



Engagement Plan

**Thebarton Brewery Code Amendment
by Property Beyond**

June 2022



PLANNING FUTURES
planning and strategy



Proposed Brewery Precinct Code Amendment Engagement Plan

June 2022

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| Consultant | Planning Futures |
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1 Introduction

1.1 This Engagement Plan

Planning Futures Pty Ltd has been commissioned by Property Beyond to provide independent stakeholder and community engagement services for the proposed Thebarton Brewery Code Amendment including the preparation of an Engagement Plan (this plan), its implementation, and an Engagement Report.

This Engagement Plan has been prepared to guide the implementation of engagement activities that ensure robust, genuine and inclusive stakeholder and community engagement on the proposal in accordance with the State Planning Commission's *Engagement Charter* and *Practice Direction 2 – Consultation on the Preparation of Amendment of a Designated Instrument*.

Stephanie Hensgen from Planning Futures is a fully accredited IAP2 specialist with extensive skills and experience in community engagement as required by *Practice Direction 2*.

1.2 Background to the Code Amendment

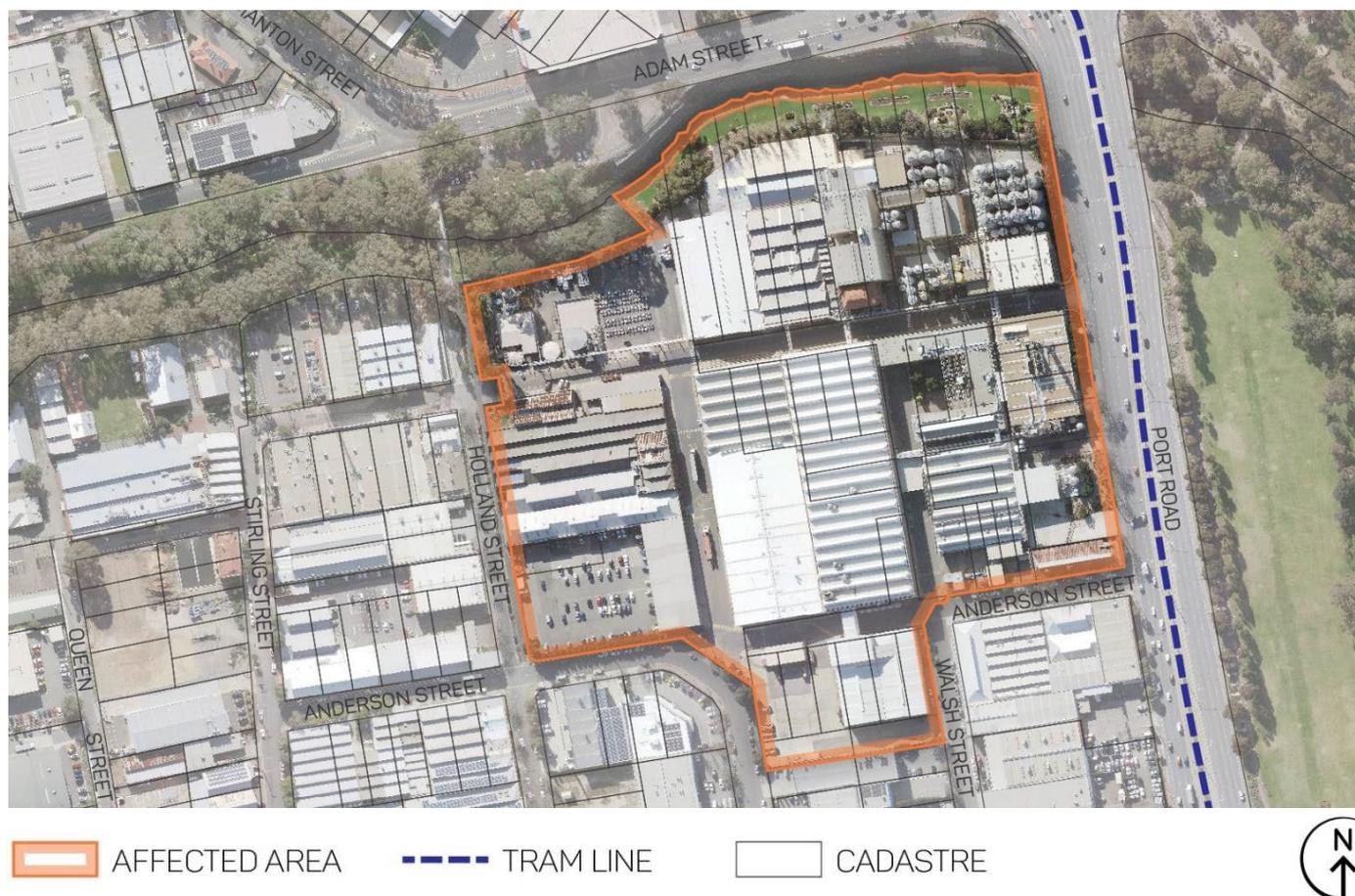
An amendment to the Planning and Design Code is proposed to rezone the affected area (Figure 1) – located at 107 Port Road, Thebarton (Thebarton Brewery Precinct) – to facilitate high-density housing and retail and commercial land opportunities. The site is currently covered by a combination of three zones: Strategic Employment Zone, Urban Corridor (Business) Zone and Open Space Zone and comprises the former Lion West End Brewery, which closed its operations in 2021.

