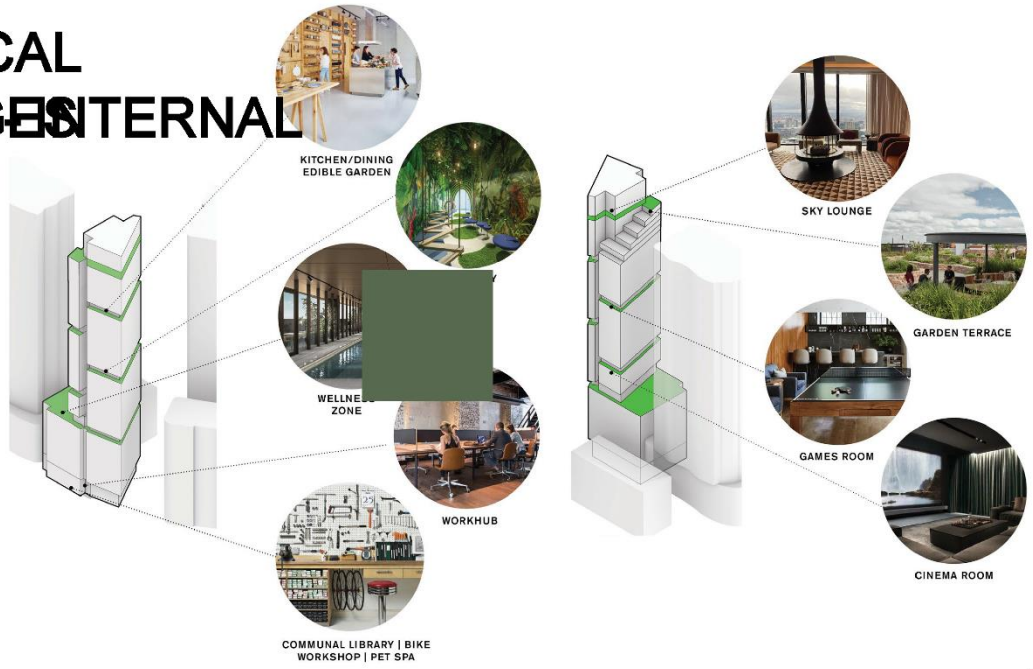
# SHADOW STUDIES



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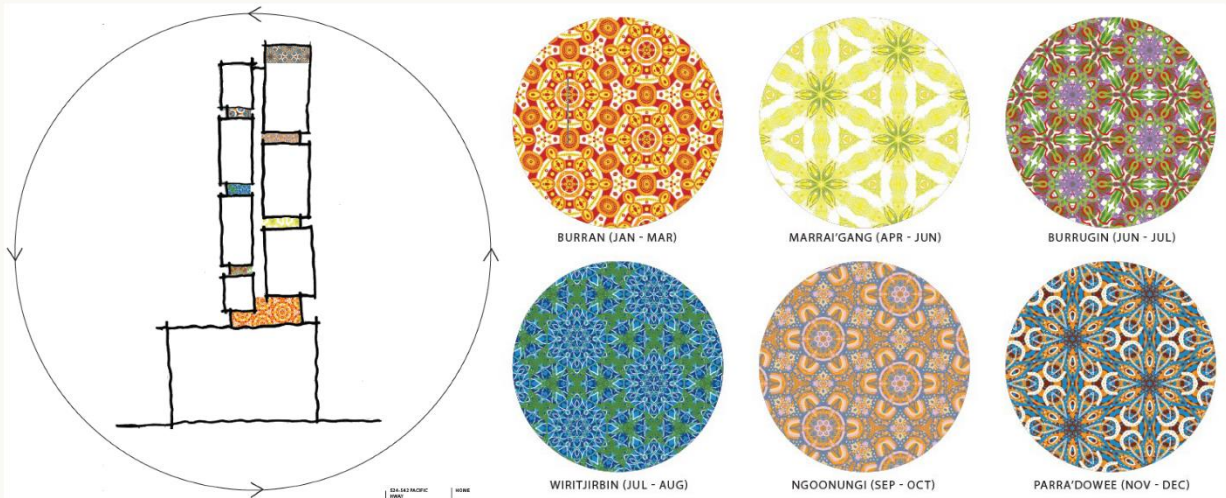
30

