

Urban Transformation Strategy

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Contents

At a glance	6
About the Urban Transformation Strategy	12
Creating liveable neighbourhoods	20
Understanding Central to Eveleigh	24
Strategic thinking	38
Project plans	54
Delivery framework	64

UrbanGrowth NSW acknowledges the Gadigal people of the Eora Nation as the traditional owners of the land within the Central to Eveleigh Program Area and recognises the importance of this place to all Aboriginal people.

UrbanGrowth NSW acknowledges the active participation and collective contribution of the many stakeholders - including community groups, service providers and residents - who have helped shape this Strategy.

► Foreword

The Central to Eveleigh area is a vibrant part of our city, founded in a rich history with a diverse collection of neighbourhoods. It is an area to which people are increasingly drawn to live, work, and be close to all of the opportunities that come from living in Sydney—one of the world's great, global cities.

This Strategy demonstrates the contribution that the urban transformation of government-owned land can make to realising public benefit in the Central to Eveleigh area. It explains how government will work collaboratively within a common framework to manage the growth of the area's communities in a sustainable, inclusive and connected way.

The ambition was developed over the past two years, and UrbanGrowth NSW is beginning to describe how it can be achieved through diverse housing, transport, employment, learning opportunities and area-wide sustainability initiatives.

The Strategy covers around 50 hectares of government-owned land split into three projects. It starts with big city thinking and outlines a cohesive approach to the area's urban transformation. The Strategy sets the framework for gradual transformation—a blending of what is great about the area now with new jobs, homes and people.

The transformation will be exciting and challenging, with increased public benefit at its core. The area includes ageing public housing and train stations, with communities split by a rail corridor. As these communities experience change and continue to grow, there is need for new, well managed public open space and community facilities, in addition to a focus on affordable and social housing. The efforts to meet these challenges will draw on the area's rich and diverse heritage.

Top priorities for the Strategy are the transformation of public housing and the upgrade of Central Station and potential improvements to Redfern Station. The transformation efforts will provide a platform for better physical connections across the rail corridor, better collaboration between industry and higher education, and greener, more walkable neighbourhoods.

The Strategy summarises and tells the story of several years of engagement with stakeholders, including government partners, and invaluable input from the City of Sydney, the community and technical specialists, who have all provided analysis and advice.

Taking a consultative approach means working in a dynamic environment. With this in mind, this Urban Transformation Strategy provides the framework for further consideration of land use and rezoning as part of detailed masterplanning activities. We consider it a framework for local precinct planning and will work with the Greater Sydney Commission so that the Strategy is reflected in the final Central District Plan. Transport and community impacts will need to be assessed further. Business cases and project assessments will continue to be developed to support future planning. We will continue to engage the community as part of this planning.

UrbanGrowth NSW invites you to participate in future precinct planning to bring the ambition and vision of the Strategy to life.



John Brogden AM
Chairman, UrbanGrowth NSW



David Pitchford CBE LVO
Chief Executive, UrbanGrowth NSW



At a glance

The Strategy outlines a vision of how the Central to Eveleigh area can contribute to a growing Sydney and how it will help deliver a broader range of homes, new and higher quality public open space, better connections and community facilities.

Right across Sydney, we need a greater diversity of homes, so that more people have more choice in the type of housing that suits their lifestyles. Our ambition for Central to Eveleigh will help to provide this diversity.

Why growth in this area?

Central to Eveleigh sits within a few minutes of major transport hubs, within easy commuting distance of the Sydney CBD and near globally recognised universities. This is a location that could offer a diversity of homes and new economic opportunities within a growing, changing Sydney.

It is already home to a mixed community that includes some of the highest concentrations of disadvantage in Australia, along with some of the nation's most innovative workers and entrepreneurs. The potential for 'inclusive growth' in Central to Eveleigh - growth that brings many opportunities to a greater diversity of people - is stronger here than in many places in Sydney.

Central to Eveleigh includes two of the busiest rail stations in Sydney - Central and Redfern - that sit at the centre of a complex state-wide transport network.

This offers outstanding possibility as a foundation for change. We need to leverage the unprecedented investment in rail infrastructure while creating environments and living spaces that encourage people to walk or cycle, so that fewer people need to use their cars. This requires a true integration of planning for transport and land uses that will see greater concentrations of housing around transport hubs.

The growth of Central to Eveleigh will also spur on investment, enhancing its emerging economic assets and providing greater access to a variety of jobs, particularly in new economy industries.

The challenge

Sydney's population will more or less double over the next 40 years. There is a need to think how best to use available land in the inner city in a way that not only provides new housing and workplaces for our growing population, but renews existing inner-city areas to ensure they continue as great, liveable neighbourhoods.

While rich in history and infrastructure, Central to Eveleigh faces challenges. Engagement with the local community has identified key issues such as housing affordability, poor access to public open space, the need for more fit-for-purpose social housing, and the separation of business and higher education by the rail corridor. There are transport challenges that result from competing demands for local movement and vehicles traveling through the area and from both the movement of people and freight.

The opportunity

Urban transformation in Central to Eveleigh can lead the way in Sydney and help show what a contemporary global city looks like: a city of smaller homes, shared spaces and bigger lifestyles; of old and new development; of local living connected to cultural opportunities near and far; and a city of shorter distances between work and home, services and recreation, education and learning.

Fundamental to the ambition is growth that encourages a diversity of small to medium sized businesses, social housing and Affordable Housing, recognition of each community's stories, art and heritage interpretation, and new multi-purpose community facilities.

There is an opportunity to better connect existing public open space as well as create more and higher quality public places. A better network of public places will support healthier lifestyles as the city grows. Part of achieving this will be better managing the traffic travelling through the area, which accounts for more than half the traffic in the area.

An ambition, vision and 10 key moves have been developed for Central to Eveleigh. The 10 key moves are initiatives that could contribute to the long term success of the transformation. Further investigation and assessment is now needed for these as more local precinct planning takes place.



The transformation of Central to Eveleigh is through three projects that include five precincts of government land. More detailed planning for these precincts will bring the Strategy's ambition, vision and 10 key moves to life.



Redfern to Eveleigh

A collaboration between Transport for NSW, UrbanGrowth NSW and the Department of Family and Community Services.

Redfern Station could be the renewed core of this vibrant and historic place. It could be a place for Sydney's growing innovation and technology industries.

North Eveleigh could provide new homes close to community facilities and cultural, education and work opportunities while retaining its important role in the operation of the rail network. The rail heritage assets in Eveleigh could be adapted for new and exciting uses.

South Eveleigh could be renewed with a mix of social, affordable and market price housing with community facilities and neighbourhood shops.



Waterloo

Led by the Department of Family and Community Services with UrbanGrowth NSW undertaking masterplanning.

Building on the investment in the new Sydney Metro station, the Department of Family and Community Services will lead the renewal of the Waterloo social housing estate into a more diverse community with a mix of new public, affordable and private housing along with neighbourhood businesses, community facilities and parks.



Central Station

Led by Transport for NSW.

Central Station could be a world-class transport hub – an expansion of Sydney's CBD that transforms the station into a place where people meet and enjoy staying for a while. Changes include a new Sydney Metro platform, and could see the activation of the Grand Concourse with more usable public places and services.



Area of influence

These five precincts establish a relationship with areas of private land that will likely experience some change in the future as a result of growth and change on government-owned land. Planning for future growth and change on private land will be managed by the City of Sydney and the Department of Planning and Environment. It is important to consider possible change strategically, rather than react to change as it happens.



Government-owned land

The five precincts sit within a wider tract of government-owned land in and around a 3km stretch of rail corridor.

Redfern to Eveleigh

Approximately 12 hectares

Potential timing: short to medium term (2-15 years)

Potential growth:

North Eveleigh 600-700 dwellings

South Eveleigh 400-700 dwellings

Redfern Station to be determined (subject to feasibility studies and rail operation needs)

Museum Station

Oxford St

Foveaux St

Central Station

Central Station Precinct

Broadway

Cleveland St

Redfern Station

Redfern St

Redfern Station Precinct

Wilson St

North Eveleigh Precinct

Macdonaldtown Station

South Eveleigh Precinct

Erskineville Station

Waterloo Station

Waterloo Estate Precinct

McEvoy St

Botany Rd

Waterloo

Approximately 16 hectares

Potential timing: medium to long term (5-15+ years)

Potential growth: Around 5,000 new dwellings (in addition to future integrated planning with the site of the new Sydney Metro station)

Green Square Station



About the Urban Transformation Strategy

This Urban Transformation Strategy sets the foundation for renewing precincts of government-owned land in the Central to Eveleigh area.

► What is the Urban Transformation Strategy?

As Sydney grows, there will be changes in every part of the city. Central to Eveleigh will be no exception. There will be a greater diversity of apartment and commercial buildings, more residents, more visitors and a mix of new economy jobs in different types of workspaces. This Strategy sets out an ambition for how we can manage this growth and change. It provides a platform for creatively designed places, spaces and buildings, a network of green spaces, many new community facilities, and better public transport connections.

The Strategy represents the work between government partners and local communities over the last several years. Through an open and exciting consultation process, we have arrived at a clear vision and ambition.

This is supported by 10 key moves. These are the initiatives, some committed, some potential, that can help successfully achieve the ambition and vision. They were informed by a comprehensive study of the area's character and community consultation.

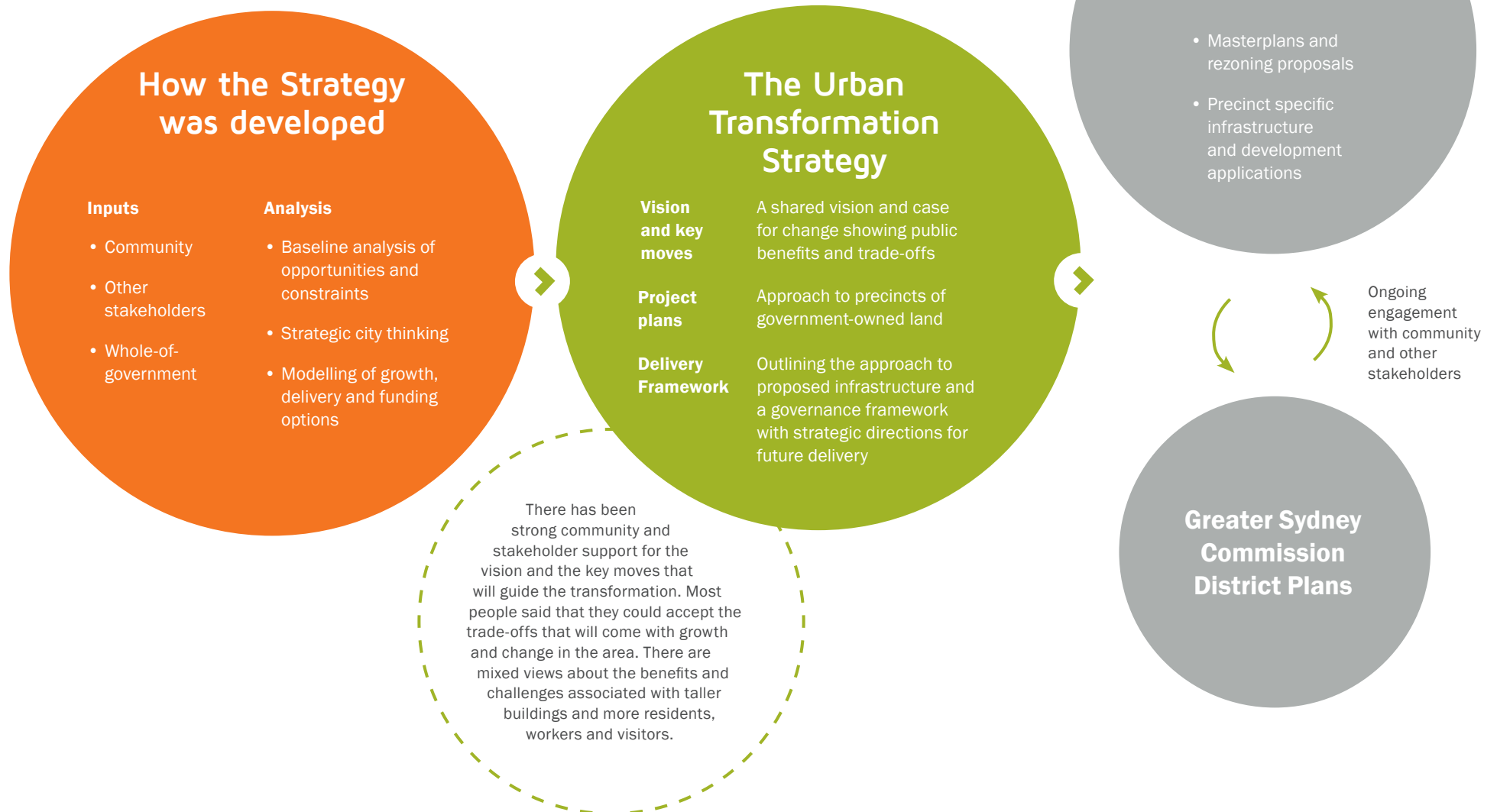
The Strategy's delivery framework outlines specific strategic directions for housing affordability and diversity, open space and green infrastructure, community facilities, arts, culture and heritage, economic development and sustainability.

Some of these ideas can be taken forward in the short term. Others, such as those in the over-rail sections of the corridor, are costly, complex and require further analysis. These have a longer-term timeframe. Importantly, the Strategy builds in flexibility and smart planning so that as precincts are progressively renewed, each will be guided by the Strategy's ambition, vision and key moves.

The Strategy is not a statutory document or a rezoning proposal. Instead, it takes a smart city thinking approach to sustainable growth for Central to Eveleigh's and outlines the contribution that government-owned land can play in its future. Central to Eveleigh can demonstrate city planning and design that is consistent with the City of Sydney's plans for Sydney 2030, the Greater Sydney Commission's district planning ambitions and the Australian Government's Smart Cities Plan. This requires innovative solutions to ensure that benefits gained from redevelopment are shared by the community.

Underpinning complex urban transformation is the need for cross-government coordination involving Transport for NSW, the Department of Planning and Environment, Department of Family and Community Services, the Greater Sydney Commission, Department of Education, NSW Health, the Sydney Local Health District and, crucially, the City of Sydney.

The pathway



Developing the Strategy

The Strategy consolidates several years of consultation, collaboration and work with government partners to model and analyse the Central to Eveleigh area. This work has been informed by *A Plan for Growing Sydney*, the *NSW Long Term Transport Master Plan* and *Sustainable Sydney 2030* and by ongoing participation from government organisations, including:

- Transport for NSW
- Department of Family and Community Services
- Land and Housing Corporation
- Department of Education
- NSW Health
- Department of Planning and Environment
- City of Sydney.

