

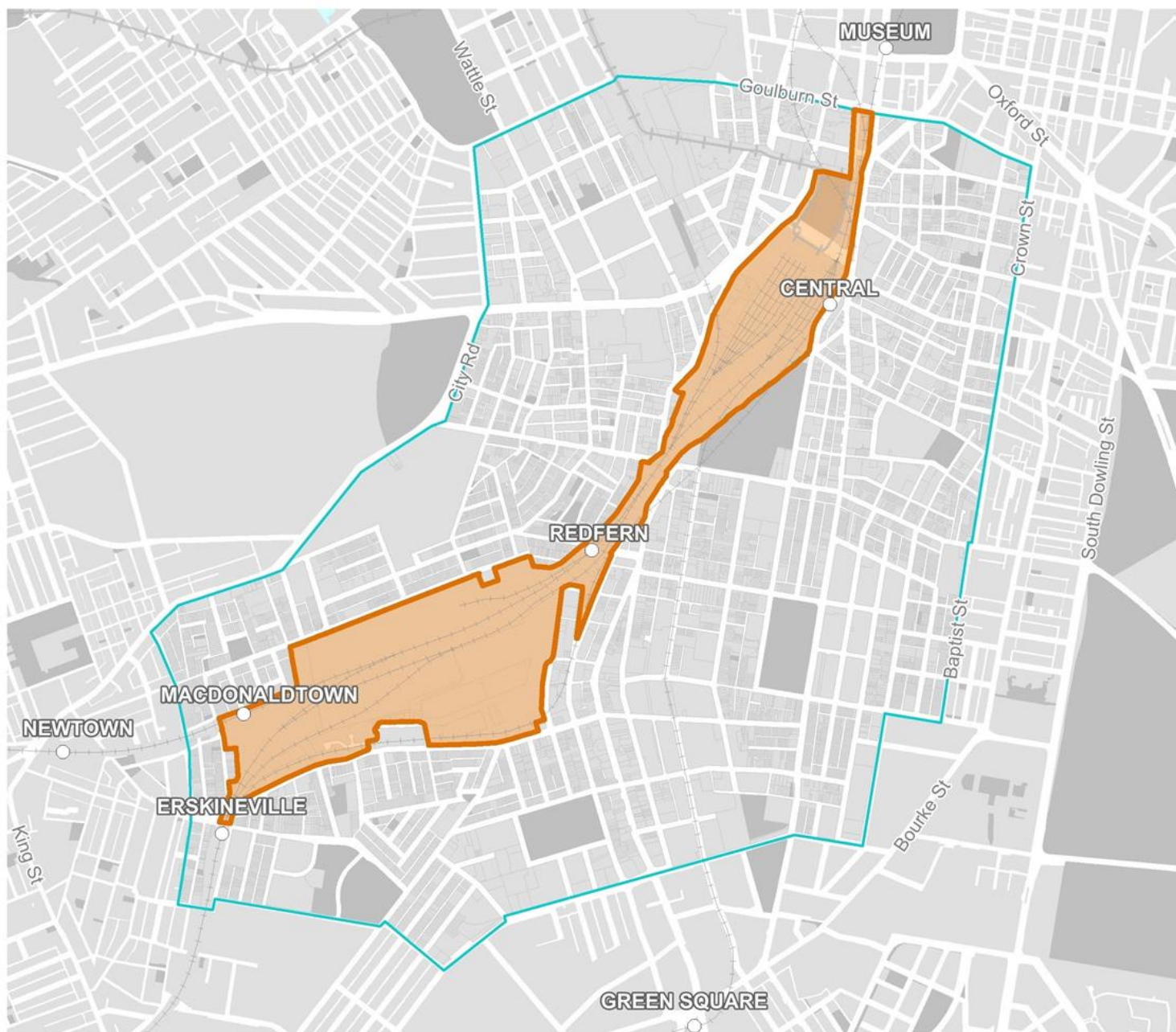


**Urban
Growth**
NSW





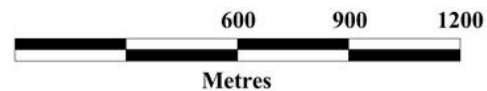
**Urban
Growth
NSW**

Considering
the big
picture.....



