

Adelaide Hebrew Congregation Inc, Belljo Pty Ltd & Flemington Street
Pty Ltd
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Engagement Plan

Proposed Code Amendment for
13 Flemington Street Glenside

Engagement Plan

30 September 2021

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1. Introduction

On 15 February 2021, the Minister for Planning and Local Government approved the commencement of a Code Amendment initiated by the Adelaide Hebrew Congregation Inc., Belljo Pty Ltd and Flemington Street Pty Ltd. This amendment seeks to amend the Planning and Design Code as it relates to land located at 13 Flemington Street, Glenside from *Community Facilities and General Neighbourhood* to the *Housing Diversity Neighbourhood Zone*.

The land comprises 2 strata units and common property. The Adelaide Hebrew Congregation Inc is the owner and occupier of the property at Unit 1/13 Flemington Street, Glenside which contains a Synagogue and associated facilities whilst Belljo Pty Ltd and Flemington Street Pty Ltd own the former Massada College (primary school) identified as Unit 2/13 Flemington Street, Glenside. The third allotment is identified as a common area shared by both properties as they are strata titles. This shared area provides access to both Units 1 and 2 from Flemington Street.

One of the key land uses that underpinned the existing zoning was a school which closed over 10 years ago. There is no interest in reopening the school or establishing another educational facility at this site. Rather, there has been interest expressed in using the land for residential purposes given the site is in a primarily residential area and located in close proximity to services.

This amendment will facilitate new residential development, and it is noted that this will not compromise the existing use rights of the Synagogue.

Figure 1 shows the land that is the subject of the Code Amendment.

The land to the north and south of the site is residential in land use. The land to the east is institutional/commercial, and the land to the west is part of the Glenside Mental Health precinct (SA Health).

Figure 1 Subject land



2. Engagement approach

2.1 Purpose

The purpose of engagement is to ensure that individuals, businesses, organisations and communities interested in and/or affected by the proposed Code Amendment are engaged in the process of preparing and finalising the Code Amendment.

Specifically, the engagement will:

- Communicate to raise awareness that a Code Amendment is being prepared.
- Provide information about what is proposed by the Code Amendment including the location of where the proposed changes will apply.
- Provide the opportunity for stakeholders and community to identify issues and opportunities early, so that they can be considered in the preparation of the Code Amendment.
- Enable stakeholders and community to provide feedback on the Code Amendment prior to it being finalised and submitted to the State Commission Assessment Panel (SCAP) and Minister for Planning.
- Close the loop with stakeholders and community to inform them of the final version of the Code Amendment.
- Meet statutory requirements as they relate to engagement on a Code Amendment.
- Build relationships and a community of interest to support future activities (i.e. construction) at the site.

2.2 Objectives

Stakeholders and community will be engaged at three key stages in the preparation of the Code Amendment:

- Stage 1 – To gain feedback on the Code Amendment (CONSULT)
- Stage 2 – To be informed of the final Code Amendment (INFORM)
- Stage 3 – To close the loop and evaluate engagement (INFORM/EVALUATE).

2.3 Community Engagement Charter

The preparation of the Code Amendment is required to comply with the principles of the Community Engagement Charter under the *Planning, Development and Infrastructure Act 2016*.

The Community Engagement Charter sets out best practice guidelines for community engagement in relation to the preparation and amendment of planning policies, strategies and schemes.

The table below outlines the ways in which this engagement plan supports the five principles of the Charter and how success will be defined and measured.

The approach to measuring the success of the engagement associated with the Code Amendment against the principles of the Community Engagement Charter is described more fully at section 5 and at Appendix A.

