

# **Attachment I**

<p><b>Oxford Street Early Consultation Engagement Report</b></p>
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# Oxford Street Strategic Review Engagement Report

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City of Sydney  
December 2020



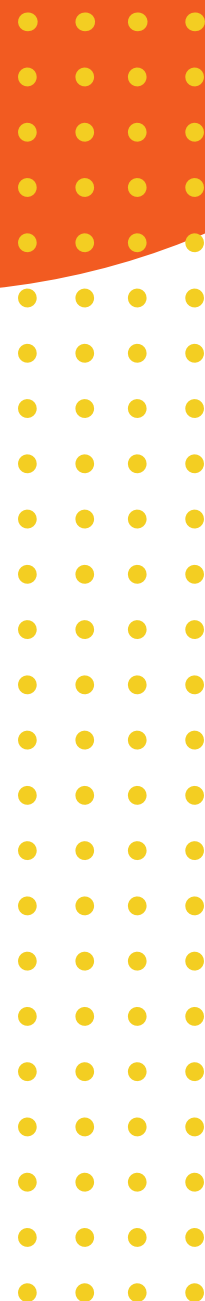
**Report title:** Oxford Street Strategic Review - Engagement Report

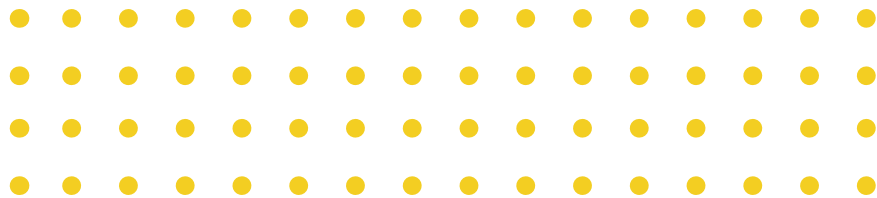
**Client:** City of Sydney

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# 1. Introduction

**This report provides a summary of community engagement undertaken by Cred Consulting on behalf of the City of Sydney Council to inform the Oxford Street Strategic Review.**

## 1.1. Background and purpose

The City of Sydney (the City) is investigating planning changes to breathe new life into Oxford Street and surrounds to secure the area’s creative and cultural future.

A review of the planning controls applying to Oxford Street which aims to reposition it as a vibrant cultural and creative precinct. The review will consider land use planning approaches and controls to grow the cultural and creative sectors, protect heritage and character and support the day and night-time economies for the local community and visitors.

Cred Consulting was engaged by the City to undertake community and stakeholder consultation to inform the development of detailed proposals. The purpose of the consultation was to:

- Capture the views of a wide range of community.
- Explore a vision with the community that reflects the creative and cultural priority of the Local Strategic Planning Statement.
- Discover community, business and landowners current and future priorities for the area.
- Test community, business and landowners satisfaction with the existing planning controls applying to the area.
- Test the appetite of community, business and landowners for changes to the area.
- Discover what types of changes the community, business and landowners wants and where those changes should be made.
- Communicate and educate the community about planning to enable the community to understand the processes that can revitalise Oxford Street and to what extent the City has control and can act.

The consultation was promoted to the community via the installation of decals that had a QR code linking to the consultation website on the footpaths on and around Oxford Street, flyers and poster distributed by the City to businesses on and around Oxford Street and social media posts and advertisements produced by the City.

## 1.2. Overview of engagement activities

Cred Consulting, in partnership with the City, undertook a range of consultation with the community to inform the Strategic Review. Due to Covid-19 restrictions, all consultation activities were conducted online or in a Covid-19 safe manner.

The table over-page provides an overview of the community engagement program.

## Overview of community engagement program

Overview of community engagement activities			
Type	Dates	Details/ Location	Participants
Online community survey	6 October - 3 November 2020	Via Councils Sydney Your Say page	1,742
Self-guided walking tour	6 October - 3 November 2020	Via Councils Sydney Your Say page, accessible on phones	119
Online workshops	23 November - 1 December 2020	Online via zoom	48
Love letter postcards	6 October - 3 November 2020	Via Councils Sydney Your Say page	22
Voicemail	6 October - 3 November 2020	Number provided via Councils Sydney Your Say page	0
Submissions	6 October - 3 November 2020	Emailed to City of Sydney	32
Footpath decals	6 October - 3 November 2020	Oxford Street and its surrounds	NA
'Chalk to us' board	23 October - 3 November 2020	National Art School, Cnr Forbes St & Burton St, Darlinghurst	*
Posters and flyers	6 October - 3 November 2020	Distributed by the City	N/A

\* Unable to accurately record the number of individual responses on the unstaffed 'Chalk to us' board

### 1.3. What we heard



#### **Strong support for making Oxford Street as a cultural and creative precinct**

Across engagement activities the majority of participants expressed strong support and desire for making Oxford Street a cultural and creative precinct in the future.

A total of 93% of survey respondents supported Oxford Street as part of a larger dedicated cultural and creative precinct. Respondents indicated that events such as Mardi Gras (73%), making Oxford Street a safe and welcoming (71%) place and late night venues (70%) are factors necessary to create a successful cultural and creative precinct.

The majority of survey participants (88%) and workshop attendees supported a review of planning approaches for Oxford Street, however some expressed concern for increasing floor space for cultural and creative spaces, given the high number of vacant shopfronts and the lack of ground level street activation. 66% of survey respondents would like to see more culture and creativity reflected on the street and in public spaces. Participants suggested supporting small businesses and tenants through subsidised rent and affordable spaces to improve activation along Oxford Street, and providing the opportunity for creatives to utilise the existing vacant spaces.



#### **Oxford Street is well loved and valued**

Across all engagement activities, participants expressed their love for Oxford Street, particularly during its former years as a safe, vibrant and activated street. Almost all survey respondents indicated the Oxford Street precinct holds a very high level of social, cultural and/or historical significance/ value to them (95% stating it is 'somewhat – very significant/valuable').

Many participants indicated the character of Oxford Street has changed significantly over the years, and would like to see it revitalised to reach its full potential for the future. 86% of the love letters expressed their love for Oxford Street, how it continues to be valued and a strong desire for changes to make the Oxford Street precinct a colourful destination again.

Survey respondents would like to see Oxford Street remain an active and safe place for LGBTIQ communities and businesses in the future, and would also like to see the Oxford Street of the future to be associated with a 'strong sense of community' (70%), as a place that recognises and supports 'Aboriginal and Torres Strait Islander Communities and Spaces' (42%) and a place that values 'education' (23%). Comments received from the walking tour also address the need to increase the visibility of First Nations culture and stories of place on Oxford Street.



#### **Strong support for new planning approaches for Oxford Street and surrounds**

Overall, many participants supported a review of planning approaches for Oxford Street and surrounds, including additions to heritage buildings.

Participants noted retaining heritage is important for the character of Oxford Street. Throughout consultation, self-guided walking tour participants (80%), survey respondents (≥88%) and workshop participants indicated they support additions on heritage buildings to provide more floor space to support a cultural and creative precinct. Survey respondents that regularly walk through Oxford Street or live, work or visit the shops and services are more supportive of reviews into building heights.

While workshop participants generally supported additions on heritage buildings and increasing building heights, many participants also told us they do not want any new development to be excessively out of character and look and feel 'like Bondi or the CBD'. They particularly pointed to those locations being 'corporatised' with high density and large buildings and overshadowing of the street. Some workshop participants spoke about the existing 'grain' of Oxford Street being an important part of its character.

Survey respondents that use the Oxford Street precinct for walking through, the shops/high street and/or live or work within it, are more likely to be supportive of reviews into building heights.



### **Make Oxford Street a local destination**

The majority of survey respondents (72%) support Oxford Street as a focus for events such as Mardis Gras and a destination for visitors, and one of the reasons for supporting the cultural and creative precinct is so that it can become a tourist destination. Participants however would also like to see Oxford Street as a local, accessible destination that supports the local community, attracts visitors all year round, and creates a sense of community in the precinct.

Spaces to walk and cycle, regular local events such as food and makers markets, more public art, more greenery and trees, spaces to socialise or relax, boutique retail stores, and a variety of late-night venues were a top priority for participants.

Survey respondents that own a business within the precinct were more likely to indicate they want to see 'spaces for children and families, such as playgrounds' and 'public spaces for quiet reflection or for people to gather' in the future, whilst for those that live within the precinct and go to the shops/high street would like to see more 'public art' in the Oxford Street precinct.

Across engagement activities, participants would like to see improved utilisation and activation of existing spaces to make Oxford Street a local destination. Survey respondents identified Taylor Square and the Stonewall as particularly special places within Oxford Street precinct. Many participants indicated these places hold strong cultural and heritage significance.

Workshop participants spoke about Taylor Square as a significant but underutilised space as a result of a perceived low level of amenity. Workshop participants noted the courthouse area as an underutilised and place that should be opened up for informal activities, events and recreation opportunities.



### **Strong support for the right mix of affordable spaces**

Participants consider that having a mix of spaces that cater to a range of people, groups and interests is a key priority in making a successful cultural and creative precinct along Oxford Street and its surrounds.

More than half of survey respondents (68%) indicated they would like to see more affordable commercial spaces for creative and cultural uses, fit-for-purpose commercial spaces for creative and cultural uses and commercial businesses in the future in the precinct. This was further expressed across all of the engagement activities, with many participants indicating increased spaces for creativity, culture and commercial is important to breathe life back into Oxford Street.

Participants expressed a strong desire for a balance between creative and commercial spaces and businesses that offer day and night activities and entertainment that attracts people to the precinct. In particular, some workshop participants suggested they would like to see creative night-time activation such as temporary shops and popups, and a mix of offerings for different ages groups.

Key priorities for participants to ensure long-term sustainability of creative and commercial spaces within the Oxford Street precinct is affordable and subsidised rents, flexible spaces, and colour along the street that attracts people and makes them want to stay.





### **Oxford Street should remain as a safe place and welcoming place for all, in particular the LGBTIQ community, in the future**

Overall, Oxford Street is recognised and valued as a safe place for all, with a strong socio-political history, LGBTIQ shops, businesses and entertainment and support for the LGBTIQ community.

Across all engagement activities, participants expressed that they value and have a strong connection to Oxford Street and its association with the LGBTIQ community.

The majority (83%) of survey participants indicated they currently associate LGBTIQ communities and spaces with the Oxford Street precinct, and further 80% indicated it is necessary to consider the precinct as a place for the LGBTIQ communities in the future.

Participants would like to see more safe and welcoming places along Oxford Street for the LGBTIQ community, particularly open spaces and venues like pubs and bars. Discussion from workshops and the self-guided walking tour indicated that some pubs and dining venues along Oxford Street may not be welcoming or inviting to LGBTIQ people, especially young people. A total of 46% of survey respondents consider Taylor Square to be a special place and community landmark, for a number of reasons including its association with Mardis Gras and with LGBTIQ influences.

Across all engagement activities Taylor Square is considered to provide an opportunity to better celebrate LGBTIQ history and become the heart of the Oxford Street cultural and creative precinct.



### **Make Oxford Street a pleasant street environment by minimising traffic and noise**

Current traffic and noise pollution along Oxford Street was a key concern raised by participants across all engagement activities. Many participants currently refer to Oxford Street as a 'thoroughfare' or place that people travel through, rather than a destination which people stop to enjoy.

Survey respondents noted that improvements to make Oxford Street a pleasant street environment for people is one of the biggest changes required for the precinct.

Participants would like to see Oxford Street as a people place that prioritises pedestrians, making it accessible, and welcoming to stop and stay. In particular, there were suggestions to reduce road lanes, to expand footpaths and cycleways, and decrease the number of buses that travel through to minimise noise pollution.

Some participants also indicated they would like to see fewer 'no stopping' and 'clearway' zones and increase parking to make Oxford Street more accessible for visitors to stay and enjoy. Workshop participants were passionate about ways to reduce the impact of traffic on the Oxford Street environment and made suggestions including closing part of the street to vehicles at different times of day (e.g. open at peak hour and close at night), or charging a toll to use the street and encouraging traffic to divert elsewhere (such as the cross-city tunnel).



## 2. Online survey findings

### 2.1. About the online survey

Micromex Research was subcontracted by Cred Consulting to assist in the design and analysis of the online community survey. A total of 1,742 people responded to the community survey (however not everyone completed every question). The online survey was available via Council's Sydney Your Say page between 6 October to 3 November 2020, and was open to anyone interested in the topic, including those who may not live in the City of Sydney LGA

Complete analysis report of the survey is provided in Appendix 1 of this report.

### 2.2. Key findings

Respondents had the option to not provide an answer, base sizes therefore differ across questions.

#### Respondent profile

- The majority of survey respondents were male (68%). 29% were female, 1% identified as non-binary/third gender or transgender (<1%).
- There was a spread of age ranges with the highest proportion of respondents aged between 30 -39 years (30%), closely followed by 40-49 years (27%).

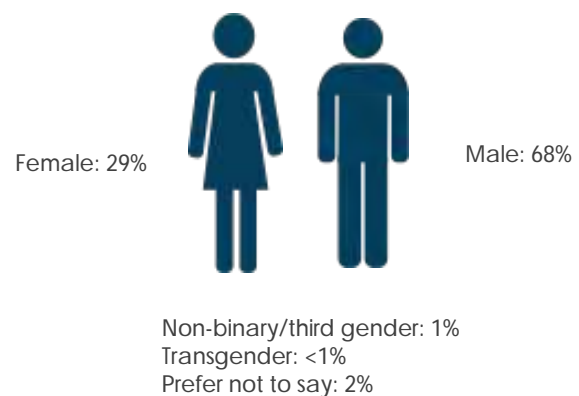
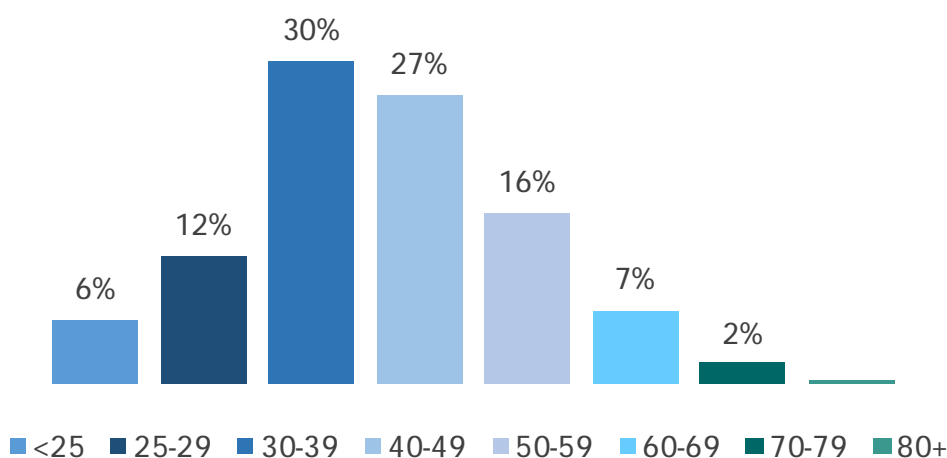


Figure 1 - Respondent age profile



## Visiting Oxford Street

The main reason respondents visit the Oxford Street precinct is for entertainment (79%), including:

- Going to the Mardi Gras festival (59%)
- Visiting pubs and clubs (57%), and
- Visiting cafes and restaurants. (53%)

Frequency of visits to the Oxford Street precinct is high, averaging 14 visits a month (amongst those who visit at all). Unsurprisingly, those who live, work and/or study in the precinct visit at a much higher frequency.

## Special places in the precinct

Respondents identified a large number of buildings, places and spaces within the Oxford Street precinct that are particularly special to them, with a variety of reasons why. The two mentioned most were:

- Taylor Square (46%)
  - Community landmark space/meeting place
  - Association with Mardi Gras
  - LGBTIQ influences
- Stonewall Hotel (25%)
  - Importance to LGBTIQ
  - Community/venue meeting place
  - Historical influence

## Value of Oxford Street

The Oxford Street precinct holds a very high level of social, cultural and/or historical significance/ value to respondents, with 95% stating it is 'somewhat – very significant/valuable'.

## Support for making the Oxford Street area part of a larger dedicated cultural and creative precinct

Support for making the Oxford Street area part of a larger dedicated cultural and creative precinct was very high, with 93% stating they are supportive/very supportive.

### Reasons for support include:

- It will promote a creative and entertaining environment
- The area is rich in historical aspects
- It is a good idea/opportunity for the community
- Tourist destination/promotes businesses in the area

### Reasons for being less than supportive include:

- More information is needed of Council's plan
- LGBTIQ concerns/focus should be LGBTIQ not the arts
- The area should remain business and entertainment based
- The area's rich history should be preserved



## Support for a review of planning approaches

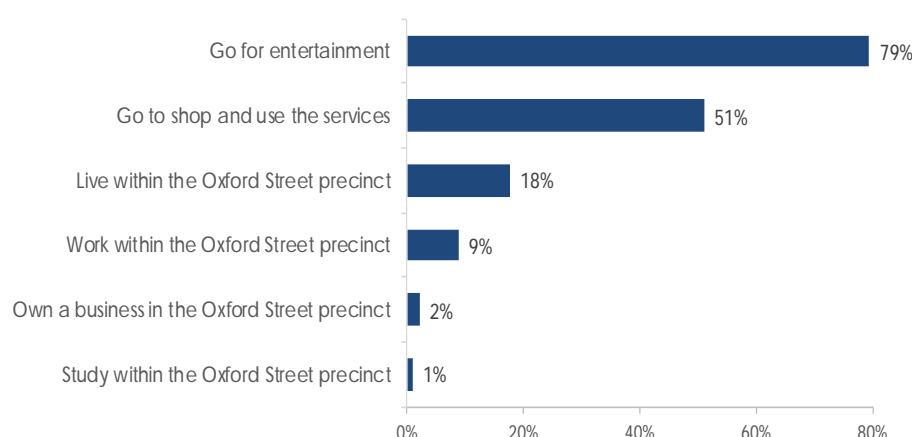
Support for the proposed planning approaches was highly consistent, with ≥88% of respondents stating they are 'supportive – very supportive' of a review of planning approaches including:

- Building heights (91%)
- Amount of floor space allowed per building (91%)
- Open space (89%)
- Types of uses allowed (89%), and
- Affordable creative and cultural work spaces (88%).

and ≤12% stating they are 'not at all supportive' across approaches including:

- Infrastructure and amenities (12%)
- Affordable creative and cultural work spaces (12%), and
- Types of uses allowed (11%).

Figure 2 - Reasons for visiting Oxford Street precinct



## Words/phrases associated with Oxford Street currently and in the future

Respondents were asked to identify the words/phrases that they currently associate with the Oxford Street precinct, and then the words/phrases they would like associate with the precinct in the future:

### Current words/phrases

- LGBTIQ communities and spaces (83%)
- Entertainment (79%)
- Cultural (67%)
- Creative (59%)

### Future words/phrases

- Entertainment (85%)
- Creative (83%)
- Cultural (82%)
- LGBTIQ communities and spaces (80%)

### Largest increase from current to future

- Strong sense of community (+35%)
- Aboriginal and Torres Strait Islander communities and spaces (+34%)
- Creative (+24%)
- Culture (+15%)
- Education (+15%)

## Oxford Street as a cultural and creative precinct

42% of respondents consider the Oxford Street precinct to already be a cultural and creative precinct (63% of those under 30).

### Current attributes making it a cultural and creative precinct

- Events such as Mardi Gras (94%)
- The diversity of the people (86%)
- Its social history (81%)
- LGBTIQ communities and spaces (77%)
- Late night venues (71%)

### Attributes to create/ enhance it as a cultural and creative precinct

- Events such as Mardi Gras (73%)
- Safe and welcoming (71%)
- Late night venues (70%)
- A pleasant street environment for people (68%)
- The diversity of the people (67%)
- LGBTIQ communities and spaces (67%)

### Largest gaps between current attributes and those needed

- A pleasant street environment for people (+47%)
- Recognition of Aboriginal and Torres Strait Islander cultural connections to the area (+38%)
- Safe and welcoming (+36%)
- It has affordable creative space (+34%)
- It has plenty of space for creative business and maker spaces (+33%)

## Changes/improvements respondents would like to see made to the activities/spaces/uses of the Oxford Street precinct to make it more appealing (unprompted):



Encouraging more business development to the area (23%)



Making the area a vibrant/ more aesthetic space (23%)



Remove cars/traffic from Oxford Street/make it a pedestrian only area (22%)



Provision of footpaths/ cycleways (19%)



## 3. Online community workshops

### 3.1. About the workshops

City of Sydney invited community participants for online workshops. Cred staff facilitated the workshops.

Four workshops were held online via zoom:

- Monday 23 November, 12.30pm - 2pm
- Wednesday 25 November, 5.30pm - 7pm
- Thursday 26 November, 5.30pm - 7pm, and
- Tuesday 01 December, 4pm - 5.30pm.

A total of 48 participants participated in the online workshops. This group included:

- residents
- stakeholders
- businesses

The workshops included a welcome video from the Lord mayor and a brief report back on survey findings.

#### **Activity 2: Options for creating more floorspace while preserving heritage elements of buildings**

The purpose of this activity was to gain insight into the types of height additions to heritage buildings that would be considered appropriate on and around Oxford Street. Participants were asked to vote on nine images of examples of additions to buildings from around the world. Participants voted if they thought the image was “hot” or “not” or if they were unsure. 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 Oxford Street.

The images captured a range of building styles, land uses, shapes, and materials including examples of local and international contemporary architecture.

### 3.2. Overview of workshop activities

Cred facilitated two activities during the online workshops.

1. The attributes required for a successful cultural and creative precinct in and around Oxford Street.
2. Options for creating more floorspace while preserving heritage elements of buildings.

#### **Activity 1: The attributes required for a successful cultural and creative precinct in and around Oxford Street**

The purpose of this activity was to build on key findings of the online community survey. Survey participants indicated that the key attributes required for a successful cultural and creative precinct includes more events to make the area a ‘destination’, pleasant street environment and public spaces, creative spaces and the right mix of businesses.

Drawing on these findings, workshop participants were asked to elaborate on these attributes and share opportunities, constraints and ideas for the precinct.



### 3.3. The attributes required for a successful cultural and creative precinct in and around Oxford Street

#### Events making Oxford Street a destination

Participants were asked what kind of local and regionally significant destination events they want in the area in the future. While many participants indicated they enjoy Mardi Gras as a regional event that attracts and defines the Oxford Street precinct, they would like to see more frequent events and activities that draw in the local community, supports late night activation along the street, and creates an inviting atmosphere.

Key ideas included:

- Frequent, smaller scale community events and activities all year round that draw local residents and visitors to the area, for example:
  - Local markets throughout the week, weekends and at night, with an opportunity to utilise Taylor Square
  - Arts and cultural events such as pop-up public art and street performances
  - Seasonal events throughout the year
- More retail and dining venues, with opportunity to use existing, under-utilised spaces like the courthouse
- Late night activation along the street, with opportunity for late night venues for live performances, retail stores and outdoor dining
- Embracing and supporting arts and cultural activities, for example:
  - Public art
  - Festivals, like the Fringe Festival or busker festivals, and
- Laneway activation, with opportunity for commercial and retail along laneways to attract visitors and make it a place to stop.

Participants also expressed concerns around the nature of Oxford Street roads and traffic. Many participants indicated with many lanes of traffic along Oxford Street, it makes it difficult for events to take place and for pedestrians to feel safe and be able to spill out onto the road.

**"I think a big challenge for the City is that if Oxford Street doesn't change it's too much of a highway and creates a really unfriendly environment"**

**"Drawing more of the local residents to Oxford Street"**

**"I think it's really important if you want to get the village and community atmosphere to have diversity of spaces spattered along the street and along the laneways."**

**"Nobody sits around and has a coffee or a beer hardly ever outside. People are trying to move as fast as possible because it's just not a nice environment."**

**"The street is the identity of the whole place"**



Regional events such as Mardi Gras



Markets



Performances in public spaces



Community events

## Pleasant street environment and culture and creativity in streets/ public spaces

Participants were asked what kind of street environment, culture and creativity in streets/ public spaces they want in the area in the future. Overall, participants discussed the current issues with traffic and noise pollution along Oxford Street, and would like to see fewer lanes of traffic along the street opening up more spaces for people and pedestrians to meander, more green spaces and trees, opportunities for outdoor dining, and more colour and vibrancy on the street.

Key ideas included:

- Decrease the amount of passing traffic and improve noise pollution by:
  - Reducing the amount of lanes along Oxford Street, making it less of a thoroughfare
  - Adding trees to create a visual and physical buffer
  - Introducing more separated and wider bike lanes
- Retain Oxford Street as a 'safe place' and support a sense of community, particularly for the LGBTIQ community
- More outdoor dining options:
  - To enable people to safely spill out onto the street
  - Utilise rooftop spaces for dining, bars and live entertainment
  - Venues that are open late at night
- More colour to create vibrancy, support arts and culture and differentiate Oxford Street from other places, with some participants suggesting:
  - Colour along the street, in shopfronts, street furniture and amenities
  - Opportunity to collaborate with artists from the National Art School
- More green spaces, trees and shade to stop, sit and relax, for example:
  - Rooftop gardens and urban farms
  - Places to sit down that are away from traffic
- Activating laneways with street art, creating a diverse neighbourhood, and
- Spaces that are flexible, informal and balance commercial and creative uses.

One participant indicated they would like to see changes to height restrictions to improve the street level, and encourage investments in buildings along Oxford Street to enable a creative and cultural precinct. However, some participants expressed concern around increasing height limits in Oxford Street, indicating they did not want to see high-rise buildings shadowing the street, and creating a feel like the City or Bondi Junction, maintaining the character of the place was important.

"Safe space for everyone to feel loved and have a sense of community, especially LGBTQIA community."



"Need more public spaces that people can use everyday rather than just clubs - lockout laws also negatively impacted the nightlife economy."

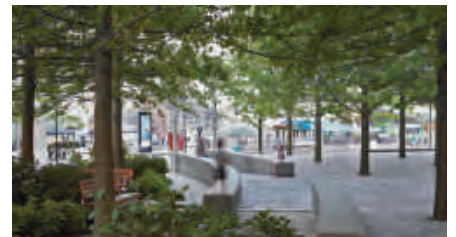
"Right now Oxford Street is a thoroughfare for cars, and I'm concerned that increased traffic and gentrification might threaten the current safe space."



Creative seating



Public art



Activated creative laneways



Cultural wayfinding



Parklets



Creative shop fronts



## Creative spaces on Oxford Street in the future

Participants were asked what kind of creative spaces they want on Oxford Street in the future. Overall, participants agreed with examples shown (see images to the right), and discussed ways of encouraging and importantly sustaining creative spaces in the precinct long term. Discussion focussed on creative spaces for people to use, visit and to live.

Key ideas included:

- More creative spaces to visit and work from, for example:
  - A space where creative people can come together to meet and collaborate
  - Community art galleries
  - Diverse creative and art spaces to cater to a range of creatives and interests (including the more industrial arts)
  - Cultural institutions like galleries
  - Maker spaces to encourage local production
  - Creative lighting to contribute to a creative feel
  - A permanent museum, focussing on the area's lifestyle, culture, history and reflects its changes overtime
- Affordable spaces to rent and/or live, for example:
  - Retaining heritage along Oxford Street while supporting and encouraging creative spaces that are affordable
  - Decreasing rents for shop spaces along Oxford Street, particularly as there are currently empty shopfronts which are visually unappealing
  - Subsidised accommodation and studios for artists and creatives
  - Subsidised rent for pop-up/temporary shops to fill empty spaces
- More spaces for people to consume and create live music and other audio, including:
  - Live music venues and spaces to listen to different artists and genres
  - Spaces for band practice, studios to make podcasts etc.
  - Opportunity for laneways to offer spaces for arts and creative spaces
- Mix of businesses that range from affordable to high end, and
- Ease and minimise traffic congestion, as well as offer more parking for people to easily access and visit Oxford Street shops.

"Considering how non-professional people can participate in creativity could be interesting too. As an example - the 'paint and sip' studio on cnr Palmer and Oxford St is at capacity almost every day of the week, unbelievably popular! While it's not to my taste (and not sure it attracts a 'local' crowd), people clearly love it and it provides street theatre and activation as well."

"The challenge is how we enable and sustain creative spaces- they need a level of support to work long term."



"Live music where you can pop into any venue or space and listen to different artists and genres, for example jazz, piano, cabaret, rock, even comedy"

"Looking to the creative industries that are already commercially operating in the surrounding areas for inspiration could prove more financially sustainable and 'ownable' from a brand and community perspective to Oxford St. Surry Hills and Darlinghurst are littered with design, marketing, advertising, social media, talent management, architecture, furniture design etc studios."

"Subsidised rental for certain groups to compliment the re-development of 'new' to actively encourage the use of existing old spaces and allowing appropriate development."



Live and work spaces



Maker spaces



Co-working spaces



Affordable space for creative retail/businesses



Showcase spaces (galleries, etc)



Artist studios



## The right mix of businesses

Participants were asked what kind of businesses they want on Oxford Street in the future. Many participants indicated they would like to see a balance between commercial, retail and creative, that serve a purpose to the local community and also attract visitors to the area.

Participants also discussed the difference between Paddington end of Oxford Street compared to the City end of Oxford Street, some stated that Paddington works well with a mix of businesses, less traffic pollution and available parking for people to go and enjoy, and suggested that this should be reflected up the city end of the street.

Key ideas included:

- Businesses that are for the local community, for example:
  - Fresh food and organic markets
  - Local businesses like bakeries and distilleries
  - Retail during the day and venues at night
- Creating a similar atmosphere to the Paddington end of Oxford Street, reflected up the city end of street and making a connection between one side of the Street to the other
- Venues for the LGBTIQ community, particularly for younger people:
  - Some current venues are not friendly or inviting to the LGBTIQ community
- Fewer fast food/take away restaurants and convenience stores
- Late night venues, including restaurants and live music entertainment
- More open spaces for people to sit and enjoy, particularly outdoor dining venues and rooftop bars
- Public and active transport should be a priority to connect people around the CBD, for example
  - Bring back the light rail to Oxford Street to reduce the amount of buses
  - Remove some of the laneways to extend the path and improve pedestrian accessibility
- More parking to support people to come and visit Oxford Street:
  - Less buses and bus clearways should not be 24 hours

“Businesses that accommodate everyone in the community for example markets and shops during the day and clubs during the night.”

“Markets to create a people place within an entertainment precinct.”

“On street music and cafes - even if it's just to watch a lively scene.”

“Curating a mix of retail that compliments the street as a whole, so it doesn't appear disjointed.”

“While bars are a private business, they need a face lift to make them more welcoming. Some people from LGBTIQ community, especially young people, don't feel welcome to these businesses.”



Cafe and restaurants



Clubs and bars



Retail (Clothing, accessories etc)



Service like laundry, post, etc



Bookshop



Night time activities



Groceries

### 3.4. Options for creating more floorspace while preserving heritage elements of buildings

#### Key findings

Overall, while there was support for additions to heritage buildings on Oxford Street as a way to create more floorspace for cultural and creative uses, there was varying support for the types of additions. The examples (shown on page 17) that had the most support were identified as having creative architecture and designs, with participants indicating a similar approach would be suitable to a cultural and creative precinct in and around Oxford Street.

Please note, not all participants voted on each image option shown over the page.

#### Hot

Of the participants who voted, 65% thought Image 1 was 'hot' receiving the highest number of votes across all images. This was closely followed by Image 8 (64%), Image 9 (64%) and Image 7 (62%).

Key reasons why participants voted 'hot' for these examples included:

- The additions contrast the heritage buildings rather than mimicking what is already there
- The additions are creative and contribute to the creative life of the street, particularly Image 9
- The additions are sympathetic to the existing structure, design and materials of the buildings, and
- The additions that are subtle and simple were most liked.

One participant indicated trees in front of Image 4 compliment what is already on Oxford Street, and contributes to the aesthetic of the building as well.

#### Not

Of the people who voted, Image 5 received the highest number of 'not' votes (71%). This was followed by Image 6 (66%) and Image 2 (48%).

Key reasons why participants voted 'not' for these examples included:

- Image 5 is dull and doesn't give much back to the street or the environment
- New buildings 'sticking out' from existing heritage design
- Lack of greenery
- Concerns that activated rooftop additions will affect residents,
  - Activity and activated tenancies along the street-level is more suited than the height additions
- Additions will depend on the use, whether its for creative, commercial or residential spaces.

"Integration between steel, brick, glass gives it an industrial look which i think is cool, and gives a vibe of culture and creativity. It goes against the mainstream culture"

"The ones I like contribute to the creative life of the street, Image 9 does that well. The other ones are nice buildings but they aren't particularly funky or creative buildings where I think creative and eclectic people would hang out."

"Not going higher than three storeys. When you start to increase the height it increases the congestion"

"I don't like adding height to Oxford Street, it is mainly low-rise and I think it should stay that way. I think there are creative people who can use the spaces that are already there."





## Key

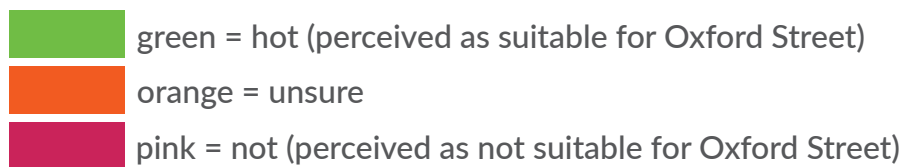


Image 1



Image 2



Image 3



Image 4



Image 5



Image 6



Image 7



Image 8



Image 9

## Support for additions to heritage buildings

Throughout discussion, key reasons why participants support additions on heritage buildings on Oxford Street in the future included:

- Retaining heritage through additions rather than removing existing heritage buildings
  - Looking at cities like Melbourne or London as an example, which have layering of different eras and influences
  - Retaining heritage particularly at the lower levels where there is street activation and pedestrian appeal
- Increasing density will increase the number of people coming to the area, which will positively affect creative and commercial businesses
- Additions should be sympathetic to the existing structure, design and materials of heritage buildings
- Traffic and noise pollution needs to be addressed to realise the opportunities in Oxford Street, making it a place people would like to visit and enjoy
- Opportunity to create more floor space
- Support for activated additions, including space for creative and cultural venues, rooftop bars and urban farms
- Designs should be sustainable, and
- Existing buildings along Oxford Street may not have the space to support creative spaces on the street level.

