



# Refresh Drummoyne: *Drummoyne Village Shopping Centre Action Plan*

**ACTION PLAN REPORT**  
Adopted 19 April 2011

**PLACE  
PARTNERS**  
Place Making Consultancy



DRUMMOYNE  
BUSINESS  
CHAMBER





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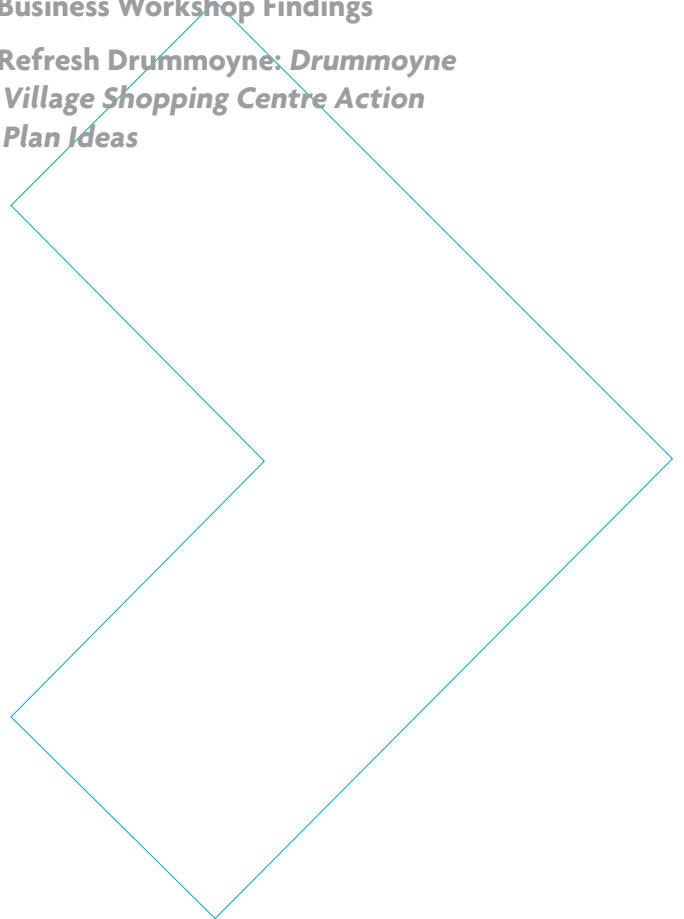
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# PART A

## BACKGROUND

# 01 INTRODUCTION

In November 2010, The City of Canada Bay (CoCB) commissioned Place Partners to develop a Place Making Action Plan for the Drummoyne Village Shopping Centre (Action Plan). This document has been developed as a collaboration between Council, residents and local businesses. It is based on a retail precinct analysis with ideas and opportunities generated by the community.

As place makers, Place Partners is committed to the creation of 'places'; public spaces that are meaningful to the people who use them, contribute to a sense of belonging in the community and are pleasurable to be in, therefore attracting more people. "Place making is the creation of safe, vibrant public destinations and neighbourhoods: places where people feel a strong sense of ownership in their communities and a commitment to making things better".

A Place Making approach focuses on local revitalisation strategies that work with existing places, businesses and people. It is lower in cost and can be implemented in the short term utilising the combined efforts of those most connected to the place, the traders and their local community.

Key elements of a place making approach are to:

- › Meet community needs and desires now
- › Work with the community to make places that reflect their needs and aspirations
- › Rely on multiple funding sources
- › Build on existing strengths to enhance the authentic place character



## PROJECT AIMS

The Action Plan provides a summary of the research and sets out objectives and actions that will deliver:

1. Support for local businesses to grow and be sustainable
2. An enhanced shopping environment for customers

All ideas generated by the community and businesses have been considered in the context of these two overarching aims.

In addition the project process was designed to meet the following objectives:

- To analyse the commercial, social and environmental features of the Drummoyne Village Shopping Centre
- Identify the unique place character of the area
- Strengthen networks amongst business owners, and between business and Council
- Develop a plan of action, identifying recommendations and associated responsibility of Council, the community and business owners.

## IMPLEMENTATION AND RESPONSIBILITY

Retail centres such as the Drummoyne Village Shopping Centre, have the inherent challenges of all main streets in that the management of the area is shared between many stakeholders including landowners, real estate managers, tenants, state government and Council. The development of a successful place involves the co-operation and management of the space by all, no one group has either the capacity or the responsibility, to achieve the desired results.

This Action Plan aims to be the first step in a collaborative approach to the enhancement and management of the area by both Council and the Drummoyne Business Chamber.

The successful implementation of this Action Plan will rely on both parties committing to, and delivering on the actions that they are responsible for. The benefits of this approach are manifold. Significantly, resources can be better managed at the Council level and the opportunities for cooperative activities between businesses enhanced. For that reason and perhaps most importantly, working together ensures that all resources are being directed to achieve the goals that have been agreed by all.

## STRATEGIC FRAMEWORK

The following list of documents provides the strategic framework for considering development in the area. The actions provided within this report should align with the policies and strategies contained within these documents.

### STATE GOVERNMENT

- City of Cities - A Plan for Sydney's Future 2005
- Inner West Subregion Draft Subregional Strategy 2008

### CITY OF CANADA BAY

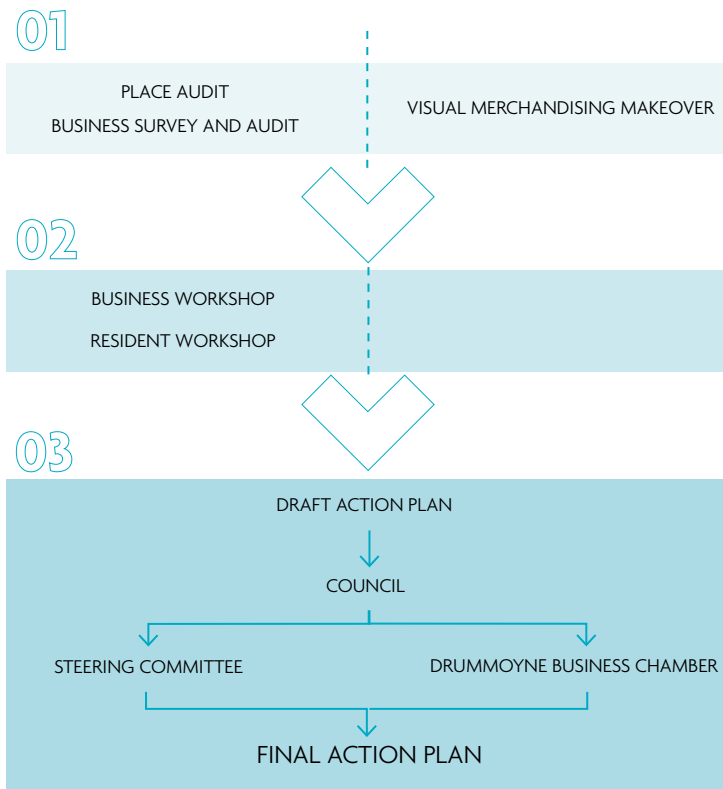
- FuturesPlan20
- 2010-2013 Delivery Plan
- Resourcing Strategy (i.e. Long Term Financial Plan; Workforce Management Plan and Asset Management Plan)
- Local Planning Strategy 2010 - 2031
- City of Canada Bay Local Environmental Plan 2008
- Canada Bay Development Control Plan
- Drummoyne Village Development Control Plan 2007



# 02 PROJECT METHODOLOGY

The Action Plan has been developed as a part of an interactive and collaborative process of stakeholder engagement and place making research tools. The methodology has been designed specifically to provide broad understanding of the precinct from social, environmental, economic and cultural perspectives, and to inform the development of a place making action plan.

The below diagram conveys the methodology and development of the final Action Plan.





## RESEARCH AND ENGAGEMENT

The Action Plan has been developed using the following research and community engagement tools:

### PLACE AUDIT

A place audit is a research and analysis process that uses site investigations, pedestrian activity mapping, and economic and cultural reviews to identify what is and is not working in a place. It offers a holistic consideration of a public space. This observational analysis of the commercial, social and environmental features of the place aids understanding of how the place works currently and how it could better work in the future. Place Partners conducted an analysis of the atmosphere, audience, activity and amenity of the Drummoyne Village Shopping Centre using a first Impression and Place Audit, from 1 - 2 December, 2010, 8.30am - 6.00pm.

### VISUAL MERCHANDISING MAKEOVER

Strategic planning has its role in the evolution and development of place, but for the community short-term projects are also needed to build confidence and enthusiasm for change. Place Partners sent a team of designers to transform the street fronts of 5 businesses, each in the course of half a day. These makeovers were conducted over 3 days, from 7 - 8, 16 December 2010. This 'quick wins' project has a number of benefits; street beautification, trader engagement, enhanced retail environment, economic revitalisation, and consumer confidence building. The speed of these makeovers is also designed to illustrate how quick and easy it is to makeover a shop front and get more attention from passing traffic and pedestrians.

### BUSINESS AUDIT AND SURVEY

In addition, the role and function of the place is considered in relation to the wider network of places and their offer to the community. A Business Audit and Retail Survey were conducted in the precinct from 1-3 December, 2010. The Retail Survey identified 79 businesses with active street frontages in the designated survey area. All 79 Businesses were approached with 57 surveys being completed. 4 Businesses refused to participate. 18 Businesses did not return the survey before the survey period end (even with extensions of time). The majority of surveys were completed face-to-face with others being completed online or mailed through at a later date. The survey took between 10 - 20 mins depending on the respondent, and most people were happy to talk and take the time to express their views.

