## **Attachment B**

**Engagement Report** 



# Engagement report – Sydney Park brick kilns precinct renewal



# Contents

Overview	3
Key findings	5
Submissions table	6
Engagement activities	14
Appendices	17

## Overview

### Background

The Sydney Park Brick Kilns and chimney precinct contains substantial remains of the brick making industry which once dominated the area.

The condition of the kiln and chimney structures is under constant review and to date the City has undertaken a series of projects to ensure the stability of the structures and maintain public safety.

The latest condition assessment identified a schedule of further works that are required to be undertaken.

Funds have been allocated within the capital works budget to develop the concept design for the renewal of the Brick Kilns Precinct and to ensure this historical brickwork site is maintained for the future.

Following an expression of interest for head design consultancy services, Tonkin Zulaikha Greer Architects have been engaged to develop concept designs with the focus on retaining the site's industrial character and create a special place in the landscape for the community to enjoy.

## **Engagement summary**

Engagement took place over two phases.

#### Early engagement (phase 1)

From 15 March 2022 to 8 April 2022, we asked the community for feedback to understand how they currently use the space, what they value about the site and their ideas for landscaping this area. These ideas and feedback helped us develop a concept design.

Consultation activities included a letterbox drop, online engagement, a pop-up session and consultation posters at the park.

#### Consultation on the concept design (phase 2)

From 1 July 2022 to 29 July 2022, we asked the community for their input on the proposed concept design. Consultation on the proposal provided stakeholders and the community the opportunity to review and comment on the plan and inform the detailed design.

Consultation activities included a letterbox drop, a pop-up session, online engagement, an online information session and consultation posters at the park.

This report outlines the community engagement activities that took place and summarises the key findings from the consultation.

### Purpose of engagement

The purpose of the engagement was to:

- create awareness in the community about the consultation and let them know they can have their say
- inform the community of works needed to stabilise & preserve the brick kilns and renewing the landscape in this precinct.

#### Engagement report – Sydney Park brick kilns precinct renewal

- get community feedback on how the area is used and what they value in this space.
- receive input and ideas for the landscaping design.
- educate the community on why the brick kilns aren't suitable as a hireable function space.
- inform the community of how long works will take and possible impacts on surrounding areas, businesses, Sydney Park and its facilities
- gather community feedback on the concept design to inform the detailed design.

### Outcomes of engagement

The following is a snapshot of the outcomes from each phase of the engagement. It shows good face to face and online engagement that has reached a range of audiences.

#### Submissions received during early engagement — March-April 2022 consultation

We received a total of 108 submissions (via survey monkey and email) during the public exhibition period. The Sydney Your Say page was visited 534 times during the consultation period.

#### Submissions received during concept design consultation — June-July 2022 consultation

We received a total of 34 submissions (via interactive map and email) during the public exhibition period. A total of 25 people left 38 comments on the interactive map. The Sydney Your Say page was visited 1,617 times during the consultation period.

#### Submissions and engagement activity

Description of activity	Early engagement (phase 1)	Consultation on concept design (phase 2)
Total submissions received	108	34
Survey submissions	107	-
Comments and suggestions submitted through interactive map	-	38 comments were made by 25 people
Emailed submissions received from community groups / residents	1	9
Sydney Your Say unique webpage visits	534	1,617
People attended an online information session	3	3
People attended a community pop-up session in the park	50	250

# Key findings

## Overview of key findings from early engagement (phase one)

Key takeaways from this phase of the engagement include:

- plenty of interest in exploring adaptive use of the brick kilns (for business, cultural and community uses).
- awareness amongst the community of the site's historic significance and would like to see it preserved.
- fence around the kilns precinct is perceived negatively. Some feedback have mentioned it has made the area feel not welcoming, unsafe and "dark."
- the brick kilns precinct receives high traffic with respondents regularly visiting or walking past the area
- value the shady trees, green open space and as a place to meet friends and socialise
- when at Sydney Park they visit the wetlands, participate in social gatherings or go there for quiet relaxation
- when asked to choose from a list of outcomes, these were the top priorities for the community:
  - o preserve and enhance the industrial character of the brick kilns
  - o provide plenty of shade and places to sit
  - o have planting that brings colour, texture and interest throughout the year
- history permanent exhibition & educational opportunities with schools
- entry to park opportunity to help improve entries and draw people into the park
- current uses of the area
- entry and access during works. Could the alternative access point during works become a permanent secondary access point?

