

ITEM 11 CROWN STREET MALL REFURBISHMENT

This report provides a brief overview of the current status of the Crown Street Mall project and seeks the endorsement of Council to proceed with the proposed Crown Street Mall refurbishment between Keira Street and Kembla Street, Wollongong.

Recommendation

- 1 The design for the Crown Street Mall refurbishment, prepared by the Government Architect's Office, be adopted
- 2 The Joint Regional Planning Panel be requested to determine the current Development Application.

Attachments

- 1 Table 1- Summary of Issues, Comments and Options
- 2 Council report dated 28 April 2009

Report Authorisations

Report of: John Shepherd, Manager Infrastructure
Authorised by: Peter Kofod, Director Infrastructure + Works

Background

The refurbishment of Crown Street Mall is a major project in the current Council's Management Plan, as part of an integrated public domain strategy to enhance the City Centre and contribute to the revitalisation of Wollongong as a major regional centre.

In response to the need to refurbish Crown Street Mall, in October 2008 Council resolved to publicly exhibit a discussion paper with three refurbishment options and extensive community engagement was undertaken to gauge community and business views on the options.

Following the community consultation process, the NSW Government Architect's Office (GAO) was engaged to undertake a City Centre public domain master plan incorporating Crown Street Mall.

The GAO undertook a detailed analysis, review of community feedback, review of the original three options and development of key principles that informed the preferred Option. On 28 April 2009 Council adopted "Option A – pedestrian mall" as the preferred refurbishment option for the Crown Street Mall and approved the staged delivery of the Crown Street Mall refurbishment project.

The key objective of the adopted option was to ensure that Crown Street Mall fulfils its role as the key public space within the Wollongong CBD with a clear and unique identity providing a positive link between the City Centre and the Blue Mile.

Proposal

It is proposed that:

- 1 The design prepared by the Government Architect's Office, based on the previously adopted refurbishment option, be endorsed to proceed to the next stages.

This design has been prepared for the Crown Street Mall between Keira Street and Kembla Street including Church Street. It also recognises the need for interfaces between the mall and Globe Lane and connections to McCabe Park, however, these elements are out of the current project scope.

Key principles for the development of the Crown Street Mall are to:

- Maintain Crown Street as a pedestrian environment in the heart of the city centre
 - Reflect the character of the city of Wollongong
 - Improve sight lines along the Mall by removing clutter to enhance way finding, safety and security
 - Provide a strong landscape design to reinforce linearity and to provide shade
 - Provide active edges and outdoor dining
 - Provide quality seating, interaction and resting areas
 - Make a safe and interesting space to walk through at night
 - Provide an area within the Mall that can be programmed for events and the Friday markets
 - Activate the Mall at night time through the promotion of adjacent uses
 - Locate an informal performance space and play experience on Church Street
 - Ensure environmentally sustainable design including water sensitive urban design, energy efficient lighting and the use of sustainable materials.
- 2 The Joint Regional Planning Panel be advised of Council support for the proposal and be requested to determine the current Development Application.

Program for Construction

Council has undertaken considerable community and retailer engagement in the development of this project and is aware of the importance of minimising disruption to retailers and the community. Work will be undertaken in a manner to minimise the impact on retailers and the community. It is likely that this will require some works to be undertaken after trading hours and overnight.

As detailed design documents are 90 percent complete a draft program for the commencement of construction has been prepared based on the following assumptions:

- 1 No work is to be undertaken within the Crown Street Mall during the peak Christmas shopping period (1 November to 31 January).
- 2 Council adopts the existing design with little or no amendment.
- 3 The development application is approved at the next meeting of the Joint Regional Planning Committee early in 2012.

Based on these assumptions, it is estimated that the earliest Council could expect construction to occur is September 2012. Due to the limited time prior to the busy Christmas shopping period it is likely that construction would commence in February 2013. The contract would require construction of the two main segments (East and West of Church Street) over two years with any remaining works such as Globe Lane completed in the third year. Further development of this construction program will consider possible options and confirm Council's approach to minimising impacts and project costs.

In the development of the current design, utility authorities and service providers were approached to minimise future disruption and impact on new pavements. It was determined that Sydney Water have existing infrastructure (water mains) that are reaching the end of their design life and are likely to need replacement in the near future. Council will negotiate with Sydney Water to ensure that these upgrades are undertaken prior to or during the proposed refurbishment works.

Council will also seek clarification from the NSW Department of Local Government to determine if notification by Council is required under the recent "Capital Expenditure Guidelines December 2010". If notification is required, additional information and supporting economic analysis will need to be provided.

Options

- 1 The current proposal be adopted.
- 2 The current proposal be endorsed with minor amendments.
- 3 The current proposal be rejected.

Consultation and Communication

The refurbishment options for the Crown Street Mall were the subject of an extensive community engagement process. A report on the consultation process was attached to the Council report of 28 April 2009.

Further extensive community engagement was undertaken in the development of the design concepts and the Development Assessment. Table 1 summarises issues raised by the community and stakeholders (refer Attachment). There were a total of 39 submissions received during the development application exhibition period.

Planning and Policy Impact

The refurbishment of the Crown Street Mall is identified in Strategic Directions and Management Plan 2011-14 and Wollongong CBD Action Plan 2010.

The refurbishment of the Crown Street Mall is the highest priority public domain project in the Revitalising Wollongong City Centre Plan – Civic Improvement Plan. The current proposal is consistent with the planning and design principles specified in the Civic Improvement Plan.

Ecological Sustainability

Ecological sustainability has been considered in the development of the proposed refurbishment works. The design incorporates stormwater harvesting and reuse and the utilisation of energy-efficient LED lighting.

Risk Assessment

This project commenced in 2009 and is currently planned for construction to commence in early 2013. Major changes at this stage of the will result in significant delay to the commencement of the physical construction works.

Financial Implications

The proposed refurbishment works are estimated to cost \$15 million. Acknowledging that a decision is yet to be made, Council has lodged an Expression of Interest with Regional Development Australia (on 1 December 2011) based on the current design. Subject to the outcome of the recommendations in this report, it is anticipated that Council will lodge an application for funding assistance (\$5 Million) through the second round of the Commonwealth Government's regional development funding assistance program. If significant changes to the design are adopted by Council, the grant funding application may need to be withdrawn.

Conclusion

Given the GPT Group announcement to proceed with the \$200M west Keira complex it is critical that Council show it's commitment to enhancing the public domain within the City centre.

The current design for the Crown Street Mall refurbishment has been undertaken in accordance with the Council resolution of April 2009 and reflects the main planning and design principles outlined in the City Centre Revitalisation Strategy – Civic Improvement Plan.

Table 1- Summary of Issues, Comments and Options

SECTION A		
	Issue /comments	Comments/Options
A1	Children's Water Play Feature <ul style="list-style-type: none"> Limited season No where for kids to change Not worth the cost incurred Potential slip hazard Not appropriate location 	<p>(a) Retain Water Feature in Design Water feature will only be operated at appropriate times. Splash and spray extents will be defined by pavement treatments with non slip pavements provided to minimise slip hazard.</p> <p>(b) Delete Water Feature from Design Delete the children water play feature from the design and replace with another children's activity that would address the concerns raised.</p>
A2	Waste of Money <ul style="list-style-type: none"> Money could be better spent elsewhere 	<p>(a) Proceed with the Revitalisation Works The revitalisation of the Crown Street Mall is identified as one of the key civic improvement projects needed for revitalisation of the city centre.</p> <p>(b) Review current design to achieve overall lower project cost. Request the design team review the design and modify scope to achieve an overall lower project cost.</p> <p>(c) Not Proceed with the Revitalisation Works Redirect funds to other projects or areas of Council.</p>
A3	Proposed Tree Species <ul style="list-style-type: none"> Concerns with Spotted Gums <ul style="list-style-type: none"> Will become too large Roots may impact on foundations May attract birds May drop branches Concerns with Illawarra Flame Trees <ul style="list-style-type: none"> Only red when in flower 	<p>(a) Adopt proposed tree species within current design. Tree planting forms an essential component of the proposed design to mitigate unfavourable climatic conditions and provide amenity within the mall. A detailed assessment was undertaken to determine the recommended tree species. Consideration included need for a light canopy, native species to reflect local character, clear stem height, availability and quick establishment. A site visit was undertaken by Council staff to sites of established trees in a similar environment.</p> <p>Trees will be planted in a lined trench similar to an oversized planter box that will provide a nutrient rich and well-watered growing medium for trees. The refurbished storm water</p>

