

# A City for People

Wollongong Public Spaces Public Life



# Foreword

## A great city for people

Taking its first steps towards a great city for people with the 2007 revitalization strategy, Wollongong City has initiated a visionary process that marks a paradigm shift in the planning culture of the city. Gehl Architects was invited in 2014 to be part of a process that has as its main focus – putting people at the center of planning in order to strengthen city life, vibrancy, sustainability and active mobility. Making this shift will enable the creation of a city center that is more attractive for residents, business and long-term investment.

The vision of creating people-oriented, sustainable and livable cities has become a general and increasingly urgent desire for many cities in the 21st century. All these objectives can be strengthened immeasurably by increasing the care and concern for pedestrians, cyclists and city life in general. A 'Public Space Public Life Survey' is a tool that enables a city to put public life on the agenda by registering and analyzing the status of 'life' between the buildings. The survey results give a better understanding of how streets and public spaces are used, and the behavior of people in the city. The survey results are used to develop targeted strategies for positive change and improving conditions for people using the city that can be further evaluated to measure the success of such change and investment.

This method and approach to collect data about people in cities has been used successfully the world-over in cities such as New York, London, Sydney, Melbourne and Copenhagen.

In Wollongong, the Public Space Public Life Survey was given high priority by letting a taskforce of City staff take a uniquely 'hands-on' approach to conduct and survey all counts and registrations of public space and public life activity, instead of usually having students conduct the surveys. The high degree of involvement by the city staff has given great ownership to the process and knowledge about the methods and the actual status of city life. This will enable the city staff to repeat the surveys and use the data to monitor change and effect of their planning strategies and decisions.

The survey was conducted in the summer of 2014 and has given a detailed understanding of life and movement in central Wollongong. The data has since served as a guiding tool for the strategies and schematic projects presented in this report - both as 'quick wins' and more long term actions for change.

It takes courage and great leadership with a clear and strong vision backed up with the skills to implement the strategies and actions described in this report. What Gehl Architects has seen and experienced with the project team at Wollongong City, with its vision, engagement and enthusiasm through-out the process, and together with the equal enthusiasm and leadership of its politicians, stakeholders and citizens, indicates to us that Wollongong is capable and ready for creating a change of mindset within city planning.

We wish you all the best when taking the next steps towards a great city for people.

Copenhagen, April 2016

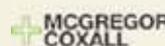


Jan Gehl  
Architect, Professor (rtd), Dr. hc.  
Gehl Architects

## Acknowledgements

Wollongong City Council would like to show their respect and acknowledge the Traditional Owners of the Land, Elders past and present, and extend that respect to other Aboriginal and Torres Strait Islander people.

This document has been made in partnership between Gehl Architects and Wollongong City Council and in collaboration with McGregor Coxall.



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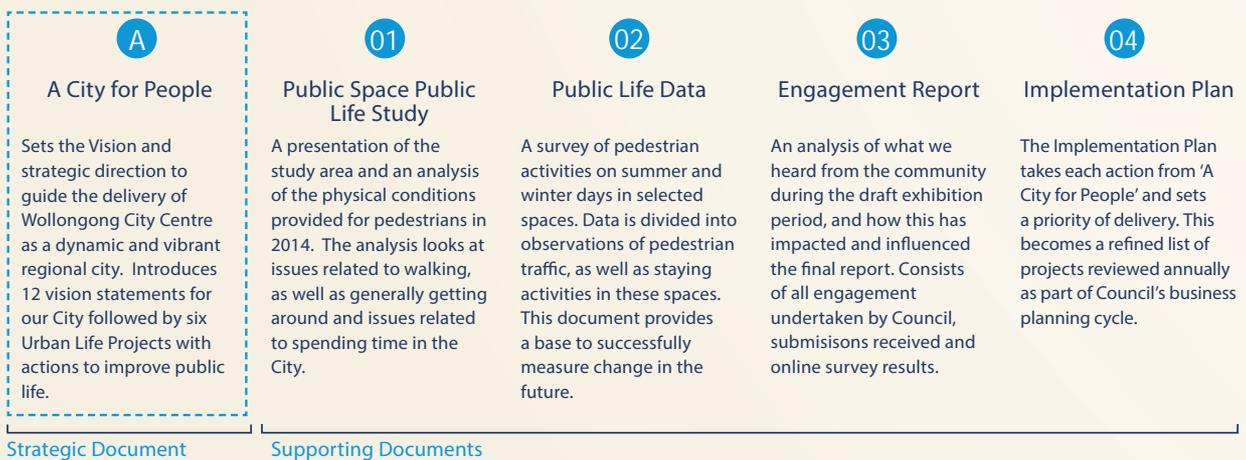
## How to read

A City for People sets the Vision and Strategic direction to guide the delivery of Wollongong City Centre as a dynamic and vibrant regional City.

Directing the focus of city design on the human dimension, a priority is given to delivering high quality city streets and spaces. This will invite people to rediscover their City, and to appreciate the unique and beautiful qualities offered by Wollongong City Centre.

Supporting the Vision - A City for People is supported by a suite of documents as outlined below which detail the background analysis and data which informs the way forward. The implementation plan defines the actions to deliver this plan.

## The suite



# Introduction

## Reviewing the City Centre Revitalisation Strategy (2007)

In 2007, Council endorsed the City Centre Revitalisation Strategy, a group of documents setting the strategic framework for the city centre.

The 2007 Vision set a 25 year strategic framework for the City Centre aimed to attract 6,000 new residents and 10,000 new jobs.

City life is continuously evolving. Nine years after the adoption of the Vision, it is important to check-in with progress and make sure we are on track. A City for People is the next instalment in the strategic direction to deliver the high quality, liveable city. A City for People replaces the City Centre Vision and the City Centre Civic Improvement Plan.

## Wollongong Public Spaces Public Life - a tool for change

In 2014 Council partnered with Gehl Architects to undertake a Public Spaces Public Life (PSPL) study. Gehl Architects are world leaders in the study of city life, understanding the complexities required to deliver liveable cities.

The PSPL study investigated our city centre in detail revealing its vulnerabilities in order to set the direction to deliver the city centre the community aspire to enjoy.

The data collected will form a baseline from which we can measure change over time and report on progress.

## Creating 'A City for People'

A City for People sets the Vision and Strategic direction to guide the delivery of Wollongong City Centre as a dynamic and vibrant regional City.

The Vision establishes a benchmark for all aspects of decision making for City Centre life and should be used by policy makers, the development industry and land owners to guide investment and decision making.

Directing the focus of City design on the human dimension, priority is given to delivering high quality city streets and spaces to invite people to rediscover their city and to appreciate the unique and beautiful qualities offered by Wollongong City Centre.

## Turning the design process upside down - first life, then space and then buildings



## The Gehl Approach

Gehl Architects strives to put public life at the top of the agenda. By doing so cities are able to create a stronger coherence between the lives lived by people and the planned/existing built form.

Built around four decades of experience, the Gehl approach requires a thorough understanding people's use of public space. This approach spends time counting, measuring and analyzing cities, recording the 'life' that occurs on streets and in public spaces and measuring the qualities of the surrounding 'space'. This data, with consultation, interviews and surveys helps us to better understand the interests of citizens in the public realm. This process allows for more qualified decisions about how to make cities for people, creating

outcomes which are beneficial for everyone, so that cities and quality of life gets increasingly better over time.

This data-driven approach sits behind well known City Centre transformations in Melbourne, Adelaide, New York and Copenhagen. This clear and thorough documentation of the City, allows changes to be measured while providing empirical evidence of improvements of the quality of Public Life.

Gehl has shown that public realm improvements have a large impact on the quality of Public Life in the City as citizens see quantifiable evidence of improved quality of life.

"First we shape our cities, then our cities shape us"

Jan Gehl

# A liveable city

## We often talk about creating a 'liveable city' but what does that mean?

A liveable city is one that offers a variety of attractions and opportunities for people to work, live, play, learn, visit and invest.

A liveable city puts public life at the centre of its planning, strengthened by an overall focus on liveliness, health, attractiveness, sustainability and safety. Establishing a high quality city for people delivers a range of health, lifestyle benefits and promotes confidence in economic growth.

A liveable city is an achievable goal for Wollongong and requires collaboration across the community, government agencies and the private sector.



