

HUNTER STREET REVITALISATION

Final Strategic Framework

December 2010

A study by

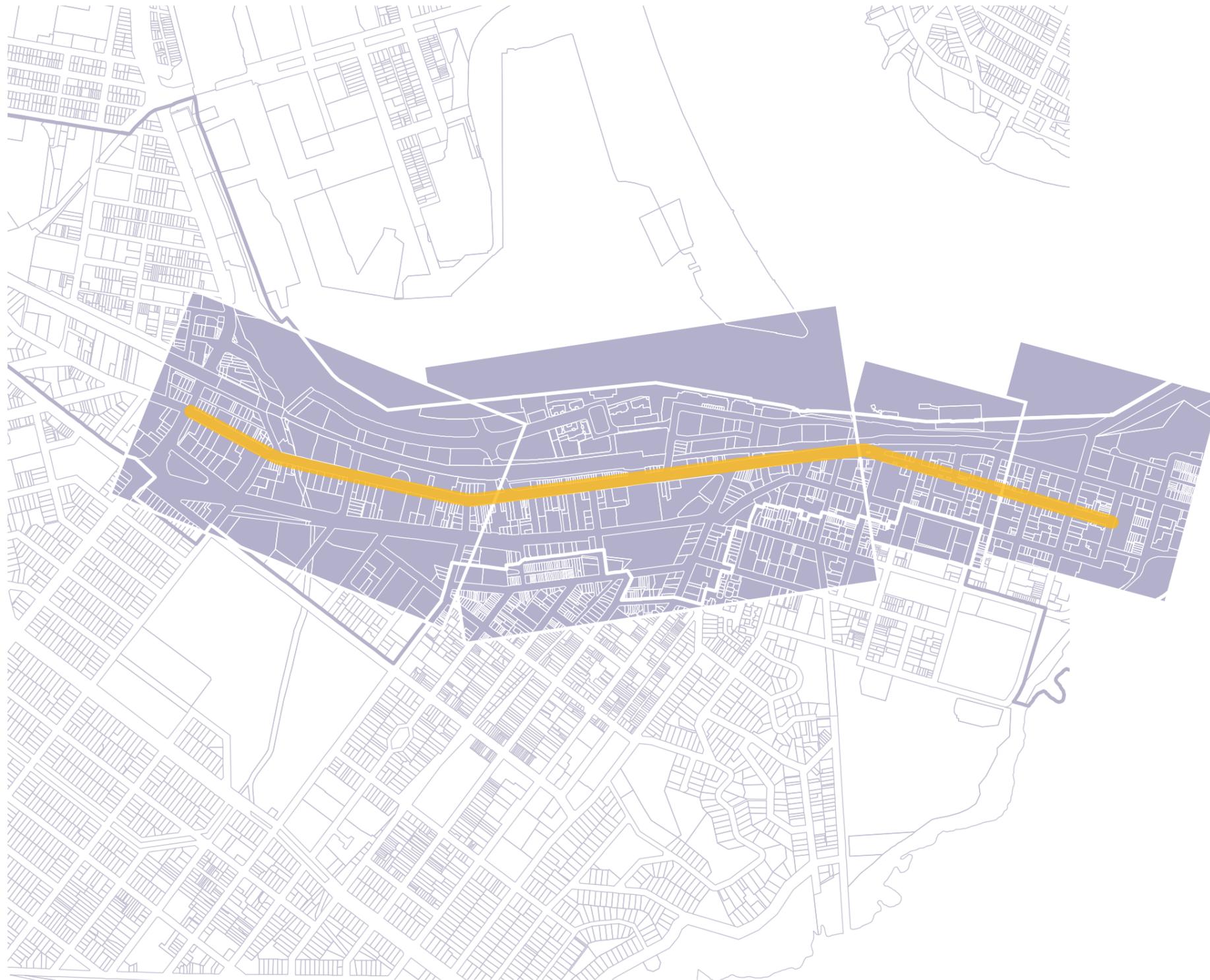
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This report was prepared by SCAPE strategy
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EXECUTIVE SUMMARY

Newcastle is a major regional city of New South Wales with a population of 145,000 within the overall local government area. The city centre also services the broader Hunter region population of over 600,000 people.

The city centre encompasses a major working harbour, dramatic coastline cliffs and beaches, a rich heritage built form and areas of urban renewal. The heart of the city centre is defined by Hunter Street its main street.

Hunter Street is viewed with great passion and pride by the Novocastrian community, and its more recent demise from a major retail and community destination has prompted decisive action from the City of Newcastle to seek its revitalisation.

Council has adopted an integrated planning approach to revitalise Hunter St using evidence based decision making as a key principle. It has recognised that building a sound understanding of the economic, social, environmental and governance factors in play along Hunter St and the city centre is fundamental to achieving enduring revitalisation outcomes. The 2010 Hunter Street Revitalisation Masterplan (HSRM) Contextual Framework summaries these understandings and lays the groundwork for strategic planning and project delivery.

The 2010 HSRM Strategic Framework builds from the HSRM Contextual Framework and has been prepared to articulate a whole of community inspired vision for a revitalised Hunter Street. Through 600 intercept surveys of Hunter St pedestrians and business operators, 1700 respondents to 2 surveys through the award winning Newcastle Voice, workshops with key stakeholder business and property groups, and a community open invitation workshop with 110 participants, a broad based and resilient vision for a revitalised Hunter Street has been captured.

The community identified 4 themes for revitalising Hunter Street:

- Enterprise
- Integrated Transport
- People and Place
- Greenways

The application of these themes to revitalise Hunter Street has been thoroughly explored within the HSRM Strategic Framework and priority actions identified to achieve them as tangible “on the ground” outcomes. Many of these priority actions will need to be delivered in partnership with a wide range of community, State and Federal government stakeholders over both the short term and longer term timeframes.

The City of Newcastle is committed to revitalising Hunter Street and has set aside significant funding in 2010/11 to commence the delivery of the priority actions.



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FINAL STRATEGIC FRAMEWORK

HUNTER STREET
REVITALISATION

THEME ENTERPRISE

Support and expand Renew Newcastle style initiatives to encourage start up businesses along Hunter Street

Reduce costs and fast track approval processes to enable additional outdoor dining

Development and implement a business retention scheme

Implement a Façade Improvement Program as a partnership between private landowners and government stakeholders

Develop a trading out policy for retailers along Hunter Street to help activate the streetscape

Develop a night time economy policy to encourage small bar and café business operations

Facilitate investment by State and Federal stakeholders to deliver new University and legal functions along Hunter Street

Develop Council owned sites for highest and best uses

Undertake feasibility modelling for key sites and city blocks to identify market driven development opportunities

Prepare an Urban Renewal SEPP to facilitate the redevelopment of key sites and city centre blocks

Incorporate incentives and reduce levies for new residential development

Equitably share the costs of environmental mitigation between private and public stakeholders

THEME INTEGRATED TRANSPORT

Retain and enhance the movement economy benefits for Hunter Street

Develop Hunter Street as the primary multimodal transport corridor for the city centre

Design and implement a high quality streetscape environment and pedestrian way finding strategy

Explore the reallocation of road reserve space away from private car priority along Hunter Street

Prioritise vehicle access spines to Hunter Street and the city centre via King Street, Honeysuckle Drive and Wharf Road

Explore dedicated bus/light rail corridor options along Hunter Street

Connect Hunter Street to adjacent through cycle routes and develop ultralocal cycling opportunities with support facilities

Retain or augment on street car parking wherever possible

Improve bus stop infrastructure to upgrade the public transport experience and increase utilisation levels

Implement a “whole of city” parking strategy

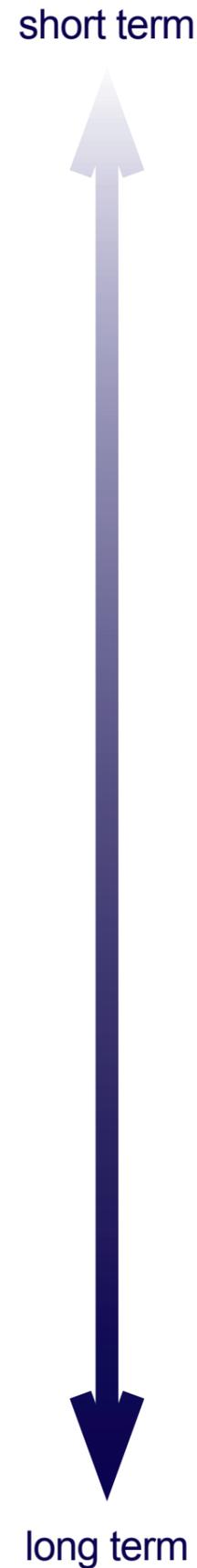
short term



long term

PRIORITIES

PRIORITIES



THEME PEOPLE & PLACE

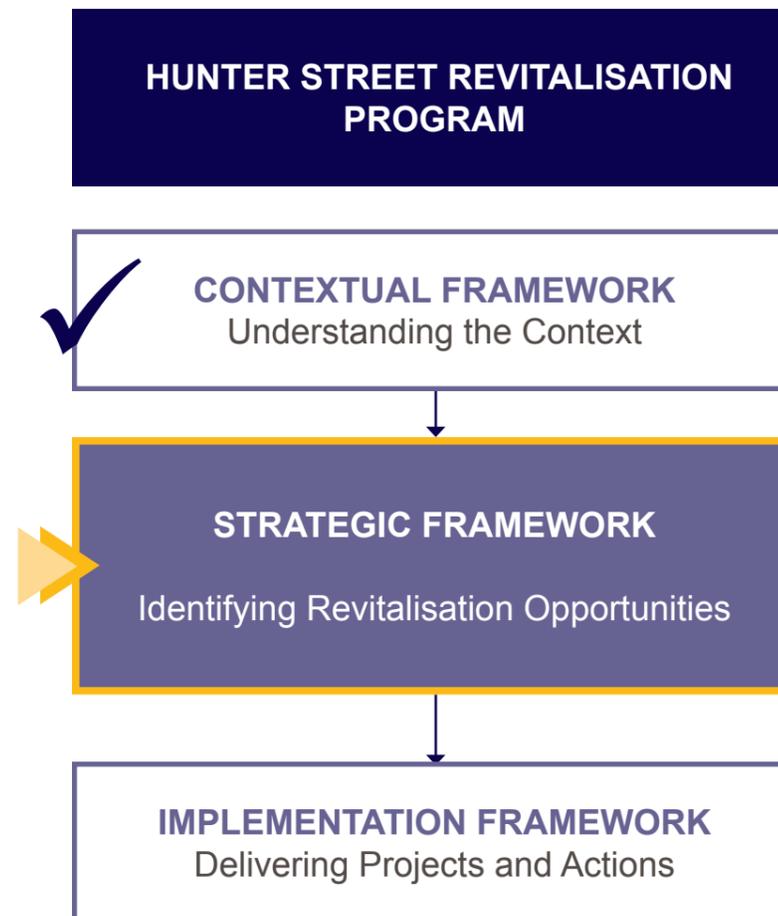
- Improve street cleanliness by developing a Hunter Street Maintenance Service Level Agreement with key stakeholders
- Continue to prioritise and implement a place making program
- Implement a positive rebranding strategy for Hunter Street as part of the overall city centre tourism and community visitation experience
- Develop a recurrent annual program of events and activities along Hunter Street
- Improve community safety by enhancing lighting of public domain spaces
- Develop and implement a day and night time Aboriginal and European heritage interpretation strategy for Hunter St linked to other city centre sites of heritage significance
- Implement a way finding strategy between key destinations along Hunter Street and within the city centre
- Prepare Public Domain Plans for each of the 4 precincts along Hunter Street
- Prepare a Public Domain Technical Manual to assist in the development of individual precinct streetscape character
- Activate dormant streetscape edges by creating new lease area opportunities for day and night time economy
- Provide new public toilets at appropriate locations along Hunter Street

THEME GREENWAYS

- Refer to the Newcastle Urban Forest Policy (2008) as part of the creation of a co-ordinated greenway program for Hunter Street
- Implement a tree management and succession plan for existing tree assets
- Increase biodiversity through selection of a variety of plant types and forms
- Develop a new street tree planting plan for Hunter Street with canopy cover targets
- Enhance the green connectivity within the Civic Precinct of Hunter Street
- Create a new green gateway in the West End at Cottage Creek
- Acquire properties, deconstruct and reveal Cottage Creek as an urban stream
- Develop a whole of catchment management approach for Cottage Creek, water quality and flooding issues
- Incorporate sustainability approaches in the construction of new buildings and infrastructure along Hunter Street
- Build climate change resilience into the forward planning of the Newcastle city centre
- Encourage development to incorporate green walls and roofs to reduce water runoff and cool the city ambient temperatures

1

INTRODUCTION



SCAPE Strategy has been commissioned by Newcastle City Council to undertake a series of studies to inform a program aimed at the revitalisation of Hunter Street in Newcastle's city centre.

A Contextual Framework study preceding this report provides a detailed analysis and understanding of Hunter Street in the context of global, national, regional, city centre and street scale forces. It details a number of key considerations which are summarised in this report.

This report comprises the Strategic Framework, informed by the key considerations within the Contextual Framework along with community consultation outcomes that ran alongside this process.

The Strategic Framework report is intended to provide an aspirational, community based vision for Hunter Street along with a set of guiding themes against which the merits of opportunities investment proposals and urban design improvements can be assessed within a program of priority interventions to act as a catalyst for its revitalisation. The Framework also considers the implications of proposals for the railway.

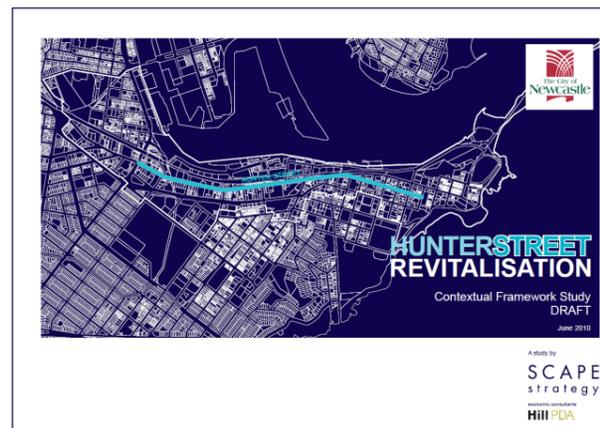
Many of the opportunities identified in the Strategic Framework have been derived from the consultation process that included State Government agencies, the Property Council and the Newcastle City Centre Committee. Community involvement incorporated 480 Intercept surveys of pedestrians using Hunter Street; 120 face to face interviews with small business operators along Hunter Street; 1734 respondents to 2 surveys through Newcastle Voice, on line comments through Bang the Table and community workshop.

The Strategic Framework will therefore guide a process to assess with community involvement the preferred opportunities for interventions which best serve the need to revitalise Hunter Street.

2

KEY CONSIDERATIONS

This section outlines the key issues that will influence the revitalisation opportunity for Hunter Street as identified in the *Hunter Street Revitalisation Contextual Framework* (June 2010) report.



For further detail, please refer to the Environmental Audit chapter of the *Hunter Street Revitalisation Contextual Framework* (June 2010)

ISSUE (ENVIRONMENTAL)	CHALLENGE
Mine Subsidence Remediation	<ul style="list-style-type: none"> • Restriction on building height to 36m • Reform of planning instruments: Height & FSR controls • Limitation on basement car parking - high cost penalty • High cost of remediation • Legal ramifications of remediation affecting adjoining properties
High Water Table	<ul style="list-style-type: none"> • High cost of underground car park construction • Construction cost penalty in footings & water proofing management • Loss of FSR to above ground car parking affecting commercial viability • Contamination potential
Acid Sulphate Ground Conditions	<ul style="list-style-type: none"> • Construction cost penalty in footings & site management
Flood and Storm Water Management	<ul style="list-style-type: none"> • Elevated risk to life & property in Peak Maximum Flood event • Property resumption to increase catchment & flow capacity • Increased ground floor levels for new development in high risk areas • Increased potential for economic & productivity loss
Tree Asset Decline	<ul style="list-style-type: none"> • Loss of urban amenity and eco environmental city benefit • Succession Plan and capital investment
Sustainability	<ul style="list-style-type: none"> • Building climate resilience. • Sea level rise & storm surge management • Increased urban heatload management • Potential loss of biodiversity • Liveability - potential loss of urban lifestyle • Energy and water demand

KEY CONSIDERATIONS

STRATEGIC FRAMEWORK

ISSUE	CHALLENGE
INTEGRATED TRANSPORT	<ul style="list-style-type: none"> • Regional connections • Transport Investment • Traffic congestion • Public transport patronage • Rail corridor • Pedestrian & cycle connectivity • Car Parking
ECONOMICS	<p>Retail</p> <ul style="list-style-type: none"> • Decline in city retail & jobs • Escape expenditure • Vacant & derelict shop-fronts <p>Commercial</p> <ul style="list-style-type: none"> • Retracting market vacancy rates • Business incentives • Latent capacity for commercial space • Job creation <p>Residential</p> <ul style="list-style-type: none"> • Affordability • Newcastle 2030 Growth target • Investment incentive • Construction employment <p>Heritage</p> <ul style="list-style-type: none"> • Dilapidated buildings • Costly restoration & re purposing <p>Cruise ship conference entertainment facilities</p> <ul style="list-style-type: none"> • Low entertainment amenity • Tourism sector growth

ISSUE	CHALLENGE
SOCIAL	<p>Public Domain</p> <ul style="list-style-type: none"> • Personal safety • Cleanliness • Amenity • Wayfinding and city interpretation <p>Education - Callaghan Campus</p> <ul style="list-style-type: none"> • Regional Higher Education Facility's • National "knowledge economy" growth • Infrastructure investment • Job creation • Research & Innovation support <p>City University</p> <ul style="list-style-type: none"> • Growth investment • City revitalisation catalyst • Economic stimulus <p>Justice</p> <ul style="list-style-type: none"> • New court infrastructure • Regional Service expansion • Job creation • Anti-social behaviour
GOVERNANCE & PLANNING	<ul style="list-style-type: none"> • Leadership • Government Investment • Realise Council and State land asset • Heritage Asset Management

3

KEY DRIVERS



3.1 TRANSPORT

In line with current trends for urban centres, connectivity improvements are a primary objective for the Newcastle City Centre by implementing a revised integrated transport system within the city and to key regional facilities. Adopting this strategy will advance a seamless integration between the West End to the East End and assist in providing significant sustainability outcomes.

3.2 PLACE MAKING

One way to capture the spirit and drive of the local community to revitalise Hunter Street is to adopt a partnership approach in the delivery of a range of place making projects along the length of Hunter Street. These small scale low intervention projects aim to enhance social, environmental and economic outcomes within fast timeframes with the benefit of quick turnarounds in public perceptions of place.

3.3 UNIVERSITY OF NEWCASTLE CITY CAMPUS

The University of Newcastle has made public its interest in expanding the inner city campus with possible faculties such as law, business and performing arts. Further development of the University's presence in the city centre with either proximity to, or high levels of connectivity to Hunter Street, could be a significant catalyst to transform the cultural diversity and vibrancy of Newcastle. This inner city expansion would allow redevelopment of the Callaghan campus with a science, research and development focus.

3.4 JUSTICE FUNCTIONS

The State and Federal court functions are currently housed in the eastern areas of the city centre. The recent announcement by the State Government of the relocation of its court facility to within the Civic Precinct will see a new role develop for this part of Hunter Street. Other opportunities to consolidate and support the emerging justice role for the Civic Precinct should continue to be explored. This may include the addition of the further court facilities, development of practice chambers, accommodation and ancillary business support services.

3.5 CIVIC SITES

The City of Newcastle has significant property holdings within the Civic Precinct. These sites have the capacity to bring further substantial economic and cultural vitality to this section of Hunter Street as potential redevelopment opportunities become realised over time.

3.6 WEST END REDEVELOPMENT POTENTIAL

The development potential for land located within the West End Precinct is embodied within the 2008 Newcastle City Centre Vision and supportive Local Environmental Plan. The opportunity to realise this potential has at least been in part constrained by a unique set of environmental factors. The Mine Subsidence Working Party is collaboratively identifying ways and means to equitably unlock the development potential of lands along Hunter Street with respect to this particular issue.

3.7 HUNTER STREET CENTRAL - ENTERPRISE DEVELOPMENT

Attracting investment as a key enterprise initiative is a priority driver in delivering economic stability and activation of the Central precinct. Opportunity for iconic retail, commercial and residential development including revitalisation of the public domain.

3.8 CRUISE AND CONFERENCE FACILITIES

The city's attractiveness as a cruise ship and business conference destination has grown noticeably in recent years. The port offers a unique opportunity for a cruise ship facility bringing investment, jobs and vibrancy to the harbour and the city centre. The connectivity of the cruise ship terminal and other harbour foreshore activity areas to Hunter Street will be an important consideration in ensuring that potential economic benefits flow through to other parts of the city centre

3.9 HONEYSUCKLE PRECINCT

Although substantial components of the Honeysuckle Urban Renewal Project have now been delivered there remain prime sites poised for redevelopment within this key growth area of the city centre. These developments should focus on enhancing connectivity from the Honeysuckle Precinct to Hunter Street and other city centre areas

3.10 RESIDENTIAL DEVELOPMENT

Encouraging additional residential development along Hunter Street has the capacity to substantially increase local economic and social vibrancy. A flexible planning and approval approach could be adopted to ensure opportunities to create diverse and affordable housing can be realised specifically within the West End and Civic Precincts of Hunter Street. This could include adaptive reuse of existing building stock as well as potential lower rise residential developments that minimise exposure to mine subsidence remediation costs.

3.11 HERITAGE

With a significant number of heritage buildings located along its length, Hunter Street has a unique cultural story to tell its residents and visitors. There are major opportunities to interpret this story in the public domain through innovative means such as public art, lighting, and information displays. Mechanisms to support the adaptive reuse and/or sympathetic maintenance of heritage buildings should be examined. The return to public ownership of the old Newcastle Post Office has the potential to become a government "lead by example" project for owners of heritage buildings along Hunter Street and elsewhere in the city centre.

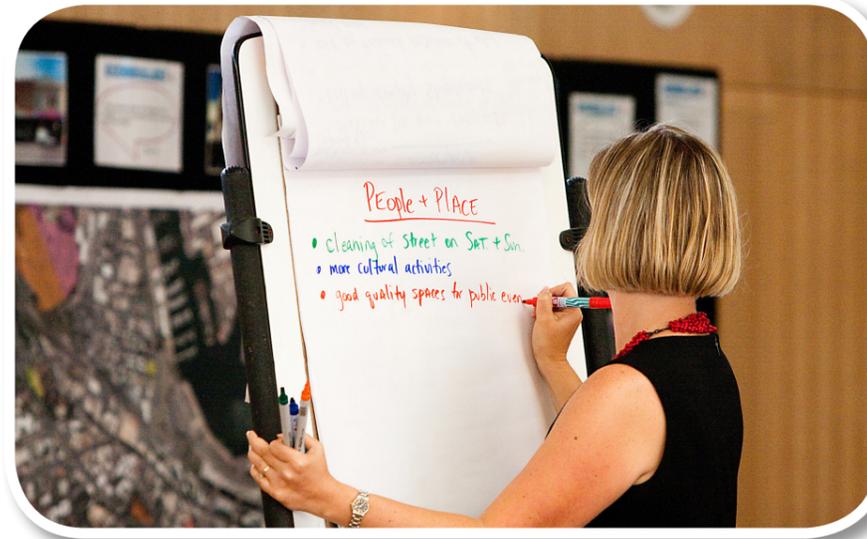
3.12 CYCLEWAYS

There is a recognised need to improve the city's cycling infrastructure to improve cyclist safety, to generate more activity and improve environmental sustainability. Hunter Street has a potential emerging role to play in becoming a key component in the network of city centre cycleways.



4

COMMUNITY VISION



4.1 INTRODUCTION

A core approach in the development of the Hunter Street Revitalisation Strategic Framework has been to identify a community inspired vision for a revitalised Hunter Street and to ensure that the priorities and ideas of the community are recognised as major drivers of change and renewal.

The HSRM Strategic Framework has had a diverse range of community input to guide its decision making. These include accessing and participating in the Newcastle 2030 process which is seeking to establish a long term vision for the City of Newcastle as well undertaking several Hunter Street specific community engagement processes delivered through the Hunter Valley Research Foundation and the award winning Council Newcastle Voice.