Key reasons why participants were unsure or unsupportive of adding height to heritage buildings along Oxford Street included:

- Priority of planning controls should be given to existing buildings along Oxford Street, including:
  - Opportunity to utilise existing spaces along the street
  - Improving buildings and activating tenancies along the street-level of Oxford Street
- Concerns additions will be too high, particularly:
  - Overshadowing the street and minimising natural light throughout the day and into the evening
  - Do not support height limits that will make it like Bondi or the City
  - Do not want to corporatise Oxford Street
- Unsure of how additions will accommodate creative spaces
- Additions should not be limited to creative use
- Retain low-rise street scape
- Examples shown do not show activated rooftops, and
- Traffic and noise pollution should be addressed to improve the identity and sense of community in Oxford Street.

“The Paramatta Hotel wanted to put a beer garden up there at one point and everyone in our building did object because if you have a beer garden open there until 9 o'clock at night, the noise would affect all the residents so it depends... sometimes the activity at the street is the better place to have it and in the ground floor tenants, that's what we want to see activated rather than moving all the activity up to rooftops”

“Multiple developers have come along who want to invest hundreds of millions in that block and they have these great creative and cultural ideas that want to put community spaces, art galleries, rooftop bars... it could be spectacular and something all of us could be proud of and enjoy. The only way I believe that the street level would be improved is by increasing the height restrictions. With the current height restrictions investors can't justify investment so no money is going to go into those buildings until the height restrictions are increased”



“Rooftop Gardens, Urban Farms, Community areas would be perfect for the rooftops of Oxford street. This wouldn't be noisy and annoy the residents.”

“Increasing density could actually be a good thing for Oxford St just in terms of increasing activity and vanity of the street and I think it's just how it's done. I think height can work, it depends on transition and setbacks and I think retaining sunlight to the street and public spaces is crucial.”



## 4. Love letters to Oxford Street

A total of 22 people wrote an online 'love letter' to Oxford Street which was a form available online via the Council's have Your Say page from 6 October to 3 November 2020.

### 4.1. About the love letters to Oxford Street

Participants were invited to write a 'love letter' to Oxford Street and outline their hopes and dreams for the future of Oxford Street and surrounds. A total of 22 people submitted love letters to Oxford Street. See examples of some of the love letter received on the next page.

Love letter submissions included a focus on what participants have previously loved or currently love about Oxford Street, as well as their future aspirations for Oxford Street and its surrounds.

#### What participants told us they love about Oxford Street and its surrounds

Many submissions expressed their love for Oxford Street and its surrounds in the past.

Submissions indicated they have loved Oxford Street as a safe, inclusive place for everyone, particularly the LGBTIQ community, a place that was filled with people, music, nightlife, and small retail and business such as bars and cafes.

Submissions spoke about the importance of Oxford Street as a place with social and political history, which should be celebrated into the future.

#### Hopes and dreams for the future of Oxford Street and its surrounds

Love letters to the future of Oxford Street and its surrounds included:

- Increasing small businesses such as retail shops, cafes, bars, wineries and pubs, outdoor dining, book stores, and live entertainment venues (7 comments)
- Becoming a unique attraction that locals and visitors from all over the world are drawn to (3)
- Additional amenity including footpath seating, lighting and increased rubbish bins for public use (3)
- Renovating buildings to improve the look of Oxford Street (3), with an opportunity for Council grants to support small businesses do so
- Easing police presence (3), particularly at Taylor Square
- Removing nighttime curfews and restrictions for businesses and venues (2)
- Increased cleaning and maintenance of footpaths (2)
- Continued greening of spaces along Oxford Street (2), and activating side streets and laneways with greenery
- Easing of vehicular traffic (2)
- Increasing creative and cultural spaces for the community to be involved in such as galleries and theatres (1)
- Having a design in Oxford Street that brings uniformity (1)
- Supporting small businesses (1)
- Retaining non-commercial assets for the community (1)
- Creating a colourful and lively ambiance in Oxford Street by repainting existing buildings, reflecting its internal character (1)
- Extending pedestrian crossing times at lights (1)
- More local events and street fairs (1)
- Removing car lanes to expand footpath access and provide bicycles lanes on both sides of Oxford Street (1), and
- Fewer AirBnBs (1).

Love letters identified a range of opportunities and ideas in specific areas along Oxford Street and its surrounds, including:

- Sustainable shops (2), such as second-hand clothing stores, men's sheds for local repairs or donations
- Continue the recent upgrades at Shannon Reserve, with an opportunity to expand the park to incorporate Richards Avenue (1)
- Public art in Taylor Square (1)
- Activate the space in front of the court house at Taylor Square, with events such as evening markets and performances (1)
- Retail, cafes, bars and outdoor dining behind Oxford Street (1), and
- An arch at Taylor Square acting as an entryway into the area, that could be lit up at night (1).



# Dear Oxford Street...



"I would love to see Taylor Square dressed with tables and crisp white table cloths. Waiters with long white aprons swanning around serving the tables with coffee, cocktails or any fine fare. Live music would carry down the street drawing more people closer to the action. Families, friends and solo diners would all enjoy the Italian Piazza style of dining all year round."



"How I have loved you. You offered me a place to belong, to eat, to play and to find love. You were 'my strip' that I was so very proud of BUT now you're a little sad and empty. You have lost the twinkle in your eye. Like anyone down and out you need help and love. The glory days for LGBTIQ+ have all but gone. You need to find a new self and stand proud again. Rely on your edge, your sass and your inner beauty. Grow rainbow wings and fly again as a vibrant entertainment and arts precinct. Expand beyond who you were but don't forget those who made you great. Become a safe place for LGBTIQ+ people and become a creative bohemian hub. Good luck my dear old friend."



"I would love for you to become a fun and happening street for all people, a place that is filled with surprises and discoveries. I want you to be a unique place that I can be proud of and show-off to when my friends/family visit from overseas. I want you to also be the place that forces people (an eye-opener of sorts) to see the importance of accepting other genders and sexualities. I've only known you for a short while, but I look forward to becoming long lasting friends."



It was with you that I fell in love with Sydney. I came from London, on a working holiday, in 1990 and experienced the unbridled pleasure of a high energy dance floor at a free entry all night bar! I fell in love with the people, music, decadence and copious joy that I encountered night after night at the Taxi Club and other bars along your flanks. I am not gay, but found the lgbtqi+ community so accepting that I felt more at home there than anywhere else. If it had not been for you I would not have made Sydney my permanent home. It saddens me greatly to see you, a shabby version of your former self; the joy worn to misery, party-goers to addled drug addicts. I wish you a speedy recovery to restore your youthful glitter, creativity and 24 hour life. I hope you can keep true to your character and keep the rainbow flag flying high. I wish you plentiful parties and parades for the next generation to enjoy. You should truly be the heart of Sydney's nightlife and stand up tall for everything that a progressive society should be proud of.



How I miss your vibrant face and party atmosphere of the 70's 80's and 90's! When one could visit you any day or night and find a familiar face to party with or just socialize in one of your many venues or cafes. You rested only in the day when many businesses and shopkeepers applied their trades along your street. And put on your party face every night for the many who knew of you and your secrets and vices! Your greatest times was during the fledgling Mardi Gras festival months each year, with diverse events and entertaining venues which would peak with the parade and party. You would get down and dirty when the Sleaze Ball and Inquisition party weekends would come around in winter. And show your Pride during the mid year months with the Sydney Pride Festival And when the Sydney 2000 Olympics arrived you showed the world how to have a really great time out true Aussie style! It's not too late to party again. In a different way. A historical way. And you are still here for a long time as well as a good time! See you out again soon.



"I miss you and I want you back, baby. The real you. The shutters and for-lease signs flanking traffic look isn't working for you. You look tired, subdued. You know you look good in neon. You look good in rainbow. You look good covered in people and buskers and the odd squashed kebab. You look good lined with businesses. Food joints, sure - I know you love those pork rolls - but all the other kinds of businesses too: the bars and clubs, the galleries, the theatres, the second hand clothes, the book shops, the antique lamp emporiums, the libraries next to the shopfront displays that make the suits blush."



"But I remember when you used to make me feel like the most boring person on the street. I loved that. You put me in my place, you reminded me to look beyond myself. You're too important around here to turn into just another main(stream) road. If you don't protect Sydney's eccentric streak, who will? George street? No chance. He's a people pleaser and honestly I think he's been through enough. King street? She does her best but she's fighting on too many fronts and frankly a little food obsessed these days. It's got to be you Oxford, no one else will do. I know you've got more to give."



## 5. Self-guided walking tour

The self-guided walking tour was available online via the Council's Have Your Say page between 6 October to 3 November 2020. Participants were invited to explore 12 locations on Oxford Street and its surrounds, and answer some questions about their ideas for each place. A total of 119 people participated in the self-guided walking tours, 23 were completed, with 96 partially completed. For the purpose of this report, all partially and fully completed responses have been reviewed.

### 5.1. About the self-guided walking tour

Cred Consulting designed an online self-guided walking tour consultation activity, to understand the places that are special to people on Oxford Street and surrounds and what improvements could be made to celebrate and enable culture and creativity throughout the precinct.

The self-guided walking tour with questions was delivered online and accessible via mobile phones. A total of 119 people participated; 23 were completed, with 96 partially completed.

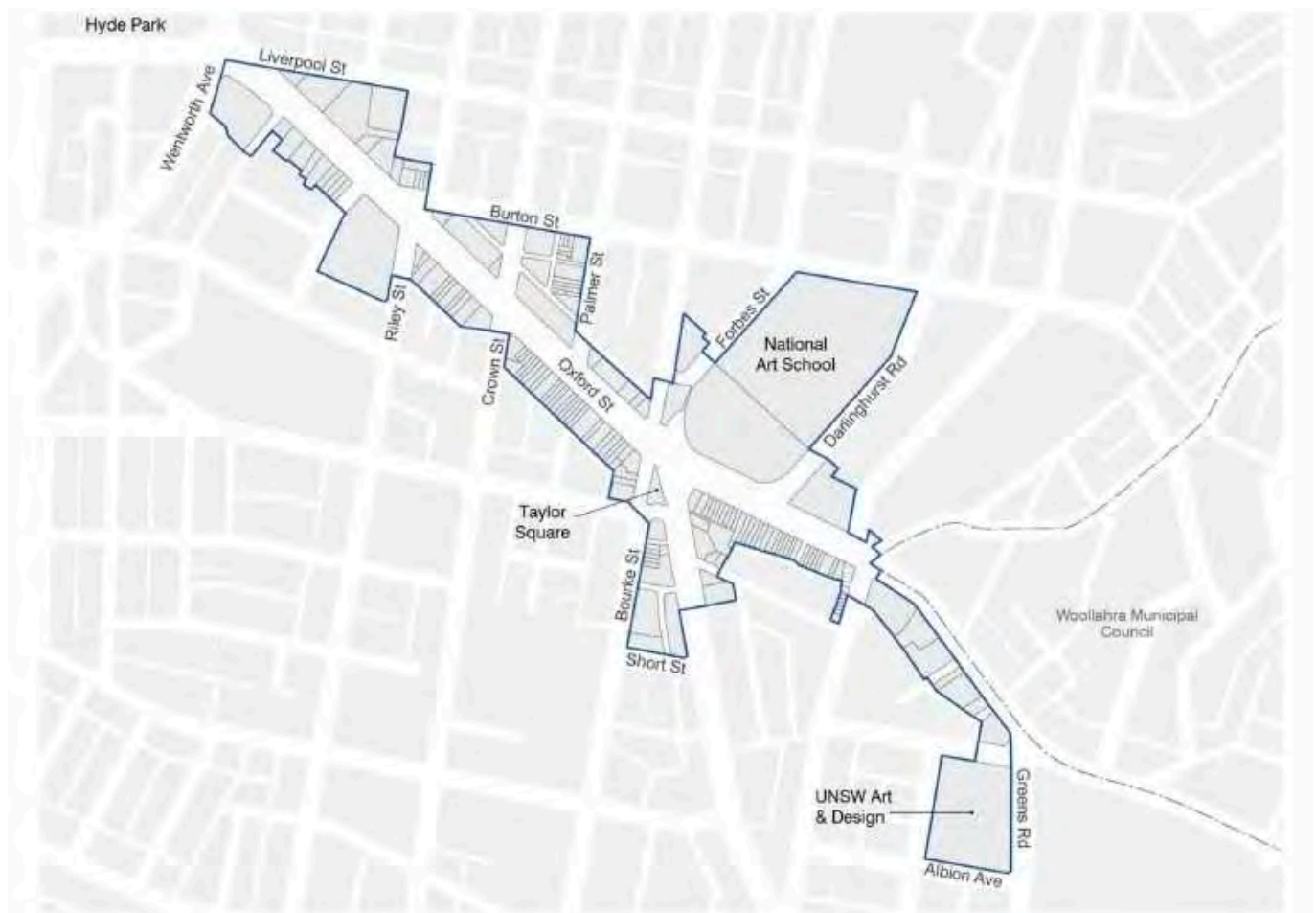


Figure 3 - Self guided walking tour route



## 5.2. Key findings

### Creative and cultural commentary

Throughout the self-guided walking tour, participants were asked general questions about what creative and cultural elements they would like to see in the future for Oxford Street and its surrounds. This section outlines the key themes that were raised regarding creative and cultural elements.

#### Reflecting Gadigal custodianship, the sacred track and the living culture of the First Peoples of Sydney in Oxford Street and its surrounds

The first stop of the walking tour was Hyde Park, on Gadigal Country. Participants were asked how a cultural and creative precinct in and around Oxford Street could reflect Gadigal custodianship, the sacred track and the living culture of the First Peoples of Sydney.

Participants suggested the following ideas for the Oxford Street precinct, including:

- Aboriginal art, sculptures or paintings on the side of the buildings acknowledging the traditional owners of the land (3)
- Sacred track could be outlined in the paving (similar to the markers in the city showing where the tank stream flowed), with quotes from local Aboriginal Elders about the importance of the track and area (2)
- Place markers for points of historical interest (1), and
- Input from First Peoples of Sydney (1).

Other general suggestions at this stop include:

- Reduce width of Oxford Street (3) to accommodate bike lanes, pedestrian footpaths and create more public space
- Activate frontages of Downing Centre, and
- Opportunity to partner with the Museum of Applied Arts and Sciences (MAAS).



## The look and feel of the Oxford Street entryway

Participants were asked to contemplate the look and feel of the entryway to Oxford Street, and whether it makes them feel like they are entering a cultural and creative precinct. Of the participants who responded to this question, all answered 'no' (13 respondents; 100%), with key comments including:

- The entry has been neglected (3)
- Existing retail, cafes, restaurants and pubs don't mix well together, are low quality and lack foot traffic (4)
- Opportunity to activate shopfronts (4), including
  - Downing centre and Liverpool Street stairs
- Many of the buildings are old and tired (2)
- It feels divided and cut off. The building on the corner of Wentworth Street and Oxford Street overwhelms the approach. The Burdekin building and the sandstone do a much better job of addressing the corner and entrance (1)
- The look and feel of Oxford Street has changed over time, and would like to see it returned to the atmosphere in previous years (2)
- There is no signage, gateway, street art, statues etc. to indicate to pedestrians they are entering into a precinct area. There is nothing to encourage pedestrians to linger (1)
- Opportunity to work with indigenous land owners to repaint the road to include a bike lane (1)
- It's a main road servicing the east and south eastern suburbs. The speed limit should return to 50kms (1)
- There is a lack of greenery along the road (1)
- Opportunity to have outdoor seating and a relaxed vibe during the day and then they can become clubs at night (1)
- It's not pedestrian friendly. The dominant architecture is visually sharp and there is largely not enough visual emphasis towards the intersection (1)
- Too many boring high-rises (1)
- While some symbolic elements may exist, Oxford Street is tired and this section in particular is nondescript and lacks character (1)
- There is nothing to attract different groups of people to the area at different times of day (1)

"The buzz of the 80s and 90s is gone, the desperate shops, galleries, pubs and restaurants don't have much to do with each other and there's nothing to attract different groups of people to the area at different times of day."

"Street level businesses are generally budget, generic commercial options. There is nothing (no signage, gateway, street art, statues etc.) to indicate that pedestrians are entering any sort of precinct. There is nothing to encourage pedestrians to linger."

"The beginning of Oxford Street has no indication it is a thriving retail and entertainment area. Those years are in the past."

"While some symbolic elements may exist, Oxford St is tired and this section in particular is nondescript and lacks character. Many of the older buildings are neglected and most developers see these sites as nothing more than an opportunity to make money."



## Importance of late-night entertainment venues

Participants were asked how important late-night entertainment venues are for the Oxford Street cultural and creative precinct, and why.

Key comments include:

- Entertainment venues are part of the vibrancy and history of Oxford Street (5 comments)
- Late-night entertainment venues attract creatives and activity that allows people to collaborate and express themselves freely (2)
- Different types of late night venues are important, including both music and dining venues
- There needs to be a balance of late night and daytime venues, to improve current daytime places to visit
- Oxford Street is recognised as one of the few areas in Sydney with many nightlife options
- Having more late-night venue options in the CBD provides easier access for locals and visitors to the area
- Late-night entertainment venues are important, however there are concerns for anti-social behaviour, and
- There is a need for more restaurant options for locals.

## Activating laneways along Oxford Street

Participants were asked if they think the City of Sydney should activate some of the laneways along Oxford Street for creative and cultural purposes.

Of the participants who responded to this question, 94% would like to see activation of laneways (15 participants).

Participants commented they would like to see:

- Melbourne-style laneway activation, with creative installations and complementary retail such as cafes and restaurants (2 comments)
- Weekend, weekly or monthly food and/or cultural markets (2)
- Signs with walking routes
- More greenery to make the space enjoyable, and
- Cafes, art and craft, and music.

One comment noted they would like to see activation of laneways, however expressed concerns for it potentially creating parking and late night noise issues for local residents.

One respondent did not want to see cultural art in laneways along Oxford Street.

**"A city without vibrant night-life is soul-less"**

**"The expression of identity and self has been the recent dominant narrative of Oxford Street. Culture and nightlife allow this to happen whether through the expression of the artist/musician/entertainer or the association by the view."**

**"The Oxford Arts Factory is a great venue, giving opportunities for young bands and seasoned performers, and providing a vital performance space for artists and the community. It's not a well known feature but an essential resource for our music industry."**

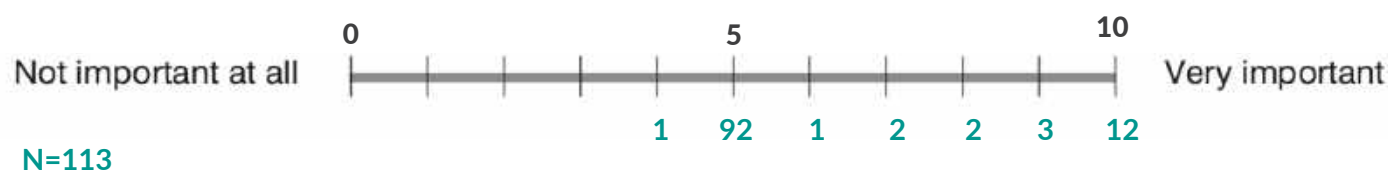
**"Take inspiration from the vibrant Lankelly Place in Potts Point or any fun laneway in Melbourne that has cafes and restaurants. Go to Singapore laneways that are full of people"**

**"Absolutely. Although the space is far more pleasant to inhabit, it feels somewhat empty. More greenery or something more to engage with would make the space even more enjoyable."**



### Importance of public art in creating a cultural precinct

Participants were asked to rate on a scale the importance of public art in creating a cultural precinct, with 0 (zero) indicating 'not very important at all' and 10 (ten) indicating 'very important'. Of the participants who responded, participants were more likely to rate public art as somewhat important (81%; 92 participants) in creating a cultural precinct in Oxford Street.



### Other cultural elements that are important within the proposed creative and cultural precinct

Other cultural elements that are important to participants within the proposed creative and cultural precinct, include:

- Restoration of the original TAP Art Gallery
- Outdoor music/performance venues
- Upgrading local parks to include community gardens like O'Brians Reserve in Stanley Street
- The LGBTIQ+ culture and its growth over the years
- The buildings, and
- Recognition of history.

## Providing space for sub-cultures and non-mainstream expression in Oxford Street

The walking tour guided participants to the Oxford Hotel and provided information about the evolution of it reflecting a long history of cultural and creative expression in this area. Participants were asked how important venues like this are for the future, and whether they think Oxford Street should continue to play a role in providing space for sub-cultures and non-mainstream expression.

The majority of participants that responded to this question (85%; 16) agreed that Oxford Street should continue to play a role in providing space for sub-cultures and non-mainstream expression.

Key themes that emerged from participants commentary include:

### *Venues attract and support culture and creativity*

- Support a range of artists with a focus on arts and culture (2)
- Culture and independent entertainment should be encouraged (1)
- There are fewer places embracing diversity and experimentation, so it is important these venues exist (1)
- Opportunity for Council to support Oxford Street Hotel and other venues to host live music performances again, particularly through grant funding (1), and
- It is dependent to the survival of Oxford Street that lives venues and places of entertainment and expression exist (1).

### *Supporting a diverse range of businesses*

- Encourage more and diverse businesses to the area (1)
- The closure of small businesses was prominent prior to Covid-19, small businesses need to be supported (1)
- These venues and events can encourage new interest in the area (1)

### *Supporting the LGBTIQ+ community*

- Oxford Street was a place that supported the LGBTIQ community in the past, this has decreased over the years (2)
- The area is one of the few areas in Sydney that has gay pubs and venues (1)
- Ensuring this place continues to support the LGBTIQ+ community (1)
- The pubs here do not appear female friendly to the casual passerby (1).



## Support for higher buildings that provide more space for culture and creative uses

Looking at the picture of the proposed redevelopment of the former Academy Twin cinema site below, participants were asked if they support proposals like this where higher buildings are allowed if more space for cultural and creative uses are provided.

80% of participants who responded to this question (12 participants) supported proposals for higher buildings if more space for cultural and creative uses are provided.

Key comments for support include:

- This space looks like a good opportunity to maximise its capacity for culture and creativity
- It can bring back life into Oxford Street
- Make the design appealing
- As long as it allows more community and cultural and entertainment venues in Oxford street
- Support for development to improve empty venues and rundown shops.

Some participants indicated they support this move, however are concerned about **increased parking issues**, particularly for Area 15; the increase in **height is done so with reason**; and ensuring there are guidelines to **retain Oxford Streets character**.

"With strict guidelines so Oxford Street retains its character."

"Yes, within reason. The architect's render does not appear to show six additional storeys or even a sixth storey so the image could be misleading. An additional six storeys on top of the existing building could look out of scale to the surrounding context."

"We need to bring life back to Oxford Street definitely agree with this proposal."

"Yes I support more development and increased height if it allows more community and cultural and entertainment venues in Oxford street."



## Symbols and identities people associate with Oxford Street

The Rainbow crossing is one of Oxford Street's most vibrant and iconic landmarks. Participants were asked to tell us what are some of the other symbols/identities they associate with Oxford Street.

Some respondents indicated they love the Sydney Rainbow Crossing and Kinselas, and would like to see it remain. Other symbols and identities commented by participants include:

"Fashion, art, creativity, kink, burlesque, music, food, culture"

"Giant stilettos"

"Street art is important for creating style and curiosity. It also creates a sense of curiosity and draws people to the area"

"Drag queens. Leather boys. Sisters of Perpetual Indulgence"

"Unfortunately I identify Oxford St with a failed area. It always has homeless or derelicts begging, too many empty store fronts and too many fast food outlets. There is no reason to go there unless you want to hear noisy buses."

"Alternative people / bohemian lifestyle that flows from The Cross. Vintage shops, furniture outlets, antique/junk concessions"

When asked how these cultural symbols and identities could be creatively represented throughout the precinct, some participants suggested the **LGBTIQ flags to be a permanent fixture** down Oxford Street to really identify the area and celebrate it; to associate the area with a slower speed as it currently feels too much like a thoroughfare and not enough like a **location that people stop to enjoy**; more **street art**, a **museum** and **events on weekends** for tourists like cosplay.



## Reflecting the significance of Oxford Street to the LGBTIQ+ community

Participants were asked how should the significance of Oxford Street to the LGBTIQ community be reflected and celebrated when planning the future of Oxford Street.

Key suggestions commented by participants include:

- Educate the public about the history of the precinct
- Increase pedestrian friendly spaces for people to walk and meander
- Fairy lights in the trees on either side of Oxford Street, to resemble Paris's Champs Elysees twinkling at night
- Visual imagery along walls and pathways to tell stories
- Ensure there is a safe and welcoming space for the community
- Stop being political
- Remove fast food and empty store fronts, and reinvigorate the area with better restaurants and retail stores
- Permanent exhibits
- A memorial.

"Over time areas change however I feel we should try and retain the shop fronts and hopefully some height restrictions above them, I feel this area shouldn't become space for developers to build apartments above the shops."

"A more pedestrianised space would allow for use by people walking and meandering. Images and plaques placed on walls and pathways allow stories to be told to the casual bystander."

"There needs to be a more sophisticated bar/nightclub in the area. Better restaurants or eateries would also draw people. More interesting clothing or other shops would also draw people."



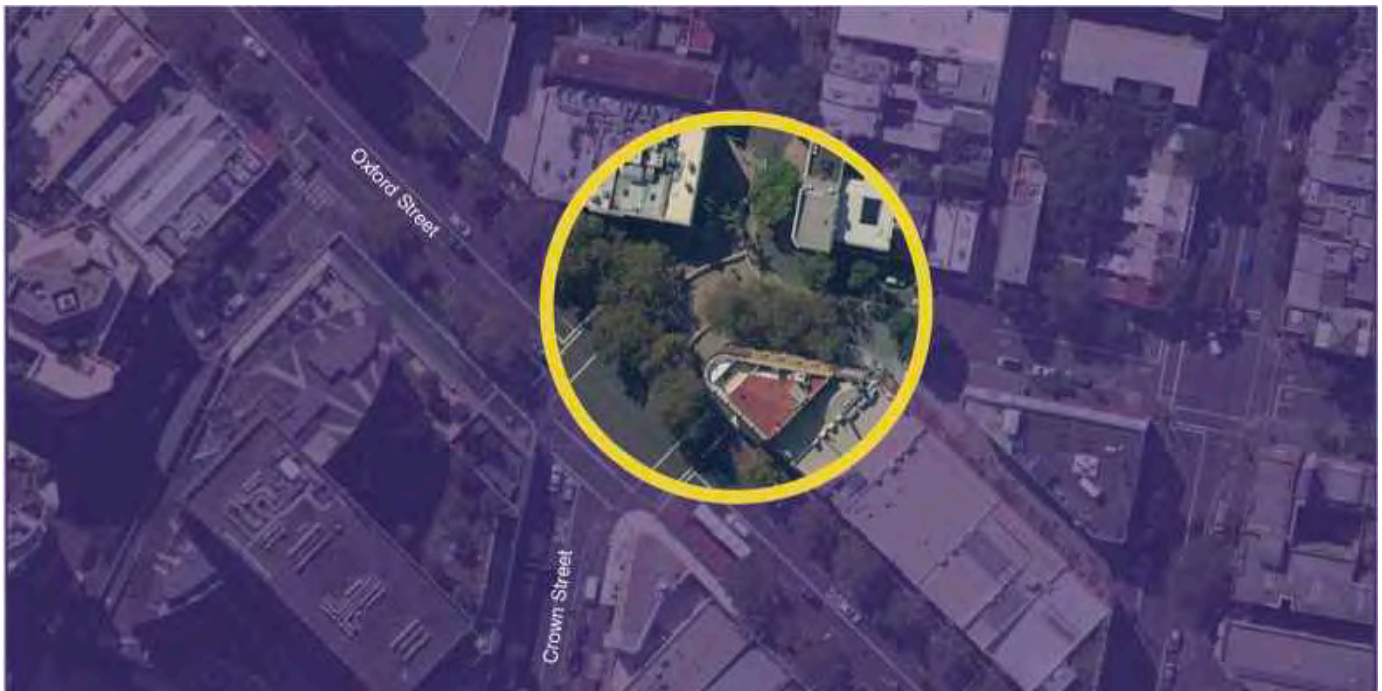


### 5.2.1. Place-based commentary

This section outlines participants commentary by destination along the self-guided walking tour.



Figure 4 - Walking tour map



### Making Oxford Street a better public space to stop and sit

Of the participants who stopped at destination 3 of the walking tour, 69% (20 participants) indicated they would not stop and sit at Oxford Square, while 41% (14 participants) would.

Reasons why participants told us they would not stop and sit at Oxford Square include:

- There is nothing there of interest (4), including no cafes and no street vendors
- It is disconnected from the action in the rest of Oxford Street (3)
- It's not open or inviting (3)
- Needs more seating (2), particularly in close proximity to surrounding retail shops
- It is unclean and feels unsafe (3):
  - Anti-social behaviour during the day and at night (2)
  - People loitering around this area
  - Homelessness
  - The CCTV cameras feels like people are being monitored
- There is no park
- It's run down and has no energy and lacks imagination
- Concerns it can be overrun with skateboarders, and
- It is not a functional walk through space.

Participants who would stop and sit at Oxford Square told us they like the little intersection, the outdoor seating, drinking fountain, the jacaranda trees to admire in November, it is less busier than Oxford Street, and it is a beautiful place however there is often a lot of people who are homeless which detract from the area.

**"Looks run down and dirty during the day, always rubbish, etc around. At night it can feel unsafe due to the anti social behaviour around the steps. Shoes hanging from the power lines etc."**

**"It's not as vibrant and popular as it used to be and I think it would need a concerted effort to make it a destination for more than just nearby residents, particularly as parking is in short supply and usually close to full most days."**

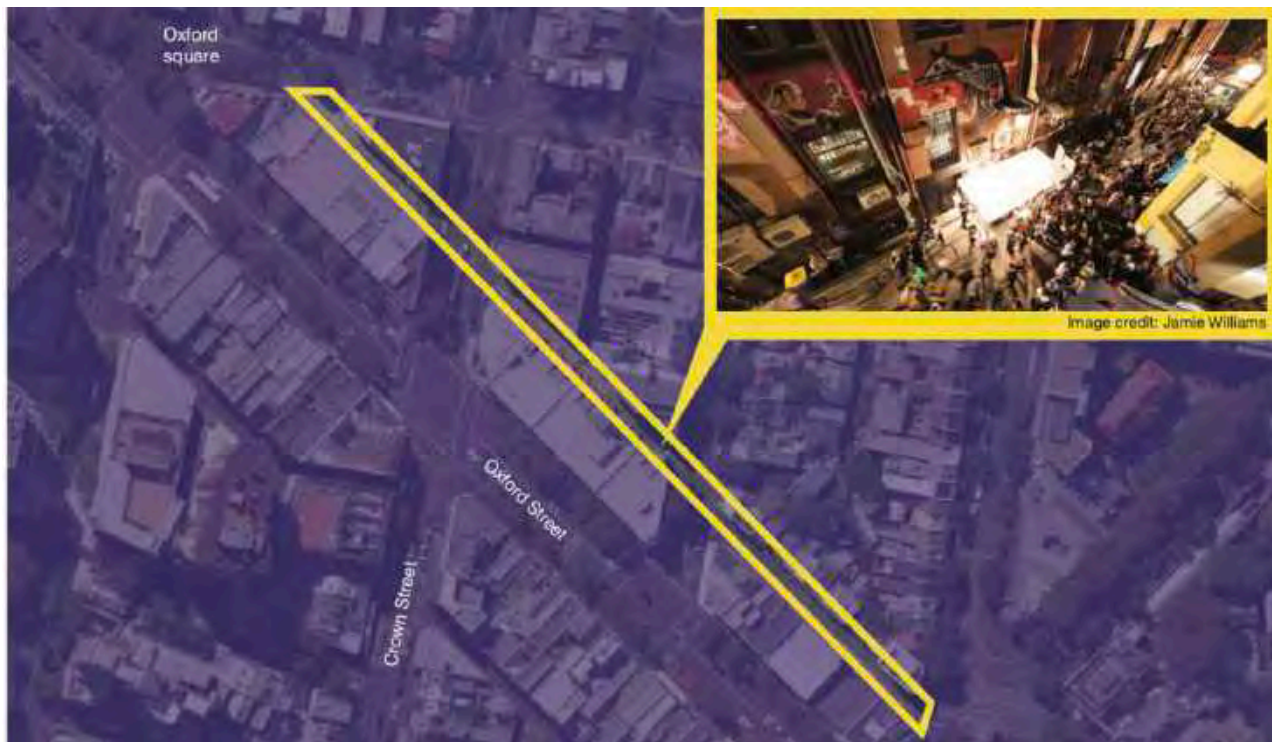
**"It's nice but doesn't invite me to sit, although this is a perfect space for something that could be installed to allow you to sit reflex and admire."**

## **Changing Oxford Square to make it a better public space**

Participants suggested the following changes to make Oxford Street a better public space:

- Opportunity for eateries such as cafe, street vendors, food trucks and coffee carts (4)
- Increased outdoor seating and tables for informal use (3)
- Opportunity to include more art installations or entertainment / street activations
- Create more open space, wider stairs down into Riley street north and close off the street that wraps around from Riley to Burton
- Increased cleaning and maintenance of the area
- Improved lighting at night
- Minimise anti-social behaviour and homelessness
- Direct walking paths between Oxford and lower Riley without stairs, and link to cycle route
- Opportunity to make the space an outdoor rotating sculpture gallery
- Information and signage about the area
- Removal of CCTV cameras
- Remove skaters, and
- Increased covered canopy.





