

# Woden Village BLOCK 1 SECTION 7 PHILLIP

Engagement and Placemaking  
Summary Report to Support DA

*July 2025*



# Executive Summary

This report provides a summary of the community engagement undertaken across three phases of the project, in accordance with Suburban Land Agency's (SLA) tender requirements.

The three phases were:

- Tender Concepts Release (report attached)
- Concept DA Consultation (report attached)
- Pre-Approval DA Circulation

The report brings together the collective results of the engagement activities, including a summary of what took place, the recurring themes and key insights from community and stakeholder feedback. The engagement approach was designed to be transparent, inclusive, and responsive, ensuring that a diverse range of voices were heard and meaningfully considered throughout the process.

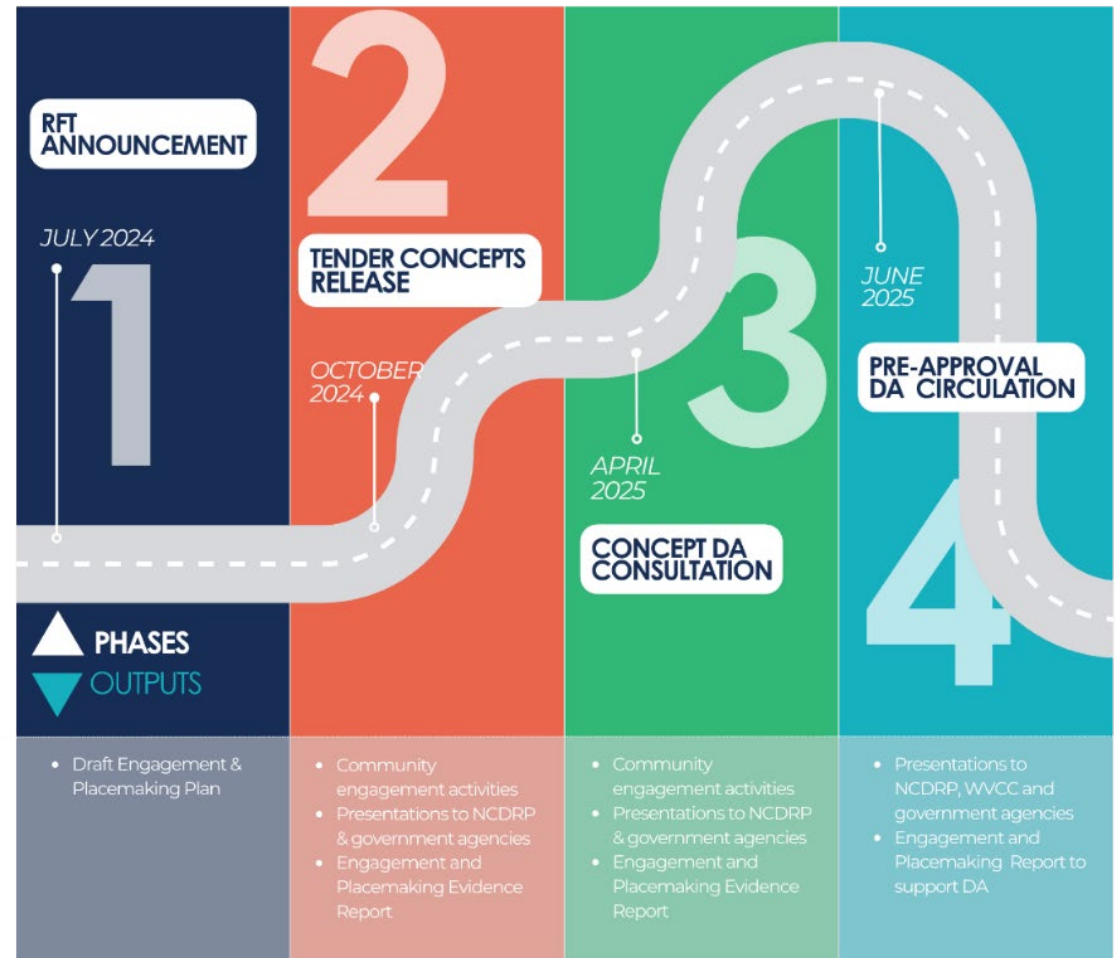


Figure 1 – Project roadmap showing key phases of engagement



# How we engaged

Engagement activities were designed to reach a broad cross-section of the community and key stakeholders through a combination of in-person and online methods. Across the three phases, we used a mix of print and digital tools—including a bespoke website serving as a source of truth for all engagement activities, flyers, surveys, social media, newsletters, and email—alongside face-to-face sessions such as pop-up stalls, drop-in sessions, and stakeholder briefings.

Materials were designed to be accessible and informative, with feedback opportunities tailored to each phase of the project's progression.

Targeted outreach was also conducted via emails, phone calls, and meetings with key groups.

A key component of the engagement was the establishment of a Community Panel, a diverse group of local residents and stakeholders who participated in several workshops to provide deeper input on key aspects of the proposal and help guide the evolving design.

## ***Tender Concepts Release***

The Tender Concepts Release engagement phase, conducted over four weeks, sought community and stakeholder feedback to test how well the tender concept plans aligned with the five key objectives of the Place Design Brief (Brief). Developed through previous ACT Government engagement, the Brief outlines aspirations for a liveable, green, and vibrant

neighbourhood. Engagement focused on place-making elements in the public realm—such as streetscape, landscape, façades, materials, and character—that shape the 'sense of place.' Tailored collateral and targeted strategies supported meaningful feedback from a diverse stakeholder group. While many decisions were informed by prior community input and technical analysis, this phase specifically tested alignment between the tender concepts and the Brief. The findings informed refinements ahead of the Concept DA design.

