

Attachment D

Landowners Consultation Report



CITY OF SYDNEY

**LANDOWNERS WORKSHOP
OUTCOMES SUMMARY**

REPORT:

*DARLINGHURST ROAD, KINGS
CROSS URBAN DESIGN STUDY*

16 March 2019



Cred
CONSULTING



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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 and People, Place and Partnership to undertake an online survey, community workshop and workshop with Kings Cross landowners to better understand their views around the character, built form and experience along Darlinghurst Road, both currently and in the future.

This report provides a summary of the King Cross landowners workshop outcomes and a summary of the additional online survey responses.

PROJECT BACKGROUND

Kings Cross is an internationally renowned precinct with a long and rich history, and 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 '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 Kings Cross landowners workshop was to gain an understanding of community views on the current and future built form, character and experience along Darlinghurst Road, Kings Cross.

PREVIOUS 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 King Cross landowners workshop and additional survey responses.

The workshop provided an opportunity for landowners and their representatives within the Darlinghurst Road Precinct to explore urban design and planning concepts and experiences as well as providing the opportunity to consider and inform prospective changes to local planning controls as a result of the detailed urban design study.

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.

This report should also be read in conjunction with the previous reports providing a summary of the community workshop (Cred Consulting) and online survey (Micromex) that have been prepared.



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 the views of landowners within the Darlinghurst Road Precinct on the built form, character and experience along Darlinghurst Road, Kings Cross currently and in the future.

It also provided the opportunity for landowners to consider and discuss prospective changes to local planning controls. The approach to the workshop was based on design thinking theory, experiential learning and collaboration.

PURPOSE OF WORKSHOP

The purpose of this workshop was to:

- Assist Council to more deeply understand the views of landowners in relation to the development, character and experience of Darlinghurst Road, Kings Cross currently and in the future.
- Enable landowners to explore the urban design study that has been prepared and to discuss the range of perspectives about the area.
- Enable landowners to consider current planning controls and what development might hypothetically be achieved with different heights, FSR and setbacks.
- Outcomes of the workshop will be considered in the review of planning controls and the locality statement for the Darlinghurst Road, Kings Cross precinct.

WORKSHOP ATTENDEES

A total of 12 landowners and/or their representatives from the Darlinghurst Road Precinct attended the workshop. Council sent 347 invitations to landowners to attend the workshop.

There was also a number of other people observing and facilitating the workshop these including:

- Jo Kelly, People, Place and Partnership - lead facilitator
- Two Cred Consulting staff - support facilitators
- Rob Harper, RDO, Architect - support facilitator
- Three Council staff - from the planning and urban design teams.



WORKSHOP ACTIVITIES

The Kings Cross landowners 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)

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

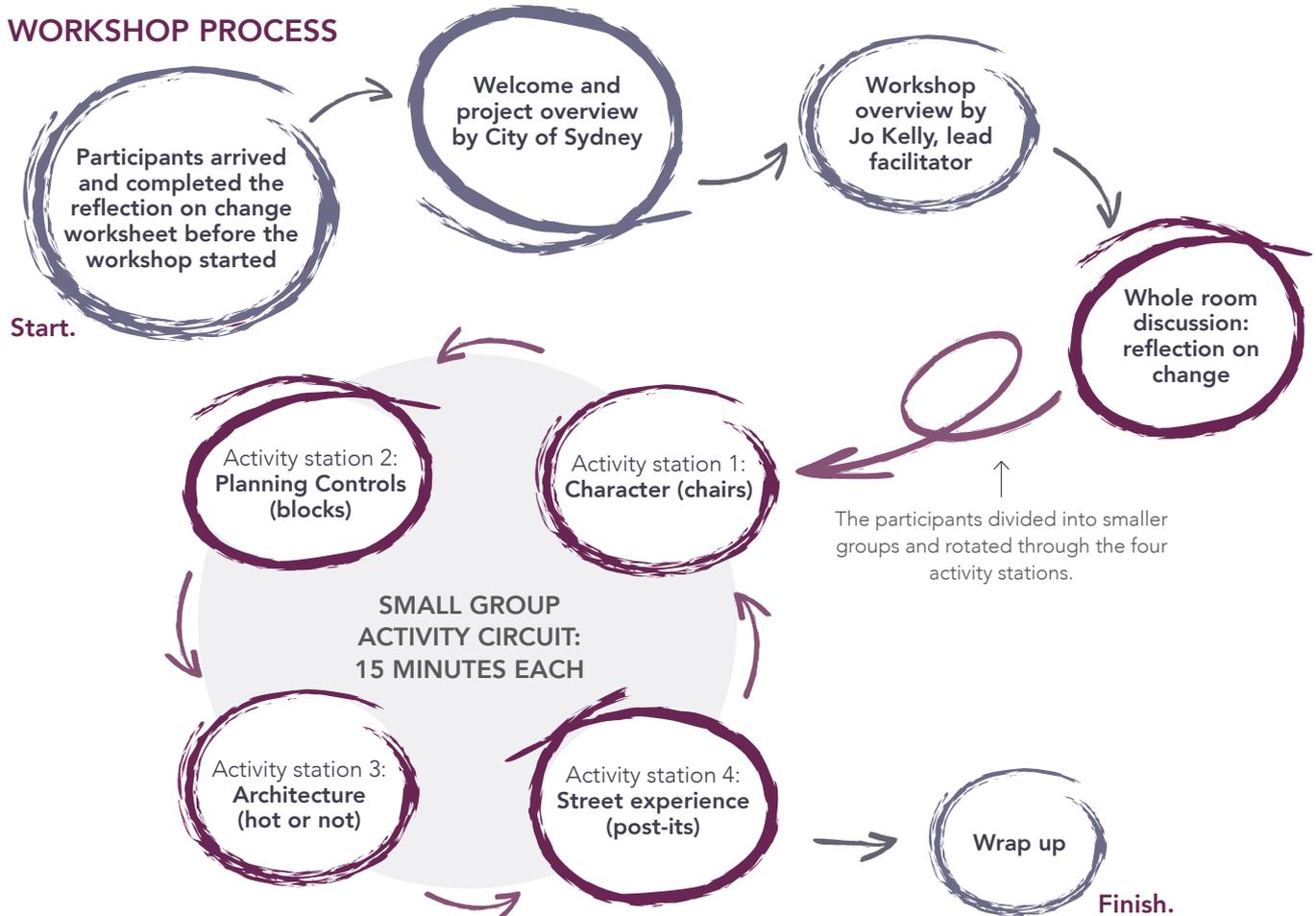
Activity station 3 : Architecture (hot or not)