		<p>system captures and conveys water to the tree trench ensuring the trees are well watered throughout the year. The provision of an optimum growing environment and lining the tree trench will minimise the potential for root invasion of other properties.</p> <p>(b) Review proposed tree species within current design. Council requests a report and presentation from the design team to review the tree species currently specified in the design. A site visit may be undertaken by Council to sites of established trees in a similar environment.</p>
A4	<p>Staging</p> <ul style="list-style-type: none"> Minimise impacts on retailers and shoppers Coordination with GPT works 	<p>Construction work will be planned to minimise disruption to all stakeholders.</p>
A5	<p>Additional Protection from Rain</p> <ul style="list-style-type: none"> Current design provides no additional protection from rain 	<p>(a) Adopt current design. The current design does not include the provision of additional awnings for cover for rain protection. Three possible infill awnings were identified in the design development; however due to anticipated costs, awning and building ownership issues and the minimal additional cover provided they were not included in the current design.</p> <p>(b) Investigate installation of Infill Awnings. Council requests investigation of provision of additional awnings to provide cover from rain. Consideration to be given to development of a coordinated awning strategy as a means of upgrading facades and improving protection from the weather. Program to be coordinated with Mall upgrades.</p>
A6	<p>Globe Lane</p> <ul style="list-style-type: none"> Globe Lane is part of the mall and should be refurbished at the same time. 	<p>(a) Develop Detailed Design for Globe Lane as a subsequent stage</p> <p>(b) Develop Detailed Design for Globe Lane this financial year</p>
A7	<p>Public Toilets</p> <ul style="list-style-type: none"> Current design provides no public toilets Not sufficient to rely on Town Hall and Crown Central. 	<p>(a) Adopt current design. The current design does not include the provision of public toilets.</p> <p>(b) Investigate options for provision of public toilets. The procurement of a building and redevelopment to include public toilets would be an additional project cost.</p>

	SECTION B	
B8	Traffic and the Mall <ul style="list-style-type: none"> • Keep as pedestrian only Mall • Provide night time access to traffic • Partially open the Mall to traffic • Provide full access to traffic 	<p>(a) Retain Pedestrian Only Mall. Throughout the design for the refurbishment of the Crown Street Mall, there has been significant debate regarding the ability to allow traffic through the Crown Street Mall based on various one way, two way, restricted hours at night and one block versus two block scenarios. The current design has been prepared based on the resolution of Council April 2009 to keep the Mall as pedestrian only.</p> <p>(b) Review Options for Reintroduction of Traffic to Mall Slow moving traffic has been suggested as a means to re-activating the space, improved passive surveillance particularly after dark and off peak periods. If the reintroduction of traffic in the Crown Street Mall, under any of the various scenarios, were to be considered now or in the future, NSW Government Architects Office recommend that the design principles and outcomes be revisited as the current proposal is not considered practical or appropriate.</p>
B9	Removal of Existing Steel Arches <ul style="list-style-type: none"> • It is a unique and attractive structure • Provides shade • Defines the retail precinct • Not worth the cost to remove • Upgrade and beautify with plants 	<p>(a) Remove Existing Steel Arches Removal of existing steel arches will assist in removing clutter and updating the Mall.</p> <p>(b) Retain Existing Steel Arches Retention of existing steel arches would require a redesign</p>
B10	Proposed Performance Space <ul style="list-style-type: none"> • Smaller stage area • Limited storage and no backstage change area or toilet facilities • Stage too low • Provides no protection from rain • Modify design to create a large open area west of Church street 	<p>(a) Remove Existing Performance Space and Construct New Performance Space Removal of existing stage will assist in removing clutter, improving view lines and providing a large open courtyard area at the intersection of Church and Crown Street that could be utilised for staging large events The proposed stage area will include anchor points for a temporary cover to provide some weather protection for programmed events.</p> <p>(B) Modify Design to Create an Open Area West of Church Street. This would require relocation of some light poles and trees to create a clear view of a large screen that could be attached to the overhead walkway.</p> <p>(c) Retain Existing Performance Retention of existing stage or provision of a larger stage with a fixed cover and backstage</p>

		<p>within the current design would require a redesign.</p> <p>(d) Construct New Performance Space with fixed Cover and Backstage Retention of existing stage or provision of a larger stage with a fixed cover and backstage within the current design would require a redesign.</p>
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REF: CM41/09

CROWN STREET MALL, WOLLONGONG - REFURBISHMENT

Report of General Manager (MAM) 12/01/09

SU26249

PRECIS

Three refurbishment options for the Crown Street Mall, aimed at reinvigorating the City Centre in line with the Civic Improvement Plan component of the Revitalising Wollongong City Centre Plan, were the subject of community consultation in November 2008. This report presents the results of the consultation and seeks endorsement of a recommended refurbishment option.

RECOMMENDATION

- 1 Option A – Renovation, as detailed by the Government Architect’s Office Crown Street Mall report of April 2009, be adopted as the refurbishment option for the Crown Street Mall.**
- 2 The staged delivery of the Crown Street Mall refurbishment project be approved.**
- 3 The re-opening of the Keira Street Transit Mall project be approved.**

BACKGROUND

In response to the need to refurbish Crown Street Mall, in October 2008 Council resolved to publicly exhibit a discussion paper with three refurbishment options and extensive community engagement was undertaken to gauge community and business views on the options.

Following the community consultation process, the New South Wales Government Architect’s Office was engaged to undertake a City Centre public domain master plan incorporating Crown Street Mall. The Crown Street Mall report prepared by the Government Architect’s Office is attached (Attachment 1).

The Government Architect’s Office undertook a detailed analysis, review of community feedback, review of the original three options and development of key principles that informs the preferred Option A. Those principles include maintaining Crown Street as a pedestrian environment, opening of Keira Street to traffic and relocation of bus stops, providing continuous awnings to provide rain protection, introduce more greenery and trees, provide more active use and performance spaces and maintaining the Friday Markets.

In making their recommendations, the Government Architect’s Office report acknowledges the community feedback and supports the re-opening of the Keira Street Transit Mall as a means of improving access into and around the City Centre.

PROPOSAL

On the basis of the community consultation and the review undertaken by the Government Architect’s Office, it is recommended that Council proceed with Option A. The concept delivers a simplified Mall and city centre public domain that has clear sightlines and is accessible. For this reason furniture, lighting and street trees are located to the sides.

In general, the existing mall structures are removed, the mall repaved, discreet grassed/flowering planted areas and more trees are introduced, awnings are completed along the length of the mall and new lighting and street furniture provided.

Keira Street is to be reopened to general traffic with the intersection at Crown Street to be modified to narrow the pedestrian crossings. Design work has commenced for the reopening of Keira Street and the relocation of bus facilities to Burelli Street.

A new performance platform replaces the stage to open views along Church and Crown Streets. A new playground and chess set are located near the cross streets and the Friday Markets are maintained in the Mall.

In accordance with the recommendations of the Government Architect's report, the project will need to be developed in three stages:

- Stage one - renovation and refurbishment of the eastern section of Crown Street and includes removal and relocation of performance spaces and playground to Church Street, provision of new landscaped areas and soft spaces, completion of awnings, paving, lighting and street furniture.
- Stage two – renovation and refurbishment of the western section of Crown Street.
- Stage three – Globe Lane.

CONSULTATION AND COMMUNICATION

The refurbishment options for the Crown Street Mall were the subject of an extensive community engagement process. A report on the consultation process is attached (Attachment 2).

The Crown Street Mall report considered the outcomes of the consultation process in arriving at the recommended design principles and the preferred option.

PLANNING AND POLICY IMPACT

The refurbishment of the Crown Street Mall is one of the Special City Centre Projects identified in the Revitalising Wollongong City Centre Plan - Civic Improvement Plan. The recommended option is consistent with the objectives of the Civic Improvement Plan.

FINANCIAL IMPLICATIONS

At this stage preliminary estimates for implementing the recommended option for the Crown Street Mall and the re-opening of the Keira Street Transit Mall have been prepared (Table 1). The estimates will be refined as part of the development of the detailed design. The funding of Keira Street re-opening and the design and construction for Stage 1 are to be sourced from Section 94 and general revenue.





The viability of this draft implementation program for the works will be dependant on available funding, which will include external grants and developer contributions.

