

Attachment C

Haymarket Vision Engagement Outcomes Report

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CITY OF SYDNEY 



Haymarket Vision Engagement Outcomes Report

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Summary of key themes

The City of Sydney undertook an extensive engagement process in August and September 2022 to create a community vision for Haymarket and understand what makes Haymarket special, what people love and what they would like to see improved.

The following provides a summary of the key themes that emerged across all community and stakeholder engagement.

What makes Haymarket special?

Community members and stakeholders told us Haymarket is a special place to them for many reasons.

A place where you see many Asian cultures reflected on the streets and in public spaces

People told us that Haymarket is a celebration of diverse Asian cultures, cuisines and history, including Cantonese, Thai, Japanese and Korean. They told us about the many cultural experiences available including food, shopping, festivals and events. For some, this is a link to their own culture and history, while for others, it is an opportunity to explore new cultures and cuisines.

Many people also commented about the shopfronts and heritage buildings that have remained unchanged for many years. To them, these buildings showcase an important history around Chinese immigration to Australia.

“This street reminds me of Asian culture, especially traditional food.”

“A cultural village reflecting the Asian history and heritage of the area.”

“The trees and the old buildings there are unlike any other part of the city. They have remained mostly unchanged since my parent first immigrated here in the 1980s.”

A place of cultural belonging, experiences and memories

People felt a strong sense of belonging and cultural connection to Haymarket. Chinatown was referred to as the original Chinatown and the cultural heart that all other Chinatowns in Sydney connect to. The Thai community also spoke about Thai Town as a special place that Thai people from all over Sydney visit. Community representatives spoke as cultural custodians. They expressed a great sense of responsibility for the future of Haymarket and a desire to work together with the City.

People told us that Haymarket evokes a sense of nostalgia and memories from their past experiences. These experiences make them feel connected to Haymarket, whether they continue to visit with their children or no longer visit the area often. Some of these experiences include eating with family and

friends, owning a restaurant in the area, celebrating cultural events such as Lunar New Year, and playing at the games arcade with friends.

Some people also told us that Haymarket reminds them of their home countries or travels to Asian countries.

“Nostalgic – my parents had their first date here. There is a connection to the past.”

“As a second gen Chinese Australian I have a strong sentimental attachment to the old Cantonese restaurants and bakeries that my grandparents used to take us to as children. I now bring my child to Chinatown (we are Redfern locals) to buy baked goods and to stroll around and absorb the atmosphere (which has changed since covid) and visit the lion statues.”

“When I grew up it was the soul of Chinatown along with Campbell Street. Not only was there food, but shops selling Chinese goods. You had the joy of being transported to Hong Kong.”

A place to find diverse, affordable, and authentic food offerings

We heard that Haymarket is a place where you can find diverse, affordable, and authentic food offerings. This includes a wide range of Asian restaurants, and more recently dessert cafes and bars. When asked to name places that are special in Haymarket, over 300 survey respondents mentioned a restaurant located in Haymarket.

“Those pastry puff things with the custard are the backbone of Chinatown food.”

“Old food institutions serving affordable food to an extremely diverse (culturally and economically) audience.”

90% of survey respondents told us that Haymarket is known for its Asian restaurants and shops

A place to shop for affordable and unique Asian groceries

People told us that Haymarket is a place to buy affordable Asian groceries and goods that cannot be purchased elsewhere in Sydney CBD.

“Paddy's Market is unique in terms of it being the only major central market in the CBD (more please), and the Asian grocers are exceptional.”

“Wonderful selection of fruit and vegetables - especially Asian vegetables and fruit that can't be found at supermarkets or other shops around Sydney.”

“Loved the Japanese shops and Chinese supermarkets.”

91% of survey respondents go to Haymarket for the restaurants and cafes

Why do people go to Haymarket?

People told us they go to Haymarket to eat at restaurants and cafes, local shops and to enjoy the overall character of the area. Many people also visit to attend festivals and events, including Lunar New Year or the Friday Night Markets, or travel through the area.

What are the places that people love in Haymarket?

We heard the places that people love most in Haymarket are:

- **Dixon Street** – a cultural hub at the heart of Chinatown that represents Chinese cultural heritage and where you can find affordable and authentic places to eat.
- **Paddy’s Market and Market City** – a cultural institution offering a unique, convenient and affordable shopping experience, especially for Asian fruit and vegetables. People have fond memories of visiting Paddy’s Market and Market City and identify the shopping centre as a fun place to meet with friends and family.
- **Chinatown** – a diverse place that provides a melting pot of cultural experiences for people from all around Australia. Many people feel a special connection to the Chinatown Gates and commented about the important cultural symbolism these gates represent in both Feng Shui and welcoming visitors to Chinatown.
- **Darling Quarter** – a lively, vibrant and safe space to socialise both day and night. People described the Darling Quarter as a clean, green and modern space to connect with family and friends and commented about the library and great range of restaurants and bars.
- **Emperor’s Garden Cakes and Bakery (Dixon Street)** – an iconic and ‘go to’ place in the heart of Chinatown that offers delicious and affordable desserts. For many people, the Emperor’s Garden brings back warm memories of past visits to Haymarket.

The Thai community spoke about the importance of **Thai Town** (around Campbell Street) and raising the cultural profile of this neighbourhood.

Other special places that were highlighted include Sussex Street, Capitol Theatre, Thai Town, Chinese Gardens of Friendship, Chinatown Markets, Chinatown laneways (including Kimber Lane), and the Golden Water Mouth.

“I love the archway as it feels like its welcoming me to Chinatown and this is where I love to eat and drink and meet friends.”

- Survey respondent comments on Chinatown

“Wonderful selection of fruit and vegetables - especially Asian vegetables and fruit that can’t be found at supermarkets or other shops around Sydney.”

- Survey respondent comments about Paddy’s Market

“Working in the hospitality industry for more than 20 years, it’s a place we go to eat when everything else is closed.”

- Survey respondent comments about Dixon Street

“Our family loves the restaurants and the grassy square – especially when Hello Kitty is there.”

- Survey respondent comments about Darling Quarter

“The new development brings a different, youthful vibrancy to the area – while still celebrating the Chinatown heritage.”

- Survey respondent comments about Darling Quarter

What can be improved?

Community members and stakeholders told us they would like to see the following improvements made to the Haymarket area:

More lighting to create a safe and colourful atmosphere

Community members identified a need for improved lighting. Some people recommended better lighting at night to increase sense of safety, while others would like to see creative lighting to make the area more colourful and vibrant. Ideas included neon lights, lanterns and light art.

Greater range of quality, authentic and affordable food and retail options

Community members would like to see more authentic, quality and/or affordable food and retail options in Haymarket. Ideas included hawker-style vendors, fashion stores, dessert cafes and small bars. Some people also recommended fresh food markets and artisanal products for Paddy's Market.

Many survey respondents identified food courts as unique and affordable places in Haymarket and expressed sadness with the closure of Eating World and Dixon House Food Court. People would like to see more food courts and informal places to eat.

Some survey respondents commented about the number of shop closures since COVID-19 and identified this as an opportunity to attract different businesses to the area.

More outdoor dining options and public amenities like seating and public toilets

Many people expressed a desire for more outdoor dining options as well as street furniture (e.g. seats and tables). People indicated a need for more places to sit and enjoy the Friday Night Markets, and commented about the role of street furniture in encouraging social interaction and providing support for elderly people. Other public amenities mentioned included water bubblers, waste bins, public toilets and change tables in and around Chinatown.

Pedestrianisation of the area to provide improved access to and within Haymarket

There was broad agreement across engagement that Haymarket should be pedestrianised further. People would like to see widened streets and improved connectivity to surrounding areas. Community members also recommended additional cycling infrastructure, including bicycle parking and cycleways.

Increased attractiveness of the area through street cleaning and maintenance

Across Haymarket, cleanliness was identified as a key issue. Many people would like to see increased street cleansing and maintenance to improve the overall attractiveness of the area.

Preservation of local character and cultural heritage

There was broad agreement about the need to improve Dixon Street and Chinatown however people emphasised the importance of preserving the local character and cultural heritage. Community members suggested that heritage and older buildings be better maintained, original facades retained, and cultural symbolism be further represented in the streetscape with wayfinding and street embellishment.

“Don’t change too much. Sometimes, with the best of intentions, we change too much and lose the link to the past. People want to see what their parents and grandparents saw, experience it for themselves.”

- Survey respondent

Using the streetscape to bring colour and to celebrate diverse Asian cultures

Community members would like to see more street embellishments across Haymarket to improve the atmosphere and honour the areas significant cultural heritage. Ideas included lanterns, street art, water fountains, Asian Australian architecture and cultural structures such as gateways.

“A 24/7 precinct, that is known for late night through to early morning trading for restaurants and bars. Lots of lights and vibrant, lots of people walking around.”

- Survey respondent

Extended trading hours and thriving nightlife

People would like Haymarket to be more vibrant at night. With extended opening hours and improved nighttime entertainment for people of all ages; many people expressed that Haymarket has the potential to become a 24/7 precinct. Ideas included buskers, karaoke places, night markets, small bars, public seating, and late-night cafes, restaurants and retail stores.

1. Introduction

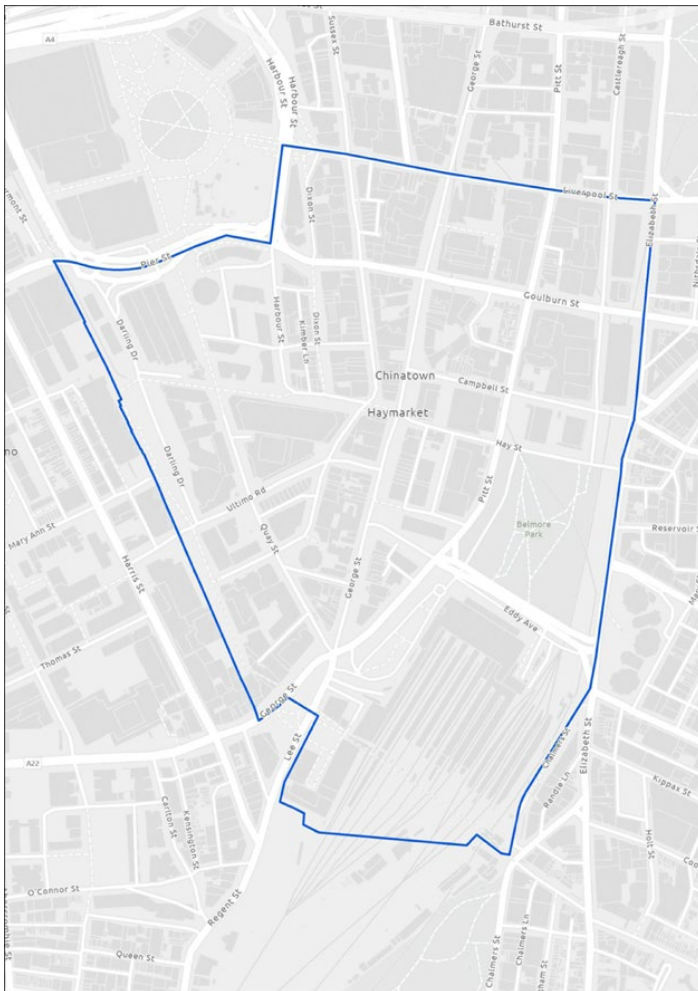
1.1 Background

The Haymarket area is going through extraordinary change and development. It is also recovering from the significant impacts of the COVID-19 pandemic. Haymarket is part of Tech Central and adjoins major state developments such as Central Station. The boundaries of Haymarket are shown in Figure 1.

City of Sydney is undertaking a range of activities to improve and support the precinct, such as pedestrianising George Street south; upgrading surrounding streets including Dixon Street; a new night market license; and grant funding and events to support cultural and business activities in the area.

Between August and September 2022, City of Sydney undertook community and stakeholder consultation to inform the vision and future outcomes for the Haymarket precinct.

Figure 1: Boundaries of the Haymarket area
(Source: City of Sydney)



1.2 Engagement purpose and methodology

Community and stakeholder engagement was undertaken between 10 August 2022 and 21 September 2022 to engage diverse and multilingual communities who live, work, and visit the Haymarket precinct. The purpose was to gain insights to inform the development of a community vision for Haymarket, and map out long-term outcomes and priorities for the future of the precinct. Engagement was guided by the following questions:

- What makes Haymarket special?
- What do you love?
- What could be improved?

As detailed in Table 1, the engagement program included online and face to face opportunities for community and stakeholders to have their say. These included:

- Lord Mayor’s Forum
- Community survey (online and hard copy versions available in English, Traditional Chinese, Simplified Chinese, Thai, Korean and Indonesian) via Council’s Sydney Your Say webpage
- Dixon Street Discussion Guide
- Pop up consultation boards in eight locations across Haymarket, and
- 12 written submissions.

City of Sydney engaged Cred Consulting to analyse engagement outcomes collected by the City staff. This report provides a summary of engagement outcomes by activity, with overall key themes summarised on pages 4 – 5. A comprehensive program of multilingual communication activities took place to support broad participation in the consultation (outlined in Appendix A).

Table 1: Overview of community and stakeholder engagement program

Engagement activity	Location	Date and time	Reach
Lord Mayor’s Forum	Sydney Town Hall	Wednesday 24 August, 6pm – 7.30pm	110
Survey	Online via City of Sydney Your Say webpage	10 August 2022 – 21 September 2022	900
Pop up consultation boards	Dixon Street	Tuesday 6 September, 2pm – 4pm Friday 16 September, 2pm – 4pm	150
	Thomas Street, near Ultimo Road	Tuesday 6 September 11am – 1pm	
	Campbell Street and George Street, near light rail stop	Thursday 8 September, 4pm – 6pm Friday 16 September, 11am – 1pm	
	George Street and Goulburn Street, near World Square	Tuesday 13 September, 11am – 1pm	
	Pitt Street, near Goulburn Street	Thursday 15 September, 11am – 1pm	
Written submissions	Via email	10 August 2022 – 21 September 2022	12
Stakeholder meetings	2	10 August 2022 – 21 September 2022	22

2. Lord Mayor's Forum

2.1 About the Lord Mayor's Forum

The Lord Mayor's Forum was held on Wednesday 24 August, 6pm to 7.30pm at Sydney Town Hall. The Lord Mayor presented an overview of the City's projects and activities in Haymarket. Bridget Smyth, City Architect and Executive Manager of City Design and Public Art presented on improving Dixon Street. The Lord Mayor facilitated a community discussion.

The forum was attended by more than 110 community members and stakeholders, who had the opportunity to comment and share their ideas about the future of Haymarket.

2.2 Summary of forum

This section summarises comments and ideas discussed at the Lord Mayor's Forum.

Engagement

- People are very passionate about Chinatown and have been involved in the area for a very long time
- Henry Tsang OAM advised the Original Dixon Street Beautification Committee is reforming and can assist engage Haymarket's property owners and businesses.
- Follow up with small group discussions
- Continue to build and foster relationships
- Engage community to restore the Chinatown Gateway
- More communication with landowners

Cultural character and heritage

- This is the original Chinatown and will always be special
- Keep the Chinatown character
- Heritage is a fundamental part of this project and historic buildings in Haymarket should be retained and protected
- Ensure the upgrade/designs for Chinatown are culturally appropriate
- Oral histories are needed
- Designs should include traditional (Feng Shui) and contemporary aspects
- Preserve heritage gutters
- Reflect young Asian-Chinese characteristics in Dixon Street (e.g. neon, colour, lights) and create places to linger and stay.
- Neon signs and bright colourful lights are missing in Chinatown

- Upgrade the buildings in Chinatown to be more modern
- Celebrate the diversity of cultures eg is Sussex Street is becoming more like Little Tokyo

Public domain

- Attracted local people to Haymarket (not just tourists)
- More lighting in Sussex Street and Thomas Street to deliver a safer Haymarket
- Create a lighting overlay and paving underlay
- Extended upgrades to other areas of Haymarket (like Koreatown and Thai Town)
- Upgrade Sussex Street
- Improve links to Darling Harbour from Dixon Street North
- Connect Dixon Street to Darling Quarter
- Fly-over to Paddy's Market should be considered – Hay St/light rail forms a barrier to Thomas St
- Make Goulburn Street footpaths wider to improve pedestrian amenity
- Have a 'graffiti alley'
- Lighting / public art on George Street near MOCA / Gallery 4A
- Keep Kimber Lane clean

Business

- Develop and implement a late-night trade / integrated retail strategy
- The right tenancy mix is needed
- Continue to support business and community groups to activate the area

Traffic and parking

- Increase loading zones
- Install passenger pickup / drop off zones around Chinatown
- Review traffic flow and parking and improve signage
- Improve traffic management and stop rat runs
- More parking (affected by the loss of parking at the Entertainment Centre)

3. Community survey

3.1 About the community survey

The community survey was open between 10 August and 21 September 2022. The survey was available online via Council's Have Your Say page. Hard copies and translated surveys were also available in Traditional and Simplified Chinese, Thai, Korean and Indonesian.

