



# West End Public Domain Plan

Workshop Outcomes  
April 2017

**April 2017**

**Prepared by:** Corporate Services, Newcastle City Council

**Enquiries:** [engage@ncc.nsw.gov.au](mailto:engage@ncc.nsw.gov.au) or phone 4974 2238

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# 1 Introduction

The West End Public Domain Plan provides a detailed outline of the public domain improvements in the West End (Stage One) Precinct. The plan will include an overview of existing elements, a precinct strategic direction, design direction, place specific improvements and implementation plan for the improvements. The plan incorporates and builds on previous studies and plans for the precinct and importantly consolidates all precinct elements into the one plan.

## 1.1 Objectives



The aim of the workshops will be to engage with key internal and external stakeholders of the area and the general public to gain information for the overall site analysis for the West End Precinct. The outcomes of these workshops will help inform the delivery of the West End Stage One - PDP that will be developed in the coming months.

# 2 Methodology

## 2.1 Research approach

It was determined that workshops would be the best way to capture what aspects of the community currently enjoy and would like to see retained; and how they would like to see the Precinct in the future. These workshops fall under the **consult** category of the IAP2 framework endorsed in Council's [Community Engagement Framework](#).

Figure 1 Public Participation Spectrum, International Association of Public Participation

Increasing the level of public impact   
 Level of community influence over decisions 

Inform	Consult	Involve	Collaborate	Empower
To provide the public with balanced and objective information to assist them in understanding the problems, 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 and/or devolved budgets in the hands of the public.
We will keep you informed.	We will keep you informed, listen to acknowledge concerns 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 direct 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.

## 2.2 Workshop activities

There were two distinct activities undertaken in the workshops. These were:

- Map work
- Introduce the big ideas prioritisation exercise.

A description of each of these activities is provided in the results section of this report.

## 2.3 Workshop participants

There were two workshops held with distinct groups. These were:

- Community workshop open to any community member who wished to attend (n=14 attended)
- External and internal stakeholder workshop with participants invited from targeted stakeholder groups with a particular interest in the Precinct. Particular groups who attended were Newcastle City Council staff, UrbanGrowth NSW, Hunter Development Corporation, Transport for NSW and Newcastle Now (n=14 attended).

## 2.4 Workshop promotion

Participants in the external and internal workshop were directly invited to participate. The broader community workshop was promoted via the following channels:

- Signage (coreflutes) in West End Precinct area
- DL fliers promoting the workshop in local businesses
- Email invitations to Newcastle Voice panel members
- Newcastle City Council website
- NCC Facebook page

## 2.5 Report presentation

The results in this report are presented by activity, not workshop. Where there is significant variation within the results between the workshop groups, these differences are highlighted. Additional information can be found in the appendices.



### 3 Workshop findings

#### 3.1 Map work

Participants were provided with large colour maps of West End asked to draw/write/highlight suggestions for new infrastructure (natural or built) and/or current aspects of the park they appreciate. For the community workshop, one large map was provided per workshop table. However, this was not a group activity as such, i.e. each person at each table did not have to agree as to what was drawn on the map. For the stakeholder workshop, each individual received a copy of their own map. Further, participants were encouraged to move around to different tables to get different perspectives. Each participant was given three green dots that they could place on the maps to indicate that they agreed/liked an idea.

Figure 2: West End map work



Table 1 highlights the participants' overall map suggestions that received green dots, i.e. members of the larger group supported the idea. A copy of the map results by workshop is provided in the Appendix I.