Table 1 – Preliminary Estimate of Costs - Crown Street Mall Renovation and Keira Street Reopening

Project Phase	Preliminary Estimate	2009/10	2010/2011	2011/2012	2012/2013	2013/2014
Keira Street Reopening	3,500,000	2,000,000	1,500,000			
Stage 1 – Crown Street Mall East	6,100,000	1,600,000	2,900,000	1,600,000		
Stage 2 – Crown Street Mall	4,600,000			2,100,000	2,500,000	
Globe Lane works	3,600,000					3,600,000

CONCLUSION

The proposed refurbishment and renovation of the Mall will enhance and improve the attractiveness of the City Centre and provide amenity to support sustainable growth in the City.

Name	Position Title	Date	Signature
This report provides Administrators with all the relevant information and is correct at the time of writing. This information has been relied upon in preparing the report and its recommendations. Signed by:			
Michael Malone	Strategy + Planning Manager	7/4/09	
Steve Marsh	Manager Infrastructure	15/4/09	
Peter Kofod	Director Infrastructure + Works	15/4/09	
David Farmer	General Manager	20/4/09	

ATTACHMENTS

1. Crown Street Mall - Report of NSW Government Architect's Office
2. Crown Street Mall - Report on Consultation Process



CROWN STREET MALL

REPORT TO COUNCIL

20 April 2009

Government Architect's Office
NSW Department of Commerce

CROWN STREET MALL

REPORT TO COUNCIL

6 April 2009

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1. INTRODUCTION

Wollongong Council is preparing to undertake significant public domain upgrades of major public spaces in the City Centre. These works include major upgrades to Crown Street Mall, works to Civic Plaza and building upgrades to the Town Hall.

The Council commissioned the Government Architect's Office to create a city centre public domain masterplan and concept plans to guide Council's capital works investment to ensure that they achieve high quality public domain and urban design outcomes.

Council's brief to GAO was to:

- Review the current plans for Wollongong City Centre, and based on objective analysis, make an assessment and recommendations
- Create a public domain masterplan for the city centre to guide capital investment by identifying key principles through thorough analysis of opportunities and constraints
- Create concept plans for public domain works to Crown Street Mall, Civic Plaza and entry (s) to the Art Gallery

The focus of this report is Crown Street Mall.

Wollongong Council has undertaken a significant body of work to date that has been used to inform this project.

2. METHODOLOGY

GAO's followed the following methodology:

CITY CENTRE ANALYSIS

An urban design analysis of the precinct was undertaken that included: distribution of uses; topography; access; pedestrian, cycle and traffic movement; location of public transport; links to any major surrounding land uses; built form, landscape and amenities, infrastructure; significant elements and landmarks.

Opportunities and Constraints were developed that informed key urban design principles for the development of the Mall.

REVIEW OF RELEVANT PLANNING DOCUMENTS AND STUDIES.

A review of the existing documents was undertaken including:

- Wollongong City Centre Plan (Civic Improvement Plan) 2007
- Crown Street Mall Masterplan Options 2008
- Future of Crown Street Mall - Community Consultation Report 2009
- Wollongong City Centre Economic Development Strategy 2005
- Concept - Old Town Hall, Art Gallery & Civic Plaza Precinct 2000
- Public Domain Technical Manual

The key issues from the community feedback were summarised and together with the urban design analysis were used to evaluate the Crown Street Mall Masterplan options 2008 .

Recommendations for the preferred approach to the Mall's development were made and informed a revised concept plan for the Mall

CROWN STREET MALL CONCEPT PLAN

Based on the outcomes of the review and analysis and input from Council, a Concept Plan for Crown Street Mall was developed that includes plans, typical sections and precedent images to suggest the look and feel of the proposal. The proposal is supported by recommended Staging and preliminary costings.

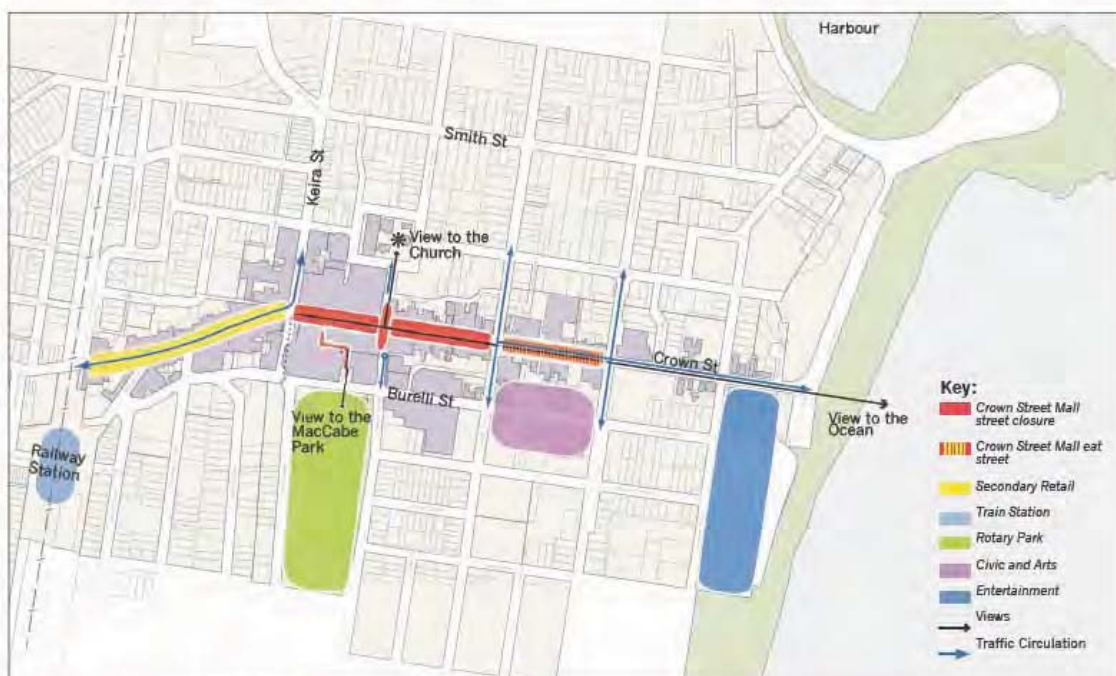
3. ANALYSIS

CONTEXT

Crown Street Mall is the High Street of Wollongong. It is well located within the city centre within close walking distance of the Rail station, Bus interchange, the beach front entertainment precinct as well as the civic and arts precinct around the Town Hall and Burelli Street.

Although the city centre is well served by Department Stores in Wollongong Central and speciality retail, access to the the Mall is indirect for vehicles and pedestrians due to the Keira Street transit mall that directs traffic away from the city centre rather than to it.

The location of car parking structures on the periphery also impacts on the identity of the city centre and the amenity of surrounding streets.



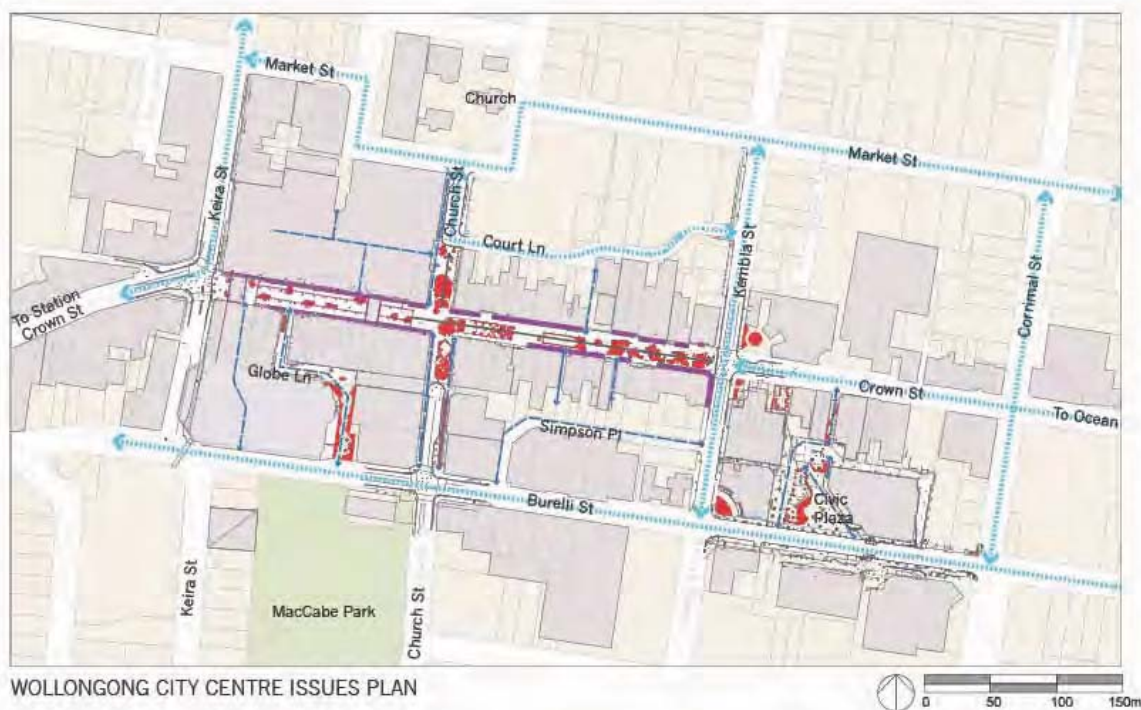
WOLLONGONG CITY CENTRE CONTEXT PLAN

3. ANALYSIS

ISSUES

The experience of the city centre and in particular Crown street Mall is marred by a number of factors including:

