

Reimagining Central Station Precinct



Engagement Program Outcomes Report

March 2017

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1 Introduction

1.1 About this Report

This Reimagining Central Station Engagement Program (referred to as “Engagement Program” in this Report) was conducted by Transport for NSW in support of early investigations into potential future development of Central Station. This Report sets out the key findings of the Engagement Program.

The Engagement Program ran from the 15 September to 30 November 2016. It was designed based on the following key principles:

- Effective, timely and meaningful community and stakeholder engagement is crucial to the planning and development of transport projects.
- Community concerns and interest must be understood and considered throughout the project.
- Community and stakeholder engagement needs to happen in a timely manner; coinciding with key planning and development stages when feedback can be used to shape the final project.
- Engagement must be transparent and the community must be told how their feedback has been used.

The Engagement Program was launched by the Minister for Transport and Infrastructure, Andrew Constance on 15 September 2016. The Minister asked the community, stakeholders and industry to say what they would like to see at Central Station and in the surrounding areas, drawing from their experience and limited only by their imagination.

1.2 How people had their say

The Engagement Program included a broad range of activities to encourage participation by people across Sydney and specifically customers who use Central Station. Activities were aimed at encouraging a diverse range of people to provide feedback.

There was a high level of participation throughout the engagement program. More than 169 people from all over NSW, plus interstate visitors, participated in the face to face intercept surveys at Central Station. More than 198 participated online, through discussion forums and surveys.

Online engagement was popular with more than 3,400 people engaging with the Reimagining Central Station website throughout the engagement program. Over 10,000 flyers were distributed at Central Station to encourage people to participate online.

2 Executive Summary

2.1 Why do we need to Reimagine Central Station?

Reimagining Central Station is part of the NSW Government's plan to transform Sydney and make investments essential to improving public transport to better meet the needs of its customers.

Already a major public transport interchange for suburban, intercity and interstate train services, the role Central Station plays in enabling customers to connect between services will grow substantially in the near future. Whilst accommodating continued growth in usage of existing services, it also needs to support quantum leaps in demand fuelled by the addition of Sydney Light Rail in 2019, and the new Sydney Metro City and South-West line in 2024. For these reasons, Central Station's future capacity to function as an efficient high-volume transport interchange must be addressed.

As an iconic Sydney gateway, the way that Central Station functions and develops is also at the heart of Sydney's southern CBD, which is in itself undergoing a significant transformation. We also have an opportunity to reimagine Central Station Precinct, ensuring that the investment in new transport infrastructure reflects what the public wants both for this grand Sydney landmark and the way it integrates with surrounding areas.

Central Station is part of the urban fabric of Sydney, and as such it is vital to understand the concerns and interests of the community in any future development. We need to draw on the ideas, expertise and opinions of stakeholders and others with an interest to gain greater understanding of customers, community and stakeholder needs and wants to inform the next stages of planning.

2.2 What did people say?

Participants were asked what they like about Central Station; about their experience of Central Station as a transport hub and what they thought currently worked well.

Overwhelmingly, those who responded think the heritage aspect and architecture of the building is the primary highlight of Central Station Precinct. There is widespread interest in preserving and enhancing heritage aspects of the building and surrounding precinct.

We also asked about their experience with Central Station as a transport hub, the features they didn't like or thought could be improved. Customers said they were not happy with the toilets (there needs to be more, they need to be cleaner), the station needed better lighting and security, more variety of food, better wayfinding, more information to be provided and there was a lack of shopping, cafes and bars.

Overall, participants were very positive about the revitalisation of Central Station, and provided ideas on how it could be made into a more attractive and useful space. They wanted more commercial and retail places and improved facilities. Participants also wanted to see the civic spaces improved while respecting the heritage value of the station.

Participants supported the international case studies presented in the Engagement Program materials, citing Kings Cross/ St Pancras Station as the number one station that inspires them. Other stations referenced were Berlin, Germany, Melbourne's Southern Cross and Tokyo Shinjuku.

Japan. These exemplars were mentioned for their seamless intermodal transfers, for being destinations for shopping and for their excellent rail services. Interestingly, participants also cited airports as a potential point of reference for consideration of a target customer experience.

People favoured ideas on how to improve connections within the station and to the surrounding neighbourhood. More than one in five responses overall favoured improved connectivity and a need for better connections across the station (east to west) as well as underground connections for the Central Station Precinct, opening up access to other neighbouring precincts.