### What we like about Foley Street

Participants were asked what they like about the Foley Street laneway that runs just behind Oxford Street. Key themes include:

- A quiet space to visit amongst the bustle of Oxford Street (4);
  - Many participants indicated they enjoy this laneway as a quiet, peaceful place that is in close proximity to Oxford Street
  - There are no buses
  - It is interesting to stop and look into
- Opportunity to activate the laneway (4)
  - Draw people into the laneway with dining and markets
  - Currently the shops have low-foot traffic
- Unsure of the laneway (4);
  - Some participants indicated they did not know, or have never been to the Foley Street laneway
- Arts and culture within the laneway (2);
  - The mix of creative venues and businesses
  - The mural
- Connecting pedestrian walkways (2);
  - Some participants spoke to the laneway as a short-cut for pedestrians travelling, and the scale and light filled laneway makes this place pleasant for walking
  - Create an outdoor sculpture gallery

**"It's clean and modern but does not many people through the space; needs greater activation."**

**"Laneways are exciting to explore"**

**"I like that I am able to occupy the space without the interruption of noise or the feeling of being pushed to the edge of space. I get to inhabit the centre and understand my surroundings. The area does not feel overwhelming."**



### Strengthening the connection between the art schools and the Oxford Street cultural and creative precinct

Stopping at the National Art School (NAS), participants were asked how could the connection between the arts schools (including NAS and the UNSW Art and Design campus) and the Oxford Street cultural and creative precinct be strengthened.

Key comments from participants include:

- Make it more open and accessible to the public (6):
  - NAS currently feels like it's closed and exclusive to students and staff of the college
  - Remove the gate at the front on Oxford Street to create a large square for people to enjoy the outdoors
- More cultural and creative public events (5) including;
  - Advertise exhibitions as open to the public, with an opportunity for family days, student days, and general open days
  - Create artists market, stalls and shops to bring people in and experience the artists work, also giving them a platform to sell their art
  - More live theatre and shows
- Increase and improve cycling and pedestrian access (3)
  - Link cycleways and walking areas
  - Reduce car spaces to provide more to walking and cycling paths
- Provide better signage and wayfinding (2);
  - It's often not clear if the art schools are open to the public or when exhibitions are on

- Create network of public spaces
- Promote and financially support the arts and artists outside of mentioned corporate bodies
- Have a good and reasonably priced restaurants at NAS, to help draw people in to see what is new there , and
- Retain historical elements like NAS.

"Make it more open; the gate at the front on Oxford street should be removed to create a large square for people to enjoy the outdoors / sun."

"I haven't seen inside this school, however is wonderful that it has been retained. Again, wonderful to retain historic elements in the area, which can be used by art school etc."

"Parts of the surrounding streets such as Forbes and Taylor Square could become temporarily pedestrianised for events such as end of year exhibitions and installations. At places like Taylor Square this would encourage visitors into the school to engage with art and artists."





### Supporting a creative and cultural precinct at the Oxford Hotel

Walking along Forbes Street until the public space with the Darlinghurst Courthouse is on the left, participants were asked what could be done at the location that would support a creative and cultural precinct.

Key comments include:

- Redevelop the substation into a small eatery, cafe or bar (4)
- Manage the amount of antisocial behaviour and homelessness in this area, particularly at night (4)
- Opportunity for more/all day markets (3)
- Support and build on the current markets that are operating there (4);
  - Bring better merchants to existing markets
- Opportunity for a LGBTIQ+ museum and cultural centre (2)
- Incorporate more sculptures from the local arts schools
- Deter skateboarders from the area (2)
  - Place textures cobblestones around the paved areas to stop skateboarders.
- Provide an outdoor performance venue
- Opportunity to landscape the area and add seating
- Activate the substation into an art gallery or for other types of community use
- Create more open space, to change its current use as a thoroughfare, and
- Make the toilets accessible for use.

“Renew the facilities or use the underground space to create a unique experience or piano bar.”

“Remove the courthouse fences and open the courthouse grass area up to the public. Breathing life into the area.”

“I’ve always thought this left over architecture should become a small cafe/ bar. It is a perfect location. With the addition of outdoor drinking and dining it would easily be able to hold enough patrons to be viable. It would be perfect in summers and cosy.”

“I’ve always thought this left over architecture should become a small cafe/bar. It is a perfect location. With the addition of outdoor drinking and dining it would easily be able to hold enough patrons to be viable. It would be perfect in summers and cosy.”

# 8 Taylor Square



## Look and feel of Taylor Square

Standing in Taylor Square, participants were asked to think about this site in the context of its history, how it presents today and its future, and how this place makes them feel.

Participants recognised the historical significance and character of Taylor Square, and value it as an important part of Oxford Street area. However, many comments expressed this place makes them feel 'sad' and 'empty', due the lack of colour, creativity and unreached potential within Taylor Square, leaving it soul-less.

Key comments from participants include:

- Opportunity to represent and celebrate LGBTIQ+ culture and history (5);
  - LGBTIQ artworks, museum or creative spaces (3)
- Bring back colour and artwork to Taylor Square (3)
  - The removal of the Rennie artwork has affected its character
  - Create open, accessible public space (2)
  - Remove the water feature (2), to create space for bike paths
  - Removing the fence around the Courthouse
- Improve the footpath surfacing, and make it a place where people can stop and socialise
- Ease traffic in the area, and
- Include street markets or restaurants to attract people.

## Activation of Taylor Square

Participants were then asked how could this space be further activated to represent a cultural and creative precinct, with key suggestions including:

- Creating more green space and planting trees (2)
- It is need of a cafe and outdoor seating, as well as better grassed areas
- Activate this building and the ones across the intersection as an LGBTIQ+ museum or cultural space
- Space for public activities
- Opportunity for a writers studio
- Free the Courthouse front area and create a new open Central Taylor Square
- Hold events in the forecourt, and
- Representation of indigenous gay and lesbians in Australia.

"The removal of the Rennie artwork has left the location less colourful and with a connection to our past. Again the space feels a bit overwhelmed by traffic although maybe less so than at other locations like at the bottom of Oxford Street."

"I absolutely loved this building and the work of art it was whilst it was there, of course a shame to see it now painted a bland industrial colour."

"This site makes me feel happy and proud. It would be good to have more prominent LGBTI artworks and a museum or cultural space to celebrate this history."



# 10 The Bookshop and Berkelouw Books



## How do we feel about Oxford Street block and small-scale shop fronts?

Walking along Oxford Street, passing The Bookshop and Berkelouw Books, participants were asked how they feel about this block and the small-scale shop fronts.

There was mixed responses from participants on how they feel about this block and how some of the current small-scale shop fronts look and feel.

While some participants expressed they love the small-scale shop fronts, particularly the bookshops and other venues like the Verona Cinema, other participants indicated there are more opportunities to revitalise the area while retaining its unique design, including:

- Revive small bars and restaurants (2)
- Support small businesses to return and stay in the area (2)
- Encourage a mix of retailers in Oxford Street
- The block needs stretchering and a sense of cohesion
- Opportunity for pop-up stores and restaurants, and
- Generally, shops along the street need to be cared for.

**"A mix of retailers including fine grain retail should be encouraged in Oxford street, perhaps council should provide grants for small businesses to survive on the street."**

**"It feels much more enticing. It feels more diverse and different from a typical suburban Westfield's."**

Some participants indicated the strip is currently unappealing, and has been neglected over the years.

## What uses should be encouraged here in the future

Participants suggested other uses to be encouraged here in the future. Key suggestions include:

**"Bars and eateries" (2 comments)**

**"I think the rents should be somehow discounted or subsidised for a year or two to ensure small businesses can survive these difficult times." (2 comments)**

**"Pop up area for start up restaurants and shops"**

**"Small, local startups and enterprises, to create opportunities for new businesses."**

**"Keep it quaint"**

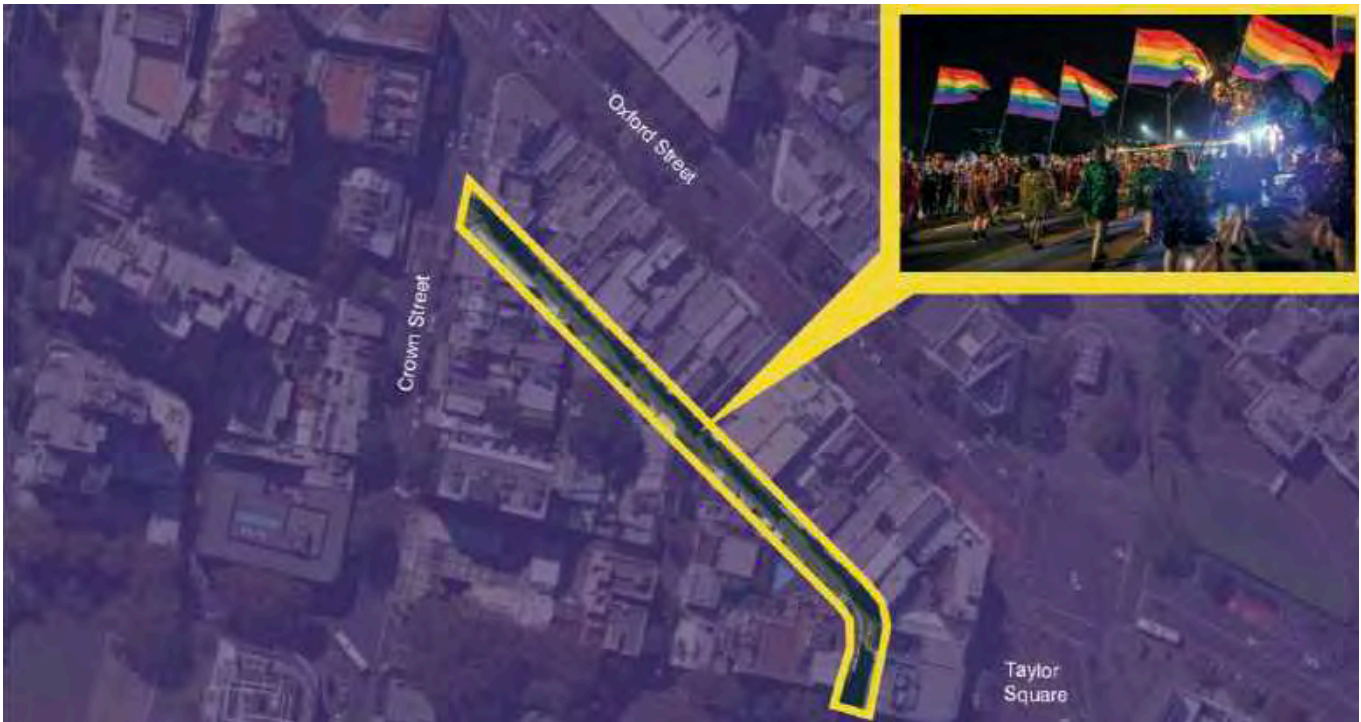
**"Small interesting crafty businesses"**

**"I miss the drag show at the Albury"**





## The 'Gay Golden Mile'



### Accommodating small scale cultural and creative uses Little Oxford Street

Strolling through Little Oxford Street, participants were asked if they like this laneway, and whether they think it could accommodate more small scale cultural and creative uses.

Participants expressed a desire for more opportunities and activation of this laneway including:

- Freshen it up but keep it for the residents
- It needs to be given more life
- Make it more friendly
- Keep it quiet but clean
- It has great potential to be regenerated into small bars
- It is currently underused and would benefit from more cultural and creative uses
- Hold monthly food fairs or markets
- It has potential, however is currently all driveways and shutters. It's nicer at the intersection with Ryder St.
- Three participants who responded to this question indicated they did not know about or have not visited this laneway.

"Lovely lane way- something is possible here, perhaps a monthly food fair or market I would be interested to see what happens with this space over time."

"I've lived where I am in the Monument for 12 years and surrounding Surry Hills area since 1993.. I've never been in this laneway. I'll go tomorrow and see what I've been missing!"

## 6. 'Chalk to us' boards

The 'chalk to us' board was located at the National Art School between 23 October to 3 November 2020. Students and staff were encouraged to write on the board (this board was not accessible to the general public)

### 6.1. About the 'chalk to us' boards

Due to Covid-19 restrictions, Cred Consulting installed an unstaffed 'chalk to us' consultation board at the National Art School (NAS) to safely engage with students and staff from 23 October to 3 November 2020.

The board asked participants what they would add or change about Oxford Street and its surrounds to make it more of a creative and cultural precinct, and to describe how it should look and feel in the future.

Please note that as the consultation boards were unstaffed, the data is indicative only.

### 6.2. What we heard

Overall, respondents comments indicated that to make Oxford Street and surrounds a cultural and creative precinct they would like to see:

**More public art within the Oxford Street precinct**

**More spaces for creative expression**

**Affordable creative spaces**

**More public events, and**

**Increased greenery and access to public open spaces.**





## What would you add or change about Oxford Street & surrounds to make it more of a creative precinct?

Respondents were asked what they would add or change about Oxford Street and surrounds to make it more of a creative precinct, with key findings show below.

### *More public art within the Oxford Street precinct (7 comments)*

Overall, many comments indicated they would like more public art within the Oxford street precinct, with key suggestions including:

- Temporary and permanent public art (2)
- Include art sculptures around the area (2), possibly on every street
- More water features (2)
- Implement multiple craft walls (2) , and
- Inclusion of an art pavement, with art contributed from students.

### *More spaces for creative expression (5 comments)*

Some respondents would like to see more spaces for creative expression and participation, including:

- Increased creative arts spaces for dance, fashion, galleries, theatre
- Spaces for street performers
- Inclusion of artists projects in retail shops
- Galleries to showcase student work, and
- More art shops.

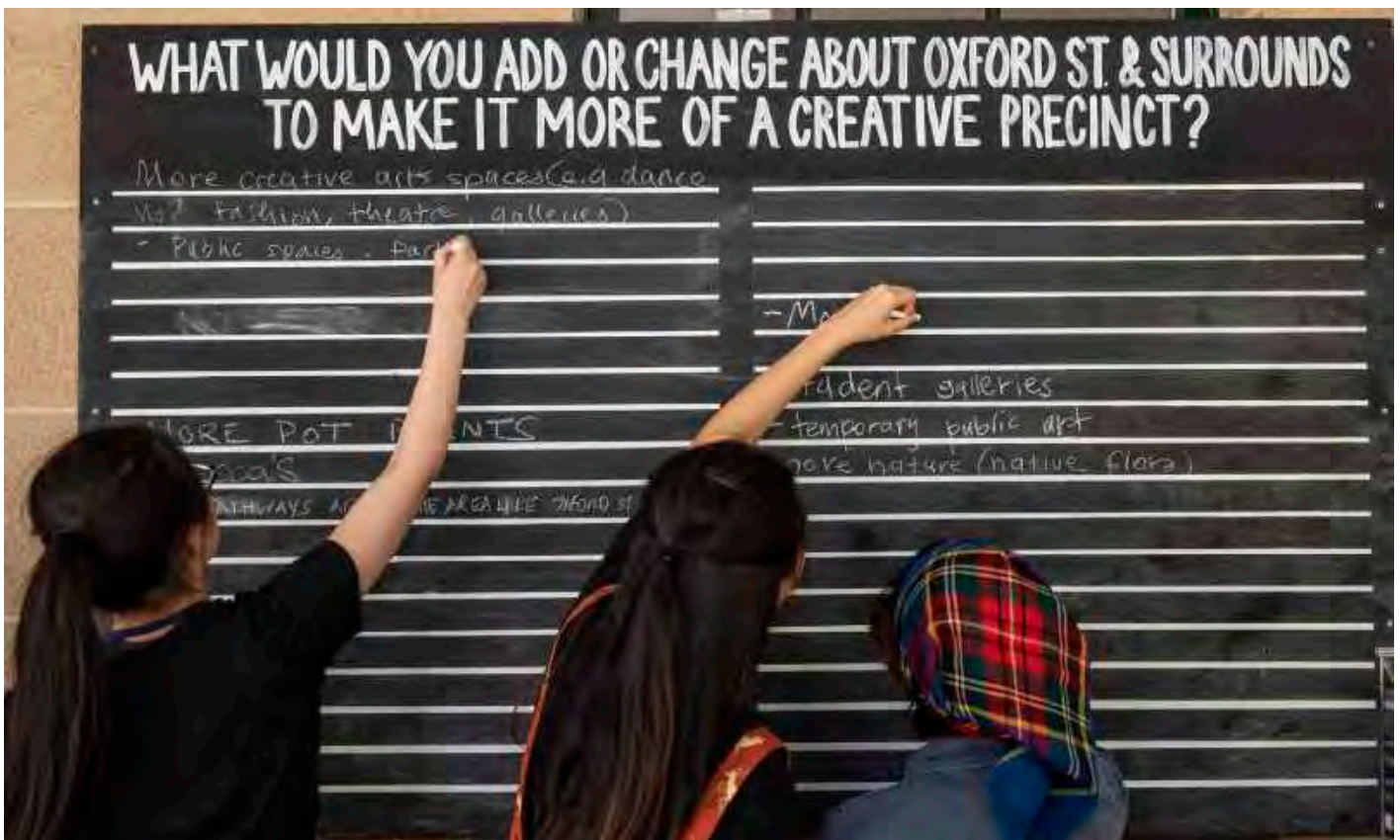
### *Affordable and shared creative spaces (4 comments)*

Some comments expressed they would like to see affordable, shared creative spaces in Oxford Street, including:

- An affordable theatre space (2)
- Communal creative working spaces (2), and
- Subsidised or no fees.

### *Other comments include:*

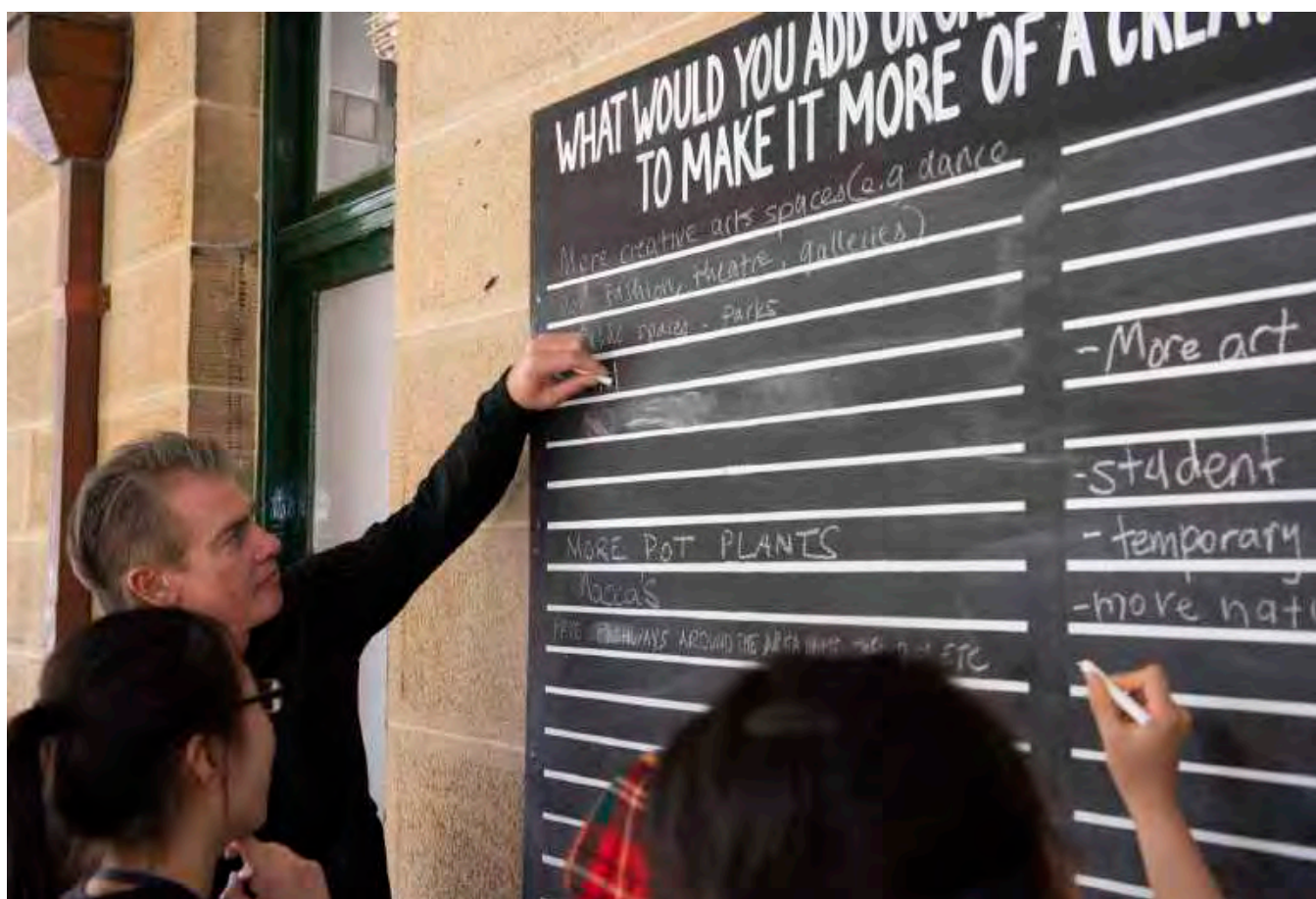
- More public events, such as art festivals and disco's (2), and
- Increased greenery and access to public open spaces (2).



## Describe what Oxford Street & surrounds should look & feel like in the future?

Respondents were asked to describe what Oxford Street & surrounds should look & feel like in the future. The majority of responses didn't speak to this question in particular, but from the responses we did receive, key themes that emerged include:

- Opportunity for more eateries, bars and cafes (4 comments),
  - Open at night
  - More vegetarian options
- Increase natural green spaces (3), including more trees and grassed areas, and a flower garden
- Opportunity for murals (2)
- Replace stairs with escalators (2)
- Increase creative architect construction
- Affordable spaces (2), including studio spaces and rental payments
- Create pedestrian friendly spaces and have less cars, and
- Lower NAS fees.





## 7. Written submissions

**Thirty two written submissions were submitted to the City of Sydney by email. Written submissions were reviewed and responded to by City of Sydney staff. This chapter provides a summary of the themes addressed in the written submissions.**

### 7.1. About the written submissions

Thirty-two written submissions to the early consultation were submitted by email. A total of 12 were from residents, seven from other individuals, five from business owners, four from advocacy groups, two from developers, one from local government and one from an education facility.

Submissions address the need to consider:

The impact of governance, planning boundaries and processes

- The impact of cycleways, traffic calming and improvements
- Celebrating associations with LGBTIQ and representing diversity and inclusivity
- More creative events, artistic programming and public art
- Open space activation and improvements, including provision of quiet space, space for families and gatherings
- The impact and mix of late night trading
- The character of built form and increases in floorspace and height
- The compatibility of mixed land uses
- More street activation and ways to discourage and reuse vacant space
- Streetscape unification, lighting, wayfinding and greening
- Protection of the Sturt Street laneway and impacts of development on residents
- Activation of the Flinders Street to South Dowling Street block
- Branding and marketing of the precinct
- Cleansing and maintenance of Oxford Street

## 8. Voicemails

Cred Consulting established a phone number that community members could call and leave a voicemail as part of the Oxford Street precinct community consultation. This activity was directed at people who may not wish to participate in the online activities.

Between 6 October and 3 November 2020 people were invited to leave a voicemail submission for the future of Oxford Street precinct. The Oxford Street precinct consultation voicemail number was promoted via the City's Sydney Have Your Say Page and on the engagement collateral.

No voicemails were received during the consultation period.



# Appendix 1



# City of Sydney

## Strategic Review of Oxford Street – Community Survey

Prepared by: Micromex Research  
Date: November 25, 2020





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# Background and Methodology

# Background & Methodology

## Why?

- Understand usage and frequency of visitation to the Oxford Street precinct
- Identify the words/phrases currently associated with the precinct and those desired for the future
- Explore changes and improvements to the precinct
- Identify the activities, spaces and uses that respondents would like more, the same or less of in the future
- Measure support for making the Oxford Street precinct part of a larger dedicated cultural and creative precinct and reviews of different planning approaches
- Identify the level of social, cultural and historical significance/value the Oxford Street precinct has

## How?

- Online survey with N=1,742 respondents (however as respondents could choose to not answer all questions, base sizes differ greatly, ranging from 1,514 to approximately 550)
- The survey was promoted by Council to existing stakeholders and more broadly (see overleaf)
- Significance testing results, where shown, should be viewed as indicative only, as this was an opt-in survey so is not a random sample

## When?

- The online survey was available from Friday October 6 to Tuesday November 3, 2020





Have your say on the future of Oxford Street

The City of Sydney invites you to have your say on planning for the cultural and creative precinct in and around Oxford Street, Darlinghurst. Oxford Street is a sacred walking track of the Gadigal people of the Eora nation. It is loved for its rich and varied cultural history, nightlife and shopping, hosting the annual Mardi Gras Festival and parade, and Sydney WorldPride in 2023.

About this consultation

We've identified Oxford Street as the focal point for a wider creative and cultural precinct in our local strategic planning statement City Plan 2036.

We're investigating planning changes to bring life back to Oxford Street and to secure its creative and cultural future. Planning rules about uses and the height and form of buildings can help support more cultural, creative, entertainment and late-night activities.

These can include live entertainment and art, craft, design, architecture, media, film, technology and meet-the-maker businesses. We want to know what you think Oxford Street should look and feel like in the future.

How you can have your say

View the plan showing the Oxford Street precinct, take our self-guided walking tour, and share what you love at special places and businesses on Oxford Street. Get more information at [city.sydney/oxford-street](https://city.sydney/oxford-street)

You can have your say by [completing an online survey](#) by 5pm Tuesday 3 November 2020.

Later this year we'll hold workshops and meetings with residents, landowners, businesses and other interested groups to talk more about the experience, character, and built form of Oxford Street now and in the future.

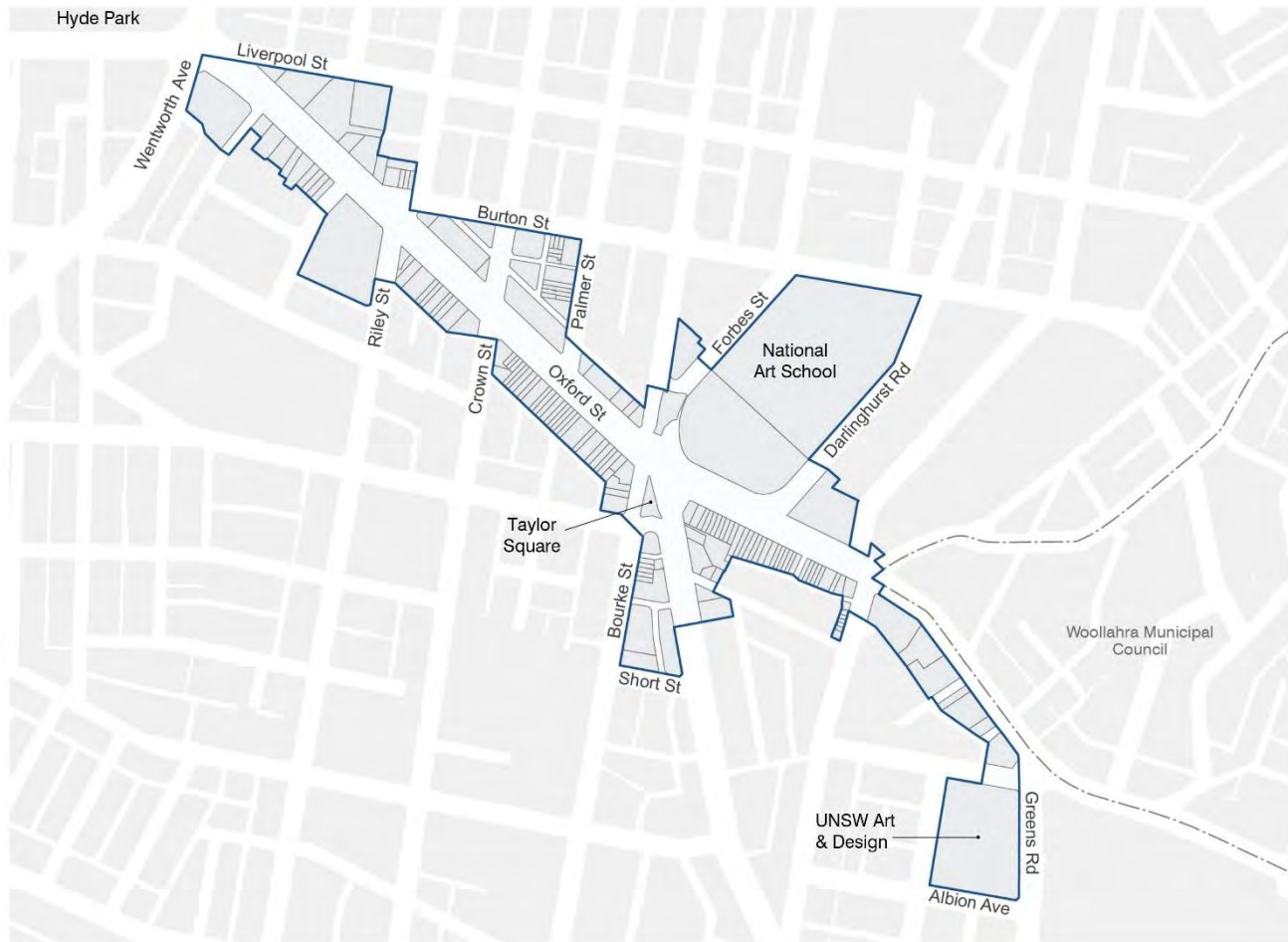
We'll consider all feedback and prepare any new planning rules for public consultation in 2021.

We encourage you to share this information with your friends and colleagues so that we receive a wide range of feedback.



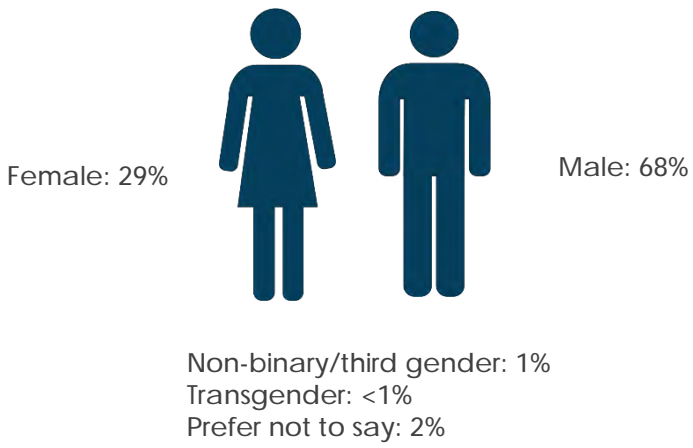
# Background & Methodology

Respondents were shown the below map, highlighting the area to which the survey relates and referred to as the Oxford Street precinct

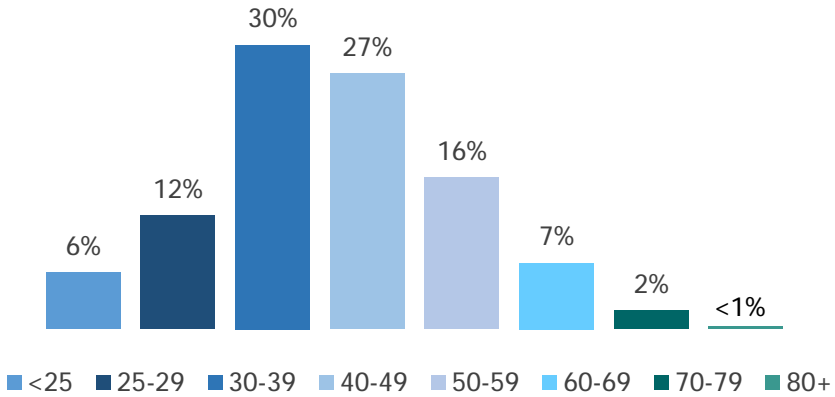


# Sample Profile

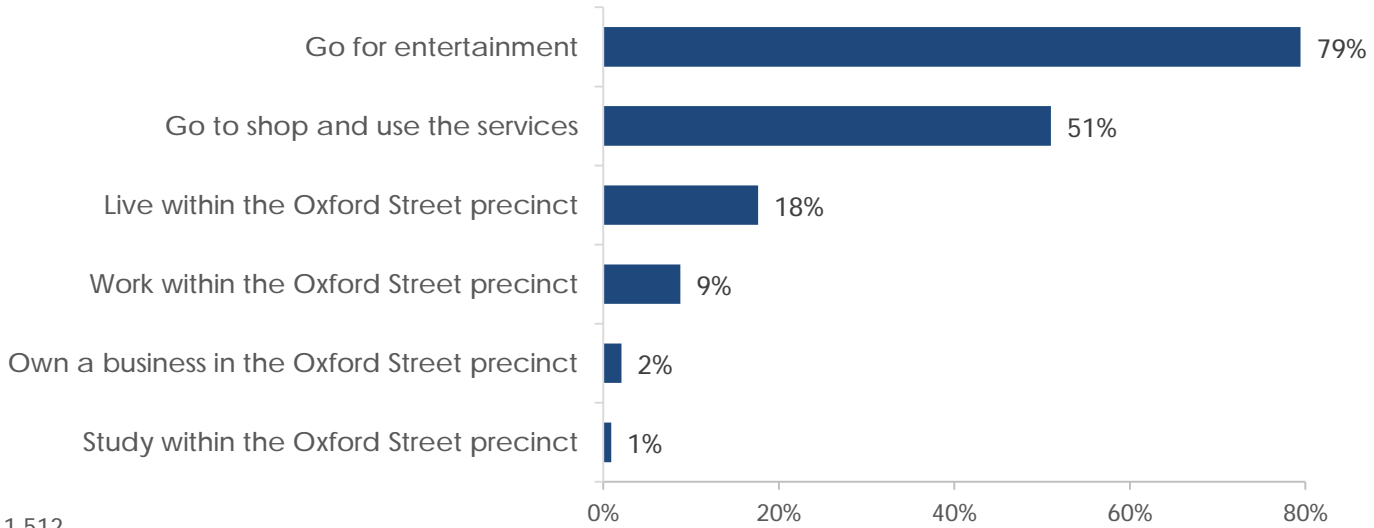
Gender



Age



Reason for visiting Oxford Street



Base: N=1,439- 1,512

Notes: \*Respondents had the option to not provide an answer, base sizes therefore differ across questions

\*As this was an opt-in sample, no data weighting was applied



# Key Findings

# Key Findings

Across respondents, the dominant reason for visiting the Oxford Street precinct is for entertainment (79%), with 59% going to the Mardi Gras festival, 57% visiting pubs and clubs and 53% visiting cafes and restaurants.



