

Client

Frasers Broadway Pty Ltd

Project

Community Consultation Summary Report

Date

May 2009

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Date	May 2009
Job number	07/581
Document name	O:\BEA\Current Projects\07_581 - FRAS - FRASERS CUB SITE\Comm tools\DoP\Community Consultation overview for proj apps - May 2009 - 18.05.09.doc
Version	1

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1 Background

1.1 Introduction

This consultation summary report supports the lodgement of project applications for development of the main park, blocks 1 and 4 and blocks 2 and 5 of the Frasers Broadway Pty Ltd development, *Frasers Broadway*, under Part 3A of the Environmental Planning and Assessment Act.

This document contains:

- An overview of the consultation process to date
- Report from the main park community consultation
- Report from the pre-lodgement Project Application community consultation.

1.2 Summary of consultation

Frasers Broadway Pty Ltd is committed to community consultation and has engaged with local residents and other interested stakeholders throughout the life of the Frasers Broadway project.

Since purchasing the Frasers Broadway site in June 2007, Frasers Broadway Pty Ltd has undertaken an extensive program of community consultation including:

1. Six major community events (Please see Appendix 3 for a copy of the outcomes reports from the community consultation events prepared prior to modified concept plan approval)
2. Regular newsletters, a project website and email updates
3. A dedicated full-time Community Liaison Officer based on site
4. Regular doorknocking

Each issue raised prior to the submission of the next phase project application has been reviewed and considered within the design documentation. During the PA phase, the community will have yet another opportunity to express any concerns they may have with the design submission.

1.3 Community events

Community information session and site tour, September 2007:

- Two community information sessions and a round of tours of the Frasers Broadway site were attended by approximately 170 people from the immediate and surrounding areas.

- Issues raised by the community included:
 - Environmental and social sustainability
 - Traffic and transport
 - Parks and open space
 - Built form
 - Site clearing and recycling
 - Interface of the development to Chippendale
 - Proposed Kensington Lane arts precinct
 - Ongoing consultation.

Agency and Community workshop, November 2007:

- A government agency and community workshop was held over three days in November 2007.
- The consultation involved the entire project team, including architects, sustainability academics, transport experts and urban designers.
- It included:
 - A tour of the immediate area with members of local Chippendale community groups
 - A day-long government agency workshop
 - An interactive workshop for members of the community.
- The purpose was to better understand the site, develop innovative ideas and generate discussion around design options in the following areas:
 - Traffic, access and mobility
 - Design and architecture
 - Public domain and neighbourhood including open space and heritage
 - Environmental and social sustainability.

Community information session, July 2008:

- The information session was well attended with close to 200 local residents and other stakeholders present at the event.
- Provided information to the community about modifications to the approved Concept Plan.
- Provided an opportunity for the community to meet and ask questions of senior project management and design team members and learn how to make a submission on the modified Concept plan.

Exhibition of Modified Concept Plan Static Display, August 2008:

- In response to community requests a staffed, static display held at the UTS City Campus foyer for the duration of the exhibition period.

1.4 Newsletters, public project website and email updates

Newsletters:

- Since 2007 regular updates about the Frasers Broadway development have been published and distributed to the local community in the form of a newsletter.
- To date there have been five issues published in September 2007, November 2007 and August 2008, September 2008 and February 2009.
- Please refer to Appendix 1 for an example of the most recent newsletter.

Project website and email updates:

- The Frasers Broadway website, www.frasersbroadway.com.au, contains up-to-date detailed information relation to the development, including:
 - Maps and technical documents
 - Project overview
 - Planning process
 - Community consultation
 - Concept Plan and modifications
 - Sustainability
 - Newsletters and other notifications
- The Frasers Broadway e-mailing list distributes regular updates about the project.

1.5 Community Liaison Officer

- Since December 2007, Frasers Broadway Pty Ltd has had a dedicated, full-time Community Liaison Officer (CLO). This officer is the first point of contact for members of the immediate community. Their primary role is to provide assistance and information on site activities for members of the community who live, work or study in the immediate vicinity of the site.
- The community relations officer can be contacted by email at community@frasersgreycliff.com or by phone at 1800 282 909.
- Please refer to Appendix 2 for an example of the weekly reports prepared by the CLO.

1.6 Monitoring our consultation efforts

- A community survey was conducted by doorknock in the Chippendale area. Residents and business owners were asked to provide feedback regarding the level and quality of consultation for the Frasers Broadway redevelopment. The survey sessions were conducted over two days in August 2008.
- Additionally, the CLO has undertaken regular doorknocking and flyer distribution to residents and businesses in the immediate area. The general project catchment area is defined in the figure below by the pink line.

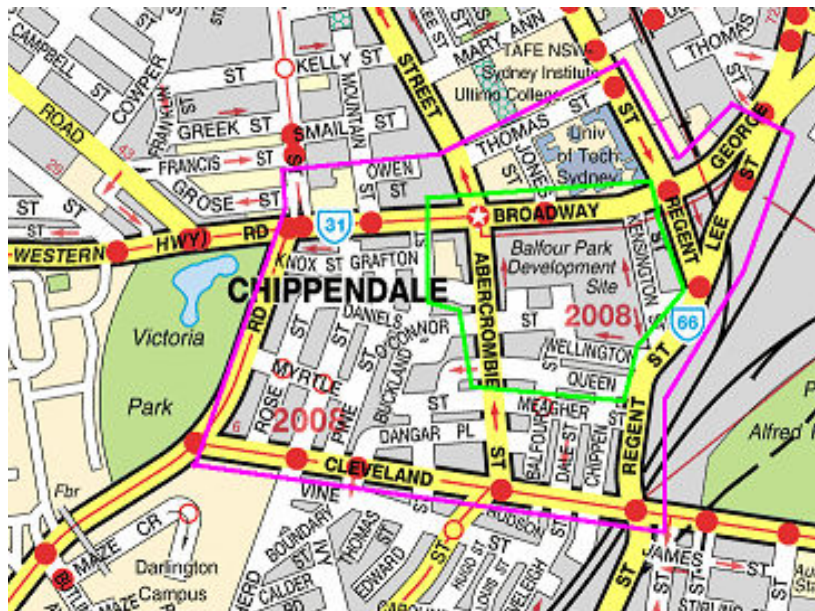


Figure 1: Chippendale distribution catchment area

2 Main park consultation outcomes report

A community consultation event to discuss the main park was held on 27 September 2008 in the Fosters Administration Building on the Frasers Broadway site. The purposes of the consultation were to present members of the community with early design options for the main park and gather their feedback.

Key members of the public domain design team JAA and TDS, Jeppe Aagaard Andersen (Denmark) and Mike Horne (Australia) were in attendance to present their design options and gain a better understanding of the community's preferred uses and aesthetic preferences for the main park. Twenty nine people attended the session.

The consultation session, which ran for 2 ½ hours, comprised:

- An informal viewing session for community members to familiarise themselves with the plans and talk informally with landscape architects and other members of the Frasers project team
- A presentation from Nicholas Wolff outlining the consultation and planning process of the site to date and of the main park itself
- A presentation from Jeppe Aagaard Andersen and Mike Horne of potential design options

- Small group discussions around park design and community use. Each group was lead by a member of the landscape team and a member of the Elton Consulting team acted as scribe.

The consultation was advertised through:

- A flyer distributed on 19 September, to approximately 4,000 neighbouring residential and commercial premises, advising of the details and purpose of the consultation event.
- Media advertising in three local newspapers in the week leading up to the event
- An email notification on 25 September, to the more than 200 subscribers to the Frasers Broadway email list, advising of the details and purpose of the consultation event.

The purpose of the consultation events was to enable the architect and design team to better understand the site and its surrounding communities develop innovative ideas and generate discussion around design options in the following areas:

- Preferred use
- Design and landscaping
- Integration with the surrounding community
- Opportunities and constraints
- Safety.

Frasers used the feedback gained to help guide further development of design plans for the main park.

The issues arising from this consultation are itemised below.

2.1 Matrix of key issues

Topic Area	Comment	Reponse
Preferred uses		
A quiet haven	The main park should be a quiet reflective space; a haven from its urban surrounds. Limit and discourage ball games, skateboarding.	This will be considered when planning the park
A friendly space	The main park should be a place for all members of the community to feel welcome and safe. Safety: for children generally and at night very important – a place for day and night activities. Universal access	This is central to Frasers' philosophy for the site CPTED planning including appropriate lighting, access paths, casual surveillance Slope of the site makes universal access a challenge, but accessibility is priority for all public space on the site

	Mixed response to the inclusion of playground equipment – dominant opinion was that informal open space was more highly valued than a playground.	This will be considered when planning the park
	Dog friendly	This will be considered when planning the park
Walking and cycling	Few people in Chippendale drive so the inclusion of good pedestrian and cycle access is important	Permeability and good access is a priority for this site and is being carefully planned
	A place to walk and enjoy the surroundings – greenery and heritage buildings	This will be considered when planning the park
	Should be on Council's cycle way plan. The plan for main park should be in line with Council's plan	This is not within Frasers' authority but may be discussed with Council in the future
Markets/ Fairs/ Events	There were mixed feelings on the use of the space for markets or fetes	This will be considered when planning the park
	Infrequent, perhaps quarterly markets were supported by some members who believed that they would activate the space and provide a focus for community activities. The park and brewery yard were considered to be excellent backdrops for community events. Others believed that markets would cause unnecessary damage to the park itself and bring in unwanted visitors, detracting from a sense of community	
Design		
Curved and soft lines	A minority liked the design's clean lines, while others thought it gave the area a feeling of sterility	The designers took these comments on board and will consider the community's desire for softer edges and finishes when revising the designs
	Too linear, lacking soft lines. Softer lines throughout design are needed to offset the hard edge of the build environment surrounding the park and wider suburb	
	The need for curves in the design – path ways, green space, trellises and tree planting was strongly emphasised	
Water feature	Preferred placement is the centre of the park: <ul style="list-style-type: none">• Best fit in the park and brings visual harmony to site• Breaks up the park from one side to the other whilst providing visual linkage from top to bottom of the site	This will be considered when planning the park
	Inclusion of stepping stones in water features for easy access and interest	
	Water features should be useable, for example, water should be shallow enough to cool your feet off on a hot day	
	Recognised that some recent water features, such as that at Taylors Square, do not attract people. Examples identified of existing water features that attract people were Tumbalong Park and the 'snail' at Darling Harbour	
Light	Use of light to activate the space and make it safer at night.	Good lighting is part of creating a safe and active space for the community
	Feature lighting could be used on trees, brewery complex and in water feature	
Levels	Interesting to the eye – endorsed the use of lots of levels, features and terracing	Noted
	Range of green spaces throughout the site breaks up the site and allows a mix of uses	Noted

Foliage	Feature trees were popular	Noted
	The inclusion of maximum greenery was supported	Noted
	Arbours with vines for shade and visual interest were suggested	
Materials	The community expressed a lot of interest in the choice of paver material.	
	Concerns were raised about: <ul style="list-style-type: none"> • Traction for pedestrian and cyclist safety • Durability • A dull visual aesthetic through extensive use of black and grey granite. Some suggested lighter stone such as sandstone or pink granite • The desire for a 'more relaxed approach' to paving stones – less formal 	This will be considered when selecting materials for hard surfaces in the open space
Fixtures	The inclusion of benches and other forms of seating was popular. A mixture of different seating was endorsed, including longer benches as well as individual seats.	This will be considered when planning the park
Solar access	Need for mix of shade and sunlight	Noted
	Importance of winter sunlight to the park – overall designs for the site should maximise this.	Noted and endorsed – this is part of the current plan. The modified concept plan improves the solar access to the main park
Integration with/character of Chippendale		
	Design is too formal and doesn't capture the feeling of Chippendale.	
	Needs more 'quirkiness' needs more attention to the fine grain.	This will be considered when planning the park. Frasers wants a space which is congruent with its surrounds
	Need some intimate corners with different character to rest of park – "secret spaces" (keeping safety in mind).	
	Expand park into O'Connor St. Reduce this street to one lane to minimise traffic. Approach council to localise O'Connor St and turn it into a one way street.	
Public/private ownership of the main park		
	Strong concern regarding who will maintain the park.	The park will be owned by the City of Sydney and that discussions are underway with the City about the model for ongoing maintenance.
	Community members requested guarantees from the design team that the Main public domain spaces would be publicly accessible at all times but recognised that some open spaces are private courtyards.	The main park and access ways will be publicly accessible at all times

3 Pre-lodgement community consultation

Following the approval of the Modified Concept Plan, Frasers Broadway Pty Ltd conducted a community consultation in preparation for lodgement of project applications. This community consultation was held 4 March 2009 from 6pm to 8pm at Frasers Studios 12-14 Kensington St, Chippendale. It was attended by approximately 70 community members and stakeholders.

