

Client

Frasers Property

Project

Frasers Broadway: Outcomes of stage one  
community consultation August-October  
2007

Date

18 October 2007

Contact

Dianne Knott  
9387 2600  
dianne@elton.com.au



**Sydney**  
t +61 2 9387 2600  
PO Box 1488  
Level 6, 332-342 Oxford St  
Bondi Junction NSW 1355  
f +61 2 9387 2557  
consulting@elton.com.au  
www.elton.com.au  
ABN 56 003 853 101

---

Prepared by Dianne Knott

---

Reviewed by Brendan Blakeley

---

Date 18 October 2007

---

Job number 07\_581

---

Document name Frasers stage one consultation outcomes

---

Version 2

---

This document is  
printed on paper produced  
using sustainable forestry  
practices and chlorine  
free pulp

# Contents

---

<b>1</b>	<b>Introduction</b>	<b>1</b>
1.1	Consultation and communications – overview and objectives	1
1.2	Consultation and communications – activities	1
1.3	Key summary of what we heard	2
<b>2</b>	<b>Sustainability: what we heard</b>	<b>1</b>
2.1	Environmental sustainability	1
2.2	Social sustainability	2
<b>3</b>	<b>Traffic and transport: what we heard</b>	<b>4</b>
<b>4</b>	<b>Parks and open spaces: what we heard</b>	<b>6</b>
<b>5</b>	<b>Buildings: what we heard</b>	<b>9</b>
<b>6</b>	<b>Site clearing and recycling: what we heard</b>	<b>11</b>
<b>7</b>	<b>Ongoing consultation: what we heard</b>	<b>13</b>



# 1 Introduction

## 1.1 Consultation and communications – overview and objectives

Elton Consulting was engaged by Frasers Property (Frasers) in July 2007 to develop and undertake a comprehensive consultation and communication program with stakeholders from the immediate and broader community, neighbouring institutions, City of Sydney Council and state government to support planning and detailed design for the Frasers Broadway (the old Kent Brewery) site.

Consultation and communications activities to support the project were programmed over four stages. Stage one, August-October 2007, primarily consisted of one-to-one meetings with community and council stakeholders, community information sessions and a round of tours of the site and communications materials including a newsletter and website.

The objectives of stage one communications and consultation activities were to:

- Enable Frasers to meet with key stakeholders
- Establish Frasers' approach to the redevelopment – including the opportunities and parameters for consultation; Fraser's commitment to investigating the feasibility of a range of environmental and social sustainability initiatives; Frasers' approach to heritage conservation; and initial ideas for open space and public domain design
- Listen, record and respond to stakeholders' areas of interest and concern
- Gain feedback on stakeholders' preferred methods for ongoing engagement.

## 1.2 Consultation and communications – activities

A number of one-to-one stakeholder meetings were held by Frasers Chief Operating Officer and independently facilitated by Elton Consulting during stage one consultation. These included:

- Meeting with representatives of Chippendale and Redfern/Waterloo resident groups – on Wednesday 29 August 2007 Frasers met with five community members representing the following groups:

- Chippendale Residents Interest Group (CRIG)
- East Chippendale Community Group (ECCG)
- Friends of the Carlton and United Brewery Site (FoCUS)
- Redfern, Eveleigh and Darlington Watch (REDWatch).
- Meeting with City of Sydney (CoS) Lord Mayor Clover Moore Clover Moore – Thursday 9<sup>th</sup> August 2007
- Meeting with CoS Deputy Lord Mayor Chris Harris – Friday 10<sup>th</sup> August 2007
- Briefing to CoS Councillors on the project, sustainability objectives and consultation approach – Tuesday 18<sup>th</sup> September 2007
- Site walkover with CoS Councillors – Monday 8<sup>th</sup> October 2007
- Site and surrounds walkover with representatives of Chippendale resident groups – Wednesday 17<sup>th</sup> October 2007.

Two publicly-open community information sessions were held on site on the evening of Wednesday 26<sup>th</sup> September 2007 and all day Saturday 29<sup>th</sup> September 2007. Nine tours groups were also guided around the site at the Saturday session to enable people to access the site and gain detailed information on the plans for each precinct.

The sessions were publicised through a number of channels including:

- Newsletter – distributed to 4,500 of Frasers Broadway's residential and commercial neighbours on Monday 17<sup>th</sup> September 2007. The distribution area was bounded by western side of Lee St Central, along both sides of Broadway to both sides of Harris St and both sides of Thomas St Ultimo, to both sides of Bay St to City Rd and the northern side of Cleveland St
- Advertisements in the local media – *Inner West Courier* (Tuesday 18<sup>th</sup> September 2007), *Inner West Weekly* (Thursday 20<sup>th</sup> September 2007) and *The Glebe* (Thursday 20<sup>th</sup> September 2007)