The purpose of the survey was to understand what community members think makes Haymarket special, what people love about Haymarket, and what could be improved for the future.

In total, 900 people responded to the community survey. This included 893 online responses and 7 hard copy responses in Thai.

3.2 Snapshot of survey findings

Key findings from the community survey included:

Many people live, work and visit Haymarket on a weekly basis.

Most respondents either visit (56%), live (15%) or work (12%) in Haymarket. Many survey respondents visit Haymarket weekly (35%), with 44% indicating they had visited Haymarket the week they completed the survey.

People visit Haymarket for its restaurants, local shops and to enjoy the overall character.

Most respondents visit Haymarket to dine at local restaurants and cafes (91%). People also go to shop (67%) and enjoy the overall character of the area (53%).

Haymarket is most known for its Asian restaurants, busy street life and as a place to meet friends.

Most respondents (90%) feel that Haymarket is known for Asian restaurants and shops. Respondents also recognise Haymarket as a place to meet friends (58%) and for its busy street life (55%).

Dixon Street, Paddy's Markets and Darling Quarter are identified as special places in Haymarket, however there is opportunity to improve these places and increase the overall attraction of the Haymarket precinct.

Respondents expressed these places as cultural hubs where you can meet with family and friends both day and night and find authentic and affordable restaurants and Asian grocers. However, many respondents indicated that Haymarket needs some improvements. People would like to see increased street cleansing and building maintenance, more lighting, more retail and food offerings, more street embellishment and more green spaces.

Quality food, cultural diversity and ease of movement are the most important features for the future of Haymarket.

84% of survey respondents indicated that good food options are very important, followed by culturally diverse, welcoming and safe (82%) and pedestrian friendly (81%). A tech-focused economy was seen as the least important feature for the future of Haymarket.

Haymarket has high social and cultural significance and should continue to celebrate diverse Asian cultures.

Haymarket is considered to have very high social and cultural significance (43%). Overall, respondents would like Haymarket to be a place that continues to honour Asian cultures and local history and a place that is vibrant and welcoming, in the future.

Increase place experience with more creative lighting, events and public art.

Respondents would like to see more creative lighting (90%), events and activities (83%), and public art (78%)

People would like to see changes and improvements made to Haymarket however expressed concern about overdevelopment, affordability and loss of local character.

Respondents would like to see improvements made to Dixon Street and Chinatown. This included improving the cleanliness of the area, increasing food and retail offerings, lighting, street furniture and pedestrian infrastructure. However, many respondents also indicated the need to preserve the local character and heritage buildings, and were concerned about affordability, overdevelopment, and loss of cultural heritage. Consequently, respondents would like to see the same or less of new homes, offices and buildings in Haymarket.

3.3 Respondent profile

Age

A higher proportion of respondents were aged between 30 and 39 years (30%). This was followed by 22% who were aged between 40 and 49, 14% aged between 50 and 59, and 13% aged between 25 and 29. Only 2% of respondents were aged under 18 and four responses were received from people over 80 years old.

Age	Response (#)	Response (%)
Under 18	13	2%
18 – 24	86	10%
25 – 29	119	13%
30 – 39	264	30%
40 – 49	192	22%
50 – 59	128	14%
60 – 69	60	7%
70 – 79	27	3%
80+	4	0%

Gender

52% of respondents indicated that they identify as female, followed by 44% who identify as male. 2% of respondents identify as intersex, trans or gender non-binary.

Gender	Response (#)	Response (%)
Female	466	52%
Male	389	44%
X (intersect, trans or gender non-binary)	17	2%
Prefer not to say	16	2%

Language spoken

Many respondents speak a language other than English at home. The top languages spoken by survey respondents include English (96%), Mandarin (18%), Cantonese (18%) and French (6%). See Appendix B for complete list of languages spoken at home.

3.4 Visitation and relationship to Haymarket

The majority of respondents visit Haymarket on a daily or weekly basis

Respondents were asked how often they spend time in Haymarket. 899 respondents answered this question. As shown in Table 3, a higher proportion of respondents spend time in Haymarket weekly (35%), daily (19%) or once a month (14%).

Table 2: How often do you spend time in Haymarket?

Time spent	Response (%)
Weekly	35%
Daily	19%
Once a month	14%
Fortnightly	12%
Every 2 to 3 months	8%
A few times a year	6%
I used to spend time in Haymarket but don't anymore	5%
Once a year or less	1%
I've never been to Haymarket	0%

Respondents were then asked when they were last in Haymarket. 900 respondents answered this question. As shown in Table 4, a higher proportion of respondents were in Haymarket this week (44%), last week (26%) or last month (18%).

Table 3: When was the last time you were in Haymarket?

Time spent	Response (%)
This week	44%
Last week	26%
Last month	18%
A few months ago	8%
Last year	2%
It's been years	2%
I've never been to Haymarket	0%

Most respondents visit, live or work in Haymarket

Respondents were asked what their relationship is to Haymarket. 900 respondents answered this question. As shown in Table 5, the most common relationship with Haymarket included: I visit the area (59%), I live in the area (15%), and I work in the area (12%).

Table 4: What is your relationship to Haymarket?

Relationship	Response (%)
I visit the area	59%
I live in the area	15%
I work in the area	12%
I own a business in the area	3%
I study in the area	2%
I don't go to Haymarket	1%
Other	9%

Of the 9% that indicated 'Other', relationships to Haymarket include:

- I live near to the area (23 comments)
- I shop in the area and eat at restaurants (12 comments)
- I used to live there (8 comments)
- I travel through Haymarket (8 comments)
- I volunteer in the area (5 comments)
- I own a property but do not live in the area (3 comments)
- Other (13 comments).

Select verbatim quotes:

"My family has had several businesses and my father was a community leader."

"Use to own business in area but now advocate for Chinatown."

"I am volunteering for Chinese Youth League and I attend activities in our club house weekly."

"I used to live in the area and now visit occasionally to eat and shop."

"One of the ways I walk to and from work is through Haymarket."

People go to Haymarket for its restaurants, local shops and to enjoy the overall character.

Respondents were provided with a selection of options and were asked what they do in Haymarket. 900 respondents answered this question. As shown in Table 6, the top five activities people do in Haymarket include:

- I go to restaurants and cafes (91%)
- I go to the local shops (67%)
- I go to enjoy the overall character of the area (53%)
- I pass through / catch public transport (52%)
- I go to other festivals and events in Haymarket (46%).

Table 5: What do you do in Haymarket? Select all that apply.

Activity	Response (%)
I go to the restaurants and cafes	91%
I go to the local shops	67%
I go to enjoy the overall character of the area	53%
I pass through / catch public transport	52%
I go to other festivals and events in Haymarket	46%
I go to the Sydney Lunar Festival	43%
I go to the Friday night markets	41%
I go to look at historical buildings	25%
I go to look at public art	25%
I go to the pubs and clubs	24%
I participate in cultural activities	24%
I use services (e.g. medical, gym, beautician)	21%
Other	7%
I don't go to Haymarket	0%

Of the 7% that indicated 'Other', reasons why people go to Haymarket include:

- I go to Paddy's Markets (10 comments)
- I work in Haymarket (9 comments)
- I participate in informal recreation, e.g. skating, dancing and walking (6 comments)
- I go to Darling Square Library (5 comments)
- I go to cultural venues, e.g. Capital Theatre and Chinese Garden of Friendship (5 comments)
- I hang out in the area with friends and family (3 comments)
- I go to places of worship (2 comments)
- Other (10 comments).

3.5 Describing Haymarket

Haymarket is most known for its Asian restaurants, busy street life and as a place to meet friends

Respondents were asked to indicate how they would describe Haymarket. 900 respondents answered this question. As shown Table 7, the top five statements used to describe Haymarket include:

- It is known for Asian restaurants and shops (90%)
- A place to meet friends and to go out (58%)
- It has a busy street life (55%)
- A destination for tourists and visitors (54%)
- A place where you see diverse cultures reflected on the streets and in public spaces (53%).

Table 6: How would you describe Haymarket? Choose as many as you like.

Description	Response (%)
It is known for Asian restaurants and shops	90%
A place to meet friends and to go out	58%
It has a busy street life	55%
A destination for tourists and visitors	54%
A place where you see diverse cultures reflected on the streets and in public spaces	53%
It has important festivals and cultural events	49%
It has interesting streets and laneways	49%
A place with important cultural links to the past	47%
It is welcoming to people from all over the world	46%
It has unique buildings and heritage	43%
A place with lots of things to do at night	33%
A place that is changing and modernising	26%
A place to see public art and cultural exhibitions	22%
A place to do business	13%
Other	9%
Don't know	1%

Of the 9% that indicated 'Other', comments used to describe Haymarket included:

- It is run down (24 comments)
- It is dirty and smelly (17 comments)
- It is outdated and unwelcoming (14 comments)
- It has closed shops and feels quiet (8 comments)
- A place with character (7 comments)
- It lacks character and community feel (6 comments).

3.6 Features in Haymarket

Quality food, cultural diversity and ease of movement are the most important features for the future of Haymarket.

Survey respondents were asked to rate the importance of prescribed features, as listed in Table 10, for the future of Haymarket. 893 respondents answered this question.

As shown in Table 10, the most important factors for the future of Haymarket include:

- Good food options (84% of respondents rated this as very important)
- Being culturally diverse, welcoming and safe (82% of respondents rated this as very important)
- Being pedestrian friendly and easy to move around (81% respondents rated this as very important).

The least important factor is a tech-focused economy, of which 22% of respondents rated not at all important.

Table 7: How important to the future of Haymarket are the following:

Factor	Very important	Fairly important	Important	Slightly important	Not at all important
Good food options	84%	10%	5%	1%	0%
Being culturally diverse, welcoming and safe	82%	11%	4%	2%	1%
Being pedestrian friendly and easy to move around	81%	12%	6%	1%	1%
Expression of Asian cultures throughout the precinct	74%	16%	6%	2%	1%
Respecting and celebrating the social and cultural history of the area	72%	17%	8%	2%	1%
Cultural celebrations such as Lunar Festival	69%	16%	9%	4%	2%
Markets, outdoor dining and street events	69%	21%	7%	3%	1%
Busy street life	65%	22%	9%	3%	1%
Busy and vibrant at night	65%	24%	7%	3%	1%
Look and feel of the buildings	58%	23%	12%	5%	2%
A mix of cultural and entertainment venues	56%	25%	12%	5%	2%
Environmentally friendly	56%	24%	14%	4%	3%
A tech-focused economy	14%	18%	23%	22%	22%

3.7 Social and cultural significance of Haymarket

Haymarket has high social and cultural significance

Respondents were asked to indicate the level of social and cultural significance that Haymarket has for them. 899 respondents answered this question.

As shown in Table 11, respondents indicated that Haymarket has very high (43%) and high (32%) social and cultural significance. A small proportion (8%) stated that Haymarket is not very or not at all significant.

Table 11: What level of social and cultural significance does Haymarket have to you?

Level of significance	Response (%)
Very significant	43%
Significant	32%
Somewhat significant	17%
Not very significant	6%
Not at all significant	2%

3.8 Places that are special in Haymarket

Respondents were asked if there are any parts of Haymarket that are special to them and why. Respondents could choose up to three places, including neighborhoods, streets, open spaces, or buildings.

A total of 547 people answered this question. Table 8 shows the top six places that are special in Haymarket, as identified by survey respondents. See Appendix C for a complete list.

Table 8: Are there any parts of Haymarket that are special to you? (Top six responses)

Place	Responses (#)	Responses (%)
Dixon Street	180	33%
Paddy's Market	111	21%
Darling Quarter	99	18%
Chinatown	99	18%
Market City	57	11%
Emperor's Garden Cakes and Bakery (Dixon Street)	36	7%

The following section provides an overview of key themes and select verbatim quotes about the top six places.

3.8.1 Dixon Street

Of 547 respondents, 180 people (or 33%) identified Dixon Street (including Dixon Street Mall) as a special place to them. The top three reasons why Dixon Street is a special place are summarised below. See Appendix D for all themes and select verbatim quotes.

A place to find diverse, affordable and authentic food offerings (59 comments)

Respondents love Dixon Street because of its diverse food offering, including affordable options, late night options, and range of Asian cuisines. Respondents indicated that the restaurants and night markets along Dixon Street provide a link to their culture, while others spoke about how it provides an opportunity to explore new cultures and cuisines.

“Working in the hospitality industry for more than 20 years, it’s a place we go to eat when everything else is closed.”

“It gives people an opportunity to see other cultures and taste great food. It is great to explore a unique aspect of Sydney.”

A cultural hub at the heart of Chinatown (54 comments)

Many respondents indicated that Dixon Street is a cultural hub and the heart of Chinatown and Haymarket. Respondents spoke about the importance of Dixon Street as a meeting place for the Chinese community and provides a sense of nostalgia of a classic Chinatown. In addition, respondents stated that Dixon Street provides opportunities for different cultural experiences, including food, shopping, festivals and events.

“When I grew up it was the soul of Chinatown, along with Campbell Street. Not only was there food, but shops selling Chinese goods. You had the joy of being transported to Hong Kong.”

“It is ‘Old’ Chinatown with a special ambiance that should be maintained.”

A place of significant cultural heritage and history (35 comments)

Respondents spoke about the significant cultural heritage of Dixon Street. Some respondents noted that shopfronts and heritage buildings have remained unchanged for many years and showcase an important history around Chinese immigration to Australia.

“The trees and the old buildings there are unlike any other part of the city. They have remained mostly unchanged since my parent first immigrated here in the 1980s.”

“The beautiful Chinatown gates, the history of the area and passionate multi-generational business owners.”

3.8.2 Paddy's Markets

Of 547 respondents, 111 people (or 21%) identified Paddy's Market as a special place to them. The top three reasons why Paddy's Market is a special place are summarised below. See Appendix D for all themes and select verbatim quotes.

Offers a convenient and affordable shopping experience (77 comments)

Many respondents love Paddy's Market because it offers a convenient, affordable and diverse shopping experience, from fresh fruit and vegetables to costumes. Respondents also highlighted how Paddy's Market is the only place to purchase some Asian groceries in the Sydney CBD.

"Wonderful selection of fruit and vegetables - especially Asian vegetables and fruit that can't be found at supermarkets or other shops around Sydney."

"Good prices and people running the shops. It is also convenient because it has everything."

"I shop here weekly, and it helps me save money."

A place people feel connected to through past experiences and memories (17 comments)

Many respondents felt nostalgic about Paddy's Market and shared memories about visiting with family and friends as a child.

"It's nostalgic. Me and my Dad used to go there all the time when I was a little kid."

"I don't know how to describe it but I get a sense of childlike joy every time I visit there."

Cultural institution in the centre of Haymarket (14 comments)

Some respondents identified Paddy's Markets as a cultural institution and noted its heritage value for Haymarket.