The site is identified by the *Inner Metro Rim Structure Plan* produced by the former Department of Planning, Infrastructure and Transport as a “Mixed Infill Corridor area that will strengthen the city edge with high quality public realms and built form and increased densities”. The River Torrens (West) Sector Plan, which forms part of the Structure Plan, suggests this may be realised through the creation of a “high density mixed-use development...with activated commercial uses at street level and office and residential accommodation above in the order of 6-10 storeys.”

The Code Amendment proposes the creation of a combination of low, medium and high-density residential uses together with supportive retail and commercial land uses to realign the current zoning arrangements with the intent of the *Inner Metro Rim Structure Plan*. A Proposal to Initiate the Code Amendment has been lodged with the SA Planning Commission and contains the rationale for the site's rezoning, together with a detailed description of the properties affected and the investigations proposed. The Code Amendment seeks to incorporate:

- Rezoning part of the Affected Area to the Urban Corridor (Business) Zone to the ‘Urban Corridor (Boulevard) Zone.
- Expansion of the Open Space Zone to incorporate the State Heritage Brewery Gardens adjacent the Karrawirra Parri/River Torrens.
- Expansion of the following existing Overlays including the Native Vegetation, Affordable Housing, Design, Noise and Air Emissions, Major Urban Transport Routes, Future Road Widening, Airport Building Heights, Urban Tree Canopies overlays.
- A Concept Plan to guide the area's future development, and
- The application of maximum building heights at various levels across the site.

Figure 1 - Affected area



2 Engagement Approach

2.1 Engagement Purpose

Planning futures has been appointed as an independent entity to consult with stakeholders and the community with the purpose of raising awareness of the proposed Code Amendment, gaining a comprehensive understanding of how the community feels about the proposed changes and providing opportunities for direct feedback that will be used to inform the final form of the Code Amendment.

Stakeholder Engagement is a critical component of this Code Amendment proposal and the value associated with a genuine and inclusive engagement of impacted communities will result in a robust Code Amendment process. The purpose of the engagement is to:

- Raise awareness about the proposed Code Amendment at its earliest stages, including information on the proposal, the area to which the changes will be applied and the likely impacts the changes will facilitate
- Facilitate feedback to inform the development of the proposed Code Amendment and its refinement prior to finalisation
- Build lasting relationships and a community of interest to support future activities relating to this site
- Meet the requirements of the *Planning Development and Infrastructure Act* as they relate to community and stakeholder engagement.

2.2 Engagement objectives

Active, ongoing, and timely communication with impacted communities and key stakeholders will be provided in addition to opportunities for meaningful input into the proposal. The proposed code amendment may have direct impacts on the community, and as such, the concerns of those individuals and groups affected will be addressed as part of the process. To promote awareness of the proposed code change, continuous engagement with affected and interested parties will be accommodated using a variety of tools, including high-quality written and visual materials, direct face-to-face contact and community information sessions. The specific engagement objectives are to:

- Ensure that stakeholders and the community have a strong understanding of the nature of the proposed Code Amendment and its rationale
- Ensure early engagement of community and stakeholders so as to inform the development of the Code Amendment in its formative stages
- Encourage stakeholders to ask questions about the proposed Code Amendment and how it might affect them
- Provide opportunities for community groups, Traditional Owners, the general public, and adjacent landowners and occupants to comment on the proposed Code Amendment
- Establish and maintain good relationships with stakeholders and the community through timely and direct communication channels
- Follow through on commitments made over the duration of the consultation process and ensure that all documentation is easily accessible to the public
- Integrate a feedback loop and evaluation process into the engagement process
- Ensure that engagement with stakeholders and the community is sufficiently resourced and managed to deliver high-quality results, and
- Implement an engagement approach that is directed by the principles of IAP2 and the State Community Engagement Charter in accordance with the requirements of the *Planning Development, and Infrastructure Act*.