Specific community consultation and engagement activities have included:

- 120 face to face interviews with small business operators
- Inputs and interviews with key stakeholder organisation representatives
- 480 intercept surveys of pedestrians along Hunter Street
- Reference to the draft LGA wide vision being developed through the NCC 2030 Vision process.
- Review of previous community consultations relevant to city centre
- 1734 respondents to 2 Newcastle Voice Surveys
- 500 responses to online “Bang the Table” discussions
- Community Workshop attended by 88 community members
- Stakeholder workshop of key economic stakeholders
- 21 submissions arising from formal exhibition process of draft Strategic Framework

This section of the report highlights the findings from these engagement activities.

4.2 NEWCASTLE 2030

Newcastle 2030 is a community consultation process that has been facilitated by the City of Newcastle Council to develop a long-term and shared vision, and a Community Strategic Plan, for the Newcastle Local Government Area (LGA).

Newcastle 2030 is in the process of developing a long-term shared vision and 10-year Community Strategic Plan for the Newcastle LGA. It is setting the strategic direction for where the Newcastle community would like to be in 20 years.

Over 1400 members of the community have had direct input into Newcastle 2030 to date through a range of activities including 7 community workshops, community forum, on-line discussions, workshops with primary, high school and University students, telephone survey and the completion of 600 postcards at community events across the local government area.

The seven strategic directions identified through the process and to assist the realisation of the vision were:

- **Connected City:** Our transport networks and services are well connected and convenient. Walking, cycling and public transport are viable options for the majority of our trips.
- **Protected & Enhanced Environment:** Our unique environment is understood, maintained and protected.
- **Vibrant & Activated Public Places:** We are a city of great public places and neighbourhoods that promote people's health, happiness and well being.
- **Caring & Inclusive Community:** We are a thriving community where diversity is embraced, everyone is valued and has an opportunity to contribute and belong.
- **Liveable & Distinctive Built Environment:** An attractive city that is built around people and reflects our sense of identity
- **Smart & Innovative City:** A leader in smart innovations with a healthy, diverse and resilient economy
- **Open & Collaborative Leadership:** A strong local democracy with an actively engaged community and effective partnerships.

4.3 COMMUNITY CONSULTATION

While the Newcastle 2030 strategic directions provide a broad overarching future vision for Newcastle LGA it was essential to drill down to identify the specific community values, priorities and revitalisation ideas at the micro scale of Hunter Street itself.

A number of Hunter Street specific community engagement and review processes have been completed.

4.3.1 The Hunter Valley Research Foundation : Intercept Surveys

The Hunter Valley Research Foundation (HVRF) undertook 480 intercept surveys of pedestrians along Hunter Street between Pacific Street and Stewart Avenue as well as conducting face to face interviews with 120 small business operators. These surveys were designed to obtain a comprehensive set of values, issues, priorities and ideas from the every day users of Hunter Street.

The Hunter Valley Research Foundation also analysed the outcomes of a range of previous community consultation outcomes relating to the urban development of Newcastle city centre. Documentation reviewed included:

- Newcastle CBD Taskforce Workshops (2008)
- Newcastle City Centre Plan Workshops (2007)
- Newcastle City Centre Renewal, Report to NSW Government (2009)
- Newcastle Community Safety Survey (2009)
- Community Plan 2006 - 2010
- Regional Strategy Update Report 2009



4.3.2 Newcastle Voice, Hunter Street (Stage 1)

The Newcastle Voice, Hunter Street (Stage 1), March 2010 survey received in excess of 4000 constructive comments from community members.

The sheer numbers involved in engagement throughout this process indicate the care and concern the Newcastle community have for their place and particularly Hunter Street.

While it is important to understand and highlight the issues facing Hunter Street and what the community feel the priority actions are to answer these issues, it should be remembered that there are many existing assets of Newcastle and reasons why the community love their place.

What has become clear through all of the engagement conducted is that the Newcastle community care very deeply about their city and particularly about the future of Hunter Street. Hunter Street is in the hearts, minds and memories of many community members. This community are very loyal, creative, enthusiastic and community minded with strong social welfare concerns. They are supportive of each other, local businesses and are nostalgic for Hunter Street to be returned to its' former prominence. They want to see immediate action taken to revitalise the street.

The community engagement conducted for the HSRM process to date highlights the most important issues that face Hunter Street specifically. While the issue of crime and personal safety is high in the list of priorities for both the wider Newcastle area and Hunter Street, a number of specific issues, community priorities and opportunities for Hunter Street have emerged from the research.

There was a strong consistency in results between the different surveys undertaken when the community was asked to identify the tops priorities for Council to focus on in order to deliver the revitalisation of Hunter Street:

The tops 5 responses were typically:

- Encourage shops and businesses
- Improve the appearance of the street
- Improve vehicle access and car parking
- Encourage people to live in Hunter Street
- Improve public safety

STRATEGIC FRAMEWORK

4.3.3 Newcastle Voice, Hunter Street (Stage 2)

Conducted during October 2010, this community consultation extends the conversation about the future of Hunter Street, delving more into the priority areas for action – in both the long and short term. The four themes of the draft Hunter Street Revitalisation Masterplan Strategic Framework (HSRMSF) document were tested: Integrated Transport, Enterprise, People and Place and Greenways.

A total of 818 responses were received to the survey: of those 800 were from Newcastle Voice members and 18 were received from the wider community. Respondents continue to provide extensive suggestions with 2,275 comments received, some of them very comprehensive across the complete dimensions of the HSRMSF.

4.3.4 Stakeholder Workshop (Enterprise Theme)

A stakeholder workshop was held on October 26, 2010, to further explore the theme of Enterprise. The workshop provided a forum to communicate and explore the critical issues affecting land use, planning instruments, business confidence, development investment and revitalisation catalyst project opportunities by state, council and the private sector. Workshop participants included; local developers, Department of Planning, Property Council, Honeysuckle Development Corporation (HDC) and key Newcastle Council staff.

4.3.5 Hunter Street Revitalisation - Community Workshop

An open invitation community workshop was held in the evening of the November 24 2010. 88 community members attended the workshop.

Small table groups participated in an intensive exercise to generate specific short and long term revitalisation ideas for 15 identified places along Hunter Street.

Participants were also requested to determine priority locations for place making works along Hunter Street.

Indicative ideas and images emerging from the community consultation are displayed in the following pages.



Photos taken at community workshop (November 24, 2010)

VISION

- Develop Hunter Street as a point of difference destination from competing suburban centres - create a series of unique functions and precincts
- Provide financial incentives and streamline development approval processes to encourage more private investment and business activity
- Increase residential development (including student accommodation) to foster street activation, cultural diversity and support for local businesses
- Improve the connectivity of Hunter Street to surrounding nodes of economic vitality such as Marketown and the Honeysuckle, and coastline and harbour side destinations
- Reduce vehicular priority along Hunter Street to create opportunities for wider footpaths, outdoor dining, cycling and landscaping
- Improve the appearance of the street with new pavement surfaces, street furniture, banners, street trees and green spaces
- Improve the public transport experience by upgrading the bus stops and or incorporating Hunter Street as part of a light rail or tram system servicing the city centre
- Retain kerbside parking convenience while making regulatory arrangements and restrictions more equitable and flexible
- Value heritage buildings - activators for the Street
- Diversify the night time economy to become a “whole of family” experience and to help address community safety issues

"Give pedestrians and cyclists priority by slowing down traffic"

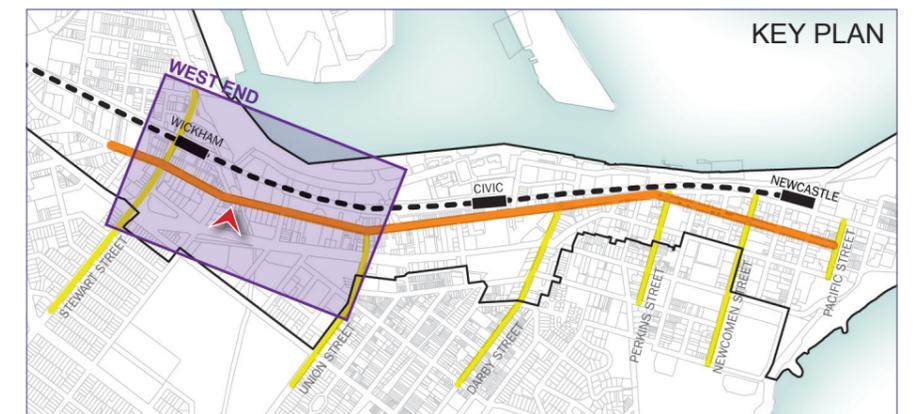


Artistic Impression (Indicative Only)

View of Hunter Street at Cottage Creek.

"More green spaces and trees between buildings. Hunter St is very long. This will provide intervals between the buildings"

"Use more buildings in the western section of Hunter Street as housing"

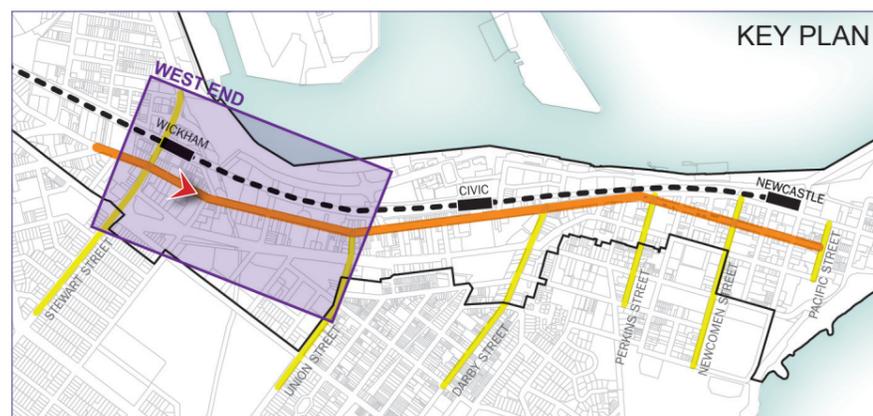


PRECINCT : WEST END

"We need to keep the flavour of Newcastle, beautiful views and intimate community"

"Dedicate different sections of the street to different purposes"

"Hunter St does not need to be as wide as it is... plant trees and gardens down the centre of Hunter St..."



Looking East Along Hunter Street Approaching Cottage Creek.

"Trees could be located to control the temperature of the city"



Artistic Impression (Indicative Only)

Looking East Along Hunter Street with Civic Station Retained.

"More University activities downtown"

"More green areas to make it attractive and pedestrian friendly"



PRECINCT : CIVIC

"Heritage buildings are cared for and preserved... it is significant that those areas are also busy hubs of cultural, community and tourist activity"

"Provide interest to the street by designing more green spaces and trees between buildings"



"Leafy, green, interesting and diverse"



Looking East at Civic with Railway Removed and Public Space Opened to New Museum and Waterfront.

PRECINCT : CIVIC



Artistic Impression (Indicative Only)

Typical New Hunter Street Format Approaching Civic from the West End.

"A well planned and reliable light rail system is what this city needs. The heavy rail line divides the city. Light rail is smaller, quieter and street integrated..."

"A light rail or efficient bus system so I could just park my car and go where I wanted to."



"There are hundreds of office workers on Honeysuckle Drive who would probably venture over to Hunter Street during the day if they could access it easily"



Potential for Civic Park to Connect through to the Waterfront.

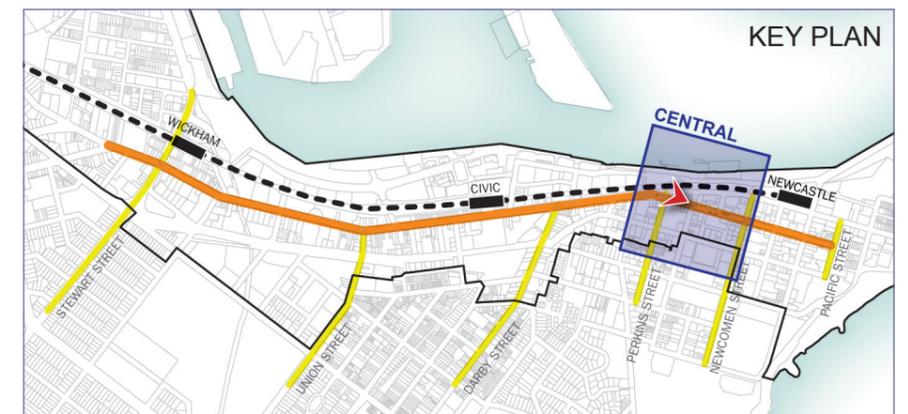
"Seating and rest spots that are attractive and shaded"



Typical New Hunter Street Format Approaching Civic from the West End.

"Cafes late night book shops and cinema, this would bring non alcohol related patrons to the area and provide life and passive security"

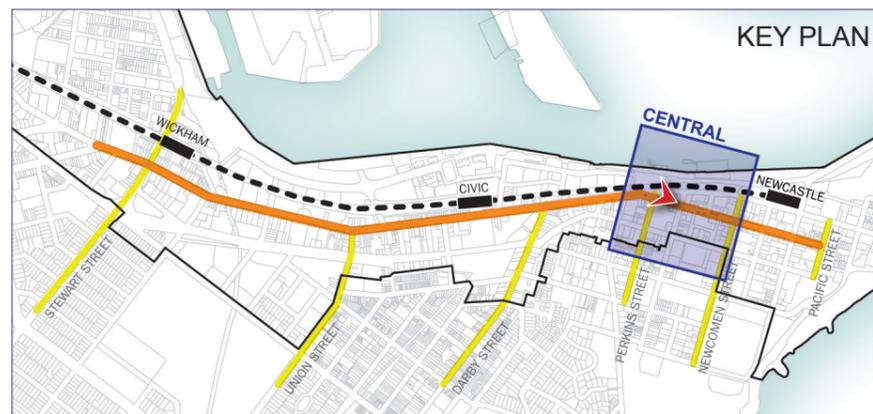
"I think Hunter St needs sections or zones"



"Creating incentives for pedestrians and cyclists to use the street space and disincentives for cars"

"Widening the footpath including trees and greenery"

"Prioritise shops and businesses that provide a unique or shopping experience – something people will travel to Newcastle for"



Elevated View of Refurbished Mall Looking East.

5

KEY THEMES FOR REVITALISATION



Newcastle has the opportunity to fulfil its role as distinctive, attractive and welcoming city centre by adopting a strategic approach to energise and revitalise the backbone of the city - Hunter Street. This approach is integral in the economic and social performance of the local and regional environment.

Newcastle should be considered as an easily accessible regional centre within the Hunter region, offering lively cafes, shops and pubs together with residential, commercial, tourism, cultural and leisure activities providing rich and rewarding experiences.

Investment in educational, civic, commercial enterprise and residential activity along the spine of Hunter Street, will provide an attractive opportunity to live, work and play in a unique environment.

The heritage components of Newcastle City Centre are heavily valued and considered an important aspect in the revitalisation of Hunter Street. Other elements such as the popular waterfront promenades of Honeysuckle, the active working harbour and spectacular beaches within the city have also been influential in guiding the Strategic Framework principles and should be considered in the future planning of the City.

A synthesis of the completed Contextual Framework, the 7 identified key directions for Newcastle 2030 as well as the community values, priorities and ideas for revitalising Hunter Street has yielded 4 revitalisation themes for Hunter Street:

Enterprise | Integrated Transport | Greenways | People and Place

Hunter Street - Open for Business

- Whole of government
- Investor confidence
- Enterprise strategy
- Flexible planning
- Streamlined approvals
- Environmental mitigation
- Increased density
- New precinct destinations
- Emerging legal functions
- Greater University presence
- Student accommodation
- Affordable housing
- Niche retail



The Enterprise theme seeks to foster the revitalisation of Hunter Street as an “open for business” destination within the city centre. It is essential to attract and expedite the investment of both public and private funds along Hunter Street in order to consolidate core precinct functions, create additional specialist destinations, increase residential densities and activate the public domain.

INTRODUCTION

There are opportunities for State Government, Council and private sectors to consolidate or activate lands to create catalyst for investment and positive interventions in the renewal process.

The existing planning instruments allow for mixed use land uses along Hunter Street with a select area in the West End defined as Commercial zoning. These do not constrain the investment opportunity in Hunter Street.

The Draft LEP 2011 Height Controls are ambitious, especially when aligned with the environmental and mine subsidence constraints. The later either constrain redevelopment opportunities and/or incur a significant development impost that compromises the commercial viability. State Government, Council and industry representatives are investigating appropriate investment models that could be applied to Central Newcastle.

It is not envisaged that amalgamation of sites fronting Hunter Street will have an impact on the urban structure, however maintaining solar access to the southern side of Hunter Street through considered planning controls is essential to encouraging street activation based upon a pedestrian movement economy.

Realising the catalyst opportunities of the University, Justice and community infrastructure investment, supported by a sustainable public transit system are fundamental to affecting positive change in the Civic Precinct. A key 'enterprise' redevelopment opportunity exists within the Central precinct of Hunter Street associated with the Global Property Trust (GPT) ownership.

The fate of the railway corridor, multimodal integrated public transport investment and associated car parking strategy are subject to State Government studies and final decision. The current state of flux limits structural urban changes that have the potential to positively transform the Hunter Street, the urban and transit function and investment confidence.

PLANNING INSTRUMENTS

The Hunter Street Revitalisation Contextual Framework (2010) outlines the various environmental development constraints for Newcastle CBD. The Draft 2011 Local Environmental Plan (LEP) and Development Control Plan (DCP) instruments need revision to respond to the limitations imposed by environmental, physical and mine subsidence factors unique to Newcastle. The planning instruments need to build in flexibility to accommodate and encourage investment. Streamlining approval processes is an important consideration moving forward.

Through representation on the Newcastle City Centre Steering Committee, the State Government recognises the challenges particular to Newcastle and have responded by announcing Newcastle as one of only three precincts in NSW "identified for revitalisation under the first phase of a new State Environmental Planning Policy (SEPP)".

Jodi McKay
Minister for Tourism
Minister for the Hunter
Minister for Science and Medical Research
Minister for Women
Member for Newcastle



Friday 29 October 2010

NEW PLANNING POLICY SUPPORTS REVITALISING NEWCASTLE

Newcastle CBD will be one of only three precincts in the State, and the only regional centre to be identified for revitalisation under the first phase of a new State Environmental Planning Policy (SEPP).

Minister for the Hunter and Member for Newcastle Jodi McKay made the announcement today in a keynote speech at the Hunter Business Chamber's Annual General Meeting.

"Newcastle CBD has been chosen along with Redfern-Waterloo and the Granville town centre in Sydney as the first precincts to which the new planning policy will apply.

"This new planning policy will bring Newcastle a new opportunity to review the city's existing planning controls and ensure they encourage investment to sustain a more vibrant city centre.

"In particular, the Urban Renewal SEPP will be focused on encouraging new jobs and residential development in the city centre, complementing the strategic direction of the Lower Hunter Regional Strategy.

"This important work will be done through close partnership between the Hunter Development Corporation, Newcastle City Council and the Department of Planning in a collective effort to revitalise Newcastle by stimulating development in the CBD," Ms McKay said.

Minister for Planning Tony Kelly said the State environmental planning policy is an important part of the Government's commitment to create more connected cities and communities.

"The new planning policy will create a more streamlined and a clearer process specifically tailored for urban renewal precincts.

"Newcastle CBD is one of the first precincts to be included in the new process, reflecting the fact that important regional centres will also benefit from this approach," Mr Kelly said.

Ms McKay said that the Department of Planning will be working on developing a program to deliver a set of guidelines for the Newcastle CBD renewal by early in 2011.

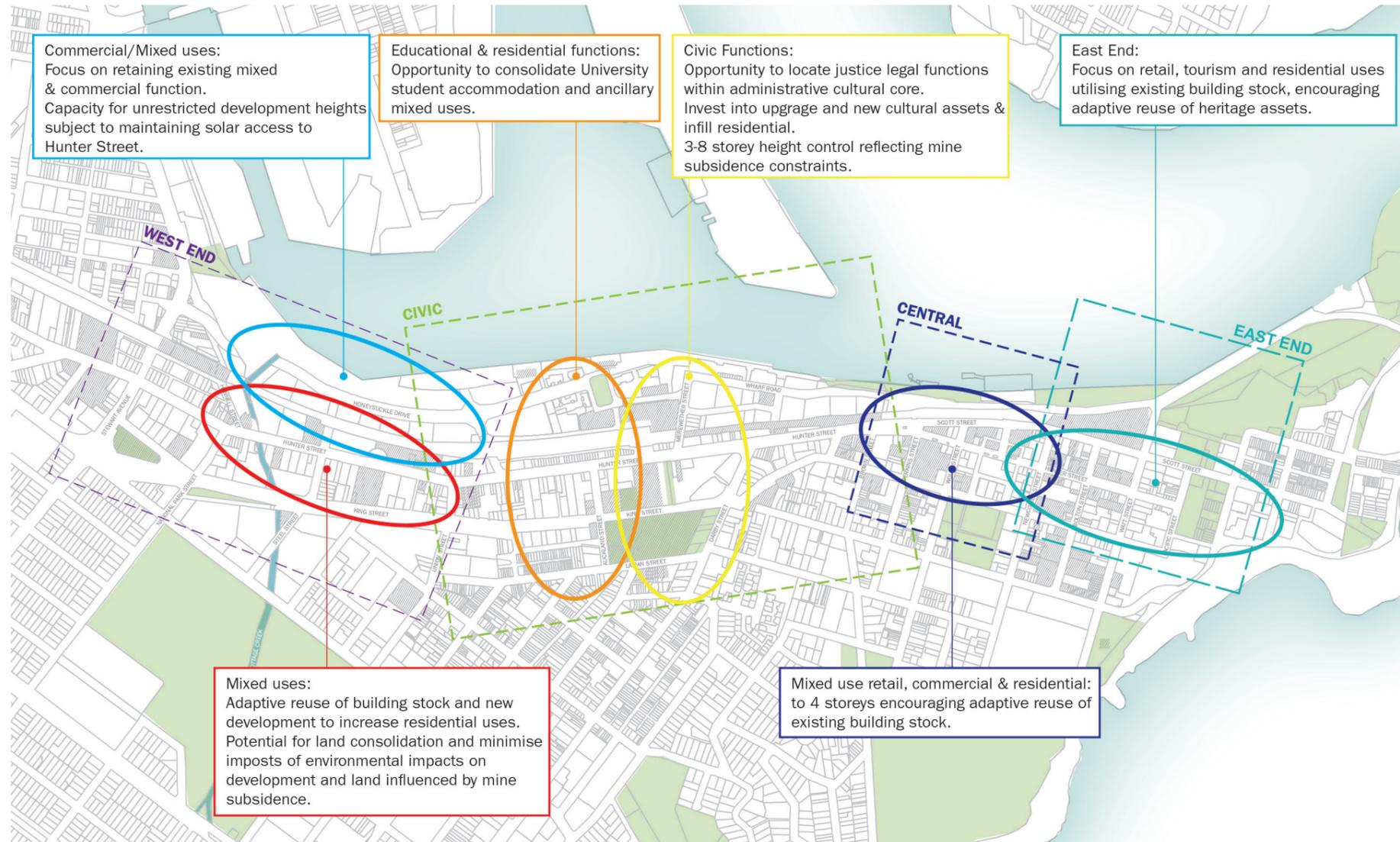
"Initial planning studies to guide the implementation of the new State Environment Planning Policy will commence shortly.

"These studies look into a wide range of issues such as infrastructure capacity, traffic and flood modeling, urban design outcomes, landscaping, environmental issues and economic and social factors.

"These studies will also provide guidance to Government on what decisions need to be made to facilitate urban renewal for the Newcastle CBD.

"Once the study is complete, a new precinct planning blueprint will be established which will allow the lodgement of specific development proposals," Ms McKay said.