2.3 What happens next?

A reimagined Central Station will have major benefits, but as with any change, there are potential issues and constraints that need to be considered, understood and addressed.

The findings of this Engagement Program will help shape the vision and inform planning for the Central Station Precinct as designs are developed to integrate new Light Rail and new Metro infrastructure and services.

Based on input from the community and stakeholders gathered to date, in further developing plans for the future for Central Station, Transport for NSW will:

- **Acknowledge the heritage:** investigate how we can make better use of existing heritage infrastructure including buildings, platforms, bridges and tunnels and continue to work with heritage experts in determining future plans.
- **Strengthen internal circulation:** investigate options to simplify navigation and improve internal circulation within Central station; investigate options to improve the internal pathways between east and west, and make it easier to enter and exit the station.
- **Improve connectivity with the neighbouring precinct:** look at ways to improve the connections and pedestrian flows between the station and its neighbourhood.
- **Enhance station amenities:** ensure the quality and availability of amenities is consistent with that expected of a major transport interchange, with provisioning for example for toilets, seating, lighting and security features.
- **Create vibrant civic spaces:** revitalise existing commercial and retail spaces, and investigate options to create new opportunities for retail, commercial and community facilities consistent with contemporary standards in major international transport hubs.

The findings in this Engagement Report will feed into on-going consultation. Transport for NSW will work closely with key stakeholders to continue to develop the vision and planning for the area's future. The Government will continue engaging with the professions, industry, peak bodies and the community during 2017 as it develops its plans for reimagining Central Station.

3 Methodology

This Report provides a high level analysis of the engagement with customers and the community at Central Station between 15 September and 30 November 2016.

The purpose of the Reimaging Central Station Engagement Program was to involve people in sharing their ideas and providing feedback on the revitalisation of Central Station.

The engagement program was designed to reach a wide audience – customers, stakeholder groups and industry. It was also designed so that peak body and industry stakeholders were involved to maximise the benefits of the feedback into the next steps.

Survey questions and discussion forum topics were designed to capture feedback in a cohesive manner but allowed free thinking so people were only limited by their imagination.

Questions asked were open ended to capture all ideas in the reimaging of the Central Station Precinct.

In preparing this Report, the data was sorted into themes so patterns could be identified. Quotes have been lifted from written submissions to support the data.

3.1 Overview of methodology

In total 197 surveys were completed, comprising 28 online surveys and 169 intercept surveys. The intercept surveys took place on three occasions in the busiest areas of Central Station at peak afternoon and morning times to capture as many people as possible. This ensured we captured responses from a range of users including suburban and country link customers, staff, business owners and thoroughfare users.

To advertise the online surveys and forums over 10,000 flyers and brochures were handed out at Central Station at peak times in the morning and afternoon.

Two briefing sessions were undertaken to provide the opportunity for peak body and industry stakeholders through different forums, including:

- 18 November 2016 – Sydney Business Chamber ‘Sydney in Focus’ breakfast briefing with a key presentation from Transport for NSW Deputy Secretary, Clare Gardiner-Barnes and Sydney Metro Project Director, Rodd Staples.
- 18 November 2016 – Property Council of NSW briefing with a key presentation from Transport for NSW Deputy Secretary, Clare Gardiner-Barnes and Sydney Metro Project Director, Rodd Staples.

Both briefings were received well with the request of follow up information on the engagement program findings in the New Year. Over 50 interested people attended these two events.

In addition, approximately 200 email addresses were collected from parties interested in knowing more about Central Station Precinct redevelopment as plans progress.



3.4K

visits to the website



197

surveys completed



over 198 comments
received through the
online forum

Have your say



8,200 views,
36 likes or loves,
10 shares,
7 comments

OVER  10,000

FLYERS AND BROCHURES DISTRIBUTED AT CENTRAL STATION

Figure 1: Summary of engagement

4 Snapshot: What we heard

Overall in excess of **1300** comments were received from around 400 participants through surveys, forums and emails. To help us understand how we could best capture the key messages in this important information, each comment was allocated a theme:

- Connectivity
- Innovation
- Community
- Integration.

There were two theme topics which received the most comments. The most popular theme topic was '**Connectivity**'. Over 43% of all comments received talked about facilities, amenities, interchanges, accessibility and connectivity (IT) around the station. The second most popular theme topic was '**Community**' with close to 32% of the comments allocated to civic spaces, commercial opportunities, heritage and architecture and social access.