3 Scope of Influence

The following aspects of the project that stakeholders and the community can influence are:

- Integration of issues, concerns and opportunities that should be addressed as part of the investigations stage of the Code Amendment
- Application of overlays and Technical and Numeric Variations to the affected area
- The development of a concept plan to guide the future development of the site.

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

- Policy contained within the Planning and Design Code modules
- The geographic extent of the affected area.

4 Key messages

The following key messages apply to the engagement process for the Thebarton Brewery Code Amendment.

4.1 Code Amendment and engagement process

The Code Amendment will change existing planning policy to facilitate a mixed-use precinct following the closure of the Thebarton Brewery.

Stakeholder and community input is being sought early in the Code Amendment's life to ensure robust and locally sympathetic planning policy that will guide future development of the site.

Technical investigations have been undertaken to inform the Code Amendment including environmental, traffic and car parking, walking and cycling connectivity, heritage, cultural heritage, retail needs, stormwater and water sensitive urban design (WSUD), housing form and open space.

The Code Amendment has been guided by Traditional Owner input to recognise cultural heritage importance, especially near Karrawirra Parri/River Torrens.

4.2 Form of development

The Code Amendment will change existing planning policy to facilitate the creation of a mixed-use precinct that will accommodate medium to high density residential development together with commercial, entertainment, retail, food and beverage land uses.

The Code Amendment proposed to replace the existing Maximum Building Height 12 metres TNV with

- Maximum Building Height 8 levels;
- Maximum Building Height 32.5m;
- Maximum Building Height 4 levels;
- Maximum Building Height is 15m;
- Maximum Building Height 3 levels;
- Maximum Building Height is 12m;
- Introduce a Minimum Building Height (levels) Minimum Building Height is 4 levels TNV along the Port Road frontage of the Affected Area.

The Code Amendment will guide future development to capitalise on the exposure and visibility to Port Road.

The Code Amendment includes a concept plan that will be used to guide future development of the site.

The Code Amendment will facilitate the development of a dynamic and vibrant precinct that caters for the needs of the local community within walking distance making use of the site's proximity to the linear park network and public transport.

4.3 Karrawirra Parri/River Torrens and open space

As part of the Code Amendment, the riverfront open space zone will be expanded to include the entirety of the Brewery Gardens State Heritage Place.

The Code Amendment will guide improved connectivity to Karrawirra Parri/River Torrens as well as the Adelaide Parklands to the east.

4.4 Built Heritage

The Code Amendment will reinforce the protection of heritage places including the remains of Thebarton Hall (former cottage of Colonel William Light), the plaque commemorating Thebarton Cottage, the copper kettle Walkerville Brewhouse Tower, former Walkerville Brewhouse Tower, the Southwark Brewery Gardens, and the Electric Supply Company Transformer.

The Code Amendment will facilitate the celebration and adaptive reuse of heritage assets.

5 Stakeholder and Community Mapping

5.1 Stakeholder mapping

| Stakeholder | Level of interest in the project | Nature of interest in the project and/or the potential impact of the project | Stakeholder needs/expectations for engagement in the project | Level of engagement |
|--|----------------------------------|--|---|---------------------|
| City of West Torrens City of Charles Sturt City of Adelaide | High | The site is within the City of West Torrens jurisdiction. It is expected that interest will be high, particularly in relation to assets that will be under its care and control, impacts on its residents and land owners, and alignment with its strategic plans. The Cities of Charles Sturt and Adelaide are also located adjoining the site. | To be a collaborative stakeholder throughout the process and provided with the opportunity to contribute feedback to ultimately influence the outcome | Collaborate |
| Neighbouring landowners, businesses and residents Renewal SA (Bowden), City of Adelaide (Park Lands), Adelaide Entertainment Centre, Australian Company Performing Arts (refer community profile map) | High | Amendment may impact the functionality, appearance and character of the area and have implications on the general locality | To be consulted throughout the process and be given the opportunity to provide feedback that is heard and responded to | Consult |
| Key community groups West Torrens, Westside and Port BUGs, Friends of the Torrens River, The Deceased Workers | Medium | The Amendment could impact on their members' interests | To be consulted throughout the process and be given the opportunity to provide feedback that is heard and responded to | Consult |