Charter principle	Performance outcome	Engagement measure
Engagement is genuine	People had confidence in the engagement process	<ul style="list-style-type: none"> • Targeted at a wide range of stakeholders using a range of channels • Timelines sufficient for people to hear/see the opportunity to have a say • Easy to understand information to help audiences understand why it is relevant to them and how they can have their say • A Consultation Report will be prepared in accordance with section 73(7) of the PDI Act, outlining what was heard and how it was responded to and the evaluation of engagement. This will be published on the SA planning portal.
Engagement is inclusive and respectful	Affected and interested people had the opportunity to participate and be heard	<ul style="list-style-type: none"> • Targeted at a wide range of stakeholders using a range of channels (based on Stakeholder Mapping to identify who may be impacted/interested and specific engagement needs/techniques) • Timelines sufficient for people to hear/see the opportunity to have a say • Easy to understand information to help audiences understand why it is relevant to them and how they can have their say
Engagement is fit for purpose	<p>People were effectively engaged and satisfied with the process</p> <p>People were clear about the proposed change and how it would affect them</p>	<ul style="list-style-type: none"> • A broad range of activities offered in a mix of ways, to reach a wide pool of stakeholders <ul style="list-style-type: none"> - Stakeholders directly impacted will be targeted directly by the engagement (i.e. invited to one-on-one meetings) - Stakeholders with specific interests will be directly communicated with

Charter principle	Performance outcome	Engagement measure
Engagement is informed and transparent	All relevant information was made available and people could access it People understood how their views were considered, the reasons for the outcomes and the final decision that was made	<ul style="list-style-type: none"> Information clearly articulates key areas of interest, what we are gathering feedback on, how participants can get involved and how feedback will be used Submissions will be acknowledged and advised of next steps in the process An engagement report will be provided to participants and made publicly available
Engagement processes are reviewed and improved	The engagement was reviewed and improvement recommended	<ul style="list-style-type: none"> Measures of success are identified and will be evaluated at the conclusion of the engagement, and at each stage of engagement if required Any issues raised about the engagement during the process will be considered and action will be taken if appropriate

2.4 Scope of Influence

Aspects of the project which stakeholder and the community *can influence* are:

- Issues and/ or opportunities that should be considered in the preparation of the Code Amendment
- The land use policy applying to the subject land post rezoning.

Aspects of the project which stakeholders and the community *cannot influence* are:

- The initiation of a Code Amendment that seeks to rezone the subject land from Community Facilities and General Neighbourhood to the Housing Diversity Neighbourhood Zone to facilitate new residential housing.
- The extent of the subject land that forms the basis of the Code Amendment.

3. Key messages

The following key messages will underpin the engagement regarding the Code Amendment. Additional key messages will be created for specific stakeholder communication collateral as required.

- A Code Amendment is being prepared for the purpose of seeking a rezoning of the Affected Area from *Community Facilities and General Neighbourhood* to the *Housing Diversity Neighbourhood Zone* to facilitate new medium density residential housing.
- At this time care, control and management of the property at Unit 1/13 Flemington Street Glenside is retained by the Adelaide Hebrew Congregation Inc. which contains the Synagogue and associated facilities, Unit 2/13 Flemington Street Glenside is retained by Belljo Pty Ltd and Flemington Street Pty Ltd which contains the former Massada College (Primary School) and the third unit is identified as common property, providing access to both Units 1 and 2 from Flemington Street.
- The Primary School closed over 10 years ago. Since then, no interest has been found to re-establish this land as an educational facility.
- The facilitation of new residential housing on this site is complementary to the primarily residential area surrounding it.
- The change of zoning will not compromise the current Synagogue and its use.
- The relevant authority for the approval of a rezoning is the Minister for Planning.
- In preparing the Code Amendment, stakeholders and community will be provided with opportunities to provide input and feedback for consideration.

3.1 Stakeholder and community mapping

Stakeholder	Level of interest in the project (high, medium or low)	Interest / Concern	Level of engagement (i.e. inform, consult, involve, collaborate)
City of Burnside	High	<p>Ensure that elected body is appropriately engaged.</p> <p>Interest in development of land in its jurisdiction and interactions with their infrastructure (i.e. local roads)</p> <p>Interest in views of their constituents</p> <p>City of Burnside has previously been engaged by the site owners and has formally indicated their support for the Code Amendment.</p>	Consult
Deputy Premier, Attorney General and Minister for Planning and Local Government - Vicki Chapman MP	High	The Minister for Planning and Local Government will be the approval authority for the Code Amendment	Inform
SCAP	High	Relevant authority for development approval	Inform
Member for Bragg, Vicki Chapman MP	Medium	<p>Interest in development of land in MPs electorate</p> <p>Interest in the views of their constituents</p>	Consult
Member for Unley, David Pisoni MP	Medium	<p>Interest in development of land in MPs electorate</p> <p>Interest in the views of their constituents</p>	Consult
Adelaide Hebrew Congregation Inc	High	Interest in impacts of housing development on operation/function of Synagogue adjacent the subject land (e.g. noise, traffic, interaction with new residents etc)	Consult
Landowners adjacent the subject site (indicatively 60m)	High	Interest in change of land use to facilitate new residential housing	Consult