### RESIDENT WORKSHOP

The Drummoyne Resident Workshop was held at the City of Canada Bay Council Chambers, Drummoyne from 6 - 8pm on 21 February 2011. Its purpose was to achieve the following:

- Engage residents to identify the local place brand essence and actions to enhance the pedestrian and shopping experience
- Develop a plan of action, identifying actions for business owners, council and other stakeholders
- Strengthen the relationship between residents and the retail precinct of Drummoyne

### BUSINESS WORKSHOP

The Drummoyne Business Workshop was held at the City of Canada Bay Council Chambers, Drummoyne from 6 - 8pm on 22 February 2011. Its purpose was to achieve the following:

- Engage local businesses to identify the local place brand essence and actions to enhance the pedestrian and shopping experience
- Develop a plan of action, identifying actions for business owners, council and other stakeholders
- Strengthen the relationship between local businesses of the retail precinct of Drummoyne

The key findings and priority actions developed at the Residents workshop were presented and discussed at the Business workshop.

## 03 UNDERSTANDING DRUMMOYNE

The Understanding the Context report submitted to Council in February 2011 provides a summary and synthesis of the findings from the street level business audit and survey, visual merchandising makeover and place audit. The following information provides a high level overview of the precinct in terms of the physical, economic and sociocultural aspects of the place. In addition the strategic framework of the State and Local Government policies and regulations is listed and is to be considered in conjunction with the objectives of this report.

### THE RETAIL PRECINCT

The Drummoyne Village Shopping Centre is situated approximately 6km from the Sydney CBD and is located within the City of Canada Bay Local Government Area. The suburb of Drummoyne, is located on a peninsula, bordered by water on three sides, to the northeast, southeast and northwest. The Iron Cove Bridge and the Victoria Road Bridge link the Shopping Centre with the Sydney CBD and northwest suburbs respectively. Victoria Road divides the Shopping Centre acting as a major thoroughfare into the city. A clearway exists along Victoria Road with street parking limited to times outside this restriction.

The Shopping Centre predominantly forms a linear and continuous shopping strip with Victoria Road and includes the retail precincts of Sutton Place, Formosa Street and Lyons Road. A distinctive attribute of the Shopping Centre is the poor presentation and quality of buildings, which presents a degraded image to visitors and locals. The majority of these buildings are 1 to 2 storeys in height. Although the area lacks a strong historical presence, a Conservation Area, as identified by the City of Canada Bay Local Environmental Plan 2008, covers the majority of the Shopping Centre and there are a number of Heritage items within or adjacent to the Shopping Centre.



Location of Drummoyne in relation to the Sydney CBD. Distance c7km



Drummoyne Village Shopping Centre study area

The Drummoyne Village Shopping Centre study area begins at the corner of Victoria Road and Edwin Street, extends north west to include McDonalds and south west along Lyons Road.

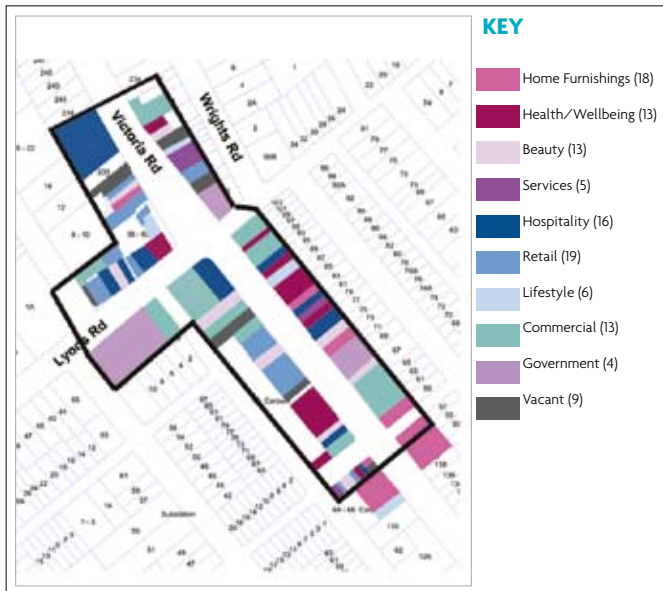
Please Note: The Drummoyne Village Shopping Centre study area has been selected for the purpose of this study. However, the recommendations and actions contained within this report are not limited to this study area and do not necessarily exclude those Business areas that fall outside this region.



**THE ECONOMY**

As identified in the Retail Survey conducted in December 2010, the Drummoyle Village Shopping Centre study area (study area) includes 9 vacant shops and 79 ground level businesses with active street frontages. Commercial uses rarely extend beyond the ground floor, with shop top housing the predominate use above ground level. The ground floor businesses range from convenience orientated shops and services to a number of destination and lifestyle specialty stores. The largest group within the retail mix is the beauty, health and well being sector (26%), with the retail furniture sector the second largest (18%) and hospitality (16%) the third largest.

Local residents and local workers are the main customers of the area. Trading conditions are considered to be increasingly challenging on the northeast side due to; commuter behaviours and pattern of use, accessibility, inconvenience and length of time to cross Victoria Road. As a result of these factors, 46% of businesses on the SW side reported improvements in service conditions while only 16% from the NE side reported improvements. On the other hand, 40% of businesses on the SW side reported deterioration in service conditions while 61% from the NE side reported deterioration.



Study area retail mix

The study area retail mix currently consists of the following categories:

1. Home furnishing and interiors: bathroom, furniture, kitchen, tiles, carpet, interior decorating
2. Health & wellbeing: medical, physiotherapy, dental, massage and acupuncture
3. Beauty: hairdressers, cosmetic services
4. Services: photographic, shoe-repair, travel agent
5. Hospitality: restaurants, cafes, pubs
6. Retail: clothing, food
7. Lifestyle: boating retail, fishing, skiing retail, personal training, Scottish kilts
8. Commercial: accounting, banking, legal, real estate, architecture, strata management

The map displayed to the left, illustrates a breakdown of the study area types on the ground floor only (all businesses). Please note that Government and community businesses have been shown on the map but were not interviewed, e.g. Australia Post. Likewise, McDonalds has been shown as hospitality but was not surveyed given its disconnection from the retail precinct. Some additional homewares businesses outside the study area at the eastern edge have also been indicated.

## COMPETITION

The following centres have been identified as potential competitors of the Drummoyne Village Shopping Centre. The nearby local centres, within 5km of the Retail Precinct, have been identified as providing the greatest competition, as they compete for the Retail Precinct's primary market – the local residents. Birkenhead Point, Five Dock and Balmain provide the most competition at the local level. While Rhodes is not a local sized centre, its function as a large retail hub is in direct competition to the economy, particularly the furniture retail sector.

### Birkenhead Point

The Birkenhead Point shopping centre is the closest to Drummoyne. It attracts a large hinterland of customers, who are attracted to the centre for its retail or home factory outlet stores. The centre also contains a Coles supermarket and speciality food stores, as well as various seconds retail outlets and a broad variety of fashion and clothing stores.

### Five Dock

The traditional shopping strip at Five Dock offers slower traffic, street cafés and restaurants, wider pedestrian footpaths, new street furniture, street trees, and convenient banking with ANZ, NAB, Westpac and the Commonwealth Bank servicing the area. These elements enhance the shopping experience at Five Dock and provide direct competition for Drummoyne at the local level.



Drummoyne Competition Map

### Balmain

In contrast to the few restaurants, cafes and single pub in Drummoyne, the number of bars and pubs, cafes and restaurants of Balmain, contribute greatly to the development of a night time economy and vibrant social life. The history and heritage links of Balmain are celebrated and street landscaping, shop front appearance and walkable destinations all contribute to providing strong competition to Drummoyne.

### Rozelle

The Rozelle shopping strip is another retail precinct on Victoria Road east of Drummoyne. A key characteristic of Rozelle is the second hand markets that are held every weekend. The markets provide amateur entertainment, sell of a variety of food and fresh produce, and have a wide range of stalls. The Sydney College of Arts is located in Rozelle and supports the local economy. The equivalent of this support in Drummoyne is the City of Canada Bay Council Chambers.

### Rhodes

The Mirvac retail shopping centre at Rhodes, is 6.5km north west of the Retail Precinct and markets itself as a shopping destination of convenience. A major component to this development is the furniture store IKEA, and a number of specialty stores which attract a large hinterland of customers. It provides competition to the Drummoyne Village Shopping Centre through its ease of parking, attractiveness and accessibility, competitive pricing and promotional campaigns.

### Ryde

The Top Ryde Shopping Centre, located in Ryde, is one of the newest and largest commercial developments in the region. The shopping centre includes a variety of speciality stores, large clothing chains such as Big W and Myer and a number of banking institutions and supermarkets. Ryde provides competition to Drummoyne through ease of parking, strong bus routes, and proximity and access to a variety of supermarkets.

## THE PEOPLE

As of 2006, the population of the City of Canada Bay was 65,929 persons with Drummoyne representing 16% of the Local Government Area's population at 10,388 persons.