Emerging patterns also became clear from these themes:

- ***A need for better connections across the station (east to west), underground connections and to other precincts***
- ***Food and retail – a one stop shop***
- ***Homelessness.****

*A theme identified through a series of comments left by customers. An emotive topic that is perceivably associated with Central Station. Recently on the Wynyard Station Upgrade Project, a management plan was developed to manage the challenges faced by homeless people during construction at the station and beyond the duration of project. A similar plan could be developed for Central Station.

People asked that the focus was less on innovation and new technology and more on core items such as wayfinding, circulation and flow around the station. Five percent of all comments were about improving the bathroom facilities, and 17% were about the need for food outlets (restaurants and cafes) and retail shops. The majority of feedback under the community theme was about Central Station being a user friendly place and 'more than a transport hub'.

It was clear that the community wanted to make Central Station a 'one stop shop' catering to the needs of today's family including green areas, childcare, play areas, medical facilities, post office and supermarkets.

"if I could catch the train, drop my kids at childcare, grab some shopping and go to the post office all on my way to/from work without having to change locations then I can leave the car at home more and just catch one train each way. It's a lot quicker and more convenient."

There was a focus on architecture and heritage, with close to 15% of all comments received, asking to retain the much loved historical façade and to revitalise the interior without compromising the original features. People want art and music but also more seating and better waiting areas.

Not forgetting international and national visitors, people wanted museums, gift shops, currency exchanges and information booths to be considered.

The following table shows the overall percentage of comments received regarding individual themes.

Theme (and subtheme)				
Connectivity <ul style="list-style-type: none"> ▪ Interchanges ▪ Accessibility ▪ Connectivity (IT) ▪ Amenities ▪ Facilities 	Community <ul style="list-style-type: none"> ▪ Civic spaces ▪ Commercial opportunities ▪ Heritage ▪ Social Access ▪ Architecture 	Other <ul style="list-style-type: none"> ▪ Specific place or item ▪ Train services ▪ Customer services ▪ Homeless ▪ Other 	Integration <ul style="list-style-type: none"> ▪ Improved Links ▪ Revitalising the area ▪ Connection to adjoining precincts 	Innovation <ul style="list-style-type: none"> ▪ New technology ▪ New ideas
Total comments per theme				
43.10%	31.79%	16.31%	8.35%	0.46%

In both the intercept surveys and the online survey, people were asked what they like about Central Station, about their experience of Central Station as a transport hub and what three things they like or think currently work well.

Overwhelmingly, participants surveyed thought the heritage aspect and architecture of the building was the primary highlight of the Central Precinct.

Comments include:

“Another existing asset the public appreciates and would like to see continued is the staff on duty at stations, standing waiting to assist passengers.”

“Overall architecture should be retained and built around.”

“Spacious and generally easy to move through the spaces.”

“Easy to get around the station.”

Then they were asked about their experience with Central Station as a transport hub, what were three things that they didn't like or think could be improved?

People said they were not happy with the poor toilets (need more, need to be cleaner), it needed better lighting and security, more variety of food, there was poor wayfinding, more information needed to be provided and there was a lack of shopping, cafes and bars.

Comments included:

“Put more lighting around central station.....more security please.”

“Bathrooms are horrible.”

“More signs and info desks.... need more signs and better accessibility.”

“Seats are uncomfortable and more needed.”

Participants supported the revitalisation of Central Station and provided ideas on how it could be made into a more attractive and useful space. They wanted more commercial spaces and improved facilities. Many participants wanted to see the civic spaces improved while protecting the heritage value of the station.

Comments included:

"I'd like to see it be greener too with planter gardens surrounded by seating. Make it a space where you want to go and sit down for lunch with a book or laptop."

"A modern retail precinct which caters for a variety of needs, which should include dining options such as cafes, fast food and healthier options if possible."

"It needs to have childcare facilities, a supermarket, restaurants ... it needs to be vibrant and 24/7, with daytime shops and a hotel."

"Tokyo station and Shinjuku station are great examples of making the station a retail venue, a place to go even if you are not catching a train."

"At the very least some sort of exit to the Devonshire St Tunnel closer to Railway Square, if not a full concourse."

Participants supported the international case studies presented in the Reimagining Central Station engagement material, citing Kings Cross/ St Pancras Station as the number one station that inspires them.

Other stations referenced were Berlin, Germany, Melbourne's Southern Cross and Tokyo Shinjuku, Japan. They were mentioned for their seamless intermodal transfers, for being destination multi-retail centres and for their excellent rail services.