Media Contact: Andrew Parkinson 0447 202 091



LAND USE PRECINCTS

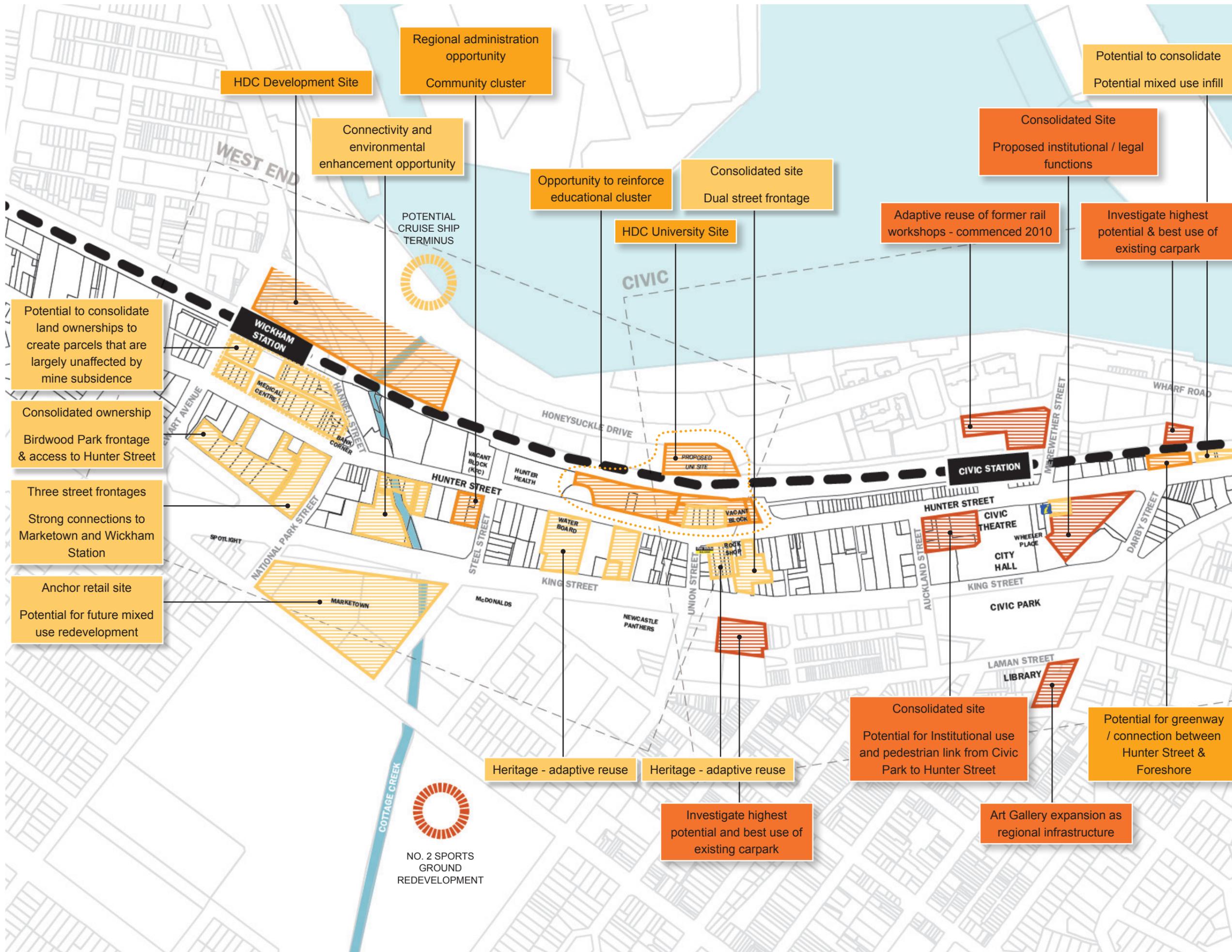
4 precincts were identified in the Hunter Street Revitalisation Contextual Framework (2010) : West End, Civic, Central and East End.

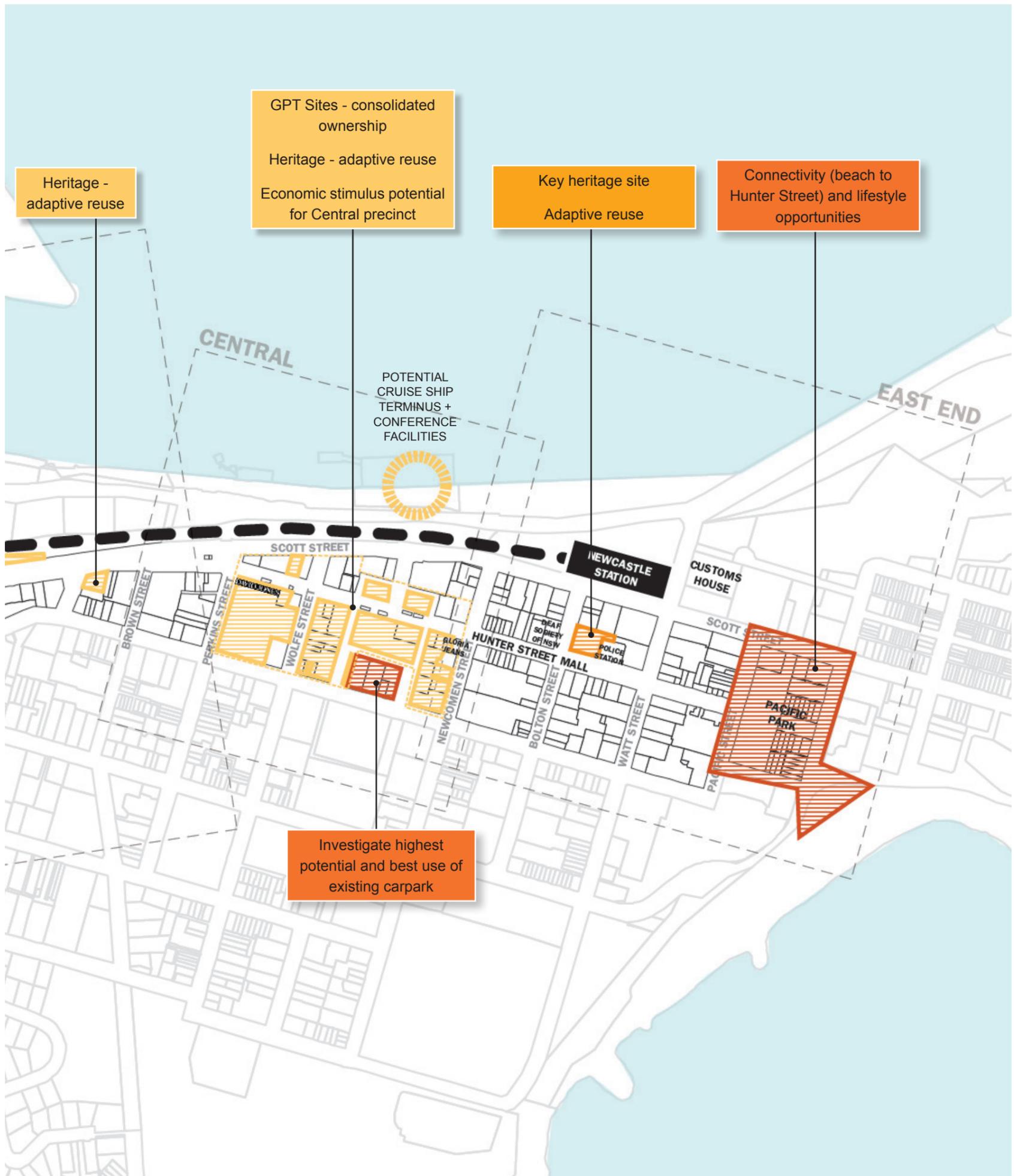
Within these precincts, general land use patterns have been developed, in line with the *Newcastle City Centre Renewal* report, coordinated by the Hunter Development Corporation in March, 2009.

There is a focus on the north-south connectivity within the Civic precinct and the opportunity to engage various education institutions and civic amenity on both sides of the rail line.



Source : Newcastle City Centre Renewal, March 2009





Heritage - adaptive reuse

GPT Sites - consolidated ownership
Heritage - adaptive reuse
Economic stimulus potential for Central precinct

Key heritage site
Adaptive reuse

Connectivity (beach to Hunter Street) and lifestyle opportunities

POTENTIAL CRUISE SHIP TERMINUS + CONFERENCE FACILITIES

Investigate highest potential and best use of existing carpark

KEY SITE OPPORTUNITIES

The audit and consultation process has identified sites that offer the opportunity for redevelopment and investment. These reflect State, Council and private land ownership.

The diagram opposite identifies potential redevelopment sites that may include new building development, site consolidation, enhancing pedestrian connectivity and lifestyle arrangements, adaptive reuse of important heritage sites and the creation of focussed precinct clusters.

Removal of the rail line would open up further site opportunities for development along the rail corridor and Hunter Street. This could include built form, greenway connections, transport corridors and pedestrian links.

- Council Ownership
- State Ownership
- Private Ownership
- No. 2 Sports field redevelopment
- Cruise Ship / Tourism / Conference Opportunities

WHAT THE KEY STAKEHOLDERS TOLD US...

WORKSHOP OCTOBER 26, 2010

on investment in the Newcastle CBD

*“Make it easier
and cheaper...”*

EXECUTIVE SUMMARY

The draft HSRM Strategic Framework identifies 4 themes for consideration in the revitalisation of Hunter Street: **Enterprise, People & Place, Integrated Transport** and **Greenways**.

A stakeholder workshop was held on October 26, 2010, to further explore the theme of **Enterprise**. The workshop provided a forum to communicate and explore the critical issues affecting land use, planning instruments, business confidence, development investment and revitalisation catalyst project opportunities by state, council and the private sector. Workshop participants included; local developers, Department of Planning, Property Council, Honeysuckle Development Corporation (HDC) and key Newcastle Council staff.

The workshop participants were encouraged that Council was taking an active role in;

- Exploring new models for assessing the development potential in the Hunter Street precinct,
- Understanding the physical attributes and working toward addressing complex imposts to development investment, in particular mine subsidence.
- Recognise the need to review economic incentive and levies to activate local and attract new investment,
- That new planning instruments and accelerated approval processes are required to address the unique attributes of Newcastle and to promote a “can do – open for business” attitude
- Seeking regional investment from state and federal government.

WORKSHOP PROCESS

The workshop was opened with a detailed presentation on the project background and contextual appreciation of Hunter Street, including discussions on the current economic downfalls.

A hands-on session followed where participants were encouraged to identify key “enterprise” sites on an aerial map of Hunter Street and the Newcastle CBD in an open forum.

1 Current Constraints to Development

Much of the discussion focused on the issues associated with the current planning instruments, lengthy approval process and Section 94 contributions/levies which were seen as disincentives to development investment. There is little or no incentive for investment offered by council/government and underlying environmental factors add significant cost penalties making development proposals marginal or unviable.

The following points outline the discussion on constraints in more detail:

- The Development Approval process needs to be accelerated by Council complemented by a “Can do” attitude.
- Significant Section 94 contributions - 3% in the CBD (1% outside CBD) needs review.
- No incentives to develop in CBD – planning or financial
- Mine subsidence adds further cost to development - no support from government for this financial burden
- No incentives for retaining/enhancing the heritage fabric of the city
- Prohibitive car parking requirements – need to review possible co-share arrangements.
- Water table level poses problems for underground car parking with a significant cost impost to development.
- Fragmented land ownership pattern – incentive needed to consolidate lots + reduce absentee landlords.
- Planning instruments are inflexible often making the development of small lots unworkable due to unrealistic controls such as FSR restrictions, site setbacks and height restrictions.
- LEP and DCP planning instruments are flawed - economics don't add up!!!

INCENTIVES

2 Driving Change in the City Centre

Participants recognised the need for a shift in attitude to occur and bold decisions to be made in order to progress the future planning of the city. Opportunities for driving such change included incentives for investment in the city centre, growing the presence and importance of the University as a key economic and social driver, and increased support from state and federal government.

- A high level of support for CBD development is required from the government
- Incentives to encourage activity in the city centre
- Incentives for Heritage sites
 - » Bonus FSR
 - » Reduced S94 levy
 - » Rebates
 - » Whole of City carparking strategy – on street, centralised and commuter parking - including pricing structure
 - » Relaxed parking requirements
- Change attitudes to reflect a confident city moving forward
- Growing the presence of the University in the CBD will bring more people and stimulate the local economy
- Focus on growing the City of Newcastle; move the focus away from the rail issue. Decision on the rail needs to be made!!!
- Strengthening the North-South connections, with or without the rail in place, is supported.

SUPPORT

3 Land Use Functions

The distinct land use pattern of the Newcastle CBD (as presented in the draft Strategic Framework) was used as a catalyst for discussion. The following points were made:

- Focus on large retailers in the West End; specialty / boutique retailing in the East End
- Adaptive reuse needs more consideration - heritage buildings, floor levels and parking
- Student accommodation to support city University growth
- Existing Council owned public car parking stations to be reconsidered to support parking strategy and to deliver the highest and best use of the land to support the cities revitalisation.
- Promote public transport by decreasing the price of travel - increase the cost of parking to deter vehicles
- General consensus with the Strategic Framework Land Use Functions map - question adaptive reuse potential as it is difficult to realize with current controls and lack of financial incentive.

FOCUS

4 Catalyst Projects

A number of key sites have been identified in the draft Strategic Framework, for consideration as catalyst revitalisation project opportunities. With these in mind, the workshop participants identified additional possibilities.

- **City University** encouraged into the city centre as a enabling project for the revitalisation strategy
- **Future for GPT site** (DJs) - shift focus on “big box” retailing to the West End, specialist/boutique retailers in the East End
- **Cottage Creek** and associated lands
- **Empire Hotel** site
- **Cruise Terminal / Conference** infrastructure
- **Regional infrastructure:** Justice, Education, Community Services
- **Public transport** investment
- **Public Domain** - Hunter Street
- **Affordable housing** and student accommodation
- Improving quality of **connections**, north-south across the rail line

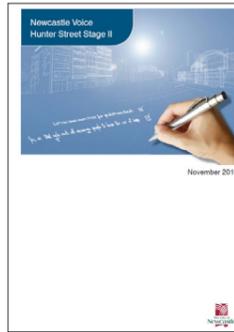
PRIORITY



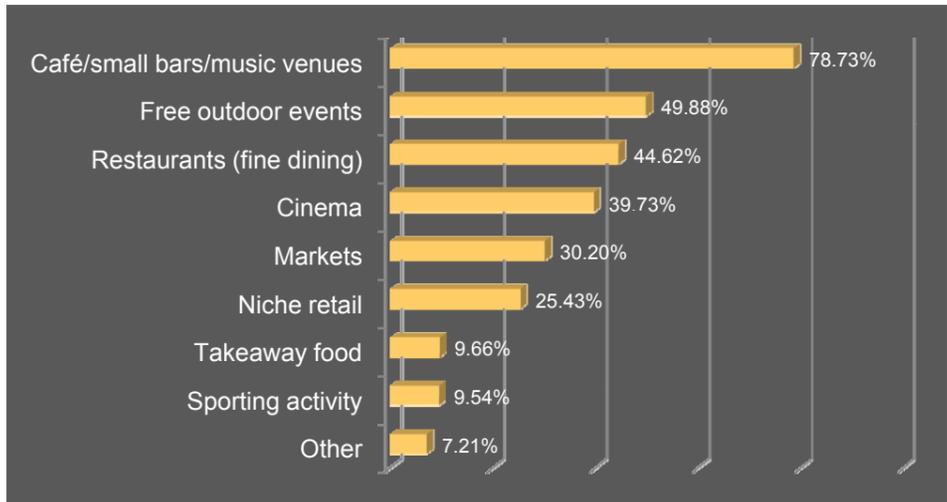
WHAT THE COMMUNITY SAYS...

NEWCASTLE VOICE : HUNTER STREET STAGE II

Fill more empty shopfronts with start up businesses



Respondents were asked to indicate the effectiveness of ten enterprise options to revitalise Hunter Street, from 'extremely negative impact' to 'extremely positive impact.' The list of options is not exhaustive, nor will it be acted solely by the City of Newcastle.



NIGHT-TIME ECONOMY

Respondents were asked to identify the top three night time services or facilities that they would most support along Hunter Street. The overwhelming majority of respondents (78.73%) support the addition of cafés, small bars and music venues, followed by 49.88% indicating that they would support free outdoor events and 44.62% supporting more fine dining restaurants. This finding supports the addition of a different type of development into the city, rather than the progressive reduction of evening options.

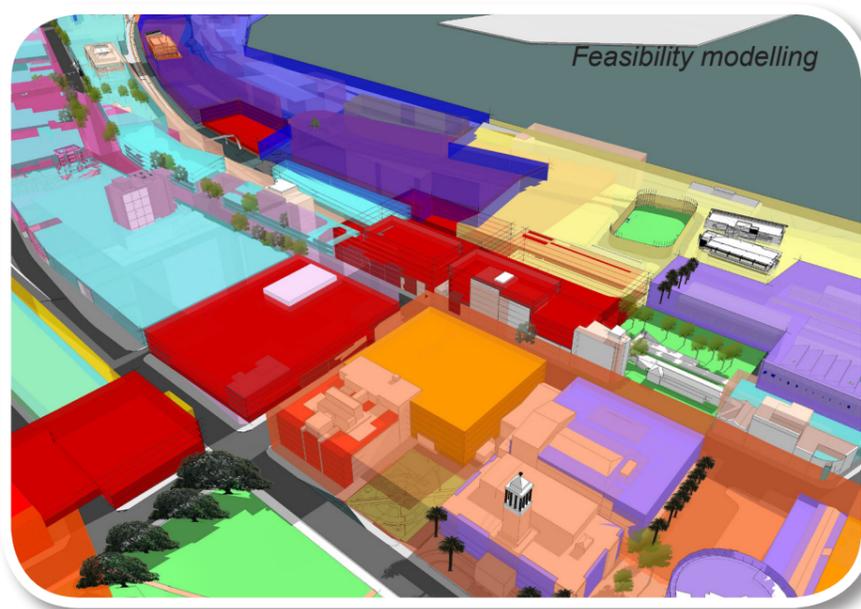
PRIORITIES



Adaptive Reuse



Addressing Key Sites



Feasibility modelling

- Support and expand Renew Newcastle style initiatives to encourage start up businesses along Hunter Street
- Facilitate investment by State and Federal stakeholders to deliver new University and legal functions along Hunter Street
- Develop Council owned sites for highest and best uses
- Reduce costs and fast track approval processes to enable additional outdoor dining
- Development and implement a business retention scheme
- Implement a Façade Improvement Program as a partnership between private landowners and government stakeholders
- Develop a trading out policy for retailers along Hunter Street to help activate the streetscape
- Develop a night time economy policy to encourage small bar and café business operations
- Undertake feasibility modelling for key sites and city blocks to identify market driven development opportunities
- Prepare an Urban Renewal SEPP to facilitate the redevelopment of key sites and city centre blocks
- Incorporate incentives and reduce levies for new residential development
- Equitably share the costs of environmental mitigation between private and public stakeholders

Encouraging Connectivity : A Multi Modal Approach

- Connected destinations
- A multimodal approach
- Greater public transport use
 - Light rail option
 - Park and ride
- Bus stop improvements
 - Safe cycling
- Socialised streetscape
 - Walkability
 - Improved way finding



“Integrated transport” seeks to foster the revitalisation of Hunter Street as a place that is well connected to other areas of the city centre, its surrounding neighbourhoods and more broadly to other areas of the LGA. It seeks to change the predominance of the private car as the primary means of accessing Hunter Street, to one that encourages increased usage of public transport, cycling, and walking alternatives.

CONNECTIONS

It is worth noting that in its early stages the Honeysuckle Development planning it was assumed that the rail line would terminate at a new Civic Railway Station with the creation of a plaza focused on the Honeysuckle Goods Yard and linking from the harbour foreshore, across Hunter Street to Wheeler Place. The suggested removal of the rail line allowed for numerous level connections between Hunter Street and the harbour foreshore. To the west, between Civic and Wickham Stations the impact of the rail line was to be reduced through the preservation of view corridors from Hunter Street to the harbour and the creation of new pedestrian linkages.

The rail corridor has been reinforced over the years by built development backing onto the rail line, reducing visual linkages between Hunter Street and the harbour foreshore.

The rail service contributes to ensuring access equity and counteracts social exclusion. This is an important dimension that needs to be acknowledged in the future consideration of the public transport strategy. The present bus and rail accessibility to Hunter Street contribute significantly to the pedestrian movement economy.

Should the heavy rail be removed, an alternative rapid transit system must be committed to Hunter Street that serves the city centre and broader LGA.

Despite considerable development along the harbour foreshore there have been no commitment to additional crossings and improvements to existing railway crossings. As a minimum, the provision of new and upgraded aerial crossings over the rail corridor is a priority between Wickham and Civic Stations along with the review of the function and quality of the limited at grade connection to improve the user experience and amenity. This will necessitate review of the public domain; way finding signage, lighting, pedestrian connections and physical integration of new infrastructure at crossing points.

The Newcastle City Council 2016 multimodal transit share target of 20%, requires a shift in car usage to an integrated public transport network with decentralised car parking. Whilst the road network has capacity at the current time, the shift to multimodal public transport will require an upgrade of public domain infrastructure and reallocation of current road space to pedestrian, cycle and public transport uses. This will require structural change to the road corridor, parking, pedestrian environments and service infrastructure and needs to be considered in the citywide context.

Alternative transport will need to do more than simply replicate the rail service beyond the termination station given the need for passengers to interchange. It is likely that to be successful it will need to take people to their ultimate destinations, negating the need for further interchange.

This could be considered an opportunity to transfer visitors and commuters to a variety of City Centre destinations that are currently less accessible by rail such as Newcastle and Nobby's beaches, as well as the Newcastle Ocean Baths. With planning and sufficient investment the development of a high quality transport service could be an opportunity to enhance the overall accessibility of the City Centre.

In the forward planning for Hunter Street there is commitment to prioritising the street as a multi modal transit spine that accommodates, in part, sections of widened pedestrian pavements, cycle and co sharing of road space between cars and public transport. Reduced road speed, retention of street parking and improved public transit infrastructure, new street tree structure, way finding and general public domain upgrade will support active street frontage uses and promote socialisation of the street.

It is envisaged that King Street would be the primary east – west vehicular spine to the south of Hunter Street and Honeysuckle Drive / Wharf Road to the north servicing the waterfront and coastline.

INTRODUCTION

There has been considerable debate over the future of the rail line through Newcastle CBD beyond Wickham Station. Proposals have been put forward to terminate the heavy rail services at Wickham Station with various options for an alternative public transport connection into the centre of Newcastle CBD. The State Government – Transport NSW, has commissioned reports into the heavy rail and multimodal transit options which have been prepared in draft form during late 2010.

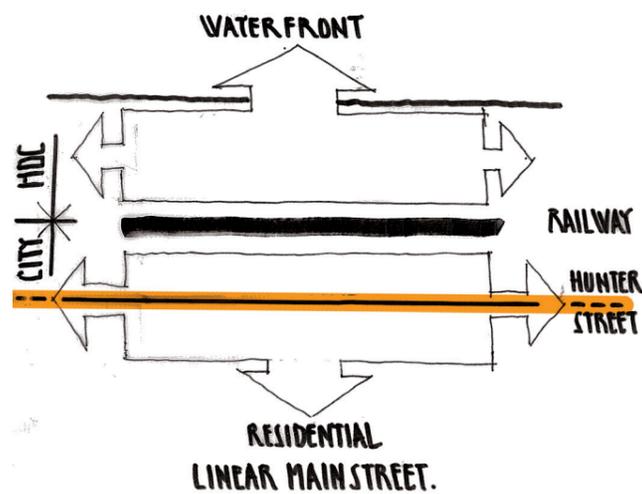
Removal would provide new opportunities to redefine the rail corridor for alternative forms of transport, development, green space or a combination of all three and provide new urban connections not possible for the past 150 years. This is a defining point in the evolution of the city that may allow for structural modifications to Hunter Street and the city centre that consolidate, renew and connect to the harbour waterfront.

The Strategic Framework considers revitalisation opportunities for Hunter Street embracing the retention and removal scenario for the heavy rail corridor. Additionally, there are opportunities for State Government, Council and private sectors to consolidate or activate lands to create catalyst for investment and positive interventions in the renewal process.

The renewal themes of enterprise, integrated transport, greenways and people & place will impact on the physical form of Hunter Street and surrounds.



SCAPE
strategy



WEST END [RAIL IN]

Retaining and enhancing the real time bus scheduling and provision of appropriate public domain infra structure to support public transport modes is a priority action in the West End. Retention of short stay kerb side parking is important for the community accessibility to regional community and health assets.

Upgrading the Wickham Station pedestrian crossing and the implementation of a new crossing at Worth Place, mid way between Wickham and Civic Stations, is strongly recommended to improve accessibility to Honeysuckle.

Pedestrian connectivity between Hunter Street and Marketown needs to be enhanced through public domain treatments and way finding signage. Initiatives through new street tree planting will improve the environmental quality and user experience within the West End precinct.

CIVIC PRECINCT [RAIL IN]

There is an opportunity to provide strong physical connectivity between the Civic Park Cultural Precinct and Hunter Street through Wheeler Place and a potential new connection linking Christie Place (through Council owned land) to Hunter Street. This may also allow for improved servicing opportunity to the theatre back of house functions.

Mid block east – west pedestrian connections should be preserved from Wheeler place westward and encouraged in the future redevelopment potential of lots between Auckland and Union Streets along the southern frontage to Hunter Street. There is the potential to integrate new one-way northward mid block low speed vehicular connections between King Street and Hunter Street to improve localised connectivity.