Project area

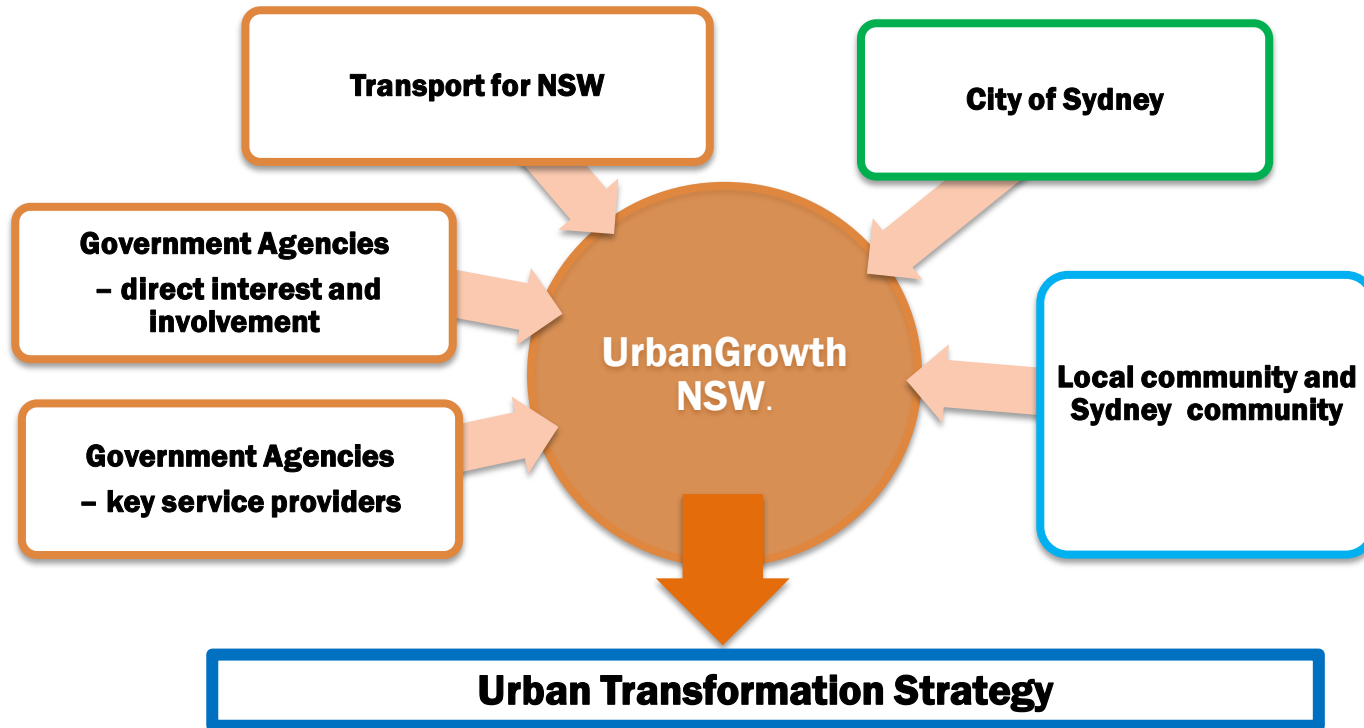
-  Defined project corridor
-  Study area



UrbanGrowth NSW – who are we and what do we do?

UrbanGrowth NSW is the NSW Government's urban transformation delivery organisation – *not just a 'government developer'*

Our ambition is to transform city living so that it is more vibrant, connected, and healthy for all, for now and for many years to come



UrbanGrowth NSW – how do we go about things?