- 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? What don't you like? and what would you like to change?"
- 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)

Landowners 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 impact on business, lack on investment, alcohol and drug use and abuse, and loss of activity and people in the area. A lot of workshop participants felt that things have not changed for the better.

What has changed for the better?

The new developments reflected the potential for revitalisation in the area and that this would also bring new people and a new life into Kings Cross.

What has stayed the same?

The lack of change was seen as being negative and participants attributed this to the restrictive regulations and planning policies that apply to the area. The uncertainty due to a lack of clarity about the future of the area and lock out laws were identified as being reasons for the lack of investment by landowners and tenants.

What has changed for the worse?

The most comments provided were about how the area has changed for the worse. The vacant shops and the negative impacts that a variety of factors have had on businesses as well as there being less people in the area were the most common themes for why landowners felt that the area has changed for the worse

LOCAL CHARACTER

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

The desired future character of Darlington Road is multi-dimensional and complex. Landowners want to see the area as modern, with that art deco elegance - a mix of the old and new - that is well designed and 'has style'. At the same time, they want it to be a place that is funky and edgy, that is laid back, relaxed and family friendly.

Retaining the strong history (both built form and social/cultural) of the area and long standing connections in the community was important. They also expressed a desire for Darlington Road to have activity, movement, texture and full of character and not wanting to sterilise the area - "it has to be usable for everyone, eclectic and tolerant"

APPROPRIATE ARCHITECTURE

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

In the context of appropriate architecture for Darlington Road:

What was hot?

- Buildings with closed in or no balconies
- Detailed building facades with strong vertical elements were seen as "creative"
- Red brick, detail-rich facades, closed in bay windows, in keeping with the heritage character in the area
- Contemporary buildings, if they had a curved facade and displayed craftsmanship
- Buildings that were of a bulk and scale in keeping with the existing character of the area
- Majority of styles chosen were of 6-storeys and above
- Four of the five architectural styles that landowners thought were "hot" were also strongly supported by participants at the previous workshop

What was not?

Generally, participants disliked buildings that were characterised as being:

- Generic or homogeneous
- Boring
- Buildings that were 'not moving with the times'
- Feeling like suburbia

What attracted mixed opinions?

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

- Contemporary buildings that combine multiple different types of materials, elements and colour
- Unconventional breaking up of linear forms
- Use of laser cut screens to articulate the building facade
- Type of curves on some of the buildings
- Some people liked the pronounced curves and white buildings, while others thought they are not appropriate for the area.
- Green elements softening the facade of the building

LOOK, FEEL & STREET EXPERIENCE

Data source - Activity 4 and 5

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

Current

Landowners like existing buildings that are tall and the areas along the street that have street life and activity. Heritage facades were architectural aspects that landowners liked as well as facades that provided an interesting design, and had colour. The mix of heights that currently exist in some blocks were appreciated as being a positive attribute of the existing streetscape.

Buildings that looked old and 'run-down' or were deemed to be of a poor architecture quality were not liked by the landowners. The absence of people or an openness to the street was also identified as something that landowners didn't like.

Future

More height in general but also in specific locations along the street was overwhelmingly the most desired change for the future in the area. Participants agreed that large massing is not an appropriate character for the precinct, but that stand-alone tall towers are appropriate.

Specifically, 'pencil towers' were identified as being appropriate to the character of Kings Cross. A number of landowners felt that pencil towers are iconic, and given Kings Cross is also an 'iconic' place, this particular type of building would be in keeping with that character and desired identity.

The future design and architecture of the precinct are critical to achieve the desired character for Darlinghurst Road. Landowners felt that this design aesthetic should be playful, modern, eclectic, be something that people like to look at and talk about and one of its kind - like Kings Cross has always been - and continue to reflect the stories of Kings Cross. Setbacks were also seen as important and should be encouraged to create better street amenity.

There was also strong agreement that the Medically Supervised Injecting Centre at 64-66A Darlinghurst Road should be removed from this location and be closer to the hospital.