- Invitation letters personally addressed to key stakeholders – including members of Chippendale and surrounding community groups, CoS Councillors, individuals and groups who had written to Frasers following their purchase of the site, former members of the Balfour Park People and Place Group and people who had previously registered with Elton Consulting to receive information on the project (prior to purchase by Frasers)
- Project website – launched Monday 17<sup>th</sup> September 2007 and publicised through the newsletter, email and advertisements. The project website contains detailed information about the proposal including the technical studies, Environmental Assessment Report (EAR), Statement of Commitments – Amended (22 December 2006) and Conditions of Approval (9 February 2007) for the project, as well as overview information, maps, site plans and sketches of the site. The website will be regularly updated as the project progresses
- Letter box drop to neighbours immediately adjacent to the site – covering Wellington St, Kensington St (where occupied), Queen St (between Regent St and Abercrombie St), O'Connor St (east of Abercrombie St) and Regent St (from Lee St to Queen St). This letter contained information specific to Fraser's site clearing and The objective of providing information in addition to the newsletter was to further encourage near neighbours to attend the sessions, acknowledge that there will be construction impacts on near neighbours and encourage raise particular issues of interest regarding their exp issues regarding their expectations in relation to Frasers being a considerate neighbour during site clearing and recycling. This was delivered seven days out from the first session.

The sessions and tours were attended by about 170 local residents and others interested in the Frasers Broadway redevelopment.

The objectives of these consultation activities were to:

- Enable local residents, media, CoS Councillors, immediate neighbours and interested members of the broader community to access the previously closed site
- Invite participation, ideas and feedback
- Identify key issues to inform site detailed design and future consultation.

The sessions took the form of an information display on the concept plan, vision and aspirations

for the site and a model of the proposed development. Members of Frasers Property and the consultant team in the areas of consultation and communications (Elton Consulting), sustainability (Institute for Sustainable Futures, University of Technology Sydney and Elton Consulting) and project management (Incoll) were available to respond to attendance questions and queries and note down feedback.

Attendees could provide verbal feedback on the project as above and were also requested to complete a detailed written feedback form, which they could return on the day or afterwards by reply paid envelope or email up to 10 days after the event – 18 forms in total were received.

### 1.3 Key summary of what we heard

This report contains a summary of key issues and a direct report back of the detailed comments received by community stakeholders through the stage one process. The purpose of this report is to inform Frasers' upcoming planning and detailed design of the Broadway site. As most of the consultation feedback was qualitative in nature, this direct reportage approach has been taken to ensure that Frasers is provided with a comprehensive list of stakeholder comments.

#### 1.3.1 Stakeholder meetings

The community stakeholders raised a number of issues in the one-to-one meetings and a subsequent letter to Frasers. Specifically, they wanted Frasers to:

- Advise whether there are aspects of the approved concept plan that are open for review. Representatives wanted a clear statement from Frasers as to the scope of comments on the plan that are likely to be considered
- Provide further information on how it intends to consult with the community as the project progresses – specifically, how Frasers will use stakeholder feedback
- Ensure that the interface of the development to Chippendale does not adversely affect the amenity of the existing suburb. This had two dimensions, firstly relating to built form, bulk, density and overshadowing within the development and to Chippendale. The second dimension related to the social sustainability of the redevelopment. Representatives sought an understanding from Frasers that the redevelopment will lead to increased demand on community infrastructure and strategies from Frasers to address this increased need, as well as mechanisms to encourage social

connectivity between existing and new residents and ensure that surrounding residential streets maintain their neighbourhood feel. Specifically, the representatives requested that Balfour St remain a local neighbourhood street

- Reduce the number of car parking spaces from those in the concept plan. They cited the site's proximity to public transport nodes
- Prioritise a pedestrian/ bicycle link from Redfern to Ultimo via Balfour St and Jones St
- Retain the site's industrial heritage, including priority restoration work on heritage buildings in Kensington St
- Take an approach to design that is best practice and world class
- Commence site clearing and construction at the southern end of the site
- Ensure that the mix of residential and commercial activities on site enhance the local community amenity.

Frasers addressed the issues raised by community representatives through information available at the subsequent community information sessions. Information available at the sessions provided Frasers' approach to the issues raised and the consultation parameters. Frasers advised stakeholders that it is seeking feedback within the scope of the approved concept plan, specifically in the areas of:

- Design of open space, streetscapes and the public domain
- Public art and place making strategies
- Type and design of community facilities
- Aspects of building design
- Pedestrian and cycling routes
- Safety measures
- Social sustainability initiatives
- Ongoing consultation.

### 1.3.2 Community information sessions

Key issues raised by stakeholders who attended the community information sessions were:

- **Environmental and social sustainability:** Many participants had a high level of knowledge of and/or interest in sustainable building design and wanted specific information on the steps Frasers intends to take to minimise the development's energy and water consumption, adaptively reuse and recycle elements in the construction process and support social sustainability. They had a range of ideas for the development covering areas such as water recycling, cogenerated energy production and sustainable building design to minimise energy and water use. Participants sought some assurance that sustainability initiatives currently being examined for feasibility will be carried through to the redevelopment.

The majority of participants wanted to see the provision of high quality community facilities and open spaces that encourage social connectivity between the new and existing communities. There was strong support for the proposed Kensington Lane arts precinct, which attendees saw as a positive first step in contributing towards social sustainability. Participants requested that Frasers examine this idea in more detail at an early stage of the project.

