



PLACEMAKING ASSESSMENT

DESIGN REVIEW OBJECTIVES REPORT

CRONULLA TOWN CENTRE PUBLIC DOMAIN MASTERPLAN REVIEW OF DRAFT STAGE 2 DESIGN

April 2020

This document is the second deliverable of the Placemaking Assessment of Cronulla Town Centre Public Domain Masterplan - Stage 2 Design. It has been designed to be printed as an A4 spread.

©2020 Place Score

PLACE SCORE

Level 2/3 Oxford Street
Paddington NSW 2021 Australia
www.placescore.org

ABN 19 610 823 286

KYLIE LEGGE
Director
T: +61 2 8065 7401
M: 0414 377 677
E: kylie@placescore.org

TABLE OF CONTENTS

PART A - Executive Summary	05
Project Overview	06
About the Study Area	07
Key Findings from the Research	08
Place Objectives	09
Review Framework	10
PART B - Research Summary	15
Place Experience Study	16
• PX Assessment	18
• Care Factor Survey	20
• Strengths and Priorities of Cronulla Street	23
Business Audit	24
Policy Audit	26
Case Studies	28
• The Corso, Manly	29
• Chatswood Mall, Chatswood	30
• Kiaora Place, Double Bay	31

PART A

EXECUTIVE SUMMARY

PROJECT OVERVIEW

ABOUT THE STUDY AREA

KEY FINDINGS FROM THE RESEARCH

PLACE OBJECTIVES

REVIEW FRAMEWORK

PROJECT OVERVIEW

Place Score has been engaged by Sutherland Shire Council to conduct a Placemaking Assessment of the Stage 2 Design Concept of Cronulla Town Centre Public Domain Masterplan. The areas to be assessed include Cronulla Plaza (pedestrianised Cronulla Street), Cronulla Square, Croydon Street Car Park Lane and the Kingsway Gateway.

PURPOSE

The purpose of this review is to validate the Stage 2 design in regards to the likelihood that the delivered project will:

- Support local economic development, business success and long term sustainability
- Deliver place value through investment in feature elements such as large screens, water features, lighting etc.
- Consider manageable place management and operational costs

In addition, the review will aim to identify potential missing elements that may help to achieve the above objectives.

RESEARCH METHODOLOGY

Place Score undertook the following research in order to develop the evidence base for the design review. Our aim was to consider the findings of site studies, further engagement with stakeholders and street users as well as external factors such as Council laws and policies to better understand the likelihood of the design's success.

Place Score utilised the Town Centre Care Factor and Place Experience (PX) Assessment tools to capture community and stakeholder values, measure the performance of the street, and identify the community's priorities for the future.

RESEARCH TOOLS

- The Town Centre Care Factor Survey asked '*Which place attributes are most important to you in your ideal town centre?*' to survey respondents. Data was collected via face-to-face surveys on the 21st and 22nd of February 2020. A total of 99 people participated.
- The Main Street PX Assessment tool asked '*How is each place attribute impacting your personal enjoyment of this place?*' to survey respondents. Data was collected via face-to-face surveys at Cronulla Street (between Ocean Grove Avenue and Kingsway) on the 21st and 22nd of February 2020. A total of 50 people participated.

- Aggregating the results of the Care Factor Survey and PX Assessment revealed the strengths and priorities of Cronulla Street
- Place Score conducted a Business Audit along Cronulla Plaza and Square on 5th February 2020 between 2 pm and 6 pm. This study noted the types of businesses in the area, their hours of operation and nature of trading (indoor/outdoor)
- Place Score conducted a Policy Audit of the following to understand the impacts of policies/processes on the economic success of the area:
 - » Sutherland Shire Local Environmental Plan 2015
 - » Sutherland Shire Development Control Plan 2015
 - » Public Domain Design Manual
 - » Community Strategic Plan
 - » Delivery Program 2017-2021 and Operational Plan 2019-2020
 - » Economic Strategy
 - » Cultural Strategy
 - » Council permits and processes for outdoor dining, shopfront displays, A-frames, mobile food vending, casual leasing/product sampling and extending trading hours

STAGE 1 - PROJECT INCEPTION

Tasks

- Project inception meeting
- Site inspection and briefing
- Review of existing documentation

Deliverables

- **Preliminary Cronulla Plaza Place Objectives**

STAGE 2 - ESTABLISHING A BASELINE FOR PLACEMAKING ASSESSMENT

Tasks

- Site studies
- Community engagement
- Secondary research

Deliverables

- **Cronulla Plaza Design Review Objectives** (*this report*)

STAGE 3 - DESIGN AND PLACEMAKING ASSESSMENT

Tasks

- Placemaking assessment of proposed design
- Recommendations for design enhancements

Deliverables

- **Placemaking Assessment and Recommendations Report**

ABOUT THE STUDY AREA

The Study Area is centred on the pedestrianised section of Cronulla Street between Kingsway and Purley Place in Cronulla Town Centre. It is the second stage of the Cronulla Town Centre Public Domain Master Plan.

The Study Area is located in Cronulla Town Centre, the main retail, commercial and tourist centre in the Sutherland Shire LGA as noted in the Sutherland Shire Development Control Plan 2015. It is located at a distance of around 30km from the Sydney CBD. The famous Cronulla Beach is located approximately 350m east of the Study Area. The Cronulla Town Centre Public Domain Masterplan divides the Study Area as follows:

- Cronulla Plaza
- Cronulla Square
- Kingsway Gateway
- Croydon Street Car Park Lane

Cronulla Plaza is the pedestrian heart of Cronulla Town Centre. The northernmost part of the plaza is called Cronulla Square. The plaza and square were constructed more than 30 years ago. They have a total length of around 240m between Kingsway and Purley Place. The average width of the plaza is around 20m whereas the square is around 50m wide. They are flanked by contiguous, fine grain retail and commercial businesses, hotels, a cinema and civic amenities including a library, post office, performance area, kids play area and public toilets.

In close vicinity to Cronulla Plaza and Square are the Croydon Street Car Park and Cronulla Railway Station. The closest bus stops are located on Kingsway and near Cronulla Railway Station.

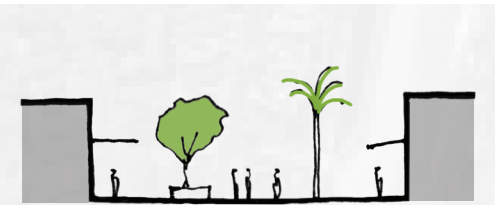
The Study Area predominantly includes 1-2 storeyed buildings with continuous

shopfronts and awnings, and a small proportion of large floorplate podium buildings, shoptop housing and higher density residential. The Post Office building, Cronulla Cinema building and the former Commonwealth Bank building are heritage listed. Some of the shopfronts are dominated by advertising, and there is a lack of consistency in the visual character of the facades.

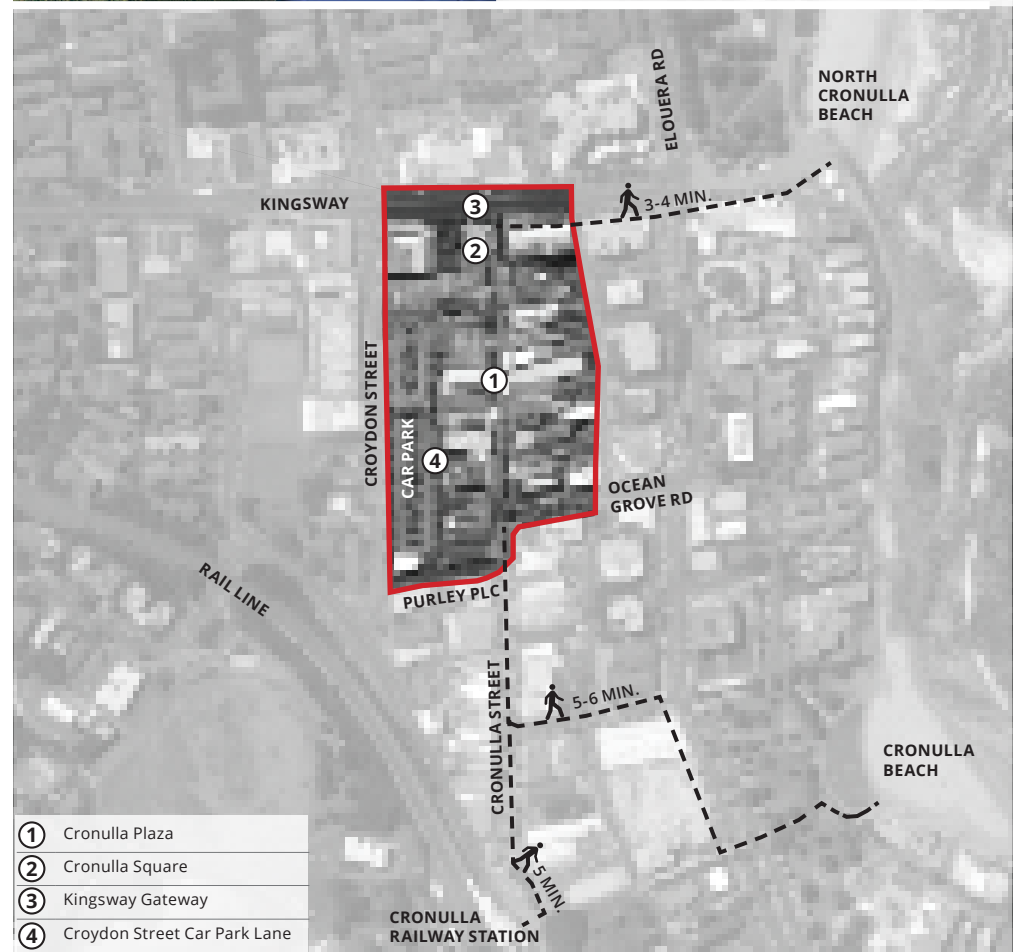
Cronulla Plaza and Square are well paved. Prominent features in the area are the Canary Island date palms, the Rotary Club clock tower, the outdoor dining areas and council provided fixed and moveable outdoor seating. The primary pedestrian path is generally through the centre of the space, but the visual connections across the plaza are poor due to presence of substantial structures housing outdoor dining areas. The Plaza hosts three events each year sponsored by Council: an Easter Show, the Spring Fair and the Car Show.