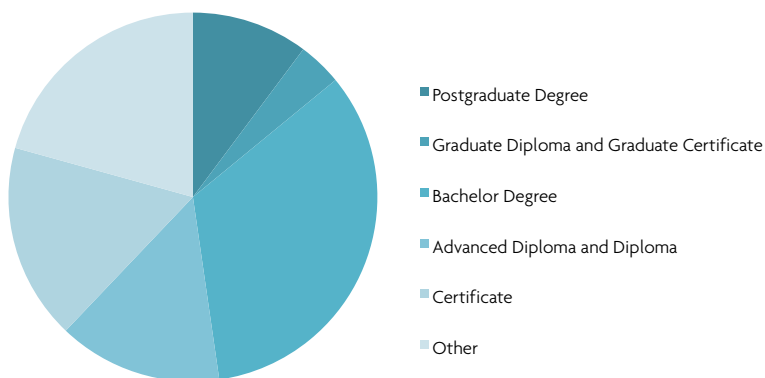
The suburb of Drummoyne is home to a large proportion of couples and young families. The people of Drummoyne are active and health conscious which is reflected in the retail mix and is made visible through the various exercise activities around the bays and coves that border the locality. A quarter of all residents were born overseas with the main places of origin being England, Ireland and Italy.

The largest age bracket within Drummoyne is the 30 to 40 year olds with approximately 22% of the total population. There is also an increasing population between 0 to 5 year old age group that suggests more residents are having children. However, there are currently more Drummoyne families without children than with children. Almost half of the resident population comprises of professionals and managers, which accounts for the median family income being double that of the national median.

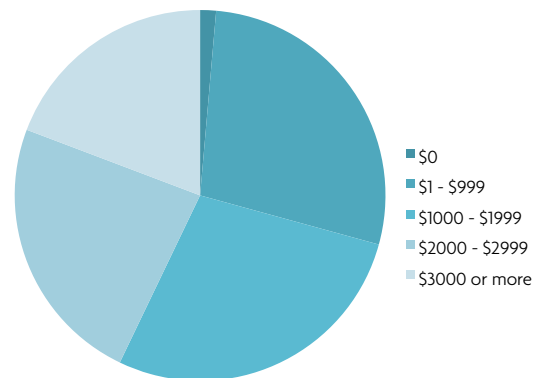
The expectations and desires of the community are for the Drummoyne Village Shopping Centre to remain a friendly and convenient shopping centre based within a village atmosphere.



Drummoyne Education Mix



Drummoyne Total Weekly Income Mix



# 06 THE PRECINCT NOW

The following legacies were identified during the Understanding the Context research phase. Both strengths and weaknesses are noted and have been responded to in the following Action Plan.

## CONVENIENCE AND LOCATION

Drummoyne is a local convenience centre, known for its friendly, personalised service. It is identified by many local business owners as the last convenient shopping opportunity along Victoria Road before the city. It has excellent public transport and good parking. However, lack of parking signage means rear shop access is hard to find. In addition anecdotal evidence suggests that local employees park all day near their place of work. These factors, combined with the high traffic volumes on Victoria Rd contribute to the perception of the area's inaccessibility.

## PHYSICAL ENVIRONMENT/AESTHETICS

The area has a generally degraded appearance with uneven footpaths, poorly maintained building facades and excessive private signage. There is inadequate amenity to service customers in the area, who would greatly benefit from the increased provision of seating, the greening of public space and public toilets. This may help to provide further incentive to stay in the area, rather than pass through.

## RETAIL MIX

There is a wide range of retail with a focus on services, health, and hospitality. However the quality of the mix does not reflect the growing population of affluent professionals in the 35-49 year old age group, with and without children. More diversity in the retail and service mix is required to provide for both local residents, visiting customers and the daytime workers.

## VICTORIA ROAD

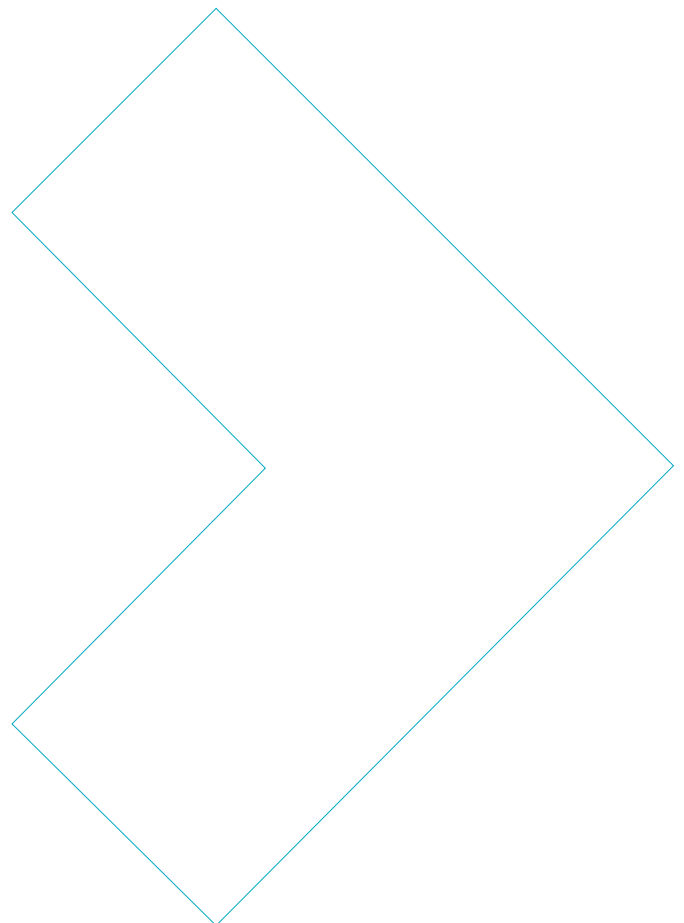
The most critical legacy of the Drummoyne Village Shopping Centre is Victoria Road. The State Government manages Victoria Road. In addition, Lyons Road and Marlborough Street are both managed and regulated by the State Government. However these roads do not experience the same level of traffic as Victoria Road. The major thoroughfare of Victoria Road is a six lanes wide, used daily by around 80,000 cars travelling in and out of the city. Therefore the first impressions of the public realm of the Drummoyne Village Shopping Centre reveal the dominance of cars

and vehicular access to the centre. The Drummoyne Village Shopping Centre provides some parking but is limited by the provision of clearways at certain times. Tension is created between the pedestrian and the high speed traffic that greatly reduces the amenity of the retail experience.

In addition, perceptions of local operating conditions were more positive on the south west side of Victoria Rd compared to the north east, where the majority of businesses reported a decline in business.

## UNCERTAINTY AND FUTURE

Uncertainty regarding the future of business prospects along Victoria Rd due to changes in parking, traffic and clearways is a concern for traders.









## PART B

### REFRESH DRUMMOYNE: DRUMMOYNE VILLAGE SHOPPING CENTRE ACTION PLAN

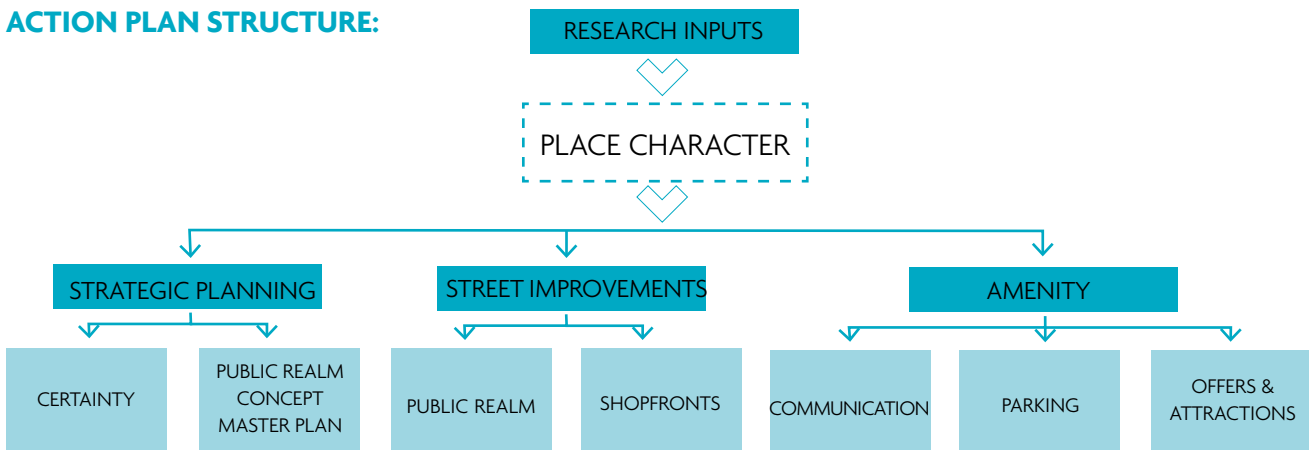
# 07 THE ACTION PLAN

The following Action Plan provides a detailed strategy for the delivery of the 2 objectives of this project;

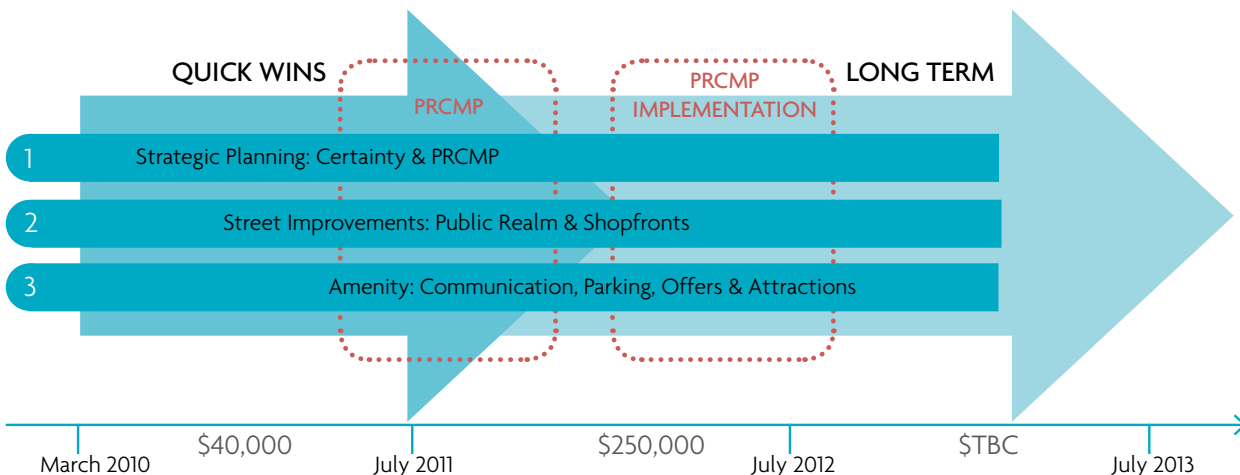
1. Support for local businesses to grow/ be sustainable
2. An enhanced shopping environment for customers

The diagram below illustrates the Action Plan hierarchy, key themes and action areas.:

## ACTION PLAN STRUCTURE:



## PROPOSED TIMELINE:



## ACTION PLAN OBJECTIVES

The objectives of the Action Plan provide a basis through which the resident and business ideas have been assessed against.

