

Ramsgate Village Place Vision

193–199 Rocky Point Rd.
66–68 Ramsgate Rd.
2–6 Targo Rd.

Ramsgate
NSW 2217

**TIME&
PLACE**

WOOLWORTHS GROUP



Development Partners

A joint venture between Australian developer, Time & Place and Fabcot, Woolworths in-house retail development division.

Since its inception in 2015, **Time & Place** has delivered exemplary projects of purpose and value across Sydney and Melbourne. The development team engages in all stages of work to develop quality, contemporary places that enrich everyday life. Time & Place has extensive experience across residential, retail, mixed-use, hotels, industrial and commercial developments.

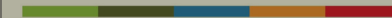
- 600 apartments currently under construction
- 2,500 apartments settled under Time & Place management

Woolworths creates better places for a better tomorrow. To date, its in-house development team has delivered over 100 retail-based, mixed use developments across Australia. Woolworths employs over 1000 people in the area, representing over \$30m in annual wages to the local economy. The Woolworths Group is committed to Ramsgate and will be the long-term anchor tenant of Ramsgate Village.

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Executive Summary

Overview

Ramsgate Village is a landmark precinct designed to celebrate daily rituals, weekly experiences and once-a-year events. A new landmark for the South District, the village will be an inspiring and welcoming place to live, visit and work. Here, a collection of apartments, shops, and eateries, designed around an expansive public space, will transform the site from a run down location into a bustling destination.

Ramsgate is a highly connected suburb in the Georges River council. Time & Place and Woolworths have partnered with SJB architects and Landform Studios to ensure that Ramsgate Village contributes to the area and delivers on the council's goals. Our team understands that there are only a limited number of developable sites in the local area with the potential to revitalise Ramsgate, so it is essential to develop a resilient and connected village.

We see the rare opportunity that this large, consolidated site provides and have designed a village that will support and enhance the existing street retail environment. Ramsgate Village will be an epicentre of activity, where people seeking exceptional experiences and a friendly atmosphere flock to the neighbourhood.

Ramsgate is evolving, and Ramsgate Village is part of this urban maturity. The village square and best-in-show supermarket will encourage new visitors, while the restaurants and shops will keep people engaged, day and night. Ramsgate Village will be a place that makes people proud to be, to stay and to live local.

Research Findings

Local growth

Ramsgate Village will become part of the local landscape, employing, housing and welcoming a diverse community. With the development creating new local businesses and an activated public square, the village will contribute to Ramsgate's success, generating Gross Value Added (GVA) of \$90.6m and around 300 jobs, both direct and indirect during the construction phase.

Retail expansion

Ramsgate Village provides a rare opportunity to create a retail destination for the South District. The village will deliver a range of services and retail offerings that reduce the need for residents to leave the local area. A looped retail experience, where shoppers can browse the retail of Rocky Point Road before exploring the village lane ways and square, will enhance the area's appeal and encourage people to shop locally.

Building towards goals

Ramsgate Village will address Georges River Council's forecast shortfall in dwelling supply by providing homes for all generations. Young families will enjoy being connected to a flourishing new precinct, while downsizers will appreciate the opportunity to age in place. The village will also address council's concern that there is limited choice for small dwellings that will suite the ageing population available outside the growth areas of Hurstville and Kogarah. (Georges River Draft LHS 2020)

Community engagement

We engaged with the community, listening to what the locals need today and tomorrow. We found that there is overwhelming support for revitalisation, with 59% of respondents supporting the change. Participants saw the need for a convenient, modern retail destination — a one stop shop for the neighbourhood. Locals feel that the area is outdated and uninspiring; 67% of respondents call for a revamp of the area. There is strong agreement across all age groups that Ramsgate needs additional retail, entertainment and services.

Place Outcomes

Ramsgate Village's retail offering and landscaped public space will create a vibrant hub that reflects the best of Ramsgate and its surroundings.

The village will be:

- A local destination that connects the community and attracts visitors from across the city
- A catalyst for future investment
- A place alive with activity anchored by a full-line Woolworths supermarket

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Context Overview

We believe that good placemaking lives at the intersection of place, people and policy. We worked to deeply understand all three, walking the local streets, listening to community sentiment and interrogating council goals.

We've discovered that Ramsgate has a proud history as a gateway between the suburbs, the beach and the city. It's a place of wide, leafy boulevards, heritage homes and vibrant pockets. It is a neighbourhood brimming with a potential and primed for sensitive change.