Kingsway is the primary road providing vehicular access to Cronulla. It has a steep gradient from Cronulla Square to North Cronulla Beach and offers great views to the water.

Croydon Street Car Park is a public multi-storeyed building with a capacity of 481 parking spaces accessed from Croydon Street. Croydon Street Car Park Lane is located between the car park building and the western block of Cronulla Plaza. The laneway is a dark pedestrian space with some access corridors linking it to the plaza.



Sketch section through Cronulla Plaza showing proportion of built form to open space



- | | |
|---|------------------------------|
| ① | Cronulla Plaza |
| ② | Cronulla Square |
| ③ | Kingsway Gateway |
| ④ | Croydon Street Car Park Lane |

The Study Area with key surrounding destinations



KEY FINDINGS FROM THE RESEARCH

The community perceives the Study Area to be walkable, welcoming, convenient and safe, but lacking recent investment. Strategic and statutory documents support developing the built form and local economy of the area. Site studies reveal the need for Cronulla Plaza and surrounds to protect its fine grain shopping experience, offer better place activation at day and night, and a neat and de-cluttered visual appearance.

WHAT STRENGTHS DO WE NEED TO BUILD UPON?

Following are the Study Area's strengths that need to be protected and built upon:

RELAXED BEACH SIDE LIFESTYLE OFFERING LOCAL CONVENIENCE

- The Study Area is located at a 5 minute walking distance from the popular Cronulla Beach, 4 minutes from North Cronulla Beach, 5 minutes from Cronulla Railway Station and 7-10 minutes from Cronulla Wharf
- *'Outdoor restaurant, cafe and/or bar seating'* and *'Things to do in the evening (shopping, dining, entertainment etc.)'* are the strengths of Cronulla Street according to the community
- Along with fine grain retail, hospitality and service businesses, the area has community assets such as the library, the post office, the kids' play area, performance area, public toilets and public space amenities

WALKABLE, WELCOMING AND SAFE PUBLIC DOMAIN

- For the community, *'Walking, cycling or public transport options'* and *'Ease of walking around (inc. crossing the street, moving between destinations)'* are the strengths of Cronulla Street
- Respondents also stated that Cronulla Street is *'Welcoming to all people'* and has a great *'Sense of safety (for all ages, genders, day/night etc.)'*

POLICY SUPPORT FOR IMPROVING THE LOCAL ECONOMY

- Strategic documents identify Cronulla Town Centre as the main tourist destination in the Sutherland Shire Council area, and designate it as 'High Activity Late Night Trading Premises'
- Statutory regulations support mixed use development in the Study Area, with an increase in commercial uses, shop-top housing and improvements to the tourism economy

WHAT PROBLEMS DO WE NEED TO SOLVE?

Following are the problems that the Study Area is currently facing:

LACK OF SELF-SUSTAINING PLACE ACTIVATION

- The Study Area is not on the desire line between the beach and railway station
- The Study Area has limited organic activation that would be delivered by more residents and non-commercial land uses
- The percentage of businesses trading in the evenings is lower than other similar places
- Only 13% of businesses trade outdoors post 6 pm in the Study Area
- The Study Area does not host markets or events on a regular basis

NEED TO IMPROVE THE VISUAL CHARACTER OF THE AREA

- The Study Area feels cluttered due to the presence of sheltered outdoor dining areas and signage dominating the built form character
- For the community, integrating *'Elements of the natural environment (views, vegetation, topography, water etc.)'* and improving the *'Overall look and visual character of the area'* are priorities for improvement
- The community also suggests improving *'Evidence of recent public investment (new planting, paving, street furniture etc.)'* and *'Unusual or unique buildings or public space design'* for enhancing the place experience

LACK OF ADEQUATE CARE AND PLACE MANAGEMENT

- According to the community, the topmost improvement priorities for Cronulla Street are *'General condition of vegetation, street trees and other planting'* and *'Cleanliness of public space'*, while *'Maintenance of public spaces and street furniture'*, *'General condition of businesses and shopfronts'* and *'General condition of buildings'* are secondary improvement priorities
- The area does not have a Place Manager to ensure its attractiveness and smooth functioning

PLACE OBJECTIVES

Based on our understanding of the problems we need to solve and the strengths we need to build upon, we have identified that Cronulla Plaza and surrounds need self-sustaining place activation through day and night and a green, well-managed and legible public realm.

WHAT ARE THE OVERARCHING OBJECTIVES FOR IMPROVEMENT?

Cronulla Town Centre Public domain Masterplan proposes four objectives and seven guiding principles for the design of the Study Area. Based on our research findings, we have identified three more overarching objectives for improvement. The following objectives guided the process of reviewing the draft design for Cronulla Plaza, Cronulla Square, Kingsway Gateway and Croydon Street Car Park Lane.

SUPPORT SELF-SUSTAINING PLACE ACTIVATION

- Improve sense of invitation from the Beach and the Railway Station
- Support a mix of uses that facilitate ongoing place activation
- Incentivise longer trading hours and night-time outdoor trading
- Encourage regular events that draw in locals and visitors

CREATE A CLEAN, GREEN AND WELL-MANAGED PUBLIC REALM

- Create a green shopping and dining experience in the Study Area
- Connect the Study Area better with its natural context
- Ensure cleanliness and maintenance of the public realm, built form and shopfronts

IMPROVE THE LEGIBILITY OF THE PUBLIC REALM

- Create a physically and visually accessible public realm
- Allow a clear distinction between places to move and places to sit and stay

	Does stage 2 design deliver on the objectives and principles?
Masterplan objectives	
Maintain and enhance Cronulla's distinctive place qualities	
Support Cronulla's role as a town centre and important visitor destination.	
Enhance the amenity and accessibility of the Cronulla Centre's public domain.	
Provide a comprehensive approach to the long-term development of the public domain within the Cronulla Centre	
7 Guiding Principles	
Celebrate the Main Street	
Make the town centre pedestrian and cyclist friendly	
Create memorable paths and connections	
Celebrate local landmarks and stories	
Create places to stay and play	
Create a diverse and safe night time experience	
Reflect local character	
3 Place Objectives	
Support self-sustaining place activation	
Create a clean, green and well-managed public realm	
Improve the legibility of the public realm	

REVIEW FRAMEWORK

Placemaking adopts a holistic approach for making new places and improving existing ones. Place Score has aligned the research findings with five themes - management, design, nature, local economy and access, to further refine the review criteria for the Stage 2 Design.

A HIGH PERFORMING ASSET

Currently the Study Area is performing really well, both for the local community and in comparison to other similar places. Cronulla Plaza is in the top 15% of 212 main street performers across Australia, has a relatively low vacancy rate and is highly activated during the day 7 days a week. The evening economy is substantively less strong with 35% of businesses open after 6 pm. The public domain is in good condition generally however vegetation is not thriving and there has been a build up of clutter in the form of outdoor dining shelters and street furniture. It should be noted however, that these elements have been accrued over time most likely due to demand and as such care should be taken in their wholesale removal.

The following Review Framework has been developed to ensure that delivery of the Stage 2 Design will enhance the place performance of the Study Area and minimise any potential negative impacts. The framework has been used to assess the draft Stage 2 design of Cronulla Plaza, Cronulla Square, Kingsway Gateway and Croydon Street Car Park Lane.

	COMMUNITY INPUT	PLACE AUDIT & CASE STUDY LEARNINGS	MASTERPLAN/ POLICY CONSIDERATIONS
MANAGEMENT	<ul style="list-style-type: none"> Public space is perceived to be safe for all. The community prioritises a clean public realm and well maintained vegetation having a great visual character. Maintaining public assets and privately owned buildings and shopfronts should be considered. 	<ul style="list-style-type: none"> Cronulla Plaza and Square are well equipped with bins. There is a need of better management in relation to placement of A-frames. Waste collection is currently completed in the mornings - evening traders having to place bins out through the day may negatively impact place experience. The construction phase will have significant impacts on trade and pedestrian movement in the Study Area. 	<ul style="list-style-type: none"> The Masterplan supports enhancing the public space amenity, but there is no direct reference to management. Placing up to two A-Frame signage outside shops is permitted between 7 am and 10 pm up to 3m from the shopfronts, however an application needs to be submitted to seek approval.
DESIGN	<ul style="list-style-type: none"> PX Scores for Cronulla Street are above the national average for all 50 attributes, with 42 attributes having significantly high scores. The community prioritises improvements to local identity and uniqueness. Investing in new public assets and improving the private domain should be considered. 	<ul style="list-style-type: none"> Cronulla Plaza and Square have good quality pavement and outdoor furniture. There is a variety and choice of seating options (free and commercial). The layout of the plaza does not allow clear lines of sight. The Case Studies support movement paths along edges and staying places in the centre of the public space. Some of the Case Studies integrate landmarks and artworks in the public space design. 	<ul style="list-style-type: none"> The Masterplan as well as the LEP, DCP and the Public Domain Design Manual support development that respects local place character and amenity. The DCP supports signage to be consistent with the place character and not clutter the streetscape, and power lines to be under-grounded to improve visual character The Public Domain Design Manual supports clear demarcation of moving and staying places, with outdoor dining only permitted in Street Furniture Zones or in licensed areas. The Community Strategic Plan and Cultural Strategy support development of infrastructure for community gathering, events, activation and improved attractiveness of the public domain.
NATURE	<ul style="list-style-type: none"> There are no strengths for this theme according to the community. The community prioritises using nature as a point of difference but making sure vegetation is cared for. Investing in new planting in the public space should be considered. 	<ul style="list-style-type: none"> Trees in the Study Area are iconic and give the place a beachy look and feel. The Study Area lacks shade giving canopy trees, green shopfronts and groundcover. Removal of existing trees and planting new ones will lead to lack of shade in the space for at least 5 years until the new trees grow. The Case Studies support investment in shade giving canopy trees and integration of greenery with shopfronts. 	<ul style="list-style-type: none"> The Masterplan supports enhancing the public space amenity, but there is no direct reference to nature/greenery. The DCP indicates planting exotic deciduous trees in Cronulla Plaza, exotic evergreen trees in the Square and large street trees along Kingsway. As per the Public Domain Design Manual, any tree removed is required to be replaced with 4 new trees. The Community Strategic Plan supports enhancing the green cover in the Study Area.

