

ATTACHMENT C

**CONSULTATION REPORTS – ELTON
CONSULTING:**

- CHINATOWN COMMUNITY
ENGAGEMENT WORKSHOP 1 –
10 NOVEMBER 2009**

- CHINATOWN STREET INTERCEPT
SURVEY – OUTCOMES REPORT**

- CHINATOWN COMMUNITY
ENGAGEMENT WORKSHOP 2 –
9 FEBRUARY 2010**

Client

City Of Sydney

Project

Chinatown Community Engagement
Workshop 1 - 10 November 2009

Date

December 2009

Contact

Jane Jose
9387 2600



CHINATOWN COMMUNITY CONSULTATION – CITY OF SYDNEY TUESDAY 10 NOVEMBER 2009

Elton Consulting, working with Spackman Mossop Michaels, facilitated a community workshop with stakeholders from Chinatown to discuss planned improvements to Chinatown and to seek stakeholder suggestions.

This workshop for around 100 people from the local community was held at the Crowne Plaza from 6.30 pm until 8.30 pm on Tuesday, 10 November 2009.

The workshop sought comment and response to the Chinatown Public Domain Study which was presented at the workshop in outline by Pauline Chan.

The table groups strongly endorsed the direction of the Vision for Chinatown Public Domain Study. Support was indicated for improvements to Chinatown including:

- A more walkable precinct with more seating and the feel and energy of Dixon Street (south) expanded to other areas
- A balance in design approach between the traditional and contemporary
- More markets, street festivals and events.

The following list details the words used by participants which expressed their hopes for the kind of place they want Chinatown to be:

A place that is:

- Friendly
- Cultural
- Clean and safe
- Lively and vibrant
- Welcoming, lively
- Beautifully lit
- Sustainable.

General discussion in small groups surfaced the desires for:

- 'Pedestrianised' streets
- Remove cars/on-street parking
- Active street frontage
- Encourage night markets/ mix of cultural and fashion events
- More shelters/awnings/ wider footpaths
- Beautiful lighting in lanes and as a distinguishing element in Chinatown
- Small bars in laneways
- Light rail on Sussex
- More trees, shade and planter boxes/greener streets
- More public seating
- Extend Dixon Street activities across the whole of Chinatown
- A cultural destination for shopping
- Wayfinding/signage – precinct signs
- A special place for people of Chinese heritage.

MAPPING EXERCISE

A mapping exercise was undertaken with participants, in which participants were invited to describe which areas in Chinatown they liked and disliked.

Participants' comments focussed broadly on three areas. These areas were:

- *Zone 1* Central Chinatown with the pedestrian zone of Dixon Street at its centre
- *Zone 2* Dixon Street North
- *Zone 3* Chinatown South of Dixon Street.

Below is a table of comments received during this activity. Each comment has a number; these numbers correspond to coloured stickers which participants placed on a map of Chinatown, yellow for places they liked, red for places they disliked or places that should be improved.

There was a strong consistency in the comments provided.

PARTICIPANTS' KEY SUGGESTIONS

- Extend the liveliness of Dixon Street South to Dixon Street North
- Promote more pedestrian streets and laneways
- Ensure streets are safe and clean
- Wider footpaths, lighting, seating and planting for Thomas Street
- Small bars and new market and cultural events in Kimber Lane
- Wider footpaths, lighting, seating and shade for Harbour Street South as location for markets.
- Small bars and generally activate Quay Street.

ZONE 1 CENTRAL CHINATOWN

Dixon Street South, Adjoining laneways, Entertainment Centre area

" Like the Pagoda Gateway , the vibrancy of Dixon Street and the sense of being in an immediately exiting place"

"The Golden Tree means a lot to older members of the Chinese community because of the connection to the Goldfields."

" Don't over plan let Chinatown grow in a Chinese way"

"Keep the traditional flavour of Chinese design and add a contemporary feel – look at good examples from other cities"

"I like the traditional centre of Chinatown. It is a symbolic location and has character."

" Dixon Street between Hay and Goulburn Streets looks like China – no two things the same"

LIKE			DISLIKE		
#	Location	Comment	#	Location	Comment
18	Dixon Street	Night market is nice. Needs extension to the North	1	Factory Street	
25	Kimber Lane	Small bars opportunity	2	Factory Street nr Kimber Lane	Improve
27	Dixon Street South	Trees good!	3	Kimber Lane	Dirty. Dark
32	Harbour Street South	New market, cultural, fashion events	4	Kimber Lane	
			35	Cr Harbour Street & Hay	Beautify, open space near MacDonald's
			38	Factory Street	Public Art Factory Street

Sussex Street, West to Goulburn

"Dixon and Sussex Street are not boring – there's lots to see and do"

"Traffic moves too fast downhill on Goulburn Street "

" More shops, restaurants and fashion"

"Improve integration to the Chinese Gardens"

"Improve all the laneways and make them more lively, light and safe"

LIKE			DISLIKE		
#	Location	Comment	#	Location	Comment
26	Cr Sussex and Goulburn	Light rail – remove cars	21	Sussex Street, nr Hay Street	Don't like the gold tree. Not significant, doesn't represent Chinese
			33	Sussex Street nr Eager Lane	Too much traffic, make it for pedestrians

ZONE 2 :DIXON STREET NORTH Harbour Street & Dixon Street North

" Traditional Chinese portals at either end of Dixon Street "

" Dixon Street between Liverpool and Goulburn Streets does not feel like part of Chinatown"

" Bad intersection at Little Hay and Dixon Street – it's dirty yet is the heart of Chinatown so should be an area of focus of improvements."

" Sussex and Goulburn is dangerous and too narrow"

" Need to avoid detrimental or global changes"

" Harbour street is bare make it more attractive with trees and seats"

LIKE			DISLIKE		
#	Location	Comment	#	Location	Comment
12	Dixon Street South	Make Dixon Street North more like this	5	Dixon Street North	Dark. Needs improvement But needs improvement. Too many cars
22	Dixon Street South	Make a new gateway at Dixon Street North	7	Dixon and Goulburn Streets	Pedestrian crossing and traffic management needed for safety
30	Dixon Street South	Decorations for North side	13	Goulburn Street – West	Less cars. Pedestrian Cross
			14	Dixon Street North/mid	Traffic issues
			15	Dixon Street North	Needs better Pedestrian crossing
			17	Dixon Street North	Make Dixon Street North into Pedestrian Mall
			23	Dixon Street, nr Goulburn	Kiosk – smelly, dirty
			36	Darling Harbour	More seats, shelter
			34	Chinese Gardens	Too expensive Chinese Gardens – Free entry!!!

ZONE 3 DIXON STREET SOUTH Hay Street/ Thomas Street/ Quay Street

"Quay Street in general has bad congestion"

"Too much happening, clutter, messy, tramlines, cars!!"

"Thomas Street is a pedestrian disaster area! No space, dangerous and the traffic lights are too long"

"The Forecourt of the Entertainment Centre is not functioning well but there's an opportunity to upgrade it and activate it by adding planting, shade and seating."