Interestingly, participants also cited airports as transport hubs that are very good at moving mass numbers.

Online, participants favoured providing ideas on how to improve connections within the station and to the surrounding neighbourhood with the majority of feedback centred around improving the interchange facilities, improving connectivity with other precincts and improving the civic space through more commercial opportunities.

Comments include:

"Better wayfinding signage and more meaningful signage – 'South Exit' does not mean much to most people."

"Do away with North exit, South Exit etc, instead use Exit to... Best Exit for..."

"Signage is a key factor and rolling or electronic signage is required to provide much more information."

More than one in five responses overall favoured improved connectivity and a need for better connections across the station (east to west) as well as underground connections for the Central Station Precinct, opening up access to other neighbouring precincts.

5 Intercept Surveys

5.1 Snapshot

In total 197 surveys were completed comprising of 28 online surveys and 169 intercept (face to face) surveys.

5.2 Survey questions

The intercept surveys took place on three occasions:

- Friday 23 September at peak time in the afternoon
- Monday 26 September at peak time in the morning
- Monday 26 September peak time in the afternoon.

These times were chosen to capture as many people as possible.

Surveys were undertaken in the main areas of the station:

- Devonshire Tunnel
- Eddy Avenue entry
- Grand Concourse.

This ensured we captured responses from a range of users including suburban and country link users, staff, business owners and thoroughfare users.

Online surveys were open from 15 September 2016 to 30 November 2016. The survey was accessed via a project specific Central Station 'Your Say' webpage which was advertised widely through flyering in the station, media announcements and social media throughout the duration of the engagement period.

The survey questions were qualitative in style to show that there was no predetermined result in mind and to encourage participants to use their imagination when answering.

- Questions 1 to 3 asked what people liked, didn't like and what could be improved. People were asked to provide up to three responses
- Question 4 and 5 asked for inspiration and any other comments people wanted to give
- The final questions were demographic.

5.3 Demographic analysis

This section provides data on participants of the intercept survey.

Number of participants	Location by postcode
78	NSW and Canberra (2000 postcode)
5	VIC (3000 postcode)
3	QLD (4000 postcode)
1	WA (6000 postcode)
2	International
110	<i>Did not disclose</i>

Number of participants	Age Group
9	Under 20
45	Between 20-30
30	Between 30-40
19	Between 40-50
20	Between 50-60
19	Between 60-70
14	Over 70+
41	<i>Did not disclose</i>

Number of participants	Gender
78	female
84	men
35	<i>Did not disclose</i>

5.3.2 Summary

From the participants who disclosed their postcodes, 88% were from New South Wales. The largest age cohort was in the 20 years to 40 years bracket and participants were 48% female and 52% male.

5.4 Definitions of analysis

To help analyse and identify patterns in the responses, themes and subthemes were defined. The themes helped to categorise responses and maintain a consistent approach to the analysis of the responses.

5.4.2 Refining the theme definitions

Under the banner of 'other' additional themes have been clustered. These were more about operations – train services and customer service.

Additionally as more responses were analysed, subtheme categories were also expanded to include 'soundproofing', 'travelators', 'information' 'one-stop shop destination' and 'station flow'.

Theme	Suggested definition (subtheme)
Connectivity	
Interchanges	<ul style="list-style-type: none">▪ Wayfinding▪ Metro to LR to Rail to Bus▪ Station flow
Accessibility	<ul style="list-style-type: none">▪ DDA▪ languages / translation services▪ travelator / lifts / escalators▪ information
Connectivity	<ul style="list-style-type: none">▪ Wi-Fi▪ phone charging
Amenities	<ul style="list-style-type: none">▪ heating, lighting▪ security▪ air conditioning▪ soundproofing▪ cleanliness▪ Opal.
Facilities	<ul style="list-style-type: none">▪ buildings including:<ul style="list-style-type: none">▪ toilets▪ café▪ bar▪ car parking▪ bike parking.
Community	
Civic spaces	<ul style="list-style-type: none">▪ place to eat lunch▪ meeting place▪ green spaces▪ seating areas