SURVEY

Data source -Online survey

In total, the online survey was completed by 24 respondents, of which:

- 100% (24) own a property in Kings Cross
- 46% (11) visit Kings Cross for entertainment, to catch up with family/friends, etc
- 42% (10) work in Kings Cross
- 13% (3) live in Kings Cross

Perception and aspiration for Darlinghurst Road

The most commonly selected words were 'unsafe' and 'boring/dull' but also that the area is changing and that the historical elements are important. The most commonly selected words that reflected the aspiration for what the area would be were 'lively' and 'safe', which is the inverse of the current perception.

The character of Kings Cross.

The most common aspects respondents identified as being important to the character of Kings Cross were:

- The public spaces (streets and plazas)
- The amount of activity in the area
- Places for people to live

However, the majority of respondents felt that Kings Cross has become a place for nobody - that it isn't a place for locals, Sydneysiders or even visitors. In terms of future land uses, some respondents would like to see a lot less non-residential uses along Darlinghurst Road while others felt that maintaining the same amount of non-residential uses was good.

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.

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

CHANGED FOR THE BETTER

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

New building reflecting a change for the area (4 comments)

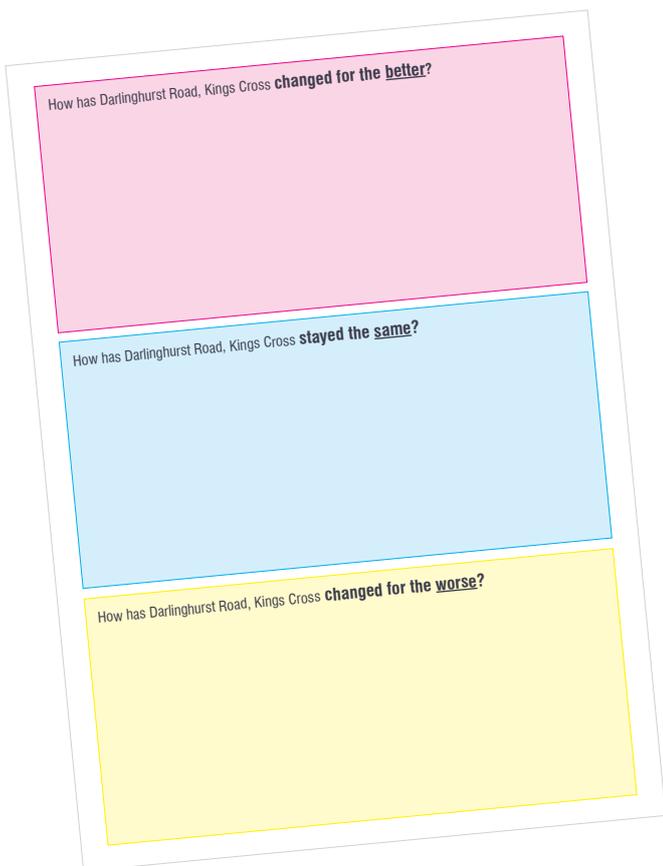
Participants specifically identified OMINA (109 Darlinghurst Road) as representing a positive change for the area and a demonstration of a confidence and potential for the future of the area.

It hasn't changed for the better (4 comments)

Comments that some felt that the area has not changed for the better at all.

Less night clubs (1 comments)

The reduction of the number of night clubs is a positive



Reflection on change worksheet

STAYED THE SAME

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

Restrictive regulations (3 comments)

Participants indicated that the regulations and planning policies for the area are restrictive and this has resulted in little change occurring.

Uncertain future (2 comments)

Participants highlighted the uncertainty for landowners about the future of the area has resulted in a lack of investment or change. This also extended to tenants struggling with uncertainty created by lock out laws.

Darlinghurst Road is still gritty / sleazy / seedy (3 comments)

Participants feel that Darlinghurst Road is still gritty / sleazy / seedy, that drug use is still prevalent in the area and the area is sad and run down.

CHANGED FOR THE WORSE

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

Impact on business (7 comments)

Participants commented on the vacant shops, 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.

Less people (6 comments)

Participants lamented that fewer people were coming into the area and this means less street life, makes the street feel less safe and attractive and a general loss of vitality.

Run down and lack of investment (2 comments)

Participants expressed concerns about the lack of investment in the buildings and this combined with the empty shops, cleanliness of the street and less people makes the area feel 'rundown'. Participants also commented that the lack of investment by landowners was due to uncertainty of the future.

Impact of drugs and alcohol (2 comments)

Participants identified that in some sections drugs (and specifically noted the Medically Supervised Injecting Centre) are still a problem for the area.

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 summary of the chairs and character words chosen by the 2 groups.

KEY FINDINGS

The desired future character of Darlinghurst Road is multi-dimensional and complex. Landowners want to see the area as modern, with that art deco elegance - a mix of the old and new - that is well designed and 'has style'. At the same time, they want it to be a place that is funky and edgy, that is laid back, relaxed and family friendly.