"Heritage though generations still active in commerce and cultural life today."

"Historical and great place to shop."

3.8.3 Darling Quarter

Of 547 respondents, 99 people (or 18%) identified Darling Quarter as a special place to them. The top three reasons why the Darling Quarter is a special place are summarised below. See Appendix D or all themes and select verbatim quotes.

Great range of restaurants and bars (37 comments)

Many respondents love Darling Quarter for its diverse food offering, including various price points, dinner, dessert and drinking options.

“Our family loves the restaurants and the grassy square - especially when Hello Kitty is there.”

“Good quality, modern Asian restaurants.”

“It’s just a nice open area to sit and catch up with friends with a great range of restaurants and desserts.”

A lively, vibrant and safe space to socialise both day and night (36 comments)

Respondents described the Darling Quarter as an atmospheric, vibrant and bustling place. Survey respondents spoke about the lively vibrant atmosphere that makes the Darling Quarter stand out.

“Near where we live and has good food and is a vibrant part of the city that doesn’t feel unsafe.”

“The new development brings a different, youthful vibrancy to the area - while still celebrating the Chinatown heritage.”

“Bustling hub at night. Lots of restaurants and cafes. Modern and stylish.”

“Lots of public space to catch up without having to buy something, good for deep connection with friends”

A clean, green and modern space to connect with family and friends (20 comments)

Respondents described the Darling Quarter as a clean and modern space, and indicated that the recent revitalisation of the precinct has resulted in a space where people love to spend with their friends and families.

“Love the revitalisation of this area. Love that there is such a variety of restaurants, not just for those with money.”

“It is very clean and modern, it is open until late, and a good place to catch up with friends. Lots of food choices.”

“Clean and green with trees and nice gardens.”

3.8.4 Chinatown

Of 547 respondents, 99 people (or 18%) identified Chinatown as a special place to them. The top three reasons why Chinatown is a special place are summarised below. See Appendix D for all themes and select verbatim quotes.

A place of cultural belonging and experiences (43 comments)

Respondents spoke about Chinatown as a diverse cultural hub that provides a melting pot of cultural experiences for people all around Australia. People reflected on their personal connections and memories. Many people commented that Chinatown reminds them of their cultural experiences abroad.

“Having Chinese immigrant parents, I also have memories of visiting for yum cha growing up and have seen it change over the years. This place holds both historical and cultural value to me.”

“It’s the main example of the melding culture of Haymarket as a whole.”

“Reminds me of my time living in Asia where I can find ‘authentic’ dishes similar to what I ate overseas.”

Diverse food offerings (36 comments)

Respondents highlighted that Chinatown is an excellent place to enjoy Asian cuisines.

“I like the diversity of smells, colours and food.”

“Very cultural, many fun restaurants and places.”

“Old food institutions serving affordable food to an extremely diverse (culturally and economically) audience.”

The Gates on Dixon Street that are welcoming and culturally symbolic (28 comments)

Many respondents feel a special connection to the gates in Chinatown and commented about the important cultural symbolism they represent in both Feng Shui and welcoming visitors to Chinatown.

“Symbolises the Chinese culture that has been there for so long.”

“In Feng Shui, these 2 auspicious gates direct and give passage to free-flowing energy into and throughout Chinatown. The fact that they also have 2 temple dogs either side of them (one male and one female) signifies the mythical guardians which protect the streets and businesses, keeping the community safe. Each year these temple dogs and gates are cleansed and blessed by the traditional lions of the local kung fu schools to reinvigorate their mythical power.”

“I love the archway as it feels like its welcoming me to Chinatown and this is where I love to eat and drink and meet friends.”

3.8.5 Market City

Of 547 respondents, 47 people (or 11%) identified Market City as a special place to them. The top three reasons why the Market City is a special place are summarised below. See Appendix D for all themes and select verbatim quotes.

A unique place for shopping (36 comments)

Respondents love Market City because of the unique and diverse range of shops, including the Asian grocers and supermarkets.

“Human scale shopping centre with diverse shops”

“Loved the Japanese shops and Chinese supermarkets”

Diverse and affordable food options (18 comments)

Many respondents like Market City because it provides affordable food options.

“It’s a centralised shopping centre with different restaurants of varying prices”

A fun place to meet with friends and families (7 comments)

Some respondents described Market City as an exciting place to meet with friends and highlighted the arcade as a fun place to go.

“Meeting friends there/eating and drinking around there.”

“It’s a great arcade lots of variety and fun for a rainy day plus it’s close to cheap restaurants so it’s a super fun family day”

3.8.6 Emperor's Garden Cakes and Bakery (Dixon Street)

Of 547 respondents, 36 people (or 7%) identified Emperor's Garden Cakes and Bakery (Dixon Street) as a special place to them. The top three reasons why the Emperor's Garden Cakes and Bakery is a special place are summarised below. See Appendix D for all themes and select verbatim quotes.

A delicious, unique and affordable dessert offering in Chinatown (27 comments)

Respondents love that Emperor's Garden Cake and Bakery offers a delicious, unique and affordable dessert offering in Chinatown. Many spoke about how they offer the best custard puffs in Chinatown.

"The hot cream puffs from the little window is a long standing landmark, widely appreciated by many. I have had it for 20 years now, can't imagine without it."

"It's a unique place and of the few remaining spots with super affordable food."

An iconic food institution in Chinatown (9 comments)

Some respondents recognise the Emperor's Garden Cake and Bakery as a long-standing iconic institution and indicated it as a 'go-to' place when visiting Chinatown.

"Those pastry puff things with the custard are the backbone of Chinatown food."

"Fun way to end a night getting a bag of puffs, was introduced to this place by friends when I first moved to Sydney as an important "institution"."

A place people feel connected to through past experiences and memories (8 comments)

For many respondents the Emperor's Garden Cake and Bakery brings back warm memories of their childhood.

"My favorite place to get a snack when traveling into the city, when I was younger."

"Well known and trusted Chinese food and cakes since my family arrived in Australia more than 40 years ago. A very trusted brand."

3.9 Places that could be improved in Haymarket

Respondents were asked if there are any parts of Haymarket that could be improved and how they could be improved. Respondents could choose up to three places, including neighborhoods, streets, open spaces, or buildings.

A total of 529 people answered this question including 933 comments. Table 9 shows the top six places in Haymarket that survey respondents would like to see improved. A full list can be found at Appendix E.

Table 9: Are there any places that could be improved? (Top six responses)

Place	Responses (#)	Responses (%)
Chinatown (overall)	356	63%
Dixon Street	190	36%
Chinatown	97	18%
Sussex Street	48	9%
Kimber Lane	13	2%
Goulburn Street	8	2%
Paddy's Market	58	11%
George Street	48	9%
Belmore Park	32	6%

The following section provides an overview of key themes and select verbatim quotes by top eight places, as well as comments about improvement to Haymarket in general.

3.9.1 Chinatown (overall)

Overall, there were 356 comments about improvements to areas in Chinatown, including Dixon Street, Sussex Street, Kimber Lane and Goulburn Street.

Chinatown

Of 529 respondents, 97 people (or 18%) told us they would like to see improvements in Chinatown. The top three improvements respondents would like to see in Chinatown are summarised below. See Appendix F for all themes and select verbatim quotes.

Revitalise Chinatown to improve place experience (27 comments)

Respondents would like to see the revitalisation of Chinatown. To attract more people to the area, some respondents would like Chinatown to be modernised. Other ideas included new businesses, improved building maintenance, programs and events.

“It needs a makeover and more business revitalisation. At the moment it just seems sad, dated and run-down. Bring in a mixture of new food dining options (suited all price points), fun small bars (think Uncle Mings vibes) and late-night dining/drinking. Hold frequent cultural events and activities to draw in the crowds.”

“Overall it has lost its soul. So many places closed as an outcome of covid & lack of tourism. Currently a disappointing experience.”

Improve cleanliness and maintenance (16 comments)

Respondents noted that Chinatown has become rundown and would like to see increased maintenance, including more frequent rubbish collections, to improve the area’s cleanliness.

“It needs a thorough cleaning as it's become really dirty and rundown.”

Increase food and retail offerings (11 comments)

Respondents would like to see the food and retail offerings in Chinatown increased. Ideas included shops that appeal to young people, hawker-style vendors, fashion stores, small bars and extending trading hours.

“Could be more inviting with new shops, and more visually appealing shops where young teens would visit or good food.”

“Expanded and more food court style hawker vendors.”

Install creative lighting (9 comments)

Some respondents would also like to see more creative lighting in Chinatown.

“Red lanterns lit hanging above and being lit up along the footpath.”

“Renovate and lights to make more social media friendly for photos.”

Dixon Street

Of 529 respondents, 190 people (or 36%) told us they would like to see improvements in Dixon Street. The top three improvements respondents would like to see in Dixon Street are summarised below. See Appendix F for all themes and select verbatim quotes.

Improve building maintenance to beautify Dixon Street (55 comments)

Respondents noted that Dixon Street looks run down and recommended that buildings along Dixon Street be beautified to improve the street's attraction. Some respondents expressed the need to restore historically significant buildings and undertake general building maintenance, including improving the condition of building facades. Respondents however also expressed concern about potential gentrification and loss of local character through this beautification.

"Needs rejuvenation; Buildings are looking rundown especially when compared with Darling Square."

"Better restoration of existing buildings. Avoid high rises."

"The old-school interior decor etc needs to be preserved as it's so special."

"The south end of the street could be improved. The facades of these buildings aren't very inviting, the outdoor restaurant seating isn't very good, there isn't much greenery, and I don't end up eating there much because of these reasons."

Improve cleanliness and maintenance (34 comments)

Respondents noted that Dixon Street has not been well maintained, causing the street to become dirty and sometimes smelly. Respondents would like to see increased maintenance and more cleanliness.

"It looks run down, dingy with garbage left on the street."

"Improve plumbing as it always smells bad there. Especially middle of the street opposite eating world and near where the new money exchange place is."

Install more lighting (31 comments)

Survey respondents noted that Dixon Street is dark and would like more lighting installed. Ideas included better street lighting as well as innovative lighting such as neon signs.

"This street is very special but it appears dark and closed off, even during the day. The new Darling Square area is open, inviting and feels safe. There's a real opportunity to refresh the area, incorporate more art and attract younger demographics to the area."

Sussex Street

Of 529 respondents, 48 people (or 9%) told us they would like to see improvements to Sussex Street. The top three improvements respondents would like to see in Sussex Street are summarised below. See Appendix F for all themes and select verbatim quotes.

Improve pedestrian experience (8 comments)

Respondents recommended that Sussex Street become more pedestrian friendly and would like to see wider footpaths, quality paving and improved connectivity to surrounding streets.

“It would be great to better pedestrianise the portion of Sussex Street that is between Chinatown and the Darling Quarter to better connect those areas.”

“More pedestrian friendly. Less car parking. Perhaps an extra crossing”

Improve cleanliness of Sussex Street (8 comments)

Respondents recommended that cleansing and bin collection along Sussex Street be increased.

“Clean it up by picking up rubbish and washing the outside of the shops.”

Improve food and retail offerings (7 comments)

Respondents would like to see more diverse food and retail offerings along Sussex Street. Some respondents spoke about how many businesses have closed, and expressed there is an opportunity to attract different businesses to the area.

“For such major thoroughfares, they're not particularly exciting or inviting - though George St seems to be getting more interesting. We need a diverse mix of retail and recreational in amidst the dining - more reasons to visit.”

“There is absolutely nothing on this street besides a few jewellery stores, a hotel and a Chinese shop. Tourists from the hotel would expect more and also locals. We need Chinese cake shops, dessert shop. It needs to be alive.”

Kimber Lane and Goulburn Street

Thirteen comments were made about **Kimber Lane**. Respondents commented that Kimber Lane feels dark, dirty and unsafe and would like to see more street cleansing and lighting, as well as hidden restaurants and bars.

Eight comments were made about **Goulburn Street**. Respondents commented that Goulburn Street needs to be more pedestrian friendly (e.g. wider footpaths and level pavements), more trees, creative lighting and waste removal to improve cleanliness.

3.9.2 Paddy's Market

Of 529 respondents, 58 people (or 11%) told us they would like to see improvements to Paddy's Market. The top three improvements respondents would like to see made to Paddy's Market are summarised below. See Appendix F for all themes and select verbatim quotes.

Improve food and retail offerings (18 comments)

A common sense across responses was that the shops at Paddy's Market feel similar, and respondents would like food and retail offerings at Paddy's Market diversified and improved. Ideas included fresh food markets, artisanal products, hawker-style food stalls, vintage clothing stores, and quality souvenirs.

"This would be great as a proper food/market destination like Chelsea Markets in New York, or Borough Markets in London."

"Have more vintage clothing stores and electronic trade in stations to encourage recycling and reduce waste. Also have more fresh fish stalls, like a pop-up fish market on weekends. Get more known boutique Australian brands (like micro brewery's e.g. Atomic Beer). And do pop ups each week with a different food truck or stall collab."

"I feel like all the vendors are the same now, would love more variety so it doesn't feel like such a tourist trap anymore."

Revitalise Paddy's Market and improve space (18 comments)

Respondents would like Paddy's Market to be comparable with markets across Australia and the world, and indicated that Paddy's Market is currently outdated and requires revitalisation.

"The entire market needs a redesign. It is not at a level comparable with any other markets in a global city (Barcelona, London, Toronto) or Melbourne. It needs to be cleaned, sell better quality souvenirs, fresh food, best things Sydney/Aus has to offer. The customer experience here is disappointing."

"Needs a revitalisation (without gentrifying) to make it exciting again for tourists"

Improve cleanliness of Paddy's Market (6 comments)

Some respondents indicated that they would like to see cleanliness improved at Paddy's Markets.

"Cleaner and more welcoming."

3.9.3 George Street

Of 529 respondents, 48 people (or 9%) told us they would like to see improvements to George Street. The top three improvements respondents would like to see on George Street are summarised below. See Appendix F for all themes and select verbatim quotes.

Better activate George Street to improve appeal (13 comments)

Respondents expressed that George Street is quiet and would like the area to better activated, including more restaurants, bars, markets and contemporary shops, to help revitalise the street and bring a better atmosphere.

“This end of George Street is completely dead. Look at Spice Alley for inspiration and go from there. We need more latenight areas where dining doesn't stop at 10pm, and where you can have a drink and dinner without spending hundreds of dollars. The inner city is great but too expensive. Let's give people a reason to walk down to Haymarket.”

“More appealing and modernised, cleaner”

Improve cleanliness of George Street (8 comments)

Respondents recommended that cleansing and bin collection along George Street be increased.

“It always feels like it needs a street clean.”

Increase greenery (7 comments)

Respondents would like to see more greenery along George Street to improve pedestrian experience. Ideas included planter boxes, tree canopy, and flowers.

“The pedestrianisation is great but needs more tree canopy, shelter and maybe tables at the benches for people to eat lunch etc.”

“Greenery. Proper greenery, not trees in a pot. Green tramline, those ones with lawn in the middle.”

3.9.4 Belmore Park

Of 529 respondents, 32 people (or 6%) told us they would like to see improvements to Belmore Park. The top three improvements respondents would like to see in Belmore Park are summarised below. See Appendix F for all themes and select verbatim quotes.

Improve cleanliness and maintenance of Belmore Park (8 comments)

Respondents recommended that Belmore Park be cleaned and maintained on a more regular basis to improve the appeal of the park.

“It always feels so dirty and desolate - a place you hurry through instead of lingering in to appreciate the greenery.”

“Just feels dirty, not a place to sit and enjoy so it’s a wasted space at the moment”

A more welcoming and accessible space (7 comments)

Respondents noted that Belmore Park is not an appealing place to linger and would like to feel more welcome to spend time in the park.

“Make it a place to visit not just pass through”

“Make it more welcoming for people for enjoy, such as to have picnics.”