| Stakeholder | Level of interest in the project | Nature of interest in the project and/or the potential impact of the project | Stakeholder needs/expectations for engagement in the project | Level of engagement |
|---|----------------------------------|--|---|---------------------|
| Memorial Forest, Adelaide Park Lands Association | | | | |
| Utility Providers SA Power Networks, ElectraNet, APA Group, SA Water, EPIC Energy, NBN and other telecos | Low | Amendment may impact the existing infrastructure and services they provide or manage. It could also require assessments to be undertaken for any new infrastructure and service requirements | These agencies will need to provide advice about the impact on the services they currently provide to area and will need to be involved in planning for any service improvements required | Involve |
| Traditional Owners/KYAC | Medium | Amendment and consequent development may impact heritage/sacred sites and artefacts and/or cultural values along the Torrens River | There will be an expectation that the Amendment will ensure important areas and values are protected | Consult |
| General Public | Low | Amendment will guide the provision of new infrastructure and services to the general public | To be kept informed throughout the process and provided with the opportunity to provide feedback | Consult |
| State and Federal Members of Parliament State Member for West Torrens Mr Steve Georganas MP, Federal Member for Adelaide | Medium | Amendment will apply to the electorates represented by these MPs and will likely have a high interest in the proposal | MPs will expect to be involved given their constituents will be directly affected | Consult |

| Stakeholder | Level of interest in the project | Nature of interest in the project and/or the potential impact of the project | Stakeholder needs/expectations for engagement in the project | Level of engagement |
|--|----------------------------------|---|---|-----------------------------|
| Local Elected Members Mayor Michael Coxon Cr Dominic Mugavin Cr Graham Nitschke | High | Amendment will apply to the ward these Members represent and they will likely have a high interest in the proposal | Ward Elected Members will expect to be involved given their constituents will be directly affected | Consult |
| Other Government Departments DIT, DEW, EPA, Green Adelaide, SA Housing Authority | Medium | State departments will be interested in specific elements of the Amendment including State roads (DIT), Karrawirra Parri, heritage, emissions and site contamination (DEW/EPA/ Green Adelaide), | To be involved throughout the process and be provided with the opportunity to make recommendations, with collaboration/empowerment on areas of key responsibility | Involve/collaborate/empower |

5.2 Communities of Interest

The following indicates the key communities of interest that will be the target of community engagement activities.



6 Applying the Charter principles

| Stakeholder | Engagement need or technique |
|---|--|
| City of West Torrens, City of Charles Sturt, City of Adelaide | Written consultation, staff meetings and briefing to council meeting |
| Neighbouring landowners, businesses and residents | Written consultation, face to face engagement, information sessions and invitation to submit feedback online |
| Key Community Groups | Written consultation, face to face engagement, information sessions and invitation to submit feedback online |
| Utility Providers including SA Power Networks, ElectraNet, APA Group, SA Water, EPIC Energy, NBN and other telecos | Written consultation, meetings |
| Traditional Owners | In-person consultations, briefing, and walking workshop |
| General Public | Written consultation, face to face engagement, information sessions and invitation to submit feedback online |
| State and Federal Members of Parliament | Written briefings and potential attendance at community information sessions |
| Elected Members | Written briefings and potential attendance at community information sessions |
| Other Government departments | Written consultation, meetings |