UrbanGrowth NSW – our ‘urban transformation’ projects



**CENTRAL TO EVELEIGH
URBAN TRANSFORMATION
& TRANSPORT PROGRAM**



**GREEN SQUARE TOWN
CENTRE**



**NEWCASTLE URBAN
TRANSFORMATION &
TRANSPORT PROGRAM**



**NORTH WEST URBAN
TRANSFORMATION
PROGRAM**



**PARRAMATTA NORTH
URBAN RENEWAL**

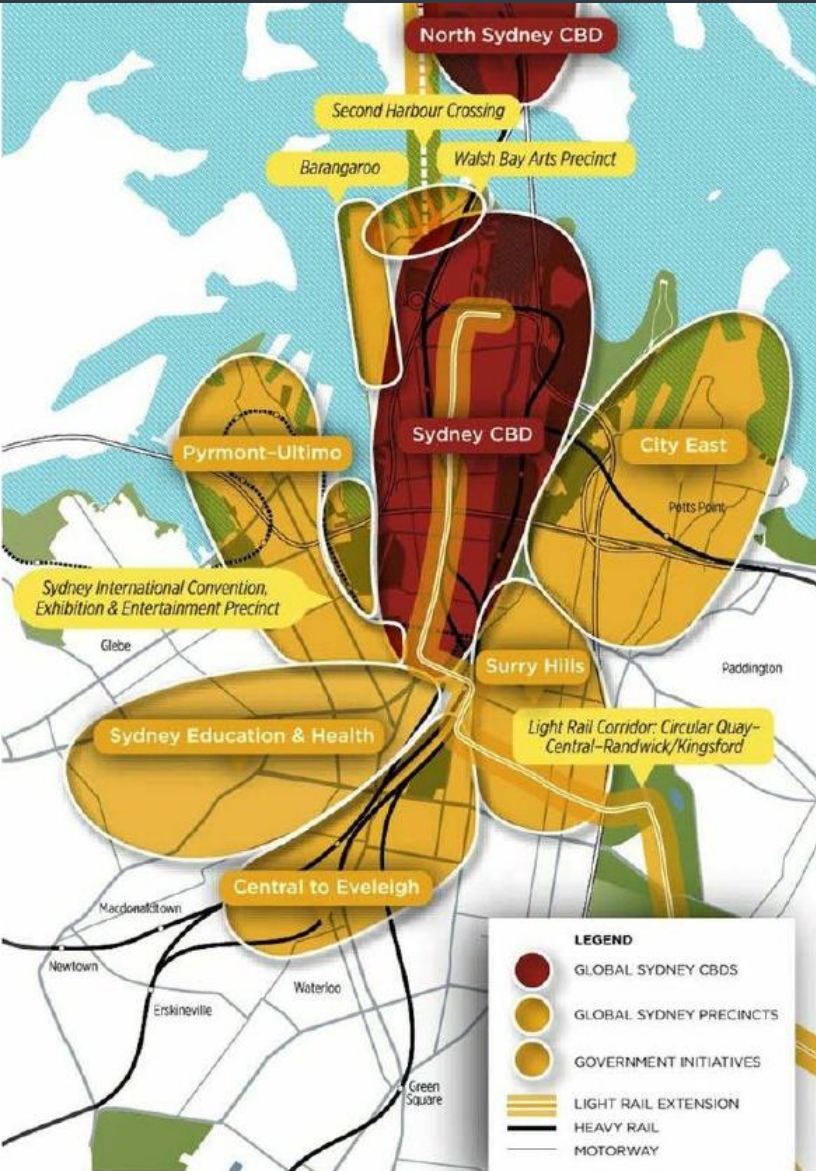


**PARRAMATTA ROAD URBAN
TRANSFORMATION
PROGRAM**



**THE BAYS PRECINCT URBAN
TRANSFORMATION
PROGRAM**

Central to Eveleigh – why consider this area?



- ✓ **Location**
- ✓ **Transport services**
- ✓ **Employment choices**
- ✓ **Government land opportunities**

Central to Eveleigh - program

Nov 2013 – Nov 2014

Nov 2014 – Jun 2015

Apr 2015 - ongoing

Thinking and funding

Preliminary inputs and analysis

'Capture all previous work in the corridor, stakeholder alignment, financial prefeasibility'

- Targeted stakeholder and community inputs – Nov 13, Jun 14, Sep 14
- Project Collaboration Agreement with State agencies
- MOU with the City of Sydney
- Prefeasibility analysis - bookends

Urban Transformation Strategy

'Vision and contributions to the city, principles to guide detailed planning and development'