Retaining the strong history (both built form and social/cultural) of the area and long standing connections in the community was important. They also expressed a desire for Darlinghurst Road to have activity, movement, texture and full of character and not wanting to sterilise the area - "it has to be usable for everyone, eclectic and tolerant"



Visual summary - future personality words

MOST POPULAR



- Modern
- Classic
- **Sophisticated**
- Has style to it
- Well designed
- **Elegant**

- History
- Luxury
- **Elegant**
- Durability
- Affluent
- Comfortable
- Presents well

GROUP 1



GROUP 2



GROUP 2

- Characterful
- Texture
- Social fabric & history
- Different people & backgrounds
- Long standing connections

- Funky
- Cool
- Clean, but edgy
- Mix of old & new

GROUP 1/2



GROUP 2

- Edgy
- Laid back
- Casual
- Relaxed

- Family
- Movement
- Activity
- Life

GROUP 1



GROUP 2

- Presents well
- Clean lines
- Clean place
- New

OTHER PERSONALITY TRAITS DISCUSSED:



GROUP 1

- **Inclusive**
- Accommodating many people



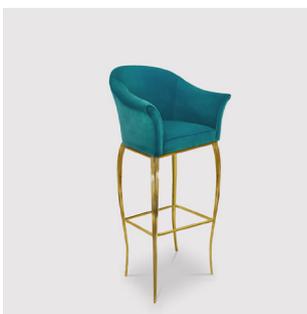
GROUP 2

- Lots of people sitting
- Busy



GROUP 2

- Tolerant
- Open
- Belong, irrespective of money



GROUP 2

- Delicate
- Balanced
- Tolerant
- Not too posh
- Not overdone

ACTIVITY 3: HOT OR NOT

The purpose of this activity was to gain insight into the landowners 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 ‘hot’?
- What are the commonalities between the ‘not’?
- 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.

KEY FINDINGS

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

What was hot?

Five of the 50 images cards were chosen by participants as being architectural styles that were “hot”.

- Buildings with closed in or no balconies
- Detailed building facades with strong vertical elements were seen as “creative”
- Red brick, detail-rich facades, closed in bay windows, in keeping with the heritage character in the area
- Contemporary buildings, if they had a curved facade and displayed craftsmanship
- Buildings that were of a bulk and scale in keeping with the existing character of the area
- Majority of styles chosen were of 6-storeys and above
- Four of the five architectural styles that landowners thought were “hot” were also strongly supported by participants at the previous workshop

What was not?

Thirty-six of the 50 image cards were selected as ‘not hot’ by both groups. Generally participants characterised the designs and architectural styles as being:

- Generic or homogeneous
- Boring
- Buildings that were ‘not moving with the times’
- Feeling like suburbia
- Kings Cross is an iconic high rise area. If not new high rise, the [buildings] need to be iconic.

What attracted mixed opinions?

Participants had mixed opinions about the architectural styles of nine of the 50 image cards.

- Contemporary buildings that combine multiple different types of materials, elements and colour
- Unconventional breaking up of linear forms
- Use of laser cut screens to articulate the building facade
- Type of curves on some of the buildings
- Some people liked the pronounced curves and white buildings, while others thought they are not appropriate for the area.
- Green elements softening the facade of buildings.

Below provides a visual summary of “hot” and “mixed opinion” images chosen by the two groups:

HOT



- Creative
- Innovative
- Scale



- Streetscape
- Promenade



- Balconies
- Bulk is right
- Nice old building
- Vertical elements, break up building

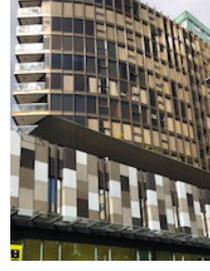


- Creative architecture



- Bulk
- Curves

MIXED OPINION



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.

Activity was run across two groups of approximately seven in each, with two models for each group. Model shapes led to discussion about setbacks, light, sun access and air, privacy and through site links. Models quickly turned to tall skinny buildings for both groups.



KEY DISCUSSION TOPICS INCLUDED:

ARCHITECTURE

Participants discussed that the character and design of what is built in the future is critical. In design terms, they identified that built form:

- Needs to be playful;
- Should be modern and eclectic;
- Should be something that people like to look at and talk about;
- Be a brilliant design - needs to be one of its kind - like Kings Cross has always been - pushing boundaries but excelling in the outcome;
- Modern but classic should be the benchmark design;
- Should not be boxes;
- Should not be "normal" or be 'typical' buildings;
- New buildings need reflect the stories of Kings Cross;
- Should have small balconies, or no balconies at all.

When the discussion was specific to residential land uses, the amenity requirements and the micro climate considerations increased in importance. Design issues such as orientation, sun access, overshadowing, siting, address to the street and character all become critical to in this context.

HEIGHT/FSR

Overall, the groups had a very good understanding of FSR. One group raised the issue that FSR was not a good control and in particular was inappropriate for this area. Given the choice, consensus was that it is more important to vary the height controls rather than the floorspace and suggested that Council to look more carefully at the 'doubled-edged sword' that is FSR and height together.

The group agreed that large massing is not an appropriate character for the precinct, but that stand-alone tall towers are appropriate. Specifically, 'pencil towers' were identified as being appropriate to the character of Kings Cross. A number of landowners felt that pencil towers are iconic, and given Kings Cross is also an 'iconic' place, this particular type of building would be in keeping with that character and desired identity.

Other comments about height and FSR included:

- Groups felt that additional height was appropriate if the tower was skinny
- Shouldn't have a height limit - manage the controls differently
- Thinner and higher will potentially yield better results by minimising overshadowing and protecting the integrity of the street to remain intact

- Taller buildings would activate the views as historically Kings Cross buildings took advantage of the ridge line and creating wonderful views back to the city & harbour
- Would create iconic buildings
- Ensure that the street frontage and ground level can be activated

Discussion digressed to actual, specific sites on Darlinghurst Road, and those sites should be treated specially and perhaps allowed additional floor area. Facilitator emphasised that the activity was generic, and that special conditions probably did exist in real world. Participants discussed that every site had special conditions.