The main purpose behind the session was to present the design details of the concept plan and re-introduce key members of the architectural teams to the community and create the opportunity for an informal public forum in the form of a question and answer session.

The consultation session, which ran for 2 ½ hours, comprised:

- An informal viewing session for community members to familiarise themselves with the plans and talk informally with landscape architects and other members of the Frasers project team
- A presentation from Nicholas Wolff outlining the consultation and planning process of the site to date and of the main park itself
- A presentation from Mike Horne of potential design options

- A presentation from Stanley Fuls from Foster + Partners on plans for Blocks 1 & 4
- A presentation from Elisabeth Kather from Ateliers Jean Nouvel on plans for Blocks 2
- A presentation from Paul Van Ratingen from Johnson Pilton Walker on plans for Blocks 5
- Open question and answer session.

The consultation was advertised through:

- Website public invitation
- Letterbox drop fliers distributed to 4200 residents in Chippendale / Redfern
- Media advertising in three local newspapers in the two weeks leading up to the event
- An email notification on 25 September, to the more than 200 subscribers to the Frasers Broadway email list, advising of the details and purpose of the consultation event.
- Media release to all local media.

The issues arising from this consultation are itemised below.

3.1 Matrix of key issues

Key issue	Questions/ Comment	Response
Traffic and access	Concern regarding traffic impacts resulting from an increase of residents in the area.	Central location and close proximity to public transport will divert people from using private cars to alternative modes of transport
	Concern that the demographic of new residents will be car users, rather than public transport patrons	As above
	Concern regarding the difficulty of driveway access with increased traffic flow anticipated along O'Connor Street	It is proposed that O'Connor Street would be widened, including overall road and footpaths
	Concern the width of O'Connor Street and the loss of on-street car spaces	As above
	The pedestrian access does not look good and no one uses existing walkways in the area	The site is being reopened and activated after 150 years of being closed to the public. Pedestrian walkways and other access ways have been carefully planned to activate the site and allow for easy and safe transgress through the site.

Overshadowing	Concern was expressed about the extra overshadowing of Abercrombie St	Overall the solar access across the site has improved
Public art	In Hong Kong 2% of construction budget is spent on art. Is it appropriate that 40 million to be spent on public art?	This is not the current budget for the public Art program. The Public art program will be appropriate and add to the aesthetic of the site. We are currently undertaking a public art strategy to guide public art on site.
Landscaping	Insufficient curved lines- the park is too linear in design	We have planned, with community consultation to create a structured shape with green landscape gardens.
	Regarding park design – What changes have been made and will there be an opportunity for the community to comment or contribute on the final park design?	The design is based upon the brief issued by Council. During the PA process there will be opportunities for comments to be issued to the Department, which will need to be addressed by Council.
	What plant species will be used in landscaping?	A mixed blend of native and exotic. For the fruit trees mulberry or macadamia trees are being considered to enrich the landscape.
Vertical Garden	Who will be responsible for the upkeep of the vertical walls?. It will require a high level of costly maintenance to be kept in peak condition.	It is a common property area which can and will be accessed with the BMU and maintained by the Body Corporate and not individual owners.
Economic environment	What impact will the current economic climate have on the project?	The project team envisages completion will take approximately 5-8 years which is a long term project which will be carried out through changing financial environments.
	Will the economic climate have an impact on the proportion of commercial?	The development approval allows for a minimum of 30% commercial and 30% residential. Some adjustments may become necessary throughout the life of the project regarding planned mix of uses, but the minimum commercial proportion of 30% will be maintained
Future commercial opportunities	Will the license of the Australia Hotel be up for application? What timeline regulations for use of Australia Hotel?	The current use will continue until commencement, which is possibly 2010. Frasers own the licence and welcome commercial expressions of interest
Community consultation	What ongoing role does community consultation have in the development process?	This stage is the first stage of the approval process. We envisage lodging a number of Project Applications within the next 4-6 weeks including Blocks 1&4, Block 2, Block 5 and the first infrastructure component including the Main Park. Each of these provide for community comment and we will be holding separate community consultation meetings.
Demography	What residential and other user demographic is envisaged by the developer for the site?	It is a mixed use site, and will attract those who want to live near the city. Cnr of Abercrombie & Broadway will be commercial. Retail being mixed use for new commercial business and existing. Strong commitment to sustainability.

Appendix 1: Newsletter

Frasers Broadway

Frasers Broadway Newsletter • Issue 5 • February 2009

Welcome

We are pleased to announce that following many years of planning, design and consultation with the community, the NSW Minister for Planning, the Hon Kristina Keneally, has recently approved our Concept Plan Modification for the Frasers Broadway site.

This approval means that the Frasers Property team can now begin the detailed design and delivery of this project. Over the next two months we will be lodging Project Applications for our iconic buildings and for the Stage 1 Infrastructure, including the Main Park (more information later in this newsletter).

Thank you to those members of the community who have worked with us and shared their thoughts throughout the planning process. We hope to see you at the upcoming community meeting to share the next step in this journey.

Dr Stanley Quek



Managing Director and CEO
Frasers Property

You are invited to attend a Community Meeting to find out more about our detailed plans for Frasers Broadway.

Date Wednesday, 4 March 2009
Time 6pm to 8pm
Location On site at the old Fosters
Brewery Office (Level 2) on
Broadway (entrance through the
heritage archway near the corner
of Kensington Street)

Project team members will give presentations and answer any questions you may have about the approved concept plan and the detailed plans being prepared for the Project Applications.

For further information regarding the community meeting or the project generally please contact Carlene on 1800 282 909 or email community@frasersgreendcliff.com or broadway@elton.com.au



• Concept view across the main park toward the future commercial campus



• Premier Nathan Rees and NSW Planning Minister Kristina Keneally visited Frasers Broadway to announce the approval of the amended concept plan on 19 February.

FRASERS PROPERTY

Project Applications soon to be lodged

Frasers Property will soon lodge with the Department of Planning the first in a series of Project Applications for the project.

These include applications for the following major iconic buildings on the site:

- The Pritzker prize-winning, Jean Nouvel-designed residential tower (located opposite the UTS Main Tower)
- The celebrated architectural firm Foster + Partners' commercial campus (on the corner of Broadway and Abercrombie)

One of the first applications to be submitted will be for initial infrastructure works, including the Main Park that Frasers Property has committed to delivering for the community. Expected completion of the Park is by December 2010.

Construction is expected to commence in early 2010 following lodgement and approval of Project Applications. More information will be available on construction timing as planning progresses and you are encouraged to check www.frasersbroadway.com.au for updates.

Sustainability initiatives

Each of the Project Applications will include associated underground plans for sustainability infrastructure. These are respectively for the:

- Central thermal (tri-generation) plant (under Blocks 1 & 4)
- Blackwater recycling plant (below basement car park Blocks 2 & 5)

Expressions of Interest have also been sought from experienced operators to install and manage the Frasers Broadway tri-generation and blackwater recycling infrastructure.

A natural gas powered tri-generation system will significantly reduce the greenhouse emissions required to provide power, heating and cooling for the site.

Blackwater recycling captures water through sewer mining and treats it to 'Class A' standard. In addition, rainwater will be captured from rooftops across the site, and stored for re-use in landscape reticulation.

This is the beginning of the realisation of Frasers' vision of a sustainable urban precinct. Frasers Property is proud of its sustainability initiatives and is committed to achieving environmental and design excellence at Broadway.

Frasers Property is pleased to report that over 95% of materials were carefully sorted and recycled during demolition works, exceeding its sustainability target.

Material recycled included:

- 10,000 tonnes of metal
- 60,000 tonnes of brick and concrete

Site update

Demolition was substantially completed at the end of last year. You may have noticed the new prominence of the Old Brewery Yard now that the surrounding buildings have been removed.

Current site works include demolition of the underground car park at the site's centre and commencement of soil remediation. Structural supports to the heritage drain will allow remediation for the main park to begin.

Understanding that site works have the potential to impact on our neighbours, Frasers have taken a number of measures to minimise impacts, including continuous measurement of noise and vibration and the use of water sprayers to minimise dust.

Frasers' Community Relations Manager, Carlene Summers, is available to respond to any queries or complaints from the community. Carlene can be contacted at any time on 1800 282 909 or email community@frasersgreycliff.com.

Frasers Broadway plans to make a significant contribution to Sydney's future by:

- Creating dwellings for approximately 2,500 new residents
- Supplying workspace for over 5,400 workers
- Generating up to 1,200 construction jobs during development



FRASERS PROPERTY

Appendix 2: Examples of Community Relations Reports

Frasers Broadway Project

Period: November 26 to December 3 2008

	Issues/ Actions	Strategy to achieve outcome	Status
1	Hoardings – <ul style="list-style-type: none"> Broadway section –no change Kensington St hoarding- hoarding scheduled for removal commencing Wed 3 Dec.-awaiting Delta confirmation. 	Traffic controllers directed to assist residents access and parking where possible	Ongoing
2	Complaints: One complaint received this period: <ul style="list-style-type: none"> <i>Environmental Management Complaint</i> notification received from SCC-Barry Keogh-advises that resident has compiled evidence (photos) of sediment leaving site into stormwater drains and has requested corrective action and statues report-due to ongoing concern by SCC compliance officers have taken photos of all gutters adjacent to the site 	Delta/ Incoll and Frasers notified- Awaiting response/action from Delta regarding rectification measures –response to be provided to Council.	Ongoing
3	Utilities: <ul style="list-style-type: none"> Services search in O'Connor St /Kensington Sts complete-steel plates remain on roadway 	Ongoing liaison with Delta and affected residents and businesses	Ongoing
4	Issues <ul style="list-style-type: none"> Dust remains an issue –areas adjacent to Broadway and Regent St gates continue to be affected during high southerly winds Strong winds have made A class hoardings in some areas loose and lean toward footways-anti poster chicken wire requires maintenance. 	Delta has increased water truck and sweeper truck operations and has located additional pumps to assist in dust suppression –during hot windy conditions measures are inadequate to limit dust to acceptable levels. Recommend that additional measures be implemented as summer approaches Incoll monitoring Delta to ensure compliance with dust mitigation measures.	Ongoing liaison with SCC
5	Last Kensington St resident vacates home	Assisted furniture removal over the last week during temporary access restriction in Kensington St-Salsa studio still trading.	Ongoing

Frasers Broadway Project Community Relations Report
Period: 5th May 2009 to 11th May 2009.

	Issues/ Actions	Strategy to achieve outcome	Status
1	General – (2 for the week) <ul style="list-style-type: none"> 1 x Wanted some detailed information on dev. 1 x Redfern Waterloo Newsletter issue update 	Referred to CUB website Circulated to CUB disb. group	Comp Comp
2	Sales – (1 for the week) <ul style="list-style-type: none"> 1 x Potential purchaser 	Noted details & referred to FRS site to make Exp of Int.	Comp
<p><u>SUMMARY</u></p> <p>5 ongoing matters in total pending resolution. - Seeking further updates</p> <p><u>Contractors - Matters pending</u></p> <p>1 x Dust / Sand entering property – 27-39 Abercrombie - <i>Corey Phillips (Delta) (January 09)</i></p> <p>2 x Damage to property – 43 Abercrombie – <i>Ross Lentell (Delta) (January 09)</i> - 47 Abercrombie – <i>Ross Lentell (Delta) (January 09)</i></p> <p><u>Frasers Broadway Pty Ltd – Matters pending</u></p> <p>1 x University of Notrodame – Frasers Broadway Pty Ltd. <i>Michael Bugden still pursuing meeting (January 09)</i></p> <p>1 x Rubbish yet to be removed from roof of Block 10 <i>(April 09)</i></p>			

Appendix 3: Consultation Outcomes Reports

Client

Frasers Property

Project

Frasers Broadway - outcomes report, stage
two consultation November 2007

Date

5 December 2007

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Date	5 December 2007
Job number	07_581
Document name	Document1
Version	2

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Figure one: newsletter and flyer distribution zone 1

Appendices

Appendix one: Agency workshop notes

Appendix two: Community workshop notes

1 Introduction

1.1 Overview of the consultation process

The second stage of Frasers Property's (Frasers) community consultations for the Frasers Broadway urban renewal site was held over a three day period in November 2007 – Thursday 15 to Saturday 17. The purpose of the consultation was to bring together the entire project team, including architects, sustainability academics, transport experts and urban designers for the first time.

Representatives from international architect firms Foster + Partners, Ateliers Jean Nouvel and landscape architect Jeppe Aagaard Andersen joined with Australian architects from Johnson Pilton Walker, Tonkin Zulaikha Greer, Tzannes and landscape architect Turf Design over the three days to gain a better understanding of the key issues and significance of the Frasers Broadway site. Frasers has approached these firms to be involved in an intensive design excellence process over the coming year and is currently finalising the firms' appointments.