The Review Framework

	REVIEW CRITERIA	DESIGN STRENGTHS	DESIGN CHALLENGES	RECOMMENDATIONS
MANAGEMENT	Protect and enhance safety of the public space			
	Manage outdoor dining to promote its benefits and avoid its impacts on neighbours and other users			
	Ensure a neat and clean public realm			
	Ensure maintenance and care of planting and vegetation			
	Consider improvements to building facades and shopfronts			
	Minimise impacts of waste collection activity on trading in the Study Area			
	Minimise the impacts of construction on traders and pedestrians			
DESIGN	Protect distinctive local character and amenity contributing to the high performance of the place			
	Protect the choice of seating options			
	Improve uniqueness of the area integrating public art, unique heritage buildings and landmarks			
	Ensure allocation of specific areas for street furniture (A-frames, shopfront displays, outdoor dining, seating)			
	Ensure facade elements allow a consistent visual character			
	Ensure legibility of public realm and clear visual access to shopfronts			
	Ensure a clear segregation of moving and staying places			
NATURE	Improve infrastructure for community gathering, temporary retail, events and cultural activation			
	Increase greenery and shade to offer physical and visual comfort			
	Improve integration of natural features in the design of the public realm and built form			
	Ensure species selection and planting methods promote tree health and easier maintenance			

	COMMUNITY INPUT	PLACE AUDIT & CASE STUDY LEARNINGS	MASTERPLAN/ POLICY CONSIDERATIONS
LOCAL ECONOMY	<ul style="list-style-type: none"> • Presence of alfresco dining, essential shops and entertainment activities in the Study Area are perceived as strengths by the community. • There are no high priorities for this theme but ensuring better maintenance of shops should be considered with a view of improving trading activity. 	<ul style="list-style-type: none"> • Cronulla Plaza and Square are highly activated during the day and have great fine grain shopfronts. • Post 6 pm, only 13% of the total number of businesses in the area trade outdoors. • The Case Studies support longer trading hours for businesses to allow night time activation. • Some of the Case Studies support temporary trading in the public space for enhancing the local economy. 	<ul style="list-style-type: none"> • The Masterplan supports a holistic approach to development of the place as a retail/commercial main street serving locals and tourists through day and night. Improving local tourism activity is also supported by the Economic Strategy. • The LEP and DCP encourage shoptop housing and a mix of uses in the Study Area that will support business activity. • The DCP designates the area as 'High Activity Late Night Trading Premises' and supports increase in outdoor dining and night time trading, however extension of trading hours requires businesses to go through a DA process. For businesses wanting to serve alcohol, a liquor licence is required in addition. • Renting outdoor spaces for dining and shopfront displays needs approval from Council, but the process is simple. Rents are higher for use of Council owned umbrella structures. • Casual Leasing is permitted in the Study Area only for non-commercial activities, and product sampling is not permitted. • Mobile Food Vending is permitted only at Council approved events. In other cases, mobile food vending in the public area is only permitted for the sale of icecream.
ACCESS	<ul style="list-style-type: none"> • For the community, walkability and movement options, and the welcoming feel of the public space are strengths of Cronulla Street. • While there are no high priorities, improving access/infrastructure for private vehicle users should be considered. 	<ul style="list-style-type: none"> • The Study Area is in close vicinity of rail, bus and ferry options, but not on the desire line between Cronulla Railway Station and Cronulla Beach. • The Area does not offer a great sense of invitation from the Railway Station. 	<ul style="list-style-type: none"> • The Masterplan supports improving walking and cycling access and creating memorable paths and connections to the centre. • The Public Domain Design Manual supports prioritisation of pedestrians over vehicles for the Study Area, with clearly distinguished 'Pedestrian-Only' and 'Street Furniture' zones. The 'Pedestrian-Only zone is required to be free of obstructions, including outdoor dining. • Improving accessibility of public places is supported by the Community Strategic Plan.

The Review Framework

	REVIEW CRITERIA	DESIGN STRENGTHS	DESIGN CHALLENGES	RECOMMENDATIONS
LOCAL ECONOMY	Protect the fine grain shopping experience and entertainment options offered by the main street			
	Protect and enhance day and night time outdoor dining			
	Improve temporary trading (markets, mobile food vending) opportunities			
	Encourage a mix of uses to support and sustain local retail, commercial and tourist activity through day and night			
	Encourage a variety of public space activities to create great staying places			
ACCESS	Protect walkability to and within the Study Area			
	Protect the sense of welcome of the Study Area			
	Ensure convenient physical access for users travelling by different modes			
	Improve sense of invitation of the area to attract higher footfall			
	Improve accessibility for people of all ages and mobilities			

PART B

RESEARCH SUMMARY

PLACE EXPERIENCE STUDY

- PX ASSESSMENT
- CARE FACTOR SURVEY
- STRENGTHS AND PRIORITIES OF CRONULLA STREET

BUSINESS AUDIT

POLICY AUDIT

CASE STUDIES

PLACE EXPERIENCE STUDY

Place Score offers two sophisticated place measurement tools, Care Factor and Place Experience (PX) Assessments. Together they help identifying what is important, how a place is performing and what the focus of change should be. For Cronulla Street (Plaza), Place Score collected data via face-to-face surveys on 21st and 22nd February 2020. A total of 149 responses were collected.

CONFIDENCE LEVEL:

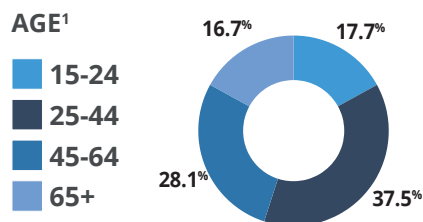
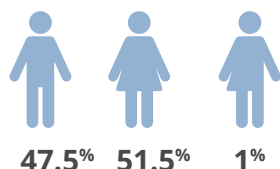
Unless noted otherwise, a **95% confidence level** with a margin of error of $\pm 5\%$ can be expected for all Care Factor Data.

	Demographic	Low Target	Achieved	Remark
CF	CF Sample	n = 96 for $\pm 10\%$ at 95% Confidence	n = 99	Target achieved
	15-24 yrs	14.6% $\pm 5\%$	17.7%	Target Achieved
	25-44 yrs	31.9% $\pm 5\%$	37.5%	0.6% above target margin
	45-64 yrs	32.6% $\pm 5\%$	28.1%	Target Achieved
	65+ yrs	20.9% $\pm 5\%$	16.7%	Target Achieved
	Male	48.8% $\pm 5\%$	47.5%	Target Achieved
	Female	51.2% $\pm 5\%$	51.5%	Target Achieved
PX	PX sample	n = 40 for $\pm 7.7\%$ at 95% Confidence	n = 50	Above target
	15-24 yrs	14.6% $\pm 5\%$	18%	Target Achieved
	25-44 yrs	31.9% $\pm 5\%$	48%	11.1% above target margin
	45-64 yrs	32.6% $\pm 5\%$	30%	Target Achieved
	65+ yrs	20.9% $\pm 5\%$	4%	11.9% below target margin
	Male	48.8% $\pm 5\%$	44%	Target Achieved
	Female	51.2% $\pm 5\%$	54%	Target Achieved

CARE FACTOR DATA

Data was collected via face-to-face surveys on 21st and 22nd February, 2020. A total of 99 people participated.

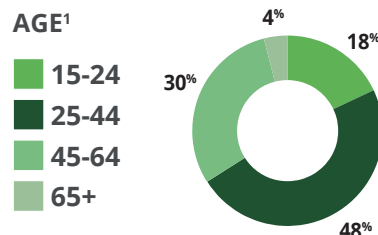
n=99
GENDER



PX DATA

Data was collected via face-to-face surveys on 21st and 22nd February, 2020. A total of 50 people participated.

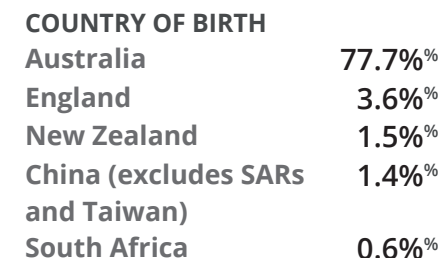
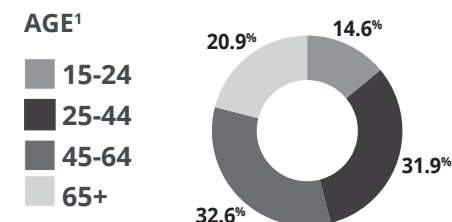
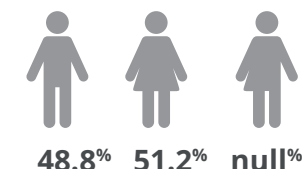
n=50
GENDER



2016 CENSUS DATA

This column captures the make-up of the Sutherland Shire population in accordance with the 2016 census.

N=218,464
GENDER



HOW IS CRONULLA STREET PERFORMING?

Place Score conducted Place Experience (PX) Assessments at Cronulla Street (between Ocean Grove Avenue and Kingsway) asking respondents to rate 50 unique attributes of the street. Respondents stated Cronulla Street to be performing as follows:

OFFERS ESSENTIAL BUSINESSES AND ALFRESCO DINING

- *'Outdoor restaurant, cafe and/or bar seating'* is the best performing attribute of the street (attribute score 8.7/10), followed by *'Grocery and fresh food businesses'* (attribute score 8.6/10).