- **Traffic and transport:** The majority of consultation participants believed that, due to its proximity to the CBD and a major transport hub, Frasers Broadway should be a place that prioritises pedestrians, bicycles and the use of public transport over cars. Participants wanted Frasers to implement a range of mechanisms to encourage the use of public transport, walking and cycling.

Participants also generally felt that the development should attempt to eliminate surface traffic from the site via underground parking, access and egress. Participants had a high level of knowledge of local traffic patterns and wanted some assurance from Frasers that road reconfigurations would not lead to existing residential streets being used as "rat runs". They wanted to see increased traffic movements managed as far as possible through design solutions arising from consultation with the community about current traffic patterns and issues.

Participants were split on the issue of car parking – with some feeling that parking should be limited to dissuade the use of cars while others felt that a residential development of this scale would need at least one car space per dwelling to be attractive to potential buyers.

- **Parks and open space:** Participants had diverse ideas for how they saw the open spaces on site – some felt that the parks and open spaces should be designed to reflect the urban setting of the development while others wanted these to be wilder, more organic spaces that offer refuge from city living. The majority felt that they would use the parks for passive recreation such as walking, reading, dog walking, picnics, low-scale sports activities and so on. Participants cited a wide array of examples that could inspire the design of open space on the site.

Overall, consultation participants were keen to be involved in developing the design of the parks and open space and wanted specific information on mechanisms to encourage their involvement in this.

- **Buildings:** Consultation participants placed a high degree of value on Frasers achieving a world class, high quality design that integrates the new built form both with the existing heritage elements on site and the overall fabric of the area. Participants also placed high importance on the achievement of environmentally sustainable design.

A number of participants raised dissatisfaction with the approved concept plan, specifically in the areas of density and the ratio of commercial to residential spaces. They also raised issues relating to the interface of the development with Chippendale, primarily the interface between Block nine and Kensington St and Block 11 and Wellington St.

- **Site clearing and recycling:** Participants raised specific concerns relating to dust, noise and traffic generation during site clearing and recycling. They had high expectations that Frasers will be a considerate neighbour by keeping the community informed of activities on site and consulting proactively on issues. They pointed to a range of activities to achieve this, such as a dedicated point of contact, regular information materials and a community consultation committee to be established at this early stage of the project as a mechanism to inform Frasers of community interest and feedback issues to the community as the project progresses.

- **Ongoing consultation:** Participants had a high degree of interest in being kept informed of plans for the site and upcoming activities. Participants had varying levels of interest in being involved in a more active way in the site's development. Their level of interest tended to rise based on their proximity to the site, with more immediate neighbours interested in the direct impacts of site clearing, the interface of the site to Chippendale and their future use of the site's parks, open spaces and other facilities. Participants were most interested in being informed by newsletter, website, emails, advertisements and information on site hoardings. Their preferred consultation channels were meetings with key project staff to input ideas, a dedicated contact point for queries and questions and, as above, the establishment of a community consultative committee to have ongoing input into the development process.

## 2 Sustainability: what we heard

### 2.1 Environmental sustainability

#### 2.1.1 Summary of issues raised

Consultation participants were very positive about the sustainability initiatives being examined by Frasers and its consultants, the Institute for Sustainable Futures and Elton Consulting, and had a range of ideas on what could be achieved on the site. These were primarily in the areas of energy use and generation, water use and recycling and environmentally sustainable design. Overall, participants felt that world class sustainability initiatives are possible given the size and location of the Frasers Broadway site. They also sought some assurance that sustainability initiatives being examined would be carried through in the redevelopment. Consultation participants felt that the project should examine the following environmental sustainability initiatives and could be lead by the following good practice examples.

#### 2.1.2 Detailed feedback

Category	Feedback
Energy use and generation	Use natural light to save energy.
	Reduce energy usage by designing solar passive buildings with cross ventilation, lights controlled by sensors so only used when someone is around, incentives to save electricity.
	Solar energy.
	Cogeneration and geothermal power.
	Electricity production.
Water use and recycling	Reducing energy usage, reducing greenhouse gas emissions.
	Lower energy use, reduce use of heating, lighting, air conditioning.
	Should aim to be a benchmark project achieving 100% water capture and reuse.
	Grey water reuse, energy savings and 0% waste target.
	Recycling grey water, solar panels, maximising shade on east-west aspects.
	Recycling water, waste recycling, mature (low water usage) plants in parks.
	Recycling of water, grey water, black water, recycling of building product, careful environmental design building to minimise power, heating usage.
	Water recycling.
	Rainwater capture and use, multistage use of rain/grey/black water, use insulation and passive solar to minimise air conditioning and reduce energy, go in minimal use mode during peak times for NSW.
	Like the undertaking for the development to generate part of its own energy requirements, also like reuse of on site water for 80% of site irrigation.
Grey watering of park and trees.	
Design	Green roofs, maximise cross ventilation, minimise hard surfaces, maximise green spaces.
	Rooftop gardens the "M_Central" development for example.
	Limit noise.
Waste Examples	These aspects should be physically built into the site, so they are reflected at a macro level, tactics to reduce heat reduce water etc your challenge is to make the environment of CUB site, a workable total sustainable environment. Need the wholistic design right, at the moment it isn't.
	Maximum recycling of waste.
	Paul Paolero's eco-development in China.