Table 1: Map activity results

Green dot ideas	Location	Number of dots	Green dot ideas	Location	Number of dots
Bike and pedestrians crossing shared path	Birdwood Park	7	Have council approved busker to assist safety & friendly space	Birdwood Park	1
Scenic walk way - maintained and cleaned	Cottage Creek	4	Worker /customers park along Stewart Ave & walk down to hunter St & there are no paths under the trees - need more carparks	Stewart Ave- South of King St	1
Rehab track	Birdwood Park	4	Take out and replant with more plants/trees that are landscaped add footpath	Birdwood Park	1
Additional lighting & security	Birdwood Park	3	Round about	National Park and Parry Street	1
Entry to city architecturally designed feature	kings St corner Stewart Ave and Parry St	3	Add trees + free carpark to slow down traffic & make friendly	Parry Street between National Park & Stewart Ave	1
Improve cycleway & Ped crossing connect to interchange from east to west		3	Flexible large event space	Birdwood Park	1
Semi close road	Little King St	3	Play ground	Birdwood Park	1
Active outdoor space in park-more active policing in little Birdwood park- event/theatre space	Little Birdwood park	3	More park that responds to shopping centre future development	Little Birdwood Park	1
Rat run for cars closed	Little King St	3	Remove drugs/drink	Little Birdwood Park	1
Sep/cycleway/ped's	Cottage Creek	3	Shopping centre open onto park-encourage alcohol free zone	Little Birdwood Park	1
Lighting	Little Birdwood Park	3	More trees planted into the road	Parry St between National park & Stewart Ave	1
Round about	National Park St	3	Activation of park/schedule of events	Birdwood Park	1



	and Parry St			
Link both sides with garden design as gate way to the city/replant similar to Black butt/redesign	Little Birdwood & Birdwood Park	2	Interchange/key service area	Coles 1
Big round about`	King and Stewart Ave	2	Nth/Sth Bluegreen Cottage Creek	Cottage Creek 1
Coffee shop	Birdwood park	2	Play space toilets/café	Birdwood Park 1
Canter levered path	Cottage creek	2	Traffic conflict	National Park St and Parry St 1
Pathway into the park / more pathway into	From Interchange to Birdwood Park	2	Senior healthy living fitness area/plaza	east end of Little King 1
Close access road	Little King	2	Creative industries/digital cluster pedestrianised zone	
Cycling	Parry St west to Cottage Creek	2	Street tree planting	Little King 1
Special characters precinct	Little Birdwood Park	2	Suggested median planting	Parry St 1
Roof top gardens/park	King St	2	Roof top pool	King St 1
Improve grass coverage	Birdwood Park	1	Leisure & fitness park with underpass	King St 1
Keep large tree canopy in both Little Birdwood and Birdwood park - small pergola to sit in centre of Birdwood Park in shelter amid the grass area	Birdwood Park	1	Roof top restaurants	King St 1
			Meth clinic	South side of King St between Stewart St and National Park St 1

The results indicate that:

- The item with the highest level of support was *Bike and pedestrian crossing shared path in Birdwood Park (7 dots)*. There were also other mentions of cycleways and pedestrian crossing in other areas of the precinct, indicating that participants would like to see the area more of a focus on passive transport in the area.
- Two ideas received 4 dots in support, these were; *Scenic walk way - maintained and cleaned at Cottage Creek* and *Rehab track at Birdwood Park*
- There were also three items receiving support that combined represent 8 dots. These were; *Rat run for cars closed - Little King Street*, *Semi road close - Little King Street* and *Close access road - Little King Street*.
- Participants raised increased green space in several different ways including *increased tree canopy*, *add trees*, *street and median planting* etc. This indicates that participants felt that increasing the green space in the precinct as a whole would be well received.

### 3.2 Introduce the big ideas - prioritisation

A series of photographs of potential place making opportunities within the Public Domain Plan precinct were presented to participants on large boards around the workshop space. They were then given three dots to indicate their main preferences for place making ideas.

Results presented below are combined for the two workshops, how many dots received by workshop are identified in Table 2.

