

# BANDI JUNCTION

EVENING, CULTURE AND ENTERTAINMENT STRATEGY

2018–2028



Waverley Council respectfully acknowledges our Indigenous heritage and recognises the ongoing Aboriginal traditional custodianship of the land which forms our local government area.



Document Register

Name	Date Issued
Draft Bondi Junction Evening, Culture and Entertainment Strategy	07/09/16
Draft Bondi Junction Evening, Culture and Entertainment Strategy_v2	02/11/16
Draft Bondi Junction Evening, Culture and Entertainment Strategy_v3	24/02/17
Draft Bondi Junction Evening, Culture and Entertainment Strategy_v4_Council Amendments	1/05/17
Final Bondi Junction Evening, Culture and Entertainment Strategy_v5	1/05/18
Final Bondi Junction Evening, Culture and Entertainment Strategy_v6_Council Amendments	24/08/18

# CONTENTS

<b>EXECUTIVE SUMMARY</b>	<b>1</b>
<b>METHODOLOGY</b>	<b>2</b>
<b>PLACE VISION AND PRINCIPLES</b>	<b>3</b>
<b>PLACEMAKING OBJECTIVES</b>	<b>4</b>
<b>KEY OBJECTIVES AND MEASURES</b>	<b>5</b>
<b>GENERAL ACTIONS</b>	<b>6</b>
<b>SITE SPECIFIC ACTIONS</b>	<b>12</b>
<b>GLOSSARY</b>	<b>25</b>

# EXECUTIVE SUMMARY

**Between the fast pace of the CBD and the bohemian flair of Bondi Beach, Bondi Junction is a natural location for night activity. Building on themes of good health, fun and food, this strategy explores Placemaking projects and policy adjustments that will reanimate Bondi Junction after dark.**

Great cities provide activity, culture and convenience, day and night. A key aspiration of the Bondi Junction community is for more activity and things to do in the evening. In particular, there is a demand for activities that attract families and young children, moving away from the traditional focus on alcohol based evening culture and entertainment options. Activating a night economy is a crucial component of ensuring Bondi Junction is a safe, productive and well-loved place.

Spring Street, Oxford Street, Bronte Road and Waverley Mall were highlighted by the community as areas that would benefit from further evening activation. Oxford Street Mall, the heart of Bondi Junction, has a significant drop in activation from 6pm when the majority of shops and businesses close. Use in the precinct reduces from 90% active during the day, to 9% active in the evening.

This Evening, Culture and Entertainment Strategy provides the strategic means to develop Bondi Junction over the next 10 years as an evening destination that is economically viable, culturally exciting and safe. This strategy will seek to meet the following objectives:

**Image:** Improve the image and branding of evening activity at Bondi Junction

**Diversity:** Increase the diversity of evening land uses across the precinct

**Policy:** Streamline processes to support new and existing traders

**Public Life:** Increase night-time street life

**Safety:** Improve amenity and safety for all users during evening hours

Achieving these objectives will require a range of policy changes and amendments to current procedures as well as developing structures to support the implementation, assessment and review of place making initiatives. This will require true collaboration; Waverley Council will work with residents, traders, creative industries and other partners to deliver the Vision for creating Bondi Junction as an attractive evening destination.

This strategy has been built on existing research, stakeholder engagement and detailed place audits. It identifies the Project Background, Vision, Key Themes and Placemaking Objectives across Bondi Junction and the actions to implement the Objectives. For ease of reading, the Placemaking Actions have been broken up into general actions as well as actions for the five existing activity precincts identified – Oxford Street Mall, Spring Street, Bronte Road, West Oxford Street and East Oxford Street.

# METHODOLOGY

All recommendations in this report have been based on a solid understanding of how Bondi Junction currently operates as an evening destination. This understanding has been crafted through a detailed review of current research and in depth engagement with key stakeholders. The overall process followed in the development of this strategy is summarised in the adjacent diagram.