Frequency of visits to the Oxford Street precinct is high, averaging 14 visits a month (amongst those who visit at all). Unsurprisingly, those who live, work and/or study in the precinct visit at a much higher frequency.

Respondents identified a large number of buildings, places and spaces within the Oxford Street precinct that are particularly special to them, with a variety of reasons why. The two most mention were:

Taylor Square (46%)

- Community landmark space/meeting place
- Association with Mardi Gras
- LGBTQI influences

Stonewall Hotel (25%)

- Importance to LGBTQI
- Community/venue meeting place
- Historical influence



# Key Findings

Respondents were asked the current words/phrases that they currently associate with the Oxford Street precinct, and then the words/phrases they would like associated with the precinct in the future:



Changes/improvements respondents would like to see made to the activities/spaces/uses of the Oxford Street precinct to make it more appealing (unprompted):



Encouraging more business development to the area (23%)



Making the area a vibrant/more aesthetic space (23%)

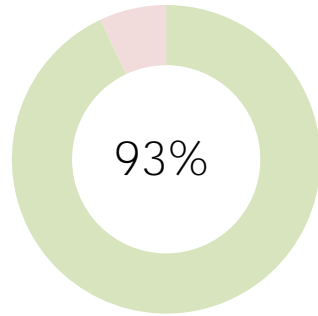


Remove cars/traffic from Oxford Street/make it a pedestrian only area (22%)



Provision of footpaths/cycleways (19%)

# Key Findings



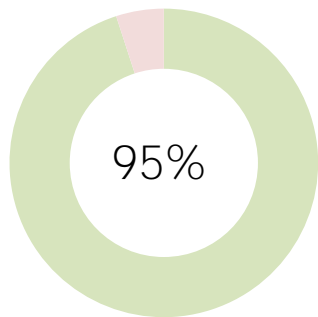
Support for making the Oxford Street precinct part of a larger dedicated cultural and creative precinct was very high, with 93% stating they are supportive/very supportive.

## Reasons for support:

- It will promote a creative and entertaining environment
- The area is rich in historical aspects
- It is a good idea/opportunity for the community
- Tourist destination/promotes businesses in the area

## Reasons for being less than supportive:

- More information is needed of Council's plan
- LGBTIQ concerns/focus should be LGBTIQ not the arts
- The area should remain business and entertainment based
- The area's rich history should be preserved



The Oxford Street precinct holds a very high level of social, cultural and/or historical significance/value to respondents, with 95% stating it is 'somewhat – very significant/valuable'.

Support into reviews of each of the proposed planning approaches was highly consistent, with  $\geq 88\%$  of respondents stating they are 'supportive – very supportive', and  $\leq 12\%$  stating they are 'not at all supportive'.



# Key Findings

42% of respondents consider the Oxford Street precinct to already be a cultural and creative precinct (63% of those under 30).

## Current attributes making it a cultural and creative precinct

- Events such as Mardi Gras (94%)
- The diversity of the people (86%)
- Its social history (81%)
- LGBTIQ communities and spaces (77%)
- Late night venues (71%)

## Attributes to create/enhance it as a cultural and creative precinct

- Events such as Mardi Gras (73%)
- Safe and welcoming (71%)
- Late night venues (70%)
- A pleasant street environment for people (68%)
- The diversity of the people (67%)
- LGBTIQ communities and spaces (67%)

## Largest gaps between current attributes and those needed

- A pleasant street environment for people (+47%)
- Recognition of Aboriginal and Torres Strait Islander cultural connections to the area (+38%)
- Safe and welcoming (+36%)
- It has affordable creative space (+34%)
- It has plenty of space for creative busines and maker spaces (+33%)

The opportunity for Council is to explore the new options (Cols 2 and 3 above) without losing the cultural and creative soul that the precinct already has (Col 1 above).



# Detailed Results





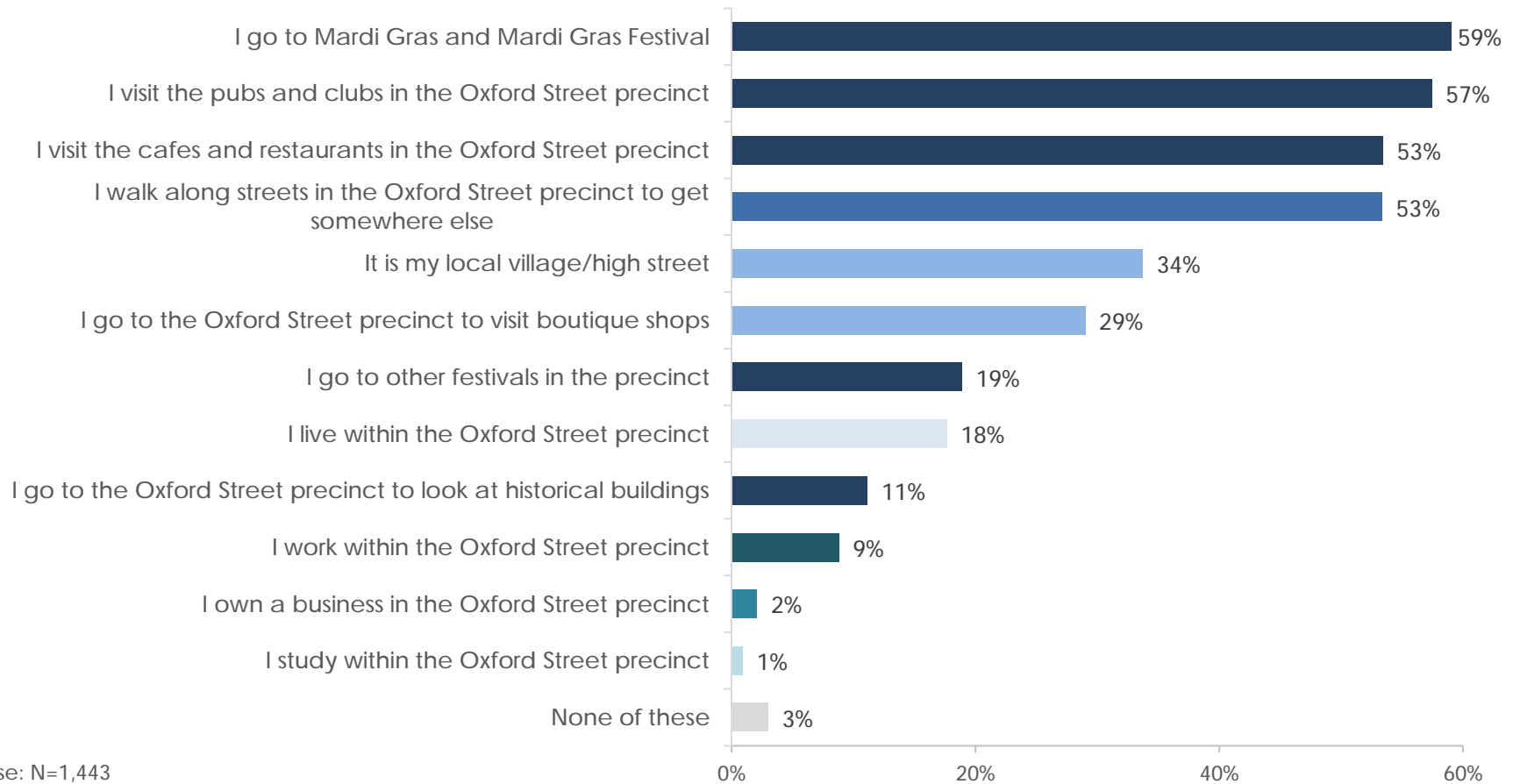
## Detailed Results

1. Usage and Frequency of Visits
2. Words/Phrases Associated with the Precinct
3. Activities, Uses and Spaces
4. Future Vision for the Oxford Street Precinct
6. Support and Social Cultural and Historical Significance

# Usage of Oxford Street

Q1b. [If not 'never' on Q1a] Which, if any, of the following describe how you use the Oxford Street precinct?

	Go for entertainment	Walk through the precinct	Go to the shops/high street	Live within the precinct	Work within the precinct	Own a business in the precinct	Study within the precinct
Nett	79%	53%	51%	18%	9%	2%	1%



Base: N=1,443

Across respondents, the most common usage of the Oxford Street precinct (based on incidence, not frequency) is to go for the Mardi Gras Festival (59%), followed by visiting the pubs and clubs (57%).

A Nett total of 79% use the Oxford Street precinct for some form of entertainment.

# Usage of Oxford Street

Q1b. [If not 'never' on Q1a] Which, if any, of the following describe how you use the Oxford Street precinct?

	Identified Gender			Age			
	Male	Female	Transgender/non-binary/third gender	Under 30	30-49	50-69	70+
I go to Mardi Gras and Mardi Gras Festival	65%▲	46%▼	82%▲	71%▲	61%	48%▼	35%▼
I visit the pubs and clubs in the Oxford Street precinct	63%▲	44%▼	64%	70%▲	63%▲	37%▼	22%▼
I visit the cafes and restaurants in the Oxford Street precinct	55%▲	49%▼	41%	56%	53%	53%	52%
I walk along streets in the Oxford Street precinct to get somewhere else	54%	52%	59%	52%	53%	55%	48%
It is my local village/high street	36%▲	29%▼	23%	24%▼	35%	38%	52%
I go to the Oxford Street precinct to visit boutique shops	29%	29%	36%	34%	29%	25%	35%
I go to other festivals in the precinct	21%▲	15%▼	23%	24%▲	18%	17%	13%
I live within the Oxford Street precinct	19%▲	15%	5%	14%	20%▲	16%	17%
I go to the Oxford Street precinct to look at historical buildings	11%	12%	9%	12%	10%	12%	22%
I work within the Oxford Street precinct	8%	10%	14%	10%	9%	8%	4%
I own a business in the Oxford Street precinct	3%	1%	0%	0%▼	2%	3%	0%
I study within the Oxford Street precinct	1%	1%	0%	1%	1%	1%	0%
None of these	3%	3%	0%	2%	2%	4%	9%
Base	978	414	22	259	824	334	23

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

Males, transgender/non-binary/third gender and those under the age of 50, are more likely to **go the Oxford Street precinct for 'Mardi Gras/the Mardi Gras Festival' and to 'visit the pubs and clubs'.**

# Usage of Oxford Street

Q1b. [If not 'never' on Q1a] Which, if any, of the following describe how you use the Oxford Street precinct?

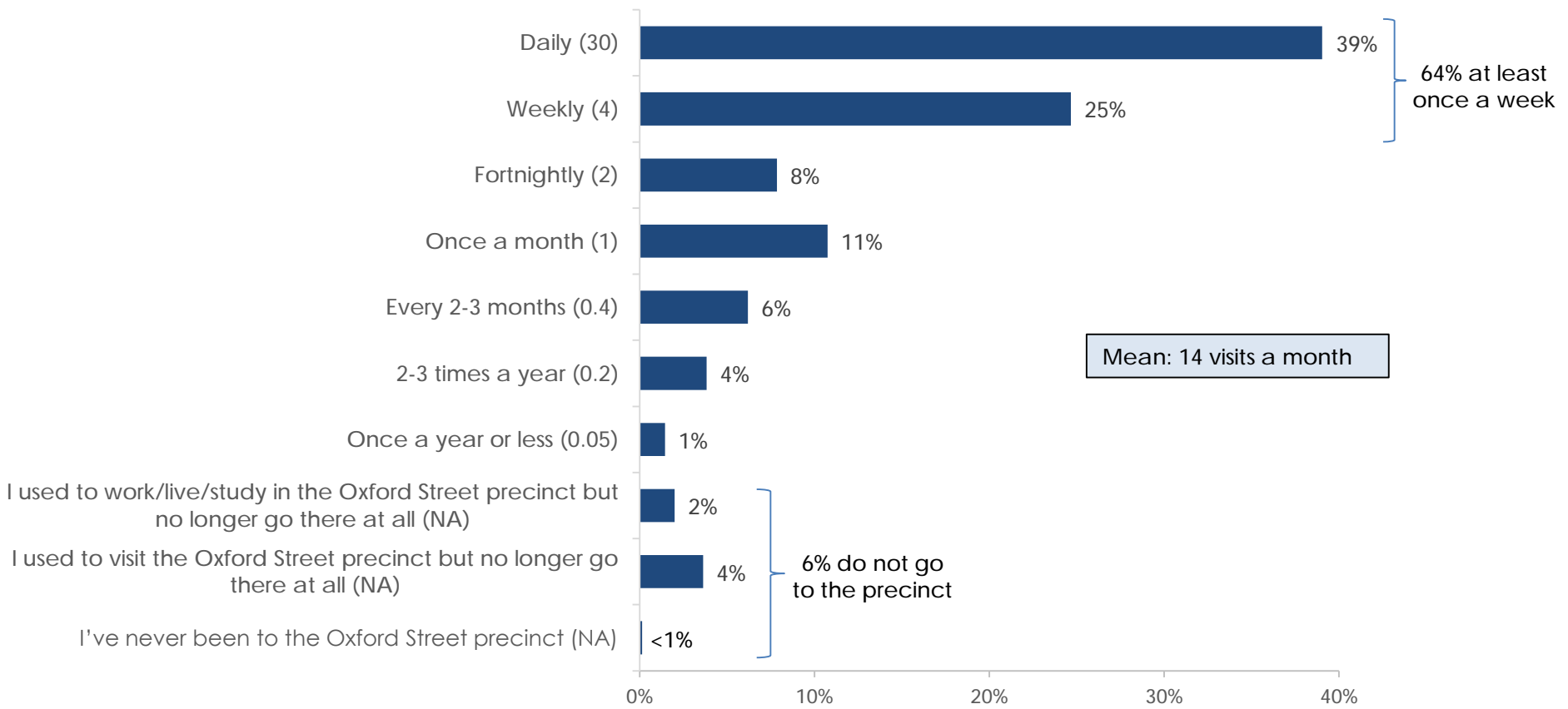
		Also use the Oxford Street precinct for...												Base
		Mardi Gras and Mardi Gras Festival	Visit the pubs and clubs	Visit the cafes and restaurants	Walk along streets to get somewhere else	Local village/high street	Visit boutique shops	Other festivals in the precinct	Live within the precinct	Look at historical buildings	Work within the precinct	Own a business in the precinct	Study within the precinct	
Respondents that use the Oxford Street precinct for...	Mardi Gras and Mardi Gras Festival	100%	78%	66%	59%	35%	40%	30%	23%	14%	10%	3%	1%	853
	Visit the pubs and clubs	80%	100%	69%	57%	35%	38%	28%	22%	14%	9%	3%	1%	829
	Visit the cafes and restaurants	73%	74%	100%	62%	40%	41%	27%	24%	17%	11%	3%	1%	771
	Walk along streets in the precinct to get somewhere else	65%	62%	62%	100%	39%	35%	22%	23%	14%	9%	3%	1%	771
	Local village/high street	61%	60%	63%	62%	100%	35%	23%	43%	15%	12%	5%	1%	487
	Visit boutique shops	81%	74%	76%	65%	40%	100%	33%	26%	28%	11%	3%	1%	419
	Other festivals in the precinct	93%	86%	77%	61%	41%	51%	100%	27%	19%	13%	5%	1%	273
	Live within the precinct	76%	71%	74%	71%	82%	43%	29%	100%	19%	19%	7%	2%	255
	Look at historical buildings	75%	75%	83%	69%	44%	73%	33%	30%	100%	14%	3%	3%	161
	Work within the precinct	68%	61%	67%	57%	46%	37%	28%	39%	17%	100%	22%	4%	127
	Own a business in the precinct	80%	77%	87%	77%	77%	47%	43%	60%	17%	93%	100%	0%	30
	Study within the precinct	69%	54%	54%	77%	54%	46%	31%	46%	38%	38%	0%	100%	13

The above table shows the combination of activities that respondents use the Oxford Street precinct for. The table is read across the rows, i.e. of the respondents that go to 'Mardi Gras', 78% also 'visit the pubs and clubs', of the respondents that 'own a business within the precinct', 60% also 'live within the precinct'.



# Frequency of Visits to Oxford Street

Q1a. On average, how often, if at all, do you currently go to or pass through the Oxford Street precinct?



Base: N=1,514

Note: numbers in brackets represent the values used to calculate the mean number of visits a month

64% of respondents go to, or pass through, the Oxford Street precinct at least on a weekly basis, whilst 6% either do not go there any more, or have never been.

Estimated average number of visits per month (based on those who do visit) is 14.

# Frequency of Visits to Oxford Street

Q1a. On average, how often, if at all, do you currently go to or pass through the Oxford Street precinct?

Q1b. [If not 'never' on Q1a] Which, if any, of the following describe how you use the Oxford Street precinct?

Frequency calculated out of respondents that have visited the precinct

	Overall	Identified Gender			Age			
		Male	Female	Transgender/non-binary/third gender	Under 30	30-49	50-69	70+
Mean rating	14	15▲	13	6▼	12▼	14	15▲	19
Base	1,421	930	382	21	243	774	318	23

	Use of Oxford street						
	Go for entertainment	Walk through the precinct	Go to the shops/high street	Live within the precinct	Work within the precinct	Own a business in the precinct	Study within the precinct
Mean number of visits a month	13▼	16▲	20▲	27▲	23▲	27▲	25▲
Base	1,083	745	715	252	124	30	11

▲ ▼ = A significantly higher/lower mean number of visits a month (by group)

Frequency of visits to the Oxford Street precinct increased with age. Whilst our sample of transgender/non-binary/third gender respondents is small, there is some indication that they visit less frequently than do other respondents.

**Not surprisingly, frequency of visitation was higher for those who live/work/study in the Precinct (caution, the 'Use of Oxford Street' breaks are not mutually exclusive).**

# Words/Phrases Associated with the Precinct



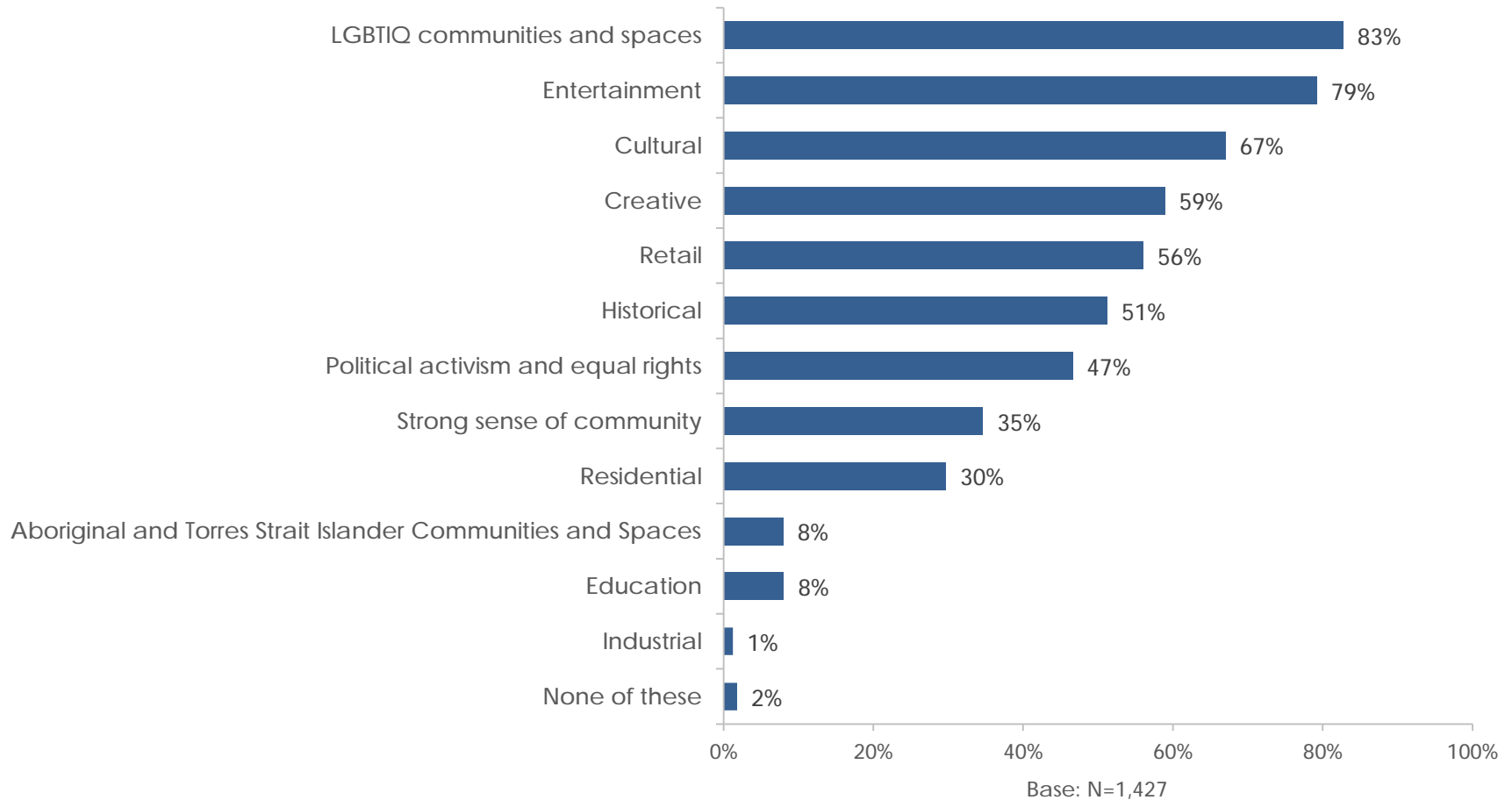
## Detailed Results

1. Usage and Frequency of Visits
2. Words/Phrases Associated with the Precinct
3. Activities, Uses and Spaces
4. Future Vision for the Oxford Street Precinct
6. Support and Social, Cultural and Historical Significance

# Current Words/Phrases Associated with Oxford Street Precinct

Q2a. Which, if any, of the following words/phrases do you associate with the Oxford Street precinct?

Mean number of words/phrases associated: 5.2



**'LGBTIQ communities and spaces' (83%) and 'entertainment' (79%) are the most common words/phrases associated with the Oxford Street precinct.**

**'Cultural' (67%) and 'creative' (59%) also feature as key current words/phrases to describe the Precinct.**



# Current Words/Phrases Associated with Oxford Street Precinct

Q2a. Which, if any, of the following words/phrases do you associate with the Oxford Street precinct?

## Top 5 associated words/phrases

Identified Gender		
Male (N=971)	Female (N=409)	Transgender/non-binary/third gender (N=22)
LGBTIQ communities and spaces (84%)	LGBTIQ communities and spaces (82%)	LGBTIQ communities and spaces (82%)
Entertainment (82%)	Entertainment (75%)	Entertainment (77%)
Cultural (66%)	Cultural (67%)	Cultural (68%)
Retail (59%)	Creative (65%)	Political activism and equal rights (68%)
Creative (57%)	Historical (53%)	Creative (64%)

Age			
Under 30 (N=257)	30-49 (N=814)	50-69 (N=332)	70+ (N=23)
LGBTIQ communities and spaces (93%)	LGBTIQ communities and spaces (86%)	Entertainment (74%)	Historical (65%)
Entertainment (81%)	Entertainment (82%)	LGBTIQ communities and spaces (70%)	Entertainment (61%)
Cultural (76%)	Cultural (67%)	Retail (62%)	Cultural (61%)
Creative (70%)	Creative (58%)	Cultural (58%)	LGBTIQ communities and spaces (57%)
Political activism and equal rights (56%)	Retail (58%)	Historical (58%)	Retail (52%)

See Appendix A for the full list of words/phrases by demographics

**‘LGBTIQ communities and spaces’ is the most commonly associated word/phrase with the Oxford Street precinct across all identified genders and with respondents under the age of 50, followed by ‘entertainment’. Whilst ‘Cultural’ features in all of the above ‘top five’ lists, ‘creative’ does not appear for those aged 50+ years.**

# Current Words/Phrases Associated with Oxford Street Precinct

Q2a. Which, if any, of the following words/phrases do you associate with the Oxford Street precinct?

## Top 5 associated words/phrases

Use of Oxford street (table 1 of 2)		
Go for entertainment (N=1,133)	Walk through the precinct (N=761)	Go to the shops/high street (N=725)
LGBTIQ communities and spaces (87%)	LGBTIQ communities and spaces (84%)	LGBTIQ communities and spaces (84%)
Entertainment (84%)	Entertainment (82%)	Entertainment (82%)
Cultural (72%)	Cultural (69%)	Cultural (71%)
Creative (63%)	Retail (62%)	Creative (67%)
Retail (58%)	Creative (61%)	Retail (65%)

Use of Oxford street (table 2 of 2)			
Live within the precinct (N=251)	Work within the precinct (N=125)	Own a business in the precinct (N=30)	Study within the precinct (N=12)
LGBTIQ communities and spaces (86%)	LGBTIQ communities and spaces (89%)	LGBTIQ communities and spaces (%)	LGBTIQ communities and spaces (83%)
Entertainment (85%)	Entertainment (83%)	Entertainment (87%)	Entertainment (75%)
Cultural (69%)	Cultural (78%)	Cultural (73%)	Cultural (75%)
Creative (62%)	Creative (66%)	Retail (70%)	Political activism and equal rights (75%)
Retail (60%)	Retail (66%)	Creative (63%)	Historical (67%)

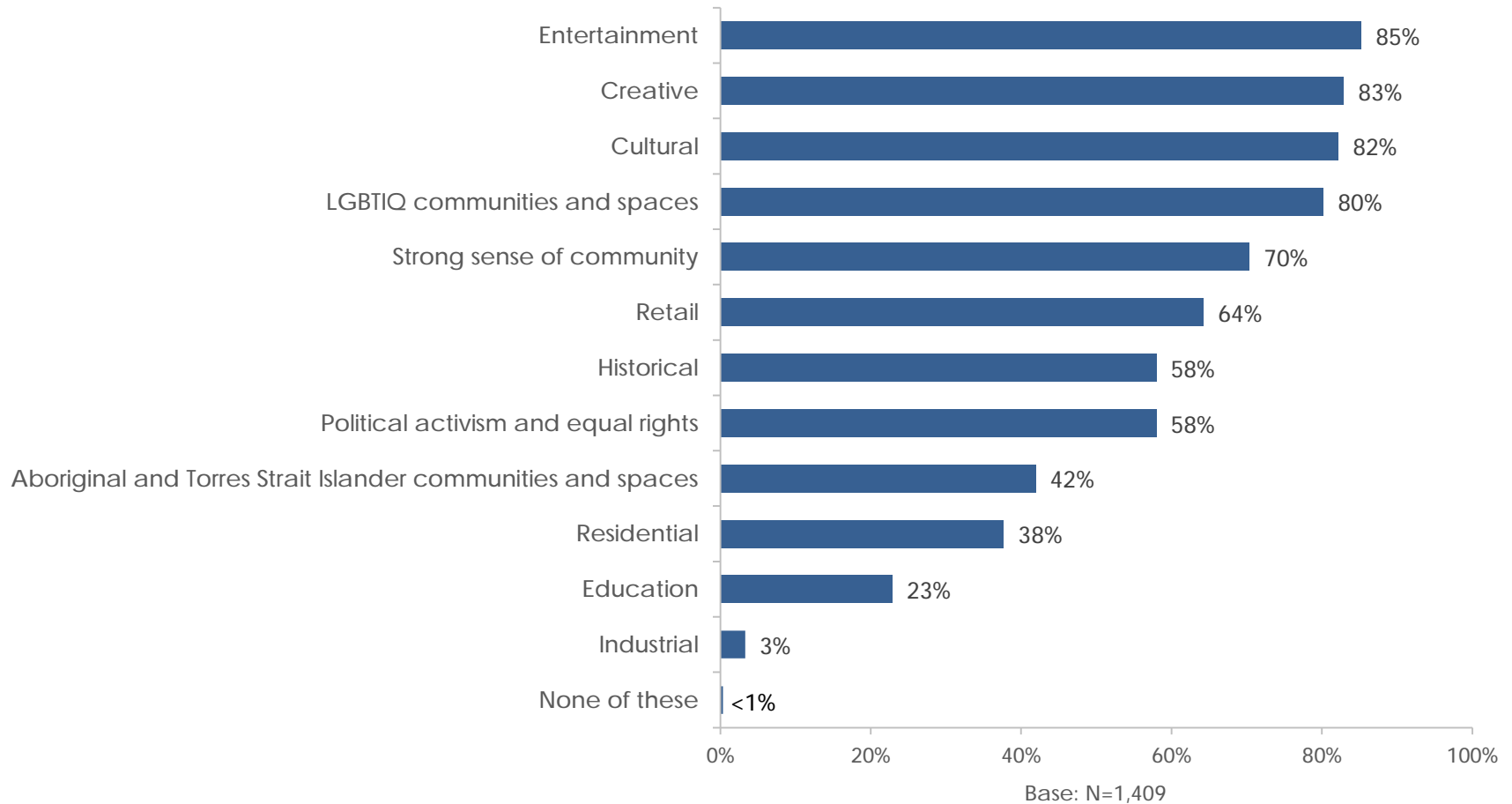
See Appendix A for the full list of words/phrases by use of Oxford Street

**Regardless of how respondents use the Oxford Street precinct, 'LGBTIQ communities and spaces', 'entertainment' and 'cultural' are the three most commonly associated words/phrases.**

# Future Words/Phrases for the Oxford Street Precinct

Q2b. Which, if any, of the following words/phrases would you want to associate with the Oxford Street precinct in the future?

Mean number of future words/phrases: 6.9



The word/phrase that the largest proportion of respondents would like to associate with the Oxford Street precinct in the future is 'entertainment' (85%), followed by 'creative' (83%) and 'cultural' (82%).

# Future Words/Phrases for the Oxford Street Precinct

Q2b. Which, if any, of the following words/phrases would you want to associate with the Oxford Street precinct in the future?

## Top 5 words/phrases for the future

Identified Gender		
Male (N=954)	Female (N=407)	Transgender/non-binary/third gender (N=22)
Entertainment (88%)	Creative (86%)	LGBTIQ communities and spaces (77%)
LGBTIQ communities and spaces (83%)	Cultural (83%)	Creative (73%)
Creative (82%)	Entertainment (82%)	Cultural (73%)
Cultural (82%)	LGBTIQ communities and spaces (75%)	Strong sense of community (68%)
Strong sense of community (70%)	Strong sense of community (71%)	Entertainment (64%)/political activism and equal rights (64%)

Age			
Under 30 (N=255)	30-49 (N=801)	50-69 (N=327)	70+ (N=23)
LGBTIQ communities and spaces (82%)	Entertainment (87%)	Entertainment (86%)	Cultural (87%)
Entertainment (81%)	LGBTIQ communities and spaces (85%)	Creative (83%)	Creative (78%)
Cultural (81%)	Creative (84%)	Cultural (82%)	Entertainment (74%)
Creative (80%)	Cultural (83%)	Retail (75%)	Historical (70%)
Strong sense of community (73%)	Strong sense of community (73%)	LGBTIQ communities and spaces (70%)	Retail (61%)

See Appendix A for the full list of words/phrases by demographics

**‘Cultural’ and ‘creative’ appear in all of the above top five lists.**



# Future Words/Phrases for the Oxford Street Precinct

Q2b. Which, if any, of the following words/phrases would you want to associate with the Oxford Street precinct in the future?

