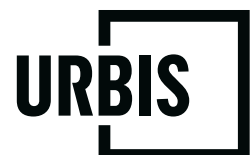




Oxford Street East Public Domain and Activation Strategy

Stakeholder and Community Workshop
Outcomes Report



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Project Code	P0053449
Report Number	Final

Urbis acknowledges the important contribution that Aboriginal and Torres Strait Islander people make in creating a strong and vibrant Australian society.

We acknowledge, in each of our offices, the Traditional Owners on whose land we stand.

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1. Introduction

1.1. Project background

Transport for NSW (Transport) is working with the City of Sydney, Woollahra Council, Randwick City Council, Greater Sydney Parklands, and other stakeholders to develop a Public Domain and Activation Strategy (referred to as the Strategy) for Oxford Street East. The purpose of the Strategy is to help revitalise Oxford Street East as a vibrant and activated corridor that is an attractive hub for the community, supporting a thriving local economy and attracting customers to businesses. The Strategy is aligned with the planning and design of the Oxford Street East Cycleway Project (OSEC).

Oxford Street East refers to the road corridor that runs from Taylor Square, Darlinghurst to the Centennial Parklands Gates, Paddington.

1.2. Consultation to date

Since late 2022, Transport has been consulting on the design of the cycleway. Consultation activities have included:

- Two community surveys: one was open for feedback between 27 June and 14 August 2023, and received 1,481 responses; one was open for feedback between 3 and 31 July 2024, and received 1,138 responses (in addition to the online interactive map, made available for feedback in February 2023)
- An ideas board (specifically for public domain and activation ideas), to which 77 ideas and 92 comments were posted
- Community notifications (distributed via email and letterbox drop)
- Social media advertisements
- Pop-up information sessions
- Doorknocking and meetings with local businesses and businesses representative groups
- Meetings with community groups and local organisations.

Transport has consistently heard that there is a need to revitalise and activate the public domain along Oxford Street East to encourage more people to visit and shop in the area. In direct response to this feedback, Transport is developing the Strategy for Oxford Street East.

A Technical Working Group (TWG) led by Transport and comprising representatives from the City of Sydney, Woollahra Council, Randwick City Council and Greater Sydney Parklands has developed assessment criteria to guide the upgrade and activation of Oxford Street East across six key locations. These criteria are shown in Section 2.

Consultation with the community and local businesses along Oxford Street East about the Strategy specifically has included an online survey, which was available between 3 and 31 July 2024 on the project webpage nswroads.work/osecycleway.

1,138 surveys were completed, and 77 ideas were posted on the ideas board. There has also been continued engagement with local businesses and special interest groups, as well as a workshop held on 20 July 2024, which is the focus of this report. The workshop was held at the State Library of New South Wales and facilitated by Urbis and representatives from Transport.

Figure 1 Oxford Street East Public Domain and Activation – Have Your Say webpage, NSW Government. Accessed Monday 14 October.

Have your say

Share your ideas for Oxford Street East

Public Domain and Activation Strategy - Taylor Square to Centennial Park

[+ Follow](#)

Thank you for your feedback. This consultation is now closed, and we are reviewing what you told us.

Help make Oxford Street a welcoming and vibrant place

Transport has been listening to community feedback on the proposed Oxford Street East Cycleway. Everyone we've heard from would like Oxford Street to remain a safe, successful and economically vibrant destination, though views are mixed about the cycleway itself.

In direct response to this feedback, Transport is asking for your ideas to create a more vibrant and active street. Your input will help shape and prioritise ideas to inform a draft Public Domain and Activation Strategy.

Tell us what you think

We've been working with the City of Sydney, Woollahra Council, Randwick Council and the Greater Sydney Regional Authority on the types of ideas that could be included, and we would like to hear your feedback.

To take part, click on the links below:

1. [Complete our survey](#) to tell us what you like about Oxford Street, as well as the ideas you think are most important.
2. [Share your ideas](#) on the next tab to tell us what you would like to see improved under each category.

[Complete a survey](#) [Share your ideas](#)

Together with the City of Sydney, Woollahra Council, Randwick Council and the Greater Sydney Regional Authority, we've developed some ideas on what could improve the public domain and benefit the local community.

Click on each category below to share your idea for a revitalised Oxford Street East. You can upload pictures, links and documents or add text. For each idea, please select a new category. We've added the category 'other' for the things we've missed.

- Diversity and inclusion programs
- Events and activations
- Business and marketing support
- Open space upgrades
- Gateway entrances
- Streetscape upgrades
- Other

This consultation is now closed. Thank you for your contribution.

0/10 contributions

Timeline

- Open and listening**
We would like to hear your feedback on public space on Oxford Street East, and what you would like to see improved. Consultation will happen until 4 PM on Wednesday 21st July 2024.
- Under review**
Thank you for your feedback and input for Oxford Street East. We are now analysing your feedback into a overall themes to inform our next steps.
- Next steps**
A consultation summary will be shared with the community. Feedback from the consultation will help to inform the Oxford Street East Public Domain and Activation Strategy.

[See less](#)

Who's listening

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Links

[Learn more about Oxford Street East Cycleway](#)

[Hear your language](#)

[Privacy collection notice](#)

[Moderation policy](#)

Join the conversation

Sign in to the Have Your Say community to stay informed. If you haven't signed up yet, [register here](#).

1.3. Stakeholder and community workshop

Thirty-one people participated in the workshop.

Participants included:

- Nineteen (19) residents of the suburbs of Darlinghurst, Paddington, Woollahra, Bondi Junction, Surry Hills and Moore Park, who were randomly selected through an accredited market research company to represent a range of ages, backgrounds and interests. The selection criteria ensured a diverse range of age and gender demographics, accessibility and inclusivity, cultural identification and housing tenures were represented. Specifics of selection criteria is further referenced in **Section 3** of this report.
- Twelve (12) stakeholders representing local organisations and community groups who have an interest in the Oxford Street East area and its public domain. Interests that were represented by these individuals included: local business, community, people living with disability, people who identify as LGBTQIA+, conservation, active transport, and recreation (including walking and cycling). Of the local organisations and community groups invited, The Paddington Society declined the invitation to participate. While The Queen Street and West Woollahra Association confirmed their attendance for the workshop, their representative chose not to attend on the day.

The workshop was facilitated by Dianne Knott (Director), Lyndal Stuart (Associate Director) and Caidee Heriot (Consultant) from Urbis, as well as Susan Tracey (Senior Manager Place CBD/East), Tanya Kulakovska (Communications and Stakeholder Engagement Manager), Jared Ingham (Communications and Stakeholder Engagement Manager) and Patricia Roubis (Senior Communications and Stakeholder Engagement Officer) from Transport. Ankur Arora (Project Manager) and Ben Nacard (Senior Manager, Urban Design) from Transport were also in attendance to introduce the Strategy and provide an update on the project.

2. Workshop focus

Oxford Street is one of Sydney's most iconic destinations. It is synonymous with some of Sydney's cultural highlights, including the Sydney Gay and Lesbian Mardi Gras, Paddington Markets, lively dining establishments, cafés, theatre and arts, and retail precincts. It is also the pathway from the Sydney CBD to Centennial Parklands and the Eastern Suburbs.

The Strategy aims to outline revitalisation ideas that will bring direct benefits to local businesses and communities along and surrounding Oxford Street East. These revitalisation ideas include an appealing and activated streetscape that is an attractive hub for the community, which will draw passing trade and regular customers to businesses. The ambition is to support a more vibrant, welcoming, and inclusive destination for Sydney. The Strategy will include a list of prioritised ideas shaped by the community and key stakeholders, which will be incorporated into the Final Business Case for the Oxford Street East Cycleway project.

The workshop identified what participants value about Oxford Street East today and their ideas and preferences for public domain and activation upgrades and activities.

2.1. Six key places

The Strategy is focused on public domain and activation improvements and upgrades to the whole Oxford Street East corridor as well as six key places along it. The key places are:

- The streetscape and movement along Oxford Street
- Taylor Square
- Barracks Reserve and Strong Memorial Reserve
- Glenmore Road/Oxford Street area
- Paddington War Memorial area and Paddington Town Hall
- Centennial Park Gates Intersection.

2.2. Ideas for key places

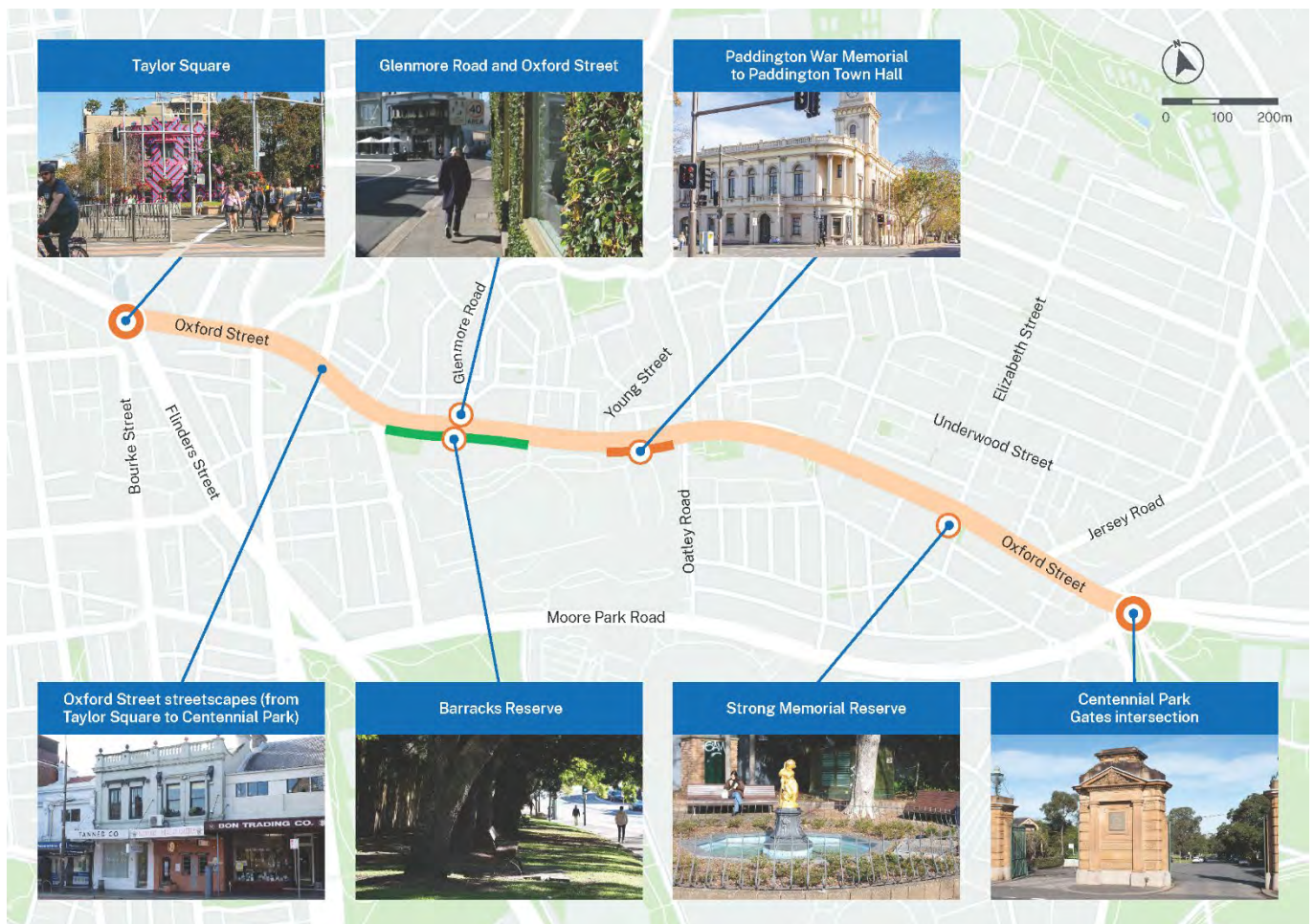
Participants in the workshop were asked to consider public domain improvements and activations in line with the TWG's desired outcomes for the Strategy. The TWG developed the ideas by grouping initiatives related to place, economy, culture, and movement. Considering what they value today and what improvements, events, and activations they think would help to revitalise Oxford Street East, participants discussed the following ideas:

- **Improved open spaces:** Participants considered how long they dwell and how they spend their time on Oxford Street East, as well as how these uses would be improved through planting, public art, seating, bike racks, water fountains and lighting.
- **Gateway entrances:** Participants considered how significant entry points to Oxford Street East are marked and celebrated, and how planting, public art and signposting or interpreting cultural, built, and natural heritage could contribute to activating these places.
- **Streetscape upgrades:** Participants considered how pedestrian walkways and amenity where people walk could be improved, and whether improvements should include safer and more accessible footpaths, kerb realignments, paving, seating, and planting.
- **Access and inclusion:** Participants considered how Oxford Street East could be more accessible and inclusive, including specific consideration of people who identify as LGBTQIA+, wayfinding and signage, and accessibility for people living with disability (both visible and invisible).

- **Events and activations:** Participants considered what initiatives, programs, events and activations could attract visitors to the area and highlight Oxford Street East's character and strengths, including art, design, fashion and food, with the option to link to established festivals such as Vivid and Mardi Gras.

To ensure consistency in the way potential upgrades are being reported, Urbis has used these categories to report on the workshop outcomes. Of the seven key places identified in **Map 1**, Strong Memorial Reserve and the Barracks Reserve were grouped as one, making a total of six places the focus of the discussion for the workshop.

Map 1 Six key places along Oxford Street East



2.3. Assessment criteria

The TWG has established nine assessment criteria to guide and measure successful outcomes for the revitalisation of Oxford Street East. The ideas considered by workshop participants (in section 2.2) are aligned with these assessment criteria, which are outlined in **Table 1** below.

Table 1 Assessment criteria

	A Connected Place: People of all ages can easily travel to, from and through Oxford Street East by foot, bike, bus, car, or other transport mode.
	A Creative Place: Oxford Street East is a place where creativity can flourish.
	A Cultural Place: Oxford Street East is a place of deep cultural connection.
	A Green and Sustainable Place: Oxford Street is a resilient and environmentally sustainable place, lined with pocket parks and green space.
	An Attractive Place to Dwell: Oxford Street East has space for people to sit, meet, dwell and spend time.
	A Place to Shop: Oxford Street East shops are eclectic and diverse – from the iconic to the everyday.
	A Thriving Place: Oxford Street East is thriving with businesses and attractions that serve diverse needs.
	A Welcoming Place: Oxford Street East is welcoming to everyone.
	An Active and Safe Place: Oxford Street East is active and safe at all hours of the day and night.

3. Who we heard from: Stakeholders and Community

3.1. Selection process

Participants in the workshop were recruited from two groups:

Community groups: Eleven (11) representatives of community and special interest groups selected and invited by Transport given their interest in the project and involvement to date.

Of the participants that were representing a group or organisation:

- Four (4) represented a special interest group (for example, Rainbow Precinct)
- Five (5) represented a local community group (for example, Paddington-Darlinghurst Community Group)
- Two (2) represented a peak or industry body (for example, People with Disability Australia)

Residents: Nineteen (19) community members who are residents of Paddington, Darlinghurst, Woollahra, Bondi Junction, Surry Hills and Moore Park. These participants were randomly selected and recruited by an independent market research agency.

To ensure the workshop included a diversity of community perspectives, the resident group included:

- People aged from 22 to 72
- People who identify as Aboriginal and Torres Strait Islander
- People who identify as LGBTQIA+
- People who live with disability or represent the interests of other people who do
- A mix of people who own and rent their home.

The detailed participant data is provided in Table 2 below.