7 Engagement Staging

| Stage | Objective | Stakeholders | Level of engagement | Timing |
|------------------------------|---|--|---------------------|---|
| Stage 1 Early engagement | Early engagement to inform stakeholders of the code amendment and consultation timelines Opportunity to review and refine engagement methods if required | City of West Torrens City of Charles Sturt City of Adelaide Traditional owners | Consult | Commencing 24 th January 2023 – 3 weeks prior to undertaking engagement activities. |
| Stage 2 Engagement | Undertake stakeholder engagement activities to communicate details about the code amendment and seek feedback | Neighbouring landowners, businesses and residents Key community groups Utility Providers General public State and Federal MPs Local Elected Members Government Departments | Consult | Commencing 17 th February 2023 – 8 week duration. Expected completion date to be 14 th April 2023. Engagement to commence following completion of background research and development of Draft Amendment |
| Stage 3 Engagement review | Seek feedback on the engagement process | City of West Torrens Stakeholders who provided feedback | Consult | As soon as practicable following the close of the consultation period. |
| Stage 4 Closing the loop | Present stakeholders with engagement outcomes and address any concerns raised | All | Inform | As soon as practicable following a decision being made on the proposed Code Amendment |

8 Engagement Activities

| Stage | Engagement activity | Target audience | Objective |
|--|---|--|---|
| Stage 1 Early Engagement September 2022 | Letter to Councils Offer of Council briefing Council staff meeting(s) | City of West Torrens City of Charles Sturt City of Adelaide | Inform of the proposed code amendment and consult on engagement delivery, the Code Amendment process and early issues and opportunities |
| | Letter to KYAC Briefing to KYAC Walking workshop with KYAC nominees | KYAC/Traditional Owners | |
| Stage 2 Consultation October- November 2022 | SA Planning Portal: <ul style="list-style-type: none"> - Notice - Fact sheet - FAQs - Background information - Survey/invitation to make comment - Engagement opportunities | Neighbouring landowners, businesses, and residents Key community groups General public | Inform of the proposed Code Amendment, engagement opportunities and to seek feedback |
| | Fact sheet letter box dropped to primary and secondary catchment areas | Neighbouring landowners, businesses, and residents | |
| | Email/letter to key stakeholders including fact sheet and link to online information | Neighbouring landowners Key community groups Utility Providers State and Federal MPs Local Elected Members Government Departments | |

| Stage | Engagement activity | Target audience | Objective |
|--|---|---|--|
| Stage 2 Consultation October- November 2022 | Media Release (Property Beyond) | General Public | Inform of the proposed Code Amendment, engagement opportunities and to seek feedback |
| | Social media post (Property Beyond, PLUS) | General Public | |
| | Drop in information sessions | Neighbouring landowners, businesses and residents General Public | |
| | Online survey to gather feedback on the Amendment | All | |
| Stage 3 Closing the loop November 2022 | Email Engagement Report and 'What we heard' factsheet | All stakeholders and respondents | Provide stakeholders with an engagement summary report through email/letter, detailing what was heard through engagement and how it affected the final Code Amendment. When the Code Amendment is finalised, update the PlanSA website and notify stakeholders through email/letter |
| | Update website with outcomes of engagement | All | |
| Stage 4 Engagement review November 2022 | Seek feedback on the engagement process via evaluation survey | Stakeholders who provided feedback | To evaluate the Code Amendment Engagement Process |

9 Applying the Charter principles in practice

| Charter principle | How does the engagement approach reflect this principle in action |
|--|---|
| Engagement is genuine | <p>Methods of engagement will reflect the commitment to create awareness of the code amendment and its objectives.</p> <p>Prior to finalising the Code Amendment, the engagement process will allow for stakeholders and the community to express their concerns, and to have these issues analysed and addressed</p> |
| Engagement is inclusive and respectful | <p>Stakeholders will have opportunities to influence the outcome through varied means of engagement. Engagement activities are tailored to the stakeholder group</p> |
| Engagement is fit for purpose | <p>Engagement collateral is tailored to the needs of each stakeholder group to allow for clear communication and understanding of the desired outcomes</p> |
| Engagement is informed and transparent | <p>The material is delivered in a straightforward and easily digestible style. Details of the proposal are easily accessible on the PlanSA Planning Portal and it is made clear, throughout consultation, what part of the proposal can and cannot be changed</p> |
| Engagement is reviewed and improved | <p>Success indicators are defined and measured at the completion of the engagement. The outcomes will be documented in the Engagement Report</p> |

10 Measuring success

At the completion of the engagement, all participants will be invited to assess the success of the engagement against performance criteria one to four, below.

The Designated Entity will assess the success of the engagement against criteria five to nine. This evaluation will be included in the statutory report required to be prepared by the Designated Entity under section 73(7) of Planning, Development and Infrastructure Act (the Engagement Report).