## Top 5 words/phrases for the future

Use of Oxford street (table 1 of 2)		
Go for entertainment (N=1,120)	Walk through the precinct (N=751)	Go to the shops/high street (N=719)
Entertainment (88%)	Entertainment (87%)	Creative (87%)
LGBTIQ communities and spaces (85%)	Creative (86%)	Cultural (87%)
Cultural (84%)	Cultural (85%)	Entertainment (86%)
Creative (83%)	LGBTIQ communities and spaces (82%)	LGBTIQ communities and spaces (84%)
Strong sense of community (73%)	Strong sense of community (73%)	Strong sense of community (76%)

Use of Oxford street (table 2 of 2)			
Live within the precinct (N=248)	Work within the precinct (N=123)	Own a business in the precinct (N=30)	Study within the precinct (N=11)
Entertainment (89%)	Creative (90%)	Creative (90%)	Creative (82%)
Cultural (88%)	Entertainment (88%)	Entertainment (87%)	LGBTIQ communities and spaces (73%)
Creative (86%)	LGBTIQ communities and spaces (86%)	LGBTIQ communities and spaces (87%)	Entertainment (64%)
LGBTIQ communities and spaces (84%)	Cultural (85%)	Cultural (87%)	Cultural (64%)
Strong sense of community (78%)/retail (78%)	Strong sense of community (78%)	Retail (83%)	Strong sense of community (64%)/political activism and equal rights (64%)

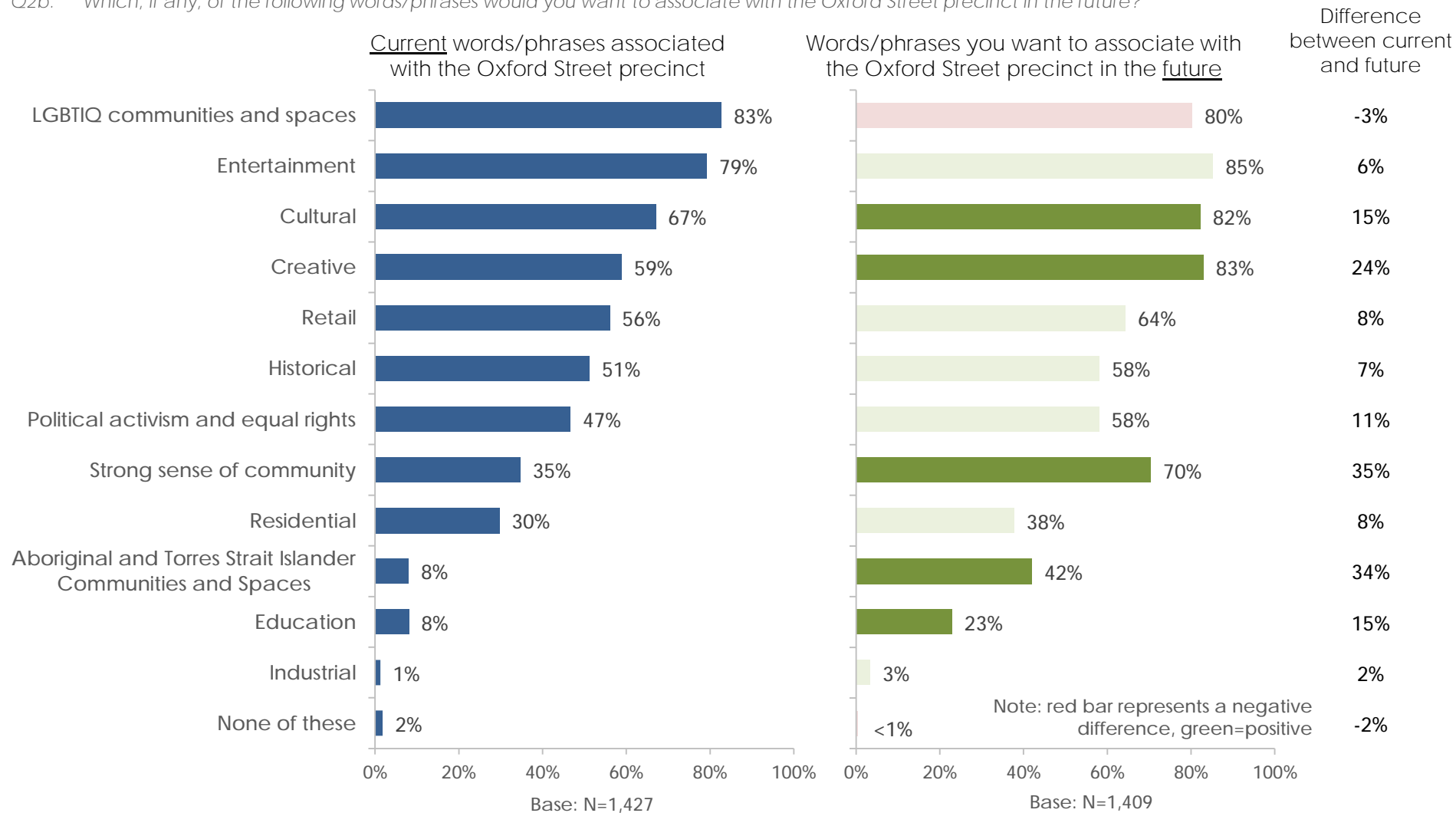
See Appendix A for the full list of words/phrases by demographics

Respondents that use the Oxford Street precinct for entertainment, walking through or live within it, are more likely to state 'entertainment' as the word/phrase they would like associated with the area, whilst those that use the area for shopping, work, study or own a business there, are more likely to have the most common word/phrase they want associated with the future to be 'creative'.

# Differences Between Current and Future Words/Phrases

Q2a. Which, if any, of the following words/phrases do you associate with the Oxford Street precinct?

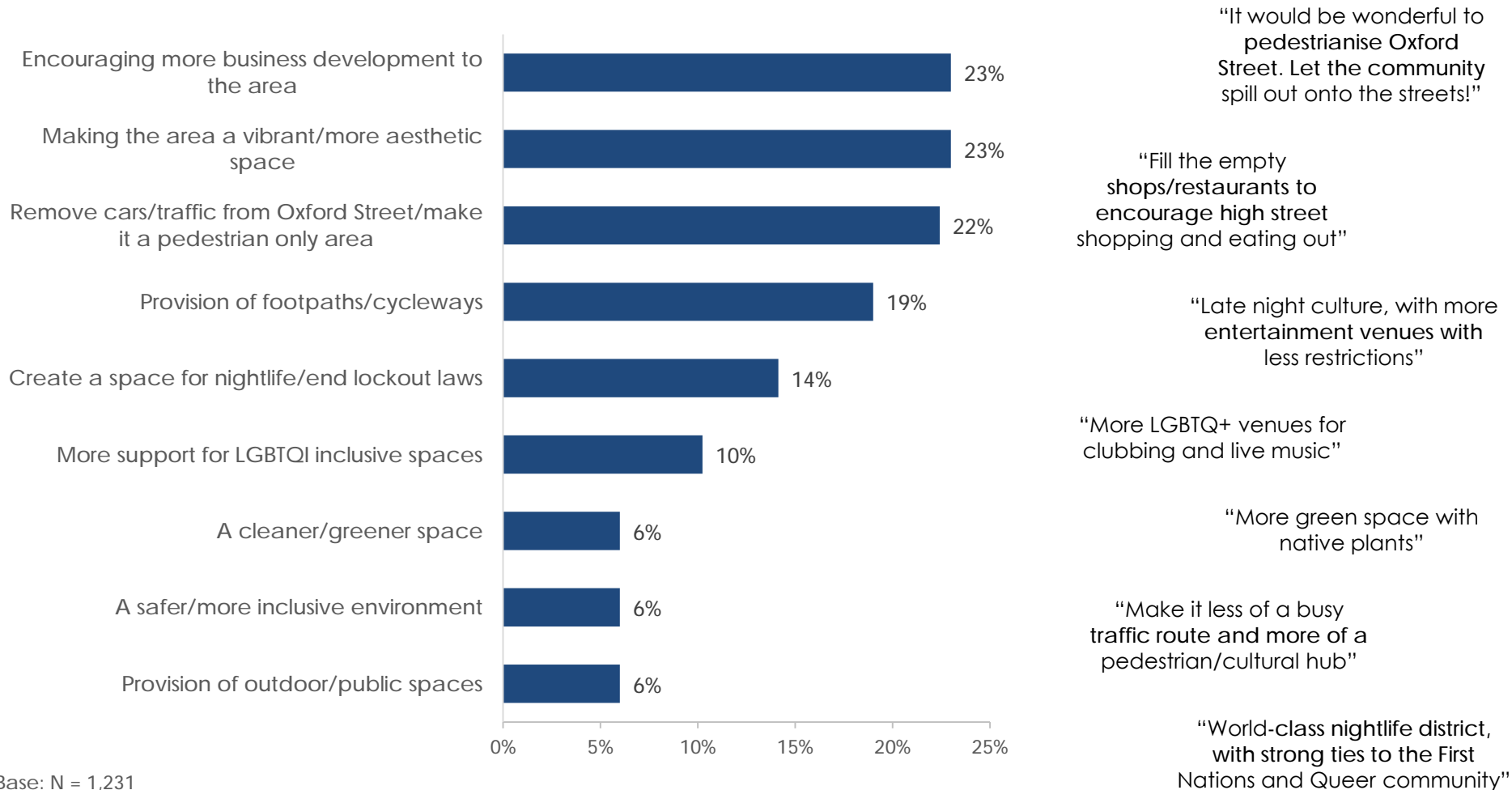
Q2b. Which, if any, of the following words/phrases would you want to associate with the Oxford Street precinct in the future?



When we look at the words/phrases that respondents would like to associate with the precinct in the future, the top four answers for current words/phrases remain the top four words/phrases for the future (i.e. entertainment, creative, cultural and LGBTIQ communities and spaces, albeit in a slightly different order). However, when we look at the difference between 'current' and 'future' words/phrases, we see that there are large increases in the proportion of respondents that want the future of the precinct to be associated with the words/phrases 'strong sense of community', 'Aboriginal and Torres Strait Islander Communities and Spaces', 'creative' and 'cultural'.

# Changes/Improvements for Oxford Street Precinct

Q3. Thinking about the next 10+ years... What changes/improvements, if any, would you like to see made to the activities/spaces/uses of Oxford Street precinct to make it more appealing to you?



The changes/improvements that respondents stated, unprompted, they would like to see over the next 10 years for the Oxford Street Precinct, are to encourage more business development and become a more vibrant and aesthetic space. Respondents also discussed the removal of cars from the area and the provision of footpaths and cycleways.



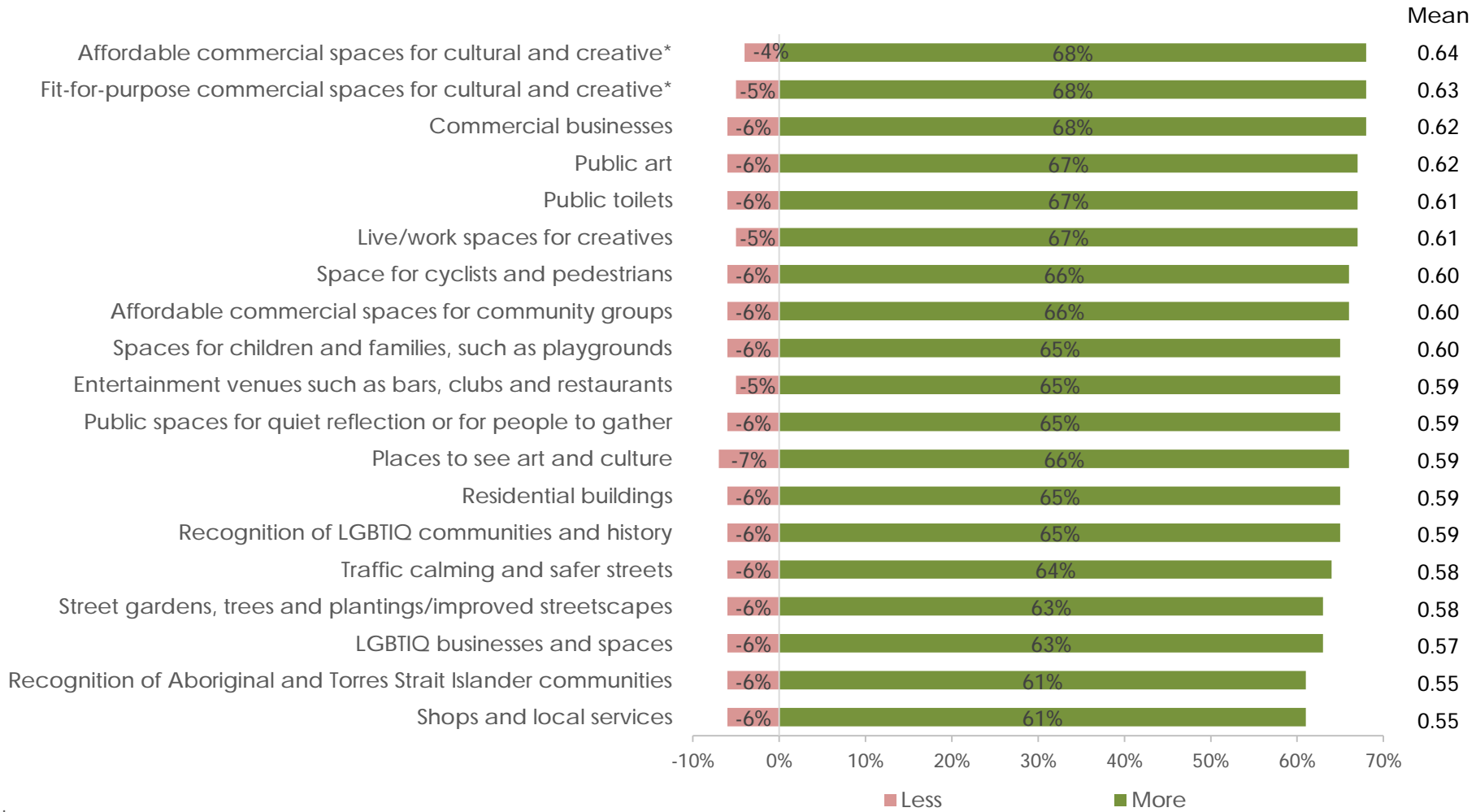
## Detailed Results

1. Usage and Frequency of Visits
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# Activities, Spaces and Uses in the Future

Q4. Outlined below are some activities/spaces/uses – some of these may already exist in the Oxford Street precinct, others are just ideas at this stage. For each one, please indicate if you would like to have More, The Same, or Less of it in the future in the Oxford Street precinct.



\*businesses  
 Base: N=1,097  
 Scale: -1=less, 1=more

**Whilst ‘affordable commercial spaces for cultural and creative businesses’ was the activity/space/use with the highest rating, there was remarkably very little variation across the different options – Comparing the top rated option with the bottom rated option (shops and local services), we see that just 7% fewer respondents stated ‘more’ and 2% more respondents stated ‘less’.**

# Activities, Spaces and Uses in the Future

Q4. Outlined below are some activities/spaces/uses – some of these may already exist in the Oxford Street precinct, others are just ideas at this stage. For each one, please indicate if you would like to have More, The Same, or Less of it in the future in the Oxford Street precinct.

	Identified Gender			Age			
	Male	Female	Transgender/non-binary/third gender	Under 30	30-49	50-69	70+
Affordable commercial spaces for cultural and*	0.63	0.65	0.72	0.65	0.62	0.65	0.69
Fit-for-purpose commercial spaces for cultural and*	0.61	0.67	0.67	0.58	0.62	0.68	0.75
Commercial businesses	0.61	0.68	0.61	0.61	0.63	0.63	0.69
Public art	0.61	0.65	0.50	0.53▼	0.64	0.65	0.38
Public toilets	0.63	0.60	0.56	0.66	0.60	0.62	0.81
Live/work spaces for creatives	0.61	0.61	0.50	0.53▼	0.62	0.67	0.56
Space for cyclists and pedestrians	0.61	0.58	0.56	0.61	0.60	0.59	0.50
Affordable commercial spaces for community groups	0.57▼	0.66▲	0.83▲	0.55	0.60	0.64	0.50
Spaces for children and families, such as playgrounds	0.59	0.64	0.56	0.54	0.59	0.66▲	0.56
Entertainment venues such as bars, clubs and restaurants	0.58	0.64	0.61	0.61	0.56▼	0.66▲	0.81
Public spaces for quiet reflection or for people to gather	0.60	0.60	0.61	0.55	0.59	0.68▲	0.25
Places to see art and culture	0.59	0.63	0.50	0.55	0.62	0.57	0.63
Residential buildings	0.58	0.63	0.44	0.65	0.58	0.55	0.69
Recognition of LGBTIQ communities and history	0.59	0.58	0.67	0.60	0.59	0.57	0.56
Traffic calming and safer streets	0.57	0.61	0.33	0.55	0.58	0.60	0.75
Street gardens, trees and plantings/improved streetscapes	0.57	0.60	0.39	0.60	0.57	0.59	0.25▼
LGBTIQ businesses and spaces	0.58	0.56	0.61	0.60	0.56	0.57	0.75
Recognition of Aboriginal and Torres Strait Islander communities	0.57	0.54	0.61	0.49	0.55	0.62▲	0.38
Shops and local services	0.54	0.58	0.33	0.51	0.56	0.58	0.25
Base	741	298	18	198	636	228	16

\*creative businesses

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

Scale: -1=less, 1=more

**Wanting more 'fit-for-purpose commercial spaces for cultural and creative businesses', 'commercial businesses' and 'traffic calming and safer streets' followed an upward trend with age.**

# Activities, Spaces and Uses in the Future

Q4. Outlined below are some activities/spaces/uses – some of these may already exist in the Oxford Street precinct, others are just ideas at this stage. For each one, please indicate if you would like to have More, The Same, or Less of it in the future in the Oxford Street precinct.

	Go for entertainment	Walk through the precinct	Go to the shops/ high street	Live within the precinct	Work within the precinct	Own a business in the precinct	Study within the precinct
Affordable commercial spaces for cultural and*	0.64	0.66	0.65	0.62	0.56	0.54	0.60
Fit-for-purpose commercial spaces for cultural and*	0.62	0.64	0.63	0.57	0.65	0.62	0.60
Commercial businesses	0.63	0.65	0.64	0.65	0.69	0.81	0.50
Public art	0.63	0.65▲	0.67▲	0.72▲	0.65	0.81▲	0.80
Public toilets	0.63	0.64	0.64	0.64	0.61	0.81▲	0.60
Live/work spaces for creatives	0.61	0.59	0.63	0.59	0.59	0.62	0.70
Space for cyclists and pedestrians	0.62	0.60	0.61	0.60	0.69	0.58	0.30
Affordable commercial spaces for community groups	0.61	0.63	0.60	0.57	0.61	0.62	0.70
Spaces for children and families, such as playgrounds	0.60	0.63	0.62	0.60	0.59	0.92▲	0.60
Entertainment venues such as bars, clubs and restaurants	0.60	0.60	0.62	0.57	0.57	0.62	0.40
Public spaces for quiet reflection or for people to gather	0.60	0.63▲	0.61	0.61	0.65	0.92▲	0.50
Places to see art and culture	0.60	0.61	0.61	0.52	0.66	0.65	0.50
Residential buildings	0.58	0.61	0.59	0.58	0.65	0.69	0.50
Recognition of LGBTIQ communities and history	0.59	0.62	0.63▲	0.57	0.64	0.54	0.70
Traffic calming and safer streets	0.59	0.60	0.57	0.59	0.65	0.69	0.80
Street gardens, trees and plantings/improved streetscapes	0.58	0.59	0.56	0.49▼	0.60	0.65	0.80
LGBTIQ businesses and spaces	0.58	0.59	0.57	0.52	0.69▲	0.65	0.60
Recognition of Aboriginal and Torres Strait Islander communities	0.55	0.57	0.59	0.54	0.67▲	0.73	0.60
Shops and local services	0.55	0.59▲	0.55	0.60	0.58	0.62	0.40
Base	878	594	560	208	105	26	10

\*creative businesses

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

Scale: -1=less, 1=more

Current usage of the Oxford Street precinct appears to impact the activities/spaces and uses that respondents would like in the future. For example, the highest rated options for the 26 respondents that own a business **within the precinct** are 'spaces for children and families, such as playgrounds' and 'public spaces for quiet reflection or for people to gather', whilst for those that live within the precinct and go to the shops/high street **within the precinct**, rated 'public art' the highest.

# Future Vision for the Oxford Street Precinct



## Detailed Results

1. Usage and Frequency of Visits
2. Words/Phrases Associated with the Precinct
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6. Support and Social, Cultural and Historical Significance



# Future Vision for the Oxford Street Precinct

*The following statement was presented to respondents prior to the remaining questions:*

Council's Local Strategic Planning Statement (LSPS) proposes a 'Creative and Cultural Precinct' for the Oxford Street precinct. The precinct aims to celebrate and build upon the area's rich cultural history and leverage its proximity to cultural and creative institutions such as the National Art School and UNSW Art and Design Campus, while supporting employment growth in the area.

The City wants to hear from you about *what type* of cultural and creative precinct you want, and *how* we might do it. Your input will help guide the development of a strategy that will investigate changes to the planning frameworks that guide local character and development along Oxford Street in order to support more cultural and creative uses of the precinct.

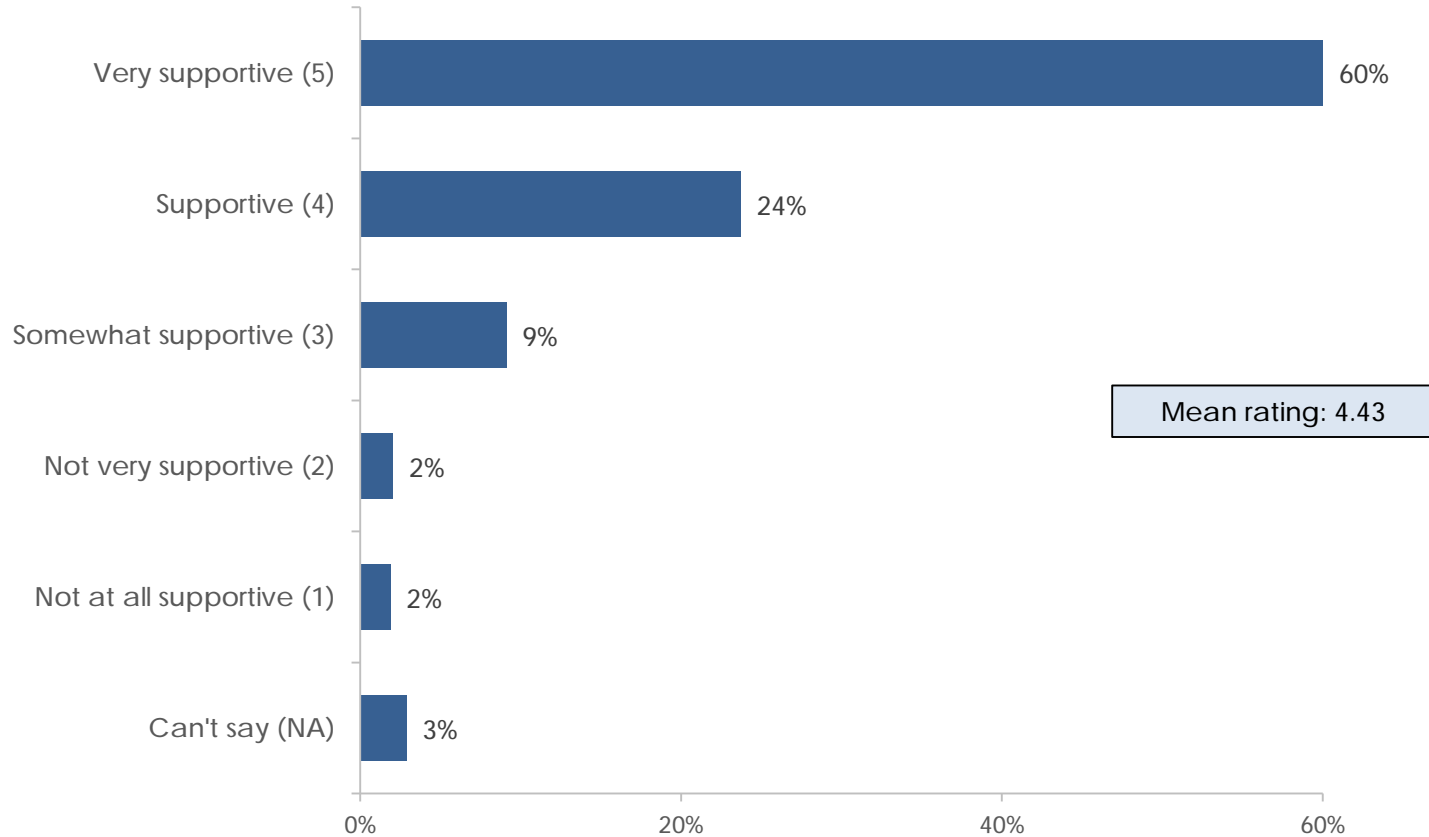
Specifically, changes that could be considered might relate to:

- Better expressing and protecting the character of the area, as well as looking towards the future character that we want to create
- Flexibility in the allowed height and volume of buildings - this could allow for more space for creative practice or businesses
- Identification of special places – enhancing or creating public spaces and landmarks
- Identification of significant buildings – protecting the architecture that we love
- Street level activity and experience – the way our streets and building interfaces are designed



# Support for a Dedicated Cultural and Creative Precinct

Q5a. How supportive, if at all, are you of Council's recommendation to make the Oxford Street precinct part of a larger dedicated cultural and creative precinct?



Base: N=1,218

Note: can't say responses were not included in the mean

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

Support was very high for making the Oxford Street precinct part of a larger dedicated cultural and creative precinct, with **93% of respondents stating they are 'somewhat – very supportive'**.

# Support for a Dedicated Cultural and Creative Precinct

Q5a. How supportive, if at all, are you of Council's recommendation to make the Oxford Street precinct part of a larger dedicated cultural and creative precinct?

	Overall	Identified Gender			Age			
		Male	Female	Transgender/ non-binary/ third gender	Under 30	30-49	50-69	70+
Mean rating	4.43	4.39	4.56▲	4.21	4.42	4.42	4.48	4.35
Base	1,183	790	332	19	190	668	282	20

	Use of Oxford street						
	Go for entertainment	Walk through the precinct	Go to the shops/high street	Live within the precinct	Work within the precinct	Own a business in the precinct	Study within the precinct
Mean rating	4.45	4.47	4.44	4.37	4.43	4.59	4.10
Base	929	638	613	214	109	27	10

	Frequency of usage				
	Daily	Weekly	Fortnightly - Monthly	Less than once a month	No longer visit
Mean rating	4.38	4.42	4.54▲	4.45	4.47
Base	483	286	205	119	66

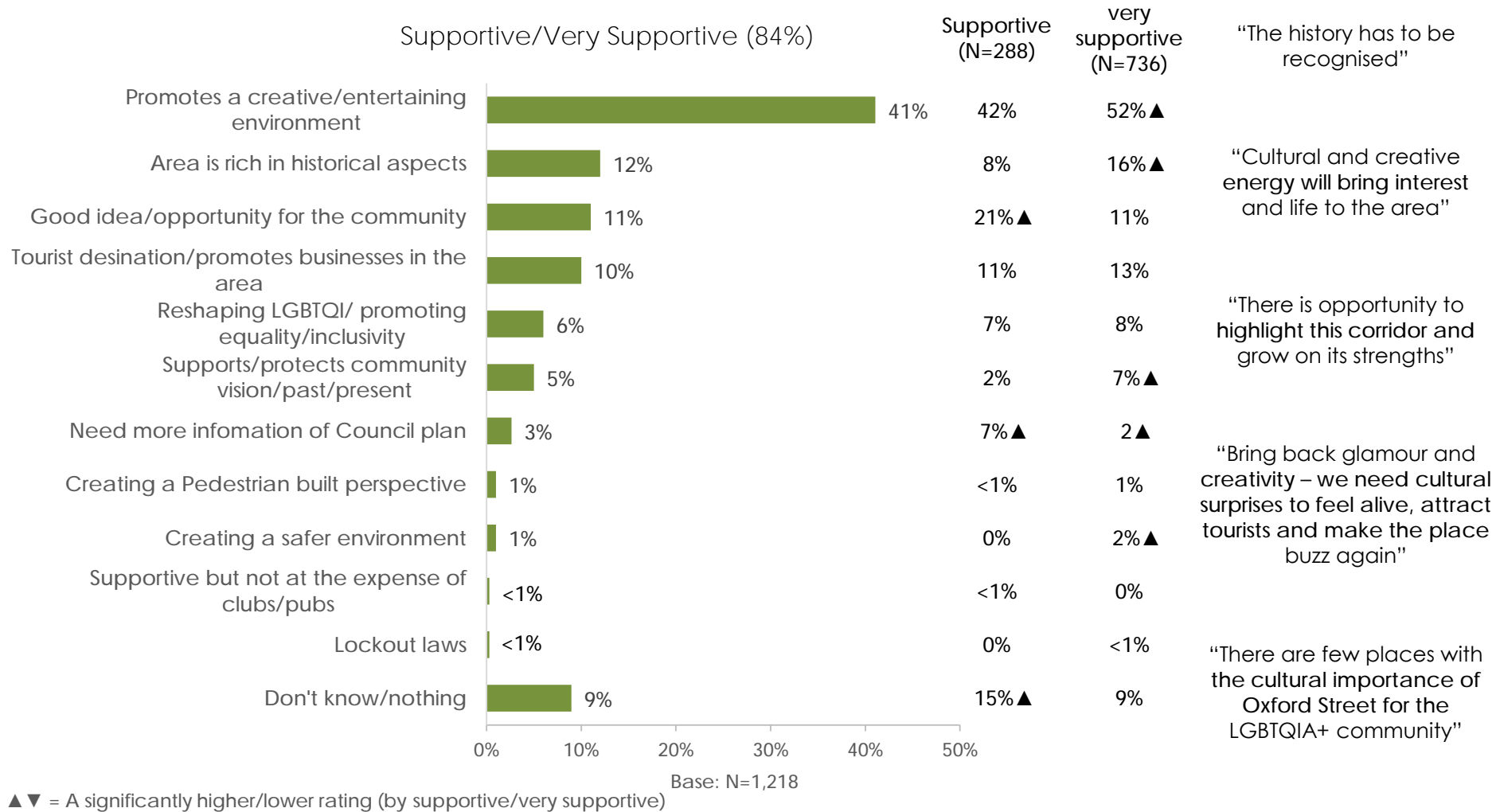
▲ ▼ = A significantly higher/lower rating (by group) Scale: 1=not at all supportive, 5=very supportive

Females expressed higher levels of support for making the Oxford Street precinct part of a larger dedicated cultural and creative precinct (although in reality, all demographic cohorts **were positive**). Whilst those that visit the precinct **‘fortnightly – monthly’** showed higher levels of support, there was no real pattern of support based on frequency of usage.

# Reason for Level of Support

Q5a. How supportive, if at all, are you of Council's recommendation to make the Oxford Street precinct part of a larger dedicated cultural and creative precinct?

Q5b. Why do you say that?

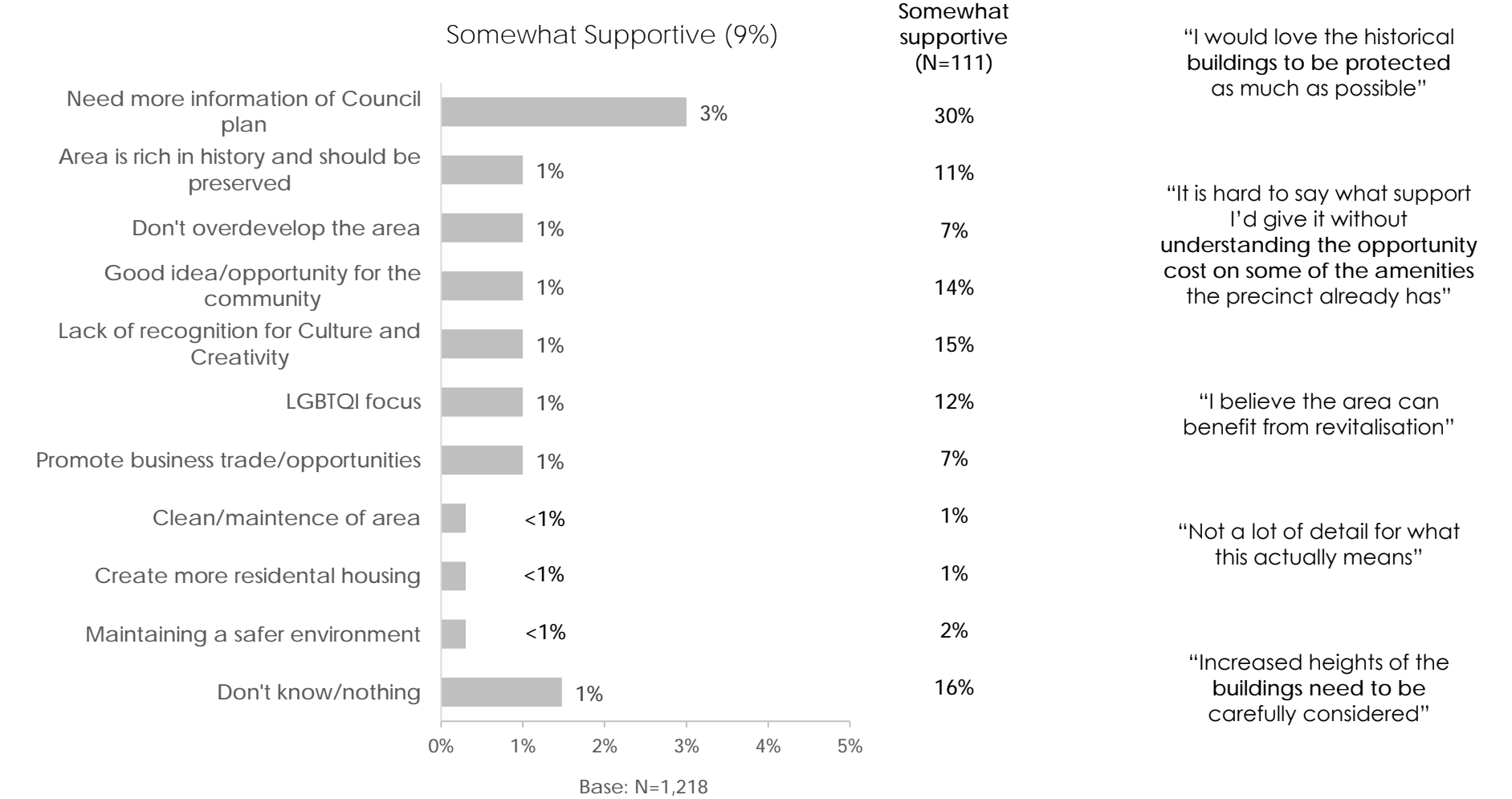


**41% of respondents stated that they are supportive/very supportive of Council's recommendation to make the Oxford Street precinct part of a larger dedicated cultural and creative precinct, because it will 'promote a creative/entertaining environment'. Respondents also discussed how the area is rich in historical aspects and that it will be a good opportunity for the community whilst promoting the area to tourists/supporting businesses.**



# Reason for Level of Support

Q5a. How supportive, if at all, are you of Council's recommendation to make the Oxford Street precinct part of a larger dedicated cultural and creative precinct?  
 Q5b. Why do you say that?