Improve lighting (7 comments)

Respondents expressed that Belmore Park feels unsafe at night and would like to see improved lighting.

“Improved lighting and walkways. Very creepy to walk after sunset”

“Still doesn’t feel safe at night. Maybe improve lighting.”

3.9.5 Haymarket (general)

Of 529 respondents, 354 people (or 67%) told us they would like to see improvements across Haymarket generally. The top three improvements respondents would like to see in Haymarket are summarised below.

Improve cleanliness and maintenance (58 comments)

Respondents recommended that Haymarket be cleaned and maintained on a more regular basis to improve the appeal of the area. This includes cleaning of both the streets and buildings.

“More frequent cleaning is needed”

“Can be upgraded and cleaned more regularly”

Improved and increased street embellishments (30 comments)

Respondents would like to see more street embellishment across Haymarket, including public art installations, murals, creative lighting and street performances.

“Make them shine with graffiti and characters like in Melbourne”

“Putting in more public art by Chinese/Australian artists and making it easier for people to find it. Artwork that people can enjoy at night would also be a great addition (similar to Kimberly Lane)”

Improve food and retail offerings (30 comments)

Respondents would like to see more diverse food and retail offerings in Haymarket. Ideas include cocktail bars, diverse restaurants, food stalls and more retail stores.

“Would love public space with music and a few small bars and food stalls around it, like Spain and Italy has”

“Haymarket bar scene is known for being cheap and dirty. There's only one real nice cocktail bar. Efforts to encourage me to walk toward rather than away could diversify and encourage involvement”

3.10 Upgrades in Dixon Street and Chinatown

Respondents were asked what they would change or improve in Dixon Street and Chinatown. 791 respondents answered this question. This section provides a summary of common themes and select verbatim quotes, including:

- Make it more welcoming by improving cleanliness of the area (173 comments)
- Increase variety and quality of food and retail offerings (158 comments)
- Improved and creative lighting (126 comments)
- Increase pedestrianised areas and cycling infrastructure (91 comments)
- Maintain the local character of the area and celebrate its heritage value (87 comments)
- Increase street embellishment to celebrate cultural heritage and improve the atmosphere (85 comments)

See Appendix G for complete list of themes and select verbatim quotes.

Make it more welcoming by improving cleanliness of the area (173 comments)

Many respondents indicated that Dixon Street and Chinatown feels dirty and would like to see more regular street cleansing. This includes additional rubbish bins, increased waste collection, and bin maintenance.

“More rubbish bins and more regular cleaning service will be important.”

“A deep clean of the streets - early in the mornings (6 / 7 AM) it can feel dirty from the night before.”

Increase variety and quality of food and retail offerings to further activate the Haymarket precinct (158 comments)

Respondents would like to see a greater variety of quality food and retail offerings along Dixon Street and Chinatown. Ideas for increased food offerings included food courts, street and hawker-style food, authentic restaurants, dessert options and bars. More than 46 respondents also expressed desire for more outdoor dining options.

Ideas for increased retail offerings included another shopping strip like Pitt Street Mall, fashion stores and more shopping options overall.

Many respondents also commented about the need to extend trading hours and establish a night-time economy. Some respondents expressed this would help to activate the area at night, as experienced in many Asian countries.

“More unique shops, restaurants, cafes to make it a destination again.”

“Allow more bars, late night restaurants, 24 hour trading for businesses. Make it more like China/Asia and set an example of creating a real night time economy”

“Allow more space for outdoor festivities or outdoor seating for restaurants and bars. Seeing other parts of the city move onto the streets really improved the culture and made suburbs and streets come alive.”

“This area should have more a hawker, street food vibrant character.”

Improved and creative lighting (126 comments)

Respondents commented that Dixon Street and Chinatown feels dark and would like to see improved lighting along Dixon Street and in Chinatown. This includes better streetlights for safety, particularly at night, along with creative lighting that establishes a more vibrant and exciting atmosphere. Ideas for creative lighting included lanterns, neon lights and light art.

“Adding more lights as it can be scary to walk alone at night.”

“Better lighting on Dixon St would bring a lot more vibrance to the area.”

“Traditional lighting on Dixon Street. Lanterns and poles. Mixed with neon/led modern lighting in laneways and street art.”

Increase pedestrianised areas and cycling infrastructure (91 comments)

Respondents would like to see Dixon Street and Chinatown pedestrianised further, including additional infrastructure for pedestrians and cyclists such as wider streets and bicycle parking.

“Fewer cars and more pedestrianised areas.”

“A more social and pedestrian friendly area.”

“Ensuring bike lane access from various surrounding places.”

Maintain the local character of the area and celebrate its heritage value (87 comments)

Many respondents indicated a need to improve Dixon Street and Chinatown however would like to see the local character and heritage preserved. Respondents would like heritage buildings to be better maintained, original facades retained, and the history and culture of Chinatown to be further expressed in the place.

“A refresh is welcome but don't modernise so much that it loses character.”

“Don't change too much. Sometimes, with the best of intentions, we change too much and lose the link to the past. It is very important to keep the past alive, yes, relevant, but alive. People want to see what their parents & grandparents saw, experience it for themselves.”

Increase street embellishment to celebrate cultural heritage and improve the atmosphere (85 comments)

Respondents would like to see improved and increased street embellishments along Dixon Street and Chinatown to increase atmosphere and honour the areas cultural heritage. Ideas included lanterns, street art, decorations, water fountains and additional cultural gates.

“The gates need a fresh coat of paint, including the lions.”

“It'd be great to include stories at sites or create artwork that illustrates the history of the area, whilst looking towards the future.”

“Design wonderful cultural street decorations and light.”

“Arts that speak to the heritage and history will be great (refer to how Singapore revitalise their Chinatown).”

Other themes that emerged in the responses included:

- Improve place experience with additional street furniture and amenities (65 comments)
- Increase greenery and tree pruning (64 comments)
- Increase support for local businesses (57 comments)
- Improve building maintenance (52 comments)
- Modernise the area (50 comments)
- Improve nightlife with more bars, late night entertainment and extended opening hours (38 comments)
- Improve footpath condition (35 comments)
- Improve transport connections to surrounding streets, including for cars, bicycles and public transport (30 comments)
- Improve streetscape, e.g. “colourful”, “contemporary” (29 comments)
- Increase wayfinding and signage that celebrates local heritage, e.g. information boards, historic plaques and directional signage (28 comments)
- Increase number of events, e.g. markets, live music, festivals (28 comments)
- Create dedicated spaces and designs that honour Asian practises and cultures, e.g. museums, Feng Shui, Asian Australian architecture (26 comments)
- Support arts and culture, e.g. buskers and street performers, galleries and creative spaces (21 comments)
- Improve access and availability of parking (30 comments)
- Increase entertainment offering (16 comments)
- Improve perception of safety with increased security and surveillance (14 comments)
- Increase new development (9 comments)

- Increase community and specialist consultation in planning and design (6 comments)
- Increase marketing and publicity to attract more visitors (6 comments)
- More family-friendly spaces and events (5 comments)
- Improve regulation and zoning (5 comments)
- Create more smoke-free areas (4 comments)
- Deliver community centres and social activities, e.g. cooking classes, traditional crafts and tai chi (3 comments)
- Improve drainage and stormwater management (2 comments)

3.11 Future look and feel of Haymarket

Respondents were asked to describe what they would like Haymarket to look and feel like in the future. 893 respondents answered this question.

This section provides a summary of common themes and select verbatim quotes. Survey respondents would like Haymarket to be a place that:

- Celebrates the diverse Asian culture and history of the area (255 comments)
- Feels vibrant, busy and bustling (162 comments)
- Feels clean and well-maintained (152 comments)
- Offers a variety of quality food, retail and entertainment offerings that are open late (136 comments)
- Feels contemporary and modern (126 comments) but also celebrates the local character and charm (134 comments)

See Appendix H for complete list of themes and select verbatim quotes.

Celebrates the diverse Asian culture and history of the area (255 comments)

Many respondents indicated they would like to see Haymarket celebrate the Asian culture and history of the area. Respondents would like Haymarket to feel like a bustling Chinatown reminiscent of Asian cities. Ideas to achieve this in the future include more Asian restaurants and shops, public art showcasing the history and more festivals and events leaning into the Asian culture of the area.

“A cultural village reflecting the Asian history and heritage of the area”

“A vibrant representation of Sydney's Asian/Australian culture. Keeping important historical aspects and Asia-inspired architectural design while opening it up and creating a pedestrian-friendly center in the city that offers excellent food, trendy bars and hip cafes for all. Areas dedicated to events, public art and performances to showcase the best of Asian/Australian heritage and offer learning opportunities for the whole of Sydney.”

Feels vibrant, busy, and bustling (162 comments)

Respondents want Haymarket to be a vibrant, busy and bustling part of Sydney CBD. Many respondents commented on how the area has changed since the COVID-19 pandemic, particularly impacting the vibrancy and bustling nature of Haymarket that they love.

“A vibrant celebration of the culture, with genuine and authentic fare and traders.”

“Chinatowns all over the world are known for their vibrancy which is lacking in Sydney's Chinatown. A vibrant Chinatown/Haymarket area must be the objective of Council's policies and actions”

“It is a vibrant evening Mecca for all things food, events and gatherings. It is a one stop hub you want to bring your mates too.”

“A place that is vibrant, has an active night life, and reflects the Asian culture of the area.”

A place that feels clean and well-maintained (152 comments)

Respondents would like Haymarket to feel clean and well-maintained.

“A little cleaner and better presented but keeping the heritage elements”

“Clean, hygienic, welcoming.”

Offers a variety of quality food, retail and entertainment offerings that are open late (136 comments)

Respondents would like to see Haymarket become known as a 24/7 precinct for dining and shopping. Ideas include more restaurants and cafes, bars, markets, and more retail stores. 14 respondents would like to see more outdoor dining options available in Haymarket. 22 respondents also spoke about more entertainment offerings in Haymarket. Ideas for this include karaoke bars, live music, interactive experiences, and board game cafes.

To create a 24/7 precinct, respondents commented about the need to extend trading hours and establish a night-time economy. Some respondents expressed this would help to activate the area at night, as experienced in many Asian countries.

“A 24/7 precinct, that is known for late night through to early morning trading for restaurants & bars. Lots of lights and vibrant, lots of people walking around.”

“A place where there is good quality restaurants and cafes, karaoke bars, bookshops, world class markets, things to do besides eating. A place where you’re not just walking by from Central to Town Hall, but a place that is a destination.”

“More restaurants again and more nightlife not just that old pub but outside drinking incentives for young people with lots of different products to buy. I love the food court too.”

A place that feels contemporary and modern (126 comments) but also celebrates the local character and charm (134 comments)

Respondents would like Haymarket to feel modern. Things that will create a modern space for respondents included creative lighting, cleanliness of the streets, well-maintained buildings and a bustling atmosphere. However, respondents also want Haymarket to continue celebrating the local character and charm. Respondents would like to experience a sense of nostalgia when in Haymarket. It is important that through any upgrades or modernisation attempts that the building facades and the gateway are maintained.

“I would like it to be an interpretation of what a modern Chinatown should be like, cleaner, modern lighting and art but still retaining traditional architecture. There should also be a higher focus on activities rather than just food and more places to just gather which it is sorely missing.”

“A vision of the past, back to the 80s/90s vibrant, not over polished, but certainly a hive of activity!”

“Haymarket has this 90s charm. While Chinatown and Haymarket gets updated, it's important not to change too much of its signature. The Chinatown gates is something very nostalgic.”

“A modern and inviting space that displays its culture and history.”

Other themes that emerged in the responses included:

- Feels culturally safe, welcoming, and accessible (89 comments)
- Celebrates multi-culturalism (87 comments)
- Feels safe (80 comments)
- Feels pedestrian-friendly (73 comments)
- Creates a thriving nightlife (69 comments)
- Feels well-lit (50 comments)
- Offers a diverse range of exciting events (48 comments)
- Maintains heritage buildings (45 comments)
- Offers a range of arts and cultural events and programs (40 comments)
- Feels well-connected to the rest of Sydney CBD (16 comments)

Survey respondents would also like Haymarket to have the following features:

- Greenery (42 comments)
- Open space (29 comments)
- Seating (17 comments)
- Street embellishments (16 comments)
- Parking (7 comments)

3.12 More, the same, or less in the future in Haymarket

In the future, respondents would like to see more creative lighting and events, and the same of or less new developments and offices

As shown in Table 12, respondents would like to see more creative lighting on streets and in public places (90%); events and activities on the street including outdoor dining (83%), and public art (78%).

Respondents indicated they would like to the same of office space and workspace (50%); new homes (46%); new buildings (45%).

Table 9: For each one, please indicate if you would like to have more, the same, or less of it in the future in Haymarket?

Feature	More (%)	Same (%)	Less (%)
Creative lighting on streets and in public places	90%	13%	2%
Events and activities on the street including outdoor dining	83%	16%	1%
Public art	78%	20%	3%
Improving existing building	77%	21%	2%
Places to see art and culture (galleries, museums, theatres)	76%	22%	2%
Shops and local services	69%	29%	2%
Entertainment venues such as restaurants, bars, and clubs	57%	41%	2%
New buildings	26%	45%	29%
New homes	21%	46%	34%
Office space and workspace	16%	50%	33%

Other comments included:

- More active and public transport and pedestrian infrastructure (13 comments)
- More cultural heritage and activities (9 comments)
- More landscaping and green spaces (8 comments)
- More nighttime venues and activities (6 comments)
- More interesting streetscape (6 comments)
- More public spaces for recreational activities (e.g. skating, dancing) (5 comments)
- More vibrant streets (e.g. buskers, public art, laneways) (5 comments)
- More cleaner streets (3 comments)
- More wayfinding (2 comments)
- More housing (2 comments)
- Less housing (2 comments)

- Less office spaces (2 comments)
- More parking (2 comments)
- More mobility access (1 comment)
- Less regulation (1 comment)
- More dog friendly (1 comment)
- More authentic food courts (1 comment)
- More lighting (1 comment)
- More technology operations and infrastructure (1 comment)
- More essential services (e.g. health services, technology services) (1 comment)
- Other (11 comments)

3.13 Additional comments about the future of Haymarket

Respondents were asked if there is anything else they would like to say about the future of Haymarket. 299 respondents answered this question.

Many comments are covered by the themes above. Additional themes and ideas and select verbatim quotes about the future of Haymarket are summarised below. See Appendix I for further themes and verbatim comments.

Improve pedestrian experience and increase transport access to Haymarket (34 comments)

Respondents provided additional comments about the connectivity to and from Haymarket, and expressed the need for better cycling connections and pedestrian thoroughfares, including widening streets and renewing footpaths for pedestrian safety. Some respondents commented that Haymarket is difficult to access via car.

“Cycling connections are really average here compared to surrounds, it makes me less likely to visit!”

“Extra trams during peak times. Often the trams are packed as they are passing through Haymarket.”

“More pedestrian thoroughfares would make navigating the area with older relatives less stressful.”

“Given the large amount of people walking around in and around the Haymarket area, perhaps widening of footpaths or closure of streets to traffic might be a great improvement in the area.”

Ensure Haymarket is a welcoming, accessible and inclusive place (26 comments)

Respondents indicated that Haymarket needs to be a welcoming and inclusive place for people of all ages, cultures, abilities and economic status. Some respondents highlighted the important of First Nations recognition, and also expressed the importance of liveability.

“A place for people who are far away from home; inclusivity, acknowledging, welcoming environment.”

“Haymarket has so much potential to be a welcoming, cultural, exciting place for all ages and cultures. Would like to see more indigenous recognition and storytelling around the area that coexists with the Asian heritage.”

“Just make every person of different cultures feel this is the place to meet.”

Consult with local stakeholders, including businesses and cultural leaders (13 comments)

Some respondents expressed the importance of further consultation with local community and stakeholders about the future of Haymarket and highlighted the need for more targeted consultation.

