

MEDIA BRIEF

Frasers Broadway Fact Sheet

February 2009 – On the site of the former Carlton United Brewery, on Broadway, Frasers Property is working with an international design team to create a people-centred urban quarter which marries world-class architecture with the latest sustainability technologies. A project of this magnitude, which will take up to eight years to deliver, is both an opportunity and a responsibility for Frasers Property to contribute to the shaping of Sydney’s future.

The Minister for Planning, The Hon Kristina Keneally, approved the modified Concept Plan for Frasers Broadway this month. The modified Concept Plan for Frasers Broadway was assessed as a major project under Part 3A of the Environmental Planning and Assessment Act.

Location

Frasers Broadway is a 5.8 hectare site in the suburb of Chippendale, bounded by Broadway, Abercrombie Street, O’Connor Street, Balfour Road and Kensington Street.

The site is 1.5 kilometres from Sydney Town Hall, five minutes’ walk from Central Railway Station, light rail and Central bus interchange. It is also situated within Sydney’s education precinct, adjoining University of Notre Dame, the University of Technology, Sydney, and the University of Sydney, and within walking distance of the villages of Chippendale, Glebe and Chinatown.

Frasers Broadway, in Summary

	Approved amended Concept Plan
Sustainability	6 green stars target
Product mix	60% residential 40% commercial/retail
New buildings	10
Protected heritage items	33
Total floor space	255,500sqm approx
Parking spaces	Maximum 2000, complying with City of Sydney ratios
Publicly accessible open space	33,400sqm

Design Excellence

Frasers has assembled an international architectural and design team of Foster + Partners, Ateliers Jean Nouvel and Jeppe Aagaard Andersen. An equally strong Australian team includes Johnson Pilton Walker, Tzannes Associates and Tonkin Zulaikha Greer.

This group has been working collaboratively since November 2007 to exhaustively test the approved concept plan and to resolve issues raised by the community and other stakeholders.

- All of the major buildings at Frasers Broadway are being designed by world renowned architectural firms.
- 33 heritage items retained and restored, including the Australian and County Clare Hotels, the Brewery Complex, the main gate and a number of historically significant terrace houses and warehouses.
- There will be design competitions for the balance of key buildings on site.

Working with the Community

After purchasing the site, Frasers Property began a voluntary and extensive consultation program, listening to the community and responding in ways such as:

- Reducing on-street traffic through the site and encouraging walking and cycling.
- Increasing open space by substantially increasing the public domain and the size of the Main Park.
- Increasing the amount of direct sunlight on the Main Park.
- Conserving heritage by decreasing density and height adjacent to major heritage elements in Kensington Street and the Brewery Yard.
- Utilising highly acclaimed international architects to design major buildings.
- Relocating existing and additional floor space and building bulk to the Broadway and Abercrombie boundaries, away from the Chippendale edge.

A safe, diverse and creative community

- Entertainment, retail and commercial ventures catering for a diversity of lifestyles and ages, including inner-urban laneways with hole-in-the wall bars, boutique shops and creative spaces.
- Kensington Street to be transformed into a vibrant people-centred laneway.
- Housing diversity to meet the needs of various demographic groups.
- Commitment to creating a safe and healthy environment through the implementation of Healthy by Design and Crime Prevention Through Environmental Design principles.
- Integration with existing neighbourhoods, communities and organisations through active partnerships, public events and the provision of essential facilities and services.

The largest sustainability project in Australia

ENERGY

- Frasers Broadway is striving to be the first urban development to achieve a 6 green star rating for the entire precinct, under a pilot programme under consideration by the Green Building Council of Australia. This would be an Australian first.
- Frasers Broadway will be the largest urban development in Australia to introduce on-site tri-generation (known as 'green transformers') for power, heating and cooling.
- Tri-generation is natural gas-powered, a clean fuel alternative to coal power.
- Together with other sustainability initiatives (including design efficiency, green rooftops, smart metering and solar powered lighting in public spaces), this will achieve substantial reductions in greenhouse gas emissions, and Frasers is pro-actively investigating all available technologies and techniques to target zero net carbon.

WATER

- 100% of non-potable water will be supplied through on-site rainwater capture and waste water recycling.
- Mains water will only be supplied for potable uses.

CONSTRUCTION

- 90% of all demolition waste has been recycled, including 100% recycling of timber and metal. Frasers believes this has been one of the largest recycling projects in Australia.
- Innovative building materials, finishes and design will all contribute to the highest level of environmental performance and amenity.

SUSTAINABILITY COSTS and BENEFITS

- Through these initiatives, Frasers Broadway may have the additional capacity to export treated water to its neighbours, and to supply surplus energy back to the power grid, reducing Sydney-wide demand on infrastructure.

SOCIAL and CULTURAL

- Frasers Property is committed to creating a place for people with a distinctive personality, an animated and creative community of residents, workers and visitors.
- Frasers' social sustainability strategy will include recruitment of local community and institutional partners, such as UTS, an arts and cultural strategy, a local economic development strategy.

Timeline and current status of the project

- The then NSW Minister for Planning, Mr Frank Sartor, approved the concept plan for the old Kent Brewery precinct in February 2007.
- Frasers Property acquired the site from Fosters in June 2007.
- Various consultants – including architecture, heritage, remediation, engineering and recycling experts – have been appointed since Frasers Property acquired the site.
- Consent to commence major demolition was received in March 2007, with hard demolition commencing on site in April 2008, and now largely completed.
- Temporary artist studios in the historic Kensington Street warehouses were opened in September 2008.
- Approval of the modified concept plan was received from the NSW Department of Planning in February 2009.
- Architectural and sustainability consultants will continue refining plans for infrastructure and individual buildings throughout 2009.
- Project applications for individual buildings will be submitted to the NSW Department of Planning from mid 2009.
- The construction of the first individual buildings is expected to commence in early 2010.
- Frasers Property has prioritised the delivery of the Main Park as part of the first phase of development, by December 2010, and Balfour Park by December 2009.
- Development will occur in stages for up to 8 years from 2010.

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