The Action Plan will provide a series of actions for the enhancement of the Drummoyne Village. A series of objectives are presented with accompanying actions, responsibilities and costs. These actions provide the foundation for an informed and considered approach to the management of the Drummoyne Village Shopping Centre.

The actions highlighted within this part of the report, have been synthesised from the various research methodologies outlined in Part A.



## ACTION PLAN CRITERIA

Through the Retail Survey, resident and business workshops many great ideas were suggested regarding the future of the precinct. Not all these ideas are achievable due to private land ownership, cost and some ideas had less support or were not considered a priority. In order to provide transparency all actions were considered according to the following criteria.

The Action Plan must meet the project aims, which are to deliver:

- 1. Support for local businesses to grow and be sustainable
- 2. An enhanced shopping environment for customers

In addition the following criteria were developed in order to assess each ideas' ability to meet the project aims:

- 3. The idea had universal support and could be delivered in a timely fashion and within budget
- 4. The realised idea would be to the benefit of all, not few

A summary of all the ideas presented at the Resident and Business Workshops can be found at Appendix 3.

The priority ideas nominated by participants at the Resident and Business Workshops have been summarised below:

### PRIORITY IDEAS FOR BUSINESS

- 1. Masterplan that determines the future of the area; zoning, heights, traffic etc
- 2. Business networking and Drummoyne Business Chamber support
- 3. Quick wins that begin the positive transformation of the public realm in the area

N.B. These ideas need to be balanced so that short-term gains do not contradict a future master plan.

### PRIORITY IDEAS FOR RESIDENTS

- 1. Re-establishment of a local Library
- 2. Rezoning housing on Formosa Street to include commercial permissible uses
- 3. Provision of gathering spaces and seating

N.B. These ideas represent the community's desire for a more accessible

and more inviting public realm. Each of these ideas refers to enhancement of existing public space.

## IMPLEMENTATION

This Action Plan aims to be the first step in a collaborative approach to the enhancement and management of the area by both Council and the Drummoyne Business Chamber.

The successful implementation of this Action Plan will rely on both parties committing to, and delivering on the actions that they are responsible for. The benefits of this approach are manifold. Significantly, resources can be better managed at the Council level and the opportunities for cooperative activities between businesses enhanced. For that reason and perhaps most importantly, working together ensures that all resources are being directed to achieve the goals that have been agreed by all.

## FUNDING

A significant amount of funding has been allocated in the short term to the deliver the recommendations provided in this action plan.

FINANCIAL YEAR	CONFIRMED FUNDING
2010/2011	\$40,000
2011/2012	\$250,000

In addition Council will consider future expenditure, including a budget for 2012/2013, as part of Council's budget process.

While the Council funding allocation for 2010 - 2012 is fixed, the following Actions do not account for volunteer time, trader personal expenses or landlord improvements. These contributions are expected to be significant and likely to match Council financial contributions.

## 08 THE DRUMMOYNE VILLAGE SHOPPING CENTRE PLACE CHARACTER

Revealing the character or identity of a place is not an intuitive bi-product of the design process, or a summation of community visioning alone. It is an iterative process that combines an understanding of the stories inherent to the area, its evolution, culture and people. The vision for a place is better described, in place making terms, as an ideal future place character, that guides all decisions about the place, whether physical, social, economic or cultural. This Action Plan is designed to provide a framework for the delivery of a positive place character for the area.

The current perception of the Drummoyne Village Shopping Centre is a precinct oppressed by the speed of through traffic from Victoria Road, lack of accessibility from west to east Victoria Road, poor road and footpath surfaces, and poor presentation of shop fronts. These elements combine to provide a poor quality pedestrian experience when visiting the Village. However our research has uncovered the essence of what makes Drummoyne great.



## KEY INFLUENCES ON THE IDENTITY OF VICTORIA ROAD

<p><b>SOCIAL</b></p> <p><b>A HISTORY OF LOYALTY</b></p> <p>Drummoyne is an older residential suburb with a diverse mix of people from different ethnic backgrounds and of different ages. Both new and old residents are loyal to the Village and often walk to the shopping strip. It is important the Drummoyne Village Shopping Centre continues to respond to local needs and changing demographics.</p>	<p><b>ENVIRONMENTAL</b></p> <p><b>WATER AND OPEN SPACE</b></p> <p>One of the best natural assets of Drummoyne is its proximity to water. Opening up these views and establishing better connections between the water and the Shopping Centre will provide a greater level of amenity. In addition, greater landscaping to reflect the garden suburb of Drummoyne will create a more pleasant retail experience.</p>	<p><b>ECONOMIC</b></p> <p><b>LOCAL SERVICE</b></p> <p>The economic success of Drummoyne is dependant upon the continued provision of friendly and local service by the business owners. Providing for changing community needs, desire and well being, as well as a broader mix of retail and leisure options will ensure continued prosperity by giving people more reasons to visit the Retail Precinct.</p>	<p><b>CULTURAL</b></p> <p><b>A VILLAGE ATMOSPHERE</b></p> <p>Drummoyne is a friendly community with a caring and welcoming attitude. The relationship between business owner and customer is special and highly cherished. The Drummoyne Village Shopping Centre must continue to provide places for the community to gather - be it an informal public space or cyber space.</p>
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## STAKEHOLDER VALUES AND ASPIRATIONS

FRIENDLY, ENERGETIC, VARIETY, WELCOMING, LOCAL SERVICE, HONESTY, ESTABLISHED, LOYAL, TRUSTING, CARING, GREEN, QUALITY, INVITING, EASY, BEAUTIFUL, WATER, ACCESSIBLE, INNOVATIVE, SERVICE



# Victoria Road Retail Precinct

## OUR LOCAL SHOPS

### A GATEWAY TO ASPIRATION

Day to day, its all about a walkable, friendly and attractive village experience that meets local needs. However, the area is also a destination for regional health, lifestyle and aspirational shopping: a gateway to the city. a welcome pause in the journey.

## OUR POINT OF DIFFERENCE:

The Drummoyne Village Shopping Centre serves two roles; one to the local community it nurtures and the second to the river of commuters it services. For the first group it provides a home away from home, a safe and inviting place to shop, have a coffee and meet friends. For the commuters its is a breath of fresh air at the crest of the hill. A place to pause on the journey to and from work. The Drummoyne Village Shopping Centre is an established and well connected centre that exhibits a friendly and charming personality. The attention to detail from business owners, and customer loyalty from patrons, makes Drummoyne a unique place to shop.

## 09 OBJECTIVE 1 STRATEGIC PLANNING

The Action Plan process revealed that the businesses, community and Council are aligned in wanting change now, but not to the detriment of longer term strategic planning. Certainty regarding the longer term future of the area is necessary.



### CERTAINTY

ACTION	TASK	RESPONSIBILITY	Est. BUDGET	Fin YEAR
Council to release a policy document/statement to land owners/businesses pertaining to development controls applying within the Drummoyne Village Shopping Centre	Prepare summary document	Council	\$0	2010/11
Engage landowners of significant sites (e.g. Victoria through to Formosa)	Engage landowner regarding short and long term opportunities for each site	Council	\$0	2011/12
Consider how to improve linkages between ferry, retail precinct and oval	Investigate connectivity into and out of the Village	Council	\$0	2011/12
Extend pedestrian crossing times across Victoria Road	Negotiate with RTA to extend crossing times	Council/ RTA	\$0	2011/12
	Consider 4 way simultaneous crossing	Council/ RTA	\$0	2011/12
	Consider timed pedestrian light	Council/ RTA	\$0	2011/12

### PUBLIC REALM CONCEPT MASTER PLAN

ACTION	TASK	RESPONSIBILITY	Est. BUDGET	Fin YEAR
Develop a Public Realm Concept Master Plan (PRCMP) (refer to PRCMP on facing page of this Action Plan)  Total Design Budget: \$32,000	Define the brief for the consultant	Council	\$0	2010/11
	Commission PRCMP	Council	\$15,000	2010/11
	Finalise PRCMP	Council	\$15,000	2011/12
	Community consultation re PRCMP	Council/ Business Chamber	\$2,000	2011/12
	Public Realm Improvement Project #1	Council	\$10,000	2011/12
	Public Realm Improvement Project #2	Council	\$70,000	2011/12
	Public Realm Improvement Project #3	Council	\$30,000	2011/12
	Public Realm Improvement Project #4	Council	TBC	2012/13
	Public Realm Improvement Project #5	Council	TBC	2012/13
	Finalise PRCMP	Council	\$0	2011/12



### PUBLIC REALM CONCEPT MASTER PLAN BRIEF

The development of a Public Realm Concept Master Plan (PRCMP) will allow for the delivery of key public realm actions for the entire Retail Precinct.