## Overview of key findings from concept design consultation (phase two)

Conversations with the community during the information session and park pop-up revealed:

- Community overwhelmingly value Sydney Park. There is a track-record and trust that the City will deliver high-quality public spaces into the future.
- Once the nature and construction of brick kilns were explained to them, people generally understood why the kilns are not suitable for adaptative reuse

Key feedback from the interactive map and email submissions include:

- A range of feedback regarding improved access
- Continued requests for adaptive reuse of the kilns
- Suggestions around native planting, flowering plants and more planting variety
- Requests that Indigenous interpretation & education is included as well as industrial history
- Requests to accommodate more seating and dog-friendly facilities

See the submissions table below for more detailed information on topics raised in submissions and the City's response.

## Submissions table

Open text responses from the interactive map, email submissions and comments captured during the online information session and pop-up session have been summarised in the submission tables below.

### Submissions table — ideas and issues (phase two)

	Feedback received	Total people making the comment	Thumbs Up	Thumbs Down	CoS response
	General support				
Support	Support for the project / preservation of the kilns	5	27	1	Noted.
	Design				
Access	Improved access from the street is important	2	20	1	This aligns with the current concept design direction.
Access	Pedestrian/cyclist desire lines are important to consider here as a function of the new crossing location	1	9	-	To be investigated during design development.
Access	Request for improved crossing opportunity (ie. bigger traffic island that accommodates pedestrians, cyclists, prams, groups, clearer signage, additional bike crossing)	5	2	-	This request is outside the scope of The City's Sydney Park Brick Kilns project. Please refer to the Transport for NSW 'Sydney Park Junction' project
	Footpath next to the kilns on Princes Highway should be a shared pedestrian and bike area, with clear signage. It is an important link from King Street and St Peters	1	7	-	works, which is looking into greater connections across Princes Highway - <a href="https://caportal.com.au/tfnsw/sydney-park-junction">https://caportal.com.au/tfnsw/sydney-park-junction</a> .

#### Engagement report – Sydney Park brick kilns precinct renewal

	Feedback received	Total people making the comment	Thumbs Up	Thumbs Down	CoS response
					The City is working with Transport for NSW to ensure the two projects are coordinated.
Access	Angle the end of the new path to meet the existing one continuing south pls. active transport and mobility access.	1	1	-	Paths will be aligned in design development
Access	Request for bike hoops	1	5	-	To be investigated during design development
Bikes and e- scooters	I'm not sure about bike access and electric scooter access and sharing of walkways, but these need also to be managed carefully to avoid the hazards faced by walkers from bikes at speed in other local areas (eg Cook River Parklands from Wardell Rd to Princes Highway).	1	-	-	To be investigated during design development
Graffiti & roof design	Ensure design incorporates roof that cannot be climbed into or graffitied.	1	-	-	To be investigated during design development
Materials	Design is too sanitised, leave the surrounding area as is. Paved areas not necessary.	1	-	-	To be investigated during design development
Shade	While there are trees in sections, there is no shade for a great proportion of this part of the park.	1	-	-	The City is still investigating final tree planting locations and types.
Shade	Shaded areas are needed in the plaza or outdoor spaces	1	5	1	To be investigated during design development
Seating	Concern that seating is hard surfaced, only 1 wooden bench style seat is shown in the sketches.	1	-	-	To be investigated during design development

	Feedback received	Total people making the comment	Thumbs Up	Thumbs Down	CoS response
Seating	More benches to enjoy the chimneys and spaces	1	10	-	To be investigated during design development
Fencing	Remove fencing and some trees to increase available natural light and make area more inviting	1	3	2	Removing fencing around the kiln structures forms part of the current upgrade works. Tree removal and replacement will form part of the next stage of public consultation
Reuse of materials	Integrate new entry way with Sydney Park Junction by using red bricks from brickworks in the sidewalks.	2	5	-	The material proposed for the entry is concrete and decomposed granite. Final material selection to be investigated during design development
Lighting	Upgrade lighting to increase user safety at night.	1	-	-	To be investigated during design development
Interpretive information	Pre-colonial information should also be included in the story of the kilns.	1	-	-	To be investigated during design development
Public art	It could be nice to also add some more modern piece(s) of public art here? (maybe still with a reference to, or inspired by, the history of the kilns). This would be appropriate for a new development in a creative area such as the Inner West I feel.	1	5	1	To be investigated during design development
	Adaptive reuse				
Adaptive reuse	Utilise the kilns as commercial and cultural spaces (eg. markets, galleries, restaurants, cafes, live music, art installations etc)	8	8	8	The constraints of these spaces, including structural and safety issues, mean we are unable to explore