## ***Concept DA Consultation***

Held over a two-week period, the Concept DA engagement phase tested community and stakeholder perceptions of the refined Concept DA plans and demonstrated how earlier feedback shaped the evolving design, building on the Tender Concept plans developed in response to the Brief. This phase aimed to close the loop by showing how community input influenced the design and inviting further feedback.

Guided by the Brief's five objectives, engagement focused on place-making elements, particularly the public realm and rooftop spaces. Feedback was sought on amenity, functionality, accessibility, and activation to refine these areas and support a vibrant, welcoming, and inclusive precinct. The engagement also explored community use of shared spaces, such as the public lawn and pavilion, and gathered perceptions on parking demand.

## ***Pre-Approval DA Circulation***

The Pre-Approval DA Circulation phase focused on providing targeted updates to key stakeholders and community representatives ahead of lodgement. Rather than extending to the broader community, this phase prioritised continuity with those who had been most closely involved in earlier stages of engagement.

Updates were shared on the Woden Village website, and a presentation was delivered to the Woden Valley Community Council (WVCC) to walk through the refined proposal and highlight how previous feedback had been considered. Community Panel members were also invited to review the updated plans and offer final reflections, recognising their ongoing role in shaping the project vision. In parallel, the team met with relevant ACT Government agencies to present the evolved design and ensure alignment with statutory requirements and policy expectations.

This final phase of engagement reaffirmed the project's alignment with community priorities and planning objectives by maintaining transparency and continuity with key stakeholders.



# Who we engaged

Engagement for the Woden Village precinct successfully reached a broad and diverse range of stakeholders as illustrated in Figure 2 – Stakeholder Categories. This wide-reaching approach ensured representation from key community members, local businesses, government agencies, advocacy groups, and industry professionals.

Importantly, the stakeholder list expanded throughout the project phases as new interested parties emerged, reflecting the growing community interest and support.

Each stakeholder category played an important role, contributing valuable insights and perspectives that informed and shaped the Development Application (DA) ready design. This inclusive process highlights our commitment to capturing a variety of voices, ensuring the final design reflects the aspirations and needs of the entire community.