## The community aspiration for a liveable city

A detailed analysis can be found in the supporting Engagement Report.

“It needs to feel vibrant, welcoming and a place where diversity and artistic expression is celebrated. Linkage from the train station precinct through the heart of the city to the beach precinct would be fantastic”



“The development of interesting, small artspace, cafes and venues for intelligent music has been great to see in recent years - we now need more trees and flowers everywhere, and pleasant places to sit and think and read - we need loads of small interesting places to browse and discover, not large and loud culture for a mass mainstream that doesn't actually exist - people respond to opportunities to be calm, reflective, open and interactive with strangers, and this is the culture that should be encouraged by public spaces”



## Importance of Public Life in Wollongong

Cities are complex and face a range of challenges. Improving liveability has been demonstrated to strengthen city appeal, enhancing attractiveness for residents and business.

The success of our City Centre directly influences the success of local business, the quality of life of its residents and more broadly the economic prosperity of the Region.

To be successful, the city has to be nimble, taking advantage of opportunities as they arise and not be afraid to make mistakes, understanding that you need to try new things to grow and adapt.

As we move into the 21st Century, Wollongong City Centre is evolving and we can see shifts in the city culture and appeal. We value our industrial heritage while growth in the knowledge, health and creative sectors, diversify the economy.

Wollongong 2022: Community Strategic Plan sets an objective to expand and improve the profile of Wollongong as a regional city of the Illawarra, identifying clear priorities to deliver a revitalised and active City Centre

The values and aspirations of the community, industry and government agencies to deliver a high quality liveable City Centre has guided

the vision, and informed priorities for delivering change and investment.

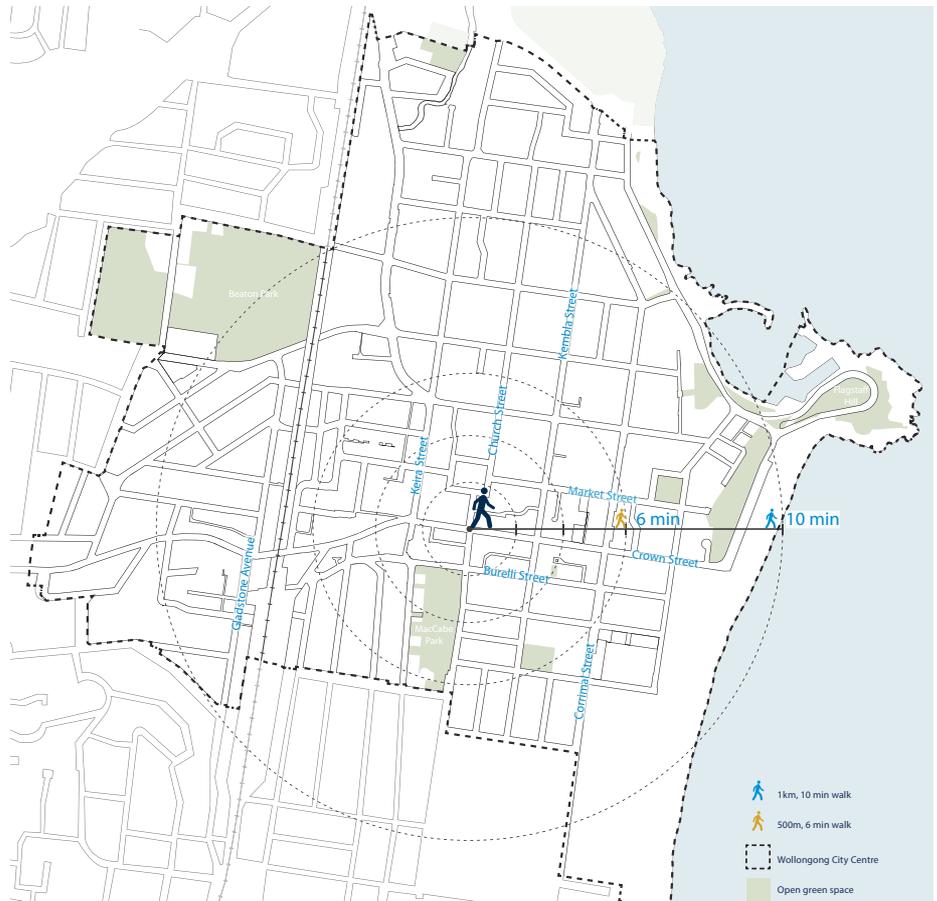
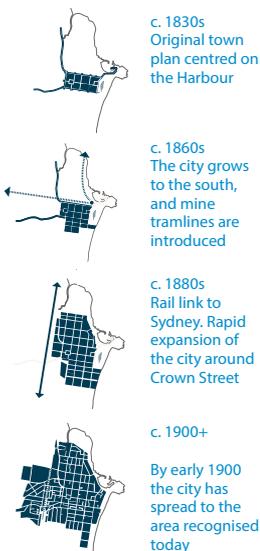
'A City for People' celebrates our communities appreciation and want for improved public life, introducing opportunities for people to meet, converse, stay and be inspired by our City.

There is a focus on small elements and the influential role they play in making life in our City Centre flourish for everyone.

# The study area

Wollongong City Centre is defined by the Wollongong Local Environmental Plan 2009. We have gathered data for the inner city area, from Wollongong Hospital to the foreshore, to capture the most intensely used areas of the City.

The City Centre, as it is recognised today, has evolved since the early 1800s from a natural landscape to a modern City. It has retained layers of its natural, Aboriginal and European heritage. The series of maps below shows the indicative pattern of European settlement.



Cities with tightly defined centres provide greater potential for flourishing city life, as well as preventing the dilution of city vibrancy and activity.

## The City and its people

The City is nestled between the escarpment and the sea. However weak links to the foreshore and the threat of tall buildings mean that the City's unique setting is underappreciated.

The City is largely defined (4km<sup>2</sup>) and the core has a retail focus with a void of residents. Vibrancy is lost with street life generally declining after the lunch time peak.

A car oriented City Centre causes the public realm to lack diversity in experience, diluting and discouraging walking between key destinations.

With the University of Wollongong and TAFE on its doorstep, the City Centre has access to a growing student population. However, there is a limited student presence in the City with only 8% of university-provided student accommodation in the inner City Centre.

The City Centre has a culturally diverse population speaking over 35 languages and demographically we are changing. Our City Centre supports a high proportion of young people (14-20 year olds 17%). However they are not noticeable in city life.

Just over 650 people live within the core of the City Centre

Over 35 languages are spoken in City Centre households

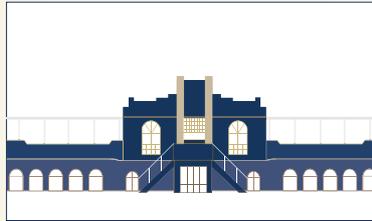
# Celebrating achievements

A lot has changed over the past five years in Wollongong. A diverse emerging creative culture is reflected through the community and Council initiatives. A lot of people are

unaware of these new and exciting changes. This page celebrates some of these - there are a whole lot more than we can list.



Viva la Gong recognises our cultural diversity and celebrates this with art and music.



Northbeach Pavillion re-build of prominent landmark celebrates our coastal lifestyle.



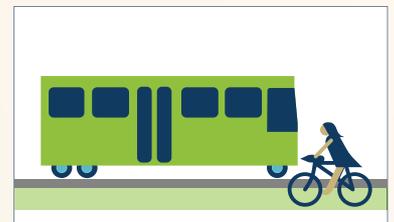
Public Art celebrating local talent brings colour and life to the city's floors, gardens and public walls.



Globe Lane comes to life via a collaboration between Council, GPT and small business.



Constant improvements and growth of markets bring vibrancy to our City Centre.



The Free Green Shuttle Bus, loops around our city every 15 minutes. Planning for improved bike facilities is underway.



50+ new bars and cafes in our City, bringing a new fresh vibe and a refreshed evening economy.



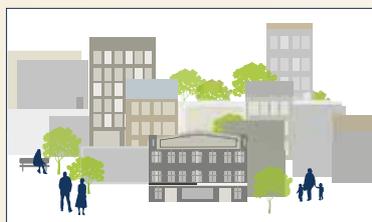
The Blue Mile links the City Centre with our foreshore and harbour, encouraging people to experience public space.



Wonderwalls Festival livens blank walls with evocative street art.