## KEY REPORTS

### Existing

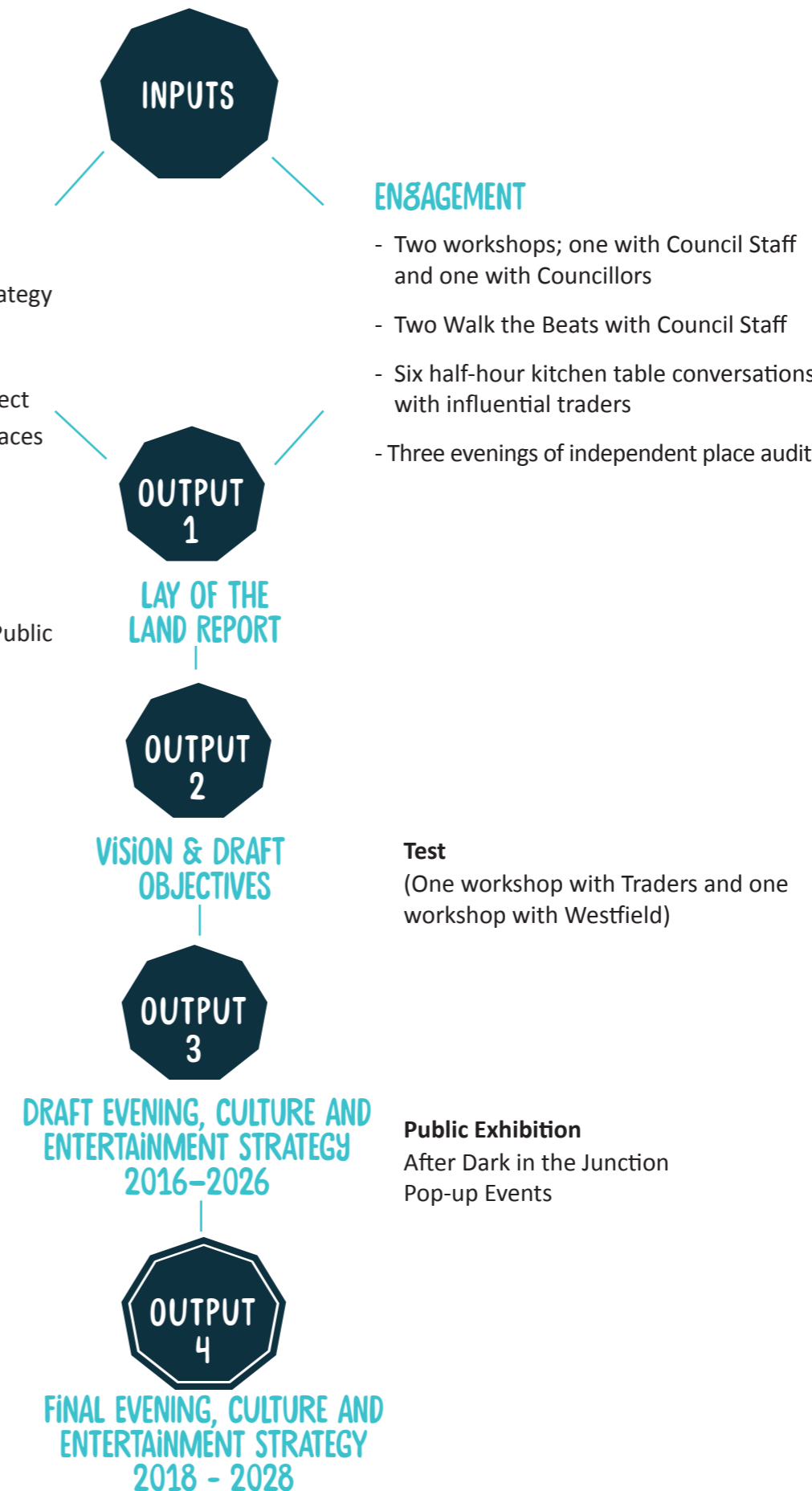
- Waverley Economic Development Strategy 2015 - 2020
- Bondi Junction: Heartbeat of the East
- Bondi Junction Complete Streets Project
- Waverley's People, Movement and Places
- Parking Price Review

### In Progress

- Draft Creative Lighting Strategy
- Draft Bondi Junction Pedestrian and Public Life Study
- Draft Bondi Junction Public Domain Upgrades
- Approved Development Applications within Bondi Junction

## ENGAGEMENT

- Two workshops; one with Council Staff and one with Councillors
- Two Walk the Beats with Council Staff
- Six half-hour kitchen table conversations with influential traders
- Three evenings of independent place audits



# PLACE VISION

The Place Vision and Themes are used to steer decision making and ensure placemaking success in the short and longer term. This provides the lens that informs all placemaking projects.

## PLACE VISION

With layers of activity to explore after dark, the Junction is an evening destination for well being, amusement and nourishment.

## PLACE THEMES

### HEALTH AND WELLBEING

Evenings at Bondi Junction are characterised by the ability to work up a sweat and grab a nutritious meal with like-minded friends, enriching the mind and body. A strong sense of community is built through a high quality public realm and a mix of sporting and knowledge based events that bring people together. People friendly streets, filled with greenery and places to stop and linger, encourage people to walk or cycle and improve the mental and physical wellbeing of all those who visit.

### FUN AND PLAYFUL

Playfulness and fun make Bondi Junction a place you want to keep coming back to. A bright, creative spot where you can relax at the end of a long day. Amusement and joy are the driving force behind artistic interventions, creative lighting and the evening retail mix. Events and interactive exhibits encourage participation and play for all ages. A playful approach is also encouraged through schemes that support innovation and testing new ideas.