# VERTICAL VILLAGES INTERNAL



31

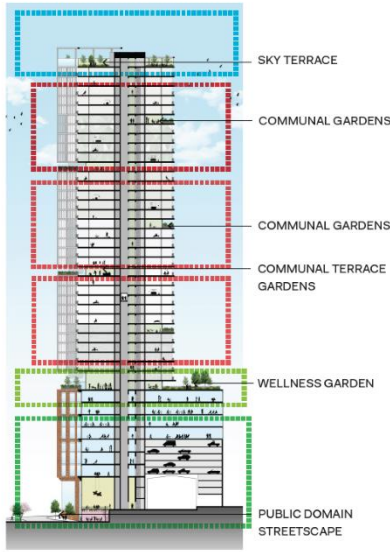
# CONNECTION WITH COUNTRY



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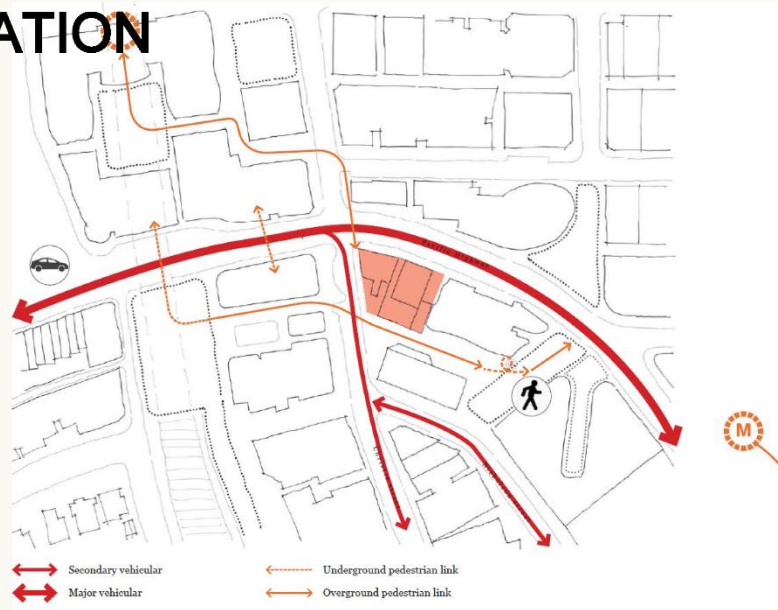
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# VERTICAL VILLAGES INTERNAL USES



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# STREET ACTIVATION



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# SUSTAINABILITY

The analysis shows us that these key themes come through. They are as

Follows, and need to be dealt with through a mix of built form response

Through planning and design, as well as policy, operations, maintenance, governance.



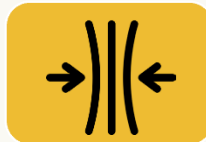
Climate Positive



Healthy & Inclusive



Connected to Country



Resilient & Adaptable



Biodiverse habitat



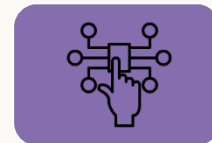
Zero Waste Water



Circular Economy



Mobility



Digital

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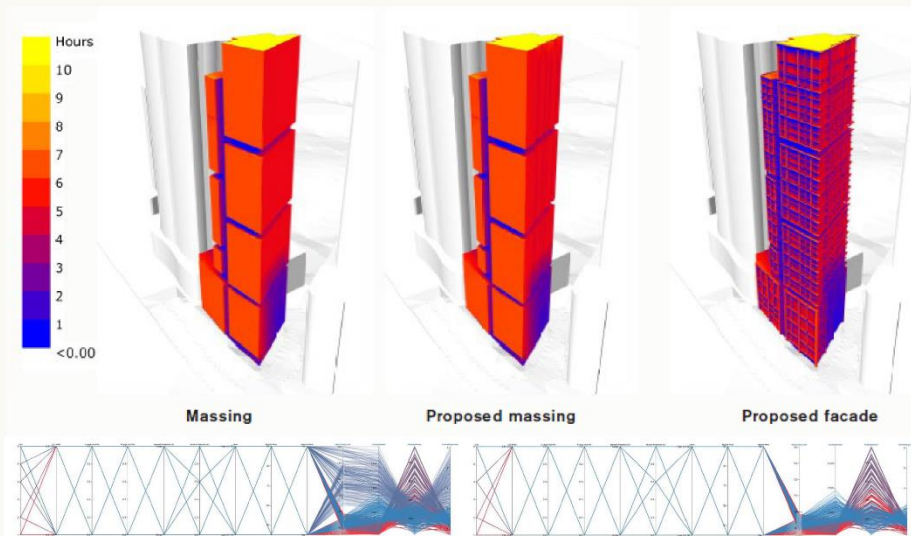
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## HOME SUSTAINABILITY TARGETS

- Zero fossil fuel use
- Net carbon in operation
- 5 star NABERS energy
- 5 star GreenStar certification
- 20% operational energy savings
- On-site renewable energy
- 30% upfront carbon emissions reduction and residual carbon offset purchase
- Reuse harvested rainwater for landscape irrigation and cooling towers
- Infrastructure to support use and future uptake of EVs
- Sustainable design and sustainable living

home\_

# PASSIVE SOLAR SHADING DESIGN



home

## QUESTIONS?

YOU ARE NOW WELCOME TO USE THE ZOOM  
RAISE MY HAND FUNCTION AND ASK THE  
PROJECT TEAM ANY QUESTIONS YOU HAVE  
RELATING TO THE PROJECT.

1. HOW DO YOU FEEL ABOUT THE AMBITIOUS SUSTAINABILITY TARGETS FOR THIS PROJECT?
2. HOW DO YOU FEEL ABOUT INCORPORATING BUILD -TO -RENT USES HERE?
3. AS A LOCAL, IS THERE ANYTHING YOU THINK THE PROJECT TEAM SHOULD KNOW ABOUT THIS AREA AND THE COMMUNITY?

THIS COULD BE RELATED TO THE COMMUNITY'S NEEDS, VULNERABLE COMMUNITY MEMBERS WE NEED TO PLAN FOR, OR THE WAY COMMUNITY MEMBERS GET AROUND OR LIVE THEIR LIVES.

home

# NEXT STEPS

If you have any questions over the next week, please get in touch:

- [Consultation@ethosurban.com](mailto:Consultation@ethosurban.com)
- 1800 870 549

We anticipate that the Planning Proposal and SSDA will go on Public Exhibition on the NSW Department of Planning's website later in the year.

home\_

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# THANK YOU

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