Modelling potential building heights and the required mix of land uses associated with population scenarios has allowed us to test the effects and possibilities of well managed growth and understand that an array of public benefits can be delivered in places that are transformed to provide a greater diversity of new homes. This was done for both government-owned land and also a wider area around Central to Eveleigh (called a study area).

This strong evidence base of analysis and testing makes a convincing case that the ambition for the area can be delivered - that smart city thinking can provide a greater mix of new buildings and an increased local population in a way that presents a wider array of benefits, such as

new transport links, new places to spend time and better connections to more places. The Strategy now sets the platform for detailed planning in each precinct.

The Strategy was prepared in a time of change in a dynamic place in the heart of Sydney and reflects a number of changes in our environment.

The following major decisions have influenced development of the Strategy since the program was announced:

- The Greater Sydney Commission has been established to help shape the future of Sydney and prepare six district plans for Greater Sydney, including the Central District Plan, which includes Central to Eveleigh. The draft of this District Plan, released in late 2016, will enable the realisation of the Strategy's ambition and vision.
- In 2015 the NSW Government announced the Sydney Metro that travels through the Sydney CBD to the south and south west. This has raised the prominence and complexities of planning for Central Station to ensure a Grand Central vision can be achieved alongside great transport outcomes.
- In December 2015 the NSW Government announced the location of a new Sydney Metro station at Waterloo. This is a catalyst for great public transport services and the opportunity to renew the Waterloo social housing estate. This major decision for the people in Waterloo has been incorporated into our planning.

- The Land and Housing Corporation, which owns social housing assets in South Eveleigh, confirmed that future plans for South Eveleigh will be managed under the ground-breaking Communities Plus program.
- Further analysis of government land in the rail corridor has confirmed that rail operations are required into the foreseeable future. This has seen the boundaries for Redfern Station and South Eveleigh precincts change during the development of the Strategy.
- Redfern Estate will also be managed under Communities Plus. As the renewal of this area now has a longer-term horizon it is no longer considered in the Central to Eveleigh planning.

In response, the Strategy adopts a principles-based approach, instead of identifying specific building heights and land uses for each precinct.

This allows greater flexibility while retaining the overall vision and ambition for the area.

The Strategy sets a framework for detailed masterplanning at each precinct of government-owned land. Masterplans will inform rezoning opportunities and decisions around any State Significant Development applications.

Precinct-specific Development Control Plans will set the detailed planning and design guidelines. These will be developed with the City of Sydney, Department of Planning and Environment and the local communities.

Community engagement

This Strategy has been shaped by the views and ideas of the people who have participated in the planning process over the last two years. Over this time, activities have included:

- several large community workshops
 - multiple small workshops and round table discussions with special interest stakeholders
 - interviews with Aboriginal community leaders and small workshops with local Aboriginal people
 - several events and meetings with social housing tenant groups
 - regular briefings and meetings with community groups and service providers
 - a telephone survey of local residents
 - workshops with a broadly representative community panel
 - study nights to present findings of specialist studies
 - stalls at Eveleigh Markets and Redfern Night Markets
 - local business door knocks in main street areas
 - a workshop and a unit of study with Alexandria Park High School students
 - an innovative program on Affordable Housing for young people
 - online feedback forums and updates to the website
 - distributing project updates to properties within the study area
 - distributing electronic newsletters and updates to more than 1,600 people who have registered their interest
 - an online historic interpretation website - Eveleigh Stories
 - ongoing liaison and regular briefings with state and local government partners, including the Members of Parliament and the City of Sydney.
- Ongoing and consistent engagement with local communities and other stakeholders has been essential to development of this Strategy. Over the last two years, the public has helped us to identify development opportunities and challenges and shape the vision, and provided feedback on planning and design principles.

The community said the following key issues were important to consider in the transformation of the Central to Eveleigh area:



Design focused on people

Embed community participation and a people centred approach in all planning and design.



Key location

Recognise the critical role that Central to Eveleigh has in the future of Sydney CBD and its potential as a tourism gateway to the Greater Sydney Region.



Industry and jobs

Make better use of the area's association with technology, education, the arts, creative industries and the health sector to create new jobs, while ensuring local small businesses also have the support they need to thrive.



Transport

Renew Central and Redfern Stations as world-class facilities while accommodating long term operational public transport needs. Improve service capacity and establish better east-west transport options.



Housing choice

Provide housing options for all types of residents – young and old, singles, couples and families, high and low income earners.



Green living

Ensure environmentally-friendly living enabled by Green Star building design and green infrastructure.



Distinct communities

Retain the area's authentic character by adding to existing communities and protect the rich diversity of people and subcultures.



Safe and lively streets and spaces

Revitalise and activate public spaces to create safe, vibrant places and provide new green spaces for community enjoyment.



Infrastructure to support growth

Integrate our planning for future land uses with planned transport infrastructure and upgrade or build infrastructure to meet community needs.



Connectivity

Improve connections to promote walking, cycling and less car reliance; and implement an effective parking Strategy. Address the regional connectivity issues to reduce traffic moving through the area.



Culture, arts and heritage

Enhance, protect and conserve heritage buildings to celebrate the area's rich history and recognise its strong association with Aboriginal culture.



Built form

Ensure a mix of building forms and heights, with a sensitive interface between new and old buildings and excellence in building and urban design.



Whole-of-government

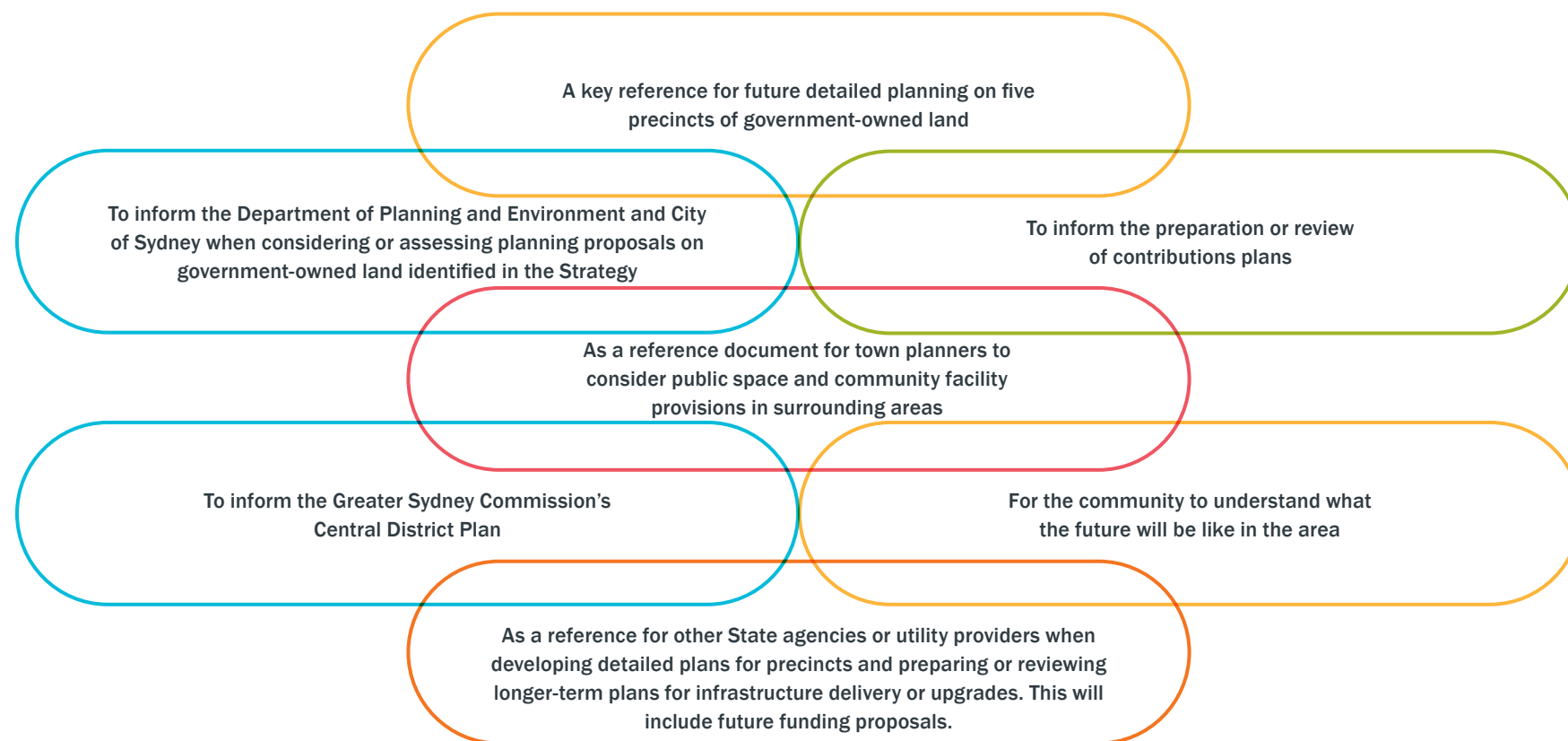
Ensure whole-of-government commitment to realise the vision.



Community involvement

Enable people to have a say during each step of the transformation process.

How will the Strategy be used?





The historic Clothing Store and Platform Apartments in North Eveleigh



Creating liveable neighbourhoods

Significant government investment and collaboration is required to foster conditions that will manage growth well and deliver a healthy mix of homes, jobs, connectivity and great places.

► Our approach

A large group of government and community stakeholders need to come together to deliver transformation of this scale.

The NSW Government is making sure there is a platform for this unique collaboration. The Urban Transformation Strategy will feed into the Greater Sydney Commission's Central District Plan and set the foundation for consultation on precinct masterplans. UrbanGrowth NSW will help to facilitate development on the five precincts of government-owned land.

This approach will remain true to the ambition and drive behind the work of the last few years. Growth in Central to Eveleigh can set the benchmark for how different buildings and structures, old and new, can be integrated and used in a variety of ways. It will provide a mix of new public areas, celebrate heritage and plan for new facilities and services to support the new population.

This approach will continue to recognise the need for new higher density housing in the right places. Tall buildings are not appropriate everywhere, but they can bring new life and a mix of different uses and public spaces close to transport and employment centres. Apartment design guidelines need to be considered to avoid overshadowing, create the right transition from taller buildings to lower density streets and provide light, well ventilated and flexible home for more people.

This does mean change, and the approach is to ensure that this change brings benefits. When more people come to live in an area, they provide the catalyst to invest in new transport, better public spaces and high quality community facilities and social services.

There are trade-offs associated with this growth, and some people will feel that taller buildings are an imposition - they change the skyline and bring more activity to local streets.

Our approach will be to ensure that the mix, location and design of all buildings are the best they can be. This will follow six simple design principles, developed through local consultation and expert advice.

Six design principles to help us deliver the best outcomes for communities



Transition from new to old

The tallest buildings will be built where they have the least impact and taper down in height as they meet existing neighbourhoods.



Variety

The look and feel of new buildings - their design, facades and articulation – will be varied and add to the visual appeal of new neighbourhoods.



Active streetscapes

The shops, cafes and offices that new buildings provide will attract pedestrian traffic and create bustling, vibrant streets.



Accessible public spaces

Design will encourage high levels of activity in public spaces that are used frequently by a range of people.



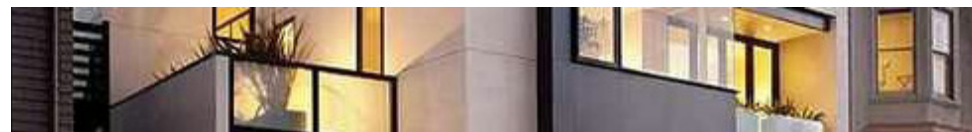
Community facilities

Community facilities will be near areas of community activity and designed to support and activate public spaces like parks and plazas.



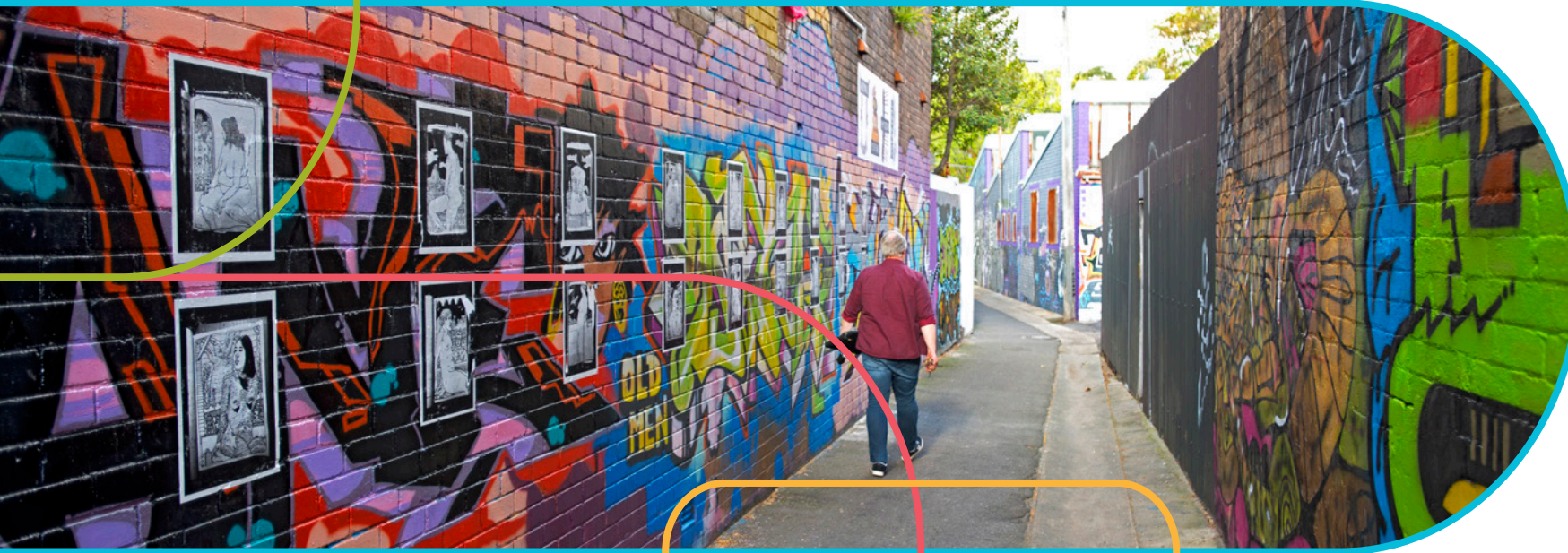
Diversity

Each new building's form and height will vary.





Indicative artist's impression of Waterloo Station concept. Subject to approvals and subject to change.