TRADE OFFS

Groups felt that bonus blocks were appropriate if a community use (or community benefit) was included. Discussion that bonus blocks would be appropriate if open space at ground level was provided. The groups felt that a bonus would be appropriate for hotel use; hotels give a more 'international' feel.

There was also discussion within the groups about whether some uses mean that we 'give into' the overshadowing if the use was 'good' (examples cited were cinema and boutique hotel) the reward would be additional height. Participants also felt that bonus blocks and additional height was appropriate if an international architect was used.

SET BACKS

Overall, participants felt that setbacks should be encouraged as they create better street amenity. There was also discussion that public space could be located on ground, for example, setbacks from street, passages from Darlinghurst Road to rear lane. Participants were reminded that the hypothetical site did not extend from Road to Lane, purposefully, however they felt that Lane sites could/should be consolidated to Road sites. Participants discussed that most actual sites on Darlinghurst Road do extend from Road to rear Lane.

ACTIVITY 5: STREET EXPERIENCE

The purpose of this activity was to understand what people like to see and do along Darlinghurst 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, participants were asked 3 consecutive questions:

- What they liked?
- What they didn't like?
- What they would like to change?

The individual comments have been captured on the following pages to the building that they correspond with.

KEY FINDINGS

What we like?

The height of the existing tall buildings, street activation and some of the smaller heritage facades were aspects of the Darlinghurst Road streetscape that landowners identified as things they liked.

A mix of design, colour and height were also elements that are appreciated as being a positive aspect of the existing streetscape.

What we didn't like?

Buildings that looked old and 'run-down' or were deemed to be of a poor architecture quality were aspects not liked by the landowners. The absence of people or street activity was also identified as something that landowners didn't like. It was noted that the street frontage of 109 Darlinghurst Road could be more open.

What would we change?

Overwhelmingly, landowners wanted more height in specific locations, such as 22-28 Darlinghurst Road (Bourbon site); 40-46B Darlinghurst Road; 33-35 Darlinghurst Road (Potts Point Hotel) fronting Springfield Plaza and 68-80 Darlinghurst Road, noting its location across from the station entrance.

There was strong agreement that the Medically Supervised Injecting Centre at 64-66A Darlinghurst Road should be moved from this location and closer to the hospital.

Other comments included a new link to Kellett Street with open space, that future site amalgamation creates opportunities and Springfield Plaza needs to be cleaner.

Frequently liked buildings were:

- 1A Barncleuth Sq – love the architecture and height
- 34-36A Darlinghurst Road - street activation
- 54/ 56-56B Darlinghurst Road – like the street life and activation
- 68-68A Darlinghurst Road – like the facades, history and the scale as an entry point into the area

Frequently disliked buildings:

- 38A Darlinghurst Road – don't like the architecture and badly maintained
- 40-40D Darlinghurst Road (slanted roof) – don't like the architecture
- 50-52 Darlinghurst Road - don't like the use of the building
- 58-60B Darlinghurst Road - don't like the architecture
- 62--62B Darlinghurst Road - don't like the architecture
- 95-105 Darlinghurst Road – don't like the architecture

Mixed opinions

- 109 Darlinghurst Road (Omnia) – mixed opinions on the architecture and height.



1A Barncleuth Sq

What we like:

- High rise (x3)
- Height and design (x2)
- Differentiation - not all high but a mix up [of height]
- Georgios downstairs

What we would like to change:

- More height (50 levels)

18-21 Darlinghurst Rd

22-28 Darlinghurst Rd

What we like:

- Facade should stay

What we would like to change:

- High rise behind (x2)

30-30B Darlinghurst Rd

32-32A Darlinghurst Rd

What we would like to change:

- Pull Empire down and take [new] facade design from the original



34-36A Darlinghurst Rd

What we like:

- Street activation
- Retail
- Food

38A Darlinghurst Rd

What we don't like:

- Bad architecture
- Badly developed and ill maintained

40-40D Darlinghurst Rd

What we don't like:

- Dagggy and old, need to go
- Badly developed and ill maintained

What we would want to change:

- More height to get views

42 Darlinghurst Rd

What we would want to change:

- More height

44-46B Darlinghurst Rd

What we don't like:

- No people

What we would want to change:

- More height

48-48B Darlinghurst Rd

50-52 Darlinghurst Rd

What we like:

- Rooftop community centre

What we don't like:

- This is not a good use of this building



54 Darlinghurst Rd

56-56B Darlinghurst Rd

58-60B Darlinghurst Rd

62-62B Darlinghurst Rd

64 - 66A Darlinghurst Rd

68 - 68A Darlinghurst Rd

70 - 80 Darlinghurst Rd

What we like:

- Street activation with food, open space and retail

What we don't like:

- Second rate architecture
- Lifeless: no people

What we don't like:

- Boring architecture

What we like:

- The facades
- History of the facades
- It's a good scale as an entry into the area

What we would want to change:

- Need to link to Kellett Street with open space
- More height, major hotel employment

What we would want to change:

- Need height

What we would want to change:

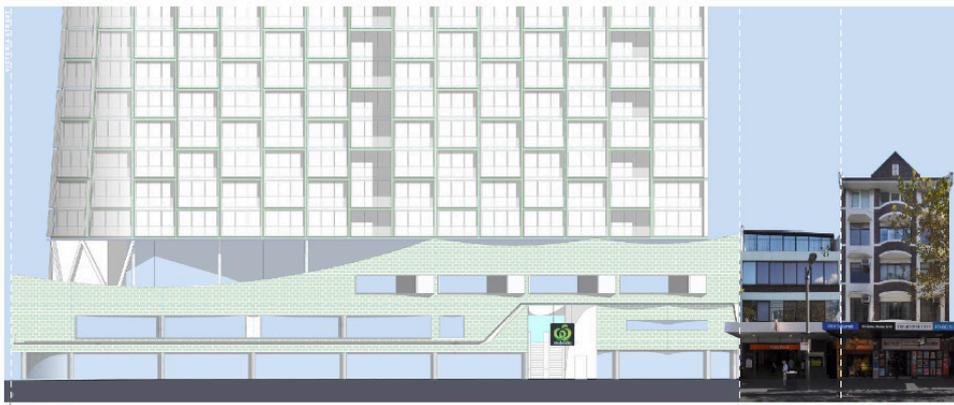
- Amalgamate sites creates opportunity

What we would want to change:

- Injecting room must go (x6)
- Injecting room moved to hospital (x3)
- See in the future a hotel to bring tourism

What we would want to change:

- More height
- Open views and more height (50 levels) for major hotels
- Opposite station, needs high rise



109 Darlinghurst Rd

What we like:

- Modern look
- Height (x2)
- Design
- Iconic (x2)
- Density

What we don't like:

- Facade design
- Streetscape should be more open

What we would want to change:

- More height (x2)
- street frontage

109A Darlinghurst Rd

95-105 Darlinghurst Rd

What we don't like:

- Bad architecture



83-97 Darlinghurst Rd

75-81 Darlinghurst Rd
67-73 Darlinghurst Rd

61-65 Darlinghurst Rd

57-59 Darlinghurst Rd

49-55 Darlinghurst Rd

45-47 Darlinghurst Rd

What we like:

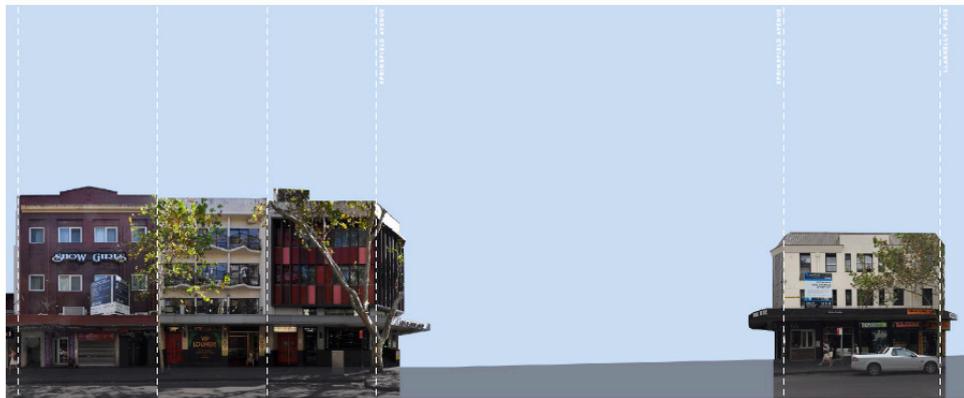
- Eclectic small commercial frontage (x2)

What we don't like:

- Dagggy, old [building], time to go

What we like:

- High rise



439-43 Darlinghurst Rd

37 Darlinghurst Rd

33-35 Darlinghurst Rd

Springfield Avenue

28-31 Darlinghurst Rd

What we don't like:

- No more showgirls

What we would want to change:

- Amalgamate site (x2)
- Incorporating pub on the corner with plenty of height

What we like:

- Good colour eclectic
- Best pub

What we would want to change:

- More height to bookend the block

What we would want to change:

- Plaza need to be more cleaner



1-21 Darlinghurst Road

1-21 Darlinghurst Rd

1-21 (1A-3A) Darlinghurst Rd

What we don't like:

- Daggly and old building, time to go

ONLINE SURVEY FINDINGS

The online survey was available to landowners between 5 February and 5 March 2019. This section provides an overview of findings from the survey.

RESPONDENT PROFILE

- In total, the online survey was completed by 24 respondents, of which:
 - 100% (24) own a property in Kings Cross
 - 46% (11) visit Kings Cross for entertainment, to catch up with family/friends, etc
 - 42% (10) work in Kings Cross
 - 13% (3) live in Kings Cross.
- Please note that questions were not required and not all respondents answered all questions. The number of respondents per question is indicated in each table.
- The majority of respondents were male (83%), while 17% identified as female.
- Respondents ranged across age groups:
 - 25 to 29 years (11%, 2 respondents)
 - 30 to 39 years (11%, 2 respondents)
 - 40 to 49 years (32%, 6 respondents)
 - 50 to 59 years (11%, 2 respondents)
 - 60 to 69 years (16%, 3 respondents)
 - 70+ years (11%, 2 respondents)
 - Prefer not to say (11%, 2 respondents).
- Respondents currently use Darlinghurst Road in a range of ways, including:
 - I walk through Darlinghurst Road to get somewhere else (53%, 10 respondents)
 - I visit the cafes and/or restaurants in Darlinghurst Road (79%, 15 respondents)
 - I visit the pubs and/or clubs in Darlinghurst Road (21%, 4 respondents)
 - I go to Darlinghurst Road to use services (e.g. gym, medical, shops, transport) (47%, 9 respondents), and
 - None of the above – I’m never in Darlinghurst Road, Kings Cross (5%, 1 respondent)

SURVEY FINDINGS

Describing the current character/personality of Darlinghurst Road

Respondents were asked to select words from a list that they would use to describe the current character/personality of Darlinghurst Road. The most commonly selected words were **'unsafe'** (46%, 11 respondents) and **'boring/dull'** (42%, 10 respondents).