- the lack of direct access into the centre for vehicular traffic due to the Transit mall and dead end streets in the immediate area
- the poor sightlines into and along the Mall due to physical and visual clutter within the public domain which impact on wayfinding, passive surveillance, safety and security
- the lack of pedestrian amenity in terms of difficult and unnecessary level changes, large areas of paving, lack of greenery, shade and weather protection.
- all the above contribute to the lack of activation of the Mall at night. The lack of passive surveillance is compounded by shop fronts with roller shutters.



WOLLONGONG CITY CENTRE ISSUES PLAN

Issues:

- ← Poor sight lines, legibility, way finding, orientation
- Poor accessibility, unnecessary level changes, obstacles
- Lack of continuous awnings
- ← Lack of connectivity: traffic circulation route to City Centre for traffic/transport, pedestrian network incomplete
- Hard paved surfaces and extent of brickwork is cluttered, busy, hot and inhospitable.
- Activation at day vs night, weekend and after hours
- Lack of security and passive surveillance. Roller shutters and cameras present

3. ANALYSIS

OPPORTUNITIES

The amenity and appearance of the city centre and Crown Street Mall can be significantly improved by:

- opening Keira Street to traffic and relocating the bus stops to Burelli Street to improve access and views into the centre
- extending and completing the pedestrian network into and through the City Centre: the lanes, arcades and through private shopping centre links
- simplifying the ground plane of the Mall by removing unnecessary clutter, unnecessary level changes and obstacles to improve passive surveillance
- introducing more greenery and consistent tree planting to provide shade
- introducing active edges, more outdoor dining with continuous awnings.
- Developing the night experience, illuminating shop windows and activity nodes



WOLLONGONG CITY CENTRE OPPORTUNITIES PLAN

- Enhance and strengthen pedestrian linkages particularly North-South linkages to Crown Street Mall and Civic Plaza
- Structure and character of lane way network (green, intimate scale)
- Simplify the ground plane, remove unnecessary level changes and obstacles
- Active edges with continuous awnings. Illuminated shop windows at night and activity nodes
- Reveal views to ocean, park and church
- Locate performance space of Crown Street Mall

4. COMMUNITY FEEDBACK

In 2008 three options were developed for the rejuvenation of Crown Street Mall:

- Option A (renovation)
- Option B (open Church St to traffic)
- Option C (open Church to Kembla St to traffic)

These options were presented to the community for their consideration. A review of the Future of Crown Street Mall

Community Consultation Report 2009 revealed the following:

- The preferred concept overall was Option A (renovation).
- Overwhelmingly community respondents strongly preferred renovation of the Mall (75.39%).
- Retailers also preferred Option A (47.5%) although there was strong support for opening the block from Church to Kembla St to traffic (32.5%).
- Less than 15% of all respondents supported Option B
- Only 10% of community respondents supported Option C despite support from retailers (32.5%)

The most common responses indicated a preference for:

- **No cars or traffic in the Mall, the Mall is enjoyable because you don't have to worry about cars**
- **Maintaining the Friday Markets in Crown Street**

The most common concerns were:

- Personal safety if traffic is introduced
- Noise and pollution if traffic is introduced into the Mall

Other general comments indicated a preference for:

- **a safe environment away from traffic**
- **an attractive place**
- **places for buskers and entertainers**
- **more greenery**
- **more outdoor dining**
- **More public seating**, not just café seating
- **Improved lighting**
- **Improved rain protection**
- maintaining the Chess set
- public toilets
- Concerned about the mess from trees
- Wheel chair access from Church St into the Mall needed
- Good event management
- Extended shopping hours
- Lower rents
- More police patrols
- Improved public transport infrastructure
- Keira St transit area and Myer gateway an eyesore
- a new car parking station
- Beautifying the strip to the train station to encourage public transport use
- removing the Amphitheatre as it impacts on sight lines
- Beautifying MaCabe Park with amphitheatre and small kiosk
- rear service access for deliveries

5. OPTIONS REVIEW

A review of the Crown Street Mall Masterplan Options 2008 indicated that each option has range of attributes and shortcoming in terms of the communities aspirations.

PEDESTRIAN MALL (Option A)

Option A (renovation of the Mall) has the following advantages:

- a safe car free environment
- Pedestrian and shopping priority
- Vibrant retail street life, markets, buskers etc
- Improves ease of pedestrian movement
- Improves mobility and circulation on surrounding streets (Keira Street opening)
- can be implemented in Stages

Option A has the following disadvantages:

- relocation of the markets to Globe Lane (optional)
- a performance space in the middle of the Mall
- limited weather protection

MALL (Option A)



5. OPTIONS REVIEW

CHURCH STREET OPEN TO TRAFFIC (Option B)

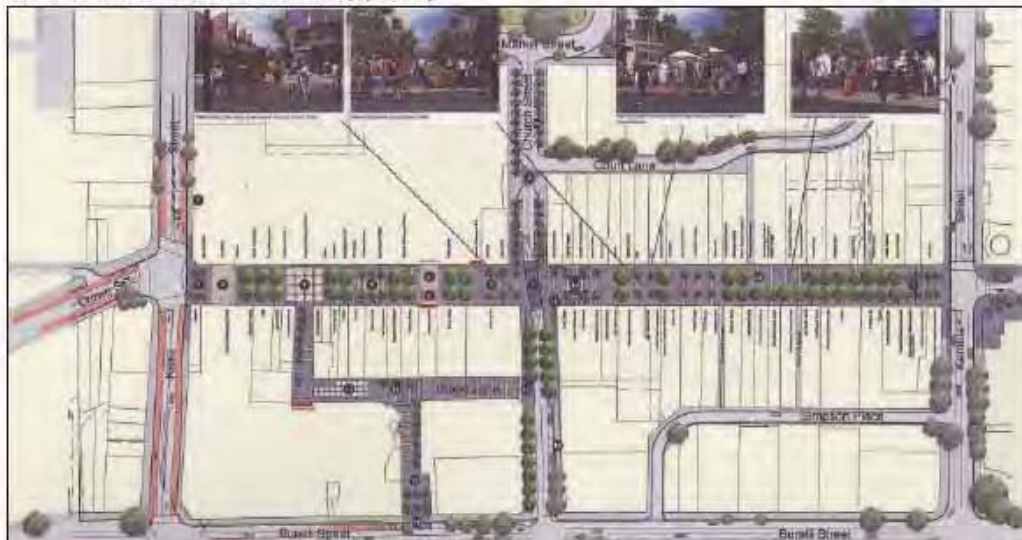
Option B (open Church St to traffic) has the following advantages:

- Increased security and passive surveillance particularly at night
- Vibrant retail street life, markets, buskers etc
- Improves mobility and circulation of cars on surrounding streets (Keira Street and Church St opening)
- can be implemented in Stages

Option B has the following disadvantages:

- pedestrian /vehicular conflict at Church Street
- relocation of the markets to Globe Lane (optional)
- a performance space in the middle of the Mall
- limited weather protection

CHURCH STREET OPEN TO TRAFFIC (Option B)



5. OPTIONS REVIEW

RE-OPEN CHURCH STREET AND CROWN STREET MALL EAST TO TRAFFIC (Option C)

Option C (re-open Church St and Crown street East to traffic) has the following advantages: :

- Increased security and passive surveillance particularly at night
- Vibrant retail street life, markets, buskers etc
- Improves mobility and circulation of cars into and around city centre
- more passing trade for retailers in Crown Street east
- more short stay parking
- can be implemented in Stages