WALKABLE, WELCOMING AND SAFE

- *'Walking paths that connect to other places'* and *'Welcoming to all people'* are among the top 3 performing attributes (attribute scores 8.5/10 each)
- Respondents also highly rate the street for *'Physical safety (paths, cars, lighting etc.)'* (attribute score 8.4/10), *'Walking, cycling or public transport options'* (attribute score 8.4/10) and *'Ease of walking around (inc. crossing the street, moving between destinations)'* (attribute score 8.2/10)

LACKING INFRASTRUCTURE SUPPORTING CAR USE

- *'Car accessibility and parking'* is the worst performing attribute of the street (attribute score 6.1/10)

LACKING RECENT INVESTMENT AND UNIQUE BUILDINGS AND PUBLIC SPACES

- Amongst the lowest performing attributes are *'Evidence of recent private investment (new buildings, painting etc.)'* (attribute score 6.3/10) and *'Evidence of recent public investment (new planting, paving, street furniture etc.)'* (attribute score 6.7/10)
- Respondents also perceive the street to lack *'Unusual or unique buildings or public space design'* (attribute score 6.8/10)

WHAT DO RESPONDENTS CARE ABOUT?

Place Score conducted a Care Factor Survey in Cronulla asking respondents to select the attributes that were most valuable to them in an ideal town centre environment. The Care Factor Survey respondents stated that they value a town centre that is:

CLEAN, GREEN AND WELL-MAINTAINED

- *'Cleanliness of public space'* and *'General condition of vegetation, street trees and other planting'* are the #1 and #5 Care Factor attributes overall
- Respondents also highly value the presence of *'Elements of the natural environment (views, vegetation, topography, water etc.)'* (Care Factor #2 overall and #1 for visitors) and the *'Overall look and visual character of the area'* (Care Factor #7 overall)
- Residents, visitors and people aged 15-44 also value *'Vegetation and natural elements (street trees, planting, water etc.)'*

OFFERING A CHOICE OF THINGS TO DO

- *'Outdoor restaurant, cafe and/or bar seating'* and *'Things to do in the evening (shopping, dining, entertainment etc.)'* have a Care Factor rank of #3 and #9 overall
- Visitors and people over 45 also value the presence of *'Amenities and facilities (toilets, water bubblers, parents rooms etc.)'* supporting the public space experience
- People aged 25-44 also care about having *'Spaces suitable for specific activities (play, entertainment, exercise etc.)'*

ACTIVE AND PUBLIC TRANSPORT ORIENTED

- *'Ease of walking around (including crossing the street, moving between destinations)'* and *'Walking, cycling or public transport options'* are among the top 10 Care Factor attributes overall
- Men and people over 45 place walkability within their top 3 Care Factor attributes

SAFE AND WELCOMING

- Respondents desire a town centre that is *'Welcoming to all people'* (CF rank #6 overall) and offers a *'Sense of safety (for all ages, genders, day/night etc.)'* (CF rank #8 overall)

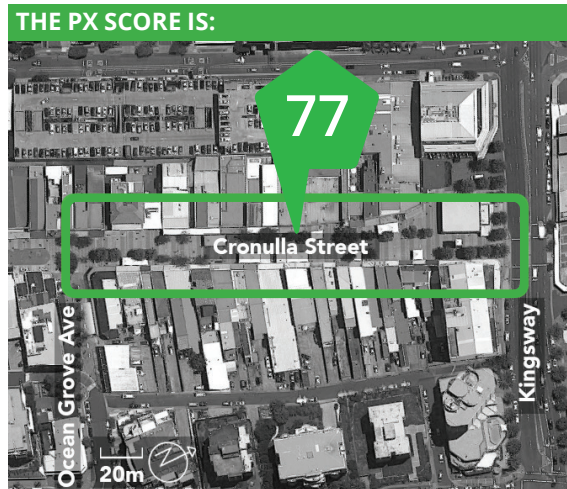


PX ASSESSMENT

Place Score conducted a Place Experience (PX) Assessment at Cronulla Street (Plaza between Ocean Grove Ave and Kingsway) asking respondents to rate 50 unique attributes of the street. 50 people participated, identifying the place to be walkable, welcoming and offering essential businesses and outdoor dining but lacking infrastructure supporting car use, recent investment and uniqueness.

KEY FINDINGS:

- 50 people completed an on-site assessment on 21st and 22nd February 2020
- Cronulla Plaza and Square received a PX Score of 77/100.
- The strongest rated attribute is 'Outdoor restaurant, cafe and/or bar seating'.
- The poorest rated attribute is 'Car accessibility and parking'.
- Men rate 'Spaces suitable for specific activities (play, entertainment, exercise etc.)' 3.5% higher than women
- Women rate 'Diversity of price points (\$ to \$\$\$)' 15.7% higher than men
- 15-24 yrs olds rate 'Car accessibility and parking' 28.6% higher than 45-64 yrs olds
- 45-64 yrs olds rate 'Diversity of price points (\$ to \$\$\$)' 12.8% higher than 15-24 yrs olds
- Residents rate 'Service businesses (post offices, libraries, banks etc.)' 35% higher than Students
- Visitors rate 'Interesting things to look at (people, shops, views etc.)' 34.7% higher than *Students*
- People born in Australia rate 'Service businesses (post offices, libraries, banks etc.)' 5.5% higher than people born in New Zealand
- People with Australasian ancestry rate 'Culturally diverse businesses (range of ethnicities and interests etc.)' 6.7% higher than people with European (including United Kingdom) ancestry

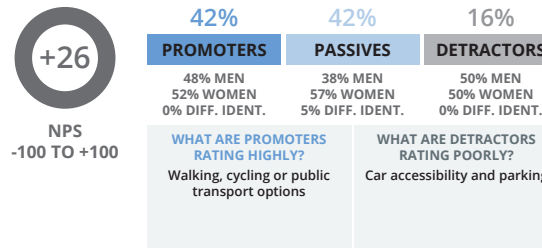


How does this compare with other similar places?



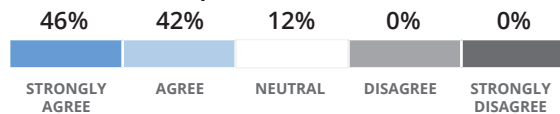
NET PROMOTER SCORE (NPS)³

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"

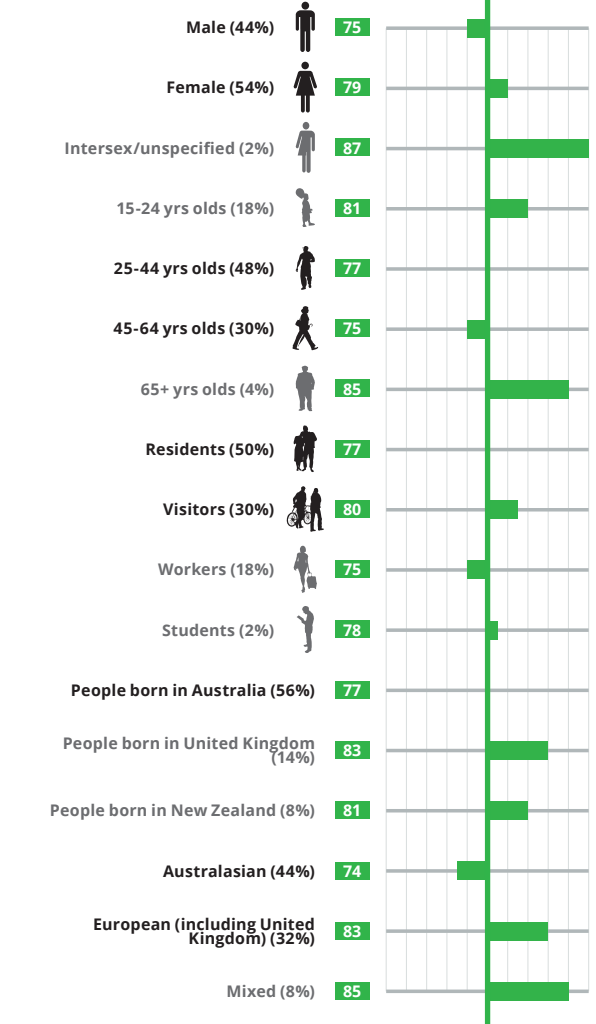


COMMUNITY GROUP PX SCORES

Groups within your community may perceive place experience differently to one another. The following infographic provides you with the PX Scores for different demographic groups:

Total² n=50

About your respondents:
(% of total respondents)



THE FIVE DIMENSIONS OF GREAT PLACES

The Place Score™ attributes have been defined as a result of extensive investigation of community, academic and commercial research to identify the factors that contribute to place experience under 5 key place dimensions. The strongest and poorest attributes, and their contribution to the overall PX Score are noted under the respective place dimension.



LOOK & FUNCTION

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

16 /20

STRONGEST PERFORMING (SCORE/10)	
Amount of public space (footpaths and public spaces)	8.4
Physical safety (paths, cars, lighting etc.)	8.4
Ease of walking around (inc. crossing the street, moving between destinations)	8.2



SENSE OF WELCOME

Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests

16 /20

Grocery and fresh food businesses	8.6
Welcoming to all people	8.5
Walking, cycling or public transport options	8.4



THINGS TO DO

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

16 /20

Outdoor restaurant, cafe and/or bar seating	8.7
Walking paths that connect to other places	8.5
Spaces suitable for specific activities (play, entertainment, exercise etc.)	8.2



UNIQUENESS

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

15 /20

Landmarks, special features or meeting places	8
Elements of the natural environment (views, vegetation, topography, water etc.)	7.8
A cluster of similar businesses (food, cultural traders, fashion etc.)	7.7



CARE

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

14 /20

Interaction with locals/ other people in the area (smiles, customer service etc.)	8
Shop window dressing (visual merchandising)	7.6
Cleanliness of public space	7.4

HOW DOES PX SCORE WORK?

PX Score provides you with a number between 0 and 100 that measures your community's experience of their place. It allows you to identify the place attributes that are contributing positively and negatively to place experience; providing you with an important tool for prioritising investment. Participants were asked to complete face to face surveys rating 50 place attributes in terms of the contribution to their personal experience.