Understanding Central to Eveleigh

UrbanGrowth NSW tested the capacity of local infrastructure, including school and health facilities, with government service providers using low, medium and high future population scenarios.



Population scenario testing 2014/15 500 hectare study area



Approx. 52,000 existing residents

Approx. 29,000 to 56,000 new residents



Approx. 70,000 existing jobs

Approx. 14,000 to 25,000 new jobs

Population scenario testing 2014/15 80-110 hectares of government-owned land



Approx. 14,000 existing residents

Approx. 17,000 to 24,000 new residents



Approx. 8,000 existing jobs

Approx. 14,000 to 23,000 new jobs

During 2014 and 2015 UrbanGrowth NSW investigated potential future growth, new infrastructure planning and trends across 80-110ha of government-owned land. Potential population growth on a wider 500ha of land called the study area, was also considered to better understand the impact of this on future facilities and public amenity on the government-owned land. This has informed the current Strategy that now has a more defined program area of 50ha of government-owned land. The area has changed in size as some government-owned land originally considered in the rail corridor is now required for rail operations in the foreseeable future. Redfern social housing estate is no longer being considered as part of Central to Eveleigh.

Our understanding of the 500ha study area - reached through extensive consultation and expert advice - makes it clear that housing choice and affordability in the area is at a critical point for very low, low and moderate income households. Many residents work in the CBD, yet the number of creative and knowledge economy jobs within Central

to Eveleigh is increasing. Many people working in these industries also want to live close to where they work.

The study area is serviced by four heavy rail stations and a mainly north-south running bus network. Like many inner city areas, the road network serves many functions including local access for motorists, cyclists and deliveries, as well as regional vehicle and freight movements. Infrastructure for cyclists and pedestrians needs improvement, especially with limited crossings over the rail line.

There is high demand for public open space and this will increase as the population grows. Likewise, demand for schools and health facilities is increasing.

Most of the rail corridor and surrounding area is heritage listed, mainly due to its industrial heritage. European heritage interweaves with the complex Aboriginal heritage values of the area. Redfern is an enduring and important place for many Aboriginal communities and the Aboriginal art scene is thriving.



History of place

The area's history will have a strong influence on the area's transformation. The stories and places of the past will be acknowledged and celebrated as plans take shape for the future. This will include interpreting the area's proud Aboriginal heritage and strong cultural association, adaptively re-using historic buildings so that they become the heart of new neighbourhoods and reflecting the history of place through public art and heritage interpretation in each precinct.

pre 1790

Aboriginals as the first Australians

The Gadigal people were the first inhabitants of this area known as Cadi Country.

1790

Aboriginal camps and government paddocks

1790s

- Site of today's Belmore Park and Central Station is the location of Aboriginal performances, ceremonies and trials.

1800s

- The area remains largely undeveloped in the early stages of this century.
- The 'Cleveland Gardens' area, around Regent, Cleveland and Devonshire Streets, grows oranges from 1809.

1817

- Major land grants are distributed.

1822-24

- Cleveland House, one of the earliest buildings in the area, is constructed.

1840

An industrial hub

1840s

- Government legislation is passed, requiring polluting industries to move away from the Tank Stream, and many move to Redfern.
- Redfern, Waterloo and Eveleigh become industrial hubs.

1840s – 50s

- Land is developed into terraces for the working class and villas for the professional and merchant classes.

1850

- The University of Sydney is founded.

1855

- Redfern Station opens, transforming the area and leading to a period of sustained economic and population growth.

1858

- First national school opens in Redfern.

1865

- Prince Alfred Park becomes one of the earliest gazetted parks and begins to play an important role in Sydney's social landscape.



1900

2016

1875

- Eveleigh Railway Workshops are constructed, followed by shopping facilities along major thoroughfares.

1880s – 90s

- Eveleigh workshops becomes the largest complex of its type in the southern hemisphere, drawing increasing numbers of people to the area and acting as a significant employer of Aboriginal people.
- Lebanese people settle in the area and establish warehousing and retail businesses.
- Elizabeth Street in Redfern becomes an economic and social hub for Syrian and Lebanese communities.

1892

- Redfern Electric Light Station, the first municipal power station in Sydney, provides residential and street lighting.

Hard times

1906

- Redfern Station's main terminal relocates north, becoming Central Station.

1930s

- High levels of unemployment and homelessness hit during the Great Depression.

1940s

- Redfern increasingly becomes the location of protests and political rallies as the area's Aboriginal population grows.

1944

- The first all-Aboriginal football club – the Redfern All Blacks – holds games at Alexandria Park, and becomes an important platform for expression of community pride and Aboriginal identity.

1950s–1970s

- Waterloo and Redfern public housing estates are constructed.

1960s

- Eveleigh workshops become obsolete.
- Aboriginal population exceeds 12,000.
- Redfern often referred to as a 'slum' due to unemployment, crime and negative media coverage.
- Many who can afford to leave move, as increasing numbers of underprivileged people move into the area.

1968

- NSW Department of Housing begins resettling Aboriginal people in areas like Campbelltown and Mount Druitt.

1970s

- The 1967 referendum and better social policies represent a key turning point for the community.
- The Aboriginal population grows to over 35,000 as many people relocate from rural areas.

- A number of community controlled services, such as legal, medical and children's services, are developed.
- The Aboriginal Medical Service becomes the first Aboriginal community-run medical service in Australia.

1973

- The Australian Government buys a number of houses around Louis Street after a formal submission for funding from the area's community.
- This is the first housing collective in the country and the first successful land rights claim by an Aboriginal community.

1984

- The Eora Centre is established in Redfern (now located in Darlington), as a community focused education centre for Aboriginal and Torres Strait Islander people.

1988

- The University of Technology Sydney is founded.

1992

- In the United Nations Year for the World's Aboriginal Peoples, Paul Keating delivers an iconic speech on dispossession in Redfern Park.

1997

- The Aboriginal Housing Company approves the demolition of 'The Block' and initiates the Pemulwuy Project.

2000s

- The rapid gentrification of the area brings about a significant shift in the demographic, placing renewed pressure on the Aboriginal and working class families that remain.
- An influx of students and young professionals sees the development of many cafés and bars, and the conversion of industrial spaces into studios and apartments.

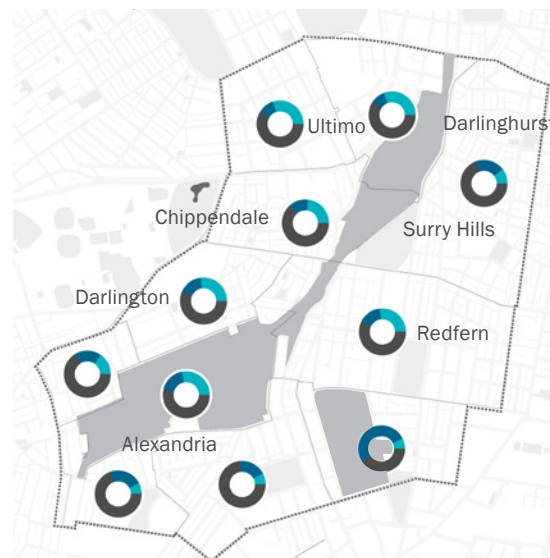
Central to Eveleigh today

The area remains a significant site for those who have lived there for generations and those who identify with the area's political symbolism.

Emerging trends

Our ongoing consultation and research makes it clear that the area is changing in terms of its demographics and in terms of what people want from the kind of places they live in and the community areas where they spend time. This information has real implications for future planning. For example:

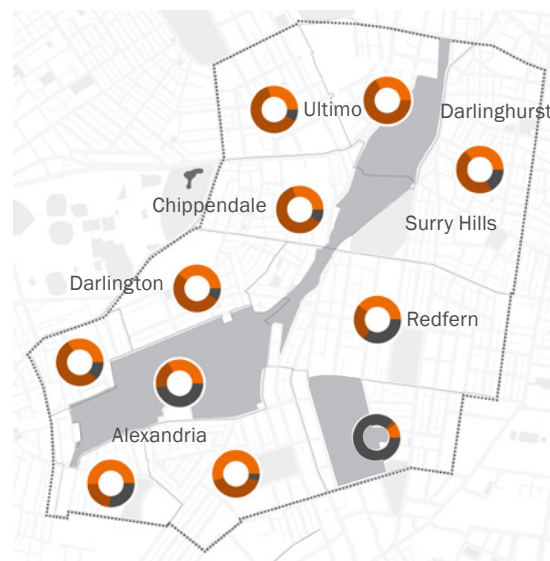
- More people want a vibrant street life set among historic neighbourhoods that mix with new buildings and enjoy access to good public transport.
- Vibrant, diverse and well designed urban areas attract graduates as well as downsizing baby boomers.
- The value of homes is increasingly determined by proximity to services and lifestyle opportunities.
- Young people without children want to live near restaurants, retail, cultural and educational institutions and other urban amenities.
- Areas within a five kilometre zone of the CBD are increasingly sought after places to live.
- More people are choosing to live in inner-city areas instead of suburbs.
- A diverse mix of uses and access to public transport means walking, cycling and public transport are increasingly popular ways for people to travel.
- Family structures are changing, with people marrying later and having fewer children and more graduate women and two graduate households.



Age

- Age 18 - 24
- Age 50+
- Other age group

Source: ABS 2011 Census Data



Home ownership

- Social housing
- Rental property
- Homeowner property / mortgage

Source: ABS 2011 Census Data

Residents

The northern part of the study area includes the suburbs of Ultimo, Haymarket, Chippendale and Surry Hills. Ultimo, Haymarket and Chippendale have high student populations, including international students, due to nearby universities and the TAFE. It also includes high numbers of younger workers.

People who live in this area face higher levels of social disadvantage than the City of Sydney local government area average, while people living in Surry Hills enjoy higher incomes and education levels.

The southern part of the study area includes Redfern, Darlington, Eveleigh, Waterloo, Alexandria, Erskineville and Newtown. These areas present a real demographic mix, from high numbers of social housing tenants in Redfern and Waterloo, to young families and higher incomes in the southern areas of Erskineville and Alexandria. The area has a significantly greater proportion of people over 65 compared to the rest of the City of Sydney local government area, due mainly to the large proportion of older people living in social housing.



Around 52,000 people currently live in the Central to Eveleigh study area. The population is characterised by a diverse social and cultural mix.



Housing

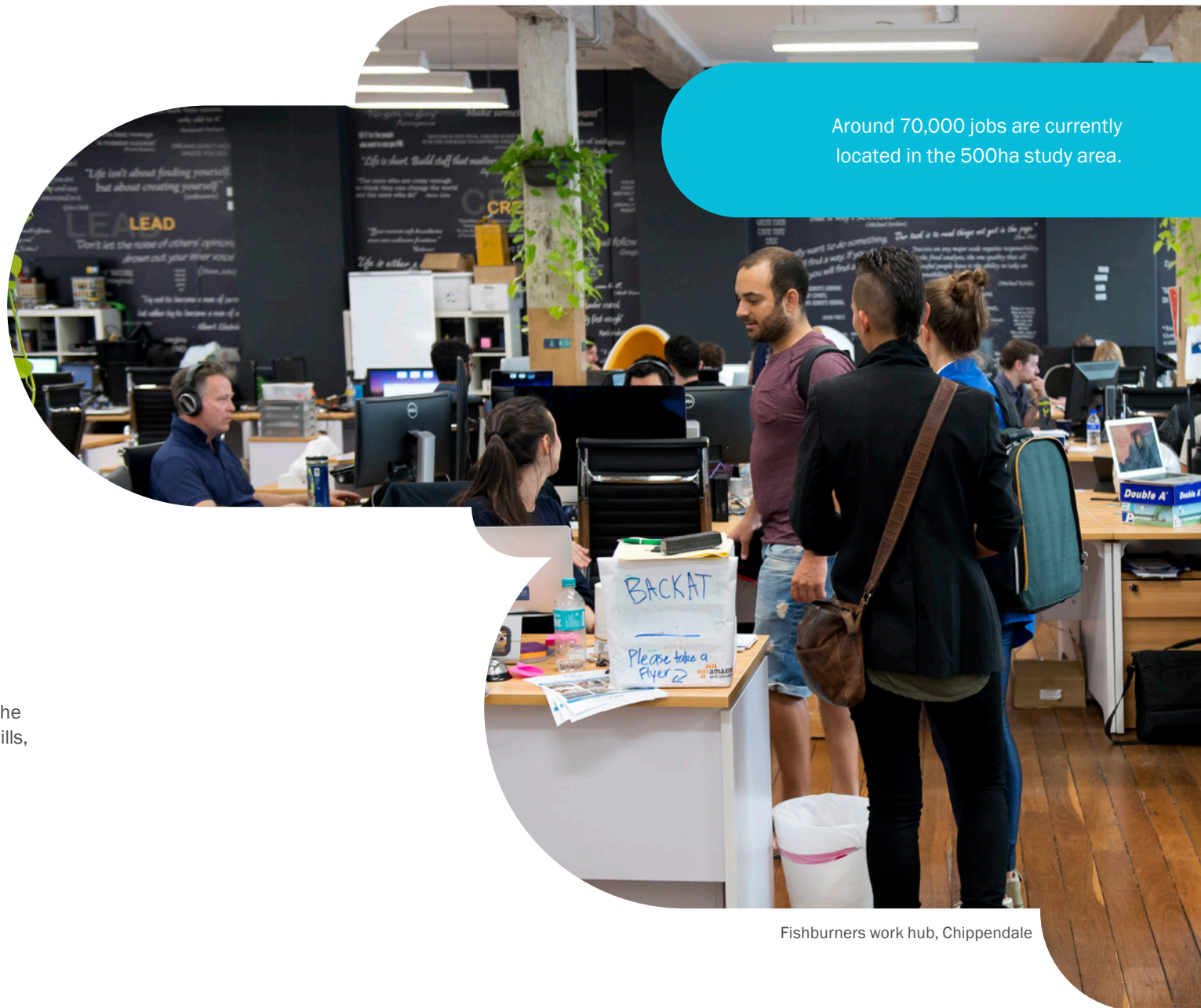
Limited housing choice and housing affordability are significant challenges for families, students and others in the area. As Sydney's population grows, government-owned land within Central to Eveleigh offers great opportunities to renew and increase social housing stock, to increase Affordable Housing supply and to support provision of diverse housing tenures and types.



Platform Apartments



88 new Affordable Housing units were recently constructed in North Eveleigh, showing the area's potential for affordable new housing.




Around 70,000 jobs are currently located in the 500ha study area.

Jobs

Central to Eveleigh is an attractive place to work, evidenced by the increase in office-based jobs predominantly in Australian Technology Park, the education jobs focused around the universities and the concentration of creative industry jobs around Surry Hills, Chippendale and Carriageworks.

