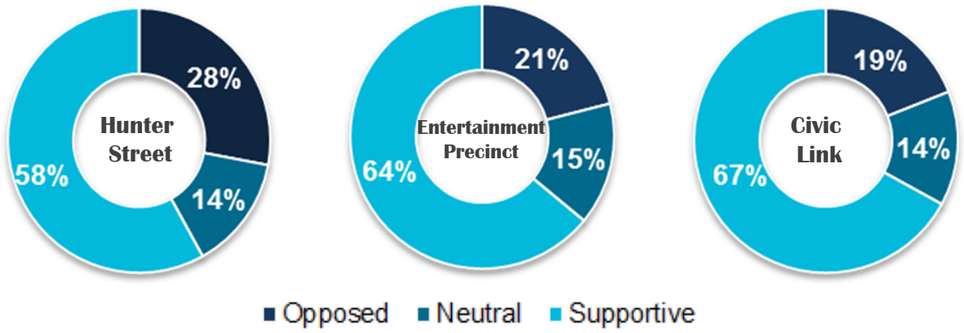
POTENTIAL OUTCOMES

Respondents were asked what they thought of three potential outcomes of urban transformation …



URBAN TRANSFORMATION PERCEPTIONS (agreement, mean score out of five)

Urban renewal can have good outcomes for existing residents if it is planned and delivered well	4.24
The restoration of heritage buildings and items is very important to me	4.19
Urban renewal can improve the area by bringing in more jobs, shops, public facilities and housing	4.03
The height of commercial and apartment buildings in Honeysuckle (4-12 storeys) is appropriate for the city centre	3.22
It is not appropriate to build more apartments in the city centre	2.52
Apartment living will lower the value of property in surrounding suburbs	2.18
The city centre is largely fine as it is	1.96
Any renewal of the city centre will ruin the character of the area	1.94

Where to from here?
UrbanGrowth NSW will be reporting the findings of all Revitalising Newcastle engagement activities to Newcastle City Council in December 2015. The findings from these engagement activities, including the results presented herein, will be used by UrbanGrowth NSW to inform future planning for our city centre. The full Newcastle Voice Revitalising Newcastle report will be published on Council's website in December 2015.

Want to know more?
Find out more at www.revitalsingnewcastle.com or contact UrbanGrowth NSW on 1800 359 545 or email info@revitalisingnewcastle.com.au.

For more information visit:
www.newcastle.nsw.gov.au

Newcastle Voice

The City of Newcastle

Newcastle Voice

10 Aug – 18 Sept
revitalising newcastle.

Earlier this year, Newcastle City Council signed a Memorandum of Understanding (MOU) with UrbanGrowth NSW that acknowledged Council's role in the urban renewal process and defined how the two parties will work together to implement and deliver the NSW Government's Newcastle Urban Transformation and Transport Program.

The MOU acknowledged that whilst they have differing views, **Council and UrbanGrowth will work together to deliver high quality urban transformation projects for Newcastle**. This will include various projects and infrastructure initiatives designed to stimulate activity, jobs, development and investment in the city centre.

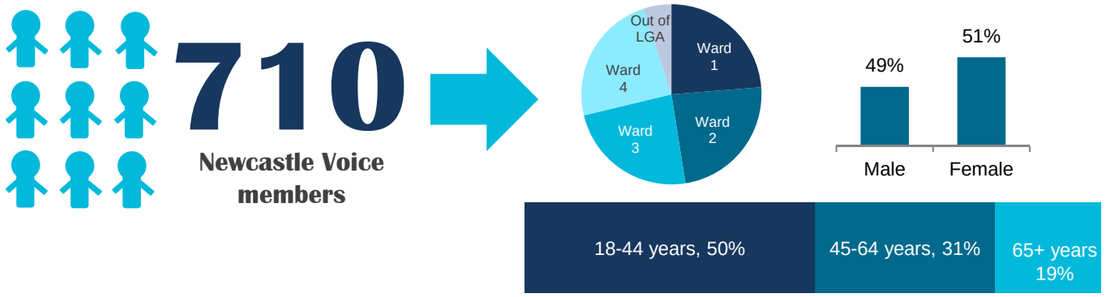
In the spirit of the MOU, Council worked extensively with UrbanGrowth to ensure that **as many people as possible were given the opportunity to have a say in the revitalisation of Newcastle's city centre**. Council conducted a survey (designed by UrbanGrowth) with Newcastle Voice members – key preliminary results are summarised in this short report. The full report will be available in December 2015 on Council's website www.newcastle.nsw.gov.au (search for Revitalising Newcastle community engagement report).