POOREST PERFORMING (SCORE/10)	
Shelter/awnings (protection from sun, rain etc.)	7.3
Buildings and shop fronts	7.5
Street furniture (including benches, bins, lights etc.)	7.8
Car accessibility and parking	6.1
Diversity of price points (\$ to \$\$\$)	7.3
Culturally diverse businesses (range of ethnicities and interests etc.)	7.6
Evidence of community activity (community gardening, art, fundraising etc.)	7.7
Space for group activities or gatherings	8
Free and comfortable places to sit alone	8
Unusual or unique buildings or public space design	6.8
Unique mix or diversity of people in the area	7.1
Unusual or unique businesses/shops	7.1
Evidence of recent private investment (new buildings, painting etc.)	6.3
Evidence of recent public investment (new planting, paving, street furniture etc.)	6.7
General condition of businesses and shopfronts	7

CARE FACTOR SURVEY

Place Score conducted a Town Centre Care Factor Survey in Cronulla asking respondents to select the attributes that were most important to them in their ideal town centre. 99 people participated in the survey, stating their ideal town centre to be clean, green and well-cared, active and public transport oriented, safe and welcoming and offering a choice of things to do.

WHAT DO WE ALL CARE ABOUT?

Cronulla's community values a town centre that is:

N=99

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	65%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	58%
#3	Outdoor restaurant, cafe and/or bar seating	55%
#4	Ease of walking around (including crossing the street, moving between destinations)	54%
#5	General condition of vegetation, street trees and other planting	53%
#6	Welcoming to all people	51%
#7	Overall look and visual character of the area	49%
#8	Sense of safety (for all ages, genders, day/night etc.)	47%
#9	Things to do in the evening (shopping, dining, entertainment etc.)	46%
#10	Walking, cycling or public transport options	44%

DEMOGRAPHIC BREAKDOWN

The following tables illustrate the differences in values between demographic groups. The circled numbers refer to the Cronulla Top 10 Care Factors, while the colour identifies a demographic's top three attributes.

DEMOGRAPHIC BREAKDOWN												
	ALL	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	
	99	1	2	3	4	5	6	7	8	9	10	Attributes with rank #3 and higher if not in the overall Top 10
Male	47	57%	49%	51%	53%	51%	45%	51%	47%	45%	53%	
Female	51	71%	65%	57%	55%	53%	55%	49%	47%	49%	37%	
Age												
0-24	20	75%	60%	55%	60%	35%	60%	30%	45%	60%	60%	
25-44	36	64%	64%	58%	36%	67%	56%	47%	50%	42%	39%	
45-64	27	63%	56%	52%	67%	44%	56%	59%	52%	52%	41%	Amenities and facilities (toilets, water bubblers, parents rooms etc.)(59%)
65+	16	56%	44%	50%	63%	56%	19%	63%	38%	31%	44%	Evidence of recent public investment (new planting, paving, street furniture etc.)(56%)
Country of birth (Top 3)												
Australia	75	65%	55%	57%	55%	48%	51%	45%	47%	49%	45%	
United Kingdom	10	70%	50%	50%	50%	80%	40%	60%	40%	40%	30%	Car accessibility and parking(60%), A cluster of similar businesses (food, cultural traders, fashion etc.)(60%)
New Zealand	4	50%	75%	0%	75%	50%	50%	75%	50%	50%	50%	
Ancestry (Top 3)												
Australasian	51	71%	59%	51%	47%	47%	55%	53%	45%	45%	39%	
European (including United Kingdom)	35	51%	57%	63%	71%	66%	51%	46%	43%	46%	54%	
Mixed	7	86%	71%	43%	29%	57%	29%	29%	86%	43%	29%	Quality of public space (footpaths and public spaces)(86%)

LEGEND

#1 attribute #2 attribute #3 attribute

LEGEND

#1 Different from overall top 10 Care Factors

RESIDENTS¹

N=69

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	64%
=#2	General condition of vegetation, street trees and other planting	58%
=#2	Outdoor restaurant, cafe and/or bar seating	58%
#4	Ease of walking around (including crossing the street, moving between destinations)	55%
=#5	Elements of the natural environment (views, vegetation, topography, water etc.)	51%
=#5	Welcoming to all people	51%
#7	Overall look and visual character of the area	46%
=#8	Sense of safety* (for all ages, genders, day/night etc.)	43%
=#8	Things to do in the evening* (shopping, dining, entertainment etc.)	43%
#10	Vegetation and natural elements* (street trees, planting, water etc.)	42%

VISITORS¹

N=16

RANK	ATTRIBUTE	% OF N
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	88%
#2	Cleanliness of public space	75%
#3	Sense of safety (for all ages, genders, day/night etc.)	69%
#4	Overall look and visual character of the area	62%
=#5	Outdoor restaurant, cafe and/or bar seating*	56%
=#5	Things to do in the evening* (shopping, dining, entertainment etc.)	56%
=#5	Vegetation and natural elements* (street trees, planting, water etc.)	56%
=#5	Walking, cycling or public transport options*	56%
#9	Welcoming to all people*	50%
#10	Amenities and facilities* (toilets, water bubblers, parents rooms etc.)	44%

MEN

N=47

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	57%
=#2	Ease of walking around (including crossing the street, moving between destinations)	53%
=#2	Walking, cycling or public transport options	53%
=#4	General condition of vegetation, street trees and other planting	51%
=#4	Outdoor restaurant, cafe and/or bar seating	51%
=#4	Overall look and visual character of the area	51%
#7	Elements of the natural environment (views, vegetation, topography, water etc.)	49%
#8	Sense of safety* (for all ages, genders, day/night etc.)	47%
=#9	Things to do in the evening* (shopping, dining, entertainment etc.)	45%
=#9	Welcoming to all people*	45%

WOMEN

N=51

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	71%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	65%
#3	Outdoor restaurant, cafe and/or bar seating	57%
=#4	Ease of walking around (including crossing the street, moving between destinations)	55%
=#4	Welcoming to all people	55%
#6	General condition of vegetation, street trees and other planting	53%
#7	Vegetation and natural elements (street trees, planting, water etc.)	51%
=#8	Overall look and visual character of the area	49%
=#8	Things to do in the evening (shopping, dining, entertainment etc.)	49%
#10	Sense of safety (for all ages, genders, day/night etc.)	47%

LEGEND

#1 Different from overall top 10 Care Factors

PEOPLE AGED 15-24

N=20

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	75%
=#2	Ease of walking around (including crossing the street, moving between destinations)	60%
=#2	Elements of the natural environment (views, vegetation, topography, water etc.)	60%
=#2	Things to do in the evening (shopping, dining, entertainment etc.)	60%
=#2	Walking, cycling or public transport options	60%
=#2	Welcoming to all people	60%
=#7	Outdoor restaurant, cafe and/or bar seating*	55%
=#7	Vegetation and natural elements* (street trees, planting, water etc.)	55%
#9	General condition of buildings*	50%
#10	Public art, community art, water or light feature*	45%

PEOPLE AGED 25-44

N=36

RANK	ATTRIBUTE	% OF N
#1	General condition of vegetation, street trees and other planting	67%
=#2	Cleanliness of public space	64%
=#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#4	Outdoor restaurant, cafe and/or bar seating	58%
#5	Welcoming to all people	56%
#6	Sense of safety (for all ages, genders, day/night etc.)	50%
#7	Overall look and visual character of the area*	47%
=#8	Spaces suitable for specific activities* (play, entertainment, exercise etc.)	44%
=#8	Vegetation and natural elements* (street trees, planting, water etc.)	44%
#10	Things to do in the evening* (shopping, dining, entertainment etc.)	42%

PEOPLE AGED 45-64

N=27

RANK	ATTRIBUTE	% OF N
#1	Ease of walking around (including crossing the street, moving between destinations)	67%
#2	Cleanliness of public space	63%
=#3	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	59%
=#3	Overall look and visual character of the area	59%
=#5	Elements of the natural environment (views, vegetation, topography, water etc.)	56%
=#5	Welcoming to all people	56%
#5	Landmarks, special features or meeting places	56%
#8	Outdoor restaurant, cafe and/or bar seating*	52%
#8	Sense of safety* (for all ages, genders, day/night etc.)	52%
#8	Things to do in the evening* (shopping, dining, entertainment etc.)	52%

PEOPLE AGED 65+

N=16

RANK	ATTRIBUTE	% OF N
#1	Ease of walking around (including crossing the street, moving between destinations)	62%
#1	Overall look and visual character of the area	62%
#3	Cleanliness of public space*	56%
#3	Evidence of recent public investment* (new planting, paving, street furniture etc.)	56%
#3	General condition of vegetation, street trees and other planting*	56%
#6	A cluster of similar businesses* (food, cultural traders, fashion etc.)	50%
#6	Car accessibility and parking*	50%
#6	Local history, heritage buildings or features*	50%
#6	Outdoor restaurant, cafe and/or bar seating*	50%
#10	Amenities and facilities* (toilets, water bubblers, parents rooms etc.)	44%

STRENGTHS AND PRIORITIES

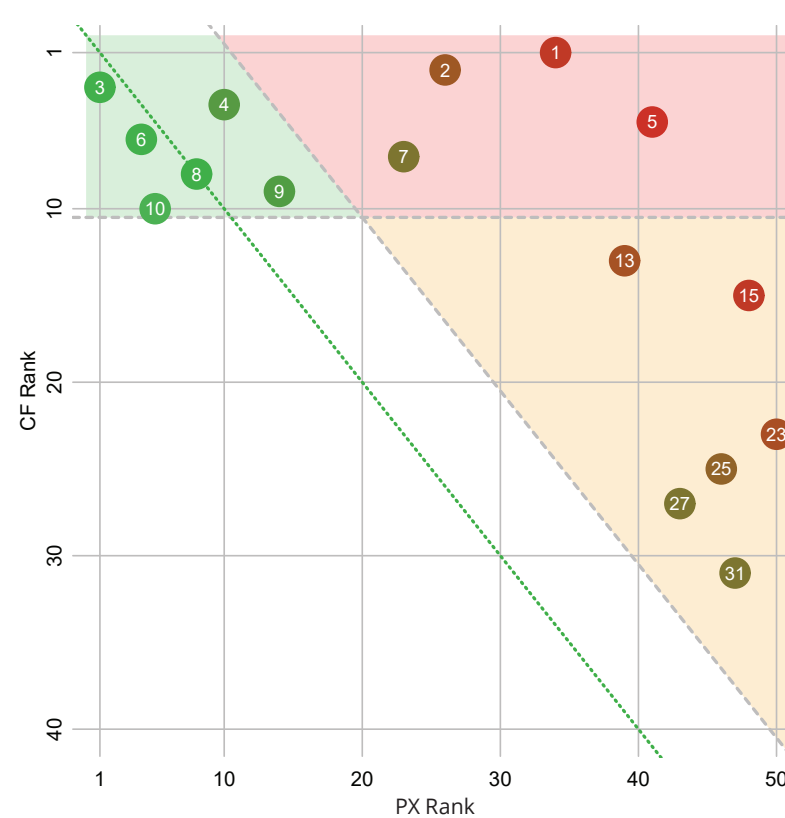
Aggregating the results of the PX Assessments and Care Factor Surveys revealed the strengths and improvement priorities for Cronulla Street. Data collected via the 149 responses collected indicates any future investment should focus on improving general care and maintenance, overall look and character of the space and the integration of natural elements. Walkability, sense of welcome, safety and the choice of things to do are noted as strengths to be protected.