The PRCMP will provide the framework for ongoing improvements to the public realm in Drummoyne, but should not inhibit short term/quick wins improvements occurring as noted in the following actions.

While overall streetscape improvement will be considered, priority will be given to the enhancement of five public pocket spaces. These following spaces were determined as potential public pocket spaces for improvements through the Place Audit and Resident Workshop:

- › Corner of Lyons Road and Victoria Road
- › Area adjacent to Community Hall facing Lyons Road
- › Commonwealth Bank open space facing Lyons Road
- › Sutton Place
- › End of College Street

N.B. As some of these locations are privately owned agreements will need to be made prior to design and implementation.

The PRCMP will build the research collected in the delivery of this Action Plan and will integrate the delivery of Drummoyne's place character in a holistic and collaborative manner.

The purpose of the PRCMP is to provide a longer term strategy for the achievable improvement of public realm in the study area. It is not a plan for major changes to existing infrastructure or traffic.

The PRCMP will provide a high level strategic response to the following:

- › The improvement of 'community gathering places'. The PRCMP will include the five priority public realm areas as identified on p25. These areas were chosen as they are places where people gather, whether it's waiting for a bus, nearby shopping or services, or as a convenient place to meet friends. The PRCMP will aim to identify small improvements to enhance these spaces and provide a more enjoyable experience to the people who use them. The PRCMP will identify in detail what improvements are going to be made to each place. It will also nominate the three priority projects for the 2011/12 financial year. It is expected that the final two sites will be enhanced in the following year.
- › Signage strategy to improve welcome, parking and destination / attraction information i.e. directions to nearby parks, children's play facilities, Drummoyne Oval, and access to Foreshore areas.
- › Footpath widening and repairs to improve walking experience and provide more opportunities for street dining and trading
- › Street trees and landscaping to enhance the overall experience of the area and to connect to the 'garden suburb; behind
- › Traffic management eg the feasibility of Formosa Street becoming one-way
- › Parking - Including the requirement for the long term increase in parking spaces in precinct (particularly on the east side of Victoria Road)

# 09A PRIORITY PUBLIC REALM AREAS

The study area is considered generally to be unappealing and uninviting with few places for pedestrians to feel safe and welcome. 5 opportunity sites were nominated early in the process as potential sites for low cost enhancements. Funding has been allocated in the 2011/12 year to 'make-over' three of these locations. Future enhancement plans for other sites should be integrated into the PRCMP.

## PUBLIC REALM IMPROVEMENT PROJECTS

The following character statements build upon the Drummoyne Village Shopping Centre Place Character as firstly a local hub but also a place of interest for commuters.

COMMONWEALTH BANK
A community meeting area
SUTTON PLACE
A great place for shopping and hanging out
CORNER OF LYONS RD AND VICTORIA RD
A safe and protected environment for pedestrians
END OF COLLEGE STREET
A Local pocket park
GREEN SPACE NEXT TO HALL
An activity hub for the entire community

These sites were identified and supported as priority public realm projects, through the Community Workshop, place audit and confirmed by Council as important sites within the Drummoyne Village.

The PRCMP will identify in detail what improvements are going to be made to each place. It will also nominate the three priority projects for the 2011/12 financial year. It is expected that the final two sites will be enhanced in the following year.

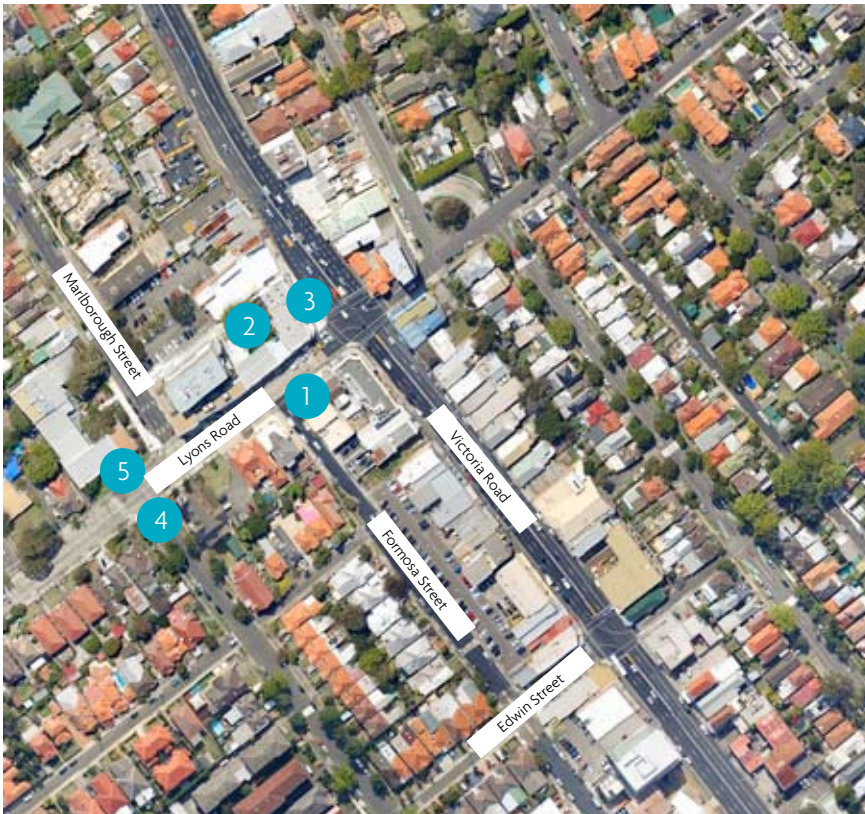
## QUICK WINS

Strategic planning has its role in the evolution and development of place, but for the community, short-term projects are also needed to build confidence and enthusiasm for change.

The 'quick wins' have a number of immediate benefits including street beautification, trader engagement, enhanced retail environment, economic revitalisation and consumer confidence building. The speed of delivery is critical in the implementation of these quick wins actions.

The 'quick wins' have been identified in the tables on the following pages as priorities for the 2010/2011 - 2011/12 financial years.

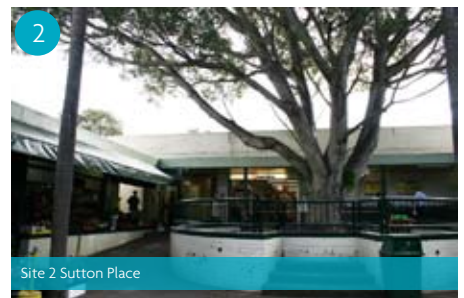




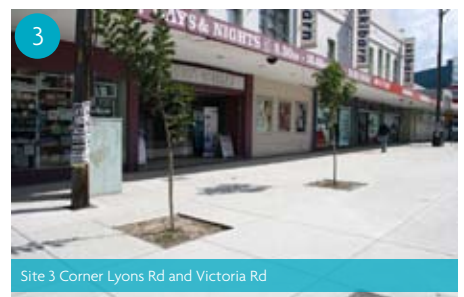
Priority Public Realm Ideas



Site 1 Commonwealth Bank



Site 2 Sutton Place



Site 3 Corner Lyons Rd and Victoria Rd



Site 4 End of College Street



Site 5 Green space next to hall

## 10 OBJECTIVE 2 STREET IMPROVEMENTS

The improvement of the overall appearance of the area is considered a priority for all. Quick and easy streetscape and shopfront improvements will vastly improve the visual appearance of the street and assist in building the precinct's unique identity.



### PUBLIC REALM IMPROVEMENTS

ACTION	TASK	RESPONSIBILITY	Est. BUDGET	Fin YEAR
Plant replacement tree on corner of Lyons Road and Victoria Road	Plant mature tree	Council (City Services)	\$5,000	2010/11
Co-ordinated cleaning schedule for Victoria Road	Provide and amend the schedule for street cleaning if required	Council/ Business Chamber	\$0	2010/11
	Traders to commit to street sweeping outside their stores	Business Chamber/ Traders	\$0	2010/11
Install planter boxes along Victoria Road	Identify appropriate and hardy plant types	Council	\$0	2010/11
	Consult local traders and establish traders commitment to sponsoring the planter boxes in the form of ongoing care; cleaning and watering	Council & Traders	\$0	2010/11
	Purchase & Install planter boxes	Council	\$15,000	2011/12
Makeover green space next to hall* (PRCMP to determine final actions regarding this place)	Prioritise the repair of the clock as a quick win	Council	\$200	2010/2011
	Design details to be defined within the PRCMP - landscaping makeover	Council	\$10,000	2011/12
Commonwealth Bank* (PRCMP to determine final actions regarding this place)	To be defined within the PRCMP	Council	\$0	
	Consult with land owners if required	Council and land owners	\$0	2011/12
	Investigate public liability	Council	\$0	2011/12
	Implement improvements		\$70,000	2011/12
Sutton Place* (PRCMP to determine final actions regarding this place)	To be defined within the PRCMP	Council	\$0	2011/12
	Implement improvements	Council	\$30,000	2011/12

\* N.B. These three projects have been used as examples of potential implementation projects for the PRCMP, in order to provide budget figures for the action plan. The future PRCMP will take precedence over this action plan.