Table 2 Overview of participant demographic data

Organisations (n=11)
Specific organisations or groups represented
Better Streets Bicycle NSW BIKEast Paddington Business Chamber Paddington-Darlinghurst Community Group People with Disability Australia Qtopia Rainbow Precinct The Queen Street and West Woollahra Association (did not attend) Three Saints Square WalkSydney
Community representatives (n=19)
Age range
Two (2) were aged between 18 – 24 Three (3) were aged between 25 – 34 Six (6) were aged between 35 – 44

Three (3) were aged between 45 – 54 One (1) was aged between 55 – 64 Four (4) were aged 65+
Gender
Twelve (12) identify as female Seven (7) identify as male
Housing tenure
Eleven (11) rent their home Eight (8) own their home outright or have a mortgage
Travel behaviour to access Oxford Street East
Nine (9) regularly used public transport Nine (9) mostly walk 1 drives a private vehicle
In addition to the above, the sample included a diverse range of lived experiences
Two (2) people from Culturally and Linguistically Diverse (CALD) backgrounds One (1) person identifies as LGBTQIA+ One (1) person identifies as Aboriginal or Torres Strait Islander Two (2) people identified as living with a disability
Facilitators (n=7)
Three (3) facilitators from Urbis Four (4) facilitators from Transport for NSW

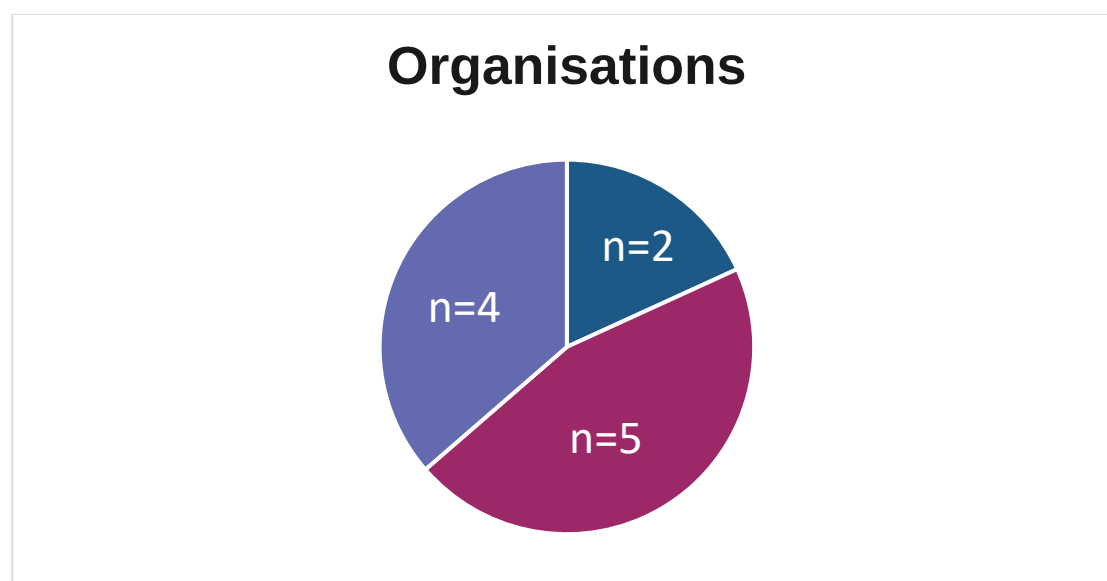
3.2. Detailed participant data

Organisations (n=11)

Of the participants that were representing a group or organisations:

- n=4 represented a **special interest group** (for example, Rainbow Precinct)
- n=5 represented a **local community group** (for example, Paddington-Darlinghurst Community Group)
- n=2 represented a **peak or industry body** (for example, People with Disability Australia)

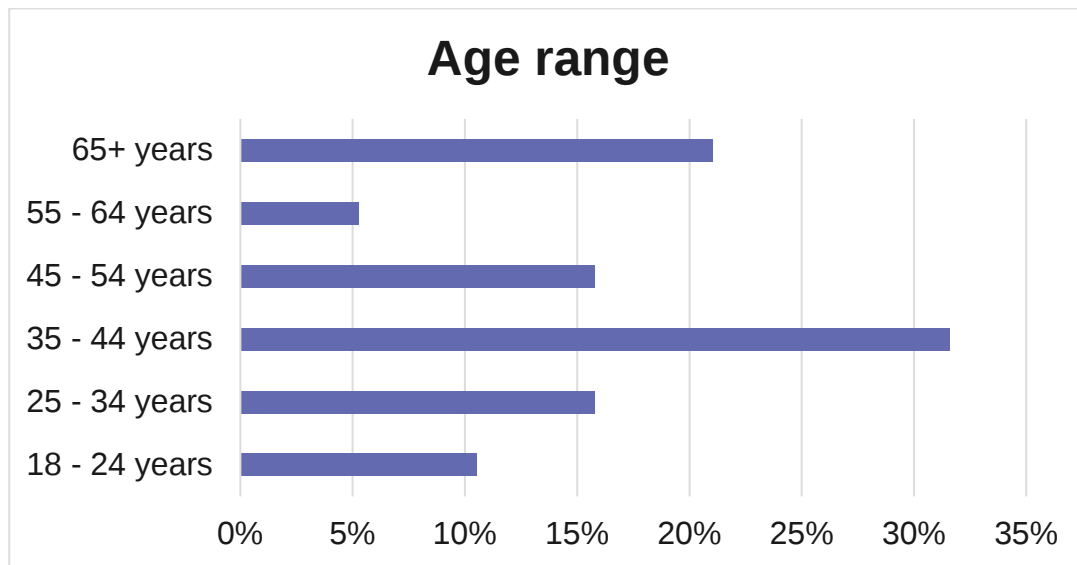
Chart 1 Participants representing organisations



Community representatives (n=19)

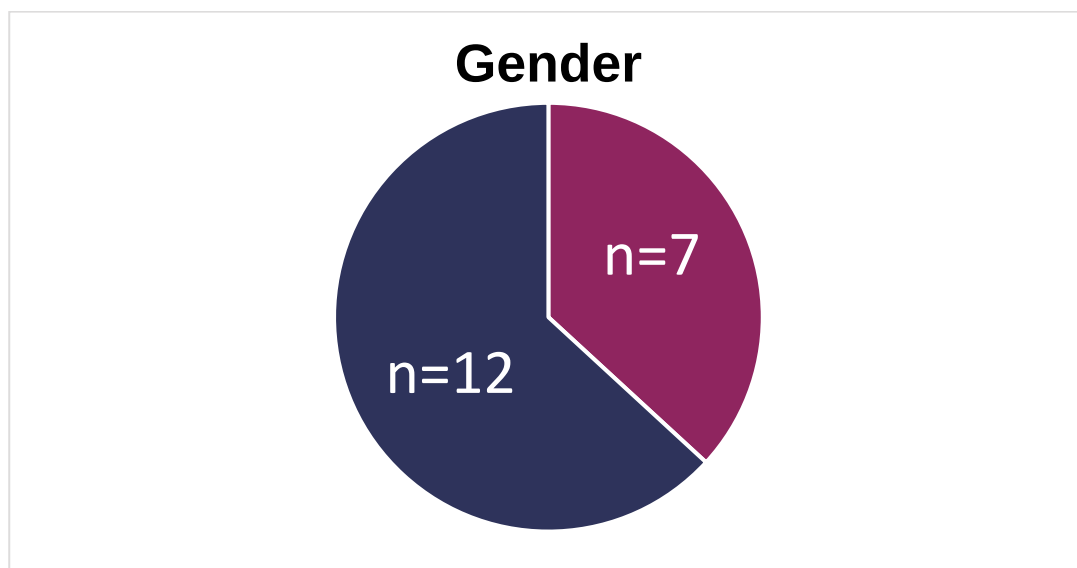
Of the participants that were representing the local community:

Chart 2 Age range of community participants



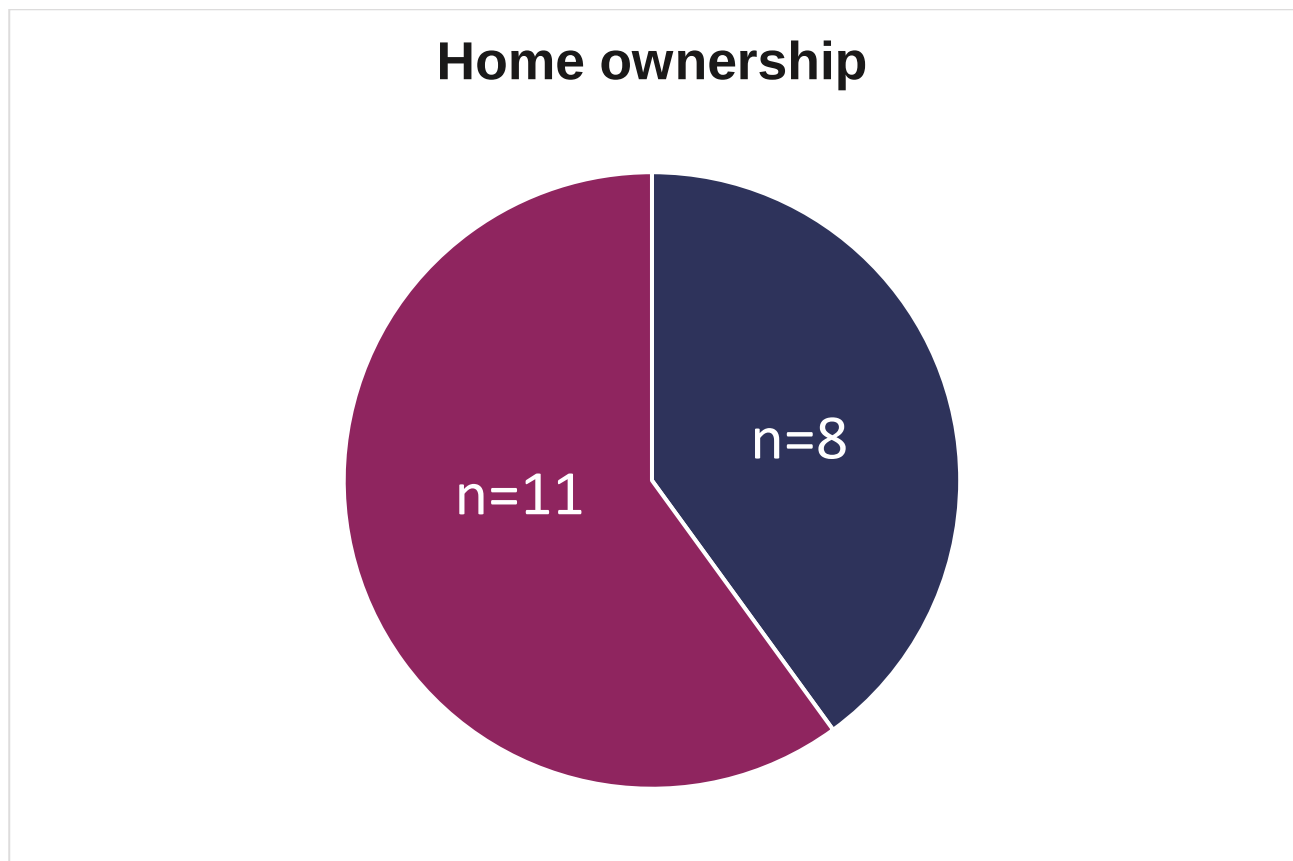
- 2 were aged between 18–24
- 3 were aged between 25–34
- 6 were aged between 35–44
- 3 were aged between 45–54
- 1 was aged between 55–64
- 4 were aged 65+

Chart 3 Gender identity of community participants



- 12 identified as **female**
- 7 identified as **male**

Chart 4 Home ownership of community participants



- 11 **rent their home**
- 8 **own their home outright or had a mortgage**

3.3. Engagement approach

The design of the workshop was informed by the International Association of Public Participation's (IAP2) Public Participation spectrum.

Figure 2 below describes the goals for public participation and the corresponding promise to the public. The engagement objective of the workshop aligns with the goals of consulting and involving stakeholders and community representatives. This means that the objective of our engagement approach is to work directly with the community and stakeholders to ensure concerns and aspirations are considered and reflected in the final Strategy.

Figure 2 IAP2 Public Participation Spectrum (2018)

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Source: IAP2

3.4. Workshop purpose and objectives

Workshop participants focused on three discussion areas in each of the activities. For each of these activities, participants were asked to consider questions relevant to the current use and value of Oxford Street East as well as future aspirations. The activities and discussions were:

- **Activity 1 – exploring how Oxford Street East is used and what is most valued today:**
Activities and questions explored how people use the street, what they value most about Oxford Street East today and what should not be changed. Questions also explored which spaces could be better utilised and what the activation opportunities could be.
- **Activity 2 – testing and generating ideas and understanding the community’s aspirations and preferences for public domain improvements:**
Testing and ranking ideas specific to the character of six key spaces and understanding the most supported ideas. Exploring how those improvements could be achieved in the future.
- **Activity 3 – activations and events**
Considering the unique character of each of the six key areas, participants were asked to generate and rank ideas that would be ‘quick wins’ for events and activations along Oxford Street East and to consider who would be attracted to the activations.

Participants were split into table groups to engage in each activity. Table groups comprised a mix of organisational representatives and randomly selected participants. Each group was allocated a table facilitator from either Urbis or Transport, whose role was to guide a productive and informed discussion across the three activities.

Figure 3 Objective of each workshop activity

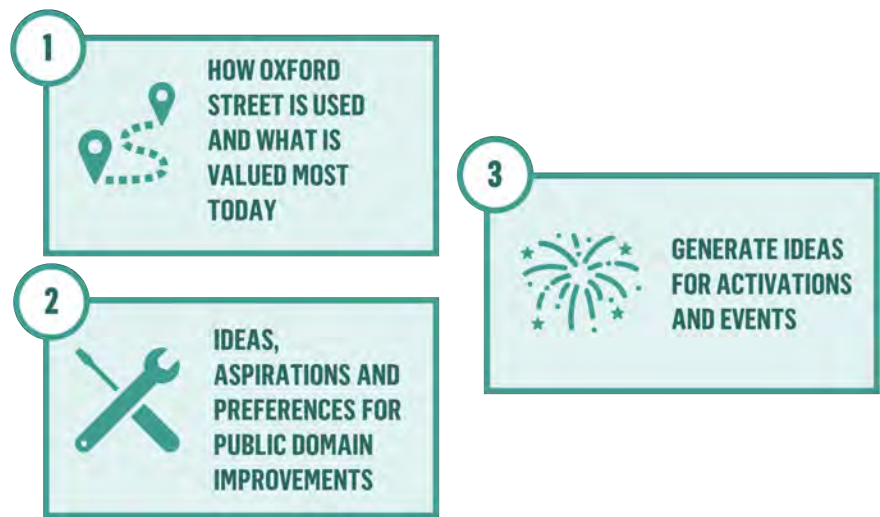


Figure 4 Photograph taken at the community and stakeholder workshop at the State Library of NSW on 20 July 2024



Figure 5 Photograph taken at the community and stakeholder workshop at the State Library of NSW on 20 July 2024



Figure 6 Photograph taken at the community and stakeholder workshop at the State Library of NSW on 20 July 2024



4. What we heard

Using the TWG idea groupings as a framework, workshop participants engaged in activities and discussions to consider what public domain upgrades and activations for Oxford Street East were most important to them. The following overview details ideas that were consistently discussed and received popular support. Inevitably there were a range of views, different perspectives, and disagreement. The purpose below is to draw out key themes, rather than to suggest there was unequivocal support for any particular suggestion.

4.1. Place

4.1.1. An attractive place to dwell



Insight: The unique character and heritage of each of the six key places is highly valued. Participants felt strongly that public space improvements and activations should align with appropriate use, spatial and accessibility considerations, and the built, natural, and cultural heritage of the locations.

Participants reflected that Oxford Street is valued for its dynamism, vibrancy, cultural and creative identity, and there is ambition for the area to be further developed as a cultural and creative centre in Sydney. There was strong support for Oxford Street to continue to identify as the home of LGBTQIA+ storytelling.

Showcasing tree-lined spaces, open green spaces and the creation of pocket parks was strongly supported. Tree planting was consistently mentioned as a priority and in particular, a focus and celebration of the Jacaranda trees was strongly supported as a way of increasing activation, visits and streetscape appeal.

Creating a village atmosphere of cultivated public squares and piazzas, alfresco dining, and utilising rooftops for night-time experiences were recurring topics of discussion and strongly supported.