Canterbury University, Christchurch NZ (minimal use mode during peak times).

Orion Shopping complex at Springfield lakes Qld is a fantastic concept of solar energy and design.

## 2.2 Social sustainability

### 2.2.1 Summary of issues raised

Consultation participants provided a range of ideas that could assist Frasers to support social sustainability through the redevelopment. These primarily related to the provision of spaces such as galleries, library, performance spaces, sporting facilities and open space that focus on community led and run activities. Affordable housing was also raised as an issue to encourage social mix. Under the approved concept plan, the NSW Government has stipulated that Frasers make an approximate \$30 million grant to the Redfern Waterloo Authority for the provision of affordable housing in its managed lands.

### 2.2.2 Detailed feedback

Category	Feedback
Provision of community spaces	Art, community event spaces which can be hired for free are very important – prioritise culture.
	Should be a preschool or junior school with art museums, drama theatre, strong educational cultural focus, otherwise it will be a residential wasteland.
	Public library.
	Community space, access and potential use by existing surrounding community, potential for residents to use space to start a food co-op, bicycle co-op etc.
	Libraries and galleries.
	Providing high quality space for the community that integrates to the existing surrounds – e.g. no high walls, lots of open, green areas, parks and pocket parks with plants and trees.
	Performance space, regular street markets, gym, drop-in centre, library with regular activities for different ages, cycle storage area.
	Netball, basketball, tennis court, skateboard ramp, BBQ area, fountain, mural wall, swings, public bulletin board, outside shaded area, a foot pool for foot soaking, general discussion session groups.
	No pubs, just alcohol and food - cafes etc, gyms - segregated programs e.g. Ian Thorpe pool, outdoor pool (heated, solar).
	Need to foster a community with a variety of facilities, need good design.
	Co-ops, community initiatives, look at Addison Rd Centre in Marrickville.
	Community notice boards, small supermarket with fresh fruit and vegetables, cafes, restaurants, newsagent, pharmacy, medical centre, post office, ATMs, childcare centre, recreation areas, community hall, gym.
	Branch of the CoS library.
	Cafes, restaurants, tennis courts, dance and local theatre.
	Safe, accessible bicycle routes throughout the site, secure bicycle parking on site, affordable food outlets/ retail outlets/ cafes (no fast food), community spaces for food, co-op, community gardens.

	Library, medical centre, police shop front or security shop, security is an important issue in this area, shops, cafes.
	Artist studios and galleries in the Kensington Precinct, being in proximity to three unis it would be great to have a cinematheque, that would become a major cultural landmark for Sydney
	Community hall, handball, basketball area, tennis if there is room, to foster more activity in the site, a facility or means for re-use centre in the site key workers, build in to strata 'networks of care'
	Chippendale lacks a community centre, point of contact, what's happening office.
Improving safety and the perception of safety	Lighting to make public spaces safe.
	Don't let safety mean lots of light pollution.
	Provision of high quality spaces for the community(parks, meeting room) develop a creative precinct in consultation with the community and council.
	Safety is the issue. Chippendale is a creative area with photographers, studios, galleries, architects etc, Network 7 is moving to Redfern, which will bring many creative people to this area.
Public art	Public art, architecture with character, using some historic features of the strip down in parks, glass viewing floor to the heritage drain, or something else that is underground.
	Interesting sculptures.
Affordable housing	Student housing, important to have a social mix, small and big apartments, different designs and prices, 5% affordable housing target is very low, should be exceeded or complemented to maintain cross class and multicultural mix.
	Artist spaces, cheap housing.
	Don't forget affordable housing.
Other	The development should aim to be pet friendly.

## 3 Traffic and transport: what we heard

### 3.1.1 Summary of issues raised

The majority of consultation participants believed that, due to its proximity to a major transport hub, Frasers Broadway should be a place that prioritises pedestrians and bicycles over cars. Participants want Frasers to implement a range of mechanisms to encourage the use of public transport, walking and cycling. Participants also generally felt that the development should attempt to eliminate surface traffic from the site via underground parking, access and egress. Participants had a high level of knowledge of local traffic patterns and wanted some assurance from Frasers that road reconfigurations would not lead to existing residential streets being used as “rat runs”. They wanted to see increased traffic movements managed as far as possible through design solutions arising from consultation with the community about current traffic patterns and issues. Participants were split on the issue of car parking – with some feeling that parking should be limited to dissuade the use of cars while others felt that a residential development of this scale would need at least one car space per dwelling to be attractive to potential buyers.