The contextual appreciation clearly acknowledges that Scott Street is an important vehicular connection between the coastline, East End and Darby Street. The Darby Street intersection is a key decision point for motorists to continue along Hunter Street, to turn onto King Street or travel southbound along Darby Street. The relevance is that Hunter Street does not continue eastward beyond Perkins Street transitioning into the Hunter Street Mall at this point.

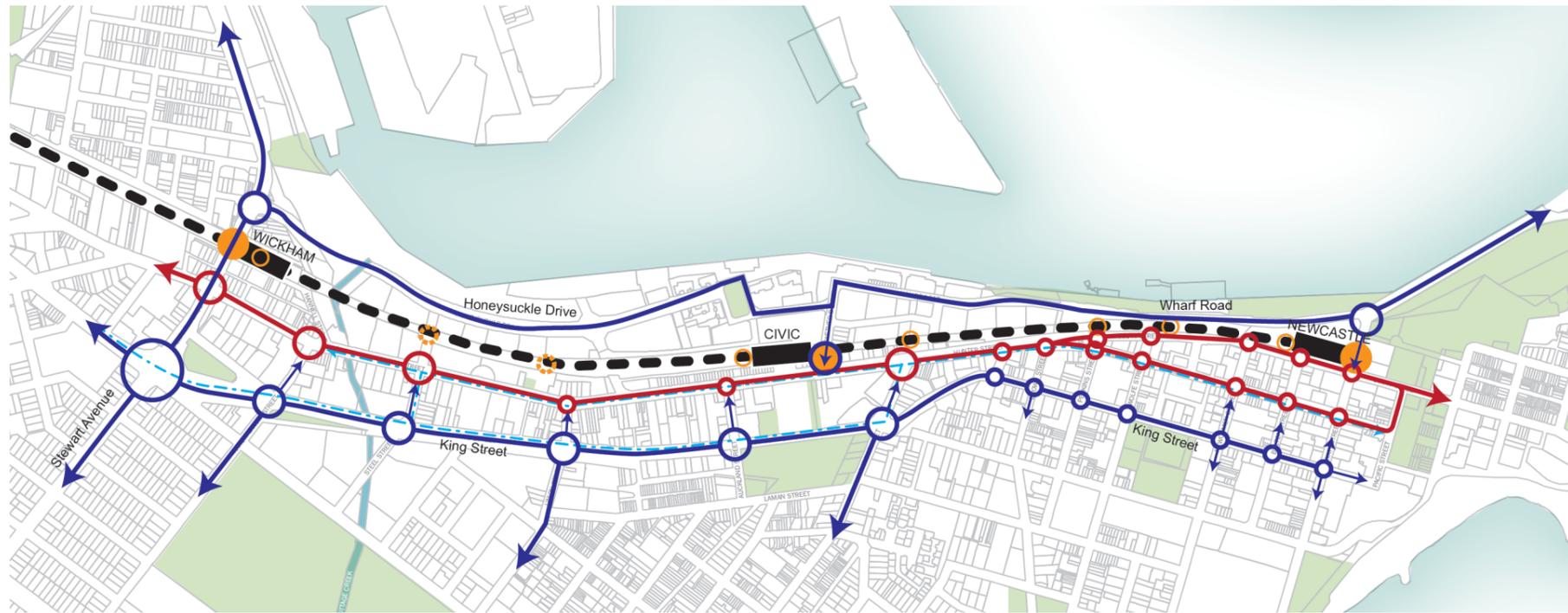
CENTRAL [RAIL IN]

The recent opening of the Mall to one way west bound share-way has improved localised circulation, however the lack of clear spatial delineation has created confusion and conflict between pedestrian and vehicular movement. There is opportunity to clearly separate the two movement functions with the future Mall refurbishment.

EAST END [RAIL IN]

Pacific Park provides a terminus to Hunter Street, however pedestrian and cycle connectivity to the East End and Newcastle Beach is to be preserved. It recommended that the current function and amenity of the Park be reviewed to provide safe and convenient connections supported with appropriate public domain and greenway infrastructure.

There needs to be integration of the Coastal Master Plan (NCC 2010) with the Hunter Street Revitalisation Master Plan process to ensure active transport modes, vehicular and public transport connectivity is optimised and integrated.



LEGEND

				Pedestrian Cross Rail Connection Points:  At Grade  Overbridge  Potential
Main Vehicular Route & Junction Points	Hunter Street Multi Modal Transport Route & Junction Points	Cycle	Railway	

SCENARIO 1: RAILWAY RETAINED

The linear east – west urban structure will remain largely unchanged as the railway corridor and road network define the current land use pattern. There is a need to improve the north - south pedestrian connectivity between the waterfront, Honeysuckle and Hunter Street via strategically positioned elevated connections with suitable disability access provisions and all weather protection. This will improve both the physical connection and increase the movement economy between Honeysuckle and Hunter Street.

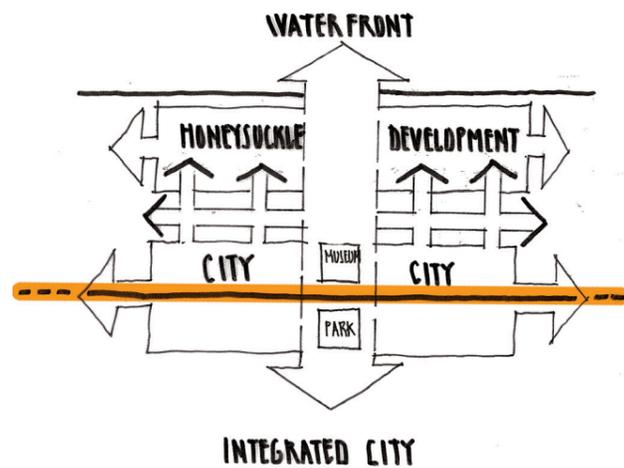
All rail corridor pedestrian points should be highly visible, identified by a consistent architectural style, signage and lighting so that they read as a legible statement along the length of the rail corridor. The integration of city wide way-finding strategy is essential to improving the user experience and movement convenience.

The reduction in road speed and reallocation of space to the southern Hunter Street reserve in the Civic Precinct will encourage active transit modes: walking, cycle and public transport and allow for controlled outdoor lease opportunity to support active commercial frontages and civic functions. The forward planning of the street should make provision for future rapid transit opportunity.

The integration of cycle infrastructure is a desired outcome in Hunter Street requiring dedication of space for cycle movement, parking and storage.



Enhance connections over the rail line (Image source : www.railcorp.com.au)



WEST END [RAIL OUT]

The rail corridor would allow for the selective extension of the current north – south road network alignments and road stubs that terminate at the rail corridor. Key connections would be at Hannell Street and Worth Place.

New at grade pedestrian and cycle linkages could be established along the former rail corridor with new north south connectivity between Honeysuckle and Hunter Street at appropriate locations. The former rail corridor would provide for east-west pedestrian and cycle connectivity with opportunities to physically link the TAFE grounds and Kuwami Place. Provision of cycle storage amenity would be a desired outcome at these locations.

Historically, buildings on either side of the rail alignment have turned their backs to the corridor and are not engaged. Unless these can be activated and or new development opportunities realised that engage with the corridor, there is a risk that this section could promote anti social and personal safety management issues that would be detrimental to the opportunity that removal of the rail line would present. There are opportunities for existing and new infill development either side of the corridor to have dual frontages which may evolve over time.

CIVIC [RAIL OUT]

Removal of the rail from this sector has tremendous opportunity to allow for new north - south road connections at Worth Place, Auckland Street and possibly at Darby Street. The road connection at Merewether Street would be retained and the pedestrian control barriers removed. Overhead pedestrian connections would be removed and replaced with at grade linkages.

Physical connection of the waterfront, the Museum, Civic Park and the cultural precinct through a new “green” circulation spine could be achieved.

There is a prime opportunity to introduce new block defining architecture between Hunter Street and Honeysuckle that would embrace the museum buildings and reinforce the civic core. Consolidated land titles could incorporate the rail corridor land allowing for new buildings within the former the rail corridor, however an east – west pedestrian spine must be incorporated.

Optimum redevelopment potential to 35m height would preserve solar access to Hunter Street and may extend from Union Street through to Merewether Street or further eastward to Darby Street over lands that are largely unconstrained by mine subsidence. Critical to realising this opportunity is the land tenure of the former rail corridor.

The rail corridor eastward from Darby Street to Perkins Street offers minimal options for existing building to engage with the corridor or viable redevelopment opportunity. The constrained linear nature land would best service the community as an active east – west pedestrian / cycle connection and greenway connection to harbour front parklands. The track infrastructure could remain and be treated as a public domain asset in a similar intent as the adaptive reuse of the “High Line” rail corridor in New York.

CENTRAL & EAST END PRECINCTS [RAIL OUT]

Removal of the rail line would allow for the existing road pattern to be selectively extended northwards connecting to Wharf Road. This would create new development infill blocks that would be suited to active ground floor uses and residential product. Retention to the Newcastle Station façade would be important in the heritage context of the East End and its association with Customs House on Watt Street.

The existing overhead rail connections would be removed and new pedestrian connections established with the extended road pattern. There may be opportunity to provide elevated connections over Scott Street from the new development to the Hunter Street Mall. These connections may give rise to redevelopment opportunities either side of Scott Street.

A light rail system could run along the former tram alignment up Scott Street extending through to the coastline with a return loop via Pacific Park westward down Hunter Street and the Mall reconnecting at Perkins Street thus providing an efficient transit link the length of Hunter Street with connections to the coastline and proposed new Wickham Terminus.



Inspiration : The New York High Line

Image Source : www.thehighline.org



LEGEND				
Main Vehicular Route & Junction Points	Multi Modal Transport Route & Junction Points	Cycle	Potential New Street Connections	Potential New Multimodal Connection within former rail corridor

ULTRALOCAL CYCLING

Fundamentally different to long-haul “lycra” cycling, and the politics of cycleways that dominate Australian thinking, Ultralocal Cycling engages virtually everybody in everyday movement around neighbourhoods at a low speed pace. This results in a radical reinvention of urban form with streetscapes that are served by architectural, retail and civic amenity that is more tactile, safer and more culturally productive than our suburban model.

“THROUGH” CYCLING

Also referred to as “Recreational” and “Commuter” cycling, “Through” cycling focuses on those trips made by workers travelling from home (or some other point) into the city centre, and the long-haul “lycra” cyclists who ride for exercise and enjoyment.

Generally these trips have a focussed beginning and end point, and a defined travel path from A to B.

Dedicated lanes would benefit this form of cycle transit in the city centre.

SCENARIO 2: RAILWAY REMOVED

The removal of the heavy rail service between Wickham and Newcastle Stations would present opportunities that could transform the urban context adjoining Hunter Street by providing at grade north - south connections, greenways / open space and new infill development scenario that would have significant benefit to Hunter Street and Central Newcastle. This would allow the transformation from a linear peninsular to a grid overlay allowing for selective extension of the street network connecting Hunter Street with the harbour waterfront.

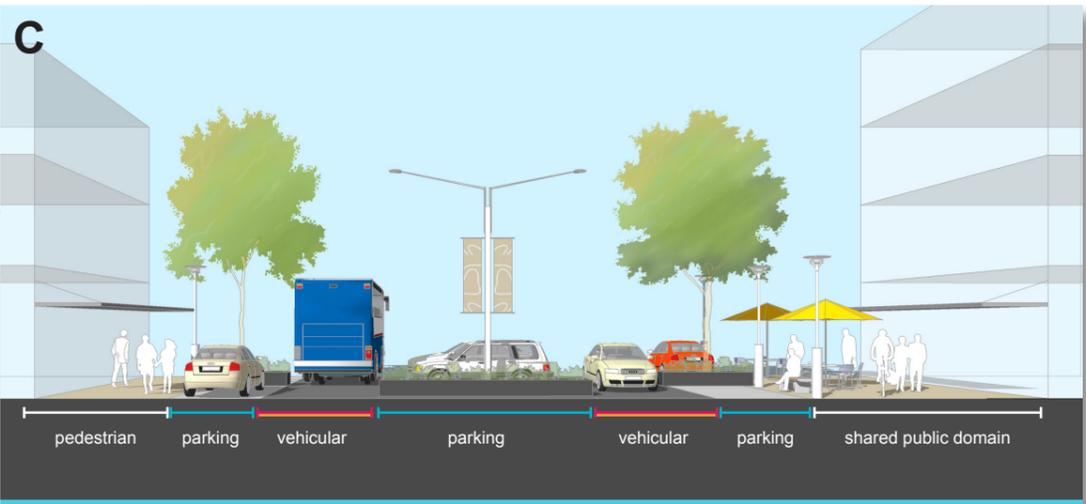
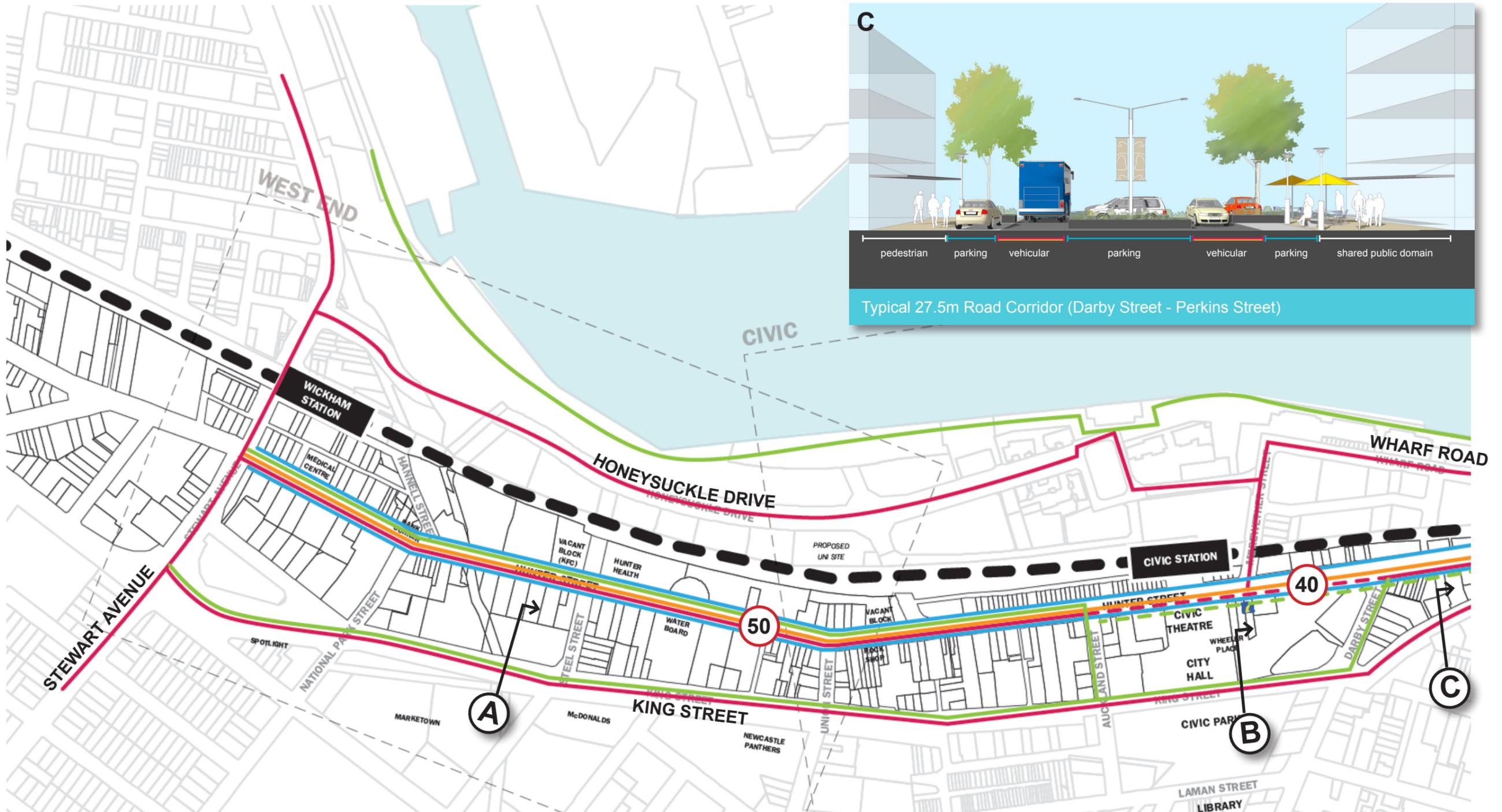
The opportunities described in Scenario 1 can be implemented to establish a strong structural foundation with the capacity for expansion into Scenario 2 as outlined below, should the State Government defer its decision to terminate the heavy rail at Wickham Station, or west thereof, with a new Terminus Interchange to the future.

Opportunities to extend the road network are predicated on full impact and demand studies that relate to a whole of city network linking active transport modes, public transport and vehicle movements. An integrated parking strategy would be an intrinsic component of the strategy.

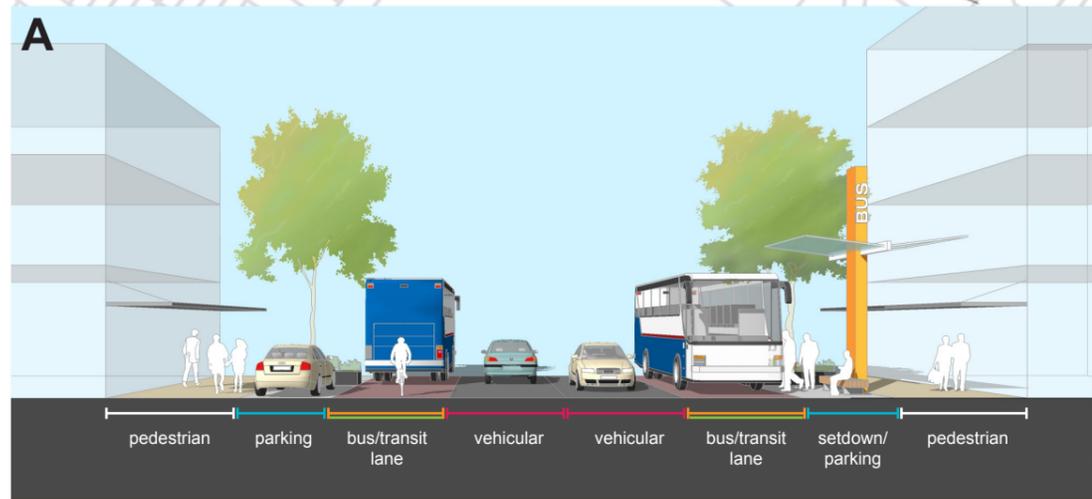
Replacement of the heavy rail service with a high frequency light rail system or equal running along Hunter Street connecting the broader community and coastline is the desired outcome. This would assist in further activation of Hunter Street with public transit infrastructure and reinforcement of Hunter Street as a multi modal transit corridor. It is envisaged that the light rail be aligned in a co-shared zone with low speed vehicle movements.



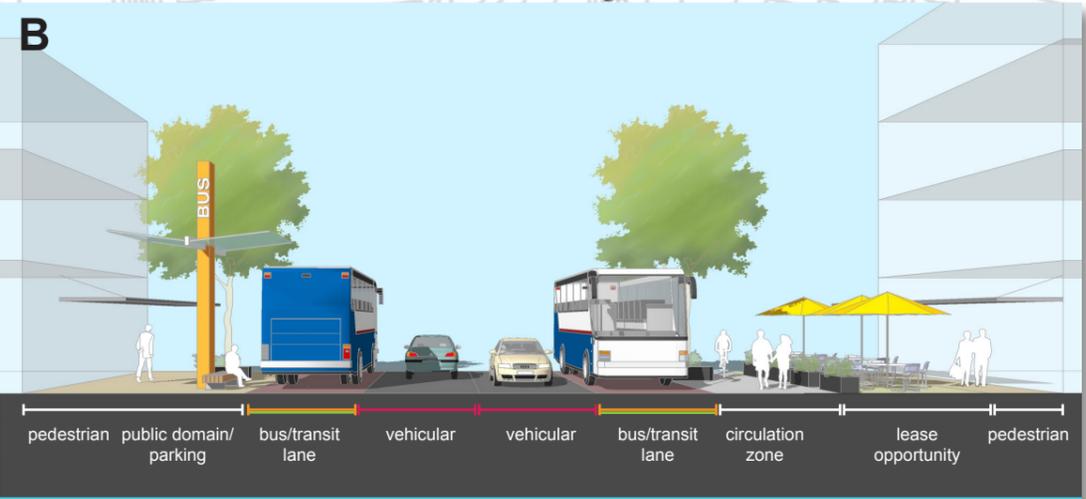
SCAPE
strategy



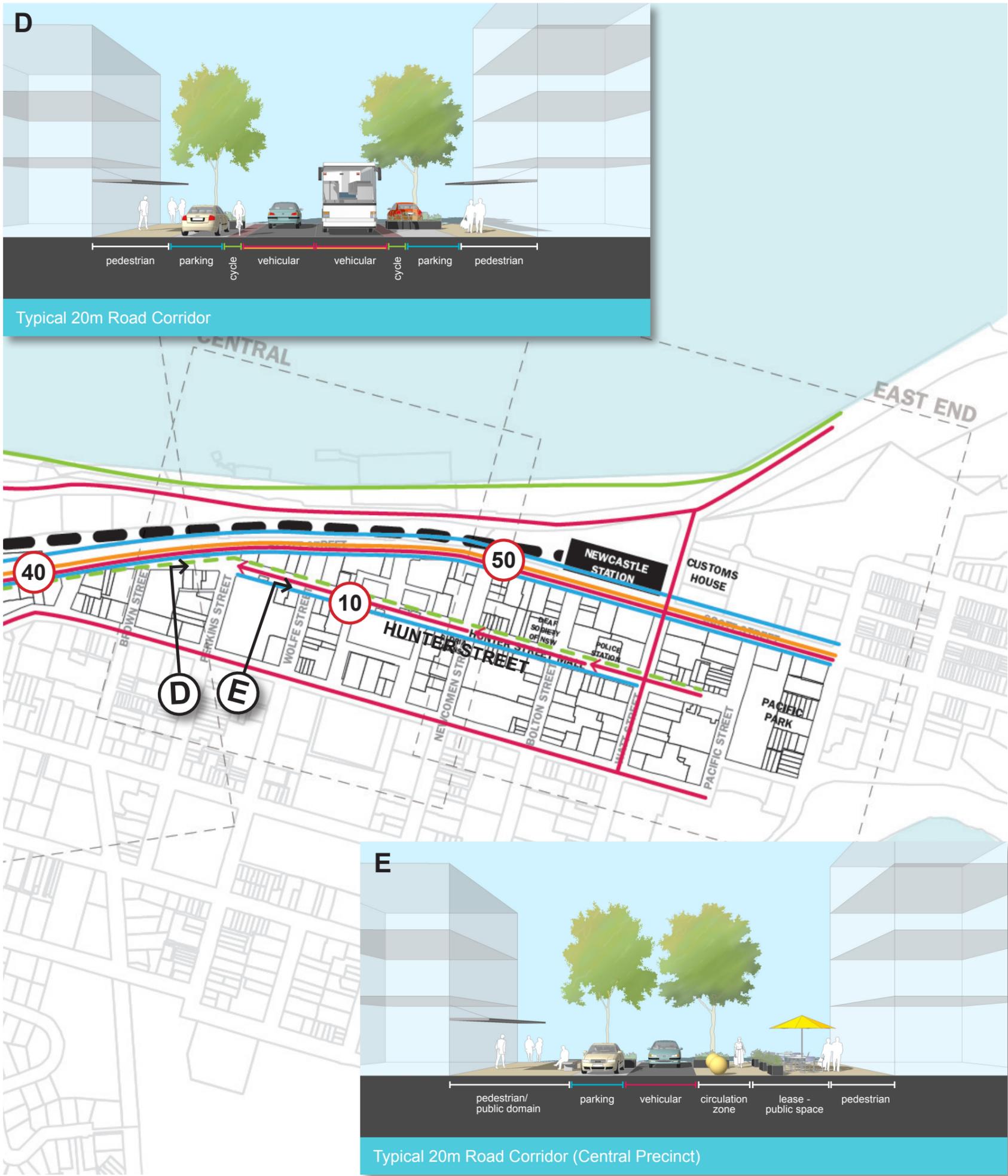
Typical 27.5m Road Corridor (Darby Street - Perkins Street)



Typical 25m Road Corridor



Typical 27.5m Road Corridor



Typical 20m Road Corridor

Typical 20m Road Corridor (Central Precinct)

ROAD CORRIDOR OPTIONS

The community clearly identifies that there is a need to provide for competing uses of the Hunter Street corridor; bus transit way, street parking, cycling, walking, tree lined streets and improved public domain amenity and safety. The corridor must also offer opportunity for outdoor lease to activate street frontages and create destination places along the street length.