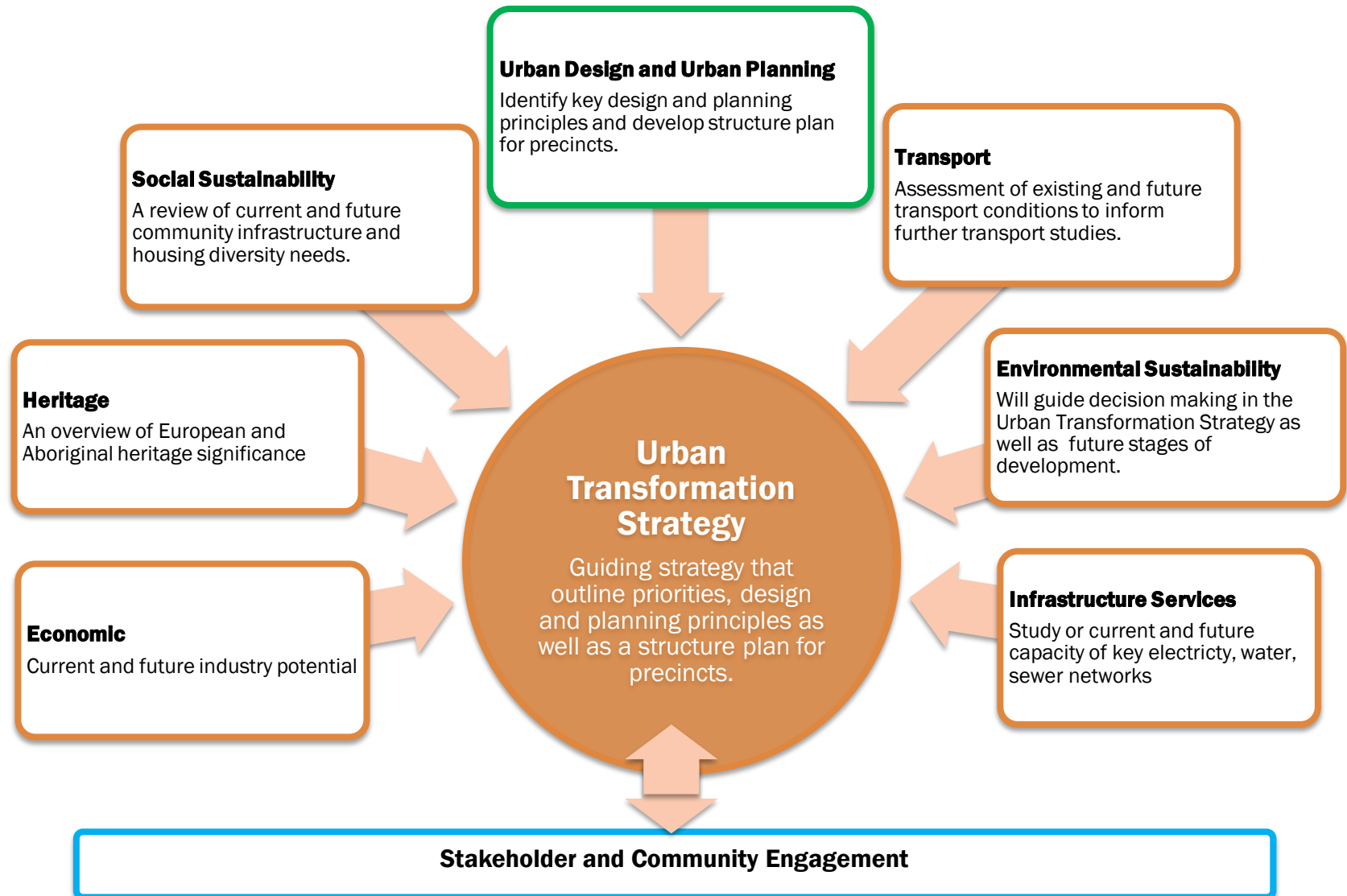
- Nov 14 outputs from International Summit
- Dec 14 government stakeholder and community Thinking and Visioning structured workshops
- Feb/Mar 15 Design and Planning Principle structured workshops/seminar
- Targeted 'issue specific' engagement
- May/June 15 testing of final Urban Transformation Strategy outputs