Stakeholder	Level of interest in the project (high, medium or low)	Interest / Concern	Level of engagement (i.e. inform, consult, involve, collaborate)
from boundaries to align with PDI Act definition of 'Adjacent')		Interest in impacts of housing development i.e. change to amenity, noise, traffic, safety, property values etc	
Renewal SA	Medium	Support urban development and renewal to help deliver key state government priorities	Consult
Department for Education	Medium	Interest in change of land use away from educational facility Have previously been engaged and no interest recorded in keeping site as an education facility	Consult
Other education services/providers: <ul style="list-style-type: none"> - Catholic Education SA - Independent Schools Association - Private schools - Childcare/pre-school providers 	Medium	Interest in change of land use away from educational facility Have previously been engaged and no interest recorded in keeping site as an education facility	Consult
Department for Infrastructure and Transport	Medium	Interest in change of land use to facilitate residential housing Interest in how new development will interact with existing infrastructure	Consult
Environment Protection Authority	Medium	Interest in the change of land use to facilitate residential housing Interest in how the proposed development is designed and located to minimise impacts on the environment, human health and amenity	Consult

Stakeholder	Level of interest in the project (high, medium or low)	Interest / Concern	Level of engagement (i.e. inform, consult, involve, collaborate)
Department of Human Services	Medium	Interest in the change of land use to facilitate residential housing and the application of the Affordable Housing Overlay.	Consult
Department for Communities and Social Inclusion	Medium	Interest in change of land use to facilitate residential housing and how the proposed development supports social outcomes including housing affordability	Consult
SA Health (Department for Health and Wellbeing)	Medium	Glenside Mental Health precinct is adjacent the subject land Interest in change of land use to facilitate residential housing and interaction/relationship with precinct Interest in impacts from residential development i.e. change to amenity, noise, traffic, environment, safety etc	Consult
Utility providers <ul style="list-style-type: none"> - SA Power Networks - Electranet Pty Ltd - APA Group - SA Water - EPIC Energy - NBN - Telstra and other telecommunication providers 	Medium	Interest in change of land use and interaction/ impact with existing utility infrastructure to support	Consult
Department for Environment and Water	Low	The Department has an interest in impacts on state heritage items.	Consult
Broader community	Low	Broader community may have an interest in change of land use to facilitate residential housing	Consult

Stakeholder	Level of interest in the project (high, medium or low)	Interest / Concern	Level of engagement (i.e. inform, consult, involve, collaborate)
		May also be interested in impacts of new development i.e. traffic, parking, community services, environment	

4. Engagement activities

The following engagement activities are proposed. The consultation period will run for 6 weeks.

Stage	Engagement level and objective of activity	Engagement activity	Timing
Pre-engagement Preparation of the Code Amendment	CONSULT To gain early input to help shape the draft Code Amendment	Meeting with City of Burnside staff	Already delivered by client
		Meetings with educational services: <ul style="list-style-type: none"> - Department for Education - Catholic Education SA Independent Schools Association - Private schools - Child care/ pre-schools 	Already delivered by client
		Meeting with Synagogue congregation	Already delivered by client
1 - Feedback on the Code Amendment	CONSULT To gain feedback on the Code Amendment	Online survey to seek feedback on Code Amendment (Plan SA website and Survey Monkey) – this will be in addition to the online submission form that Plan SA provides	Following finalisation of Code Amendment investigations
		Letter to stakeholders (i.e. SA Government Departments, utility providers) summarising key elements of the Code Amendment and inviting feedback	Preliminary engagement already delivered as part of the investigations. Further engagement to occur following finalisation of Code Amendment investigations
		Letter to local MPs summarising key elements of the Code Amendment and inviting feedback	Following finalisation of Code Amendment investigations
		Letter and fact sheet to adjacent neighbours and property owners summarising key elements of the Code Amendment and promoting opportunity	Following finalisation of Code Amendment investigations