"Thomas Lane can be a shopping centre"

"Chinatown needs wider footpaths - ease of access for mobility wheelchairs too"

LIKE			DISLIKE		
#	Location	Comment	#	Location	Comment
28	Hay Street	More trees, shade	9	Thomas Lane	
29	Hay Street	Street furniture	11	Cr Thomas and Hay	Heavy traffic. Jay walking
25	Hay Street	Small bars opportunity	19	Quay Street – entire stretch	Make street more active
16	Cr Thomas and Ultimo Streets	Nice entrance to Paddy's Markets	20		make street more active
			24	Thomas Street	Need shelter, awning, wide footpaths

ATTACHMENT C

RAW DATA from one table group

Like

Map #	Street location	Comments
10	George Street south	Active frontage. Shopping arcade needs improvement
12	Dixon Street north	But needs improvement. Too many cars
16	Cr Thomas and Ultimo Streets	Nice entrance to Paddy's Markets
18	Dixon Street	Night market is nice. Needs extension to the North
22	Dixon Street North	New gateway at Dixon Street North
25	Kimber Lane	Small bars opportunity
25	George Street South	Small bars opportunity
25	Hay Street	Small bars opportunity
26	Cr Sussex and Goulburn	Light rail – remove cars
27	Dixon Street South	Trees good!
28	Hay Street	More trees, shade
29	Hay Street	Street furniture
30	Dixon Street North	Decoration
32		new market, cultural, fashion events
37	Quay Street	Make it better- more lighting, more seats, Make it light and inviting

Dislike

Map #	Street location	Comments
1	Factory Street	
2	Factory Street nr Kimber Lane	
3	Kimber Lane	Dirty. Dark
4	Kimber Lane	
5	Dixon Street North	Dark. Needs improvement
6	Dixon and Goulburn Streets	Pedestrian crossing
7	Dixon and Goulburn Streets	Pedestrian crossing
8	Dixon and Goulburn Streets	
9	Thomas Lane	
11	Cr Thomas and Hay	Heavy traffic. Jay walking
13	Goulburn Street – West	Less cars. Pedestrian Cross
14	Dixon Street North/mid	Traffic issues
15	Dixon Street North	Needs better Pedestrian crossing
17	Dixon Street North	Make Dixon Street North into Pedestrian Mall
19	Quay Street – entire stretch	Make street more active
20		make street more active
21	Sussex Street, nr Hay Street	Don't like the gold tree. Not significant, doesn't represent Chinese
23	Dixon Street, nr Goulburn	Kiosk – smelly, dirty
24	Thomas Street	Need shelter, awning, wide footpaths
31	Cr Harbour Street & Goulburn	Traffic – too fast, too dangerous
33	Sussex Street nr Eager Lane	Too much traffic, make it pedestrianised
34	Chinese Gardens	Expensive to go into Chinese Gardens – Free entry!!!
35	Cr Harbour Street & Hay	Beautify, open space near MacDonald's
36	Darling Harbour	More seats, shelter
38	Factory Street	Public Art Factory Street

Client

City of Sydney

Project

Chinatown Street Intercept Survey -
Outcomes Report

Date

December 2009

Contact

Jane Jose
9367 2600
jane@elton.com.au



ATTACHMENT C

Sydney
t +61 2 9387 2600
PO Box 1488
Level 6, 332-342 Oxford St
Bondi Junction NSW 1355
f +61 2 9387 2557
consulting@elton.com.au
www.elton.com.au
ABN 56 003 853 101

Prepared by	Lauren Hendry Parsons
Reviewed by	Jane Jose

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1 Executive Summary

“A cultural eatery” captures the way Chinatown is perceived by the majority of people who were interviewed as part of the Chinatown Intercept survey.

226 people, with the majority between the ages of 21 and 35, were interviewed in the first weekend of December 2009 and asked about a range of perceptions about Chinatown.

The majority of people coming to Chinatown came by public transport or on foot.

Most people were visiting for a few hours and enjoying a meal. The main message was they like Chinatown just the way it is. When questioned about areas for improvement the focus was pedestrian and traffic movement and congestion in Dixon Street.

The groups of people who were visiting Chinatown during the survey time, varied greatly. They included young couples, small families, large intergenerational groups and groups of young people. Chinatown is a place for inter-generational and inter-gender socialising, where people mostly feel safe.

Cleanliness and crowd management were two areas which were frequently nominated when people were questioned about future improvement. Wider footpaths and more events and festivals were also popular possibilities.

Dixon Street was recognised as an important part of the Chinatown experience. Many people called for the character of the Dixon Street mall to be extended into other parts of Chinatown. Car free streets were believed important or very important by over two thirds of respondents.

People enjoy Chinatown's rich cultural and social atmosphere as a special place in the City and a great place to eat. They also indicated strong support for Chinatown to grow as an organic, authentic cultural destination and to avoid a “cultural theme park” approach.

Importantly younger people talked about being in a place where they can speak Chinese languages, see familiar faces, and feel a sense of ‘belonging’.

2 Background

2.1 Context of the consultation

The City of Sydney is commencing public domain improvements in Chinatown.

In 2008 the Draft Chinatown Public Domain Study was developed by the City as a policy framework for improvements. This document recognises the strengths and unique identity of Chinatown and proposes ways to improve the public domain to support the rich cultural experiences and events of Chinatown.

The Study highlights the need to respect, protect and build on the area's existing links with the Chinese community, while recognising the growing importance of the precinct to Sydney's image as a diverse and vibrant global city.

As a part of the public domain improvement process, the City has commenced engagement with residents, workers and visitors to Chinatown. Three community forums will support the project. The first forum identified issues and confirmed support for the broad direction of the Chinatown Public Domain Study. A street intercept survey was undertaken in Chinatown on the first weekend of December 2009 to engaged with the general community rather than those choosing to attend a Forum.

2.2 Overview of the consultation process

Around 220 people were interviewed in street intercept surveys undertaken by two Elton Consulting team members on:

- Friday 4 December, 10am-2pm and 6pm-9pm
- Saturday 5 December, 10am-2pm and 6pm-9pm
- Sunday 6 December, 10am-2pm.

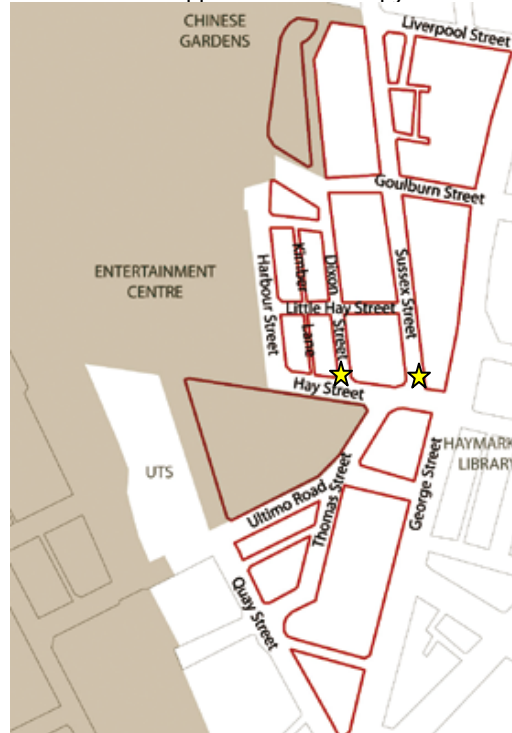
The interviewers were positioned at the northern ends of Dixon Street and Sussex Street in Chinatown. These positions were chosen based on the high rate of passersby and proximity to key Chinatown attractions. These positions also avoided places popular for leaflet distribution, to minimise confusion and competition for the attention of passersby.

The survey, which ran for approximately three to five minutes, investigated participants':

- Main reason for visiting Chinatown
- Frequency and length of visit to Chinatown
- Mode of transport to reach Chinatown
- Views on Chinatown in its current state

- Ideas for improvement
- Thoughts on previously identified possible future improvements.

Please refer to Appendix A for a copy of the survey.



Nb: Location of interviewers indicated by ★.

2.3 Purpose of the consultation process

The purpose of the street intercept survey was to enable the City of Sydney to:

- better understand the views of people living, working and visiting Chinatown
- develop ideas and generate discussion around future public domain improvement options
- support the ongoing Chinatown Public Domain improvements work.

2.4 Structure of this report

This report provides an overall summary of the issues that were of greatest importance to participants, as well as a profile of the people who participated.

The following section captures the range of views expressed about:

- Chinatown now
- Chinatown future improvements
 - Getting around
 - The Chinatown 'experience'
 - Shopping and dining
 - Place management.

3 Outcomes

A total of 226 street intercept surveys were conducted over an 18 hour period, spread between the middle of the day and the evening.

The majority of people interviewed were young people between 21 and 35 and were often in groups where views were shared. The total number of people interviewed was in fact far larger than the 226 interview records.

The key finding is that people are happy with Chinatown as a city precinct and enjoy being in the area. There was not a strong desire for change. Many respondents opted not to nominate things they did not like or would like to see changed. Cleanliness and crowd management were the two areas which were frequently nominated for future improvement.

Pedestrian and traffic management were the two areas which people rated most poorly.

The majority of people coming to Chinatown used public transport or travelled by foot and many reported that jaywalking was a problem in the area.