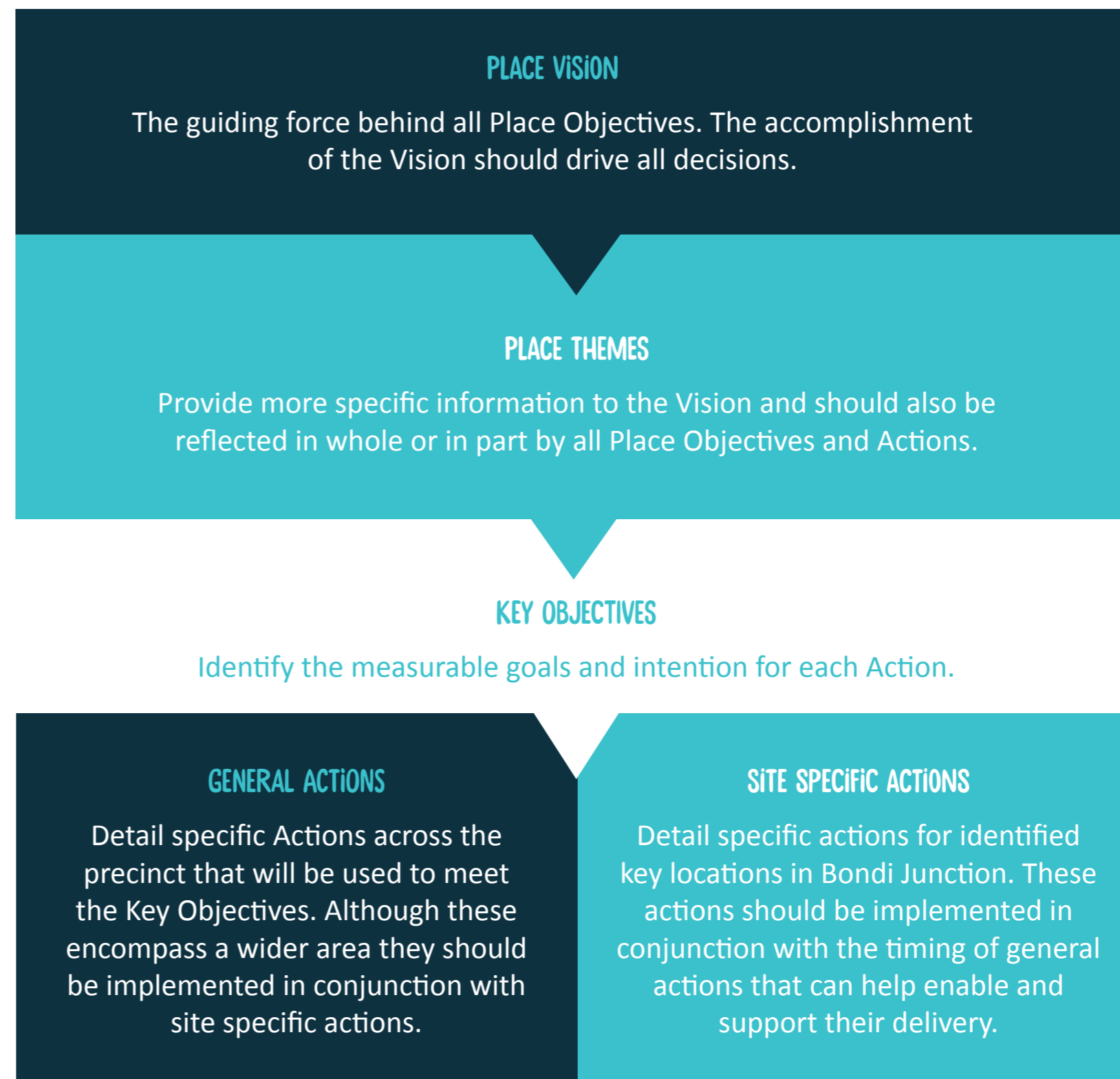
### FOOD AS THE DRAW-CARD

Although the range of evening activities is diverse, it is anchored by exceptional food. A diverse mix of well-known and boutique restaurants assert a strong identity through bespoke fit outs and a diverse array of multi-cultural cuisines. The 'foodie' nature of Bondi Junction is promoted through distinct events and activities.

# PLACEMAKING OBJECTIVES

The Placemaking Objectives detailed in this section of the report have been informed by the Lay of the Land and Engagement Report (August 2016). The hierarchy of material presented in this report is illustrated in the adjacent diagram.

## PLACEMAKING HIERARCHY



# KEY OBJECTIVES AND MEASURES

The Placemaking Objectives presented in this report are focused around five key themes: Image, Public Life, Safety, Diversity and Policy. An exploration of each objective is provided on this page. The icons listed below are used as a guide in the General and Site Specific Actions.

## KEY OBJECTIVE ICONS:



IMAGE



PUBLIC LIFE



SAFETY



DIVERSITY



POLICY

## IMAGE

Projects that introduce light, art and colour into the public realm will improve the image and brand of evenings at Bondi Junction. Marketing and promotional material will also be implemented to support the new identity. Improving the image of a place is an all-encompassing task and will require significant project momentum in order to be completed.

**Measurements:** Increase in positive comments on social media, increased business patronage at night, number of visits to web page

## PUBLIC LIFE

Increased visitation to Bondi Junction and the number of people who stay into the evenings will be a key measure of the successful realisation of Placemaking Objectives relating to Public Life. These objectives and actions will make the public realm a more attractive place to linger while also bringing existing internal activity out onto the streets.

**Measurements:** Increased number of people in the evenings, increased time spent in precinct per person, increased visual appearance of activity

## SAFETY

A sense of being safe and welcome to stay. Lighting, activity and other improvements to the amenity of the public realm all impact positively on perceptions of safety for those visiting during the evening. Working with key stakeholders from the large drinking venues and the New South Wales Police force will also be key elements of creating an appealing destination.

**Measurements:** Reduction in anti-social behaviour and alcohol related offenses, reduced police presence, reduced graffiti and damage to property, improved legibility and wayfinding, increase in well lit areas

## DIVERSITY

People are key for creating a diverse and vibrant night time economy. This incorporates leasing strategies (land use) and programming (activities). Land uses and activities should appeal to diverse social groups to create an inclusive evening precinct with broad appeal throughout Sydney.

**Measurements:** An increase in the number of tenancies open after 6pm, a regular program of events, increase in patronage of events, increase in the number of visitors from outside Bondi Junction

## POLICY

A holistic and centralised approach to policy development will ensure consistency in the approach to delivering this strategy. A focus on reviewing existing policy and operations to assist both traders and Council in delivering the vision and objectives for the evening at Bondi Junction is critical.

**Measurements:** Reduction in time taken to receive permits, increase in permits issued (footpath dining), increase in tenancies open after 6pm



# GENERAL ACTIONS

These actions are broad placemaking projects and policy adjustments that will influence outcomes across the entire Bondi Junction precinct. Where relevant, specific locations have been detailed. They have been ranked based on community feedback.