Stage	Engagement level and objective of activity	Engagement activity	Timing
		for one-on-one meeting and survey. Catchment area identified in Appendix B .	
		One-on-one meetings (booked) with residents/other interested parties to discuss Code Amendment and feedback	Following finalisation of Code Amendment investigations
		Public notice on the SA Planning Portal	Following finalisation of Code Amendment investigations
		Door-knocking surrounding neighbours on all sides to ensure they have received the information, understand what is proposed, take some initial feedback and encourage them to respond via Survey	Within 2-3 weeks of consultation period commencing
		Website update (SA Planning Portal)	Following finalisation of Code Amendment investigations
2 - Evaluation	CONSULT To evaluate engagement	Feedback form/participant survey through Survey Monkey or direct email to participants	Following finalisation of Code Amendment investigations
3 - Final Code Amendment (post consultation)	INFORM To be informed of the final Code Amendment Closing the loop with engagement participants	Engagement summary report – what was heard through engagement and how it influenced final Code Amendment	Following conclusion of engagement
		Letter/email to those involved in the engagement communicating about final Code Amendment, engagement summary report and link to evaluation survey	Following conclusion of engagement
		Website updates (SA Planning Portal) providing final Code Amendment and engagement summary report	Following conclusion of engagement

5. Measuring success

At the completion of engagement activities all participants will receive an email to provide an assessment of the performance criteria one to four below to assist in measuring the success of the engagement. This will take the form of an online survey seeking response to key questions relating to the Community Engagement Charter principles.

The project manager, with assistance from communications and engagement specialists, will assess the success of the engagement against criteria five to nine:

1. Engagement is genuine
2. Engagement is inclusive and respectful
3. Engagement is fit for purpose
4. Engagement is informed and transparent
5. Engagement processes are reviewed and improved
6. Engagement occurs early
7. Engagement feedback was considered in the development of planning policy, strategy or scheme
8. Engagement includes 'closing the loop'
9. Charter is valued and useful

Refer more detail regarding the approach to measuring success at Appendix A.

6. Closing the loop

Following the delivery of the engagement activities, those that participated will be sent a letter/email to close the loop. This will include:

- Acknowledgement of the time taken in providing input through the engagement
- Summarising the key feedback themes
- Highlighting any changes to the Code Amendment being sought
- Providing opportunity to participate in evaluation survey and
- Providing next steps.

Appendix A - Charter engagement evaluation and tools for measuring success

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement (prepared by project manager of engaging authority for inserting in engagement report)
Principle 1: Engagement is genuine	People had faith and confidence in the engagement process.	Community	1.I feel the engagement genuinely sought my input to help shape the proposal	Likert scale - strongly disagree to strongly agree	Percent from each response.
	Engagement occurred before or during the drafting of the planning policy, strategy or scheme when there was an opportunity for influence	Project Manager or equivalent	2.Engagement occurred early enough for feedback to genuinely influence the planning policy, strategy or scheme	Engaged when there was opportunity for input into scoping	Project Manager or equivalent

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement (prepared by project manager of engaging authority for inserting in engagement report)
	Engagement contributed to the substance of a plan or resulted in changes to a draft	Project Manager or equivalent	3.Engagement contributed to the substance of the final plan		Project Manager or equivalent
Principle 2: Engagement is inclusive and respectful	Affected and interested people had the opportunity to participate and be heard.	Community	4.I am confident my views were heard during the engagement	Likert scale - strongly disagree to strongly agree	Per cent from each response.
		Project Manager or equivalent	5.The engagement reached those identified as community of interest. Note: The Community of Interest are those Community groups identified in the stakeholder	Representatives from most community groups participated in the engagement Representatives from some community groups participated in the engagement	Provide chosen answer

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement (prepared by project manager of engaging authority for inserting in engagement report)
			analysis in the engagement plan.	There was little representation of the community groups in engagement.	
<p>Principle 3: Engagement is fit for purpose</p>	<p>People were effectively engaged and satisfied with the process. People were clear about the proposed change and how it would affect them.</p>	Community	<p>6.I was given sufficient information so that I could take an informed view.</p> <p>Note: Sufficient information includes whether the information was understood i.e in plain English language, another language, visuals in addition to the extent of information.</p>	Likert scale - strongly disagree to strongly agree	Per cent from each response.