The Pop-Up Garden in Crown Street Mall introduced greening and places for people to sit and interact.



An 80% - 111% increase in residential population within our City Centre core.



Comic Gong festival promotes comic culture and local comic artists.

# Informing the Vision

The analysis presented by supporting documents relies on city data, technical analysis and analytical observations to understand the way the City Centre functions now. With this analysis we look at the key challenges we currently face and the potential to re-position Wollongong as one of the most liveable cities in the world.

Having this thorough understanding of our City Centre allows us to measure changes that occur within the City Centre with our overall city-wide vision.

The city's rich heritage is hidden and its unique setting is not realised.

## Challenge



Weak connections to the foreshore detach the city from its natural assets, while visual connections to the escarpment are under threat by tall buildings.

## Potential



The City Centre leverages off its world class foreshore, with strong visual and physical connections that reflect its coastal - escarpment setting. The City's heritage will be prominent and celebrated with pride.



The focus of the City is diluted over a large City Centre area.

## Challenge

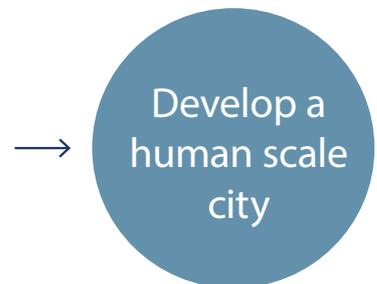


The streetscape quality is compromised by inactive and dull buildings at street level. Planning policy permits buildings to be constructed up to 120 metres which compromises the human scale of the city.

## Potential



A tightly defined City Centre Core will guide prioritize for investments. Buildings will interact with and be considerate of the experience of the City at street level. A push for high quality design excellence will celebrate the built form and how public space can interact with it.



The city is monofunctional and lacks a resident population to bring energy day and night.

### Challenge



The university brings a population of 24,000 students which is not reflected in the dynamic of the City Centre.

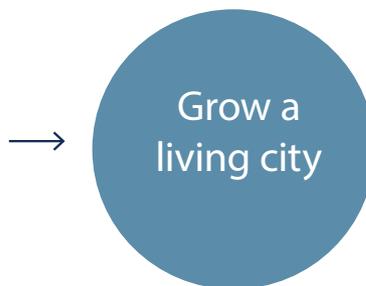
Large areas of open space and foreshore support the City, but have limited functionality, programming and are disconnected.

### Potential



Introducing more residents into the City Centre, will bring life to the City day and night and encourage students into the City.

The open public spaces will be of high quality and connected with options to eat, relax and play close to homes.



The city is designed to prioritise convenient access for vehicles, leaving alternate transport modes uncompetitive.

### Challenge



When rated against Gehl's 12 quality criteria, pedestrian experience as a whole is poor. Footpath interruptions, lack of covered walkways and intersections that prioritise vehicular movement create a segmented City.

### Potential



The City will prioritise pedestrians and cycling, encouraging people to walk rather than drive within the City Centre. An increase in public transport offers allow people to experience the City entirely on foot.



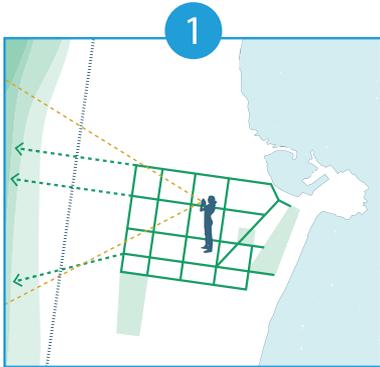
# City Centre Vision

In the 21st century Wollongong City Centre will be a people-orientated, sustainable and liveable city.

Wollongong City Centre is a thriving and unique regional city, delivering a diverse economy and offering a high quality lifestyle. The city centre is nationally recognised as a liveable city and is the place where people want to live, learn, work and play.

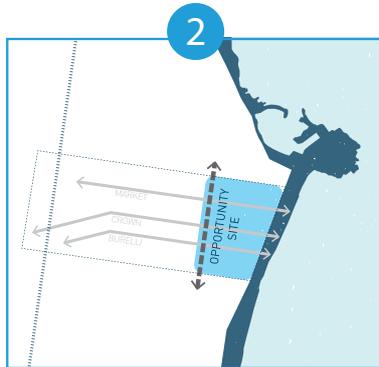
The City Centre Vision is supported by 12 Vision Statements.

## Celebrate the uniqueness



The natural beauty of the escarpment is seen from city streets and in-between city buildings.

Nature is an important part of the City street character, providing comfort and connection to the escarpment setting.



Offering a seamless journey between the city and the sand, the coastal setting underpins city experience and attracts a diverse range of people.

The foreshore is exciting and there are a range of things to do, see and enjoy.



The nostalgia of our past shapes the city identity and tells a story of our rich Indigenous, European and industrial history.

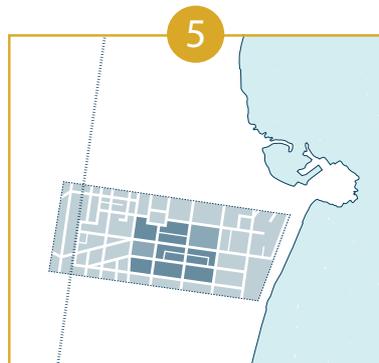
Heritage is revealed in City buildings and the spaces that exist in-between.

## Develop a human scale city



The City Centre is tightly defined, guiding priorities for investment and a growing economy.

A compact City Centre delivers a more connected CBD, bringing efficiencies and enhancing its regional role.



Buildings are designed to relate to City streets, delivering a comfortable scale and connecting people with street life.

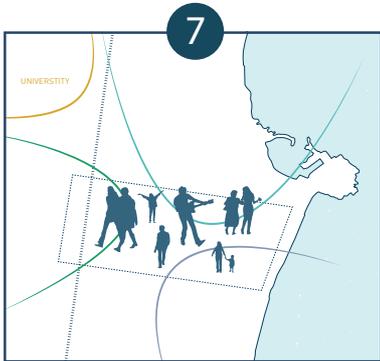
The character and form of buildings responds to and respects the City's natural setting and spread public life across the City.



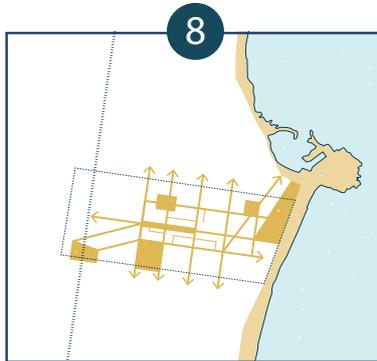
Architectural design excellence is celebrated, and a culture of high quality design is evident in the look and feel of the City.

Street presentation is exceptional, with high quality building edges interacting with the street.

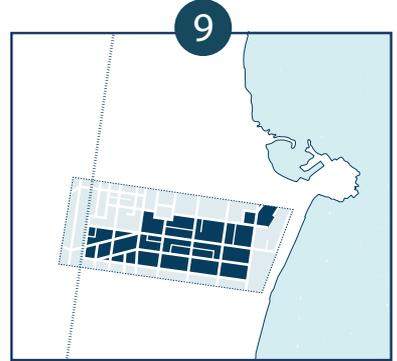
# Grow a living city



The City Centre has a strong, growing residential population who enjoy the lifestyle offered by a cosmopolitan City. A diverse community that is socially connected and has a shared sense of pride.

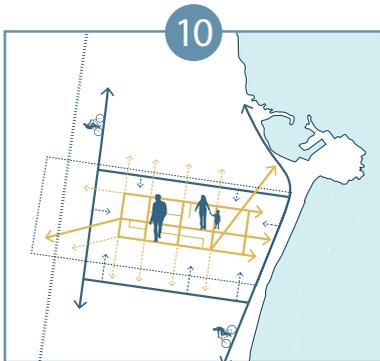


The City Centre delivers a network of intuitively connected paths and open spaces. Unique in character and role, the spaces are well designed offering flexibility in the way they supporting city life.