### 3.1.2 Detailed feedback

Category	Feedback
Managing traffic flow into, out of and around the site and surface traffic on site	Carless surface streets would be very supported by the community.
	No parking in streets within [the] complex (i.e. underground) except for deliveries, emergencies, disabled. Reduce car traffic.
	Concern about the proposed recreated Tooth Ave becoming a thoroughfare, in particular the flow through to residential Chippendale streets.
Minimising car usage and traffic generation and encourage walking and cycling	Separate cycleways from roadways.
	Set back along bi-way for pedestrians – wider boulevard and weather protection.
	[The redevelopment should aim for] zero increase in traffic volume given proximity to transport.
	Discourage residents from travelling everywhere by car.
	Reduce the impact of cars, noise, emission, safety concerns, minimal traffic on site, Frasers should be leaders in changing thinking on car use, particularly on a site at Sydney's largest transport hub.
	No parking, no cars, encourage bike runs and disabled access.
	Currently [the redevelopment] is set on a car dominated grid with overshadowing and wind tunnels. [Redevelopment should be] bicycle-focused not car focused.
Secure bike parking, cages occupying one car space will hold 15-25 bikes, good number to share access between. People may have more than one bike, in different shapes and sizes.	
Car parking	Parking for residents and businesses should be minimal and token only.
	Reduce the number of car spaces. Apartments to have option of car space at additional cost. Some residents don't need or want a private car. Encourage the car share scheme
	Car free retail streets would be good – less congestion for retail experience.
	Wants to have enough car spaces to ensure there is minimal overflow of cars to the surrounding areas.
	Important to have enough car spaces for the apartments. Adequate parking space, there is pressure on public transport, buses and rail, horrific for city dwellers that bus services will increase current noise

pollution along residential streets. Frasers should consider supporting "silent bus motor" generation – all CBD residents would be happy.

---

Traffic noise

Residents of a Wellington St property were concerned about noise attenuation from the pedestrian access route which, in the concept plan, terminates outside the three residential properties on this street. They suggested angling the egress towards the adjacent commercial buildings. These residents were also concerned about the removal of the wall along Wellington St which currently provides a buffer to traffic noise on Broadway – they asked that this buffer not be removed.

---

## 4 Parks and open spaces: what we heard

### 4.1.1 Summary of issues raised

Consultation participants were asked to provide their vision for the types of parks and other open spaces that they would like to see developed at Frasers Broadway and how they imagined they would use these spaces. Participants were also asked to provide local and international examples that they thought could work in the site context. Participants had diverse ideas for how they saw the open spaces on site – some felt that the parks and open spaces should be designed to reflect the urban setting of the development while others wanted these to be wilder, more organic spaces that offer refuge from city living. The majority felt that they would use the parks for passive recreation such as walking, reading, dog walking, picnics, low-scale sports activities and so on. Participants cited a wide array of examples that could inspire the design of open space on the site. Overall, consultation participants were keen to be involved in developing the design of the parks and open space and wanted specific information on mechanisms to encourage their involvement in this.

The feedback on open space should be read alongside that relating to community spaces, in section 2.2.

### 4.1.2 Detailed feedback

Category	Feedback
Preferred approach	Keep it simple, not too much clutter, trees for shade.
	The morning and afternoon sun in the park is more important than midday sun. Midday sun is a city CBD park concept more than here.
	Divide the park up into smaller area each with own character, e.g. zones for reflection away from recreational/noisy areas. No pastiche like the Forum at Leichhardt.
	Prefer plantings that are not too formal and are bird attracting. Sculptures, benches, shade, children's play area, section for outdoor performance.
	Retirement village, parks, trees, ample walkways and railings for elderly and disabled, design (delightful).
	Pleased with the allocated park concept and street park projection. Please concentrate on local Australian natives, trees, including the Blue Gum, investigate planting of Wollemi Pine in and outside the park. Wollemi Pine is perhaps the most exciting botanical discovery on the planet (located in the Blue Mountains).
	[The redevelopment should aim to be a] "place to breathe".
	Essential to have lots of green.
	Minimise canyoning effect, trees to create human-scale canopy please.
	Love character of Chippendale – need trees and greenspace.
Preferred uses	Variety of design, colour and individuality tiling to streets, front doors to streets, buildings to have unique character and difference, facades and variety.
	Picnics.
	Seating, promenading, relaxing, talking, painting/art shows, flower markets, cultural events.
	Relaxing, tranquil open space, trees and bird, grass, sunshine and seclusion.
	Walking dogs, passive recreation, children's playground, swings, sandpits.
	Mature shady deciduous trees, a calming water feature.
	Walking through, outdoor café, space to kick a ball.
	Park with swings, gym, playground, space for families to socialise, picnics, BBQ area, outdoor protection for events, free outdoor movies, artwork, sport events.