## 1. ENTERTAINMENT AND LIVE MUSIC

Bondi Junction has an opportunity to address a Sydney wide challenge in supporting more live music and other forms of cultural entertainment. This should assist in moving away from the idea that live entertainment is just for weekends.

Current Context: There are very limited options for live music or entertainment within Bondi Junction, or even within the broader Sydney Catchment.

### Recommendations:

- Define an appropriate role within Waverley Council that works with Council's Cultural Programs team with a focus on facilitating live music and entertainment throughout the Bondi Junction commercial area.
- Think beyond the typical nightclubs or noisy (and often intrusive) live music, so that entertainment can be provided every night of the week with a focus on creative and family-friendly entertainment options that are accessible to the whole community. Ensure that events successfully cater to both children and parents through a layered and complimentary offering. In addition, live music should be fit for purpose and avoid amplification to reduce unnecessary noise pollution. Some alternative options that are recommended include:
  - Open Mic Nights – stories, poetry and music.
  - Comedy and small theatre performances, such as improvised theatre.
  - A degustation menu with live music or a bespoke soundtrack (this might appeal to tenancies such as Nine Toes Records on Bronte Road).
  - Local film screenings that intersect with existing Sydney events such as Vivid and TropFest.
  - Games nights including trivia and bingo.
- Explore further opportunities to use unexpected spaces throughout Bondi Junction for one off concerts or small event series. These could be facilitated through the busking review process. These spaces would be limited to predominantly commercial areas to limit any adverse noise or crowding impacts on Bondi Junction residents. Any external events should be subject to a residential survey to ensure residential amenity is not adversely affected.
- Focus on Entertainment and Live Music projects that provide regular free or very low cost (<\$10) events to appeal to a broad section of the community. This might include performances from local bands or schools.
- Promote the event or charge market stallholders a small fee to cover the costs of providing entertainment and other facilities. Initially locate events in Oxford Street Mall as the location with the most existing activity in the evenings, and later spread out into other areas of the commercial centre.
- Explore the opportunity to partner with Westfield or ISPT to help fund live concerts and events in Oxford Street Mall or Spring Street.

## OBSERVATIONS

Beyond common considerations of evening entertainment being alcohol-based, there was overwhelming support for activities catering to families, creativity and culture. Engagement across all demonstration events received just 6 positive comments specifically referring to alcohol based activity (eg. wine bars). Additionally, the community recognised the flow on benefits provided by safe, family-friendly evening entertainment in leading a positive shift in long-standing perceptions of place.



## 2. ALFRESCO DINING INCENTIVES

Alfresco dining is a key element in creating a bustling and vibrant street life. Increasing outdoor dining opportunities will bring activity onto the streets and increase perceptions of activity and safety within Bondi Junction. There are many examples where alfresco dining is achieved without compromising pedestrian access or encouraging irresponsible drinking, such as the popular Lygon Street in Melbourne.

Current Context: The cost of permits within the Waverley Council area includes a refundable bond and an annual fee depending on street location.

### Recommendations:

- Review the fee structure and policy requirements for providing alfresco dining.
- Review the application process including standard referral, notification and response times and streamline the process.
- Investigate new locations for alfresco dining.
- Review processes for existing establishments to trade alfresco, possibly on a summer trial basis.
- Consider the existing restaurants offer and attract new businesses that compliment and provide greater choice for local customers.
- Investigate ways to businesses who will provide spaces that appeal to local families.
- Consider creative uses of non-active outdoor spaces for small bars and pop-up dining.



## 3. PUBLIC ART

As a short-term strategy, art and cultural activities can be introduced into the evening experience at Bondi Junction through hidden art trails in the public realm that create landmarks, assist wayfinding and add a sense of discovery and intrigue. This strategy should be applied strategically across the precinct to draw people away from the central areas.

Current Context: The existing small art inventions within Bondi Junction such as 'Jigsaw' on Gray Street, provide a positive addition to the public realm. If built upon, these art interventions could enliven the day and night experience and start to re-brand Bondi Junction as a creative, attractive, fun evening destination.

This work should be integrated with the *Draft Creative Lighting Strategy* for Bondi Beach, Bondi Junction and the Coastal Walk, and build upon the illustrated Public Art Walking Trail for Bondi Junction.

### Recommendations:

- Map blank walls throughout the precinct (mix of prominent and hidden locations, such as Grosvenor Lane) and negotiate permission to install murals and art pieces that are 'dramatised' with creative lighting. This could be run similarly to Marrickville's 'Perfect Match' program.
- Consider existing processes used for Bondi Sea Wall artist commissions to streamline a test initiative in Bondi Junction. Ensure that this is specific to the location's identity rather than bringing the Beach to the Junction. Prioritise collaborations with local artists to support to the establishment of a distinct and unique identity for Bondi Junction.
- Focus on creative lighting to compliment existing and new public art that also increases safety.
- Host a launch night that encourages people to meander throughout the precinct. A connecting theme or story could be coupled with this event and it may include opportunities for local traders to sponsor the event as well as attracting local performers.
- Investigate opportunities for Westfield, ISPT or developers to fund artwork or launch event.
- In collaboration with a local artist, develop an illustrated map of the area. The map should be located in a prominent, visible location and have the flexibility to evolve over time as more arts initiatives are created.





#### 4. PLACE CURATOR AND COORDINATOR FUNCTION

In the short and medium term, Council staff will be required to simplify processes, deliver a consolidated events and activation program and actively develop relationships with internal and external stakeholders. As a long term strategy, a Place Curator role should be investigated to consolidate this work and ensure the team remains accountable and consistently works towards the delivery of the vision.

Current Context: There is no key contact within Council to take ownership of placemaking projects and communication on Bondi Junction.