There was a strong appreciation of the cultural and social atmosphere of Chinatown and a firm sense of support for Chinatown to continue and develop further as a genuine and authentic cultural destination rather than a “cultural theme park”.

Please refer to Appendix B for a copy of the raw data outcomes of the survey.

3.1 Interview sample overview

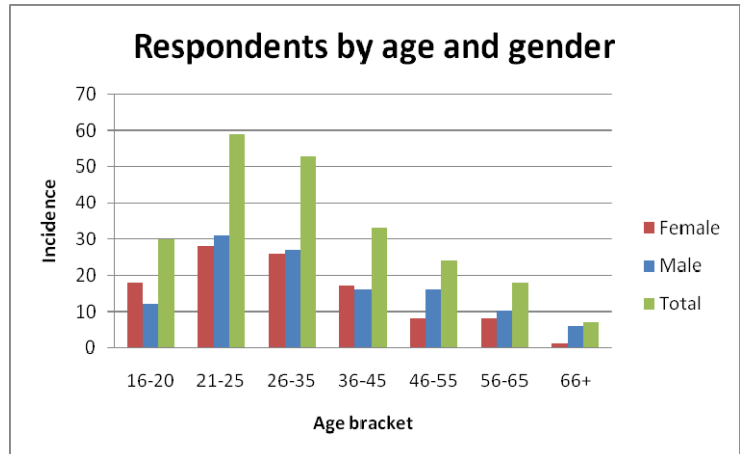
Of the 226 surveys conducted, the highest proportion of respondents fell in the 21-25 and 26-35 age brackets; each bracket accounting for approximately a quarter of respondents. This is not representative of the age mix in Chinatown, and is skewed towards a younger demographic due to the self selective nature of the intercept surveying process.

Over half the respondents spoke a language other than English. Mandarin (n=39) and Cantonese (n=19) were significantly represented. Other frequently spoken languages included Indonesian, German and Vietnamese.

A large proportion of respondents were locally based. 98 respondents were from within New South Wales. Other state were minimally represented, however,

there was a notable proportion of international visitors (7%).

The proportion of male and female respondents was roughly equal, with females accounting for 47% and males for 53% of responses.

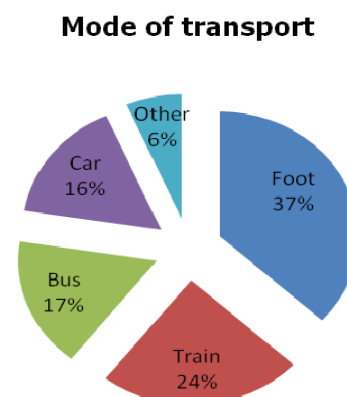


3.1.1 Getting there

A large number of respondents travelled to Chinatown on foot (38%, n=85). This included people who lived and worked in the nearby area, as well as visitors who were staying in accommodation in the surrounding area.

Public transport was well used by respondents and just over a quarter had caught the train to Chinatown (24%, n=55). Other popular modes of transport included public bus (17%, n=39) and car (16%, n=37).

A small proportion of respondents had used other modes of transport such as bicycle, cab, ferry, light rail, scooter and monorail.



3.1.2 Visiting – why, how often and duration

Chinatown was described by one respondent as “*a cultural eatery*”. This description is consistent with the most popular reason nominated for visiting Chinatown: dining (n=77).

While restaurants and dining were the headline act for a large proportion of respondents, shopping (n=37) and browsing the area (n=22) were also popular reasons for visiting Chinatown.

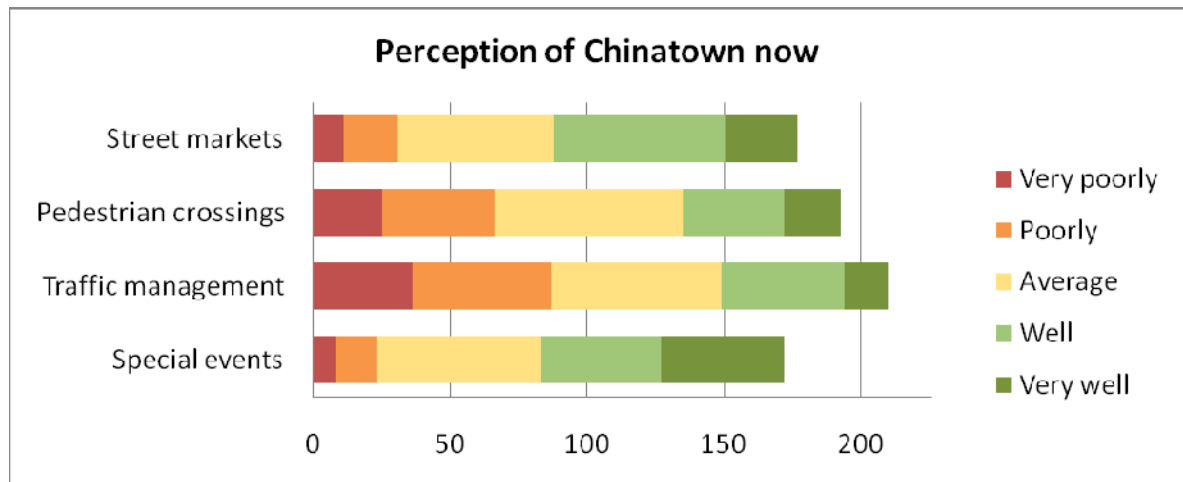
These responses were consistent with the list of things nominated as attractors for the area, which prominently featured food, the local restaurants, markets and shopping. (Refer to 2.2.3 for more information).

Other popular reasons to visit Chinatown included for a special event (n=15), meeting up with friends (n=14) and for work (n=14).

The majority of respondents were planning a short visit to Chinatown, with a third of respondents planning to spend 1-2 hours in Chinatown and slightly less than a third anticipating a visit of less than an hour in the area.

Of those respondents who were surveyed in the evening, almost half were planning to spend more than 1-2 hours in the area (47%, n=32).

3.2 Chinatown now



Nb where totals in the table above are less than 224, respondents answered "don't know" regarding that section.

3.2.1 What people like and dislike

Respondents were asked to identify the things which attracted them to Chinatown, or which they liked best about the area, and things which they believed needed improvement or which they didn't like.

The most popular attractors were:

- Food – dining out and eating casually (n=174)
- Cultural experience (n=137)
- Markets – night markets and Paddy's (n=74)
- Shopping generally – grocery and retail (n=58)
- Entertainment, activities and socialising (n=55)

Other popular attractors were Asian specialty products, the convenience of location and the low cost of goods and services in the area.

People generally were very happy with Chinatown as it currently is and many respondents opted not to nominate anything they did not like or would like to see changed.

Those people who did nominate areas for improvement tended to focus on the cleanliness of the area, safety -particularly around drunken people, provision of public toilets and affordability of parking.

Respondents were also asked to rate the current working state of the street markets, pedestrian crossings, traffic management and special events.

Pedestrian and traffic management were the two areas which people rated most poorly. The category of 'special events', while having the highest incidence of 4 and 5 ratings, was also the category which the most people knew nothing about. This suggests that there is a need for more advertising of special events and opportunities to participate in activities in Chinatown.

3.2.2 The Chinatown 'experience'

The Chinatown 'experience' was highly valued by respondents and constitutes a large part of why people are drawn to this precinct.

A number of respondents, when asked what their main reason for coming to Chinatown responded "It's Chinatown": which was answer enough for them.

The portrait of Chinatown which emerged through the responses this survey was a busy and bustling place full of people coming together to dine out, go bargain hunting or just hang out. It is well loved by locals and visitors alike for its energy, cultural diversity and sense of vitality.

Groups of young people talked about being able to speak Chinese languages, see familiar faces, and feel a sense of 'belonging'.

Chinese New Year was a highlight in Chinatown for many respondents who enjoyed the celebration and considered it to be well managed. Those people who rated it poorly were concerned about overcrowding.

A significant number of respondents had not attended this or other special celebrations in Chinatown so chose not to comment on special events.

3.2.3 Getting around

Chinatown is a place with a high level of pedestrian activity – which is regarded as both one of its strengths and also an area of potential inconvenience.

A number of respondents noted that the traffic lights in the area were slow and required a long wait for pedestrians which was inequitable and led to unsafe jaywalking practices.