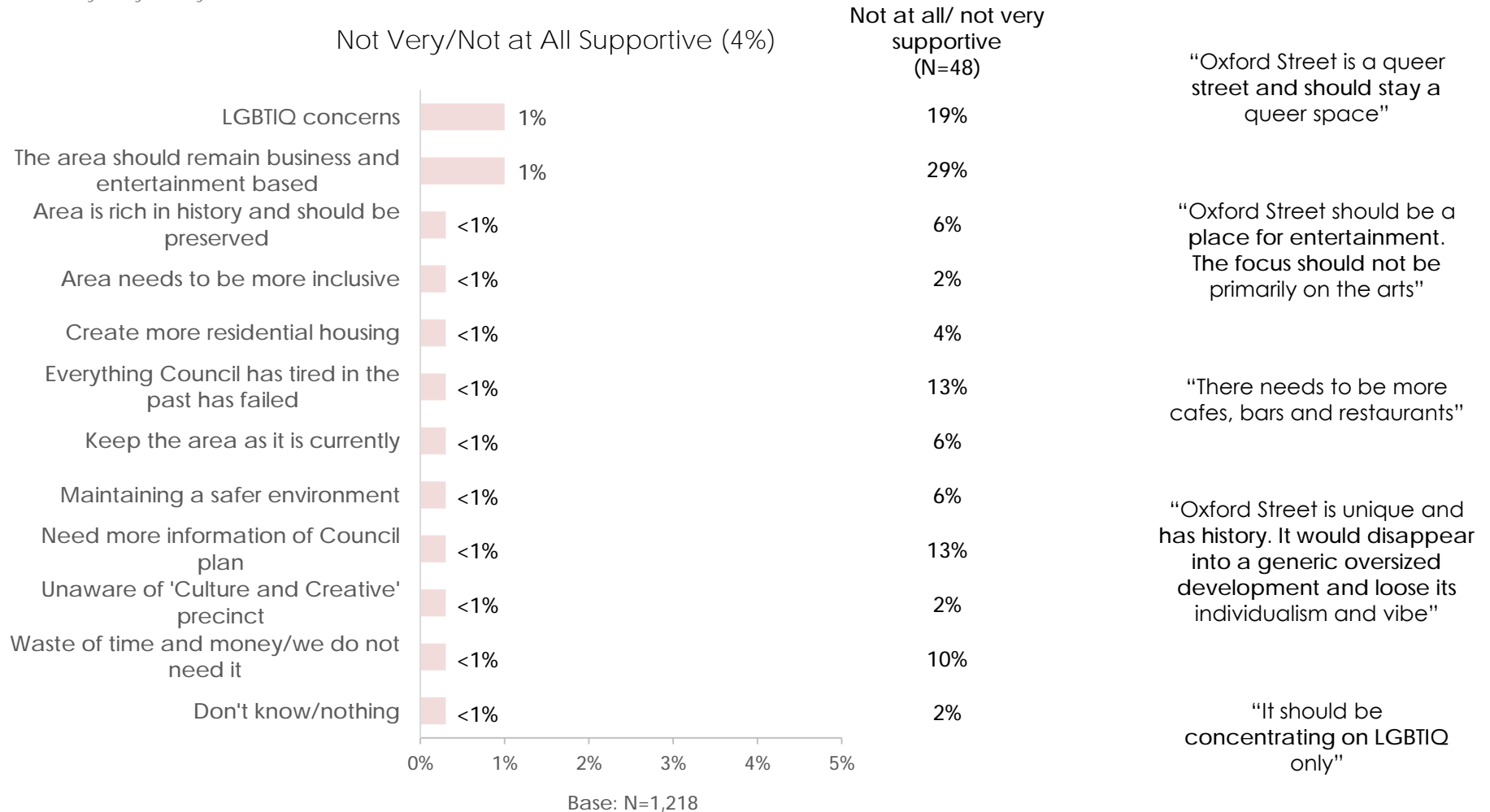


**The leading reason for respondents saying they were ‘somewhat supportive’ of Council’s recommendation, is that they need more information on the details of the plan.**

# Reason for Level of Support

Q5a. How supportive, if at all, are you of Council's recommendation to make the Oxford Street precinct part of a larger dedicated cultural and creative precinct?

Q5b. Why do you say that?



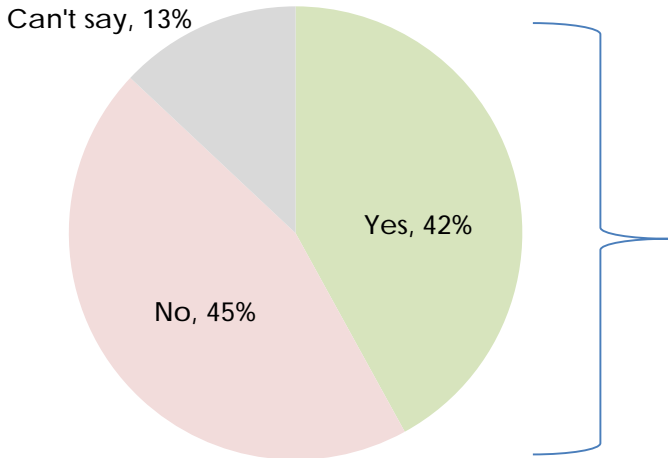
**Amongst respondents that are not very/not at all supportive of Council's recommendation, the leading issues discussed focused on concerns that the area should have a LGBTIQ and business/entertainment focus, rather than an arts focus.**

# Current Consideration as Cultural and Creative Precinct

Q6a. Do you consider the Oxford Street precinct to be a cultural and creative precinct now?

	Overall	Identified Gender			Age			
		Male	Female	Transgender/ non-binary/third gender	Under 30	30-49	50-69	70+
% Yes	42%	41%	45%	50%	63%▲	40%	33%▼	37%
Base	1,162	771	328	18	191	651	275	19

	Use of Oxford street						
	Go for entertainment	Walk through the precinct	Go to the shops/high street	Live within the precinct	Work within the precinct	Own a business in the precinct	Study within the precinct
% Yes	46%▲	43%	45%▲	41%	54%▲	42%	50%
Base	908	622	596	212	107	26	10



	Q6a. Currently consider it to be a cultural and creative precinct		
	Yes	No	Can't say
Q5a. Mean support	4.51▲	4.39	4.31
Base	468	505	150

Base: N=1,162  
▲ ▼ = A significantly higher/lower percentage/rating (by group)  
Q5a. Scale: 1=not at all supportive, 5=very supportive

42% of respondents currently consider the Oxford Street precinct to be a cultural and creative precinct.

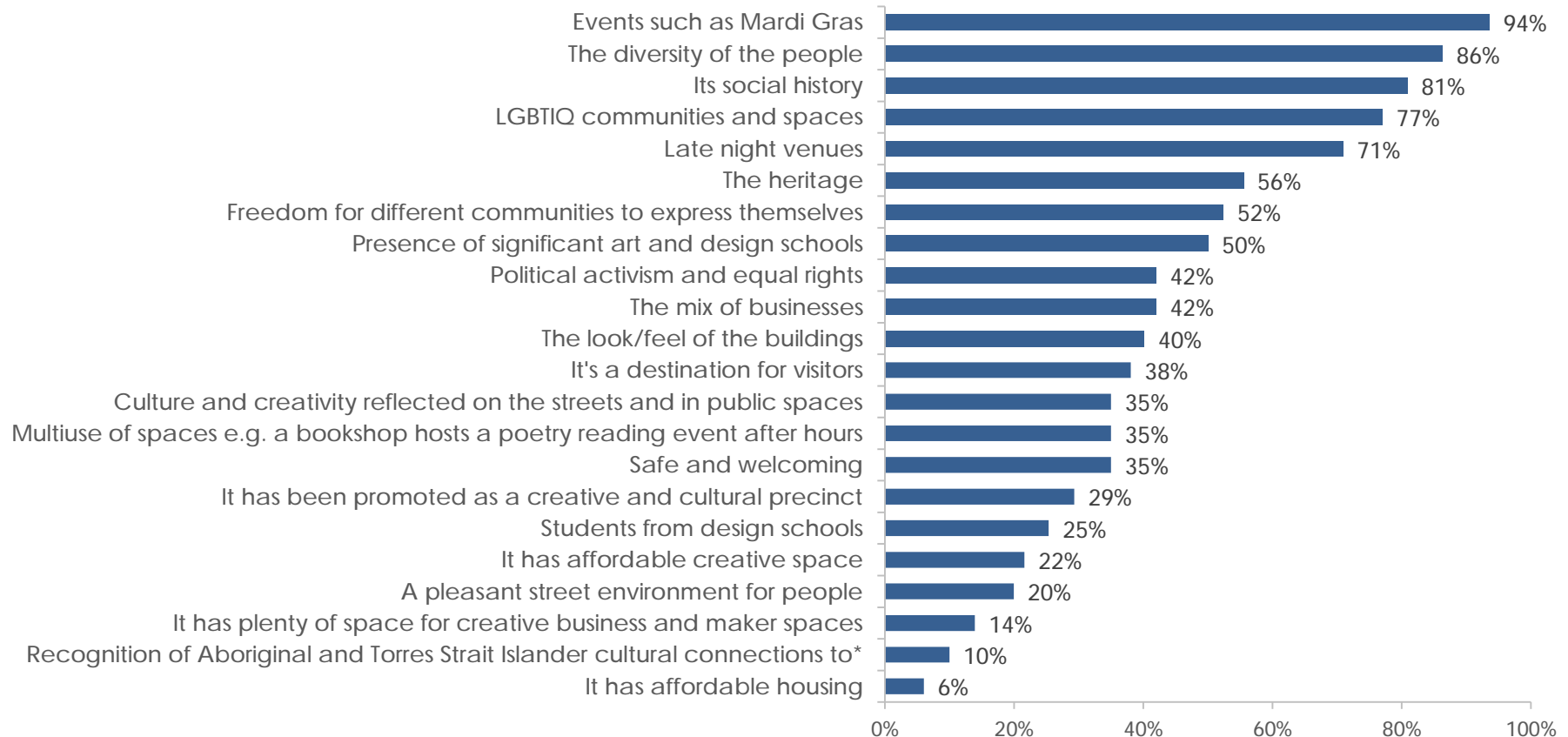
Younger respondents (under 30) are significantly more likely to consider this, along with respondents that use the precinct for entertainment, going to the shops/high street or work within it.

Interestingly, respondents that already consider it to be a cultural and creative precinct are more likely to be supportive of Council's recommendation to make the Oxford Street precinct part of a larger dedicated cultural and creative precinct (mean score of 4.51 out of 5 on Q5a – although in reality, those that don't still gave a very positive rating [4.39] on Q5a).

# Key Attributes Making the Oxford Street Precinct a Cultural and Creative Precinct

Q6a. Do you consider the Oxford Street precinct to be a cultural and creative precinct now?

Q6b. [If yes on 6a] What are the key attributes that make the Oxford Street precinct a cultural and creative precinct today?

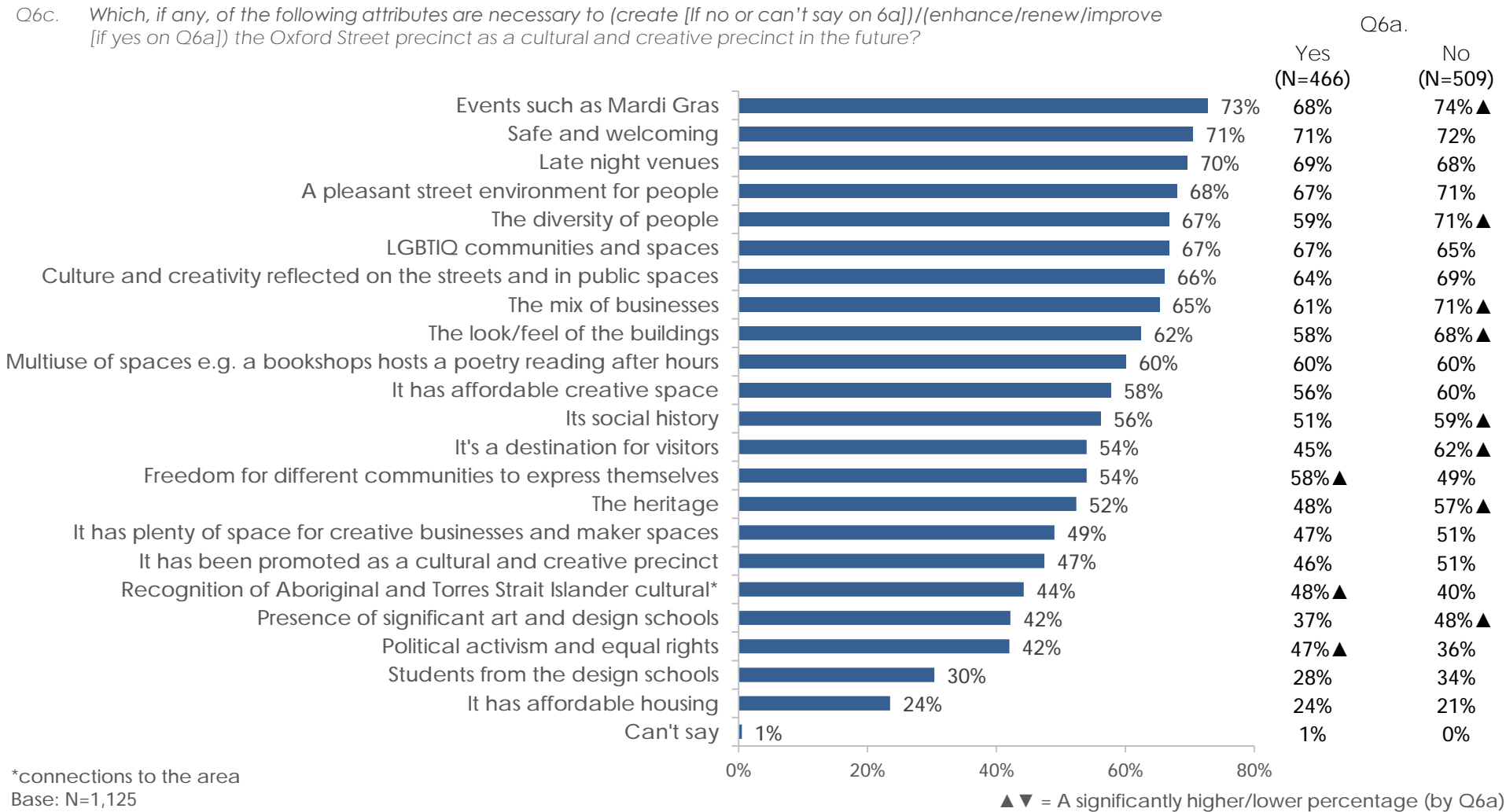


\*the area

Base: Those that consider the Oxford Street Precinct to be a cultural and creative precinct now N=478

Across the respondents that currently consider the Oxford Street precinct to be a cultural and creative precinct, the key attributes that make it so are 'events such as Mardi Gras' (94%), 'the diversity of the people' (86%) and 'its social history' (81%).

# Attributes Necessary to Create/Enhance the Oxford Street Precinct as a Cultural and Creative Precinct



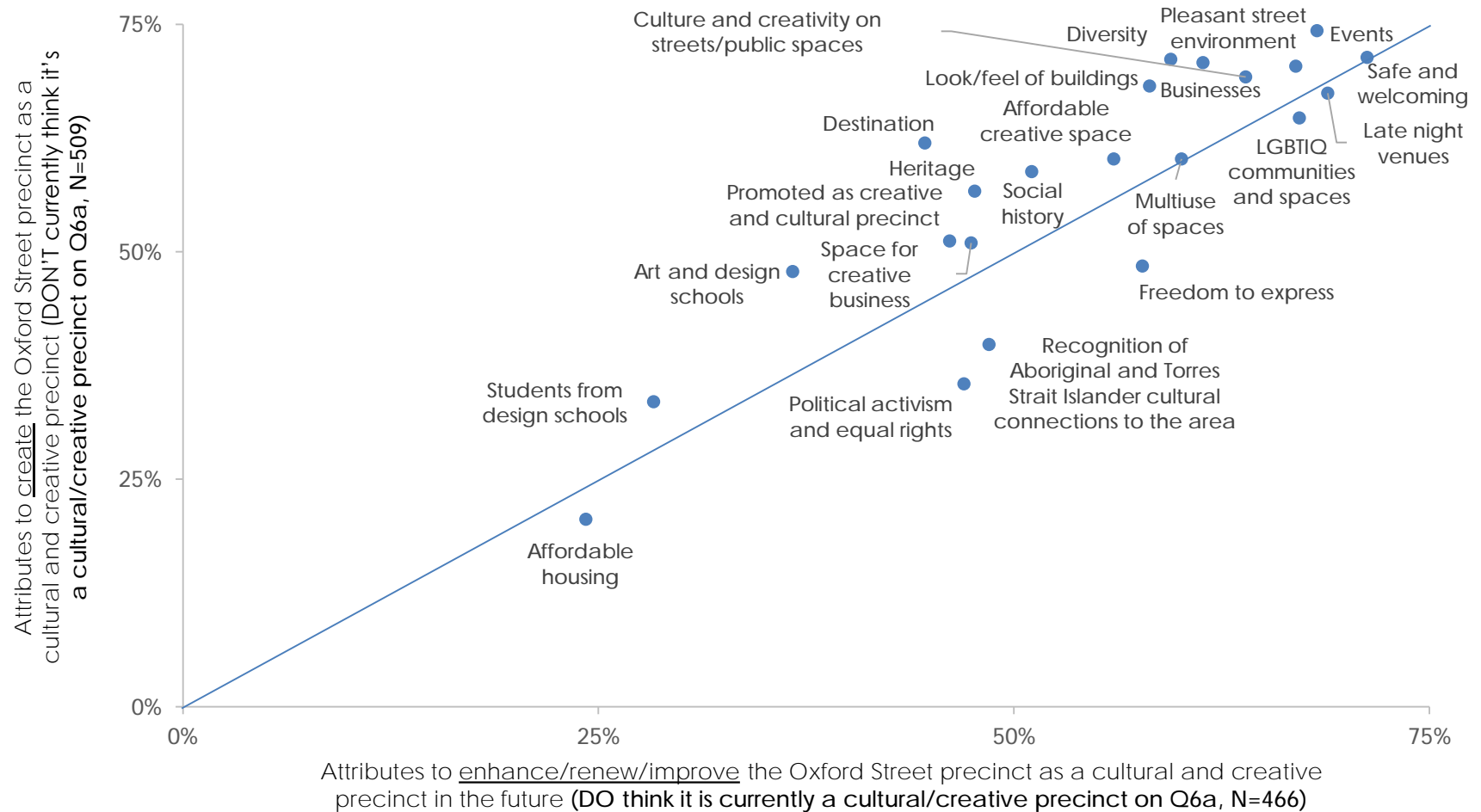
The attributes respondents believe are necessary to create/enhance/renew/improve the Oxford Street precinct as a cultural and creative precinct in the future are 'events such as Mardi Gras' (73%), 'safe and welcoming' (71%) and 'late night venues' (70%).

Respondents that do not view the Oxford Street precinct to already be a cultural and creative precinct (Q6a), are significantly more likely to identify 8 of the attributes as necessary – covering a mix of themes such as events, diversity of people, mix of businesses, look/feel of buildings, social history, etc.



# Comparison of Attributes by View of Current Cultural and Creative Precinct

Q6c. Which, if any, of the following attributes are necessary to (create [if no or can't say on 6a])/(enhance/renew/improve [if yes on Q6a]) the Oxford Street precinct as a cultural and creative precinct in the future?



The above chart compares the attributes to make the Oxford Street precinct a cultural and creative precinct in the future, based on those that already view the precinct as a cultural and creative precinct (horizontal axis) against those that do not consider it to currently be a cultural and creative precinct (vertical axis). Attributes above the line have a greater proportion of respondents believing they are needed to create the precinct as a cultural and creative precinct (amongst those who do not believe it currently is), whilst attributes below the line have a greater proportion of respondent believing they are needed to enhance/renew/improve (amongst those who already view the Oxford Street precinct as a cultural and creative precinct).

# Differences Between Current and Future Attributes

Q6b. [If yes on 6a] What are the key attributes that make the Oxford Street precinct a cultural and creative precinct today?

Q6c. Which, if any, of the following attributes are necessary to (create [If no or can't say on 6a])/(enhance/renew/improve [if yes on Q6a]) the Oxford Street precinct as a cultural and creative precinct in the future?

## Currently view the Oxford Street precinct as a cultural and creative precinct

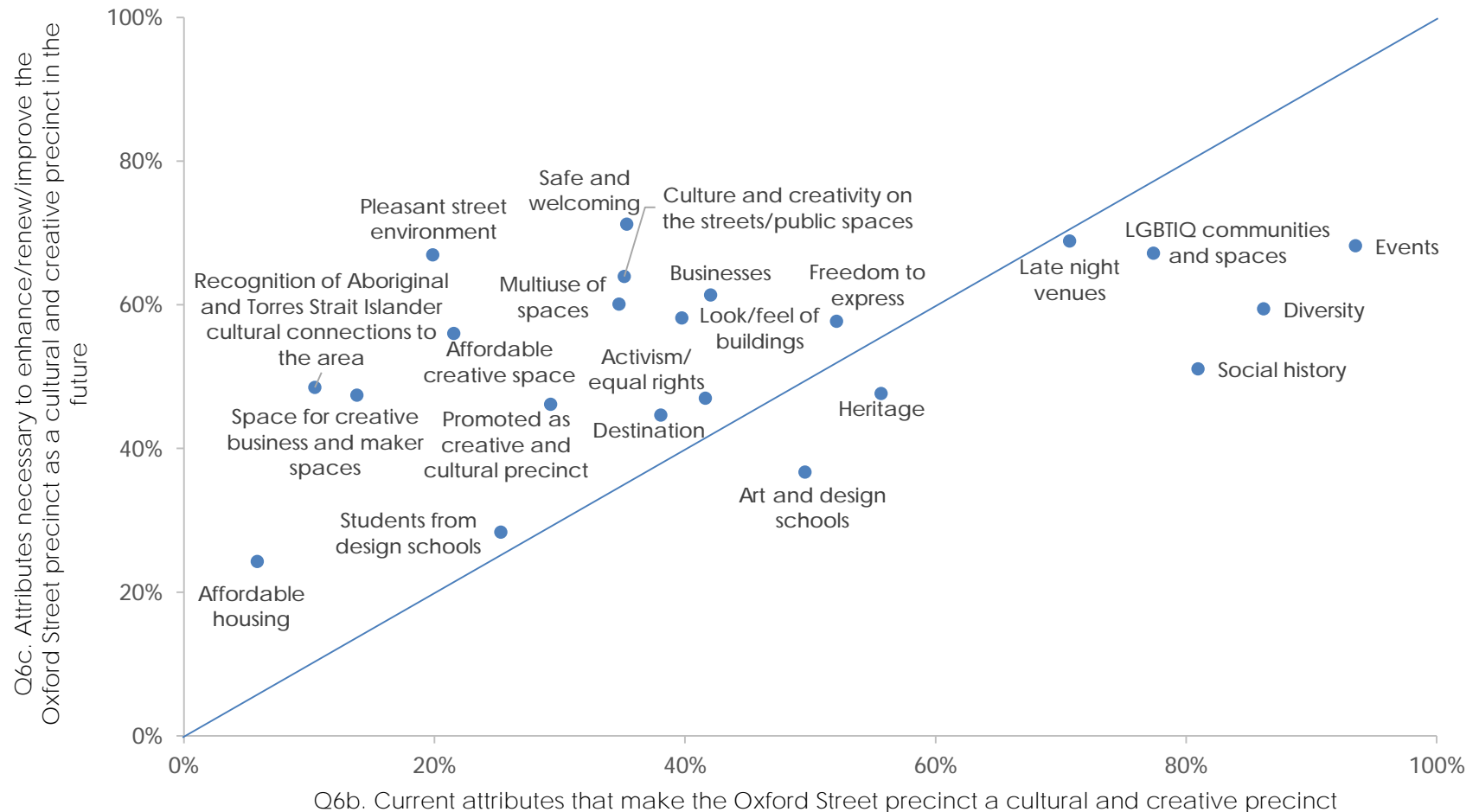
	Q6b. Current attributes (N=478)	Q6c. Attributes to enhance/renew/improve (N=466)	Difference between current attributes and those to enhance/renew/ enhance
A pleasant street environment for people	20%	67%▲	47%
Recognition of Aboriginal and Torres Strait Islander cultural connections to the area	10%	48%▲	38%
Safe and welcoming	35%	71%▲	36%
It has affordable creative space	22%	56%▲	34%
It has plenty of space for creative business and maker spaces	14%	47%▲	33%
Culture and creativity reflected on the streets and in public spaces	35%	64%▲	29%
Multiuse of spaces	35%	60%▲	25%
The mix of businesses	42%	61%	19%
The look/feel of the buildings	40%	58%	18%
It has affordable housing	6%	24%▲	18%
It has been promoted as a creative and cultural precinct	29%	46%	17%
It's a destination for visitors	38%	45%	7%
Freedom for different communities to express themselves	52%	58%	6%
Political activism and equal rights	42%	47%	5%
Students from design schools	25%	28%	3%
Late night venues	71%▲	69%	-2%
The heritage	56%▲	48%	-8%
LGBTIQ communities and spaces	77%▲	67%	-10%
Presence of significant art and design schools	50%▲	37%	-13%
Events such as Mardi Gras	94%▲	68%	-26%
The diversity of the people	86%▲	59%	-27%
Its social history	81%▲	51%	-30%

▲ ▼ = A significantly higher/lower percentage (by current attributes and those to enhance/renew/improve)

Amongst respondents that currently view the Oxford Street precinct as a cultural and creative precinct (and hence answered both Q6b and Q6c), the attributes with the largest gap between 'current attributes' and those needed to 'enhance/renew/improve' the precinct as a cultural and creative precinct are 'a pleasant street environment for people', 'recognition of Aboriginal and Torres Strait Islander cultural connections to the area' and 'safe and welcoming' – followed by several 'space' attributes (affordable space, plenty of space, multi-use of space).

# Differences Between Current and Future Attributes

- Q6b. [If yes on 6a] What are the key attributes that make the Oxford Street precinct a cultural and creative precinct today?
- Q6c. Which, if any, of the following attributes are necessary to (create [If no or can't say on 6a])/(enhance/renew/improve [if yes on Q6a]) the Oxford Street precinct as a cultural and creative precinct in the future?



Note: Chart is only of respondents that were asked both Q6b and Q6c

Base: Current attributes N=478, future attributes N=466

As a repeat of the data on the previous slide, the above chart shows the attributes that respondents currently feel make the Oxford Street precinct a cultural and creative precinct (Q6b), and those they would like to see enhanced/renewed/improved (Q6c). The attributes above the line are the ones that a greater proportion of respondents would like to see part of the future of the Oxford Street precinct, than currently believe describes the precinct now. Note, as only respondents that stated they currently consider the Oxford Street precinct to be a cultural and creative precinct now were asked Q6b, the results for Q6c are only shown for these respondents too.

# Future Attributes by Support for a Larger Cultural/Creative Precinct

- Q5a. How supportive, if at all, are you of Council's recommendation to make the Oxford Street precinct part of a larger dedicated cultural and creative precinct?
- Q6c. Which, if any, of the following attributes are necessary to (create [if no or can't say on 6a])/(enhance/renew/improve [if yes on Q6a]) the Oxford Street precinct as a cultural and creative precinct in the future?

	Q5a. Support to make Oxford Street precinct part of a larger cultural and creative precinct		
	Not very supportive/ Not at all supportive/ Somewhat supportive	Supportive	Very supportive
Events such as Mardi Gras	72%	70%	75%
Safe and welcoming	63%▼	71%	72%
Late night venues	74%	67%	70%
A pleasant street environment for people	61%	65%	71%▲
The diversity of people	54%▼	63%	71%▲
LGBTIQ communities and spaces	66%	65%	69%
Culture and creativity reflected on the streets and in public spaces	45%▼	65%	72%▲
The mix of businesses	52%▼	60%	70%▲
The look/feel of the buildings	49%▼	58%	68%▲
Multiuse of spaces	35%▼	58%	66%▲
It has affordable creative space	29%▼	58%	64%▲
Its social history	48%▼	49%▼	61%▲
It's a destination for visitors	45%▼	45%▼	59%▲
Freedom for different communities to express themselves	40%▼	52%	57%▲
The heritage	56%	45%▼	56%▲
It has plenty of space for creative businesses and maker spaces	25%▼	46%	55%▲
It has been promoted as a cultural and creative precinct	26%▼	48%	52%▲
Recognition of Aboriginal and Torres Strait Islander cultural connections to the area	28%▼	39%▼	51%▲
Presence of significant art and design schools	21%▼	37%	49%▲
Political activism and equal rights	36%	38%	45%▲
Students from the design schools	10%▼	29%	36%▲
It has affordable housing	21%	24%	24%
Can't say	2%	0%	0%
Base	146	260	681

Those committing to the top box 'very supportive' on Q5a (support to make Oxford St part of a larger cultural and creative precinct) were more likely to find almost all attributes necessary to create this new precinct.

# Support and Social, Cultural and Historical Significance



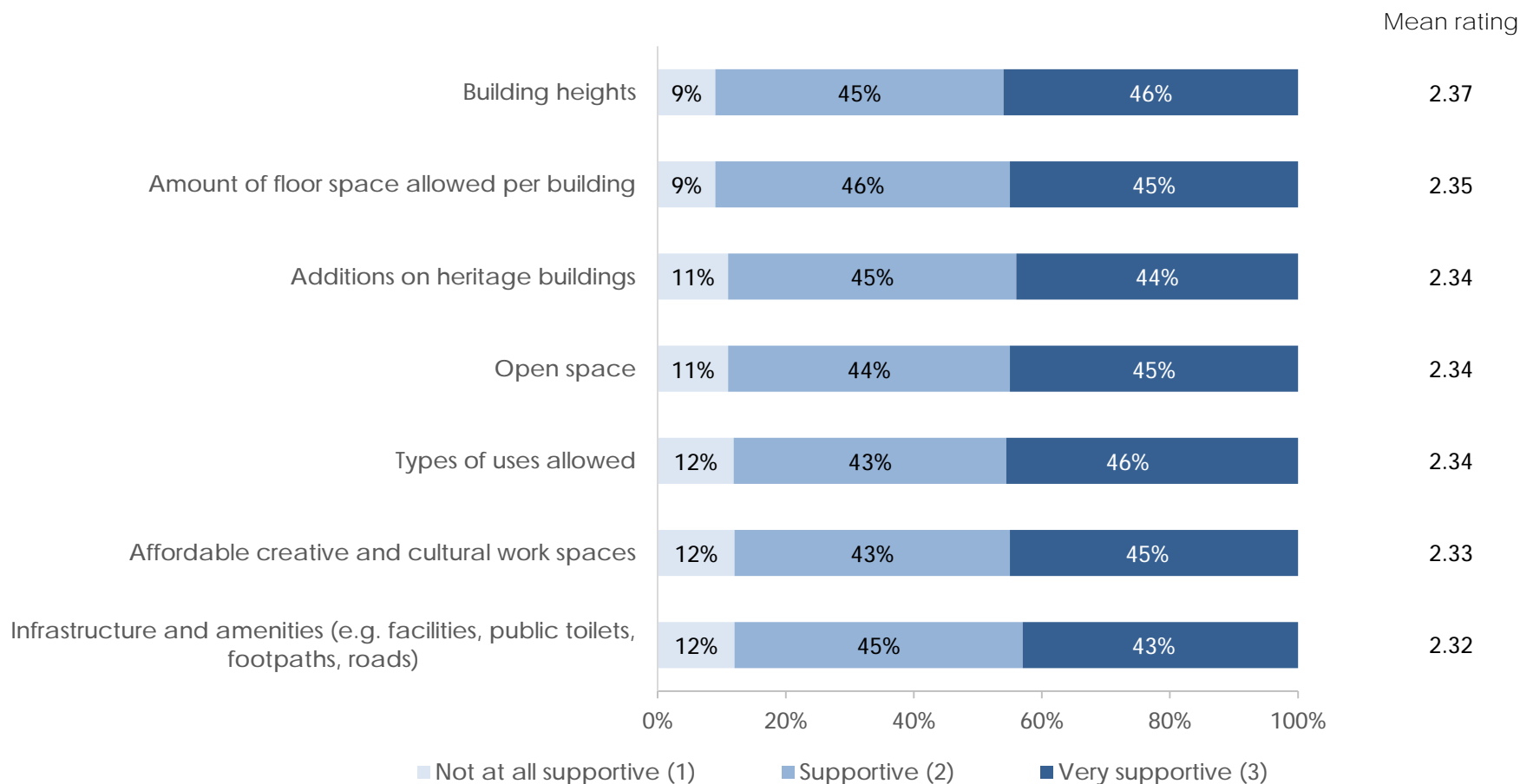
## Detailed Results

1. Usage and Frequency of Visits
2. Words/Phrases Associated with the Precinct
3. Activities, Uses and Spaces
4. Future Vision for the Oxford Street Precinct
5. Support and Social Cultural and Historical Significance



# Support for Planning Approaches

Q7. The City will be reviewing planning approaches to support a creative and cultural precinct around Oxford Street. How supportive, if at all, are you of reviews into the following planning approaches on Oxford Street?



Base: N=1,116

Scale: 1=not at all supportive, 3=very supportive

Support for reviews were extremely consistent across the different planning approaches on Oxford Street, with **≥88% of respondents stating they are 'supportive – very supportive' for each one** and **9% - 12% stating they are 'not at all supportive'.**

# Support for Planning Approaches

Q7. The City will be reviewing planning approaches to support a creative and cultural precinct around Oxford Street. How supportive, if at all, are you of reviews into the following planning approaches on Oxford Street?

	Overall	Identified Gender			Age			
		Male	Female	Transgender/ non-binary/third gender	Under 30	30-49	50-69	70+
Building heights	2.37	2.39	2.34	2.41	2.36	2.36	2.41	2.47
Amount of floor space allowed per building	2.35	2.35	2.35	2.47	2.30	2.34	2.41	2.26
Additions on heritage buildings	2.34	2.35	2.31	2.35	2.37	2.34	2.32	2.21
Open space	2.34	2.34	2.34	2.24	2.36	2.34	2.33	2.05
Types of uses allowed	2.34	2.36	2.33	2.18	2.37	2.33	2.38	2.11
Affordable creative and cultural work spaces	2.33	2.36	2.28	2.53	2.37	2.32	2.39	2.05
Infrastructure and amenities	2.32	2.36▲	2.23▼	2.35	2.34	2.32	2.31	2.11
Base	1,116	743	311	17	182	623	266	19

▲ ▼ = A significantly higher/lower level of support (by group)

Scale: 1=not at all supportive, 3=very supportive

Demographic differences were minimal.

# Support for Planning Approaches

Q7. The City will be reviewing planning approaches to support a creative and cultural precinct around Oxford Street. How supportive, if at all, are you of reviews into the following planning approaches on Oxford Street?