##### Recommendations:

- Develop relationships between stakeholders, traders, residents, representatives of the Bondi Junction Precinct Committee and the Chamber of Commerce, including support for the Trader Group.
- Implement actions within this report and other initiatives to improve Bondi Junction.
- Key contact with regards to Bondi Junction to streamline Council processes by providing direct support to traders and community members.
- Review and report on progress with actions annually.
- Provide a point of contact for traders or the general public seeking information on public realm improvements and key developments within Bondi Junction.
- Provide a point of contact for presentation issues including cleaning and maintenance within the public realm.
- Work with Waverley Council's Cultural Programs Team to find synergies between existing events and extending programs into the public realm (for example, Waverley Mall, Norman Lee Place).
- Co-ordinate and respond to community inquiries in regards to events and activities.
- To precede the creation of a permanent role, investigate ways to establish an After Dark Advisory Group (prioritise membership for traders who showed interest in demonstration involvement) to provide insights into the local business community and support evening activation initiatives.
- Once a permanent role is created within Council, the After Dark Advisory Group is to meet quarterly to discuss progress and future initiatives, and help inform the operations of the place curator.
- Foster existing stakeholder relationships, as well as those identified through the demonstration events, to implement priority actions outlined in this report.

This role will need to evolve based on ongoing placemaking needs within Bondi Junction.



#### 5. PROMOTING 'AFTER DARK AT THE JUNCTION'

In order for this strategy to be successful, Bondi Junction must be repositioned as an attractive evening destination, both throughout the week and on weekends. It is crucial that this strategy highlights that Bondi Junction has something to offer for a diverse social, cultural and economic demographic.

Current Context: Bondi Junction is not known as a 'go-to' place for evening activities. Local residents and workers typically leave to go to neighbouring areas such as Bondi Beach for dining and evening entertainment.

##### Recommendations:

- Continue the roll-out of After Dark in the Junction branding and encourage Council events and initiatives to use the brand in promotional material, using the moon graphic to mark evening events in the area.
- Commission branded banners to be displayed throughout Bondi Junction. It is important that these banners are designed to be attractive during the day (prompting evening visits) and at night (creating a vibrant atmosphere). Banners might first be used to promote a key evening event in Bondi Junction.
- In the short term, advertise After Dark in the Junction events within the Waverley Council 'Arts & Culture' brochure to test reach and response.
- Develop an online presence, using the identified brand and graphics as the 'go-to' place for all upcoming events across the precinct. This may also include mapping to create an online wayfinding system.
- Continue the 'After Dark' Snapchat filter used throughout the demonstration events as a trial period to test uptake and impact.

Introduce the place brand and promotional material in association with key events and initiatives detailed in this report.





## 6. LEASING MIX & EXTENDED TRADING HOURS

Create a long term Leasing Strategy that approaches the precinct holistically and provides a balance of land uses that are active throughout the evening and support the development of a strong identity for Bondi Junction.

Current Context: Bondi Junction has a lack of land uses and activities that are open past 6pm. Night-time activities are generally split between hospitality or fitness land uses.

### Recommendations:

- Review the planning scheme with regards to reducing the barriers to extended trading hours, in particular for new small businesses and low impact retail businesses.
- Review the planning scheme to encourage a diversity of land uses across the precinct with a focus on small, local and independent businesses.
- Investigate the potential to focus Waverley Council's existing Small Grants Program on the Bondi Junction area to create immediate impact. For example a grant to revive shop front windows through creative visual merchandising, lighting and projections.
- Encourage and reward high quality visual merchandising that incorporates lighting for land uses not opening at night. This may be through a grant program or annual awards series.
- Investigate the use of temporary or re-locatable kiosks for small pop-up retail uses in Oxford Street Mall and Waverley Mall, subject to spatial testing.
- Strategically identify zones and clusters throughout Bondi Junction that show suitable potential for later trading and are different to day trading zones.
- Focus on the establishment of later trading hubs around anchor points like cafes and restaurants that already trade later.
- Actively seek and lobby for businesses that trade during the day and night, to relocate to the Mall to create after dark clusters.

A good example strategy is the City of Melbourne Retail and Hospitality Strategy 2013-17 and their yearly evaluation reports to review progress and effectiveness of implementation.

## OBSERVATIONS

Greater diversity in Bondi Junction's food and retail offering would allow a more rounded evening economy that responds to engagement. The early closure of businesses facing the Mall limits the opportunity for a continuous, evening 'ribbon' to be formed. Currently, dining options are scattered, reducing the pedestrian and diner experience and limiting opportunities for the community to enjoy informal, casual dining.



## 7. OUTDOOR FITNESS

Bondi Junction has a diverse range of healthy food options and exercise facilities and classes already available in the evenings. There is an opportunity to build on this image and create a thriving evening economy based on the principles of health and wellbeing.

Current Issues: Fitness uses form the majority of evening activity in Bondi Junction, but as all are occurring indoors and on upper stories they are not visible from the street.

### Recommendations:

Investigate the creation of well-lit area/s within the precinct for use small, local health businesses for exercise classes and events, bringing life out onto the street. Areas need to be appropriately sectioned off from pedestrians to avoid the creation of conflict points.

- Investigate a booking or rental structure that incentivises the use of the space from small local businesses, or individuals such as personal trainers building up a client base.
- Sponsor and support relevant events and demonstrations such as World Yoga Day to build goodwill with local businesses.
- Investigate the potential to host concurrently operating exercise classes for children where they can also enjoy the benefits of exercise.
- In the long term, investigate the development of practical cycling and running tracks that traverse through Bondi Junction and encourage use into the night, while ensuring users remain respectful to the residents of the surrounding area, this is further detailed in Waverley's Strategic Transport Vision.