	Feedback received	Total people making the comment	Thumbs Up	Thumbs Down	CoS response
					adaptive reuse of the brick kilns as part of this project.
Wet weather shelter	Utilise space as a wet weather shelter	2	17	2	New roof structures over the kilns will provide increased wet weather shelter around the external edges of the kilns.
					The constraints of these spaces, including structural and safety issues, mean we are unable to explore using the interior spaces of the brick kilns as wet weather shelter within this project.
Adaptive reuse	Please don't commercialise this public space	1	8	-	There are no plans to commercialise this public space
24-hour activation	Suggestion to transform the site into a lively 24-hour precinct. Proximity to trains, people, parking and roads, make it the perfect spot to generate noise.	1	2	8	There are no plans to create a 24-hour precinct in this location. For more information on the City's Night Time Economy and updated planning controls (including a new 24-hour trading area in nearby Alexandria), visit cityofsydney.nsw.gov.au/business-economy/night-time-economy
	Dogs				
Dog facilities	Include a dog friendly area with water bowls and more poo bag facilities.	1	10	-	To be investigated during design development
Impacts for dogs	What does all this reconstruction and changes mean for the dog friendly space Sydney Park currently offers?	1	1	-	Sydney Park will continue to offer a variety of dog friendly spaces within the

	Feedback received	Total people making the comment	Thumbs Up	Thumbs Down	CoS response	
					brick kilns precinct and the wider Sydney Park.	
Fenced dog area	Request for fenced dog area	2	2	2	Sydney Park is an off-leash park and there are no current plans to include a fenced dog area.	
Dog-free spaces	Consider spaces for people who don't have dogs and/or want to experience quiet enjoyment of the park without being harassed by dogs. Since this year's heavy weather, it's not easy to always leave paths to avoid animals etc (comment refers to this site, and Sydney Park more broadly).	1	-	_	Sydney Park in an off-leash park and there are no plans to include additional controlled access areas for dogs within the park. Alan Davidson Oval and the kids playgrounds are existing controlled access areas where dogs are not allowed and parts of the Wetlands are also fenced off from dogs for habitat protection.	
	Landscaping, planting and wildlife					
Native planting and	Planting should reflect the turpentine/ironbark forest that existed pre-European settlement.	2	23	-	To be investigated during design development.	
interpretive information	Plant more natives, particularly lesser known species and from the Sydney Basin region.	I				
	Include educational info on the varieties, which would complement information on the brickworks' history.					
	Use this as an opportunity to utilise the space to educate folks on what was here pre-colony and how the Gadigal people used this space.					

	Feedback received	Total people making the comment	Thumbs Up	Thumbs Down	CoS response
Tree variety	The park needs a better variety of trees, imagine how many people would come if there were cherry blossoms or red leaves during autumn.	1	7	6	The City is still investigating final tree planting locations and types.
Flowers / community garden	Include bee attracting flowers and a community garden	1	3	1	Planting will be investigated during design development. A community garden is not being considered for this site due to its proximity to City Farm.
Ferns in pots	Plant tree ferns in large elevated brick or sandstone "pots" so people can walk under them as they pass through the entry points.	1	2	-	Concept design direction is for planting to be at ground level and reflect the original industrial character of the space. The City is still investigating final tree planting locations and types.
Habitat	Suggestion for kilns to be kept as a habitat for small animals at night eg. possums, bats, birds and other mammals.	1	3	_	Sydney Park currently provides a rich diversity of environments for native habitat.  The constraints of the spaces within the kilns precinct, including structural and safety issues, mean we are unable to explore use of the structures as a formal animal habitat space.  The City will seek expert advice on how to minimise impacts on wildlife during construction