	Use of Oxford street						
	Go for entertainment	Walk through the precinct	Go to the shops/high street	Live within the precinct	Work within the precinct	Own a business in the precinct	Study within the precinct
Building heights	2.38	2.41▲	2.41▲	2.49▲	2.50▲	2.42	2.13
Amount of floor space allowed per building	2.37	2.37	2.35	2.37	2.34	2.35	2.50
Additions on heritage buildings	2.33	2.36	2.32	2.27	2.39	2.50	2.25
Open space	2.34	2.37▲	2.32	2.33	2.42	2.50	2.50
Types of uses allowed	2.37▲	2.37	2.35	2.35	2.34	2.58▲	2.13
Affordable creative and cultural work spaces	2.36	2.36	2.36	2.41	2.45	2.35	2.13
Infrastructure and amenities	2.34▲	2.34	2.33	2.33	2.36	2.42	1.88
Base	873	597	573	207	102	26	8

▲▼ = A significantly higher/lower level of support (by group)

Scale: 1=not at all supportive, 3=very supportive

Respondents that use the Oxford Street precinct for walking through, the shops/high street and/or live or work within it, are more likely to be supportive of reviews into 'building heights'.

# Support for Planning Approaches

Q7. The City will be reviewing planning approaches to support a creative and cultural precinct around Oxford Street. How supportive, if at all, are you of reviews into the following planning approaches on Oxford Street?

	Q5a. Support to make Oxford Street precinct part of a larger cultural and creative precinct			Q6a. Consider the Oxford Street precinct a cultural and creative precinct now	
	Not at all supportive/ not very supportive/ Somewhat supportive	Supportive	Very supportive	Yes	No
Building heights	2.16▼	2.28▼	2.46▲	2.40	2.38
Amount of floor space allowed per building	2.08▼	2.26▼	2.44▲	2.39	2.34
Additions on heritage buildings	2.10▼	2.20▼	2.44▲	2.39	2.34
Open space	2.05▼	2.21▼	2.45▲	2.37	2.32
Types of uses allowed	2.00▼	2.32	2.43▲	2.40	2.32
Affordable creative and cultural work spaces	2.03▼	2.24▼	2.44▲	2.34	2.33
Infrastructure and amenities	2.03▼	2.24▼	2.41▲	2.35	2.31
Base	146	259	674	461	508

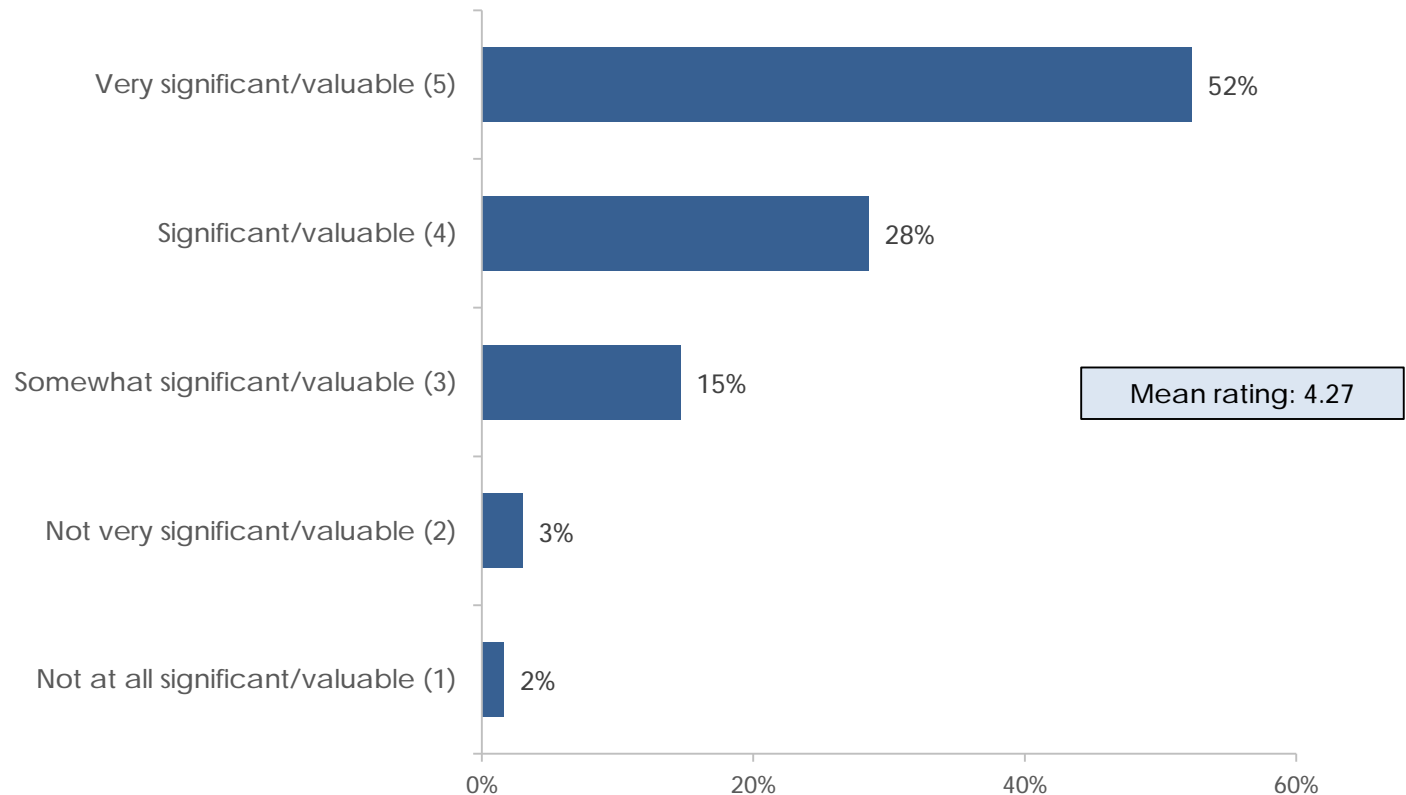
▲ ▼ = A significantly higher/lower level of support (by group)

Scale: 1=not at all supportive, 3=very supportive

Respondents that are very supportive of making the Oxford Street precinct part of a larger cultural and creative precinct (Q5a), are significantly more supportive of reviews into each of the different planning approaches. Results were very similar for those who already consider the Oxford Street precinct to be a cultural and creative precinct (Q6a) and those who don't.

# Social, Cultural and Historical Significance

Q8. What level of social, cultural or historical value or significance, if any, does the Oxford Street precinct have to you?



Base: N=1,109

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

The Oxford Street precinct holds a very high level of social, cultural and/or historical **significance/value to respondents, with 95% stating it is 'somewhat – very significant/valuable'** – and just over half committing to the top code.



# Social, Cultural and Historical Significance

Q8. What level of social, cultural or historical value or significance, if any, does the Oxford Street precinct have to you?

	Overall	Identified Gender			Age			
		Male	Female	Transgender/ non-binary/third gender	Under 30	30-49	50-69	70+
Mean rating	4.27	4.33▲	4.10▼	4.41	4.25	4.30	4.23	4.00
Base	1,109	738	309	17	180	620	264	19

	Use of Oxford street						
	Go for entertainment	Walk through the precinct	Go to the shops/high street	Live within the precinct	Work within the precinct	Own a business in the precinct	Study within the precinct
Mean rating	4.38▲	4.27	4.36▲	4.32	4.38	4.35	4.00
Base	867	593	568	206	102	26	8

	Q5a. Support to make Oxford Street precinct part of a larger cultural and creative precinct			Q6a. Consider the Oxford Street precinct a cultural and creative precinct now	
	Not at all – somewhat supportive	Supportive	Very supportive	Yes	No
Mean rating	4.19	4.18	4.34▲	4.48▲	4.05
Base	146	255	671	458	504

▲▼ = A significantly higher/lower level of significance/value (by group)

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

Significance/value was rated higher by males and those that go to the Oxford Street precinct for entertainment and/or to go to the shops and high street, as well as those that already consider the Oxford Street precinct to be a cultural and creative precinct.

# Buildings, Places and Spaces that are Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Buildings/places/spaces	N=729
Taylor Square	46%
Stonewall Hotel	25%
Oxford Street	9%
ARQ	7%
Oxford Hotel	7%
Oxford Arts Factory	6%
National Arts School	5%
Art School	4%
Former Albury Hotel	4%
LGBTQI venues/landmarks	4%
Palms Nightclub	4%
Rainbow Crossing	4%
Bookshop Darlinghurst	3%
Court House	3%
Kinselas Hotel	3%
The Colombian Hotel	3%
The Exchange Hotel	3%
The Street/roadway itself	3%
Universal	3%
Unspecified Hospitality/Retail	3%



See Appendix A for the full list of places

Across the 729 respondents that listed a building/place/space within the Oxford Street precinct **that is special to them, the three most commonly mentioned were 'Taylor Square' (46%), 'Stonewall Hotel' (25%) and 'Oxford Street' (9%).**

# Buildings, Places and Spaces – Reason for Being Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.  
Why is it special?

Taylor Square (46%)	N=729
Community landmark space/meeting place	18%
Association of Mardi Gras	9%
LGBTQI influences	5%
Memories and historical moments	5%
Development responses	3%
Centre of Oxford street	2%
Cultural significance	2%
Place of event/celebration	1%
Residential/personal purposes	1%
Can't say	2%

Stonewall Hotel (25%)	N=729
Importance to LGBTQI	7%
Community/venue meeting place	5%
Historical influence	5%
LGBTQI influences	3%
Entertainment purposes	2%
Safe and welcoming place	2%
First bar I visited	1%
Can't say	1%

Oxford Street (9%)	N=729
Heritage/historical site	3%
Events/entertainment and hospitality influences	3%
Community influences	2%
Business purposes	1%
LGBTQI venue	1%
Safety of the area	1%
Mardi Gras	<1%
Can't say	<1%

ARQ (7%)	N=729
LGBTIQ orientated	4%
Nightlife/famous clubbing	2%
Safe environment	1%
Met someone there	<1%
Historical influence	<1%
Can't say	1%

Oxford Hotel (7%)	N=729
Welcoming LGBTQI area	3%
Community space	1%
Enjoyable and entertaining venue	1%
Iconic building/heritage	1%
Personal influences	1%
Can't say	<1%

Across the most mentioned buildings/places/spaces in the Oxford Street precinct that respondents stated are particularly special to them, the reasons discussed focused on LGBTQI influences and importance, acting as community spaces and meeting points, historical significance and entertainment.

# Buildings, Places and Spaces – Reason for Being Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.  
Why is it special?

Oxford Arts Factory (6%)	N=729
Contribution of entertainment/events to the venue	5%
Cultural influences	<1%
Recollection of events from venue	<1%
Can't say	<1%

National Arts School (5%)	N=729
Heritage significance/architecture building view	4%
Educational purposes	1%
Exhibition/event programs	1%
Retail Influences/developing artists	<1%
Can't say	<1%

Art School (4%)	N=729
Historical significance	2%
Creative art influences	1%
Cultural/educational purposes	1%
Specific/creative buildings within venue	1%
Can't say	<1%

LGBTQI venues/landmarks (4%)	N=729
Important community hub	2%
Safe/social space	2%
LGBTQI historical influences	1%
LGBTQI nightlife venues	1%

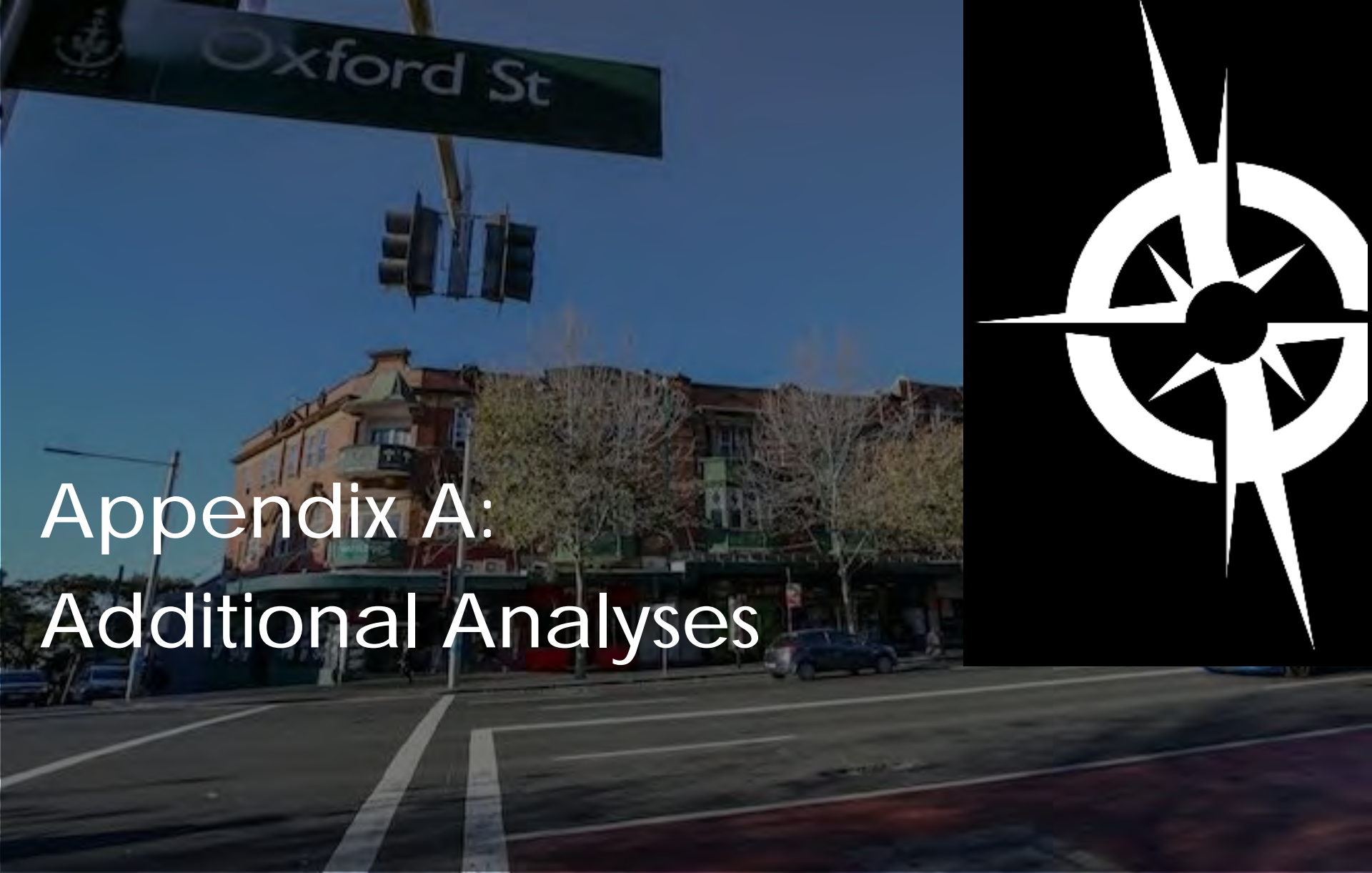
Former Albury Hotel (4%)	N=729
Entertainment/vibe	2%
LGBTQI venue/cultural influences	1%
Colour aspect/architecture	<1%
Removal of hotel influences	<1%
Safety of environment	<1%
Tourist destination	<1%
Can't say	<1%

Palms Nightclub (4%)	N=729
Entertaining/hospitality venue	2%
Community space on Oxford Street	1%
Historical/past impressions	1%
Safe venue/environment	1%
LGBTQI purposes	<1%

Rainbow Crossing (4%)	N=729
Acceptance/diversity of LGBTQI	1%
Cultural significance	1%
Personal impacts	1%
Social/community space	1%
Can't say	<1%

See Appendix A for 'reason for being special' for all locations





# Appendix A: Additional Analyses



# Current Words/Phrases Associated with Oxford Street Precinct

Q2a. Which, if any, of the following words/phrases do you associate with the Oxford Street precinct?

	Overall	Identified Gender			Age			
		Male	Female	Transgender/ non-binary/third gender	Under 30	30-49	50-69	70+
LGBTIQ communities and spaces	83%	84%	82%	82%	93%▲	86%▲	70%▼	57%▼
Entertainment	79%	82%▲	75%▼	77%	81%	82%▲	74%▼	61%▼
Cultural	67%	66%	67%	68%	76%▲	67%	58%▼	61%
Creative	59%	57%▼	65%▲	64%	70%▲	58%	54%▼	48%
Retail	56%	59%▲	50%▼	50%	42%▼	58%	62%▲	52%
Historical	51%	51%	53%	50%	50%	49%▼	58%▲	65%
Political activism and equal rights	47%	46%	46%	68%▲	56%▲	47%	38%▼	52%
Strong sense of community	35%	35%	36%	23%	41%▲	36%	29%▼	13%▼
Residential	30%	31%▲	27%	18%	17%▼	30%	37%▲	39%
Education	8%	7%	10%	14%	6%	7%	12%▲	17%
Aboriginal and Torres Strait Islander Communities and Spaces	8%	6%▼	10%▲	27%▲	12%▲	8%	5%▼	9%
Industrial	1%	1%	2%	0%	2%	1%▼	1%	4%
None of these	2%	2%	1%	0%	1%	1%	4%▲	0%
Mean number of words/phrases	5.2	5.3	5.2	5.4	5.5	5.3	5.0	4.8
Base	1,427	971	409	22	257	814	332	23

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

# Current Words/Phrases Associated with Oxford Street Precinct

Q2a. Which, if any, of the following words/phrases do you associate with the Oxford Street precinct?

	Use of Oxford street						
	Go for entertainment	Walk through the precinct	Go to the shops/high street	Live within the precinct	Work within the precinct	Own a business in the precinct	Study within the precinct
LGBTIQ communities and spaces	87%▲	84%	84%	86%	89%	87%	83%
Entertainment	84%▲	82%▲	82%▲	85%▲	83%	87%	75%
Cultural	72%▲	69%▲	71%▲	69%	78%▲	73%	75%
Creative	63%▲	61%	67%▲	62%	66%	63%	58%
Retail	58%▲	62%▲	65%▲	60%	66%▲	70%	58%
Historical	55%▲	56%▲	57%▲	54%	61%▲	47%	67%
Political activism and equal rights	50%▲	50%▲	52%▲	49%	50%	33%	75%▲
Strong sense of community	38%▲	35%	41%▲	41%▲	45%▲	37%	50%
Residential	30%	32%	39%▲	51%▲	35%	33%	50%
Education	8%	9%	10%▲	7%	12%	23%▲	25%▲
Aboriginal and Torres Strait Islander Communities and Spaces	8%	7%	9%	7%	10%	10%	17%
Industrial	1%▼	1%	1%	2%	2%	7%▲	8%▲
None of these	1%▼	2%	2%	1%	2%	3%	0%
Mean number of words/phrases	5.5	5.5	5.8	5.7	6.0	5.7	6.4
Base	1,132	761	725	251	125	30	12

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

# Future Words/Phrases for the Oxford Street Precinct

Q2b. Which, if any, of the following words/phrases would you want to associate with the Oxford Street precinct in the future?

	Overall	Identified Gender			Age			
		Male	Female	Transgender/ non-binary/third gender	Under 30	30-49	50-69	70+
Entertainment	85%	88%▲	82%▼	64%▼	81%▼	87%	86%	74%
Creative	83%	82%	86%	73%	80%	84%	83%	78%
Cultural	82%	82%	83%	73%	81%	83%	82%	87%
LGBTIQ communities and spaces	80%	83%▲	75%▼	77%	82%	85%▲	70%▼	48%▼
Strong sense of community	70%	70%	71%	68%	73%	73%▲	65%▼	52%
Retail	64%	67%▲	60%▼	36%▼	45%▼	66%	75%▲	61%
Historical	58%	57%	62%	50%	54%	56%	66%▲	70%
Political activism and equal rights	58%	57%	59%	64%	68%▲	59%	46%▼	52%
Aboriginal and Torres Strait Islander communities and spaces	42%	37%▼	52%▲	59%	56%▲	41%	34%▼	30%
Residential	38%	39%	34%	23%	23%▼	35%▼	56%▲	57%
Education	23%	20%▼	29%▲	23%	26%	20%▼	28%▲	22%
Industrial	3%	3%	5%▲	0%	6%▲	2%▼	4%	0%
None of these	0%	0%	0%	0%	1%	0%	1%	0%
Mean number of words/phrases	6.9	6.9	7.0	6.1	6.7	6.9	7.0	6.3
Base	1,409	954	407	22	255	801	327	23

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

# Future Words/Phrases for the Oxford Street Precinct

Q2b. Which, if any, of the following words/phrases would you want to associate with the Oxford Street precinct in the future?

	Use of Oxford street						
	Go for entertainment	Walk through the precinct	Go to the shops/high street	Live within the precinct	Work within the precinct	Own a business in the precinct	Study within the precinct
Entertainment	88%▲	87%	86%	89%	88%	87%	64%▼
Creative	83%	86%▲	87%▲	86%	90%▲	90%	82%
Cultural	84%▲	85%▲	87%▲	88%▲	85%	87%	64%
LGBTIQ communities and spaces	85%▲	82%▲	84%▲	84%	86%	87%	73%
Strong sense of community	73%▲	73%▲	76%▲	78%▲	78%	67%	64%
Retail	64%	70%▲	74%▲	78%▲	74%▲	83%▲	45%
Historical	60%▲	62%▲	62%▲	62%	62%	53%	45%
Political activism and equal rights	62%▲	61%▲	62%▲	58%	60%	47%	64%
Aboriginal and Torres Strait Islander communities and spaces	44%▲	45%▲	45%▲	40%	54%▲	40%	45%
Residential	37%	43%▲	48%▲	55%▲	42%	47%	27%
Education	23%	24%	27%▲	25%	30%▲	33%	45%
Industrial	3%▼	4%	3%	4%	4%	7%	18%▲
None of these	0%	1%	0%	0%	0%	0%	9%▲
Mean number of words/phrases	7.1▲	7.2▲	7.4▲	7.5▲	7.5▲	7.3	6.5
Base	1,120	751	719	248	123	30	11

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

# Changes/Improvements for Oxford Street Precinct

Q3. Thinking about the next 10+ years... What changes/improvements, if any, would you like to see made to the activities/spaces/uses of Oxford Street precinct to make it more appealing to you?

	N=1,231
Encouraging more business development to the area	23%
Making the area a vibrant/more aesthetic space	23%
Remove cars/traffic from Oxford street/make it a pedestrian only area	22%
Provision of footpaths/cycleways	19%
Create a space for nightlife/end lockout laws	14%
More support for LGBTQI inclusive spaces	10%
A cleaner/greener space	6%
A safer/more inclusive environment	6%
Provision of outdoor/public spaces	6%
More public transport options	5%
Variety of Entertainment venues	5%
Creating a stronger LGBTQI presence	4%
Create a Multicultural/family area	3%
Increase of community/social spaces	3%
Area has a rich heritage	2%
Don't know/nothing	2%
Provision of day/night activities e.g. retail/cafes/restaurants	2%
Affordable rent/support for businesses	1%
Build parking facilities close by	1%
Managing development of infrastructure	1%
Disability access	<1%
Keep the area the way it is	<1%



# Buildings, Places and Spaces that are Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Buildings/places/spaces	N=729
Taylor Square	46%
Stonewall Hotel	25%
Oxford Street	9%
ARQ	7%
Oxford Hotel	7%
Oxford Arts Factory	6%
National Arts School	5%
Art School	4%
Former Albury Hotel	4%
LGBTQI venues/landmarks	4%
Palms Nightclub	4%
Rainbow Crossing	4%
Bookshop Darlinghurst	3%
Court House	3%
Kinselas Hotel	3%
The Colombian Hotel	3%
The Exchange Hotel	3%
The Street/roadway itself	3%
Universal	3%
Unspecified hospitality/retail	3%
Ariels booksellers/bookstore	2%
Burdekin Hotel	2%
Gilligan's Island	2%
Hyde Park	2%
Midnight Shift	2%
Oxford Square	2%
T2 Building	2%
All of the Buildings	1%

Buildings/places/spaces	N=729
Berkelouw Paddington Books	1%
Bitter Phew	1%
Bodyline	1%
Bourke Street	1%
Cafe 191	1%
Chauvel Cinema	1%
Claire's Kitchen	1%
Crown St	1%
Darlinghurst Court House	1%
DCM Nightclub	1%
Eternity Playhouse	1%
Flinders Hotel	1%
Former Manacle bar Oxford St.	1%
Glenmore Road	1%
Historical Buildings	1%
Laneways attached to surrounding streets	1%
Law Courts	1%
Lower Oxford Street	1%
Mardi Gras Celebration	1%
Markets on Saturdays	1%
Nightclubs	1%
Old Darlinghurst Goal	1%
Paddington Reservoir Gardens	1%
Paddington Town Hall	1%
Palace Cinemas	1%
Palms on Oxford	1%
Phoenix Multilevel bar	1%
Q Bar	1%

Buildings/places/spaces	N=729
Riley Street	1%
Slide Bar	1%
Sydney Sauna	1%
Thai Nesia restaurant	1%
The Academy Twin	1%
The Burdekin	1%
The Rainbow Flag	1%
The Taxi club	1%
UNSW Art & Design (COFA)	1%
Whitlam Square	1%
Zinc Tailors	1%
7/11 Petrol Station	<1%
AIDS Memorial	<1%
Aldi	<1%
Ampersand cafe/bookstore	<1%
Arc	<1%
Architecture	<1%
Army Barracks	<1%
Art Deco Pub	<1%
Atelier Motorik	<1%
Australian Museum	<1%
Backstreet popup art exhibition	<1%
Barracks	<1%
Bars	<1%
Bear Bar	<1%
Beauchamp Hotel	<1%
Belloccio restaurant	<1%
Beresford	<1%

# Buildings, Places and Spaces that are Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Buildings/places/spaces	N=729
Bettys Soup Kitchen	<1%
Between Crown St and Art school	<1%
Between Hyde Park and Victoria Barracks	<1%
Between Taylor sq and Riley	<1%
Big Poppa's	<1%
Brighton Hotel	<1%
Building Facades	<1%
Building near Gilligan's Island	<1%
Building where former American Apparel was	<1%
Burton and Oxford St Square	<1%
Burton Street	<1%
Burton Street Plaza	<1%
Cafe Lounge	<1%
Cafes	<1%
Caps	<1%
Cash Palace	<1%
Catering supply shop	<1%
Centennial Park	<1%
Ching a Lings	<1%
Club 77	<1%
Coca Cola Sign	<1%
Coffee Shops	<1%
Cork and Canvas	<1%
Corner of Crown and Oxford	<1%
Corner of Oxford and South Dowling street	<1%
Council Owned Buildings	<1%
Courthouse on Taylor Square	<1%
Daly Male	<1%

Buildings/places/spaces	N=729
Darlinghurst courthouse/jail	<1%
Design School	<1%
Designated Bike paths	<1%
Doggy Doo Hill	<1%
Don Dons	<1%
Early Sydney Art School	<1%
Exchange Hotel Complex	<1%
Five Ways	<1%
Flinders Square/Street	<1%
Flinders Street	<1%
Flo's Palace	<1%
Foley Lane/Street	<1%
Forbes St to Taylor square	<1%
Former Albion Hotel	<1%
Former California Cafe	<1%
Former CBA Building	<1%
Former Darlinghurst Police Station	<1%
Former Exchange Hotel	<1%
Former grand Pacific Blue Room	<1%
Former Hellfire	<1%
Former jail Art Building	<1%
Former Manacle Bar	<1%
Former pink building on Taylor Square	<1%
Former Reko Rennie Building	<1%
Former St Vincent's mental Hospital	<1%
Fountain	<1%
Friends House	<1%
Gilligan's Island	<1%

Buildings/places/spaces	N=729
Glenmore Road shops	<1%
Gowings	<1%
Greek Theatre	<1%
Green Park	<1%
Harmony Park	<1%
House of Priscilla	<1%
Hungry jacks area	<1%
Indian Home diner	<1%
Jacaranda Trees on Riley Street	<1%
Jumpier Hall	<1%
Kerbside	<1%
Laundromat	<1%
Lilac City Studios	<1%
Liverpool Street	<1%
Mediterranean BBQ Restaurant Building	<1%
Mephisto Leather	<1%
Mr Crackles	<1%
My House	<1%
Napier Street	<1%
Newsstand	<1%
North Indian Restaurant	<1%
Notre Dame University	<1%
OAF	<1%
Old Buildings	<1%
Old Darlinghurst Police Station	<1%
Old JBF Building	<1%
Old Labour Hotel	<1%

# Buildings, Places and Spaces that are Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Buildings/places/spaces	N=729
Old Remo General Store	<1%
Olympia Theatre	<1%
Op shops	<1%
Oxford Art Centre	<1%
Oxford Art Supply	<1%
Oxford Performance Centre	<1%
Oxford Plaza	<1%
Oxford Street Shops	<1%
Oxford Tailor shop	<1%
Oxford Village Centre	<1%
Paddington Shopping district	<1%
Paddington End	<1%
Paddington Grind Cafe	<1%
Paddington Markets	<1%
Paddington Oxford Street	<1%
Paddington Public School	<1%
Paddington Uniting Church	<1%
Palace Verona	<1%
Palmer Street	<1%
Pam Store	<1%
Paramount Building	<1%
Parks	<1%
Patches	<1%
Pearson's Florist	<1%
Pelican Street	<1%
Rainbow Road	<1%
Remo	<1%
Reservoir	<1%
Restaurants	<1%
Rogues	<1%
Room 205	<1%

Buildings/places/spaces	N=729
Rose Terrace	<1%
Sacred Heart Community	<1%
Sandstone Steps Oxford Street	<1%
Sax Fetish	<1%
Sex clubs/shops	<1%
Sexual Health Clinic	<1%
Shady Pines	<1%
Shift Hotel Theatre	<1%
South Dowling Cinema	<1%
Spectrum	<1%
St Francis of Assisi Paddington	<1%
St Margaret's Hospital	<1%
St Michaels Church	<1%
St Peters restaurant	<1%
St Vincent Hospital	<1%
Street Scape	<1%
Swiss Bakerz	<1%
Sydney Design School	<1%
Sydney Gay and Lesbian office	<1%
Sydney Jewish Museum	<1%
T1 Building	<1%
Tandoori Palace	<1%
Taylor Square Farmers Markets	<1%
Taylor Square Fountain	<1%
Taylor Square Hotel	<1%

Buildings/places/spaces	N=729
Taylor Square Intersection	<1%
Taylor Square Toilet Block	<1%
Taylor Street	<1%
Thanks Tattoo	<1%
The Arts Hotel	<1%
The Balkan	<1%
The Cats Meow	<1%
The Daily Male	<1%
The Eternity Theatre	<1%
The hotels	<1%
The Intersection	<1%
The Island	<1%
The Oxford Village mall	<1%
The Reservoir	<1%
The Shift Hotel	<1%
The street Library	<1%
The Tool Shed	<1%
The Wall	<1%
Three Saints Square	<1%
Three Weeds Hotel	<1%
Tropical Soul Dance School	<1%
Universal Hotel	<1%
UNSW	<1%
Various Bookshops	<1%
Venues around Taylor Sq	<1%
Verona Cinema	<1%
Victoria Barracks	<1%
Walkways/Footpaths	<1%
Water Play	<1%
Winns Lane Plaza	<1%

# Buildings, Places and Spaces – Reason for Being Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Why is it special?

Places sorted A-Z

Place and reason for being special	N=729	Place and reason for being special	N=729	Place and reason for being special	N=729
7/11 Petrol Station	<1%	Art Deco Pub	<1%	Bettys Soup Kitchen	<1%
Only convenience store left in area	<1%	Creative community space	<1%	Place of gathering for friends/food	<1%
AIDS Memorial	<1%	Art School	4%	Between Crown St and Art school	<1%
Iconic/significant memorial	<1%	Historical Significance	2%	Historical influence shapes area	<1%
Aldi	<1%	Creative art influences	1%	Between Hyde Park and Victoria Barracks	<1%
Shopping purposes	<1%	Cultural/educational Purposes	1%	Historical legacy of Victorian buildings	<1%
All of the Buildings	1%	Specific/creative Buildings within venue	1%	Between Taylor sq and Riley	<1%
Architecture/building scheme	<1%	Can't say	<1%	Community/social space	<1%
Entertainment/retail purposes	<1%	Atelier Motorik	<1%	Popular business area	<1%
Heritage and history	<1%	Australia culture	<1%	Big Poppa's	<1%
Ampersand cafe/bookstore	<1%	Australian Museum	<1%	Excellent restaurant/bar	<1%
Combination of Retail/service provided to community	<1%	Local history significance	<1%	Bitter Phew	1%
Arc	<1%	Backstreet popup art exhibition	<1%	Locals/Past memories	<1%
Entertaining/unique venue for community	<1%	Supporting an artist	<1%	Unique Experience/atmosphere	<1%
Architecture	<1%	Barracks	<1%	Bodyline	1%
Get rid of cheap eateries	<1%	Alternative LGBTQI space	<1%	Frequent place to meet others	<1%
Ariels Booksellers/Bookstore	2%	Bars	<1%	Good Facilities/services	<1%
Inspiring/creative retail and leisure space	1%	Entertainment	<1%	Bookshop Darlinghurst	3%
Current building potential	<1%	Bear Bar	<1%	LGBTQI literature influences	2%
Educational purposes	<1%	Small intimate place for outsiders	<1%	Cultural/historical influences	1%
LGBTQI bookseller	<1%	Beauchamp Hotel	<1%	Excellent bookstore	1%
Personal influence	<1%	Local/historical Influences	<1%	Comfortable setting	<1%
Army Barracks	<1%	Social influences	<1%	Safe/friendly environment	<1%
Provides character	<1%	Can't's say	<1%	Can't say	<1%
ARQ	7%	Belloccio	<1%	Bourke Street	1%
LGBTQI orientated	4%	Personal use/influence	<1%	Admirable streets in the area	<1%
Nightlife/famous clubbing	2%	Beresford	<1%	Influence of businesses	<1%
Safe environment	1%	Feels like the centre/hub of the suburb	<1%	Personal reside	<1%
Historical Influence	<1%	Many friendships created there	<1%	Visible LGBTQI public art	<1%
Met someone there	<1%	Berkelouw Books	1%	Brighton Bar	<1%
Can't say	1%	Supply of Books	1%	Memories shared there	<1%
		Combination of arts/retail/food	<1%	Socially accepting venue	<1%
		Historical/memory influences	<1%		

# Buildings, Places and Spaces – Reason for Being Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Why is it special?

Places sorted A-Z

Place and reason for being special	N=729	Place and reason for being special	N=729	Place and reason for being special	N=729
Building Facades	<1%	Catering supply shop	<1%	Courthouse on Taylor Square	<1%
Historical buildings	<1%	Important business for educational purposes	<1%	Green/open spaces	<1%
Building near Gilligan's Island	<1%	Centennial Park	<1%	Crown Street	1%
Landscape	<1%	Greenery/recreational space	<1%	Hospitality/retail aspects	1%
Building where former American Apparel was	<1%	Memories/personal use	<1%	Appreciation of previous businesses	<1%
Personal memories	<1%	Chauvel Cinema	1%	Community connection	<1%
Burdekin Hotel	2%	Historical/cultural influences	1%	LGBTQI purposes	<1%
Architectural value/historical influence	1%	Nightlife/entertaining space	<1%	Daly Male	<1%
Social/entertainment purposes	<1%	Various films	<1%	LGBTQI/community aspect	<1%
Can't say	<1%	Ching a Lings	<1%	Mardi Gras purposes	<1%
Burton and Oxford St Square	<1%	LGBTQI events	<1%	Retail business venue	<1%
Open space for community	<1%	Claire's Kitchen	1%	Darlinghurst Court House	1%
Burton Street	<1%	Entertainment/hospitality purposes	1%	Historical significance/architecture	1%
Fountain enclave	<1%	Diversity of LGBTQI	<1%	Entertaining/social community	<1%
The square	<1%	Club 76	<1%	DCM Nightclub	1%
Burton Street Plaza	<1%	Historical significance	<1%	Historical scene	<1%
Green/open space for community	<1%	Coca Cola Sign	<1%	Iconic club for nightlife	<1%
Cafe 187	1%	Childhood memories	<1%	Design School	<1%
Community meeting space	<1%	Coffee Shops	<1%	Iconic architecture of venue	<1%
Historical purposes	<1%	Social space for community	<1%	Designated Bike paths	<1%
Personal use	<1%	Cork and Canvas	<1%	Safe space	<1%
Unused/depressing space	<1%	Entertaining venue	<1%	Doggy Doo Hill	<1%
Cafe Lounge	<1%	Corner of Crown/Oxford St	<1%	Childhood memories	<1%
Cultural/music events	<1%	Promotes business	<1%	Don Dons	<1%
Cafes	<1%	Corner of Oxford/South Dowling St	<1%	Service provided by restaurant	<1%
Friends	<1%	Iconic hotspot for entertainment	<1%	Early Sydney Art School	<1%
Caps	<1%	Council Owned Buildings	<1%	Cultural significance	<1%
Nightclub vibe	<1%	Place for meeting	<1%	Historical buildings	<1%
Cash Palace	<1%	Court House	3%	Eternity Playhouse	1%
Fashion icon	<1%	Heritage significance	1%	Entertainment/service provided	1%
Memories	<1%	Nightlife/entertainment	1%	Architectural/design aspect	<1%
		Differences to existing influences	<1%	Cultural/community space	<1%
		Services provided	<1%	Historical/repurposing of space	<1%



# Buildings, Places and Spaces – Reason for Being Special

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Why is it special?