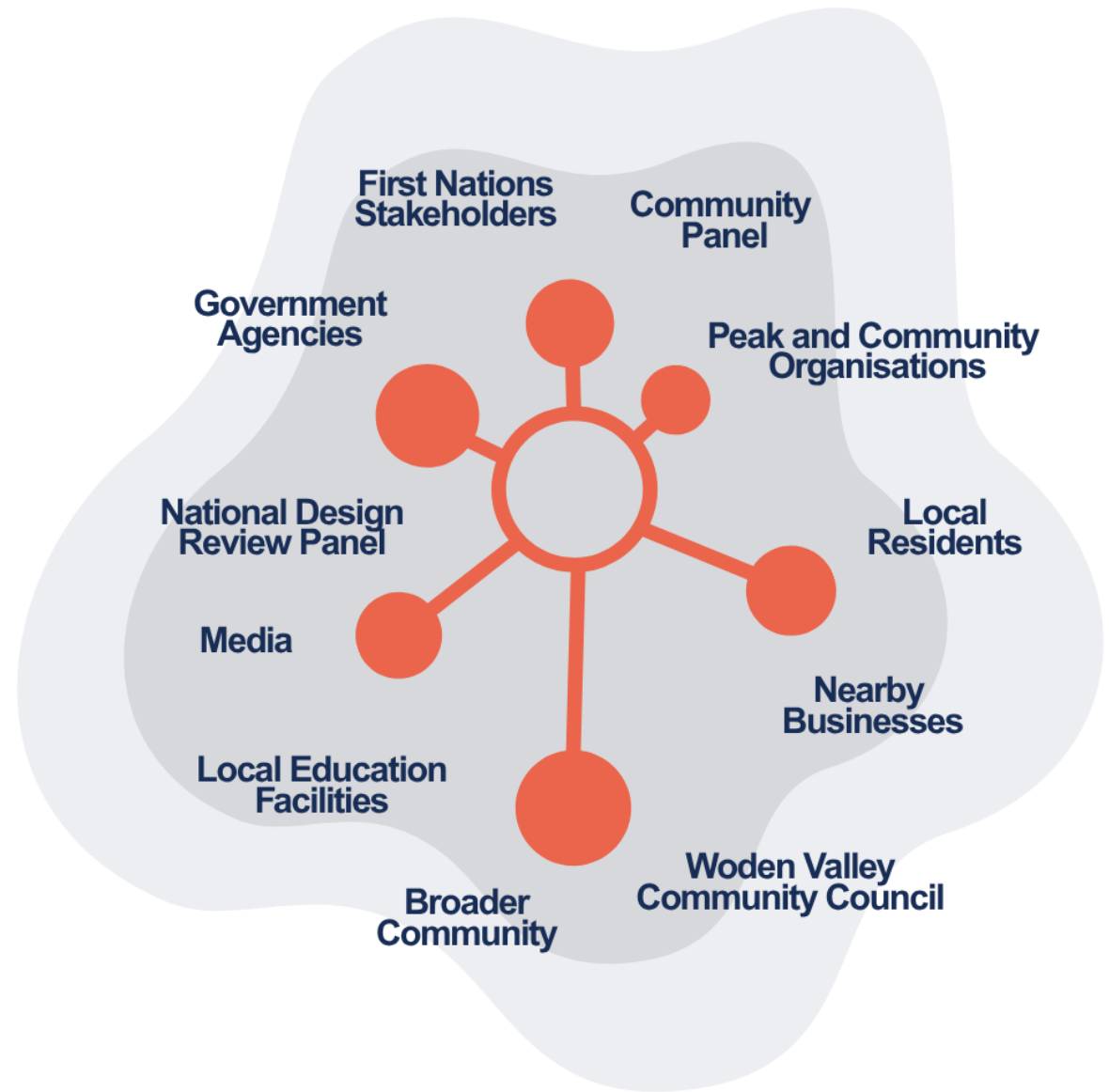


Figure 2 – Stakeholder Categories



# Engagement metrics

Metrics provides an overview of participant numbers, overall reach, and the wide variety of methods used to connect with a diverse range of community members and stakeholders, including online tools and printed materials to in-person sessions and targeted outreach.

