

Attachment E

**Community consultation reports –
Micromex Research, Cred Consulting, and
People, Place and Partnership**

City of Sydney

Darlinghurst Road, Kings Cross – Community Consultation


Prepared by: Micromex Research

Date: July 27, 2018



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Background & Methodology



Background & Methodology

Objectives

This research is part of the review that the City of Sydney is conducting on parts of the planning framework that guide local character and development in Darlinghurst Road, Kings Cross.

This report is based on a self-complete online survey.

Sample

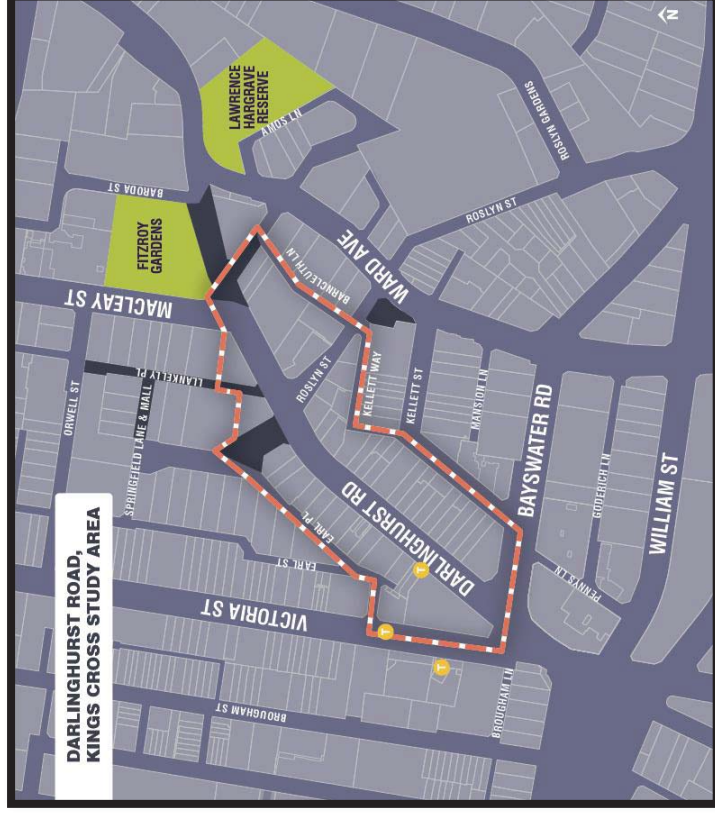
The online sample consisted of a total of 252 respondents.

For the survey under discussion the greatest margin of error is 6.2%. This means, for example that the answer 'yes' (50%) to a question could vary from approximately 44% to 56%.

Please note that in some cross analysis base sizes are low (N=<30), and should be viewed from an interest point of view only.

Data collection

The online survey was available during the period 25th June - 22nd July, 2018. The online survey was promoted through Council's 'sydneyoursay' page, a letter to local residents and stakeholders, Council media release, and at two pop up stalls at Kings Cross markets held from 12pm to 2pm on Saturday the 30th June and Saturday the 14th July 2018.



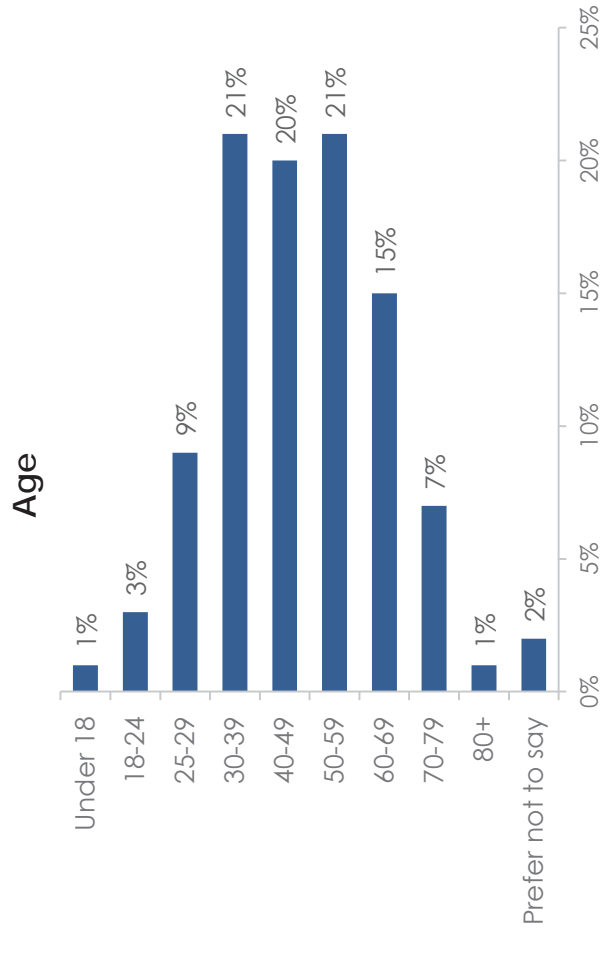
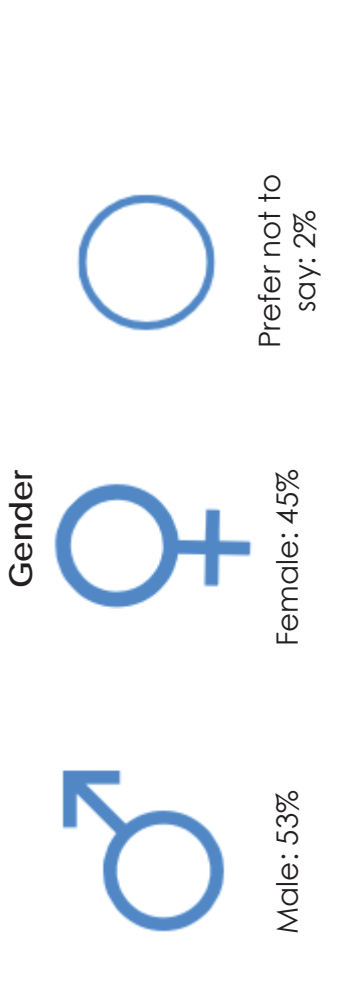
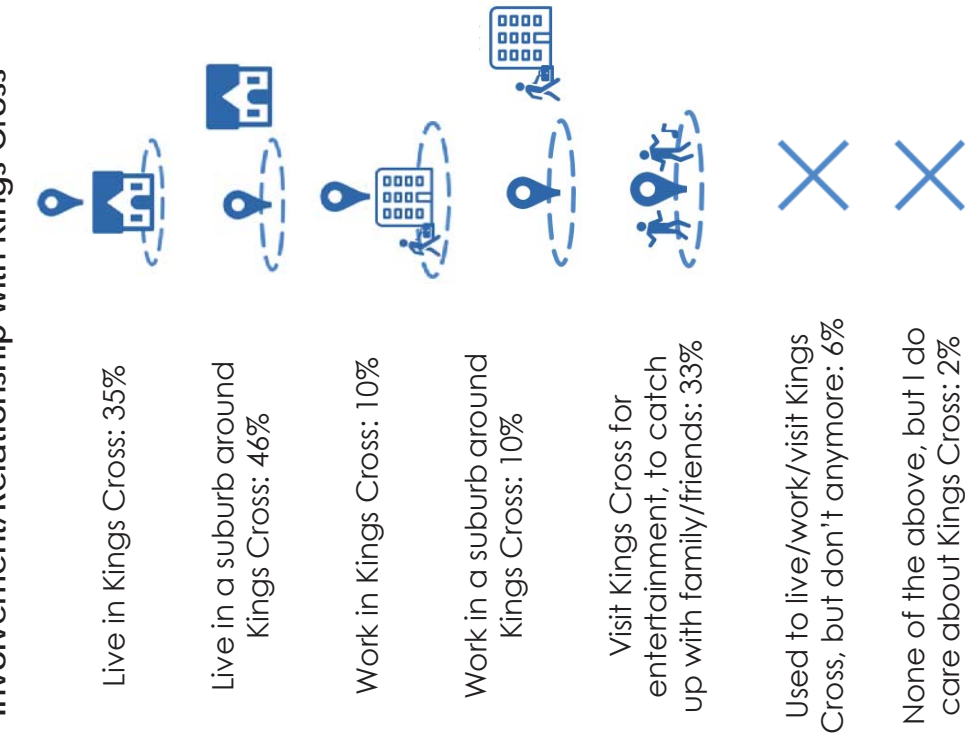
Sample Profile



Sample Profile

All Respondents (N=252)

Involvement/Relationship with Kings Cross

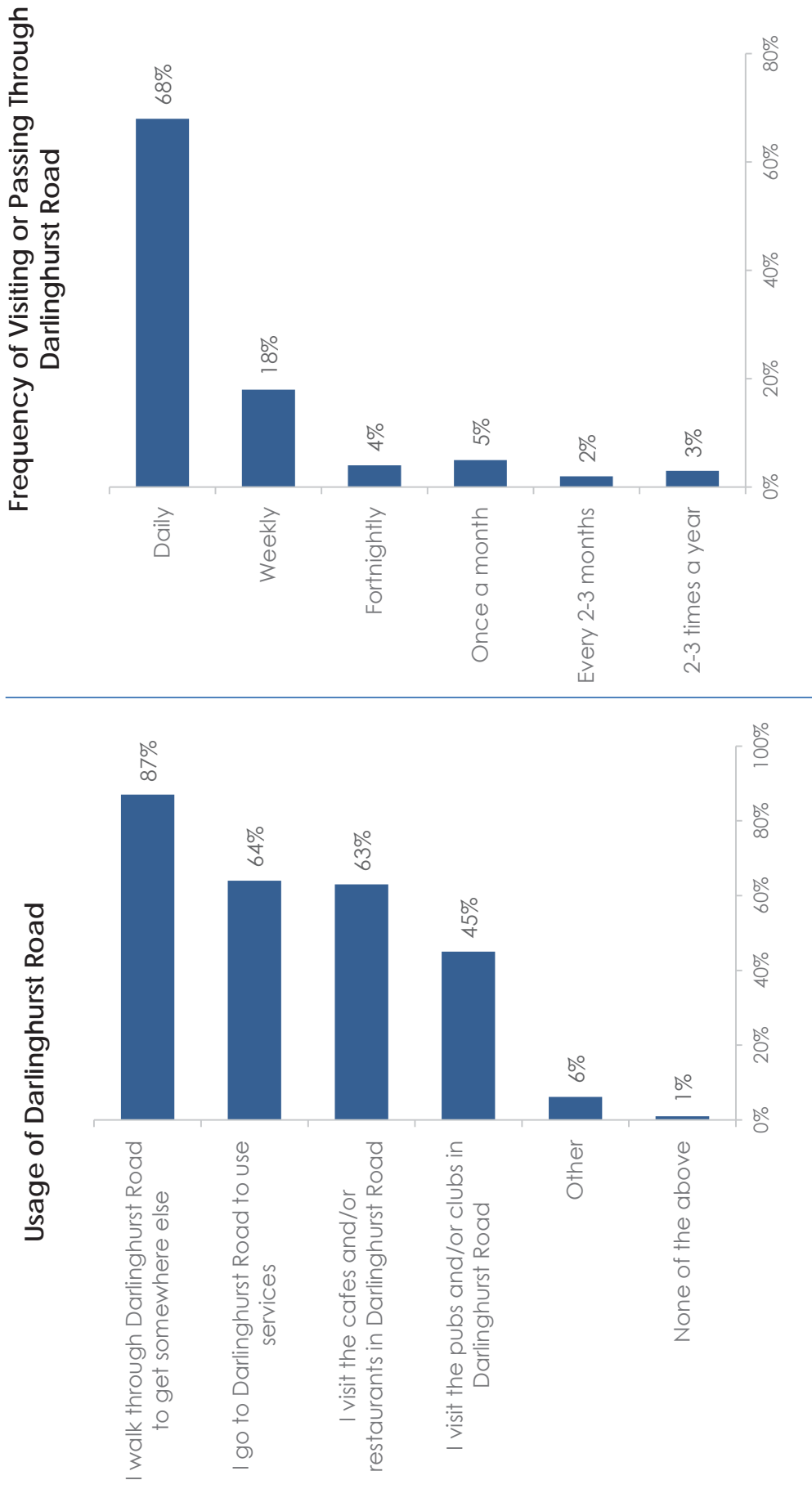


Note: respondents were able to select multiple involvements/relationships

85% of respondents live and/or work in or around Kings Cross (i.e.: net sub-total of the first four 'relationship' responses above).

Sample Profile

All Respondents (N=252)



Note: respondents were able to select multiple uses

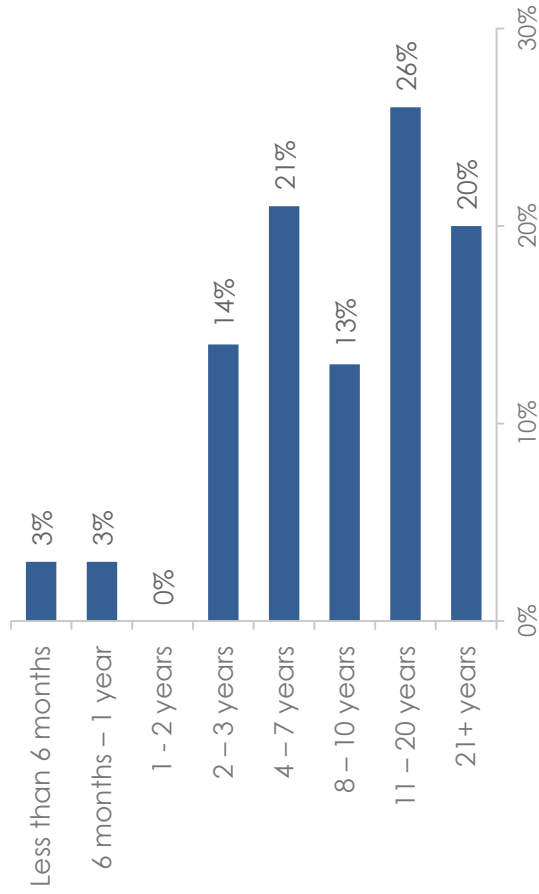


We can assume the majority of respondents are very familiar with the Darlinghurst Road area, with 86% visiting or passing through the Street at least weekly.

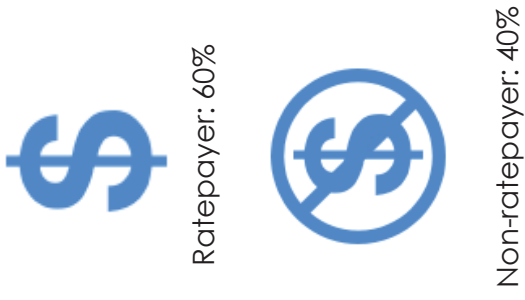
Sample Profile

Residents of Kings Cross (N=87)

Time lived in Kings Cross



Ratepayer Status



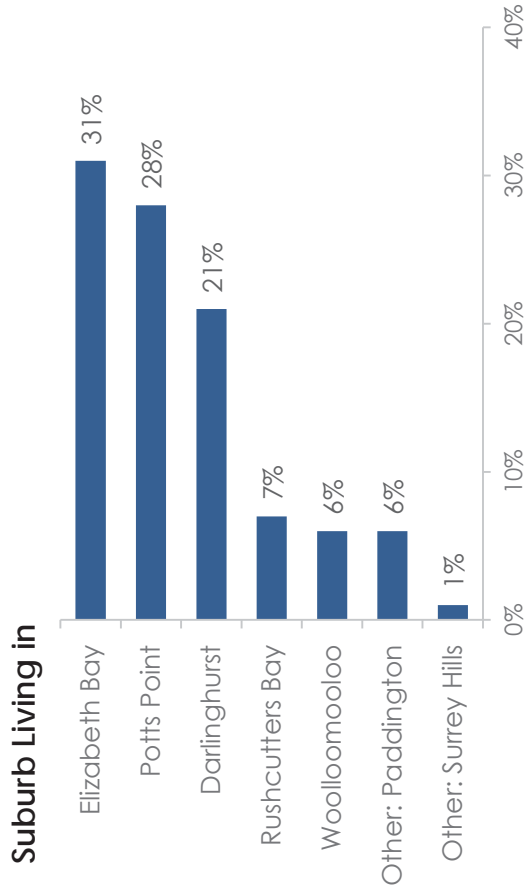
Property Type



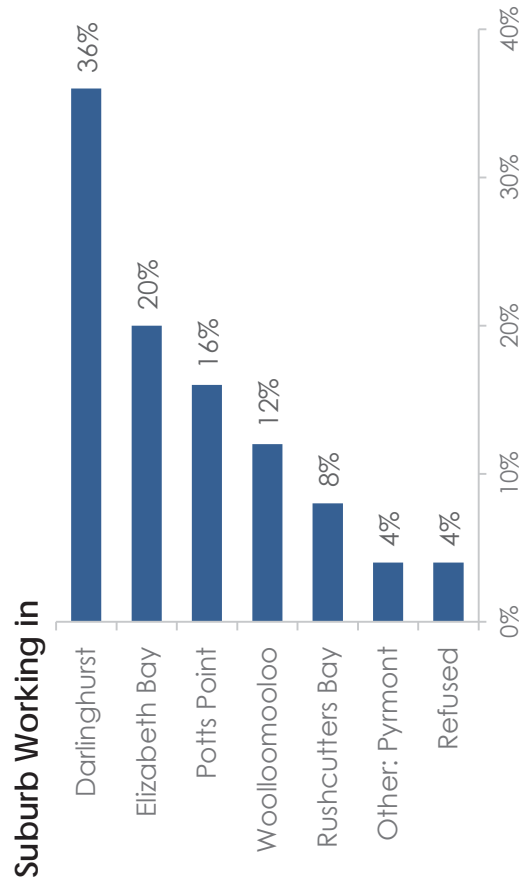


Sample Profile

Neighbouring Suburb Resident (N=116)

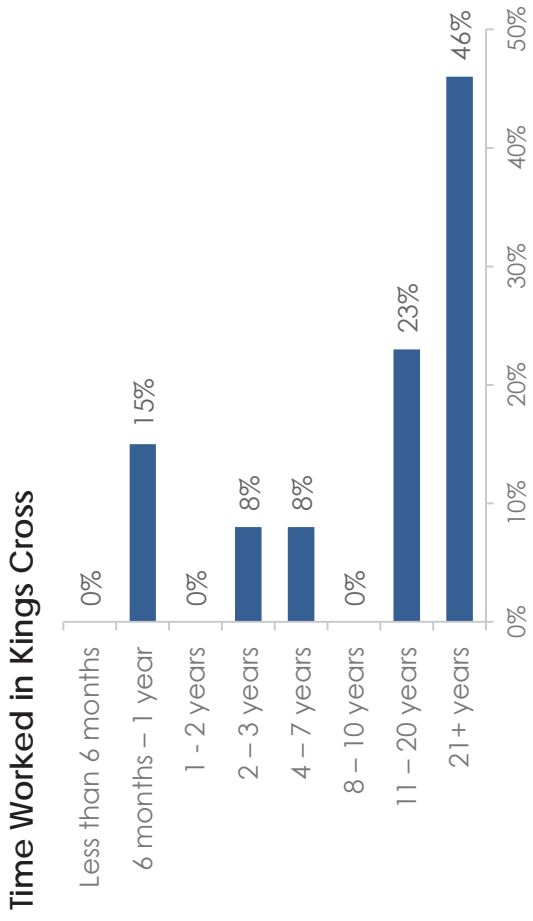


Work in Neighbouring Suburb (N=25)

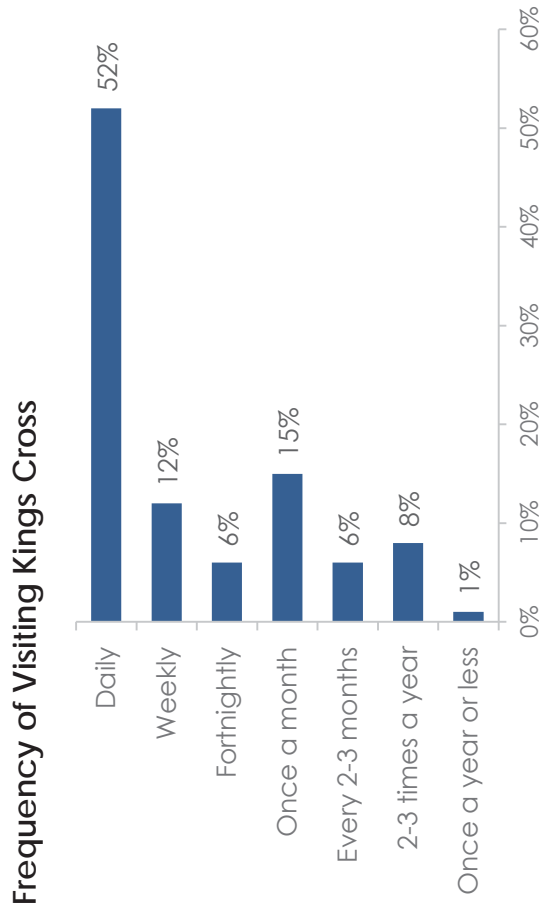


Sample Profile

Work in Kings Cross (N=26)



Visitors (N=83)



Key Findings



Key Findings

Overall

There is a clear divide among respondents, some believe that Darlinghurst Road has changed for the **worse** over the past 10-20 years and they would like the area to be returned to the vibrant, adult-themed, night time entertainment precinct that it was in the past, with lockout laws removed. On the other hand, there are respondents who believe Darlinghurst Road has been changing for the **better** and want the region to continue to become safer, cleaner and more family friendly. The table below summarises the large differences between these two groups of respondents:

Question	Changed for the Better	Changed for the Worse
Current character of Darlinghurst Road	<ul style="list-style-type: none"> • Changing • Diverse • Historical 	<ul style="list-style-type: none"> • Changing • Gritty/grungy • Boring/dull
Desired future character of Darlinghurst Road	<ul style="list-style-type: none"> • Diverse • Interesting/intriguing • Community minded 	<ul style="list-style-type: none"> • Interesting/intriguing • Lively • Fun
Darlinghurst Road is important today as...	A place for locals	A place for all Sydneysiders
Top 3 land use options respondents want more of	<ul style="list-style-type: none"> • Creative arts spaces • Shops specialist • Theatre and performing arts venues 	<ul style="list-style-type: none"> • Late-opening restaurants and cafes • Small bars • Live music venues

All respondents, however do appear to agree that the architecture and historical buildings in the area are an important characteristic of Darlinghurst Road, and these need to be maintained and protected from developers.

Key Findings

Character of Darlinghurst Road

53% of respondents stated that compared to 10-20 years ago, Darlinghurst Road has gotten worse:

- The dominant unprompted reason provided by those who believe Darlinghurst Road has gotten worse is that it has lost its character and unique vibe, possibly an effect of the lockdown laws on the local night time economy











23% of respondents do however believe that in this time Darlinghurst Road has gotten better, with the area now safer and cleaner according to open-ended responses.

When presented with a list of 16 words/phrases that could describe the current character/personality of Darlinghurst Road, the most frequently selected word was 'changing', followed by 'gritty/grungy' and 'historical':

- The perception of 'changing' was both a positive and a negative, as it was the most frequently selected word amongst both those who feel the area has gotten better and those who think it has gotten worse.

The characteristics/personality that respondents would like Darlinghurst Road to have in the next 10 or so years include 'diverse', 'interesting/intriguing' and 'lively'. Attributes where 'future' scores were particularly higher than 'current' scores included: 'lively', 'fun', 'interesting/intriguing', 'community-minded', 'safe', 'bohemian', and 'bold'.

The character of Kings Cross is multi-faceted, with at least half the respondents committing to the top 'very important' code on nine of ten listed attributes. 'The public spaces' and 'the architecture and materials of the buildings' were rated overall as the most important features of Darlinghurst Road that contribute to its character. However, those that view Darlinghurst Road as having changed for the better were significantly more likely to view 'the public spaces' as important, whilst those that regard Darlinghurst Road as changing for the worse were significantly more likely to view 'the amount of activity' and 'the people who visit the area' as important. Opinions on the importance of different features in contributing to the character of the area also significantly differed by the involvement/relationship that respondents had with Kings Cross:

Rank	Live in Kings Cross	Live in Neighbouring Suburb	Visit Kings Cross	Work in Kings Cross	Work in Neighbouring Suburb
1.	 Architecture and materials of the buildings	 The public spaces	 The public spaces	 Places for businesses	 The public spaces
2.	 The public spaces	 Architecture and materials of the buildings	 The amount of activity in the area	 The amount of activity in the area	 People who live in the area

Key Findings

Land Use Options

When respondents were asked whether they would like less, the same or more of 22 different land use options, the top 5 service/facilities/uses respondents would like more of were:



Small bars: 86%



Late opening restaurants and cafes: 85%



Creative arts spaces: 84%



Theatre and performing arts venues: 82%



Live music venues: 80%

As expected, there were some significant differences in the view of land use options between respondents based on their involvement/relationship with Kings Cross. For example, whilst visitors were significantly more likely to want more 'small bars', residents of Kings Cross were significantly less likely.

When the 22 individual land uses are collapsed down into five categories, the 'community and cultural facilities' and 'night time and entertainment' categories generated most 'more' responses, whilst the 'accommodation' category generated the least.

In a similar vein, 56% of respondents would like to see more non-residential uses on Darlinghurst Road, with just 9% wanting less. Of those that would like more, the leading reasons stated were that more non-residential uses will help to liven the area up and make it more vibrant, as well as giving people more of a reason to visit the area. Respondents that believe Darlinghurst Road has changed for the worse were significantly more likely to want to see more non-residential uses in the area.

Areas of Significance

When prompted, 72% of respondents viewed the Bourbon as being a significant/valuable social, cultural or historical feature to them, with the majority commenting on the importance of the building to the history of Sydney's nightlife and entertainment.