Funding and building

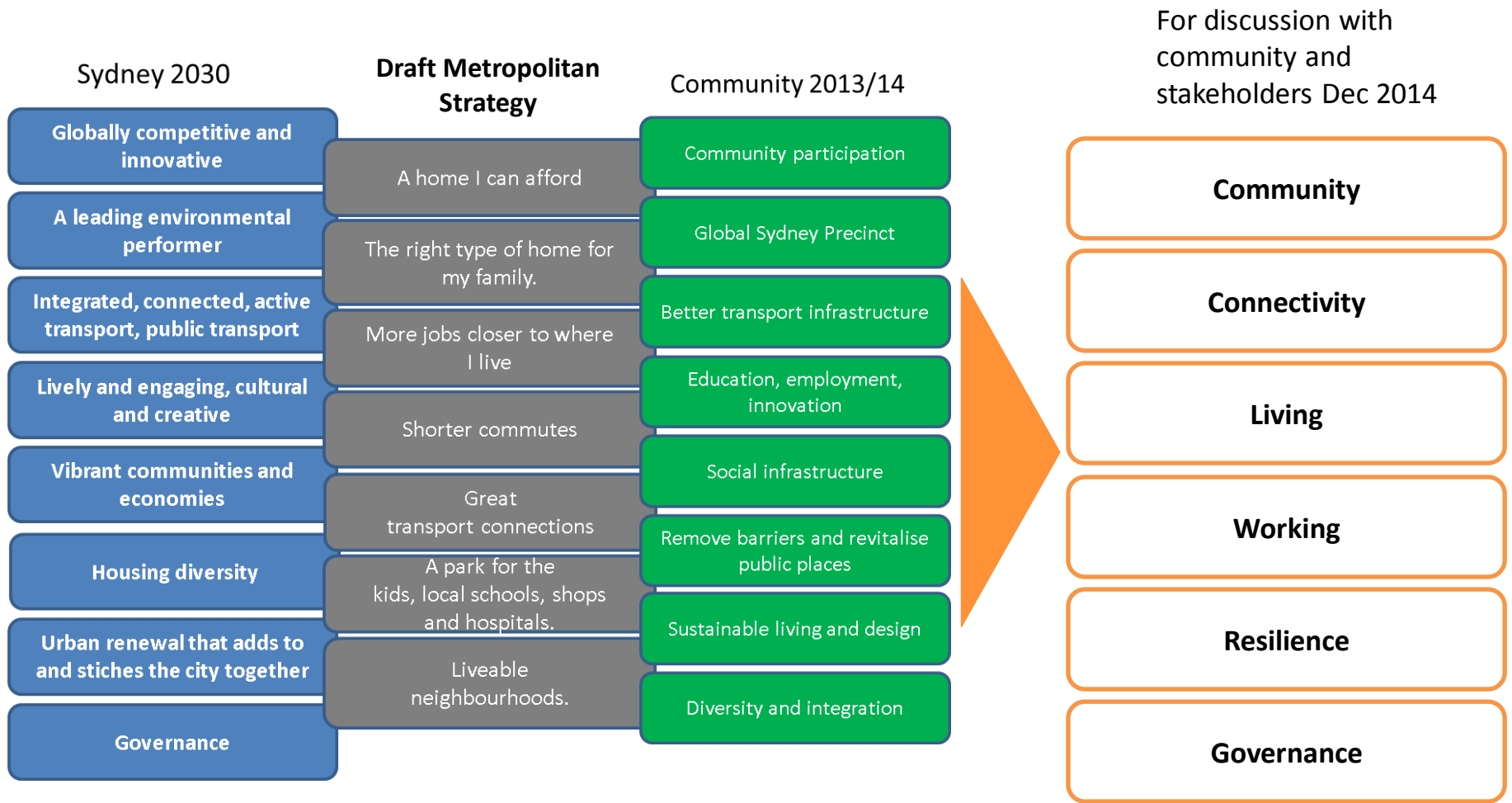
Precinct plans
'Detailed planning and development - rezoning'

- May commence a more detailed process on an early site as a 'case in point' to demonstrate principles

Informing the Urban Transformation Strategy



Informing the Urban Transformation Strategy – guiding visions and strategies



The background features a dark blue field with several large, overlapping, curved shapes in a vibrant orange color. These shapes are layered, creating a sense of depth and movement, resembling stylized waves or abstract architectural forms.

**Community
consultation**

-

Abbie Jeffs

Communication and consultation

- Transformation = long term process
- Open and ongoing relationship
- Range of tools and techniques
- Want to hear from lots of people
- Looking for range of views



Engagement activities

Initial feedback to understand opportunities and constraints

Further feedback to identify themes and context of precincts within corridor

Build on themes to develop draft urban design principles and vision

Consultation on vision and principles

Comments on strategy

Consultation on specific plans

November 2013
Report Available

June 2014
Report Available

December 2014

Early 2015

Mid 2015

2015 onwards

WE ARE HERE

- Community workshops
- Online survey/s, discussion forums and collaborative online maps
- Telephone survey/s
- Meetings and briefings with community groups
- Display and activity stalls at key locations
- Focus groups with specific groups

Communication channels

Ideas to include...

Improved online presence

E-newsletters

Local papers and radio

Specific project phone and email

Email notification

Social media

Your ideas.....





**Urban
Growth**
NSW

Thank you