These tables and graph illustrate your town centre's strengths, priorities, and things to consider.

STRENGTHS should be celebrated and protected.

PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

CONSIDERATIONS identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.



LEGEND

- Vertical: Top 10 CF threshold
- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking¹ (PX=CF+10)
- Equal CF rank and PX Score (PX=CF)
- Strength (Protect and build upon these attributes)
- Priority (Focus on improving these attributes)
- Consideration (Focus on improving these attributes AFTER all priorities have been addressed)

CF	STRENGTHS
10	Walking, cycling or public transport options
6	Welcoming to all people
3	Outdoor restaurant, cafe and/or bar seating
8	Sense of safety (for all ages, genders, day/night etc.)
9	Things to do in the evening (shopping, dining, entertainment etc.)
4	Ease of walking around (including crossing the street, moving between destinations)

CF	IMPROVEMENT PRIORITIES
5	General condition of vegetation, street trees and other planting
1	Cleanliness of public space
2	Elements of the natural environment (views, vegetation, topography, water etc.)
7	Overall look and visual character of the area

CF	FOR CONSIDERATION
15	Evidence of recent public investment (new planting, paving, street furniture etc.)
23	Car accessibility and parking
13	Maintenance of public spaces and street furniture
25	General condition of businesses and shopfronts
31	Unusual or unique buildings or public space design
27	General condition of buildings

BUSINESS AUDIT

The Study Area has approximately 69 ground floor businesses facing Cronulla Plaza and Square, which include retail, hospitality and service businesses. The vacancy rate is only 7%. 35% businesses stay open after 6 pm and around 31% have outdoor displays and/or setting for dining.

SUMMARY

Cronulla Plaza and Square are flanked by fine grain retail, hospitality and service businesses on the western and eastern edges. Additionally, some businesses are located within larger footprint premises (1-7 Cronulla Street, 34-36 Cronulla Street) while some are located on the upper levels of buildings.

Following are some key statistics about the ground floor businesses facing Cronulla Plaza and Square:

- 22 retail businesses (32%)
- 22 hospitality businesses (32%)
- 20 service businesses (29%)
- 5 vacancies (7%)
- 24 businesses trading post 6 pm (35%)
- 21 businesses trading outdoors (outdoor dining/outdoor displays) (30%)

Hospitality businesses undertaking outdoor dining use Council provided shelters. Most of these businesses also have indoor seating areas. However, the proportion of businesses trading outdoors post 6 pm is low (13% of total number of businesses) which contributes to poor activation of the area at night. The businesses trading during the evenings trade on all days of the week. The lack of clustering of businesses trading outdoors in the evenings may impact the way the area functions as a night time outdoor eating precinct.



Fine grain shopfronts and iconic trees add to the local character of the place



Use of Council-owned shelters for outdoor dining



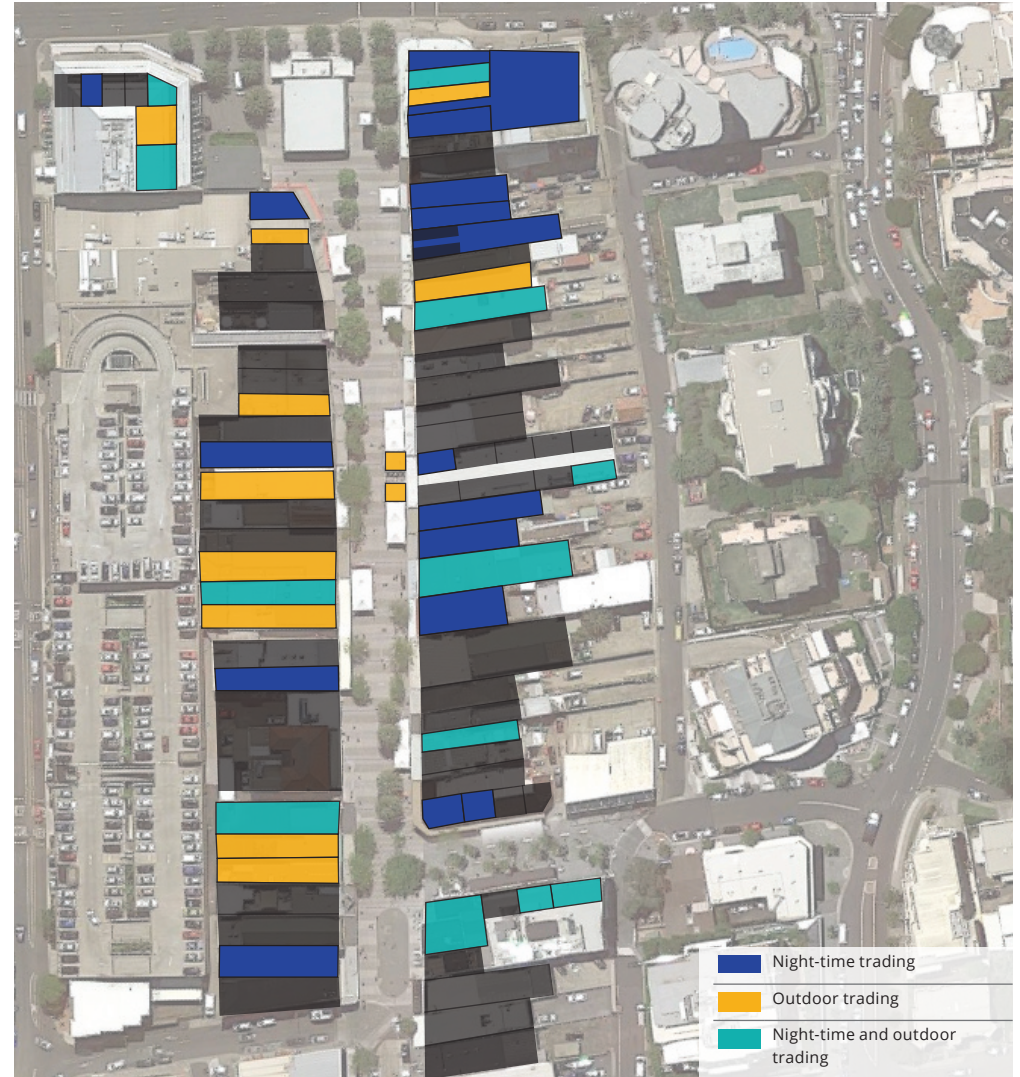
Post 6 pm, the Study Area is not activated with only a few businesses continuing to trade outdoors

Existing Businesses along western edge	Existing businesses along eastern edge
Bangkok Bites	Souvlaka Bar
Campos Cafe	MS Dumpling
Croydon Lane Wine and Tapas Bar	The Pie Shack
Cronulla Bake House	Cronulla Cinema
Kafenio Cafe	Boost Juice Bar
Karmila Cuts	Flight Centre
JAG Clothing	Quiksilver
Blue Illusion Clothing	The Italian Factory
SG Clothing	Tako Japanese Dining
Golden Hot Bread	Custom Fit Apparel Alterations
Strawberry Fair Cafe	Kinetic Martial Arts Training
Cronulla Plaza Newsagency	Hairbrush Men Salon
Biomechanic Healthcare	Nev's Cronulla Dollar Stretchers
Ghanda Clothing	Kurrabar Cafe
Berkelouv Bookshop	Lawrence Dry Cleaners
Cotton On	Sunburn Clothing
Rustic Ribs Cafe	Cronulla CMSP - Laverty Pathology
Rundles Clothing	Zestful Spa Pedicure
MedClinic Cronulla Medical Centre	Cronulla Travel
Blooms Chemist	Bottle O'Briens
Australia Post	Sushi Train
Anytime Fitness	Cronulla gourmet Grocery + Juicebar
Green's Footwear	Priceline Pharmacy
Kidstuff	Cotton On Body
Baker's Delight	Fingertipz Salon
Pacific Gourmet Meats	Shire Kebabs Turkish Cuisine
Flannery's Cronulla	Vodafone Partner Cronulla
Rip-curl Surf Revival	Naked Organic Health Foods
	Cold Rock Ice Creamery
	Salt Meats Cheese
	St George Bank
	Dn Hair Culture

List of ground floor businesses facing Cronulla Plaza and Square



Ground floor businesses in the Study Area



Businesses undertaking night-time and outdoor trading in the Study Area



POLICY AUDIT

Policies identify the Study Area as the main tourist destination in the Sutherland Shire and support built form development and improvement to its local economy. It is designated for High Activity Late Night Trading but businesses need to go through a DA process for extending trading hours. The current permits for outdoor trading and shopfront displays involve a simple process but regular mobile food vending and casual leasing for commercial activities is generally not allowed.

SUTHERLAND SHIRE LOCAL ENVIRONMENTAL PLAN 2015

The Study Area is located in B3 Commercial Core zone which encourages a mix of retail, business, office, entertainment and community uses; supports enhancing commercial viability by increasing economic activity, employment and resident population; and creating an inclusive, attractive, vibrant and safe public domain allowing community interaction, outdoor dining and landscaping. The LEP allows 2-2.5 FSRs along Cronulla Street, 13-16 m. building heights for the western edge and heights up to 20 m. for the eastern edge.

The LEP controls thus allow increasing the economic activity and supporting residential uses in the area.