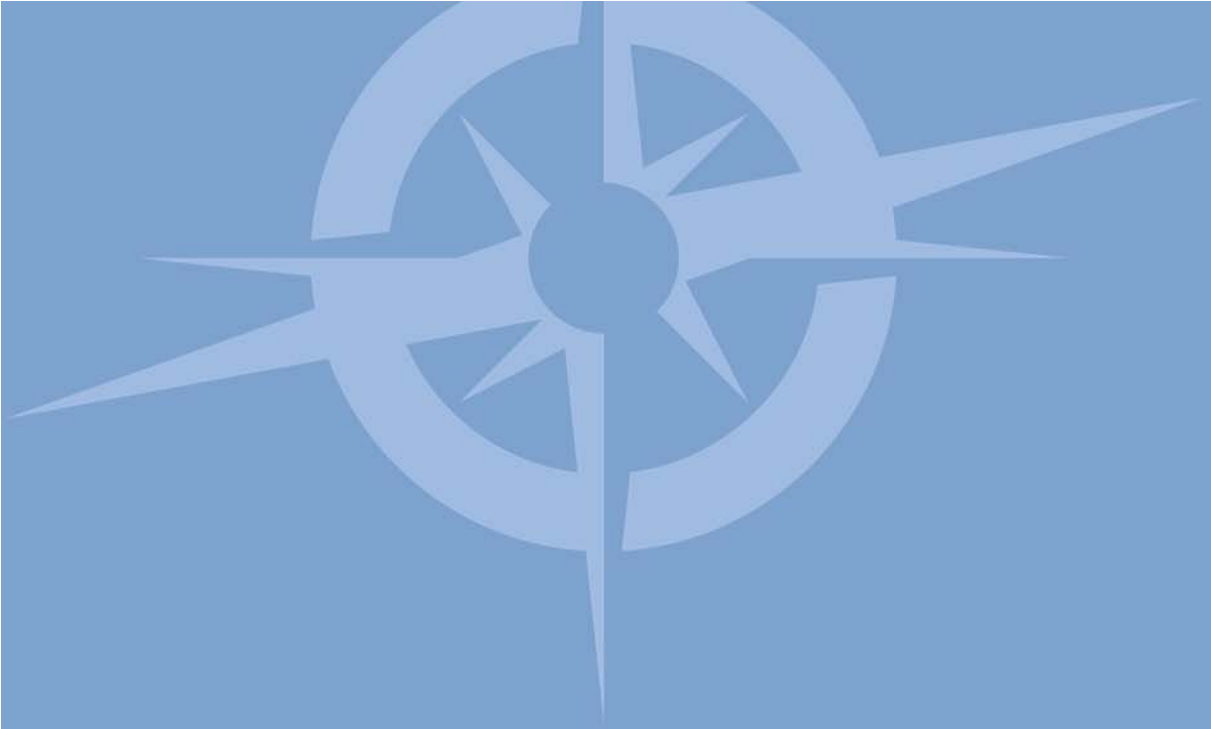
50% of respondents viewed the Empire Hotel as being significant/valuable to them, 29% of which discussed the importance of the building to the LGBTIQ+ community by being the former site of Les Girls.

Unprompted, 21% of respondents stated that the Fitzroy Gardens, and the El Alamein Fountain within it, is of significant social or historical value to them, and 15% identified the Kings Cross Library.

Results



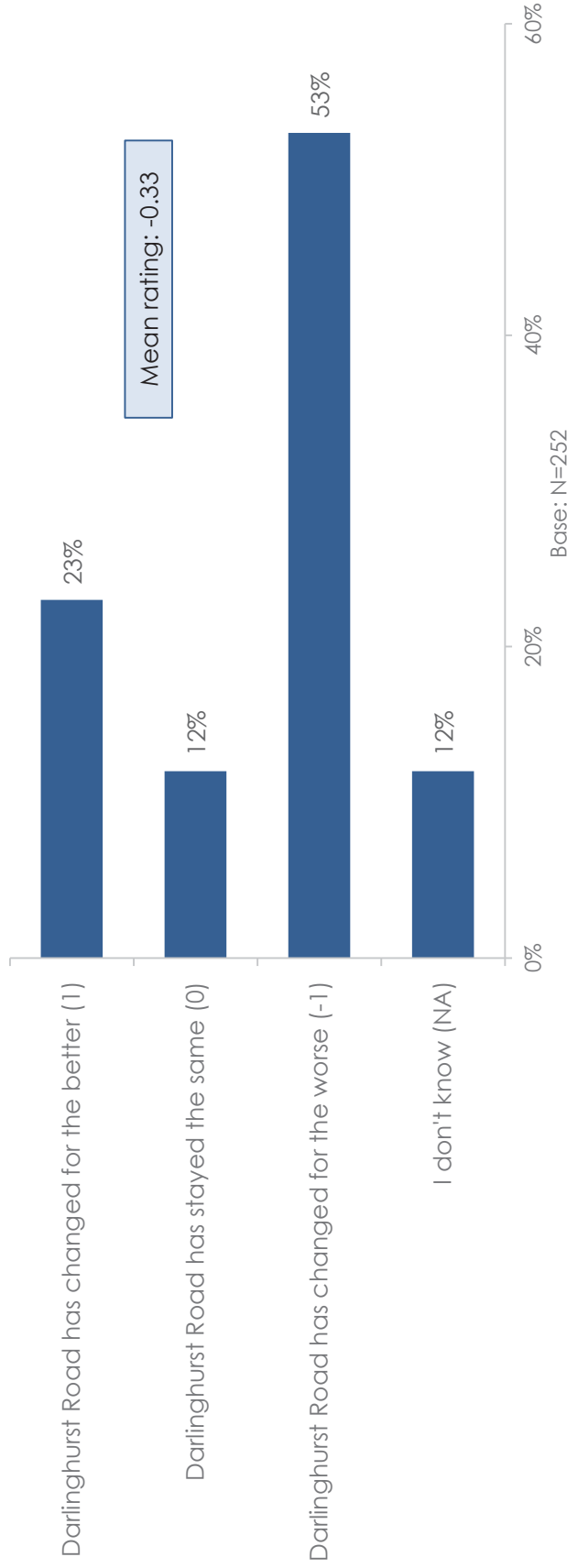
Character/Personality



Compared to 10 to 20 Years Ago

Q28. Compared with 10 to 20 years ago, which one statement below do you think best describes Darlinghurst Road, Kings Cross now?

	Overall	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Mean rating	-0.33	-0.34	-0.38	-0.33	-0.46	-0.43
Base	223	80	98	75	24	21



*to catch up with family/friends, etc.
Scale: -1=changed for the worse, 1=changed for the better

Note: 'I don't know' responses were not included in the calculation of the mean rating



Whilst 23% of respondent believe that compared with 10 to 20 years ago Darlinghurst Road has changed for the better, 53% believe that is has changed for the worse. Opinions on whether Darlinghurst Road has changed for the better or worse do not significantly differ across respondents based on their involvement/relationship to Kings Cross.

Compared to 10 to 20 Years Ago – Unprompted Reason Why Better/Same

Q28. Compared with 10 to 20 years ago, which one statement below do you think best describes Darlinghurst Road, Kings Cross now?

Q29. Can you tell us why?

Better – (23%)	% (of all respondents)	% ('better' respondents)	"It is definitely safer than it was"
Safer than before/less rowdy	12%	49%	"It is definitely safer than it was"
Less dirty/feels cleaner	3%	14%	"It feels safer and cleaner"
Fewer strip venues/brothels	2%	7%	
Gentrified	2%	7%	
Family friendly/orientated	1%	5%	"Fewer drunk people and fewer brothels"
Improved since lockout laws	1%	5%	
Improved traffic conditions	1%	5%	
Injecting centre has taken needles off the street	1%	5%	"The injecting centre has taken needles off the streets and the users have a much lower profile, as do street prostitutes"
More diverse	1%	5%	
Quieter	1%	5%	
Things are changing	1%	5%	
Increase in restaurants/cafes	<1%	2%	"It is more family friendly with an increased sense of community"
Making the library and Council one-stop shop into the area	<1%	2%	
Serves a range of purposes	<1%	2%	



Respondents that believe Kings Cross has gotten better compared to 10 to 20 years ago stated that the area has become safer and cleaner.

Compared to 10 to 20 Years Ago – Unprompted Reason Why Better/Same

Q28. Compared with 10 to 20 years ago, which one statement below do you think best describes Darlinghurst Road, Kings Cross now?
Q29. Can you tell us why?

Same – (12%)	% (of all respondents)	% ('same' respondents)
It's the same/nothing has changed	2%	19%
There has been some gains, some losses	2%	19%
Needs revitalising/enhancing	2%	13%
Social policy/attitude has not changed	1%	6%
Use of buildings have changed	1%	6%
Building owners haven't invested in improvements.	<1%	3%
Day-time look has remained uninviting and lacking in diversity	<1%	3%
It's less exciting as a night time destination, but it also has less street based injecting	<1%	3%

“Nothing has changed. The area around it has become significantly better”

“The lock out laws made it safer, but the buildings haven't changed, and it feels more dilapidated than ever as landlords aren't going to invest in non-viable commercial premises”

“Until mental health services and action for the homeless is seriously addressed, no one can say Kings Cross is better”



Of those that feel Darlinghurst Road has stayed the same, the area was discussed as not changing, having some losses and some gains and being in need of updating/revitalising.

Compared to 10 to 20 Years Ago – Unprompted Reason Why Worse

Q28. Compared with 10 to 20 years ago, which one statement below do you think best describes Darlinghurst Road, Kings Cross now?
Q29. Can you tell us why?

Worse – (53%)	% (of all respondents)	% ('worse' respondents)
Lost its character/uniqueness/vibe	26%	50%
Negative effect of lockdown laws/loss of night time economy	15%	29%
Dirty/neglected	8%	14%
No quality non-residential uses	4%	8%
Full of homeless people/drug users	4%	7%
Buildings too gentrified/poorly developed	2%	5%
No reason to go there	2%	5%
Only benefits property developers	2%	4%
Area too nimby	1%	2%
Buildings have deteriorated	1%	2%
Diversity has suffered	1%	2%
Lack of infrastructure/services	1%	2%
No longer safe/less safe	1%	2%
No vision/focus	1%	2%
Nothing has changed	<1%	1%
Slack policing	<1%	1%
Strip clubs have stayed	<1%	1%



"It currently has an identity crisis. The original intent for the area as a red light district no longer exists"

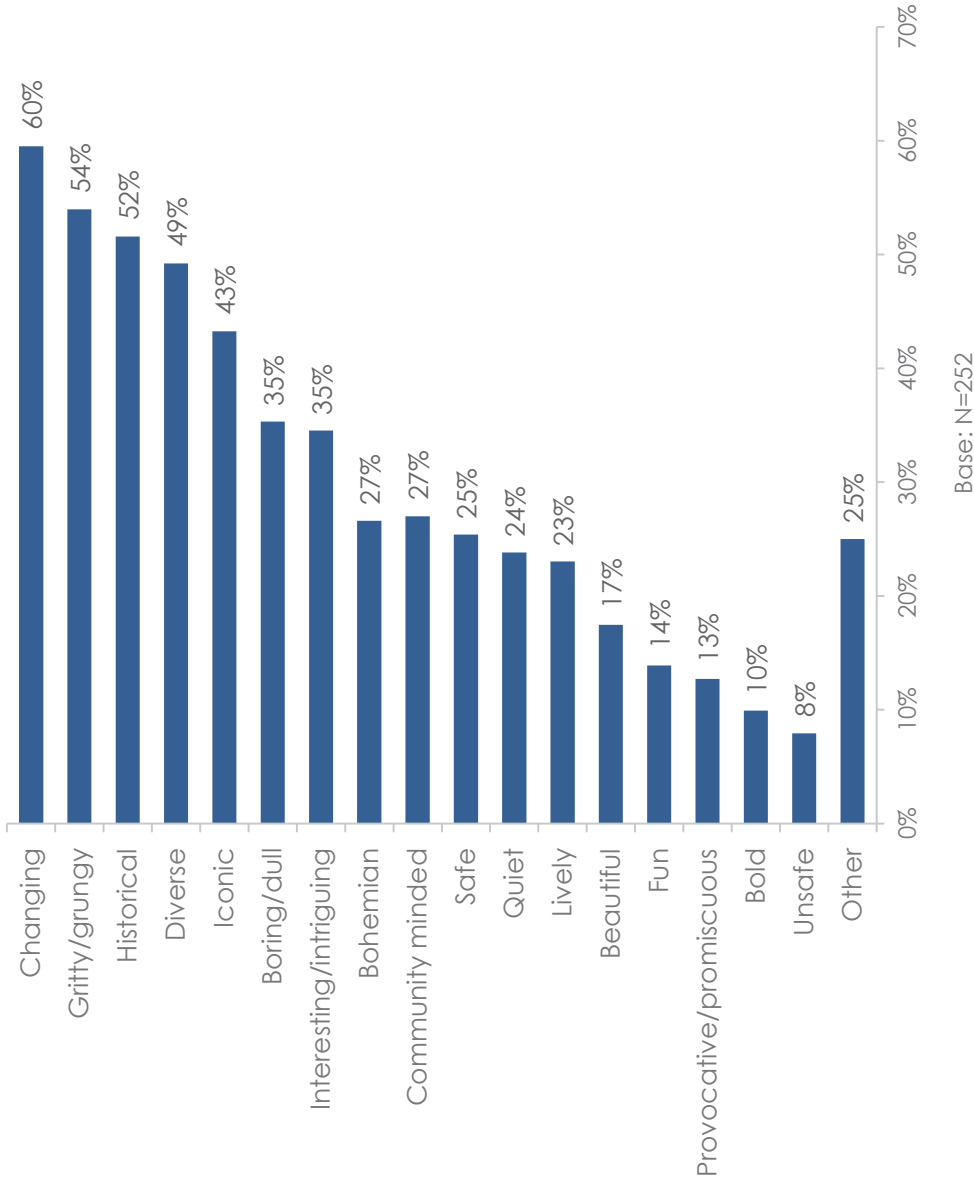
"The lockdown laws killed the vibe, it has lost its bohemian edge"

"The lockdown package has ruined the night time economy"

The respondents that feel Darlinghurst Road has gotten worse over the past 10 to 20 years discussed how the area has lost its character and vibe, with the lockdown laws possibly a contributing factor.

Current Character/Personality - Prompted

Q10. Which, if any, of the following words would you use to describe the current character/personality of Darlinghurst Road, Kings Cross?



Other specified - unprompted	Count
Dirty	10
Dying	8
Worse after lock-out laws	5
Run down	4
Sad	4
Deteriorated	3
Embarrassment	3
Empty	3
In danger	3
Junkies	3

Please see Appendix 1 for other specified responses <3

'Changing' is the dominant word used to describe the current character/personality of Darlinghurst Road, closely followed by 'gritty/grungy' and 'historical'. The vast majority of unprompted 'other specified' responses had a negative connotation – although this is not entirely surprising given the positive nature of most of the pre-coded statements.

Current Character/Personality - Prompted

Q10. Which, if any, of the following words would you use to describe the current character/personality of Darlinghurst Road, Kings Cross?

	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Changing	61%	67%▲	65%	62%	76%
Gritty/grungy	43%▼	67%▲	49%	58%	32%▼
Historical	63%▲	50%	51%	42%	56%
Diverse	53%	49%	53%	46%	56%
Iconic	59%▲	37%	46%	46%	48%
Boring/dull	34%	35%	37%	58%▲	32%
Interesting/intriguing	39%	33%	45%▲	35%	48%
Community minded	41%▲	21%▼	28%	35%	24%
Bohemian	32%	23%	33%	23%	24%
Safe	38%▲	19%▼	22%	27%	28%
Quiet	28%	21%	18%	27%	24%
Lively	20%	25%	31%▲	15%	20%
Beautiful	25%▲	13%	14%	15%	16%
Fun	14%	13%	17%	8%	16%
Provocative/promiscuous	13%	16%	13%	4%	16%
Bold	14%	9%	12%	15%	12%
Unsafe	8%	7%	7%	8%	4%
Base	87	116	83	26	25

*to catch up with family/friends, etc.

▲▼ = A significantly higher/lower percentage (by involvement/relationship to Kings Cross)



Respondents that live in a suburb around Kings Cross were significantly more likely to describe the current character/personality of Darlinghurst Road as 'gritty/grungy', whilst those that currently live within Kings Cross and/or work in the suburbs surrounding Kings Cross were significantly less likely. Residents of Kings Cross were also significantly more likely to view the area as 'historical', 'iconic', 'community minded', 'safe' and 'beautiful', whilst those that currently work in Kings Cross were significantly more likely to state that it is 'boring/dull'.

Current Character/Personality - Prompted

Q10. Which, if any, of the following words would you use to describe the current character/personality of Darlinghurst Road, Kings Cross?

Q28. Compared with 10 to 20 years ago, which one statement best describes Darlinghurst Road, Kings Cross, now?			
	Darlinghurst Road has changed for the better	Darlinghurst Road has stayed the same	Darlinghurst Road has changed for the worse
Changing	64%	48%	58%
Gritty/grungy	46%	42%	57%
Historical	61%	45%	47%
Diverse	63%▲	35%	41%▼
Iconic	51%	48%	38%
Boring/dull	15%▼	26%	49%▲
Interesting/intriguing	44%	39%	26%▼
Community minded	46%▲	26%	19%▼
Bohemian	36%	23%	23%
Safe	41%▲	39%	19%▼
Quiet	12%▼	6%▼	35%▲
Lively	39%▲	29%	14%▼
Beautiful	29%▲	19%	13%▼
Fun	27%▲	19%	6%▼
Provocative/promiscuous	22%▲	3%	11%
Bold	14%	13%	8%
Unsafe	8%	3%	9%
Base	59	31	133

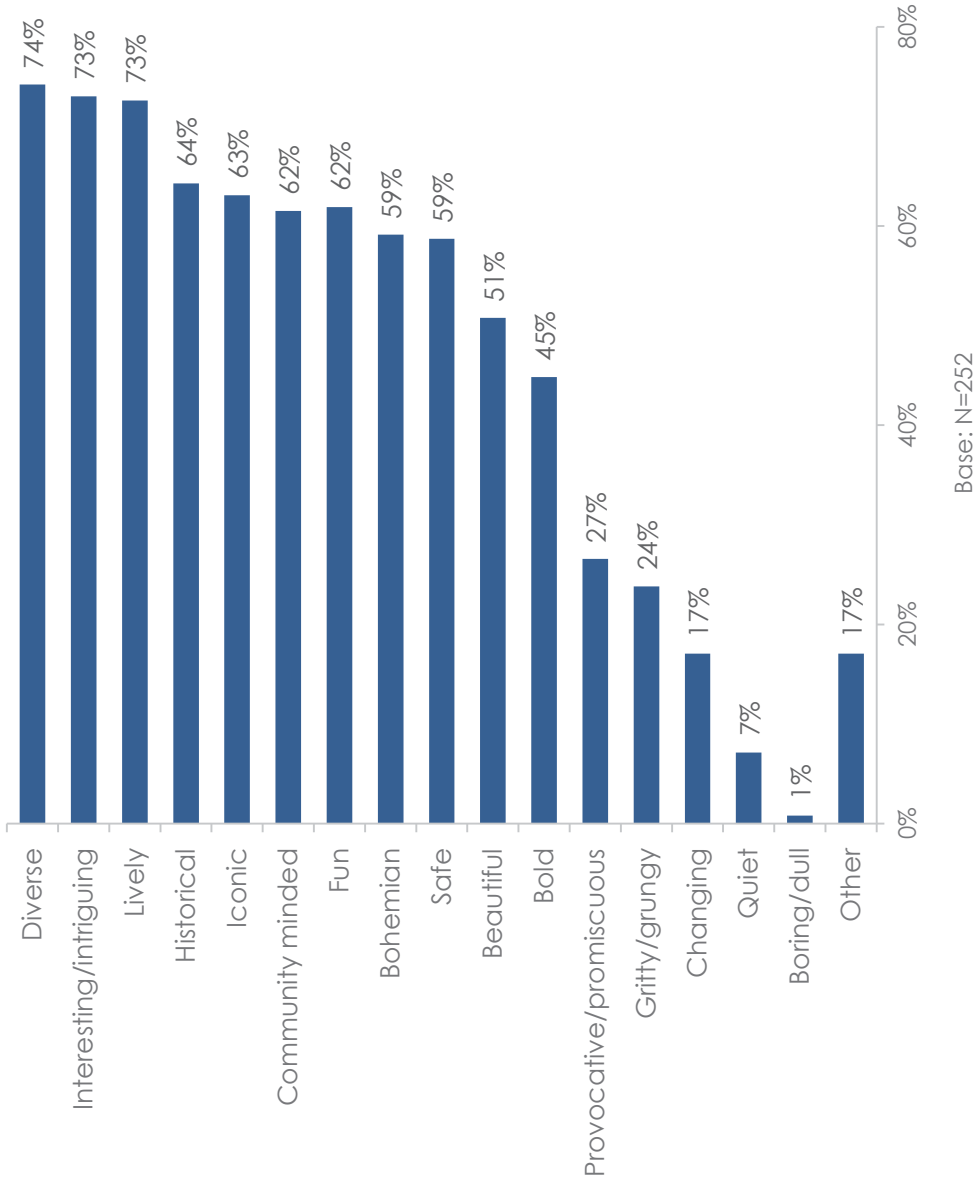
▲▼ = A significantly higher/lower percentage (by view on whether Darlinghurst Road has changed for the better, stayed the same, or worse)

Respondents that believe Darlinghurst Road has changed for the worse were significantly more likely to describe the current character/personality of Darlinghurst Road as 'boring/dull' and 'quiet'.



Preferred Future Character/Personality - Prompted

Q11. And which, if any, of the following words would you use to describe your preferred future character/personality for Darlinghurst Road, Kings Cross in the next 10 or so years?



Other specified - unprompted	Count
Entertainment district	5
Not overdeveloped	4
Retained architecture	4
Clean	3
Family friendly	3
Shops/markets	3
Unchanged	3

Please see Appendix 1 for other specified responses <3



Respondents want the future character/personality of Darlinghurst Road to be 'diverse', 'interesting/intriguing' and 'lively'.

Preferred Future Character/Personality - Prompted

Q11. And which, if any, of the following words would you use to describe your preferred future character/personality for Darlinghurst Road, Kings Cross in the next 10 or so years?

	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Diverse	78%	70%	86%▲	81%	80%
Interesting/intriguing	77%	72%	78%	69%	76%
Lively	68%	77%	81%▲	69%	56%▼
Historical	72%	63%	65%	65%	68%
Iconic	76%▲	57%	71%	65%	64%
Fun	63%	59%	70%	50%	60%
Community minded	62%	64%	70%	65%	64%
Bohemian	69%▲	53%	67%	62%	60%
Safe	66%	58%	61%	54%	52%
Beautiful	56%	51%	57%	62%	48%
Bold	53%	41%	48%	50%	44%
Provocative/promiscuous	33%	22%	37%▲	31%	36%
Gritty/grungy	26%	20%	30%	15%	16%
Changing	15%	20%	24%▲	27%	16%
Quiet	14%▲	3%▼	2%▼	15%	8%
Boring/dull	1%	0%	1%	4%	0%
Base	87	116	83	26	25

*to catch up with family/friends, etc.

▲▼ = A significantly higher/lower percentage (by involvement/relationship to Kings Cross)

Visitors to Kings Cross were significantly more likely to prefer the future character/personality of Darlinghurst Road to be 'diverse', 'lively', 'iconic', 'provocative/promiscuous' and 'changing', and significantly less likely to prefer it to be 'quiet'.

Residents of Kings Cross were significantly more likely to prefer that Kings Cross will be 'iconic' and 'bohemian', but also 'quiet'.



Preferred Future Character/Personality - Prompted

Q11.

And which, if any, of the following words would you use to describe your preferred future character/personality for Darlinghurst Road, Kings Cross in the next 10 or so years?