“I also hope there is further consultation with the community about future change and more thought put to creating engagement on the streets of Chinatown.”

“I think Chinatown and Haymarket has suffered during COVID and the lockdowns and it is very important to prioritise the voices of this community.”

“Please consult a diverse range of opinions about the area as it is culturally significant to many first generation Chinese immigrants who established their first communities there as well as their families.”

“Please ensure you are liaising with cultural leaders and organisations of the area to see if there are services that this area can provide.”

Increase entertainment offerings, including arts spaces and cultural events (13 comments)

Respondents would like to see an increase in arts and cultural spaces that host events and celebrate local cultures.

“An amateur theatre would be an awesome addition to the area.”

“Maybe the Government could offer spaces for free to artists and designers to bring more created folks back into the area and in turn encourage more create partnerships with the local business owners.”

“Would love live music venues amongst the amazing art and galleries!”

Longer trading hours and improved nightlife (12 comments)

Respondents highlighted an opportunity to establish Haymarket as a 24-hour precinct with extended opening hours and improved nighttime entertainment for people of all ages.

“For Sydney to be a global city, restaurants need to be open later than 10pm. Allow for longer trading hours.”

“Honestly if there are places where I can have a nice regular chat with friends (groups of 3-6) regularly that are open until late, and are not pubs or clubs, that would be great.”

“I believe Haymarket is such a unique and important area of the City of Sydney and of Greater Sydney as a whole. I would love for Haymarket to become a 24-hour precinct that attracts locals, other Sydneysiders and tourists, providing a uniquely Sydney experience.”

“I wish it was more lively and have a reason to visit as Sydney nightlife does not really exist. I hope it becomes a place where both young kids, partygoers and the older generation could visit.”

Increase promotion of Haymarket (8 comments)

Some respondents would like to say Haymarket better promoted to increase visitation to the area.

“It is an area in need of enhancement and greater promotion and recognition, particularly its Chinese heritage.”

Increase availability of public open space (7 comments)

Some respondents expressed a need for more public open spaces to gather and rest in Haymarket.

“There are few rest points or incentives to linger and look. I'd rather see trees and pocket parks than public art.”

“Build it for the future. Think COVID-safe. More outdoor options, wider spaces and pedestrian first thinking.”

Improve safety (6 comments)

Some respondents would like to see a safer Haymarket.

“Like the rest of Sydney, I'd like a cleaner more appealing and safe area.”

“Please revive and make it safe and welcoming.”

Increase parking and drop off zones (3 comments)

Three respondents expressed a need for additional parking and pick up/drop off areas.

“More Parking! More Drop off points for elderly! Current Parking Stations are far and a part after the removal of the Entertainment Car Park.”

4. Consultation board findings

4.1 About the consultation boards

Two sets of consultation boards were created to capture feedback about the future of Dixon Street and Haymarket. These boards were available at the Lord Mayor’s Forum and seven consultation pop-ups in Haymarket. The aim of these boards was to reach people that live, work or visit the area and who may not otherwise participate in online engagement. The boards were translated into 5 languages.

Details of the pop-up consultation stalls are as follows:

Location	Date and time
Lord Mayor’s Forum, Sydney Town Hall	<ul style="list-style-type: none">• Wednesday 24 August, 6pm – 7.30pm
Dixon Street, Haymarket	<ul style="list-style-type: none">• Tuesday 6 September, 2pm – 4pm• Friday 16 September, 2pm – 4pm
Thomas Street, Ultimo Road	<ul style="list-style-type: none">• Tuesday 6 September, 11am – 1pm
Campbell Street at George Street near light rail stop	<ul style="list-style-type: none">• Thursday 8 September, 4pm – 6pm• Friday 16 September, 11am – 1pm
George Street at Goulburn Street, near World Square	<ul style="list-style-type: none">• Tuesday 13 September, 11am – 1pm•
Pitt Street, near Goulburn Street	<ul style="list-style-type: none">• Thursday 15 September, 11am – 1pm

In total, approximately 150 people provided feedback via the consultation boards.

4.2 Dixon Street consultation boards

Participants at the Dixon Street pop up consultation stalls and the Lord Mayor’s Forum were asked the following questions about Dixon Street:

- What is your vision for Dixon Street?
- Why is Dixon Street important to you?
- What public space uses are most important to you?
- Do you support the proposed upgrade ideas?

Events



Markets



Outdoor Dining



Seating



Other



Paving Inserts



Restoration of the Gates



Updated Seating



New Creative Lighting



4.3 Haymarket consultation boards

Participants at the Lord Mayor’s forum and other pop-ups were asked the following questions about Haymarket:

- What do you love about Haymarket?
- What could be improved in Haymarket?

4.4 Snapshot of key findings

Participants love Haymarket for many reasons, including:

- The quality and diverse food offerings available
- The availability and affordability of for Asian groceries and goods
- The multi-cultural space that celebrates Asian history and heritage

Participants felt that Haymarket could be improved in the future through:

- Cleanliness of the area
- Better parking and traffic outcomes
- More activations

Participants felt that Dixon Street could be improved in the future through:

- Creating a better built environment including better lighting, improving look and feel and the Feng Shui
- Creating more social and cultural offerings such as culturally appropriate art, diverse restaurants and more activations
- Creating better economic outcomes for businesses and property owners
- More parks, events, outdoor dining and seating along Dixon Street
- New creative lighting

4.5 Findings by consultation boards

4.5.1 Haymarket consultation boards

Participants at the pop-ups and forums were asked a range of questions about Haymarket generally.

What makes Haymarket special

Participants were asked what they love about Haymarket. This section summarises participant responses.

- Quality and diverse food offerings (15 comments)
 - *“Love the quality food”*
- An affordable space for people to shop for Asian groceries and goods (5 comments)
 - *“Specialist grocery stores roast meat and fish, seafood wet markets in Dixon Street, Campbell, and Hay Streets.”*
- A multi-cultural hub (5 comments)
 - *“The multi-cultural experience is phenomenal”*
- A place of important history and heritage (3 comments)
 - *“Old frontages and character (but modernize and keep clean)”*
 - *“Maintaining heritage and new and flashy. Within the community itself, diverse views, 19th century.”*
- Other (12 comments)
 - *“The Chinese Gardens, an oasis in Sydney”*
 - *“People are friendly”*
 - *“Belmore Park”*
 - *“Convenient and easy to find stuff”*

Improvements in Haymarket

Participants were asked what could be improved in Haymarket. This section summarises participant responses.

- Improve cleanliness of the streets and spaces (20 responses)
 - *“Dirty/smelly in Haymarket, need more cleaning (incl public roads)”*
- Improve the parking and traffic (15 responses)
 - *“Increase parking space”*
 - *“More free/discounted parking”*
 - *“Improve traffic congestion, too many blocked and one way roads”*

- Increase the number and type of activations (10 responses)
 - *“More cultural events (like mid-autumn festival, lantern festival etc to attract the whole family)”*
 - *“Activation - More night activities/ markets”*
- Improve the lighting (10 responses)
 - *“Add more lightings in Haymarket areas”*
 - *“Floor night lighting > wayfinding techniques”*
 - *“Decorated like Burwood Chinatown with LED lights”*
- Improve business mix and offerings (6 responses)
 - *“Plan for mix of businesses to attract visitors”*
 - *“More diversity of shops, not only restaurants - entertainment, gaming centres, community uses etc.”*
- Improve the connectivity (5 responses)
 - *“Turn it into a well-connected space”*
 - *“Improve connections to other precinct”*
- Improve and increase public art (4 responses)
 - *“Kimber Lane to become graffiti alley, a place to linger and enjoy”*
 - *“Cultural aspect - decorations etc near Dixon Street should be appropriate for Chinese culture.”*
- Better maintain buildings (4 responses)
 - *Refresh/upgrade the old buildings' front look in the meantime*
 - *Keep the traditional buildings/ethos*
- Improve the streetscape and greenery (4 responses)
 - *“Add more greenery - flower baskets, native trees on light poles”*
- Other
 - Modernise Haymarket
 - Better signage
 - Provide permanent public toilets
 - Make it more pedestrian friendly
 - Increase trading hours

4.5.2 Dixon Street consultation boards

Participants at the pop-ups were asked a range of questions about the future of Dixon Street.

Vision for Dixon Street

Participants at the pop-ups and forums were asked what their vision for Dixon Street was. The comments provided by participants were grouped into three broad themes.

- A better built environment (43 comments)
- More social and cultural offerings (16 comments)
- Improve economic outcomes (8 comments)

A better built environment (43 comments)

Participants would like to see the built environment of Dixon Street improved in the future. This includes:

- Improve the look and feel, but keep the traditional facades (9 comments)
- Improve the lighting (8 comments)
- Extend the perimeters of Chinatown (5 comments)
- Improve the feng shui (4 comments)
- Improve the connectivity (3 comments)
- Improve the cleanliness of the streets (3 comments)
- Make it more pedestrian friendly (2 comments)

More social and cultural offerings (16 comments)

Participants would like to see more social and cultural offerings available on Dixon Street. This includes:

- More culturally appropriate art (5 comments)
- More cuisine options (3 comments)
- 24-hour activations (3 comments)
- Celebrations of the history and heritage (2 comments)

Improve economic outcomes (8 comments)

Participants would like to see more better economic outcomes for businesses and property owners on Dixon Street. This includes:

- Longer trading hours (4 comments)
- Engagement with property owners (3 comments)
- Subsidise rent (1 comment)

The importance of Dixon Street

Participants at the pop-up events were asked why Dixon Street was important to them.

Dixon Street is a place to celebrate and learn about Asian culture and heritage

Participants spoke about the importance of Dixon Street to them as a place where they can celebrate and learn about Asian culture, cuisine, and history.

“This street reminds me of Asian culture, especially traditional food”

“Haymarket is one of the most significant historical areas for the history and settlement of Chinese community in Sydney. It's richness of guiding, sourcing history of Chinese family life, businesses and community needs to be preserved and impacted to wider community.”

“A place to taste a variety of Asian cuisines”

Other reasons Dixon Street is important include:

- A sense of nostalgia (1 response)
- A nice travel destination (1 response)
- Mutli-culturalism (1 response)
- Pedestrian friendly (1 response)

“Nostalgic - my parents had their first date here. There is a connection to the past.”

Public space uses along Dixon Street

Participants were given a list of four public space uses (markets, events, outdoor dining and seating) and asked which were important to them on Dixon Street. Participants were also able to provide other ideas of public space uses. The responses from the pop-up and forums are below:

- Markets (19 responses)

“Provide more variety of market stalls”

“Add live band and music”

“Longer hours of the night market”

“As a resident we need a better-quality market than Paddy's. Why can't we have the something similar to Queen Victoria Market in Melbourne or the fabulous market in Adelaide?”

- Events (13 responses)

“More cultural event including lions dance performance”

“More regular events including things public can do 24 hours”

- Outdoor dining (12 responses)

“Snack bars”

- Seating (9 responses)
“More outdoor seating”
“High quality weatherproof and resilient seating”
- Other (9 responses)
“More public toilets”
“Keep it pedestrian friendly”
“Buildings are too dark”

Proposed upgrade ideas for Dixon Street

Participants were shown photos of four proposed upgrade ideas (paving inserts, restoration of gates, updating seating and creative lighting) and asked whether they supported these. Participants were also able to provide other ideas for upgrades.

- New creative lighting (15 responses)
“Lighting the trees”
“Add lights and bright decorations”
“Lanterns”
- Restoration of the gates (10 responses)
“Culturally important”
“Add lights along the gate and on the two sides”
- Updating seating (10 responses)
“Accessible seats”
- Paving inserts (6 responses)
“Pave the surrounding streets and footpaths such as Harbour Street”
“Add symbolic stamped paving with cultural elements and stories”
- Other (2 responses)
“Cleanliness”
“Don’t forget the historic buildings on the upgrades”

5. Stakeholder meetings and submissions

5.1 About the stakeholder meetings and submissions

City of Sydney hosted two face to face stakeholder meetings with the following stakeholders:

- Khun Khao Foundation (2 attendees)
- Thai Business Community Groups (20 attendees)

In addition, City of Sydney received 12 written submissions via email.

5.2 Snapshot of face-to-face meetings

Khun Khao Foundation

- Need for a community hub in Haymarket with affordable community spaces for groups to hold language classes and cultural activities etc
- Possibility of a monthly weekend market (food, art/craft, plants/gardens) in Belmore Park or other suitable locations such as street closures (Barlow St, Thomas St)
- Grant opportunities for Thai community

Thai Business and Community Groups

Issues to improve

- Businesses agreed business is back to normal following Covid-19
- Address traffic in Campbell Street including concrete bollards outside the Capitol Theatre
- Create more parking in Parker Street
- Address crime and security issues
- Manage the impacts from construction work (particularly nightworks for utilities)
- Barlow Street forest is used as a toilet
- Install more public toilets

Ideas for the future

- Street art/decorations in Thai Town by Australia-Thai artists (eg in Cunningham Lane, Parker St)
- Thai Town signage on street signs
- A Thai Town gate
- Improve Belmore Park

- Temporary decorations on the bollards at the Campbell St closure

5.3 Summary of written submissions

Soul of Chinatown

Provided a detailed presentation including images..

- Chinatown is more than Dixon Street
- Aspire to be world class and look and feel like Chinatown
- Activate pedestrian spaces with street furniture, mahjong tables etc
- More public information about the history of the area
- Install culturally appropriate lighting (eg lanterns) all round Chinatown
- More public artwork by Asian-Australian artists
- Restore and light the gates
- Decorative and distinctive paving
- More public seating that encourages socialising (eg facing each other / tables)
- Respect the special character area eg new QMS signs don't fit

Chinese Australian Historical Society (CAHS)

- Critical to save the unique character of this area and its history as major development happens around Central Station

Chinatown Business Association Inc

- Very important to consult the community on decisions
- Better manage the impacts of construction (eg Hay Street)
- Better manage the Friday night markets so they don't impact local businesses
- Improve creative lighting in Dixon Street (like Darling Quarter)
- Install a pedestrian crossing on Hay Street at Dixon Street

Vigilanti (Eddie Ma)

Provided a detailed submission with design ideas for Chinatown

Dixon St North

- Restoring & opening the open air plaza for regular performances
- Leasing the shopfront & stage as community rehearsal space

- Converting the existing pagoda as a small temple for cultural worship

Kimber Lane

- Restoring Jason Wing’s lighting installation & allowing other artists to contribute to the lane
- Activating existing shop fronts as small shops & restaurants
- Removing all traffic access & allowing garages to be adapted for other appropriate uses.

Dixon St South

- Restoring & continue the line of Asian style awnings along all shopfronts
- Adding seating areas with games tables to encourage play & crowds during the day
- Remove the block seating & lighting to widen the street, replaced with fairy lights & other lighting options

Little Hay St

- Fully pedestrianising Little Hay St, removing traffic, parking & kerbs
- Activate street frontages with retail opportunities & encourage facade standards to replicate the exciting neon streetscapes of contemporary Asian cities
- Create a new contemporary gateway at the east-west ends of Little Hay St

**Dr Michael Williams, Adjunct Professor, Australia-China Institute for Arts and Culture,
Western Sydney University**

Provided historical images.

- Chinatown is more than a tourist venue and business precinct
- More visibility and respect for the 100 year history and links to families and business
- Commission a major history to capture and preserve the Chinese Australian story and map significant sites eg Wing Sang in Campbell St and the old Kwong War Chong at 84 Dixon Street
- Make this publicly available via publications, Haymarket walks, QR codes, oral history interviews

Ideas in individual written submissions (7)

- Celebrate historical contribution of the Chinese community to the area
- Protect and promote the historic cultural heritage of Chinatown
- Chinatown is culturally important to many Chinese-Australians
- Open a museum that celebrates the history of the area
- Celebrate Chinese communities contributing including market gardening and fresh food, import and export trade; religious, cultural and political institutions and associations; Chinese medicine and martial arts; and the arts.