	Feedback received	Total people making the comment	Thumbs Up	Thumbs Down	CoS response
Impacts on residents	Request for residents to be consulted about the times for construction work. Please consider residents working from home.	1			Noted. Mitigation measures will be put in place to minimise noise during construction.
Impacts on wildlife	Note that wildlife currently use kilns as shelter/ habitat.	1	3	-	Noted. The City will get expert advice on how to minimise impacts on wildlife during construction.
Park run	This area is used weekly as the start point for St Peter's Park Run, which averages 275 finishers every Saturday morning. During works the typical start point for the race will be unavailable. It'd be great if as part of the construction requirements, signage was posted on the hoarding/construction barriers directing attendees to the new temporary starting point of parkrun. (I am not an organiser, but an attendee, organisers can be reached at https://www.parkrun.com.au/stpeters/)	1	1	-	Noted. The City will work closely with the park run organisers to accommodate the park run during construction and ensure signage is clear.
	Out of scope				
Carpark	Carpark should be expanded	1	3	10	This is outside the current Scope of the Sydney Park Brick Kilns.  This feedback has been forwarded on to the Sydney Park Operations Management Team.
Carpark	Do not support expansion of carpark. Instead, public transport and access should be improved.	1	-	-	Noted.
Carpark	Increase the brick kilns precinct by expanding into the carpark	1	4	2	This is outside the current Scope of the Sydney Park Brick Kilns.

#### Engagement report – Sydney Park brick kilns precinct renewal

	Feedback received	Total people making the comment	Thumbs Up	Thumbs Down	CoS response
Demolition	If kilns are not being utilised suggestion to knock them down and build something useful.	1	-	-	The Sydney Park brick kilns are a locally listed heritage item and form a valuable part of the city's cultural and industrial history. Demolition of the structures is not being considered in the scope of works.
Broader Sydney Park		1 7 6	1 7 6	7 6	This is outside the current Scope of the Sydney Park Brick Kilns.
feedback (circulation)	Central Park. It already has a nice loop to cycle through, except there's no dedicated lane so the traffic is going in both directions and there are little puppies cutting across everywhere.			This feedback has been passed on to the Sydney Park Operations Management Team.	

# Engagement activities

## Overview of engagement undertaken

Summary of activities that took place during the consultation period.

Engagement activity	Early engagement (phase 1)	Consultation on concept design (phase 2)
Sydney Your Say webpage	web page received <b>534</b> unique views	web page received 1,617 unique views
Online feedback form via survey monkey	107 responses received	n/a
Online feedback via interactive map	n/a	A total of 25 people left 38 comments on the interactive map.
Sydney Your Say e-newsletter	Included in March 2022 edition (7,272 subscribers)	Included in July 2022 edition (7,152 subscribers)
Consultation letter	3,000 distributed to local area. See appendix A	3,000 distributed to local area. See appendix A
Email to stakeholders	Sent to 21 stakeholders.  These included community groups, associations and individuals with an interest or link to the brickworks.	Sent to 132 stakeholders.  These included community groups, associations, individuals with an interest or link to the kilns and those that made a submission during early engagement.
Online information session	Held on 30 March 2022. Attended by 3 residents and stakeholders	Held on 13 July 2022. Attended by 3 residents and stakeholders.
On-site signage	10 notice boards installed around the site. See appendix A	10 notice boards installed around the site. See appendix A
Pop-up info session	Held on 26 March 2022, 10am- 12pm. Attended by 50 people.	Held on 16 July 2022, 8am- midday. Attended by 250 people.

## Marketing and communications activities

The following is a snapshot of outcomes from marketing and communications activities undertaken during phase two to support the consultation. See appendix E for screenshots of marketing activities.

Activity	Outcome
City of Sydney News article	
https://news.cityofsydney.nsw.gov.au/articles/sydney-park-brick-kilns-and-chimneys-to-be-preserved-and-restored	733 page views
Twitter	1,330 impressions
12 July: https://twitter.com/cityofsydney/status/1546741007055978497	28 engagements (retweets, click throughs, reactions)
	2,033 impressions
26 July: <a href="https://twitter.com/cityofsydney/status/1551729417147523072">https://twitter.com/cityofsydney/status/1551729417147523072</a>	93 engagements (retweets, replies, comments, click throughs)
LinkedIn	5,261 impressions
12 July: <a href="https://www.linkedin.com/feed/update/urn:li:activity:6952509087439863808">https://www.linkedin.com/feed/update/urn:li:activity:6952509087439863808</a>	192 engagements (click throughs reactions, comments)
Facebook	25,241 impressions
11 July: <a href="https://www.facebook.com/cityofsydney/posts/pfbid04U2z6yzw7jfEoZuojTgpz6EJoGwax62UTyLbhqskwGF1DmBFzdPSKKQZAmbdSoW7l">https://www.facebook.com/cityofsydney/posts/pfbid04U2z6yzw7jfEoZuojTgpz6EJoGwax62UTyLbhqskwGF1DmBFzdPSKKQZAmbdSoW7l</a>	542 engagements (reactions, comments, shares, click throughs)
Google My Business Listing	4,600 impressions
We posted a notice so when people searched for Sydney Park they saw the consultation. This brings the consultation to the attention of those who might not have heard about it but are park visitors. <a href="https://posts.gle/K6GB7z">https://posts.gle/K6GB7z</a>	
City of Sydney eNewsletters	
Sent on 12 July to planning and building subscribers: https://cityofsydneynews.createsend1.com/t/ViewEmail/j/128590CC763076B 92540EF23F30FEDED	3,485 subscribers
Sent on 7 July to Sydney Your Say subscribers: <a href="https://createsend.com/t/j-6DAB0B4B405257AE2540EF23F30FEDED">https://createsend.com/t/j-6DAB0B4B405257AE2540EF23F30FEDED</a>	7,152 subscribers