Our vision for Ramsgate Village, reflects the character of Ramsgate. It will become the new heart of the neighbourhood — a natural gathering place that locals can be proud of and couldn't imagine living without.



Local neighbourhood photo study, 2021

Context

Place

Ramsgate is surrounded by everything that makes Sydney spectacular. The beaches beckon, the people are friendly, and the streets are the epitome of Australian suburbia. It's a traditional neighbourhood that is transforming at a relaxed and coastal pace.

Ramsgate Village will celebrate the local character while defining a more urban future. It will revitalise the local streets and provide much needed activations. The new village will re-energise the neighbourhood, the South District and draw visitors from across the city.



Macro: Greater Sydney

The Greater Sydney Region Plan reshapes Sydney as three cities underpinned by five districts. Here in the South District, there is a renewed focus on creating vibrant public places, tourism assets and providing more open spaces. There is a shared goal to improve green infrastructure, to increase jobs, to provide new dwellings and to optimise the advantages of a connected location. Ramsgate Village has been conceived to help the South District realise and exceed its clear objectives.

Middle: Surrounding area

Ramsgate Village is bordered by Ramsgate and Beverley Park. It's a gateway between the sprawling western suburbs, the CBD and the beach. Locals love the beach lifestyle, the slow pace and the leafy spaces. Tree-lined streets are lined by an eclectic mix of architecture; red brick homes, Art Deco details, post WWII fibro shacks are all part of the urban fabric.

Micro: Ramsgate Village

The Ramsgate Village site is located on two high-traffic arterial roads: Ramsgate Road and Rocky Point Road. Current retail is spread out along busy streets and narrow pathways that do not invite pedestrians to linger, and a neighbourhood hub does not exist. The village will become a bustling precinct and an exciting precedent that reinvigorates Ramsgate and its surrounds.

Context

People

The best placemaking projects are created with a clear understanding of the people who will inhabit them in the future. Georges River is home to people from a range of cultural backgrounds and ancestry; we have worked to cater to a well understood audience and create a village that is welcoming, inclusive and inspiring.

The area's diverse and growing population is projected to grow by 13.85% between 2021 and 2036. We have therefore modelled future users' needs to guide decisions around design, access and use. Our quantitative and qualitative research, combined with up-to-the-month community engagement, will ensure a smooth transition from present to future needs.



Context

People

Glimpses of daily life, through windows and across terraces, will reveal a community connecting with each other and making their mark.

Residents

Residents represent the fastest growing group in the local area, with young families, downsizers and professionals all attracted to this thriving region. Residents within Sans Souci and Ramsgate love where they live and have a strong preference to stay and age locally.

Ramsgate Village will be home to a mix of ages and cultures, where a diverse range of housing will keep the local community strong and connected. Between 2021 and 2041, the number of residents aged 65 and over will increase from 16% to 20%¹. By delivering 176 apartments, Ramsgate Village will help downsizers stay in their local area.



32%

By 2024, 32% of all Sydney apartment dwellers will be families²



7.8%

Increase in working age residents will increase by 2036



12.3%

Increase in population under working age by 2036



23.5%

Increase in population of retirement age by 2036

1. Urbis Strategic Positioning Paper October 2021

2. McCrindle & Urban Taskforce Australia, 'Sydney's Lifestyle Study – Redefining Sydney's Urban Lifestyles' (2017)

Context

People

For workers and visitors, Ramsgate Village will be a place that is easy to access and a delightful backdrop for shopping, relaxing and creating new enterprises.

Workers

Businesses are already making the most of this connected location, with its easy access to the city and the airport. With the growth of the Kogarah Health and Learning precinct, just a few kilometres to the north, new health and education workers will be drawn to the local area. Investment in the region will also increase employment in sales and trade jobs as well as professional services. With its mix of retail and eateries, Ramsgate Village will create hundreds of jobs in construction and service.



7,000 resident workers work in the retail industry but only about 26% of these workers are retained within the LGA



Out of 69,960 resident workers in the Georges River LGA, only 23% work within the Georges River LGA



Ramsgate Village will create 200+ jobs

Visitors

Clever investment in the region will attract more visitors to Ramsgate, a suburb already known for its kid-friendly and cosmopolitan culture. The famous Ramsgate Foodies and Farmers' Market is known for its community feel and fresh, organic produce and attracts visitors from the surrounding suburbs. A tailored approach to the specialty retail through food and dining would further establish the area as a foodie destination for the south.