The street sections (shown opposite) provide possible scenario for re allocation of the car space to a multi modal corridor, whilst preserving the opportunity for future transport needs.

The road corridor width is variable from a nominal 20m - 30m, creating challenges in providing dedicated circulation routes. It requires co-sharing of space and equity of transit through an integrated transport strategy.

The reassignment of space should not ignore future transit provisions including a light rail/tram network. A key objective of the revitalisation plan is to increase the inner city population mass through residential, commercial and university functions which would support an efficient public transport system.

- Street Parking
- Vehicular (Dual Direction)
- - - Vehicular (Low Speed)
- ← Vehicular (One Way)
- Shared Transit
- Through Cycle
- - - Ultralocal Cycle Opportunity
- 50 Desirable Speed Limit

ACTION : VEHICULAR

- ❑ Prioritise Hunter Street as a multi modal corridor with reallocation of car space to achieve outcome.
- ❑ Reinforce the primary east-west vehicular spine along King Street and Wharf Road.
- ❑ Implement new north-south connections linking the city grid to the waterfront.
- ❑ Introduce variable speed control to Hunter Street to modify motorist behaviour including a pedestrian priority zone between Auckland and Darby Streets.
- ❑ Reduce car movement to one through lane in each direction between Stewart Avenue and Scott Street
- ❑ Reinstate a clearly defined 'one way' road corridor within the Central precinct of Hunter Street (west bound) to address the ambiguous co-shared zone. Normalise the street profile.



ACTION : PARKING

- ❑ Develop and implement a 'whole of city' car parking strategy, including centralised and decentralised parking infrastructure.
- ❑ Review Council owned car parks to ascertain their occupancy, condition and role in a 'whole of city' strategy.
- ❑ Explore a co-share public/private strategy as an incentive to activating economic investment.
- ❑ Consider increasing parking rates as part of a behavioural change management strategy to support a multi modal public transport program.
- ❑ Retain parallel parking provisions along Hunter Street with the integration of new street trees into the parking lane alignment.
- ❑ Explore opportunity to increase parking between Darby and Perkins' Streets.
- ❑ Prioritise decentralised parking infrastructure, supported by public transport, to reduce car trip travel into Hunter Street.
- ❑ Investigate transferable parking tickets along Hunter Street.



ACTION : WALKING

- ❑ Promote walking as an active movement mode within the city supported by public domain amenity, wayfinding and a high quality urban experience connecting the city centre, harbour, coastline and residential areas.
- ❑ Design and implement a high quality public domain including: furniture suite, shade & weather protection, to support walking.
- ❑ Promote Hunter Street as a 'destination' for work, leisure and social engagement.
- ❑ Implement a 'whole of city' wayfinding strategy to improve user experience and movement convenience.
- ❑ Increase the number and quality of north-south connections across the rail corridor, connecting Hunter Street, Honeysuckle and the Foreshore.
- ❑ Upgrade pedestrian scale lighting and CPTED principles in providing a safe 24/7 environment.
- ❑ Integrate public art / cultural interpretation to support the walking experience.
- ❑ Provide for 'pet' walking with appropriate amenity.



Pet provisions

ACTION : CYCLING

- ❑ Promote active cycle movement into and around the city centre with through cycle and ultralocal cycling supported by end of line storage and public amenity.
- ❑ Retain east-west through cycle movement along King Street and Wharf Road/waterfront.
- ❑ Encourage through cycle movement along Hunter Street between Stewart Avenue and Auckland Street with on street cycle provision.
- ❑ Explore future opportunities for cycling along the railway corridor.
- ❑ Promote 'ultralocal' cycling in a co-shared environment with pedestrian priority on the southern side of Hunter Street, between Auckland Street connecting with the Hunter Street Mall.
- ❑ Implement storage and cycle amenity as an element of the public domain to support cycling.
- ❑ Encourage cycle 'enterprise' opportunities along Hunter Street
- ❑ Promote Hunter Street as a cycling 'hub', meet and greet for recreational cyclists with appropriate supporting infrastructure.



ACTION : BUS / TRANSIT WAY

- ❑ Explore dedicated 'bus' movement, in part or full, to support Hunter Street as a multi modal corridor.
- ❑ Protect the 'movement economy' associated with bus stop locations along Hunter Street.
- ❑ Provide bus stop 'blisters' in the parking lane alignment to allow greater efficiency of collection/setdown of passengers.
- ❑ Provide bus shelters, time tables, seating and improvement of public domain amenity.
- ❑ Clearly define bus stops through urban graphics/signage as an integral part of the city's way finding strategy.
- ❑ Critically review the Draft Transport NSW - TMAP strategy (released in November 2010) to ensure that bus transit is integral with the Hunter Street Revitalisation.
- ❑ Allocate space within Hunter Street as a transit way that can accommodate bus priority movement and provide for future transit systems.



ACTION : RAILWAY

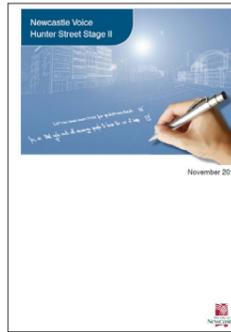
- ❑ Resolution of the rail in/rail out debate.
- ❑ Integration of Wickham interchange and servicing of Hunter Street.
- ❑ Investigate integration of light rail/tram network along Hunter Street - connect coastline and communities.
- ❑ Adaptive reuse of rail corridor.
- ❑ Enhance pedestrian accessibility via lifts and covered walkways across railway lines.



WHAT THE COMMUNITY SAYS...

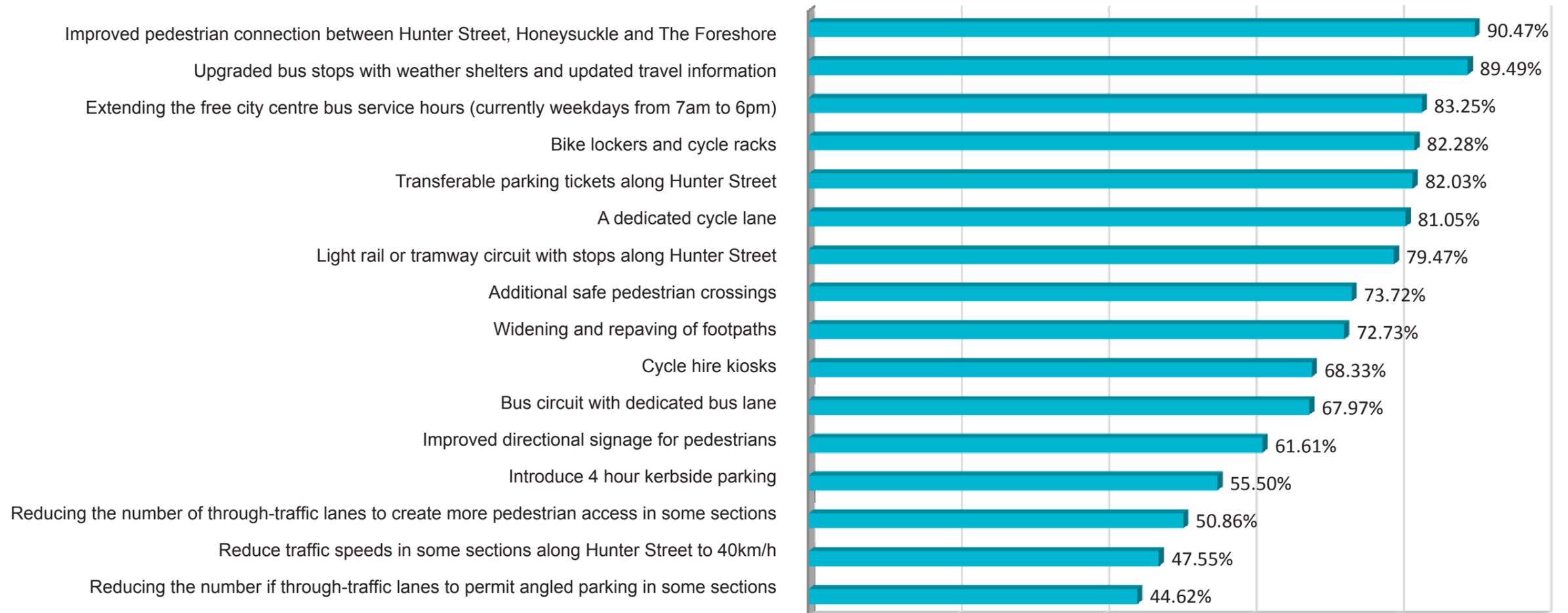
NEWCASTLE VOICE : HUNTER STREET STAGE II

Improve pedestrian connection between Hunter Street, Honeysuckle and The Foreshore



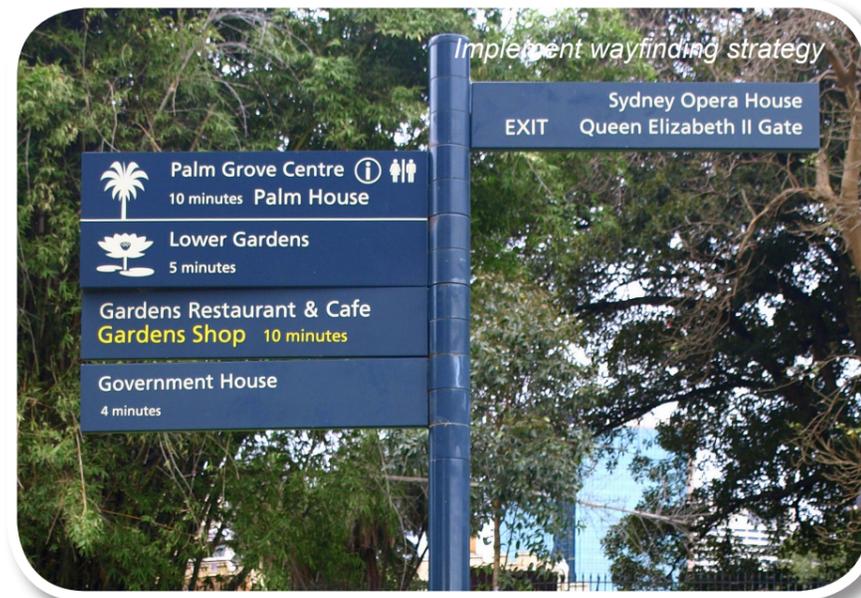
Respondents were asked to indicate the effectiveness of sixteen integrated transport options to revitalise Hunter Street, from 'extremely negative impact' to 'extremely positive impact.' The list of options is not exhaustive, nor will it be acted on solely by the City of Newcastle.

On balance, respondents indicated that all of the sixteen options would have a positive or extremely positive impact on the revitalisation of Hunter Street. This suggests that Council and the private sector should commence with transportation works in any dimension, but may be an expectation than can not be met with current budgets.





Promote Cycling



Implement wayfinding strategy



Parking strategy

PRIORITIES

- Retain and enhance the movement economy benefits for Hunter Street
- Develop Hunter Street as the primary multimodal transport corridor for the city centre
- Design and implement a high quality streetscape environment and pedestrian way finding strategy
- Explore the reallocation of road reserve space away from private car priority along Hunter Street
- Prioritise vehicle access spines to Hunter Street and the city centre via King Street, Honeysuckle Drive and Wharf Road
- Explore dedicated bus/light rail corridor options along Hunter Street
- Connect Hunter Street to adjacent through cycle routes and develop ultralocal cycling opportunities with support facilities
- Retain or augment on street car parking wherever possible
- Improve bus stop infrastructure to upgrade the public transport experience and increase utilisation levels
- Implement a “whole of city” parking strategy

The Story of Hunter Street

- Sense of place
- Precinct character
- Improved amenity
- Place making
- Heritage interpretation
- Activated spaces
- Cultural activities
- Whole of family
- Night time economy
- Public amenities
- Shade and shelter
- Seating and playing



“People and Place” seeks to foster the revitalisation of Hunter Street as a place of attractive built form, distinctive character and culture, broad community appeal, and safe activated spaces.

Hunter / Hannell / Stewart

Community Workshop Long-Term Priority

“Attract right businesses - incentives, professional suites, residential...”

Union Street - Worth Place

Community Workshop Long-Term Priority

“Use of vacant area for some outdoor usage - like a beer garden but could be coffee/tea”

Community Workshop Long-Term Priority

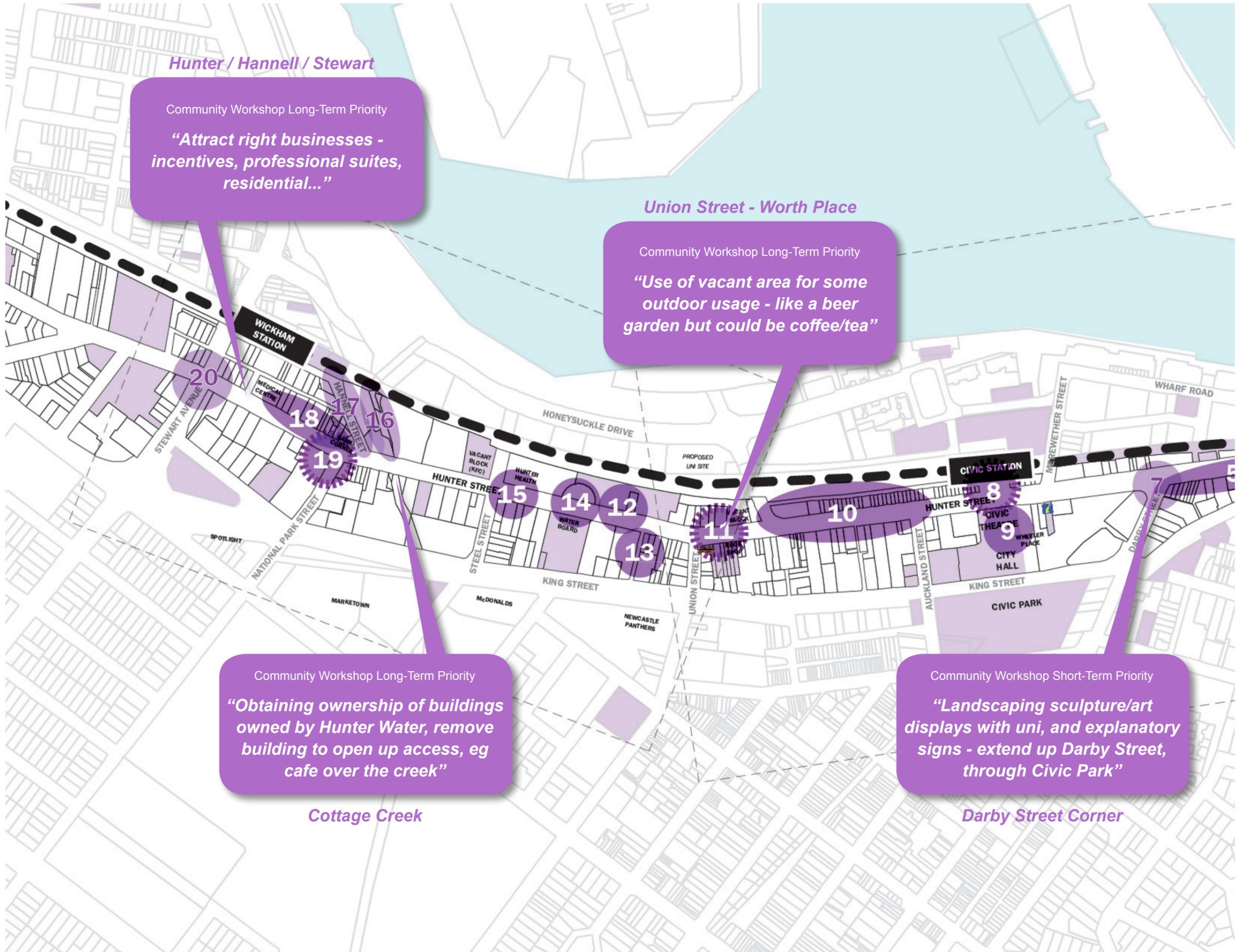
“Obtaining ownership of buildings owned by Hunter Water, remove building to open up access, eg cafe over the creek”

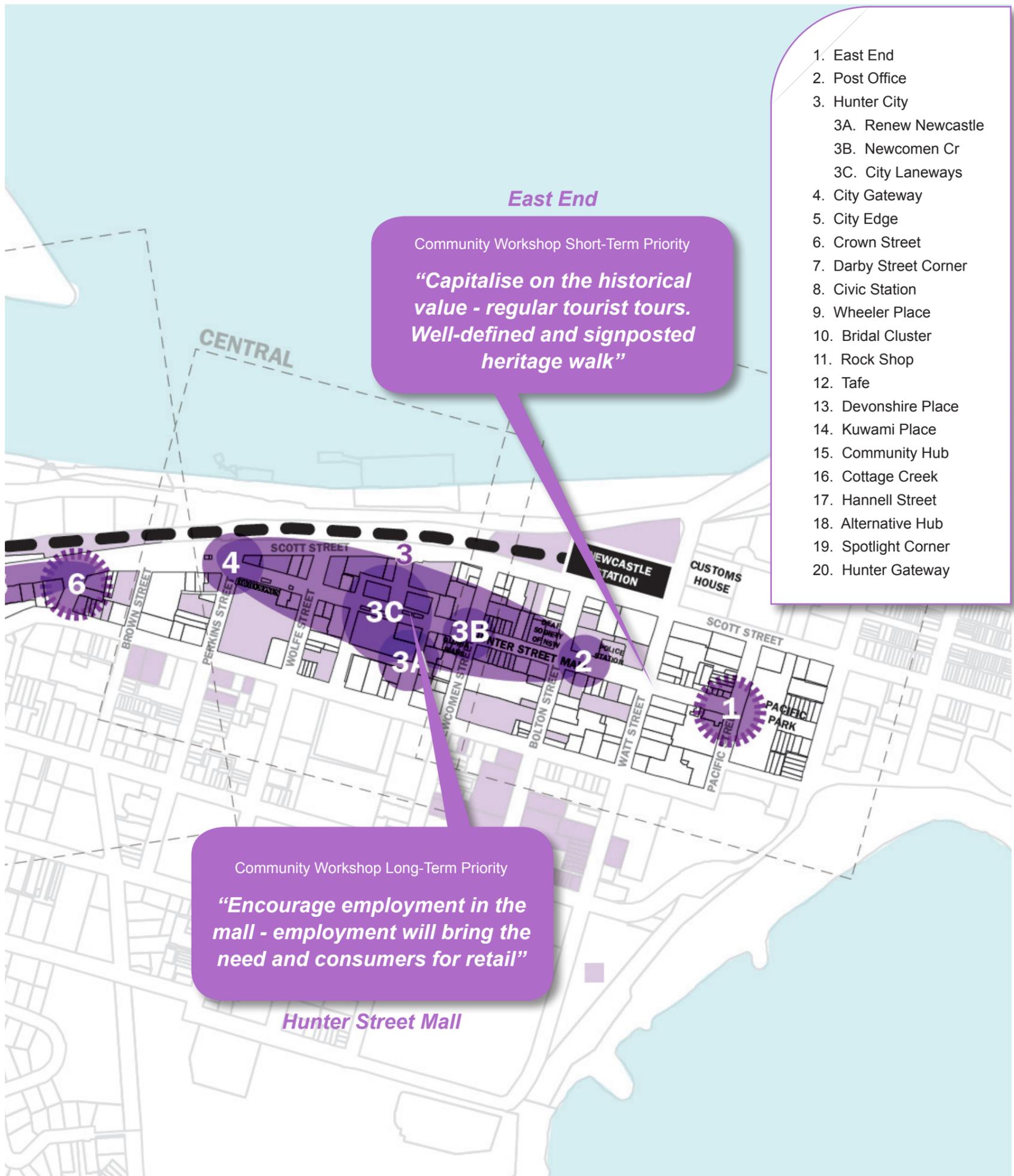
Community Workshop Short-Term Priority

“Landscaping sculpture/art displays with uni, and explanatory signs - extend up Darby Street, through Civic Park”

Cottage Creek

Darby Street Corner





1. East End
2. Post Office
3. Hunter City
 - 3A. Renew Newcastle
 - 3B. Newcomen Cr
 - 3C. City Laneways
4. City Gateway
5. City Edge
6. Crown Street
7. Darby Street Corner
8. Civic Station
9. Wheeler Place
10. Bridal Cluster
11. Rock Shop
12. Tafe
13. Devonshire Place
14. Kuwami Place
15. Community Hub
16. Cottage Creek
17. Hannell Street
18. Alternative Hub
19. Spotlight Corner
20. Hunter Gateway



The People and Place – A Place Making Approach to revitalising Hunter St (2010) prepared by Place Partners identified 20 distinct places of unique character and activity along Hunter Street.

The report advocates the application of a place making process to create safe and vibrant destinations where people feel a strong sense of ownership in their communities and commitment to making things better. Key place making objectives include:

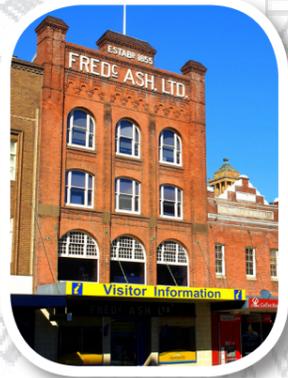
- Delivering outcomes that are appropriate for each unique place and its people
- Putting people first by prioritising the experience of the pedestrian over other modes of transport
- Prioritising the “every day” by understanding that the greatest attractor of people is other people
- Building relationships between people and places to create and interdependent network of businesses, public spaces and users

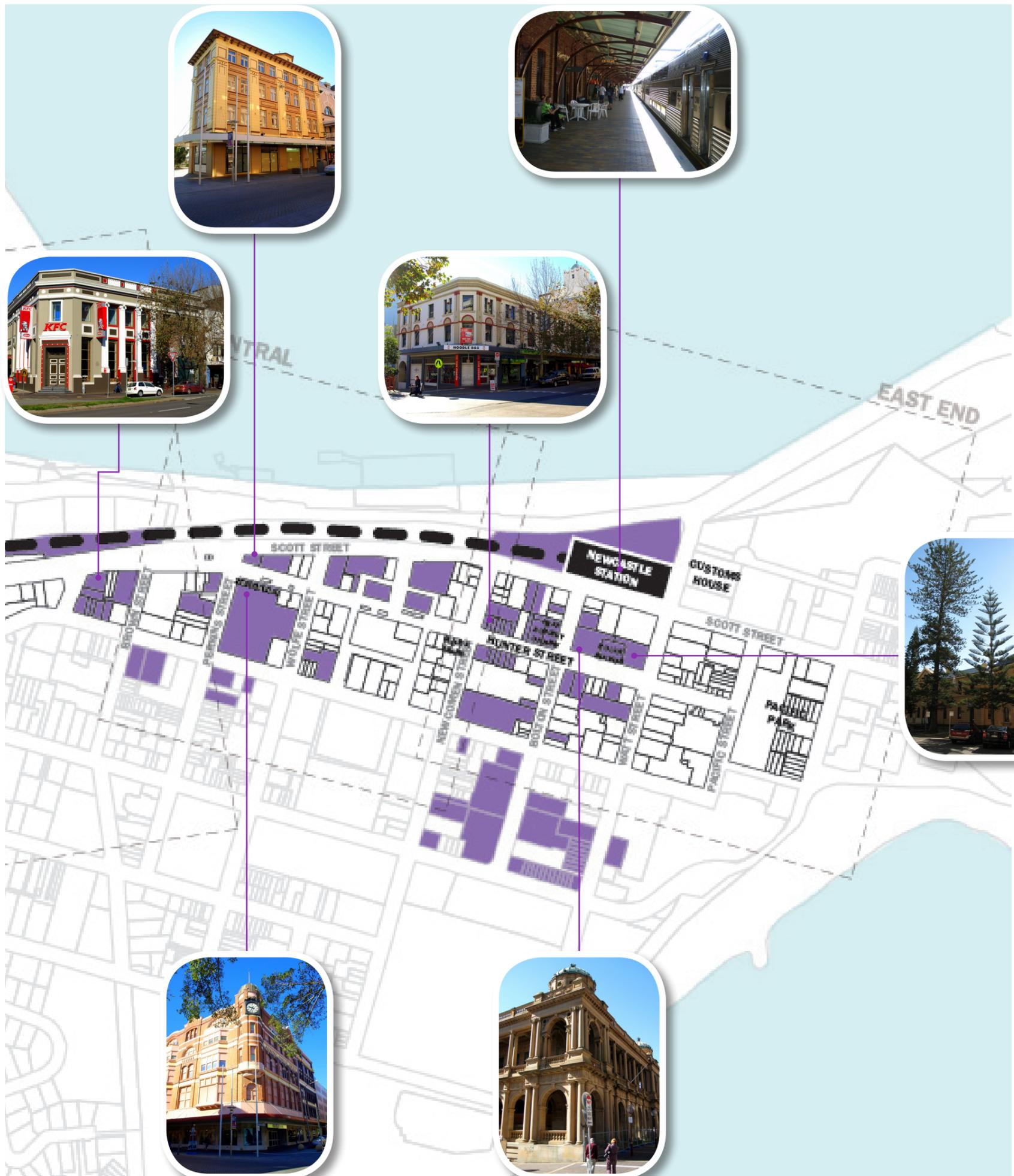
The diagram opposite indicates the location of the 20 identified special places along Hunter St. A community workshop was held on 24 November 2010 to begin to identify ideas for enhancing these places and setting priorities for action. Community comments about place making at several locations along Hunter St are included for reference. These comments are only a snapshot of the large range of short and long term ideas generated through the workshop process

Heritage Site

Identified ‘place’ opportunities

- 1 Existing Place
- 1 Priority Catalyst Place
- 1 Potential Place





HERITAGE

The Awabakai and Worimi people are acknowledged by Council as the traditional custodians of the land and waters of Newcastle. Their connection to the area stretches back many thousands of years.