Q28. Compared with 10 to 20 years ago, which one statement best describes Darlinghurst Road, Kings Cross, now?			
	Darlinghurst Road has changed for the better	Darlinghurst Road has stayed the same	Darlinghurst Road has changed for the worse
Diverse	85%▲	58%▼	71%
Interesting/intriguing	76%	58%▼	74%
Lively	69%	71%	74%
Historical	63%	61%	67%
Iconic	59%	61%	65%
Fun	61%	39%▼	71%▲
Community minded	71%	68%	55%▼
Bohemian	59%	42%▼	60%
Safe	68%	61%	55%
Beautiful	59%	42%	48%
Bold	44%	23%▼	53%▲
Provocative/promiscuous	24%	16%	32%▲
Gritty/grungy	17%	19%	30%▲
Changing	22%	13%	17%
Quiet	15%▲	10%	4%▼
Boring/dull	2%	0%	1%
Base	59	31	133

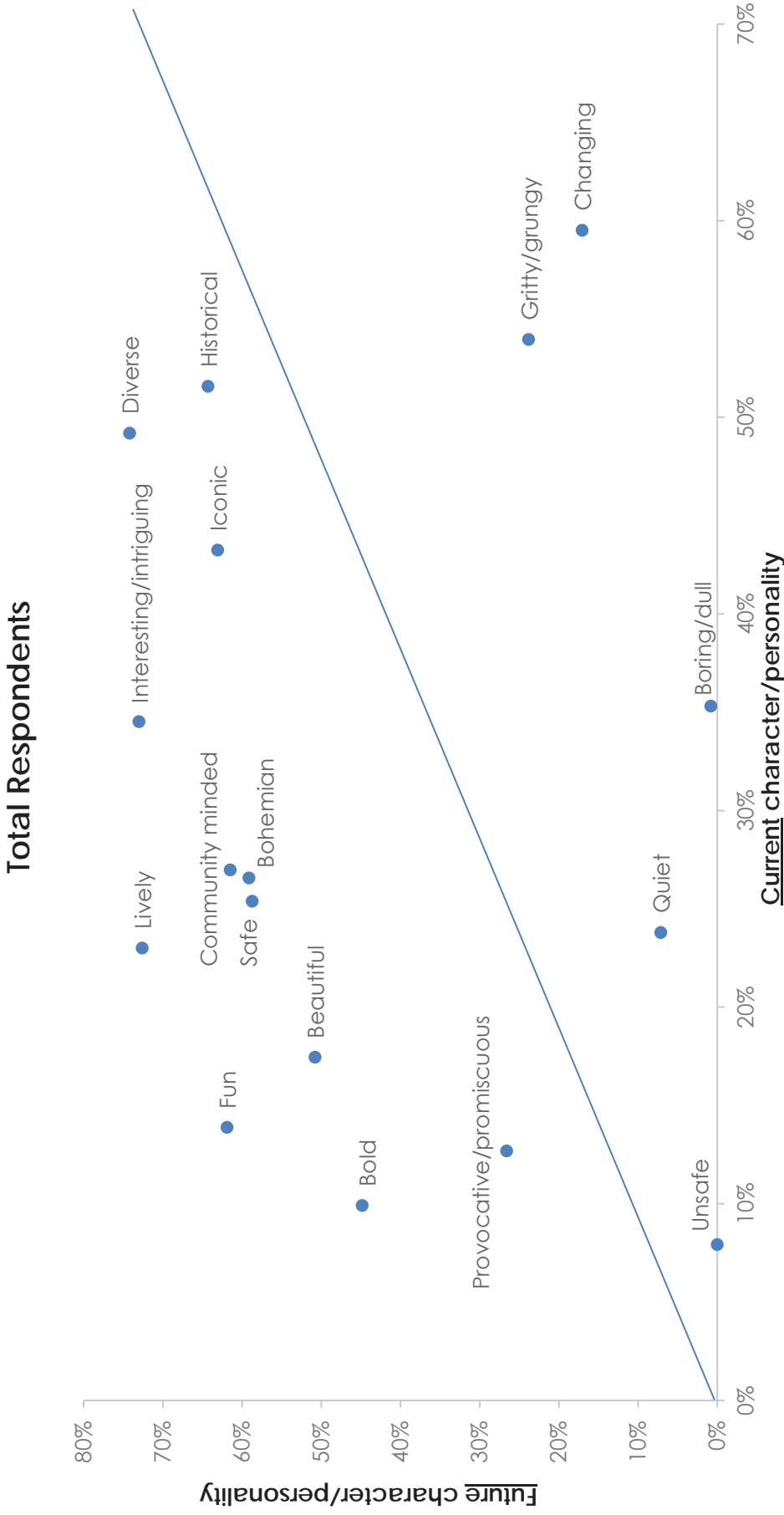
▲▼ = A significantly higher/lower percentage (by view on whether Darlinghurst Road has changed for the better, stayed the same, or worse)



Respondents that believe Darlinghurst Road has changed for the better were significantly more likely to state their preferred future character/personality of the area in the next 10 or so years would be 'diverse' and 'quiet'.
Respondents that believe Darlinghurst Road has changed for the worse were significantly more likely to want it to be 'fun', 'bold', 'provocative/promiscuous' and 'gritty/grungy' in the future, and significantly less likely to state they want it to be 'community minded' and quiet'.

Current Crossed with Future Character/Personality

- Q10. Which, if any, of the following words would you use to describe the current character/personality of Darlinghurst Road, Kings Cross?
 Q11. And which, if any, of the following words would you use to describe your preferred future character/personality for Darlinghurst Road, Kings Cross in the next 10 or so years?

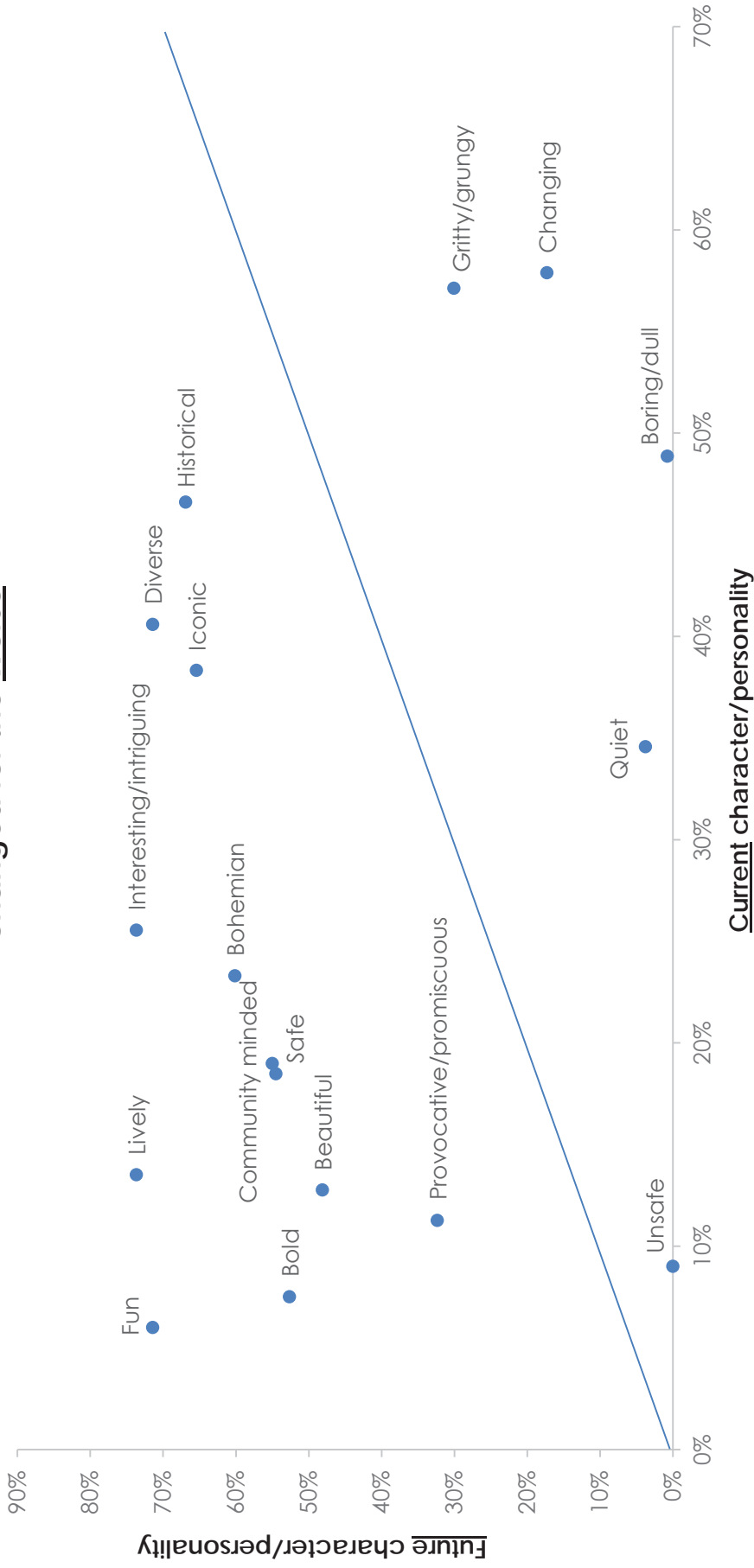


The above analysis plots the current character/personality of Darlinghurst Road (horizontal axis) against the preferred future character/personality (vertical axis), based on all respondents. Those attributes above the diagonal line (e.g.: Lively, fun, diverse, etc) are where more respondents have mentioned them for the future than at present – whereas those below the line are where fewer residents have mentioned them for the future than at present.

Current Crossed with Future Character/Personality

- Q10. Which, if any, of the following words would you use to describe the current character/personality of Darlinghurst Road, Kings Cross?
 Q11. And which, if any, of the following words would you use to describe your preferred future character/personality for Darlinghurst Road, Kings Cross in the next 10 or so years?

Respondents that believe Darlinghurst Road has changed for the Worse



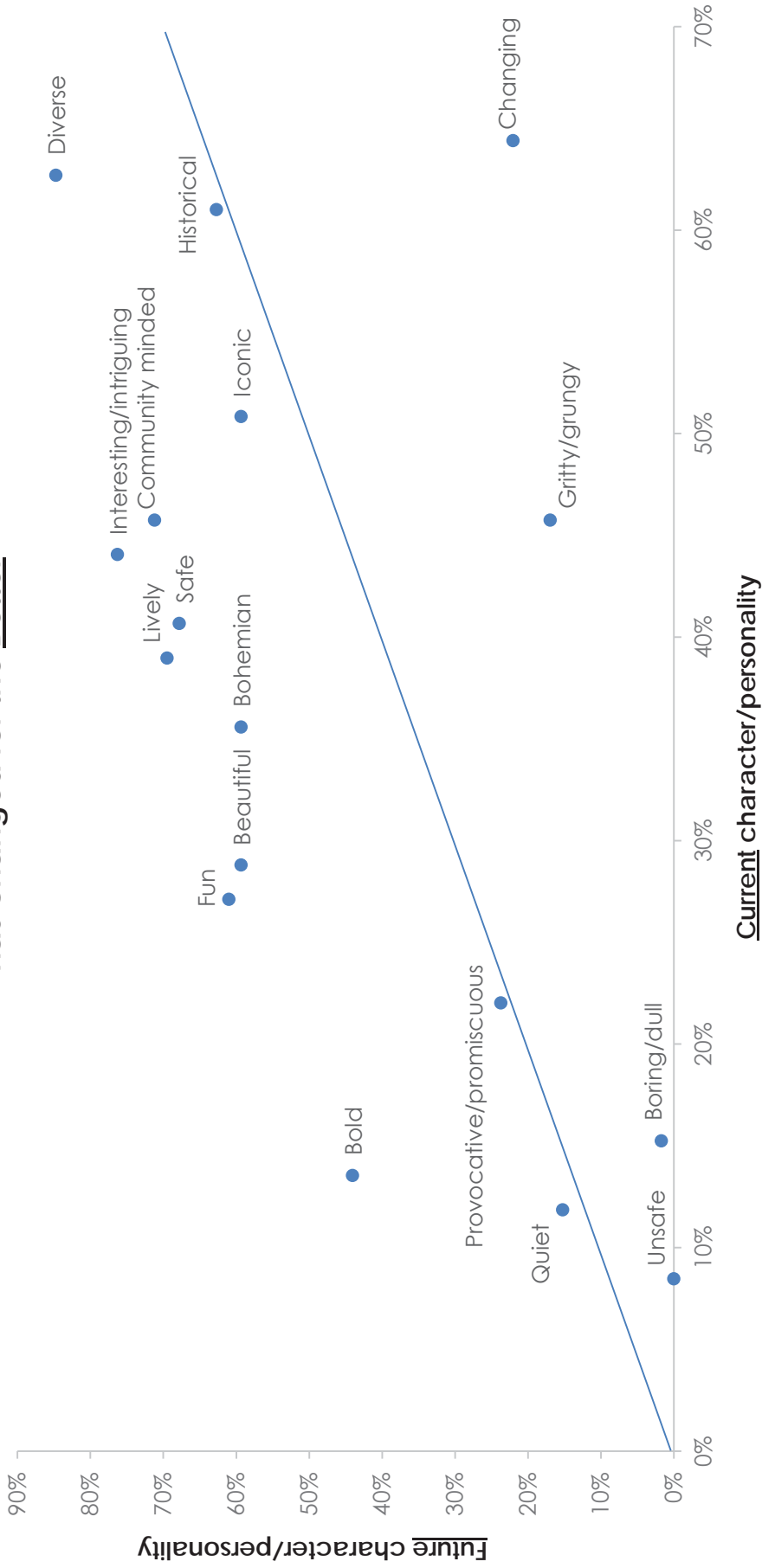
Respondents that believe Darlinghurst Road has changed for the worse have a cluster of words in the top left corner of the chart, suggesting these are characteristics/personalities they would like to see greatly increased in the area in the future.



Current Crossed with Future Character/Personality

- Q10. Which, if any, of the following words would you use to describe the current character/personality of Darlinghurst Road, Kings Cross?
 Q11. And which, if any, of the following words would you use to describe your preferred future character/personality for Darlinghurst Road, Kings Cross in the next 10 or so years?

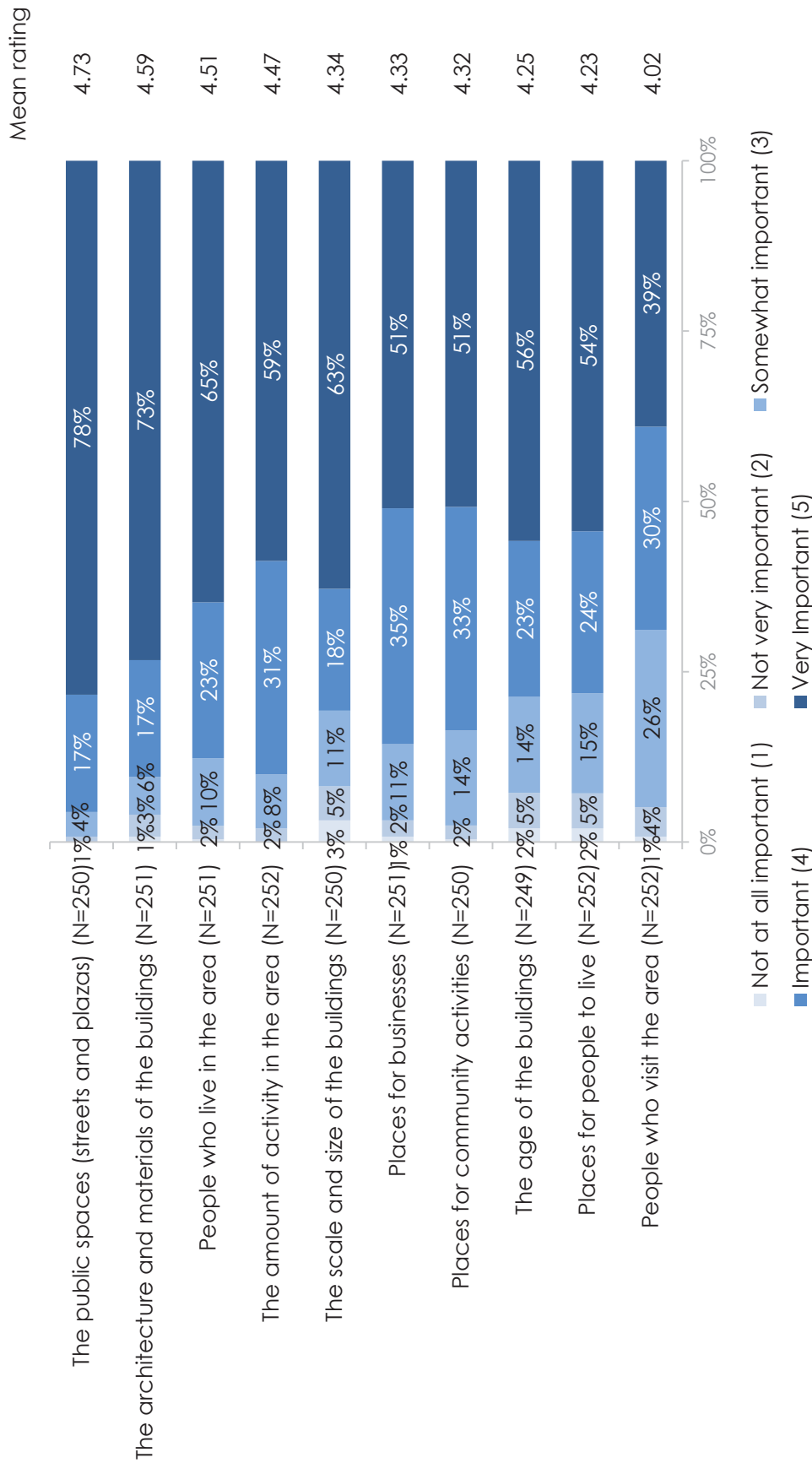
Respondents that believe Darlinghurst Road has changed for the Better



Respondents that believe Darlinghurst Road has changed for the better have the same divide of words on either side of the diagonal line as those that believe Darlinghurst Road has changed for the worse (with the exception of 'quiet'), however they are distributed much closer to the diagonal line, suggesting less dramatic changes between current and future descriptions.

Importance of Different Characteristics of Kings Cross

Q12. In your opinion, how important, if at all, are the following to the character of Kings Cross?



Scale: 1=not at all important, 5=very important

Numbers in brackets represent the value used to calculate the mean rating



Respondents have indicated that multiple factors contribute to Kings Cross' character, with at least half the sample committing to the top 'very important' code on nine of the ten attributes.

78% of respondents believe that 'the public spaces' are very important to the character of Kings Cross, and 73% view 'the architecture and materials of the buildings' as very important. The 'people who visit the area' were rated of lowest importance, with only 39% committing to the top code.

Importance of Different Characteristics of Kings Cross

Q12. In your opinion, how important, if at all, are the following to the character of Kings Cross?

	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
The public spaces	4.77	4.73	4.78	4.69	4.76
The architecture and materials of the buildings	4.78▲	4.60	4.53	4.23	4.56
People who live in the area	4.63	4.57	4.43	4.38	4.68
The amount of activity in the area	4.47	4.46	4.55	4.73▲	4.44
The scale and size of the buildings	4.54▲	4.30	4.34	4.27	4.48
Places for businesses	4.23	4.37	4.49▲	4.81▲	4.20
Places for community activities	4.24	4.34	4.41	4.15	4.32
The age of the buildings	4.52▲	4.18	4.18	4.00	4.40
Places for people to live	4.32	4.24	4.34	4.35	4.20
People who visit the area	4.05	3.96	4.13	4.50▲	4.20
Base	81-87	114-116	82-83	26	25

*to catch up with family/friends, etc.

Scale: 1=not at all important, 5=very important

▲▼ = A significantly higher/lower rating (by involvement/relationship to Kings Cross)



Respondents that currently live within Kings Cross were significantly more likely to view the built environment as important – note the significantly higher scores for ‘the architecture and materials of the buildings’, ‘the scale and size of buildings’ and ‘the age of the buildings’. In contrast, those that currently work in Kings Cross (Caution – small sample) were significantly more likely to rate ‘the amount of activity in the area’, ‘places for businesses’ and ‘people who visit the area’ as important.

Importance of Different Characteristics of Kings Cross

Q12. In your opinion, how important, if at all, are the following to the character of Kings Cross?

	Q28. Compared with 10 to 20 years ago, which one statement best describes Darlinghurst Road, Kings Cross, now?		
	Darlinghurst Road has changed for the better	Darlinghurst Road has stayed the same	Darlinghurst Road has changed for the worse
The public spaces (streets and plazas)	4.86▲	4.81	4.65▼
The architecture and materials of the buildings	4.64	4.74	4.58
People who live in the area	4.61	4.63	4.43
The amount of activity in the area	4.31	4.32	4.57▲
The scale and size of the buildings	4.47	4.71▲	4.23
Places for businesses	4.36	4.26	4.33
Places for community activities	4.37	4.61▲	4.24
The age of the buildings	4.32	4.19	4.26
Places for people to live	4.41	4.26	4.16
People who visit the area	3.88	3.74	4.22▲
Base	58	30	125

Scale: 1=not at all important, 5=very important

▲▼ = A significantly higher/lower percentage (by view on whether Darlinghurst Road has changed for the better, stayed the same, or worse)



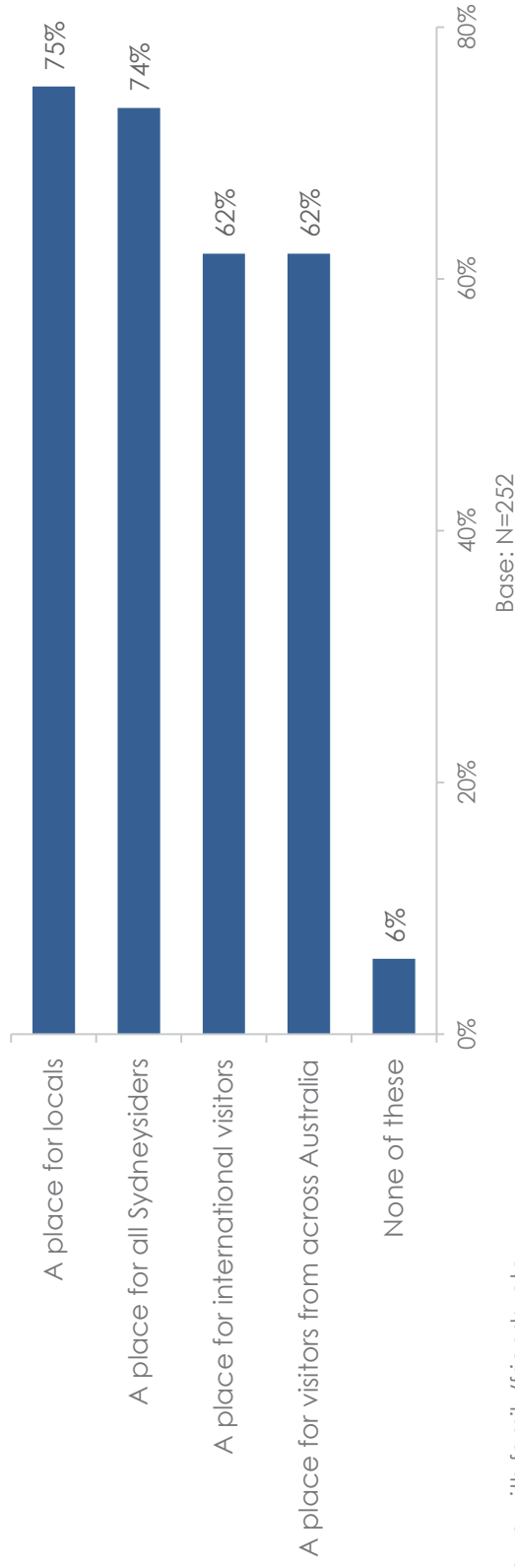
'The public spaces', which was rated as the most important characteristic of Kings Cross overall, was viewed as significantly more important by respondents that believe Darlinghurst Road has changed for the better, and significantly less important by respondents that believe it has changed for the worse. Respondents that believe the area has changed for the worse additionally considered 'the amount of activity in the area' and 'people who visit the area' as significantly more important.

Agreement with Statements About Darlinghurst Road

Q13. Which of the following statements do you agree with?

“Darlinghurst Road, Kings Cross is important today as...”

	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
A place for locals	77%	80%	82%	69%	84%
A place for all Sydneysiders	77%	71%	83%▲	73%	68%
A place for international visitors	70%	58%	66%	69%	68%
A place for visitors from across Australia	68%	58%	69%	69%	68%
None of these	6%	4%	5%	15%▲	4%
Base	87	116	83	26	25



*to catch up with family/friends, etc.

▲▲ = A significantly higher/lower percentage (by involvement/relationship to Kings Cross)



Darlinghurst Road is considered to be important today as ‘a place for locals’ (75%) and ‘a place for all Sydneysiders’ (74%).

Visitors were significantly more likely to agree that Darlinghurst Road is important as ‘a place for all Sydneysiders’.

Agreement with Statements About Darlinghurst Road

Q13. Which of the following statements do you agree with?

“Darlinghurst Road, Kings Cross is important today as...”

Q28. Compared with 10 to 20 years ago, which one statement best describes Darlinghurst Road, Kings Cross, now?			
	Darlinghurst Road has changed for the better	Darlinghurst Road has stayed the same	Darlinghurst Road has changed for the worse
A place for locals	86%▲	74%	70%▼
A place for all Sydneysiders	71%	65%	78%
A place for international visitors	64%	61%	65%
A place for visitors from across Australia	64%	52%	64%
None of these	0%▼	13%	8%
Base	59	31	133

▲▼ = A significantly higher/lower percentage (by view on whether Darlinghurst Road has changed for the better, stayed the same, or worse)

Respondents that believe Darlinghurst Road has changed for the better were significantly more likely to agree that Darlinghurst Road is important today as ‘a place for locals’, whilst those that believe it has changed for the worse were significantly less likely to agree.








Land Use Options



Land Use Options: Summary

Q14-18. Would you like to see A lot less, Less, The Same, More, or A lot more...

Category	Mean rating		
	Overall	Q28. Darlington Road has changed for the better	Q28. Darlington Road has stayed the same
 Community and Cultural Facilities (N=4 land use options)	0.93	0.96	1.13
 Night Time and Entertainment (N=6)	0.65	0.25	0.19
 Health and Wellbeing Services (N=2)	0.56	0.13	0.10
 Commercial and Retail Services (N=6)	0.43	0.54	0.43
 Accommodation (N=4)	0.07	0.01	0.01
			Q28. Darlington Road has changed for the worse
			0.86
			0.97
			-0.12
			0.39
			0.14

Scale: -2=a lot less, 2=a lot more








Respondents were asked to rate whether they wanted more/the same/less of 22 different land use options in the future in Darlington Road – the 22 options were grouped into five categories. Whilst all categories have a positive mean rating overall (indicating that a greater proportion of respondents want to see ‘more’ land use options than ‘less’), ‘community and cultural facilities’ received the highest mean rating relative to the other categories – whilst ‘accommodation’ received the lowest mean rating.






Land Use Options: Top 5 and Bottom 5

Q14-18. Would you like to see A lot less, Less, The Same, More, or A lot more...

Top 5

- 
 - Small bars
- 
 - Late-opening restaurants and cafes
- 
 - Creative arts spaces
- 
 - Theatre and performing arts venues
- 
 - Live music venues

Bottom 5

- 
 - Strip clubs
- 
 - Backpackers accommodation
- 
 - Health and fitness clubs
- 
 - Take-away food places
- 
 - Business/office space

The top land use options that respondents would like to see more of all revolve around entertainment and artistic activities. 3 of the top 5 options were within the 'night time and entertainment' category, however, so was the bottom option 'strip clubs'.



Land Use Options: Top 5 and Bottom 5 By Involvement/Relationship

Q14-18. Would you like to see A lot less, Less, The Same, More, or A lot more...

Rank	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
1.	Creative arts spaces	Small bars	Small bars	Shops specialist	Small bars
2.	Late-opening restaurants and cafes	Late-opening restaurants and cafes	Late-opening restaurants and cafes	Late-opening restaurants and cafes	Late-opening restaurants and cafes
3.	Small bars	Theatre and performing arts venues	Live music venues	Theatre and performing arts venues	Creative arts spaces
4.	Theatre and performing arts venues	Creative arts spaces	Theatre and performing arts venues	Live music venues	Community facilities
5.	Live music venues	Live music venues	Creative arts spaces	Creative arts spaces	Live music venues

*to catch up with family/friends, etc.

