

# Frasers Broadway

Frasers Broadway Newsletter ♦ Issue 1 ♦ September 2007

## Welcome

I'm delighted to issue this first edition of the Frasers Broadway newsletter, part of our commitment to keeping in touch with the local community as we begin planning the redevelopment of the 'old Kent Brewery' site.

Frasers Property understands the significance of this site to Sydney and the local community. This is an enormous opportunity and a serious responsibility.

Having purchased the site in late June, we are now carefully working through a range of issues including those that we have heard from the community.

Frasers is currently gathering a highly experienced team to deliver an outstanding development based on the approved concept plan. We're seeking to achieve excellence in design, sustainability and community engagement.

Frasers will actively engage the community and other stakeholders from the outset and we intend to use innovative community consultation techniques to broaden the reach of the consultation process.

We welcome your input to our planning process, and I'd like to personally encourage you to offer your perspective on this important Sydney precinct.

Sincerely,



Dr Stanley Quek  
Managing Director and CEO  
Frasers Property

## About Frasers Property

Frasers Property purchased the 'old Kent Brewery' site from the Foster's Group on 29 June 2007.

Frasers Property has extensive experience in Australia and overseas in the creation of high quality and sustainable communities. We will bring this experience and approach to Frasers Broadway.

Frasers Property is the international property arm of Frasers Centrepoint Limited, whose parent company is Fraser & Neave, a publicly listed company founded in 1883.

As a truly international developer with a global outlook, Frasers is uniquely positioned to deliver the visionary new urban quarter this prominent city gateway commands.

For more information about our company and its projects visit [www.frasersproperty.com.au](http://www.frasersproperty.com.au)

## The Consultation Process

Frasers Property takes consultation seriously. While we have purchased the site with an approved concept plan in place, we'll be listening carefully to the ideas and creativity of the community and other stakeholders to further develop elements of the plan.

Our first community events will be held on Wednesday 26 and Saturday 29 September 2007 at the Frasers Broadway site. See over for more details.

We will be keeping you informed about additional consultation activities and events through this newsletter and our website: [www.frasersbroadway.com.au](http://www.frasersbroadway.com.au)



## Our Commitment to Frasers Broadway

A project of this scale is a unique opportunity for Sydney. The redevelopment of the old Kent Brewery site – which we are calling ‘Frasers Broadway’ for the time being – will require a careful balance to ensure cultural vitality, environmental sustainability, social equity and economic viability. Frasers Property takes these responsibilities very seriously.

We are currently investigating a number of initiatives that will play a significant role in addressing climate change through reductions in greenhouse gas emissions through energy efficiency, and water sensitive urban design.

With the natural benefits of proximity to public transport and Sydney’s CBD, Frasers Broadway will maximise this opportunity with the creation of a smart transport community, including active pedestrian and cycle networks.

We are committed to preserving the heritage of this site. Frasers will work with the community to develop a deeper understanding of the surrounding community. Through our consultation process, we will seek to maintain continuity and links to the past whilst together creating a new identity that reflects both the new and existing communities.

Frasers Broadway will function as a notable gateway to the CBD while also integrating with the predominantly residential area of Chippendale. Through extensive consultation, the opportunities for community spaces will provide the canvas for distinctive identity through art and a creative approach to the public domain. Community facilities and amenities on the site must be carefully planned and designed to be able to meet changing needs for the community over time.

This newsletter has been developed to inform the community about key milestones and events in the project and consultation process.

To provide feedback on the Frasers Broadway newsletter or to register to receive the newsletter electronically, please contact us at: [broadway@elton.com.au](mailto:broadway@elton.com.au)

## Community Information Display and Site Tours

Come and walk through the ‘old Kent Brewery’ on Broadway and learn more about the future of this important Sydney landmark.

**When:** Wednesday 26 September, 5–7pm.

Meet Frasers Property and see the information display.

**Saturday 29 September 2007,**  
anytime between 11 am–3pm.

Take a site tour, meet Frasers Property and see the information display.

**Where:** Carlton United Brewery Gate on Broadway, near the Clare Hotel.

### Information Display

At the Wednesday and Saturday sessions, an information display will be available to view. It will explain the approved concept plan, including the site’s context and history, likely staging of the development and development approvals and Frasers’ commitments to excellence in design, sustainability and community engagement.

New owners, Frasers Property, will be on hand to answer your questions and seek your feedback.

### Guided Tours

On the Saturday, guided tours of the 5.8 hectare site will also be occurring throughout the day.

Tours will run between 11am–2.30pm and last approximately 45 minutes. **Prior registration is essential**, by Wednesday 26 September at [broadway@elton.com.au](mailto:broadway@elton.com.au) or by contacting Laura or Caline at Elton Consulting on 9387 2600.

The guided tour will include major features of the site and information on the approved concept plan. This is a rare opportunity to tour the site prior to demolition commencing. The tour route has been organised to minimise impact on Fosters’ operations and ensure your safety. Registered tour visitors will be advised where to meet and appropriate dress and footwear.

*Registration is not required to visit the Community Information Display.*



### 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 Laura or Caline at Elton Consulting on 9387 2600 and we will keep you informed by mail.