A proposed River Rail will connect Georges River to the heart of Sydney



Ramsgate Foodies and Farmers Market is a popular weekly market



Many cafés in the area mix a casual coastal character with a Euro flavour

Context

Policy

The Georges River Council's Community Strategic Plan 2018–2028 provides a well-structured guide for development and placemaking. Ramsgate Village delivers against the council's six core pillars designed to benefit the entire region.

01 A protected environment and green open spaces

Ramsgate Village's publicly accessible open space, with shaded expanses of greenery and a plaza for the community to connect in, will be a local attraction.

02 Quality, well-planned development

Ramsgate Village will be a benchmark, mixed-use development that combines high quality apartments, retail and amenity.

03 Active and accessible places and spaces

Easily accessible retail and the public plaza will animate the area.

04 A diverse and productive economy

A mix of retail, including a new Woolworths will keep jobs and spending in Georges River.

05 A harmonious and proud community with strong social services and infrastructure

Ramsgate Village will catalyse renewal and create greater housing diversity.

06 Leadership and transparency

Time & Place and Woolworths are known for building successful projects and partnerships.

Context

Community Engagement

Purposeful listening

We worked hard to understand the local community's aspirations for Ramsgate's revitalisation and engaged Urbis to research local sentiment. Our team connected with stakeholders, outlined the site's opportunities and actively sought feedback through a deep community engagement process. We adapted our designs to respond to community needs.

Clear methodology

Our extensive community engagement consisted of phone surveys and focus groups. Our team answered the community's questions via a statistically-valid phone survey and held local focus groups. This level of consultation is without precedent in the area.

2 focus groups

203 phone surveys

18–76+ age mix

67% of respondents would like to see restaurants / cafes / food and beverage spaces in the area

Place Vision

Ramsgate Village provides an opportunity to reposition a historic high street shopping strip, strengthening and establishing its role to the surrounding community.

Ramsgate Village will become a beacon of quality that announces the arrival of a new neighbourhood hub.

This benchmark mixed-use development will create a dynamic new precinct for the local area through its unique combination of publicly accessible open spaces, retail and quality housing.

The village will respond directly to local character, letting nature in, welcoming all people, and reinterpreting the casual charm of the surrounding neighbourhood.

It will be a place where friends can gather for a meal and kids can play under the shade of the leafy canopies. With its size, vision, accessible location and undeniable appeal, Ramsgate Village will be easy to access but harder to leave.





Place Themes

The Ramsgate Village project team has created four themes that align local needs with project aspirations. The themes add a richness to the vision and encompass everything from architecture and materials to the landscape and character of the village.

Mixed-Use



A mix of carefully curated retail, high quality residential and an open space for community use.

Green & Liveable



A publicly accessible open space, surrounded by greenery and sustainable design reflect the leafy Ramsgate streetscape.

Neighbourly



A new village that stitches itself into an old neighbourhood and has a real human scale.

Flow & Form



A strategic effort to enrich Ramsgate from a thoroughfare to a destination.

Place Themes

Mixed-use

Ramsgate Village will be the new focal point for the local community to sit, eat, shop and work. At the heart of this bustling community hub, a family-friendly public realm will be a place for all generations to discover new experiences or access new events. A contemporary Woolworths, underneath a new collection of shops and cafés, will also be a major drawcard. A striking built form, that combines residential and retail spaces with a beautiful landscape, will encourage patronage and support future development.

- Safe night-time economy
- Residential population to support viability of local retail
- Best-in-show Woolworths supermarket to anchor the site



Market Hall Fulham, London



Darling Square, Sydney



Liberties Walk, Philadelphia



Habitat, Byron Bay

Place Themes

Green & Liveable

We are committed to creating a precinct that is healthy and sustainable. Ramsgate Village will be a visibly green landmark for the Local Government Area.

The precinct's scale and form provide a unique and meaningful opportunity to create healthy spaces and best practice in sustainable design.

- Native plant species
- Greenery across the public realm to create a connected village centre
- Solar access



Etsy HQ, Brooklyn



Prahran Square, Melbourne



Westpac Place, Kent Street



Manifesto Markets, Prague



West Village, Brisbane



James Street, Brisbane

Place Themes

Neighbourly

With its friendly character and respectful design, the new village stitches itself into an old neighbourhood. SJB architects designed Ramsgate Village to reflect qualities of the area through massing, materiality and a lush public realm. This affordable and friendly precinct will become a welcome part of everyday life.