Option B has the following disadvantages:

- loss of car free pedestrian environment
- increased pedestrian /vehicular conflict points
- relocation of the markets to Globe Lane
- a performance space in the middle of the Mall
- limited weather protection

RE-OPEN CHURCH STREET AND CROWN STREET MALL EAST TO TRAFFIC (Option C)



6. PRINCIPLES

Based on the urban design analysis, the review of community aspirations and the 3 options developed in 2008 it is considered the development of Crown Street Mall should be based on Option A and informed by the following principles:

- Maintaining Crown Street as a pedestrian environment in the heart of the city centre with vehicles on the perimeter
- Improving sight lines along the Mall by removing unnecessary clutter to enhance way finding, safety and security
- opening of Keira Street to traffic and relocating the bus stops to Burelli Street to improve access into the centre
- enhancing and completing the pedestrian network (the lanes, arcades and through site links) into and through the City Centre to improve pedestrian access from surrounding streets and parking areas.
- providing continuous awnings to give rain protection to primary pedestrian routes
- introducing more greenery and consistent tree planting to provide shade
- introducing active uses, open shop fronts and more outdoor dining opportunity
- maintaining the Friday Markets in Crown Street Mall
- providing more public seating
- locating an informal performance space off Crown Street Mall, on Church Street and other places for buskers and entertainers
- developing the night experience with improved under lighting, illuminated shop windows and activity nodes
- Extending active shop fronts, pedestrian improvements and street tree planting, east and west to the station



WOLLONGONG CITY CENTRE PRINCIPLES PLAN

Principles:

- ← Improve sight lines / view corridors to improve legibility, way finding, safety and security
- Simplify the ground plane
- ↔ Enhance and strengthen pedestrian linkages into and through the City Centre particularly North-South linkages to Crown Street Mall and Civic Plaza
- Focus vehicular traffic on the periphery and pedestrian in the heart
- Extend activation, pedestrian improvements and street tree planting, east to the beach and west to the Station
- Provide continuous shelter to define and add amenity to primary pedestrian routes
- Introduce more green and water to provide a calm respite in the City heart
- Locate performance space off Crown Street Mall

7. RECOMMENDATIONS

The recommended concept addresses the key principles and aspirations of the community. The concept delivers a simplified Mall and City Centre public domain that has clear sightlines, is accessible and legible. For this reason, furniture, lighting and street trees are located to the sides. In turn, if in the future the Mall is reopened to traffic the existing improvements can be maintained.

In general, the existing mall structures are removed, the mall repaved, discreet grassed/flowering planted areas and more trees are introduced, awnings are completed along the length of the mall and new lighting and street furniture provided.

Keira Street is reopened to general traffic with a modified intersection to narrow pedestrian crossing from Crown Street west. Buses are relocated to Burelli Street. The taxi rank shelter and bus shelters are replaced with awnings. The network of lanes are improved with lighting and enhanced with greenery.

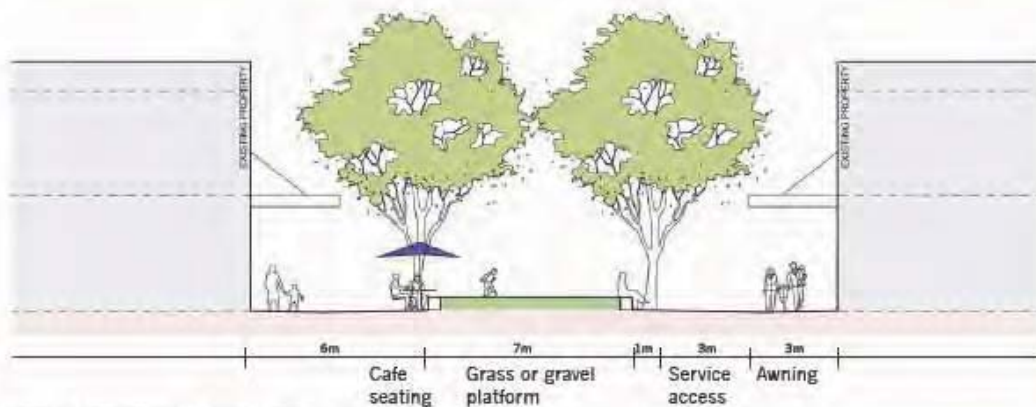
A new performance platform replaces the stage to open views along Church and Crown Streets. A new playground and chess set are located near the cross streets and the Friday Markets are maintained in the Mall.



CROWN STREET MALL CONCEPT PLAN

- ① Remove structure and introduce simplify ground plane
- ② Open Keira Street transit msll to general traffic, modify intersection to narrow pedestrian crossing
- ③ Remove stage open views to Church and improve passive surveillance and legibility
- ④ Relocate performance platform
- ⑤ New play ground with interactive artwork
- ⑥ New taxi rank shelter and widened footpath
- ⑦ Replace taxi shelters with awning
- ⑧ Clear visual and pedestrian connections and reinforce "green" links
- ⑨ Minor works to Globe lane

7. RECOMMENDATIONS



CROWN STREET MALL SECTION

PRECEDENTS



The Rocks, Green Links



Victoria Street Chatswood Mall



City Square, Melbourne
Green Respite



Martin Place



Bondi Junction Oxford Street Mall

8. STAGING

It is recommended that the staging of redevelopment be broadly in 2 phases:

1. Crown St Mall East

- Demolish performance structure, low walls, planters, and play ground on Crown Street Mall east. Remove clutter
- Demolish terraced seating, and planters on Church Street.
- Relocate playground and performance spaces to Church Street
- Complete awnings, new trees and soft spaces (including up lighting of trees), paving, furniture and lighting

2. Crown Street Mall West

- Demolish shade structure, low walls and planters on Crown Street Mall west. Remove clutter
- Reopen Keira Street to traffic, relocate buses, upgrade taxi rank and awnings
- Complete awnings, new trees and soft spaces, paving furniture and lighting.
- Refurbishment works to Globe Lane and other laneways as required: paving, planting and lighting

An indicative cost estimate for the works is included in the Appendix



CROWN STREET MALL CONCEPT PLAN

Staging

- ① Crown St Mall East
- ② Crown Street Mall West

APPENDIX

A1. COST ESTIMATE

COST ESTIMATE

Project	WOLLONGONG CROWN ST MALL Landscaping Upgrade
Client	Wollongong CC - Michael Malone
Architect	GAO - Landscaping
Q.S.	QS Services
Surveyor	VS
Site address	Crown Street Mall Wonnongong
Description	Removal of extg streetscaping & replacement with uncluttered design - revised costing
Project no. Estimate	G2488 WBS75343 Indicative
Price Date	April 2009
Project cost	\$ 14225000

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QS Services		WOLLONGONG CROWN ST MALL				April 2009	
		Stage 1 - Crown St Mall East					
Elem Code	Element	%	Cost \$/m2	Quantity	Unit	Rate \$	Total \$
32SP	Site Preparation & Demolitions	6.34	62.42	6200	m2	62.34	387,000
36XL	Landscaping & Improvements	55.04	541.61	6555	m2	512.30	3,358,000
36XA	Shop Awnings	2.31	22.74	390	m2	361.28	141,000
37XK	External Stormwater Drainage	0.49	4.84		m		30,000
39XW	External Water Supply	1.61	15.81		m2		98,000
42XE	External Electric Light & Power	3.82	37.58	400	m2	583.25	233,000
00PR	Preliminaries	8.36	82.26		item		510,000
01R	Traffic & Pedestrian Management	2.72	26.77		item		166,000
00YY	Escalation to June 09	1.21	11.94				74,000
	Design Contingency @ 10%	8.20	80.65		item		500,000
	Contract contingency @ 5%	4.51	44.35		item		275,000
	Escalation to Sep 2011	5.39	53.06		item		329,000
U/D:	6,200 /m2	100.00	984.03	/m2			6,101,000
							6,101,000