Some respondents were unconcerned by the jaywalking trend and believed this laissez faire approach to pedestrian and vehicle interaction was the nature of Chinatown, while others thought this indicated that there was a problem with pedestrian and traffic management in the area.

Overcrowding was a frequently identified issue. Concerns were also raised about encroachment by restaurants into the common pedestrian space. The presence of restaurants 'hooks' and pamphleteers were identified by many respondents as sources of nuisance and even harassment

Early analysis suggests that investigating ways to improve the quality of the pedestrian experience and safety in and around Chinatown would be a response to the comments received.

3.2.4 Shopping and dining

Dining and shopping were two of the highest rated attractors to Chinatown. People enjoyed the authentic and unique Asian dining and ingredients available in Chinatown. Food was mentioned by almost every person interviewed and was certainly the subject discussed with the most enthusiasm!

Outdoor dining received mixed responses. Many respondents believed that the current amount of outdoor dining in Chinatown was sufficient. Some respondents believed that it was an important part of the atmosphere and highly attractive.

Other people viewed it as an obstruction to the free flow of pedestrian traffic and were concerned about a perceived diminishment of restaurant quality.

The night markets and Paddy's markets were popular shopping destinations, however their cleanliness and pedestrian flow concerned some respondents

Concerns were also raised about the quality and diversity of good available at the night market stalls.

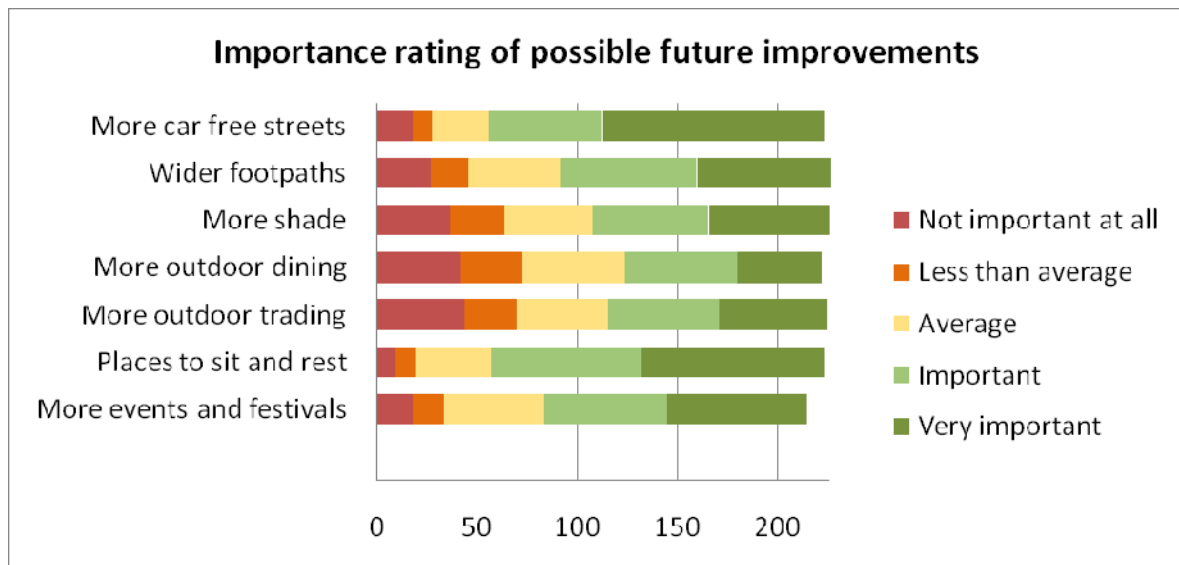
3.2.5 Place management

Many people believed that any small inconveniences or sacrifices in quality they experienced when visiting Chinatown was a part of an authentic Chinatown experience.

However, a number of people reported that they would prefer higher cleanliness standards, access to public toilets and better way finding throughout Chinatown.

Interestingly, a number of people, when approached to take part in the survey simply exclaimed "Don't change a thing" or "Its fine the way it is" and continued on their way.

3.3 Chinatown future improvements



Nb where totals in the table above are less than 224, respondents answered "don't know" regarding that section.

3.3.1 Rating of improvements

Respondents were asked to identify areas for improvement. Those people who did nominate places for improvement tended to focus on the cleanliness of the area, safety, particularly around drunken people, provision of public toilets and affordability of parking.

Respondents were also asked to rate a list of possible future improvements which had been identified at the November Community Consultation.

Respondents rated each possible improvement on a scale of five, where 1 indicated 'not important at all' and 5 indicated 'very important'.

More car free streets and places to sit and rest received the strongest and most consistent support from respondents. Wider footpaths and more events and festivals were also popular possibilities.

Outdoor trading and outdoor dining polarized respondents – shown by the spread of ratings on the graph above. Quality, space and need were the key issues which guided respondents in these categories.

3.3.2 The Chinatown 'experience'

A clear theme which emerged throughout discussions with respondents was their strong regard for and desire to maintain and enhance a strong and authentic cultural and social identity in Chinatown. This suggests that any future improvements made in Chinatown will have to be carefully and sensitively managed.

Some respondents suggested more festive or Chinese style lantern lighting, suggesting support for the direction of the Study.

Dixon Street was recognised as an important part of the Chinatown experience. Many respondents noted that they thought this area should be expanded in the future. More generally, the introduction of additional car free streets was believed to be important or very important by over two thirds of respondents.

The trees were noted as a positive feature in Dixon Street. While more shade was welcomed by many throughout Chinatown, others felt that the trees in Dixon Street could be trimmed to allow more light to enter the area during the day.

3.3.3 Getting around

It was reported that parking in the area was limited and expensive when available. In the future, some people would like to see plentiful and inexpensive parking provided. This would not only allow for flexibility but also to particularly encourage visitors from places outside Sydney such as Canberra and regional NSW to visit Chinatown.

Some respondents reported that they had difficulty finding their way around Chinatown and at times it could be 'impenetrable' due to cultural barriers and lack of clear signage. Culturally appropriate, but also tourist friendly signage to improve wayfinding was discussed as a way of improving permeability and legibility in Chinatown.

3.3.4 Shopping and dining

The suggestion of additional outdoor trading and outdoor dining polarized respondents. While many Chinatown visitors enjoy these features, many respondents believed the current provision of outdoor trading and dining to be sufficient, and others felt that the quality of the current provision left much to be desired. Introduction of more of the same style and quality of outdoor trading and dining was not an attractive option. However, outdoor dining and trading with an improved aesthetic and overall standard was welcomed.

Respondents expressed a strong desire for improved management of the Friday Night Markets including quality control, encouraging diversity of stall offerings and space management. Others felt that the markets added value and gave a 'fresh' and appealing lift to the shopping experience in the area and would continue to do so in the future.

3.3.5 Place management

Cleanliness was the most frequently identified area for improvement in Chinatown. The back lanes, entrance to Paddy's Markets and Dixon Street during the Friday Night markets were noted to be in need of particular attention.

Respondents suggested the provision of additional rubbish and recycling bins in appropriate areas, more street cleaners circulating and the enforcement of littering fines to improve cleanliness throughout Chinatown. One comment noted that there need to be more "*Consistency in cleaning - sometimes very good, other times dreadful*".

The provision of additional seating in the public domain was strongly supported by many respondents who felt that this was important for older regulars in the area, family groups and for young people to socialise. Some concerns were raised regarding the potential for anti social behaviour around seating areas.

The provision of clean public toilets was identified as an important addition to Chinatown, and one mother explained the need for family rooms, playgroup areas or a breast feeding and change space for parents. Due to cultural sensitivity, it is inappropriate to breastfeed in public and mothers find it difficult to care for their young infants in Chinatown.

Appendix A – Survey tool

I'm conducting a 5 minutes survey for the City of Sydney today about Chinatown and its future improvement. Do you have time to share your views with the Council's project team?

All the information you provide will be treated as strictly confidential and no person will be identifiable in the study report.