Fishburners work hub, Chippendale



According to the 2014 Household Travel Survey, 40% of all weekday trips to, from and within the area are made on foot.

Transport and movement

Central to Eveleigh is well connected to the public transport network. The rail and bus network operates at near capacity within the study area as so many trips through, to and from the Sydney CBD traverse through it.

The road network is used for many different types of trips - some longer trips from one area to another, and some short, local trips. In addition to passenger travel, many regional and local freight trips are required to support existing uses and proposed development. Over half of the

vehicles travelling through the study area use major roads which, in addition to the rail corridor, act as a barrier to walking and cycling.

Many residents and workers walk or cycle around the study area. As more people move to the area and densities increase, they will want to travel on safer, friendlier streets, with better streetscapes that encourage more people to walk or cycle.

Central Station pedestrian tunnel

Open space

Demand for open space is high in the area, and this is likely to increase as the population grows and more people live in apartments.

The provision of public open space per resident varies. People living north of Cleveland Street have access to the equivalent of 9m² of open space per person compared to 7m² for those south of Cleveland Street. All residents live within 500m of local or district parks, but not everyone has the same level of access to safe, friendly and active public spaces.

The long block lengths and busy arterial roads make it difficult for people in Ultimo and Haymarket to connect to local or district parks. Areas around Central and Redfern stations are not

well connected to local parks, but are served by district parks such as Redfern Park, Prince Alfred Park and Alexandria Park.

Eveleigh and parts of Newtown enjoy relatively good access to local parks although the rail corridor creates a barrier to district parks. Alexandria has limited access to local parks as it transitions from industrial land uses to residential and mixed use areas.

Most areas of open space in the Waterloo area sit within the Waterloo Estate and are not used extensively by the wider community or well connected to Waterloo Green, Waterloo Oval and Alexandria Park.

Parks and sporting fields account for approximately 53 hectares of land in the study area.



Prince Albert Park – next to Central Station

Community facilities

The Department of Education has announced a new inner-city high school will be built at Cleveland Street, Surry Hills and Alexandria Park Community School will be upgraded.

The Royal Prince Alfred Hospital in Camperdown and St Vincent's Hospital in Darlinghurst, both outside the study area, serve residents. Within the study area, a community health centre in Redfern houses the Aboriginal Medical Service and also serves a wider catchment. General practitioners, medical centres and allied health services are scattered throughout the study area and are easily accessible.

Residents can access the Surry Hills, Haymarket, Ultimo, Green Square and Newtown libraries, all of which are outside the study area.

Multi-purpose spaces and community centres range from City of Sydney community centres to community halls and spaces for hire, as well as community centres managed and/or owned by non-government organisations. Some of these accommodate youth and seniors services, which are supplemented by other social and leisure programs in purpose-built facilities.

Demand for inner city schools (including preschools and child care) is increasing.

Wall art, Redfern

The first all-Aboriginal football club was established in Redfern and played in Alexandria in 1944.

Heritage

The heritage significance of almost the entire study area is recognised by listings under *Sydney Local Environmental Plan 2012*, the *State Heritage Register* or both. Industrial and railway heritage includes Central Station, Sydney Mortuary Station, the Railway Institute, Redfern Station, the Chief Mechanical Engineer's Office, the Eveleigh Railway Workshops and the heritage values of Redfern Post Office, Australian Technology Park, Carriageworks, Eveleigh Markets and the former Mark Foy's building.

The contiguous frontages of terrace housing and older warehouse style buildings also signify the area's manufacturing and industrial heritage.

The area's Aboriginal heritage values interweave with European heritage. The voices of local Aboriginal people have been vital to our planning. UrbanGrowth NSW has spoken with numerous elders, individuals and groups at workshops, morning teas and over coffee in local parks. It is clear that Central to Eveleigh, and Redfern in particular, is important to many Aboriginal communities that want to see their stories and history celebrated, from the ancient through to the more recent past.

Chief Mechanical Engineer's Office, North Eveleigh

The Central to Eveleigh area is characterised by its Aboriginal art and its range of artists and designers, including the first Aboriginal designers to showcase on the catwalks of Paris.

Arts and culture

The area has a strong history and culture, and has more recently seen a growing number of cultural offerings and contemporary art practitioners. Aboriginal culture and its built form and cultural infrastructure that attract visitors and creative producers. Cultural infrastructure, including those with growing international recognition like Carriageworks, the National Centre of Indigenous Excellence and growing number of creative groups and organisations in Chippendale and Redfern are already contributing to culture-led renewal.

107 Projects, Redfern



Strategic thinking

An ambition, vision and 10 key moves have been developed with stakeholders to guide the transformation.

Ambition

Connecting Sydney's diverse and vibrant communities, strengthening the global city and making a great place to live.



➤ A shared vision

Extensive stakeholder feedback has shaped and refined a shared vision expressed under four themes.



Community

A place that celebrates its rich diversity, unique identity and heritage and gives everyone easy access to community and cultural facilities to build a sense of collective community.

The local community will enjoy the assets that contribute to an outstanding quality of life, from community arts facilities or shared workplaces in rejuvenated heritage buildings, to renewed primary and high schools. Parks and playgrounds will be within a five-minute walk from every home, encouraging greater interaction with neighbours.

The area will provide the right outcomes for Sydney-wide public transport initiatives, such as the Sydney Metro station at Waterloo that will link to Bankstown in the south and through the CBD to the Northwest. This, alongside the potential renewal of Redfern Station, will bring people from across Sydney to the city's newest hub of contemporary culture and creativity – a place that contributes to the proud Aboriginal history by celebrating the living culture and heritage of the Aboriginal community.

As cultural assets flourish and awareness increases, the area will become famous across NSW, Australia and the world as a creative celebration of both contemporary practice and the world's oldest living culture.



Housing

A place with a broad supply and choice of homes, including social housing and active, safe and attractive public places to support social diversity and community connections.

Local people will benefit from a broad supply of homes at different price points, to suit different stages of life and lifestyles. Safer and more attractive streetscapes will connect neighbourhoods that retain their own distinct identities – there will be no ‘one size fits all’ approach. Existing streets and housing will be complemented by new public meeting places and parks to encourage people to get together.

Sydney will benefit from the provision of better housing choices for a broader range of ages and income groups and from a general increase in the supply of housing to meet the needs of the city’s growing population. Social housing estates will be renewed and better integrated with surrounding areas. Transition will be staged, consultative, gradual and well managed for existing social housing tenants. Better connected and expanded walking and bicycle networks will link with metropolitan-scale networks to support active and healthy lifestyles.



Environment

A place that responds to economic, social and climatic changes in ways that benefit quality of life and the quality of the environment, harnessing new opportunities to enrich the community.

Transformation will be underpinned by leading practice from the latest global initiatives to make more sustainable places, meaning local communities will be in the best position to thrive. A green spine of parks, paths and streets will ultimately link Eveleigh and Alexandria to Central Station and beyond. Parks will be designed and renewed to include spaces for activity, shade and weather protection, as well as urban cooling functions.

Greener streets, public places and buildings will be ready for any climatic changes, incorporating water sensitive urban design, food production and green walls and roofs.

Some new streets will encourage walking, cycling and public transport use and, as people and goods move between the area’s many places, local community facilities and services will reinforce each neighbourhood’s own unique and distinct experience.



Working

A dynamic and popular place to work, which connects many types of businesses and offers the right balance and diversity of service, trade, digital, education, innovation and creative industries.

Local people will enjoy the benefits that come with economic regeneration: renewed main streets with shops and places to have fun and new places to work including flexible studio and co-working places that allow people to work and collaborate from anywhere at any time.

People who visit from across Sydney for university or work will enjoy better links between the University of Sydney, Carriageworks and Australian Technology Park.

The transformation will expand the base for Sydney’s digital, education, knowledge-intensive and creative economies – the kind of high-value jobs in growing sectors that encourage innovation and expansion. This will lead to better opportunities for entrepreneurial start-ups and small and medium enterprises. World-class cultural infrastructure will support the existing and emerging industries.

10 key moves



Key Move 1

Renew Redfern Station*



Key Move 2

Create a green network



Key Move 3

Create connections across the railway corridor for walking and cycling



Key Move 4

Connect the city with surrounding places



Key Move 5

Deliver a new metro station at Waterloo



Key Move 6

Create centres of activity around stations



Key Move 7

Create a centre for Sydney's growing economies



Key Move 8

Strengthen arts, culture and heritage



Key Move 9

Integrate new high density mixed use buildings with existing neighbourhoods and places



Key Move 10

Deliver a diversity of housing choice and tenure

Ten key moves have been developed with stakeholders and the community. They are initiatives that would contribute to the long term success of Central to Eveleigh's transformation. Further investigation and assessment is needed for each key move during future precinct planning.





Key Move 1

Renew Redfern Station

What this means

With transformation, the Redfern Station Precinct can be more than just a place to catch a train. Redfern Station can better connect the University of Sydney with Australian Technology Park to drive economic development. The station area could evolve as a bustling, active hub of innovative businesses, shops and community services with new public places to support a thriving Redfern.

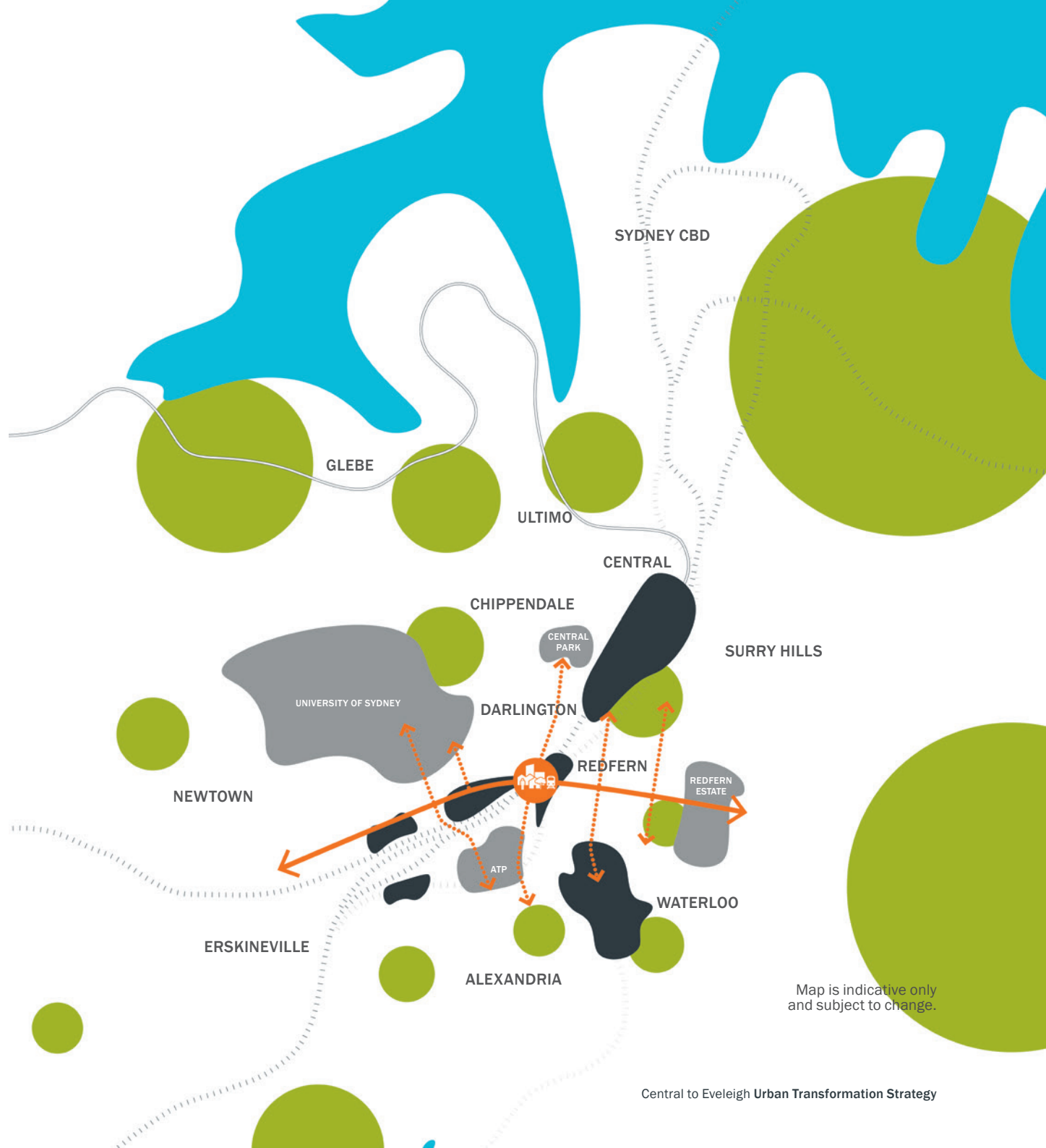
This community hub can improve walking and cycling connections between Redfern Street and Wilson Street and provide opportunities for well-designed housing and new, attractive places right next to a major transport interchange. Station renewal opportunities will be assessed based on project feasibility and funding availability and will be subject to future government approval.

Why this key move

The community has made it clear that the renewal of Redfern Station and surrounds is essential.

It would make the station more accessible for everyone, including people with a disability, and it would also make it a safer and more attractive place to be around.

The connected streets would enable people to travel between different destinations, including the shops and services on Redfern Street, the University of Sydney, Australian Technology Park, Carriageworks and Eora College.



Map is indicative only
and subject to change.



Key Move 2

Create a green network

What this means

Under this key move, a green network in a busy area of Sydney would encourage people to get active and enjoy connected public open spaces, all networked around green, leafy and more attractive streets.

This would support pedestrian and cycling networks and provide fresh places to take a break, be active or join events and gatherings.

The green network is more than just green streets – it also includes initiatives for greener building facades and rooftops.