The ranking of land use options that respondents would like to see more of differed by involvement/relationship to Kings Cross, however there were also strong similarities, with 'small bars' 'late-opening restaurants and cafes', 'creative arts spaces', and 'live music' all appearing in most/all of the top 5 land use options across the different involvement/relationships that respondents have with the area.

Land Use Options: Top 5 and Bottom 5 By Darlinghurst Road Changing for the Better/Worse

Q14-18. Would you like to see A lot less, Less, The Same, More, or A lot more...

Q28. Compared with 10 to 20 years ago, which one statement best describes Darlinghurst Road, Kings Cross, now?			
	Darlinghurst Road has changed for the better	Darlinghurst Road has stayed the same	Darlinghurst Road has changed for the worse
1.	Creative arts spaces	Creative arts spaces	Late-opening restaurants and cafes
2.	Shops specialist	Theatre and performing arts venues	Small bars
3.	Theatre and performing arts venues	Community facilities	Live music venues
4.	Small bars	Shops specialist	Creative arts spaces
5.	Late-opening restaurants and cafes	Small bars	Theatre and performing arts venues

See Appendix A for land use options by opinion on Darlinghurst Road



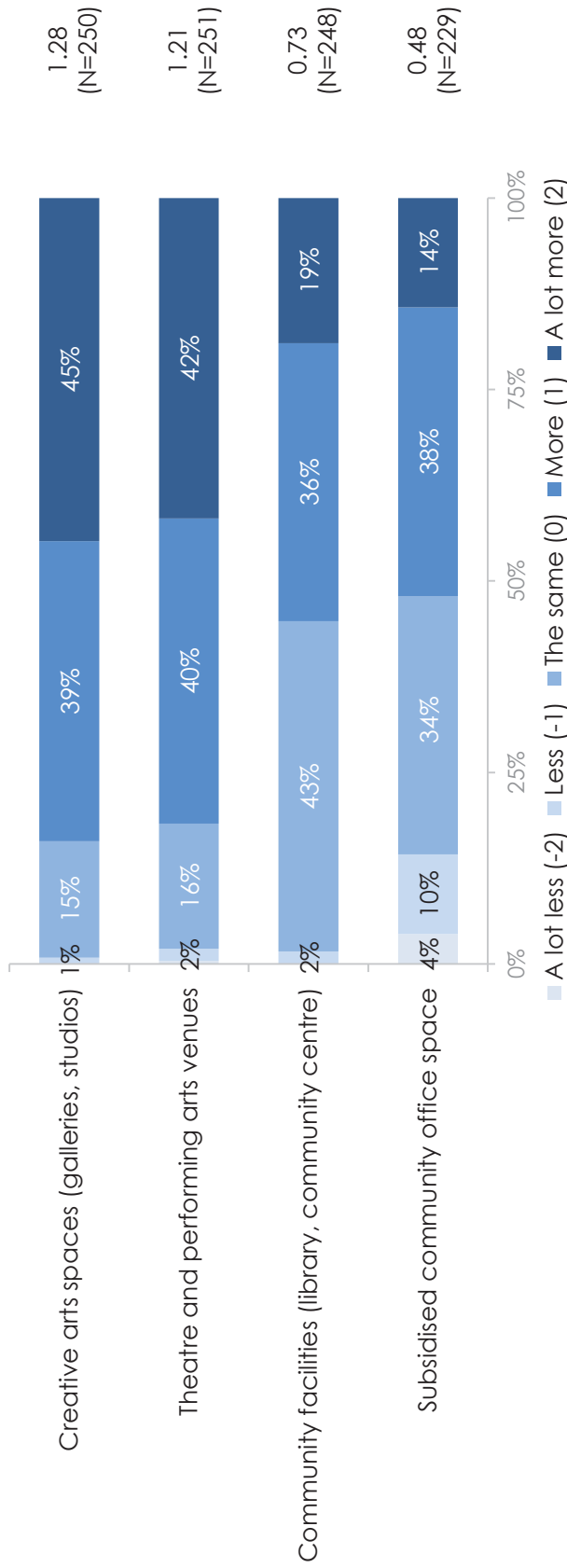
Regardless of whether respondents believe Darlinghurst Road has changed for the better, worse or stayed the same, there is a clear desire for more 'creative arts spaces', 'theatre and performing arts venues' and 'small bars'. Those that view Darlinghurst Road as having changed for the worse though additionally ranked more 'live music venues' within their top 5, whilst those that view Darlinghurst Road as having changed for the better included 'shops specialist'.

Land Use Options: Community and Cultural Facilities

Q14. Would you like to see A lot less, Less, The Same, More, or A lot more community and cultural facilities land use options?

	Overall	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Creative arts spaces	1.28	1.31	1.20	1.25	1.23	1.17
Theatre and performing arts venues	1.21	1.11	1.27	1.28	1.35	0.96
Community facilities	0.73	0.67	0.71	0.84	0.81	1.04
Subsidised community office space	0.48	0.56	0.41	0.54	0.63	0.58
Base	227-251	81-87	102-116	73-83	24-26	23-25

Mean rating



*To catch up with family/friends, etc.
Scale: -2=a lot less, 2=a lot more

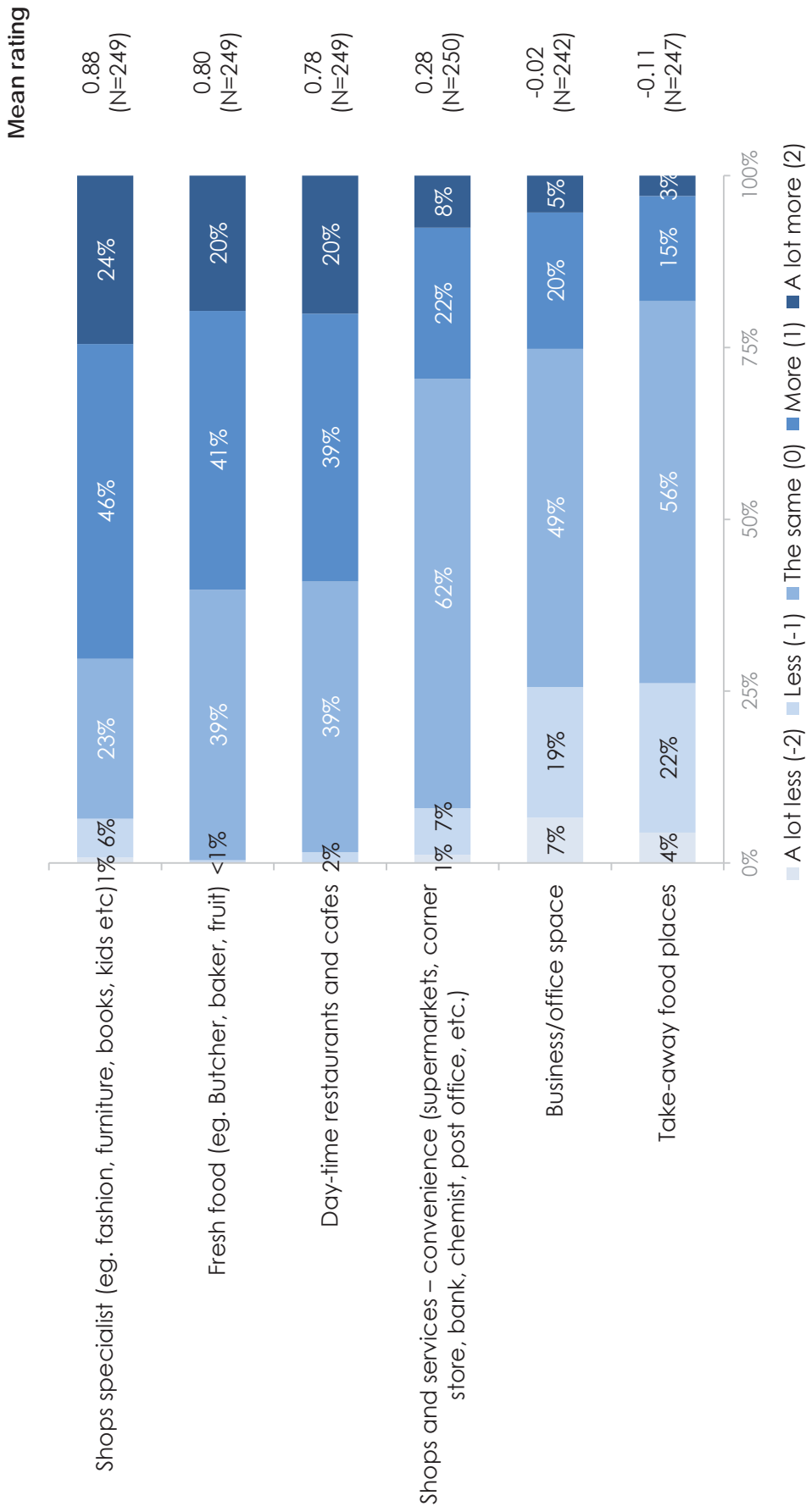
Numbers in brackets represent the value used to calculate the mean rating

84% of respondents would like to see more 'creative arts spaces' and 82% would like to see more 'theatre and performing arts venues'. There were no significant differences across the community and cultural facilities land use options by involvement/relationship to Kings Cross.



Land Use Options: Commercial and Retail Services

Q15. Would you like to see A lot less, Less, The Same, More, or A lot more commercial and retail services (and use options)?



Scale: -2=a lot less, 2=a lot more

Numbers in brackets represent the value used to calculate the mean rating



70% of respondents would like to see more 'shops specialist' and 61% would like to see more 'fresh food'. A quarter of respondents would like to see less 'business/office space' (26%) and 'take-away food places' (26%).

Land Use Options: Commercial and Retail Services

Q15. Would you like to see A lot less, Less, The Same, More, or A lot more commercial and retail services (and use options)?

	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Shops specialist	0.85	0.94	0.83	1.40▲	0.92
Fresh food	0.69	0.91▲	0.81	1.16▲	0.79
Day-time restaurants and cafes	0.71	0.80	0.80	1.08	0.88
Shops and services – convenience	0.26	0.32	0.28	0.69▲	0.40
Business/office space	0.11	-0.04	-0.06	0.84▲	0.00
Take-away food places	-0.09	-0.19	-0.05	0.24▲	-0.08
Base	84-87	111-116	76-83	25-26	24-25

*to catch up with family/friends, etc.

Scale: -2=a lot less, 2=a lot more

▲▼ = A significantly higher/lower rating (by involvement/relationship to Kings Cross)

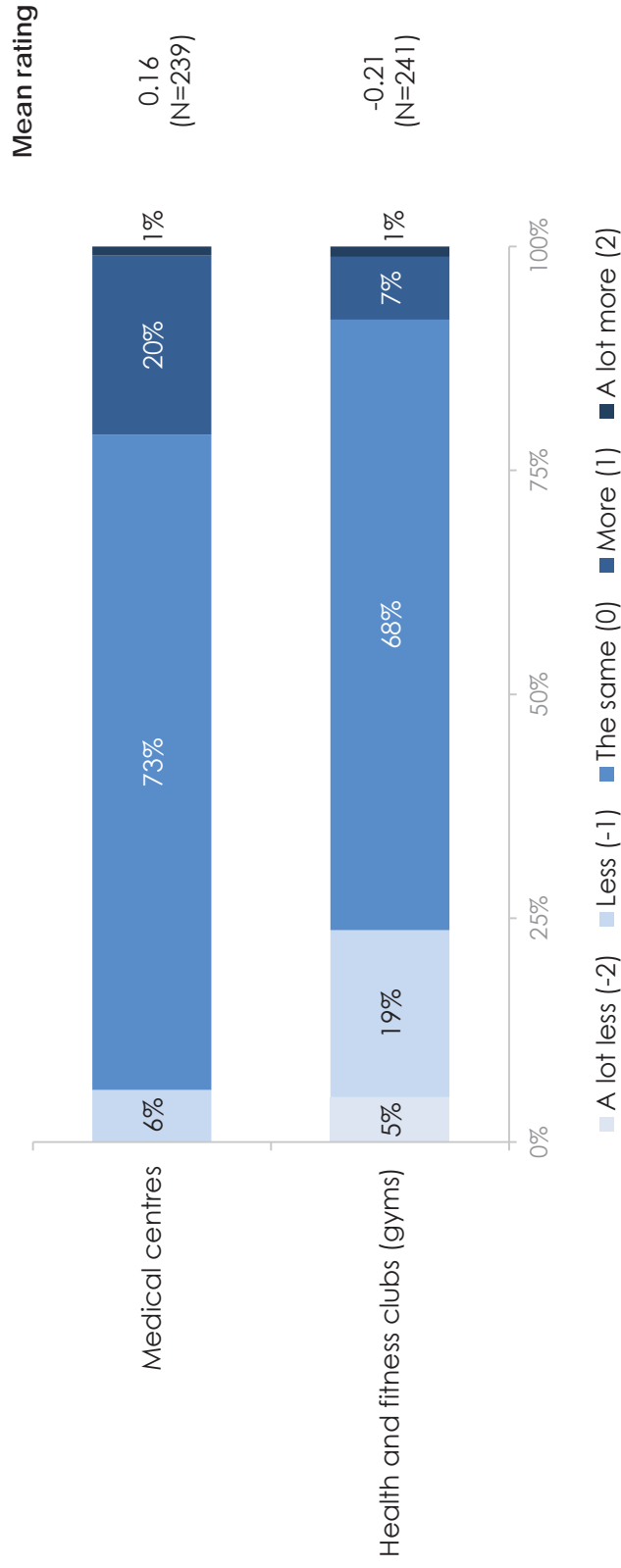


Respondents that currently work within Kings Cross were significantly more likely than other respondents to want more of all of the commercial and retail services, with the exception of 'day-time restaurants and cafes'.

Land Use Options: Health and Wellbeing Services

Q16. Would you like to see A lot less, Less, The Same, More, or A lot more health and wellbeing services land use options?

	Overall	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Medical centres	0.16	0.13	0.16	0.20	0.28	0.13
Health and fitness clubs (gyms)	-0.21	-0.23	-0.14	-0.22	-0.16	-0.08
Base	239-241	85-87	113	74	25	23-24



*to catch up with family/friends, etc.
Scale: -2=a lot less, 2=a lot more

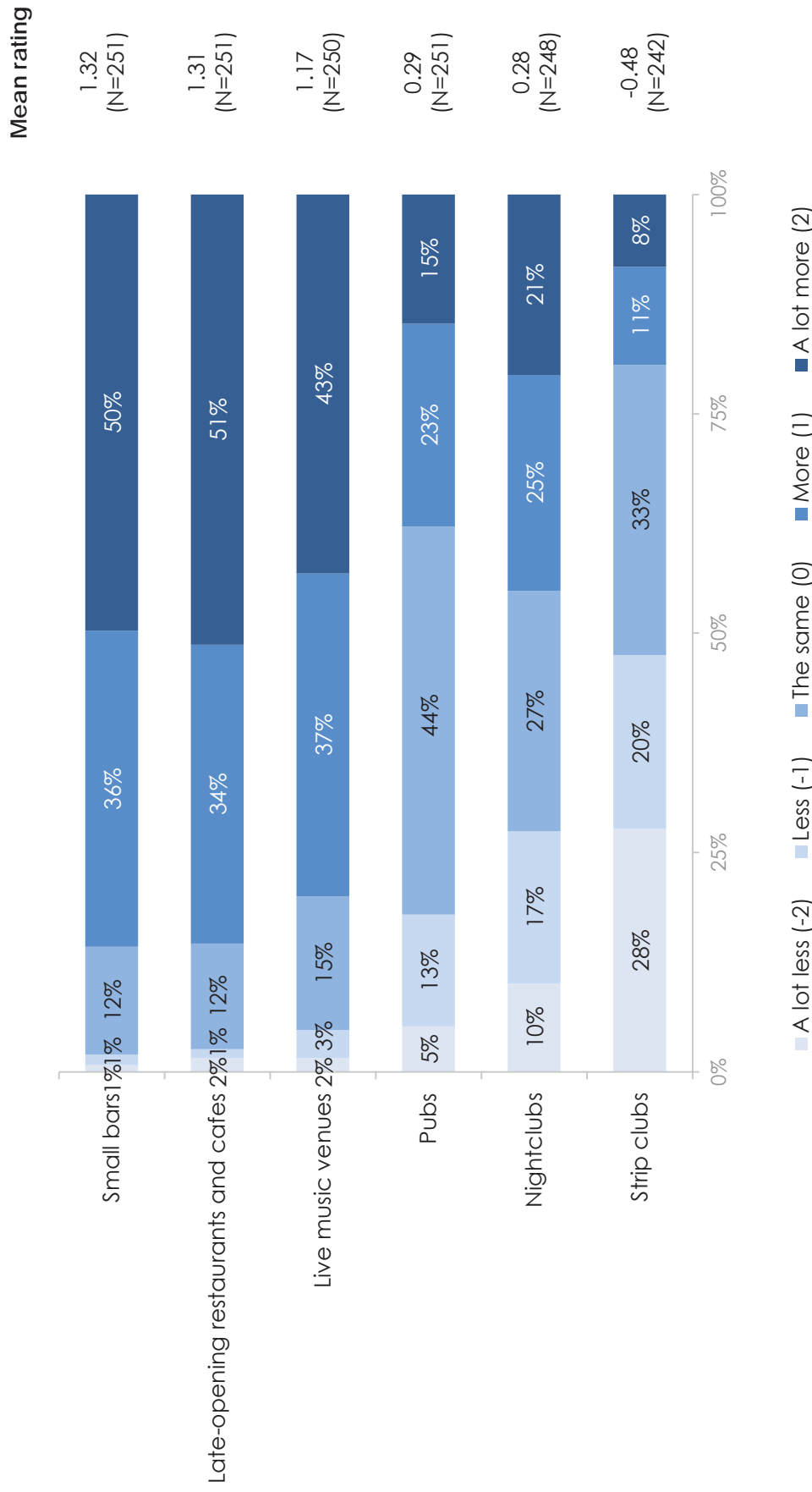
Numbers in brackets represent the value used to calculate the mean rating

The majority of respondents would like to see the current level of health and wellbeing services land use options stay the same, with no significant differences across involvement/relationship with Kings Cross.



Land Use Options: Night Time and Entertainment

Q17. Would you like to see A lot less, Less, The Same, More, or A lot more night time and entertainment land use options?



Scale: -2=a lot less, 2=a lot more

Numbers in brackets represent the value used to calculate the mean rating
See Appendix A for responses by involvement/relationship to Kings Cross



86% of respondents would like more 'small bars', 85% would like more 'late-opening restaurants and cafes' and 80% would like more 'live music venues'.

Land Use Options: Night Time and Entertainment

Q17. Would you like to see A lot less, Less, The Same, More, or A lot more night time and entertainment land use options?

	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Small bars	1.14 ▼	1.39	1.49 ▲	1.20	1.42
Late-opening restaurants and cafes	1.29	1.29	1.37	1.36	1.38
Live music venues	1.06	1.16	1.31	1.24	1.00
Pubs	0.21	0.24	0.40	0.28	0.13
Nightclubs	0.31	0.15	0.43	0.20	0.04
Strip clubs	-0.34	-0.59	-0.44	-0.28	-0.52
Base	82-87	113-116	77-83	25-26	23-25

*to catch up with family/friends, etc.

Scale: -2=a lot less, 2=a lot more

▲ ▼ = A significantly higher/lower rating (by involvement/relationship to Kings Cross)



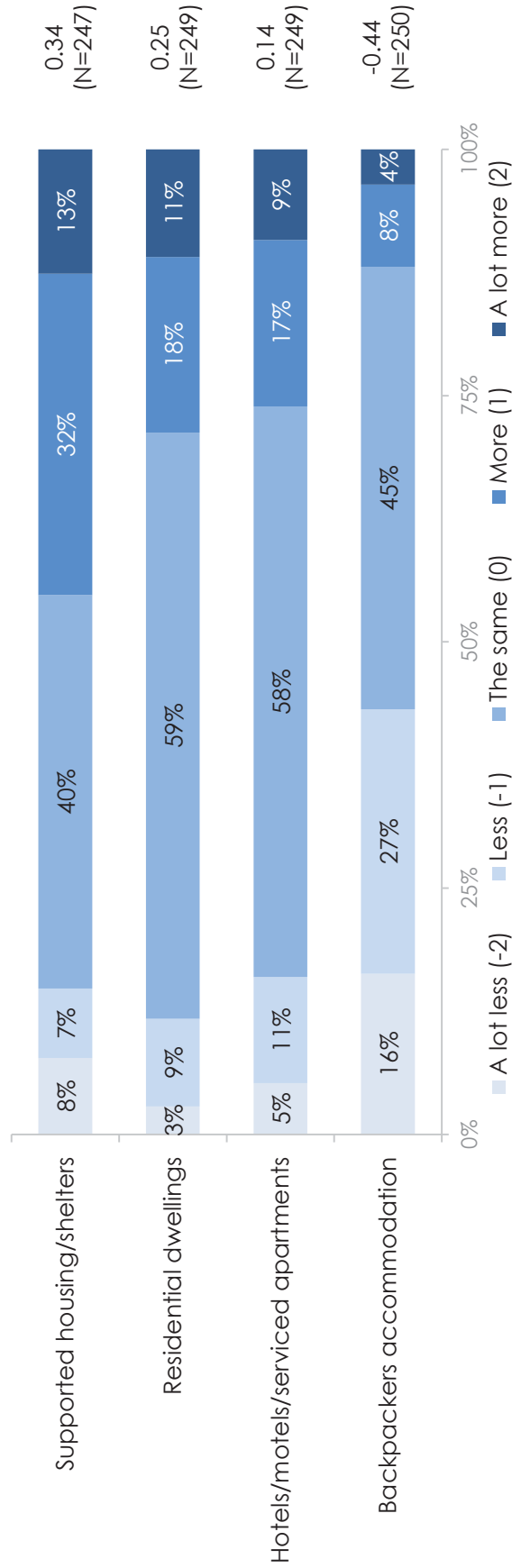
Visitors to Kings Cross were significantly more likely to want more 'small bars', whilst those currently living within Kings Cross were significantly less likely.

Land Use Options: Accommodation

Q18. Would you like to see A lot less, Less, The Same, More, or A lot more accommodation land use options?

	Overall	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Supported housing/shelters	0.34	0.39	0.23	0.45	0.21	0.72▲
Residential dwellings	0.25	0.17	0.32	0.36	0.50	0.40
Hotels/motels/serviced apartments	0.14	0.11	0.06	0.22	0.64▲	0.00
Backpackers accommodation	-0.44	-0.42	-0.47	-0.23▲	-0.08	-0.04
Base	247-250	84-87	113-116	77-83	23-26	24-25

Mean rating



*to catch up with family/friends, etc.
Scale: -2=a lot less, 2=a lot more

Numbers in brackets represent the value used to calculate the mean rating (by involvement/relationship to Kings Cross)



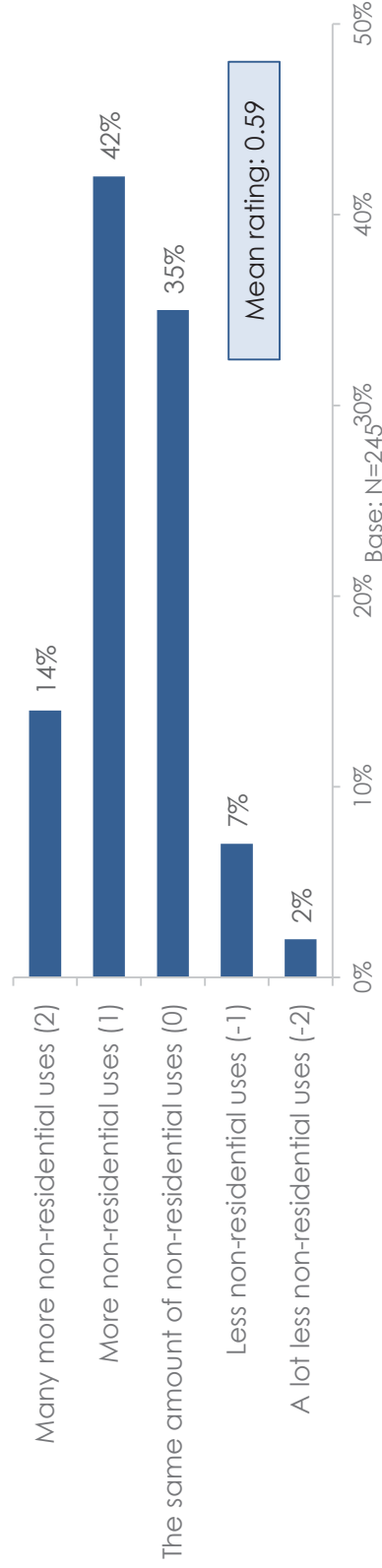
45% of respondents would like more 'supported housing/shelters', whilst 43% of respondents would like less 'backpackers accommodation'. Respondents that work in suburbs surrounding Kings Cross were significantly more likely to want more 'supported housing/shelters', those who work within Kings Cross were significantly more likely to want more 'hotels/motels/services apartments' and those that visit Kings Cross were significantly more likely to want more 'backpackers accommodation'.

Non-Residential Uses

Q19. Darlinghurst Road, Kings Cross currently has a mix of uses that can be grouped into 'residential uses' and 'non-residential uses'. ... In comparison to the amount of non-residential uses on Darlinghurst Road now, would you like to see:

	Overall	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Mean rating	0.59	0.54	0.58	0.65	1.04▲	0.57
Base	245	85	113	82	23	23

Q28. Compared with 10 to 20 years ago, which one statement best describes Darlinghurst Road, Kings Cross, now?	
Darlinghurst Road has changed for the better	Darlinghurst Road has stayed the same
Mean rating	0.53
Base	59
Darlinghurst Road has changed for the worse	Darlinghurst Road has changed for the worse
Mean rating	0.71▲
Base	128



*To catch up with family/friends, etc.
 Scale: -2=a lot less non-residential uses, 2=many more non-residential uses
 Numbers in brackets represent the value used to calculate the mean rating
 ▲ = A significantly higher/lower rating (by group)

56% of respondents would like to see more non-residential uses on Darlinghurst Road than there currently is – whilst only 9% would like to see less non-residential uses. Respondents that currently work in Kings Cross, and respondents that believe Darlinghurst Road has changed for the worse, were significantly more likely to state they would like there to be more non-residential uses.