The Engagement Report provides details and analysis of engagement activities undertaken for the Code Amendment and is provided to the Minister for Planning and Local Government. This Engagement Report will also be referenced in the State Planning Commission’s Parliamentary Report under section 74(3)(b) of the Act, which is issued to the Environment Resources and Development Committee of Parliament following adoption of a Code Amendment.

| Charter criteria | Charter performance outcomes | Respondent | Indicator | Evaluation tool | Measuring success of engagement |
|--|--|--------------|--|---|---------------------------------|
| Principle 1: Engagement is genuine | People had faith and confidence in the engagement process | Community | I feel the engagement genuinely sought my input to help shape the proposal | Likert scale - strongly disagree to strongly agree | Percent from each response |
| Principle 2: Engagement is inclusive and respectful | Affected and interested people had the opportunity to participate and be heard | Community | I am confident my views were heard during the engagement | Likert scale - strongly disagree to strongly agree | Percent from each response |
| | | Project Lead | The engagement reached those identified as community of interest | Representatives from most community groups participated in the engagement Representatives from some community groups participated in the engagement There was little representation of the community groups in engagement | Percent from each response |

| Charter criteria | Charter performance outcomes | Respondent | Indicator | Evaluation tool | Measuring success of engagement |
|--|---|--------------|--|---|---------------------------------|
| Principle 3: Engagement is fit for purpose | People were effectively engaged and satisfied with the process People were clear about the proposed change and how it would affect them | Community | I was given sufficient information so that I could take an informed view | Likert scale - strongly disagree to strongly agree | Percent from each response |
| | | | I was given an adequate opportunity to be heard | Likert scale - strongly disagree to strongly agree | Percent 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 | 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 | Percent from each response |
| Principle 5: Engagement processes are reviewed and improved | The engagement was reviewed and improvements recommended | Project Lead | 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 | Percent from each response |
| Principle 6: Engagement occurs early | Engagement occurred before or during the drafting of the planning policy, strategy or scheme when there was an opportunity for influence | Project Lead | Engagement occurred early enough for feedback to genuinely influence the planning policy, strategy or scheme | Engaged when there was opportunity for input into scoping Engaged when there was opportunity for input into first draft Engaged when there was opportunity for minor edits to final draft | Percent from each response |

| Charter criteria | Charter performance outcomes | Respondent | Indicator | Evaluation tool | Measuring success of engagement |
|--|---|--------------|---|---|---------------------------------|
| | | | | Engaged when there was no real opportunity for input to be considered | |
| Principle 7: Engagement feedback was considered in the development of planning policy, strategy or scheme | Engagement contributed to the substance of a plan or resulted in changes to a draft | Project Lead | Engagement contributed to the substance of the final plan | In a significant way In a moderate way In a minor way Not at all | Percent from each response |
| Principle 8: Engagement includes 'closing the loop' | Engagement included activities that 'closed the loop' by providing feedback to participants/ community about outcomes of engagement | Project Lead | Engagement provided feedback to community about outcomes of engagement | Formally (report or public forum) Informally (closing summaries) No feedback provided | Percent from each response |
| Principle 9: Charter is valued and useful | Engagement is facilitated and valued by planners | Project Lead | Identify key strength of the Charter and Guide Identify key challenge of the charter and Guide | | |

11 Closing the loop and reporting back

| Response to participants | Responsibility | Timing |
|---|-------------------------|--|
| <p>Acknowledgement of feedback received - we will send an email and/or letter acknowledging that stakeholder feedback has been received and is being considered.</p> <p>This will be accompanied by a brief description of the process moving forward and timelines around when the feedback analysis will be available</p> | <p>Planning Futures</p> | <p>17th February 2023 – 14th April 2023</p> |
| <p>Provide analysis to feedback received by stakeholders and identifying key themes. This will be included in the engagement report, which will be available on the Plan SA Portal</p> | <p>Planning Futures</p> | <p>As soon as practicable following the close of the consultation period.</p> |
| <p>Issue an evaluation survey to participants who were involved in the consultation process and provided feedback</p> | <p>Planning Futures</p> | <p>After each engagement activity As soon as practicable following the close of the consultation period.</p> |
| <p>Final letter – we will send out a notification to stakeholders, by email and/or mail, detailing the outcome of the code amendment</p> | <p>Planning Futures</p> | <p>As soon as practicable following a decision being made on the proposed Code Amendment</p> |