	Community thoroughfare.
	Areas to relax and sit, not active sports, too small for playing fields.
	Maximum open space, passive recreation, trees, limited paving.
	Needs to allow for quiet, peaceful area for sitting and enjoying the outdoors, not criss crossed by paths, lanes or walkways which diminish the user's privacy. Should not be a busy through-way.
	Limit dogs to dedicated sub-area, alcohol, cigarette free, toilets, area for chess/board games, playground, Australian natives in beds, lots of trees dominating area, walking paths, benches, sculptures (recycled material from brewery), no formal sporting activities, lighting for evening use, modern style "bandstand" for community use (flexible).
	Design is important, does depend on trees, mural walls (community project) fountain and activities (planned) and café for pet owners to frequent.
	Fountains, made from the Brewery pipes/plumbing. No bamboos, English ferns etc, make flora local e.g. Spinifex trees, gums, rock art (Aboriginal artefacts) must have Aboriginal motifs.
	Relaxing, having coffee, picnics, reading, a safe retreat in the city.
	Park space as a chill out, relax, watch the world go by while sipping coffee or wine. Cafes around a colonnade, the brewery yard should be more lively and a place to go for night time activities.
	Green space, meanderings, different levels in height and ground, the grid urban design is unimaginative needs counteracting with unique park open spaces, a grove of paper bark trees could be a meditative space that off sets the high volume of harsh main roads that frame the site.
Staging	We were told that Park St precinct would be the first development with completion by 2009, this would act as a buffer for Wellington St businesses and residents, could Frasers confirm this? And any plans to help beautify, widen streets and footpaths, landscaping for Wellington St on site and other side, e.g. underground power and services.
Preferred examples	Carriageworks in Darlington – the incorporation of old structure with new looks amazing and saves a lot of energy.
	Bryant Park, New York City, the park is surrounded by public roads and the New York public library.
	Rhienhouse Square Philadelphia – beautiful layout and pathway system, fountains and public sculpture
	Orwell Square Barcelona.
	Mt Warning NSW, sense of history and active participation.
	Australia Square, open space in the eastern side around the building where city workers sit and have lunch.
	Loves Glebe's village character, good retail plus big waterside park.
	The Women's Hospital park.
	Moore Park Gardens with trees, parks and cafes.
	Vigeland Park, Oslo but not sure if it would be appropriate here.
	Federation Square, Melbourne, park area outside,
	State Library Melbourne, good northerly access, sunlight, ease to public transport, open/ public/ safe borders food outlets that can be affordable.
	Prince Alfred Park, shared path through it, wide enough for all pedestrians and cyclists.
	Gastown, Vancouver, great example of urban renewal of an industrial heritage site that has become a city attraction.
	Federation Square, Melbourne. Putting some art up from the Harbour foreshore (AG of NSW, MCA) into the city would be great. A huge gallery and invite the Performance Space people on Cleveland St [now located at Carriageworks].
	Parks with native trees, seating and good lighting for security at night. Play area for children, Dunningham Park at Cronulla Beach, small but caters to all ages and is used for food and wine festivals, concerts and children's entertainment.
	Positioned between Victoria and Prince Alfred Park, the park space is more of a pass through space, rather than a place for swimming, kicking

balls, playing with dogs etc, park should be for a stroll and people watch place, e.g. Place de Vosges, Paris, Gothic Quarter, Barcelona.

---

Morehead and Walker Streets Redfern, Pitt, Cope and George Streets Waterloo, all have a high proportion of public open space.

---

Marrickville Council area in Tempe adjacent to airport (Tempe Golf), original water course made into a small lake, paths with natives (recommended), Sydney park also has aspects of this, the CUB site sits on top of watercourse, would be great to rediscover this, Blackwattle swamp pre-industrialisation of the area. Revamp of Darlington Wentworth open area is impressive.

---

## 5 Buildings: what we heard

### 5.1.1 Summary of issues raised

Overall, consultation participants placed a high degree of value on Frasers achieving a world class, high quality design that integrates the new built form with the existing heritage elements on site and the overall fabric of the area. Participants also placed high importance on the achievement of environmentally sustainable design. A number of participants raised dissatisfaction with the approved concept plan, specifically in the areas of density and the ratio of commercial to residential spaces. They also raised issues relating to the interface of the development with Chippendale, primarily the interface between Block nine and Kensington St and Block 11 and Wellington St. Preferred building use/facilities are listed under section 2.2.2.

### 5.1.2 Detailed feedback

Category	Feedback
Design – approach	Variety of design, colour and individuality tiling to streets, front doors to streets, buildings to have unique character and difference, facades and variety.
	Don't cluster all buildings in only one place.
	Chimney matched by a decent wind generator on a 100m pylon at the other side of the site.
	Variety of type of architecture, but complimentary.
	Imaginative and different architecture/ design which would be appropriate adjacent to UTS (a building of no architectural point and to be distracted from) creative buildings.
	This building should be a beacon for future Sydney development in terms of social and environmental sustainability.
Design – heritage interface	This project has the potential to change this part of the city in a positive way. Height reduction where possible and maximum architectural/design outcomes should be sought.
	It has the potential to be one of the greatest design and building projects in Sydney's history. This needs to be recognised early on for Fraser's reputation.
	Buildings that reflect the industrial heritage of the site to ensure they integrate with Chippendale.
	Capture some features of the heritage buildings – linkage.
Design – environmental sustainability	Sympathetic and thoughtful design near heritage buildings, continuity between old and new.
	Space "a thing of the past", sunroom and balcony, minus traffic noise, colour – easy to maintain, mixture of traditional red brick, solidity, practical, dark beige (not white, cream carpets) wide stairwell, access ramps, sunlight is vital.
	No white boxes, I think each precinct of the site needs architecture suitable to its character, park precinct should compliment Mortuary station, Abercrombie compliment Blackfriars and Brewery both Blackfriars and Broadway. The two main towers in the Broadway precinct really need to flirt with the UTS tower not just have a polite conversation.
Commercial and residential spaces	With buildings oriented east/west they need to be designed with cross ventilation/ awnings, verandahs, colonnades, pergolas, extensive shade, mature trees, deciduous vines.
	Need eaves, garden space built for low environmental impact, minimising energy and water use, maximising natural light. Renovated apartments in Buckland St Broadway are well done.
	Concern about the ratio of residential to commercial – specifically the