### Media activities

Media release distributed to media during phase two: <a href="https://news.cityofsydney.nsw.gov.au/media-releases/preserving-sydney-parks-iconic-brick-kilns">https://news.cityofsydney.nsw.gov.au/media-releases/preserving-sydney-parks-iconic-brick-kilns</a>

#### Media coverage

Publication	Link
Architecture AU	https://architectureau.com/articles/sydney-parks-industrial-history-to-be-restored/
Sydney Morning Herald	https://www.smh.com.au/national/nsw/the-plan-to-transform-sydney-park-s-brick-kiln-and-chimney-site-20220712-p5b10v.html
South Sydney Herald	https://southsydneyherald.com.au/preserving-sydney-parks-iconic-brick-kilns-have-your-say/
Australian Design Review	https://www.australiandesignreview.com/architecture/city-of-sydney-engages-in-significant-restoration-of-iconic-brick-kilns/
Inner West Review	https://www.innerwestreview.com.au/story/7820113/landmark-kilns-of-lost-brick-industry-set-for-upgrade/

# **Appendices**

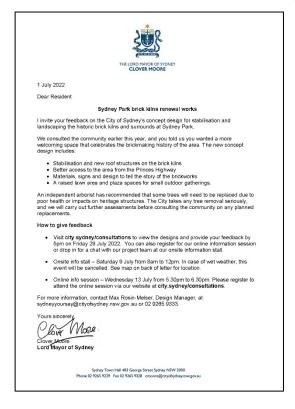
#### Appendix A

Letter sent to the local area and onsite signage during early engagement (phase one)





Letter distributed to local area and onsite signage during concept design consultation (phase two)



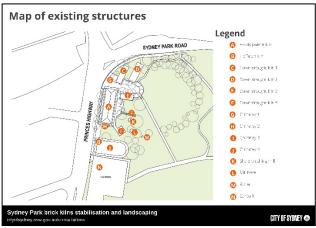


#### Appendix B

Information boards developed for pop-up on 26 March 2022 (early engagement – phase one)

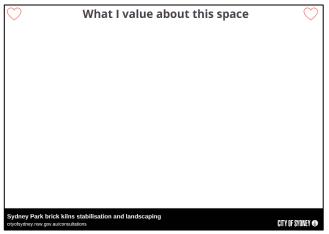


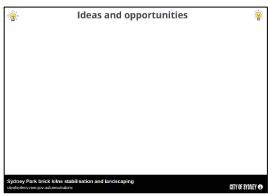








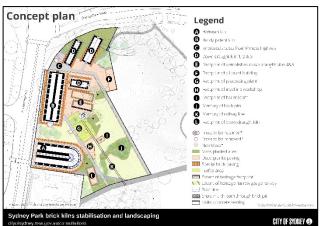


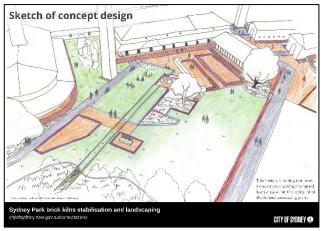


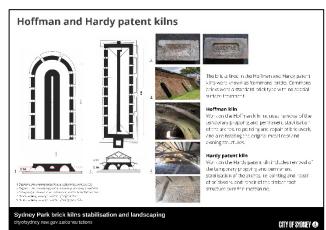
#### Information boards developed for pop-up on 16 July 2022 (concept design consultation – phase two)