## 8. TALENT INCUBATION

Waverley Council should investigate the following actions to further existing small business support programs and build on opportunities to foster local talent. This offers many benefits including improved authenticity and strong connections to place.

**Current Context:** The low vacancy rates throughout Bondi Junction leave little space spare to foster local talent and short-term leases, yet there is an opportunity to think outside the box and use otherwise underutilised spaces for this purpose, for example partnering with or small temporary kiosks.

### Recommendations:

- Review the existing Small Grants Program and investigate the potential to focus interest on streets around Bondi Junction to achieve a greater impact by creating a cluster of projects.
- Develop a channel (via a phone contact or details on the Bondi Junction webpage) for the creative community or those seeking help to pitch their ideas and be partnered with Council or local traders to think of new possibilities, for example a small business might be given a display space within an existing cafe, land owners might offer empty windows for pop up art exhibitions or there might be a small number of Council sponsored or supported market stalls for local entrepreneurs to test their product.
- Invite previous winners of Waverley Council's Small Grants Program to facilitate talent incubation, creating a 'collective' mindset to reinforce community spirit and skill sharing.
- Focus trials and test initiatives on the creative community to support pop-up events referenced in other Strategy actions.
- Support young entrepreneurs with offerings that can assist in diversifying Bondi Junction's evening economy.



## 9. KEY STAKEHOLDER PARTNERSHIPS

Waverley Council will need to work with a large number of influential stakeholders in order to implement this strategy and create a successful evening destination at Bondi Junction. It will be vital to develop relationships with these stakeholders and involve or inform them around all aspects of the evening culture at Bondi Junction and ensure that everyone is working towards the same vision.

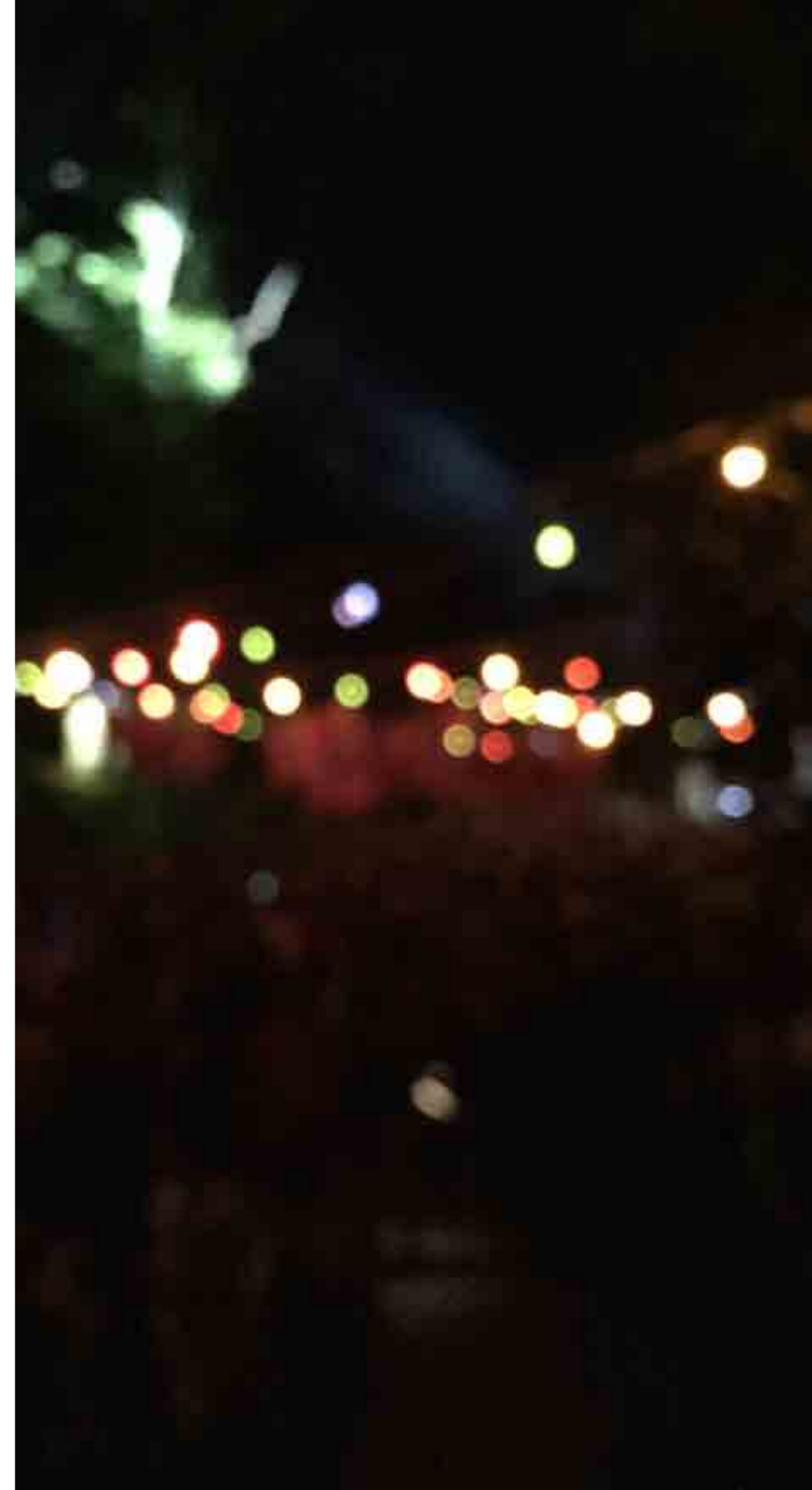
**Current Issues:** Acknowledging that Waverley Council and the Bondi & District Chamber of Commerce already conduct, regular business forums throughout the year, there is no existing forum for key stakeholders to meet with the intent of supporting evening culture at Bondi Junction.