Theme	Suggested definition (subtheme)
Commercial opportunities	<ul style="list-style-type: none"> ▪ retail shops including: <ul style="list-style-type: none"> ▪ hair dressers ▪ newsagents ▪ 'one stop shop' destination
Heritage	<ul style="list-style-type: none"> ▪ The preservation of heritage items
Social access	<ul style="list-style-type: none"> ▪ access to: <ul style="list-style-type: none"> ▪ drinking water fountains and potable water ▪ waste disposal and garbage facilities ▪ medical aid ▪ educational facilities
Architecture	<ul style="list-style-type: none"> ▪ modern architecture only ▪ heritage preservation only ▪ blend of heritage and modern ▪ artwork and installations
Innovation	
New technology	as defined
New ideas	as defined
Integration	
Improved links	<ul style="list-style-type: none"> ▪ to other transport: <ul style="list-style-type: none"> ▪ coaches ▪ taxis ▪ country link ▪ airport ▪ metro ▪ light rail
Revitalising the area	<ul style="list-style-type: none"> ▪ Wider precinct: <ul style="list-style-type: none"> ▪ access to suburbs ▪ parks
Connection to adjoining precincts	<ul style="list-style-type: none"> ▪ links to precincts such as CBD, Broadway, Haymarket, Central Park, Chippendale, Surry Hills ▪ thoroughfares – tunnels, walkways etc
Place	
Reference to specific areas or item	Reference to specific areas or item
Other (additional topics that have been raised in the surveys)	
Train services	as defined
Customer services	as defined
Homeless	as defined
Other	as defined

5.5 Survey Analysis

5.5.1 Understanding the responses

Survey responses were categorised in a theme. For example – if a participant wanted to see more seating areas at the station, this was categorised as ‘Civil Spaces’.

The participants were asked to provide multiple answers to the first three questions. Some didn’t provide three, or in some cases any responses, so those were recorded as ‘Nil’.

It is important to note that there are more ‘Nil’ responses recorded in the first and third multiple questions. These questions asked participants what they liked and what they wanted to see change. There were over 50% more responses to the question ‘what don’t you like’.

5.5.2 Special mentions

There were eight separate mentions of homelessness in the forum responses and 17 in the survey responses.

“Best use that could be made of the empty spaces on the country platforms is accommodation and support services for the homeless.”

“I like the fact that the station and surrounding precinct provides support for homeless people.”

“Working with the Sydney City Council as to how to accommodate and care for the homeless that proliferate in the area.”

“Manage the homeless population that sleeps inside the Grand Concourse.”

Recently on the Wynyard Station Upgrade Project, a management plan was developed to manage the challenges faced by homeless people during construction at the station and beyond the duration of project. A similar plan could be developed for Central Station.

5.5.3 What do you like?

Question 1: Thinking of how you experience Central Station as a transport hub, what are three things that you like or think currently work well?

The most popular themes are highlighted below in blue. Participants surveyed thought the heritage aspect and architecture of the building was the primary highlight of the Central Precinct. Interestingly, some items that could be described as standard for a train station (such as facilities, civic spaces, accessibility and social access) were not scored highly.

	Total
Architecture	41
Heritage	40
Interchanges	31
Customer services	29
Train services	23
Amenities	22
Connection to adjoining precincts	18
Other	17
Facilities	14
Civic spaces	14
Improved links	13
place and / or items	13
Accessibility	8
Connectivity (IT)	2
Commercial opportunities	2
Revitalising the area	1
Social access	0
New technology	0
New ideas	0
Homeless	0
NIL	294

Themes identified included good functionality, heritage, on time trains, good customer service, easy to get to, spacious and good signage.

Examples of comments include:

"Another existing asset the public appreciates and would like to see continued is the staff on duty at stations, standing waiting to assist passengers."

"Overall architecture should be retained and built around."

"Spacious and generally easy to move through the spaces."

"Easy to get around the station."

5.5.4 What don't you like?

Question 2: Thinking of how you experience Central Station as a transport hub, what are three things that you don't like or think could be improved?

This was a very popular question with around 50% fewer 'Nil' responses. The topics primarily mentioned were poor toilets (need more, need to be cleaner), better lighting and security, needing more variety of food, poor wayfinding, more information, shopping and bars.

	Total
Facilities	106
Interchanges	81
Amenities	67
Civic spaces	29
Commercial opportunities	24
Architecture	20
Accessibility	16
Connection to adjoining precincts	15
Train services	15
Homeless	14
Customer services	14
Other	12
place and / or items	11
Improved links	10
Social access	5
Connectivity (IT)	4
Heritage	4
New technology	2
New ideas	1
Revitalising the area	0
<i>NIL</i>	136

Examples of comments include:

"Put more lighting around central station.....more security please."