Non-Residential Uses – Unprompted Reason Why More

Q19. Darlinghurst Road, Kings Cross currently has a mix of uses that can be grouped into 'residential uses' and 'non-residential uses' ... In comparison to the amount of non-residential uses on Darlinghurst Road now, would you like to see:

Q20. Can you tell us why?

More Non-residential Uses (56%)	% (of all respondents)	% ('more' respondents)
Liven up the area/needs to be vibrant	18%	33%
Gives people a reason to go/attracts more visitors	8%	15%
More bars/clubs/night life	7%	13%
Disagree with more residential uses	5%	9%
It is an entertainment hub	4%	7%
Needs a balance of both residential and commercial uses	4%	7%
Area needs more businesses/commercial uses	3%	6%
Supports local businesses/the economy	3%	6%
Needs to be diverse/maintain the diversity	3%	6%
More cultural/artistic uses	3%	6%
Needs to be interesting both day and night	2%	4%
Wider variety/need more non-residential uses	2%	4%
Disagree with lockout laws	2%	4%



"The culture of this whole vibrant neighbourhood is under threat"

"This will make the area more vibrant with things to do"

"Need to attract more visitors to the area to help the local economy"

"Too many apartments kills the vibe"

"It's an iconic night time suburb"

"Residents move into a dynamic area and then complain about the noise"

See Appendix A for responses <2%



Respondents that would like more non-residential uses stated this is because they want to liven up the area/make it more vibrant, and that more non-residential uses will increase visitors. These respondents also disagree with any more residential development, instead wanting a greater focus on supporting local businesses and services.

Non-Residential Uses – Unprompted Reason Why Same/Less

Q19. Darlington Road, Kings Cross currently has a mix of uses that can be grouped into 'residential uses' and 'non-residential uses'... In comparison to the amount of non-residential uses on Darlington Road now, would you like to see:
 Q20. Can you tell us why?

Same Level of Non-residential Uses (35%)	% (of all respondents)	% ('same' respondents)
There is a good balance at present	4%	13%
Should be a mix of non-residential and residential spaces	3%	8%
An update of commercial spaces is needed	2%	4%
No more residential development	2%	4%
Vacant spaces should be replaced/utilised with non-residential uses	2%	4%
We need more facilities, not more residential development	2%	4%

"I think the area currently has a good balance"

"Increasing the density of residential property any more would put a strain on infrastructure and services"

"There should be a mix of non-residential spaces that suit all the different people who live in and visit the area"

"There seems to be a lot of empty stores and pubs now after the devastating lockdown laws. It would make sense to start using those premises and get back to a healthier economy"

Less Non-residential Uses (9%)	% (of all respondents)	% ('less' respondents)
A balance of non-residential and residential areas is needed	2%	22%
Should be more of a village community, rather than a business/hotel hub	2%	17%

"A real mixture is needed"

"To provide a better balance"

"Darlington Road should be for the things that make a community"

See Appendix A for responses <2%



Respondents that would like the level of non-residential uses to stay the same feel that there is already a good balance in the area. Of those that would like there to be less non-residential uses, the leading reason stated was that they would like a better balance than there currently is, with more of a community focus.

Uses, Places and Businesses of Significance



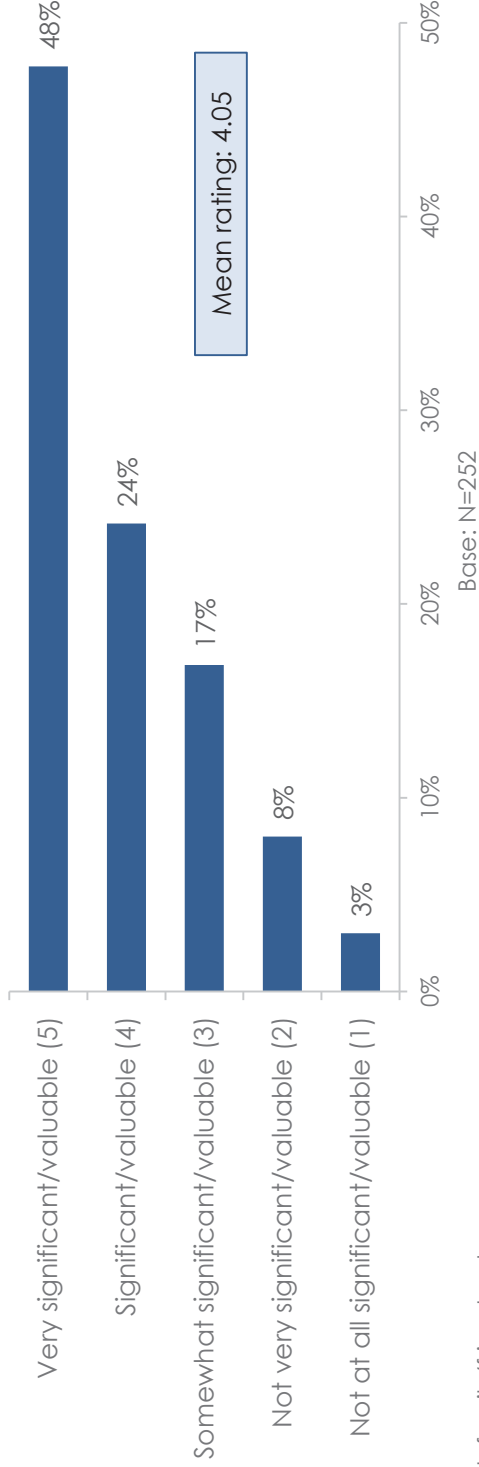
Significance of The Bourbon

Q21. No. 22 Darlinghurst Road is now The Bourbon – previously it was the Bourbon & Beefsteak Hotel. What level of social, cultural or historical value or significance, if any, does The Bourbon/former Bourbon & Beefsteak Hotel have to you?

Overall	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Mean rating	4.05	4.10	4.07	3.99	4.04
Base	252	87	116	83	26

Q28. Compared with 10 to 20 years ago, which one statement best describes Darlinghurst Road, Kings Cross, now?

	Darlinghurst Road has changed for the better	Darlinghurst Road has stayed the same	Darlinghurst Road has changed for the worse
Mean rating	3.92	4.32	4.11
Base	59	31	133



*To catch up with family/friends, etc.

Scale: 1=not at all significant/valuable, 5=very significant/valuable

Numbers in brackets represent the value used to calculate the mean rating

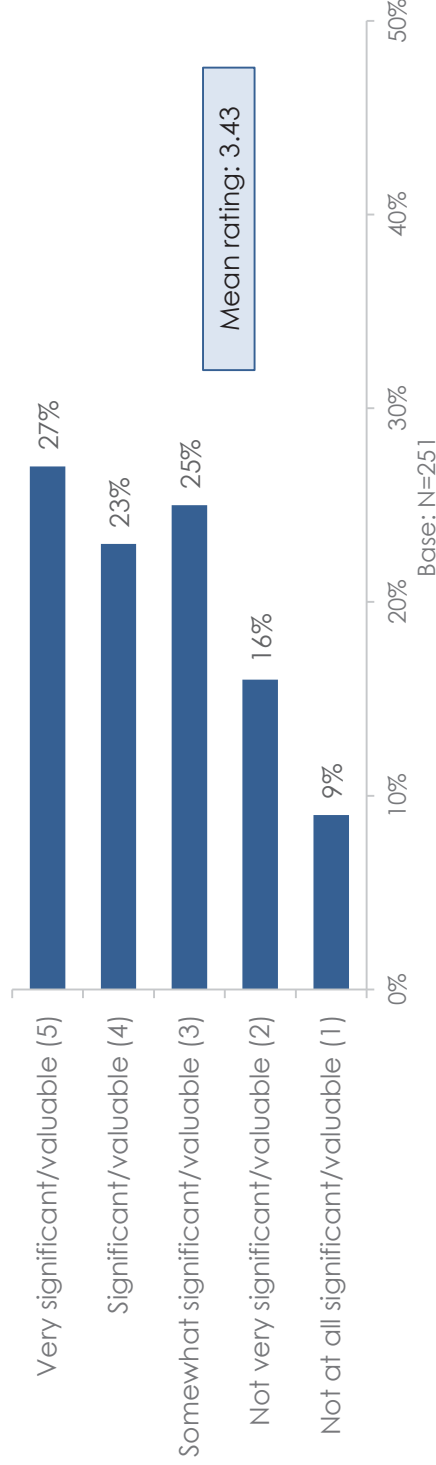
72% of respondents stated that the Bourbon has a significant/valuable level of social, cultural or historical value to them, with 48% stating it is 'very significant/valuable'. The significance/value of the Bourbon did not significantly differ by involvement/relationship with Kings Cross, nor whether respondents believe Darlinghurst Road has changed for better/worse.

Significance of the Empire Hotel

Q23. No. 32 Darlinghurst Road is now the Empire Hotel. Previously it was the site of Les Girls. What level of social, cultural or historical value or significance, if any, does the Empire Hotel former venue of Les Girls have to you?

	Overall	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
Mean rating	3.43	3.59	3.28	3.42	3.35	3.64
Base	251	87	115	83	26	25

Q28. Compared with 10 to 20 years ago, which one statement best describes Darlinghurst Road, Kings Cross, now?	
Darlinghurst Road has changed for the better	Darlinghurst Road has stayed the same
Mean rating	3.02 ▼
Base	59
Darlinghurst Road has changed for the better	Darlinghurst Road has changed for the worse
Mean rating	3.68 ▲
Base	133



*to catch up with family/friends, etc.

Scale: 1=not at all significant/valuable, 5=very significant/valuable

Numbers in brackets represent the value used to calculate the mean rating
 ▲ ▼ = A significantly higher/lower rating (by group)



50% of respondents view the Empire Hotel as significant/valuable to them from a social, cultural or historical perspective, though 25% stated that it is 'not very' or 'not at all significant/valuable'. Respondents that believe Darlinghurst Road has changed for the worse were significantly more likely to view the Empire Hotel as significant/important, whilst that those believe Darlinghurst Road has changed for the better were significantly less likely.

Uses, Businesses and Places of Social or Historical Significance - Unprompted

Q25. Are there any other uses, businesses or places within the study area of Darlinghurst Road, Kings Cross that are of significant or very significant social or historical value to you?

Use, business or place of significance	Percentage (N=252)
EL Alamein Fountain/Fitzroy Gardens	21%
Kings Cross Library	15%
Old buildings/heritage buildings	13%
Kings Cross Hotel	10%
Llankelly Place	8%
Coca Cola sign	7%
Metro Theatre	6%
The Wintergarden	6%
World Bar	6%
Showgirls Strip Club	5%
Unspecified restaurants/pubs/cafes/clubs/bars	5%
Minton House	4%
Piccolo Bar	4%
Porky's Nite Spot	4%
Potts Point Hotel	4%
The Roosevelt	4%
Whole/majority of Darlinghurst Road	4%
Woolworths building	4%
Did not answer	43%



See Appendix A for responses <4%

The Fitzroy Gardens, and the El Alamein Fountain within it, was mentioned by 21% of respondents as being a place with significant social or historical value to them.

What is Disliked About the Look of Darlinghurst Road

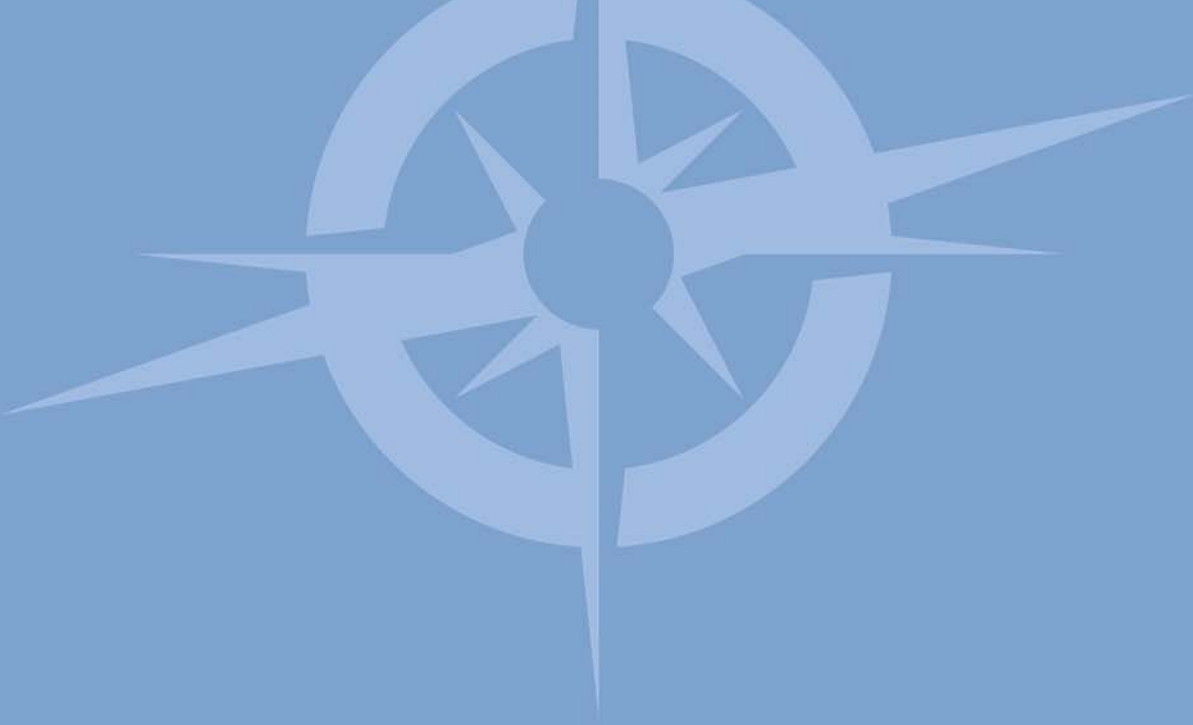
Q27. Based on all you know about Darlinghurst Road, what, if anything do you dislike about the look of the buildings in Darlinghurst Road, Kings Cross?

What is disliked about the look of Darlinghurst Road	Percentage (N=252)
<p>Buildings along Darlinghurst Road are rundown: Respondents dislike that buildings (including facades, awnings and shopfronts at and above street level) along Darlinghurst Road look rundown, neglected, and poorly maintained. Respondents often commented in relation to the high number of vacant premises along Darlinghurst Road.</p>	28%
<p>The look of some new buildings and developments: Respondents dislike the look of some new buildings and developments along Darlinghurst Road for a variety of reasons, including their inappropriate height and large scale, a perceived “blandness” or “boring” look, and because they are felt to be detracting from local character.</p>	20%
<p>Vacant shops along Darlinghurst Road: Respondents dislike the look of vacant and empty buildings and shops along Darlinghurst Road.</p>	8%
<p>The poor quality of shops along Darlinghurst Road: Respondents dislike the look of “cheap” and “dodgy” shops and shopfronts that may be poorly maintained, including \$2 shops, massage parlours, sex shops, and backpackers.</p>	8%



Just over a quarter of respondents stated, unprompted that they dislike the buildings along Darlinghurst Road that are rundown, neglected and poorly maintained. 20% of respondents additionally commented on disliking the look of the new buildings and developments that have been built in the area.

Appendix A: Demographics



Demographics

Q1. What is your involvement in/ relationship to Darlinghurst Road, Kings Cross?

	Percentage
Currently live in a suburb around Kings Cross	46%
Currently live in Kings Cross	35%
Regularly or occasionally visit Kings Cross for entertainment, to catch up with family/friends, etc.	33%
Currently work in Kings Cross	10%
Currently work in the suburbs surrounding Kings Cross	10%
I used to live/work/visit Kings Cross, but don't anymore	6%
None of the above, but I do care about Kings Cross	2%
Base	252

Q2. (If you live in Kings Cross) How long have you lived in Kings Cross?

	Percentage
Less than 6 months	3%
6 months – 1 year	3%
1 - 2 years	0%
2 – 3 years	14%
4 – 7 years	21%
8 – 10 years	13%
11 – 20 years	26%
21+ years	20%
Base	87

Q3. (If you live in Kings Cross) Which of the following best describes the home where you are currently living?

	Percentage
I/We own/are currently buying this property	60%
I/We currently rent this property	40%
Base	87



Demographics

Q4. (If you live in Kings Cross) Which of the following best describes the home you currently live in?

	Percentage
Unit/Apartment	84%
Villa/Townhouse	8%
Free standing house	5%
Duplex/Semi detached	3%
Base	87

Q5. (If you are a resident of a neighbouring suburb) Which suburb do you live in?

	Percentage
Elizabeth Bay	31%
Potts Point	28%
Darlinghurst	22%
Rushcutters Bay	7%
Woolloomooloo	6%
Other: Paddington	6%
Other: Surrey Hills	1%
Base	116

Q6. (If you work in Kings Cross) How long have you worked in Kings Cross?

	Percentage
Less than 6 months	0%
6 months – 1 year	15%
1 - 2 years	0%
2 – 3 years	8%
4 – 7 years	8%
8 – 10 years	0%
11 – 20 years	23%
21+ years	46%
Base	26

Q7. (If you work in a neighbouring suburb) Which suburb do you work in?

	Percentage
Darlinghurst	36%
Elizabeth Bay	20%
Potts Point	16%
Woolloomooloo	12%
Rushcutters Bay	8%
Other: Pyrmont	4%
Refused	4%
Base	25



Demographics

Q8. (If you visit Kings Cross) On average, how often do you visit Kings Cross?

	Percentage
Daily	52%
Weekly	12%
Fortnightly	6%
Once a month	15%
Every 2-3 months	6%
2-3 times a year	8%
Once a year or less	1%
Base	83

Q9. (If you used to live/work/visit Kings Cross) Approximately how long ago is it since you used to live/work/visit Kings Cross?

	Count
Up to 1 year ago	5
1 - 2 years ago	0
2 - 3 years ago	3
4 - 7 years ago	3
8 - 10 years	2
11 - 20 years	1
Base	14

Q32. What is your age?

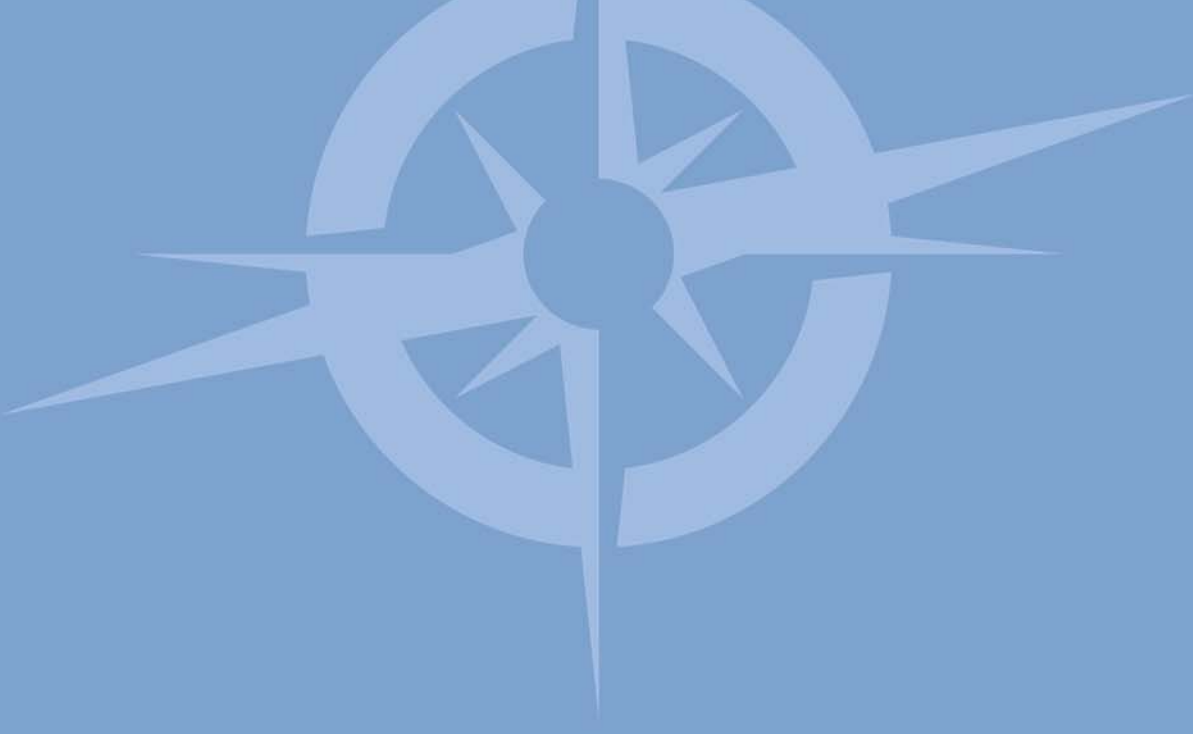
	Percentage
Under 18 years	1%
18 - 24	3%
25 - 29	9%
30 - 39	21%
40 - 49	20%
50 - 59	21%
60 - 69	15%
70 - 79	7%
80 years and over	1%
Prefer not to say	2%
Base	252

Q33. What is your gender?

	Percentage
Male	53%
Female	45%
Prefer not to say	2%
Base	252



Appendix B: Additional Data



Current Character/Personality

Q10. Which, if any, of the following words would you use to describe the current character/personality of Darlinghurst Road, Kings Cross?

Other specified - unprompted	Count
Cheap	2
Convenient	2
Depressed	2
Expensive	2
Exploited	2
Important	2
Lacking	2
Neglected	2
Ugly	2
Accepting	1
Attractive	1
Caring	1
Challenging	1
Characterful	1
Cleaner	1
Cluttered	1
Conflicted	1
Dilapidated	1
Downmarket	1
Exciting	1
Friendly	1
Hidden gems	1

Other specified - unprompted	Count
Homelessness	1
Inclusive	1
Inconsistent	1
Interesting	1
Local	1
Lost	1
Low-end	1
Noisy	1
Open minded	1
Rat-infested	1
Seedy	1
Shabby	1
Smelly	1
Tolerant	1
Unappealing	1
Unbridled	1
Under government control	1
Under-funded	1
Unique	1
Unwelcoming	1
Vulnerable	1

Preferred Future Character/Personality

Q11. And which, if any, of the following words would you use to describe your preferred future character/personality for Darlinghurst Road, Kings Cross in the next 10 or so years?

Other specified - unprompted	Count
Active	2
Adult, not family focused	2
Fine grain	2
Friendly	2
Live music	2
Locally distinct	2
Nature	2
Non-exclusive	2
Restored	2
Unique	2
Vibrant	2
Accepting	1
Activities	1
Affordable	1
Artistic	1
Attractive	1
Balanced	1

Other specified - unprompted	Count
Business hub	1
Buzzing	1
Caring	1
Catering to residents	1
Convenient	1
Creative	1
Destination	1
Drug free	1
Environmentally friendly	1
Inclusive	1
Neighbourly	1
Open minded	1
Prosperous	1
Redeveloped	1
Thriving	1
Tolerant	1

Land Use Options: Summary

Q14-18. Would you like to see A lot less, Less, The Same, More, or A lot more...

		Q28. Compared with 10 to 20 years ago, which one statement best describes Darlinghurst Road, Kings Cross, now?			
Category		Darlinghurst Road has changed for the better	Darlinghurst Road has stayed the same	Darlinghurst Road has changed for the worse	
	Creative arts spaces	1.19	1.43	1.29	
	Theatre and performing arts venues	1.07	1.19	1.25	
	Community facilities	0.86	1.03▲	0.60▼	
	Subsidised community office space	0.71	0.86▲	0.29▼	
	Shops specialist	1.11▲	0.90	0.75▼	
	Fresh food	0.90	0.84	0.70▼	
	Day-time restaurants and cafes	0.74	0.84	0.79	
	Shops and services – convenience	0.36	0.32	0.25	
	Business/office space	0.21▲	0.10	-0.10	
	Take-away food places	-0.09	-0.43▼	-0.05	
	Medical centres	0.30	0.30	0.08▼	
	Health and fitness clubs (gyms)	-0.04	-0.10	-0.32▼	
	Small bars	1.02▼	0.90▼	1.57▲	
	Late-opening restaurants and cafes	1.02▼	0.81▼	1.63▲	
	Live music venues	0.69▼	0.73▼	1.47▲	
	Pubs	0.02▼	-0.13▼	0.53▲	
	Nightclubs	-0.31▼	-0.20▼	0.72▲	
	Strip clubs	-0.93▼	-1.00▼	-0.11▲	
	Supported housing / shelters	0.29	0.30	0.40	
	Residential dwellings	0.29	0.37	0.18	
	Hotels / motels / serviced apartments	0.12	-0.10	0.22	
	Backpackers accommodation	-0.64	-0.55	-0.24▲	

Scale: -2=a lot less, 2=a lot more

▲▼= A significantly higher/lower rating (by group)

Non-Residential Uses – Reason Why

Q19. Darlinghurst Road, Kings Cross currently has a mix of uses that can be grouped into 'residential uses' and 'non-residential uses' ... In comparison to the amount of non-residential uses on Darlinghurst Road now, would you like to see:

Q20. Can you tell us why?