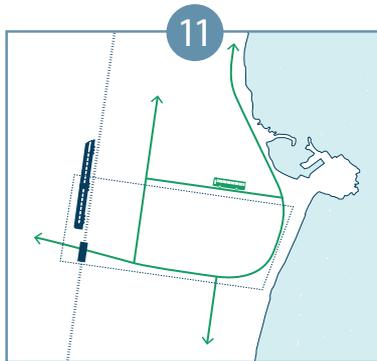


City blocks, streets and sites provide opportunities to live, work, learn and play. A range of uses engage with the street deliver vibrancy day and night.

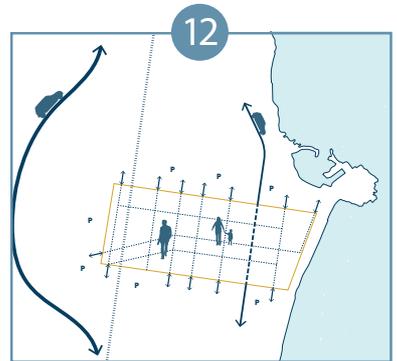
# Create an accessible, pedestrian-friendly city



Streets prioritise walking and cycling, enticing people to weave through the City and discover its offerings. Streets are comfortable, enjoyable and safe places. Inviting people of all ages and abilities to meet and socialise, attracting city life day and night.



Public Transport is the preferred way of accessing the City, seamlessly linking with the pedestrian and cycle network. Regular and reliable, bus and train trips conveniently connect to key destinations (eg, hospital and university).



Vehicle movements and car parking support City Centre functions while prioritising pedestrian comfort. There is a sense of pedestrian priority on City streets with through traffic redirected and cars encouraged to slow down.

# Creating a city for people

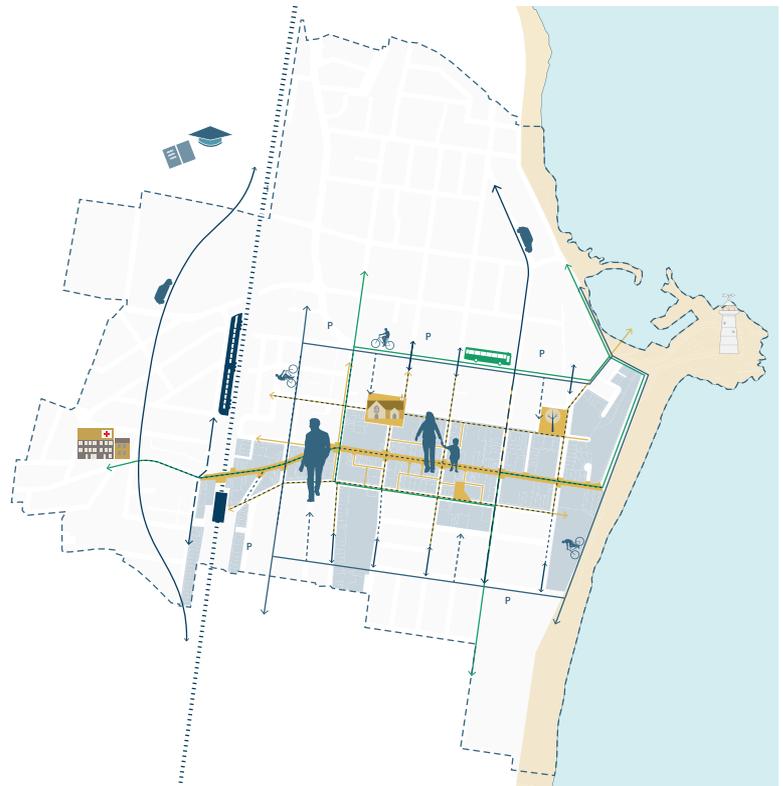
## City centre-wide projects

### A collaborative approach committed to change

The City Vision reflects the big picture - what the City Centre aspires to become. The vision establishes a benchmark for all aspects of decision making for the City Centre and should be used by policy makers, the development industry, the community and land owners to guide strategy and investment.

With a clear vision guiding the long term goal, it is important to recognise that change will be seen over time through a series of small scale, incremental changes. The vision will only be realised when the city works collaboratively so that every decision (small or large) is aligned with the big picture.

Some actions will deliver visible changes to the look and feel of the City Centre, while others will be policy focused and work behind the scenes. Some actions affect the whole City Centre, while others are site specific. What is most important is that every project needs to bring the City Centre closer to achieving its vision.



## Implementation – Ideas into action

A series of public life projects have been identified, highlighting important locations across the City Centre to focus investment to deliver incremental change. The projects are interconnected along Crown Street, the city spine that links east to west and binds together the city from its rail arrival and health precinct to its world-class foreshore.

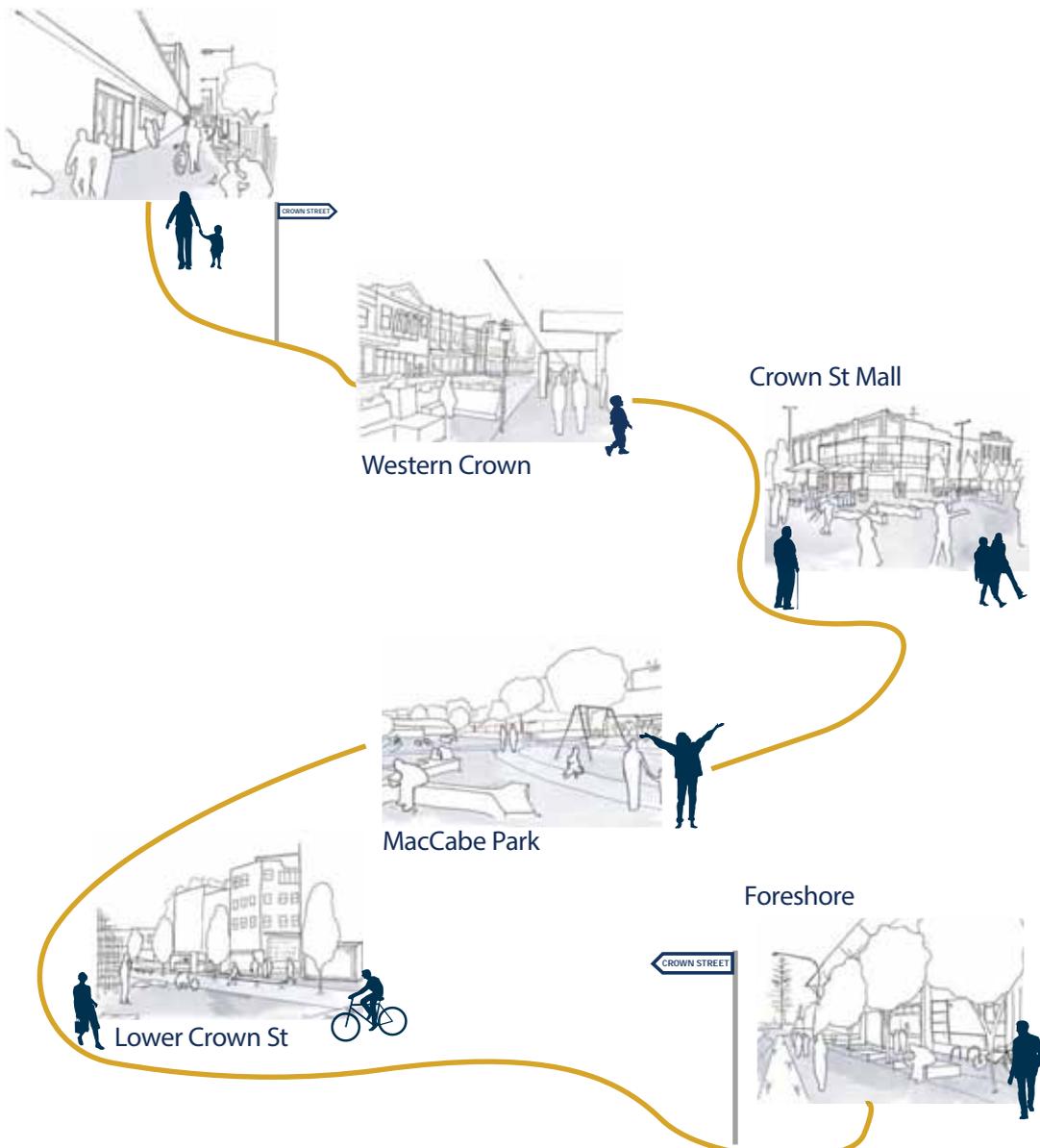
Through these projects, it becomes clear how the vision relates to on the ground change, with key principles guiding short, medium and long term outcomes in each location.