Participants reflected that Paddington War Memorial and Paddington Town Hall were seen as cold and uninviting spaces. There was discussion about 'deformalising' the space in a similar way to the Wimbo Park redesign that extends from Bourke Street to South Dowling Street, and introducing features like trampolines and softfall mounts, but also using curved lines in landscaping to soften the built form. The improvement of public seating at Paddington War Memorial and Paddington Town Hall was discussed, with reference to upgrades to dated concrete slab furniture and furniture in green spaces being in a state of disrepair. Participants noted there is nowhere to sit, gather or enjoy the space.

Participants said they value the character and streetscape at the intersection of Glenmore Road and Oxford Street East, and there was strong support for the village atmosphere at Five Ways in Paddington to be replicated at this key space. They felt that more outdoor eateries and seating would increase the appeal for the community to spend time and dwell at this key space in both the day-time and night-time. Activating rooftop venues to create a dynamic night-time environment was strongly supported.

Participants discussed that the Barracks Reserve and Strong Memorial Reserve would be attractive places to dwell if there were more benches, seating, and more shade.

4.1.2. A green and sustainable place



Insight: The trees lining Oxford Street East and in particular the Jacaranda trees are highly valued as a defining feature of the place.

There was strong support for showcasing and activating the trees with fairy lights, tree festivals and increasing tree planting along the street in all key places.

Participants discussed that they would like to see more pocket parks and that the Barracks Reserve and Strong Memorial Reserve should be made greener to provide more shade and that the space should be better maintained. Flower beds, parklets, and more greenery for Taylor Square was discussed.

4.1.3. A welcoming place



Insight: Increased accessibility, wayfinding and signage were seen as priorities for all sites, particularly to improve the experience of public spaces for people living with disability, international visitors and people who do not speak English as a first language.

There was a lot of discussion about using digital displays to provide interactive maps, storytelling, and presenting information in accessible formats.

More lighting to increase safety was strongly supported and it was discussed that this would have the dual purpose of activating spaces. Participants suggested using the Centennial Parklands gates, shop facades and Taylor Square to feature light displays at night.

4.1.4. An active and safe place



Insight: Digital display initiatives outlined in the section above were put forward as solutions to improve safety and accessibility, as well as ideas below.

As above, more lighting to increase safety was strongly supported for most key places. Participants discussed that this would have the dual purpose of activating spaces. It was suggested that using the Paddington Gates, shop facades, Barracks Reserve, Strong Memorial Reserve and Taylor Square to feature light displays at night would be good. Fairy lights were a recurrent theme of discussion with strong support to introduce this type of lighting along the whole corridor, as well as at the Glenmore Road and Oxford Street intersection, the Paddington War Memorial and Paddington Town Hall.

Participants supported activating day-time use for key spaces, including public gyms, climbing walls and play areas for children in green spaces. Using the walls at Barracks Reserve and Strong Memorial for play and introducing quirky information were ideas participants felt would make the space more welcoming and less intimidating. Popular suggestions were street festivals, pop-up markets and public art, drawing on the creative precinct surrounding UNSW Art & Design to stage public art exhibitions. There was support for community spaces including halls and libraries to be more child-friendly.

For night-time activations, participants strongly supported the high-quality pubs in the community and wanted activations such as special event pub crawls and rooftop venues. Alfresco dining was a recurrent idea for all key places, as was live music, buskers, the extension of major events such as Christmas events, festivals, and conferences such as South by Southwest (SXSW) and VIVID Sydney beyond the CBD, towards Taylor Square. Participants saw Taylor Square as a key space to create open-air cinema programs and to screen film festivals, sporting events and concerts.

4.2. Economy

4.2.1. A place to shop and more



Insight: Participants said the intersection of Glenmore Road and Oxford Street East was known and valued as a prestigious fashion shopping destination. Participants strongly supported activations that showcased this place's identity as a fashion precinct.

There were multiple mentions of a 'fashion walk of fame' and initiatives that transition this area towards a more genuine, mixed-use, day, and night-time destination. Participants saw opportunities to integrate this part of Oxford Street East with the creative and cultural spaces of UNSW Art & Design and surrounding cinemas and galleries.

There was strong support in growing retail to provide a diverse and affordable range of retail options beyond high-end fashion, and recurring suggestions that extended trading hours would be a way this retail precinct could be activated and improved at night-time. Extended retail trading hours were also suggested to support local businesses.

In addition to established retail stores, there was very strong support for pop-up street markets and in particular, affordable farmer's markets.

4.2.2. A thriving place



Insight: Increased support for local businesses was mentioned several times.

Participants said they want longer trading hours to be permitted, and supported local pubs, rooftop dining, street parties, and pop-up markets. There was strong support for specific pubs including The Unicorn, The London, and The Village Inn, with these venues named as highly-valued, and for this quality of venue to be replicated to support a thriving night-time destination.

4.3. Culture

4.3.1. A creative place



Insight: With particular focus on the area surrounding the UNSW School of Art and Design, but more broadly along Oxford Street East, participants strongly supported ideas of public space improvement and activation that highlight the area's creative identity.

Participants said on numerous occasions that they wanted the Oxford Street East corridor and each of the key spaces activated by public art exhibitions, light installation displays, sculpture, live

music, comedy and theatre, and festivals. Participants discussed how rich in creativity the area is with multiple private galleries and the cinemas.

Participants' ideas included the Paddington War Memorial and Paddington Town Hall as sites for film festivals, and noted the HQ Hollywood Quarter was a pilot for VIVID, and these sites would be ideal for partnerships with events such as SXSW Sydney and the Festival of Dangerous Ideas. It was noted that Paddington Town Hall could be the focal point of street festivals while the Barracks Reserve could be utilised in a similar way to Carriageworks.

Barracks Reserve and Strong Memorial were noted as ideal locations for quarterly art exhibitions given their proximity to UNSW School of Art and Design and the sites could be activated by dancing, buskers, live music including jazz and music events. Participants felt these spaces were currently underutilised and that the Barracks Reserve had an "off limits" feel, in contrast to its historical use as a space for community events. Taylor Square and the courthouse forecourt were noted as obvious places to be activated as public squares where public art, performance art, live music, and open-air screenings could showcase creativity.

4.3.2. A cultural place



Insight: Participants highlighted on numerous occasions the richness of cultural, built, and natural heritage along Oxford Street East.

Notably, participants said that heritage walks along the corridor would be ideal activations, particularly telling the story of Country and interpreting and celebrating Aboriginal and Torres Strait Islander heritage in addition to post-colonial heritage. It was noted how many places of heritage significance feature along the corridor, including Victoria Barracks and Juniper Hall, and that the space in front of the courthouse is underutilised.

Participants noted other sites as inspiration for how heritage could feature in Oxford Street East activations, including Carriageworks, The Goods Line at the Powerhouse in Ultimo, Federation Square in Melbourne and the Freedom Trail in Boston. It was suggested that heritage storytelling could be captured digitally and accessed via Quick Response (QR) code and with mobile technology to create augmented reality experiences.

4.4. Movement

4.4.1. A connected place



Insight: Participants in all groups readily identified Oxford Street East as an important travel corridor, but also as a place of movement, important to participants' wellbeing and exercise.

It was consistently expressed how important the value of Oxford Street East is to the local community as the connector of Sydney's CBD to Centennial Parklands and the Eastern Suburbs. Beyond its transport utility, the street is also valued as a pathway for exercise and health.

Multimodal transport was strongly supported, including cycleways, bus, and light rail transport, however it was noted that transport options must be accessible for people living with disability and that this is currently an area requiring improvement. Specifically, participants noted that the road at the Paddington War Memorial is dark, taxi ranks are inaccessible and the lighting at bus stops (which was also seen as a pinch point) is poor.

Participants felt pedestrians should be the priority in several key places. At Taylor Square, participants wanted improvements that would integrate with the approaches outlined in Transport's Movement and Place Framework. Making pedestrians the priority and reducing car traffic at Taylor Square was also strongly supported.

The intersection at Glenmore Road and Oxford Street East was highlighted as a key space where pedestrian space should be the priority. Participants identified that the intersection is excessively wide for cars and that there is an opportunity to widen footpaths, cobblestone the area and create a village public square that would also significantly increase streetscape appeal and both day-time and night-time activity. Traffic calming, traffic barriers like those used on Crown Street and closing off Glenmore Road at night were seen as positive solutions.

There was recurrent discussion about restricted movement due to cluttered pathways, lack of tactile pathways, poor lighting, and access to bus shelters and that these were priorities for public domain improvement. It was also noted that signage and wayfinding for bus stops are often unclear, not accessible for people living with disability or inclusive for non-English speaking members of the community or visitors. Participants expressed the view many times during the workshop that limiting car access would improve the public domain in key spaces. Improved signage and utilisation of digital displays were nominated as desired improvements.

Footpath upgrades, continuous footpaths, rest spaces and larger pedestrian holding spaces were strongly supported as public domain improvements. In addition to the utility of these public domain improvements, participants also expressed that they would like to see novelty and fun characterising these public spaces.

Improved pedestrian and bicycle zones for the Centennial Parklands gates at Paddington was also a strongly supported idea, with strong support to remove the bollards to increase ease of use for people on bikes and to make the space a landmark meeting place for the community.

4.5. Activity 1: Interactions and values

Participants told us they generally use Oxford Street East as a place to shop, socialise, dine and to access services like day care and education. A range of participants also expressed the view that Oxford Street East provides a place to exercise; many participants like to walk, run, or cycle along the street in the morning.

The current uses of Oxford Street East are summarised in **Figure 7**.

Figure 7 Current uses of Oxford Street East



Total mentions n=58

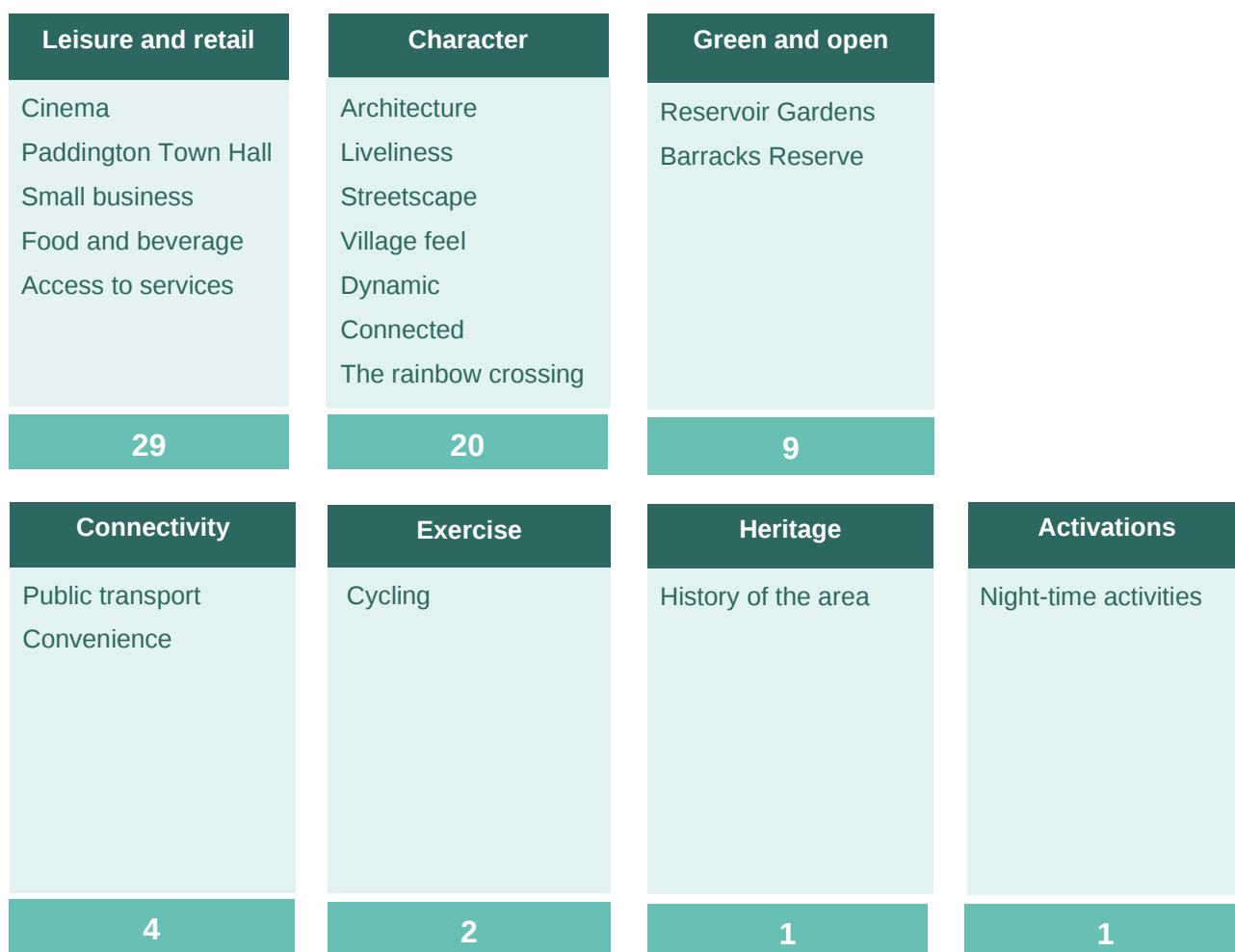
Participants were then invited to consider what they value about the public spaces along Oxford Street East and which aspects of the public domain should be enhanced and celebrated.

Generally, participants valued the presence of small and local businesses, which they felt contributed to the unique character and ‘village feel’ of the area. Participants valued the dynamism and liveliness of the street, supported by a range of night-time uses and street events.

Participants also valued the historical and heritage significance of the area, citing the Reservoir Gardens, Barracks Reserve, and several historical trees. Several people also valued Oxford Street as the home of LGBTQIA+ activism in Sydney, referring specifically to the Rainbow Crossing at Taylor Square.

There was significant support for more public art, to revive the creative personality and unearth ‘hidden’ public spaces on Oxford Street East.

Figure 8 What participants valued most about Oxford Street East



Total mentions n=66

4.6. Activity 2: Key places on Oxford Street

During the second activity, participants in the workshop were invited to share their aspirations for how each key place should function. Participants considered specific upgrades or improvements that would best align with the desired uses of each key place, as well as how they would like the Strategy to support the improvement of each place.

Once participants' ideas had been consolidated, they were invited to vote on the ideas they most supported, and those that felt Transport should prioritise in developing the Strategy and in alignment with the existing categories of ideas nominated by the TWG for the key places. Any ideas with three (3) votes or more have been included in the 'most supported' category in the report on each of the key places below.

Key place 1: Whole of Oxford Street East (movement and streetscape)

Participants were invited to consider any upgrades that would improve the visual appeal and the ease of movement along the whole street, including streetscape improvements and under-utilised spaces.

Several participants suggested activations and events when considering the entire street. A summary of the events that were supported is provided in **Table 3** below. Generally, people also supported streetscape upgrades like improved and accessible footpaths, improved lighting, and wayfinding. We also heard the aspiration to improve the appeal of open space along the street through public art and street planting.

Figure 9 Images of the streetscape along Oxford Street East



Table 3 Supported upgrades for the whole of Oxford Street East

Outcome	What people want	How this can be achieved
 Events and activations	▪ More community-focused events along the whole of Oxford Street East ▪ Partner with institutional and private property owners to activate the many, sometimes hidden, creative spaces during the day and at night ▪ Include Oxford Street East in CBD events and activations e.g. SXSW, VIVID	▪ Markets including food and beverage markets, affordable farmers markets ▪ Sports-focused events including screenings of the Olympics, World Cup and grand slam tennis events ▪ Festivals including street festivals, music festivals, comedy and theatre festivals, and a Jacaranda Tree festival ▪ Cultural events such as pop-up art exhibitions and celebrations ▪ Live music including concerts but also buskers ▪ Talks series, conferences and corporate events including SXSW, Festival of Dangerous Ideas ▪ Open-air cinema ▪ Public artworks including displays of student art from colleges and



Streetscape upgrades

- Improve public amenity for pedestrians by creating accessible and continuous footpaths, rest spaces and larger holding spaces
- Create character of novelty and fun through public art
- Partner with councils and property owners to activate vacant store fronts
- Improved footpaths
- Improved lighting
- Additional shade for pedestrians



Access and inclusion programs

- More accessible streets
- Add lighting to ensure safety
- Tactile paving
- Improved signage and wayfinding, including interactive signs, VR, QR codes, digital lamp posts, traditional place names and Connection to Country



Open space upgrades

- More green spaces
- Street planting and landscaping
- Public art and sculptures

Most supported ideas

Participants told us that they wanted the footpaths along Oxford Street East to be more accessible, including rest spaces and more accessible support infrastructure (for example, railings, tactiles and the use of high contrast colour schemes).