"A modern retail precinct which caters for a variety of needs, which should include dining options such as cafes, fast food and healthier options if possible."

"Food and drink options need to be fast food, high end dining, mid end, formal, casual, alfresco"

"Bathrooms are horrible."

"More signs and info desks.... need more signs and better accessibility."

"Seats are uncomfortable and more needed."

5.5.5 What would you like to see improved?

Question 3: As well as being a transport hub, Central Station also has retail outlets, provides links to nearby residential and business areas and a park. It is also a historical landmark and a gateway for visitors. If Central was to be revitalised, what do you think are three things we should do to make it a more attractive and useful public space:

The results show a correlation between what participants don't like and what they want to be improved. Unsurprisingly with this open ended question, the operational aspects do take less priority over the aesthetics and practical needs of the station users. This shows that the question tone was correct and participants thought less within constraints and used their imaginations.

	Total
Facilities	57
Commercial opportunities	53
Civic spaces	44
Architecture	33
Amenities	28
Heritage	16
Interchanges	15
Connection to adjoining precincts	9
Other	6
Accessibility	6
Customer services	5
Social access	3
Train services	4
Connectivity (IT)	2
New ideas	2
place and / or items	2
Homeless	2
New technology	1
Improved links	1
Revitalising the area	1
<i>NIL</i>	285

Examples of comments include:

"I catch the Blue Mountains train. If I have to wait 30 mins in winter I need a heated waiting room. Check out Southern Cross station in Melbourne."

"I'd like to see it be greener too with planter gardens surrounded by seating. Make it a space where you want to go and sit down for lunch with a book or laptop."

"A modern retail precinct which caters for a variety of needs, which should include dining options such as cafes, fast food and healthier options if possible."

"Kids play area. Even a simple jungle gym/maze gym type thing in the corner."

"If I could catch the train, drop my kids at childcare, grab some shopping and go to the post office all on my way to/from work."

"It needs to have childcare facilities, a supermarket, restaurants... it needs to be vibrant and 24/7, with daytime shops and a hotel."

"Add a mini supermarket or even a craft market to encourage shoppers, add childcare for easy multi-purpose trips."

"Make this retail one stop shop. Have markets, festivals, fairs, music, buskers, entertainment."

"Central must provide a modern retail precinct which caters for a variety of needs, which should include dining options."

"Tokyo station and Shinjuku station are great examples of making the station a retail venue, a place to go even if you are not catching a train."

"The south concourse is a sterile maze of kitchen tiles, fare gates, pillars and exits. You cannot see round the columns easily, it disrupts the flow of people."

"The stairs, corridors, feel like the complex staircases in Harry Potter at Hogwarts."

"At the very least some sort of exit to the Devonshire St Tunnel closer to Railway Square, if not a full concourse."

"I would like to see the access within the precinct as a major priority. More than meeting the Disability Public Transport Standards in the redevelopment. Central Station has the opportunity to provide some best practice infrastructure that can greatly increase the accessibility of the entire CBD."

5.5.6 Where inspires you?

Question 4: Have you seen any great example of other places around the world that have renewed transport hubs, heritage buildings or public spaces that you think we could learn from?

The accompanying promotional collateral for the engagement program named Kings Cross / St Pancras, London, Grand Central Station, New York and Antwerp, Belgium as three case study stations.

Whilst London and New York were cited from participants, other stations referenced were Berlin, Germany, Melbourne Southern Cross, Australia and Tokyo Shinjuku, Japan. They were mentioned for their seamless intermodal transfers, for being destination multi retail centres and for their excellent rail services.

Interestingly, participants also cited airports as transport hubs that are very good at moving mass numbers.

Location	Number of mentions	Specifics
UK	8	Kings Cross St Pancras London
Germany	5	Berlin (4), Hamburg (1)
Australia	16	Southern Cross and Flinders St, Melbourne
US	14	Grand Central Station, New York
Japan	10	Shinjuku, Tokyo
Airports	9	Heathrow, Hong Kong, Singapore, Los Angeles, Vancouver

*“City pedestrian traffic of people crossing the famous **Shinbuya** intersection in Tokyo should be copied to create easy access into the station.”*

*“**Singapore Changi Airport** is a major transport interchange, embedded with recreational activities.”*

*“**Tokyo** station and **Shinjuku** station are great examples of making the station a retail venue, a place to go even if you are not catching a train.”*

*“FAST Travelators in areas with long corridors, like the ones used in **Hong Kong** stations.”*