Figure 3: Place making ideas - prioritisation

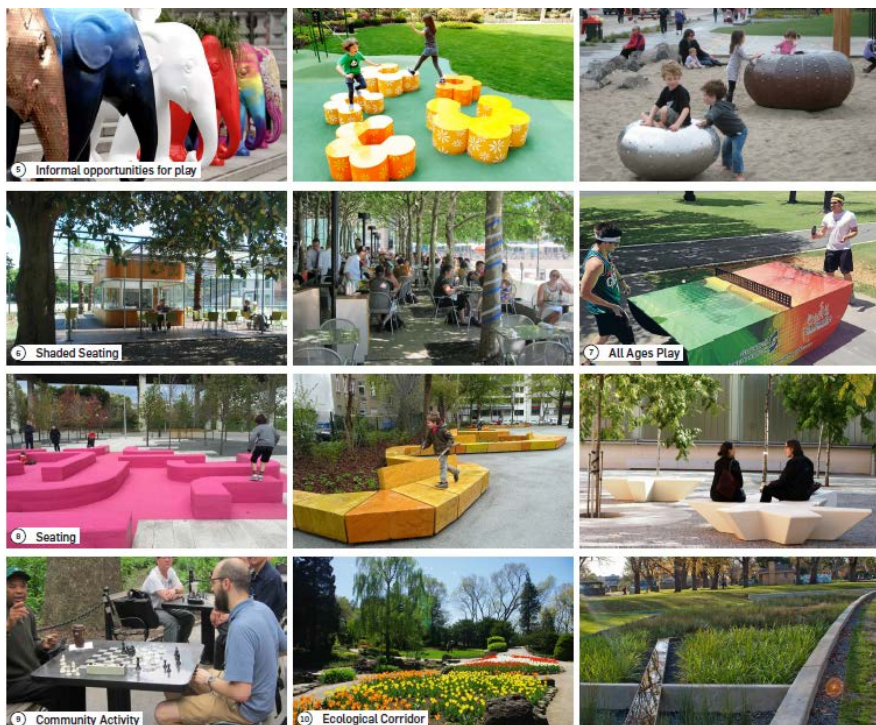


Table 2: Place making big ideas - prioritisation

	<p>This image received the highest number of priority dots in total (n=18)</p> <p>Stakeholder workshop (n=7)</p> <p>Community workshop (n=11)</p>
 <p>1 Iconic Gateway</p>	<p>This image received 13 priority dots in total</p> <p>Stakeholder workshop (n=5)</p> <p>Community workshop (n=8)</p>
	<p>This image also received 13 priority dots in total</p> <p>Stakeholder workshop (n=5)</p> <p>Community workshop (n=8)</p>
 <p>10 Ecological Corridor</p>	<p>For the community workshop, 6 of the dots allocated to the photo above were placed on the border with this photo adjacent, indicating that these participants liked the concept overall, not necessarily the specific idea</p> <p>This photo received 8 dots in total</p> <p>Stakeholder workshop (n=2)</p> <p>Community workshop (n=6, as described above)</p>



This image received 8 priority dots  
Stakeholder workshop (n=3)  
Community workshop (n=5)



This image received 7 priority dots  
Stakeholder workshop (n=2)  
Community workshop (n=5)



This image received 6 priority dots  
Stakeholder workshop (n=1)  
Community workshop (n=5)



This image received 6 priority dots  
Stakeholder workshop (n=2)  
Community workshop (n=4)



This image received 6 priority dots  
Stakeholder workshop (n=1)  
Community workshop (n=5)





This image received 5 priority dots  
Stakeholder workshop (n=3)  
Community workshop (n=2)



This image received 6 priority dots  
Stakeholder workshop (n=1)  
Community workshop (n=5)



This image received 3 priority dots  
Stakeholder workshop (n=0)  
Community workshop (n=3)



This image received 3 priority dots  
Stakeholder workshop (n=2)  
Community workshop (n=1)



This image received 3 priority dots  
Stakeholder workshop (n=3)  
Community workshop (n=0)



This image received 3 priority dots  
Stakeholder workshop (n=1)  
Community workshop (n=2)



This image received 2 priority dots  
Stakeholder workshop (n=0)  
Community workshop (n=2)