Hunter Street contains many of the city's commercial and institutional buildings. The quality and diversity of architecture styles found here are testimony to the historic importance of the main street and its ongoing contribution to Newcastle's sense of place and local identity. Many of these buildings are of the 19th and 20th centuries and provide the scale, character and meaning to the city centre.

Adaptation and the re-use of the majority of these buildings have ensured that they have been conserved. Unfortunately however there are a few heritage significant buildings in the city centre that have fallen into disrepair, including the iconic GPO building, one of the city's most magnificent architectural icons.

Overall the heritage precincts and items of the city centre and Hunter Street are not well celebrated or interpreted in the public domain. An interpretation strategy should be implemented for the public domain areas of the city centre that celebrates the Aboriginal and European heritage of people place and events. Opportunities for a lighting strategy to showcase these heritage items should also be explored.

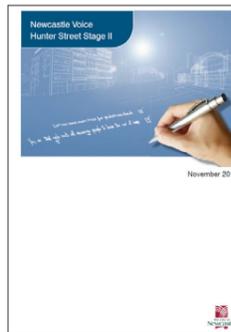


■ Heritage Site

WHAT THE COMMUNITY SAYS...

NEWCASTLE VOICE : HUNTER STREET STAGE II

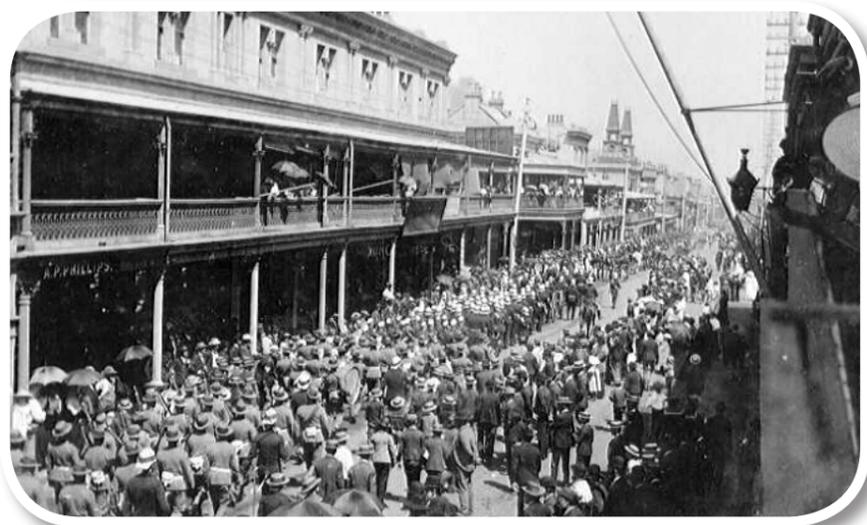
Improve the cleanliness of the street



Respondents were asked to indicate the effectiveness of ten enterprise options to revitalise Hunter Street, from 'extremely negative impact' to 'extremely positive impact.' The list of options is not exhaustive, nor will it be acted solely by the City of Newcastle.



PRIORITIES



Hunter Street was historically used for social events and parades



Place making opportunities

Image Source : www.thehighline.org

ACTIONS

- ❑ Prepare and implement a place based maintenance service agreement to improve street cleanliness
- ❑ Prepare a Public Domain Guideline document that reinforces character precincts, defines the furniture suite, implementation and management standards.
- ❑ Prepare and implement a wayfinding strategy to improve user experience and involvement in the city.
- ❑ Promote history and heritage with signage and facade lighting.
- ❑ Hold events and cultural activities along Hunter Street.
- ❑ Additional lighting to improve safety.
- ❑ Create attractive shaded streets integrating seating areas.
- ❑ Integrate public toilets into active building frontages supported by wayfinding signage and good passive surveillance.
- ❑ Integrate 'seasonal colour' into the streetscape through flexible planters, promotional banners and feature lighting elements.
- ❑ Provide opportunities for urban art (static and flexible) working closely with the art gallery, University and wider art community.
- ❑ Explore 'lease area' opportunities along the street to activate its edges and encourage evening economy.
- ❑ Implement a interpretation strategy for the public domain areas of the city centre and Hunter Street that celebrates the heritage of people, events and places.

- Improve street cleanliness by developing a Hunter Street Maintenance Service Level Agreement with key stakeholders
- Continue to prioritise and implement a place making program
- Implement a positive rebranding strategy for Hunter Street as part of the overall city centre tourism and community visitation experience
- Develop a recurrent annual program of events and activities along Hunter Street
- Improve community safety by enhancing lighting of public domain spaces
- Develop and implement a day and night time Aboriginal and European heritage interpretation strategy for Hunter St linked to other city centre sites of heritage significance
- Implement a way finding strategy between key destinations along Hunter Street and within the city centre
- Prepare Public Domain Plans for each of the 4 precincts along Hunter Street
- Prepare a Public Domain Technical Manual to assist in the development of individual precinct streetscape character
- Activate dormant streetscape edges by creating new lease area opportunities for day and night time economy
- Provide new public toilets at appropriate locations along Hunter Street



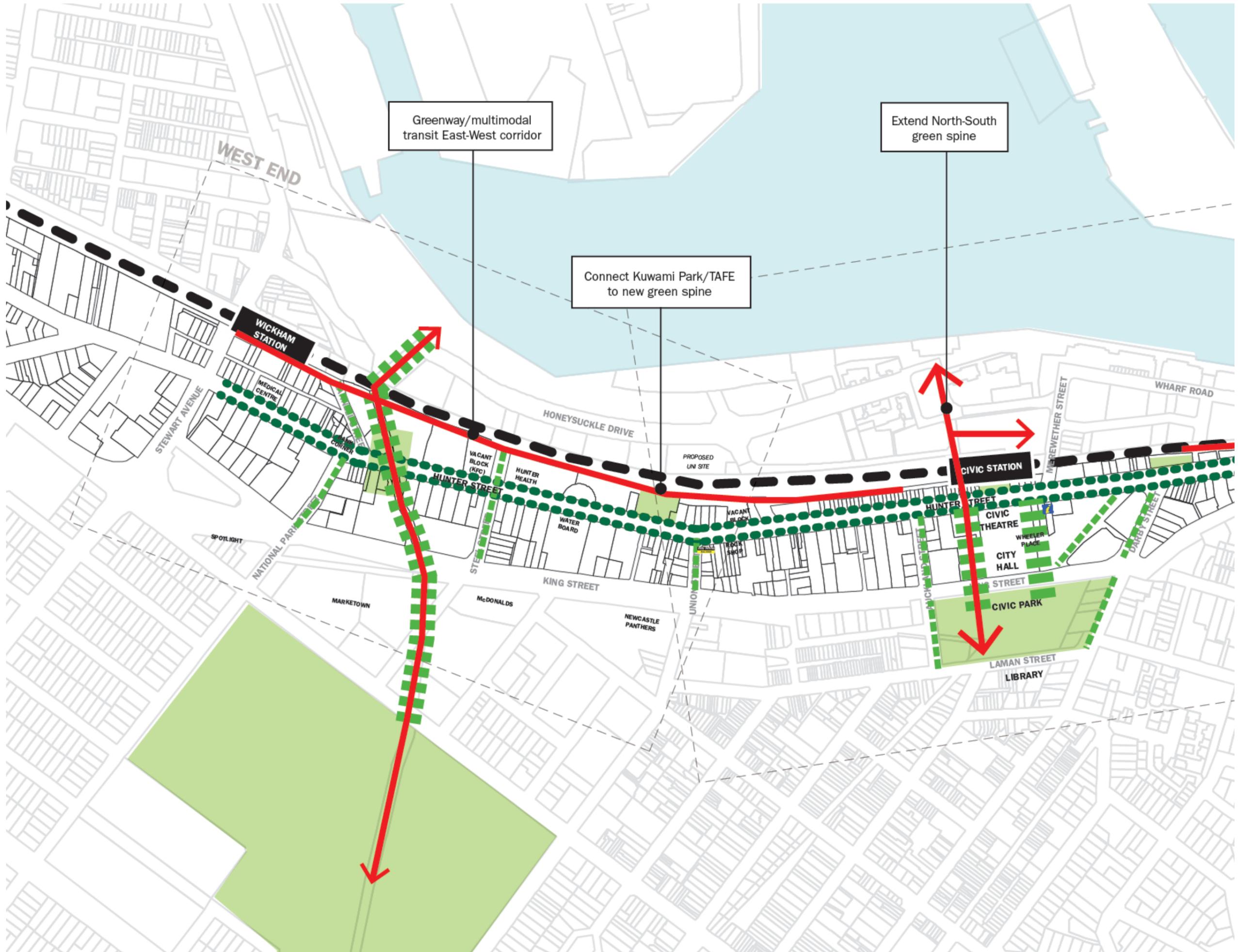
SCAPE
strategy

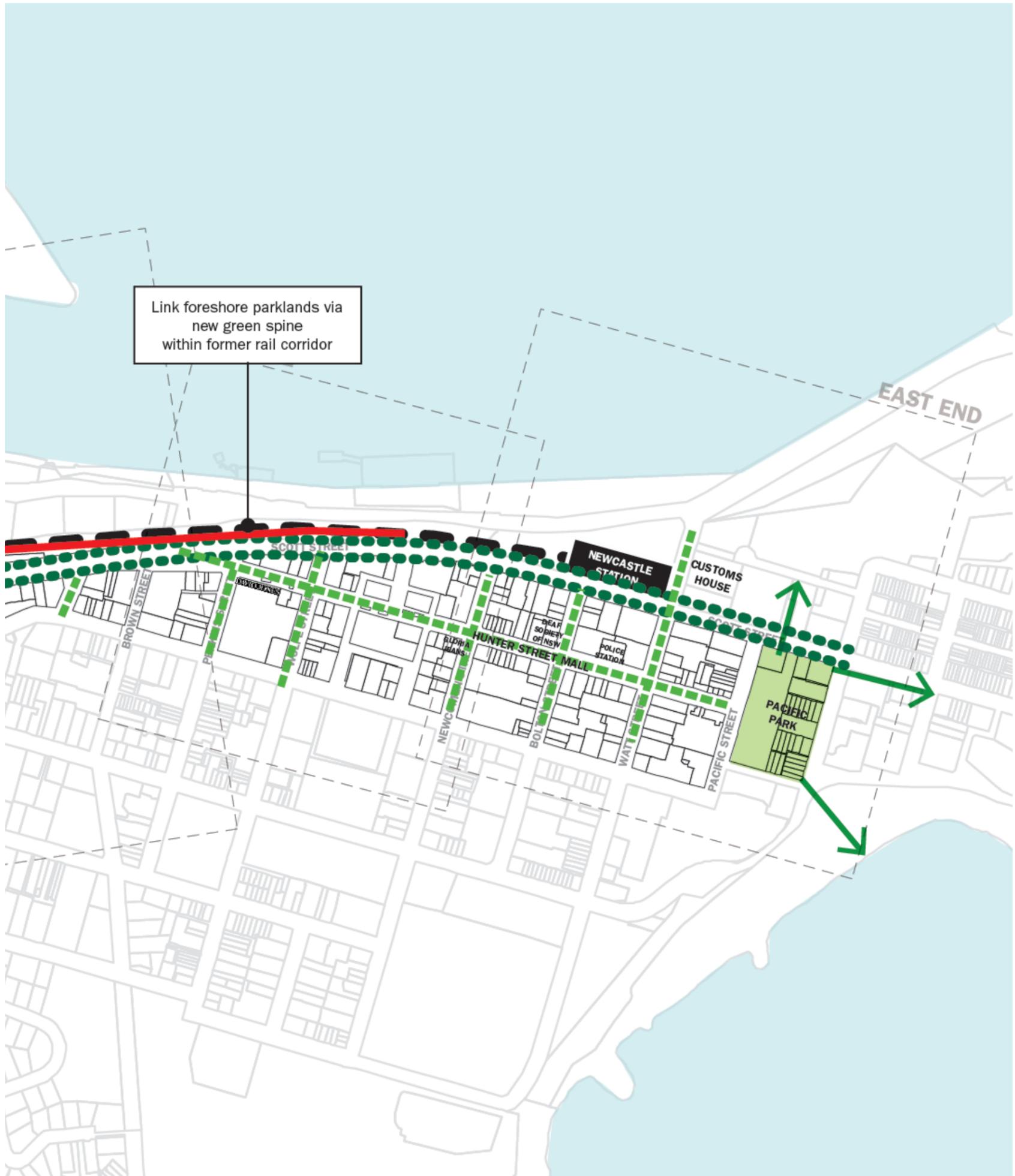
The Public Face & Space of Hunter Street



- Sustainable design
- Climate change ready
- Green infrastructure
- Increased biodiversity
- Urban stream
- Street tree planting
- Reduced consumption
- Green energy
- Carbon neutral
- Local products
- Recycled materials

“Greenways” seeks to foster the revitalisation of Hunter Street as place of strengthened biodiversity, climate change adaptive, and a leading example of energy efficiency, water sensitive urban design, and local low carbon product use.





Link foreshore parklands via new green spine within former rail corridor

The revitalisation of Hunter Street provides an opportunity to integrate new green infrastructure and best practice urban sustainability. There is an opportunity to improve the micro climate of the public spaces and streetscapes and maximise the user experience.

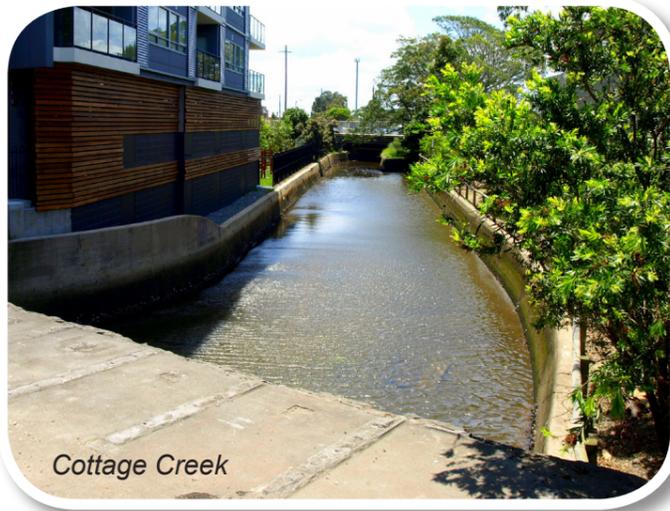
The “greenways” theme allows for the physical connection of parks, open space, active transport modes; walking, jogging, cycle through a coordinated program of tree lined streetscape and quality public domain.

The Hunter Street Revitalisation is an opportunity to implement the Urban Forest Policy, prepared by Council in 2008, to deliver social, economic and environment benefit to the community.

The implementation of a coordinated greenways program will require structural change to Hunter Street and surrounds. To accommodate a new street tree plan which responds to changing the microclimate and creating a consistent tree lined streetscape, new alignments will be required located within the current kerb-side parking to optimise the viability of the future green asset.

This commitment will require consideration of alternative tree species to the current plane trees and successive removal and replacement of the current tree asset that will transform the streetscape character.

-  Open Space/Parks
-  Green Boulevard
-  Green Streets
-  Greenway Connection
-  New Greenways



WEST END

Cottage Creek is a natural creek line that has been modified by and engineered to its current form as the city has evolved. Cottage Creek and its catchment are important in the management of storm water and flood storage. There is an opportunity to address storm water management issues and to create a new green asset for the West End that could connect the harbour foreshore via Cottage Creek to Marketown.

There is an opportunity to create a “green gateway statement” at the intersection of Cottage Creek and Hunter Street to define the western approach into Hunter Street. This would require property resumption, integration of new pedestrian & cycle access, possible section of central road median, new tree planting and public domain elements. This initiative has the potential to create a community green space in the West End.

Kuwami Park is a hard paved urban space that has the potential to be redefined with increased planting, connection to the TAFE and offers opportunity for future connection into the rail corridor and Honeysuckle, should the heavy rail be removed.

A new street tree planting program will consolidate the current fragmented tree structure and provide the opportunity to create a distinctive streetscape character for the West End.



CIVIC PRECINCT

There is a tremendous opportunity to redefine Hunter Street between Union Street and Darby Street with the introduction of a pedestrian priority zone and reallocation of the road corridor to other urban functions. The streetscape character can be defined through the tree planting structure using a mix of tree and palm selections; native and exotic. In creating a micro environment that encourages social interaction and outdoor activity managing solar access and shade is an important consideration and intern will influence the tree selection.

CIVIC STATION FORECOURT

This is a central arrival and departure point that services Hunter Street and Honeysuckle. The arrive experience and drop off function is poor. There is an opportunity to create a new forecourt to the railway fronting Hunter Street that minimises the hard stand and promotes a green space linking with the Hunter Street green spine, Wheeler Place and Civic Park beyond.



WHEELER PLACE

This is a large open hard paved urban space that has the opportunity to be redesigned to integrate an element of green space supported by new tree / palm planting structure to provide shade amenity and to improve the quality of the user experience.

Reinforcing linkages to Civic Station, Merewether Street pedestrian crossing and Civic Cultural Precinct are important. As mentioned in the previous section, there is an opportunity to strengthen a East West pedestrian movement between Wheeler Place, behind the theatre, connecting with Christie Place extending westward to Auckland Street and beyond that could be reinforced as a green connection.



CIVIC PARK

This is the largest consolidated green space in the civic precinct – The Green Heart – that supports the cultural facilities, civic events and recreational amenity. The physical and visual connection of Civic Park with Christie Place, Wheeler Place and Hunter Street is priority initiative that will strengthen the north south connectivity with Hunter Street.

There is further opportunity to create a major green spine connection, integrating Christie Place, to the west of Town Hall extending through to Hunter Street. This structural intervention would deliver a major connection opportunity that could be extended to Honeysuckle, connect the Museum and the waterfront, should the railway be removed in the future.

This initiative would strongly influence the future urban form of the precinct and should be given serious consideration by Council.

Recognising the heritage of Civic Park, the Australian Agricultural Company, former railway alignments and the ceremonial attributes are important considerations in the forward planning.



Laman Street & Civic Precinct : Design Framework (2010)

DARBY STREET / HUNTER STREET INTERSECTION

Extension of the tree planting structure from Hunter Street to Laman Street will extend the streetscape character of southern Darby Street and assist in visually enclosing the eastern side of Civic Park. There is opportunity to investigate a land acquisition on the northern side of Hunter Street at the Darby Street intersection to create a green space and visual terminus. This may provide future pedestrian connection opportunity with and to the north of the railway corridor in the future.

CENTRAL

Opportunity exists to reinforce the community meeting place at Crown Street incorporating place making initiatives which may include the addition of grass or feature “potted” landscape outcomes to add seasonal colour and character.

Upgrading of the streetscape environs in this precinct should include the opportunity to add new tree planting structure that suits the future function of this location. Addition of season colour throughout the public domain through flexible planters, hanging basket elements would add to the character and atmosphere.

EAST END

The street patterns and urban form are well founded and functional. Preservation of the heritage tree planting to the Post office and Courts frontage is paramount. Supplementary planting to north – south streets would reinforce the greenway structure and character of the East End.

Pacific Park is the green “bookend” to Hunter Street providing valuable recreational amenity to the East End community. Connections to Newcastle Beach, the Lumber Yard and harbour foreshore should be strengthened. The function of the park needs further review and capital investment to upgrade the landscape and facilities to better serve the expanding residential community.

LIVING INFRASTRUCTURE

It is important to recognise that the trees and greenways are “living infrastructure” that are a generational investment requiring city resources to nurture and manage the asset into the future. The fragmented and aging tree asset is in urgent need of attention that will require a tree management & succession plan and capital investment.

Adopting a street tree plan will establish a “green framework” into which the parks and public spaces can connect. There are key opportunities to consolidate, reinforce and create new green connection within the Hunter Street Context.



Green Asset



Pacific Park

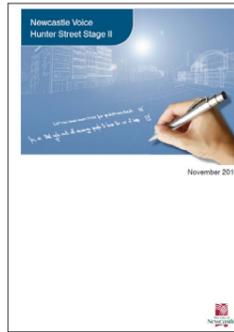


SCAPE
strategy

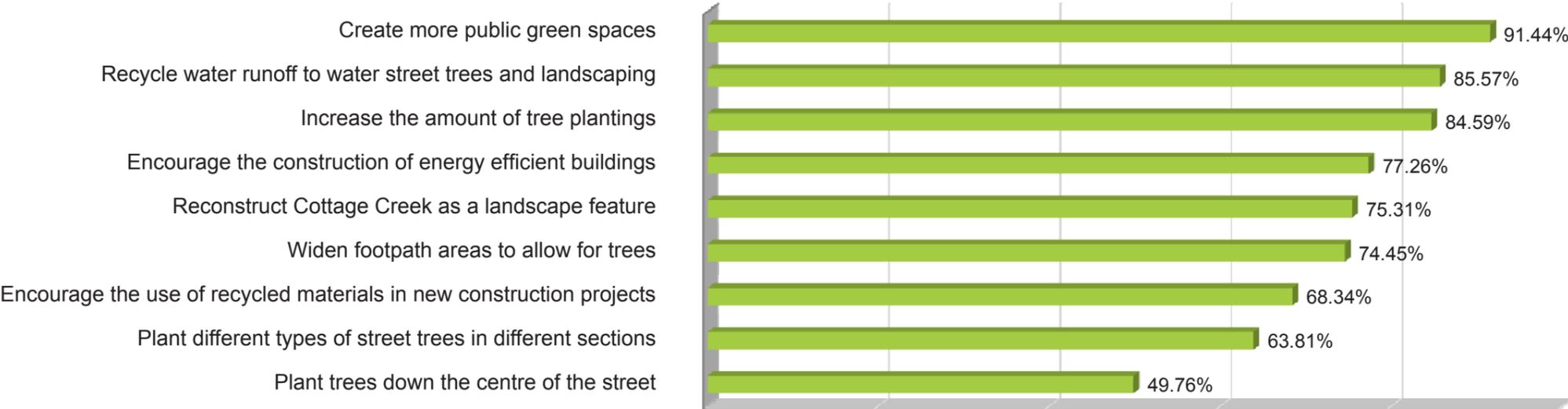
WHAT THE COMMUNITY SAYS...