- Light the sandstone wall in Belmore Park and the arches under the railway lines
- More public toilets (between Central and Darling Square)
- Provide comfortable places for older people eg seating, tables, chess boards
- Slow / manage electric bikes to improve pedestrian safety
- Establish a Haymarket / Chinatown Heritage Conservation Area
- Strongly support the plans to upgrade Chinatown
- Improve street cleaning
- Fix buildings and improve shop fronts in Chinatown
- Creative lighting and decoration

6. Appendices

6.1 Appendix A

Audience insights

Primary: the diverse multilingual communities who work, live, have businesses in the Haymarket area

Secondary: Visitors to the Haymarket area

Haymarket has a very young and diverse community according to the 2021 census. Median age is 30. Majority of residents not born in Australia. Top languages spoken at home in the area are:

- Mandarin
- English
- Thai
- Indonesian
- Cantonese
- Korean

Participation

Sydney Your Say page

Total unique page views: 3,481

What's On webpage

Total unique page views – 102

Translated surveys completed

Language	Surveys completed
English	826
Traditional Chinese	17
Simplified Chinese	19
Thai	28 (including 7 hard copies)
Indonesian	6
Korean	4

Humanitix

Humanitix was used for registering guests for the Haymarket Lord Mayor Forum. 161 ticket bookings were made.

- 20% said they were residents
- 55% said they were business owners in the area
- 25% said they were visitors to the area

Communication activities

Notification letter

A letter about the consultation and event was distributed to 16,945 residents and businesses in the Haymarket area on 10 August.

Emails and EDMs

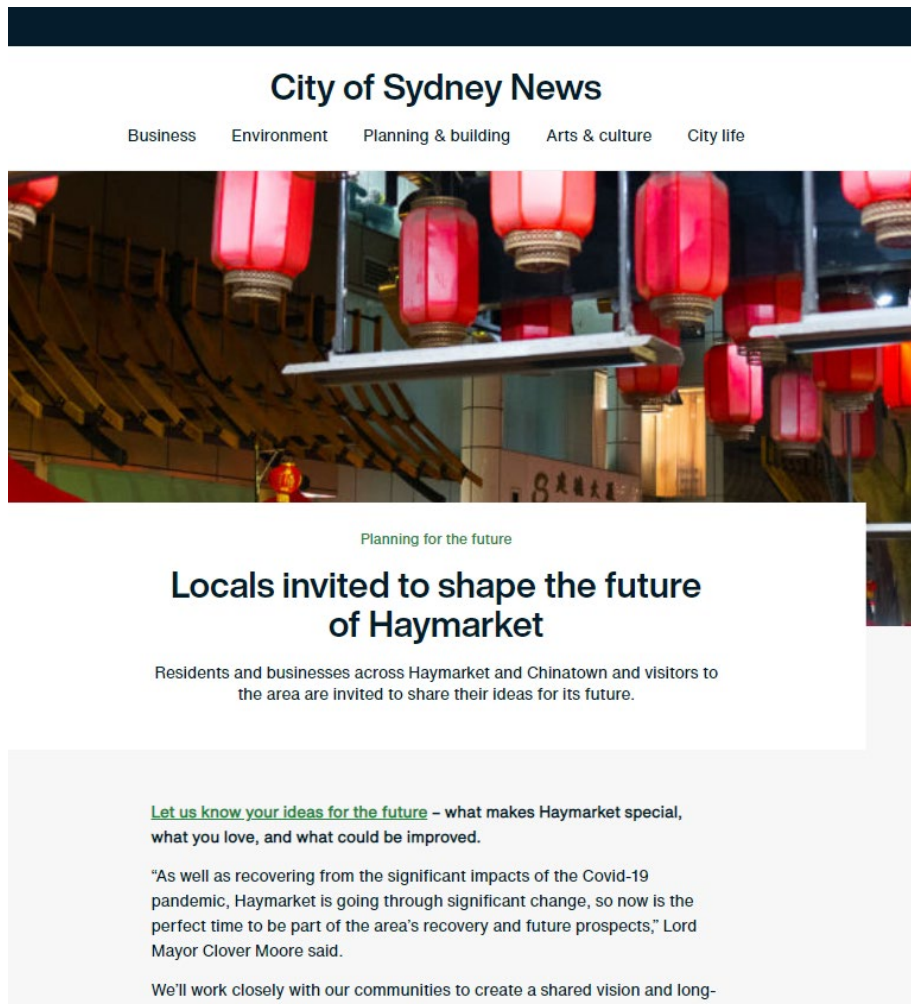
Articles were included in the Sydney Your Say enews and individual stakeholders were emailed.

Print decals and screen

Decals promoting the consultation were distributed throughout the Haymarket area. They were printed in 6 languages. Information about the consultation was shown on our community screens throughout our local area to create broad awareness.



City of Sydney News Story



The screenshot shows the top of a news article on the City of Sydney website. At the top is a dark blue header with the text 'City of Sydney News' in white. Below the header is a navigation menu with links for 'Business', 'Environment', 'Planning & building', 'Arts & culture', and 'City life'. The main image is a photograph of red lanterns hanging from a wooden structure. Below the image is a sub-headline 'Planning for the future' in green. The main headline is 'Locals invited to shape the future of Haymarket' in bold black text. Below the headline is a short paragraph: 'Residents and businesses across Haymarket and Chinatown and visitors to the area are invited to share their ideas for its future.' Further down, there is a call to action: 'Let us know your ideas for the future – what makes Haymarket special, what you love, and what could be improved.' Below that is a quote from Lord Mayor Clover Moore: 'As well as recovering from the significant impacts of the Covid-19 pandemic, Haymarket is going through significant change, so now is the perfect time to be part of the area's recovery and future prospects,' Lord Mayor Clover Moore said. At the bottom of the visible text, it says 'We'll work closely with our communities to create a shared vision and long-'

<https://news.cityofsydney.nsw.gov.au/articles/locals-invited-to-shape-the-future-of-haymarket>

The article was included in the COS News email newsletter on 16 August 2022.

Social media posts – organic – link to COS News Story

Platform	Impressions	Reach	Engagements (Clicks, reactions, shares, comments)
Facebook	7,451	7332	122
Instagram	N/A	13,655	183
Twitter	2322	N/A	58
LinkedIn	1421	N/A	50



City of Sydney
@cityofsydney

We want to hear from everyone who works, lives, has a business in, or visits Haymarket. Take this quick online survey and tell us your ideas and suggestions
cityofsydney.com.au/haymarket

Your answers will help create a vision & future outcomes for the area

#chinatown #haymarket

1/2



3:41 PM · Aug 10, 2022 · Twitter Web App

<https://twitter.com/cityofsydney/status/1557240742254641153>

<https://www.instagram.com/p/ChGoVsuvkX9/>

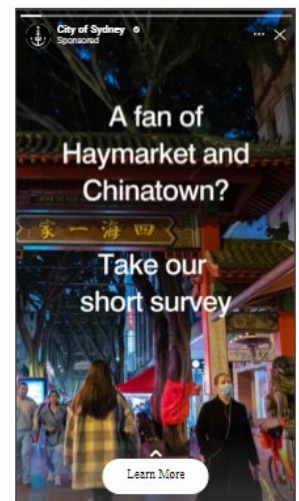
<https://www.linkedin.com/feed/update/urn:li:activity:6963000809760440321>

<https://www.facebook.com/cityofsydney/posts/pfbid02iwEaVkmE37TghRKUS33QPbTRukGWNXEpsua7MXGF8uH5M9chnJ3SZVYkxY4kCujl>

Instagram and Facebook story ads

- Ran 20 to 30 August 2022
- Ads reached - 121,600 people in City of Sydney area
- Click throughs to page = 2,180

This ad creative generated the strongest response.



WeSydney

2 paid digital articles were run on WeSydney. This NanHai Media site is one of the biggest Australian Chinese-language online media sites.

<https://mp.weixin.qq.com/s/sJojwYcXarM9rcx0zNi3Eq>
<https://mp.weixin.qq.com/s/ICNDBhM66GfgGkc6r4EVRQ>

- Total views: 8552
- Total shares: 210

Print Media

In-language ads were run in

- **Indo Media.** Issue date: Friday, 19 August
- **Hanho Korean Daily.** Issue date: Friday, 19 August
- **Australian Chinese Daily.** Issue date: Saturday, 20 August
- **Ruam Thai.** Issue date: Thursday, 25 August

avocado's story
สตอรี่ของอะโวกาโด
ผลไม้ดีวอร์ม: ไข่ประจำสุขภาพ

กำหนดอนาคตของเฮย์มาร์เก็ต
 เราอยากเริ่มฟังความคิดเห็นของทุกท่าน เพื่ออนาคตของเฮย์มาร์เก็ต

SOCIAL NEWS
อ่านข่าวง่าย อ่านข่าวไว อ่านได้ที
thai press australia

25/8/2022 Ruam Thai—Haymarket Place L432388 —105887 Page 3 of 50

중소기업 실적 개선, 싱글터치페이로 확대 ATO, 2022-23년 기업 조세 중점 분야 발표

헤이마켓의 미래를 만듭니다
 헤이마켓의 미래에 대한 여러분의 생각과 의견을 듣고 싶습니다.
 시드니의 독특한 명소 헤이마켓을 위한 공동의 비전을 만들어 미래의 성과를 이룰 수 있도록 도와주세요.

Cover your nose and mouth with your sleeve when coughing!

19/8/2022 Hanho Korean Daily—Haymarket Place L432387 —105885 Page 4 of 28

6.2 Appendix B

Question 16: What languages do you speak?

Language	# of respondents	% of respondents
English	859	96%
Mandarin	165	18%
Cantonese	163	18%
Other	116	13%
French	55	6%
Spanish	47	5%
Thai	45	5%
Indonesian	26	3%
Korean	26	3%
Malaysian	24	3%
Italian	22	2%
Vietnamese	18	2%
Greek	10	1%

Other languages spoken at home included:

- Japanese (21 respondents)
- German (10 respondents)
- Hindi (8 respondents)
- Filipino (7 respondents)
- Russian (6 respondents)
- Arabic (4 respondents)
- Nepali (3 respondents)
- Norwegian (3 respondents)
- Tagalog (3 respondents)
- Urdu (3 respondents)

6.3 Appendix C

Question 6: Are there any parts of Haymarket that are special to you? If so, why?

Place	Responses (#)	Responses (%)
Restaurants (general)	185	34%
Dixon St	180	33%
Paddy's Market	111	21%
Darling Quarter	99	18%
Chinatown	99	18%
Market City	57	11%
Emperor's Garden Cakes and Bakery (Dixon Street)	36	7%
Sussex St	33	6%
Chinatown Gates	28	5%
Capitol Theatre	27	5%
Thai Town	28	5%
Laneways	25	5%
Chinese Gardens	24	4%
Markets (general)	24	4%
Central Station	21	4%
Goods Line	14	3%
Golden Water Mouth	14	3%
Chinese Noodle House	13	2%
World Square	10	2%
Museums (general)	10	2%
Hay St	9	2%
George St	9	2%
Gutters	8	1%
Kimber Lane	8	1%
Belmore Park	8	1%
Campbell St	6	1%
Goulburn St	4	1%
Thomas St	3	1%
Korea Town	3	1%
Ultimo Road	2	0%
Pitt St	4	1%
Harbour St	2	0%

6.4 Appendix D

Question 6: Are there any parts of Haymarket that are special to you? If so, why?

Theme	Select verbatim comments
Dixon Street	
A place to find diverse, affordable and authentic food offerings (59 comments)	<ul style="list-style-type: none"> “It gives people an opportunity to see other cultures and taste great food. It is great to explore a unique aspect of Sydney.” “Working in the hospitality industry for more than 20 years it’s a place we go to eat when everything else is closed.” “Quality and affordable food options.” “Late night place to get food. One of the only spots in Sydney you can get dinner late. If this was open 24/7 it would help bring the rest of Sydney back to life and become a hub for hospitality workers.” “Where the real Chinese food is” “My first taste of many Asian flavours was on Dixon St. It represents so much about Asian food in Australia.”
A cultural hub at the heart of Chinatown (54 comments)	<ul style="list-style-type: none"> “When I grew up it was the soul of Chinatown along with Campbell Street. Not only was there food, but shops selling Chinese goods. You had the joy of being transported to Hong Kong” “It is ‘Old’ Chinatown with a special ambiance that should be maintained.” “Australia’s (and the southern hemisphere’s largest) Chinatown. A place with historical ties, that is also modernising. A beating heart of Sydney’s food culture.” “It was the heart of Chinatown where Chinese could meet, shop and experience cultural events.”
A place of significant cultural heritage and history (35 comments)	<ul style="list-style-type: none"> “The trees and the old buildings there are unlike any other part of the city. They have remained mostly unchanged since my parent first immigrated here in the 1980s.” “It’s the last remnant of the old Chinatown.” “It’s an underestimated outdoor gem that should be revitalised and celebrated as the historical landmark it is.” “It’s the spiritual heart of Chinatown, with a long history of earlier Cantonese immigrants.” “The beautiful Chinatown gates, the history of the area and passionate multi-generational business owners”
A place people feel connected to through past experiences and memories (29 comments)	<ul style="list-style-type: none"> “Great memories of family and friends gathering for a meal in one of the many lovely restaurants” “My parents took me here as a small child every week as it was the only place to get Chinese groceries in the 70’s.” “I remember childhood celebrations of Chinese New Year festivals and lively heart of Chinatown here - I don’t go there

anymore as it is so run down and no longer feels vibrant and does not fully represent the beauty of Chinese culture”

- “As a second gen Chinese Australian I have a strong sentimental attachment to the old Cantonese restaurants and bakeries that my grandparents used to take us to as children. I now bring my child to Chinatown (we are Redfern locals) to buy baked goods and to stroll around and absorb the atmosphere (which has changed since covid) and visit the lion statues”

A place with welcoming and cosy streetscape

(11 comments)

- “The old trees add to the character and charm of the street. Provides a humanist factor that modern buildings don't have.”
- “The only tree lined walkway in the surrounding area which provides much needed shade for rest and gathering. Darkness during evenings can be improved via under canopy lighting options.”
- “It's a cosy street and the carpark is useful”
- “It's very lovely, filled with people and delicious food. The streets are beautifully lined with trees giving it a very cosy atmosphere”

A pedestrian-friendly street in Sydney CBD

(10 comments)

- “It's pedestrianised. A safe place to wander without being run over by cars”
- “It feels like the heart of Chinatown, and an area that prioritises pedestrians and attracts a diverse range of people”
- “Because its pedestrianised and true Chinatown vibe”

A vibrant, lively place in Sydney CBD

(6 comments)

- “One of the most lively places in the city”
- “The dining and snack options are great - some with long histories, some with exciting modern buzz.”
- “Great atmosphere, beautiful buildings - which it was utilised more”

Paddy's Markets

Offers convenient and affordable shopping experiences

(65 comments)

- “It's so diverse and you can get good fresh food”
- “Good prices and people running the shops. It is also convenient because it has everything”
- “Wonderful selection of fruit and vegetables - especially Asian vegetables and fruit that can't be found at supermarkets or other shops around Sydney”
- “Fresh and affordable vegetables and seafood. Bargains”
- “I shop here weekly, and it helps me save money.”
- “Got good restaurants
- “Paddy's Market is unique in terms of it being the only major central market in the CBD (more please), and the Asian grocers are exceptional.”

A place people feel connected to through

- “It's nostalgic. Me and my Dad used to go there all the time when I was a little kid.”

past experiences and memories

(17 comments)

- “Have gone there across 60 years, largely unchanged which is reassuring and comforting.”
- “I don’t know how to describe it but I get a sense of childlike joy every time I visit there”

A cultural institution in the centre of Haymarket

(14 comments)

- “Heritage though generations still active in commerce and cultural life today.”
- “It’s just a Cultural Institution.”
- “Historical and great place to shop.”