*“**Tokyo** and **Shinjuku** stations. The amount of traffic they can handle is staggering, but it never felt overcrowded because everything moves so quickly.”*

*“Melbourne’s **Southern Cross** is the best in the world because users can easily orientate themselves as the concourses are above ground – it’s almost impossible up get lost.”*

*“The wide open spaces are created for the masses of people commuting through the gateway to **Berlin**.”*

*“**London’s Kings Cross’s** glass roof structures are architecturally amazing.”*

*“**St Pancras** in particular is very easy to manoeuvre around. It has very visible signage around to enable you to find where your next connection may be.”*

6 Online Forum

6.1 Snapshot

Online forums were open from 15 September 2016 to 30 November 2016. The forum was accessed via a project specific 'Your Say' webpage which was advertised widely through flyering in the station, media announcements and social media.

The forum questions were asked in a qualitative style to show that there was no predetermined result in mind and that people could use their imaginations when answering.

The forum questions were the most popular part of the online engagement. Some participants wrote on multiple forum topics and some just one. Some left multiple comments against one forum topic – counter arguing or in support of other forum comments.

This shows that in the main the forum questions were well received and a lively debate was started. As expected with free form comments, the responses have been positive and negative.

6.2 Forum Topics

Forum Topic (FT)	
FT 1	How can we improve connections within the station and to the surrounding neighbourhood?
FT 2	What would a world-class transport hub look like?
FT 3	What do you value about the existing Central Station and precinct?
FT 4	What role do we want Central Station Precinct to play in Sydney's future?
FT 5	Can you suggest any national or international examples of great connectivity, innovation, community and integration that we should consider?
FT 6	How can we create great spaces at Central Station precinct that create active areas that bring people together?
FT 7	What sustainable practices can we implement to make Central Station Precinct innovative?
FT 8	What facilities can we add to Central Station Precinct to create a unique place?
FT 9	How can we get better use from our existing assets at Central Station precinct?
FT 10	What is most important to you in planning the future for central Station precinct?
FT 11	What needs are most important to you and least important?

6.3 Forum Analysis

The following data shows the number of online visitors to each forum topic, the amount of comments and the number of themes the responses have been categorised into.

	FT1	FT2	FT3	FT4	FT5	FT6	FT7	FT8	FT9	FT10	FT11
Number of visitors to each FT	366	268	139	0	179	1	0	211	98	139	70
Number of comments	59	29	12	0	19	0	0	36	15	20	8
Number of votes*	76	29	13	0	37	0	0	54	23	37	12
Number of themes (top 2)	98	29	15	0	28	0	0	46	18	24	9

*Participants were asked to agree (thumbs up) or disagree (thumbs down) with other comments.

6.3.2 Understanding the responses

As with the survey responses, the forum responses were categorised with a theme. For example – if a participant wanted to see more seating areas at the station, this was tagged as ‘Civil Spaces’.

Three of the forum topics (FT4, FT6, and FT7) had no responses and two of the three had no visitors (the third had one visitor).

Results show that more than half of all participants left one comment in one forum topic.

The average was five comments across multiple forum topics. The most comments left were 19 across multiple forum topics.

6.3.3 Themes

The most popular Forum Topic was forum topic 1 “How can we improve connections within the station and to the surrounding neighbourhood?” This topic received 59 comments with interchanges being the most popular with 28 mentions.

	total	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11
Interchanges	55	28	9	1	0	4	0	0	5	3	1	4
Commercial opportunities	25	4	3	2	0	5	0	0	7	1	1	2
Improved links	24	13	3	0	0	1	0	0	3	2	2	0
Accessibility	19	11	1	0	0	0	0	0	3	2	2	0
Architecture	21	1	7	4	0	2	0	0	3	1	1	2
Facilities	18	2	2	1	0	0	0	0	10	3	0	0
place and / or items	15	1	3	0	0	9	0	0	1	0	0	1
Connection to adjoining precincts	16	9	3	0	0	1	0	0	1	1	1	0
Civic spaces	15	2	4	1	0	3	0	0	4	0	1	0
Train services	13	1	3	0	0	1	0	0	0	3	5	0
Homeless	8	1	0	1	0	0	0	0	0	0	6	0
Amenities	7	3	2	0	0	0	0	0	1	1	0	0
Nil	145	41	18	9	0	10	0	0	26	12	16	7
Heritage	6	0	0	4	0	0	0	0	1	0	1	0
Other	5	1	0	0	0	1	0	0	1	0	2	0
Connectivity (IT)	4	0	0	0	0	0	0	0	4	0	0	0
Social access	3	0	0	0	0	1	0	0	2	0	0	0
Customer services	2	0	0	0	0	0	0	0	0	1	1	0
Revitalising the area	1	0	0	1	0	0	0	0	0	0	0	0
New technology	0	0	0	0	0	0	0	0	0	0	0	0
New ideas	0	0	0	0	0	0	0	0	0	0	0	0
Total	402	118	58	24	0	38	0	0	72	30	40	16

Comments about interchanges included:

“Generally the whole station is a rat's maze with confusing signage and circuitous routes.”