SUTHERLAND SHIRE DEVELOPMENT CONTROL PLAN 2015

The DCP supports 'Commercial Core Cronulla' to allow a mix of uses, with retail/commercial uses on ground floor, commercial uses on the first floor and residential flats above (shoptop housing). It identifies the importance of increasing height and density along Cronulla Street respectful of the scale, character and amenity of the centre, and creating good links to beach. To allow development to be feasible at the permissible height and FSR, it mentions amalgamation of lots with minimum width of 20 m. None of the lots along Cronulla Street are shown as potential amalgamation sites.

The DCP regulations propose a street frontage height of 10 m. along the eastern edge of Cronulla Street and heights up to 13-16 m. along the western edge. Potential redevelopment of lots to the north of Kingsway has been indicated, with development requiring active edges and 2-storeyed street frontages. Development regulations propose no ground floor setbacks and 4-12 m. upper level setbacks along Cronulla Street.

For the public domain, the DCP supports creating additional outdoor dining, improving the accessibility, permeability and appearance of the centre including investment in tree planting and landscaping, and under-grounding power lines. It indicates planting exotic deciduous trees in Cronulla Plaza, exotic evergreen trees in the Square and large street trees along Kingsway. The DCP supports signage design to be consistent with the character of the precinct, prevent cluttering the streetscape and have no impact on the safety of the path.

The DCP regulations support night time trading activity by designating the space along Cronulla Street as High Activity Late Night Trading Premises. As per the Late Night Trading Regulations' base hours, non-licensed premises are permitted to trade up to 12 am, with shops and some other businesses permitted to trade beyond that. Licensed premises are allowed to trade indoors up to midnight and outdoors up to 10 pm between Monday and Saturday, and up to 10 pm

indoors and 9 pm outdoors on Sundays. Packages liquor outlets are not permitted to trade beyond 10 pm on any day. The DCP also considers extended hours of operation beyond the above base hours for premises determined to be managed well.

The DCP controls support place activation, improvements to the economic activity and physical appearance of the area.

PUBLIC DOMAIN DESIGN MANUAL

Three principles proposed by the Public Domain Design Manual are 'Design for people', 'Design with place' and 'Design by leadership', for which the corresponding outcomes are 'A context-sensitive, place-based public domain', 'A more liveable, people-oriented public domain' and 'Collaborative, cost-effective, creative design' respectively.

Kingsway being a state-owned regional road is proposed to prioritise vehicular functions while also enhancing pedestrian and place qualities. Reducing traffic speeds and enhancing pedestrian amenities at approach to and within commercial centres is supported by the manual.

For laneways (Croydon Street Car Park Lane), the manual supports recognising the role as a place for various pedestrian activities, encouraging building development activating the place and improving lighting.

For streets such as Cronulla Street, the manual supports clear priority to pedestrians over motor vehicles. The manual mandates 2.4 m. of clear width and 2.2 m. of clear height for high pedestrian activity commercial areas such as Cronulla Street and Kingsway. The pedestrian zone envelope is to extend from the building line and should have no obstructions in order to be accessible for all including people with impaired vision. The manual mandates outdoor dining to be located only in the Street Furniture Zone or in other licensed areas, and allow safe pedestrian movement. Outdoor dining areas are expected to provide universal access and may require the installation of barrier or bollard elements. Signage is also to be located only in the Street Furniture Zone.

The manual prescribes that if street trees are to be removed, they should be replaced at the rate of 4 trees for every 1 tree removed. As a Special Area, the material palette for the Study Area is guided by specific guidelines.

As per the manual, footpath upgrades, installation of street furniture, street lighting, utility service connections and landscaping involves two processes - the Development Application process and the Roads Act approval process.

The Public Domain Design Manual supports clear division between moving and staying places and improvements to the pedestrian experience of the area.

COMMUNITY STRATEGIC PLAN

The vision of the Community Strategic Plan is 'a connected and safe community that respects people and nature, enjoying active lives in a strong local economy'. Some of the aspirations of the community are to enhance the natural environment, evolve as a culturally rich and vibrant community, progress as a prosperous community for all, and offer a liveable place with a high quality of life.

The CSP thus supports improvements to trading activity, creation of local jobs, more opportunities for community gathering and cultural activities, improved active transport infrastructure, increase in housing diversity, and enhancements to green cover, accessibility and attractiveness of public places.

DELIVERY PROGRAM 2017-2021 AND OPERATIONAL PLAN 2019-2020

This document provides inputs into how the vision of the Community Strategic Plan will be implemented. Apart from completing Cronulla Plaza Stage 2 Design by September 2020, some of the other actions of the plan include increasing the green canopy, building local economy via artistic and cultural tourism, events, programs and festivals, implementation of a wayfinding program, and so on.

This document aims to deliver the CSP and thus facilitates economic success of the Study Area.

ECONOMIC STRATEGY

The Economic Strategy outcomes are 'Provide a prosperous community with a fulfilling work/life balance', 'A diverse, resilient and self-sustaining business community providing a prosperous and fulfilling lifestyle.', 'A skilled workforce contributing to the needs of the local economy.' and 'Increased size and value of tourism's contribution to the Sutherland Shire economy'. For Cronulla specifically, the strategy supports increasing short stay visitor accommodation.

The Economic Strategy supports building the local economy of the area.

CULTURAL STRATEGY

The Stage 2 design's Cultural Strategy seeks, through public art, to express Cronulla's unique identity and to tell Cronulla's history and the stories of its people. The strategy looks to align with a LGA-wide Cultural Plan, which is under draft. Some of the strategy's recommendations include an artist designed canopy in Cronulla Square as a meeting point and a freestanding sculpture outside the post office.

The Cultural Strategy promotes the cultural activation of the area, thus positively impacting the local economy.

PERMITS FOR TRADING IN THE STUDY AREA (OUTDOOR/NIGHT TIME)

For any street vending activity in the Study Area (shopfront displays, outdoor eating, etc.), businesses need to seek Council approval by filling out a 2-page form, submitting a plan of the area with specifications, and by paying an application fee. Businesses need to maintain public liability insurance with a minimum \$20 million cover. A security deposit equivalent to 3-months rent and the first rental fee needs to be paid. Hours of operation for outdoor eating areas are prescribed by the DCP. Hours for shopfront displays are based on business hours/ 7 am to 10 pm (if not stated). Displays are required to have a solid frontage to assist vision impaired persons. Outdoor eating permits are issued for a 2-year period. For trading in the fixed umbrella structures provided by Council, a higher rent is involved.

Council approval is required for placing A-frame signage in the public space. The process involves completing a 5-step online form and paying a nominal fee. Businesses need to maintain public liability insurance with a minimum \$20 million cover. In the Study Area, businesses can place up to two A-frames of size no more than 600mm x 900mm up to 3 m. from the shopfront under the edge of the awning, between 7 am and 10 pm. One shopfront is allowed only one A-Frame.

In regard to Mobile Food vending, only the sale of icecream is permitted in public areas. Mobile food carts/vans are allowed on Council land only at Council approved events, with authorisation from event organiser. Approvals are renewed on an annual basis.

Casual Leasing in the public space can only be undertaken for non-commercial activities by Sutherland Shire based local community groups, charities and not for profit organisations, local schools/sporting clubs groups and government bodies. A 1-page form and a nominal leasing fee is required to be submitted. A public liability insurance cover of a minimum of \$20 million listing Council as an interested party is required. Approved hours of operation for casual leasing are 9 am to 5 pm. Product Sampling (distribution of free trial product samples) is not available to businesses in the Study Area.

For any businesses wanting to extend trading hours, a DA process needs to be adopted requiring submission of various plans and assessments. For businesses wanting to serve alcohol, a liquor licence is required in addition.

Any kind of outdoor trading in the Study Area requires approval from Council, but the process is simple. Mobile Food vending is generally not supported except at events. Casual leasing is allowed for non-commercial activities. Extending trading hours requires a Development Application to be submitted, which could be a time consuming process.

CASE STUDIES

This section includes three case studies of pedestrian plazas of different scales and character across metropolitan Sydney. One in a beach-side centre, one in a dense urban environment close to a major public transport interchange and the last in an inner city neighbourhood. Each case study presents different ideas that can be adopted into the design of Cronulla Plaza and surroundings.

SUMMARY

A study of three pedestrian plazas was undertaken to understand what the Study Area in Cronulla can learn from other places. All the chosen examples are located in retail/commercial centres.

The Corso, Manly is a wide pedestrian plaza connecting Manly Beach and Manly Ferry Wharf. It is the oldest of all the case studies and is closest to Cronulla Plaza in terms of scale and context. Chatswood Mall is a pedestrian plaza located in a dense urban environment connecting Chatswood Interchange and the shopping/cultural centre. It caters to a large volume of people daily and hosts weekly markets. Kiaora Place in Double Bay is a rear laneway transformed into a shared plaza. While its scale is quite small compared to the other places, it demonstrates a great example of laneway activation that can be useful for designing parts of the Study Area in Cronulla.

	CRONULLA PLAZA AND SQUARE	THE CORSO, MANLY	CHATSWOOD MALL, CHATSWOOD	KIAORA PLACE, DOUBLE BAY
Distance to Sydney CBD	30 km.	16 km.	12 km.	4 km.
Distance to major transport node	5 minute walk (Cronulla Railway Station)	3 min. walk (Manly Ferry Wharf)	(2 min. walk (Chatswood Interchange)	14 min. walk (Edgecliff Railway Station)
Major attractor in/near the area	Cronulla Beach, Cronulla Library	Manly Beach, Manly Library	Westfield Shopping Centre	Woollahra Library
Length	240 m.	220 m.	175 m.	175 m.
Average width	20 m. - Cronulla Plaza, 50 m. - Cronulla Square	25 m.	19 m.	6-20 m. (varying width)
Built form to open space ratio	around 1:2.5	around 1:3	around 1:1.6	around 1:1.1
Businesses staying open after 6 pm	35%	Over 60%	Almost 50%	Over 60%
Regular temporary markets	-	Manly Market (Saturdays and Sundays on adjacent Market Place)	Chatswood Mall Markets (Thursdays and Fridays)	-
Housing density in surrounding area	Medium-high density	Medium density	High density	Medium density
Approximate tree cover	around 16% (mature but non-shade giving trees)	around 17% (mature but non-shade giving trees)	around 20% (mature and shade giving trees)	around 9% (young trees)
PX Score	77	75	-	72

Comparative analysis of the Study Area in Cronulla and the case study areas - The Corso in Manly, Chatswood Mall in Chatswood and Kiaora Place in Double Bay

1 - THE CORSO, MANLY

The Corso is a pedestrian mall connecting Manly Ferry Wharf and Manly Beach. It is located in a medium-density mixed use neighbourhood in the Northern Beaches LGA. The Corso dates back to 1855 when it was built as a boardwalk. With retail and commercial development over the years, the street was pedestrianised in the 1970s and further upgraded in 2007.