## IMPROVE SHOP FRONTS

ACTION	TASK	RESPONSIBILITY	Est. BUDGET	Fin YEAR
Lobby and engage with land owners to discuss the potential value gain in improving their land	Consult with land owners	Council and land owners	\$0	2010/11
Lobby real estate agents to remove old signs from building awnings	Engage real estate agents	Business Chamber/ Traders	\$0	2010/11
Traders to remove old signage and regularly clean shopfronts	Contact shop owners and share vision for clean street	Business Chamber/ Traders	\$0	2010/11
Launch dollar for dollar paint facade campaign and awning campaign	Get quotes for painting facades and awnings signage of shops	Council	\$0	2010/11
	Develop terms of agreement requiring the commissioning of local traders and local businesses (i.e. Robertson's Painting and Decorating)	Council/ Business Chamber	\$0	2010/11
	Launch program	Council/ Business Chamber	\$15,000 \$25,000	2010/11 2011/12

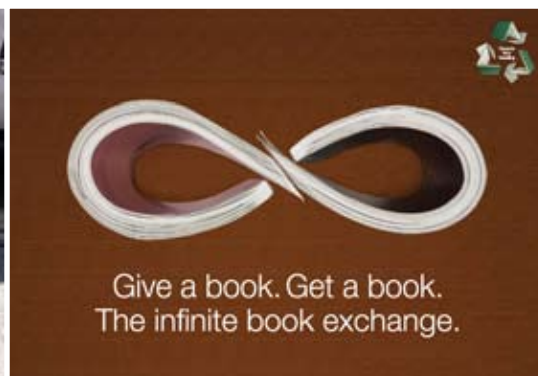
# 11 OBJECTIVE 3 AMENITY

This objective aims to improve communication between Council, local businesses, the local community and the wider regional community. There is the potential to build a wider customer base through an increase in parking availability. The following actions relate to the provision of better parking within the Retail Precinct



## COMMUNICATION

ACTION	TASK	RESPONSIBILITY	Est. BUDGET	Fin YEAR
Signage Strategy	See shop front actions	Business Chamber/ Traders	\$0	2010/11
	Remove all non essential Council signs and develop a strategy for directional and destination signage	Council	\$0	2010/11
	Design and install Welcome to Drummoyne sign/ sculpture at Lyons Rd corner	Council	\$30,000	2011/12
Tell Drummoyne's story	Develop an online web page and business directory with links to business web sites and operating hours	Business Chamber	\$5,000	2010/11
	Capture customers' email details to build database of local shoppers for newsletter	Business Chamber/ Traders	\$0	ongoing
	Web: Publish a Drummoyne Newsletter, with local stories, retail offers and event listings	Council/ Business Chamber	\$0	2011/12
	Send media releases to local papers with good news stories about the area, local characters and unique shops	Business Chamber	\$0	ongoing
	Get quotes for advertising the Retail Precinct on Radio and/or the Inner West Courier over a 2-6month period	Business Chamber	\$0	2011/12
Cross retail promotions	Develop shop local program such as "Drummoyne Money" or 3/50 program with a shopper rewards program to provide incentives to shop local. See Canada Bay Go Local campaign.	Business Chamber	\$5,000	2011/12
	Cross promote other businesses within the Retail Precinct by displaying cards within each shop	Business Chamber/ Traders	\$0	2010/11
	Cross promotional raffle, prizes donated by local businesses. All customers who purchase \$10 or more get a ticket in draw.	Business Chamber/ Traders	\$0	2011/12
Develop retail strategy	Establish the needs and wants of the community and traders and actively seek missing businesses	Business Chamber/ RE agents/ owners	\$0	2011/12
	Attend franchise and small business fairs to attract new businesses to area	Business Chamber/ RE agents/ owners	\$0	2011/12
Improved business relations	Set up business database to share resources and opportunities for collaboration	Business Chamber/ Traders	\$0	2010/11
	Business chamber membership drive & networking events	Business Chamber	\$0	2010/11



## PARKING

ACTION	TASK	RESPONSIBILITY	Est. BUDGET	Fin YEAR
Regulate time limited parking	Shop owners to inform customers	Business Chamber/ Traders	\$0	2010/11
	Council to ensure Rangers are patrolling regularly	Council	\$0	2010/11
Open Council carpark to the public	Investigate the potential for opening Council's carpark to the public including associated signage and other functionality requirements	Council	\$0	2010/11
Develop Parking Strategy as part of PRCMP	Include requirement for the long term increase in parking spaces in precinct (particularly east side of Victoria Road)	Council	\$0	2011/12

## OFFER/ ATTRACTIONS

ACTION	TASK	RESPONSIBILITY	Est. BUDGET	Fin YEAR
Trial a book exchange program	Consider a community book share program in the Drummoyne Village Shopping Centre precinct	Council/ Business Chamber/ Traders/ Local residents	\$0	2010/11
Calendar of events	Discuss a framework for the delivery of events: weekly, monthly, quarterly, half yearly and annual events	Council	\$0	2010/11
Monthly outdoor market	Council to investigate the feasibility of a monthly market	Council	\$0	2010/11
	Consult local businesses for their sponsorship and involvement in the process	Council	\$0	2011/12
	Pilot project 2011 Spring market	Council/ Business Chamber/ Traders/ Residents	\$15,000	2011/12
Yearly street fair	Local traders and community to develop operational and funding strategy for street fair	Business Chamber/ Traders/ Residents	\$5,000	2011/12
Christmas Tree (already budgeted)	Annual Christmas Tree to be located on corner of Lyons and Victoria	Council	\$0	ongoing



12

# SUMMARY OF BUDGET ALLOCATION

## KEY ACHIEVEMENTS OF ACTION PLAN BY COUNCIL BY END OF 2011/12:

1. Public Realm Concept Masterplan and implementation of three public realm improvement projects
2. 'Quick wins' street enhancements
3. Council support business activities

## 2010 - 2011 COUNCIL ACTIONS

ACTION	DEPARTMENT	Est. BUDGET	ACHIEVED?
Develop a Public Realm Concept Master Plan (PRCMP)		\$15,000	
Plant replacement tree on corner of Lyons Road and Victoria Road		\$5,000	
Launch dollar for dollar paint facade campaign and awning campaign		\$15,000	
Lobby real estate agents to remove old signs from building awnings		\$0	
Local web page and business directory		\$5,000	
<b>TOTAL BUDGET 2010 - 2011</b>		<b>\$40,000</b>	

## 2011 - 2012 COUNCIL ACTIONS

ACTION	DEPARTMENT	Est. BUDGET	ACHIEVED?
Develop a Public Realm Concept Master Plan (PRCMP)		\$17,000	
Install planter boxes along Victoria Road		\$15,000	
Public Realm Improvement Project #1		\$10,000	
Public Realm Improvement Project #2		\$70,000	
Public Realm Improvement Project #3		\$30,000	
Dollar for dollar paint facade campaign and awning campaign		\$25,000	
Design and install Welcome to Drummoyne sign/ sculpture at Lyons Rd corner		\$30,000	
Shop Local campaign support		\$5,000	
Annual Christmas Tree to be located on corner of Lyons and Victoria		Already budgeted	
Spring Market		\$15,000	
Yearly Street Fair		\$5,000	
<b>SUB TOTAL BUDGET 2011 - 2012</b>		<b>\$222,000</b>	
<b>CONTINGENCY</b>		<b>\$28,000</b>	
<b>TOTAL BUDGET 2011 - 2012</b>		<b>\$250,000</b>	





# 13

## SUMMARY OF DRUMMOYNE BUSINESS CHAMBER ACTIONS

### 2010 - 2011 DRUMMOYNE BUSINESS CHAMBER & TRADER ACTIONS

ACTION	TASK	FUNDING FROM COUNCIL	ACHIEVED?
Traders to remove old signage and regularly clean shopfronts	Shop owners to share the vision for clean street actively clean shopfronts	\$0	
Cleaning schedule for Victoria Road	Traders to commit to street sweeping outside their stores	\$0	
Develop a planter box strategy	Plant and planter box selection  Local traders to commit to sponsoring the planter boxes in the form of ongoing care; cleaning and watering	\$0	
Lobby real estate agents to remove old signs from building awnings	Contact and discuss strategies with real estate agents	\$0	
Dollar for dollar paint facade campaign and awning campaign	Organise terms of agreement requiring the commissioning of local traders and local businesses (i.e. Robertson's Painting and Decorating)	\$0	
	Launch program	\$15,000	
Tell Drummoyne's story	Local web page and business directory	\$5,000	
	Obtain customers' email details to build database of local shoppers for newsletter	\$0	
	Send media releases to local papers with good news stories about the area, local characters and unique shops	\$0	
Improve cross retail promotions	Cross promote other businesses within the Retail Precinct by displaying cards within each shop	\$0	
Improve business relations	Set up business database to share resources and opportunities for collaboration	\$0	
	Run a Business Chamber membership drive & networking events	\$0	
Regulate time limited parking	Shop owners to inform customers	\$0	
Re-instate the presence of a library	Investigate opportunities for a community book exchange program	\$0	
<b>TOTAL FUNDING FROM COUNCIL 2010 - 2011</b>		<b>\$20,000</b>	



# 13

## SUMMARY OF DRUMMOYNE BUSINESS CHAMBER ACTIONS

### 2011 - 2012 BUSINESS CHAMBER & TRADER ACTIONS

ACTION	TASK	FUNDING FROM COUNCIL	ACHIEVED?
Dollar for dollar paint facade campaign and awning campaign	Ongoing program	\$25,000	
Tell Drummoyne's story	Publish a Drummoyne Newsletter, with local stories, retail offers and event listings	\$0	
	Get quotes for advertising the Retail Precinct on Radio and/or the Inner West Courier over a 2-6month period	\$0	
	Obtain customers' email details to build database of local shoppers for newsletter	\$0	
	Send media releases to local papers with good news stories about the area, local characters and unique shops	\$0	
Improve cross retail promotions	Develop shop local program such as "Drummoyne Money" or 3/50 program with a shopper rewards program to provide incentives to shop local. See Canada Bay Go Local campaign.	\$5,000	
	Cross promotional raffle, prizes donated by local businesses. All customers who purchase \$10 or more get a ticket in draw.	\$0	
Retail Strategy	Actively seek missing businesses	\$0	
	Attend franchise and small business fairs to attract new businesses to area	\$0	
Yearly street fair	Local traders to develop operational and funding strategy for street fair	\$5,000	
Spring Market	Organise pilot project in collaboration with Council	\$15,000	
<b>TOTAL FUNDING FROM COUNCIL 2011 - 2012</b>		<b>\$50,000</b>	







# APPENDIX 1 RESIDENTS WORKSHOP FINDINGS

The Residents Workshop was held at Council Chambers, from 6-8pm on 21st February 2011.