The consultation provided an opportunity to get together for the first time and meet with representatives of state government and City of Sydney (CoS) Council, members of the community and relevant interest groups – to drill down on the important issues. The consultation activities incorporated:

- A tour of the immediate area for members of the project, architecture and design teams, led by members of local Chippendale community groups – including the Friends of the Carlton and United Brewery site (FoCUS). Immediate residential and commercial neighbours and representatives of neighbouring Notre Dame University also attended (representatives of the other neighbouring educational institutions were invited but were unable to attend)
- A day-long agency workshop attended by approximately 40 representatives of a range of NSW government departments, CoS and neighbouring educational institutions. The workshop provided an opportunity for members of the project, architect and design team to present their initial ideas to the attendees and learn more about current activities and directions
- An interactive workshop for members of the community to discuss key elements of the site

with the project, architect and design teams – 37 community members attended.

The consultation was advertised through:

- An email bulletin on 2 November 2007, to the more than 200 subscribers to the Frasers Broadway email list, advising of the details and purpose of the consultation event
- A flyer distributed on 4 November 2007, to 4,200 neighbouring residential and commercial premises, advising of the details and purpose of the consultation event. The distribution zone is indicated by the pink line in figure one below
- A newsletter distributed on 11 November 2007, to the same 4,200 neighbouring residential and commercial premises, see figure one below
- An email bulletin on 9 November 2007, to the more than 200 subscribers to the Frasers Broadway email list, advising of the topics to be covered at the consultation event and directing subscribers to the newsletter on the Frasers Broadway website
- Phone call and an email bulletin to the presidents of the UTS and SIT students' associations, sent on 7 November 2007, to be distributed to members.

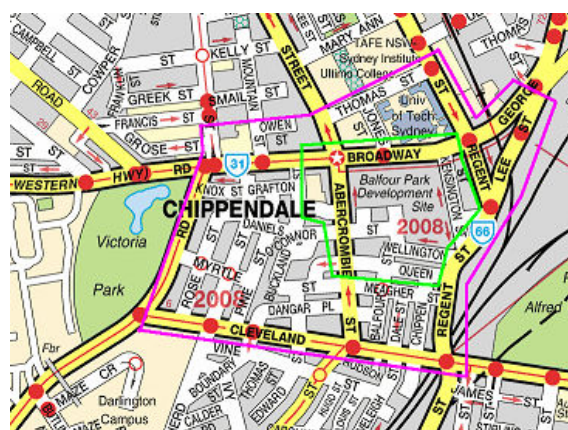


Figure one: newsletter and flyer distribution zone

1.2 Objectives of the consultation process

The purpose of the consultation events was to enable the architect and design team to better understand the site and its surrounding communities, develop innovative ideas and generate discussion around design options in the following areas:

- Traffic, access and mobility
- Design and architecture

- Public domain and neighbourhood, including open space, heritage, public art and community facilities
- Environmental and social sustainability.

Frasers intends to use the feedback gained in the preparation of the project briefs for the architectural and design team – documents which will form the foundation of the plans for the next stage of the development.

1.3 Structure of this report

This report provides an overview of key points from the consultant team presentations and a summary of key issues, by topic, raised by consultation participants. The report then provides an overall summary of the issues that were of greatest interest to participants. From this, it outlines next steps for Frasers in agency and community consultation.

2 Key issues

2.1 Traffic, access and mobility

2.1.1 Consultant presentation: key points

Traffic consultants Bruce Masson and Dean Brodie from Masson Wilson Twiney (MWT) provided the following key points:

Site access arrangements under the approved concept plan

- Signalised Intersection at Broadway / Balfour St:
 - Better signal linking along Broadway between Harris Street and Abercrombie Street
 - Minimal impact on Broadway traffic flows
 - Safe pedestrian link to UTS and TAFE pedestrian corridor.
- Signalised Intersection at Regent St / Kensington St:
 - Safe pedestrian link to Prince Alfred Park
 - Allows traffic to travel south without the need to access Broadway.
- Signalised Intersection at Abercrombie St / Irving St:
 - Safer vehicular access out of Chippendale
 - Safe mid block pedestrian link across Abercrombie St.

Car park access arrangements under the approved concept plan

- Access proposed mainly via shared zones in heritage lanes
- General traffic and service vehicles shared common access driveways.

Amalgamated basements

- Under the approved concept plan, basements are on separate floor plates.
- MWT and Frasers are currently examining an amalgamated basements configuration. MWT outlined this would have the following benefits:
 - Number of access driveways reduced across the site
 - Circulation of traffic is transferred underground
 - Removal of majority of traffic from laneways improves pedestrian amenity

- Reduces potential for pedestrian / bicycle / vehicle conflict.

Sustainable transport

Environmental sustainability consultant Dr Chris Riedy from the Institute for Sustainable Futures (ISF), University of Technology Sydney, which is working with Elton Consulting to investigate the feasibility of a range of sustainability initiatives, made the following key points:

- The Frasers Broadway site represents enormous opportunities to promote active transport, reduce car use and reducing vehicle emissions. Initiatives that could be applied to the Frasers Broadway site include:
 - Undergrounding traffic flow – streets become shared zones with priority access to pedestrians and bicycles
 - Bike rental system
 - Cyclist facilities
 - Transport access guides
 - Incentives for residents and workers to use public transport
 - On-site car/scooter sharing pod
 - Flexible parking/storage spaces
 - Dedicated small vehicle/scooter parking
 - Computerised parking management
 - Charging stations for electric vehicles
 - Fuelling station for natural gas vehicles.

2.1.2 Agency stakeholders: key issues

Car parking and shared basements

- Explore a range of means to reduce car parking numbers over time, for instance by:
 - Minimising provision of parking for non-resident uses
 - Establishing a model to centralise the allocation and management of car parking, for example through shared ownership, lease back or community title.
- 'Future proof' car parking on site by engineering in the potential for change to other uses:
 - Shared basements would need to have a sustainable design to enable natural lighting and ventilation, and increase their utility
 - Frasers' landscape architects highlighted the opportunity for basements to be part of the public domain. For example, an underground sub-road could be created with open car parks to enable light to come in and up.
- Overall, these flexible-use car parks or 'shared basements' were considered by participants to have the potential to:

- Reduce surface traffic
- Deliver sustainability benefits
- Improve pedestrian and public domain amenity
- Reduce impacts on neighbours during excavation and construction.

Street patterns

- Review proposed street pattern, particularly the necessity and width of Tooth Avenue, and existing entry and exit points
- Frasers' traffic consultants indicated that traffic will be concentrated at three primary access points. Participants felt that Frasers further consider this and examine the consolidation of access points
- There is a balance between complete pedestrianisation and having some cars on the surface – the former may not allow for 'activation' of the site
- There is an opportunity for Frasers to consider its site and UTS/SIT as a combined precinct. Students will be critical to the activation of the site
- Residents asked whether it was possible to underground Tooth Ave.

- Some residents were concerned that, because visitor parking is not allowed under the CoS Local Environment Plan (LEP), there would be traffic impacts on local streets.

Street pattern

- Explore the need for Tooth Avenue
- No cars on Tooth Avenue – pave or cobblestone to maintain a village feel on the site.
- Residents wanted a quantification of changes in traffic flow likely to occur in Outram, Dwyer and Goold Streets if the proposal went ahead
- Proposal to pedestrianise Kensington Street: All residents who spoke to the architect handling the Kensington precinct supported this proposal.
- A number also requested that the northern end of Goold Street be closed to traffic but open to pedestrian connection, with the street overall being two-way and a shared zone. However, this was not supported by all Goold Street residents spoken to.

2.1.3 Community stakeholders: key issues

At a broad level, the key issues raised by members of the community mirrored those raised by the agency and Council representatives. However, residents raised a number of specific issues on direct traffic and mobility impacts. The key issues raised were:

Sustainable transport

- Privilege walking and cycling over cars.

Site linkages

- Improve links between the site and Victoria and Prince Alfred Parks – there was some support for a pedestrian bridge across Regent Street to Prince Alfred Park.

Car parking

There were a range of opinions, including:

- Most residents requested a quantification of resident car spaces needed on site
- In general, residents wanted the site to provide adequate parking for residents to constrain spillover onto Chippendale streets

2.2 Design and architecture

2.2.1 Consultant presentation: key points

Architect Tim Greer from Tonkin Zulaikha Greer (TZG), which has been commissioned by Frasers to work on the Kensington Street precinct, provided some indicative thoughts on design of the precinct.

2.2.2 Agency stakeholders: key issues

The approved concept plan

The bulk of discussion in this session focused on the opportunities and constraints presented by the approved concept plan. Overall agency stakeholder wished to see Frasers:

- Utilise the design excellence process to drive improvements to the existing concept plan. The iterative and collaborative nature of the process has the potential to deliver a more integrated, varied and functional precinct. Include the full range of stakeholders in developing these improvements
- Frasers indicated that it would explore amending the concept plan if support from the community and other stakeholders were evidenced. Frasers stated that, in consultation to date, this had been the case.

Sustainability at Frasers Broadway

- ISF is investigating integrated sustainability across the site with aspirations beyond the 5 star Green Building Council rating and. It is examining the feasibility of initiatives to reduce energy and water consumption and greenhouse gas emissions
- Diversity and integration: diversity should be sought in built form, across the precincts and by encouraging social diversity on site through the provision of a range of experiences, building types and facilities.

2.2.3 Community stakeholders: key issues

Brewery Yard Precinct

- Re-use the chimney as real exhaust, for example for co-generation plant or car park; reuse copper boilers for water storage – make these a display to showcase environmental issues
- This area is a night-time hub, an entertainment hub, an intimate indoor/outdoor performance area
- The key design element will be lighting
- Suggested uses: cinematheque, dance studio, micro-brewery

- Ensure students are encouraged to use the space – they will activate the precinct.

Kensington Street Precinct

- There was some concern about the height and proposed use of Block 10
- See section 2.1.3 for residents' comments on traffic and access in this precinct.

Demolition and recycling

Residents also had specific queries about the upcoming demolition and recycling program. Their main questions were:

- Parking during demolition and recycling program: ensuring there is no impact on the on-street residential street network
- Truck routes: monitor and ensure use of specified truck routes
- How will garbage trucks access/egress from O'Connor Street once Balfour Street is closed/becomes a park?
- Should Dick St be included in the dilapidation survey?

2.3 Public domain and neighbourhood, including open space, heritage, public art and community facilities

As Frasers Broadway is at an early stage in the design process, each of the members of the consultant team in this session presented initial ideas on their approach to the site. Presenters were Mike Horne and Jeppe Andersen (Jeppe Aagaard Andersen and Turf Design Studio JAAA+TDS – JAT) on landscape architecture, Deborah Mills (Deborah Mills and Associates) on public art and Steve Rossiter (Elton Consulting) on community facilities. Patrick Woods, Deputy Vice Chancellor UTS, presented an overview of UTS's vision for its Broadway site, as part of the Ultimo Cultural and Educational Precinct.

2.3.1 Agency stakeholders: key issues

Public domain, including open space

- Look at what can be done to increase the quantum, quality and activation of the public domain. The public domain cannot be considered in isolation from building design, uses at the ground plane and the needs of the people who will be using it
- Frasers wants to deliver the park by December 2010 but stated its commitment to deliver on public benefits on site earlier
- Frasers committed to continue the conversation with the City of Sydney around the process of working together to deliver the park, public roads and community facilities, particularly in the context of possible shifting design solutions across the site.

Heritage

- Strive for flexibility and innovation in the treatment of heritage buildings and items to ensure their ongoing relevance. Consider heritage in the context of the site as whole not just individual items.

Public art

- Consider CoS social policy with the integration of public art and public domain
- Ongoing ownership and management of public art should be examined in conjunction with CoS
- Cultural activities, such as outdoor cinema, often contribute more to site activation than art does
- Consider Jan Gehl study, suggests that edges and activities along the site will 'make' the space.

Community facilities

- Under the concept plan there is \$2.5m put aside for a contribution to community facilities – which may be provided on or off-site. Frasers is currently assessing where to provide facilities – there are positives and negatives of on and off site contribution
- Consider the needs of multiple communities and their diverse demands and needs in public space – these should include families with young children (following a the recent increase in numbers settling in the city), culturally and linguistically diverse (CALD) communities
- The hardest thing is how to enable spontaneous ad-hoc cultures
- Childcare should be considered as part of commercial floor space, rather than a community facility
- Consider a library for space activation, this is a facility that is used early morning and late night.