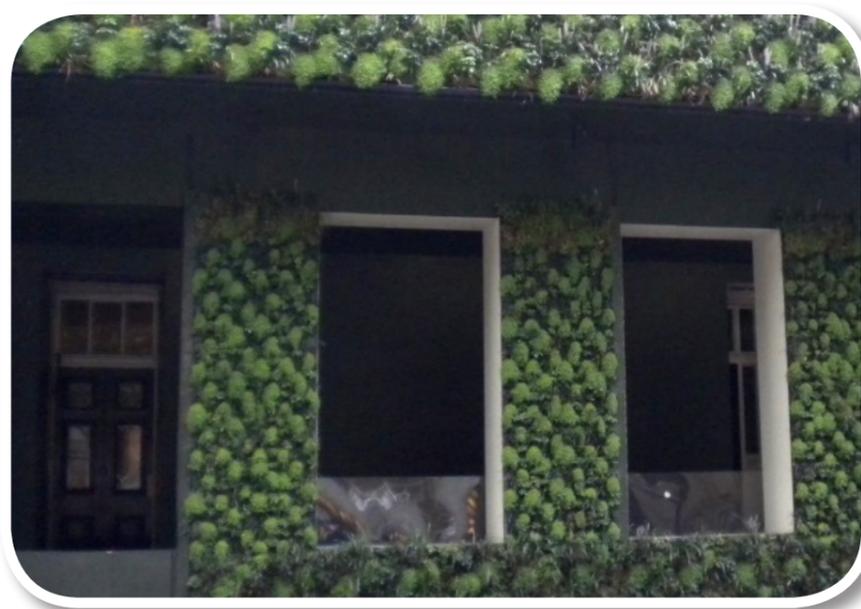
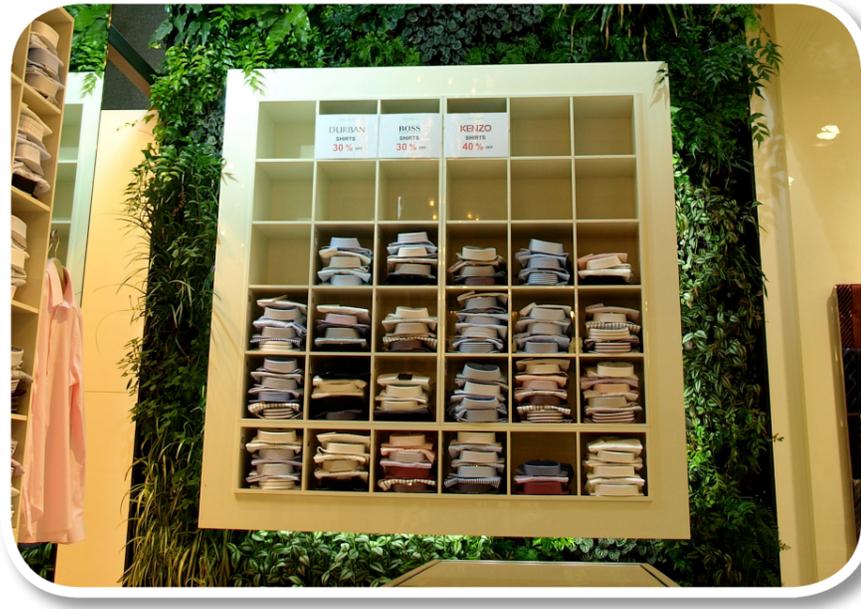
NEWCASTLE VOICE : HUNTER STREET STAGE II

Create more public green spaces



The graph below depicts respondents' responses to the effectiveness of community inspired greenway options, sorted by 'extremely positive impact', followed by 'positive impact.'



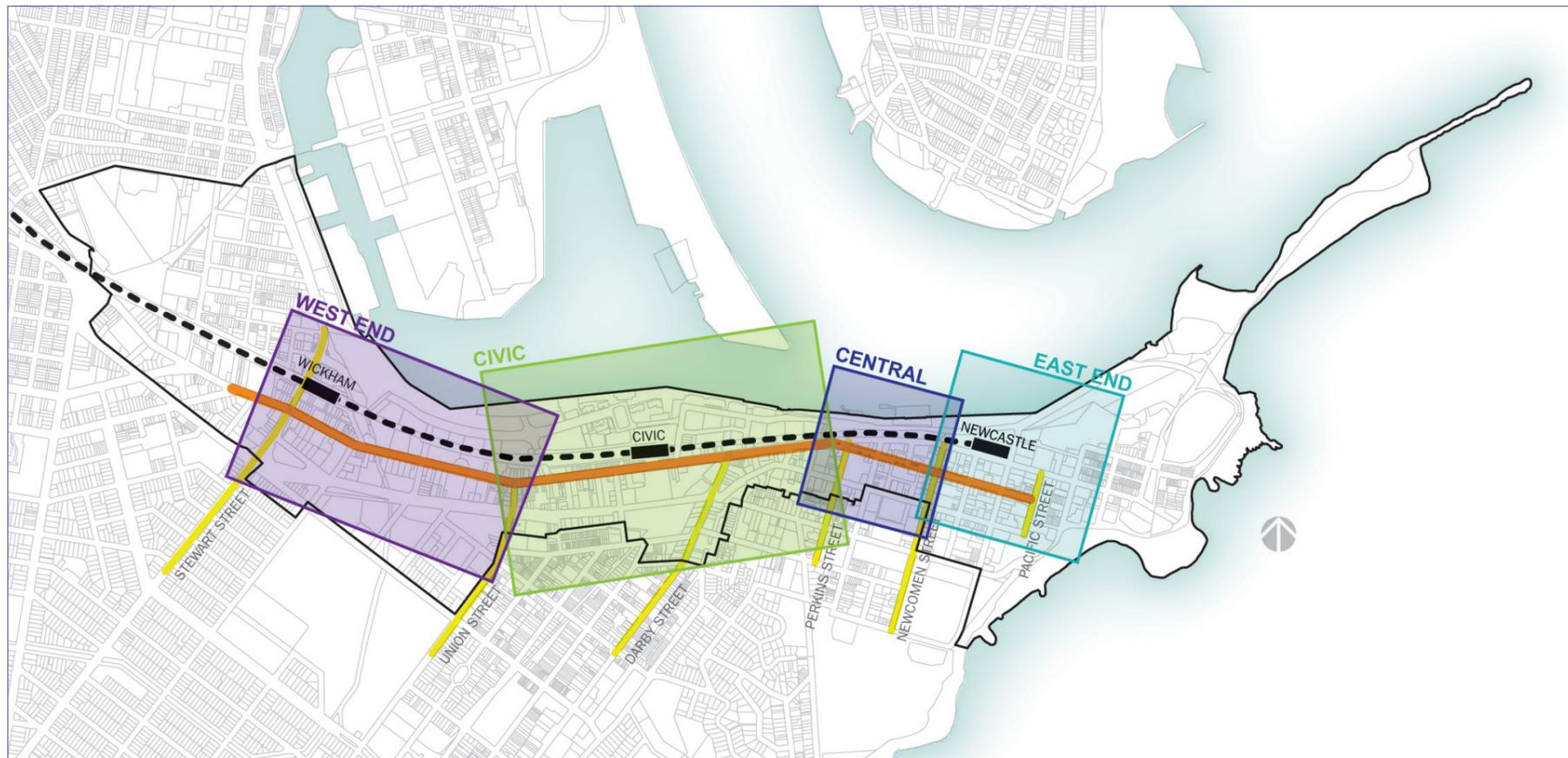


PRIORITIES

- Refer to the Newcastle Urban Forest Policy (2008) as part of the creation of a co-ordinated greenway program for Hunter Street
- Implement a tree management and succession plan for existing tree assets
- Increase biodiversity through selection of a variety of plant types and forms
- Develop a new street tree planting plan for Hunter Street with canopy cover targets
- Enhance the green connectivity within the Civic Precinct of Hunter Street
- Create a new green gateway in the West End at Cottage Creek
- Acquire properties, deconstruct and reveal Cottage Creek as an urban stream
- Develop a whole of catchment management approach for Cottage Creek, water quality and flooding issues
- Incorporate sustainability approaches in the construction of new buildings and infrastructure along Hunter Street
- Build climate change resilience into the forward planning of the Newcastle city centre
- Encourage development to incorporate green walls and roofs to reduce water runoff and cool the city ambient temperatures

6

PRECINCT REVITALISATION OPPORTUNITIES

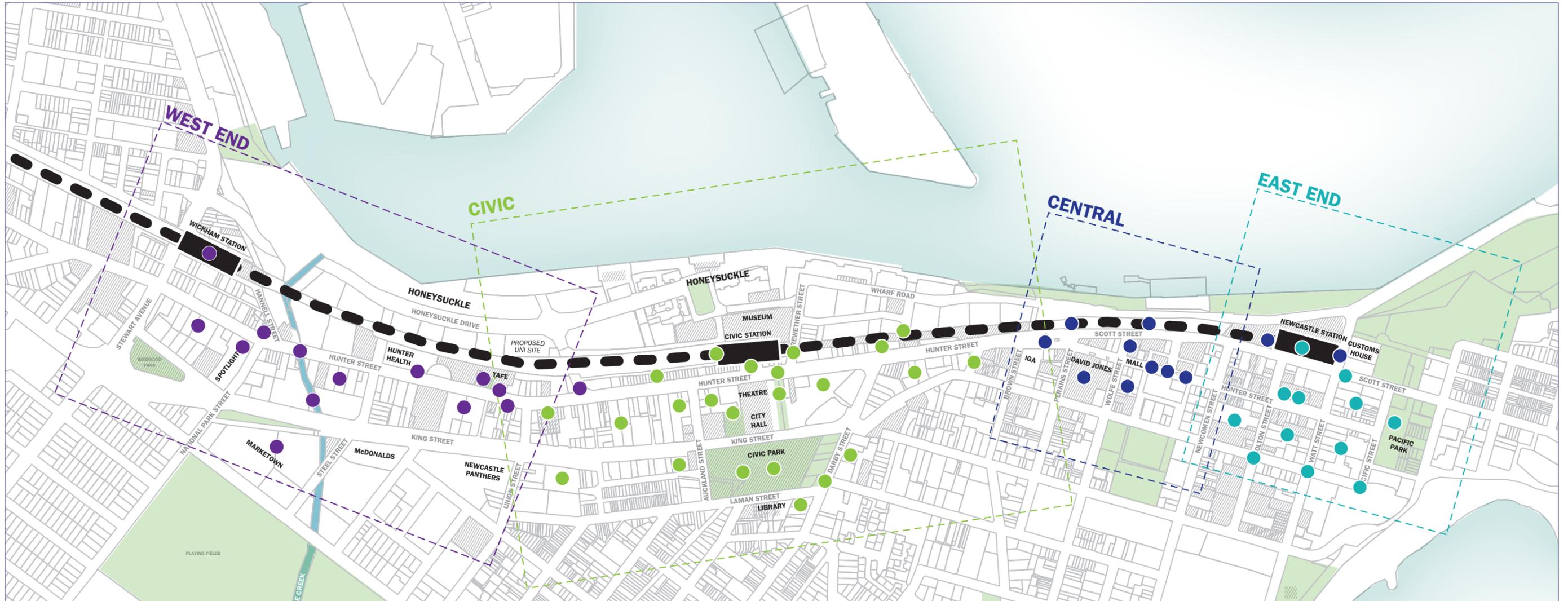


As an essential structuring element, Hunter Street has been divided in to 4 precincts;

- West End
- Civic
- Central
- East End

The following section identifies specific opportunities for consideration within each precinct, acknowledging the potential for inward investment, improved and active public domain and interventions that provide for the needs of the visitor resident and business community. The opportunities acknowledge and reinforce the heritage and green assets of Hunter Street.

There are a number of “Whole of Hunter Street” initiatives nominated to support and guide the revitalisation and decision making process in order to deliver considered urban outcomes.



Opportunities for Hunter Street Revitalisation

LEGEND

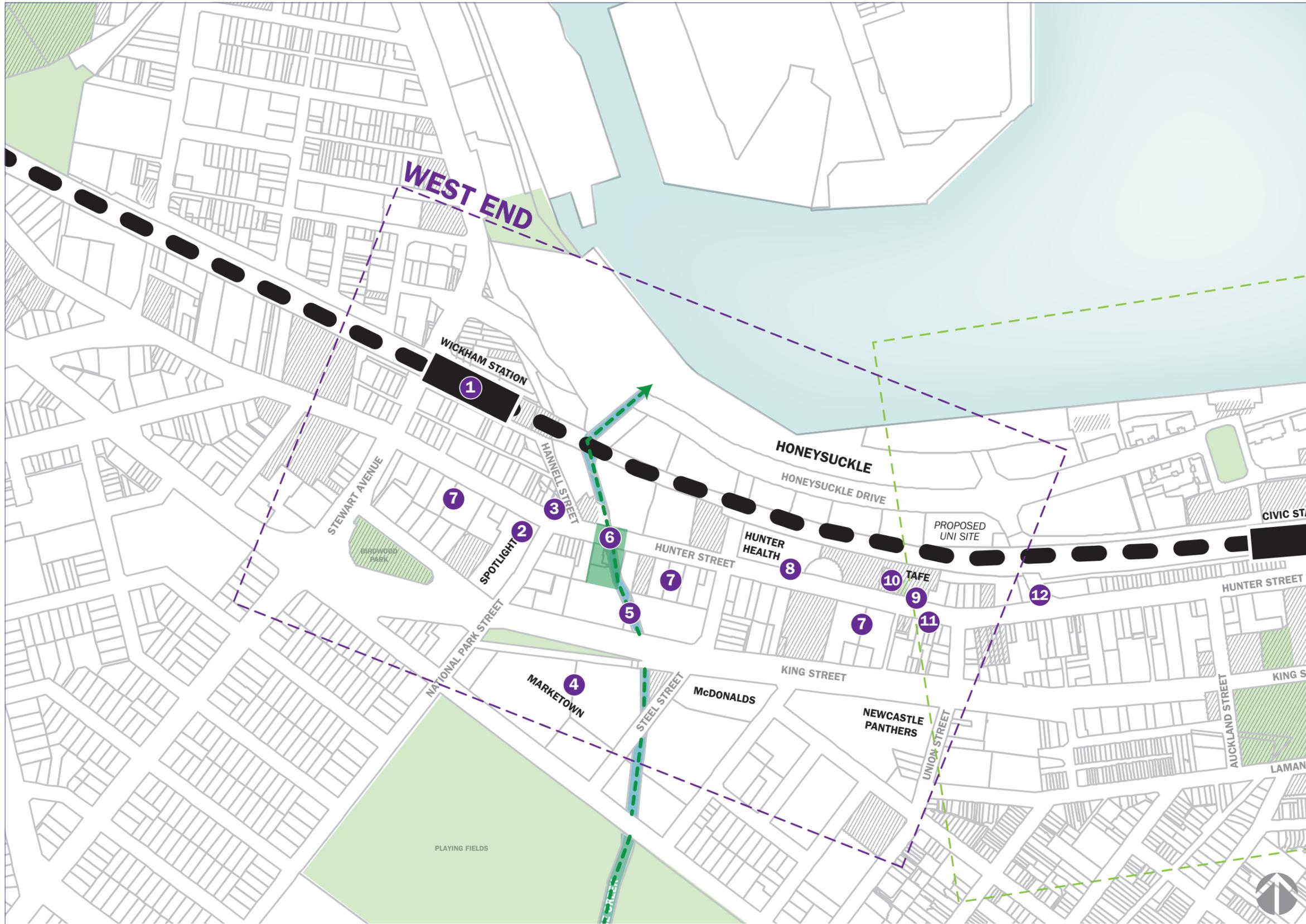
- Heritage Zone
- Open Space
- Railway

WHOLE OF HUNTER STREET PROGRAMS

PROGRAM / PROCESS	PROJECT DETAILS	BENEFIT TO THE CITY CENTRE
MULTI MODAL TRANSIT & PEDESTRIAN PRIORITY	Reallocation of road corridor functions to expand capacity for active transport modes; public transit, pedestrian & cycle networks. Provide for disability and equity of access to Hunter Street and across rail corridor.	Increasing visitor and pedestrian accessibility as a part of an integrated transport strategy for the city centre.
PARKING STRATEGY	Align car parking strategy with city growth projections encouraging centralised parking and limited short stay on street parking within Hunter Street. Explore economic incentives & community behavioural change program to reduce car trips in the city centre in favour of public & active transport modes.	Manage future demand and encourage shift to public transit & active modes of transit.
PUBLIC TRANSPORT	Align citywide multimodal transit planning with Hunter Street and broader connections to promote real time scheduling and new public domain infrastructure.	Meet multimodal 2016 target of 20%. Improve user experience. Reduce car travel mode.
GREENWAYS -TREE MANAGEMENT PROGRAM	Align forward street tree program for Hunter Street with the Urban Forest Policy (NCC 2008), tree succession management and public domain infrastructure to deliver sustainable social, economic and environmental benefit.	Green asset management.
PUBLIC TOILETS	Provide a safe, well maintained and accessible public toilet facilities.	Improved public amenity.
PUBLIC DOMAIN GUIDE	Prepare and implement a Public Domain Guide detailing the principles, elements and management specific to Hunter Street.	Increased public pride in outdoor spaces, reduction in anti social behaviour.
WAY FINDING GUIDE	Prepare and implement a Way-Finding Guide for central Newcastle that embraces landmarks, gateways, graphic messaging, signage and public domain elements.	Encourage active transit modes; public transport, walking and cycling. Reinforce connections, user information and interpretation relating to Hunter Street.
SHOPFRONT AND VACANT LOT IMPROVEMENT SCHEME	Program for upgrading vacant shopfronts to improve the urban experience, city promotion and to support start up enterprise.	Improve urban quality and enterprise opportunity.
ENTERPRISE STRATEGY	Develop partnerships with business community to actively promote and pursue opportunities for investment in Hunter Street. Implement targeted program to increase residential population along Hunter Street.	Economic vitality and growth.
HERITAGE RESPONSE	Recognise and protect the heritage of Hunter Street through a coordinated interpretive strategy, façade lighting program and planning instruments.	Interpretation, preservation and adaptive reuse of the rich heritage asset.
ASSET MANAGEMENT	Align city maintenance program with the Hunter Street Revitalisation ensuring efficient resource allocation, product lifecycle and high presentation standard.	High quality presentation, risk and management efficiency.

LEGEND

 ENTERPRISE THEME
 INTEGRATED TRANSPORT THEME
 GREENWAYS THEME
 PEOPLE & PLACE THEME



LEGEND

- Heritage Zone
- Open Space
- Green Connection
- Railway

Opportunities for Hunter Street Revitalisation : WEST END

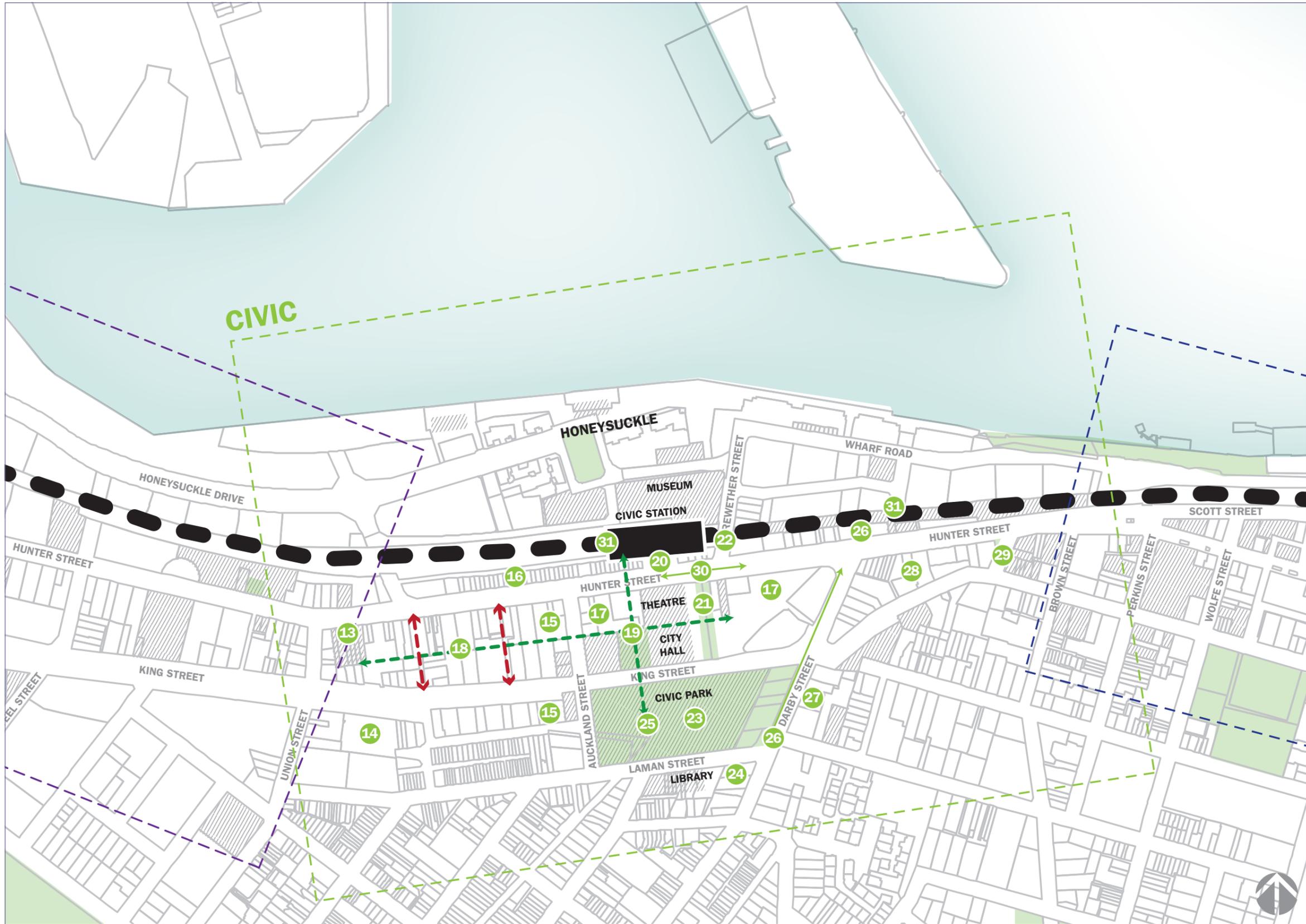
PRECINCT : WEST END



CODE	OPPORTUNITY PROCESS	PROJECT DETAILS	BENEFIT TO THE CITY CENTRE
1	WICKHAM STATION	Integrate public transport and taxi setdown provision at Wickham Station. Integrate wayfinding signage and upgrade pedestrian connection as part to overall Rail Corridor program.	Improve rail arrival experience, wayfinding and pedestrian amenity.
2	SPOTLIGHT CORNER	Upgrade public domain and reinforce pedestrian connection to Marketown.	Key retail destination and memorable place.
3	BANK CORNER	Reinforce heritage character with lighting and interpretation.	Heritage promotion.
4	MARKETOWN	Opportunity to expand retail and mixed use offer to service West End. Major retail anchor to the south of Hunter Street.	Increase West End visitation and support for future growth in residential and commercial community.
5	COTTAGE CREEK GREENWAY	Create a park setting and environmental improvements to Cottage Creek, which addresses storm water management and embraces livistona palm theme.	Address storm water management and create new green community asset.
6	COTTAGE CREEK GATEWAY	Create the major western entry "gateway" to Hunter Street through public domain treatments, branding signage marker and lighting feature.	Hunter Street branding.
7	RESIDENTIAL AND ENTERPRISE REJUVENATION	Opportunity to reuse / redevelop underutilised building stock for residential uses, including affordable housing and student accommodation.	Inner city residential growth.
8	HUNTER HEALTH BUILDING	Retain street parking and improve public domain lighting.	Improved personal safety.
9	TAFE HERITAGE BUILDING	Encourage upgrade of outdoor spaces within site boundary to improve urban quality. Façade lighting and interpretive signage opportunity as part of Heritage Strategy.	Compliment heritage façades and educational functions.
10	KUWAMI PLACE	Opportunity to integrate into greenway network with connections to TAFE.	Community open space.
11	HUNTER STREET BOUTIQUE SHOPS	Opportunity to create high quality small independent retail enterprises on Hunter Street, while retaining existing facades.	Retail diversity.
12	WORTH PLACE PEDESTRIAN LINK	Create a north south pedestrian connection between the West End and the Honeysuckle precinct.	New pedestrian connection.