Delivering against the vision will require collaboration across government agencies, private industry and the community.

The City Centre Implementation Plan accompanying this document sets out the actions to deliver city-wide and area specific outcomes outlined in this report. It provides a series of projects, priorities and commitments to budget. The City Centre Implementation Plan is reviewed annually in accordance with Council's Annual Planning Cycle and will be an ongoing tool to discuss, prioritise and guide the delivery of A City for People.

# Unique urban life projects

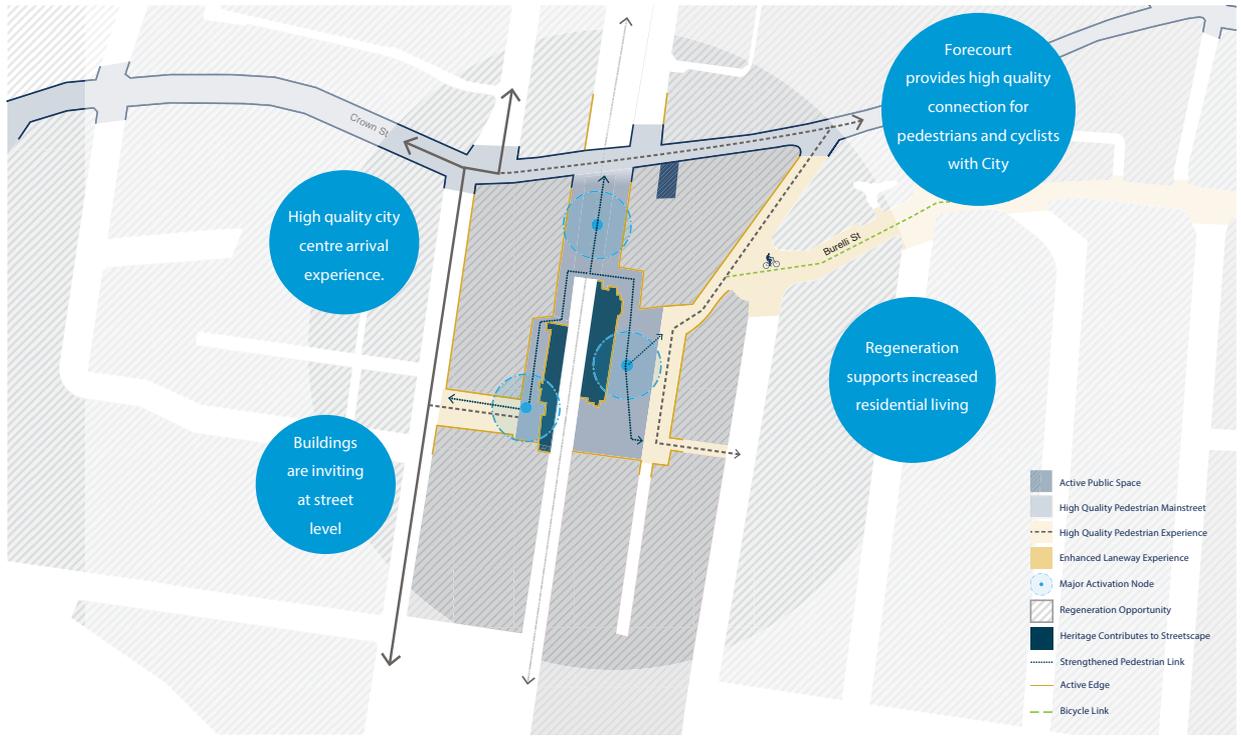
Rail Arrival



# Rail Arrival

The city will offer an inviting, high quality and well connected rail arrival.

With strong pedestrian links to the City Centre and hospital, it will greet visitors and locals with an exciting and safe arrival experience of vibrant, active, enhanced public spaces and lanes.



Photomontages are for visioning and are an example of potential changes only.

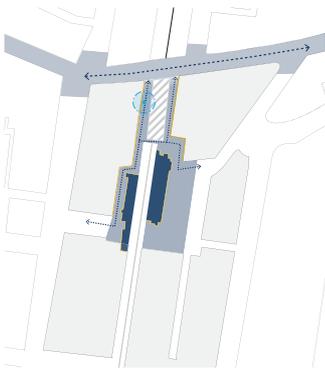
## Key outcomes to achieve this

### In the short term (1-2 years)

A range of temporary and permanent projects will offer a welcoming station arrival experience, and improve connections with key destinations across the City Centre - Mall, Hospital and Foreshore.

Buildings along lanes and streets incorporate a range of fun public art projects to bring life to blank walls.

Temporary wayfinding will experiment different ways to invite people to link to the City Centre.

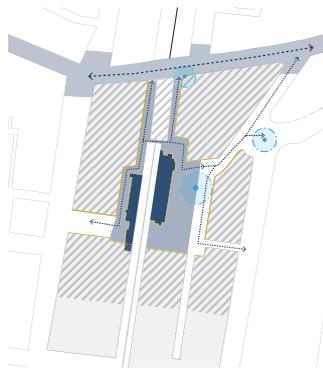


### In the medium term (5+ years)

Upgrades to the streetscape refresh the appearance and comfort of the station.

Permanent wayfinding is established and coordinated across the City Centre, enhancing the walking and cycling connections to the station.

Buildings along lanes and streets open up and interact with the street, and offer opportunities for people to stop and spend time in this part of the City Centre.



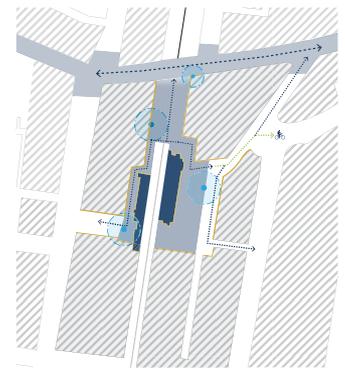
### In the long term (10+ years)

The rail arrival is welcoming and has become a preferred mode of travel to access the City Centre.

There are clear connections, leading people through the City Centre and to key destinations.

A new resident population in surrounding areas supports lively streets which are friendly and safe at all times.

The eastern entrance supports a strong, coordinated connection to the city's public transport, bicycle and pedestrian network.



Hole in the wall coffee shop and seating enhances



Large scale temporary art to activate forecourt and help with local information.



Well defined, pedestrian friendly streets create a safe and legible access for commuters.



Artistic and innovative wayfinding solutions using the existing fabric.



Small businesses enhance lane-ways and provide passive surveillance.



New and active Crown Street railway forecourt.



Artistic and innovative wayfinding solutions.



Innovative art uses existing urban spaces to enhance experiences.