2.3.2 Community stakeholders: key issues

Public domain, including open space

- Character of open space:
 - The redevelopment should include open spaces for children and teenagers
 - The majority of residents wanted to see cars off the surface
 - Cycleways and walkways are important
 - No kerb and gutter to integrate open spaces with the overall development and privilege pedestrians over cars
 - The main park should be adequately lit for safety and to deter anti-social behaviour
 - The main park is likely to offer a different character to neighbouring Victoria and Prince Alfred Parks. It should be a park to relax and rest in when passing through the site
 - Would like a park quality similar to urban parks in Paris
 - Others wanted a park to spend time in rather than just pass through or spend a lunchbreak
 - Buildings heights are a concern
 - Does the park get enough sunlight, can it be grass? The community has been promised green space.
- Use of open space and preferred facilities:
 - A café/kiosk in the main park was not favoured by some residents– not enough room
 - Main park will not be a usable space without public toilets

- Seating will be required throughout the site and park
- Will private courtyards be publicly accessible?
- Integrating surrounding communities:
 - If Tooth Ave has little to no cars, what can/should activate the space, for example cafes in middle of the road/ kids play areas and narrow traffic lanes
 - Will Wellington Street south be upgraded as part of the public domain process?
 - There will be a huge population using the site – provide for a large diverse community.
- Library: residents consulted indicated that they currently use CoS library at the Town Hall. Would use a library on-site mainly on weekends and evenings. The space should be flexible and adaptable to accommodate meetings, small performances, readings. One resident felt that a library would be 'resource hungry'
- Community centre: should have combined uses, attractive, landscaped; and flexible design as above.
- The allocation for community facilities should not be taken up by commercial facilities which have a community use, for example child care centres

Heritage

- Industrial heritage is not considered 'sexy'. Reuse large scale materials as much as possible and market the heritage aspects of the site
- The heritage drain is important.

See also resident comments on the Brewery Yard precinct, the main area of adaptive reuse, in section 2.2.3.

Public art

Residents provided a large amount of feedback on their ideas and vision for public art initiatives at Frasers Broadway, these are presented in appendix two. Overall, residents wanted public art to:

- Be of high quality and integrated with the public domain – together contributing to activation of the site at ground level
- Reflect the grain, vistas and visual surprises that make Chippendale unique
- Draw on the industrial, social and indigenous heritage of the site and surrounds
- Be integrated with the new and existing communities
- Look beyond static installations to events and performances
- Enable and encourage the involvement and interaction of new and existing communities through arts and cultural activities.

Community facilities

- A number of residents felt that families move out of the Chippendale area because of a lack of community facilities
- Preferred facilities included:

2.4 Environmental and social sustainability

2.4.1 Consultant presentations: key points

Dr Chris Riedy from ISF, which is working with Elton Consulting to investigate the feasibility of a range of sustainability initiatives, providing the following information on the approach to sustainability at Frasers:

- Guiding principles:
 - Positive footprint
 - Liveable spaces
 - Global connections.
- Exploring measurable targets for:
 - Water
 - Waste
 - Energy
 - Social sustainability
 - Cultural development
 - Economic development
 - Information & communication technologies.

2.4.2 Agency stakeholders: key issues

Environmental sustainability

- The orientation and some massing of some blocks may need to be reviewed to optimise the contribution of passive building design to achieving overall sustainability targets
- The approach to sustainability modelling should be practical, affordable and replicable
- CoS indicated that it supports developers examine selling excess to the grid
- Sydney Water Corporation (SWC) and the Department of Planning (DoP) are currently examining water recycling opportunities that may benefit the site – Frasers should examine these
- Frasers should not rely on sewer mining through the park to make a site self fuelling, this pushes the burden to neighbours.

Social sustainability

- The need for social integration of existing and new residents
- Understanding and addressing the needs of the diverse communities who will have a role to play in the site

- Explore the synergies between Frasers Broadway and surrounding sites, especially the largest neighbour UTS.

2.4.3 Community stakeholders: key issues

Environmental sustainability

- Explore initiatives to allow natural light to areas without solar access, for example using solar tubes or reflectors
- Look at minimising cars on the surface
- Examine wind turbines on high rise
- Look at solar access/light in streets and solar thermal for electricity
- Thermal glass/ double glazing
- Demolition: does material have to go off site for recycling? Explore options to store and re-use materials
- Make facades less 'wall like', for example by using green roofs and walls.

Social sustainability

- Community building starts with each floor, then each building, then the wider community
- Community spaces should be included in high rise buildings, for examples spaces to talk near lift wells
- Facilities should be open to the wider community to encourage integration
- Anchor the site with people who will live there long term, work to encourage a sense of community and ownership – avoid creating a transient population
- Think about who will live here and their needs:
 - Student population
 - 'Empty nesters'
 - Long term population
 - Families: three bedroom apartments could attract families.

More detail on community members' preferred facilities and uses is provided in section 2.3.3.

3 Key issues summary

The following issues were of primary interest to the state government, CoS and community stakeholders who participated in stage two consultation for Frasers Broadway.

3.1 Agency and Council key issues

The approved concept plan

- Utilise the design excellence process to drive improvements to the existing concept plan. The iterative and collaborative nature of the process has the potential to deliver a more integrated, varied and functional precinct. Include the full range of stakeholders in developing these improvements.

Environmental sustainability

- Explore shared basements, which have significant potential to:
 - reduce surface traffic,
 - deliver sustainability benefits
 - improve pedestrian and public domain amenity
 - reduce impacts on neighbours during excavation and construction.
- The orientation and some massing of some blocks may need to be reviewed to optimise the contribution of passive building design to achieving overall sustainability targets.

Street patterns

- Review proposed street pattern particularly Tooth Avenue and existing entry and exit points.

Diversity and integration

- Understand and address the needs of the diverse communities who will have a role to play in the site.

3.2 Community key issues

Built form

- The opportunity exists to create high-quality, world class architecture, sustainability and place-making outcomes
- Concern about impacts of building bulk and scale, primarily overshadowing and overlooking – particularly the bulk and proposed use of block 10 on the corner of Kensington and Outram Streets

- Current scheme creates a 'wall' along Abercrombie Street.

Environmental sustainability

- Car minimisation and reduction of traffic generation will be critical to the success of the development
- Residents supported shared basements if these lead to reduction of surface traffic and create streets that are attractive and amenable public spaces.

Street patterns

- Examine the width and necessity of Tooth Ave
- Maintain the scale and grain of Kensington Street as this is a priority area of heritage focus.

Diversity and integration

- Ensure diversity in building form and use – ground floor uses will be critical to site activation
- Push innovative integration of heritage and new buildings and respond to the grain and edginess of Chippendale
- Consider vistas through and between buildings – these elements of surprise and discovery make Chippendale unique
- Seek to integrate existing and new communities through design and provision of community facilities and encourage broader access to facilities / infrastructure and services on site.

Demolition and recycling

- Impacts of demolition and recycling on near neighbours – particularly traffic impacts – should be managed.

4 Next steps

Frasers will use the feedback gained through the stage two consultation process in the preparation of the project briefs for the architectural and design team. Under the planning process, Frasers will be required to undertake agency and community consultation to support each of its project applications for works on site. To date, Frasers has gone beyond compliance in its consultation activities. The next stage of Frasers' consultation process will be developed over the coming weeks.

Appendix one: Agency workshop notes

**Frasers Broadway
Agency stakeholder workshop notes
Friday 16 November 2007**

1. Traffic and mobility

1.1. Car parking

- Quantum and management: Ministry of Transport (MoT) representatives suggested that parking provisions for non-residential uses should be minimised and that the residential parking rate should be based on the City of Sydney's (CoS) latest car parking policy
- Frasers stated that this would have to be further investigated by considering the viability for business operators, customers and visitors
- Masson Wilson Twiney (MWT) traffic consultants raised a range of possible management models to control the number of car parks.
- Representatives expressed interest in these models, primarily separate title (which could provide residents with the option of purchasing a property without a car space at a reduced price), lease back and shared use models
- CoS representatives suggested establishing a community association which would own car parking spaces and lease them out to residents
- Frasers stated that it will explore a range of means to 'future proof' car parking on the site. These are likely to include management strategies and flexible design to allow car parking to be adapted to other uses.

1.2. Shared basements

- One option for the flexible design of car parking spaces is shared basements. This option was presented at the workshop by Fraser's environmental sustainability consultants, the Institute for Sustainable Futures.
- ISF outlined that shared basements have significant potential to:
 - reduce surface traffic
 - deliver sustainability benefits
 - improve pedestrian and public domain amenity
 - reduce impacts on neighbours during excavation and construction.
- NSW Heritage Office (HO) representatives raised that any presence of archaeological deposits will impact on the extent of a shared basement and should be carefully considered. In the HO's experience, deposits may not be identified in initial studies and may only be found during demolition works
- It is critical to future proofing that shared basement have a sustainable design to enable natural lighting, ventilation, attractiveness
- Frasers' landscape architects highlighted the opportunity for basements to be part of the public domain. For example, an underground sub-road could be created with open car parks to enable light to come in and up.

1.3. Surface traffic and flow

- The street system will need to be flexible as entries and exits may change over time
- The Masson Wilson Twiney (MWT) presentation identified that traffic will be concentrated at three primary access points. Frasers should open discussion around exits and entry points for further consideration and consider the consolidation of access points
- The complete pedestrianisation on the site's surface has the potential to create 'dead zones'. It is ok to have pedestrians dominant over cars, but further investigation is needed into the option of having no cars on surface

- Improvements are needed to access routes from site and traffic flow off site
- Railcorp is investigating strengthening access routes from the site to Central
- There is an opportunity for Frasers to consider its site and UTS/SIT as a combined precinct. Students will be critical to the activation of the site, their movement through the site should be encouraged; opportunity for formal linkages with these institutions e.g. through an art program
- Potential for Kensington St to be used as a shared zone/ closure for intermittent service access. Residents at the Thursday session identified that they would like Goold St closed as well
- It is important to balance access with amenity and engage with all who will be impacted
- The RTA is currently looking into the management of the nearby street network – signals on Broadway, Regent and Abercrombie Sts will have the most impact – management of the system is critical. Car park entry from Regent St should be discouraged
- The proposed street pattern under the concept plan should be reviewed. Particularly the existence and width of Tooth Avenue and the existing entry and exit points.

1.4. Public transport

- MoT suggested that the layover space for buses should be expanded, investigate option of underground bus terminal and stops
- The current street system cannot accommodate buses
- Accommodating buses in basements would be physically difficult and have major cost implications

1.5. Agency and Council discussion on current initiatives

- There was general support for car sharing schemes, this was seen as a good commercial selling point
- Frasers outlined that it has begun to investigate these initiatives
- CoS representatives suggested Frasers could encourage transport alternatives such as offering two years membership of car share/bus pass to new residents
- Frasers responded that it has begun to investigate these initiatives
- CoS supports car share schemes by allocating Council car parking 'pods' for these schemes. Frasers requested more information on CoS's car sharing pod system. CoS representatives stated that they are prepared to provide as many car sharing pods as necessary to support the use of car sharing on the Broadway site
- All schemes and initiatives depend on the density of residents and visitors to sustain mobility systems, but workers, residents and entertainment will activate the site
- CoS's primary focus in the CBD and surrounds is on light rail and public transport options.

1.6. Agency and Council responses to residents' queries

- A number of residents who attended the Thursday evening session requested information from agency and CoS representatives about agencies' existing or future plans for managing traffic in the vicinity of the site.
- Residents wanted to know more about the RTA's plans for Abercrombie Street, particularly suggestions that it may be made two way – an RTA representative stated that the agency foresees no change to the street management in the near future
- Regarding Regent Street, CoS's 2030 team is exploring a range of possibilities for dealing with traffic entering the CBD and villages. The work is not finished yet and remains conceptual. A concept for Regent St outlined at a recent community presentation to underground Regent Street is an initial idea from a consultant engaged by CoS.

1.7. Dr Quek's response:

- The concept plan approval exists in relation to density. Frasers is committed to examining constraints to car parking and supports the idea of shared car parks with a neighbourhood agreements or yearly rental.

- The street grid evolved in the development of the concept plan, the challenge is to question the necessity of Tooth Ave.
- Frasers supports pedestrianisation on the site as a priority. There is a need to investigate options around the Abercrombie and Broadway street entries. Frasers will look into providing more open space by redistributing roads and the option of shared basements.