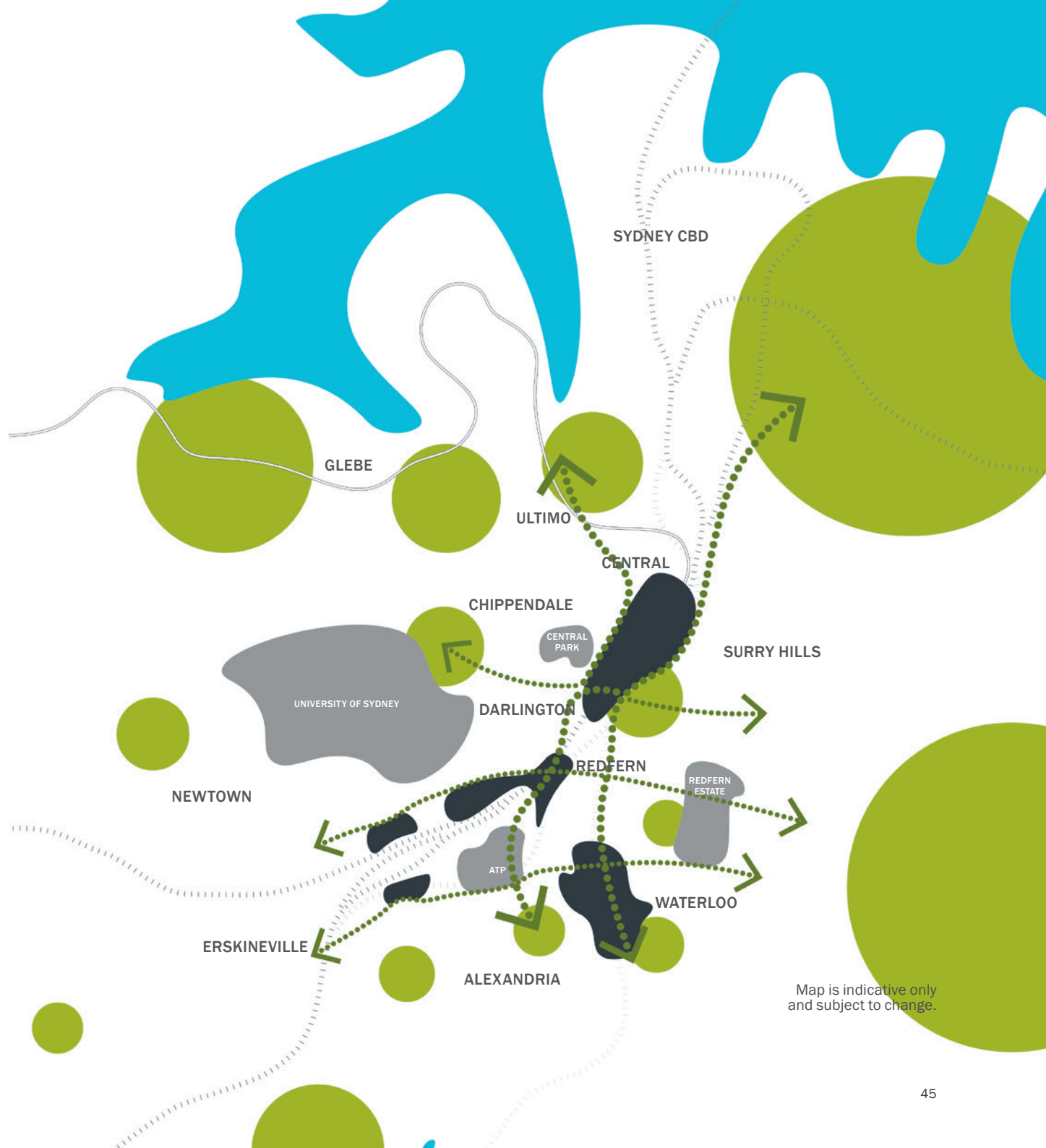
Access and potentially the delivery of water recycling schemes is also considered in this key move.

Why this key move

The local community has emphasised the need for better access to green and natural environments, and people believe this could specifically help to manage safety and social issues.

Our technical analysis has identified a shortage of connected and high quality public open space. The distribution of open space across the study area is uneven and of inconsistent quality.

A green network can address the sometimes unclear relationship between housing, community facilities, movement and existing public open space.





Key Move 3

Create connections across the railway corridor for walking and cycling

What this means

Under this key move, the rail corridor would be less of a barrier for pedestrians and cyclists – making it easier to connect across neighbourhoods. Community and education facilities could become more accessible to all the communities.

Why this key move

The railway corridor is a barrier to pedestrians and cyclists, and the community has identified the need for better connections across it. People are forced to travel long distances to access community or social facilities that are physically nearby, as there are no crossings in the 1.5km between Redfern and Macdonaldtown Stations.

This is more than inconvenient – it also limits the opportunity to connect complementary industries and activities that can influence wider economic and social benefits.





Key Move 4

Connect the city with
surrounding places

What this means

This key move is about the design and layout of the local road network, which can better balance the need for local activity and regional movements.

Cleaner, safer and more attractive streets could be complemented by walking and cycling paths, making it easier and safer for more people to move around.

Why this key move

The community is keen to see a transport response that offers a range of easy to access travel choices through an integrated transport system.

This will require significant investment in the road network from both State and local government. This will be further assessed as part of future planning and subject to funding availability.

Walking and cycling will continue to be the dominant mode of travel in the study area for residents and workers accessing the rail and bus network and other destinations. The design and layout of the road network will need to balance the competing demands between local trips and regional travel.





Key Move 5

Deliver a new metro station at Waterloo

What this means

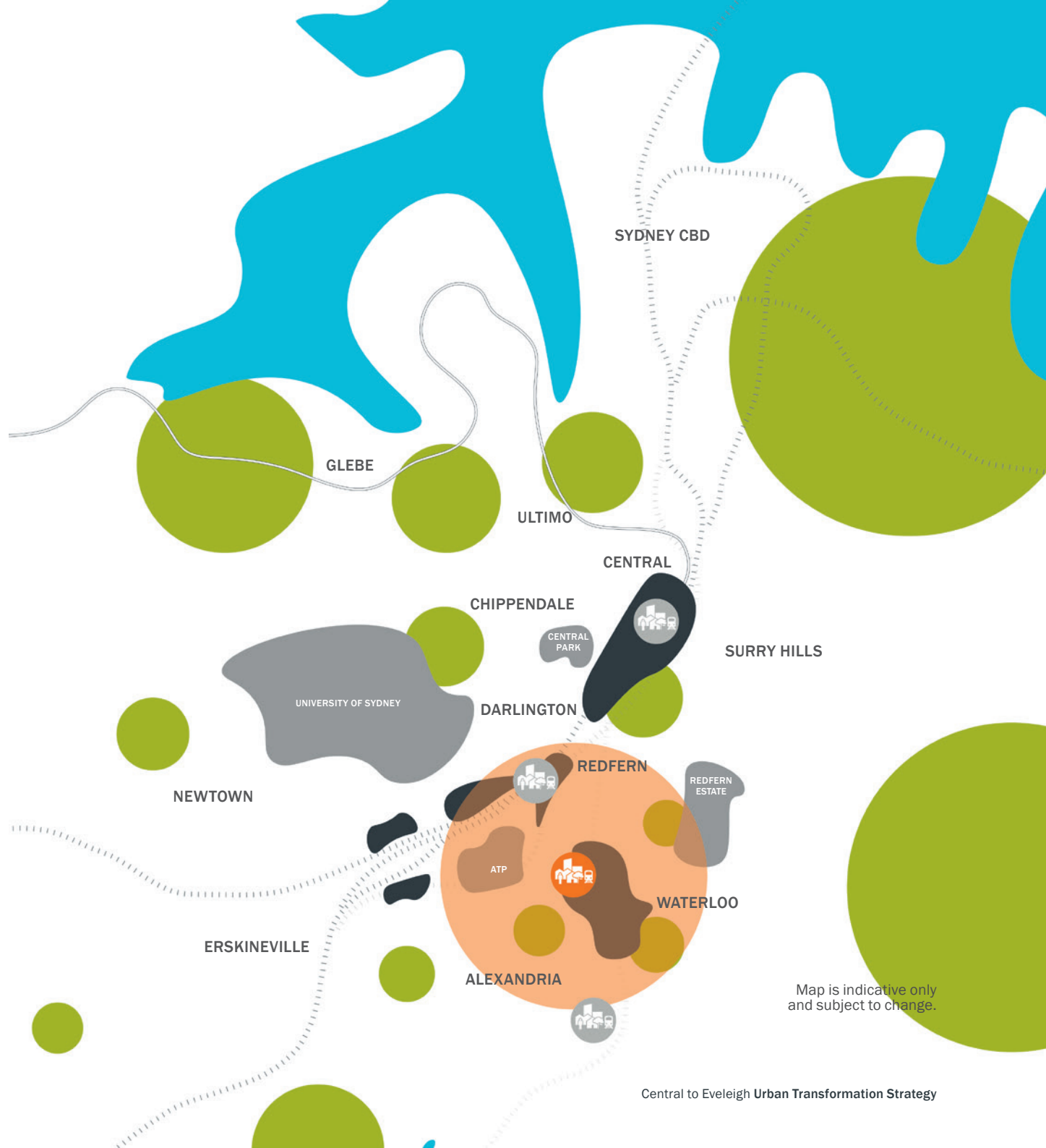
This key move reflects the NSW Government's announcement that Waterloo will be the location of a new Sydney Metro station. This will provide a high-frequency public transport service that directly links to jobs at Barangaroo, Martin Place and north west Sydney.

The Waterloo Sydney Metro station will act as a catalyst to renew and increase social housing in Waterloo Estate and build approximately 5,000 new homes that will be a mix of social, affordable and market price housing. It would also see Waterloo become a place for local jobs, with 400 - 800 new jobs close to the Australian Technology Park and growing creative industries. It will be the centre of activity for a more diverse community with a series of accessible community services.

Why this key move

Waterloo is home to some of the most vulnerable people in NSW. Its ailing social housing stock provides little diversity and the way the buildings are designed offers limited social activity and surveillance.

Despite being part of Sydney's wider economic, innovation and research corridors, Waterloo has not experienced the same degree of growth and investment. The new station will encourage new development, renew social housing and integrate it with new affordable and market price housing.



Map is indicative only
and subject to change.



Key Move 6

Create centres of activity around stations

What this means

This key move has the potential to give the local community access day-to-day to community services and employment right near the stations – with shops, services, cultural places and work environments promoting activity in public areas that are safe day and night.

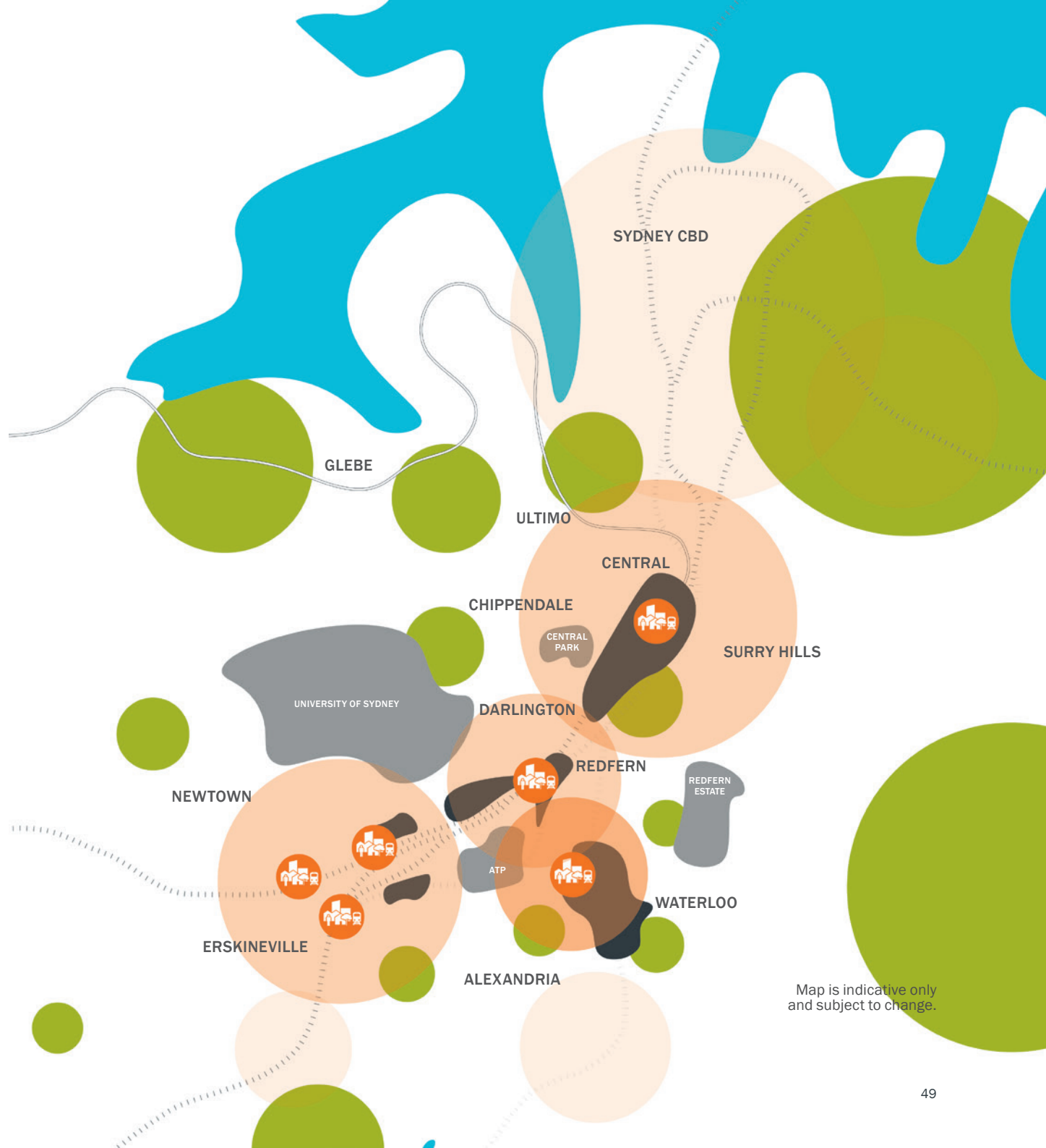
It brings together the places where people live, work and do day-to-day activities, and means that people can take shorter trips on foot or by bike.

Why this key move

This key move addresses the community's desire for richer, better connected and more accessible community facilities. It recognises the opportunity to create neighbourhoods or economies with a diversity of activity around transport hubs.

It also provides a mixed living and working environment to bring areas to life throughout the day and evening.

By better integrating stations with their surrounding areas of activity, these areas will better meet community demand. For example, the growing creative and cultural cluster at Eveleigh should be supported and encouraged.



Map is indicative only
and subject to change.