	<p>proposed number of apartments.</p> <p>Block 10 to be commercial rather than residential (less noise).</p> <p>Prefer not to have another Broadway Shopping centre.</p> <p>Perhaps restrict leasing of residential units, encourage owner occupancy, but may be difficult in practice, full time security staff (non smoker) who patrol areas and engage with residents/public.</p>
Density	<p>We are very concerned about the problem of over-development and plan being out of scale with the existing Chippendale area. Also the huge increase in population and cars will place pressure on the already overloaded infrastructure in the local area.</p> <p>Concerned by height of block 10 – should be in keeping with neighbouring buildings.</p> <p>Setback at roof level for appearance of open spaces from Goold St apartment building.</p> <p>Concerned about extra height along Kensington St.</p> <p>Concern about shadowing within the development and to neighbouring properties.</p> <p>High quality, reduce density to illuminate a lot of apartments with poor privacy/light. If low rise building units are poor quality/facilities it will affect the value of high rise with good amenity, worried that Tooth Ave will be an unpleasant area with little sunlight and lots of shadow .</p> <p>Concern about how the area will absorb 3,000 new residents – the streets are already crowded.</p>
Concept plan	<p>The concept master plan is very “lumpy” and not yet well resourced, needs better urban design. The master plan has not considered fully adaptive reuse of the existing buildings.</p> <p>The proposed mass and ratios are too much so what you are asking cannot be achieved, too high – nearby redevelopments on Broadway set back – works well considering, because the concept plan allows for density and you will use it, your overall site will reflect poorly on your corporate portfolio, you can make a site that “breathes” architecture, cannot fix the imperative to fill a site, arch competitors will not solve this. Your plan needs help.</p> <p>Previous concept plan and PR firms have betrayed community expectations and developed a layer of cynicism in particular the decade it has taken so far to open the new park.</p> <p>Currently it is set on a car dominated grid with overshadowing and wind tunnels.</p>
Development process	<p>Feel confident that Frasers will deliver a project of the highest standard, hope that Frasers will continue to work with Council and retain as many of the older buildings as possible.</p> <p>Don't [mess] it up – there are way too many terrible places in the world i.e. in Sydney, create a good one.</p>
Preferred examples	<p>Moore Park Gardens. The Bond store is a great place to live and work.</p> <p>The heritage precinct in Xintinandi Shanghai is a very successful benchmark for the project.</p> <p>The site of the redevelopment of Camperdown Children's hospital, the design of the residential balconies in some of those buildings.</p> <p>NGV, Melbourne, National Museum of Australia, Canberra.</p> <p>Groningen Netherlands, example of a city that is car free, pedestrian friendly and sophisticated with low rise buildings (<a href="http://www.carfree.com/existing">www.carfree.com/existing</a>).</p> <p>It should have the vitality of the upper west side, the feel of Greenwich village. Keep more heritage fabric, it gives scale and texture.</p> <p>What makes the Rocks interesting are the contrasts of early Sydney, cramped with shops and narrow streets with the wider streets and views of the Quay at the base of the stone work of the pylons. Contrast of function and scale, solid and fluid.</p>

## 6 Site clearing and recycling: what we heard

### 6.1.1 Summary of issues raised

Participants raised specific concerns relating to dust, noise and traffic generation during site clearing and recycling. They had high expectations that Frasers will be a considerate neighbour by keeping the community informed of activities on site and consulting proactively on issues. They pointed to a range of activities to achieve this, such as a dedicated point of contact, regular information materials and a community consultation committee to be established at this early stage of the project as a mechanism to inform Frasers of community interest and feedback issues to the community as the project progresses.