### Recommendations:

Waverley Council should initiate a regular forum to discuss this strategy and all associated documents and works associated with developing a successful evening culture at Bondi Junction. It is recommended that the following key stakeholders are invited to attend these meetings:

- New South Wales Police Force
- Transport for New South Wales
- Roads and Maritime Services
- Westfield (Management Team)
- ISPT (Eastgate Management Team)
- Trader Group Representatives
- Representatives from the Bondi Junction Precinct Committee
- Local residents

Although these are the key stakeholders, it is noted that not all stakeholders will be required for every project discussion and other stakeholders may become increasingly important as objectives and actions progress.





## 10. TRANSPORT & ACCESS IMPROVEMENTS

Great night time places cater for all modes of transport but particularly encourage walking as it supports street life. Bondi Junction could further enhance the health and wellbeing focus by better facilitating walking and cycling.

**Current Context:** Council currently has a number of physical improvements planned for key streets within Bondi Junction to improve the quality of experience for pedestrians and cyclists.

### **Recommendation:**

- Council are to ensure future street improvements slow down traffic, provide pedestrian priority. Measures at conflict points should provide appropriate facilities to accommodate cyclists and include attractive lighting to create a safe and accessible night time precinct.
- Develop a strategy to advertise both the recent changes to paid parking (free after 7pm in key streets) as well as the opportunities to access Bondi Junction using public or active transport
- A pilot strategy should investigate the provision of free parking, with an emphasis on off street public parking, during special events to reduce the barriers of participation to the full extent possible.
- Work with State Government Transportation Authorities to improve safety and lighting around the Transport Interchange and bus stops.
- Actions related to transport should align with and support Waverley Council's 'People Movement Places' Strategy. This should include a central separated bike path, improved wayfinding signage and attractive lighting to improve safety.



## 11. TRADER GROUP & CROSS PROMOTION

Trader groups can be very effective in creating positive improvements to places due to their constant presence and genuine investment in the surrounding area.

**Current Context:** Evening activity is relatively spread out across Bondi Junction, making it difficult for passionate traders to communicate and work together to increase interest and activity throughout the precinct.

### **Recommendations:**

- Gauge interest in forming an incorporated traders association to become eligible for Council grants and other streams of funding to support the organisation and production of events.
- Provide a clear agenda for meetings (this may be the Place Curators role, see pg 8). Use meetings as a forum to share ideas and current struggles and use the benefit of collective wisdom and experience to reduce the burden of work on each individual.
- Create a platform to encourage cross promotion between traders in Bondi Junction. Include referrals to destinations open later in the evenings, when smaller bars and restaurants close. There are also many examples, such as the Raccoon Bar in Preston, Melbourne, where neighbouring traders have found synergies between their offers, for example one operates as a bar and the other serves food and patrons are able to order from both to maximise on business for each trader.
- Sponsor a small number of trader events per year and provide workshops/ seminars to assist traders in developing a successful evening economy, for example bringing in an expert visual merchandiser to provide tips to traders.
- Invite connections from within the local creative community, such as public art practitioners, theatre makers, musicians to discuss partnerships and future projects.
- Engage with representatives of the Bondi Junction Precinct Committee and local residents to help strengthen networks and provide insights and feedback.
- Invite winners from Waverley Council's 'Best and Brightest' awards to share insights on their success with past collaborations. Each industry could have a 'champion' to lead networking and partnership opportunities.
- A Place Curator could facilitate informal meetings to share ideas and current roadblocks to identify opportunities for neighbouring traders to find synergies between their offers.

## OBSERVATIONS

The 'Wellness in the Junction' event demonstrated the potential benefits for certain industries to collaborate and strengthen their customer base and community in a non-competitive way. Fostering these relationships will provide opportunities for future collaborations and inspire new businesses to seek local partners.

# SPECIFIC ACTIONS

This section details the site specific Placemaking Actions for Bondi Junction. The objectives identified have clear locations to assist in implementation and are detailed on the adjacent plan.

1. ARCADES & LANEWAYS
2. PUBLIC BATHROOMS
3. NIGHT MARKETS
4. ROWE STREET
5. KIOSKS & POP-UPS
6. BOLD PRECINCT GATEWAY ARTWORK
7. STREET PARTY
8. THE LIBRARY
9. NORMAN LEE PLACE
10. CUSTOMER SERVICE CENTRE
11. TAILGATE PARTY/ NIGHT MARKETS
12. PARKLETS
13. GRAY STREET/ ANN STREET LANEWAYS
14. WAVERLEY MALL
15. WESTFIELD



## Precincts

- OXFORD STREET WEST
- OXFORD STREET MALL
- SPRING STREET
- BRONTE ROAD
- OXFORD STREET EAST

# OXFORD STREET MALL

## HEART - GATHERING - VIBRANCY

The focal point of activity during the day, the future vision of Oxford Street Mall builds upon this by concentrating activity into the evening. A constantly evolving series of events, pop ups, performers, combined with outdoor dining options encourage everyone to linger, whilst also acting as the evening information hub welcoming exploration of the broader precinct.