- Sensitive built scale respects the height and mass of the surrounds
- Brick and natural materials pay homage to the local area
- Inclusion of family-friendly apartment stock



Mixed-use



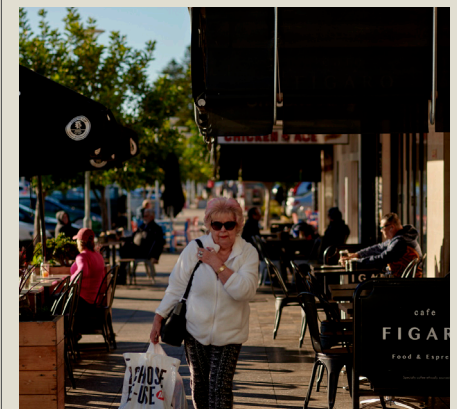
Neighbourly streets



Shared spaces



Cultural retail



Accessible for all

Place Themes

Flow & Form

Ramsgate Village is sensitively designed to respect the existing streetscape. The building's 'Contemporary Deco', with soft corners, and strong horizontal lines, acknowledges local Art Deco architecture, while the masterplan improves the pedestrian experience, public safety and ease of movement around the area. At the same time, the nine-storey design — with a 6-storey street wall and slow transition in height — will mark the location of Ramsgate's new community heart.

- Safe and beautiful streetscape
- Respite from Ramsgate and Rocky Point Roads



SJB Architecture, Sydney



James St, Brisbane



James St, Brisbane



The Commons, Bangkok



Congress Pocket Patio, Texas

Development Mix

Retail Offer, Public Realm Experiences & Residential Offer

A village that strengthens the connection
between people and the places they share.

Retail Offer

Ramsgate Village will create a high street experience for Ramsgate with a collection of shops that complement the retail offering of Rocky Point Road. A full-line Woolworths, positioned underground, provides more ground level space for the public to enjoy and for local retailers to establish new businesses. Here, a selection of specialty shops and eateries will make the village a character-filled space that invites shoppers to take their time and discover new products, produce and events. A variety of pathways, smaller atriums and laneways will create spaces to step back from the thoroughfare — to pause and relax away from the busy streets.

Public Realm Experiences

The village square, designed by SJB & Landform Studios, is designed to nourish the local community. This will be a comfortable, sun-filled space, to linger, to enjoy an ice cream or coffee with friends, surrounded by native flora with areas to sit and relax. The square is designed to be a joyful place, with ribbons of colour running through along the ground, up benches and inviting children to follow the trail. Playful, safe and sheltered, this civic space is designed for everyone to get together and share experiences, creating a strong community network.

Residential Offer

A collection of apartments, set back from the public plaza, has been designed as three separate communities that enclose the sheltered and landscaped central square. While the design inspiration is undeniably Art Deco, the buildings' materials and colours have a warm and beachy character — a constant reminder that Ramsgate Beach is only minutes away.

The apartments have also been designed to make the most of solar access and cross-ventilation as well as a number of other sustainable initiatives. Affordable apartments, in line with council guidelines, will allow people from all backgrounds to enjoy these intelligently designed homes.

Economic Benefits

Ramsgate Village will inject millions of dollars into the local economy during construction and as soon as the precinct comes to life.

Construction contribution

Around
300 local jobs
*direct & indirect

Around
\$96.1m GVA*
into the local economy each year

Ongoing economic contribution

Around
350 local jobs
*direct & indirect

Around
\$93.6m GVA*
into the local economy each year

*Gross Value Added.
Statistics referenced from Urbis Strategic Positioning
Paper October 2021.

Stakeholder Benefit Matrix

Stakeholder	Georges River Council	Residents	Workers	Visitors	Time & Place and Woolworths
Who I am	A place leader and planning authority	A proud everyday local	A hospitality worker or maybe a new local business owner	A foodie, a southerner, an explorer	A partnership committed to creating places of meaning and purpose
What I get	An exemplar development that realises our goals	Contemporary, safe and beautiful homes with easy access to retail and outdoor spaces	A shopping hub with a strong anchor tenant	A new destination	An opportunity to develop a landmark precinct
How I feel	Respected	Fortunate and right at home	Excited and connected	Intrigued and welcomed	Inspired and confident

A new village, and a new heart for Ramsgate, where residents, retailers and visitors create a resilient and thriving community.



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A horizontal bar composed of five equal-width rectangular segments in the following order from left to right: light green, dark olive green, blue, orange, and red.