Its purpose was to achieve the following:

- Engage residents to identify the local place brand essence and actions to enhance the pedestrian and shopping experience
- Develop a plan of action, identifying actions for business owners, council and other stakeholders
- Strengthen the relationship between the community and the retail precinct of Drummoyne

There was an excellent response to the workshop with 25 people gathering for the evening. In addition, Council was represented by The Mayor, Cr Angelo Tsirekas and four CCBC staff.

The Workshop asked the following questions of the workshop participants:

1. What are the strengths and weaknesses of the Drummoyne Village
2. If Victoria Rd were a person, how would you describe them?
3. What are the 3 words that describe the Drummoyne Village
4. If you had \$100,000 to spend on the public realm of Victoria Road, how would you spend it?
5. Brainstorm ideas for improving 5 specific sites around the precinct, looking for short/medium and long term wins (\$0, \$500, \$1000+)
6. Which of these ideas do you think is most important to action?

The action ideas developed at the Residents Workshop have been listed at Appendix 3.

## PRIORITY IDEAS FROM THE RESIDENTS

1. Re-establishment of the Library
2. Rezoning housing on Formosa Street to include commercial permissible uses
3. Provision of gathering spaces and seating

These ideas represent the resident's desire for a more accessible and more inviting public realm. Each of these ideas refers to the enhancement of existing public space and improvement of the area's offer to the community. These ideas were synthesised from the data collected at the Residents Workshop.

## DRUMMOYNE VILLAGE NOW

Old smelly professor, Friendly, Patched, Grandparent, Boring, Jolly with B.O., Kind, Noisy, Lovely, Downtrodden, Shadow of former self, Fighter

## DRUMMOYNE VILLAGE IN THE FUTURE

Friendly, Historic, Mature, Old Charm, Energetic, Vibrant, Cultural, Jolly, Bold, Kind, Safe, Attractive, Colourful, Variety, Well dressed, IT Literate, Easy, Clean, Enthusiastic

The Community identified the following three opportunities as the most important to action:

- 1 Re-establish Library
- 2 Rezone Formosa Street
- 3 Provision of gathering spaces and seating

## DRUMMOYNE VILLAGE STRENGTHS AND WEAKNESSES

Strengths		Weaknesses	
<b>Friendly community</b>	Good bakery	<b>Unattractive</b>	<b>Neglected buildings</b>
<b>Village Atmosphere</b>	Access to parks and pool	Poor presentation	<b>Cars take precedence/Busy Rd</b>
Community feel	Sutton Place	Steep footpaths	Lack of easy parking
Good demographic mix	<b>PJ Gallaghers</b>	<b>Unsafe footpaths (for children)</b>	Not a village
Convenience	<b>Japanese</b>	Poor walkability	Congestion
Village Pub	Pet Shop	<b>Graffiti</b>	Disconnected
<b>Post Office</b>	<b>Locally owned businesses</b>	Too many signs	No pride
Bay side	Victoria Road	Empty and vacant buildings	Ugly
<b>Walk from home</b>	Connects to the outdoors	Camphor trees	<b>Traffic</b>
Bowen Island Bread	<b>Proximity to city</b>	Not enough cafes	Derelict
Restaurants	Traffic and Transport	<b>Poor variety</b>	Tired looking
The area is small	View of bridges	No competition	No colourful plants
Outdoor Street	Doctors and Medical Centre	<b>No meeting areas</b>	Derelict planter boxes
Potential	<b>Variety</b>	Stressful	Settle for second best
Innovative businesses	Good service	Unwelcoming	<b>Dirty</b>
Location	Restaurants	Poor lighting	Coffee shops no air-con
Fire Station		Supermarket needs competition	Retail mix

## DRUMMOYNE'S PERSONALITY

My name is **Drummoyne Village**. The people who are most attracted to me are **easy going** and they like me because I am **convenient**. Unfortunately not everyone loves me. These people are **children and people who drive through without stopping**. These people don't like me because I'm **dangerous, there is nothing to do, I'm not enjoyable, I'm congested, I have poor parking and strong local and regional competition**. What makes me really unique is my **history, variety and traffic on Victoria Road..** I am different things to different people. Locals generally think that I am **adequate, convenient, friendly, dirty, rundown**. They also think the best things about me are my **service, coffee, medical and beauty retail**. Locals think the worst things about me are that I'm **dirty, poor footpaths, bad traffic, poor signage and no restrooms**. The best time to visit me is during **lunchtime, Saturday morning, Thursday night or off peak**. I'm **alright** in most weather conditions but my **bus stops need better protection from the sun and rain**.



ABOVE: Workshop participants interacting in an exercise to aid description of Drummoyne Village

Participants at the Resident's Workshop were invited to work in small groups to brainstorm ideas for low cost, easy ideas on how to make 5 'pocket' public spaces better for people. These are their ideas:

## PUBLIC REALM IMPROVEMENT PROJECTS

### SITE 1 COMMONWEALTH BANK

#### A community meeting area

*Actions:* Clean the place, public art and murals, paint metal poles, beautify the area, improve lighting, provide shading, remove bushes, create a community meeting area, build a water fountain

### SITE 4 END OF COLLEGE STREET

#### A Local pocket park

*Actions:* Relocate garbage bin, turn the seats around, provide a green hedge, increase area by taking up road, create a place marker (historic) and gathering point

### SITE 2 SUTTON PLACE

#### A Great place for shopping and hanging out

*Actions:* High pressure clean, remove rubbish bins, re-landscape, keep tree, incubator market, provide attractive tunnels, provide better lighting, provide a glass frontage to franklins, develop upper level shops, keep newsagency

### SITE 5 GREEN SPACE NEXT TO HALL

#### An activity hub for the entire community

*Actions:* Extend hall to provide a decking/café setting/covered area, hire a local performer, remove rocks, push back seat, plantings, make clock work, mini market based on local needs, charity place for community service BBQs, set up portable umbrella's, local café's small shop or van, picnic days and lunch spot, provide shelter

### SITE 3 CORNER OF LYONS RD AND VICTORIA RD

#### A safe and protected environment for pedestrians

*Actions:* Provide planter boxes/hanging flower pots (e.g. CoS), replace tree that died, provide interesting lighting, provide weather protection, annual Christmas tree, built a street sculpture with interactive lighting display, build pedestrian underpass

## APPENDIX 2 BUSINESS WORKSHOP FINDINGS

The Business Workshop was held at Council Chambers, from 6-8pm on 22nd February 2011.

Its purpose was to achieve the following:

- Engage local businesses to identify the local place brand essence and actions to enhance the pedestrian and shopping experience
- Develop a plan of action, identifying actions for business owners, council and other stakeholders
- Strengthen the relationship between local businesses of the retail precinct of Drummoyne

The key findings from the Community workshop were presented and the community's priorities were presented and discussed. There was a good response to the workshop with 19 traders gathering for the evening. In addition, Council was represented by The Mayor, Cr Angelo Tsirekas and three CCBC staff.

The following questions were asked of the workshop participants

1. What are the opportunities and challenges facing the Retail Precinct?
2. What are 5 great ideas that you can do to help make the retail precinct better?
3. What are 5 great ideas Council can do?
4. Which of the community and business opportunities do you think is most important to action?

The action ideas developed at the Business Workshop have been listed at Appendix 3.

### PRIORITY IDEAS FOR LOCAL BUSINESSES

1. Masterplan that determines the future of the area; zoning, heights, traffic etc
2. Business Networking club and Business Chamber support
3. Quick wins that begin the positive transformation of the public realm in the area

These ideas need to be balanced so that short-term gains do not lead to long-term pain, and on the other hand that we do nothing for fear it may contradict a future master plan. These ideas were synthesised from the data collected at the Residents Workshop.