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement (prepared by project manager of engaging authority for inserting in engagement report)
			7.I was given an adequate opportunity to be heard	Likert scale - strongly disagree to strongly agree	Per cent from each response.
Principle 4: Engagement is informed and transparent	All relevant information was made available and people could access it. People understood how their views were considered, the reasons for the outcomes and the final decision that was made.	Community	8.I felt informed about why I was being asked for my view, and the way it would be considered.	Likert scale - strongly disagree to strongly agree	Per cent from each response.
	Engagement includes 'closing the loop' Engagement included activities that 'closed the loop' by providing feedback to participants/ community about outcomes of engagement.	Project Manager or equivalent	9.Engagement provided feedback to community about outcomes of engagement	Formally (report or public forum) Informally (closing summaries) No feedback provided	Provide chosen answer

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement (prepared by project manager of engaging authority for inserting in engagement report)
Principle 5: Engagement processes are reviewed and improved	The engagement was reviewed and improvements recommended.	Project Manager or equivalent	10.Engagement was reviewed throughout the process and improvements put in place, or recommended for future engagement	Reviewed and recommendations made Reviewed but no system for making recommendations Not reviewed	Provide chosen answer
Charter is valued and useful	Engagement is facilitated and valued by planners	Project Manager or equivalent	Identify key strength of the Charter and Guide Identify key challenge of the charter and Guide	General Comments	

Example community evaluation survey to meet minimum performance indicators

Activity: e.g. stakeholder workshop, submission, open day

Date:

I am a: resident, stakeholder, etc

Please indicate the extent to which you agree or disagree with the following statements:

(1 = strongly disagree and 5 = strongly agree)

Evaluation statement		Strongly disagree	Disagree	Not sure	Agree	Strongly agree
1	I feel the engagement genuinely sought my input to help shape the proposal	1	2	3	4	5
	Comment:					
2	I am confident my views were heard during the engagement	1	2	3	4	5
	Comment:					
3	I was given an adequate opportunity to be heard	1	2	3	4	5
	Comment:					
4	I was given sufficient information so that I could take an informed view.	1	2	3	4	5
	Comment:					
5	I felt informed about why I was being asked for my view, and the way it would be considered.	1	2	3	4	5
	Comment:					

Example project manager evaluation exercise to meet minimum performance indicators

This exercise can be completed by the engaging entity (planner, proponent or engagement manager) following an engagement activity or at the end of the entire engagement process.