A. What is **main reason for your visit** to Chinatown today?

1. Live here 2. Work here
 3. Study here 4. Shop here
 5. Dining 6. Special event
 7. Other _____

B. How did you **get to Chinatown**?

1. Car 2. Train
 3. Bus 4. Light rail
 5. Bicycle 6. Foot
 7. Other _____

C. **How long** do you expect to be in Chinatown today?

1. Under 1 hour 2. 1-2 hours
 3. Half day 4. All day
 5. For the evening

C2. **How often** do you visit Chinatown?

1. First time 2. Daily
 3. Weekly 4. Monthly
 5. A few times/year
 6. Less than a few times/year

D. What are the **top 3 things** which **attract** you to Chinatown?

1.
 2.
 3.

E. Is there anything which you think **needs improvement or that you don't like** in Chinatown?

1.
 2.
 3.

F. How well do you think the following things are **working at the moment**?

Please rate from 1-not well at all to 5-very well.

	Not		Very			
	well at all.....		well			
1. Street markets	1	2	3	4	5	
2. Pedestrian crossings		1	2	3	4	5
3. Traffic management		1	2	3	4	5
4. Special events	1	2	3	4	5	

G. Recently, a workshop was undertaken with local stakeholders about the current and future state of Chinatown. The following list of things was identified in the meeting as **possible future improvements**.

How important do you think each of these things is for the future of Chinatown?

Please rate from 1-not well at all to 5 - very well.

	Not		Very			
	important.....		important			
1. More car free streets	1	2	3	4	5	
2. Wider footpaths		1	2	3	4	5
3. More shade		1	2	3	4	5
4. More places for outdoor dining	1	2	3	4	5	
5. More outdoor trading and street markets	1	2	3	4	5	
6. More places to sit and rest	1	2	3	4	5	
7. More spaces for events and festivals	1	2	3	4	5	

THANK YOU! Thanks so much for sharing your thoughts on Chinatown.

I'd like to finish by asking a couple of quick questions about you, to help us analyse the information. Please indicate:

H: Your **gender**: M / F

J: Your **age bracket**

- | | |
|----------|----------|
| 1. 16-20 | 5. 46-55 |
| 2. 21-25 | 6. 56-65 |
| 3. 26-35 | 7. 66+ |
| 4. 36-45 | |

K: Your **residential** postcode?

L: Do you speak a **language other than English** at home?

No / Yes(if yes) _____

Appendix B – Raw survey results

Below are the results of the quantitative elements of the survey.

A. Main reason for visit	#
Live here	7
Work here	14
Study here	2
Shop here	37
Dining	77
Special event	15
Socialising/ meeting friends	14
Browsing	22
Other	41

B. Travel mode	#
Foot	85
Train	55
Bus	39
Car	37
Bicycle	4
Cab	4
Light rail	2
Scooter	1
Monorail	1

C. Duration of stay	#
Under 1 hour	64
1-2 hours	74
Half day	41
All day	15
All evening	30

C2 Frequency of visit	#
First time	11
Daily	32
Twice weekly	18
Weekly	55
Fortnightly	10
Monthly	39
A few times / year	43
Less than a few times/ year	13

F. Perception of current working state	Very poorly	Poorly	Average	Well	Very well
Special events	8	15	60	44	45
Traffic management	36	51	62	45	16
Pedestrian crossings	25	41	69	37	21
Street markets	11	20	57	63	26

ATTACHMENT C

G. Importance of possible future improvements	More events and festivals	Places to sit and rest	More outdoor trading	More outdoor dining	More shade	Wider footpaths	More car free streets
Not important at all	18	9	44	42	37	27	18
Less than average	16	10	26	31	27	19	10
Average	50	38	46	51	44	46	28
Important	61	75	55	56	58	68	57
Very important	70	92	54	42	60	71	110

Respondent Profiles

Gender	#
Female	106
Male	118

Age Bracket

Female		Male		Total	
16-20	18	16-20	12	16-20	30
21-25	28	21-25	31	21-25	59
26-35	26	26-35	27	26-35	53
36-45	17	36-45	16	36-45	33
46-55	8	46-55	16	46-55	24
56-65	8	56-65	10	56-65	18
66+	1	66+	6	66+	7
	106		118		224

i. Language spoken at home

English only	100
Language other than english	123

ii. Top languages spoken at home

Mandarin	39
Cantonese	19
Indonesian	9
German	7
Vietnamese	5

State of residence

NSW	14.9
ACT	4%
QLD	2%
NT	0.40%
SA	0.90%
VIC	0.60%
International	7%

NSW breakdown

Postcode	percentage
2000	8%
2008	6%
2010	
2009	
2015	
2034	2%
2042	
2122	
2216	
2011	
2022	
2030	1%
2032	
2130	
2131	
2194	1.00%
2016	
2017	
2040	
2041	
2050	
2076	
2086	
2117	
2121	
2134	0.90%
2135	
2141	
2147	
2150	
2170	
2200	
2205	
2220	
2540	
1293	
2003	
2007	
2013	0.40%
2021	
2026	
2031	

ATTACHMENT C

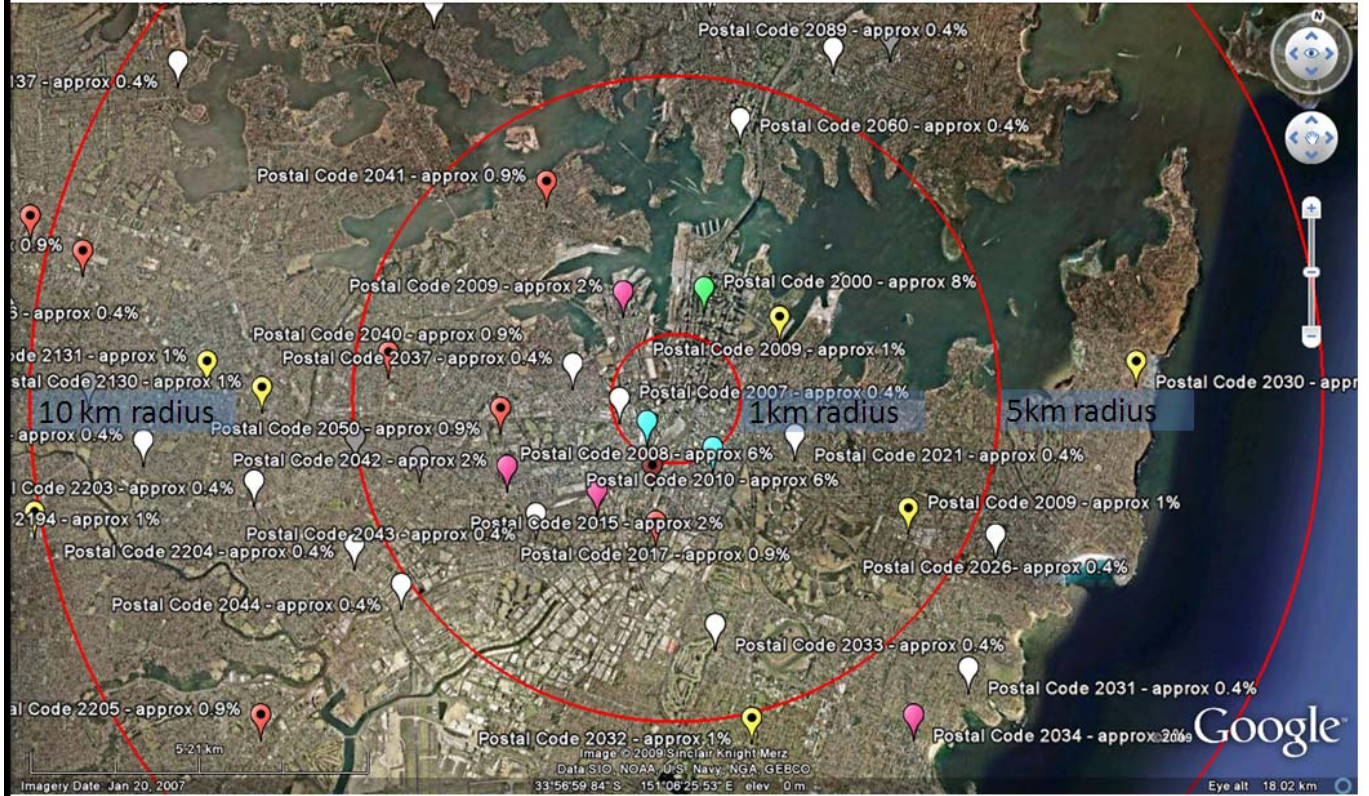
2033	
2035	
2036	
2037	
2043	
2044	
2048	
2049	
2060	
2063	
2064	
2065	0.04%
2067	(cont)
2070	
2089	
2090	
2092	
2093	
2095	
2104	
2110	
2111	
2118	
2120	
2133	
2136	
2137	
2138	
2140	
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2146	
2153	
2161	
2168	
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2203	
2204	
2211	
2213	
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ATTACHMENT C

