

# Frasers Broadway

Frasers Broadway Newsletter • Issue 4 • October 2008

## Welcome

Planning has recently begun on a new community park at Frasers Broadway, the old Kent Brewery site. The park will provide much needed public green space for new and existing residents, workers and nearby students, in an area that is greatly lacking open space. We recently held a consultation event on the park – the fifth of our consultation events to date – and we give you an overview later in this newsletter.

Our modified concept plan was recently on public exhibition and is now being assessed by the Minister for Planning. Following requests from the community, we established a staffed display at UTS for the full four week exhibition period. Thank you to those members of the community who dropped by to share their thoughts with us.

We also recently door-knocked the local community, to find out whether our consultation and communication activities are reaching you and understand how we can make these even better. Many of you requested an overview of our plans for the site which we have included in this newsletter.

Thank you for your interest in Frasers Broadway.

Dr Stanley Quek



Managing Director and CEO  
Frasers Property



• FraserStudios on Kensington Street

## FraserStudios launch party

FraserStudios, Frasers' onsite multi disciplinary arts space, is being launched on Sunday 19 October, 1pm at 10-14 Kensington Street Chippendale. The new space will be launched by the Lord Mayor, Clover Moore, and will showcase artworks and live music by local artists.

The team from Queen Street Studio Chippendale has been appointed to run the studios. Manager James Winter says he is looking forward to the challenge of juggling free studio space for 20 of Sydney's up and coming artists.

On the day, FraserStudios will also be the departure point for Peepshow – a community-run, urban safari through the hidden creative spaces of Chippendale. Tours leave at 2pm. For more information visit [www.queenstreetstudio.com/peepshow](http://www.queenstreetstudio.com/peepshow).

## Patrick Blanc joins Frasers team

Botanist and green-innovator Patrick Blanc has joined the Frasers team.

Patrick Blanc is the mind and hands behind vertical gardens: plants which are grown with no soil along vertical surfaces. He has covered walls all over the globe, from museums and universities to small private walls, but this vertical wall will be the first of its kind in Australia.

The vertical garden will cover part of a wall of the iconic residential building designed by Ateliers' Jean Nouvel.

This is just one of Frasers' many sustainability initiatives which demonstrate our commitment to environmental and design excellence in every aspect of development.

## Site update

Demolition has progressed significantly since our last update and is scheduled for completion in early November. You may have noticed the new prominence of the Old Brewery Yard now that surrounding buildings have been removed.

We understand that site works have impacts on our neighbours and we have taken a number of measures to minimise these impacts, including continuous measurement of noise and vibration and the use of water sprayers to minimise dust.

Our Community Liaison Officer, Graeme Soward is available to respond to any queries or complaints from the community. Graeme is based on the Broadway site and can be contacted at any time on 1800 282 909 or email [community@frasersgreycliff.com](mailto:community@frasersgreycliff.com).

## Main park community discussion

Fraser's held a community consultation around the design options for the main park on Saturday 27 September at the Fraser's Broadway site. Community members viewed the early design options and had an opportunity to discuss their ideas with the landscape architect team, JAAA + TDS, including Jeppe Aagaard Andersen (Denmark) and Mike Horne (Australia).

On the whole, community members indicated that they would like a tranquil, friendly green haven from the surrounding urban suburbs and discussed a number of ideas for how the design could achieve this.

Other important features identified were a mix of sunlight and shade, maximum greenery and the need for it to be a safe and accessible place, day and night.

The main park is 6,382m<sup>2</sup> and is complemented on the site by pocket parks, an urban plaza and other landscaped areas.



• Site clearing has nearly finished, this area will be transformed into the main park.



• An artist's impression of the main park.

If you were not able to attend our recent consultation sessions, you can still send us your thoughts by visiting [www.frasersbroadway.com.au](http://www.frasersbroadway.com.au) and clicking on the feedback tab.

## Fraser's wins top design awards

Fraser's Regent Place in Sydney's mid-town, which includes Lumiere Residences and Fraser's Suites Sydney, recently won two of Australia's leading design awards and has been shortlisted for a global prize. The accolades include Development of the Year, awarded by the Urban Taskforce, and Best High Density Housing in NSW, from the Urban Development Institute of Australia (UDIA).

In addition, Regent Place's shortlisting in the World Architectural Festival Awards could see it declared the World's Best Building, to be announced later this month. Regent Place is one of 16 residential developments from across the globe to be shortlisted for the Housing category – and one of only two Australian developments acknowledged.

Chair of the Urban Taskforce judging panel Professor Chris Johnson said, "Regent Place is a very successful development that knits comfortably into its Sydney environment."

Lumiere Residences was designed by UK-based architectural company Foster + Partners, also engaged on the Fraser's Broadway site, with assistance from local firm PTW Architects.

## TIMELINE

June 2007 - Site purchased

November 2007 - November 2008 - Site clearing

July 2008 - Frasers lodged a modified concept plan with the Department of Planning

30 July - 1 September 2008 - Formal exhibition and submissions period for modified concept plan

November 2008 - July 2009 - Site remediation

December 2010 - Completion of main park

Staging of construction is dependent on planning and development approval and is not yet finalised.

Pending approval of the Concept Plan, Project Applications will soon be lodged for buildings and site works. Frasers has made a commitment to consulting the community on major planning applications before they are lodged.