People felt that Oxford Street East could be more welcoming at night and suggested better lighting, more green space, and additional tree planting.

People also supported the activation of vacant storefronts as galleries or pop-ups.

Footpath upgrades (9)

Accessible and continuous footpaths, rest spaces, larger holding spaces. Add novelty and fun.

Improved safety at night (4)

Improve lighting and green spaces and add trees to make spaces more welcoming.

Activate vacant storefronts and retail space (3)

Activate spaces with pop-up outlets and galleries.

Key place 2: Taylor Square

When discussing Taylor Square, participants reflected on the significance of this location to the LGBTQIA+ community in Sydney.

Thinking about Taylor Square as a key transport intersection along Oxford Street, and with reference to town squares and third spaces in Melbourne, the United Kingdom and Europe, participants expressed aspiration to revitalise this location as a multi-purpose meeting space. Participants felt that because of the high volume of vehicles moving through the area, this location feels congested and to some extent, polluted.

Participants strongly felt that cleaner and greener streetscapes would improve the feel of this area. Upgrades to improve the safety of this area at night were supported, including additional/improved lighting and CCTV.

There was also a discussion around how Transport could bring attention to events and activations along the whole street by working with Qtopia, which has recently received approval for a digital billboard at Taylor Square.

Further detail is provided in **Table 4** below.

Figure 10 Photographs of the Taylor Square area

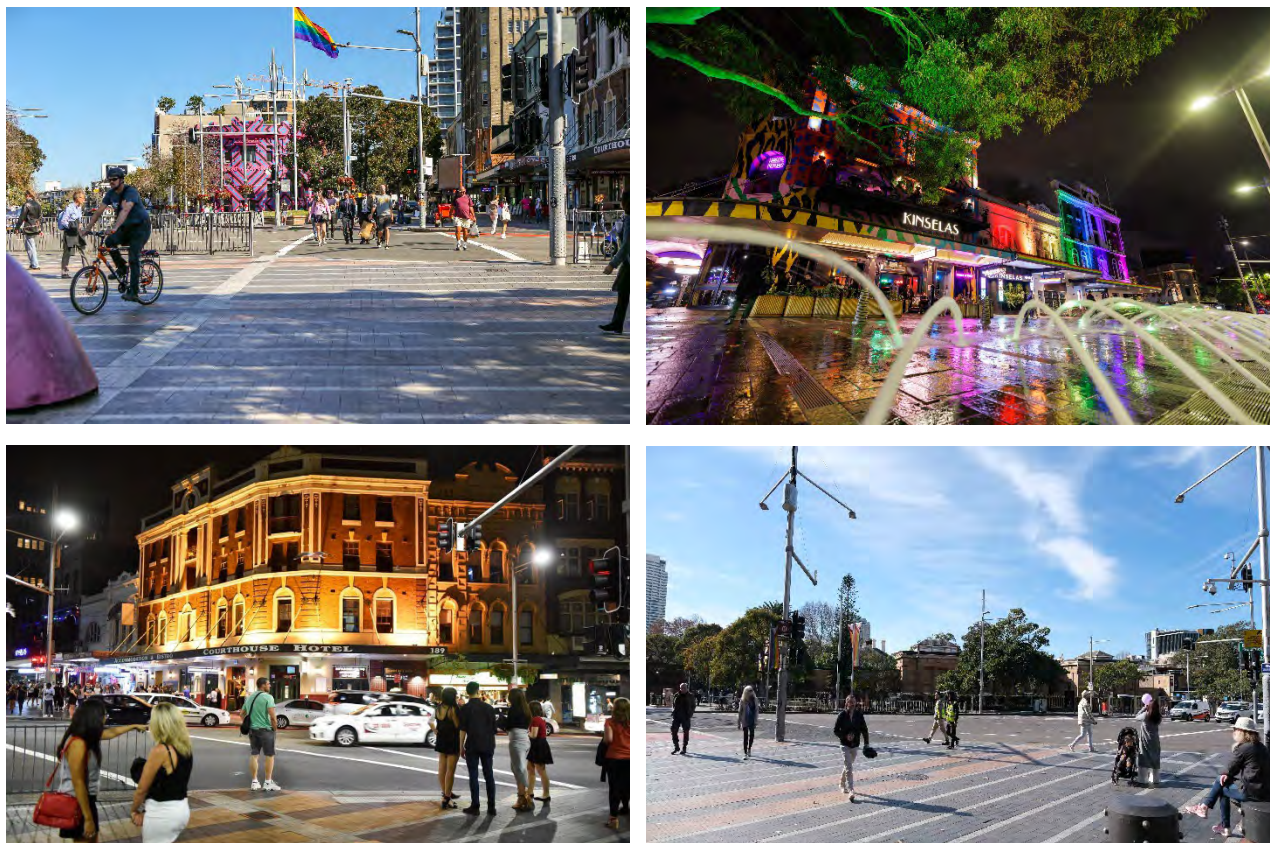


Table 4 Supported upgrades for Taylor Square

Outcome	What people want	How this can be achieved
 Events and activations	A thriving and family-friendly entertainment precinct	- Display public art from students of local art schools - Live events and night-time entertainment - Al fresco dining

		▪ Include Oxford Street East in CBD event and activation footprint
 Streetscape upgrades	▪ A cleaner and more pedestrian-friendly streetscape	▪ Reduce road space to accommodate wider footpaths and improve footpaths ▪ More seating
 Access and inclusion programs	▪ Better integration of accessible infrastructure and transport	▪ Better wayfinding ▪ Digital billboards ▪ More public transport options ▪ More accessible public transport options and ensure alignment with Transport's Movement and Place Framework
 Open space upgrades	▪ A 'go-to' place to meet up with friends and family ▪ Less congested and noisy (because of passing traffic) ▪ More green space	▪ Street planting (specifically flower beds, trees) ▪ Parklets ▪ Fairy lights ▪ Better restoration and protection of the fountain

Most supported ideas

People generally felt that Taylor Square can be unsafe at night, and supported improvements to lighting and increased surveillance.

People also wanted more space for alfresco dining.

We also heard support for the installation of public art and better wayfinding signage, and for interactive signage that includes information about upcoming events or activations in the local area.

Improve safety at night (20)

More lighting and surveillance including CCTV security.

More public recreation space (15)

Create piazzas with alfresco dining and family spaces.

Public art and displays (9)

Integrate public art and use digitised billboards to communicate 'What's On' information.

Key place 3: Centennial Park Gates Intersection

The Centennial Park Gates Intersection is the key intersection connecting Paddington, Bondi Junction, Moore Park, and the Sydney CBD.

Participants reflected that this location is an important connection point for pedestrians and people on bikes, and that it is important to create public amenity for pedestrians entering Centennial Park,

and to improve road safety conditions. People felt that this could be achieved through improving the lighting at the entrance to Centennial Park, and by removing the bollards as these can be dangerous for pedestrians and people riding bikes.

A summary of the feedback received for this key location is provided in **Table 5** below.

Figure 11 Photographs of Centennial Park Gates Intersection and surrounding area



Table 5 Supported upgrades for the Centennial Park Gates Intersection

Outcome	What people want	How this can be achieved
 Streetscape upgrades	- Improving walkways and amenity for pedestrians - Improve road safety conditions at the entrance to Centennial Parklands	- Lighting the entrance for safety at night, but also using the entrance as a display for public light displays to active the space. - Remove bollards at the Centennial Park Gates to improve safety conditions for pedestrians and cyclists - Activate the space as a meeting place for the local community

Most supported ideas

The most supported idea for this location was to improve amenity around key pedestrian walkways outside the Centennial Park Gates.

Improve cyclist and pedestrian amenity (6)

Remove the bollards, make the space more pedestrian/ cyclist friendly.

Key place 4: Paddington War Memorial to Paddington Town Hall

Thinking about the places between Paddington War Memorial and Paddington Town Hall, participants were invited to consider the improvements that would enhance the way they interact with these spaces.

Participants said that enhancing the character and feel of this place was important, and that this could be achieved by providing more public amenities such as seating, public toilets, and playgrounds. A range of activations to draw attention to the heritage of these places were also suggested in this activity, including nature walks and heritage walks. Some participants expressed the view that the local businesses in these locations are not visible enough and asked that Transport consider how to bring attention to these businesses through consultation and collaboration with councils.

A summary of the feedback received for this key location is provided in **Table 6** below.

Figure 12 Photographs of Paddington War Memorial and Paddington Town Hall



Table 6 Supported upgrades between Paddington War Memorial and Paddington Town Hall

Outcome	What people want	How this can be achieved
 Streetscape upgrades	Improving walkways and amenities for pedestrians	Wider and improved footpaths



Access and inclusion programs

- More accessible public transport options
- Accessible bus stops
- Accessible taxi ranks



Open space upgrades

- Improved public amenity
- Enhanced local character
- Fairy lighting
- More seating, particularly near the Reservoir
- Spaces for children and families including playgrounds
- More and better quality public toilets



Events and activations

- More local events
- Enhanced appreciation of local heritage
- Street parties, festivals, and local events
- Markets
- Heritage walks
- Nature walks
- Additional support for local businesses

Most supported ideas

People generally felt the spaces between Paddington War Memorial and Paddington Town Hall are underused and this was reflected in the ideas that we heard. The most supported ideas were to deliver more events and activations in this area and to improve the look of these spaces through tree planting.

More and better events and activations (4)

Live music, festivals and art events, the creation of play spaces.

More trees (4)

Increased tree planting, particularly Indigenous species.

Key place 5: Glenmore Road/Oxford Street Intersection

Participants were invited to consider any upgrades or improvements they would like to see at the intersection of Glenmore Road and Oxford Street, known as '*The Intersection*'.

Overall, participants reflected that they value and consider '*The Intersection*' to be a place of physical beauty and high appeal with a distinctive character, however they also saw it as a place that is predominantly as a single use day-time destination with a focus on prestigious fashion retail.

Participants strongly expressed that they wanted to see this popular area transformed into a mixed-use day and night-time destination. Focusing on the night-time economy, participants suggested longer trading hours for retail and that rooftops could be better utilised as spaces for

dining and bars. There were suggestions to limit vehicular access at night to create a public square atmosphere.

To add to the streetscape appeal, participants felt that overhead lighting and fairy lights, planters, and additional seating would be valuable in this location.

In terms of public spaces, participants said the road of the intersection is unnecessarily wide and it would be better if the pedestrian spaces were the priority. Participants recommended upgrades like widened footpaths and creating more accessible and less cluttered footpaths. Ideas to achieve this included expanding and continuing cobblestoned streets, parklets, and new tree planting to mirror the north side of the street.

A summary of the feedback received for this key location is provided in **Table 7** below.

Figure 13 Photographs of the Glenmore Road/Oxford Street Intersection and surroundings.

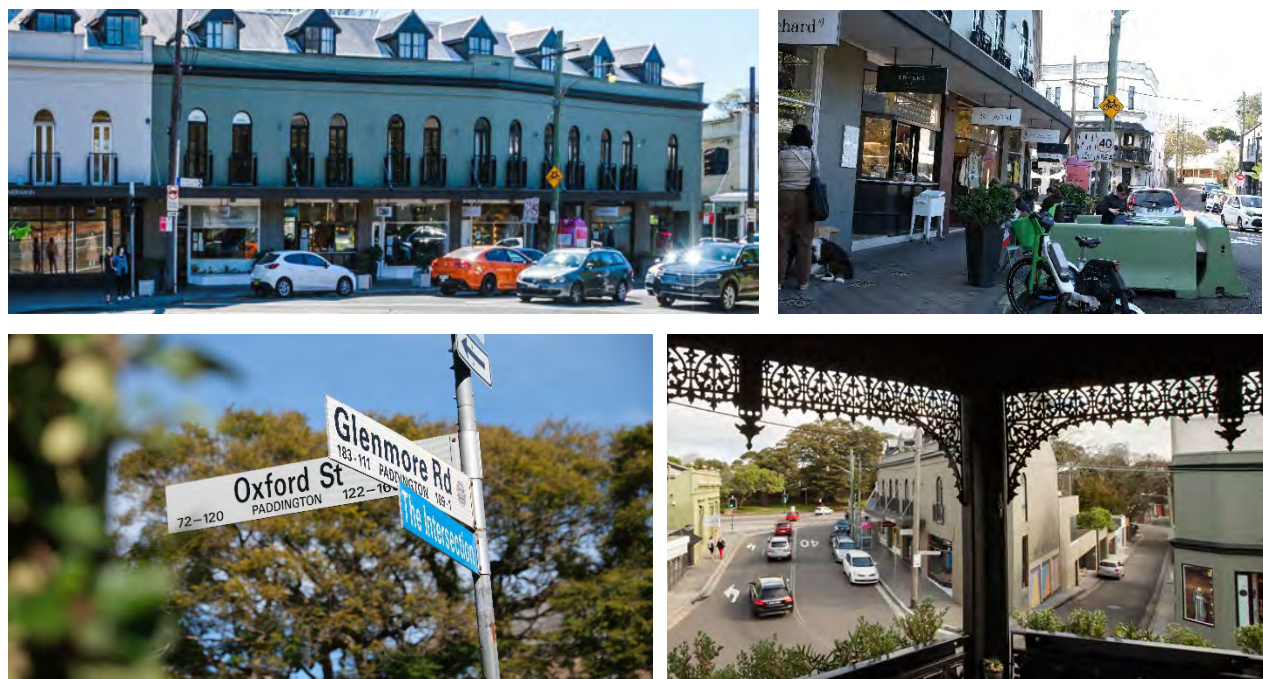


Table 7 Supported upgrades for the Glenmore Road/Oxford Street Intersection

Outcome	What people want	How this can be achieved
 Streetscape upgrades	A more pedestrian-friendly environment	- More space for walking - Improved and wider footpaths - Narrow roads to provide more public space - Single lane roads - Traffic barriers to create wider frontage - Cobblestone intersection to create a public square
 Access and inclusion programs	- Improve pathway accessibility - Accessible transport modes	- Widen the corridors/footpaths - Accessible busses and maintaining and replicating the standard of the bus shelter in this location - Improved signage - Digital maps for wayfinding utilising the digital displays

- Multilingual and accessible wayfinding to support people living with disability and international visitors to the area



Open space upgrades

- Amenity
- Lighting
- Open space
- Planters
- Seating
- Overhead lanterns
- Trees with fairy lights
- Fountain
- Limited footpath clutter
- More parklets
- Gadigal walks and heritage walks using storytelling communications that are QR code activated on phones



Events and activations

- More pubs, cafes, restaurants, and roof terrace night-time entertainment options
- Events, activations and storytelling that capitalises on the area as a fashion precinct, with a fashion walk of fame
- Live music
- Additional support for local businesses including longer trading hours

Most supported ideas

In line with the aspiration to transform *'The Intersection'* as a mixed-use area during the day and night-time, the most supported ideas involved creating an activated and pedestrian-friendly streetscape, whilst making better use of existing spaces to accommodate a diverse mix of business types, particularly hospitality.

A more activated street frontage (5)

Activate the street with live music and lighting including lamps, lanterns, and fairy lights.

Footpath upgrades (5)

Prioritise pedestrians, limit cars, widen footpaths and continue cobblestones across the intersection to create a public square.

Daytime and nighttime dining and venues (4)

More and better cafes, increase activation of rooftops as bar and dining venues.