2227	
2230	
2259	
2261	
2390	
2441	0.04%
2450	(cont)
2515	
2534	
2535	
2541	
2560	

ATTACHMENT C

DESTINATION RADIUS FROM WHICH PEOPLE INTERVIEWED HAD TRAVELLED



ATTACHMENT C



Client

City Of Sydney

Project

Chinatown Community Engagement
Workshop 2 - 9 February 2010

Date

February 2010

Contact

Jane Jose
9387 2600
lauren@elton.com.au



ATTACHMENT C

Sydney	Sydney
t +61 2 9387 2600	t +61 2 9387 2600
PO Box 1488	PO Box 1488
Level 6, 332-342 Oxford St	Level 6, 332-342 Oxford St
Bondi Junction NSW 1355	Bondi Junction NSW 1355
f +61 2 9387 2557	f +61 2 9387 2557
consulting@elton.com.au	consulting@elton.com.au
www.elton.com.au	www.elton.com.au
ABN 56 003 853 101	ABN 56 003 853 101

Prepared by	Jane Jose & Lauren Hendry Parsons
Reviewed by	
	Brendan Blakely
Date	February 2010
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1 Executive Summary

Chinatown is a unique and well loved City Precinct. A tourism destination of increasing profile, it continues its historic role as an important cultural and social place for local residents and businesses and the local community of Sydney.

The City of Sydney is committed to expanding the public domain and improving the area for residents, workers and visitors alike and to balancing traditional cultural values with contemporary design in the future planning and design of Chinatown.

The Key workshop finding is strong community support for an expanded public domain and more walkable Chinatown.

The comments below made by the community capture the strong community feeling for Chinatown.

"I have a very soft spot for Dixon Street but feel it's this area that most urgently needs some love and care"

"Dixon Street is the focal point for most tourists and is really the historical centre of Chinatown and needs upgrading to show its important - as a tourism drawcard"

As part of an ongoing community consultation process, the City of Sydney held a 2 hour workshop on 9 February to present and receive feedback on 10 project ideas for improving the Chinatown Precinct.

The design team's previous studies led to a series of projects that, delivered incrementally would together, have the effect of increasing the area of public domain in Chinatown by around 57%. The approach is to design Chinatown as a walkable precinct with good public transport connections, provided now and in the future. The approach was strongly endorsed by the forum.

Participants strongly engaged with project discussions and seemed to be generally supportive of the improvements being proposed in Chinatown.

Most popular projects

All 10 project ideas presented by the Spackman Mossop Michaels design team were positively received by the attendees. Of the 10 project ideas three were most strongly supported by the community:

- Dixon Street North
- Hay Street
- Dixon Street South

Community rationale

These three proposed projects were most popular because they:

- Re-energise areas which are currently under utilised
- Upgrade and lessen the pressure on the well loved, but heavily used and congested central area of Chinatown
- Create new public domain and gathering places for markets and casual enjoyment in Hay Street
- Improve seating, lighting and management of Dixon Street South.

The community priorities were uniformly directed to improvements to existing public domain in Dixon Street North and South and to projects that would provide additional public domain, notably Hay Street and Thomas Street.

Community supported themes

The community discussions highlighted the following themes as of high importance to participants:

- improving the pedestrian experience
- enhancing the sense of a meeting of contemporary and traditional culture
- improving security and safety for residents and visitors, particularly at night
- inclusion of art and creative lighting throughout Chinatown.

City Projects Street improvement projects - Little Hay Street, Kimber Lane and Factory Street

- Aspect Studios presented three concept designs for Little Hay Street, Kimber Lane and Factory Street. The projects were then discussed in detail by workshop table groups
- Little Hay Street had the most support of all three laneway projects. Overall review of comments showed a more divided response to the concept designs for Factory Street and Kimber Lane
- People questioned whether Kimber Lane would work as a place for people if it remained a shared zone, others recognised its small scale as offering potential for public art and interesting lantern lighting and temporary or programmed uses.

Community suggestions for across the Precinct

Community member made a number of suggestions for improving the entire precinct. These included:

- Increase trees across entire area
- Art and creative lighting throughout Chinatown, including Chinese murals and water features
- More street musicians and more buskers
- Widen footpaths to address the current safety risks
- The need for water sensitive urban design
- Activate open space through the inclusion of public activities such as giant board games
- Introduce Christmas markets.

2 Consultation overview

2.1 Context of the consultation

Chinatown is an important cultural and social space for local residents of Sydney and a popular tourist destination. The City of Sydney is committed to improving the area for the enjoyment of residents and visitors alike. City of Sydney is also currently undertaking Clean Green Chinatown, which began in 2009. This project focuses on improving cleanliness and sustainability within Chinatown.

To reinvigorate and improve the Chinatown precinct, City of Sydney has also committed to a precinct wide improvement program which will reconsider the urban design of the public domain. As a part of this a Chinatown Public Domain Study has been undertaken and a community engagement process is underway.

The first community forum was held in November 2009. The workshop sought comment and response to the Chinatown Public Domain Study which was presented at the workshop in outline by Pauline Chan. It also aimed to allow the City and project consultants to gain a better understanding what local residents and business operators value about Chinatown and their future aspirations for the precinct.

The key aspirations which emerged from this initial workshop were:

- A more walkable precinct with more seating and the feel and energy of Dixon Street (south) expanded to other areas
- A balance in design approach between the traditional and contemporary
- Activation of the public domain through the introduction of more markets, street festivals and events.

Participants value and want to enhance Chinatown's friendly, welcoming, lively and vibrant atmosphere; improve cleanliness and safety, and boost sustainability.

In response to the first workshop and analysis of the precinct, the project study team developed 10 project ideas:

- Sussex Street: trams
- Goulburn Street: connecting
- Hay Street: mall
- Harbour Street: welcome mat
- Thomas Street: hub
- Ultimo Road: cycle
- Quay Street: boulevard
- Douglass Street & Lane, Eagar Street & Lane: laneways revitalisation
- Dixon Street south: renovation
- Dixon Street north: renovation

A separate brief by City Projects for three street projects has progressed to the design concept stage and were also presented at the workshop. These focus on Kimber Lane, Factory Street and Little Hay Street.

Responding to the need to focus on cleaning and managing the streets of Chinatown the City of Sydney initiated a project in 2009 called Clean Green Chinatown. This project focuses on improving cleanliness and sustainability within Chinatown.

The consultant team's work was also informed by an intercept survey conducted over three days which particularly captured the views of young people visiting Chinatown.

2.2 Consultation process

This report is based on the Chinatown Community Forum held on 9 February 2010 in the Crown Plaza, Haymarket. The purposes of the consultation were to:

- present members of the community with the areas identified for improvement and seek their input as to priority projects
- present members of the community early design options for three laneway projects
- gather community feedback.

Key members of the public domain design team Spackman & Mossop Michaels and Aspect Studios were in attendance to present their design options and gain a better understanding of the community's priorities and preferences for the area. Approximately 80 people attended the session.

The consultation session, which ran for just over 2 hours, included:

- An update on the Chinatown Public Domain Study by City of Sydney
- Presentations from key design team members regarding the 10 areas identified for projects and the three early start Haymarket Laneway Projects
- Two small group discussions around project prioritisation and timing for the 10 projects and three early start laneway projects.

Presentations were also made by:

- Aaron Seeto from Gallery 4A on Public Art concepts and possibilities for Chinatown
- Mano Ponnambalam, Design Manager, City of Sydney on the progress of the Haymarket Visitor Information Kiosk.