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QS Services		WOLLONGONG CROWN ST MALL Stage 1 - Crown St Mall East Landscaping & Improvements				April 2009
	Description	+	Quantity	Unit	Rate \$	Total \$
1	New sealed stone paving on sand bed on existing concrete ground slab	+	4900	m2	492.00	2,410,800
2	New gravel area, on free draining material	+	420	m2	34.00	14,300
3						
4						
5	New grassed areas	+	890	m2	28.00	24,900
6	Irrigation system to last		890	m2	30.00	26,700
7						
8	Faced brick dwarf walls ave 300mm hi, with b-o-e capping, on strip footing		360	m	180.00	64,800
9						
10	Hardwood seating on dwarf wall		95	m	90.00	8,600
11	Free-standing bench seats		30	no	2500.00	75,000
12						
13	Mature deciduous trees		42	no	5450.00	228,900
14	Semi-mature deciduous trees					
15						
16	capping		20	no	3950.00	79,000
17						
18						2,933,000
19	Church St South :	+	70	m2	70.00	4,900
20						
21						
22						
23						
24						
25						
26						
27						
28						
29	Demolish brick garden bed walls		120	m	60.00	7,200
30						
31	Grub up footings as required by new design		1	item	5000.00	5,000
32	Make good existing paving with salvaged pavers			item		5,000
33						
34	New brick shallow steps on concrete base	+	215	m2	350.00	75,300
35						157,400
36	Church St North :		120	m	60.00	7,200
37						
38						
39						
40						
41						
42						
43						
44	New brick shallow steps on concrete base		300	m2	350.00	105,000
45						
46	Create new level stage area	+	60	m2	1200.00	72,000
47	Tensioned membrane structure over		100	m2	750.00	75,000
48						
49						267,700
U/D: 6,200 /m2 W/F ratio 1.06			6555			3,358,100

QS Services		WOLLONGONG CROWN ST MALL Stage 1 - Crown St Mall East Shop Awnings				April 2009
	Description	+	Quantity	Unit	Rate \$	Total \$
1	Take up extg awning decking		156	m2	20.00	3,100
2						
3	Take down existing soffit lining		156	m2	16.00	2,500
4						
5	Take down extg fascia & cappings & prepare for outrigger extension		130	m	60.00	7,800
6						
7	Galv steel outriggers bolted to existing steelwork		312	m2	46.00	14,400
8						
9	New galv steel fascia		130	m	100.00	13,000
10						
11	New Colorbond awning deck incl safety mesh		390	m2	55.00	21,500
12						
13	Rear apron flashing		130	m	25.00	3,300
14						
15	Fascia capping & flashings		130	m	35.00	4,600
16						
17	Box gutter		130	m	120.00	15,600
18						
19	Connections to extg downpipes		12	no	40.00	500
20						
21	Soffit lining incl galv lightweight framing	+	390	m2	140.00	54,600
U/D: 6,200 /m2 W/F ratio 0.06			390			140,900

QS Services		WOLLONGONG CROWN ST MALL Stage 1 - Crown St Mall East External Stormwater Drainage			April 2009	
	Description	+	Quantity	Unit	Rate \$	Total \$
1						
2	Alterations to existing drain runs & connections [allowance]			item		30,000
U/D:		6,200 /m2				30,000

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QS Services		WOLLONGONG CROWN ST MALL Stage 1 - Crown St Mall East External Electric Light & Power			April 2009	
	Description	+	Quantity	Unit	Rate \$	Total \$
1	Remove area pole lighting		20	no	250.00	5,000
2						
3	New flush surface uplighting		28	no	2500.00	65,000
4						
5	Lights mounted on soffit of awnings		600	m2	45.00	27,000
6						
7	New pole mounted street lighting		44	no	2450.00	107,800
8						
9	External power outlets	+	400	m2	30.00	12,000
10						
11	Relocate CCTV cameras [allowance]		10	no	650.00	6,500
12						
13	BWIC			item		10,000
U/D:		6,200 /m2 W/F ratio 0.06	400			233,300

QS Services		WOLLONGONG CROWN ST MALL				April 2009	
		Stage 2 - Crown St Mall West					
Elem Code	Element	%	Cost \$/m2	Quantity	Unit	Rate \$	Total \$
32SP	Site Preparation & Demolitions	9.80	150.00	3000	m2	149.83	450,000
36XL	Landscaping & Improvements	39.21	600.33	3000	m2	600.37	1,801,000
36XA	Shop Awnings	8.01	122.67	1020	m2	360.29	368,000
37XK	External Stormwater Drainage	1.09	16.67		m		50,000
39XW	External Water Supply	1.07	16.33		m2		49,000
42XE	External Electric Light & Power	7.05	108.00	1000	m2	324.05	324,000
00PR	Preliminaries	7.95	121.67		item		365,000
01PR	Traffic & Pedestrian Management	2.59	39.67		item		119,000
00YY	Escalation to June 09	1.15	17.67				53,000
	Design Contingency @ 10%	7.79	119.33		item		358,000
	Contract contingency @ 5%	4.29	65.67		item		197,000
	Escalation to December 2012	9.99	153.00		item		459,000
U/D:	3,000 /m2	100.00	1531.01	/m2			4,593,000
							4,593,000

QS Services		WOLLONGONG CROWN ST MALL Stage 2 - Crown St Mall West Site Preparation & Demolitions			April 2009	
	Description	+	Quantity	Unit	Rate \$	Total \$
1	Clear site, remove street furniture, signs etc		3000	m2	5.00	15,000
2						
3	Remove shade/birdcage structure		2000	m2	25.00	50,000
4						
5	Break up concrete paving with brick inserts		3000	m2	45.00	135,000
6						
7	Remove Information booth		1	item	2000.00	2,000
8						
9	Take up brick pavers, sand bed & steps, & remove to storage	+	3000	m2	24.00	72,000
10						
11	Demolish brick garden bed walls		140	m	60.00	8,400
12	Grub up footings as required by new design		1	item	3600.00	3,600
13						
14	Grade site to suit new levels & design layout		3000	m2	20.00	60,000
15						
16	Make good against existing paving as required			item		10,000
17						
18	HD services conduit		340	m	50.00	17,000
19						
20	Dilapidation survey of shopfronts		340	m	225.00	76,500
U/D: 3,000 /m2 W/F ratio 1.00			3000			449,500

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QS Services		WOLLONGONG CROWN ST MALL Stage 2 - Crown St Mall West Shop Awnings				April 2009
	Description	+	Quantity	Unit	Rate \$	Total \$
1	Take up extg awning decking		408	m2	20.00	8,200
2						
3	Take down existing soffit lining		408	m2	16.00	6,500
4						
5	Take down extg fascia & cappings & prepare for outrigger extension		340	m	60.00	20,400
6						
7	Galv steel outriggers bolted to existing steelwork		816	m2	48.00	37,500
8						
9	New galv steel fascia		340	m	100.00	34,000
10						
11	New Colorbond awning deck incl safety mesh	+	1020	m2	55.00	56,100
12						
13	Rear apron flashing		340	m	25.00	8,500
14						
15	Fascia capping & flashings		340	m	35.00	11,900
16						
17	Box gutter		340	m	120.00	40,800
18						
19	Connections to extg downpipes		20	no	40.00	800
20						
21	Soffit lining incl galv lightweight framing		1020	m2	140.00	142,800
U/D: 3,000 /m2 W/F ratio 0.34			1020			367,500

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GAO

have your say



Future of Crown Street Mall Community Consultation Report

> January 2009



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Summary

At its October 2008 meeting Council endorsed the public exhibition of a discussion paper outlining three options for the future of Crown Street Mall. The discussion paper was on public exhibition for comment from 3 - 30 November 2008. Information packages consisting of the discussion paper, feedback form, reply paid envelope, frequently asked questions and schedule of engagement activities were distributed.

A range of engagement activities were held throughout the exhibition period which aimed to provide an opportunity to the community and key stakeholders to ask questions and obtain further information about the options for Crown Street Mall.

The exhibition of the discussion paper and the opportunities to provide feedback were promoted through newspaper advertisements, radio announcements and interviews, community update columns and the Internet. In addition key retail and community stakeholders were notified by letter of the exhibition and were invited to attend the retail stakeholder meetings or community forum.

In total Council received 468 written submissions in the form of a completed feedback form, letter or email. In addition 40 people registered attendance (however not all people attending registered) at one of the retailer stakeholder meetings or community forum. At these meetings 40 people voted on their preferred option for the future of Crown Street Mall and 24 voted on their least preferred option. The majority of open submissions received throughout this consultation were from individuals, however a number of submissions were received from business and community organisations representing a group of members.

Overall, data from feedback forms, open submissions, retailer stakeholder meetings and the community forum indicated that Option A: renovation, was the most preferred option for the future of Crown Street Mall while Option C rated as the least preferred option. Option B received the least mention in both the most preferred and least preferred option categories.