Key place 6: Barracks Reserve and Strong Memorial Reserve

Participants were invited to consider the historical significance of these key spaces and any upgrades or improvements they would like to see near the Barracks Reserve and Strong Memorial Reserve. The two places provide green space but with very different character.

Some participants were unfamiliar with Strong Memorial Reserve and those who were familiar with the location felt it was under-used. Some participants said that they saw the Barracks Reserve as unwelcoming and a very formal location and that it felt "off-limits" to the community.

In general, participants focused on upgrades that would provide more information about the significance of these spaces and increase visitation to them. QR codes and self-guided tours were

suggested to recognise the history of Victoria Barracks, and participants also envisioned Victoria Barracks as a venue for events like live music and art exhibitions, albeit some with recognition that increased access may not be possible.

Participants were also supportive of any improvements to the green and open space and suggested using the Jacaranda trees to draw interest from the broader community.

A summary of the feedback received for this key location is provided in **Table 8** below.

Figure 14 Photographs of Strong Memorial Reserve (left) and Barracks Reserve (right)



Table 8 Supported upgrades for Barracks Reserve and Strong Memorial Reserve

Outcome	What people want	How it can be achieved
 Events and activations	- A focus on local heritage and history - More local events	- Leverage digital technologies and signage to provide information about the Barracks (for example, QR codes that link to storytelling apps) - Live music - Art shows and exhibitions - Seasonal events (for example, Christmas events and markets) - Additional support for local businesses
 Streetscape upgrades	Improved public amenity	- Better street cleaning - More seating - More space for walking
 Access and inclusion programs	More accessible public transport options	Include a bus stop next to Strong Reserve



- Improved green space
- Use greenery (e.g. Jacaranda trees) to increase visitation
- Improve the openness of the Barracks
- Relocate the statue and the fountain

Open space upgrades

Most supported ideas

Following the discussion around expanding awareness of local heritage and history, the most supported idea for these locations was to use storytelling and heritage interpretation to connect people with the history of Victoria Barracks and increase its relevance and connection to the present.

Heritage activations (3)

Use storytelling and engaging presentations of historic information to bring heritage to life.

4.7. Activity 3: Activation of Oxford Street East

During the third activity of the workshop, participants were invited to generate ideas about specific events or activations that align with the unique uses and character of each key place.

These activations could be either one-off or recurring events, activities, or drawcard festivals in partnership with existing events programming. The events could generate social, cultural, and economic activity to the key space in question appropriate to its defined use, purpose, heritage, and public space amenity.

When discussing the events and activations that are currently delivered along Oxford Street East, people felt that these were generally communicated poorly, resulting in a lack of awareness and attendance. People also expressed the view that any activations or events that have previously taken place in the CBD should also take place along Oxford Street East.

Participants were highly supportive of events that would involve the closure of the street to vehicles, including street parties, markets, and festivals. There was also support for more al-fresco dining, citing cities in Europe and the United Kingdom as successful case studies.

Participants told us that affordable events should be a priority given cost-of-living challenges. Participants also generally supported events and activations that pay respect to the significance of the street (both Indigenous and post-colonial history) or celebrated key characteristics of the street (for example, a Jacaranda Festival celebrating the beauty and significance of the Jacaranda trees lining the street, which bloom in November).

Detailed outcomes of the discussion have been captured in **Appendix A**.

Of the ideas generated for activations and events, there were recurring suggestions across all key places. These included: public and alfresco dining; creation of public squares and green spaces through limited vehicular access, cobblestones and parklets; pub crawls and activations for local pubs; live music; public art festivals, theatre and trails building on the character of Oxford Street East as a creative and cultural precinct; farmer/food markets; and activations of natural, cultural, and built heritage – including Jacaranda Festivals and heritage walks.

The most supported ideas have been synthesised in **Figure 15** below:

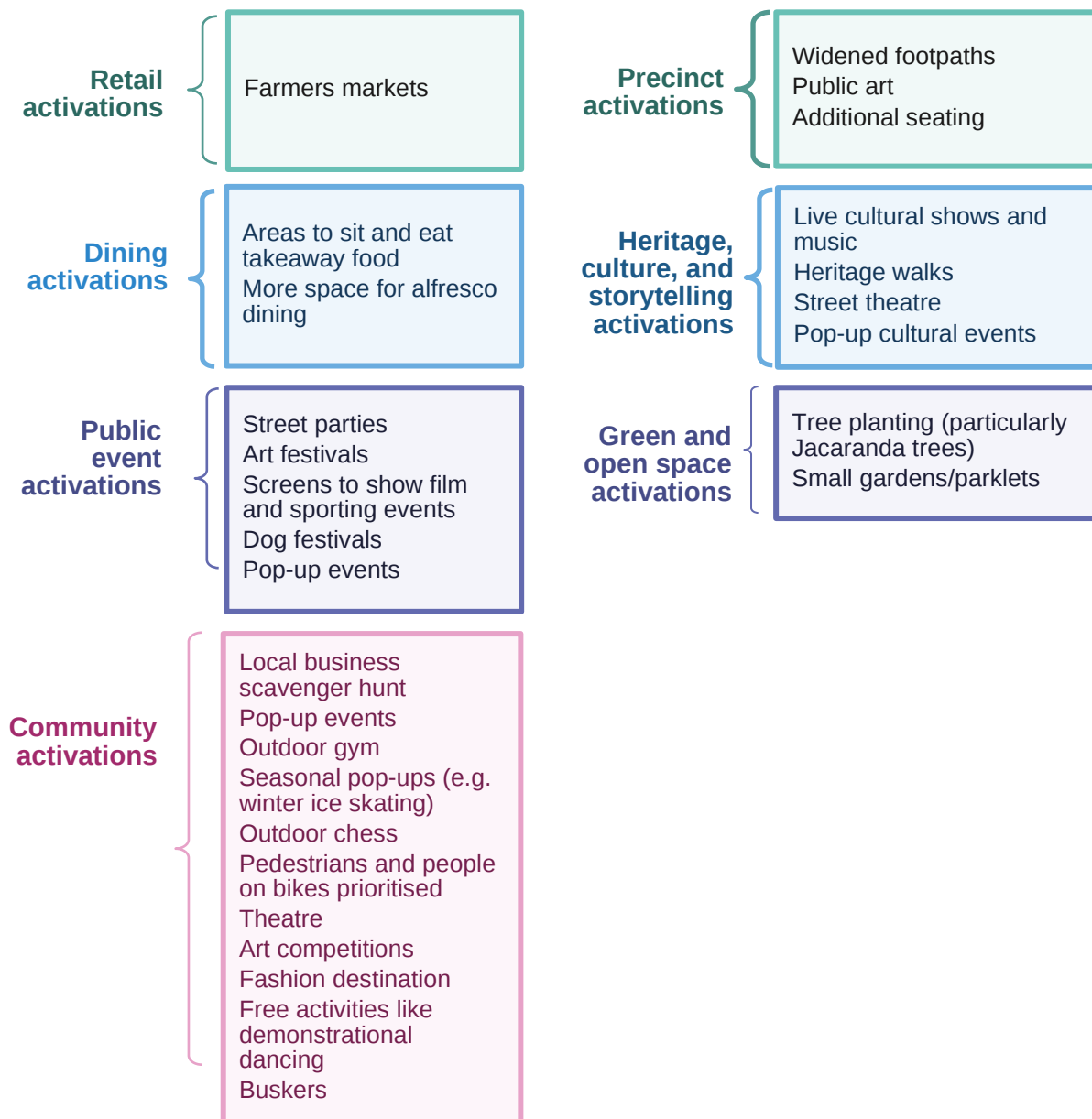
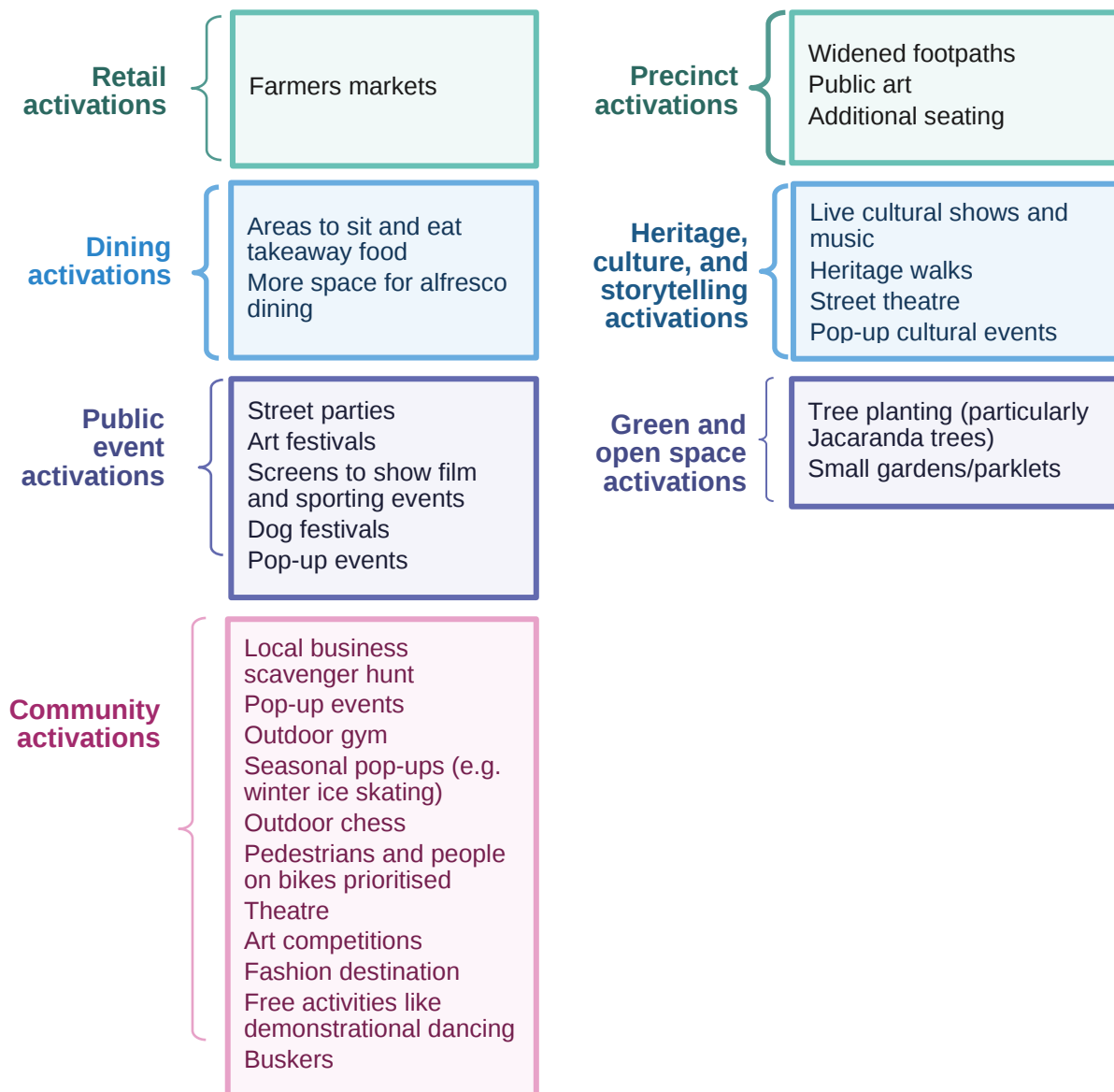


Figure 15 Event and activation ideas by category



5. Next steps

Feedback from the workshop held on 20 July 2024 will help shape and prioritise ideas to inform the Strategy, which will be subject to design and feasibility considerations, and further consultation with councils and government agencies. The draft Strategy will incorporate place and activation ideas that will bring direct benefits to local businesses and communities and will reflect the common aspiration expressed by the community for Oxford Street East to grow as a vibrant, successful, and welcoming destination.

After the consultation period has concluded, Transport will analyse the insights collated in this report, the findings from engagement with the TWG and local businesses, and the results of the Have Your Say survey, to understand community and stakeholder priorities for the development of a draft Strategy.

Transport will continue to engage with business owners along Oxford Street East to ensure the draft Strategy makes the most of opportunities to support local business and develop as a thriving retail hub.

To facilitate the implementation of the Strategy, Transport will finalise a business case for the cycleway and the related public domain upgrades to seek approval from the NSW Government.

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APPENDIX A – Participant Worksheets

Activity 1 – Interactions and values

ACTIVITY 1

HOW DO YOU CURRENTLY INTERACT WITH OXFORD STREET EAST?

- Use Oxford Street *(daily)*
- Foot ball club member / fitness
- Cycle*
- Shopping
- City side of Banquets
- ~~Link for transport~~
- ~~Walking*~~
- ~~cycling*~~
- Running
- Centennial Park
- Don't want to live anywhere else
- Running Oxford St → Centennial Park
- Dogs → want pet friendly atmosphere

- West end = City
- middle section: Arts + high class in districts
- Paddington: quite well + rejuvenating

Real signs have rainbow

Great celebration of LGBTQIA+ rainbow bender on hotels
These are bookshops + cafes
not franchise brands independent

Creative thinking + complete

always discover new places and lanes

WHAT DO YOU VALUE MOST ABOUT THE PUBLIC SPACES ALONG OXFORD STREET EAST?

- Reservoir Gardens → Great restaurant options! → great open space
- Open spaces around the Banquets
- Local transport management plan (traffic has a deterrent)
- Oxford St v the funnel to all attractions
- Wide footpaths
- Shopping not as good as used to be

- Nice looking street
- always open - you feel safe - *people lighting*
- always lively

- Place to hang out, but wish there was more free things to do with these areas art

- Like the pubs → favourite Unicorn → The Light Brigade → The Paddington

- Nightlife with big open community

- Low rise architecture

- pubs with beer gardens
- pubs with trivia

Better lighting would be nice

Used to value cinemas, but we've lost some

ACTIVITY 1

HOW DO YOU CURRENTLY INTERACT WITH OXFORD STREET EAST?

used to wk - Bondi Junct - Centennial park
 drive along Oxid st - from Bondi Junct - used to
 ride bikes → Paddy for the destination
 (quiet since Westfield) - rough roads
 + St Vincents, traffic
 grew up in Centennial PK - went to school in Paddy for -
 walls there often from Bent. Plc gates, local shops,
 groceries, pre-COVID had more shops, a lot of shops,
 +
 Paddy Chamber of Commerce - used to be in Paddy,
 wk in Mervale - 6 yrs resident, wk, bus, cycling,
 now in Mervale - w/ family, around Paddy, shopping
 cafes, Paddy @ day, not nearly diff. @ night
 Good space now - better, bus routes, but chaotic
 Lives in Dawlinghurst - 60 yrs - Centennial PK - would
 go to Paddy for pubs, housing cost → changes - when younger
 could start a bus. in Paddy, Town Hall (not used), Cheval
 Theatre (even film festivals).
 Not enough info on OSW end
 need to look @ Dawlinghurst
 Library

WHAT DO YOU VALUE MOST ABOUT THE PUBLIC SPACES ALONG OXFORD STREET EAST?

Centennial Park → parking issues, cars w/in +
 using as a thoroughfare, walkway (uneven).
 → population older → toilets (more)
 cafes / shops
 Bike riding
 Driving
 walking into Paddy + City
 Library + Town Hall

ACTIVITY 1

HOW DO YOU CURRENTLY INTERACT WITH OXFORD STREET EAST?

- shopping
 - mardi gras
 - Verona cinema
 - key link to and from places - Sport, mardi gras
 - entertainment, drinks
 - thoroughfare/drinks.
 - waypoint.
 - key artery
 - Used for movement.
 - nightclubbing
 - LGBT+ social scene.
 - one person doesn't use it (public transport doesn't appeal) - hard to access buses.
 - bus stop accessible (need special taxi ranks etc).
 - Oxford St quite large - prefer smaller.
 - events good - Stages (anti-slavery exhibition free).
 - William St party was good.
- Handwritten notes in margin:*
- cycling, shopping, coffee, shops, Taylor Sq
 - barack reserve empty (amazing place) or could be improved.
 - market
 - empty building next to barack (missed opportunity) C Juliana - confirm space

WHAT DO YOU VALUE MOST ABOUT THE PUBLIC SPACES ALONG OXFORD STREET EAST?