Key Move 7

Create a centre for Sydney's growing economies

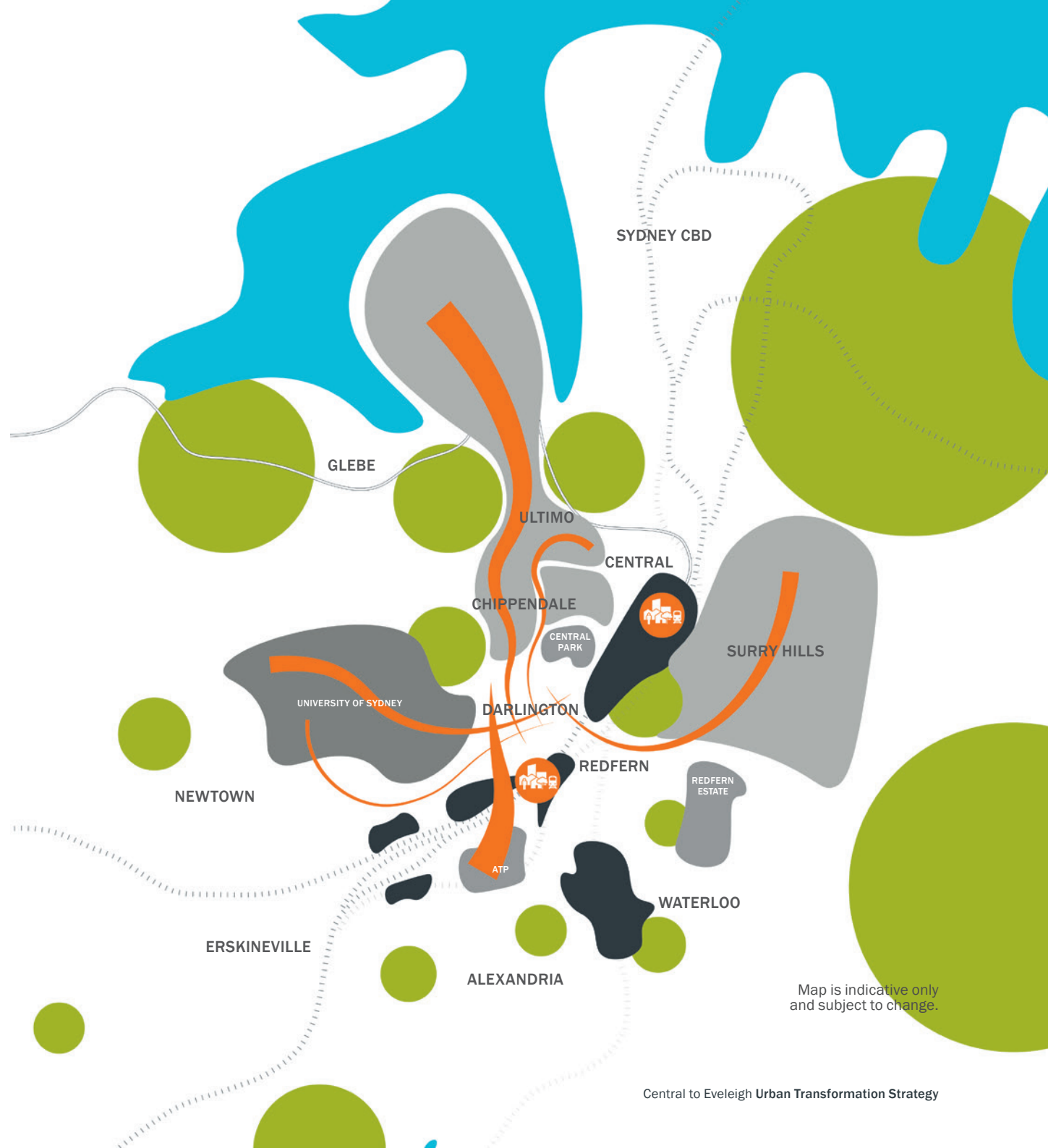
What this means

This key move can better connect the University of Sydney, Australian Technology Park, University of Technology, Sydney, Ultimo, Redfern and Surry Hills. It has the potential to establish an exciting centre, with a cluster of new, innovative and creative jobs to benefit from links with education and medical facilities, easy connections to the CBD, and dynamic new workplaces in adaptively re-used heritage spaces.

Why this key move

The community has made it clear that transformation must support a diversity of industries and jobs. The expansion of digital industries from Ultimo, creative industries from Surry Hills and Chippendale, and education-related employment from the University of Sydney and University of Technology will be supported. This will rely on a well-functioning transport network to support business travel and allow the reliable delivery of goods and services.

The key move will also bring greater activity to the Australian Technology Park, partly as a result of improved physical connections and new activity around Redfern Station.



Map is indicative only
and subject to change.



Key Move 8

Strengthen arts, culture and heritage

What this means

This key move could bring the area's unique culture and heritage to life, often in beautifully restored, older buildings that will attract visitors to an exciting, revitalised arts and cultural hub that also emphasises the area's Aboriginal history.

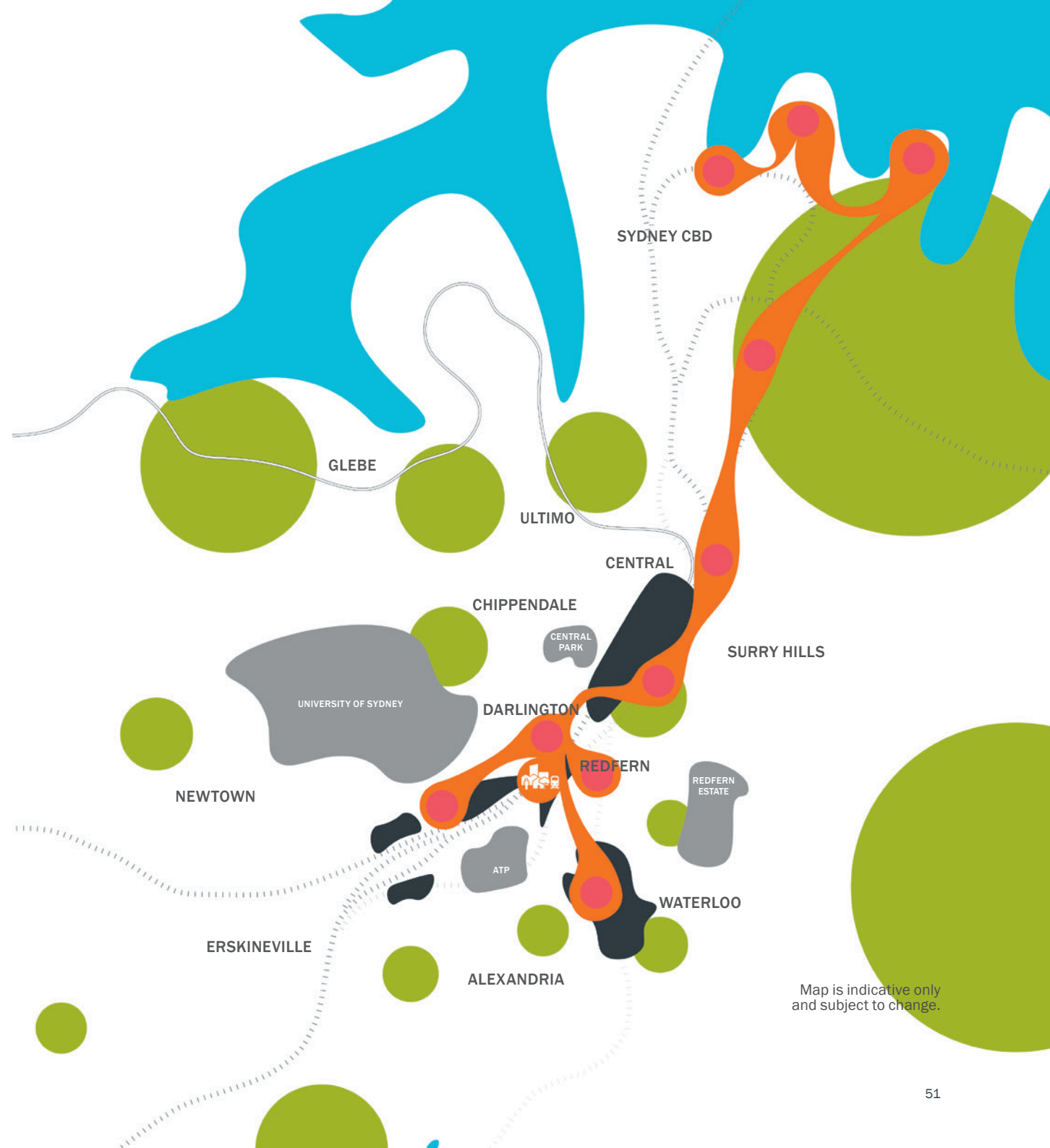
It needs to consider opportunities to enable the exciting growth plans for cultural organisations including Carriageworks.

Why this key move

Extensive consultation has highlighted the community's desire to retain and enhance key arts, cultural and heritage assets and buildings wherever possible.

Doing so will recognise the area's significant Aboriginal and European heritage values, and promote these values to a wider audience.

This also provides the opportunity to better connect cultural institutions, strengthening Sydney's attractiveness as a city with world-renowned cultural facilities and education.



Map is indicative only
and subject to change.



Key Move 9

Integrate new high density mixed use buildings with existing neighbourhoods and places

What this means

Transformed neighbourhoods can set a benchmark for integrating different types of buildings and structures, old and new, and will promote a variety of uses.

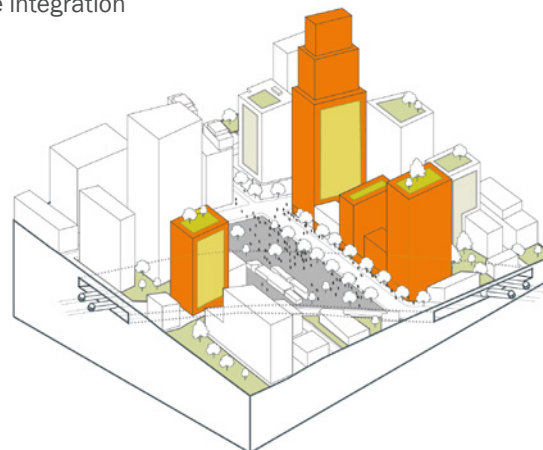
Excellence in design quality and 'density done well' principles, including sensible transitions from taller buildings around stations and key locations along the rail line, down to existing one or two storey buildings, will respect everything that is great about the traditional character of surrounding neighbourhoods.

Why this key move

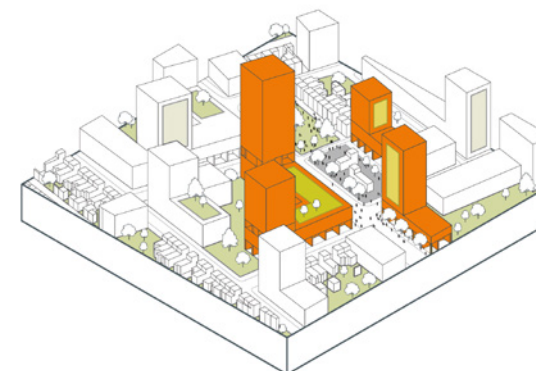
The potential renewal of Redfern Station and a new Sydney Metro station at Waterloo, and proposed development opportunities around other train stations, present an opportunity to create activity in areas where the amount of housing and jobs is relatively low.

More homes and apartments will change these areas. Clear design principles will ensure new buildings complement existing buildings, so that any taller buildings and higher densities are concentrated around the rail corridor and designed with strong regard for nearby areas. This diverse streetscape and mix of uses will integrate well with surrounding places and transition appropriately to conservation areas.

High-rise integration



Medium-rise integration



Low-rise integration



Map is indicative only and subject to change.



Key Move 10

Deliver a diversity of housing choice and tenure

What this means

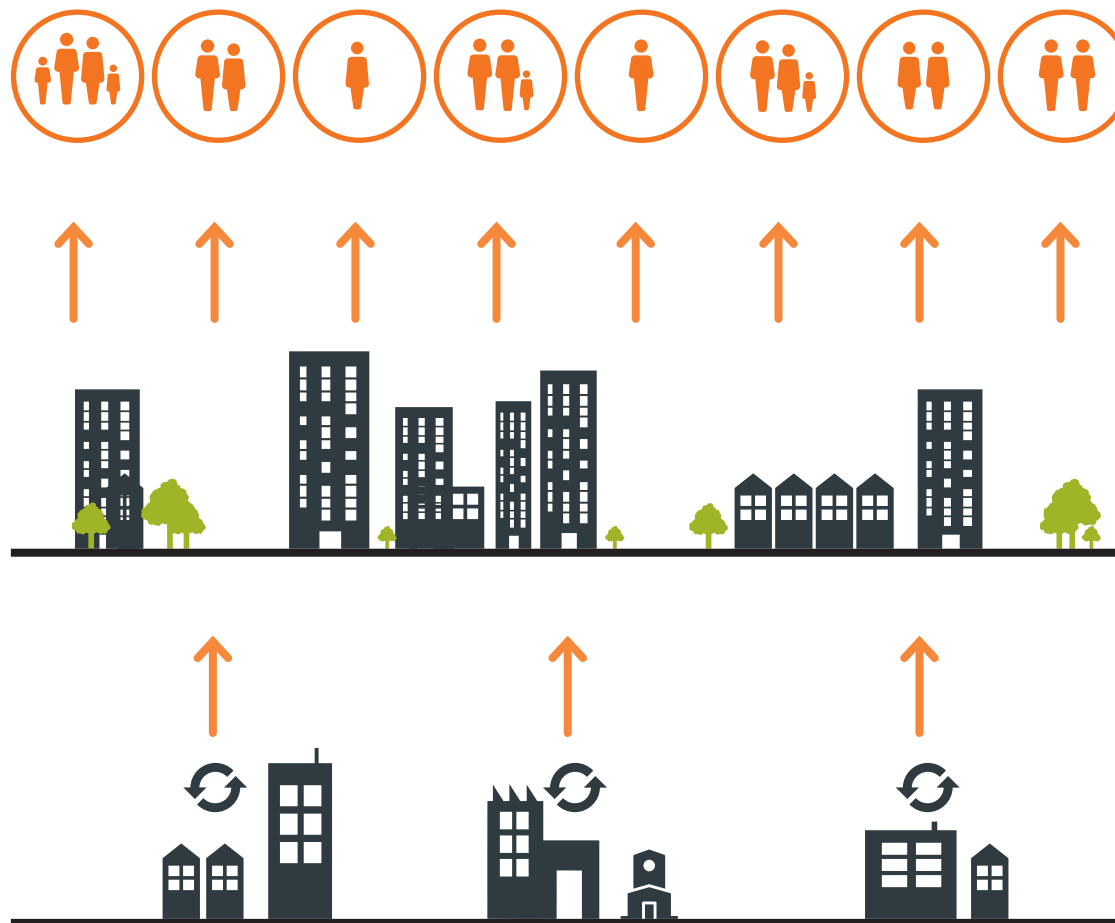
This key move can provide more options for different people who want to live in this area. This can help retain its unique diversity, attracting different types of people and enabling long-term residents to stay in their local communities.