It is oriented northeast-southwest, and has a length of around 220 m. between South Steyne Street and Darley Road. It has a consistent width of around 25 m.

The area has a mix of ground level retail and hospitality businesses and entertainment services with some residential development above. Over 60% of the businesses along the mall continue to trade post 6 pm. Built form is built to edge, 2-3 storeys in height with awnings. With the public space being wider than the height of the built form, the Corso is designed to cater to a large number of people.

Pedestrian movement in the public space is along the edges of the mall, with the central space being reserved for vegetation, seating, a kids play area, information signage, water features, artwork, drinking water fountains and bins.

KEY STRENGTHS

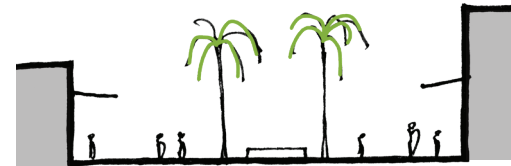
- Located on the desire line between key destinations
- Wide and busy yet clutter free space
- Clear distinction between moving and staying spaces
- Clear lines of sight
- Presence of artwork, water features and unique heritage buildings serving as visual landmarks
- Availability and variety of seating options
- Over 60% businesses trading late into the night

KEY CHALLENGES

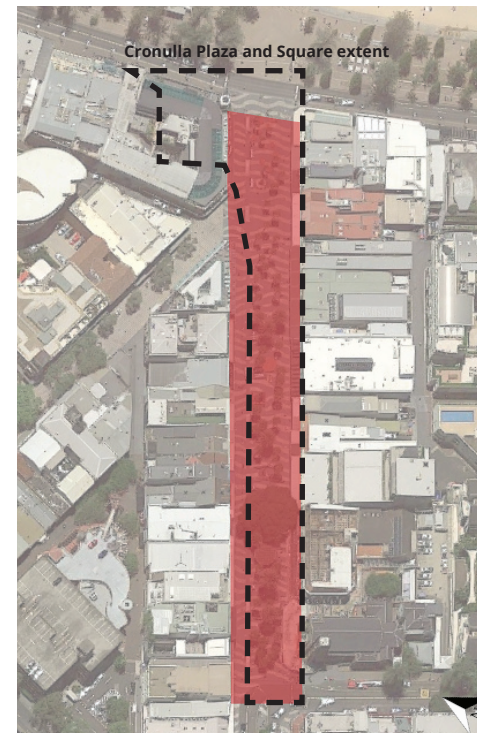
- No outdoor trading
- Not enough softscape and surface vegetation

WHAT CRONULLA CAN LEARN FROM THIS PLACE

- Improving the sense of invitation and creating a great staying place will help to increase the footfall of the Study Area in Cronulla
- Ensuring clear lines of sight similar to the Corso will improve the legibility of the area
- Encouraging longer business hours will help to activate the space through day and night
- Adding elements of artwork/water features could bring in a sense of delight



The Corso, Manly - approximate proportion of built mass and open space



The Corso, Manly (red hatch) with an overlay showing the comparative scale of Cronulla Plaza and Square

PX SCORE FOR THE CORSO (BETWEEN DARLEY ROAD AND SOUTH STEYNE STREET), MANLY, NSW

75



The Corso is a wide public plaza with pedestrian movement along the edges of shopfronts and the central space reserved for vegetation, seating, artwork, etc.



The Corso has a variety of seating options



With a mix of general and ambient lighting, the Corso becomes an attractive passageway for pedestrian movement and stays

2 - CHATSWOOD MALL, CHATSWOOD

Chatswood Mall is the pedestrian section of Victoria Avenue connecting Chatswood Interchange and Chatswood shopping district/cultural centre. It is located in a high-density mixed use urban environment in the Willoughby LGA. It was developed in 1989 after major retail developments in Chatswood.

It has a length of around 175 m. between Anderson Street to the east and the train line to the west. It has a consistent width of around 19 m.

The mall is flanked by over 40 ground floor retail, hospitality and service businesses with continuous awnings. In addition there are shopping centres such as Westfield Shopping Centre, Lemon Grove Centre and The Gallery which house several businesses. Almost 50% businesses along the mall continue to trade post 6 pm. The built form is built to edge with a height of 2-3 storeys. The mall hosts weekly markets on Thursdays and Fridays.

The pedestrian movement is along the two sides of the mall while the central space is reserved for large trees, seating and temporary market stall spaces. Standard wooden benches are arranged in a way such that people can choose to face other people or have their privacy. Only a few businesses at the western end of the mall trade outdoors.

KEY STRENGTHS

- Located on the desire line between key destinations
- Presence of major regional attractors (Westfield Shopping Centre)
- Almost 50% businesses trading during the evenings
- Great choice of seating options
- Availability of bike parking, wayfinding signage, bins and drinking water fountains
- Organised spatial layout
- Presence of greenery and shade
- Presence of high-density residential uses in the vicinity of the Centre

KEY CHALLENGES

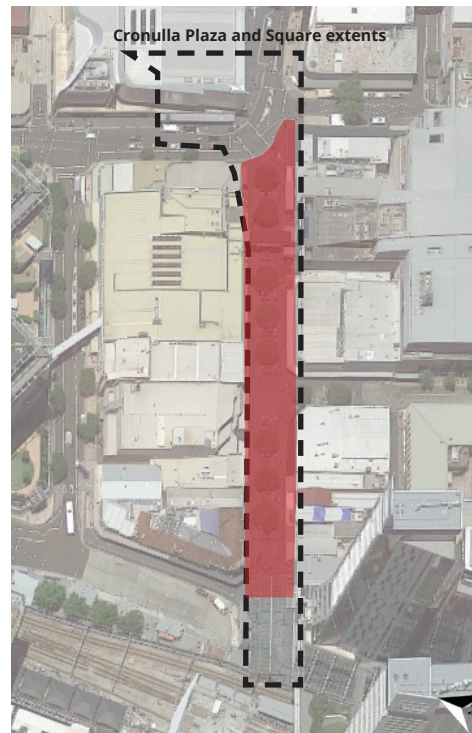
- More functional but less warm and inviting
- Lack of cleanliness and maintenance

WHAT CRONULLA CAN LEARN FROM THIS PLACE

- The Study Area in Cronulla could draw in more people if it promises a great staying experience and a great link to the North Cronulla Beach
- Hosting markets on a regular basis could make it a destination for ongoing visitation
- Adding more shade giving trees and offering a choice of seating options like Chatswood Mall will help to enhance the experience of the place



Chatswood Mall - approximate proportion of built mass and open space



Chatswood Mall (red hatch) with an overlay showing the comparative scale of Cronulla Plaza and Square



Chatswood Mall has a clear distinction between moving and staying spaces, with the central area being reserved for seating and trees and movement being along the edges of shops



The Mall has a variety of seating types and layouts, allowing both privacy and views of the surrounding activity



Chatswood Mall hosts weekly markets on Thursdays and Fridays which draw in a lot of people

PX SCORE FOR KIAORA PLACE (BETWEEN KIAORA ROAD AND MANNING ROAD), DOUBLE BAY, NSW

72

3 - KIAORA PLACE, DOUBLE BAY

Kiaora Place is a shared retail street serving as the primary activity spine in the southern part of Double Bay Centre. It is located in an inner city medium density neighbourhood in Woollahra LGA. The area has been transformed from a rear service lane and on-grade car park to a high amenity shared street.

It has a length of around 175 m., oriented northeast - southwest west, parallel to the major New South Head Road. It has a varying width of 6 to 20 m., the wider section of which accommodates a public space to gather and dine outdoors. The built form has a height varying between 1-4 storeys and the setbacks along the place are inconsistent.

Kiaora Place has a major supermarket with multiple levels of car parking and the local library of Woollahra Council. The precinct is activated by more than 10 retail and hospitality businesses in total. Some of these offer outdoor trading. Over 60% of the businesses trade post 6 pm., which helps to activate the place at night. Some of the tenancies on New South Head Road connect through to Kiaora Place (e.g. through Roma Arcade).

KEY STRENGTHS

- Intimate scale and informal character
- Presence of community assets (Woollahra Library) staying open late into the night and public toilets
- Clear division of movement vs staying spaces
- Over 60% businesses trading late into the night
- Demonstration of laneway activation by businesses trading outdoors
- Integration of greenery within businesses

KEY CHALLENGES

- Lack of places to sit
- Inactive rear frontages of businesses along some sections of the precinct
- Discontinuous awnings and lack of sheltered spaces

WHAT CRONULLA CAN LEARN FROM THIS PLACE

- Transformation of the place and building place attachment through public realm improvements and retail activation. This could be useful for activating Croydon Street Car Park Lane, by encouraging businesses to open out onto the laneway
- Encouraging food retail businesses along Cronulla Plaza to extend their trading hours and continue night time outdoor trading will facilitate night time activation of Cronulla Plaza



Kiaora Place - approximate proportion of built mass and open space



Kiaora Place (red hatch) with an overlay showing the comparative scale of Cronulla Plaza and Square



Kiaora Place has pockets of designated temporary outdoor dining areas tucked away from the movement path



Being a shared zone, Kiaora Place has demarcated pedestrian only areas along the edges of shops



Despite being a rear lane, Kiaora place is activated due to outdoor dining and presence of community assets such as Woollahra Library

FOR MORE INFORMATION
PLEASE CONTACT PLACE SCORE

WWW.PLACESCORE.ORG
+61 (2) 8021 7027