These metrics highlight the broad-reaching and adaptive nature of the engagement program, which was designed to provide meaningful and inclusive opportunities for involvement at every stage.

Together, they demonstrate the scale and diversity of engagement that informed and shaped the Woden Village proposal.

## Reach



## Sessions



Figure 3 – Engagement Metrics



# What we heard

Throughout the Woden Village engagement process, community members, stakeholders, and key groups shared valuable insights, feedback, and aspirations. This section summarises the key themes and findings gathered at each stage of engagement, reflecting the evolving conversation and how input has helped shape the project's design and direction.

## ***Tender Concepts Release***

Community and stakeholder feedback across all channels was largely positive and constructive, with participants showing a strong willingness to engage and contribute. The most important priorities for the community were green and sustainable design, alongside showcasing the best of urban life.

While negative comments were limited, recurring concerns included a perceived lack of local character and amenity within the proposal.

These insights informed the following design directions:

- Incorporating natural materials and creative expressions of Dreaming to foster a strong connection to Country.
- Prioritising lush greenery at both ground level and elevated spaces to create a verdant environment.
- Designing housing to support multi-generational co-location.

- Ensuring Woden Village is a vibrant, active urban precinct that celebrates the best of city living.
- Creating movement networks that prioritise pedestrians and cyclists, reduce car dominance, and separate modes to enhance safety and inclusiveness.
- Developing a distinctive Woden local identity unique to Woden Village.

## ***Concept DA Consultation***

Feedback during the Concept DA phase remained largely positive and constructive. While participation numbers were lower than the previous phase, this was likely a reflection of general community support for the proposal and growing confidence in the design direction.

Key community priorities continued to centre on the creation of a green, sustainable, and vibrant public realm. Participants were invited to comment on specific elements such as amenity, accessibility, and the activation of shared spaces—including rooftop gardens, the public lawn, and pavilion areas.

Overall, there was strong support for the enhanced design features, though some concerns were raised around future parking demand.

These insights informed the following design directions:

- Prioritise accessible, functional, and well-activated public and rooftop spaces to support community use and connection.
- Continue embedding green infrastructure to reinforce Woden Village's sustainability and liveability.
- Refine parking strategies to balance demand with sustainable transport options.
- Enhance the design to maximise inclusivity, safety, and usability for all residents and visitors.
- Strengthen community activation by fostering welcoming, vibrant precinct spaces.

## ***Pre-Approval DA Circulation***

During this phase Purdon provided selective support while the project team successfully led a focused engagement program, conducting briefings with key stakeholders to ensure targeted and effective communication.

The refined design was generally well received, with key stakeholders providing minimal feedback or questions during these sessions. This response suggests continued support for the proposal and confidence that earlier community input had been meaningfully incorporated into the final design.





# Conclusion

The feedback received throughout the Woden Village engagement process has played a vital role in shaping the proposal and ensuring it reflects community values, aspirations, and priorities.

Across all three phases—from early exploration of the tender concepts to the refinement of the Concept DA, and finally, to the targeted circulation of the pre-approval design—participants consistently emphasised the importance of green, sustainable living; vibrant public spaces; inclusivity; and a strong sense of local identity.

While engagement methods and intensity varied between phases, each stage provided meaningful opportunities for input and reflection. Community feedback directly informed key design directions, influencing everything from movement networks and shared spaces to materiality and housing mix. Importantly, as the proposal progressed, the generally positive and constructive nature of the feedback suggested increasing confidence in the evolving vision for Woden Village.

The engagement process has demonstrated the value of ongoing dialogue with the community and key stakeholders. It has not only guided the development of a place-responsive design, but also fostered a sense of shared ownership and support for the future Woden Village precinct.





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