More Non-residential Uses (54%)	Count
Less presence of sex industry	2
Maintain the international reputation	2
The area should cater to everyone	2
There are already family friendly areas in Sydney, Kings Cross is an adult playground	2
Have residential precincts in surrounding areas	1
I would like to see growth in local employment	1
Less bad food	1
This area is a hub for surrounding suburbs	1

Same Level of Non-residential Uses (35%)	Count
Concern over traffic build up/congestion	2
Maintain the historical buildings/look	2
Residential units support neighbouring business	2
Residents should come first	2
More small entertainment areas	1
Office space makes the area bland and less diverse	1
Support small businesses, not large chains	1

Less Non-residential Uses (9%)	Count
Locals should be the most important people in the equation	3
We already have a huge amount of community services	2
I'm happy for quality residential premises to be built as more people will create better services	1
Once historical buildings are demolished, the character is gone forever	1
We need more non-residential but no more night entertainment	1

Uses, Businesses and Places of Social or Historical Significance

Q25. Are there any other uses, businesses or places within the study area of Darlinghurst Road, Kings Cross that are of significant or very significant social or historical value to you?

Use, business or place of significance	Count	Use, business or place of significance	Count	Use, business or place of significance	Count
Council building	8	Art/museum galleries	3	Kellett Street	2
Springfield Avenue/mall/park	8	Cahars	3	Medical practices/suites	2
Wayside chapel	6	Candy's Apartment	3	Newsagency	2
Astoria Hotel	5	Corner of Bayswater & Darlinghurst Road	3	Post office/post box	2
Bayswater Road	5	Footpath plaques	3	Red light district	2
Community centre	5	Fountain Cafe	3	Rex	2
Shops at street level/certain heights	5	Kingsley Hall	3	Risqué Adult Boutique	2
Train station/railway	5	Live music/performance venues	3	Southern side of Darlinghurst and Roslyn Street	2
ABC Building	4	Manar	3	The walkthrough from Darlinghurst Road to Llanekelly Place	2
Adult stores	4	Mansion House	3	Tropicana Cafe	2
Bank building	4	Old Commonwealth Bank	3	Upstairs level of buildings	2
Franconia	4	Roslyn Street	3	Yoga School	2
Fratelli Fresh	4	Sugar Mill Hotel	3	171 Victoria Street	1
Injecting clinic	4	The Fire Station	3	20 Darlinghurst Road	1
Kings Cross markets	4	Yellow House	3	30 Orwell Street	1
Love Machine	4	34-36 Darlinghurst Road	2	38-44 Darlinghurst Road	1
McDonalds	4	38-40 Darlinghurst Road	2	42-68 Darlinghurst Road	1
Minerva Theatre	4	Bar Coluzzi	2	46-48 Darlinghurst Road	1
Neon lights/signs	4	Chemist	2	50-52 Darlinghurst Road	1
Piccadilly Hotel	4	Croissant D'or	2	Aged care residential	1
Springfield Plaza	4	Fishbowl	2	Albert Terrace buildings	1
Strip clubs	4	Gowrie Gate	2	Antipodean	1
Theatre/cinema	4	Harris Farm	2	Archibald Fountain	1

Uses, Businesses and Places of Social or Historical Significance

Q25. Are there any other uses, businesses or places within the study area of Darlinghurst Road, Kings Cross that are of significant or very significant social or historical value to you?

Use, business or place of significance	Count	Use, business or place of significance	Count	Use, business or place of significance	Count
Backpackers	1	Education	1	Pink Panther	1
Bada Bing Strip Club	1	Elocco	1	Pink Pussycat	1
Bank Hotel	1	Emil Sodersten buildings	1	Police Station	1
Barncleuth Square	1	Fable	1	Potts Point Market	1
Barons	1	Froth Cafe	1	Raymond Gosling Barber Shop	1
Blakes Pharmacy	1	Gay bars for the elderly	1	Round building on Macleay Street	1
Building above Apex cafe	1	Gowrie Gate Apartments	1	Royston Street	1
Building at 5-9 Roslyn	1	Grand Days	1	Saphire	1
Building between Bourbon and Fitzroy Park	1	Hampton Court	1	Shop where Poho is	1
Building on the western side of the pedestrian crossing at the foundation	1	Hugo's Lounge	1	Sleeve-master's Tattoo Studio	1
Building opposite Sugar Mill pub	1	Ice cream store	1	St Vincents Hospital	1
Buildings with roof top gardens	1	Imperial Hotel	1	Staccato Club	1
Buildings from Roslyn St to Bayswater Rd	1	Inner City Legal Centre	1	Swans club	1
Cafe Roma	1	Juanita Neilsen's House	1	The Beat Bar	1
Cafes next to the Bourbon	1	Juice Bar	1	The Browley Building	1
Challis Avenue Cafes	1	Lido Hotel	1	The Ellerslie	1
Club 77	1	Macleay St Bistro	1	The Empire	1
Corner building facing Coles	1	Marcelle	1	The playground	1
Crest Goldfish Bar	1	Massage parlour	1	Terrace facades	1
Dancers Cabaret	1	Max's Village Tattoo Parlour	1	Tobacconist	1
Dandelion Fountain	1	Neighbourhood Centre	1	Travel agents	1
Day care	1	Normandy Building	1	Tusculum	1
Dental suites	1	Not the strip joints	1	Yellow Building	1
Durbach Block	1	P&O building	1		
Earl Place	1	Pawn shop	1		
Eau de Vie	1	Photography shop	1		

Current Usage of Darlington Road - Prompted

Q30. Which, if any, of the following describe how you currently use Darlington Road, Kings Cross?

	Currently live in Kings Cross	Currently live in a suburb around Kings Cross	Regularly or occasionally visit Kings Cross for entertainment*	Currently work in Kings Cross	Currently work in the suburbs surrounding Kings Cross
I walk through Darlington Road to get somewhere else	86%	93%▲	87%	81%	88%
I go to Darlington Road to use services	80%▲	72%▲	57%	62%	68%
I visit the cafes and/or restaurants in Darlington Road	68%	59%	71%	50%	60%
I visit the pubs and/or clubs in Darlington Road	49%	47%	49%	42%	24%▼
Base	87	116	83	26	25

*to catch up with family/friends, etc.

▲▼ = A significantly higher/lower percentage (by involvement/relationship to Kings Cross)

Appendix C: The Questionnaire





Community Survey – Darlinghurst Road, Kings Cross

Survey purpose

The City of Sydney Council (The City) is reviewing some parts of the planning framework that guide local character and development in Darlinghurst Road, Kings Cross. This survey provides an opportunity to tell the City your ideas on what makes this area special and what we need to protect. We also want to know the types of activities and land uses you think are appropriate for Darlinghurst Road, Kings Cross. We will also ask you about specific sites and buildings such as The Bourbon (former 'Bourbon & Beefsteak') and Empire (Former Les Girls).

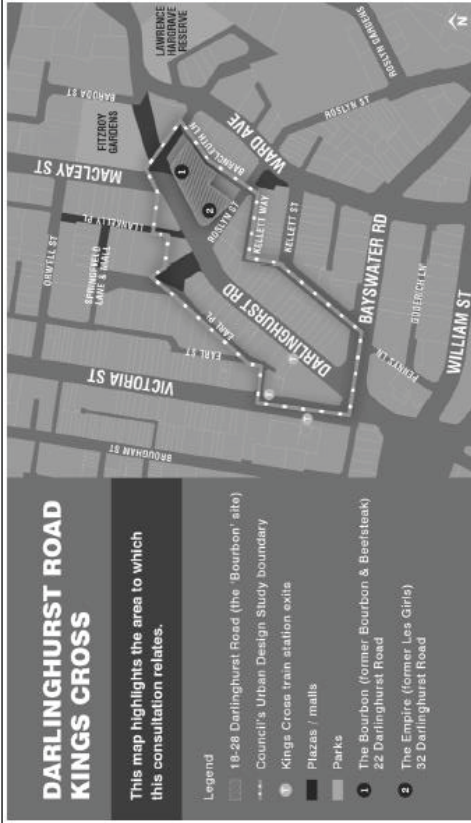
Your feedback, along with other research, will inform amendments that Council will propose to the Sydney Development Control Plan 2012, the associated locality statement, and an urban design study for properties on Darlinghurst Road, Kings Cross. Most questions will simply require you to select one or more answer codes – plus there are opportunities for you to provide more detailed responses in your own words.

To find out about other ways to provide your feedback, please visit [Sydney Your Say](#).

As you complete each page, please select the 'Next' button to move to the next questions. This survey will take approximately 15 minutes to complete. Please keep in mind that you can not change your answers once you have submitted the survey.

The map below highlights the area to which this survey relates.

This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes.



* 1. What is your involvement in/relationship to Darlinghurst Road, Kings Cross? Please select all that apply.

- I currently live in Kings Cross
- I currently live in a suburb around Kings Cross
- I currently work in Kings Cross
- I currently work in the suburbs surrounding Kings Cross
- I regularly or occasionally visit Kings Cross for entertainment, to catch up with family/friends, etc
- I used to live / work / visit Kings Cross, but don't anymore
- None of the above, but I do care about Kings Cross



You live in Kings Cross suburb

2. How long have you lived in Kings Cross?

- Less than 6 months
- 6 months – 1 year
- 2 – 3 years
- 4 – 7 years
- 8 – 10 years
- 11 – 20 years
- 21+ years

3. Which of the following best describes the home where you are currently living?

- I/we own/are currently buying this property
- I/we currently rent this property

4. Which of the following best describes the home you currently live in?

- Free standing house
- Duplex/Semi detached
- Villa/Townhouse
- Unit/Apartment
- Granny flat
- Other (please specify)



You are a resident of a neighbouring suburb

5. Which suburb do you live in?

- Darlinghurst
- Elizabeth Bay
- Potts Point
- Rushcutters Bay
- Woolloomooloo
- Other (please specify)

6. How long have you worked in Kings Cross?

- Less than 6 months
- 6 months – 1 year
- 2 – 3 years
- 4 – 7 years
- 8 – 10 years
- 11 – 20 years
- 21+ years



You work in a neighbouring suburb

7. Which suburb do you work in?

- Darlinghurst
- Elizabeth Bay
- Potts Point
- Rushcutters Bay
- Woollahroo
- Other (please specify)

8. On average, how often do you visit Kings Cross?

- Daily
- Weekly
- Fortnightly
- Once a month
- Every 2-3 months
- 2-3 times a year
- Once a year or less

9. Approximately how long ago is it since you used to live / work / visit in Kings Cross?

- Up to 1 year ago
- 2 – 3 years ago
- 4 – 7 years ago
- 8 – 10 years ago
- 11 – 20 years ago
- 21+ years ago



Vision and character

Vision and character

The next few questions ask about the present and future character of Darlinghurst Road, Kings Cross – that is, how it looks and feels – and how it makes you feel. Your answers to these questions will help us to understand how perceptions of Darlinghurst Road, Kings Cross have changed over time (if at all) and the type of place that people want for the future.

10. Which, if any, of the following words would you use to describe the **current character/personality** of Darlinghurst Road, Kings Cross? Please select from this list - and feel free to add more of your own words at the bottom.

- Bohemian
- Provocative/promiscuous
- Lively
- Community minded
- Beautiful
- Quiet
- Historical
- Gritty/grungy
- Fun
- Boring/dull
- Interesting/mixing
- Iconic
- Bold
- Diverse
- Changing
- Safe
- Unsafe
- Other (as many as you like)

11. And which, if any, of the following words would you use to describe your **preferred future character/personality** for Darlinghurst Road, Kings Cross in the next 10 or so years? Please select from the list below. You can also re-use words from the previous question and/or add completely new words.

- Bohemian
- Provocative/promiscuous
- Lively
- Community minded
- Beautiful
- Quiet
- Historical
- Gritty/grungy
- Fun
- Boring/dull
- Interesting/intriguing
- Iconic
- Bold
- Diverse
- Changing
- Safe
- Unsafe
- Other (please specify)

12. In your opinion, how important, if at all, are the following to the character of Kings Cross?

	Not at all important	Not very important	Somewhat important	Important	Very important	Can't say
Places for people to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places for businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places for community activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who live in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who visit the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of activity in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The scale and size of the buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The age of the buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The architecture and materials of the buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The public spaces (streets and plazas)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Which, if any, of the following statements do you agree with? Please select all that apply.

"Darlinghurst Road, Kings Cross is important today as..."

- A place for locals
- A place for all Sydneysiders
- A place for visitors from across Australia
- A place for international visitors
- None of these



Vision and character

Listed below are a range of different 'land use options'. Based on all you know about Darlinghurst Road, Kings Cross, for each land usage type please indicate whether you would like to see A lot less, Less, The same, More or A lot more of that type.

14. Would you like to see A lot less, Less, The same, More, or A lot more community and cultural facilities land use options? Please select one answer on each row.

	A lot less	Less	The same	More	A lot more	Can't say
Theatre and performing arts venues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creative arts spaces (galleries, studios)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community facilities (library, community centre)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subsidised community office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Would you like to see A lot less, Less, The same, More, or A lot more commercial and retail services land use options? Please select one answer on each row.

	A lot less	Less	The same	More	A lot more	Can't say
Day-time restaurants and cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shops specialist (eg. fashion, furniture, books, kids etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shops and services – convenience (supermarkets, corner store, bank, chemist, post office, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fresh food (eg. Butcher, baker, fruit)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business/office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take-away food places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Would you like to see A lot less, Less, The same, More, or A lot more health and wellbeing services land use options? Please select one answer on each row.

	A lot less	Less	The same	More	A lot more	Can't say
Health and fitness clubs (gyms)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medical centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Would you like to see A lot less, Less, The same, More, or A lot more night time and entertainment land use options? Please select one answer on each row.

	A lot less	Less	The same	More	A lot more	Can't say
Live music venues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nightclubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late-opening restaurants and cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strip clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Would you like to see A lot less, Less, The same, More, or A lot more accommodation land use options? Please select one answer on each row.

	A lot less	Less	The same	More	A lot more	Can't say
Residential dwellings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backpackers accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotels / motels / serviced apartments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supported housing / shelters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Darlinghurst Road, Kings Cross currently has a mix of uses that can be grouped into 'residential uses' and 'non-residential uses'...

Definition: For the purposes of this survey, 'non-residential uses' include community and cultural facilities and spaces, commercial/office space, shops, services and night time entertainment, at street level and above and below street level - most of the uses you just thought about in the previous questions.

In comparison to the amount of non-residential uses on Darlinghurst Road now, would you like to see:

- A lot less non-residential uses
- Less non-residential uses
- The same amount of non-residential uses
- More non-residential uses
- Many more non-residential uses
- Can't say

20. Can you tell us why?



21. No. 22 Darlinghurst Road is now The Bourbon – previously it was the Bourbon & Beefsteak Hotel. What level of social, cultural or historical value or significance, if any, does The Bourbon/former Bourbon & Beefsteak Hotel building have to you?

- Very significant/valuable
- Significant/valuable
- Somewhat significant/valuable
- Not very significant/valuable
- Not at all significant/valuable



22. Can you tell us why The Bourbon/former Bourbon & Beefsteak Hotel building is significant or very significant to you?

23. No. 32 Darlinghurst Road is now the Empire Hotel. Previously it was the site of Les Girls. What level of social, cultural or historical value or significance, if any, does the Empire Hotel/former venue of Les Girls have to you?

Very significant/valuable
 Significant/valuable
 Somewhat significant/valuable
 Not very significant/valuable
 Not at all significant/valuable



24. Can you tell us why the Empire Hotel/former venue of Les Girls is significant or very significant to you?

25. Are there any other uses, businesses or places within the study area of Darlinghurst Road, Kings Cross that are of significant or very significant social or historical value to you? Please list them below.

Use/business/place 1

Use/business/place 2

Use/business/place 3

Use/business/place 4

Use/business/place 5

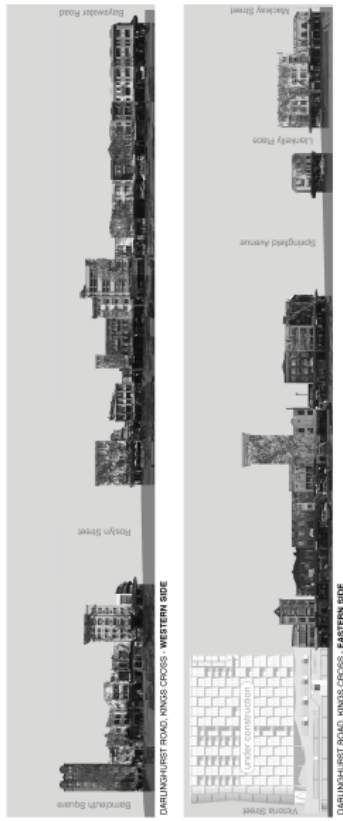
Use/business/place 6

Use/business/place 7

Use/business/place 8

Use/business/place 9

Use/business/place 10



26. Based on all you know about Darlinghurst Road, what, if anything, do you like about the look of the buildings in Darlinghurst Road, Kings Cross?

27. Based on all you know about Darlinghurst Road, what, if anything, do you dislike about the look of the buildings in Darlinghurst Road, Kings Cross?

28. Compared with **10 to 20 years ago**, which one statement below do you think best describes Darlinghurst Road, Kings Cross **now**?

- Darlinghurst Road has changed for the better
- Darlinghurst Road has stayed the same
- Darlinghurst Road has changed for the worse
- I don't know

29. Can you tell us why?

30. Which, if any, of the following describe how you currently use Darlinghurst Road, Kings Cross? Please select all that apply.

- I walk through Darlinghurst Road to get somewhere else
- I visit the cafes and/or restaurants in Darlinghurst Road
- I visit the pubs and/or clubs in Darlinghurst Road
- I go to Darlinghurst Road to use services (eg gym, medical, shops, transport)
- None of the above – I'm never in Darlinghurst Road, Kings Cross
- Other (please specify)

31. On average, how often do you currently go to or pass through Darlinghurst Road, Kings Cross?

- Daily
- Weekly
- Fortnightly
- Once a month
- Every 2-3 months
- 2-3 times a year
- Once a year or less



* 32. What is your age?

- Under 18 years
- 18 – 24
- 25 – 29
- 30 – 39
- 40 – 49
- 50 – 59
- 60 – 69
- 70 – 79
- 80 years and over
- Prefer not to say

* 33. What is your identified gender?

- Male
- Female
- Transgender
- Non-binary / third gender
- Prefer not to say
- Prefer to self describe (written entry)

If you would like to receive updates about the Kings Cross Urban Design Study consultation, please provide your contact information below. The information will be held by the Council of the City of Sydney and not shared with any third parties, in line with the City's Privacy Management Plan.

34. To receive updates, please provide your contact information:

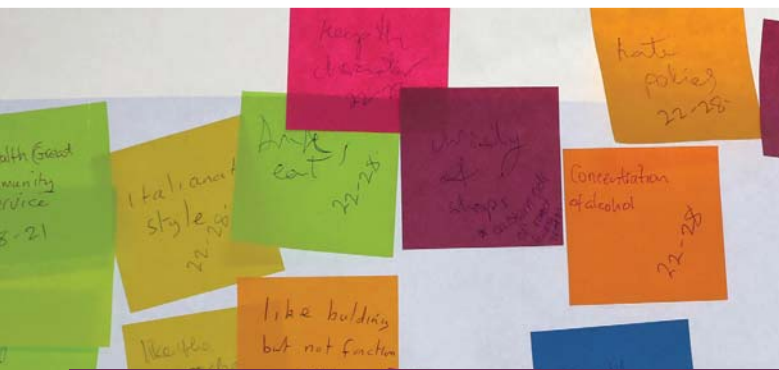
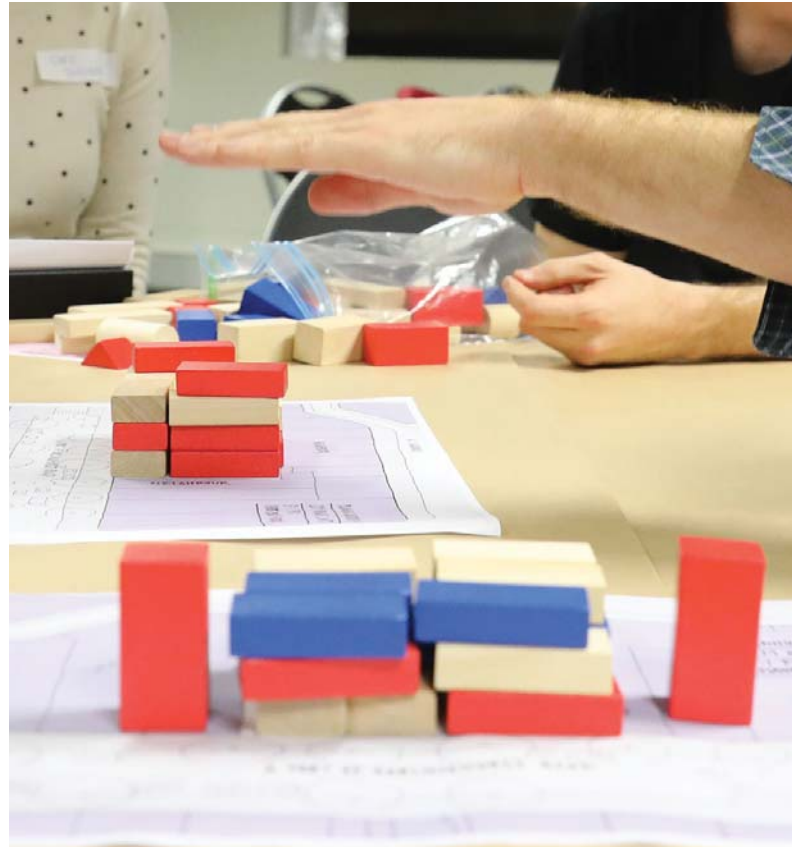
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CITY OF SYDNEY

**COMMUNITY WORKSHOP
SUMMARY REPORT:
DARLINGHURST ROAD, KINGS
CROSS URBAN DESIGN STUDY**

17 August 2018



Cred
CONSULTING



Report Title: Community workshop
public summary report: Darlinghurst
Road, Kings Cross Urban Design Study

Client: City of Sydney

Version: Public

Date: 17 August 2018

Images throughout report:
Andy Baker Photography

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INTRODUCTION

In response to increased development interest and activity along Darlinghurst Road, Kings Cross, the City of Sydney (Council) is reviewing some parts of the planning framework that guide local character and development along Darlinghurst Road.

As part of this review, Council engaged Cred Consulting, Micromex Research and People, Place and Partnership to undertake an online survey and workshop with the local community to better understand their views around the character, built form and experience along Darlinghurst Road, both currently and in the future.

This included ideas about what makes Darlinghurst Road special, what needs to be protected and the types of activities and land uses the community think are appropriate.

PROJECT BACKGROUND

The Kings Cross area of the City of Sydney Local Government Area (LGA) is an internationally renowned precinct with a long and rich history, and a unique cultural identity and character.

The Darlinghurst Road, Kings Cross area is currently in a transition phase, with increased interest in redevelopment due to its changing amenity, decreased late-night activity, access to public transport and proximity to the Sydney CBD.

In 2017, a Development Application was received by Council for the famous 'Bourbon' site located at 18-28 Darlinghurst Road. This proposal was unpopular amongst residents and business owners. A community meeting held on 18 January 2018 was attended by more than 200 local stakeholders who expressed their concerns about the scale of the development and its potential impact on local heritage values, amenity and cultural identity.

The consultation outcomes reflected in this report will provide Council with community directions for strategic local planning to preserve or guide the character of the Darlinghurst Road, Kings Cross area through its current transition.

Council resolution

On 19 February 2018, Council unanimously supported the motion to:

- Commission an urban design study to identify design principles for the site, including an indicative design strategy to provide an illustration of how good design can achieve better outcomes within the current controls;
- Establish a Design Advisory Panel sub-committee to set the parameters of the urban design study and closely monitor progress; and
- Audit the current planning controls for improvements that could be considered and consulted with the community during the current review of the Late-night Development Control Plan and upcoming review of the Sydney Local Environmental Plan 2012 and Sydney Development Control Plan 2012.

About the urban design study

Council is working closely with the Design Advisory Panel to prepare an urban design study that will identify and illustrate good design principles within the current controls for the study area (shown in Figure 1) as well as the site of 18-28 Darlinghurst Road. The focus is on better guidance for good design and appropriate land uses, without changing population density targets for the area as set by the State Government.



ENGAGEMENT FOCUS

The focus of the community workshop was to gain an understanding of community views on the current and future built form, character and experience along Darlinghurst Road, Kings Cross.

ENGAGEMENT ACTIVITIES

Over 300 people formally engaged in two community engagement opportunities:

- **Online survey:** 253 people completed the online survey that was open between 25 June 2018 - 22 July 2018 via the Sydney Your Say website.
- **Community workshop:** 76 community members attended the workshop held on 5 July 2018 (this report).

The activities were promoted through Council's Sydney Your Say page, a letter to local residents and stakeholders, Council media release, and at two pop-up stalls at Kings Cross markets held from 12pm to 2pm on Saturday 30 June and Saturday 14 July 2018.

PURPOSE OF THIS REPORT

This report provides a summary of the community workshop outcomes. A separate report from Micromex Research provides a summary of the online survey.

The workshop provided an opportunity to explore more intangible/complex urban design and planning concepts and experiences, while the survey focused on collecting statistical data.

Note: The findings in this report represent the views of the workshop participants only, which do not necessarily reflect the views of the whole community. At the workshop it was evident that some groups may have been under represented (eg young people), while others may have been over represented.