A vibrant bustling space

(9 comments)

- “An eclectic place to wander around.”
- “Centre to lots of bustle and fun.”
- “Vibrant and heritage value.”

A place with affordable restaurants

(5 comments)

- “Good yum cha”
- “Got good restaurants with affordable prices and fresh food market”

Darling Quarter

Great range of restaurants and bars

(37 comments)

- “Good spot for live music, cafes, restaurants”
- “Our family loves the restaurants and the grassy square - especially when Hello Kitty is there”
- “Good quality, modern Asian restaurants,”
- “It’s just a nice open area to sit and catch up with friends with a great range of restaurants and desserts.”

A lively vibrant space to socialise both day and night

(25 comments)

- “Near where we live and has good food and is a vibrant part of the city that doesn’t feel unsafe.”
- “The vibes are so lively and welcoming at night, a great place to go with friends to hang out and I like how there’s a lot of public seating available.”
- “Bustling hub at night. Lots of restaurants and cafes. Modern and stylish.”
- “The new development brings a different, youthful vibrancy to the area - while still celebrating the Chinatown heritage.”
- “This new area has a great buzz around it and variety of restaurants so great to walk around although usually too busy to actually eat there”

A clean, green and modern space to connect with family and friends

(20 comments)

- “Modernised since I was a kid, now nice to hang in”
 - “it is very clean and modern, it is open until late, and a good place to catch up with friends. lots of food choices”
 - “Love the revitalisation of this area. Love that there is such a variety of restaurants, not just for those with money.”
 - “A modern place to eat with lots of vibrancy and invitation for visitors.”
 - “Clean and green with trees and nice gardens”
-

- “Love the design and energy of the space. Ie. The restaurants surrounding a park/grass area in the middle and I also take my son to the library on weekends”
- “Lots of public space to catch up without having to buy something, good for deep connection with friends”
-

A well-activated space
(6 comments)

- “Vibrant, well-designed and activated public square with so many things to see, do and eat”
- “Good spot for live music, cafes, restaurants”

Longer trading hours
(2 comments)

- “Good variety of shops and restaurants open late so it’s a good option for meeting up with friends”

Chinatown

A place of cultural belonging and experiences
(43 comments)

- “It’s the main example of the melding culture of Haymarket as a whole”
- “Reminds me of my time living in Asia where I can find 'authentic' dishes similar to what I ate overseas”
- “Having Chinese immigrant parents, I also have memories of visiting for yumcha growing up and have seen it change over the years. This place holds both historical and cultural value to me.”
- “Great place to see and visit and immerse oneself in a different culture. Makes you feel like you are in another country”

Diverse food offerings
(36 comments)

- “I like the diversity of smells, colours and food”
- “Very cultural, many fun restaurants and places”
- “Old food institutions serving affordable food to an extremely diverse (culturally and economically) audience.”

The Gates on Dixon Street that are welcoming and culturally symbolic
(28 comments)

- “Symbolises the Chinese culture that has been there for so long”
- “In Feng Shui, these 2 auspicious gates direct and give passage to free-flowing energy into and throughout Chinatown. The fact that they also have 2 temple dogs either side of them (one male and one female) signifies the mythical guardians which protect the streets and businesses, keeping the community safe. Each year these temple dogs and gates are cleansed and blessed by the traditional lions of the local kung fu schools to reinvigorate their mythical power.”
- “I love the archway as it feels like its welcoming me to Chinatown and this is where I love to eat and drink and meet friends”
- “The message inscribed is one of welcoming all cultures and ethnicities”.

A place people feel connected to through

- “My best friends and I love to visit whenever they come up to visit me”

past experiences and memories

(10 comments)

- “Memories of queueing for emperor puffs and going into east ocean for yum cha”
- “My parents used to take me to here all the time when I was little and it is a very important place for me as a Chinese-Australian to see my culture represented proudly. I feel a strong emotional connection to the area despite not frequenting it as much as I used to.”
-

A place with welcoming streetscape

(5 comments)

- “It’s such a visual feast to walk along”
- “The lions/dragons, the traditional gates, and frontages of buildings. It is what you enjoy seeing to attract you to an area associated with culture and events.”
- “

A vibrant, bustling space in Sydney CBD

(3 comments)

- “Buzzing atmosphere and attracts a great mix of cultures”
- “Interesting buzz - a slice of Asia in Sydney.”

A space for events

(3 comments)

- “Market night, food and festivals”
- “So many events I took my kids to when they were little”

Market City

A unique place for shopping

(36 comments)

- “Loved the Japanese shops and Chinese supermarkets”
- “Interesting place to shop”
- “Human scale shopping centre with diverse shops”

Diverse and affordable food options

(18 comments)

- “It’s a centralised shopping centre with different restaurants of varying prices”
- “plenty of cheap tasty food options”
- “It has several great restaurants and shops (though it needs some improvement).”

A fun place to meet with friends and family

(7 comments)

- “Meeting friends there/eating and drinking around there.”
- “It’s a great arcade lots of variety and fun for a rainy day plus it’s close to cheap restaurants so it’s a super fun family day”

A place people feel connected to through past experiences and memories

(5 comments)

- “Another place I spent time in when I was in school, great shops and arcades to pass time in”
- “Great place to hang out in the mid 2000s with cinema and arcade games as well as plenty of cheap tasty food options”
- “Lots of unions, reunions, encounters and memories made here”

A cultural hub

(3 comments)

- “Asian atmosphere that makes me feel like I’m home”
- “It’s a melting pot”

Emperor’s Garden Cakes and Bakery

A delicious, unique and affordable dessert offering in Chinatown

(23 comments)

- “The hot cream puffs from the little window is a long standing landmark, widely appreciated by many. I have had it for 20 years now, can't imagine without it.”
- “Very popular, specifically makes cream puffs perfectly every time”
- “Has been there forever, has the emperor puffs and best egg tarts and Chinese pastries in the city”
- “Iconic street food that is still affordable”
- “It's a unique place and of the few remaining spots with super affordable food”

An iconic Chinatown institution

(9 comments)

- “Heart of Chinatown”
- “Those pastry puff things with the custard are the backbone of Chinatown food”
- “Fun way to end a night getting a bag of puffs, was introduced to this place by friends when I first moved to Sydney as an important “institution””

A place people feel connected to through past experiences and memories

(8 comments)

- “My favorite place to get a snack when traveling into the city, when i was younger”
- “Long standing icon that family and friends have eat at for decades.”
- “Well known and trusted Chinese food and cakes since my family arrived in Australia more than 40 years ago. A very trusted brand.”

A place to eat traditional cultural dishes

(4 comments)

- “I enjoy the old cast iron cooking contraption they use to make the puffs. I also enjoy that there is constantly a line up at the little window for these delicious balls of dough.”
-

6.5 Appendix E

Question 7: Are there any places that could be improved? (Places could include neighborhoods, streets, open spaces, or buildings etc.)

Place	Responses (#)	Responses (%)
Dixon Street	190	36%
Chinatown	97	18%
Paddy's Market	58	11%
George Street	48	9%
Sussex Street	48	9%
Belmore Park	32	6%
Central Station	26	5%
Market City	20	4%
Kimber Lane	13	2%
Darling Harbour	12	2%
Campbell Street	9	2%
Railway Square	8	2%
Goulburn Street	8	2%
Pitt Street	6	1%
Thomas Street	6	1%
Capitol Theatre	6	1%
World Square	4	1%

6.6 Appendix F

Question 7: Are there any places that could be improved? (Places could include neighborhoods, streets, open spaces, or buildings etc.)

Theme	Select verbatim comments
Dixon Street	
Improve cleanliness and maintenance (34 comments)	<ul style="list-style-type: none"> • “Dirty, council need to do a better job, it looks run down, dingy with garbage left on the street” • “Improve plumbing as it always smells bad there. Especially middle of the street opposite eating world and near where the new money exchange place is.” • “It's become dirty. The trees have overgrown. There's not as much maintenance and beautification compared to the northern end of the city. Its been left behind.” • “The area around Dixon street looks old and dirty, it should definitely be renovated”
Improve building maintenance to beautify Dixon Street (55 comments)	<ul style="list-style-type: none"> • “It's been left behind with the improvements to Darling Square. The restaurants are largely inaccessible and need some open air options as well” • “Needs rejuvenating” • “Rejuvenate, not gentrify. Funding/support to bring down rents and allow it to return to what it once was-thriving!” • “Better restoration of existing buildings. Avoid high-rises.” • “Buildings are falling apart. Very little atmosphere on the street. Not inviting to sit outside” • “Needs rejuvenation; Buildings are looking rundown especially when compared with Darling Square” • “The south end of the street could be improved. The facades of these buildings aren't very inviting, the outdoor restaurant seating isn't very good, there isn't much greenery, and I don't end up eating there much because of hear reasons.”
Install more lighting (31 comments)	<ul style="list-style-type: none"> • “Better lighting, seating, better signage (Neons) to create a unique character” • “More innovative lighting” • “This street is very special but it's appears dark and closed off, even during the day. The new Darling Square area is open, inviting and feels safe. There's a real opportunity to refresh the area, incorporate more art and attract younger demographics to the area.” • “Lighting the Gates and streets , lanterns”
Increase the food and retail offerings available (21 comments)	<ul style="list-style-type: none"> • “Feels very quiet now - even on a Friday or Saturday night. Even Burwood Chinatown had 10x as many people. Try and diversify the Chinese cuisines there instead of having 5 types of the same hotpot or install some sort of Cultural Museum which tells the story of the Chinese immigrating to Sydney and how Chinatown used to be the only hub for Chinese people to buy their imported goods.” • “Increase the types of food places, its dying a slow death compared to darling sq and the areas around thai/koreatown.

Reduce any shops that sell tourist stuff, they can be easily found in paddy's market. Have shops more aligned with showing Chinese/Asia to not just tourists but to locals."

- "More Asian specialty fashion stores"
- "Sydney needs more alleyway cafes and restaurants and shops. Dixon Street is dying and it needs new tenants with more interesting cuisines and good shopping."

Better street embellishments
(11 comments)

- "Improve lighting and more cultural art"
- "More public art to generate more warmth and interest in those laneways"
- "More public art that tells the story of the place and its history"

Better landscaping
(11 comments)

- "More plants"
- "Refresh landscape to encourage better outdoor dining etc"

Better street furniture
(10 comments)

- "Better outdoor seating, more on street activation - street food. More presence and activity on the street would make it more like Asia"
- "More public seating in and around Central."
- "Streetscaping improvements. More areas to sit out and relax."

Chinatown

Revitalise Chinatown to improve place experience
(27 comments)

- "It needs a makeover and more business revitalisation. At the moment it just seems sad, dated and run-down. Bring in a mixture of new food dining options (suited all price points), fun small bars (think Uncle Mings vibes) and late-night dining/drinking. Hold frequent cultural events and activities to draw in the crowds."
- "Overall it has lost its soul. So many places closed as an outcome of covid & lack of tourism. Currently a disappointing experience"
- "

Improve cleanliness and maintenance
(16 comments)

- "It needs a thorough cleaning as it's become really dirty and rundown."

Increase the food and retail offerings (11 comments)

- "Could be more inviting with new shops, and more visually appealing Shops where young teens would visit or good food."
- "Expanded and more food court style hawker vendors"
- "More Asian brand clothing retail outlets."

Install more lighting
(9 comments)

- "Red lanterns lit hanging above and being lit up along the foot path"
- "Renovate and lights to make more social media friendly for photos"
- "Cleanliness and brighter lighting"

Improve the connectivity
(5 comments)

- "Most people transit through here. Although the recent footpath leveling and widening has been good, it took away the crossing at Ultimo Road and Hay St which makes crossing the road very difficult. There needs to be more work done (eg crossings) to integrate both sides of George St as this precinct is very much part of Haymarket and Chinatown and currently

feels unloved with many shops empty. Could Council consider grants and/or temporary changes to planning rules (eg trading hours) to help businesses in the area get up again?"

- "Removal of one-way traffic and reinstating the connection of Sussex st and Ultimo Rd"

Paddy's Market

Increase the food and retail offerings

(18 comments)

- "Farmers or artisanal market like carriage works, Adelaide queen Victoria markets"
- "Have more vintage clothing stores and electronic trade in stations to encourage recycling and reduce waste. Also have more fresh fish stalls, like a pop up fish market on weekends. Get more known boutique Australian brands (like micro brewery's e.g. Atomic Beer). And do pop ups each week with a different food truck or stall collab."
- "I feel like all the vendors are the same now, would love more variety so it doesn't feel like such a tourist trap any more"
- "This would be great as a proper food/market destination like Chelsea Markets in New York, or Borough Markets in London"

Revitalise Paddy's Market and improve physical space

(18 comments)

- "It's old and dated. Just the same thing over and over again. More variety, maybe more cultures. Not just China."
- "Needs a revitalisation (without gentrifying) to make it exciting again for tourists"
- "The entire market needs a redesign. It is not at a level comparable with any other markets in a global city (Barcelona, London, Toronto) or Melbourne. It needs to be cleaned, sell better quality souvenirs, fresh food, best things Sydney/Aus has to offer. The customer experience here is disappointing."
- "Too dilapidated - can be made more upmarket like Melbournes Queen Victoria markets"

Improve cleanliness of Paddy's Market

(6 comments)

- "More secure and clean"
- "Cleaner and more welcoming"

Install more lighting

(3 comments)

- "Sketchy and dirty needs more lights at night"
- "Improve by painting, extra lighting."
- "More imagination. Need refreshing/revitalising .. more colour and night lighting effects"

Improve and increase street embellishments

(2 comments)

- "This area is a bit of a letdown between central station and paddy's market. The shop fronts need cleaning. I recommend greenery- trees, flowers, fairy lights at night, new shop fronts with rules about advertisements on windows. Artwork and murals."

George Street

Better activate George Street to improve appeal

(13 comments)

- "
- "This end of George Street is completely dead. Look at Spice Alley for inspiration and go from there. We need more late night areas where dining doesn't stop at 10pm, and where you can have a drink and dinner without spending hundreds of dollars. The inner city is great but too expensive. Let's give people a reason to walk down to Haymarket."

	<ul style="list-style-type: none"> • “Currently very quiet and has a disjointed atmosphere between other parts of the CBD” • More shops/night entertainment/restaurants open, or conversely affordable housing for the homeless around there. There are so many these days.” • “turn it into permanent night noodle market” •
Improve cleanliness of George Street (8 comments)	<ul style="list-style-type: none"> • “It always feels like it needs a street clean” • “It’s a bit grimy and depressing - make it more pedestrian friendly and add greenery” • “Regular cleaning, more green spaces”
Increase greenery (7 comments)	<ul style="list-style-type: none"> • “Fix leaking footpath covers, fix escalators so they work, make entrances more colourful and modern to fit area, make better use of space with some plants. Street art.” • “Greenery. Proper greenery, not trees in a pot. Green tramline, those ones with lawn in the middle. Take over abandoned building and restore. Create housing, affordable, not subsidised but simply affordable apartments.’ • “The pedestrianisation is great but needs more tree canopy, shelter and maybe tables at the benches for people to eat lunch etc”
Increased and improved street embellishments (5 comments)	<ul style="list-style-type: none"> • “Good feature lighting on some facades. More colour: banners, art features.” • “More bright colourful lights? The projection ads on blank buildings recently are cool and could fund things couldn’t they? Between townhall station and world square its very exciting and colourful and reminds me of Asian cities with the lights/arcade. It feels more alive and less like peeling paint.” • “No real sense of arrival in Chinatown. Build an arch, use lanterns & signage” • “Music. Art. Public sculpture and performing.”
Sussex Street	
Improve pedestrian experience (8 comments)	<ul style="list-style-type: none"> • “Better pedestrian infrastructure - wider and better footpaths.” • “It would be great to better pedestrianise the portion of Sussex Street that is between Chinatown and the darling quarter to better connect those areas” • “More pedestrian friendly. Less car parking. Perhaps an extra crossing” • “The public realm, footpaths needs to be upgraded to match the quality of the rest of the city, including greening. Reduce traffic in Goulburn Street to improve the quality of the walking connections in the neighbourhood.
Improve cleanliness of Sussex Street (8 comments)	<ul style="list-style-type: none"> • “Clean it up by picking up rubbish and washing the outside of the shops” • “ • “It’s not very welcoming and seems dirty. The shops on this street don’t seem very valuable”
Increase the food and retail offerings	<ul style="list-style-type: none"> • “For such major thoroughfares, they're not particularly exciting or inviting - though George St seems to be getting more

(7 comments)

interesting. We need a diverse mix of retail and recreational in amidst the dining - more reasons to visit.”