Table 1 Which, if any of the following words would you use to describe the current character/personality of Darlinghurst Road, Kings Cross? (24 responses)

Word	#	%
Unsafe	11	46%
Boring/dull	10	42%
Changing	8	33%
Historical	5	21%
Iconic	5	21%
Gritty/grungy	4	17%
Interesting/intriguing	4	17%
Diverse	3	13%
Lively	2	8%
Community minded	2	8%
Quiet	2	8%
Bold	2	8%
Bohemian	1	4%
Provocative/promiscuous	1	4%
Beautiful	1	4%
Fun	1	4%
Safe	1	4%

Other words used include sad, dirty, rundown, ugly, trashy, smelly, and community minded.

Describing the future character/personality of Darlinghurst Road

Respondents were asked to select words from a list that they would use to describe the future character/personality of Darlinghurst Road. The most commonly selected words were **'lively'** (58%, 14 respondents) and **'safe'** (58%, 14 respondents).

Table 2 Which of the following words would you use to describe your preferred future character/personality for Darlinghurst Road in the next ten years or so? (24 responses)

Word	#	%
Lively	14	58%
Safe	14	58%
Fun	8	33%
Iconic	8	33%
Interesting/ intriguing	5	21%
Beautiful	4	17%
Historical	4	17%
Diverse	4	17%
Bohemian	3	13%
Community minded	3	13%
Bold	3	13%
Quiet	2	8%
Provocative/ promiscuous	1	4%
Gritty/grungy	0	0%
Boring/dull	0	0%
Changing	0	0%
Unsafe	0	0%

Other words used to describe the desired future character/personality were: a place with vitality; enjoyable place to live, work and visit; a place with lots of people (like an attractive restaurant); spectacular; 24hrs; secure; fancy.

Importance of different characteristics of Kings Cross

Respondents were asked to rate how important various characteristics are to the character of Kings Cross. The most important characteristics were seen to be:

- The public spaces (streets and plazas (42% important or very important)
- The amount of activity in the area (38% important or very important), and
- Places for people to live (38% important or very important).

Table 3 In your opinion, how important, if at all, are the following to the character of Kings Cross? (18 responses)

	Not at all important	Not very important	Somewhat important	Important	Very Important	Can't Say
Places for people to live	0%	0%	8%	13%	25%	0%
Places for businesses	0%	0%	4%	4%	13%	0%
Places for community activities	0%	0%	4%	13%	13%	0%
People who live in the area	0%	0%	0%	13%	17%	8%
People who visit the area	6%	4%	4%	4%	29%	0%
The amount of activity in the area	0%	4%	0%	8%	29%	4%
The scale and size of the buildings	0%	0%	4%	8%	13%	4%
The age of the buildings	0%	13%	4%	8%	13%	4%
The architecture and materials						
Design of the buildings	0%	13%	17%	4%	0%	0%
The public spaces (streets and plazas)	0%	17%	17%	17%	25%	0%

Agreement with statements about Darlinghurst Road

Respondents were asked whether they agreed or disagreed with statements about Darlinghurst Road as shown in table 4 below. The majority of respondents did not agree with any of the statements.

Table 4 Which, if any, of the following statements do you agree with? "Darlinghurst Road is important today as..." (17 responses)

Darlinghurst Road, Kings Cross is important today as...	# agree	# disagree
A place for locals	24%	76%
A place for all Sydneysiders	24%	76%
A place for visitors from across Australia	12%	88%
A place for international visitors	12%	88%
None of these	71%	29%

Land use options

Respondents were asked whether they would like to see the same, more, or a lot more of various land uses in the future in Darlinghurst Road. The top land use options that respondents would like to see **more** of were:

- Late-opening restaurants and cafes (94% more or a lot more), and
- Residential dwellings (73% more or a lot more).

The top land uses that respondents would like to see **less** of were:

- Supported housing / shelters (89% less or a lot less)
- Subsidised community office space (78% less or a lot less)

Table 5 Would you like to see a lot less, less, the same, more or a lot more [of the following] land use options? (Responses indicated in table)