- fun.
- barack reserve (empty)
- Taylor Square great space, but also empty
- Arts School/Courtyard - fencing to come down → opportunities
- converts
- Ox St - prioritises people, human-not just prioritises vehicles.
- (former Rainbow crossing).
- people - not just movement of vehicles.
- benefit of lingering/human interaction
- destination
- day & night C Bondi Junction not good @ night
- ↓ noise. ↑ appeal
- lighting ↑ → improved accessibility.

ACTIVITY 1

HOW DO YOU CURRENTLY INTERACT WITH OXFORD STREET EAST?

- traffic thoroughfare* to visit football fields
- visit the markets - brown / cafe day or the end.
- roots @ Paddington + Darlinghurst Public
- Surfer - driving to beater -
- retail, + movies. *
- use all of Oxford Street.
- difficult to use Oxford Street with car. * / rarely use the car.
- Oxford Street to work / walking.
- convenience of travel.
- drive / walk /

WHAT DO YOU VALUE MOST ABOUT THE PUBLIC SPACES ALONG OXFORD STREET EAST?

- great space^x at the moment / exciting time / revival.
- visual features (Barracks reserve), big trees, green spaces, Paddington town hall, movies,
- character, * personality. shape of the street, ^{personal} history of Oxford Street.
- dynamic, connected, community value,
- green spaces^x at either end, pretty, individual small businesses. character^x

ACTIVITY 1

HOW DO YOU CURRENTLY INTERACT WITH OXFORD STREET EAST?

MARK

Use Oxford St
End S as Cyclist,
Bike R, Driver, Bus
at Pub on

OSE

PSE

for Dentist
Movies, Markets

* Drinks Pre Swans
Games -
* Entertainment
* Meeting with friends
* Dining -
choice

Sara former
resident.
Used to use it daily
for shopping, to
visit the library,
daycare, Reservoir
Gardens.
Now visit every few
months.

Sue
- Work There
- Own Property
- Son lives there.
- Community
leader
- 3SS Project
- Shop
- Food + barage

ANOS - Student
I have not been in
years because there
is nothing interesting.

Sorra
- Socializing Bar Night
clubs
- Lots of walking
especially to and
from Park West pub
+ Central Mall park
- Thrifting
- Window shopping the
designer stores
- Hanging out at the restaurant

WHAT DO YOU VALUE MOST ABOUT THE PUBLIC SPACES ALONG OXFORD STREET EAST?

PLENTY OF
REASONS TO
GET OFF BIKE

SHOPS, PUBS, RESER
CHAUVET, VIKOR

hooz memories and
easy access to
shops and transport.

ANOS

Sara
It is a good
hub of everything
on one street
eg. medical services,
shopping, groceries,
entertainment,
green space,
history + progression

* Social Social
Aspects
Choice

* Entertainment
* Atmosphere not
late late nights
* Convenience

memories of being with
my children and wife before
I was born in Paddington
at Rillw
- Reservoir gardens library
- pub office
- Markets, shops, cafes
- walking at night with
my husband to the
cinema
- didn't my like to work
anywhere

Sue
Community
Village atmosphere
Beauty
Culture of the Street
Shopping
Services
Food + barage

* RETAINED
- Community +
village feel
- Fostering small
- Pedestrian focus

Activity 2 – Key places on Oxford Street East

MOVEMENT AND STREETSCAPE – WHOLE OF OXFORD STREET

HOW I INTERACT... WHAT I VALUE... PLACE YOUR STICKIES HERE!

THINKING ABOUT WHAT ARE SOME IDEAS THAT WOULD IMPROVE THE STREETSCAPE FROM TAYLOR SQUARE TO THE CENTENNIAL PARK INTERSECTION?

HOW:

ARE THERE ANY UNUSED OR UNDER USED SPACES WE COULD ACTIVATE OR USE BETTER?

*** SHIFT STATE**
FUNDSD FESTIVALS
FROM JUST CIVILIAN
BUSY TO CROSS
THE PARK ⇒ US
HAVE LOTS OF FUN
STREET

*** pop-up music events**
→ it would attract everyone
*** Exhibitions** (in small spaces) around Oxford Street
→ it would appeal to general public
*** maybe temporary** including art, food, comedy, cultural events

- Regular car, street advertisements or shops in the area.

lighting -
fairy lights / ~~when~~ seasonal angles

*** FOCUS ON**
CONSISTANT
NOT JUST
ONB-OPS

- Cultural / arts festival (annual) across multiple locations along / near Oxford St to bring people to the area, e.g. art, school displays.

- Utilising vacant / council spaces for certain cultural events

*** space for brands open air cinema**
- wine and food festival
- street party
- stand up comedy
- music events
- art exhibitions
- Dramatic events

Improved signage + way finding
Interactive signs, VR, QR codes, digital lamp posts, traditional place names + Connection to country.
(e.g. "Venice beach" sign) hidden stones

*** Improved safety at night - Improved lighting + green spaces / trees - making it more welcoming**

*** Footpath upgrades** - making street accessible for all
tactiles, continuous footpaths, rest spaces, larger holding spaces, adding fun + novelty.

*** Activating Spaces**
*** vacant shops** (for activation) / popups / art galleries
*** space next to St. Vincent's hospital.**
*** reservoir gardens / pocket parks**
*** more shade overall / greenery.**

*** NOODLES / FOOD**
MANAGE WEEKLY IN THE VARIOUS SQUARES

*** LIGHT CONSIDER.**
↳ FAIRY LIGHTS FROM HYDE PARK TO CENTENNIAL PARK.
+ OTHER CONSIDER.

Street Food Event
Event
Sport watching

bring people to Oxford Street for
conferences -
use all the space that we have.

temporary signage
- music / live acts / mini festival / markets

SIMILAR TO BE
GIAZA + NYE BEAT
WEEKEND STREET
CLOSE-OFF
W. SUNDECK
CLARKS
+ DOG WALKERS

STREET FESTIVAL

ART WALK
MARKETS WALK

MOVEMENT AND STREETSCAPE – WHOLE OF OXFORD STREET

HOW I INTERACT...

WHAT I VALUE...

PLACE YOUR STICKIES HERE

CONTINUOUS
~~WALKING~~
FOOTPATHS
BIKE-FRIENDLY

What doesn't work:
- narrow footpaths!
- at Red Lion office
- multiple crossings of side roads.
- traffic signals not for cars not people.
- "Dead Zones" at 3 points in front of barracks.
- what works on Oxford St
- Reservoir Gardens
- Paddington School market

WHAT:

THINKING ABOUT OXFORD STREET EAST –
WHAT ARE SOME IDEAS THAT WOULD IMPROVE
THE STREETSCAPE FROM TAYLOR SQUARE TO
THE CENTENNIAL PARK INTERSECTION?

- Improved:
- signage / wayfinding. – "mini beach" sign.
- traditional place names. – Paddington / Darlinghurst and
- Celebrating country / migrants / civ. cultures.
- festival – storytelling from A-B.
- increasing safety / lighting. – welcome + safe.
- uplighting. – adding fun + novelty
- sandstone festival. – whimsy.
- city streets festival. / Paddington. – holding spaces. +
- footpath upgrades. – extend footpaths under or sunny
at continuous footpaths. side on Oxford
- traffic light changes for pedestrians not vehicles street.
- art students / musicians, public art at barracks
Reserve.
- shared office spaces in vacant office.
- urban histories of Oxford Street / signs.
- retail (arts + shops) (paddington)
- augmented reality tours / walking tours. / QR codes
- public art + sculpture / decorative art. – digital signage
QR codes
- inclusive signage / visual contrast / accessibility. – digital screen.
- cultural spaces – comedy show, paint + sip, exhibitions. – opening events.
- public transport connections. – tactile on footpaths. – make it a destination for anyone.

HOW:

ARE THERE ANY UNUSED OR UNDER USED
SPACES WE COULD ACTIVATE OR USE BETTER?

- incentives to fill vacant shop – vacancy tax.
- space next to St Vincent's hospital –
- green space. – move shade along Oxford Street.
- reservoir gardens feels safe,
nice, gets sunlight,
- Barracks Reserve – between rail + the street.
Tasmanian festival.
- Lygon Street – Taylor Sq to Thrales Square.
al fresco dining. + street lighting.
- in front of Temper Hall
- outside of the car house.
- more trees, green space, removing traffic lanes down the
middle of Oxford Street.
- William Street Party / Blue party.
- Centennial park gates – events schedule
- reservoir gardens – pop up art / potential / more green.

TAYLOR SQUARE

HOW I INTERACT...
WHAT I VALUE...
PLACE YOUR STICKIES HERE:



WHAT:

HOW COULD WE IMPROVE THIS SPACE AS A
KEY PUBLIC SQUARE AND MEETING PLACE
ON OXFORD STREET?

⌘ make it safer at night

⌘

HOW:

WHAT ACTIONS WOULD MAKE THIS KEY
PLACE MORE APPEALING, SAFE AND
INCLUSIVE FOR ALL PEOPLE IN THE
COMMUNITY?

⌘ lighting, ⌘ surveillance ⌘ CCTV

⌘ Alfresco dining, dining,
a 'piazza', a family place

⌘ Integrate public art &
use digitised billboards
to convey 'What's On'
around Oxford St

TAYLOR SQUARE

HOW I INTERACT...
WHAT I VALUE...
PLACE YOUR STICKIES HERE:

WHAT:

HOW COULD WE IMPROVE THIS SPACE AS A
KEY PUBLIC SQUARE AND MEETING PLACE
ON OXFORD STREET?

HOW:

WHAT ACTIONS WOULD MAKE THIS KEY
PLACE MORE APPEALING, SAFE AND
INCLUSIVE FOR ALL PEOPLE IN THE
COMMUNITY?

Suggestion: review footprint
of Courthouse & Kinseley
1.5m for pedestrians
& cyclists - shared space
Fountain is heritage
Licensing requirements
Remove barriers for operators
Focus on families
Somewhere to sit & hang
Mike about catching foot
traffic from medical appts
Challenging for pedestrians

TAYLOR SQUARE

HOW I INTERACT...
WHAT I VALUE...
PLACE YOUR STICKIES HERE:

ROAD
DIET
GARDEN
BEDS

Taylor Square
- less cars!
- less traffic + noise
- wider footpaths
- more outdoor dining
- easy + safe to ride

Live
- Plaza with
al fresco dining
- Entertainment
- Cultural
Experience
- nature
- cafe

Taylor Square
- Community focused
- More vibrant
- More of 'day life' focus

* Vibrant
* Busy
* Historic
* Retain Historic
Buildings.

Town
square
for Darling
Surry Hills

WHAT:

HOW COULD WE IMPROVE THIS SPACE AS A
KEY PUBLIC SQUARE AND MEETING PLACE
ON OXFORD STREET?

- Don't touch buildings
- A meet-up place
- More seating
- Reducing road space
- Flower beds?
- Less noisy
- Paralels?
- Fabulous Piazza!
- Art from schools
- Don't alienate by age
- Feels alive
- Not a hang-out space
- Feels alive
- sunny
- Hostile feeling

Vibe feels
off - no
nature

Feed Square in
Melb - inspo
London

HOW:

WHAT ACTIONS WOULD MAKE THIS KEY
PLACE MORE APPEALING, SAFE AND
INCLUSIVE FOR ALL PEOPLE IN THE
COMMUNITY?

- extended footpaths
- for Al fresco Dining
- Better pathways
- Activations
- 31 entertainment
- More seating
- Partner with student
- safe surfaces for
- Digitisation
- Billboards
- Green space
- trees
- grass to filter
- cafes
- dining
- Lighting
- Passive surveillance
- Night-time entertainment
- Clear
- Nakeway
- Increased safety
- Improved public transport
- Activation account for transit

notifying
events
Better
help
for homeless
people

cos
Council
FREE !!

What's
On?
Integrate w/
Movement
Place
Framework

Integration
of wayfinding
wayfinding

More integration
with policies
to address sleeping
rough
Flinders more
trees!
Line events
Ailigans Island
as a piazza
Intersectionality

Frees around
the highway
Fairy lights!
between

CENTENNIAL PARK GATES INTERSECTION

HOW I INTERACT...
WHAT I VALUE...
PLACE YOUR STICKIES HERE:

WHAT:

AS A KEY INTERSECTION CONNECTING
PADDINGTON, BONDI JUNCTION, MOORE
PARK AND THE SYDNEY CBD, WHAT
COULD BE IMPROVED?

Making the space more pedestrian/
cyclist/
friendly.

- Supporting/enhancing the
cultural significance of the
entrance.

HOW:

WHAT ACTIONS WOULD ENHANCE THE
CONNECTIVITY OF THIS KEY PLACE?

- Lighting the entrance.
making

PADDINGTON WAR MEMORIAL TO PADDINGTON TOWN HALL

HOW I INTERACT...
WHAT I VALUE...
PLACE YOUR STICKIES HERE:

WHAT:

THINKING ABOUT THE PUBLIC SPACES
BETWEEN THE WAR MEMORIAL AND
PADDINGTON TOWN HALL, WHAT COULD
BE IMPROVED?

lighting

Decluttering/widening
footpath

More inviting

More toilets

HOW:

WHAT ACTIONS WOULD MAKE THIS KEY
PLACE MORE APPEALING, SAFE AND
INCLUSIVE FOR ALL PEOPLE IN THE
COMMUNITY?

Better lighting, activation
eg. events, music

Better places to sit

Tree plantings (eg. Indigenous)

widening footpath

street festival

PADDINGTON WAR MEMORIAL TO PADDINGTON TOWN HALL

HOW I INTERACT...
WHAT I VALUE...
PLACE YOUR STICKIES HERE:

Mid 19th century
- 1850s
- the Victorians

WHAT:

THINKING ABOUT THE PUBLIC SPACES
BETWEEN THE WAR MEMORIAL AND
PADDINGTON TOWN HALL, WHAT COULD
BE IMPROVED?

- > Town Hall Library - study rms
- > Town Hall spaces upstairs - more exerts
- > more gatherings (community gatherings) (more like sales)
- > ~~the~~ film festival held there but musty
- > more seating, green space, looks like left in disrepair
- > Reservoir but only 1 bench - hard to use, could be better used, didn't know it was there - hard on art fair there
- > Place to catch bus - not very well lit
- > Road itself is dark & dull
- > Big space across from memorial - concrete
- > can't really
- > No lighting @ night - eg. fairy lighting
- > evening doesn't pull from venues out onto the street - doesn't feel social
- > Feels like cold
- > Businesses have position - not sure if ppl not there bc not opening or vice versa
- > businesses/casinos not there a month later
- > Seating - palm trees etc - many not be enough - too exposed - make more of a roof
- > ppl using it - coffee drinks, sit in sun, in winter - but too hot in summer
- > Opening up Birmingham festival - public place - welcome - once a yr concert
- > Said want to go near barracks as military

HOW:

WHAT ACTIONS WOULD MAKE THIS KEY
PLACE MORE APPEALING, SAFE AND
INCLUSIVE FOR ALL PEOPLE IN THE
COMMUNITY?

- > Green spaces to sit & eat - socialise
- > more than tables + chairs outside
- > Subsidy to keep businesses open late @ night -> chef gave home
- > Late night outdoor dining - business, lighting, done in concert w/ businesses
- > Art / Music -> utilise
- > eg. Parlour X - space that could be activated
- > Bus stop -> pinch pt
- > Lighting - for cars only -> not good lighting for
- > Reformative it (eg. like Baker st)
- > trampolines, curved lines
- > Reconfig. the seating, open up the space
- > changing levels
- > diff. raised surfaces / diff. garden level
- > window "experience" walk ->
- > 10m plot of grass -> invite community to use it -> ideas eg. playground
- > The Good's Lane walk -> could make it into a heritage walk / native fauna rather than green grass (native grasses) -> Aboriginal
- > Feels exclusive - could do native

PADDINGTON WAR MEMORIAL TO PADDINGTON TOWN HALL

HOW I INTERACT...
WHAT I VALUE...
PLACE YOUR STICKIES HERE:

> bigger taxi ranks
to be accessible? Need
old area where women's
hosp. used to be - not known
> art school spaces eg. UNSW
Green St.
> children pocket parks.