## Site facts

- The site covers six hectares
- There are 11 building blocks planned for the site
- Approximately 50 percent of the site will be residential and 50 percent commercial buildings
- Iconic residential building by renowned international architects Ateliers Jean Nouvel
- Commercial building by award winning international architects Foster + Partners
- Kensington Street - transformed into a vibrant people-centred laneway
- 33 heritage buildings retained and restored, including the Australian and County Clare Hotels, the Brewery Complex and the main gate
- Main park (6382m<sup>2</sup>)
- Four pocket parks throughout the site.

## Sustainability

- Exemplary social and environmental sustainability initiatives throughout the Frasers Broadway site, to create a people-centred, new destination for Sydney
- 90 percent of all demolition materials are being recycled
- We are aiming to generate energy on site using green transformers
- We will re-use non potable water by on-site rainwater capture and waste water recycling.



- The Frasers Broadway site viewed from the south west.

## Contact information

If you would like to register your interest in the project and be kept informed of the planning process, please visit our website on [www.frasersbroadway.com.au](http://www.frasersbroadway.com.au)

If you do not have access to the internet, please contact Lauren at Elton Consulting on 9387 2600 and we will keep you informed by mail.

Our Community Liason Officer, Graeme Soward, can be contacted at any time on 1800 282 909 or email [community@frasersgreencliff.com](mailto:community@frasersgreencliff.com)

## Our responses to community feedback on the modified concept plan

Following the public exhibition of our modified concept plan in September, the Department of Planning received a number of submissions and Frasers has received a summary of the issues raised. Frasers takes these community comments seriously and we have taken the opportunity here to provide a response to these issues.

Issue raised by community	Response
<b>Project size and integration with Chippendale</b>	<p>Frasers Broadway is one of the few sites left within Sydney which is able to be redeveloped and able to provide such a significant amount of housing and employment within such close proximity to the CBD and major public transport infrastructure.</p> <p>The largest buildings are located along Broadway and Abercrombie Street, away from the Chippendale community.</p> <p>To provide greater comfort to Council, the community and government, Frasers is providing Council with the detailed designs for the building on the corner of Broadway and Abercrombie St, although not required in the concept plan.</p>
<b>Floor area</b>	<p>The increase of overall floor area (GFA) in the modified concept plan from the approved concept plan is less than 10 per cent.</p> <p>The increase in GFA has been achieved with additional public open space and sun light on the park, and will fund world class architectural design and sustainability initiatives.</p>
<b>Sunlight</b>	<p>Frasers has increased hours of sunlight to the main park.</p> <p>On other areas, the modified concept plan has similar shadowing impacts.</p>
<b>Traffic and parking</b>	<p>Fundamental to the design are strategies aimed at reducing traffic.</p> <p>Access to car parks will be at the perimeter, reducing the need for cars to traverse the site.</p> <p>The project will result in a lower peak hour traffic generation when compared with the scheme originally approved by the RTA.</p> <p>On site parking has been reduced from 2,400 to 2,000 places.</p> <p>Pedestrian and cycle networks at Frasers Broadway have been designed to integrate with the proposed Urban Pedestrian Network (UPN) and the City of Sydney's cycle ways program.</p> <p>O'Connor and Wellington Streets will be widened to accommodate increases in traffic and improve amenity and provide additional parking.</p>
<b>Open space and permeability</b>	<p>The project will see the public gain general access to this site for the first time in 150 years.</p> <p>The amount of publicly accessible space is now 37 percent of the site.</p> <p>Building designs, open space and the laneways have been specifically designed to increase accessibility and walkability for the public.</p> <p>The main park and pocket parks will be publicly accessible at all times, as will all roads, pedestrian and cycle ways.</p> <p>The main park has increased by almost 20 percent to 6382m<sup>2</sup>.</p>
<b>Sustainability</b>	<p>The sustainability initiatives we are aiming for at Frasers Broadway are beyond what has been achieved on any other Australian site.</p> <p>A world class environmental performance rating for the entire precinct, including Australian best practice benchmarks for individual buildings.</p> <p>Substantially reducing greenhouse emissions, through the use of an on-site, gas-powered trigeneration system (green transformers) for power, heating and cooling.</p> <p>Servicing all non-potable water needs through a combination of on-site rainwater capture and waste water recycling.</p> <p>Endeavouring to produce additional capacity to export treated water to neighbouring uses and to supply surplus energy back to the power grid, thereby supporting measures to reduce Sydney-wide demand on infrastructure.</p>
<b>Affordable housing</b>	<p>Frasers will make a substantial contribution in excess of \$30 million to the Redfern Waterloo Authority (RWA) to fund affordable housing in the city.</p>
<b>Social sustainability measures</b>	<p>Creating a place for people is fundamental to the Frasers' design.</p> <p>Frasers will deliver a range of key community building initiatives:</p> <ul style="list-style-type: none"> <li>- The revitalisation of Kensington St as an edgy cultural and social precinct</li> <li>- A main park and a number of smaller pocket parks</li> <li>- Creating spaces for community events, meetings, and organised and casual social interaction</li> <li>- Utilising Crime Prevention Through Environmental Design (CPTED) principles in collaboration with local agencies to improve safety and security throughout the site</li> <li>- Encouraging active lifestyles through the provision of active and passive recreational facilities and a walkable, cycle-friendly environment</li> <li>- Providing essential services such as child care and medical facilities.</li> </ul>
<b>Community Consultation</b>	<p>Frasers has held five community consultation events since purchasing the site in June 2007 and has been very clear about the issues open for consultation.</p>