2. Design and architecture

2.1. Sustainability and urban design

- The orientation and massing of some blocks may need to be reviewed to optimise the contribution of passive building design to achieving overall sustainability targets
- ISF is looking into integrated sustainability across the site with aspirations beyond the 5 star rating and the feasibility of initiatives to reduce energy and water consumption and greenhouse gas emissions – including tri-generation
- Frasers is pushing towards the possibility of carbon neutrality on site

2.2. Design process

- A DoP representative with a long association with the site felt that the contextual dialogue between the site and surrounds is critical; the community extends beyond Chippendale and UTS to include precincts in the Southern CBD
- The same attendee stated that the approval sets down requirements including the design excellence process, which has the potential to deliver a more integrated and diverse precinct
- A CoS Councillor stated that a true design solution would need to go back to the original work and investigate the reduction of the width of Tooth Ave and preservation of brewery
- The DoP representative stated that the overall design will be a balancing act between diversity and uniformity, it is important to let the design process determine this
- Frasers representatives stated that they would like to improve the concept plan prior to locking in the site's design. From consultation with members of the community, they felt that 80 percent of residents would like to see a change to the concept plan
- CoS would like a role in determining solutions for what is not fixed in the approval, including the mix of uses, street pattern and shared basements
- The NSW Heritage Office reinforced the consent requirement to consider the significance of the heritage-listed drain along the original creek line.

2.3. Precincts and integration with surrounding areas

- Option for Abercrombie/Broadway to be the commercial precinct including education, finance, information, communications and technology (ICT) and government offices
- Kensington laneways to be the entertainment precinct with small offices
- Looking at residential and serviced apartments in the Broadway precinct towers
- Discussion needed over the use of the site, there is strength in commercial demand, the balance of uses is important to the quality of the precinct. Have to ensure integration with surrounds, including:
 - East – Kensington, south east – Regent St – small subdivision, heritage area, should remain 'edgy'
 - South – conventional Chippendale – transition from support industrial to mixed use residential
 - West – residential.
- Mixed use is a strong theme for the site
- Encourage diversity in the built form
- Also encourage social diversity through provision of a range of building types and community facilities
- The current structure of Abercrombie St is a constraint, especially if RTA does not foresee any change to it. CoS would support changes to Abercrombie Street
- Traffic lights in Broadway still in place, the closure of Jones St is underway
- Should encourage the opportunity for adaptive re-use to stimulate an integration with site's surrounds.

2.4. Building use

- DoP representatives felt that the vertical setback should be maintained so as not to disturb the relationship between buildings
- Investigate the size and configuration of commercial floor plates

- Reduce private open space to a 50/50 split
- DoP's SEPP 65 – residential flat performance guide will need to be followed closely.

3. Public domain

3.1. Open space

- City parks have defined solar access around lunchtime – lunchtime solar access is of less importance in this park, given its location, but has been used to guide design
- A DoP representative stated that the park is an important trade off for surrounding residents and was the outcome of a long period of negotiation with residents and CoS. Revisiting its design would be problematic. The park's design has also been a determinant of the site's overall precinct design
- CoS is concerned that the park is internal to the site and will not seem to belong to the community
- Frasers expressed commitment to work in partnership with CoS on the design of the park to achieve mutually agreed outcomes
- Heritage is critical for diversity in public domain, site needs to respond to heritage as a whole
- Frasers' landscape architect identified that activation to park edges, overlooking of parks, address of buildings to park, pedestrian flow from and to park will all be examined in the design process
- Frasers public art team stated that its approach will be to integrate the heritage of the site with the public art strategy; heritage is not just artefacts and not just built form, it should be made contemporary and relevant. The approach will be to be open and flexible to make heritage relevant to the site and its residents, surrounding residents, workers and visitors
- A CoS representative highlighted that Aboriginal heritage significance should be considered – the bulk of discussion has been about European heritage.

3.2. Dr Quek's response

- Frasers is looking for improvements to the concept plan. Our aim is to create iconic buildings with Broadway as a focus. The emerging architecture and form should provide an opportunity for something unique, to build a sense of place in the diversity of built form and diversity of product
- Frasers is committed to seeking methods of constructive engagement with the community, Council and agencies
- Park a barrier to mixed use in the north of the site – we accept that park in there for existing residents.

3.3. Community facilities

- Frasers' consultants Elton Consulting identified that there are strong parallels and synergies with CoS's approach and activities in the provision of community facilities
- They stated that optimum approach to providing community facilities is to see these as part of the public domain
- Under the concept plan there is \$2.5m put aside for a contribution to community facilities – which may be provided on or off-site. Frasers is currently assessing where to provide facilities – there are positives and negatives of on and off site contribution
- A representative suggested that childcare should be considered as part of commercial floor space, rather than a community facility
- Consider the needs of multiple communities and their diverse demands and needs in public space – these should include families with young children (following the recent increase in numbers settling in the city), culturally and linguistically diverse (CALD) communities
- The hardest thing is how to enable spontaneous ad-hoc cultures
- Artist studios
- Home based businesses
- There is danger in 'over programming' public space.

3.4. Building design and diversity

- Buildings and street level activity should be in between pits and points of concentration, active and frontage, environment, microclimate, spatial volumes in building and ground plan basements
- Public realm needs to be unambiguous, language of lanes in the shift from Chippendale to Broadway, encourage opportunities for different diversity.

3.5. Public art

- Consider CoS social policy with the integration of public art and domain
- A CoS representative asked who would manage and maintain the public art, once completed. Frasers responded that part would be handed over to CoS, some will be private lots, or managed by an owners corporation or community association. Ownership would depend on where the art is located
- One representative spoke of their experience of seeing art fall by wayside in process of procurement, through urban design and architecture
- A member of the art team stated that is why it is important to have an overall art strategy to guide approach, supported by a plan to stage activities.

3.6. Site activation

- Cultural activation doesn't begin and end with public art it starts with pre planning and needs money. Who is going to pay for these works? Cultural activities are often more important for activation than art, such as out door cinema
- Consider Jan Gehl study, suggests that edges and activities along the site will make the space
- Should consider a library for space activation, used early morning and late night

3.7. Heritage

- The site should strive for flexibility and innovation in the treatment of heritage buildings and items to ensure their ongoing relevance. Consider heritage in the context of the site as a whole not just individual items
- Heritage site interpretation plan is the other link, this need early consideration as the demolition stage will soon commence.

3.8. Transport and mobility

- Combining basement car parking, option of parking cars early upon entry to free up public domain
- Pedestrian dominated environment has huge potential here
- The commercial/residential population mix will be key to achieving transport and mobility outcomes. This is an island site bounded by roads, if people don't cross the road, they won't come to the site. The site needs connections to UTS
- Crossing Broadway is a 'death zone', its not enticing. The proposed closure of Jones and Balfour Streets will make easier integration possible.

3.9. Working with Council on open space

- Frasers are aiming to deliver on the park by December 2010, but want to deliver on the associated public benefits ASAP
- ISF consultants stated that another use of the park will be for water retention, treatment for underground storage.
- A representative stated that, while it is important to ensure sustainability outcomes, these shouldn't be at detriment on park for people. There are other ways to achieve these outcomes.

3.10. Nicholas Wolff's response

- Frasers is committed to looking at what can be done to increase the quantum, quality and activation of the public domain.
- The public domain cannot be considered in isolation from building design, uses at the ground plane and the needs of the people who will be using it.
- We will continue the conversation with the City of Sydney around the process of working together to deliver the park, public roads and community facilities particularly in the context of possible shifting design solutions across the site.

4. Environmental and social sustainability

4.1. Building orientation

- To achieve carbon neutrality the building orientation and fabric is critical, if you take all the systems and apply them at maximum capacity you fall 30% short of need
- There is a study on the orientation of buildings in the masterplan
- The building design has to be right in the first instance for sustainability initiatives to work
- May be difficult to achieve true neutrality without carbon offsets because of density issues

4.2. Energy

- Tri-generation should not rely on gas
- ISF have been investigating dual fuel turbines, solar thermal. If we do tri-generation we have excess of heat, which is not necessary for this site
- Solar should be looked into more, possibilities for PV lighting exterior; recapturing energy in light fittings; thermal tube technology
- Thermal massing have to be addressed through active systems if thermal is used to cool or produce heat storage, if needed
- Will BASIX targets be met? Down to 40% single residential – can be done through efficiencies and tri-generation
- Frasers should not rely on sewer mining through the park to make a site self fuelling, this pushes the burden to neighbours
- CoS encourage developers examine selling excess to the grid
- The chair stated that the approach to sustainability modelling should be practical, affordable and replicable
- There is a need for robust, well thought through sustainability initiatives.

4.3. Water

- Sydney Water is considering infrastructure for water recycling
- DoP is doing water recycling analysis of sites to provide an opportunity for water cooling towers. The DoP representative stated that he will forward Frasers this information.

4.4. Social sustainability

- There is the need for social integration of existing and new residents
- The needs of diverse communities who will have a role to play in the site have to be addressed and understood
- Explore the synergies between Frasers Broadway and surrounding sites, especially the largest neighbour UTS.

Appendix two:

Community workshop notes

**Fraser's Broadway
Community workshop notes
Saturday 17 November 2007**

1. Traffic and mobility

- Consider pedestrian bridge at Blackfriars instead of pedestrian signals
- Delay caused by pedestrian phase during peak periods – concern
- More pressure on reduced number of exits in amalgamated scheme
- Support for bridge to Prince Alfred Park x3
- Extension of Devonshire Tunnel to site
- Increase bus services/capacity along Broadway
- Tooth Ave feels out of place in its current form
- Pedestrian links to motorway station?
- Tunnel Regent Street to create stronger pedestrian and bicycle links to Motorway station
- Upgrade of both sides of Wellington St including light poles
- Quantify changes in traffic flows in Outram/Dwyer/Goold with Kensington St proposal
- Potential to close Goold St and Regent St
- Adequate parking provision to ensure not spillover and reduce transient residents
- Potential for leasing of non used spaces by existing Chippendale residents
- Short term parking in Wellington Street
- Bus access within site for schools?
- Car spaces on O'Connor Street
 - Residential spaces need to be incorporated into design
 - Finer grain detail not yet brought up
- Dual use of spaces, sharing car spaces
 - Quantification of resident car spaces needed
 - O net loss
 - Basement parking would be a compromise but costs money
- Delivery access at ground level
 - Through quantification consideration should be given to service access at southern side of O'Connor
 - Is it possible to underground Tooth Ave? good idea, balance between streetscape. Could remove two lanes underground. Difficulty with garbage trucks, need 45m. if just general traffic 10-15m needed. Another option – signage for vehicle more than 6m high and move service access elsewhere (Rouse Hill Town Centre is a good example for circulation)
- O'Connor St during development of Balfour Park – CoS has applied to RTA for closure – Col Warne
- Dual/triple/quadruple parking spaces
- Concern about increase of traffic in Chippendale
- Links from Regent – Prince Alfred Park and Victoria Park – signal access out and have right turn in from Abercrombie
- New signals at Regent St, increase connectivity to Prince Alfred Park
- Footbridge preferred – the only way to go
- Development is benefiting and supporting car ownership – a lot of people in Chippendale don't drive. The site could become a big car park
- Don't want this site to become an island
- Strong north/south connection – UTS wants to close Jones St
- Cycle route to Maher St
- Balfour St park to close rat run

- Cycle connectivity – shared zones
- Underground parking – will it cover whole area?
- Better efficiencies with new approach, decrease 80m² of rock to excavate
- Decrease car parking spaces
- Workers the key issue
- Largest proportion of parking on site is residential
- LEP does not allow for visitor parking
 - Will create spillover to Chippendale streets
- Pedestrian priority and cycling priority on all streets
- Speed limits
- Pavement materials
- Restrict cars altogether and deliveries after hours and allow disabled access and taxis – could have seating here
- If it's flexible to have one way streets you could have more seating
- Balancing the workability of the site with pedestrians and cycle privileging
- Village – no cars on Tooth Ave, pave or cobblestone.