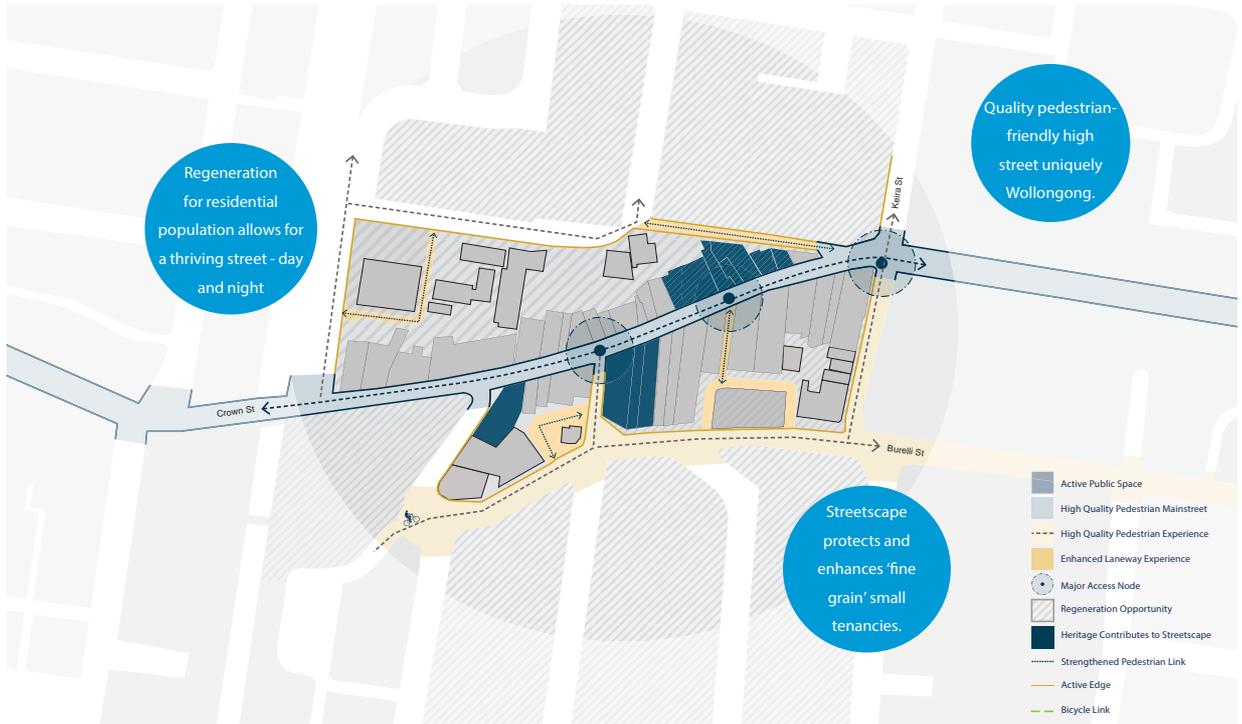


Regeneration of industrial sites for mixed use/residential development.

# Western Crown

The city will have a pedestrian prioritised spine with plenty of spaces to stop and sit.

A thriving hub for local businesses, Western Crown's high quality revitalised shopfronts will establish a strong and active engagement with the street.



Photomontages are for visioning and are an example of potential changes only.

## Key outcomes to achieve this

### In the short term (1-2 years)

Streets and lanes are clean and inviting with a range of permanent and temporary projects delivering light and colour to enhance the comfort of the street for people day and night, and enhancing the connection between the Mall and the train station.

Vacant shops are being used to showcase an eclectic mix of uniquely Wollongong offers to bring vibrancy and interest to the street.

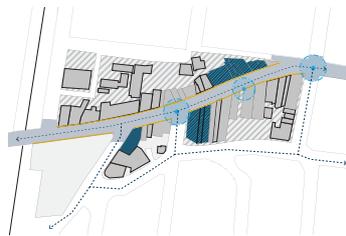


### In the medium term (5+ years)

The street looks and feels more like a city high street with the streetscape upgraded (between Atchison Street and Jubilee bridge) to improve accessibility and amenity.

Bus stops look refreshed with temporary solutions to improve seating and the waiting experience.

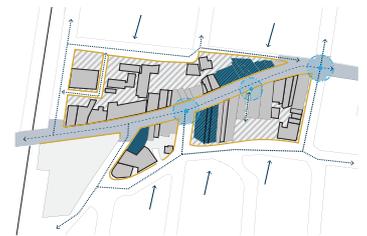
Planning policy is in place which offers incentives for regeneration opportunities and ensures the human scale of the existing heritage streetscape and small shopfronts are protected.



### In the long term (10+ years)

Western Crown is a hive of activity day and night, offering a uniquely Wollongong experience.

The street delivers a high quality pedestrian environment, alive with outdoor dining, interesting shopping and wide footpaths and there is a continuous connection between the rail arrival and the Mall.



Temporary parklet provides places to sit & wait for public transport.



Legible, pedestrian-friendly crossing points.



Pedestrian prioritisation & street trees define the street edge.



Affordable arrangements for local creatives brings life to empty shopfronts.



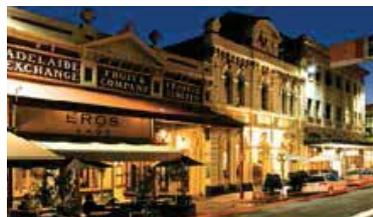
Enhanced street address & night time programming keeps streets active during the day and at night.



Wider footpaths allow for on-street dining.



Shopfront revitalisation engages with the street.



Lighting and enhanced public domain create a legible streetscape.

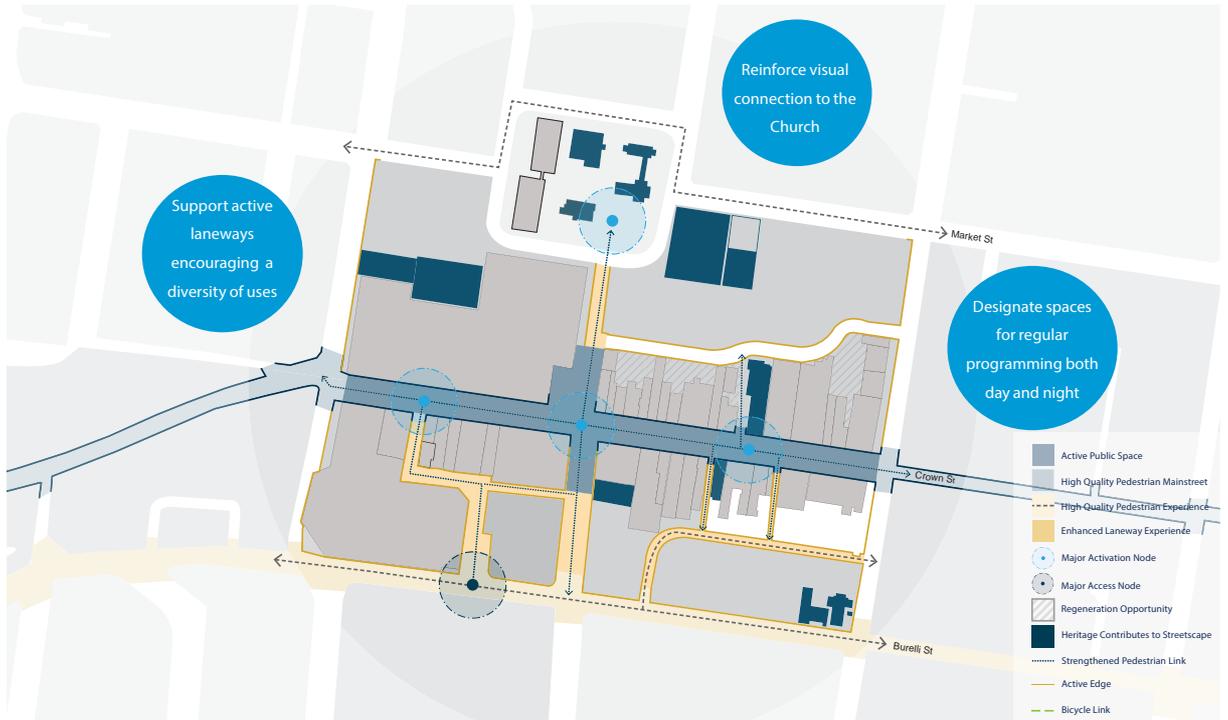


Increased density in surrounding areas supports local business.

# Crown Street Mall

Crown Street Mall will be a dynamic activity centre for the city.

At the centre of the city, the Mall will be a destination with regular free programming and a diversity of functions both day and night. Flexible spaces will invite people of all ages to spend time, creating a constant hive of activity. A vibrant and exciting network of laneways will connect the Mall with the City.



Photomontages are for visioning and are an example of potential changes only.

## Key outcomes to achieve this

### In the short term (1-2 years)

The role and identity of the Mall is diversifying with a range of temporary and permanent activation projects enhancing the experience of the Mall and invite people to explore their City Centre.

Art brings colour and interest, and gives a sense of change, and markets continue to bring diversity during the week and on the weekend.

The unique history of the Mall is celebrated by permanent and temporary projects.

### In the medium term (5+ years)

Laneways are alive and have unique characters of their own with outdoor dining, music and lighting.

The Mall is home to outstanding public art which is of regional and international interest, and visitors are compelled to explore the length of the Mall with a range of play, shopping and free street performance.