	A lot less	Less	The same	More	A lot more	Can't Say	Total #
Theatre and performing arts venues	0%	0%	67%	22%	0%	0%	18
Creative arts spaces (galleries, studios)	6%	6%	67%	11%	0%	0%	18
Community facilities (library, community centre)	0%	33%	56%	6%	0%	0%	18
Subsidised community office space	50%	28%	11%	0%	6%	6%	18
Day-time restaurants and cafes	0%	0%	22%	78%	0%	0%	18
Shops specialist (eg. fashion, furniture, books, kids etc)	6%	0%	44%	50%	0%	0%	18
Shops and services – convenience	-	-	-	-	-	-	-
(supermarkets, corner store, bank, chemist, post office, etc.	0%	11%	11%	22%	56%	0%	18
Fresh food (eg. Butcher, baker, fruit)	0%	0%	11%	22%	67%	0%	18
Business/office space	17%	17%	11%	33%	22%	0%	18
Take-away food places	6%	11%	17%	44%	22%	0%	18
Health and fitness clubs (gyms)	6%	6%	72%	6%	6%	0%	18
Medical centres	0%	0%	75%	12.5%	12.5%	0%	16
Live music venues	0%	6%	11%	22%	61%	0%	18
Small bars	6%	0%	17%	17%	61%	0%	18
Nightclubs	11%	22%	17%	50%	0%	0%	18
Pubs	12%	0%	71%	12%	6%	0%	17
Late-opening restaurants and cafes	0%	0%	6%	22%	72%	0%	18
Strip clubs	0%	0%	0%	0%	0%	0%	17
Residential dwellings	0%	6%	22%	0%	73%	0%	18
Backpackers accommodation	28%	0%	17%	11%	44%	0%	18
Hotels / motels / serviced apartments	0%	6%	11%	11%	44%	0%	18
Supported housing / shelters	67%	22%	6%	0%	6%	0%	18

Residential uses and non-residential uses

While 44% (8) of respondents would like the same amount of non-residential uses on Darlinghurst Road, 33% (6) would like to see a lot less non-residential uses.

Table 6 In comparison to the amount of non-residential uses on Darlinghurst Road now, would you like to see...? (18 responses)

	#	%
A shift to more non-residential uses and away from residential uses	0	0%
A lot less non-residential uses	6	33%
Less non-residential uses	1	6%
The same amount of non-residential uses	8	44%
More non-residential uses	3	17%
Many more non-residential uses	0	0%
Can't say	0	0%

Respondents gave a range of reasons for their choice, including:

- Current high vacancy rates for non-residential spaces. More residential uses means greater activity along Darlinghurst Road
- Would like to see more non-residential uses that are "classy" (e.g. not strip clubs and night clubs)
- It is good to have a mix of business and residential uses
- The character of Kings Cross is underpinned by non-residential activity which has supported diversity and inclusion, while providing services and supporting visitation to the area
- Would like to see more night-life uses
- There is already enough non-residential uses, however they could be utilised better.

The Bourbon / former Bourbon & Beefsteak Hotel

There was a fairly even split between respondents who indicated that The Bourbon / former Bourbon & Beefsteak Hotel is significant or very significant to them (27%) and respondents who indicated it is not very significant or not at all significant to them (26%).

Table 7 What level of social, cultural or historical value or significance, if any, does The Bourbon/former Bourbon & Beefsteak Hotel have to you? (19 responses)

	#	%
Very significant/valuable	3	16%
Significant/valuable	2	11%
Somewhat significant/valuable	11	58%
Not very significant/valuable	3	26%
Not at all significant/valuable	0	0%

Respondents that indicated that the Bourbon / former Bourbon & Beefsteak Hotel is significant or very significant gave as reasons its architectural and historical value, the stories and memories, and its aesthetic value.

The Empire / former venue of Les Girls

While 42% of respondents indicated that they think the Empire / former venue of Les Girls is somewhat significant to them, a large proportion of respondents indicated that it is not or not at all significant to them (43%).

Table 8 What level of social, cultural or historical value or significance, if any, does The Empire / former venue of Les Girls have to you? (19 responses)

	#	%
Very significant/valuable	1	6%
Significant/valuable	2	11%
Somewhat significant/valuable	8	42%
Not very significant/valuable	2	11%
Not at all significant/valuable	6	32%

Respondents that indicated that the Empire / former venue of Les Girls is significant or very significant gave as reasons its historical significance as a LGBTI+ venue.

Other significant uses, business or places

Respondents identified other significant uses, businesses or places within the study area including:

- The Omnia Building
- Wintergarden building
- The Coke sign
- Minton House
- Fire station
- Mcleay streetscape
- Council building
- The Astor
- Woolworths building
- Kings Cross hotel
- The Pussy Cat
- Dreamgirls
- The Claremont
- The Mandalay
- Tonic
- Fountain Café / former CJs.

The look of Darlinghurst Road

Respondents indicated that they like the following things about the look of the buildings in Darlinghurst Road:

- Tall buildings (8 comments)
- The modulation of heights and styles (1 comment)
- Low buildings (1 comment)
- The character, the slightly crumbly nature, the seedy top levels (1 comment).

Respondents indicated that they dislike the following things about the look of the buildings in Darlinghurst Road:

- Run down buildings / poorly maintained (8 comments)
- Needs more tall residential buildings (4 comments)
- New renovations are stripping the character of the street (1 comment).

Change over time

The majority of respondents (83%) indicated that they think Darlinghurst Road has changed for the worse compared with 10 to 20 years ago.

Table 9 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	3	17%
Darlinghurst Road has stayed the same	0	0%
Darlinghurst Road has changed for the worse	15	83%
I don't know	0	0%
Not at all significant/valuable	0	0%
Many more non-residential uses	0	0%
Can't say	0	0%

Respondents gave as reasons:

- Darlinghurst Road has an appearance of neglect (e.g. vacant shops and empty commercial space)
- It is not perceived to be safe (e.g. drug use, poor security of streets, aggressive policing)
- Businesses have closed and moved out
- Lock-out laws have led to loss of character as a night-time precinct
- It is safer for residents at night
- Lack of amenity
- Poor security of streets
- Gentrification leading to noise complaints from newer residents