WHAT WE DID

- Online and paper based survey of Newcastle Voice members
- Open from 3 – 18 September 2015
- Mix of 25 closed and open questions relating to:
  - City visitation and aspirations
  - Urban transformation program objectives
  - Urban transformation opportunities
  - Potential project outcomes
  - Demographics

WHO WE SPOKE TO

Data weighted to be representative of LGA:



CITY CENTRE VISITATION, ACTIVITIES & ASPIRATIONS

51%

Visit the city centre at least weekly

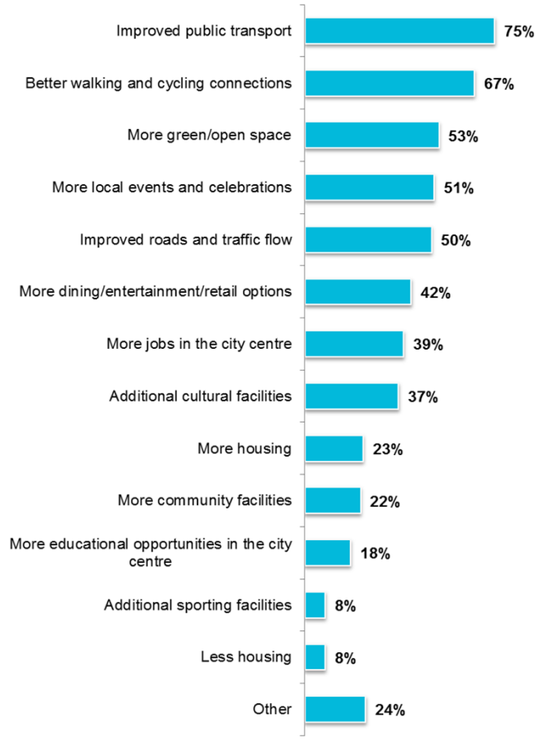
Activities undertaken in the city centre

- 79% Leisure (e.g. dining, cinema)
- 65% Beaches
- 62% Shopping
- 59% Parks
- 30% Work meetings

Best things about the city centre

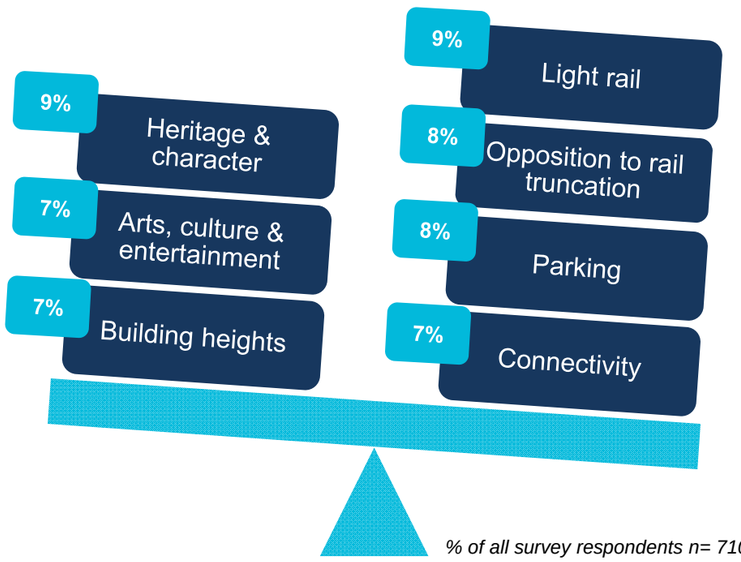
88%	70 %	48%	33%	29%
Beaches	Natural assets	Close to everything	Open or green space	Community spirit

Aspirations for the city centre



PROGRAM OBJECTIVES

Respondents were asked if any other objectives should be considered for Newcastle's urban transformation project. A number of respondents raised transport related issues, though heritage, the arts and building heights were also raised.



% of all survey respondents n= 710

URBAN TRANSFORMATION OPPORTUNITIES

This opportunity could deliver:

- Green open space from Worth Place to Watt Street
- Mixed-use development on Hunter Street near Darby Street

1. GREENWAY - (ARTIST IMPRESSION)

Opportunity 1- GREENWAY

This opportunity could deliver:

- Green open space from Meriewether Street to Watt Street
- Mixed use development on Hunter Street near Darby Street
- Civic Link
- West End mixed-use development
- Access from the city to the waterfront at Market Street

2. HARBOUR WEST CITY - (ARTIST IMPRESSION)

Opportunity 2- HARBOUR WEST CITY

This opportunity could deliver:

- Green open space from Perkins Street to Watt Street
- Mixed-use development on Hunter Street near Darby Street and in the West End
- Civic Link
- Access from the city to the waterfront at Market Street
- Partial restoration of Newcastle Railway Station
- Regional Playspace
- Revitalisation of Hunter Street
- Relocation of the bus terminal to the West End
- Access from the city to the waterfront at Perkins Street, Newcomen Street and Bolton Street

3. HARBOUR PLAY CITY - (ARTIST IMPRESSION)

Opportunity 3- HARBOUR PLAY CITY

This opportunity could deliver:

- Green open space from Perkins Street to Watt Street
- Mixed use development on Hunter St near Darby Street and in the West End
- Civic Link
- Access from the city to the waterfront at Market Street, Perkins Street, Newcomen Street and Bolton Street
- Regional Playspace
- Revitalisation of Hunter Street
- Relocation of the bus terminal to the West End
- Creation of a dynamic destination at Newcastle Railway Station
- Entertainment Precinct

4. HARBOUR ENTERTAINMENT CITY - (ARTIST IMPRESSION)

Opportunity 4- HARBOUR ENTERTAINMENT CITY

Opportunities liked

23%

19%

30%

35%

26% of respondents did not like any of the opportunities