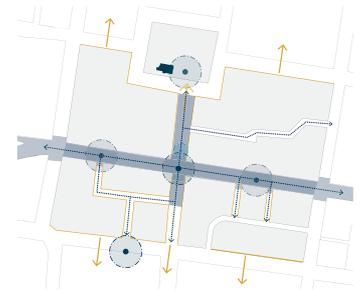
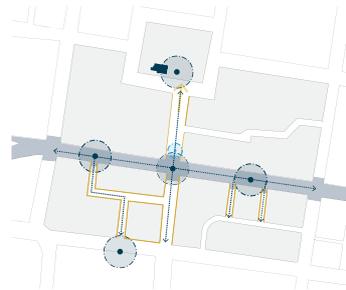
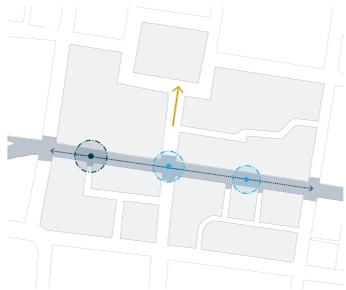
The stage is the focal point and meeting place with regular performances day and night and is enhanced with temporary shade and seating to improve comfort.

### In the long term (10+ years)

The Mall is a unique and exciting place at the heart of the City Centre with a real sense of connection with its history and foreshore setting.

The diversity of attractions bring excitement and promote inquisitive visitors to explore beyond the Mall, into the lanes and city offerings beyond.

There is activity day and night and people are drawn to a range of different experiences which invite them to spend time and enjoy city life.



Temporary regular programming creates a sense of place and destination.



Permanent structures which can be used for a range of activities help define spaces.



Temporary pop up use of spaces encourages new visitors.



Busking enhances the visitor experience.



Temporary installations bring play into the Mall.



Permanent structures which can be used for a range of activities help define spaces.



Quality outdoor displays & stalls strengthen the Mall.



Temporary activities help to define place and space.

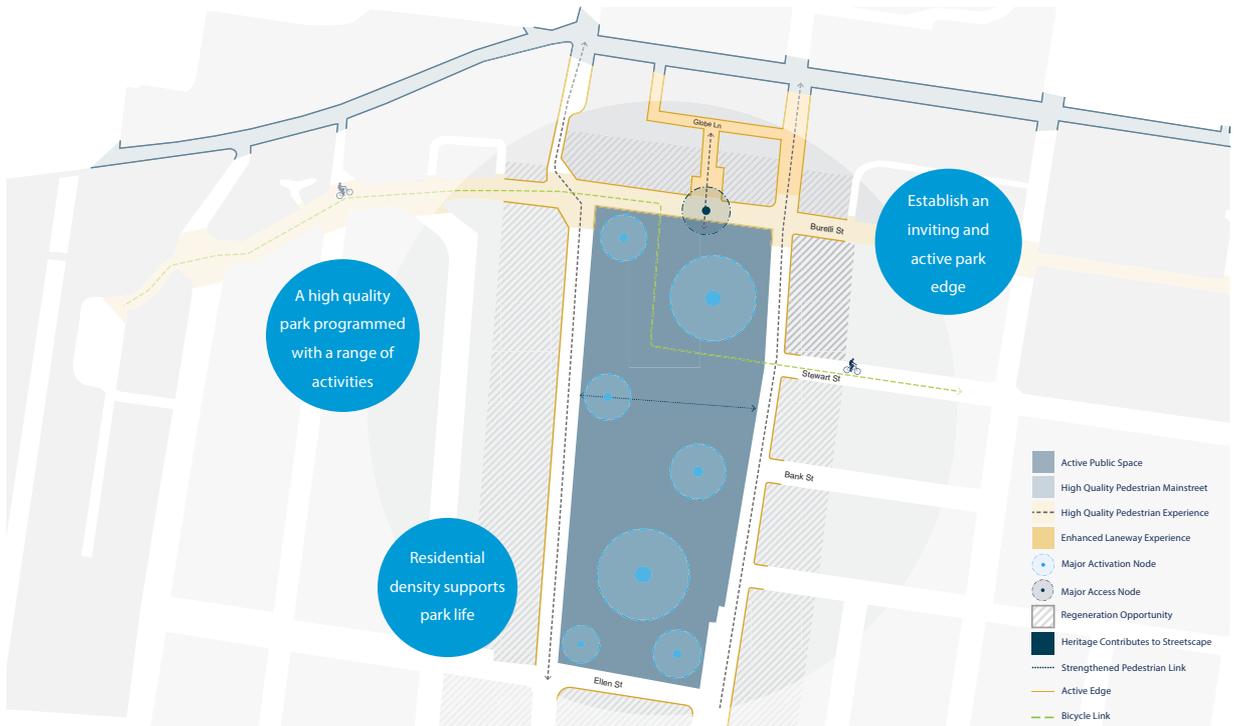


Frequent events such as markets create a destination.

# MacCabe Park

A premier city park offering a range of activities for all ages.

MacCabe Park will be celebrated as a lively, high quality urban park supporting a balanced lifestyle for city residents and workers. A place of pride for the city supported by activities (large scale events and festivals) cafés, and public facilities, it will be an active space connected to the City Centre.



Photomontages are for visioning and are an example of potential changes only.

## Key outcomes to achieve this

### In the short term (1-2 years)

The perception of the park is changing. A range of fun, temporary play elements engage people to use the park in different ways.

A range of temporary food offers are trialed to build diversity and encourage people to stay and enjoy the park for longer.

Buildings along the park incorporate a range of fun public art projects to bring life to blank walls.

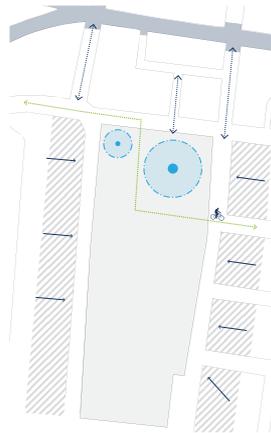


### In the medium term (5+ years)

The city cycle network extends through the park with unique cycling play options that tap in to the park's velodrome history.

The park has a strong connection to the Mall with north/south connections (physical and visual) via Globe Way, Church and Keira Streets.

Buildings interfacing with the park interact with a range of complimentary uses which bring vibrancy day and night.

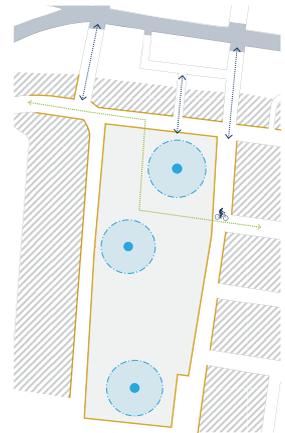


### In the long term (10+ years)

MacCabe Park is the premier city centre park, integrating with the city and supporting high quality links with the Mall, Station and Foreshore.

People use the park day and night for a range of activities and the park hosts important city centre celebrations.

Appropriate development supports park activation, with surrounding development integrating with and enhancing park life.



Evening activities enhance the park at night.



New cafés with park vistas activate the park edge and support busy playgrounds.



Improved youth services with integrated facilities.



Recreation space for children uses the existing topography.



Re-use can activate the park and work with park aims to enhance park activities.



Permanent play structures and community garden enhances the park's focus on youth and education.



Temporary businesses support park users.



Strong connections to the pedestrian network.



Active play offers spaces that cater to all age groups.

# Lower Crown - Arts Precinct

Interconnected laneways, streets and buildings which celebrate art, music and literature.

The precinct becomes a focal point from which Wollongong's cultural expression and experience can radiate through the City Centre. Surrounding buildings interact with, support and open on to the Central Urban plaza, providing offers for residents and workers to sit, eat, work and play day through to night.



Photomontages are for visioning and are an example of potential changes only.

# Key outcomes to achieve this

## In the short term (1-2 years)

Changing art and cultural displays create a focal point in the plaza and build on the creative Arts Hub established in the lower Town Hall.

Spaces and buildings are alive with local creative projects (temporary and permanent) delivering seating and shade to improve comfort.

The plaza is programmed with a range of events day and night and these extend and connect to venues in surrounding lanes and streets.

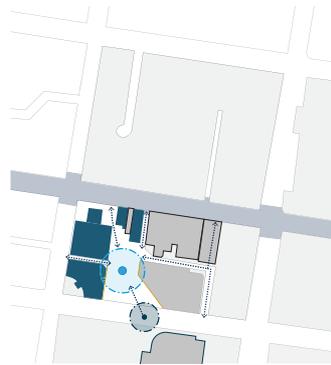


## In the medium term (5+ years)

There is a coordinated program of spaces and buildings with Art and Culture celebrated.