2.3 Next steps

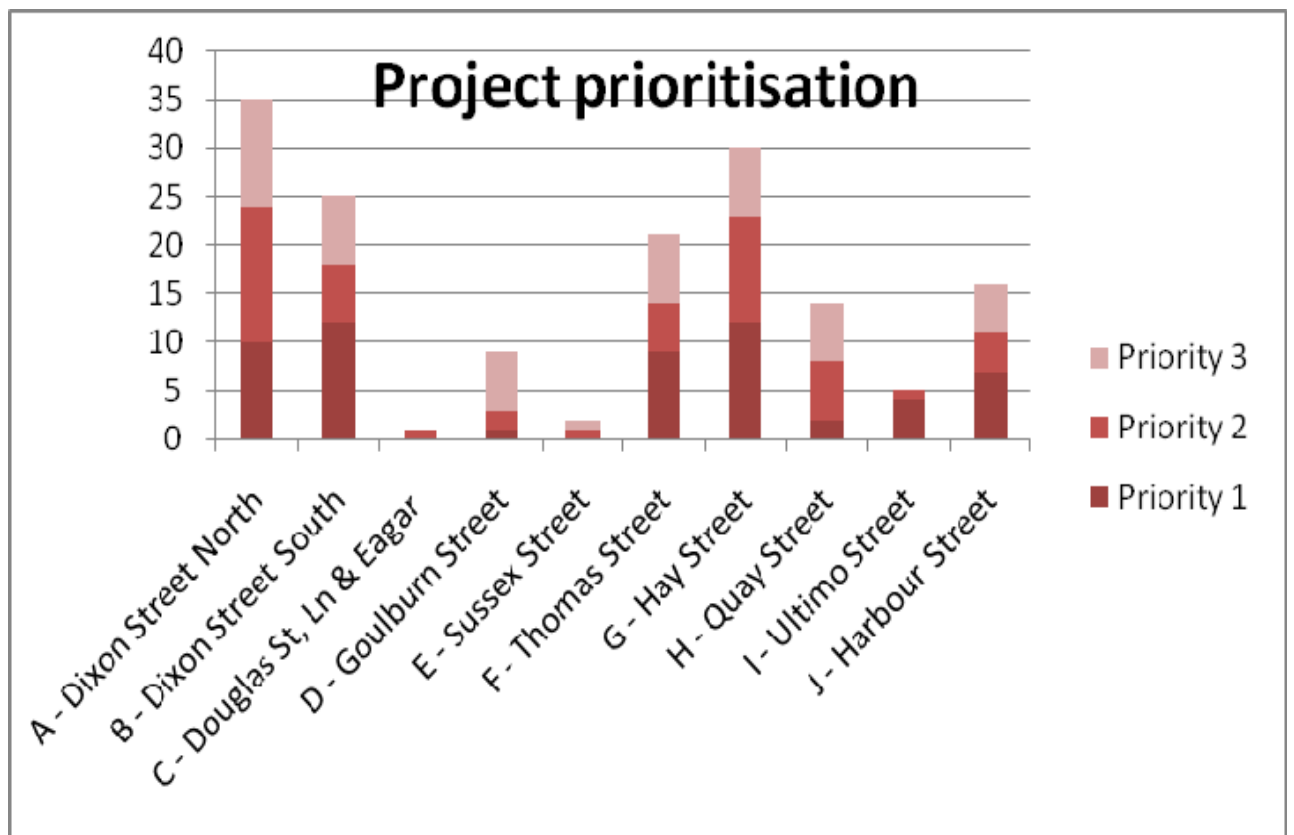
The City of Sydney and project consultant teams intend to use the feedback gained to help guide further development of design plans for Chinatown and in preparation for lodgement of planning and development approval applications.

This report will be provided to Council to guide consideration of project priorities, funding and timing.

3 Detailed outcomes

3.1 Project prioritisation

The priorities were strongly directed to improvements to existing public domain in Dixon Street North and South and to projects that would provide additional public domain, notably Hay Street and Thomas Street, followed by Quay and Harbour Streets.



Following the presentation of project summaries, participants were invited to nominate the three projects which they considered to be of the highest priority for the future of Chinatown.

They were also asked to explain the reasons why they chose their priority projects.

The projects which were most frequently prioritised by participants were:

- Dixon Street North
- Hay Street

- Dixon Street South
- Thomas Street
- Harbour Street.

Although not within the scope of projects being discussed, improvements to George Street were also suggested.

3.2 High priority projects

3.2.1 Dixon Street North

Participants strongly supported improvements to Dixon Street North.

“Love the ideas for new paving, trimming trees and new lighting”

This area was currently perceived as being neglected, dirty, ‘characterless’ and dominated by vehicles. People were concerned by the way it seems detached from the rest of Chinatown and doesn’t invite pedestrians in the way that Dixon Street South does.

Participants welcomed the opportunity to create a new open space which improves pedestrian amenity and connection throughout the Chinatown precinct. They also identified Dixon Street North as a potential way to ease pedestrian congestion in the southern part of Dixon Street.

“The area is neglected but could help to take the pressure off Dixon Street South and be integrated rather than separated from Chinatown”

Comments on future usage included:

- potential for new business opportunities
- increase outdoor markets space.

3.2.2 Hay Street

“Hay Street is an important public meeting area in Chinatown – could have a lot more done with it”

The pedestrianisation of Hay Street was a very popular idea. Many participants identified the increase in open space and removal of cars from the area as their reason for prioritising this project. The introduction of more trees, new paving and a softer finish were also welcomed by participants.

Comments on future usage included:

- Large scale outdoor games, like giant chess boards
- Widen area outside the markets to make it more usable and provide more open space for entertainment
- Encourage buskers in the area to create more energy on the street

“Gains a lot of pedestrian street and good link to southern part of Chinatown”

A number of participants recommended that the team consider Beijing’s Qianmen Dajie (Front Door Main Street) as an example of recent reinvigoration of a previously busy and famous street in decline. It has recently been restored to its look in its prime, lined with wooden buildings and decorated in “old Beijing” style. Famous traditional Beijing eateries are grouped into a corner of the street and a tram line runs through it.

3.2.3 Dixon Street South

Dixon Street South is a very popular area in Chinatown and although many people expressed their love for this area, participants identified overcrowding and congestion as major issues which needed immediate rectification.

“I have a very soft spot for Dixon Street but feel it’s this area that most urgently needs some love and care”

This project was considered to be a relatively easy program of improvements which could start immediately and set the tone for the remaining areas in Chinatown.

“Dixon Street is the focal point for most tourists and is really the historical centre of Chinatown and needs upgrading to show its important - as a tourism drawcard”

Comments on ways to improve Dixon Street beyond the existing proposal included:

- limit outdoor restaurant furniture permitted on the footpaths
- install overhead canopy to provide weather protection at Dixon Street and Little Hay intersection
- more seating in widened area outside the markets for resting

3.2.4 Thomas Street

Thomas Street's improvements were prioritised on the grounds that they were immediately achievable and would combat existing issues of pedestrian safety and visual amenity.

Participants supported the increase in shade, security and lighting, as well as the inclusion of places to sit and rest.

"Thomas Street will become far more visually comforting and relaxing if these changes take place"

Some participants particularly identified the WSUD measures as important changes for Chinatown.

3.2.5 Harbour Street

Those people who prioritised Harbour Street supported a more user friendly area which encouraged people to use the space both as a thoroughfare and a destination.

"Harbour Street needs to be redeveloped; it seems to be dead but it has great potential"

Comments to make it more attractive included increased lighting, more shade, more outdoor seating, introduction of markets and wider footpaths.

Some participants thought that improving the pedestrian experience of Harbour Street would also reduce pedestrian traffic in Dixon Street, helping to address the existing congestion issue.