2 best
out schools
in the country -
should be apparent
theme (out + proud) - something
already

④ Taylor Sq
opening up
space w/ courts

④ Best bus stops in
Oxford St - near Town
Hall → bus stop - don't
move it
esp. w/ event days +
entertainment precinct.
(Glenmore Rd)

creative, quirky
reservoir - locked off
as was being used as a
skate park
→ planters → trees

Library
(small)
but could be
more family,
kid friendly

decluttering

Night → Lighting / music / art
widen footpath + greenery - potential for
a heritage
side walk
Make more inviting - sunny side
street festival → Town Hall the
cathedral
Toilets
Places to sit - not 1950s concrete blocks

HOW:

WHAT ACTIONS WOULD MAKE THIS KEY
PLACE MORE APPEALING, SAFE AND
INCLUSIVE FOR ALL PEOPLE IN THE
COMMUNITY?

- > Widen footpath → (21m b/w building)
across the rd (24m)
- > walk on side of road w/ shops to
do window shopping
- > It's heritage area → war memorials
- > 20 rubbish bins (outside Eastside Radio)
can bins be put somewhere else.
- > In this stretch → 2 different courtyards
- > organic shapes
- > sunny side of street - needs
- > missed opportunity - know w/its on
in there
- > street festival - Town Hall could be the
focal point → underutilised - could be
a
- > Barracks → farmer's market

(eg. like The Carriage works)
Taylor Sq. markets

- > Take down fence to carthouse
- > No public toilets (cos planned to put one
in → near nitro 10)
- > Square uses to sit...
- > Town Hall → toilets

GLENMORE ROAD/OXFORD STREET INTERSECTION AND SURROUNDS

HOW I INTERACT...

WHAT I VALUE...

PLACE YOUR STICKIES HERE:

1 MORE TREES / GREEN / PLANTERS

2 ACTIVE STREET FRONTAGE + ACTIVITIES LIKE MUSIC + LIGHTING

3 PEDESTRIAN AREAS / COBBLESTONES

WHAT:

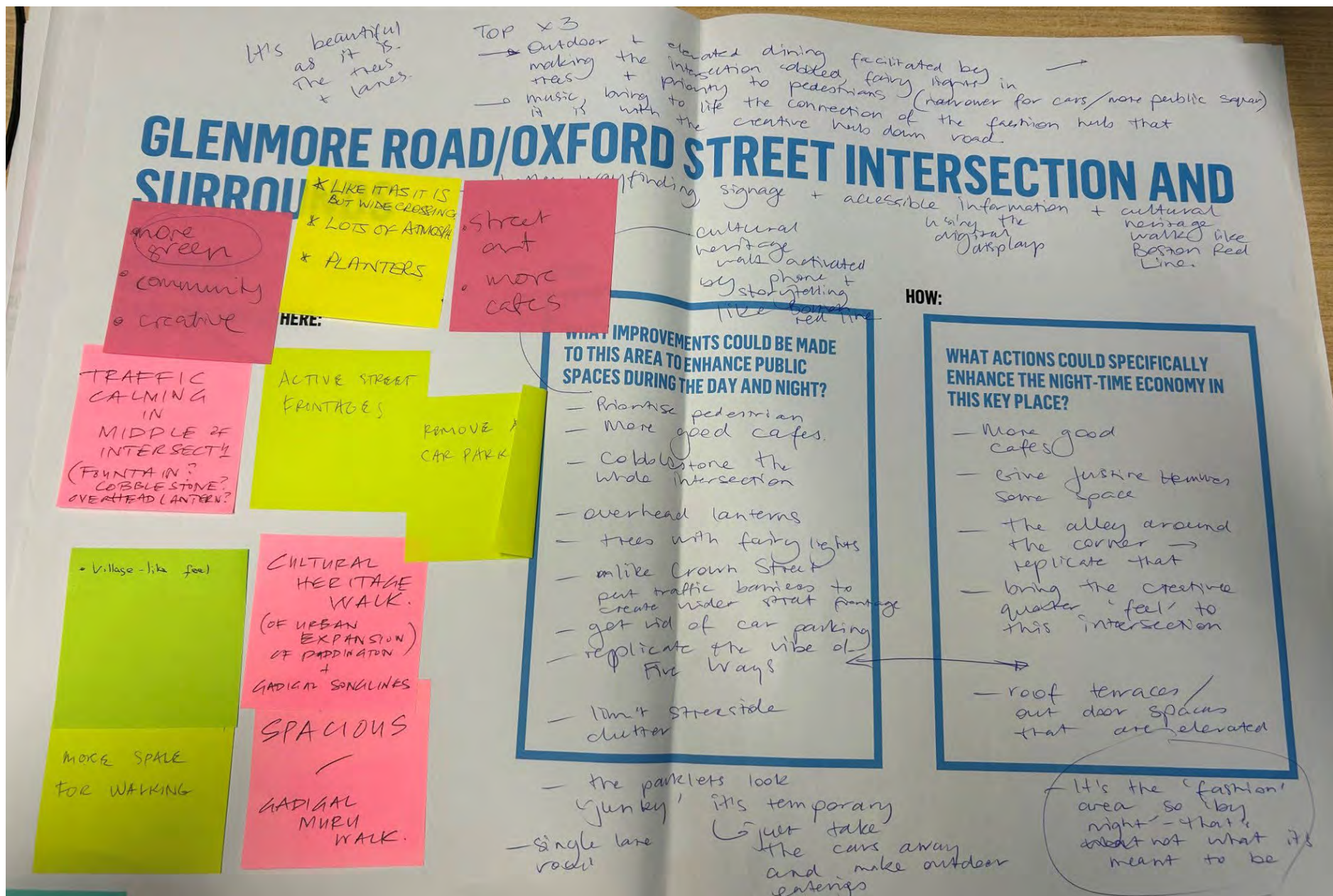
WHAT IMPROVEMENTS COULD BE MADE TO THIS AREA TO ENHANCE PUBLIC SPACES DURING THE DAY AND NIGHT?

- Replicating the tree-lined appeal on northern side along the whole street and adding fairy lights.
- Cobbling the whole intersection and widening the pedestrian areas/narrowing the intersection for cars to create a town square. Removing cars where possible.
- Better wayfinding and signage/storytelling that highlights culture and heritage.

HOW:

WHAT ACTIONS COULD SPECIFICALLY ENHANCE THE NIGHT-TIME ECONOMY IN THIS KEY PLACE?

- more good cafes and elevated dining spaces / rooftop bars.
- longer trading hours at night.
- replicate the experience at Five Ways and Macleay Street / alleys and lanes



BARRACKS RESERVE & STRONG MEMORIAL RESERVE

2/3 TOP IDEAS

HOW I INTERACT...
WHAT I VALUE...
PLACE YOUR STICKIES HERE:

WHAT:

2
THINKING ABOUT THE UNIQUE AND HISTORICAL SIGNIFICANCE OF THESE PLACES, WHAT COULD BE IMPROVED?

- make both more inviting + encourage people to dwell here, not just pass by. Draw people in.
- utilise the historic heritage, particularly of the barracks - give opportunities for people to learn about and actually experience the barracks. make this easy.

HOW:

1
WHAT ACTIONS WOULD BEST COMPLEMENT THE EXISTING ARCHITECTURE AND ART IN THIS KEY PLACE?

- make it easy for people to spend time here with places to rest, reflect and be entertained.

BARRACKS RESERVE & STRONG MEMORIAL

DESERV

Calm
Inviting
Lush (change plants)

- * vibrant
- * creative
- * colourful

busy
vibrant
exciting

BARRACKS RES

OPEN

OPEN

STRONG MEM,
INFORMATIVE
RELAXING

- ⇒ INVITING.
- ⇒ WELCOMING.
- ⇒ EXPLORE.

Inviting
modern
Bright/open

welcoming
thoughtful
interesting

- keep the trees!!
- more history re Barracks
- celebrate space

THE UNIQUE AND
CHARACTER OF THESE PLACES,
PROVED?

guests (QR code tour (self-guided)).

These places.

pass info. on floor
id know more.

Hyde Park good for coffee on
not strong.

- quirky info.
- shady & cool (really valuable).
- green (lush) respite.
- resting place - more benches, read a book.
- strong reserve - just walk past.

- Strong memorial - people unsure
what it's for - tours?
- historic interpretation -

- Lake 70s closed through st.
- strong walk past
- strong growth + needs
- tidy up

- just walk past
- people know nothing about path.
- people don't know about barracks - was more
- was happy of the colour, (should do again) open
- Christmas event for residents w/ carols.

HOW:

WHAT ACTIONS WOULD BEST COMPLEMENT
THE EXISTING ARCHITECTURE AND ART IN
THIS KEY PLACE?

- wayfinding/tours, history
- self-guided tours
- activations - scope around fountain for posters/plaques/info.
- Strong Memorial - less scope for events
- pillars (Pyrmont Bay) - more marine life
- draw out history through artwork
- indigenous history (through Elders).
- re-recording from elders.
- advertise online (lived here 4/5 years + know little re these spaces).
- kids areas for families - need reason to stay.
- benches for rest
- insert powers
- memorial for what? - 'lots of story' if you don't know it, you don't hear it. 'what's strong?'

- barracks - just walk past So much potential - kids active
would be good. kids would love it. indigenous history.
- Nadia - doesn't go, doesn't know what it is.
- Wendy has
- integrated + part of community + how cut off
- was closest mine reserve in Australia. Is museum in barracks.

BARRACKS RESERVE & STRONG MEMORIAL RESERVE

HOW I INTERACT...

WHAT I VALUE...

PLACE YOUR STICKIES HERE:

~~Inviting~~
Inviting
Landmark
Exciting

SITTING
WATCHING
NATURE

Amos
• Less like a Prison
• Fun
• Inviting

• Fun
• Whimsy
• Jacaranda
• Art

Interesting
Fun

WHAT:

THINKING ABOUT THE UNIQUE AND HISTORICAL SIGNIFICANCE OF THESE PLACES, WHAT COULD BE IMPROVED?

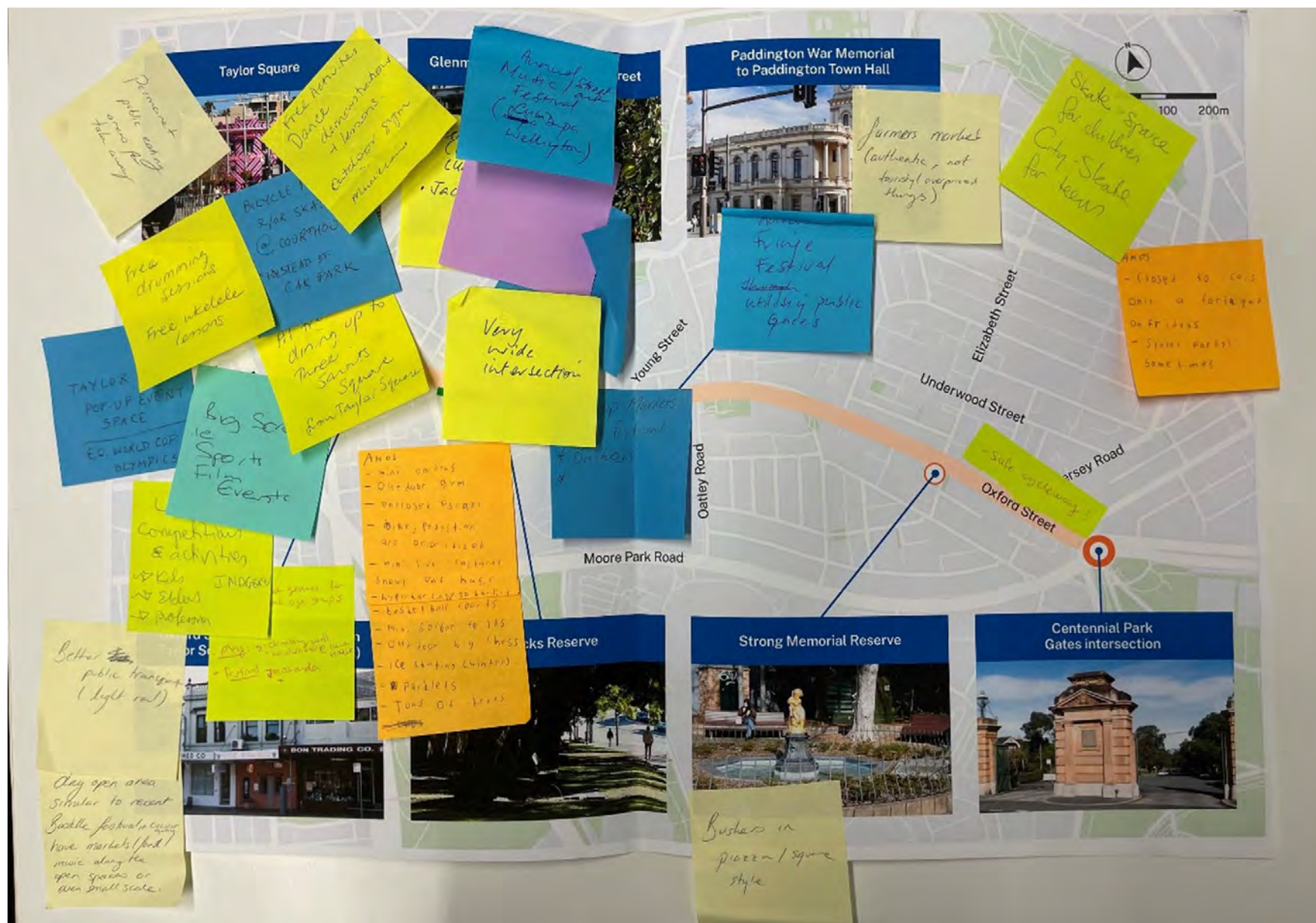
- Jacarandas draw people in
- Fun/whimsy
- installations
- draw people - inside + outside.
- near art school (2 art schools).
- Strong reserve - ugly, housing commission vibe (looks like place to do a drug deal).
- fence implies danger
- barracks - what is it?
- strong reserve - make more like a park - trees, flowers, hve seating all around, have a playground, fairy lights
- strong - fountain could be moved.
- strong - statue & fountain.