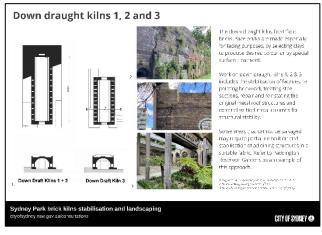


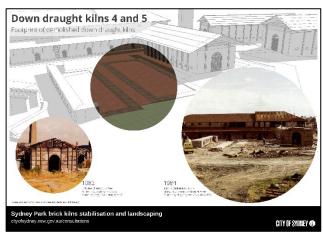


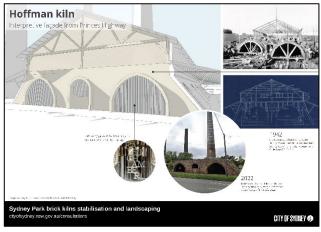




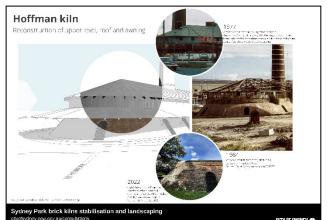


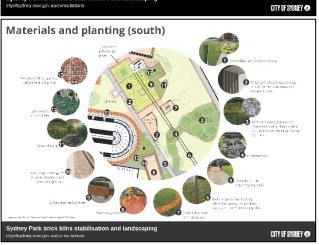


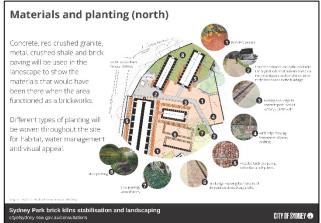




#### Engagement report – Sydney Park brick kilns precinct renewal







**Appendix C**Photos from pop-up on 26 March 2022 (early engagement - phase one)

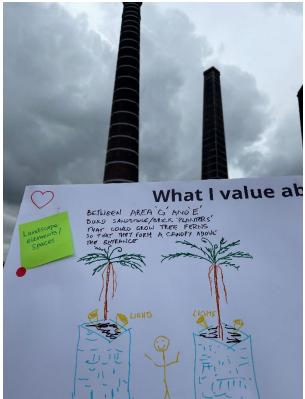












Engagement report – Sydney Park brick kilns precinct renewal

Photos from pop-up on 16 July 2022 (concept design consultation - phase two)





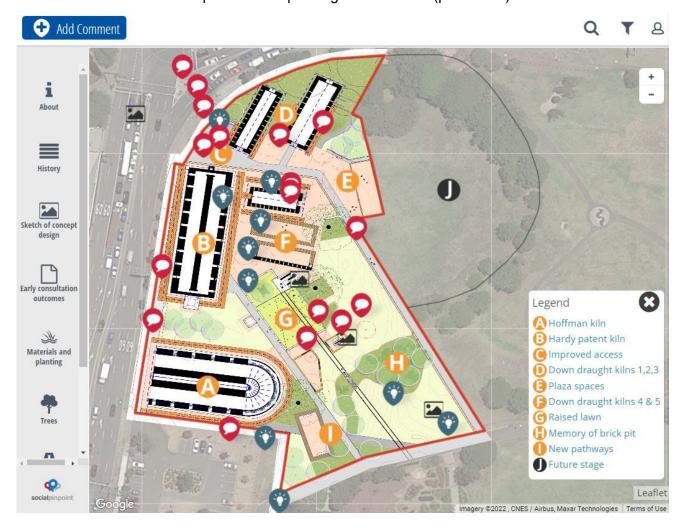








## Appendix D Screenshot of interactive map from concept design consultation (phase two)



#### Appendix E

Screenshots of marketing activity (phase two)