Places sorted A-Z

Place and reason for being special	N=729	Place and reason for being special	N=729	Place and reason for being special	N=729
Exchange Hotel Complex	<1%	Former California Cafe	<1%	Gilligan's Island	2%
Personal/reflective memories	<1%	Service provided	<1%	Community meeting place	<1%
Five Ways	<1%	Former CBA Building	<1%	Entertainment/vibe	<1%
Admirable venue	<1%	Building holds long history	<1%	Environment/safety purposes	<1%
Flinders Hotel	1%	Former Darlinghurst Police Station	<1%	Historical influence	<1%
2nd response	<1%	LGBTQI history	<1%	Mardi gras significance	<1%
Community area/hub	<1%	Former Exchange Hotel	<1%	Peaceful area	<1%
Historical relation	<1%	Buildings in venue hold		Can't say	<1%
Safety/Enjoyable environment	<1%	childhood memories	<1%	Glenmore Road	1%
Flinders Square/Street	<1%	Former grand Pacific Blue Room	<1%	Enjoyable space in area	<1%
Building character	<1%	Great venue	<1%	Entertainment/hospitality	<1%
Community orientated	<1%	Former Hellfire	<1%	services	<1%
Open space/views	<1%	Social acceptance	<1%	Retail aspect	<1%
Flinders Street	<1%	Former jail Art Building	<1%	Glenmore Road shops	<1%
LGBTQI nightclub	<1%	Interesting historical influence	<1%	Community/village atmosphere	<1%
Flo's Palace	<1%	Former Manacle bar Oxford Street	1%	Great boutiques/retail provided	<1%
Personal memories	<1%	Feeling of safety	<1%	Gowings	<1%
Foley Lane/Street	<1%	Holds LGBTQI history significance	<1%	Building style/theme of service	<1%
Has potential to become a		Old Institution	<1%	Greek Theatre	<1%
cultural/event space	<1%	Real leather/bear bar	<1%	Childhood memories	<1%
More laneways should be		Special/entertaining venue	<1%	Green Park	<1%
upgraded	<1%	Former pink building on Taylor		Historical education/information	<1%
Forbes St to Taylor square	<1%	Square	<1%	Harmony Park	<1%
Whistle project	<1%	LGBTQI heritage	<1%	Dog facilities	<1%
Former Albion Hotel	<1%	Unique centre of area	<1%	Historical Buildings	1%
Safe/accepting environment	<1%	Former Reko Rennie Building	<1%	Historical meaning	1%
Former Albury Hotel	4%	Unique landmark tied to		Admirable buildings/streetscape	<1%
Entertainment/vibe	2%	Indigenous culture	<1%	Aesthetic value in area	<1%
LGBTQI venue/cultural influences	1%	Former St Vincent's mental Hospital	<1%	House of Priscilla	<1%
Colour aspect/architecture	<1%	Patients	<1%	Famously recognised	<1%
Removal of hotel influences	<1%	Fountain	<1%	Can't say	<1%
Safety of environment	<1%	Can't say	<1%	Hungry jacks area	<1%
Tourist destination	<1%	Friends House	<1%	Was recognised for the	
Can't say	<1%	Company of friends place	<1%	beginning of LGBTQI	<1%

# Buildings, Places and Spaces – Reason for Being Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Why is it special?

Places sorted A-Z

Place and reason for being special	N=729	Place and reason for being special	N=729	Place and reason for being special	N=729
Hyde Park	2%	Lilac City Studios	<1%	Newsstand	<1%
Admirable/social area	1%	Creative space for community	<1%	Open day/night	<1%
Historical/memories	1%	Liverpool Street	<1%	Traditional meeting place	<1%
Approach of Hyde Park	<1%	Ideal for outdoor dining	<1%	Nightclubs	1%
Clean/green space	<1%	Lower Oxford Street	1%	Memories of the venue	<1%
Indian Home diner	<1%	Entertaining/nightlife venues	<1%	Personal reside in the area	<1%
Hospitality service provided	<1%	Inclusive atmosphere	<1%	Can't say	<1%
Jacaranda Trees on Riley Street	<1%	LGBTQI clothing stores	<1%	No cars around Napier Street	<1%
Greenery/garden space	<1%	Vibrant/area with potential	<1%	Playground/child facility	<1%
Jumpier Hall	<1%	Mardi Gras Celebration	1%	North Indian Restaurant	<1%
Important history	<1%	Cultural celebration	1%	North Indian Restaurant	<1%
Kerbside	<1%	Can't say	<1%	Venue to enjoy a night out	<1%
Can't say	<1%	Markets on Saturdays	1%	Notre Dame University	<1%
Kinselas Hotel	3%	Community gathering/space	<1%	Personal work influences	<1%
Historical venue	2%	Local creatives from community	<1%	OAF	<1%
Entertainment/social space	1%	Mediterranean BBQ Restaurant	<1%	Event space for local/international acts	<1%
Home of the bears	<1%	Historic entertaining venues within the current building	<1%	Old Buildings	<1%
LGBTQI landmark	<1%	Mephisto Leather	<1%	Create character	<1%
Can't say	<1%	Community place to meet/shop	<1%	Creates atmosphere	<1%
Laneways attached to surrounding streets	1%	Midnight Shift	2%	Old Darlinghurst Police Station	<1%
Attached history to streets	<1%	Historical nightlife significance	1%	Represents areas history/gay rights movement	<1%
The potential of the area	<1%	Social memories	1%	Old Darlinghurst Goal	1%
Can't say	<1%	LGBTQI personal influences	<1%	Rich in history	1%
Laundromat	<1%	Mr Crackles	<1%	Can't say	<1%
Personal event	<1%	Hospitality service provided	<1%	Old JBF Building	<1%
Law Courts	1%	My House	<1%	Old leather club	<1%
Architecture	<1%	Childhood memories	<1%	Old Labour Hotel	<1%
Historical significance	<1%	Living/residing	<1%	Personal LGBTQI influence	<1%
Potential for area	<1%	National Arts School	5%	Old Remo General Store	<1%
LGBTQI venues/landmarks	4%	Heritage significance/architecture building view	4%	Innovative retail	<1%
Important community hub	2%	Educational purposes	1%	Sense of creativity/arts	<1%
Safe/social space	2%	Exhibition/event programs	1%	Olympia Theatre	<1%
LGBTQI historical influences	1%	Retail/developing artists	<1%	Architecture/Style of building	<1%
LGBTQI nightlife venues	1%				

# Buildings, Places and Spaces – Reason for Being Special

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Why is it special? Places sorted A-Z

Place and reason for being special	N=729	Place and reason for being special	N=729	Place and reason for being special	N=729
Op shops	<1%	Oxford Street Shops	<1%	Palace Verona	<1%
Affordable retail for the community	<1%	Historically had lower rent	<1%	Community cinema	<1%
Oxford Art Centre	<1%	Oxford Tailor shop	<1%	Palmer Street	<1%
How it used to be	<1%	Speciality business	<1%	Local corner	<1%
Live entertaining venue	<1%	Oxford Village Centre	<1%	Palms Nightclub	4%
Oxford Arts Factory	6%	Essentials for the community	<1%	Entertaining/hospitality venue	2%
Contribution of entertainment/ events to the venue	5%	Paddington Shopping district	<1%	Community space on Oxford Street	1%
Cultural Influences	<1%	Vibrant community space	<1%	Historical/past impressions	1%
Recollection of events from venue	<1%	Paddington End	<1%	Safe venue/environment	1%
Can't say	<1%	Small retail boutiques/designers	<1%	LGBTQI purposes	<1%
Oxford Hotel	7%	Paddington Grind Cafe	<1%	Palms on Oxford	1%
Welcoming LGBTQI area	3%	Best local cafe	<1%	Nightclub/nightlife destination	<1%
Community space	1%	Paddington Markets	<1%	Safe space for LGBTQI community	<1%
Enjoyable/entertaining venue	1%	Personal influences	<1%	Can't say	<1%
Iconic building/heritage	1%	Provide creative arts/entertainment	<1%	Pam Store	<1%
Personal influences	1%	Paddington Oxford Street	<1%	Locally designed clothing store	<1%
Can't say	<1%	Retail/Hospitality venues	<1%	Paramount Building	<1%
Oxford Performance Centre	<1%	Paddington Public School	<1%	Interesting development	<1%
Attractive view of street	<1%	Childhood memories	<1%	Parks	<1%
Oxford Square	2%	Paddington Reservoir Gardens	1%	Exercise influences	<1%
Heritage/historical features	1%	Protected greenery	1%	Patches	<1%
Open community/public space	1%	Historical influence/importance	<1%	Events/entertainment	<1%
Centre of Oxford Street	<1%	Relaxing/enjoyable community space	<1%	Personal memories	<1%
Oxford Street	9%	Can't say	<1%	Pearson's Florist	<1%
Events/entertainment influences	3%	Paddington Town Hall	1%	Public art/entertaining venue	<1%
Heritage/historical site	3%	Rich in historical influences	<1%	Pelican Street	<1%
Community influences	2%	Volunteer within venue	<1%	Entrance to the precinct from the City to Hyde park	<1%
Business purposes	1%	Paddington Uniting Church	<1%	Phoenix Multilevel bar	1%
LGBTQI venue	1%	Historical/social and cultural significance	<1%	Nightlife/clubbing/event scene	1%
Safety of the area	1%	Palace Cinemas	1%	LGBTQI venue	<1%
Mardi Gras	<1%	Historical past	<1%	Safe space	<1%
Can't say	<1%	Iconic movie venue	<1%		

# Buildings, Places and Spaces – Reason for Being Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Why is it special?

Places sorted A-Z

Place and reason for being special	N=729	Place and reason for being special	N=729	Place and reason for being special	N=729
Q Bar	1%	Sandstone Steps Oxford Street	<1%	St Peters Restaurant	<1%
Nightclub/nightlife	1%	Personal enjoyment of outdoor area/atmosphere	<1%	Pleasurable food/service provided	<1%
Friendly/community space	<1%	Sax Fetish	<1%	St Vincent Hospital	<1%
Inclusive LGBTQI bar	<1%	Community/cultural touchstone	<1%	Personal health influences	<1%
Rainbow Crossing	4%	Iconic landmark	<1%	Can't say	<1%
Acceptance/Diversity of LGBTQI	1%	Style/theme	<1%	Stonewall Hotel	25%
Cultural significance	1%	Sex clubs/shops	<1%	Importance to LGBTQI	7%
Personal impacts	1%	Style/theme of the store	<1%	Community/venue meeting place	5%
Social/community Space	1%	Sexual Health Clinic	<1%	Historical influence	5%
Can't say	<1%	Confronting/personal vibe	<1%	LGBTQI influences	3%
Rainbow Road	<1%	Shady Pines	<1%	Entertainment purposes	2%
Community meeting place	<1%	Small/exciting bar	<1%	Safe and welcoming place	2%
Wide variety of places to enjoy	<1%	Style/theme of venue	<1%	First bar I visited	1%
Remo	<1%	Shift Hotel Theatre	<1%	Can't say	1%
Historical memories/influences	<1%	Meeting friends at venue	<1%	Street Scape	<1%
Reservoir	<1%	Slide Bar	1%	Diverse community	<1%
Community oasis	<1%	Entertainment/hospitality influences	1%	Good place to be/community	<1%
Restaurants	<1%	Can't say	<1%	Swiss Bakerz	<1%
Can't say	<1%	South Dowling Cinema	<1%	Been in area for many years	<1%
Riley Street	1%	Iconic landmark	<1%	Food/service provided	<1%
Greenery/garden areas on street	<1%	Spectrum	<1%	Swiss Restaurant	<1%
Meeting/entertainment space	<1%	Unique venue	<1%	Authentic food/service provided	<1%
Personal memories	<1%	Younger bar/club	<1%	Sydney Design School	<1%
Can't say	<1%	St Francis of Assisi Paddington	<1%	Historical/architecture influence	<1%
Rogues	<1%	Historical influence of venue	<1%	Sydney Gay and Lesbian office	<1%
Personal influences	<1%	Place of reflection for community	<1%	Parade night	<1%
Room 204	<1%	St Margaret's Hospital	<1%	Sydney Jewish Museum	<1%
Art scene/landmark	<1%	Personal relevance/childhood memories	<1%	Architecture precinct	<1%
Rose Terrace	<1%	St Michaels Church	<1%	Sydney Sauna	1%
Attractive neighbourhood space	<1%	Historical building	<1%	Free/Equal public space	<1%
Sacred Heart Community	<1%			Cornerstone of LGBTQI culture	<1%
Community space	<1%			Can't say	<1%

# Buildings, Places and Spaces – Reason for Being Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Why is it special? Places sorted A-Z

Place and reason for being special		N=729	Place and reason for being special		N=729	Place and reason for being special		N=729
T2 Building	Architecture/building space	2%	Thai Nesia Restaurant	Apart of LGBTQI community	1%	The Exchange Hotel	Art/performance hub	3%
	Landmark/historic building	1%		Experience of food/service provided	<1%		Cultural/historical significance	1%
	Former nightclub	<1%		Historic tradition	<1%		Enjoyable experience	1%
	LGBTQI history	<1%	Thanks Tattoo	Art/creative venue	<1%		Experience of diversity/LGBTQI	1%
	Personal influences	<1%			<1%		Explored change over numerous years	<1%
Tandoori Palace	Personal favourite restaurant	<1%	The Academy Twin	Community event space	1%	The hotels	Carries history of the community	<1%
Taylor Square	Community landmark space/meeting place	46%		Film screenings	<1%	The Intersection	Beautiful area	<1%
	Association of Mardi Gras	18%		Heritage/art influences	<1%		Provision of great businesses	<1%
	LGBTQI influences	9%		Potential to grow business in venue	<1%	The Island	Engaged with memories of exciting nights pre lockdown	<1%
	Memories/historical moments	5%	The Arts Hotel	Entertainment/service	<1%	The Oxford Village mall	Community essentials	<1%
	Development responses	3%	The Balkan	Hospitality/food service provided	<1%	The Rainbow Flag	Represents LGBTQI community	1%
	Centre of Oxford street	2%	The Burdekin	Community gathering venue	1%		Sign of significance/support	<1%
	Cultural significance	2%		Connection to CBD	<1%	The Resvior	Heritage tied within the venue	<1%
	Place of event/celebration	1%		LGBTQI influences	<1%	The Shift Hotel	Enjoyable venue	<1%
	Residential/personal purposes	1%		Personal memories of venue	<1%		Met someone there	<1%
	Can't say	2%	The Cats Meow	Architectural value	<1%	The street Library	Provision of books/community generosity	<1%
Taylor Square Farmers Markets	City's famers markets	<1%	The Colombian Hotel	Personal/experienced influences	3%			
		<1%		Entertainment/service provided	1%	The Street/roadway itself	Celebratory/event space	3%
Taylor Square Fountain	Cultural relation	<1%		Architectural perspective	<1%		Historical memories of area	1%
	Green/garden space by street	<1%		Its an institution	<1%		Street character and Safety	1%
	Iconic landmark	<1%		Preference for former venue	<1%		Destination of hospitality	<1%
Taylor Square Hotel	Iconic leather bar	<1%		Can't say	<1%		Scenery/greenery of area	<1%
		<1%	The Eternity Theatre	Cultural/community space	<1%		Can't say	<1%
Taylor Square Intersection	LGBTQI venue/health service	<1%						
		<1%						
Taylor Square Toilet Block	Significant LGBTQI history	<1%						
	Site needs to be utilised	<1%						
Taylor Street		<1%						
	Can't say	<1%						



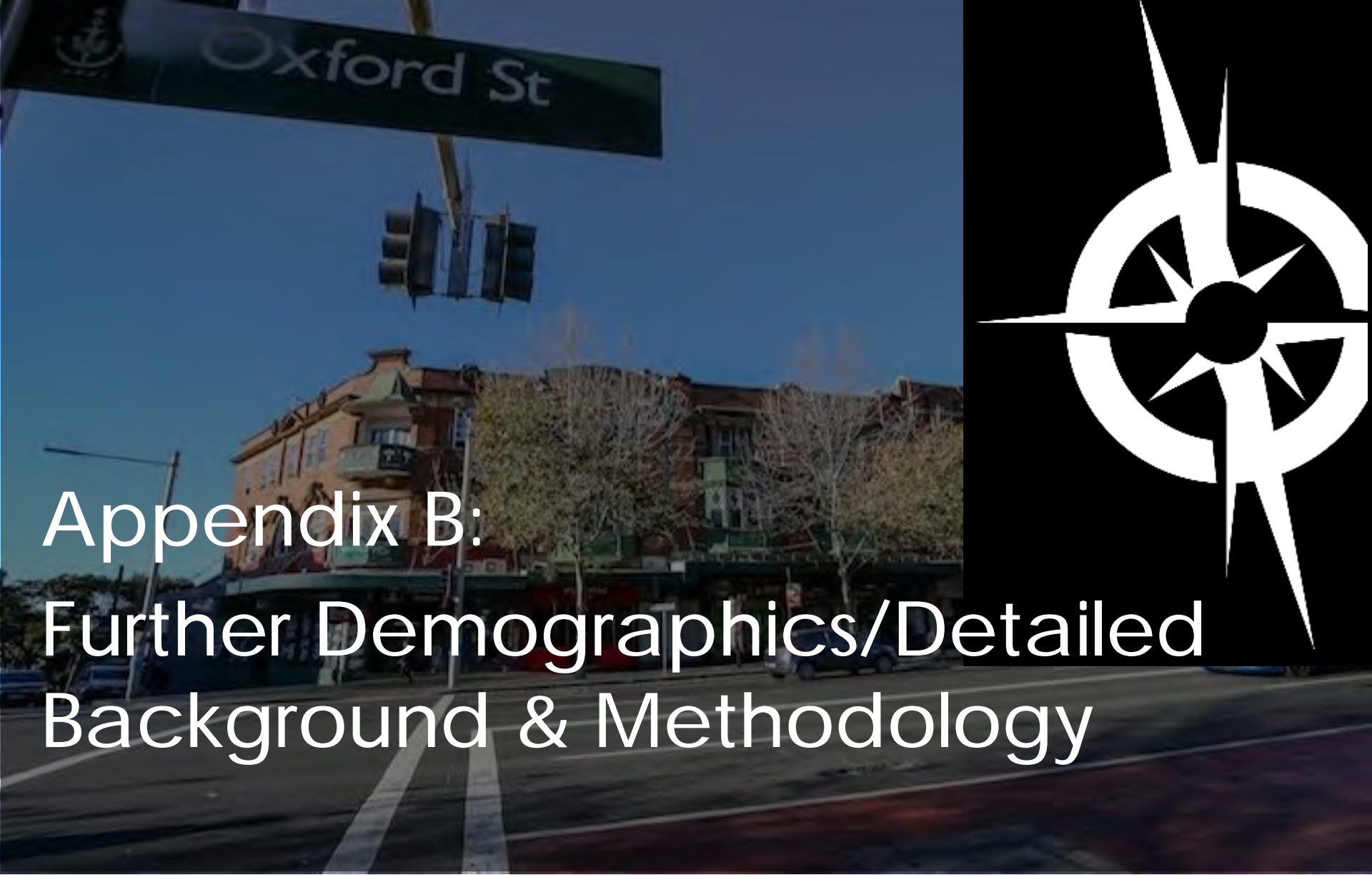
# Buildings, Places and Spaces – Reason for Being Special

Q9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc.)? If so, please tell us about your top three special places.

Why is it special?

Places sorted A-Z

Place and reason for being special	N=729	Place and reason for being special	N=729
The Taxi club	1%	UNSW	<1%
Community venue	<1%	Historical	<1%
First place after transition	<1%	Place of study/education	<1%
Iconic venue	<1%	UNSW Art & Design (COFA)	1%
Mix of genres	<1%	Artistic/performance community	1%
The Tool Shed	<1%	Personal attachment	1%
Owned by a friend	<1%	Various Bookshops	<1%
The Wall	<1%	Can't say	<1%
Cultural history	<1%	Venues around Taylor Sq	<1%
Social Interaction	<1%	Late night retail/hospitality	<1%
Three Saints Square	<1%	Lively part of Oxford Street	<1%
Can't say	<1%	Verona Cinema	<1%
Three Weeds Hotel	<1%	Best small cinema	<1%
Social/community venue	<1%	Entertainment/gallery/service influences	<1%
Tropical Soul Dance School	<1%	Victoria Barracks	<1%
Educational/training purposes	<1%	Family have worked there previously	<1%
Universal Hotel	3%	Historical influence	<1%
Social/nightclub aspect	2%	Can't say	<1%
Historic/memorial identity	1%	Walkways/Footpaths	<1%
LGBTQI influences	1%	In use for Mardi Gras	<1%
Community atmosphere	<1%	Nice walkways available	<1%
LGBTQI venue	<1%	Water Play	<1%
Nightlife/entertainment	<1%	Mardi Gras	<1%
Can't say	<1%	Whitlam Square	1%
Unspecified Hospitality/Retail	3%	National rights/recognition	<1%
Community/social area	2%	Residential perspective	<1%
Entertainment/nightlife venues	1%	Surrounding buildings	<1%
Personal influences withheld from venue	1%	Can't say	<1%
Historical significance	<1%	Winns Lane Plaza	<1%
LGBTQI influences	<1%	Greenery/garden space	<1%
Provides a safe environment for community	<1%	Zinc Tailors	1%
Can't say	<1%	Historic business	1%
		Architectural value in business	<1%



# Appendix B: Further Demographics/Detailed Background & Methodology

# Background & Methodology

## Sample selection and error

A total of 1,742 respondents participated in the survey, however as respondents could choose to not answer all questions, base sizes differ greatly by question, ranging from 1,514 to approximately 550.

The survey was available for participation online on City of Sydney Council's website from October 6 to November 3, 2020

Significance testing results, where shown, should be viewed as indicative only, as this was an opt-in survey so it is not a random sample.

## Interviewing

Interviewing was conducted in accordance with The Research Society Code of Professional Behaviour.

## Data analysis

The data within this report was analysed using Q Professional.

Within the report, ▲ ▼ to identify statistically significant differences between groups, i.e., gender, age, usage of the precinct.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.



# Demographics

Q1c. What is your approximate age?

	%
Under 25	6%
25-29	12%
30-39	30%
40-49	27%
50-59	16%
60-69	7%
70-79	2%
80 years and over	<1%
Base	1,442

Q1d. What is your identified gender?

	%
Male	68%
Female	29%
Transgender	<1%
Non-binary/third gender	1%
Prefer not to say	2%
Base	1,439

Q10a. [If 'currently live' on 1b] How long have you lived on or nearby to Oxford Street?

	%
Less than 6 months	2%
6 months - 1 year	10%
2-3 years	16%
4-7 years	21%
8-10 years	13%
11-20 years	26%
21+ years	12%
Base	213

Q10b. [If 'currently work' on 1b] How long have you worked on or nearby to Oxford Street?

	%
Less than 6 months	2%
6 months - 1 year	7%
2-3 years	26%
4-7 years	29%
8-10 years	11%
11-20 years	15%
21+ years	10%
Base	105



# Demographics

Q10c. [If 'currently study' on 1b] Where do you study?

	Count
UNSW Art & Design	2
National Art School	1
Other	5
Base	8

Q10d. [If 'used to live/work/study' or 'visit' on Q1a] Approximately how long ago is it since you used to live / work / study / visit in the Oxford Street precinct?

	%
Up to 1 year ago	39%
2-3 years ago	26%
4-7 years ago	16%
8-10 years ago	12%
11-20 years ago	5%
21+ years ago	2%
Base	61







# Appendix C: Questionnaire

## 79

2a. Which, if any, of the following words/phrases do you associate with the Oxford Street precinct? Please select all that apply.

- Residential
- Creative
- Historical
- Cultural
- Retail
- Industrial
- Entertainment
- Education
- Political activism and equal rights
- LGBTIQ communities and spaces
- Aboriginal and Torres Strait Islander communities and spaces
- Strong sense of community
- None of these

2b. And which, if any, of the following words/phrases would you want to associate with the Oxford Street precinct in the future? Please select all that apply.

- Residential
- Creative
- Historical
- Cultural
- Retail
- Industrial
- Entertainment
- Education
- Political activism and equal rights
- LGBTIQ communities and spaces
- Aboriginal and Torres Strait Islander communities and spaces
- Strong sense of community
- None of these

3. Thinking about the next 10+ years... What changes/improvements, if any, would you like to see made to the activities/spaces/uses of the Oxford Street precinct to make it more appealing to you? When answering, please think about the precinct both during the day and at night. Please provide as much detail as possible

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4. Outlined below are some activities/spaces/uses – some of these may already exist in the Oxford Street precinct, others are just ideas at this stage. For each one, please indicate if you would like to have More, The Same, or Less of it in the future in the Oxford Street precinct (RANDOMISE).

	More	The Same	Less
a. Live/work spaces for creatives.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Fit-for-purpose commercial spaces for cultural and creative businesses .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Affordable commercial spaces for community groups .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Affordable commercial spaces for cultural and creative businesses .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Entertainment venues such as bars, clubs and restaurants .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Residential buildings .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Commercial businesses.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Public art.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Public spaces (e.g. parks, squares, plazas) for quiet reflection or for people to gather.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Street gardens, trees and plantings/improved streetscapes.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Places to see art and culture (eg. galleries, theatres).....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Spaces for children and families, such as playgrounds .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Public toilets .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Traffic calming and safer streets .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Shops and local services .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. Space for cyclists and pedestrians .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
q. LGBTIQ businesses and spaces .....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. Recognition of LGBTIQ communities and history.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
s. Recognition of Aboriginal and Torres Strait Islander communities and cultures.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Future Vision for the Oxford Street Precinct

Council's Local Strategic Planning Statement (LSPS) proposes a 'Creative and Cultural Precinct' for the Oxford Street precinct. The precinct aims to celebrate and build upon the area's rich cultural history and leverage its proximity to cultural and creative institutions such as the National Art School and UNSW Art and Design Campus, while supporting employment growth in the area.

The City wants to hear from you about *what type* of cultural and creative precinct you want, and *how* we might do it. Your input will help guide the development of a strategy that will investigate changes to the planning frameworks that guide local character and development along Oxford Street in order to support more cultural and creative uses of the precinct.

Specifically, changes that could be considered might relate to:

- Better expressing and protecting the character of the area, as well as looking towards the future character that we want to create
- Flexibility in the allowed height and volume of buildings - this could allow for more space for creative practice or businesses
- Identification of special places – enhancing or creating public spaces and landmarks
- Identification of significant buildings – protecting the architecture that we love
- Street level activity and experience – the way our streets and building interfaces are designed

5a. How supportive, if at all, are you of Council's recommendation to make the Oxford Street precinct part of a larger dedicated cultural and creative precinct?

- Very supportive
- Supportive
- Somewhat supportive
- Not very supportive
- Not at all supportive
- Can't say

5b. Why do you say that? Please provide as much detail as possible

\_\_\_\_\_

6a. Do you consider the Oxford Street precinct to be a cultural and creative precinct now?

- Yes
- No
- Can't say

6b. [If Yes on 6a] What are the key attributes that make the Oxford Street precinct a cultural and creative precinct today? Please select all that you feel apply (MR)

- The diversity of people
- The look/feel of the buildings
- The heritage
- Its social history
- The mix of businesses
- It's a destination for visitors
- Presence of significant art and design schools (National Art School and UNSW Art and Design Campus)
- Students from the design schools
- Late night venues
- Events such as Mardi Gras
- It has affordable housing
- It has affordable creative space
- Culture and creativity reflected on the streets and public spaces
- Multiuse of spaces eg a book shop hosts a poetry reading event after hours
- It has been promoted as a cultural and creative precinct

- It has plenty of space for creative businesses and maker spaces
- Freedom for different communities to express themselves
- Safe and welcoming
- A pleasant street environment for people
- Recognition of Aboriginal and Torres Strait Islander cultural connections to the area
- LGBTIQ communities and spaces
- Political activism and equal rights
- Other – please describe: \_\_\_\_\_
- Can't say

ic. [Ask everyone] Which, if any, of the following attributes are necessary to **(create** [if 'no' or 'c/s' on Q6a]) / **(enhance/renew/improve** [if 'yes' on Q6a]) the Oxford Street precinct as a cultural and creative precinct in the future?: Please select all that you feel apply (MR)

- The diversity of people
- The look/feel of the buildings
- The heritage
- Its social history
- The mix of businesses
- It's a destination for visitors
- Presence of significant art and design schools (National Art School and UNSW Art and Design Campus)
- Students from the design schools
- Late night venues
- Events such as Mardi Gras
- It has affordable housing
- It has affordable creative space
- Culture and creativity reflected on the streets and public spaces
- Multiuse of spaces eg a book shop hosts a poetry reading event after hours
- It has been promoted as a cultural and creative precinct
- It has plenty of space for creative businesses and maker spaces
- Freedom for different communities to express themselves
- Safe and welcoming
- A pleasant street environment for people
- Recognition of Aboriginal and Torres Strait Islander cultural connections to the area
- LGBTIQ communities and spaces
- Political activism and equal rights
- Other – please describe: \_\_\_\_\_
- Can't say

7. The City will be reviewing planning approaches to support a creative and cultural precinct around Oxford Street. How supportive, if at all, are you of reviews into the following planning approaches on Oxford Street: (SR per row, randomise rows)

Reviews into...	Not at all Supportive			Very Supportive	
	1	2	3	4	5
a. Types of uses allowed .....	O	O	O	O	O
b. Building heights .....	O	O	O	O	O
c. Amount of floor space per building .....	O	O	O	O	O
d. Affordable creative and cultural work spaces .....	O	O	O	O	O
e. Infrastructure and amenities e.g. facilities, public toilets, footpaths and roads.....	O	O	O	O	O
f. Open space .....	O	O	O	O	O
g. Additions on heritage buildings .....	O	O	O	O	O

#### Social/Cultural/Historical Significance

8. What level of social, cultural or historical value or significance, if any, does the Oxford Street precinct have to you? (SR)
- Very significant/valuable
  - Significant/valuableCity
  - Somewhat significant/valuable
  - Not very significant/valuable
  - Not at all significant/valuable
9. Are there any buildings/places/spaces in the Oxford Street precinct that are particularly special to you (e.g.: they hold fond memories, they offer historical/social/cultural significance for you, etc)? If so, please tell us about your top three special places.
- a. Place.....  
Why is it special.....
- b. Place.....  
Why is it special.....
- c. Place.....  
Why is it special.....

#### Questions about you...

- 10a. [If 'currently live' on 1b] How long have you lived on or nearby to Oxford Street?

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

- 10b. [If 'currently work' on 1b] How long have you worked on or nearby to Oxford Street?

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

- 10c. [If 'currently study' on 1b] Where do you study?

- NAS
- DAC
- LaTrobe Uni
- Fashion School
- Other

- 10d. [If 'used to live/work/study' or 'visit' on Q1a] Approximately how long ago is it since you used to live / work / study / visit in the Oxford Street precinct?

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

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

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