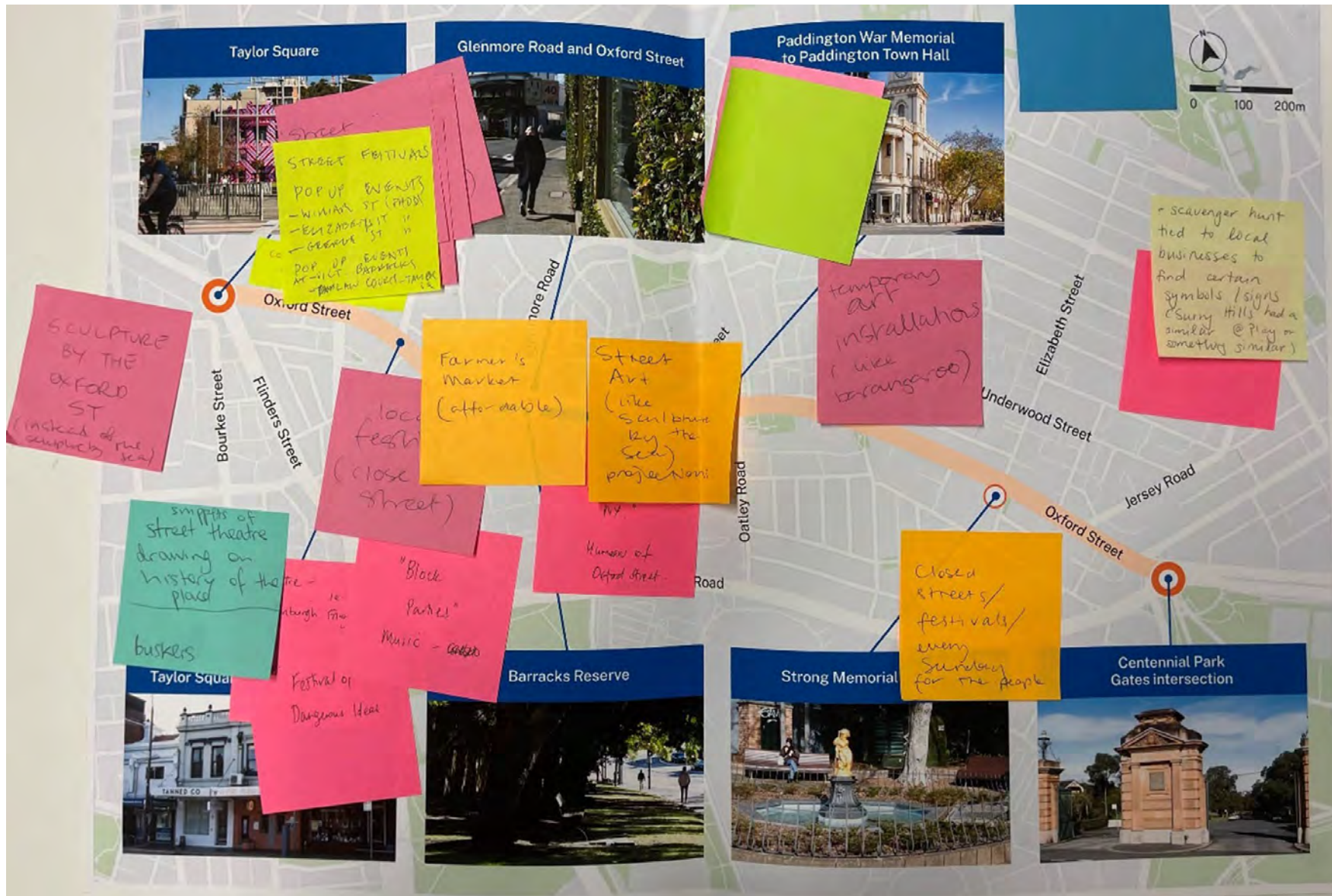
HOW:

WHAT ACTIONS WOULD BEST COMPLEMENT THE EXISTING ARCHITECTURE AND ART IN THIS KEY PLACE?

- quarterly art shows, uni of NSW exhibitions
- outdoor gallery/visual
- needs change
- jacaranda.
- wall - use as play space.
- inviting for more ages - climbing on wall.
- barracks - thought was a prison. intimidating - make more open.
- need activation - dancing, events, jazz bands.
- bus stop by strong reserve.
- spend time with toddlers.
- Centennial gates - tonnes of room for cars (not enough for pedestrians - bollards hard to navigate). Same other side, can't squeeze through.
- bollards unpopular @ gates.
- small business. (discussion).

Activity 3 – Activation ideas





APPENDIX B - Detailed participant data

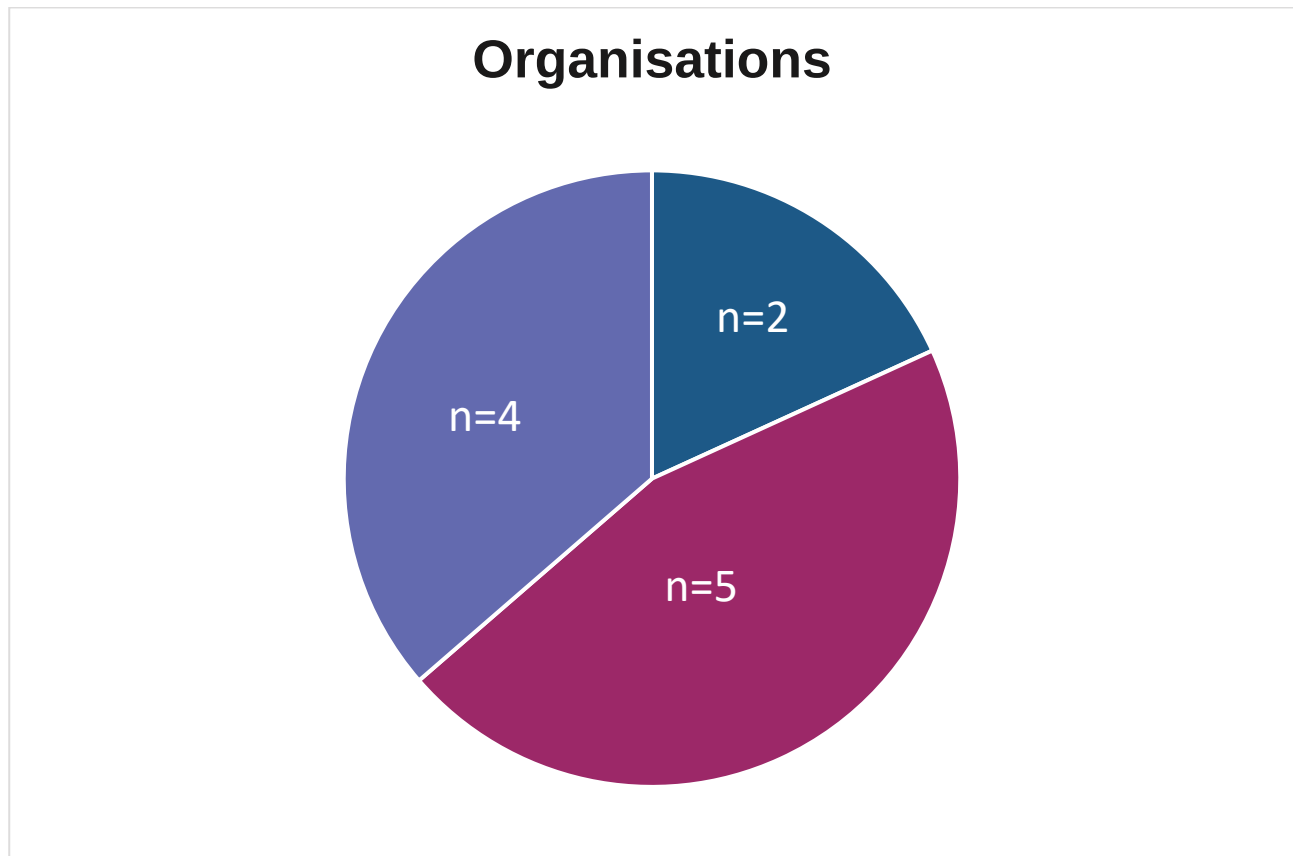
Table 9 Participant data

Organisations (n=11)
Specific organisations or groups represented
▪ Better Streets ▪ Bicycle NSW ▪ BIKEast ▪ Paddington Business Chamber ▪ Paddington-Darlinghurst Community Group ▪ People with Disability Australia ▪ Qtopia ▪ Rainbow Precinct ▪ The Queen Street and West Woollahra Association (did not attend) ▪ Three Saints Square ▪ WalkSydney
Community representatives (n=19)
Age range
Two (2) were aged between 18–24 Three (3) were aged between 25–34 Six (6) were aged between 35–44 Three (3) were aged between 45–54 One (1) was aged between 55–64 Four (4) were aged 65+
Gender
Twelve (12) identify as female Seven (7) identify as male
Housing tenure
Eleven (11) rent their home Eight (8) own their home outright or have a mortgage
Travel behaviour to access Oxford Street East
Nine (9) regularly used public transport Nine (9) mostly walk One (1) drives a private vehicle
In addition to the above, the sample included a diverse range of lived experiences
Two (2) people from Culturally and Linguistically Diverse (CALD) backgrounds One (1) person identified as LGBTQIA+ One (1) person identified as Aboriginal and Torres Strait Islander Two (2) people identified as living with a disability
Facilitators (n=7)
Three (3) participants from Urbis Four (4) participants from Transport for NSW

Organisations (n=11)

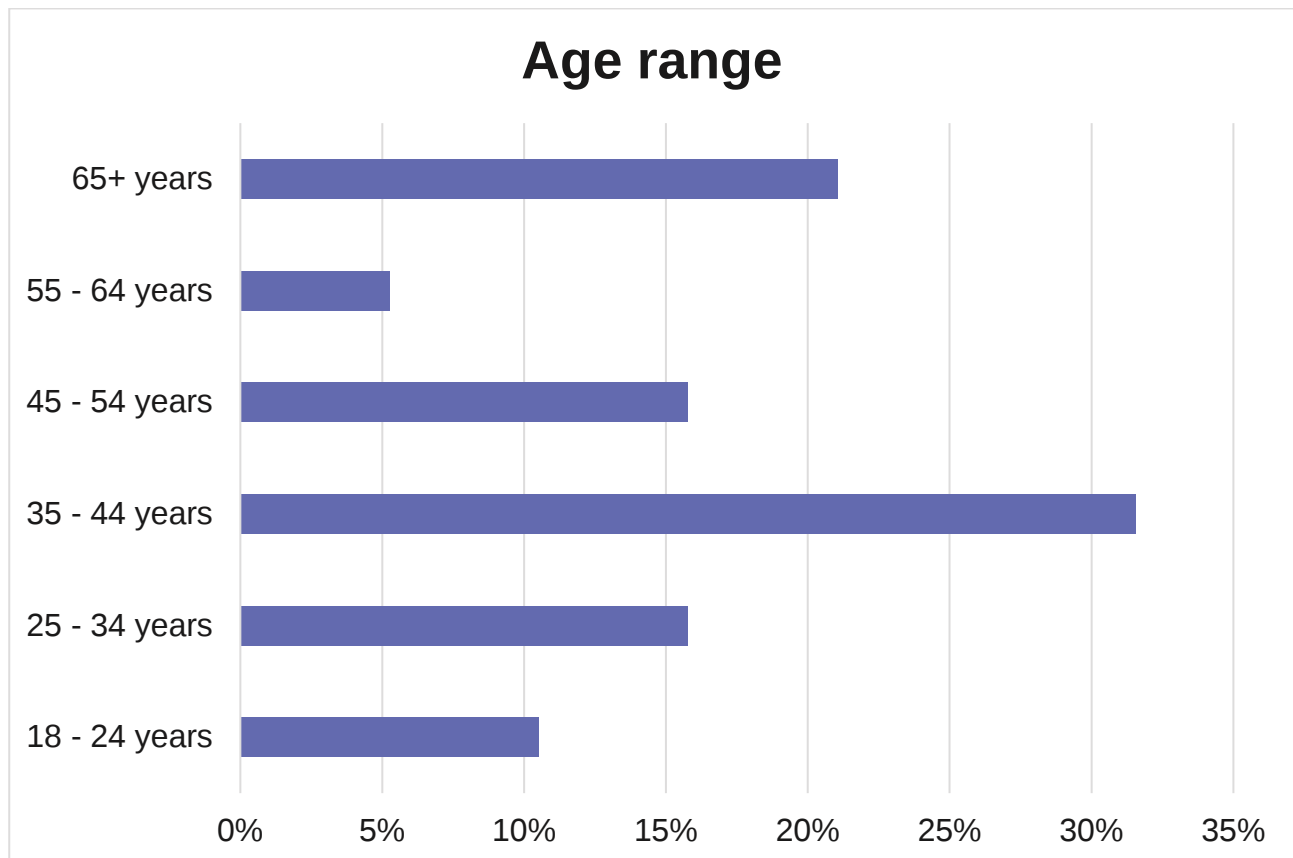
Of the participants that were representing a group or organisations:

- n=4 represented a **special interest group** (for example, Rainbow Precinct)
- n=5 represented a **local community group** (for example, Paddington-Darlinghurst Community Group)
- n=2 represented a **peak or industry body** (for example, People with Disability Australia)



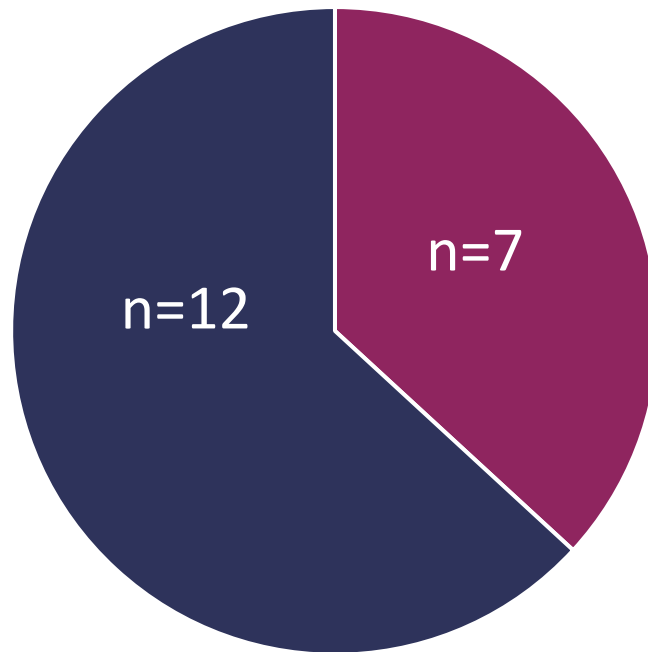
Community representatives (n=19)

Of the participants that were representing the local community:



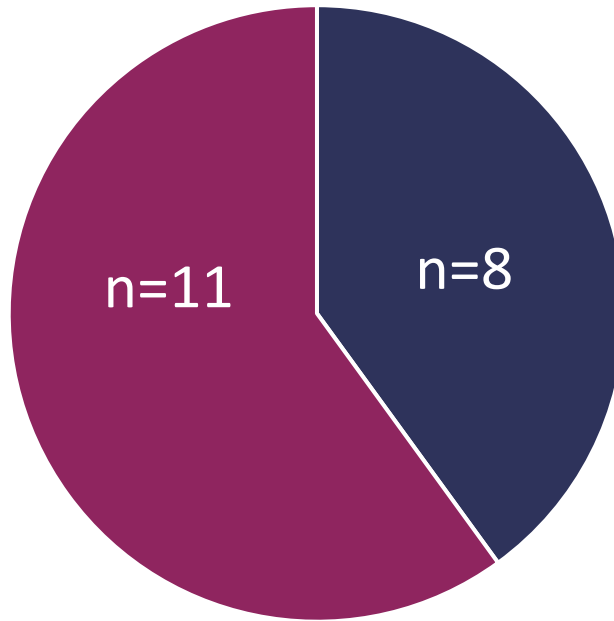
- 2 were aged between 18–24
- 3 were aged between 25–34
- 6 were aged between 35–44
- 3 were aged between 45–54
- 1 was aged between 55–64
- 4 were aged 65+

Gender



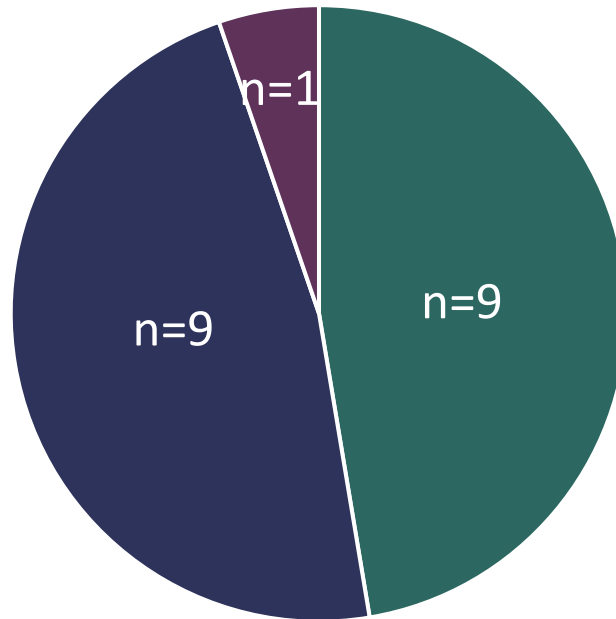
- 12 identified as **female**
- 7 identified as **male**

Home ownership



- 11 **rent their home**
- 8 **own their home outright or had a mortgage**

Travel behaviour



9 mostly catch public transport

9 mostly walked

1 drove a private vehicle