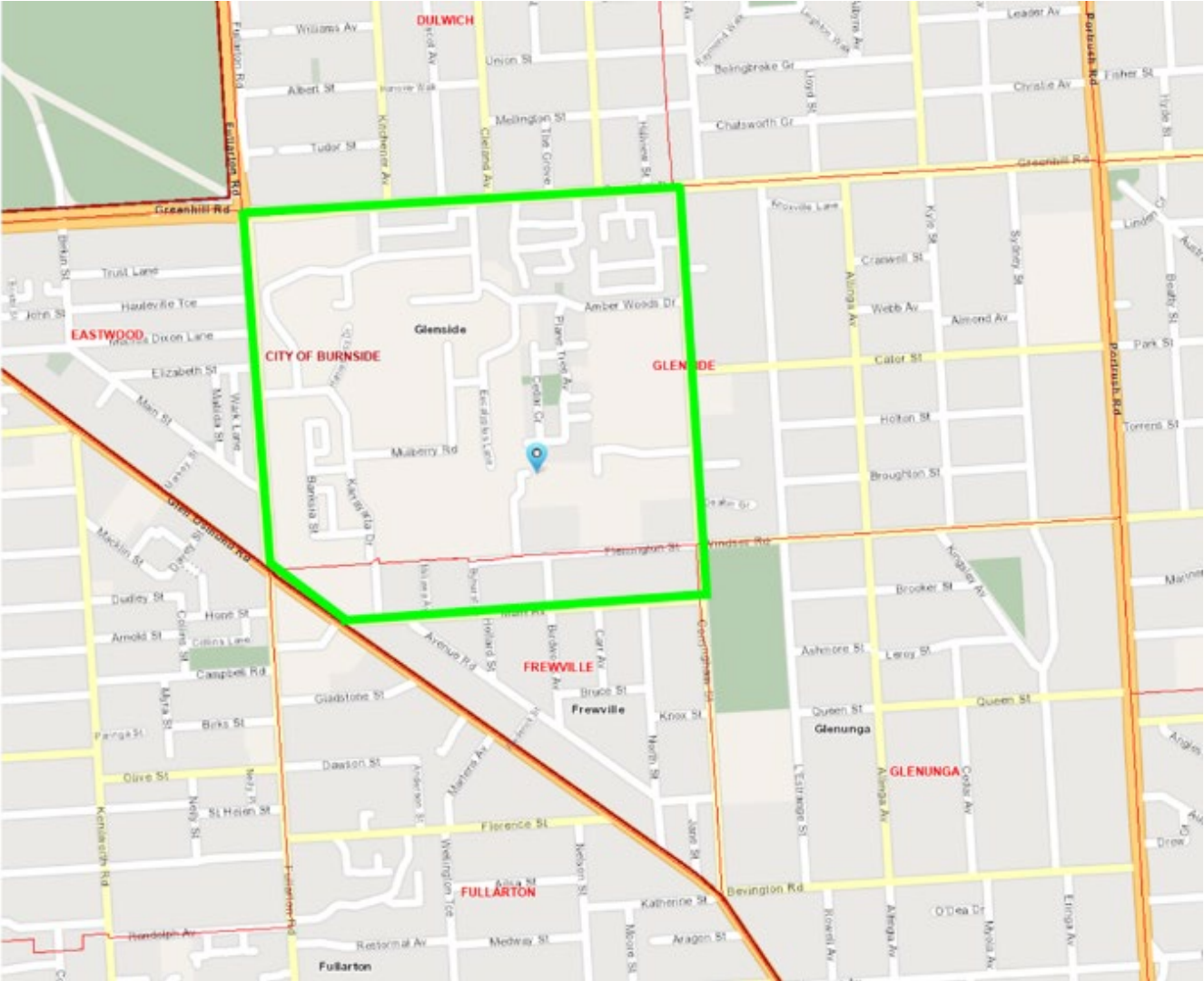
It may be completed online or in hard copy.

Please consider your engagement process as a whole and provide the most appropriate response.

Evaluation statement		Response options
1	The engagement reached those identified as the community of interest	<input type="checkbox"/> Representatives from most community groups participated in the engagement <input type="checkbox"/> Representatives from some community groups participated in the engagement <input type="checkbox"/> There was little representation of the community groups in engagement
	Comment:	
2	Engagement was reviewed throughout the process and improvements put in place, or recommended for future engagement	<input type="checkbox"/> Reviewed and recommendations made in a systematic way <input type="checkbox"/> Reviewed but no system for making recommendations <input type="checkbox"/> Not reviewed
	Comment:	
3	Engagement occurred early enough for feedback to genuinely influence the planning policy, strategy or scheme	<input type="checkbox"/> Engaged when there was opportunity for input into scoping <input type="checkbox"/> Engaged when there was opportunity for input into first draft <input type="checkbox"/> Engaged when there was opportunity for minor edits to final draft <input type="checkbox"/> Engaged when there was no real opportunity for input to be considered
	Comment:	
4	Engagement contributed to the substance of the final plan	<input type="checkbox"/> In a significant way <input type="checkbox"/> In a moderate way <input type="checkbox"/> In a minor way <input type="checkbox"/> Not at all
	Comment:	

Evaluation statement		Response options
5	Engagement provided feedback to community about outcomes of engagement	<input type="checkbox"/> Formally (report or public forum) <input type="checkbox"/> Informally (closing summaries) <input type="checkbox"/> No feedback provided
	Comment:	
6	Identify key strength of the Charter and Guide	<input type="checkbox"/> Provide drop down list with options based on charter attributes (in future)
	Comment:	
7	Identify key challenge of the charter and Guide	<input type="checkbox"/> Provide drop down list with options based on charter attributes (in future)
	Comment:	

Appendix B – Engagement Catchment Area



SHAPING
GREAT
COMMUNITIES