Lanes are enhanced to promote improved pedestrian connections between Lower Crown Street, the Town Hall forecourt, Town Hall pocket park, laneways and the central urban plaza.

An Arts Precinct Committee oversees the integration and programming of all sites, spaces and events day and night.

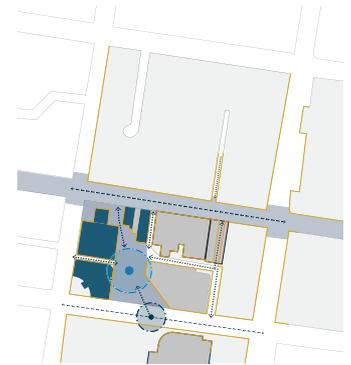


## In the long term (10+ years)

Streetscape upgrades in Lower Crown Street reinforce its role of an outdoor dining precinct and key connector between the Mall and Foreshore.

There are welcoming links between the Arts Precinct Plaza via activated laneways which draw people in.

The Arts Precinct feels alive with people day and night and buildings are inviting, fronting onto streets and public spaces.



Temporary food trucks activate lanes during the evening.



Pop up galleries activate laneways during opening and closing hours.



Artist in residence programs/galleries.



Temporary outdoor public exhibition spaces offer a constant and changing attraction.



Improved public domain that caters to workers and students.



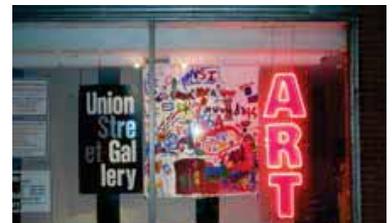
Cheap artistic strategies employed to create a sense of enclosure.



Temporary seating and structures create a sense of enclosure.



Art fair and stalls bring together local creatives.



Improved building interface & local gallery.

# Foreshore

A thriving outdoor culture will connect the city with its relaxed beach lifestyle.

The foreshore's natural beauty informs the character and identity of the City Centre. Strong visual and physical connections along Crown, Burelli and Market Streets invites pedestrians to move easily between the City and Foreshore. South Beach forecourt provides an exciting sense of arrival with a range of activities and programmed spaces to invite people.



Photomontages are for visioning and are an example of potential changes only.

## Key outcomes to achieve this

### In the short term (1-2 years)

The link to the foreshore feels better connected as new development adds interest to the street and innovative projects bring life to blank walls.

Temporary wayfinding that is fun and artistic helps connect people and the beach is more visible from Crown Street.

A range of temporary public space projects deliver a sense of arrival and offer a range of different things to see and do to invite people to stay and spend time.

### In the medium term (5+ years)

A collaborative Foreshore master plan is developed in partnership with WSEC, Catholic Diocese and other relevant stakeholders to guide the future of the Foreshore.

Crown Street has well established pedestrian and cycle links connecting the Blue Mile to the Mall, and buildings front onto and activate Crown Street.

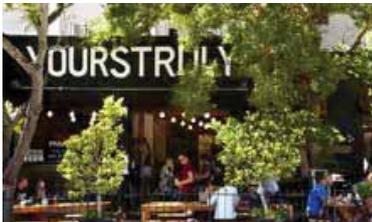
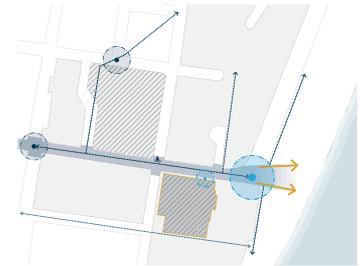
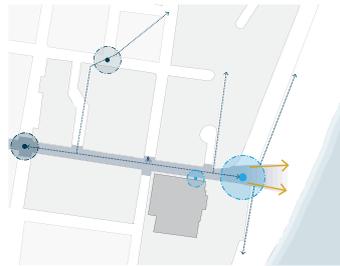
The connection to the Harbour is enhanced and more people are walking between destinations.

### In the long term (10+ years)

The Foreshore feels seamlessly connected and has a strong sense of arrival, offering a range of things to see and do as you journey between the city and the sand.

The history of the City is celebrated and the spaces and streets deliver a sense of identity that is uniquely Wollongong.

The WSEC is a celebrated international entertainment facility supporting diverse events and integrating with its coastal and city centre setting.



Outdoor dining improves streetscape.



Decking creates a strong visual and physical connection between the city and the beach.



Active street edges with ample room for dining, pedestrian and cycle movement connects the city with the foreshore.



Outdoor dining supports the growth of a restaurant corridor.



Sensitive architecture provides an urban engagement with the foreshore.



Public domain that responds to natural settings.



Wide footpaths to enable street alfresco.



Visual connections enhance engagement with the beach.



Mixed use development encourages street activity.

# Inspiration

## Innovative government design culture



### Auckland, New Zealand

Once described as “the bad boy in the class” and “the city of cars”, Auckland’s remarkable short term turnaround has largely been a result of renewed, persistent and determined organisational and institutional cultures. A strong shared vision of “Creating the World’s Most Liveable City” laid the platform for policies, processes, projects and people to flourish. Auckland Council acknowledges that design leadership must be mandated from the top to act as a sustainable agent of change.

## Mixed land use and transport integration



### Cleveland, Ohio, USA

The ‘Connecting Cleveland 2020 Citywide Plan’ was introduced with the aim of shifting the city from a homogenous pattern of zoning to a focus on pedestrian prioritisation and diversity of uses. It is now dedicated to integrated transport solutions to connect downtown, harmonise traffic flow, improve the streetscape and allow for multi-modal uses. Their ‘Smart Zoning’ policies use innovative zoning techniques allowing for diversity in development. The improved links and diverse mixed use areas have led to a very considered series of accessible districts each with their own goals and identity, all celebrating Urban Life.

## Commitment by government to create a world class city for people



### Copenhagen, Denmark

The City of Copenhagen has had a sustained commitment to producing a high quality city for its residents, workers and tourists since the 1960s. Consistent and coordinated policies have produced a city that has been successful in catering to all facets of urban life. The city has ensured a coherent and holistic consideration of the relationship between transport, land use and urban form, with human experience at the forefront.

## Recent reduction in height limits to reinforce human scale



### Kyoto, Japan

Described by Mayor Yorikane Masumoto as “a major project looking a century ahead”, the 2007 Kyoto City Landscape Policy resisted the trend to ‘upzone’ cities and reduced their inner city building height limits. A more appropriate distribution of building height was enacted that sought to reinforce the Kyoto character as a point of difference to other competing Japanese cities. The policy also ensures that the supply of new development space is distributed more evenly around the city rather than being isolated by few sites.

## Actively pursuing multifunctional outcomes



### Melbourne, Australia

The City of Melbourne’s Postcode 3000 strategy is an exemplar of how to plan and execute an ambitious city direction. In 1992, the Postcode 3000 strategy was introduced with the aim of actively and quickly shifting from a city with a conventional ‘Central Business District’ (dominated by a 9-5 economy) to a ‘Central Activities District’ (with offices, retail, residents, events and arts and culture). The Council used a variety of levers at their disposal, including technical support, financial incentives and demonstration projects in what was a strong contributor in making Melbourne what it is today.

## Making difficult decisions for long term benefits



### Sydney, Australia

The City of Sydney Cycle Strategy and Action Plan 2007-2017 shows a commitment to making cycling as attractive a choice of transport as driving or using public transport. The implementation of this large and costly infrastructure upgrade of this plan came with community concerns, leaving the Council to make costly decisions without community support to strive towards a liveable and cycling friendly city. Met with many barriers, the persistence to strive for a long term goal has paid off, with the number of cyclists doubling over the past three years, with a push to introduce more cycling infrastructure and events.

# Conclusion

A City for People sets the Vision and Strategic direction to guide the delivery of a people-orientated, sustainable and liveable City Centre.

By guiding city design to reflect a comfortable human scale, priority is given to the delivery of high quality city streets and spaces. Inviting people to explore their city and to appreciate the unique and beautiful qualities offered in the City Centre.

Turning ideas into actions requires collaboration, partnerships between the community, Council, industry and government agencies. Through consistent dedication to change, all aspects of decision making and investment will continue to drive the City Centre closer to realising its future vision.

The City needs to be flexible, open to new approaches and understand that over time, incremental changes will shape the City Centre's continuous journey of revitalisation.

## The process of the Public Spaces Public Life Strategy