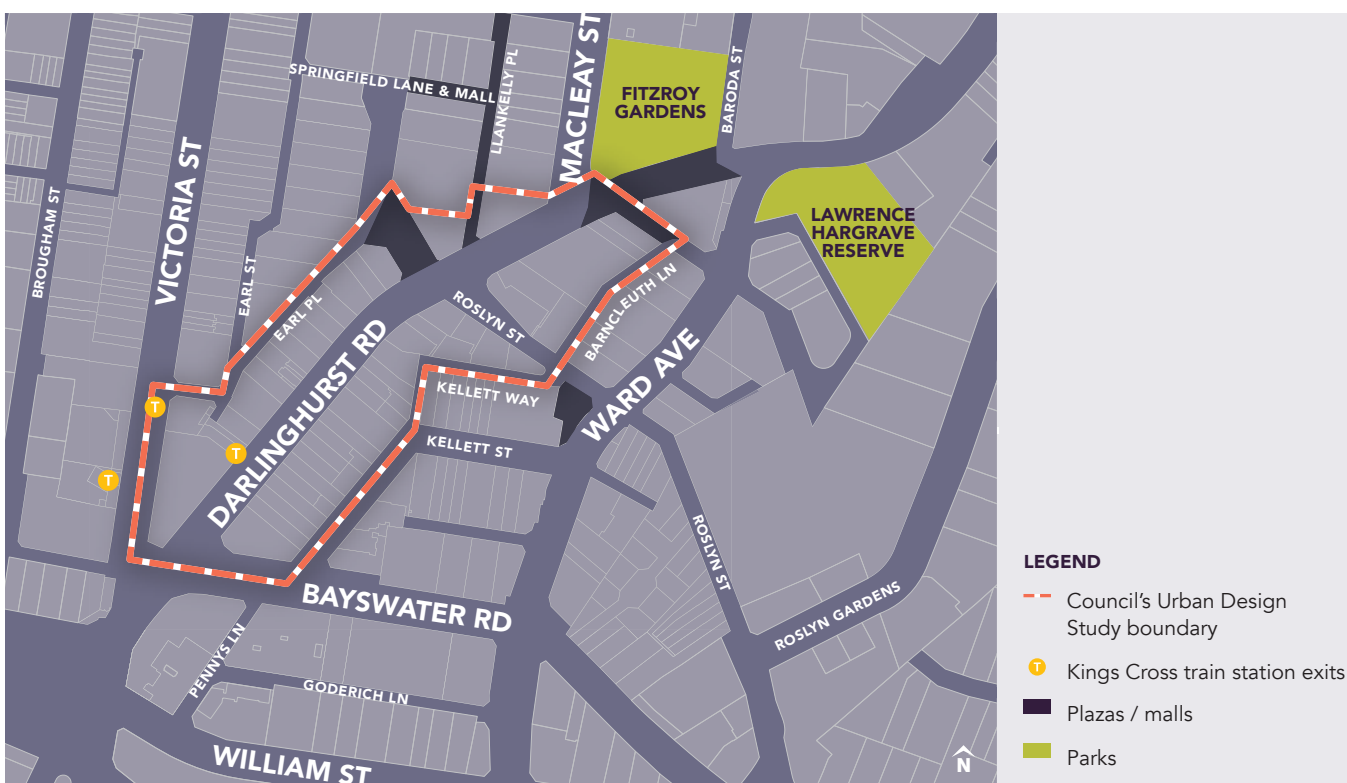


Figure 1: Location map: Urban Design Study Area - Darlinghurst Road, Kings Cross

WORKSHOP OVERVIEW

The focus of the workshop was to gain an understanding of community views on the built form, character and experience along Darlinghurst Road, Kings Cross currently and in the future.

Our approach to the workshop was based on design thinking theory, experiential learning and collaboration.

The workshop was fast-paced and aimed to be both playful and educational.

PURPOSE OF WORKSHOP

The purpose of this workshop was to:

- Assist Council to more deeply understand the views and values of the local community in relation to the development, character and experience of Darlinghurst Road, Kings Cross currently and in the future;
- Enable participants to hear the diverse perspectives of their neighbours;
- Empower the community to better understand current planning controls within the study area and what development is hypothetically achievable under these planning controls; and
- Outcomes of the workshop will be considered in the review of planning controls and the locality statement for Darlinghurst Road, Kings Cross.

WORKSHOP ATTENDEES

A total of 76 community members attended the workshop which was open to all community members. All community members that registered were able to participate.

Some participants represented the following organisations:

- Kings Cross Community Garden Steering Group (4 participants)
- 2011 Residents Association (2 participants)
- Potts Point Partnership (1 participant), and
- Potts Point & Kings Cross Heritage and Residents Society (1 participant).

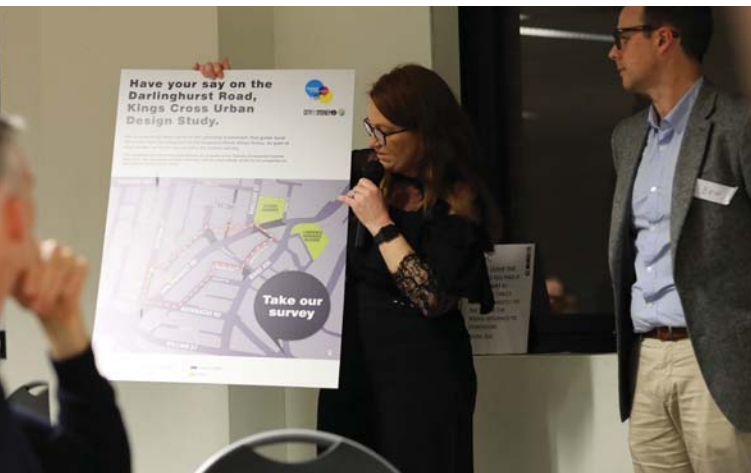
In addition to community members, there were a number of other people observing and facilitating the workshop:

Observers:

- The Lord Mayor, Clover Moore
- Two Councillors (Jess Scully and Philip Thalys)
- One developer observer.

Facilitators:

- Jo Kelly, People, Place and Partnership - lead facilitator
- Four Cred Consulting staff - support facilitators
- Fifteen Council staff - mix of people from the engagement, planning and urban design teams.



WORKSHOP ACTIVITIES

The community workshop was built around five activities.

Individual worksheet: Reflection on change

- "Thinking about Darlinghurst Road, Kings Cross, what has changed for the better, stayed the same or changed for the worse?"
- Some participants shared to the whole room.

Activity station 1: Character (chairs)

- "Choose a chair that represents your ideal future character of Darlinghurst Road, Kings Cross and tell us why."

Activity station 2: Planning controls (blocks)

- City of Sydney planners and designers demonstrated with wooden blocks and a scale plan possible development under current planning controls. Informal discussions around height, FSR, form and setbacks.

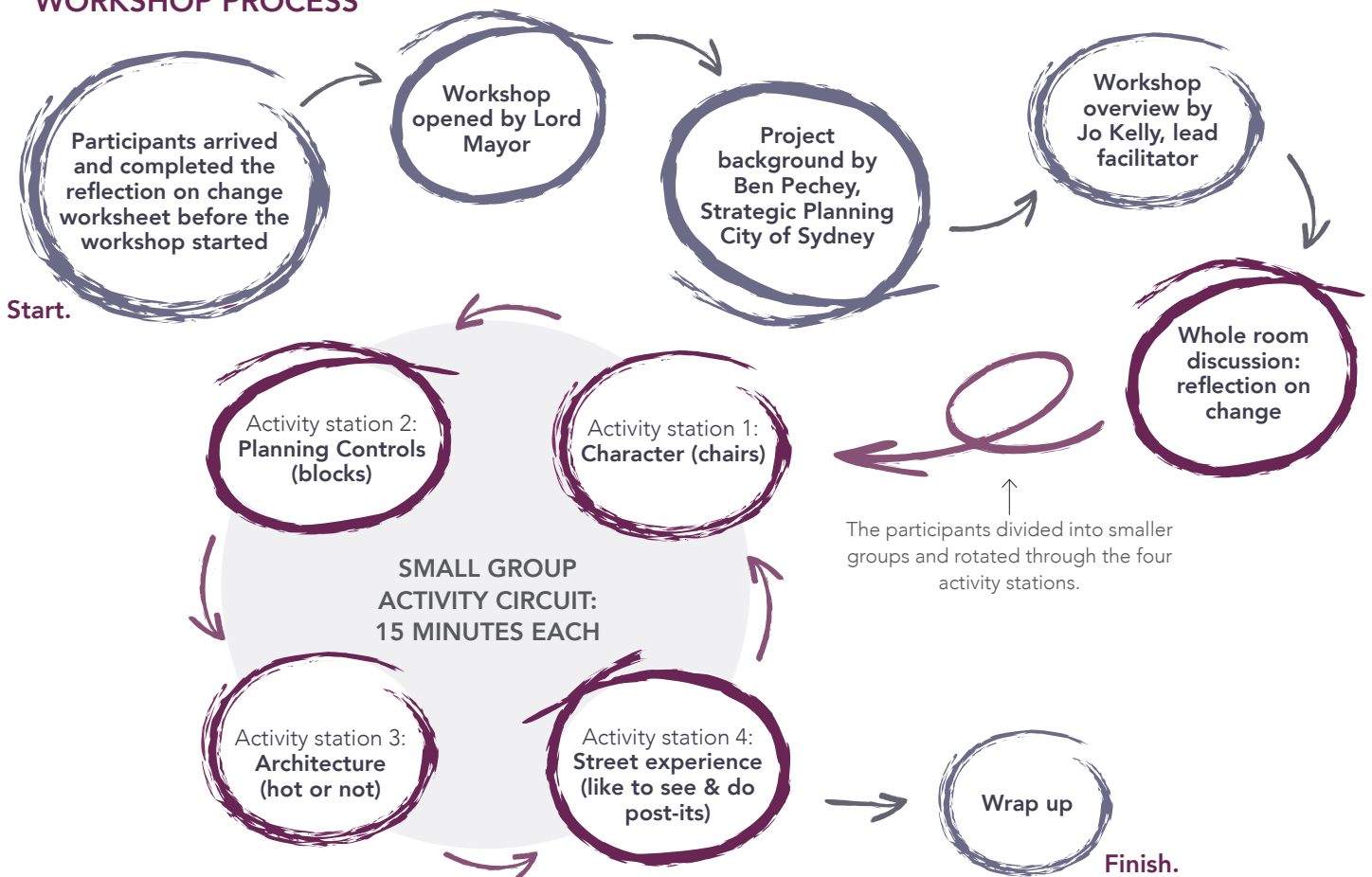
Activity station 3 : Architecture (hot or not)

- Participants were shown a set of 50 images of buildings within and outside of the study area and sorted them into three groups: 'hot,' 'not' and 'unsure' in response to the question: "Which buildings do you like in the context of Darlinghurst Road, Kings Cross?"
- A discussion of common attributes between the images in each pile.

Activity station 4: Street experience (post-its)

- Participants were asked to look at photos of Darlinghurst Road and were asked to write on post-it notes: "What do you like to see & do? What don't you like to see or do? And what would you like to see or do in the future?"
- Participants stuck comments on specific buildings, and made general comments about the study area.

WORKSHOP PROCESS



EXECUTIVE SUMMARY: WHAT WE HEARD

The workshop explored four key aspects of Darlington Road, Kings Cross: perceptions of how the area has changed, preferred future character, local offer (land use & activities) and appropriate architecture.

PERCEPTIONS OF CHANGE

Data source - Activity 1: Reflection on change (individual worksheets)

Workshop participants held a range of views on how Darlington Road has stayed the same or changed for the better or worse, particularly around issues relating to safety, alcohol and drug use and abuse, lock out laws and loss of character. This tells us is that these are issues that the community cares about and impact their experience of the area.

How has Darlington Road, Kings Cross CHANGED FOR THE BETTER?

- An increased sense of safety
- Less alcohol and other drug use and abuse
- Kings Cross markets are working well
- Increasingly family friendly
- Upgrades to community facilities
- Llankelly Place is working well
- Positive effects of the lock-out laws
- Improved streetscape.

How has Darlington Road, Kings Cross STAYED THE SAME?

- The architectural character and heritage of Darlington Road has been preserved
- Darlington Road is still a diverse and inclusive community
- Darlington Road is still a unique and interesting place
- Darlington Road is still gritty / sleazy / seedy
- Many shops remain rundown and empty
- The area is still facing some challenges such as homelessness, alcohol and drug abuse.

How has Darlington Road, Kings Cross CHANGED FOR THE WORSE?

- Vacant shops / small business has suffered
- Loss of character
- Negative impacts of new developments
- Loss of role as night-life precinct
- It is becoming more expensive
- Negative impacts of the lock-out laws (e.g. on small business and on safety)
- Decreased sense of safety
- Loss of heritage buildings
- Sense of decay and dilapidation
- Increased drug use and abuse.

LOCAL CHARACTER

Data source - Activity 2: Personality Activity Station (Chairs)

The desired future character of Darlington Road as identified by workshop participants is multi-dimensional and complex. They want to see the area become greener, more innovative, more affordable and welcoming to all, including families. They also don't want to lose their sense of heritage (both built form and social/cultural), the art deco elegance and the unique eclecticism that have made this place special and well loved. They expressed a desire to see Darlington Road continue to be bold, unusual, eclectic, creative, alive at night, theatrical and community centric.

The table below summarises and captures the many different personality words generated by workshop participants.

EMBRACING NATURE IN INNOVATIVE WAYS.

INNOVATIVE AND WILLING TO TRY SOMETHING NEW.

SOCIAL AND EMBRACING OF ALL CULTURES.

SOPHISTICATED, TIMELESS AND ROOTED IN HISTORY.

MULTI-FUNCTIONAL, COMFORTABLE AND WELCOMING.

SOMETHING FOR EVERYONE, INCLUDING FAMILIES.

ART DECO, AVANT GARDE, AFFLUENT, CURVY, RECOGNISABLE.

CREATIVE, CULTURED, ARTY, ENTERTAINER, THEATRICAL.

BOLD, FUNKY, EDGY, UNUSUAL AND QUIRKY.

DIFFERENT PERSPECTIVES, MIX OF STYLES.

SEXY, FEMININE, CHEEKY.

CHEAP, FREE & FUN.

COMMUNITY CENTRIC AND ACCESSIBLE.

STORYTELLER, WELL LOVED, A CHARACTER.

most commented first

most commented first

most commented first

APPROPRIATE ARCHITECTURE

Data source - Activity 3: 'Hot or not' (building images)

In the context of appropriate architecture for Darlinghurst Road:

What was hot?

Generally, participants loved:

- Heritage, Art Deco and Victorian Era buildings
- Buildings with closed in or no balconies
- Red brick, detail-rich facades, closed in bay windows
- Symmetry and subtle curves
- Contemporary buildings if they have green or curved elements, display craftsmanship
- Collectively - a mix of building styles and heights (note: participants are happy with the taller buildings that are there now, but cautious about the impact of more tall buildings on the street experience).

What was not?

Generally, participants disliked:

- Generic or homogeneous
- Buildings that aren't in character with the area
- Wide, bulky and boxy shapes
- Balconies that open up onto the street
- Bright pops of fluro colour
- Use of too much glass, steel and gray
- Lack of detail and human craftsmanship.

What attracted mixed opinions?

Some groups held differing opinions on whether or not the following were hot or not:

- Contemporary buildings that combine multiple types of materials and elements
- Unconventional breaking up of linear forms
- Use of laser cut screens to articulate the building facade
- Type of curves on some of the buildings.

LOCAL OFFER

Data source - Activity 4: 'See & Do' (post-it notes on street photo)

What do people like to do along Darlinghurst Road now, and what do they want to do in the future?

Current

Most workshop participants like living in a walkable village with access to cafes, restaurants, bars, markets, the library and service shops like the chemists and newsagents. They like socialising along Darlinghurst Road, sitting outside, people watching and the Alamain fountain.

Some participants don't like walking past empty shops or vacant buildings, prostitutes and strip clubs, places to gamble, or noise from bars and backpackers accommodation.

Future

Participants identified a number of activities and places they would like to go in the future:

More arts and cultural spaces

- A performance theatre and art galleries
- A cinema
- More live music
- Creative spaces.

More places to eat and drink

- More food options including fine dining and outdoor dining.

Better nightlife

- More late-night pubs and clubs
- Residential and social night economy
- More small bars.

Different shops

- More interesting and increased variety in shops
- More independent small shops and boutique retail spaces.

Business

- Creative office space and co-working
- More health services e.g. doctor, dentist, Medicare.

Adult entertainment

- Mix of opinions - some want to preserve the adult entertainment industry in the area, while other would prefer it gone.

Less vacant shops

More residential

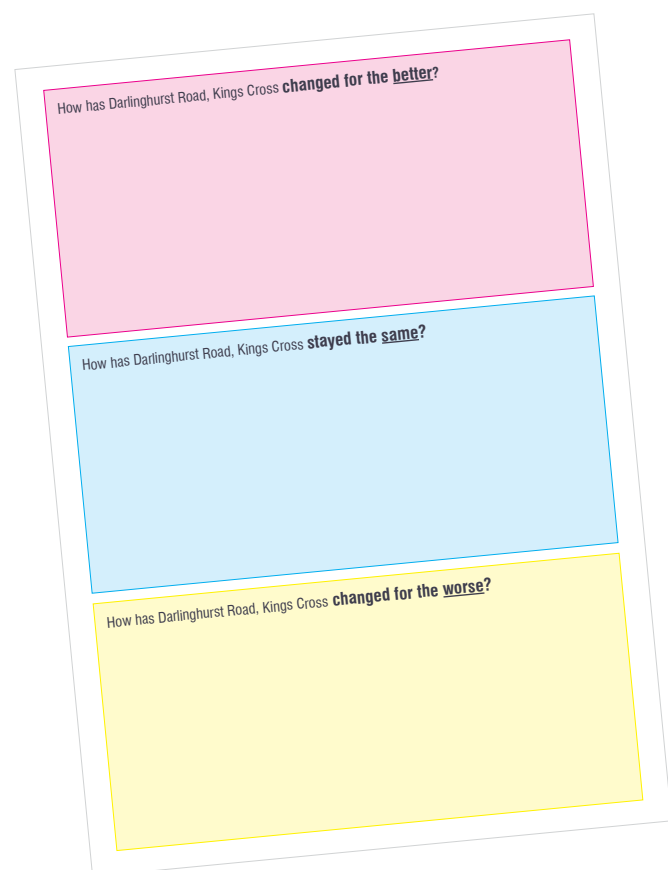
ACTIVITY 1: REFLECTION ON CHANGE

The first workshop activity invited participants to reflect on how Darlinghurst Road, Kings Cross has changed over time. Upon arrival at the workshop, each participant was asked to individually complete a worksheet with the following questions:

- How has Darlinghurst Road, Kings Cross changed for the better?
- How has Darlinghurst Road, Kings Cross stayed the same?
- How has Darlinghurst Road, Kings Cross changed for the worse?

Participants were then given an opportunity to share their responses to the group, prompting a discussion about the changing character of Darlinghurst Road.

58 people completed and returned the worksheet. Common themes across responses are outlined over the following pages.



Reflection on change worksheet

CHANGED FOR THE BETTER

The first question on the worksheet prompted participants to think about how Darlinghurst Road has changed for the better.

Common themes across all responses were:

An increased sense of safety (32 comments)

Participants indicated that Darlinghurst Road has become more safe, with some relating this to a decrease in violence and alcohol and other drug use in the area.

Increased quality and diversity of businesses (31 comments)

Participants highlighted that there are more diverse and better quality shops, cafes and restaurants on Darlinghurst Road now.

Less alcohol and other drug use and abuse (25 comments)

Participants think a decrease in alcohol and other drug use and abuse has changed Darlinghurst Road for the better, contributing to an increased sense of safety. Some commented on the positive effects of the injecting room.

Kings Cross markets are working well (25 comments)

Participants like the weekend markets at Fitzroy Gardens.

Increasingly family friendly (18 comments)

Participants indicated that Darlinghurst Road has become more family-friendly, including for young children and pets. Some commented on the playground as a positive change.

Upgrades to community facilities (13 comments)

Participants identified (upgrades to) community facilities such as the library, the community centre and the Council shop as positive changes.

Llankelly Place is working well (11 comments)

Participants think Llankelly Place is working well, including the restaurant strip with outdoor seating.

Positive effects of the lock-out laws (11 comments)

Participants think that the lock-out laws have positively impacted Darlinghurst Road, with an increased sense of safety, less rubbish and less alcohol and other drug use and abuse.

Other identified changes for the better include improvements to the streetscape (including footpaths, landscaping and tree planting) improved traffic management, less crowds, and an improved sense of (residential) community.

STAYED THE SAME

The second question on the worksheet prompted participants to think about how Darlinghurst Road has stayed the same.

Common themes across all responses were:

The architectural character and heritage of Darlinghurst Road has been preserved (36 comments)

Participants indicated that the architectural character and heritage of Darlinghurst Road has stayed the same. Some expressed a desire to preserve the fine grain, low rise “human scale” of the area.

Darlinghurst Road is still a diverse and inclusive community (22 comments)

Participants highlighted that there is still a strong sense of community in the area and that this community is inclusive and diverse.

Darlinghurst Road is still a unique and interesting place (13 comments)

Participants emphasised that Darlinghurst Road is still a place with a unique, special and interesting character.

Darlinghurst Road is still gritty / sleazy / seedy (12 comments)

Participants feel that Darlinghurst Road is still gritty / sleazy / seedy.

Many shops remain rundown and empty (11 comments)

Participants indicated that many shops along Darlinghurst Road are still empty and rundown.

A number of participants also indicated that the area is still facing some challenges including homelessness, and alcohol and other drug use and abuse.

CHANGED FOR THE WORSE

The third question on the worksheet prompted participants to think about how Darlinghurst Road has changed for the worse.

Common themes across all responses were:

Vacant shops / small business has suffered (30 comments)

Participants commented on the vacant shops along Darlinghurst Road, with some highlighting that small businesses have been negatively impacted by a downturn in visitation since the implementation of the lock-out laws, or that high rental prices are a challenge for small business owners. Others focussed on the lack of diversity and poor quality of businesses along Darlinghurst Road.

Loss of character (15 comments)

Participants lamented a loss of character along Darlinghurst Road, with some indicating that there is less diversity and that the community is becoming more homogeneous, in part due to the area becoming more expensive to live in.

Negative impacts of new developments (17 comments)

Participants expressed concerns about how new developments have negatively impacted the character of Darlinghurst Road, or may do so in the future. In particular, residents were unhappy with the scale of the Omnia building and with proposals for the Bourbon building.

Loss of role as night-life precinct (15 comments)

Participants feel that the loss of Darlinghurst Road’s role as a night-time entertainment precinct has been a change for the worse.

It is becoming more expensive (10 comments)

Participants highlighted that the Darlinghurst Road area has become too expensive to live, contributing to a homogenisation of the community.

Other changes for the worse include a decreased sense of safety, negative impacts of the lock-out laws (e.g. on small business and on safety), a loss of heritage buildings, a sense of decay and dilapidation, homelessness, traffic and lack of parking, and increased drug use and abuse.

ACTIVITY 2: FUTURE CHARACTER

The purpose of this activity was to generate a set of character words that participants would use to describe their 'ideal' Darlinghurst Road, Kings Cross in the future.

These character words will help inform a review of policy documents that define the local character of Darlinghurst Road, such as the Kings Cross Locality Statement.

Activity overview

Looking at a set of 50 chair picture cards, each group was asked to "imagine 10 years from now, you are hosting an intimate dinner party for 4 people. You have an option of using 4 different chairs to represent your neighbourhood. Which chairs would you use at the table to best represent the future personality of Darlinghurst Road? Tell us about the chair you have chosen and what personality trait it represents."

The page opposite provides a diagrammatic synthesis of the chairs and character words chosen by the 8 groups.

Appendix 1 provides a detailed record of the top 10 chairs overall.

How to read the diagram

Page 11 provides a visual summary of the chairs and key words chosen by the workshop participants.

- The images are clustered into colour coded groups of similar / related chairs and character traits.
- The size of the picture represents how many groups selected this image in their final personality chart (also noted along the side of each image) - the smaller the image, the less groups chose it.
- The list of words accompanying each cluster are a summary of what the groups said about each chair.

KEY FINDINGS

This exercise demonstrated that the workshop participants' desired future character of Darlinghurst Road is multi-dimensional and complex. They want to see the area become greener, more innovative, more affordable and welcoming to all, including families. At the same time they don't want to lose their sense of heritage (both built form and social/cultural), the art deco elegance and the unique eclecticism that have made this place special and so well loved. They expressed a desire to see Darlinghurst Road continue to be bold, unusual, eclectic, creative, alive at night and theatrical and community centric.

The table below aims to capture the different attributes of this complex character. The colours relate to the image/word clusters on page 11.

EMBRACING NATURE IN INNOVATIVE WAYS.
INNOVATIVE AND WILLING TO TRY SOMETHING NEW.
SOCIAL AND EMBRACING OF ALL CULTURES.
SOPHISTICATED, TIMELESS AND ROOTED IN HISTORY.
MULTI-FUNCTIONAL, COMFORTABLE AND WELCOMING.
SOMETHING FOR EVERYONE, INCLUDING FAMILIES.
ART DECO, AVANT GARDE, AFFLUENT, CURVY, RECOGNISABLE.
CREATIVE, CULTURED, ARTY, ENTERTAINER, THEATRICAL.
BOLD, FUNKY, EDGY, UNUSUAL AND QUIRKY.
DIFFERENT PERSPECTIVES, MIX OF STYLES.
SEXY, FEMININE, CHEEKY.
CHEAP, FREE & FUN.
COMMUNITY CENTRIC AND ACCESSIBLE.
STORYTELLER, WELL LOVED, A CHARACTER.

Visual summary - future personality words



#1 most commonly selected chair.



- Green
- Living outside
- Sustainable
- Experimental / innovative
- Simple beauty
- Natural / relaxed
- Beautiful
- Contemporary interpretation
- Social
- Embracing other cultures
- Well designed
- Willing to try something new

- Rich heritage
- Historic
- Timeless
- Sophisticated
- Quality
- Classy
- Safe



- Multi-functional
- Practical
- Comfortable
- Sharing
- Something for everyone
- Family friendly
- Inviting / welcoming



- Art deco
- Avant garde
- Curvy
- Elegant
- Old and new together
- Modern classic
- Recognisable
- Affluent yet quirky



- Inclusive of all
- Community centric
- Accessible
- Voices missing
- Affordable

- Bold
- Funky, edgy
- Individuality
- Unusual
- Quirky yet comfortable
- Different uses and perspectives
- Mix of styles
- Sexy, racy
- Feminine
- Cheeky
- Central



- Theatrical
- Entertainer
- Night life
- Cultural
- Creative
- Arty
- Unique
- Cheap
- Eye-catching

- Well loved
- A lot of stories to tell
- Heritage
- Has character
- Well worn



- Family
- Free
- Fun
- Cheap





ACTIVITY 3: HOT OR NOT

The purpose of this activity was to gain insight into the workshop participants' views on what type of buildings and architectural styles are and are not appropriate for Darlinghurst Road, Kings Cross.