Background

The Wollongong City Centre Plan, 2007, (NSW Department of Planning) identifies the revitalisation of Crown Street Mall as a key civic improvement project. Crown Street Mall was constructed in the heart of Wollongong's commercial district in 1986 and is in need of renovation.

Crown Street Mall has been the subject of numerous studies, community consultation and reports. These studies and reports have focused on the apparent success, or otherwise, of the Mall as a community and commercial centre, resulting in diverse views.

In June 2008 Wollongong City Council's Administrators were briefed on Crown Street Mall and requested the following actions –

1. Preparation of concept design options which satisfy the required standards and seek to achieve the economic, social and safety objectives, considering the community feedback.
2. Production of a discussion paper that sets out the goals and advantages of these options.
3. Development of a community consultation program to inform the community of the proposed renovation.
4. Options and other background information, such that the community can provide informed comments on the options.

As a result, Council's Infrastructure Division prepared concept designs for the future of Crown Street Mall. A discussion paper, feedback form and frequently asked question sheet were also produced by Council's Infrastructure Division in consultation with members of Council's Public Relations Unit and an external consultant. In addition Council's Engagement Unit designed a community consultation program for the public exhibition of the discussion paper.

At its October 2008 meeting Council resolved unanimously that:

1. The Mall Options Discussion Paper as tabled be endorsed for consultation. (Appendix 1)
2. Council endorse the community consultation program outlined in this report.
3. A further report be submitted to Council on the Crown Street Mall options incorporating the results of this community consultation.

The public exhibition of the discussion paper and accompanying community consultation program was implemented from 3-30 November 2008. A range of consultation activities were undertaken to ensure stakeholders were engaged and had the opportunity to have their say on the options for the future of Crown Street Mall. This report outlines the consultation methodology and key results from feedback provided by the community during the public exhibition period of the Crown Street Mall discussion paper.

Methodology

This section outlines the way in which Council consulted the community on the options in the discussion paper for the future of Crown Street Mall.

INFORMATION PACKAGE

A discussion paper outlining three options for the future of Crown Street Mall was exhibited for public comment from 3 - 30 November 2008. The discussion paper described each of the options for Crown Street Mall, highlighting the advantages associated with each option and providing visual representations including artists' impressions and maps. The three options for the future of Crown Street Mall were:

- Option A: renovation
- Option B: renovate and reconnect Church Street
- Option C: renovate, reconnect Church Street and open Crown Street between Church and Kembla Streets to traffic

The discussion papers were distributed in an information pack containing the discussion paper, frequently asked questions, feedback form, reply paid envelope, and a schedule of consultation activities. It was intended that the information package and the consultation activities would assist the community in making an informed decision about the future of Crown Street Mall and would simplify the process for making a submission to Council.

COMMUNICATION

Following endorsement of the discussion paper and the community consultation program at the October 2008 Council meeting, key stakeholders were notified that the discussion paper was on exhibition.

Key stakeholders included:

- Retailers and land owners within and surrounding Crown Street Mall
- Chamber of Commerce
- Friday market organisers
- CBD entertainment and worship venues
- Key community organisations
- Local Area Meeting convenors.

More than 1500 letters were sent to these stakeholders inviting them to attend one of the retail stakeholder meetings or the community forum.

Information packages were made available to the community at Council's Administration Building, all branch libraries, upon request via telephone or in person and at all consultation activities during the public exhibition period.

The discussion paper and frequently asked questions were available to the community online via Council's website. The feedback form was available both as a PDF document and an interactive online form. Additional background information was available on the website including city centre studies and results of previous IRIS surveys.

Council's Public Relations and Marketing teams produced a DVD which outlined the three options for the future of Crown Street Mall. This DVD was screened at the retailer stakeholder meetings, community forum, the Council Administration Building foyer kiosk

and the Mall kiosks. The DVD was also distributed to Dapto, Corrimal and Wollongong Central Libraries for screening.

Media releases were sent to all local media outlets resulting in radio and television announcements and interviews as well as newspaper articles and letters to the editor. The community update columns in the Illawarra Mercury and The Advertiser and local school newsletters were also used to promote the exhibition.

CONSULTATION ACTIVITIES

A range of consultation activities were offered during the exhibition period including retailer stakeholder meetings, a community forum and information kiosks. Details of consultation activities are outlined in Table 1.

Table 1: Consultation Activities for the Future of Crown Street Mall Consultation

Activity	Description	Target Audience	Date	Time	Promotion Method
Retail Stakeholders Meeting	Information session with displays and experts available to provide information and answer questions	Directly affected retailers ¹	3/11/08	6.00-8.00pm	Invitation
Retail Stakeholder Meeting	Information session with displays and experts available to provide information and answer questions	Indirectly affected retailers ²	5/11/08	6.00-8.00pm	Invitation
Administration Building Foyer Kiosk	Information display including DVD. Experts and engagement staff available to answer questions on request	Community	3-7/11/08	9.00am – 5.00pm	Advertised
Community Forum	Information session with displays and experts available to provide information and answer questions	Community	13/11/08	6.00-8.00pm	Invitation & Advertised
Mall Information	On-site informal information session.	Community	13/11/08	12.00noon -2.00pm	Advertised

¹ Directly affected retailers included premises located on Crown Street between Keira and Kembla Street and inside Crown Central and the Gateway Centre.

² Indirectly affected retailers included premises located on Crown Street west of Keira Street and east of Kembla Street.

Kiosk	Experts available to provide information answer questions				
Mall Information Kiosk	On-site informal information session. Experts available to provide information answer questions	Community	15/11/08	10.00am – 12.00noon	Advertised

During the public exhibition period staff held informal discussions and distributed information packages to the following stakeholders:

- Mall café owners
- Market stall holders
- Church Street chess players (this session was also attended by an interpreter)
- Wollongong City Centre Ltd
- Illawarra Business Chamber
- Wollongong Youth Centre attendees

FEEDBACK AND SUBMISSIONS

A feedback form (Appendix 4) was designed to simplify the process for providing feedback to Council. The feedback form consisted of three questions:

1. What is your most preferred option for the future of Crown Street Mall?
2. Which is your least preferred option for the future of Crown Street Mall?
3. Do you have any comments on the remaining option (i.e. the options you did not select in questions 1 and 2).

Respondents were asked to provide comment on their most and least preferred option.

Open submissions in the form of letters and emails were also accepted. Feedback forms and open submissions could be submitted to Council via post, email, online, or could be handed in at one of the planned consultation activities or libraries during the public exhibition period.

Feedback on the options for the future of Crown Street Mall was also collected at the retailer stakeholder meetings and community forum. All attendees at these events were provided with an opportunity to vote on their most and least preferred option and provide comments. At these events displays were set up for each option which included maps, pictures and activity sheets which were used to record the attendees' most and least preferred option for the future of Crown Street Mall. Each display was attended by Council staff who were available to provide information and answer questions. Meeting attendees who wished to vote on the night could indicate their most and least preferred option on the displays, however voting was not mandatory. All meeting attendees were offered information packages and were therefore able to vote at the meetings in addition to submitting a feedback form or an open submission.

Results

This section outlines the key results from the feedback received during the public exhibition of the Crown Street Mall discussion paper. The number of discussion papers distributed, number of people engaged during consultation activities and number of submissions received are outlined. Key findings from feedback forms, open submissions, retail stakeholder meetings and community forum are also outlined below. See Appendix 4 for a summary of all submissions (i.e. feedback forms and open submissions) received.

NUMBER OF DISCUSSION PAPERS DISTRIBUTED

Approximately 650 information packages were distributed during the public exhibition period through consultation activities, mail and at public libraries. The Crown Street Mall page on Council's website, containing the information package and background documents, was viewed more than 400 times during the consultation period.

NUMBER OF PEOPLE ATTENDING CONSULTATION ACTIVITIES

During the exhibition period two stakeholder meetings, one community forum and three kiosks were held in order to give members of the community an opportunity to seek information about the proposed options. The number of people engaged at each of the formal consultation activities during the public exhibition period is outlined in Table 2. Figures do not include participants in informal discussions with Crown Street Mall café owners, market organisers and stall holders, chess players, individuals attending the youth centre or telephone enquires received during the exhibition period.