Tweet



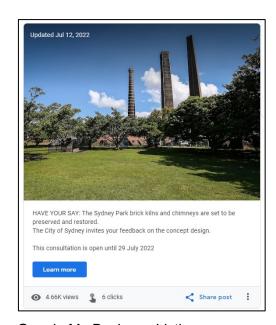
LinkedIn post



Sydney City eNewsletter item



Facebook post



Google My Business Listing

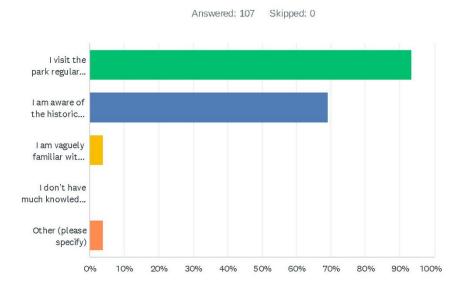


Sydney Your Say eNewsletter item

#### Appendix F

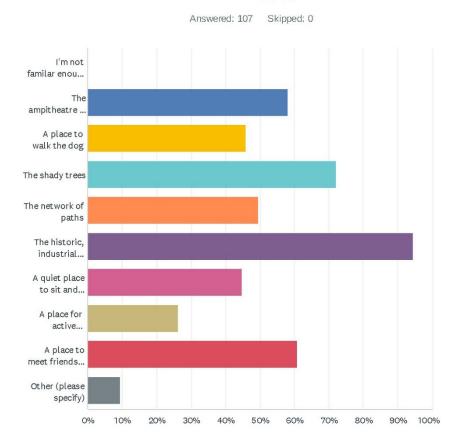
Survey responses from early engagement (phase one)

## Q1 How familiar are you with the brick kilns and surrounding area? (select all that apply)



ANSWER CHOICES	RESPONSES	
I visit the park regularly and walk past the kilns	93.46%	100
I am aware of the historic significance of the site	69.16%	74
I am vaguely familiar with the location of the brick kilns	3.74%	4
I don't have much knowledge of this location	0.00%	0
Other (please specify)	3.74%	4
Total Respondents: 107		

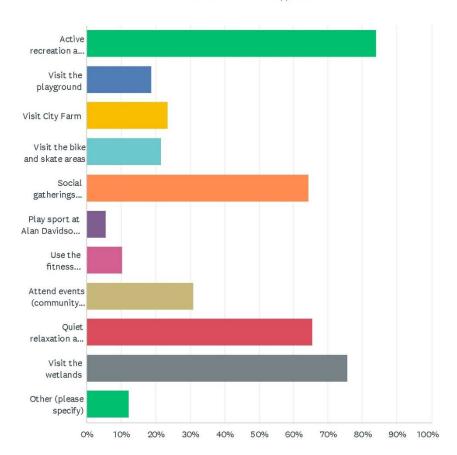
## Q2 We'd like to know what you value about the brick kilns area (select all that apply)



ANSWER CHOICES	RESPONSES	
I'm not familar enough with the area to answer this question	0.00%	0
The ampitheatre and green open space	57.94%	62
A place to walk the dog	45.79%	49
The shady trees	71.96%	77
The network of paths	49.53%	53
The historic, industrial character of the brick kilns and chimneys	94.39%	101
A quiet place to sit and enjoy nature	44.86%	48
A place for active recreation (group fitness, personal training etc)	26.17%	28
A place to meet friends and socialise (picnics, walks etc)	60.75%	65
Other (please specify)	9.35%	10
Total Respondents: 107		

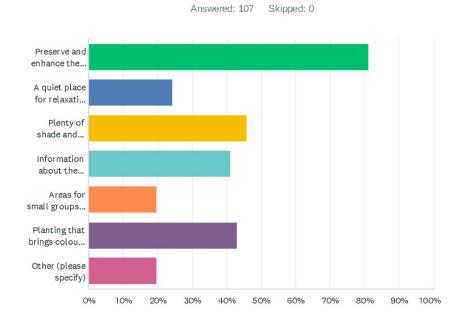
### Q3 What do you do when visiting Sydney Park? (select all that apply)

Answered: 107 Skipped: 0



RESPONSES	
84.11%	90
18.69%	20
23.36%	25
21.50%	23
64.49%	69
5.61%	6
10.28%	11
30.84%	33
65.42%	70
75.70%	81
12.15%	13
	84.11%  18.69%  23.36%  21.50%  64.49%  5.61%  10.28%  30.84%  65.42%  75.70%

Q4 Aside from stabilising the chimneys and making the area safe, these are some other things this project could achieve (please select the 3 that are most important to you)



ANSWER CHOICES	RESPONSES	RESPONSES	
Preserve and enhance the industrial character of the brick kilns	81.31%	87	
A quiet place for relaxation and contemplation	24.30%	26	
Plenty of shade and places to sit	45.79%	49	
Information about the history of the site	41.12%	44	
Areas for small groups to gather (school groups, picnics, community groups)	19.63%	21	
Planting that brings colour, texture and interest througout the year	42.99%	46	
Other (please specify)	19.63%	21	
Total Respondents: 107			