LEGEND

ENTERPRISE THEME
INTEGRATED TRANSPORT THEME
GREENWAYS THEME
PEOPLE & PLACE THEME



LEGEND

-  Heritage Zone
-  Open Space
-  Vehicle Connection
-  Green Connection
-  Railway

Opportunities for Hunter Street Revitalisation : CIVIC

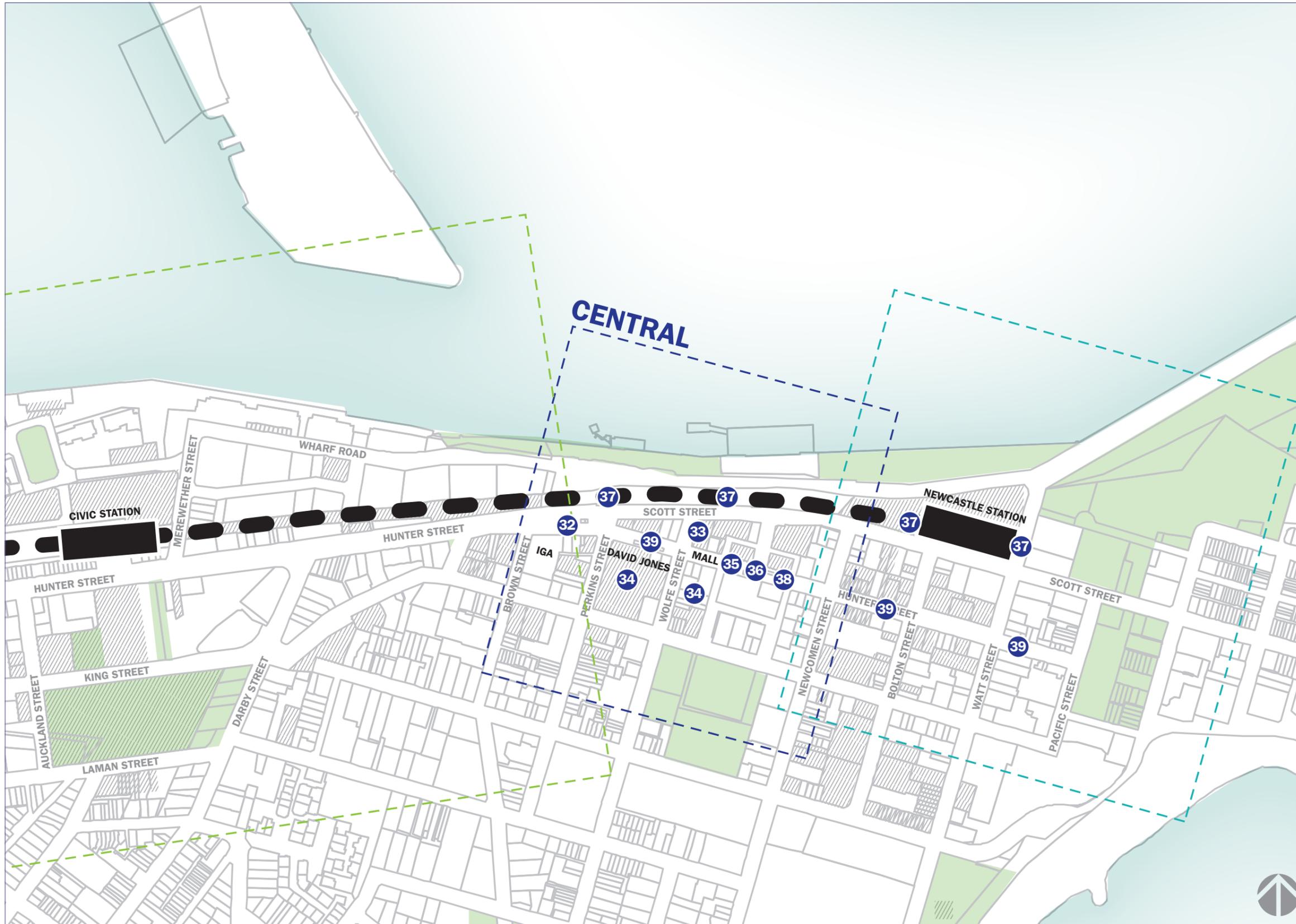
PRECINCT : CIVIC



LEGEND

	ENTERPRISE THEME
	INTEGRATED TRANSPORT THEME
	GREENWAYS THEME
	PEOPLE & PLACE THEME

CODE	OPPORTUNITY PROCESS	PROJECT DETAILS	BENEFIT TO THE CITY CENTRE
13	ROCK SHOP	Reinforce iconic shop as a meeting place through People & Place program.	Celebrating local enterprise.
14	COUNCIL CAR PARK	Redevelopment potential to expand capacity and renew aging asset.	Parking infrastructure.
15	UNIVERSITY CAMPUS	Consolidation of education functions, student housing and ancillary uses through relocation of new University facilities to Civic Precinct.	Key driver for economic stimuli and inner city residential population growth.
16	BRIDAL SHOP CLUSTER	Single local retail frontages to Hunter Street. Public domain enhancement to support existing street faced retailing (bridal cluster).	Encourage greater utilisation of vacant shops and promote destination retail.
17	JUSTICE	Secure & locate regional justice court infrastructure on Council owned lands to support the administrative function of the Civic Precinct & associated ancillary legal support.	Regional service, employment and inward investment.
18	REDEVELOPMENT & CONNECTIONS: UNION - AUCKLAND STREETS	Explore opportunity through redevelopment options for new midblock connectivity between King and Hunter Streets & east-west to Wheeler Place.	Improved circulation, street activation & enterprise opportunity.
19	CIVIC CONNECTION	Create a new north-south pedestrian green connection between major cultural and civic facilities; Library, Art Gallery, Civic Park, City Hall, Wheeler Place, Hunter Street, the Museum and Honeysuckle precinct.	Green asset investment and new urban connection.
20	CIVIC STATION FORECOURT	Improve function, amenity and user experience of a key arrival point into the City & Hunter Street. Opportunity for a "green" forecourt.	Improved arrived experience.
21	WHEELER PLACE	Reinforce Wheeler Place as a "meeting place" incorporating a central green focus. Reinforce connectivity between Civic Park and Civic Station forecourt.	Upgrade to public domain.
22	MEREWETHER CROSSING	Investigate removal of visually and physically obtrusive pedestrian control system and replacement with a user friendly solution.	Improve pedestrian experience.
23	CIVIC PARK	Implement Community Design Workshop suggested improvements with upgraded public amenity, improved lighting and signage . Implement succession tree management strategy for aging asset.	Support user experience, events and civic facilities. Upgrade "green city heart".
24	ART GALLERY	Support staged extension proposals through upgrade to public domain streetscape & car perking. Promote linkages with Civic Park through, events, art installations & active forecourt uses.	Regional cultural asset.
25	AA COMPANY RAILWAY LINE	Acknowledge and interpret former rail link as a part of Australian Railway Heritage through Civic Precinct.	Rail heritage interpretation.
26	DARBY STREET TREES & GREEN SPACE	Extend the tree planting structure along Darby St. to Hunter St. intersection & explore opportunity for greenspace on northern side of Hunter St intersection.	Reinforce urban greenways and road hierarchy.
27	RESIDENTIAL INFILL	Encourage residential redevelopment of commercial activities on eastern side of Civic Park.	Residential infill & passive surveillance to Civic Park.
28	MIXED-USE ENTERPRISE	Support adaptive building low scale redevelopment uses; speciality retail, entertainment and residential.	Private enterprise investment & urban regeneration opportunity.
29	CROWN STREET	Implement "People & Place" street upgrade.	Reinforce as community meeting place.
30	NEW HUNTER STREET SECTION: AUCKLAND - DARBY STREET	Create pedestrian environment with reconfigured intersections, reduced speed limit (30k), one lane traffic flow in each direction, reallocation of carriageway to pedestrianised zone on southern side.	Enterprise opportunity, street activation and integration of multimodal transit options: walking, cycle & public transport amenity.
31	RAILWAY - PEDESTRIAN CONNECTIONS UPGRADE	Upgrade overhead rail connections to provide equity of access, weather protection, increased lighting and signage as part of whole of Hunter St. strategy	Amenity upgrade.

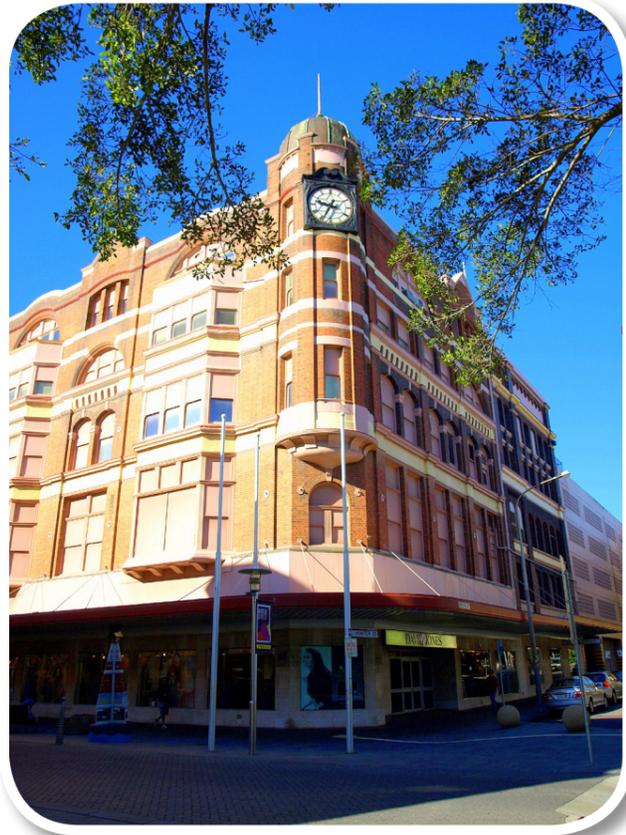


LEGEND

-  Heritage Zone
-  Open Space
-  Railway

Opportunities for Hunter Street Revitalisation : CENTRAL

PRECINCT : CENTRAL



CODE	OPPORTUNITY PROCESS	PROJECT DETAILS	BENEFIT TO THE CITY CENTRE
32	BUS STOP; PERKINS - HUNTER ST.	Improve signage, seating, real time scheduling and amenity at major bus departure node.	Urban amenity upgrade.
33	RETAIL CENTRAL	Opportunity to define Hunter Street's evening economy and enhance the retail hub by supporting a mix of specialised retail, entertainment and residential infill.	Support user experience through a high quality public domain and retail hub.
34	KEY REDEVELOPMENT SITE	Major retail, entertainment and residential focus investment & urban regeneration opportunity that has the potential to refine the Central Precinct. This will stimulate further investment and redevelopment opportunity adaptive reuse of existing building stock.	Key economic and employment driver for City.
35	HUNTER STREET MALL	Redefine one-way calmed traffic flow via bitumen surface treatment to improve legibility & consider future public transport opportunities in the forward planning. Remove physical clutter and implement new tree planting & public domain suite.	Greater pedestrian connectivity and public transport access to bring people directly into the retail heart of the city centre.
36	FAÇADE LIGHTING PROGRAM	Implement program for façade lighting to add to night time ambience and express heritage facades.	Support evening economy.
37	RAIL STATION CONNECTION	Improve accessibility to Newcastle Station by increasing all weather protection and provision of suitable connective walkways between Hunter Street and Scott Street.	Enhance the existing public transport amenity to support visitor and tourism experience.
38	STREET ENTERTAINMENT	Review viability of street market & associated infrastructure. Explore alternative active event and promotions program to draw and retain visitor within the retail precinct, including evening events.	Enhance visitor experience through coordinated event program. Enterprise support.
39	TREE MANAGEMENT STRATEGY	Incorporate a tree management and replacement strategy for the existing street trees that enables sightlines to heritage building facades to be retained and enhanced.	Celebrates the natural beauty and emphasises history of the street.

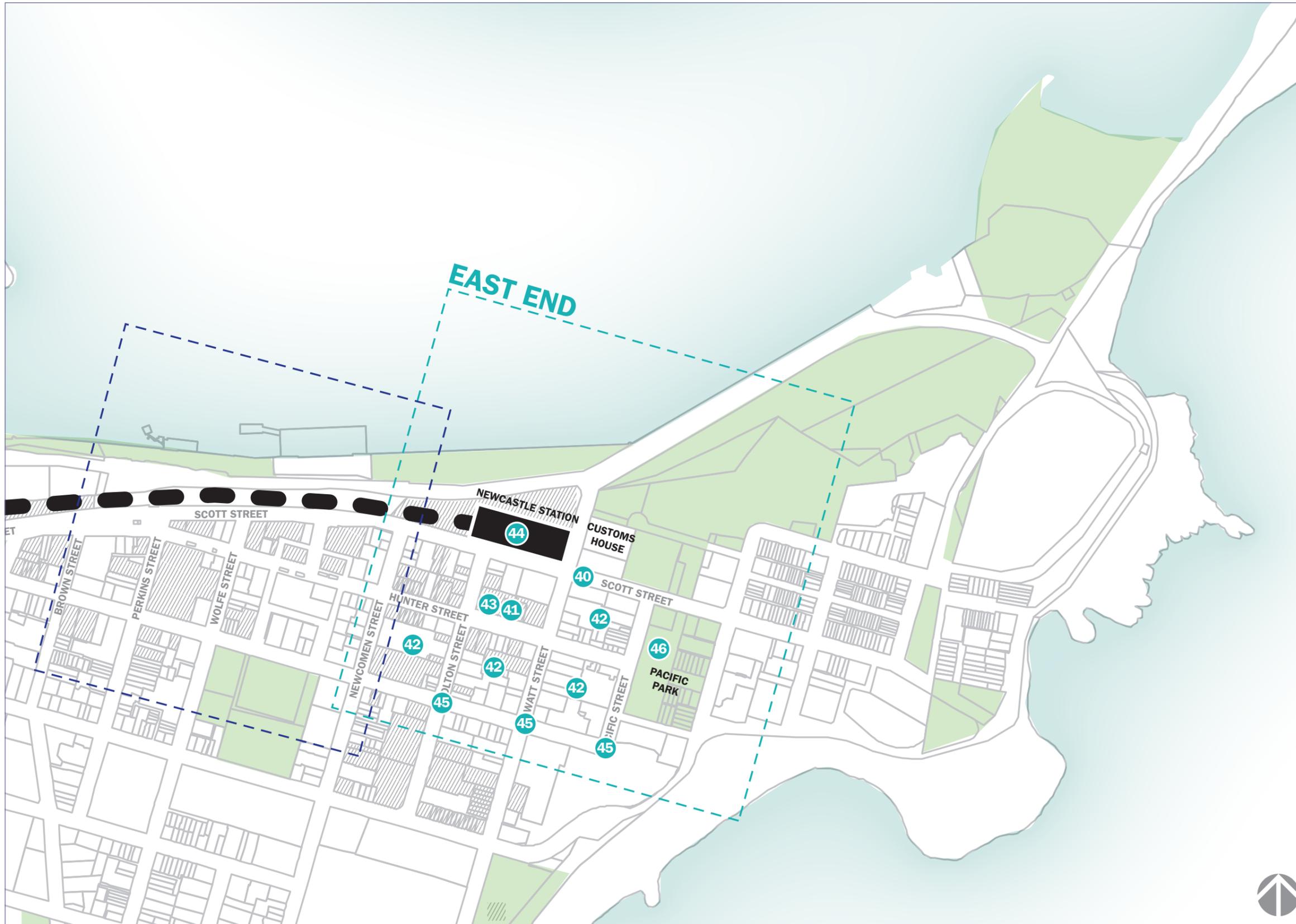
LEGEND

- ENTERPRISE THEME
- INTEGRATED TRANSPORT THEME
- GREENWAYS THEME
- PEOPLE & PLACE THEME



SCAPE
strategy

December 2010



LEGEND

-  Heritage Zone
-  Open Space
-  Railway

Opportunities for Hunter Street Revitalisation : EAST END

PRECINCT : EAST END



CODE	OPPORTUNITY PROCESS	PROJECT DETAILS	BENEFIT TO THE CITY CENTRE
40	SCOTT STREET	Upgrade public domain: banners signage, lighting, tree structure to reinforce the vehicular approach from the east into Hunter Street.	Eastern Gateway - public domain upgrade.
41	HERITAGE	Protect existing heritage buildings through adaptive reuse and residential conversions. Preserve historic tree plantings and WW I memorial.	Cultural appreciation.
42	ENTERPRISE	Reinforce retail outdoor dining opportunities. Capacity to increase residential population & tourist accommodation with ancillary support functions.	Support the visitor experience and provision of mixed retailing to support East End living.
43	POST OFFICE	Key adaptive reuse site. Provide temporary place making initiatives to enhance ground floor presentation and messaging for redevelopment of the historic site. Integrate façade lighting and interpretive information relating to the post office heritage.	Catalyst redevelopment.
44	RAIL CONNECTION	Improve accessibility to Newcastle Station through all weather protection and suitable connective walkways between Hunter Street, Bolton and Watts Streets.	Enhanced public domain amenity.
45	GREENWAYS -TREE MANAGEMENT PROGRAM	Implement street tree planting program to north-south connections to enhance urban character and improve user comfort.	Greenway enhancement.
46	PACIFIC PARK	Upgrade to cater for lifestyle needs of the resident and business community. Improve pedestrian, cycle and public transport connections to beach & harbour foreshore acknowledging Coastal Revitalisation Plan.	Urban park & city connections.

LEGEND

- ENTERPRISE THEME
- INTEGRATED TRANSPORT THEME
- GREENWAYS THEME
- PEOPLE & PLACE THEME



SCAPE
strategy

December 2010

7

IMPLEMENTATION



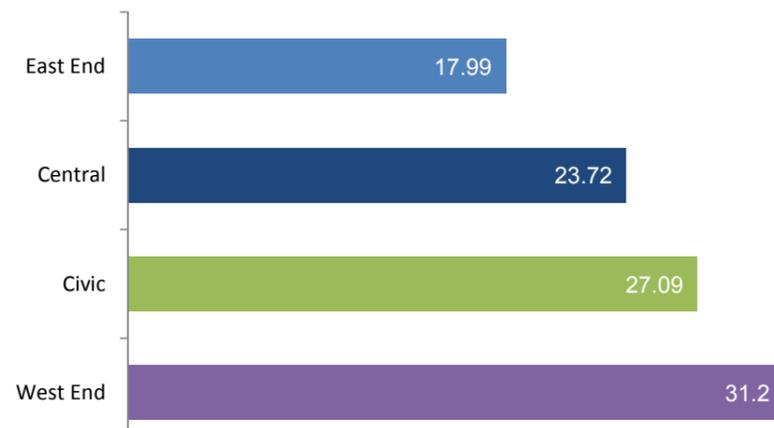
Process



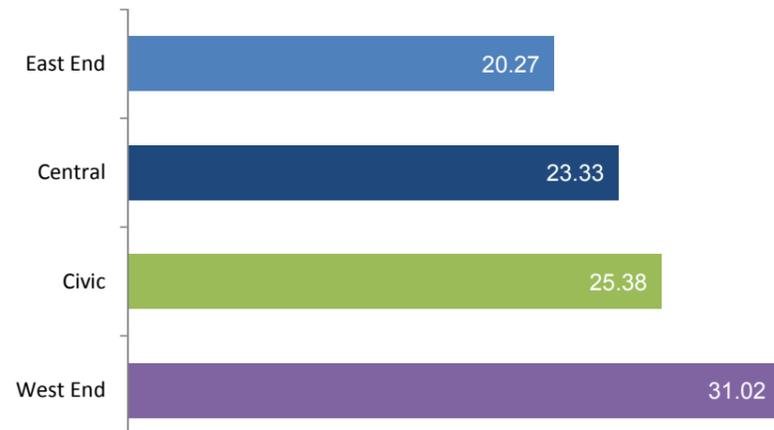
PRIORITIES

- Form an Advisory Working Group of key Council and external stakeholders to co-ordinate the delivery of the Strategic Framework priorities
- Action the delivery of the Strategic Framework priorities through partnerships and whole of government approaches
- Prepare submissions to Federal and State agencies to value add Council funding for major infrastructure and development projects along Hunter St and within the Newcastle city centre
- Immediately prioritise and action the expenditure of the \$3 million 2010/11 Council funding
- Work closely with the Newcastle City Centre Committee and other community stakeholders to deliver place making projects

Respondents to the Newcastle Voice - Hunter Street Stage 2 survey were asked to identify where they thought Council funding should be prioritised in the long and short term. Below are comparative graphs which show a favour towards the West End precinct in both cases.

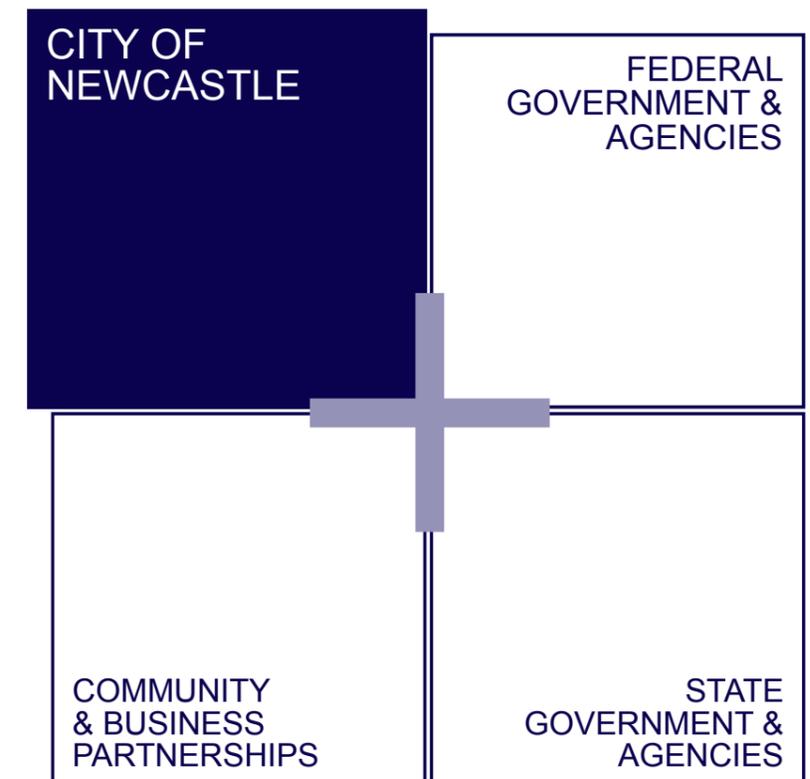


Short Term Priorities



Long Term Priorities

Partnerships



Newcastle City Centre Renewal : Progress to Date

SECTOR	AGENCY	PROJECT & STATUS
RETAIL	City of Newcastle Council	<ul style="list-style-type: none"> Withdrawal of GPT from city centre is a major impediment to retail investment, jobs creation and economic sustainability. Council has responded by seeking ideas for alternative uses of the GPT site and is investigating options for a major retail anchor in the West End Precinct
EDUCATION	State Government Hunter Development Corporation City of Newcastle Council	<ul style="list-style-type: none"> Preparation of The University of Newcastle - An economic assessment of current operations and potential growth scenarios under consideration by the University of Newcastle. Joint partnership application to Infrastructure Australia for City University funding - \$190M Honeysuckle - land parcel dedicated to University capable of 15,000m² of floor space (\$4m land value) HSRM - Strategic Framework : Investigation of options to accommodating 45,000m² of floor space in the city centre either as repurposing of existing buildings and or new built infrastructure Commitment of \$70M for student accommodation at Callaghan Campus
JUSTICE	Federal Government State Government City of Newcastle Council	<ul style="list-style-type: none"> Commencement of detailed investigation into CBD location opportunities Civic Centre precinct - site identification with feasibility study commenced. Potential \$94M investment State purchase of important heritage key sites for redevelopment: Post Office & Empire Hotel sites. Shop-front enterprise "start-up" initiative to address vacant shop fronts
TOURISM	State Government City of Newcastle Council	<ul style="list-style-type: none"> Investigation and site appraisal for suitable cruise terminal + co-share entertainment facilities. Release of Tourism and Economic Development Plan for Newcastle
CULTURAL	State Government City of Newcastle Council	<ul style="list-style-type: none"> Regional Museum under construction (\$23M) - repurposing former locomotive rail workshop asset. Regional Art Gallery - Staged expansion (\$4M) commitment Town Hall - Heritage restoration program Centenary of ANZAC 2015 - Expression of Interest to Federal Government
TRANSPORT	State Government City of Newcastle Council	<ul style="list-style-type: none"> Preliminary Assessment of Newcastle Truncation - Wickham Station (November 2010) released Preliminary Assessment of Transport - Mobility and Access Plan (T-MAP) released November 2010. Newcastle City Centre Traffic Management Plan prepared. HSRM -Strategic Framework on Public Exhibition NCC review of existing Council car parking asset to meet future demands + condition
COMMERCIAL	State Government Transport NSW	<ul style="list-style-type: none"> NCC calls for Expressions of Interest on select Council land holdings. HDC - EOI for release site(s) in Honeysuckle
	City of Newcastle Council	<ul style="list-style-type: none"> HSRM - Strategic Framework on Public Exhibition NCC - People and Place Program initiated NCC - Budget of \$8M allocated for 2010-11 to Coastal Master Plan & Hunter Street Revitalisation
PUBLIC DOMAIN	City of Newcastle Council	<ul style="list-style-type: none"> HSRM - Strategic Framework on Public Exhibition NCC - People and Place Program initiated NCC - Budget of \$8M allocated for 2010-11 to Coastal Master Plan & Hunter Street Revitalisation
PLANNING	City of Newcastle Council	<ul style="list-style-type: none"> Coastal Master Plan Hunter Street Revitalisation Tourism and Economic Development Plan for Newcastle Newcastle 2030 Vision (Draft)
GOVERNANCE	State Government Hunter Development Corporation City of Newcastle Council Industry Representation	<ul style="list-style-type: none"> Mine Subsidence - Working Group established 2010 NCRSC - Commitment to Infrastructure Australia Submission