•

Revitalise Sussex Street

(6 comments)

- “Modernise. Streetscape. Better variety of restaurants and shops”
- “Freshen and revitalise.”

Install more lighting

(5 comments)

- “Better night lighting”
- “Colour lights , lanterns”

Belmore Park

Improve cleanliness and maintenance of Belmore Park

(8 comments)

- “It always feels so dirty and desolate - a place you hurry through instead of lingering in to appreciate the greenery.”
- “Just feels dirty, not a place to sit and enjoy so it's a wasted space at the moment”

A more welcoming and accessible space

(7 comments)

- “Make it a place to visit not just pass through”
- “Make it more welcoming for people for enjoy, such as to have picnics”

Improve the lighting

(7 comments)

- “Better lighting at night”
- “Improved lighting and walkways. Very creepy to walk after sunset”
- “Still doesn't feel safe at night. Maybe improve lighting.”

6.7 Appendix G

Question 8: We are upgrading Dixon Street and Chinatown. What would you change or improve?

Theme	Select verbatim comments
Make it more welcoming by improving cleanliness of the area (173 comments)	<ul style="list-style-type: none"> “A deep clean of the streets - early in the mornings (6 / 7 AM) it can feel dirty from the night before.” “Its dirty and unwelcoming. The area no longer feels safe and there are very few patrons. Clean it up, more green spaces, better lighting, cultural activities.” “More rubbish bins and more regular cleaning service will be important.”
Increase variety and quality of food and retail offerings (158 comments)	<ul style="list-style-type: none"> “More unique shops, restaurants, cafes to make it a destination again.” “Allow more bars, late night restaurants, 24 hour trading for businesses. Make it more like China/Asia and set an example of creating a real night time economy” “Bring back the feel of yesteryear, with new amenities with cheap eats from different parts of China, authentic tea houses, dress shops, Chinese music shows, kung fu school.” “I’d seek more bars or music venues - get the mix better between traditional Asian food outlets and exciting nightlife.” “Allow more space for outdoor festivities or outdoor seating for restaurants and bars. Seeing other parts of the city move onto the streets really improved the culture and made suburbs and streets come alive.” “This area should have more a hawker, street food vibrant character.”
Improved and creative lighting (126 comments)	<ul style="list-style-type: none"> “Adding more lights as it can be scary to walk alone at night.” “Better lighting on Dixon St would bring a lot more vibrance to the area.” “Traditional lighting on Dixon street. Lanterns and poles. Mixed with neon/led modern lighting in laneways and street art.” “The whole precinct requires better lighting - The gates should glow at night, there are streets and areas that are dark - colours and lanterns to add vibrancy, themed murals on walls, public art.”
Increase pedestrianised areas and cycling infrastructure (91 comments)	<ul style="list-style-type: none"> “Fewer cars and more pedestrianised areas.” “A more social and pedestrian friendly area.” “Ensuring bike lane access from various surrounding places.”
Maintain the local character of the area and celebrate its heritage value (87 comments)	<ul style="list-style-type: none"> “A refresh is welcome but don’t modernise so much that it loses character.” “Don’t change too much. Sometimes, with the best of intentions, we change too much and lose the link to the past. It is very important to keep the past alive, yes, relevant, but alive. People want to see what their parents & grandparents saw, experience it for themselves.” “Too much modernism in the area. Doesn’t look like Chinatown anymore. Need to preserve old buildings and introduce more shops.”
Increase street embellishments to celebrate cultural heritage and improve the atmosphere	<ul style="list-style-type: none"> “Cleaner, different art instalments, more seating options.” “Improve the lighting, interesting streetscapes. Architecture and public art that reflects cultural links” “Include more arts and green. Arts that speak to the heritage and history will be great (refer to how Singapore revitalise their Chinatown).”

(85 comments)

- “More murals to suit area - fill some of those side streets and laneways with tonal colour.. have a blue lane, a purple lane etc include historic references and some interesting street art, better signage.”
- “More public art by Asian and Chinese-Australians. Lanterns to identify Chinatown.”
- “The gates need a fresh coat of paint, including the lions.”
- It'd be great to include stories at sites, or create art work that illustrates the history of the area, whilst looking towards the future.
- More asian lanterns, lights, street art to jazz up the space.
- Design wonderful cultural street decorations and light
- Installation of more “gates” in addition to the restoration of the two original gates of Dixon Street for an expanded “Chinatown”

Improve place experience with additional street furniture and amenities

(65 comments)

- “Seatings should be aimed to encourage social interaction.”
- “Add lights and outdoor seating areas for eating and just hanging out.”
- “More seating options (or rest areas) and better ones as well, especially during night markets when its very busy and people are moving around alot.”
- “More seating under the beautiful big trees in Dixon St mall.”
- “Installing drinking fountains similar to those in George Street next to World Square, etc.”
- “Increase outdoor undercover spaces for people to sit with their takeaway items even when it's raining.”

Increase greenery and tree pruning

(64 comments)

- “Trees would be great.”
- “Plant trees that will grow in between tall buildings.”
- “Need to open up the tree canopies so more light comes into the street.”
- “More distinctive plants from Asian country.”

Increase support for local businesses

(57 comments)

- “Fix leases or offer support for struggling businesses. Too many places have to close.”
- “Attract the right mix of business that enhances Dixon Street as a place to visit.”
- “Please don't price out the mums and dad restaurants. They give to the character and history.”

Improve building maintenance

(52 comments)

- “Preserve and restore the unique architecture of the older buildings.”
- “Uplift the facade of the buildings and facilities in Dixon Street to improve the feel.”
- “Cleaning the buildings and having them undergo maintenance.”

Modernise the area

(50 comments)

- “All the shops and restaurants need to be modernised like Darling square.”
- “Keep character of the area but modernise the facilities. public restrooms. water fountains. more art installations. more light design features.”
- “Modernise without losing the historical and cultural traditions.”
- “More modern Asian vibe.”

6.8 Appendix H

Question 11: Describe what you would like Haymarket to look and feel like in the future?

Theme	Select verbatim comments
Celebrate the diverse Asian culture and history of the area (255 comments)	<ul style="list-style-type: none"> “A bustling epicentre of cultural heterogeneity, a mini-Asian city within Sydney with elements of Tokyo, Osaka, Singapore, Kuala Lumpur.” “A cultural village reflecting the Asian history and heritage of the area” “A modern bustling Asian wonderland” “A vibrant representation of Sydney’s Asian/Australian culture. Keeping important historical aspects and Asia-inspired architectural design while opening it up and creating a pedestrian-friendly center in the city that offers excellent food, trendy bars and hip cafes for all. Areas dedicated to events, public art and performances to showcase the best of Asian/Australian heritage and offer learning opportunities for the whole of Sydney.” “I would like it to feel like Chinatown in the area rather than just around Dixon st. I want it have lanterns & feel like San Francisco’s Chinatown. Wall murals, cute laneway cafes/bars/eateries, look cleaner, feel more like a’ entertainment/social precinct.” “A respect for its culture and history and also showcasing the architecture and buildings that are already here - maybe more prominent information on what the buildings have been used for in the past and also updating them so that the spaces can be used for catch ups and social work spaces etc” “A precinct expressing the history, culture and social contribution of Chinese Australians and more recent diverse Asian Australians,”
Feels vibrant, busy and bustling (162 comments)	<ul style="list-style-type: none"> “A bustling Chinatown, with Chinese restaurants and services, properly accessible and serviced by public transport” “A vibrant celebration of the culture, with genuine and authentic fare and traders..” “Bright, vibrant, busy, embrace Asian culture, attract and welcome all types of people to celebrate Asian culture” “Chinatowns all over the world are known for their vibrancy which is lacking in Sydney’s Chinatown. A vibrant Chinatown/Haymarket area must be the objective of Council’s policies and actions”
A place that feels clean and well-maintained (152 comments)	<ul style="list-style-type: none"> “A little cleaner and better presented but keeping the heritage elements” “Clean, hygienic, welcoming.”
Offers a variety of quality food, retail and entertainment offerings that are open late (136 comments)	<ul style="list-style-type: none"> “A 24/7 precinct, that is known for late night through to early morning trading for restaurants & bars. Lots of lights and vibrant, lots of people walking around.” “A place where there is good quality restaurants and cafes, karaoke bars, bookshops, world class markets, things to do

besides eating. A place where you're not just walking by from Central to Town Hall, but a place that is a destination."

- "More restaurants again and more nightlife not just that old pub but outside drinking incentives for young people with lots of different products to buy . I love the food court too"
- "Like an Asian street fair but modernised. Maybe more chaotic with hidden bars and cafes. Better quality of unique destination retail"

A place that feels contemporary
(126comments)
but also celebrates the local character and charm

(134 comments)

- "A vision of the past, back to the 80s/90s vibrant, not over polished, but certainly a hive of activity!"
- "An invigorating Asian cultural hub and experience for locals and visitors. Embrace and preserve the history but bring it to life with modern LED lighting, seating, Asian art and cultural motives. Take examples from other internationally famous Chinatowns."
- "Haymarket has this 90s charm. While Chinatown and Haymarket gets updated, it's important not to change too much of its signature. The Chinatown gates is something very nostalgic"
- "I want it to retain its individuality and charm and not be sanitised. Its character, history and culture need to be protected from greedy developers who would erase them for cheap and flimsy buildings that do nothing but provide cramped accommodation and make the area unaffordable for locals."
- "A modern and inviting space that displays its culture and history."
- "Haymarket needs to be buzzing to survive, I'd love a modern and welcoming space- with its Chinatown roots and style."
- "Feel more modern and open. Lots of the buildings are hidden and what is inside is unknown. Lots of the area is run-down, dirty, and abandoned. Improve to be cleaner and modern."
- "I would like it to be an interpretation of what a modern Chinatown should be like, cleaner, modern lighting and art but still retaining traditional architecture. There should also be a higher focus on activities rather than just food and more places to just gather which it is sorely missing."

Feels culturally safe, welcoming, and accessible

(89 comments)

- "a cultural hub accessible to the old and young, poor and rich that upholds community values"
 - "A welcoming, walkable series of well sign-posted and interconnected streets where visitors can come to sample an authentic mix of food, retail and cultural options - and those with Asian heritages can come celebrate and connect with their roots. It should honour the traditional while integrating the new and fresh - and we should leverage its strengths as a core part of our city's brand identity."
 - "Welcoming area that visitors and local people can go to eat, spend time, relax and explore."
 - "Warm, Friendly, easy access, culturally appropriate. Meeting place for visitors and locals alike."
-

Celebrates multi-culturalism

(87 comments)

- “A beautiful exciting mix of old and new, like the cultural mecca of Chinese food culture in Sydney. It should draw people from all over the city, including Chinese neighborhoods like Chatswood, because it’s next level.”
- “A melting pot of culture, busy and modern without eliminate the heritage and history. A place when people want to go because there is always something happening.”
- “A place where the many cultures that call this great land home can show case their creativity, cuisine and culturally significant celebrations inspired by the art scenes of cities like Tokyo and Beijing with a strong connection to technology art and celebration”
- “A welcoming cultural hub: future thinking and paying respect to cultural roots”
- “Vibrant celebration of Sydney's diverse cultural history.”

Be safe

(80 comments)

- “A safe and comfortable space for people with an Asian background”
 - “A safe and pedestrian-friendly place, vibrant and welcoming with an emphasis on its historical cultural diversity.”
 - “Safe, welcoming, fun place, open late, lots of cafes, bars and restaurants for everyone.”
 - “Somewhere clean and that is and feels safe to go solo.”
-

6.9 Appendix I

Question 13: Is there anything else you would like to say about the future of Haymarket?

Theme	Select verbatim comments
Improve pedestrian experience and increase transport access to Haymarket (34 comments)	<ul style="list-style-type: none"> “Cycling connections are really average here compared to surrounds, it makes me less likely to visit!” “Extra trams during peak times. Often the trams are packed as they are passing through Haymarket.” “More pedestrian thoroughfares would make navigating the area with older relatives less stressful.” “Given the large amount of people walking around in and around the Haymarket area, perhaps widening of footpaths or closure of streets to traffic might be a great improvement in the area.”
Ensure Haymarket is a welcoming, accessible and inclusive place (26 comments)	<ul style="list-style-type: none"> “A place for people who are far away from home; inclusivity, acknowledging, welcoming environment.” “Bring the joy and celebrate the diverse and beautiful cultures!!!” “Haymarket has so much potential to be a welcoming, cultural, exciting place for all ages and cultures. Would like to see more indigenous recognition and story telling around the area that coexists with the Asian heritage.” Just make every person of different cultures feel this is the place to meet.”
Improve streetscape with creative street embellishments and furniture (17 comments)	<ul style="list-style-type: none"> “Keep the Asian culture, just improve lighting, public art, make the area look fun and exciting.” “It can be more inviting if well lit at night.” “There should be more public seating/benches. It is very hard to find a place to sit down.”
Consult with local stakeholders, including businesses and cultural leaders (13 comments)	<ul style="list-style-type: none"> “I also hope there is further consultation with the community about future change and more thought put to creating engagement on the streets of Chinatown.” “I think Chinatown and Haymarket has suffered during COVID and the lockdowns and it is very important to prioritise the voices of this community.” “Please consult a diverse range of opinions about the area as it is culturally significant to many first generation Chinese immigrants who established their first communities there as well as their families.” “Please ensure you are liaising with cultural leaders and organisations of the area to see if there are services that this area can provide.”
Increase entertainment offerings, including arts spaces and cultural events (13 comments)	<ul style="list-style-type: none"> “An amateur theatre would be an awesome addition to the area.” “Maybe the Government could offer spaces for free to artists and designers to bring more created folks back into the area and in turn encourage more create partnerships with the local business owners.” “Would love live music venues amongst the amazing art and galleries!”
Longer trading hours and improved nightlife (12 comments)	<ul style="list-style-type: none"> “For Sydney to be a global city restaurants need to be open later than 10pm. Allow for longer trading hours.” “Honestly if there are places where I can have a nice regular chat with friends (groups of 3-6) regularly that are open until late, and are not pubs or clubs, that would be great.” “I believe Haymarket is such a unique and important area of the City of Sydney and of Greater Sydney as a whole. I would love for Haymarket to become a 24-

hour precinct that attracts locals, other Sydneysiders and tourists, providing a uniquely Sydney experience.”

- “I wish it was more lively and have a reason to visit as Sydney nightlife does not really exist. I hope it becomes a place where both young kids, partygoers and the older generation could visit.”

Increase promotion of Haymarket

(8 comments)

- “It is an area in need of enhancement and greater promotion and recognition, particularly its Chinese heritage.”

Increase availability of public open space

(7 comments)

- “There are few rest points or incentives to linger and look. I'd rather see trees and pocket parks than public art.”
- “Build it for the future. Think COVID-safe. More outdoor options, wider spaces and pedestrian first thinking.”

Improve safety

(6 comments)

- “Like the rest of Sydney, I'd like a cleaner more appealing and safe area.”
- “Please revive and make it safe and welcoming.”

Increase parking and drop off zones

(3 comments)

- “More Parking! More Drop off points for elderly! Current Parking Stations are far and a part after the removal of the Entertainment Car Park.”

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