Activity Overview

Participants were asked to yell out "hot" or "not" (accompanied by a thumbs up or down) as the facilitator flicked through 50 images of different buildings. If there wasn't a clear vote, the image would go into an 'undecided' pile.

The image set captured a range of building styles, eras, land uses, shapes, materials and interfaces. More than half of the images depicted existing buildings in the local area. The remaining images were a mix of contemporary architecture in Australia and overseas.

Once the images were sorted into "hot" "not" and "unsure" piles, participants discussed the following:

- What are the commonalities between the 'hots'?
- What are the commonalities between the 'nots'?
- Why was this image an 'unsure' for you?

Notes on methodology

- Participants were asked to consider the images as 'hot or not' in the context of what they think is an appropriate look and feel for Darlinghurst Road – not whether the architecture is universally good or bad. There are a number of award winning buildings in the pack that were not selected as 'hot' for the study area – this is not a reflection on their design, quality or merit.
- Some groups did not make it through the full pile of image cards.

KEY FINDINGS

This exercise identified a number of clear architectural preferences amongst workshop participants.

What was hot?

- All of the 100% "hot" images and some of the highly scored ones (60%+ 'hot') were existing, older style buildings in the local area - with red brick or a light colour paint / material
- Many of these buildings had closed in or no balconies
- Detail, classically embossed / beveled building facades
- It seems participants were more likely to accept contemporary buildings if they had green or curved elements (without too much glass, gray or steel) that are in character with the area.

What was not?

- Generic or homogeneous
- Buildings that aren't in character with Darlinghurst Road
- Wide, bulky and boxy shapes
- High number of large residential balconies opening up to the street
- Bright pops of fluoro colour*
- Use of too much glass, steel and gray
- Lack of detail and craftsmanship.

What attracted mixed opinions?

- Contemporary buildings that combine multiple different types of materials and elements
- Unconventional breaking up of linear forms
- Use of laser cut screens to articulate the building facade
- Type of curves on some of the buildings.

In the personality exercise, a number of groups chose words like 'colourful' and 'bold' where as in this exercise, a number of groups voiced their dislike for colour in buildings. This may indicate that the participants want the people, culture, activities and experience to be 'colourful' and 'bold,' but not so much the built form.

The following pages provide a visual summary of "hot" "not" and "mixed opinion" images, as well as give an overall score for each of the images.



WHAT'S HOT?

Seven of the 50 image cards were selected as "hot" by all groups (see page 17). A further nine images were selected as "hot" by 60% of the groups or more.

All of the 100% "hot" images and some of the highly scored ones (60% or more) have/are:

- Heritage, Art Deco and Victorian Era buildings
- Buildings with closed in or no balconies
- Red brick, detail-rich facades, closed in bay windows

- Contemporary buildings if they have green or curved elements, display craftsmanship
- Collectively - a mix of building styles and heights (note: participants are happy with the taller buildings that are there now, but cautious about the impact of more tall buildings on the street experience), and
- Symmetry and subtle curves.

Materials	14	Red Brick / brickwork (x4) Detailed / interesting (x4) Different materials (x2) Workmanship High quality materials Natural materials Pushing the medium – material/ mixing it up
Quality design	12	Good architectural design (x3) Quality design (x3) Architectural detail – merit, quality (x2) Articulation (x2) Elegance Integrity
Greenery	12	Greenery (x5) Green roof (x2) Gardens (x2) Gardens/balconies Gardens – set back Trees
Scale	11	Human scale (x4) Fine grain / intimate (x2) Medium height - adds to village feel (x2) Sense of sky Not wide buildings Good liveable scale – neighbours / inherently have a community
Character / identity	10	Character (x4) Attractive individuality (x2) Vernacular Own style Not a faux version Reflecting history

Interesting / unique	9	Interesting façade Architecture uniqueness Creative, inspiring Interesting textures/patterns Depth – 3D façade Interest Unique Artisan finish
Heritage / classic	7	Classic, classical lines (x2) Heritage buildings Want to keep history & buildings (x2) Classic – 1920s-30s architecture Older style and attractive Keep buildings - don't tear down
Curves	7	Curves (x6) Curved windows
Shape	7	Variety in shapes (x2) Vertical lines (x2) Angles Sculptural Shapes
Colour	6	White / light buildings Diversity of colour Balance of colour Lots of colour Consistent colour palette Earthy colour palette
Variety	4	Variety Diversity of height in street Diversity Nice shapes/sizes Variation in façade
Active street	3	Street activation – shop fronts Ground floor activated Lively
Balconies	3	Balconies Balconies look like part of the design Closed in balconies
Windows	3	Lots of windows Articulation of windows Smaller, detailed windows



100% HOT



100% HOT



100% HOT



100% HOT



100% HOT



100% HOT



100% HOT

Key

- blue = hot
- purple = unsure
- red = not



88% 12%



75% 25%



74% 13% 13%



74% 13% 13%



63% 25% 12%



75% 25%



71% 29%



71% 29%



63% 25% 12%

WHAT'S NOT?

Six of the 50 image cards were selected as 'not hot' by all groups. A further 14 images received a "not" from 57% of groups or more (see page 19).

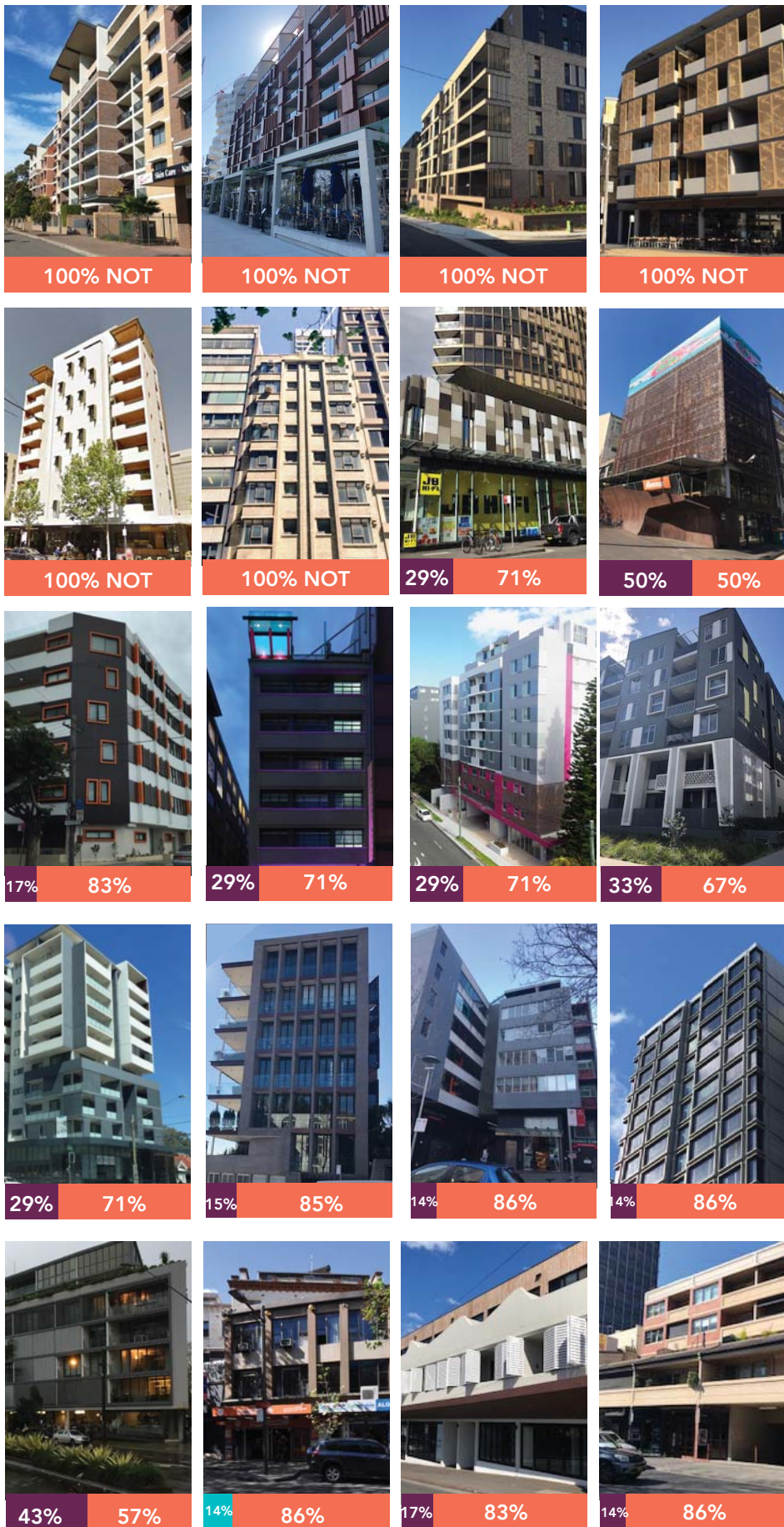
Generally, participants disliked:

- Generic or homogeneous
- Buildings that aren't in character with Darlinghurst Road
- Wide, bulky and boxy shapes
- Balconies that open up onto the street
- Bright pops of fluro colour

- Use of too much glass, steel and gray
- Lack of detail and human craftsmanship
- Screens / laser cut screens
- Combination of many different materials and colours in the one building.

generic / boring	16	<ul style="list-style-type: none"> - Generic (x4) - Contemporary but generic (x2) - Not unique - Bland - Lack personality - No character - Doesn't say "Kings Cross" - Boring - No differentiation - Uninspiring - Monotonous - Soulless
Shape	11	<ul style="list-style-type: none"> - Too blocky / boxy (3) - Computer modeled (x2) - Bad use of shape - Too wavy/curvy - Angular - Grid design - Asymmetry - Alignments out
Materials	8	<ul style="list-style-type: none"> - Cheap materials (x2) - Mass produced/unattractive cladding (x2) - Predominant concrete (x2) - Too much glass (x2)
Colour	6	<ul style="list-style-type: none"> - Bad use of colour (x2) - Too dark facade - Dark" - Weird patterns/colours - Steel/gray
Style	5	<ul style="list-style-type: none"> - Trying too hard - Ill-conceived elements up close - Brutalist - No cohesion in design - Glitzy

No detail	5	<ul style="list-style-type: none"> - No detail - Not fine grain - One dimensional - Façade 2D - Built by machines
Out of character	4	<ul style="list-style-type: none"> - Not vernacular - Unsympathetic addition - Wrong scale - Out of character
Too uniform	3	<ul style="list-style-type: none"> - Too much uniform facades - Too uniform - Conformity/uniformity
No greenery	3	<ul style="list-style-type: none"> - No greenery - not organic - non-natural materials
windows	3	<ul style="list-style-type: none"> - Large window to wall proportion too big (x2) - windows
Not Welcoming	2	<ul style="list-style-type: none"> - Sterile/cold - Unwelcoming
Poor street activation	2	<ul style="list-style-type: none"> - Bad street activation - No ground activation
Too tall	2	<ul style="list-style-type: none"> - Too tall/large - Too high
Too horizontal	1	<ul style="list-style-type: none"> - Too much horizontal emphasis
No setback	1	<ul style="list-style-type: none"> - No setback
No connection to place	1	<ul style="list-style-type: none"> - No link to history (x2)
Balconies	1	<ul style="list-style-type: none"> - Balconies look like void of space
Misc	1	<ul style="list-style-type: none"> - Opportunistic – maximized capacity



Key
 blue = hot
 purple = unsure
 red = not

WHAT LEFT THE GROUPS UNDECIDED?

Twelve of the 50 image cards attracted a varied responses from different groups (below).

While many groups didn't get time to talk about individual images, from looking at the collection below we can see:

- Contemporary buildings that combine different types of materials and elements
- Unconventional breaking up of linear forms
- Use of laser cut screens to articulate the building facade
- Only one has a visibly active frontage
- Some people liked the pronounced curves and white buildings, while others thought they are not appropriate for the area.



Key

- blue = hot
- purple = unsure
- red = not



ACTIVITY 4: PLANNING CONTROLS

ACTIVITY OVERVIEW

This workshop activity aimed to help participants understand and explore current planning controls around built form volume along Darlinghurst Road, Kings Cross and how they would like to see controls change in the future, if at all.

Groups were presented with a scale plan of a part of Darlinghurst Road and a set of wooden blocks. After explaining current height limits and Floor Space Ratio (FSR), a planner or designer worked with the group to maneuver the blocks to demonstrate the scale, proportionality, shape and height of buildings, as well as the impact of land use (e.g. requirements around residential vs commercial land uses). Participants discussed what worked well, what didn't work, and what kind of development should be allowed in the study area in the future.

Rather than reach a consensus on preferred building form or controls, this workshop activity aimed to facilitate a discussion between community members and City of Sydney planners and designers. Some of the topics revealed polar opposite views amongst the group members and ignited robust conversations around each viewpoint.

A wide range of views and topics were covered across all groups. Overall, participants held different views on whether change along Darlinghurst Road is positive or negative for the area, with some wanting it to stay the same as it is today and others seeing benefits in change.



KEY DISCUSSION TOPICS INCLUDED:

ARCHITECTURE

Participants emphasized that part of what makes Darlinghurst Road a unique and interesting place is diverse, heritage, urban, art deco, non-homogenous and detailed architecture. They highlighted the importance of quality buildings.

LAND USE

Participants supported a mix of commercial and residential uses along Darlinghurst Road.

They would like to see publicly accessible and commercial / retail uses with direct and multiple entries at the ground level to further connect the buildings with people on the street.

There was a desire for more fine grain, and an increased diversity of independent/local shops with a range of price points. Participants are very supportive of small local businesses along the strip.

Participants would like to see more greenery/flowers incorporated onto the street and buildings.

HEIGHT/FSR

Participants supported varying building heights (not all at 6 storeys), noting that existing feature buildings add interest to the area and avoid a homogenous built form.

While some groups accepted the 6-7 storeys / 22m height limit, others felt it was too high, preferring a 2-4 storey street wall, similar to what is there now.

Some groups were concerned about future overshadowing of streets and spaces.

Some participants were concerned about the potential wind tunnel effects of taller buildings.

A few participants were supportive of tall buildings, provided that they are spaced out and thin to manage overshadowing and wind tunnels.

Some participants called for Council to push back on State Government density targets – stating that they think the height and FSR controls are too much currently.

Some groups explored the impacts of pushing height to the back of the block to have a shorter street wall or additional public space along Darlinghurst Road.

Some groups talked about light wells and internal courtyards as solutions for increased amenity for residential building – without needing to setback the building from the property boundary. The Wintergarden (8 stories) was cited as a good example. However, people did not want to see a row of buildings like the Wintergarden next to each other creating a tall continuous street wall – they would need to be feature buildings and spaced out from each other to be acceptable.

TRADE OFFS

Some groups explored the idea of trade offs, including height bonuses for providing extra amenity, keeping/restoring original facades, or for providing things like child care, cinemas, aged care and health care. Almost no one was ambivalent about this – it was a polarising conversation.

SET BACKS

Participants had mixed opinions about set backs. Some were supportive of set backs along the street to accommodate different activities like greenery, seating and gathering places (Llankelly Place was used as example). Others argued the value of a continuous and consistent built edge to the street. Some wanted to see setbacks above original facades to respect their heritage significance.

Participant feedback on activity included

Participants indicated that they appreciated learning about how planning controls work along Darlinghurst Road and felt more empowered to engage in discussions around planning controls in the future.

FSR is a difficult concept to explain and understand in a few minutes, but the City planners managed it well.

While most groups engaged in discussions and enjoyed using the blocks to explore different options with the blocks, some were re.

ACTIVITY 5: SEE & DO

The purpose of this activity was to understand what people like to see and do along Darlington Road, Kings Cross currently, and what they think is missing and would like to see and do in the future.

Activity Overview

Using large photos of the existing streetscape (see page 23), participants were asked 6 consecutive questions:

- What do you SEE here that you like?
- What do you SEE here that you don't like?
- What can you DO here that you like?
- What can you DO here that you don't like?
- What do you want to ensure that you see?
- What do you want to ensure that you can do?

This activity collected a huge amount of data (see Appendix 2).

KEY FINDINGS

What can you DO here that you LIKE?

The top 5 things people like to do along Darlington Road currently are:

- Go to cafes, restaurants and take-away food outlets
- Socialise
- Shop
- Drink and going out to bars at night
- Wal.

Other activities included:

- Going to the markets
- Going to service shops e.g. chemist, newsagent
- Using the library
- Going to strip clubs
- Using public transport
- Sitting outside and people watching
- Enjoying nature, flower boxes and the Almain Fountain.

What can you DO here that you DON'T LIKE?

The top 5 activities happening on Darlington Road that people dislike are:

- Trying to park
- Prostitution, strip clubs and pornography
- Noisy bar goers and backpackers
- Walking past empty shops or vacant buildings
- Gambling at the pokies or TAB.

Other disliked activities included:

- Injecting room
- Drug use
- Paying overpriced rent
- Seedy bars
- People littering or not picking up after their dog
- Getting allergies to the Plane Trees
- People supporting large multi-national chains (e.g. big supermarkets or hotels).

Frequently liked buildings were:

- 1A Barncleuth Sq – love the architecture
- 22-28 Darlington Road (the Bourbon) – love the architecture, façade and history
- 50-52 Darlington Road (the library) - love the architecture and community use
- 58-60B Darlington Road – like the architecture, windows and uses
- 64-66A Darlington Road – like the architecture, scale and trees
- 70-80 Darlington Road – like the architecture, history, scale, some people don't like the land uses inside.
- 95-105 Darlington Road – like the art deco architecture, colours and balcony details
- 83-97 Darlington Road – like the architecture, scale, windows and roof detail
- 57-59 Darlington Road – like the architecture, colour, trees
- 1-21 Darlington Road – like the architecture, active frontages, bay windows and trees.

Frequently disliked buildings:

- 30-30B Darlington Road – don't like the architecture
- 40-40D Darlington Road (slanted roof) – don't like the architecture
- 54 Darlington Road – emotive responses to the TAB
- 109A Darlington Road – don't like the architecture or land uses
- 45-47 Darlington Road – don't like the building or the use by McDonads
- 439-43 Darlington Road – Don't like the architecture, poorly maintained or closed strip clubs.

Mixed opinions

- 32-32A Darlington Road (the Empire) – people like what happens inside the building but not the building itself
- 109 Darlington Road (Omnia) – mixed opinions on the architecture and scale.



What do people want in the future?

Some key things participants want in the future include:

OFFER (LAND USES)

More arts and cultural spaces

- A theatre
- A cinema
- Galleries
- More live music
- Creative spaces.

More places to eat and drink

- More food options
- More fine dining
- More outdoor dining.

Better nightlife

- More late-night pubs and clubs
- Residential and social night economy
- More small bars.

Different shops

- More variety in shops
- More interesting shops
- More independent small shops
- More regular market style shopping
- More boutique retail spaces.

More residential

- More residential apartments.

Business

- Creative office space
- Co-working
- More health services e.g. doctor, dentist, Medicare.

Adult entertainment

- Mix of opinions - some people want to keep the adult entertainment industry in the area, while others don't want these land uses any more.

Less vacant shops

BUILT FORM

- Keep the character
- Delivery quality, innovative architecture
- Restoration of older buildings
- Innovative uses for rooftops e.g. pools, walkways, restaurants
- Retention and repair of awnings
- Mix of opinions on height - some want to keep heights the same, some want lower building heights, others want a variety of building heights
- More street front activation.

PUBLIC REALM

- More greenery
- Keep the trees
- Somewhere to cool off in summer
- Community garden
- Native plants and trees
- More public art
- Improved safety walking on the street
- No smoking / smoke smells
- Footpath improvements.

OTHER

- More family friendly
- Increased public transport options
- Bike parking
- More welcoming neighbourhood
- Less drugs.



APPENDIX 1

ACTIVITY 2: DATA SUMMARY FUTURE PERSONALITY (CHAIRS)

TOP 10 CHAIRS (AND THEIR ASSOCIATED CHARACTER WORDS)



#1

FIVE OF THE EIGHT GROUPS CHOSE THIS IMAGE

Note: one group likes this chair as a hybrid with chairs 7 and 48.

Green	<ul style="list-style-type: none"> - Indoor garden - Green (x4) - City garden - Open space - Outside interacts with inside - Living outside - Being outside 	Beautiful	<ul style="list-style-type: none"> - beautiful - Good design - Design
Natural	<ul style="list-style-type: none"> - Organics - Takes away – nothing there except wood - Relaxed - Sustainability (x2) 	Social	<ul style="list-style-type: none"> - Social connections - Place to hang out - Meeting people
Experimental	<ul style="list-style-type: none"> - Experimental - Creative - Risky - Trying new things - Will to try something new - Innovation 	Simple	<ul style="list-style-type: none"> - Clean lines - Blank - Stripped back
		MISC	<ul style="list-style-type: none"> - Lighter not darker - Greece - Feel of feature - Envy - Uncultivated



#2
(TIED)

FOUR OF THE EIGHT GROUPS CHOSE THIS IMAGE

Note: two groups like this image as a hybrid with the chesterfield arm chair

Multi-functional	<ul style="list-style-type: none"> - Multifunctional - Multipurpose - Practical - Uses that are functional for people - Great combo of many things 	Family friendly	<ul style="list-style-type: none"> - Family friendly (x2) - Toy = Family friendly
Welcoming	<ul style="list-style-type: none"> - Welcoming - Inviting - Comfortable - Comfortable and convenient - Something for everyone - Shared public 	Well read	<ul style="list-style-type: none"> - Well read - Space – library - Book = Arts/ culture
Elegant	<ul style="list-style-type: none"> - Elegant but not too polished - Classic appeal 	- History	<ul style="list-style-type: none"> - Distinct nod to Kings Cross's hay day - Art deco
		- Retail	



#2
(TIED)

FOUR OF THE EIGHT
GROUPS CHOSE
THIS IMAGE

Note: two groups like this image as a hybrid with the book chair

Timeless	<ul style="list-style-type: none"> - Timeless - Stood the test of time - Happy to keep using it
Quality	<ul style="list-style-type: none"> - Durable - Well-constructed - Quality - 'It will be here'
Heritage / history	<ul style="list-style-type: none"> - Heritage (x3) - Really old - Historic - - Been around but still used

Comfortable	<ul style="list-style-type: none"> - Comfortable (x2) - Comfort -
- Stylish	
MISC	<ul style="list-style-type: none"> - Macleay - Victorian



#2
(TIED)

FOUR OF THE EIGHT
GROUPS CHOSE
THIS IMAGE

Art deco	<ul style="list-style-type: none"> - Art deco (x3) - Classic
Classy	<ul style="list-style-type: none"> - Classy - Stylish (x2) - Elegance - Modern - Elegant - Sophisticated
Timeless	<ul style="list-style-type: none"> - Timeless
Historic	<ul style="list-style-type: none"> - Historic
Quality	<ul style="list-style-type: none"> - Well designed - Integrity -

Curvy	<ul style="list-style-type: none"> - Curves - Curved buildings
Stylish	<ul style="list-style-type: none"> - Fashionable
Contrast	<ul style="list-style-type: none"> - Old and new together
Comfortable	<ul style="list-style-type: none"> - Comfortable - Nice to sit on/loftiee
MISC	<ul style="list-style-type: none"> - Current - Clean lines - Colour – phony - Not out there – but good for us - Commercial - Gangster 80s

#3

(TIED)

TWO OF THE EIGHT GROUPS CHOSE THIS IMAGE

Note: one group like this image as a hybrid with the mustard ripple chair (below).



Bold	<ul style="list-style-type: none"> - bold - Not afraid to confront - Strong
Art deco	<ul style="list-style-type: none"> - Art deco
Quirky	<ul style="list-style-type: none"> - funky - quirky - Creative - Unusual

Inviting	<ul style="list-style-type: none"> - Inviting
MISC	<ul style="list-style-type: none"> - Modern commercial

#3

(TIED)

TWO OF THE EIGHT GROUPS CHOSE THIS IMAGE

Note: one group like this image as a hybrid with the striped chair (above)



Sexy	<ul style="list-style-type: none"> - sexy - sassy - sultry - Burlesque
Movement	
Colourful	
Green	<ul style="list-style-type: none"> - green/ery (x2)

Proximity	<ul style="list-style-type: none"> - Proximity and convenience - Proximity to everywhere - Central
expensive	
sophisticated	
modern	
cutting edge	
MISC	

#3

(TIED)

TWO OF THE EIGHT GROUPS CHOSE THIS IMAGE



<ul style="list-style-type: none"> - Different perspectives
<ul style="list-style-type: none"> - Not a monoculture
<ul style="list-style-type: none"> - Quirky yet comfy
<ul style="list-style-type: none"> - Needs diversity and can have different uses

#3

(TIED)

TWO OF THE EIGHT GROUPS CHOSE THIS IMAGE



Has character	<ul style="list-style-type: none"> - character (x3) - A lot of stories and characters
Heritage	<ul style="list-style-type: none"> - heritage
Well loved	<ul style="list-style-type: none"> - well loved - run down - easy to repair
Seedy	Seedy
Comfortable	Comfortable

#3

(TIED)

TWO OF THE EIGHT GROUPS CHOSE THIS IMAGE



Feminine	<ul style="list-style-type: none"> - Femininity - Glamour 	Sex industry	<ul style="list-style-type: none"> - Boudoir - Sex industry – that is commercial viable – they make good neighbour
Individual	<ul style="list-style-type: none"> - Individuality - Highly individual - Out there - 	Mixed	<ul style="list-style-type: none"> - Mixture of style - Different materials
Fun	<ul style="list-style-type: none"> - Entertainment - Fun - Cheeky 	- Retail	
		- Ugly	

#3

(TIED)

TWO OF THE EIGHT GROUPS CHOSE THIS IMAGE



- Embracing other cultures
- Combo of culture nature
- Risky
- Whimsical
- Global part of Sydney
- Invasion
- Impractical
- Tuw design
- Nature

- Use-combined