3.3 Lower priority projects

Comments about other projects included:

- Quay Street
 - Currently looks abandoned and too broken up. Love the idea of an easier link from Railway Square to Darling Harbour
 - Don't allow Quay Street to separate from the education district to Chinatown's left - the main source of young faces in Chinatown are the nearby educational institutions
 - More shade and more security needed
- Goulburn Street
 - Currently too much traffic and very dangerous
 - Changes would improve night culture and visual beauty
- Ultimo Road
 - Traffic congestion is a current issue
 - Concern that Ultimo Road will have difficulty dealing with increased traffic from George street
 - Need to encourage cycling community - cycle is traditional method of transport in China. This has cultural relevance
- Sussex Street
 - Lots of interesting shops there currently. The area just needs a lift
 - Concerned about Sussex/ Hay intersection - will this divert too much traffic into George St? More review is required
- Douglass Street and Lane and Eagar Street and Lane
 - Currently too dark, with criminal activities and antisocial behaviour taking place
 - Renovation needed
 - Important in improve lighting and improve security in the space (and throughout Chinatown)

3.4 Early Start Projects

Aspect Studios introduced the early start laneways project, comprising Kimber Lane, Factory Lane and Little Hay Street. These are discrete projects which can be undertaken regardless of the status of the 10 main Chinatown projects being undertaken by Spackman Mossop.

3.4.1 Little Hay Street

Little Hay Street's project plan was very popular with participants, who strongly supported the proposed changes.

"Little Hay Street pavement area is a wonderful idea. More trees and public open space is needed in this area"

The key positive features identified were:

- Decreasing vehicular traffic and parking in favour of pedestrian movement
 - Many participants advocated the complete removal of vehicular traffic, to make a pedestrian only zone.
 - Minimising parking in the area was popular – even to the extent of having emergency or disable parking only
 - One participant suggested that parking should be alternated along both sides so that outdoor dining can occur on the north and south sides of the street
 - *"Making it a more welcoming place for pedestrians"*
 - Need still to allow for short term drop offs
- Widened footpaths for improved pedestrian movement and outdoor dining opportunities
 - Ensure that extra seating does not negate footpath space increase
- Improved lighting

"Increased connectivity through Hay Street will draw people throughout the area and make their experience more enjoyable"

Concerns mostly centred on the licensing and renewal of licensing for street dining. While outdoor dining was generally supported, the need to balance provision of outdoor dining with walkability of public

streets, particularly at peak times such as the weekends and evening was paramount.

Other suggestions from participants included:

- Night markets to be permanently in Little Hay Street to improve space in Dixon Street
- A second set of Chinese gates on Little Hay street
- Future provision for awnings to shelter outdoor seating
- Water feature
- Music – street music introduced in the area
- Showcase history and progress of Chinatown through a range of methods e.g. Museum, historic wayfinding. This provides opportunities for visitors to learn about Chinatown from its beginnings and to reinforce that this is not just a place for eating and shopping.

3.4.2 Factory Street

Responses to Factory Street were mixed, with a wide range of views of the benefits and risks associated with this set of improvements to Factory Street.

"Factory Lane could provide a fantastic gateway to Chinatown, seems like a welcoming open to the overall area of Chinatown"

Improved lighting and new paving was generally supported, for the increase in aesthetic beauty, amenity and security which would accompany these measures. Inclusion of lanterns was suggested, as was up-lighting of the entire lane, especially if trees were to be introduced.

In regards to paving, participants suggested that there should be consistency of surfacing materials across the pedestrian areas of Chinatown to reinforce the sense of place. It was also suggested that when choosing materials granite should be avoided to due to its safety issues, particularly for older people and in the rain.

Some participants supported this proposed project as a measure which would improve wayfinding and permeability throughout Chinatown. It also had the potential to create a good place for people to meet and informally socialise. Other participants were concerned that creating places for people to meet outdoors might create security issues at night.

There were mixed responses to the proposal of tree planting in Factory Street

- Some participants supported the inclusion of trees to improve the general aesthetic, smell of the area and provide shade from the sun for seating areas.
- There was concern about the difficulties associated with growing trees in this area. These included:
 - trees blocking visual and physical amenity to shops and restaurants in the area,
 - the minimal amounts of sunlight currently reaching the area
 - loss of visibility which increase safety/ security risks
 - safety risks stemming from leaves, seeds and berries falling on the ground, especially during rainfall.

"Planting trees and adding street furniture could cause more problems than benefits"

Other comments made include:

- Inclusion of a water feature
- Concern about possible traffic due to car park at western end
- No more tall buildings if you want access to the sky in Chinatown – danger of being swamped by buildings
- This has the potential to open up an improved pedestrian link to the Ian Thorpe Pool, Darling Harbour and adjacent areas. *"Could be very important connection for entire city"*

3.4.3 Kimber Lane

Kimber Lane elicited very mixed responses from participants. Supporters identified Kimber Lane as a place which could be easily upgraded with little cost or inconvenience. Some participants noted that they approved of finding ways to upgrade the area and give pedestrians a reason to use the alleyway.

However, a significant number of participants disagreed with the need to upgrade this area, noting that its narrowness and nature as a service way did not lend itself to being made more people friendly.

"The area needs an increase of retail activity at main intersections, decorative lighting and paving to make the area more appealing to be used by pedestrians"

The key positive features identified:

- Lighting
 - To increase the cultural influence through a lighting scheme
 - Overhead lanterns as possible features
 - *"The lighting at the intersections is an excellent concept"*
 - Lighting acting on a number of levels as a security measure, aesthetic measure and a means of discouraging scavengers such as rats.
- Paving
 - The paving was a popular addition to the area
 - *'Graphic' street surfaces are excellent – bright and cheerful*
- Security/Safety
 - Increased security is needed urgently
 - *"Even if this area is upgraded it will not be used unless you have a sense of security."*
 - Perceived as a dark and dangerous area
- Shared zoned
 - Need for shared zone to be fully compliant and educate people about calming car movement
 - *"I like it being opened up to be more attractive to pedestrians"*
- Trees
 - Trees were valued highly by participants for their calming and cooling influence

Other comments included:

- A need for increased cleanliness and maintenance
- Potential for the laneway to be used as an outdoor gallery for public art
 - *"Do a paint job straight away. Use the blank walls for murals/ art projects – colourful!"*
 - Possibility for aural art in a small space cf Fremont in Brisbane
- *"Revitalisation could be further achieved maybe with cafes and small bars would be a great addition to this laneway"*
- *"Kimber Lane will not come alive unless shops are opened across the whole lane"*
- Consider carefully the history of the area when selecting plants and trees for inclusion. Previously a wetland area.

“To me it is a waste of time and money. The lane is too narrow and needs too much to brighten it up.”

There were a number of participants who did not support upgrading Kimber Lane. They strongly stated their preference for maintaining the area as a service way and did not believe that this area was of high priority for refurbishment. Concerns were also raised about the narrowness of the lane and its appropriateness as a shared zone.

3.5 Other comments

Participants recorded a number of general comments or suggestions which did not fall within the bounds of the specific project topics. These are outlined below.

Arts and Culture

- *"Something I like about King Street Wharf is the historical plaques used and photos. Chinatown should have something like this too"*
- *"There should be a provision of space for free performances"*
- *"Would like to see more street musicians and more buskers"*
- *"Art - more Chinese paintings on wall"*
- *"Water fountains or sculptures on street corners or in sunny spaces"*
- *"Giant board games in Ultimo - activate open space."*

Markets

- *"Friday night market can move to the right of the Entertainment centre to free pedestrian traffic on Dixon Street"*
- *"Introduce Christmas markets."*

Tram

- *"I don't see the point moving the tram tracks - it doesn't make sense"*
- *"Leave tram tracks as they are."*

Information kiosk

- *"Information kiosk should provide information even when not manned"*
- *"Kiosk lit like a Chinese lantern at night was supported"*
- *"Information kiosk looks good."*

General comments

- *"There are too many pubs and hotels in China town – link to alcohol related violence and antisocial behaviour"*
- *"There is a need for more pedestrian only areas throughout Chinatown"*
- *"There is a need to increase trees across entire area"*
- *"Widen footpaths to address the current safety risks"*
- *"WSUD is crucial "*
- *"Provision of arthritis friendly bubblers for pedestrians and cyclists"*
- *"There are already a lot of homeless and drunken people in Chinatown. The introduction of additional street furniture may further encourage their presence "(Reply from other participants: "Homeless people need somewhere to sleep")"*
- *"Assume entertainment centre is demolished, then decide with that knowledge what is best to do for Chinatown"*
- *"Open Bijou Lane - was closed - it could provide level access to the Devonshire Street Tunnel."*