2. Design and architecture

2.1. Brewery yard precinct: adaptive reuse

- Put co/tri generation plant in with chimney re-used as exhaust – and on display for public involvement/interest
- Serves to promote environmental issues
- Re-use copper boilers for water storage
- Vision for brewery – bland
- Brewery re-use as 'dance space'
- Concerns about brewery yard becoming a 'mall' type of experience, this 'negative' experience available up the road on Broadway
- Possible use – cinematheque an ... close to units
- Also entertainment hub e.g. 'little creatures' in Fremantle
- Park a 'day space' brewery a 'night space'
- Shanghai – adaptive re-use precedent that is very successful is: Xindende where there is a hub of restaurants, bars etc
- Key design element is lighting
- Re-use chimney as real exhaust e.g. for car park or co-generation plant
- Don't ignore students – a fantastic opportunity to take advantage of students as positive cohort to enrich vitality/provide amenities for them as a destination
- Chippendale has a special 'gothic' feel to be captured some how in new work
- Broadway architecture very important especially as UTS side is not good

2.2. Kensington Street precinct

- Connect to Goold Street
- Goold Street – 2 way, no entry at north of Regent St
- 'Tag-on' benefits – rubbish removal?
- Plan for Goold, Outram and Regent within this precinct
- Suggested uses – cinema, supermarket
- Arrange for discussions with Curtin Uni re incorporation of Goold St car park
- Goold St resident
 - Fully supported the pedestrianisation of Kensington Lane
 - Suggested uses: cinema and supermarket
 - Proposed street closure to the northern of Goold St with pedestrian zone and two way traffic
 - Requested 'tag-on' benefits such as garbage collection from Kensington Lane.
 - Suggested pedestrian connection to from Goold St to Kensington Lane via rear of terraces
 - Not concerned about restaurants to rear of terraces
- Chippendale resident
 - Fully supported the pedestrianisation of Kensington Lane.
 - Liked the restaurants to rear of terraces, not sure that a roof was required.
 - Liked the green wall proposal
- Lord Mayor, City of Sydney
 - Raised no specific matters
- Goold Street resident
 - Fully supported the pedestrianisation of Kensington Lane
 - Proposed street closure to the northern of Goold St with pedestrian zone and two way traffic
 - Suggested pedestrian connection to from Goold St to Kensington Lane via rear of terraces

- Myrtle Street resident
 - Fully supported the pedestrianisation of Kensington Lane
- Newtown resident
 - Fully supported the pedestrianisation of Kensington Lane
 - Suggested pedestrian connection to from Goold St to Kensington Lane via rear of terraces
- Goold St residents (two)
 - Concerned about height of Block 10
 - Supported the pedestrianisation of Kensington Lane
 - Liked the green wall proposal
 - Did not agree with above Goold St proposal
 - Did not agree with above suggested uses
 - Were concerned about the operating hours of the lane
 - Would prefer Block 10 to have a commercial use
 - Were generally negative until they saw the architectural sketches, at which they became quite positive
 - The flat building they live in has windows directly on to the boundary adjacent the current Dance Studio

3. Public domain

3.1. Open space

- Live opposite Wellington Street park concerns:
 - Lighting within park – safety/drug use etc
 - Laneway vs. street character
- Newtown resident concerns:
 - Main park – offer different character
 - Urban quality different from Victoria Park and Prince Alfred Park
 - A park to relax and rest while passing through the site
 - Park quality similar to parks in Paris, would be nice (this would suit the new urban environment)
- What is the percentage of public domain on the site?
- Cycle links, pedestrian links, park use
- Will Wellington Street south be upgraded?
- Trees currently shown on plan are within photography studio property
- Where will kids play?
- Teenage kids – where will they play/what will they do?
- How do we make the development a community?
- Sheppard Street resident:
 - Traffic issue – should you be stopping traffic on Regent Street and Abercrombie (with lights and pedestrian crossing?)
- Would be nice to have no kerbs – feels more for pedestrians (not cars)
- If Tooth Ave has little to no cars, what can/should activate the space e.g. cafes in middle of the road/ kids play areas and narrow traffic lanes
- Chippendale resident – concern over distribution to business logistics
- Chippendale residents:
 - Private courtyards – can they be publicly accessible?
 - Cars off roads – favourable. Masses of people using the space
 - Does the park get enough sunlight (can it be grass)
 - Community has been sold on green space
 - Café/kiosk not favourable in park – not enough room
 - How do we connect the Chippendale character into the site
- Main park not a usable space without public toilets
- Don't want to have to go into a café for a seat or just to use the toilets
- Need a park to spend time in (not just a lunch break e.g. time with kids etc)
- Not enough sun to grow grass in winter
- Can the pedestrian/cycle links be bridges over Regent St (no use waiting for ages at lights and stopping traffic so often)
- Buildings heights are a concern
- Seating required throughout the site/and park
- There will be a huge population using the site – provide for a large diverse community [there was no sign on Broadway for today].

3.2. Public art

- What this Area means to me
 - This is an area whose whole history is related to alcohol one way or another – 2 breweries, a gin distillery and lots of pubs
 - Still large blue collar and elderly residents in this area
 - History of labour in Chippendale
 - Diversity and openness – not a gated community
 - Potential source of customers for my business and other businesses

- Pedestrian scale to everyday life – access by foot to the City and Chinatown and to bus and train hub
 - Main employer for surrounding community – we need a response to this
 - Informal music and jamming in pubs
 - People stand in the street and talk because everybody's place is too small – great to preserve this in new site
 - Diversity – use and scale and culture change
 - University connection
 - History of its uses and its people
 - The Aboriginal housing in rows – they had knocked out the walls between the attics – this was where the children slept and played and the adults socialised in the streets
 - Indigenous history and contemporary presence of cultural impact
 - This area used to be 20% Aboriginal
 - Area was so poor people who weren't welcome came here – the Catholics and the Aborigines
 - This site has been industrial since the 1930s – we want some recognition of this
 - Working industrial site – want a connection to its past – not homogenous & bland
 - Origin of Australian Bicycle Association in the Great Western pub – you can still see the half bicycle sticking out of the first story wall
 - In terms of sense of place I find Chippendale to have a gothic feel about it. Probably the only place in Sydney that comes close to feeling like the gothic quarter of Barcelona or the Marais District in Paris
- What kinds of public places would you like to see here?
 - Activity orientated spaces
 - Something that respects the memory of what this community was like
 - Old industrial feel – I like it - new development should reflect this
 - Industrial interpretation in smaller open spaces
 - Recognition of poverty (Irish Catholic) background
 - An intimate indoor/outdoor performance space in the Brewery Square – stage in brewery and seating in the yard perhaps
 - Performance spaces
 - Theatre space – grunge theatre – flexible, community use, artists collectives
 - Community theatre space which brings together the high rise and low rise residents – run by the local community
 - Gallery of artworks from Indigenous art from the gaols
 - Need something at ground level to get people meeting – otherwise they will just go straight up and down in the lifts to their cars
 - Community centre is needed for community theatre – local productions, classes
 - Visual language of laneways to be different from streets – reinforce pedestrian access
 - Micro brewery and history of brewing as a defining activity
 - Preserve a place of the social history of brewery and the brewery culture
 - Pleasant areas to have coffee
 - Pleasant area to sit outside to have your lunch and a break from work
 - Need a supermarket (not a convenience store!)
 - Keep the artists studios in Kensington Street permanently (not just 3 years)
 - Artists get kicked out of places routinely. It would be good if there were permanent artists' spaces
 - Recreate the vistas we enjoy through the site on a smaller scale with the artwork
 - The Vat would make an exciting play area for children – an artwork people could move through
 - Retain spiral at chimney 'gas' for an artwork
 - Keep the sunburst building especially if Tooth Avenue is not happening
 - Public toilets make people feel welcome – otherwise can't take kids to the park
 - I hope the public art on site is not just a token gesture. I would like to see public art of a calibre that is akin to other cities such as Paris, Chicago, New York
 - Public art in everyday objects – street signs, street furniture, road furniture (manholes, drains), lighting, footpaths

- Pubs and local pedestrian scene
- Photographic studios – there is a history in the area of photography
- How should these public places look, sound, feel smell?
 - Small scale intervention – not necessarily huge
 - Fine grain
 - Lots of little things
 - Intimate places (tendency to feel overwhelmed by humanity) Sense of intimacy
 - Intimacy
 - Surprises
 - Vistas
 - Water – heritage drain
 - Safely expose, reference, the drain
 - Water and light
 - Water light and green
 - Use water because we are land locked (Blackwattle Creek used to link Chippendale to the Harbour – bring back the link)
 - Make part of the community define what the community is - not a new shiny object in this old area.
 - Link and spread the \$ and the ideas
 - Archaeological sites and information in the spirit of displays at the Australand Quadrant site on Broadway
 - Main Park: urban built environment so think of other types of parks like Place de Vosges in Paris –public art to fit in with this concept
 - Brewery Yard: to be a lively spot more night life than day life – public art to reflect this
 - Broadway: the public front – hopefully blank out UTS tower – public art to be part of this
 - Brewery Yard precinct – lively feel, lots of people socialising, vibrant
 - Brewery Yard precinct industrial feel contrast with main park
 - Main park feel soft, green, reflective, quality – a sense of being on your own – respite from busyness
 - Allow for quiet places
 - Industrial heritage not sexy - reuse. Large scale materials – heritage as marketing
 - Links to surrounding areas
 - Surface of shared spaces should be different to road – maybe recycle bricks from Brewery for road surface?
 - Good if they can do up Kensington Street without tarting it up too much
 - Don't make public art which encourages graffiti
 - Give artists access to material from demolition – tie in the industry
 - Public art should not make people feel dumb or that the place is not for them
 - Retain the old working class feel of the workers' cottages and houses
 - Seating is important – makes people feel welcome – somewhere to rest, to meet other people – and shade – GREEN SHADE!
 - Something to make Aboriginal people from the Block feel welcome – public art may be a way of doing this?
 - Make homeless people feel welcome – Martin Place does this – they're not hopelessly out of place like in Moore Park Gardens
- What makes your area distinctive?
 - Pedestrian scale
 - Railway square end of Chippendale very different from other areas
 - Lots of photographers and photographic studios
 - Strickland House – 1915 public housing and its unique architecture
 - Blackfriars School – most expensive PS – built to compete with the Catholic School
- Local Events & Festivals

- Surry Hills Festival – encourages people to drink and take drugs – not a friendly environment – way too big – not intimate
- Very occasionally something in Peace Park
- Artists collective in Meagher Street used to run 'art in the alley' events
- Lanfranchis' Studio used to supply so much music and performance. There is nothing animating the theatrical scene
- Who holds the memories of important events and people in your area?
 - Residents of Strickland House – they have lived here 20 – 30 years – especially Bob
 - The resident of Kensington Street
 - Was an oral history of the Chippendale area ever done?
- Popular Meeting Places
 - Queen Street Mission Bar and Gallery/Restaurant
 - Club Salsa in Kensington Street –doubles as a rehearsal space for bands and small orchestras
 - Musicians jam at the Wellington pub
 - Pine Street Community Arts Centre
 - Good café in Abercrombie Street
 - Old Broadway Credit Union has put in a DA to turn it into a bar
 - The little corner pubs – the Gladstone, The Irish
 - The Gaelic Club
 - The Phoenix music venue
 - New Chinese modern art gallery owned by Kerr Neilson being developed corner of Wellington and Balfour Streets
- Where would you take an overseas visitor – what would you show them about your community?
 - Little streets – point out houses and tell them about the history and the architecture
 - Mission Gallery
 - Kensington Street

4. Environmental and social sustainability

- Community spaces in high rise buildings – spaces to talk near lift wells
- Facilities open to wider community
- Getting natural light to areas without solar access (canyons)
 - Solar tubes?
 - Reflectors?
- Getting cars off the street
- Community building – starts with each floor, then each buildings, then wider community
- Wind turbines on high rise
- Solar access/light in streets
- Solar thermal for electricity
- Solar thin films
- Thermal glass/ double glazing
- Demolition – does material have to go off site for recycling. Store and re-use – explore options
- Community facilities
 - Library – currently use city, weekend and evening use, flexible - meetings, small performances, readings, resource hungry, adaptable spaces, interactive
 - Community centre – combined uses, attractive, landscaping
- Open space
 - Tennis courts
 - Rooftop
 - Rooftop gardens
 - Green walls
- Medical/dental/services
 - Residents
 - Workers
 - Families
- Anchor the site with people who will live there long term – avoid transient population
- Provide options to the community
- Work closely with Council
- Greenery/landscaping
- Cycleways/walkways
- Who lives here?
 - Families move out of the area because of lack of facilities
 - Student population
 - Empty nesters
 - Long term population
- Lack of sense of community/ownership
- Landscaping
- 3 bed apartments could attract families
- Facilities
- Open spaces to run around in
- Rebuild Pine St centre?
 - Landscape
 - Cycleway through
 - No kerb and gutter
 - Make it part of the precinct
- Liveability for people – most interested in making the site sustainable
- Wish list
 - Make attractive for people to live long term to be part of the community, because it's a great place to live
 - Location works for families
 - (every apartment should have one parking space)
 - Shared basements

- Community association ownership
 - Adequate light
 - Ventilation
 - Space
 - Open space
 - Parking available
 - Community resources, educational, playgrounds
- Get back some solar access
- Make facades less 'wall like'
- Green roofs and walls – Ken Yeang style

5. Demolition and recycling

- Parking – during demolition/construction program. Ensuring no impact on on-street residential street network
- Truck routes – ensuring use of specified truck routes
- Spiral chimney – can it be recycled/ used as part of public art?
 - I'd like to see that. It is a lovely shape on the skyline at present
- How will garbage trucks access/egress from O'Connor Street once Balfour Street is closed/becomes a park? Should Dick St be included in the dilapidation survey?