Why this key move

Rapidly rising house prices are forcing essential and skilled workers out of the area. In addition to this challenge, there is a need to retain, better integrate and enhance the existing social housing at Waterloo and Eveleigh.

This key move provides the opportunity to deliver more housing suited to the future community, including singles, couples, families and people who wish to stay in their local area as they age. It will move away from the idea of 'estates' of social housing, and instead provide a mix of private and public housing, helping to create greater diversity around the area.

The mix of housing will support social diversity and attract a widely skilled and diverse workforce to the local economy.





Project plans

The possibilities for future development of government-owned land are different for each precinct, due to unique opportunities and constraints.

► Planning for public benefit

The Strategy outlines what should be considered in future detailed masterplanning for precincts of government-owned land.

Residents and workers ideally will be within a five minute walk or 400m of usable public open space, specifically in areas where there is a current shortage of open space, or where parks will help to create a network of open space in and around Central to Eveleigh.

There is the potential for a number of community facilities and child care facilities, as well as future public open space, to meet the needs of future residents, workers and visitors. This includes a minimum of 15% of public open space and at least one multi-purpose community space or centre for precincts of government-owned land. The exception is Redfern Station precinct, which has limitations on providing public open space due to the heritage, structural and topographical constraints of the station environment. The location and size of public open space will be determined as part of future precinct planning.

The potential renewal of Redfern Station, a Sydney Metro station at Waterloo and upgrades to Central Station will create a civic focus that reinforces Redfern as the southern gateway to the city and Central as a gateway to the CBD.



Potential public benefits

New open space

- A target of a minimum of 15% of site public open space in the majority of precincts with the exception of Redfern Station (due to the heritage and other constraints)
- Station plazas at Central Station and Redfern Station
- A proposed local and pocket park at North Eveleigh (5,000m²)

Green streets

- Improved pedestrian and bicycle connections from Redfern Station to Cleveland Street/Chippendale, through Waterloo Estate, from North Eveleigh to Macdonaldtown and Redfern Stations and through South Eveleigh along Henderson Road
- Improved pedestrian connections from Redfern Station to the University of Sydney

Child care centres

- Providing for eight to 11 child care centres across the precincts

Community centres

- Up to five community centres across the precincts, with future ownership and management decided on a case by case basis
- Adaptive re-use of the historic Clothing Store building in North Eveleigh to be used for community/ cultural facilities with complementary retail, such as a café
- Distribution of community facilities to be determined in consideration of the population growth and capacity of existing facilities around each precinct

Health

- Working with the NSW Health and Sydney Local Health district to investigate an integrated primary care centre or comprehensive community health care centre to meet demand in the area
- Space in community centres as required for primary health nurses and community health staff
- Commercial space for general practitioners

Education

- Additional permanent classrooms in existing schools to provide greater capacity
- New school at Cleveland Street and additional classrooms and Alexandria Park School

Housing

- New and better social housing to replace 2,000 social housing dwellings at Waterloo Estate
- A long-term Affordable Housing target of 5-10%

Transport

- A new Sydney Metro station at Waterloo
- Potential renewal of Redfern and Central stations subject to funding and Government commitments

A network of precincts

Five precincts of government-owned land have been identified across three projects for Central to Eveleigh:

- Central Station
- Redfern to Eveleigh: Redfern Station, North and South Eveleigh precincts
- Waterloo Estate.

Future precinct masterplans will be prepared with the involvement of the community and other stakeholders that responds to the key moves, and emphasises design excellence and innovative sustainable technology.

These precinct plans will set the blueprint for:

- the direction for future growth
- changes to land use and built form
- public realm, open spaces, community facilities, transport networks and sustainability interventions
- the short, medium and long term population, housing and employment projection
- a clear implementation framework including funding arrangements.

The transformation of each precinct will depend on decisions to be made by Transport for NSW and the Department of Family and Community Services as landowners.





Redfern to Eveleigh

Expected public benefits:

- Potential Redfern Station upgrade including consideration of a new southern concourse
- Adaptive re-use of historic buildings the Clothing Store and the Chief Mechanical Engineer's Office as future centres of community activity
- Potential new crossing over rail between Australian Technology Park and Carriageworks and urban design that enables future crossings between North and South Eveleigh
- A new park at North Eveleigh
- New child care and community facilities

Potential additional jobs and housing	Redfern Station: To be determined
	North Eveleigh: 600 - 700 dwellings 100 - 200 jobs
Expected timing	South Eveleigh: 400 - 700 dwellings 50 - 150 jobs
	Short to medium term (2 - 15 years)
Governance	Precinct planning for Redfern Station will commence in 2017
	Formal planning proposal for North Eveleigh expected to be lodged in 2016/17
	No decision has been made to progress planning at South Eveleigh
Governance	A collaboration between Transport for NSW, UrbanGrowth NSW and the Department of Family and Community Services

Redfern Station

Redfern Station forms the core of this vibrant precinct. An upgrade could see a new, accessible and user-friendly station with high quality public places for entertainment and cultural expression, including a new station plaza. A possible new southern concourse could make it easier for people to get to the station from Little Eveleigh Street to Gibbons Street. Government land adjacent to the station presents an opportunity to provide space for local innovative industries and to strengthen the connection with the University of Sydney.

The precinct could see key connections between Redfern Street, Darlington, the University of Sydney, Pemulwuy, Australian Technology Park and Central Park, and create generous public places, a diversity of housing and additional floor space for technology and innovation industries. This is subject to further feasibility testing and planning.

Precinct planning for Redfern Station will commence in 2016/17.

North Eveleigh

North Eveleigh, south of Carriageworks, will be the first precinct developed as part of transformation efforts on government-owned land. Precinct planning has already commenced with a formal planning proposal expected to be lodged in 2016/17. Short-term activation of the Clothing Store will also commence in 2016/17 to enliven the area. People living in the mainly residential precinct of North Eveleigh could enjoy easy, close access to

cultural, education and work-related activities. The design includes repurposed heritage buildings, creating a distinct character that draws upon its industrial heritage and provides space for local shops and community facilities. The precinct will be a sociable, enjoyable place, with a new park and features that build on the strong local arts, culture and history of the site.

Taller buildings will be adjacent to the rail corridor with lower buildings that respect the character of the surrounding area.

South Eveleigh

Transformation could create a diversity of housing in South Eveleigh centred on a new and unique community hub, with community facilities, neighbourhood shops and an upgraded park. Residents could enjoy a mix of different uses along Henderson Road and it could be easier to walk or cycle around the green, tree-lined streets and connect to surrounding neighbourhoods. Potential new housing includes renewed social housing and additional Affordable Housing. There could be a mix of apartment buildings, including taller residential buildings alongside the rail corridor and lower buildings on the precinct's edges that transition to the existing neighbourhood.

There is the potential for South Eveleigh social housing estate to progress under the Communities Plus program.



Indicative artist's impression of North Eveleigh Podiums concepts. Subject to approvals and subject to change.



Waterloo

Expected public benefits:

- New and more social housing alongside affordable and market price housing
- New Sydney Metro station
- Multi-purpose community centre and child care facilities
- Revitalised public open space with a high level of pedestrian amenity

The Waterloo precinct will leverage many benefits for the public from the planned Sydney Metro station adjacent to Botany Road. As a significant infrastructure investment, the metro station can unlock transformation of the surrounding area, including the renewal of over 2,000 ageing social housing dwellings. There is the opportunity to create new high-quality public areas, with a mix of active ground floor land uses including new multi-purpose community centres, child care centres and a general practice health facility.

Higher density residential buildings around the station could support a compact walkable neighbourhood, that appropriately transitions to the surrounding neighbourhoods. The increase in employment and residential intensification could create greater vibrancy and support a mix of uses during the evenings.

Potential additional jobs and housing	Around 5,000 dwellings 400 - 800 jobs
Expected timing	Medium term (5 - 15+ years) Precinct planning will commence in 2016/17
Governance	Led by Department of Family and Community Services with UrbanGrowth NSW undertaking masterplanning to align with the new metro station site



Indicative artist's impression of Estate Renewal Concept. Subject to approvals and subject to change.



Central Station

Expected public benefits:

- Precinct planning that creates a Grand Central Station integrated with surrounding areas
- A world-class grand concourse at Central Station
- Potential new plazas at Pitt Street, Eddy Avenue and Chalmers Street
- New Sydney Metro station

Central Station has the potential to be home to a new world-class transit hub in a bustling precinct. This precinct will be the subject of more detailed planning given its potential impact on Sydney as a whole. It will be planned as a separate program by Transport for NSW.

Proposed additional jobs and housing	To be determined
Expected timing	Medium to long term (5 - 15+ years) Precinct planning to be determined by TfNSW
Governance	Led by Transport for NSW



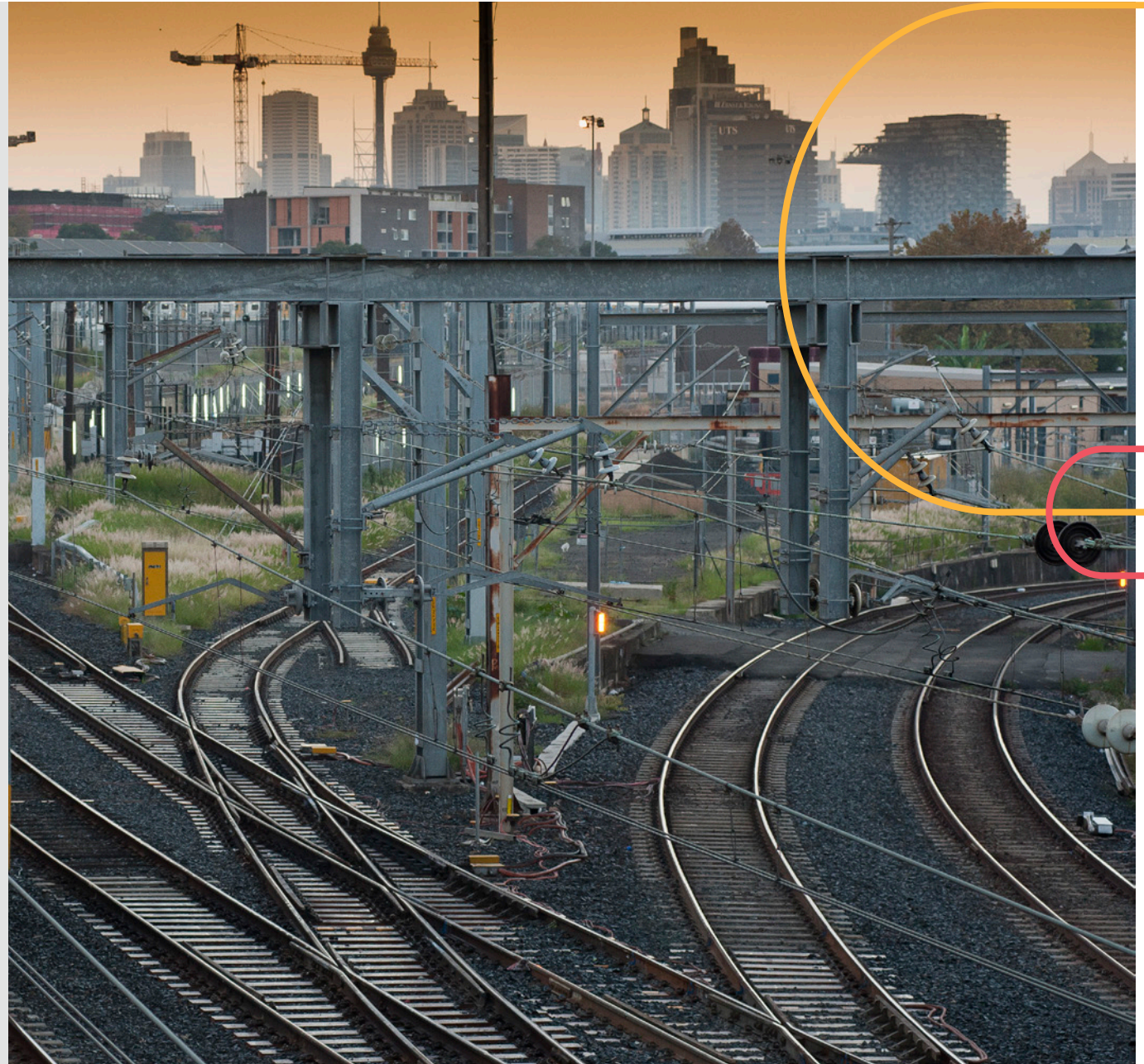
Eddy Avenue, Central Station



Delivery framework

This section sets out how redevelopment of government-owned land in the Central to Eveleigh area can be delivered.

UrbanGrowth NSW collaborates to provide advice to government on how to meet the needs of a growing city while providing public benefit. This is why efforts in the Central to Eveleigh area have focused heavily on future requirements for public domain, social infrastructure and greater connectivity. UrbanGrowth NSW works with others in government within a common framework to make health, education, transport and other public amenity the basis for urban transformation.



Funding and delivery

The costs of important community facilities are borne by local and state government, as well as land owners and developers.

Councils use existing contributions systems, such as Section 94 of the *Environmental Planning and Assessment Act 1979* and voluntary planning agreements, to contribute funds to delivery of new and upgraded local roads, parks and open space and for Council services such as community and child care facilities.

The NSW Government is also required to fund infrastructure, particularly for classrooms, health services and transport infrastructure. It uses mechanisms such as the Special Infrastructure Contributions levies. However, these are not used widely in Sydney's existing urban areas. The NSW Government is investigating a broad-based approach to development levies in areas of increased development intensity. There is the potential to apply a contributions system area to help fund new infrastructure, but also retain the commercial viability of projects. The Strategy will also help guide development contribution planning during precinct planning. In addition to potential for contributions, to maintain an appropriate level of access for goods, servicing and deliveries, as well as the movement of people, significant government investment in the road network will be required.

There is an existing Affordable Housing levy that provides a funding source for the Affordable Housing sector, which should be strengthened. For Central to Eveleigh, subject to approval, proceeds from land sales can fund or partially fund infrastructure works. The proceeds from land sales or proceeds from the sale of development rights can also be used to fund new social housing programs.

Redfern to Eveleigh

Planning for the potential renewal of Redfern Station will be a partnership between Transport for NSW and UrbanGrowth NSW over the medium term.

Renewal of social housing at South Eveleigh will be led by the Department of Family and Community Services in the future, with the rail land required for long-term operations.

North Eveleigh has been progressed as an exemplar precinct. The community and other stakeholders told us they wanted to understand how development would be delivered, so masterplanning for this precinct has occurred alongside the development of this Strategy to a point it can be put on public exhibition by the Department of Planning and Environment as part of the planning proposal process.