### 6.1.2 Detailed feedback

Category	Feedback
Minimising noise and dust	Use Abercrombie St for construction access, vehicle waiting. Dust minimisation is key.
	The immediate closure of Balfour St and construction of park between O'Connor and Wellington Streets. Total isolation of nearby properties from noise, dust and increased disruption.
	Minimal noise and dust, debris etc flying around. Airborne dust and dirt is already a hazard in the suburb. Frasers should notify residents via letterbox drop the days and times of demolition, so residents can ensure that doors and windows are shut.
	Minimise dust and noise levels during construction, recycling materials wherever possible.
	Mimimise noise pollution, restrict to reasonable hours, minimise road disruptions.
Works management including operational hours	Limit noise, dust, traffic, rubbish and no smoking on site.
	Meet all land environment requirements, strict working hours, careful traffic arrangements, careful programme of work. Working hours are crucial and prior notification.
Traffic management and vehicle access	Use of main road for traffic, reasonable working hours, adequate public notice, communications and updates.
	Not causing major traffic snarls during site clearance, recycling wherever possible, an effective remediation strategy is in place for AOPCs on site. Would like more info in due course on how the road system is being altered to cope with the greater volume of traffic and parking provisions.
Recycling and reuse	Site clearance – safe removal, recycling of materials from the brewery into street art features.
	As much reuse and recycling as possible.
Information and consultation	Pleasant, informative posters surrounding the construction site.
	I expect the company would inform surrounding residents of work stages, I would expect the company to respect the neighbourhood as they respect their respective streets and suburbs, Chippendale is an interesting place, besieged and poorly treated over the years, be gentle with it.
	Wellington St will be the most affected, we were reassured by Frasers that we would be consulted along the way, we are doubtful that our businesses could run (photographic studios) with the noise and dust, hope that a contractor to the site may require an off site office and that Frasers could help in this regard. A permanent community consultation committee should be established now and continue in the life of the building project. Example at Quarantine Station conditions of consent, carefully selected constructive committee members can provide positive contribution and increase the

---

prospect of community ownership of the project.

## 7 Ongoing consultation: what we heard

### 7.1.1 Summary of issues raised

Participants had a high degree of interest in being kept informed of plans for the site and upcoming activities. Participants had varying levels of interest in being involved in a more active way in the site's development – their level of interest tended to rise based on their proximity to the site, with more immediate neighbours interested in the direct impacts of site clearing, the interface of the site to Chippendale and their future use of the site's parks, open spaces and other facilities. Participants were most interested in being informed by newsletter, website, emails, advertisements and information on site hoardings. Their preferred consultation channels were meetings with key project staff to input ideas, a dedicated contact point for queries and questions, and the establishment of a community consultative committee to have ongoing input into the development process.

### 7.1.2 Detailed feedback

Category	Feedback
Consultation approach	<p>Keep community well informed about the development at each step, win community support by making this an appropriate sustainable development, this is a rare opportunity to create an urban regeneration precinct on a large scale, it should become an international showpiece. Council is an important channel for information/guidance.</p> <p>A special effort should be made to reach and consult with the Indigenous community of Redfern and Chippendale.</p> <p>I think your Eltons have a view of community which is naive at best, one consulting firm telling a developer about community, it's a gig right? Give some ground on the concept plan and the community might believe these weasel words, until then its cafes, sculpture, an old boiler and a plaque, i wrote an extensive section on how the site might reflect and encourage community in a DoP planning process, let me know and I can forward it to you.</p> <p>Doesn't Frasers know how to site with stakeholders without a 3rd party gate keeper? Flyers are best, I'm not an expert on engagement but this consultant stuff (Eltons) know it equals whitewash, the answer is to sit down with stakeholders and be prepared to compromise, as we already have.</p> <p>You must recognise that you have to deal with people who have their place in Chippendale at the forefront of their concerns, it is uncomfortable but people who disagree don't want you out of business, they want what's best – Frasers can benefit and learn from these perspectives. It can be a great success. (Three comments, same respondent.)</p>
Consultation activities	
Inform	<p>Inform – posters surrounding the construction site, engage - mural wall part of park, competition, best design (small but engaging), or the wall the community built, a volunteers day to do something to be part of</p> <p>Letter box drop, BBQ at the block or at Victoria Park, invite people to view various stages of each precinct, dependant on their expertise and skill.</p> <p>Newsletters, emails and a contact person. Need contacts for each stage demolition, excavation, building, traffic and parking. For Wellington St perhaps sealing of windows, double glazing and repairs to any building damage.</p> <p>Regular updates via email, continued community tours and</p>

	presentations, engaging regularly with CoS.
	Letter box drops, further info days and public meetings.
	Advertising updates/meetings in local papers, magazines, contact via email, signage of updates up and around site.
	Website is really useful.
	Regular displays at a fixed position, newsletter.
Consult	Regular site meetings with community representatives, builders, Council and developers.
	Tour on Saturday was good and should be repeated regularly.
	A dedicated contact point other than the website i.e. a live person should be available.
	Permanent appointed community consultation committee. For meaningful input and a point of community contact.
Involve	Hold weekend design workshops with the local community, use local design (urban design and architects based in the area) act locally think globally.
	Giving advanced information about the project to allow time for review, research and discussion by the community and then meetings with Frasers.
	Public synopsis or feedback with responses to them, on-going meetings with focus or input from residents rather than marketing overload from Fraser's staff, questions and answers rather than lectures/ power point presentations.
	The answer is to sit down with stakeholders and be prepared to compromise, as we already have.
Other	Best of luck, will follow it with interest.