Client

Frasers Property

Project

Broadway - Old Kent Brewery
Community Information Session

Date

22 July 2008

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Date	22 July 2008
Job number	07/581
Document name	Frasers Broadway Community Information Session Report
Version	[1]

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1 Introduction

1.1 Background

In June 2007 Frasers Property purchased the Old Kent Brewery with an approved Concept Plan in place to redevelop the site as an urban mixed-use precinct. Since then Frasers Property has assembled an international design team to review and improve the existing Concept Plan and realise a new sustainable vision for the site.

Frasers Property is in the process of lodging a modified Concept Plan for Frasers Broadway with the NSW Department of Planning. Frasers Property has undertaken consultation with Council, key stakeholders and local residents to guide the modification of the approved Concept Plan for this site.

Frasers Property engaged Elton Consulting, a specialist consultancy group, to facilitate and report on community engagement and stakeholder management for the Frasers Broadway redevelopment.

Consultation events have included:

- September 2007 – Frasers Broadway Open Day
- November 2007 – Three-day Design Workshop with international architects
- On-going meetings with:
 - Community groups
 - City of Sydney Council
 - NSW Government agencies
- The appointment of a dedicated Community Liaison Officer to deal with local community queries or complaints on a day to day basis
- A web site, updated regularly to inform the community about the planning and construction process and a place to register feedback
- Community newsletters to provide direct information to local neighbourhoods on key personnel and major events
- Media releases to communicate key messages to the wider community.

This report outlines the process and outcomes from the 9 July 2008 community information session (CIS), hosted by Frasers Broadway as part of their commitment to community engagement and consultation.

1.2 Community information session overview

The purpose of the CIS was to:

- Present quality information to the community about the changes made to the original Concept Plan
- Provide an opportunity for community members to meet and ask questions of senior project management and design team members
- Provide an insight into the future planning and design of the Frasers Broadway site..

The CIS was held on 9 July 2008 from 5pm to 8pm on-site at the Fosters Brewery Office on Broadway. It consisted of an informal storyboard session and a series of presentations by senior project management and design team members.

There were a large number of Frasers Property and associated project consultants present throughout the CIS to provide informal and formal feedback to the community. This included representatives of the international design team as well as Dr Stanley Quek (Managing Director and CEO - Frasers Property) and Nicholas Wolff (Chief Operating Officer – Frasers Property). Project team members engaged in informal discussion about various aspects of the modified Concept Plan with community members prior to the presentation.

This consultation outcomes report is based on the stakeholder feedback collated and documented during the question and answer session of the presentations. It includes the response by Frasers Property and associated project consultants.

This report seeks to accurately and independently reflect audience feedback from the CIS. Elton Consulting's privacy policy prevents any personal information gathered during this process being reproduced in this report or passed on to any third party. This report does not attribute any comments made to individuals.

2 Consultation Overview

An information session was held for the community on the evening of 9 July 2008 at the Fosters Brewery Offices on Broadway. The purpose of this open event was to present an overview of modifications to the Concept Plan prior to formal exhibition. The session also provided an opportunity for the public to receive a preview of the potential architectural designs for the site and meet international design team members. Close to 200 members of the public attended the session including key stakeholders such as Council, local residents and the press.

The CIS was advertised to the community by means of:

- Print media advertisements placed in local newspapers 'The Glebe' and 'The Inner West Weekly' for the two weeks preceding the information session
- Print media advertisement placed in the 'Inner West Courier' for one week prior to the information session
- Email sent to all key stakeholders
- Email sent to community members who had previously registered their interest in the project
- Letterbox drop of fliers to 4200 residents in the surrounding Chippendale/Redfern area (see Appendix A for copy of flier)
- Media release to all local media (see Appendix B for a copy of the media release)

The CIS was conducted in two distinct parts. From 5pm there was an informal, storyboard session followed at 6.30pm by formal presentations from members of the project team including a public question and answer session.

2.1 Storyboard session

Elton Consulting facilitated an informal drop-in session prior to the formal presentations for members of the local community and other stakeholders. Display panels and models of the approved and modified Concept Plan provided static information. Members of the project team and associated consultants were available to answer questions and provide feedback.

Members of the project team in attendance at the session included:

- Frasers Property - Owner & Developer
- Ateliers Jean Nouvel - Architecture & Urban Design
- Foster + Partners - Architecture & Urban Design
- Johnson Pilton Walker - Architecture & Urban Design
- Turf Design - Landscape
- Masson Wilson Twiney - Traffic & Transport
- Urbis - Heritage
- JBA - Urban Planning
- Institute for Sustainable Futures - Sustainability
- Incoll - Demolition Management
- Elton Consulting - Community Consultation.

Appendix C lists in full all project team members in attendance at the CIS.

2.2 Presentations and question & answer session

The formal presentations and questions and answer session began at 6.30pm in the same location as the storyboard session. Elton Consulting facilitated the presentation process. A fact sheet was handed out to attendees. A copy of the fact sheet can be found at Appendix D

The running sheet (Appendix E) initially structured the second half of the community information session as two blocks of presentations, each followed by a question and answer session, with the first round of presentations to focus on modifications to the Concept Plan and the second round of presentations to provide information on the future designs of iconic buildings on the site. On the night the facilitator extended the first question and answer session to cater for the number of community members keen to discuss the modified concept plan. Following the extended first session, the architects briefly presented on their designs before presentations ended and informal dialogue between the project team and the community resumed.

Members of the project team at the storyboard session were also iattended the presentation and question and answer parts of the session.

A total of 192 people attended this session, including Councillors John McInerney and Robyn Kemmis of City of Sydney Council, and members of the Coalition Chippendale Community Groups.

Attendees provided feedback verbally to members of the project team at the CIS.

Frasers Property and Elton Consulting also received feedback and enquiries about the project after this date as summarised in section 3.2.

3 Key Issues Summary

Members of the community raised a broad range of issues during and after the community information session.

3.1 Issues from Q&A

Column one provides a summary of the questions and comments that were raised during the question and answer session of the presentations. The table collates questions and comments into key issues areas with a brief explanation of how the proposal has sought to address the issues raised listed under summary responses.

Key issue	Summary response
Transport and Parking <ul style="list-style-type: none"> Concern that the proposal will add to existing levels of congestion in the surrounding area without providing traffic solutions. Concerns regarding traffic impact during demolition, construction and after completion of the project Public transport in Sydney is already under pressure and there is no capacity, particularly during peak periods, for additional commuters. 	<ul style="list-style-type: none"> The overall volume of traffic generated is expected to be less than on the approved concept plan Vehicular traffic will be channelled down into underground basement parking areas to reduce surface traffic throughout the site and adjoining neighbourhoods Residential parking will be flexible and in line with the City of Sydney LEP The proposal aims to provide enough spaces to meet the needs of site residents, visitors and staff, whilst encouraging reduction in car usage, introducing car parking innovations and utilising alternative transport options. Car parking spaces will not be bundled with apartments. Location of the development next to Central Station (main public transport hub of urban Sydney) is a significant factor. During demolition and construction, traffic is carefully managed by use of stage by stage demolition management plans which must be negotiated with, and approved by, Council. Construction workers park onsite and many of them, working on inner-city sites, travel by public transport so there is little or no impact on neighbouring residents. Frasers will be talking to the State Government about levels of public transport servicing required to meet the expected increased future demand.
Height of development and impact on surrounding neighbourhoods <ul style="list-style-type: none"> Not integrating with surrounding neighbourhoods Overshadowing (also addressed below) What do heights mean in real terms that can be understood by the residents 	<ul style="list-style-type: none"> Heights are measured in AHD – Australian Height Datum, namely approximate metres from sea level, not from ground level. Height and bulk were relocated from the Chippendale residential side to the Abercrombie and Broadway faces to reduce impact on local residents and to create at Broadway a striking and appropriate gateway to the CBD. These buildings are in keeping with the character of Broadway, just as Kensington Lane is in keeping with the human scale and grain of Chippendale. Block 11, adjacent to Chippendale has had floor space and height reduced. The building on the corner of Abercrombie and Broadway will be 80metres, which is 14 floors, at the highest point, with levels stepping down from that. Height is consistent with an important transitional site between the CBD and the inner-city suburbs. Not just surrounding buildings but the entire area has been taken

	<ul style="list-style-type: none"> into account in determining scale and height. Block 2 designed by Ateliers Jean Nouvelle will be no higher than the UTS tower on the opposite side of the road and the overall height of the buildings on this block have been reduced.
Solar access and over-shadowing <ul style="list-style-type: none"> Concern about overshadowing surrounding properties and gardens Concern that approximately two-thirds of Wellington Street will not have solar access. 	<ul style="list-style-type: none"> In examining the impact on overshadowing, the architectural team has made a comparison between the impact that would arise from the building envelope that could reasonably be expected having regard to the urban context of the site and relevant development guidelines and the proposed project itself. The comparison has been for every month of the year, including June 21st, the shortest day of the year and therefore shows the impact on solar access on the worst day of the year. The impact will be less on all other days of the year. Overall there will be an increase in solar access on the main park as compared to the approved concept plan Removal of Building 11 height and bulk adjacent to Wellington St was undertaken in the modified concept plans specifically to improve solar access for adjacent residential buildings The proposed design achieves solar access standards which are as prescribed in the Council's DCP, which has been the key benchmark for all assessments.
Density of development and impact of population numbers <ul style="list-style-type: none"> Overpopulation of this area Average numbers of bedrooms Overcrowding in apartments 	<ul style="list-style-type: none"> Population calculations are made in accordance with the City of Sydney standards which state an average of 1.67 people per apartment. There has been an increase in floor space due to terraces being bought on Kensington Street as well as increased bulk in some proposed buildings. There will be a mix of one, two and three bedroom apartments with the possibility of some four bedroom apartments. The average number of bedrooms will be about two. it is not Frasers' intent to allow overcrowding. Will seek to combat it with strata bylaws and vesting power in owners' corporations.
General concern about development in the area <ul style="list-style-type: none"> There are too many units in the proposal. The area is already oversaturated and congested and can not handle a development of this mass and scale. Frasers has not considered the needs of the local residents and how the development will have an adverse impact on quality of life. That the State Government might over-ride the Concept Plan (positive towards concept plan) and enforce a development of a less beneficial nature 	<ul style="list-style-type: none"> Frasers has worked hard to balance the interests of local residents, while meeting the company's aims of creating a significant urban residential and commercial redevelopment on site. This project has been designed to be economically viable and yet achieve world class sustainability innovations and public space proportions. It will be a vibrant and attractive location for the local community as well as providing services and facilities to the general public. The traffic management plans, proximity to a major public transport hub and inner city location all indicate that this site will be able to handle and thrive as a high density development There are no indications from the State Government that it seeks to interfere in the way described by the community member, once the concept plan has been approved.
Retail impact <ul style="list-style-type: none"> Looks like the development will have significant retail which will bring in a large amount of visitors and associated vehicles/traffic 	<ul style="list-style-type: none"> Retail is envisaged to provide complementary support services to the local community e.g. students from Universities and TAFE, local residents. Not attempting to compete with Broadway. Encourage a retail area which is walked to be locals, not driven to.
Public Domain	<ul style="list-style-type: none"> Design principles will be used throughout the public

- The use of universal design principles for access in public domain areas at different levels and throughout the site
- Maintenance of vertical gardens and main park

domain spaces to provide universal access for all. The main park has a 1 in 20 slope throughout the site and difficulties for access to this area have to be overcome through design.

- City of Sydney will maintain the main park unless Frasers' enters a contract to take over maintenance of the site
- Roof gardens and vertical gardens are a difficult design challenge and a remarkable opportunity. It is likely that it will be classified as common property to be maintained by the owners' corporation.

Affordable housing

- Creation of affordable housing on site was important.
- Need for a diverse mix of incomes to create community
- Possible creation of a new development with a (high socio-economic) population in complete disparity from existing (mix-socio economic) Chippendale population

- Under current planning agreements associated with the Broadway site pre-purchase Frasers is required to provide direct funding to the Redfern Waterloo Association (RWA) as its affordable housing contribution.
- Over \$30 million is being given to the RWA over the next few years to help fund their affordable housing projects in nearby neighbourhoods.
- Frasers will deliver a diversity of product and price range on site.

Sustainability

- Will tri-generation generate acid rain and why were the old power plants moved out?

- The power plants were moved out of Sydney due to space and efficiency considerations. It was fortunate that they were because they used unclean fuels and contributed to environmental damage.
- Tri-generation uses new, cleaner fuels which produce less toxic by-products.
- Consideration is being given to additional pollutant stripping such as nitrogen scrubbers
- Emissions from the Broadway trigeneration plant will be significantly cleaner than average air quality at Broadway
- Has not yet been finalised and will be influenced by market forces
- Priorities for early delivery are: main park, buildings on Broadway, Kensington Lane development.
- Early stages will have lower impact on current residents.
- Main park will be delivered by December 2010 or earlier.
- Demolition and remediation have begun.