Waterloo Estate

This project will be led by the Department of Family and Community Services, with UrbanGrowth NSW undertaking masterplanning over the short to medium term which will need to integrate with the delivery of the new Sydney Metro station.

While it was considered initially, no decision has been made to progress the renewal of Redfern Social Housing Estate at this time.

Central Station

With construction work planned for a new Sydney Metro station at Central, Transport for NSW has an opportunity to also consider further improvements, including better connections in and around Central Station. Given the importance of Central to the rail network and the complex nature of planning in and around this major transport asset, planning for this area will be led by Transport for NSW.

Transport for NSW is in the early stages of exploring a vision for Central and will be considering all of the feedback from the community to date collected through the Central to Eveleigh Urban Transformation and Transport Program. This will include the ambition, vision and design principles described in this Strategy.

The following table summarises some of the key infrastructure required to support growth, subject to government approval, and the government agencies that are best placed to lead the initiatives.

Infrastructure	
<i>Subject to Government approval and funding availability</i>	
Public transport and movement	
Upgrade to Redfern Station	Transport for NSW
Waterloo Station (Sydney Metro)	Transport for NSW
Pedestrian/cycle connection across the corridor	Transport for NSW/UrbanGrowth NSW/City of Sydney
Improved local road and intersection, footpaths and cycle paths	Transport for NSW/UrbanGrowth NSW/City of Sydney/RMS
Housing affordability and diversity	
Renewal of social housing	Department of Family and Community Services (Land and Housing Corporation)
Affordable Housing	UrbanGrowth NSW/Department of Family and Community Services
Open space and green infrastructure	
New public open space in each precinct	UrbanGrowth NSW/City of Sydney
Green street upgrades	UrbanGrowth NSW/City of Sydney
Existing open space improvements, embellishments and contributions to sports fields	UrbanGrowth NSW/City of Sydney
Arts, culture and heritage	
Activation programs	UrbanGrowth NSW/City of Sydney
Public art	UrbanGrowth NSW/City of Sydney
Cultural/art programs	UrbanGrowth NSW/City of Sydney
Heritage interpretation	UrbanGrowth NSW
Community facilities	
Multi-purpose community facilities	UrbanGrowth NSW/City of Sydney
Health facilities/community health centres	UrbanGrowth NSW/NSW Health
Additional classrooms in schools and Cleveland Street High School	NSW Education
Child care centres	UrbanGrowth NSW/City of Sydney
Economic development and industry	
Refurbish major government-owned heritage assets for future adaptive reuse	UrbanGrowth NSW
Support small and flexible strata work spaces in new commercial premises primarily in the Redfern Station/North Eveleigh east precinct	UrbanGrowth NSW

Delivery areas

A number of strategic directions can support the Central to Eveleigh ambition and vision. These directions set the potential for benefits that can be delivered as part of the transformation, through a collaborative approach with community, government and the City of Sydney.

Each strategic direction sets out:

- the objective to deliver the relevant vision and outcome
- key steps
- the partnerships required to develop a delivery pathway.

Strategic directions have been prepared for:



Housing diversity



Open space and green infrastructure



Arts, culture and heritage



Economic development and industry



Community facilities



Environmental Sustainability



Indicative artist's impression of North Eveleigh Concept. Subject to approvals and subject to change.



Objective

To broaden the supply and choice of homes and attractive public places that support social diversity and community connections.

Housing diversity strategic directions

Actions

Increase housing supply

- Create a mix of well-designed new and traditional apartment types and sizes that encourage a range of social, affordable, rental and market housing
- Improve the supply of housing to tackle affordability, availability and suitability

Provide a diversity of housing at different price points

- Set a long-term target whereby 5-10% of houses are Affordable Housing rental product managed by Community Housing Providers (CHPs)
- Collaborate with CHPs, the City of Sydney, not-for-profits, social impact investors and the private sector to optimise affordable and diverse housing

- Work with the Greater Sydney Commission and Department of Planning and Environment to investigate more innovative housing models that will lead to a diversity of homes

Work with Family and Community Services to renew and grow social housing stock

- Under the Communities Plus program (and wider social housing policy) replace existing stock and add new stock with housing that better matches residents' needs
- Retain or grow the number of social housing dwellings while providing new dwellings within more diverse communities that also include affordable and market price housing

Supporting partnerships

Collaboration and public/private partnering will be essential. Partnerships include:

- Department of Planning and Environment and Greater Sydney Commission
- Not-for-profit sector including CHPs
- City of Sydney
- developers responding to Affordable Housing targets
- Department of Family and Community Services, especially to integrate its social housing policy that seeks to better integrate Affordable Housing on renewed estates to enable the transition from traditional social housing.



What is Affordable Housing?

'Affordable Housing' is housing that is appropriate for the needs of a range of low to moderate income households. It is usually considered affordable if it costs less than 30% of gross household income.

It is most commonly available to rent. Affordable Housing can be owned by a range of organisations including private developers, charities, local government or community housing providers. It is usually managed by not-for-profit community housing providers (CHP).

Why has the target been set at 5-10%?

Consider an apartment that costs \$500,000 to build and could be sold on the market for say \$800,000, or sold to a CHP (who will rent it at lower than market rate to a low to moderate income household) for say \$600,000. In the latter scenario, the developer makes less profit and, as a result, the value of land decreases. If the proceeds from the sale of land (the amount the developer is prepared to pay) are reduced because land values are lower, there is less to spend on other essential infrastructure. Some people think more should be spent on Affordable Housing while others think

more should be spent on public transport, schools or hospitals – there is no easy answer and it is important to take a balanced approach.

Currently only around 3% of new housing in the City of Sydney area is Affordable Housing. Helping CHPs, the non-profit organisations who build, own and operate Affordable Housing, to leverage available funding and planning regulations will increase the proportion. Our target is for at least 5% of new housing to be Affordable Housing, with an overall aim for 10%.



Objective

To embrace a green infrastructure approach that incorporates: parks, streets, plazas, sustainable drainage systems, cycle routes, green roofs, walls and facades. This will form a network of interlinked, multi-purpose open spaces with good connections to where people live, work and visit.



Open space and green infrastructure strategic directions

Actions

Develop a comprehensive public realm and landscaping Strategy for Central to Eveleigh

Provide new open space

Provide new open space that is safe, active and attractive, including:

- a target of 15% of each precinct's developable land (excluding streets) is public open space with the exception of Redfern Station due to expected heritage and other constraints

Provide green streets

- Expand bicycle networks and greener streets to provide each resident with access to parks or playgrounds within a five-minute walk from their home
- Improve pedestrian and cycle connections through Waterloo Estate
- Improve pedestrian connections from:

- Redfern Station to the University of Sydney
- Redfern Station to Cleveland Street
- North Eveleigh to Macdonaldtown and Redfern stations
- South Eveleigh along Henderson Road
- Improve tree canopy coverage to provide a more pleasant environment, reducing the heat island effect

Encourage green buildings

- Consider green roofs during masterplanning to encourage private open space for apartment buildings, excellent solar access and a practical approach to reducing heat island effect
- Consider green facades and walls in the development control plan for each precinct and implement them through the superlot/land sale process whereby tenderers will be assessed and rewarded for innovation

Supporting partnerships

- City of Sydney
- Department of Planning and Environment
- Land and Housing Corporation



Objectives

To ensure easy access to community facilities and services for community wellbeing, integration and placemaking.

To co-locate community facilities near areas of community activity to support and activate public places.

Community facilities strategic directions

Actions

Provide community centres

- Work with the City of Sydney and NSW Government agencies in consultation with non-government organisations and service providers to locate community spaces and/or centres within each precinct and establish management and governance on a case by case basis
- Ensure proposed centres meet community needs and are accessible, flexible, sustainable and co-located to create activity
- Assess community infrastructure needs as part of precinct planning

Provide child care centres

- Enable eight to 11 child care centres, depending on final development outcomes that will impact the actual population growth

- Provide child care in accordance with the City of Sydney's Child Care Needs Analysis benchmarks
- Locate these across the Central to Eveleigh program area and in each precinct

Provide library and cultural facilities

- Use part of the historic Clothing Store in North Eveleigh for community/cultural facilities
- Consider a financial contribution toward the City of Sydney library facilities to service the area

Provide education and health facilities

- Work with the NSW Department of Education to create additional permanent classrooms in existing schools to provide greater capacity

- Work with NSW Health and Sydney Local Health district to investigate an integrated Primary Care Centre or comprehensive Community Health Care Centre, and to ensure demand for health services is managed

- Provide space in multi purpose centres for primary health nurses and community health staff
- Provide commercial space for general practitioners

Supporting partnerships

- City of Sydney
- community service and cultural organisations such as Counterpoint, NSW Council of Social Service, National Centre of Aboriginal Excellence
- NSW Department of Education
- NSW Health and the Sydney Local Health District



Objectives

To make a strong arts, cultural and heritage area even stronger.

To celebrate the area's rich diversity and create great places, each with a unique character.

To support the development of Sydney's newest hub of contemporary culture and art.

Arts, culture and heritage strategic directions

Actions

Create a sense of place

- Deliver a place-making strategy that establishes an overarching vision for the program area and creative vision for each neighbourhood
- Undertake heritage and public art strategy for each precinct
- Identify and audit potential short-term lease options during development for the creative and digital industry

Establish a cultural heart

- Integrate heritage interpretation, public art and wayfinding through improvements and landscaping to public areas
- Activate heritage buildings during the transformation
- Ensure heritage interpretation is innovative, creative and embedded through the transformation for each new neighbourhood as well as online
- Plan for restoration and adaptive re-use of state significant buildings

Create places to build skills and expression

- Incorporate contemporary public art throughout the public domain.
- Create spaces for artists to build creative skills and spaces where people can gather and connect
- Feature the work of local artists at existing and new community facilities

Grow Carriageworks

- Work with Carriageworks to build on existing strengths and create new public spaces
- Increase the community's experience of creativity and history
- Build on the existing strengths of the area to foster local and international connections
- Deliver new public spaces for community and creative events

Activate public areas

- Instigate temporary activation programs that engage the community
- Be creative with site hoardings and temporary spaces

Embed sustainability

- Collaborate with heritage experts, artists, community organisations, the community, government stakeholders, curators, architects and planners to develop public art and heritage strategies
- Establish governance, management and advisory structures
- Establish a place guide for each precinct outlining the character and opportunities for future owners
- Plan for maintenance

Supporting partnerships

- City of Sydney
- Existing and emerging creative and heritage groups
- Arts NSW and other state government agencies
- Tertiary education providers
- Developers responding to requirements
- Community, heritage and creative organisations and groups



Objectives

To promote Redfern as a business innovation centre for digital, technology and creative industries as part of a large cluster from Ultimo through Chippendale to Eveleigh.

To develop long-term office space and a Grand Central retail and civic precinct at Central Station.

Economic development and industry strategic directions

Actions

Create a major technical innovation and creative corridor

- Identify heritage buildings and spaces that can support innovation and creative industries
- Investigate ways to update transport and fibre infrastructure assets and services to support increased business productivity
- Facilitate partnership and communication between industry, government and local institutions to support innovation and startup ventures.
- Retain and supply of a diversity of business premises
- Create flexible, modern and diverse workplaces
- Retain a proportion of existing lower-cost work places typically in older warehouse and office buildings
- Harness the benefits of supporting businesses locating close to each other

Deliver place making, living and community strategies that support economic development

- Provide for wide housing choice (low to moderate cost of rental and purchase tenure) to support worker diversity (especially creative and startups on low incomes)
- Support live/work opportunities in existing residential premises, especially in heritage conservation areas
- Create a network of activity centres/corridors as places to meet, shop, create, learn and work
- Create pedestrian and bike routes between local centres and to the CBD and Chippendale, Ultimo and Surry Hills

Supporting partnerships

- Australian Technology Park owners and major local businesses
- University of Sydney and University of Technology, Sydney
- City of Sydney
- Existing technology, creative and innovation start up incubators
- Carriageworks



Objective

To respond to economic, social and climatic changes in ways that benefit quality of life and the quality of the environment – a place that harnesses new opportunities to enrich the community.

Environmental sustainability strategic directions

Actions

Deliver sustainable transport

- Reduce car use by over 90% (when compared to the Sydney Metropolitan average of 20km per person per day) through walking/cycling connections, better access to public transport, reduced parking rates and increased car-share options
- Plan for the majority of residents to live within an eight minute walk of heavy rail, a supermarket, community health, school/education facilities; and for all residents to live within five minutes or 400m of public open space

Increase energy and water efficiency and reduce waste in precinct planning

- Set targets to reduce total greenhouse gas emissions and resident water consumption
- Set BASIX and Green Star Ratings targets for residential and commercial buildings

- Explore ways to maximise renewable energy opportunities
- Explore ways to support local food production
- Investigate how new buildings can have rainwater storage, access to low carbon energy sources and
- Install live energy and water consumption monitors
- Use non-potable water supply to provide primary irrigation for all new public open spaces
- A target of not less than 50% of public open space to receive four hours of direct sunlight in winter

Deliver biodiversity and environmental systems

- Increase the green canopy
- Ensure new plantings are endemic to Sydney and create diversity within plant families, genera and species

Adapt to climate change

- Mitigate heat island effects by reducing dark surfaces/hard surfaces in the built form and in the public domain, and by increasing canopy cover
- Through sustainable design, reduce household costs associated with housing, transport and utilities (compared to the Sydney metropolitan average) to help respond to changes in economic systems and energy prices

Supporting partnerships

- Transport for NSW
- City of Sydney
- Utility providers
- Development industry
- Innovation sectors and local universities

► About UrbanGrowth NSW

Who are we?

We are the NSW Government's urban transformation agency. We manage a portfolio of large urban transformation programs on behalf of the NSW Government.

We have a crucial role in supporting the NSW Government's strategic objectives including strengthening the global competitiveness of our cities and delivering economic growth. We directly contribute to delivering the strategies and objectives outlined in government plans, such as the *Premier's Priorities*, *A Plan for Growing Sydney*, the *NSW Long Term Transport Master Plan* and *Rebuilding NSW: State Infrastructure Strategy*.

We provide expert advice and proposals for government on urban planning of government-owned land. This includes the Greater Sydney Commission, Transport for NSW, Family and Community Services and the Department of Planning and Environment. Our projects make better use of government land holdings and investment in transport infrastructure to create opportunities for new housing choice, job creation, community facilities and public open space.

What is our role?

We act as the master developer of complex urban transformation programs to leverage government land and transport infrastructure to support economic clusters and drive growth.

We collaborate with the public, local government, community service providers, business chambers and other NSW Government agencies in the planning and delivery of our projects.

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