The Business Workshop identified the following opportunities as the most important to action:

- 1 Drummoyne Retail Precinct Master Plan
- 2 Strengthen Business Chamber
- 3 Angle Parking on Lyons Road behind Post Office

*“Let’s make Drummoyne smile again”*

## DRUMMOYNE VILLAGE OPPORTUNITIES AND CHALLENGES

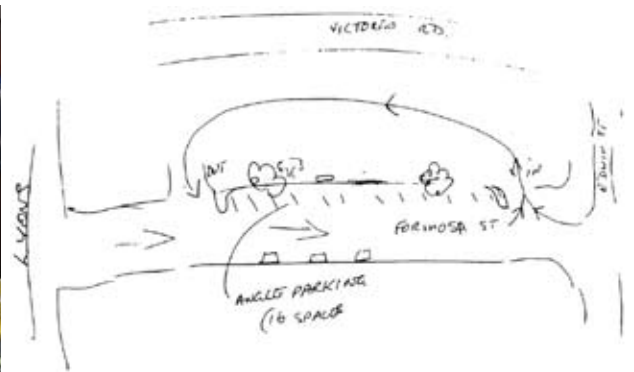
Opportunities		Challenges	
Fill in the gaps 'bad teeth'	Presentation	Footpaths	Working with RTA/travel times
Regulated time car park	Pedestrian zone (40km/h)	Safety	Land owners/property
Signage/Communication	Activity to Drummoyne (Library)	Parking is not patrolled	Victoria Road – dividing traffic
Victoria Rd – get them into shops and STOP!	Beauty of our suburb	Ageing customer base	
New front door	Creating atmosphere		



ABOVE: Workshop participants discussing an exercise to aid in the development of the Action Plan

ABOVE RIGHT: Workshop participants sketch of potential Formosa Road improvements

BELOW LEFT: Workshop participants identifying priority actions





# APPENDIX 3 REFRESH DRUMMOYNE: DRUMMOYNE VILLAGE SHOPPING CENTRE ACTION PLAN IDEAS

The following tables contain all ideas put forward during the Residents and Business Workshops held on 21st and 22nd February 2011. The list has been assessed against the four key action plan criteria and Council feedback has been taken into consideration.

## THE ACTION PLAN CRITERIA

The following criteria have been identified as key considerations in assessing the ideas identified by the Residents and Business Workshops:

Criteria 1	The idea would support the sustainability and growth of the local economy
Criteria 2	The idea would help create an enhanced environment for shoppers
Criteria 3	The idea had universal support and could be delivered in a timely fashion and within budget
Criteria 4	The realised idea would be to the benefit of all, not few

These criteria support the objectives and purpose of the project and help align the actions presented within the Victoria Road Retail Precinct Action Plan.

The following tables represent the ideas discussed at the Residents and Business Workshops. If marked with a 'B' they have originated from the Business Workshop, and if marked with a 'C' they were discussed at the Community Workshop. Each idea has been assessed using the above criteria to establish its relevance, priority and effectiveness in enhancing the Drummoyne Village.

Please note: Some opportunities may have been assessed as having unrealistic costs attached to their delivery. For various reasons some of these ideas may not have made it through to the Action Plan.

## STRATEGIC PLANNING

IDEAS	C	B	Criteria				Council Feedback
			1	2	3	4	
Rezone housing facing onto Formosa Street to retail/business			✓	✓			Not supported - Heritage Issues, amenity impact issues, poor demand for an increase in retail space
Master plan for the whole area to consider parking, traffic, zoning, heights			✓	✓	✓	✓	Priority - In relation to the public realm
Empty site between Victoria Rd and Formosa to be opened for pedestrian movement			✓	✓		✓	Not supported - Private land
Improve Formosa Street experience with landscaping, one way traffic, improved parking			✓	✓			Priority
Consider how to improve linkages between ferry, oval and retail centre			✓	✓	✓	✓	Priority
Parking strategy; increase numbers (especially east side), and regulate time limits, consider angle parking behind PO, Council parking lot on Victoria Rd			✓				Priority
Empty private sites to be maintained			✓	✓	✓	✓	Priority
Develop signage strategy for parking locations and local attractions			✓	✓	✓	✓	Priority
Overpass/underpass for pedestrians				✓			Not supported - Expensive

## PARKING

IDEAS	C	B	Criteria				Council Feedback
			1	2	3	4	
Rangers to patrol free parking to discourage people from utilising for all day parking			✓	✓	✓	✓	Priority
Convert RSL site into paid parking space to act as a commuter hub into the city							Not supported - Not feasible
Make Formosa Street one way from Lyons Rd to Edwin Street opening up space for angle parking, street trees, landscaping and seating			✓	✓	✓	✓	Support investigation
Cover parking area with sails				✓		✓	Not supported - Investment not likely to improve trade
Open vacant blocks for parking			✓				Not supported - Expensive, private land



## STREETSCAPE IMPROVEMENTS

IDEAS	C	B	Criteria				Council Feedback
			1	2	3	4	
Street trees and landscaping including planters around area and specifically for Victoria Road			✓	✓	✓	✓	Priority
'Mental speed bumps' to slow down traffic			✓	✓		✓	Priority
Clean shop windows, shop fronts and paint, unify/improve signage, remove old sale signs etc			✓	✓	✓	✓	Priority
Paving policy to ensure future changes/improvements are consistent and to prioritise dangerous pavements for immediate rectification, paint street curbing, remove poles in middle of pavement			✓	✓	✓	✓	Paving: Low Priority Remove Poles: Priority
Encourage businesses to improve visual merchandising and trade out to street where possible			✓	✓		✓	Priority
Keep the street and footpaths clean			✓	✓	✓	✓	Priority
Identify 'Victoria Road Resistant Plants'			✓	✓	✓	✓	Priority
Lobby landowners to paint and clean up their buildings			✓	✓	✓	✓	Priority
Street decorations/ banners			✓	✓	✓	✓	Not supported - Add to visual and signage clutter
Provide improved accessibility between local amenities			✓	✓	✓	✓	Support investigation
Provide a safety barrier between Victoria Rd and the footpath				✓	✓		Not supported - Expensive, planter boxes as an alternative
Repaint electrical boxes in blue with Welcome to Drummoynes logo and/or directions				✓			Not supported
New footpaths				✓			Not supported - Expensive
Longer pedestrian crossing times at intersections on Victoria Rd			✓	✓	✓	✓	Priority
Provision of planter boxes maintained by local business owners			✓	✓	✓	✓	Priority
Remove Graffiti			✓	✓	✓	✓	Priority

## STAYING PLACES

IDEAS	C	B	Criteria				Council Feedback
			1	2	3	4	
Provide places for gathering/meeting/sitting			✓	✓	✓	✓	Priority
Commonwealth Bank open space cleaning & enhancement			✓	✓	✓	✓	Priority
Pedestrianise a side street or provide wider footpaths for outdoor dining, make it easy for businesses to trade out				✓			Low Priority
Open space next to hall to be enhanced				✓		✓	Low Priority
Sutton Place enhancement including pedestrian tunnels			✓	✓	✓	✓	Priority
Improve/ rebuild/relocate public toilets to better serve centre				✓			Not supported - Expensive
Consider the integration of appropriate public art/ heritage markers			✓	✓	✓	✓	Priority
Integrate a safe children's play area						✓	Not supported - Taplin Park facility caters for use
Locate comfortable places to sit and provide public seating			✓	✓	✓	✓	Priority

## COMMUNICATION

IDEAS	C	B	Criteria				Council Feedback
			1	2	3	4	
'Welcome to Drummoyne' sign & local attractions directory			✓		✓	✓	Priority
Name this program 'Make Drummoyne smile again', and provide an online space for traders to go to			✓	✓	✓	✓	Priority
Develop a logo for the precinct			✓			✓	Low Priority
Street sign "While you are still stuck in traffic, Drummoyne residents are already home enjoying their fantastic suburb! Free parking out back., next left"			✓			✓	Low Priority
Advertise the area in the media			✓			✓	Low Priority
Improve and simplify shop window signage to communicate more effectively to customers			✓	✓	✓	✓	Priority

## ATTRACTIONS

IDEAS	C	B	Criteria				Council Feedback
			1	2	3	4	
Bring back local library to area			✓	✓	✓	✓	Not supported - The development of a community facility/book share program may be a more appropriate strategy
Develop retail strategy to attract missing businesses: Wine bar/ evening activity, book shop, florist, deli, children's clothes/toys			✓	✓	✓	✓	Priority
Evening light projections on building facades				✓			Low Priority
RSL transformation into entertainment/ recreation hub			✓				Not supported - Out of Council Control

## PROGRAMS

IDEAS	C	B	Criteria				Council Feedback
			1	2	3	4	
Business networking club			✓		✓	✓	Priority
Provide space for community garden						✓	Low Priority
Business to focus on locals – shop local program			✓	✓	✓	✓	Priority
Spring street fair			✓	✓	✓	✓	Low Priority
Growers market on Sundays or monthly			✓	✓	✓	✓	Priority
Business Chamber membership drive			✓			✓	Priority
Season street wide promotions			✓	✓		✓	Priority
Retailers networking and opportunities meeting			✓			✓	Priority
Street raffle to raise funds and generate publicity for area			✓			✓	Low Priority
Develop shared market research data			✓			✓	Low Priority

## IDEAS INVOLVING STATE GOVERNMENT COOPERATION

IDEAS	C	B	Criteria				Council Feedback
			1	2	3	4	
Remove Victoria Rd barriers							Not supported
Plant trees down the middle of Victoria Rd (i.e. Rodeo Drive)				✓			Not supported
Provide an underground Railway			✓			✓	Low Priority - Would depend upon State Government Plans
Provide an overpass connecting the two sides of Victoria Rd			✓	✓		✓	Low Priority

## OTHER IDEAS

IDEAS	C	B	Criteria				Council Feedback
			1	2	3	4	
'The Westfield mentality' – Shopping centre raffle for customers of participating stores or to raise funding for the Business Chamber (e.g. every business to donate money contribution \$500 - \$1000 to go towards raffle)			✓	✓		✓	Priority
Improved surveillance both passive and active, the provision of better security cameras and CCTV and the patrolling of police throughout the precinct						✓	Low Priority
Centralize services to one area of the precinct for better convenience							Not supported - Out of Council control
Council purchase commercial properties as they become available							Not supported - Retail Strategy would assist in filling vacant lots