This image received 2 priority dots  
Stakeholder workshop (n=1)  
Community workshop (n=1)



This image received 2 priority dots  
Stakeholder workshop (n=0)  
Community workshop (n=2)



This image received 2 priority dots  
Stakeholder workshop (n=2)  
Community workshop (n=0)



	<p>This image received 1 priority dots Stakeholder workshop (n=0) Community workshop (n=1)</p>
	<p>This image received 1 priority dots Stakeholder workshop (n=1) Community workshop (n=0)</p>
	<p>This image received 1 priority dots Stakeholder workshop (n=0) Community workshop (n=1)</p>
	<p>This image received 1 priority dots Stakeholder workshop (n=1) Community workshop (n=0)</p>
	<p>This image received 1 priority dots Stakeholder workshop (n=0) Community workshop (n=1)</p>

The results indicate that:

- Images with the highest level of support were those that depicted passive use of the space and acting as a gateway into the city.

# Appendix I - Map work by workshop

Table 3: Stakeholders - Map Work

Green dot ideas	Location	No. of dots
Rehab track	Birdwood park	4
Close access road	Little King	2
Cycling	Parry St west to Cottage Creek	2
Special characters precinct	Little Birdwood Park	2
Roof top gardens/park	King St	2
Interchange/key service area	Coles	1
Nth/Sth Bluegreen Cottage Creek	Cottage Creek	1
Play space toilets/café	Birdwood Park	1
Traffic conflict	National Park St and Parry St	1
Senior healthy living fitness area/plaza	east end of Little King	1
Creative industries/digital cluster	pedestrianised zone	1
Street tree planting	Little King	1
Suggested median planting	Parry St	1
Roof top pool	King St	1
Leisure & fitness park with underpass	King St	1
Roof top restaurants	King St	1
Meth clinic	South side of King St between Stewart St and National Park St	1

Table 4: Community Workshop - Map Work

Green dot ideas	Location	No. of dots
Bike and pedestrians crossing shared path	Birdwood	7
Scenic walk way - maintained and cleaned	Cottage Creek	4
Additional lighting & security	Birdwood Park	3
Entry to city architecturally designed feature	King St corner Stewart Ave and Parry	3
Improve cycleway & Ped Xing connect to interchange from east to west		3
Semi close road	Little King St	3
Active outdoor space in park-more active policing in little Birdwood Park- event/theatre space	Little Birdwood Park	3
Rat run for cars closed	Little King St	3
Sep/cycleway/ped's	Cottage Creek	3
Lighting	Little Birdwood Park	3
Round about	National Park St and Parry St	3
Link both sides with garden design as gate way to the city/replant similar to Blackbutt/redesign	Little Birdwood & Birdwood Park	2
Big round about	King and Stewart Ave	2
Coffee shop	Birdwood Park	2
Canter levered path	Cottage Creek	2
Pathway into the park / more pathway into	From Interchange to Birdwood Park	2
Improve grass coverage	Birdwood Park	1
Keep large tree canopy in both Little Birdwood and Birdwood Park - small pergola to sit in centre of Birdwood Park in shelter amid the grass area	Birdwood Park	1
Have council approved busker to assist safety & friendly space	Birdwood Park	1
Worker /customers park along Stewart Ave & walk down to Hunter St & there are no paths under the trees - need more carparks	Stewart Ave- South of King St	1
Take out and replant with more plants/trees that are landscaped add footpath	Birdwood Park	1
Round about	National Park and Parry St	1
Add trees + free carpark to slow down traffic & make friendly	Parry St between National Park & Stewart Ave	1
Flexible large event space	Birdwood Park	1
Play ground	Birdwood Park	1
More park that responds to shopping centre future development	Little Birdwood Park	1
Remove drugs/drink	Little Birdwood Park	1
Shopping centre open onto park-encourage alcohol free zone	Little Birdwood Park	1
More trees planted into the road	Parry St between National Park & Stewart Ave	1
Activation of park/schedule of event	Birdwood Park	1