Development staging

Availability of documentation

- Documents will be made to the public through the Department of Planning statutory exhibition planning. A static display at UTS will run concurrently with the DoP exhibition.
- Technical documents will be made available on the Frasers Broadway website once lodgement with the DoP has been finalised
- Storyboards and presentation material from the community consultation event will be available shortly on the Frasers website.

3.2 CIS feedback

Following the CIS Elton Consulting received a number of emails from the community addressing Frasers Broadway and the modified Concept Plan.

There were nine emails from community members following the information session. Two of the emails were congratulating the Frasers Property team on their presentation and modified Concept Plan. Seven of the emails requested further information. Of these seven emails, five had not been able to attend the Community Information session due to other commitments or lack of awareness about the event. All emails requested to receive further information about events in the future. These responses were for the most part positive. However, concerns were raised by some respondents about solar access and building density.

Appendices

Appendix A - Flyer



Come and share the new vision for the old Kent Brewery site.

You are invited to attend a community information session on Wednesday 9 July at Frasers Broadway to view the modified concept plans for this site.

At this session you can discuss the major features of the new development with Frasers Property's design and sustainability experts.

Community Information Session

Exhibition between 5pm to 8pm

Wednesday 9 July 2008

Fosters Brewery Office on Broadway,
entrance near the Clare Hotel

Senior project members, including Frasers Property's international and Australian design teams, will present during the latter half of the session as well as answer questions from the audience.

Details about the Department of Planning's public exhibition of the modified concept plans will be provided at the session.

Project information is available at: www.frasersbroadway.com.au

If you have any questions or would like further information regarding this event please contact Lauren at Elton Consulting on 9387 2600 or broadway@elton.com.au

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Appendix B –Media release

7 July 2008

Frasers Broadway Community Information Session

A community information session will be held on Wednesday evening on the modified concept plans for the Old Kent Brewery Site.

The community information session will include an opportunity to meet and talk with the project managers and design teams, including the internationally renowned teams from Ateliers Jean Nouvel and Fosters + Partners.

Nicholas Wolff, the Chief Operating Officer of Frasers Property, said Frasers is excited to be presenting the modified concept plan to the community.

“Many of the changes proposed are in response to issues raised by local residents and the project team will be on hand to explain how we have responded to these issues.”

The community engagement process has included a number of major consultation events such as:

- Frasers Broadway Open Day in September 2007,
- a three day Design Workshop with international architects in November 2007, and
- On-going meetings with:
 - community groups,
 - City of Sydney Council and
 - NSW government agencies.

“At Frasers we are committed to creating a sustainable and vibrant new urban area with an emphasis on design excellence.

“Fundamental to our approach is an ongoing dialogue with the community to shape our plans, particularly in the areas of public domain and sustainability,” Mr Wolff said.

The details are:

Frasers Broadway Community Information Session
Wednesday 9th July from 5pm
Fosters CUB offices, through the main entrance on Broadway, near Clare Hotel.
Presentations from project management and design teams will begin at 6.30pm.

Media contact:
Lisa McCutcheon, Frasers Property, 0407 222 206 or 8823 8800

-ends-

Appendix C – Attending project team members

Dr Stanley Quek	Frasers Property
Nicholas Wolff	Frasers Property
Lisa McCutcheon	Frasers Property
Mike Horne	Turf Design
Michelle Parkin	Turf Design
Scott Ibbotson	Turf Design
Jerry Lin	Turf Design
Baptiste Toncet	Turf Design
Dean Brodie	Masson Wilson Twiney
Jennifer Faddy	Urbis
Jennie Masson	JBA Urban Planning
Professor Stuart White	Institute for Sustainable Futures – UTS Sydney
Josh Usher	Institute for Sustainable Futures – UTS Sydney
Monique Retamal	Institute for Sustainable Futures – UTS Sydney
Chris Webster	Incoll
Graham Soward	Frasers Property Community Liaison
David Nelson	Foster + Partners
Stanley Fuls	Foster + Partners
Wolfram Schneider	Foster + Partners
Elisabeth Kather	Ateliers Jean Nouvel
Didier Lobjois	Ateliers Jean Nouvel
Tim Greer	Tonkin Zulaikha Greer
Julie Mackenzie	Tonkin Zulaikha Greer
Paul van Ratingen	Johnson Pilton Walker
Andrew Andersons	PTW
Lucy Cole-Edelstein	Elton Consulting
Trish Oakley	Elton Consulting
Doug Lindsay	Elton Consulting
Lauren Hendry Parsons	Elton Consulting
Vicky Critchley	Elton Consulting
Susan Peterson	Elton Consulting
Vicky Critchley	Elton Consulting
Edward Niembro	Elton Consulting

Frasers Broadway Modified Concept Plan Fact sheet

Update

Frasers Property has lodged with the Department of Planning a modified Concept Plan for Frasers Broadway.

The modified Concept Plan for Frasers Broadway will be assessed as a major project under Part 3A of the Environmental Planning and Assessment Act. The Minister for Planning is the consent authority.

We encourage you to write a submission to the Department of Planning regarding the modified Concept Plan for Frasers Broadway.

Information on the submission process will be available on the Department of Planning website and on the Frasers Broadway website www.frasersbroadway.com.au.

Our website will be progressively updated to provide more detailed information as the project evolves. If you wish to remain updated on Frasers Broadway, please register your details on the website www.frasersbroadway.com.au or with the Elton Consulting personnel present today.

Modification of concept plan

Modifications have been made to the approved Concept Plan to create a more sustainable development and to address issues raised by the community during a number of consultation events.

Issues raised and design response includes:

<i>Less local traffic:</i>	Reducing on-street traffic through the centre of the site and encouraging walking and cycling
<i>Increased solar: access</i>	Increasing the amount of direct sunlight on the Main Park
<i>Improved: sustainability</i>	Increasing sustainability commitments to achieve a minimum 5 star (Australian best practice) Green Star rating for all buildings and target 6 star (world best standard) for the precinct
<i>Conserve heritage:</i>	Decreasing density and height adjacent to major heritage elements in Kensington St and the Brewery Yard
<i>Increased open: space</i>	Substantially increasing the public domain including a major addition to the Main Park
<i>Deliver world: class architecture</i>	Utilising highly acclaimed international architecture firms to design major buildings
<i>Floor space ratio: and bulk</i>	Existing and additional floor space and building bulk are located on the Broadway and Abercrombie boundaries.

Architecture

- All of the major buildings at Frasers are being designed by world renowned architectural firms
- Fosters + Partners (1999) and Ateliers Jean Nouvel (2008) have both won architecture's highest honour – the Pritzker Prize
- Richard Johnson of Johnson Pilton Walker has this year won the Royal Australian Institute of Architects' Gold Medal
- There will be a design competition (as required under the previous conditions of approval) for a number of the buildings on site.

Community

- Delivering a cultural precinct, including temporary artist studios in the historic Kensington St terraces during early construction
- Partnering with organisations such as the University of technology, Sydney in a joint proposal to develop a Creative Innovation Centre in the Broadway precinct

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- 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 artist spaces
- Housing diversity to meet various needs from students to senior residents to families
- Commitment to creating a safe and healthy environment through the implementation of 'Healthy by Design' and Crime Prevention Through Environmental Design (CPTED) principles
- Integration with existing neighbourhoods, communities and organisations through active partnerships, public events and the provision of essential facilities and services.

Transport

- A new road and street layout that enhances active transport such as walking and cycling
- Improved access to major public transport nodes including Central and Redfern train stations
- Shared basements facilitate the removal of cars from streets and reduces on-street parking.

Green spaces

- Additional open space through increases to the Main Park and Wellington St park
- Chippendale Lane will become an open, landscaped pedestrian thoroughfare
- Where possible roof gardens will be incorporated into the building design
- Parks will be developed in the first stage of the project.

Environmental targets

- Frasers Broadway is seeking to be the first precinct in Australia to be rated by the Green Building Council's Green Star program
- Frasers Property is seeking a 'World Leading' 6 Green Star target through implementing cutting edge energy, water and waste technologies and world class sustainable building design
- Setting a target of delivering zero net greenhouse emissions for operational energy use
- Investigating an integrated energy strategy which combines energy efficiencies and the provision of power, heating and cooling through trigeneration and renewable energy sources (such as PVCs, wind energy and biogas)
- Reducing car ownership through active transport alternatives and car and bike share schemes
- All non-drinking water on the site will be provided by non-mains water sources with a target of Broadway being a zero net water development
- A substantial reduction in the demand for mains water will be achieved through water efficiencies and recycling on-site waste water in toilets, laundries and for other non-contact uses
- Emphasis on natural ventilation and air flows, sustainable, non-toxic materials and finishes and reduction of ambient noise will guide design and construction of public and private buildings.

Development stages

- Demolitions on the site to be completed by November 2008, with remediation to be finalised by mid 2009
- This will involve one of the largest recycling programs in Australia, contractors are required to meet targets of 90 percent demolition waste recycled including 100 percent of all timber and metal
- Once the concept plan is approved the first project application will be submitted to the Department of Planning, with construction slated to commence mid next year
- Timelines suggest that the first stage of the development could be fully completed in five years (2013).

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Fraser's Property



Running sheet

Meeting Community Information Session

Project Fraser's Broadway

Venue Fosters Brewery Office on Broadway,
entrance near the Clare Hotel

Ref No. 07_581

Date 9 July 2008

Time Community information session
opens at 5pm.
Formal presentations begin at
6.30pm.

Summary The purpose of this event is to provide information to the community about the changes made to the original Concept Plan and to give the community an opportunity to meet and ask questions of senior project management and design team members

The community information session will open at 5pm. Materials required include the site model, storyboards and a fact sheet summarising key concept plan modifications. Technical and design project team members will be present to answer any questions from the public about the modified Concept Plan and the Fraser's Broadway site generally.

Presentations will begin at 6.30pm. These will be about the concept plan modifications, sustainability and the design excellence process. This session will consist of a PowerPoint presentation interrupted by two opportunities for the community to ask questions of the presenters.

A rehearsal will be held at 5pm on Tuesday 8 July to run through the program for the community information session and presentation.

Time	Item No.		Presenter
4:00	1	Consultants briefing: <ul style="list-style-type: none"> – set-up – responsibilities and conduct 	All
5:00	2	Community information session: <ul style="list-style-type: none"> – storyboards – fact sheet – submissions – technical advice. 	All
6.30	3	Welcome: <ul style="list-style-type: none"> – purpose of presentations – housekeeping – rules of engagement. 	Lucy Cole-Edelstein, Elton Consulting
6.35	4	Fraser's Broadway vision: <ul style="list-style-type: none"> – our inspiration – the big picture for Sydney – sustainability. 	Dr Stanley Quek, Fraser's Property
6.40	5	Discussion of modifications to the Concept Plan: <ul style="list-style-type: none"> – response to community feedback – key modifications to the Concept plan – next steps: planning and delivery Program. 	Nicholas Wolff, Fraser's Property

Time	Item No.		Presenter
6.55	6	Sustainability initiatives on site: <ul style="list-style-type: none"> – reducing greenhouse emissions and trigeneration – water conservation – design for sustainability 	Professor Stuart White, Institute for Sustainable Futures
Time	Item No.		Presenter
7.05	7	Public Domain: <ul style="list-style-type: none"> – creating safe and attractive streetscapes – active and social spaces – planning Balfour Park 	Mike Horne – Turf Design City of Sydney Council park program officer
Time	Item No.		Presenter
7.150	8	Question and answer session	Lucy Cole-Edelstein, Elton Consulting
Time	Item No.		Presenter
7.30	9	Design approach – Block 1 and 4a and concept plan <ul style="list-style-type: none"> – design philosophy – key building features – 5 to 10 slides 	Discussion with David Nelson, Foster & Partners
Time	Item No.		Presenter
7.37	10	Design Presentation (i) - Block 2: and Block 5a & 5b <ul style="list-style-type: none"> – design philosophy – key building features – 5 to 10 slides 	Discussion with Elisabeth Kather, Ateliers Jean Nouvel and Paul van Ratingen, Johnson Pilton Walker
Time	Item No.		Presenter
7.45	11	Question and answer session with design panel	Lucy Cole-Edelstein, Elton Consulting
Time	Item No.	Discussion points	Presenter
8.00	12	Wrap up	Lucy Cole-Edelstein, Elton Consulting
Time	Item No.	Discussion points	Presenter
8.05	13	Close and debrief	All