“I've lived in Sydney almost all of my life and spent my university days going to through Central Station all the time, but even so the tunnels are a maze still.”

“Better wayfinding signage and more meaningful signage as 'South Exit' does not mean much to most people.”

“Do away with North exit, South Exit etc, instead use Exit to... Best Exit for...”

“Signage is a key factor and rolling or electronic signage is required to provide much more information.”

7 Peak Bodies and Industry Stakeholder Engagement

7.1 Briefings

Briefings were offered with relevant key stakeholders and industry stakeholders to provide information on the Central Station Precinct and early public and stakeholder feedback.

Representatives were invited from across stakeholder associations and through previous engagement processes.

These briefings were undertaken to provide the opportunity for peak body and industry stakeholders through different forums, including:

- 18 November 2016 – Sydney Business Chamber ‘Sydney in Focus’ Breakfast briefing with a key presentation from Transport for NSW Deputy Secretary Clare Gardiner-Barnes and Sydney Metro Project Director Rodd Staples.
- 18 November 2016 – Property Council of NSW briefing with a key presentation from Transport for NSW Deputy Secretary Clare Gardiner-Barnes and Sydney Metro Project Director Rodd Staples.

Both briefings were well received with the request of follow up information on the engagement program findings in the New Year. Over 50 interested people attended these two events.

8 Next steps

A reimagined Central Station will have major benefits for Sydney, but as with any change, there are potential ideas and constraints that need to be considered, understood and addressed.

The customer feedback from the Reimagining Central Station Engagement Program will help to develop a vision for the future of the Central Station Precinct in the context of Sydney's southern CBD. The outcomes of the engagement program will also inform planning for the Precinct which will integrate new Metro infrastructure and new Light Rail services.

These projects create a once-in-a-generation opportunity to revitalise the Precinct, respecting Central Station's heritage and creating a new and exciting destination for customers.

The NSW Government will prepare a strategic framework for the Precinct next year which will look at development ideas and investigate opportunities and constraints. Creating quality urban design, providing new retail and other commercial services and respecting heritage protection will be key considerations, along with transport needs.

The Government will continue engaging with the professions, industry, peak bodies and the community during 2017. This engagement outcomes report will feed into that ongoing consultation.

The NSW Government would like to thank all the participants in the Reimagining Central Station Engagement Program and looks forward to working with customers in the revitalisation of NSW's largest station.

9 Appendix A – Survey and forum results

The following table summarises the total feedback provided during the engagement program, categorised into relevant themes.

	Forum theme	Survey theme	Total per theme	% of comments	Total % per theme
Connectivity					
Interchanges	55	129	184	13.96	43.10
Accessibility	19	33	52	3.95	
Connectivity (IT)	4	9	13	0.99	
Amenities	7	117	124	9.41	
Facilities	18	177	195	14.80	
Community					
Civic spaces	15	88	103	7.81	31.79
Commercial opportunities	25	86	111	8.42	
Heritage	6	63	69	5.24	
Social access	3	10	13	0.99	
Architecture	21	102	123	9.33	
Other					
place and / or items	15	26	41	3.11	16.31
Train services	13	44	57	4.32	
Customer services	2	48	50	3.79	
Homeless	8	17	25	1.90	
Other	5	37	42	3.19	
Integration					
Improved links	24	24	48	3.64	8.35
Revitalising the area	1	2	3	0.23	
Connection to adjoining precincts	16	43	59	4.48	
Innovation					
New technology	0	3	3	0.23	0.46
New ideas	0	3	3	0.23	
Total				100%	

Other themes in report	Forum theme	Survey theme	Total per theme	% of comments	Total % per theme
Food and shops			215	16.31	16.31
Toilets			54	4.02	4.02
<i>Nil results</i>	145	714	859		<i>not included in results</i>