Table 2: Number of People Engaged at Formal Consultation Activities

Activity	Number of People Consulted
Retail Stakeholders Meeting #1	12
Retail Stakeholder Meeting # 2	8
Administration Building Foyer Kiosk	6
Community Forum	20
Mall Information Kiosk #1	23
Mall Information Kiosk #2	21
Total	90

NUMBER OF SUBMISSIONS RECEIVED

In total, 468 submissions were received during the public exhibition period. Of the 468 submissions received 386 (82.5%) were submitted using Council's feedback form. The remaining 82 (17.5%) submissions were submitted in the form of a letter or email (also known as open submissions).

Demographic information was not collected as a part of this consultation; however some respondents provided their address details, which has been used to create a suburb breakdown for submissions. This information is outlined in Table 3. Of the 468 submissions received, 156 (33.3%) were submitted anonymously. The majority of submissions (which were not anonymous) came from suburbs surrounding the central business district, with 79 (16.88%) submission being received from Wollongong.

Table 3: Suburb Breakdown of Submissions Received (n=468)

Suburb	N	%	Suburb	N	%
Anonymous	156	(33.3%)	Mt Ousley	4	(0.8%)
Wollongong	79	(16.9%)	Tarrawanna	4	(0.8%)
Mangerton	19	(4.1%)	Bellambi	3	(0.6%)
Dapto	13	(2.8%)	Lake Heights	3	(0.6%)
Figtree	13	(2.8%)	Mt Kembla	3	(0.6%)
West Wollongong	11	(2.4%)	Port Kembla	3	(0.6%)
Berkeley	11	(2.4%)	Warrawong	3	(0.6%)
Corrimal	11	(2.4%)	Double Bay*	2	(0.4%)
Fairy Meadow	11	(2.4%)	Cringila	2	(0.4%)
Woonona	10	(2.1%)	Koonawarra	2	(0.4%)
Keiraville	9	(1.9%)	Oak Flats*	2	(0.4%)
Unanderra	9	(1.9%)	Horsley	2	(0.4%)
Bulli	9	(1.9%)	Towradgi	2	(0.4%)
Thirroul	9	(1.9%)	Warilla*	2	(0.4%)
Albion Park*	7	(1.5%)	Berry*	1	(0.2%)
Kanahooka	7	(1.5%)	Mt St Thomas	1	(0.2%)
North Wollongong	6	(1.3%)	Rosebury*	1	(0.2%)
Farmborough Heights	5	(1.1%)	Russell Vale	1	(0.2%)
Coniston	5	(1.1%)	Marshall Mount	1	(0.2%)
Mt Keira	5	(1.1%)	Flinders*	1	(0.2%)
Cordeaux Heights	5	(1.1%)	Barrack Heights*	1	(0.2%)
Mount Pleasant	4	(0.8%)	Sydney*	1	(0.2%)
Gwynneville	4	(0.8%)	Austinmer	1	(0.2%)
Balgownie	4	(0.8%)			

* Indicates suburbs not situated in the Wollongong City Council Local Government Area

N = number of submissions received.

FEEDBACK FORM RESULTS

Question one of the feedback form asked “which is your most preferred option for the future of Crown Street Mall”. Of the 386 feedback forms received 291 (75.39%) nominated Option A as their most preferred option for the future of Crown Street Mall. Results are outlined in Table 4.

Table 4: Most Preferred Option for the Future of Crown Street Mall Results from Feedback Forms Only (n=386)

Option A	Option B	Option C	I don't like any of the options	Invalid*
291 (75.4%)	34 (8.8%)	39 (10.1%)	18 (4.7%)	4 (1.0%)

* Invalid results were recorded when more than one option was chosen as the preferred option

Individuals answering this question were also asked to comment on their most preferred option. A range of comments were received relating to safety, aspects of the Mall environment and features of the concept drawings.

The most common comments were:

- Leave the Friday markets in Crown Street (n=35)
- No cars or traffic in the Mall area (n=25)
- The Mall environment is enjoyable because when walking you don't have to worry about cars and traffic (n=19)
- Concerns about safety if traffic is introduced, including safety of children and older people (n=19)

Question two of the feedback form asked "which is your least preferred option for the future of Crown Street Mall". Option C was the least preferred option with 265 of the 386 (68.65%) feedback forms indicating this was their least preferred option. Results are outlined in Table 5.

Table 5: Least Preferred Option for the Future of Crown Street Mall from Feedback Forms Only (n=386)

Option A	Option B	Option C	Invalid
42 (10.9%)	13 (3.4%)	265 (68.6%)	66 (17.1%)

* Invalid results were recorded when more than one option was chosen as the preferred option

Respondents were asked to comment on their least preferred option. A variety of comments were provided including comments relating to the re-introduction of traffic in the Mall and the potential implications. The most common comments were:

- There should be no cars or traffic in the Mall (n=42)
- Introducing traffic into the Mall will create noise and pollution making the Mall environment unpleasant (n=20)
- Opening the Mall to traffic will encourage "hoons and rev-heads" (n=17)
- Concerns about safety with the introduction of traffic into the Mall (n=17)

Question three on the feedback form asked 'do you have any comments on the remaining option (i.e. the options you did not select in questions 1 and 2)?'.

The most common responses were:

- Concerns about opening Church Street only (Option B) based on lack of benefit and the consequences of splitting the Mall in half (n=13)
- Leave the markets in Crown Street (n=11)

OPEN SUBMISSION RESULTS

More than half (n=43, 52.4%) of the 82 submissions received via letter or email indicated Option A was the most preferred option. Only three (3.7%) submissions indicated a preference for Option B. Sixteen (19.5%) submissions preferred Option C. Results are outlined in Table 6.

Table 6: Most Preferred Option for the Future of Crown Street Mall Results Open Submissions Only (n=82)

Option A	Option B	Option C	None of the options	Unclear
43 (52.4%)	3 (3.7%)	16 (19.5%)	6 (7.3%)	14 (17.1%)

* Unclear results were recorded when it was not clear which option the respondent preferred.

The open submissions included comments relating to the implications of re-introducing traffic into the Mall and aspects of features outlined in the concept drawings.

The most common comments from the open submissions were:

- There should be no traffic in the Mall (n= 15)
- Need to maintain the current pedestrian friendly environment (n=11)
- Leave the markets in Crown Street (n=9)
- Don't remove the birdcage (n=8)

Whilst most open submissions were received from individuals some were received from Groups representing business and community interests.

COMBINED RESULTS

Results from the feedback forms and open submissions were combined to determine the most preferred option for the future of Crown Street Mall. Of the 468 formal submissions received 334 (71.37%) indicated that they preferred option A. Results are outlined in Table 7.

Table 7: Combined Results for the Most Preferred Option for the Future of Crown Street Mall from Formal Submissions (n=468)

	Option A	Option B	Option C	None of the options	Invalid/ Unclear
Feedback Forms	291	34	39	18	4
Open Submissions	43	3	16	6	14
Total	334 (71.4%)	37 (7.9%)	55 (11.8%)	24 (5.1)	18 (3.8%)

* Invalid/ unclear results were recorded when more than one option was chosen as the preferred option or when it was not clear which option the respondent preferred.

RETAILER STAKEHOLDER MEETINGS AND COMMUNITY FORUM RESULTS

In total 40 people registered attendance at one of the stakeholder meetings or the community forum. It should be noted that not all people attending these events registered. A total of 40 votes were recorded at these meetings for the most preferred option for the future of Crown Street Mall. Of the 40 votes 19 (47.5%) were Option A, followed by 13 (32.5%) for Option C. Results are outlined in Table 8.

Table 8: Most Preferred Option for the Future of Crown Street Mall from Retailer Stakeholder Meetings and Community Forum (n=40)

	Option A	Option B	Option C	Don't like any of the options
Retailer Stakeholder Meeting 3/ 11/ 08	7	2	2	0
Retailer Stakeholder Meeting 5/ 11/ 08	1	2	3	0
Community Forum 13/ 11/ 08	11	2	8	2
Total	19 (47.5%)	6 (15.0%)	13 (32.5%)	2 (5.0%)

Twenty-four people voted on their least preferred option for the future of Crown Street Mall. Of these 24 votes, 14 (58.33%) indicated that Option C was their least preferred option. Results are outlined in Table 9.

Table 9: Least Preferred Option for the Future of Crown Street Mall from Retailer Stakeholder Meetings and Community Forum (n=24)

	Option A	Option B	Option C
Retailer Stakeholder Meeting 3/ 11/ 08	0	0	7
Retailer Stakeholder Meeting 5/ 11/ 08	3	0	0
Community Forum 13/ 11/ 08	4	3	7
Total	7 (29.2%)	3 (12.5%)	14 (58.3%)