### ARCADES AND LANEWAYS

Bondi Junction has an existing network of laneways that could be repositioned to create a fine-grain urban realm, particularly in the area around Oxford Street Mall. Council should negotiate with owners to extend the access hours for the private arcades between Oxford Street and Spring Street. These discussions should also include extended opening hours for retailers in these arcades.

A Leasing Strategy should investigate the possibility to open up one tenancy to Grosvenor Lane to create a unique 'hidden gem' for Bondi Junction. Even one quality retailer can create a huge difference to an otherwise unoccupied lane, for example Brew (Bar and Café) in Burnett Lane, Brisbane. This should be coupled with art along the road to slow/limit traffic and catenary lighting. With the addition of art and lighting, this will become an interesting location for long table dining events.

In the long term, projects reviewing the Rowe Street Entrance to the Bondi Junction Transport Interchange should explore the potential to open up existing tenancies to Grosvenor Lane and along the ramp into the early evening, to create an active and vibrant laneway culture. This may be signaled with an attractive hanging sculpture.

Develop a laneway strategy that enhances the existing laneway network of Bondi Junction. Investigate the activation of the laneways through retail and tenancy mixes, public art, public domain improvements and greenery.

While the activation of laneways is a long term goal, investigate opportunities for extending trading hours in arcades with support or partnership to ensure security and safety of tenants and customers.



### PUBLIC TOILETS

Public spaces should be accessible and inclusive for all people and encourage lingering and use for events and other activities. This should focus on the area around Oxford Street Mall. Appropriate facilities need to be provided to support the varied use of the space in the evenings, and include how private developments might be incentivised to provide publicly accessible toilets in future development applications.

Oxford Street Mall does not have any public toilet facilities. This results in visitors required to go into paid tenancies (Westfield, local businesses) to find such facilities. As many of these businesses close after 6pm, this is especially detrimental for hosting evening events. It can also result in inappropriate behaviour (urinating) in the laneways.

Investigate possible areas in Bondi Junction for the provision of public toilet facilities. This should focus on the area around Waverley Mall. The opportunity to provide public bathroom facilities in new developments should also be investigated, although these must be accessible by the general public in the evenings.

This will have long term benefits in terms of creating an accessible and inclusive public realm. An example is the silver public toilet pods used in St Kilda, Victoria.







## NIGHT MARKETS

The markets held on a Wednesday, Thursday and Friday are a highlight of the Oxford Street Mall for all those visiting, working or living in Bondi Junction. The layout of night markets should be further investigated, with the potential to expand to additional areas of the Oxford Street Mall.

Consider seasonally themed markets, with food as a central focus (Christmas or Chinese New Year). This can provide an enjoyable customer experience and the opportunity to explore a new night market, rather than an extension of the existing day trade. Light and quick food options should be dispersed throughout the market and its presence distinctly branded to encourage people to stay in the evening.

Comfortable places to sit and enjoy the food will also be crucial to the development of a successful place. Musical performers should also be showcased over the course of the night to help to create an atmosphere that attracts people. Music may be sponsored by or programmed in accordance with The Jam Factory/ Spring Street Social who would then be able to capture the crowd looking for a drink after visiting the night markets.

During the planning stages of demonstrations in this space, the recommended lead time for liaising with stallholders is four to six months to extend hours and appropriately engage traders.



## KIOSKS AND POP UP EVENTS

Creating a comfortable space within the Mall that can host pop up events and retail spaces will create interest and encourage commuters to spend more time in the Mall. Short term pop ups might include a makers market, potentially partnering with the Maker Engagements run by Waverley Council's Cultural Programs team.

In the initial project stages, this space should be designed to incorporate movable seating, mitigate wind impacts and be separated from pedestrian and cycle traffic. Early projects may include a dedicated pop-up restaurant, similar to Greenhouse by Joost that popped up in Melbourne, Sydney and Perth. A pop up restaurant will act to create a destination with a strong anchor, exerting a magnetic pull that encourages people to take the time to stop and check it out. This project is subject to spatial testing prior to implementation.

Based on the outcome of initial testing with pop ups, the potential for permanent or semi-permanent kiosks to be installed in the Mall may be investigated, similar to the recent refurbishment of Brunswick Street Mall in Brisbane. This would allow for new evening focused uses to be introduced without compromising existing trade.

Continue to apply the 'engagement through experience' method for this action to encourage people to keep 'testing' ideas and initiatives.

With the community commenting heavily on the Mall's physical shortcomings, a lighter, cheaper approach is recommended. Flexibility in the layout and location of kiosks and pop-up events is advised in testing permanent future interventions. This might include astroturf and fairy lights centralised around hubs of activity including restaurants and cafes that trade late.

Ensure these spaces are designed to be flexible for both day and night use. This could be achieved by allowing multiple uses or shared tenancy. It is also important that any intervention does not hinder the pedestrian experience when not in use.



## ROWE STREET PUBLIC ART

The Rowe Street ramp links Tiffany Plaza and the Bus Rail Interchange with Oxford Street Mall and various arcades, such as Bronka Arcade, which provide pedestrian connectivity through to Spring Street and the Eastgate Car park. The permeability of Oxford Street Mall and the role of Rowe Street to deliver commuters and pedestrians to this space means that the intersection of Rowe Street and Oxford Street Mall represents a significant pedestrian/commuter focal point.

'The Heart of Bondi' is a pilot project that was developed as part of the 'Creative Lighting Strategy'. The interactive artwork is suspended at the base of the Rowe Street ramp and demonstrates how lighting can enhance the night time pedestrian experience by creating a sense of place. A permanent artwork should replicate the successes of the pilot project and be commissioned and installed as identified in the Public Art Masterplan.

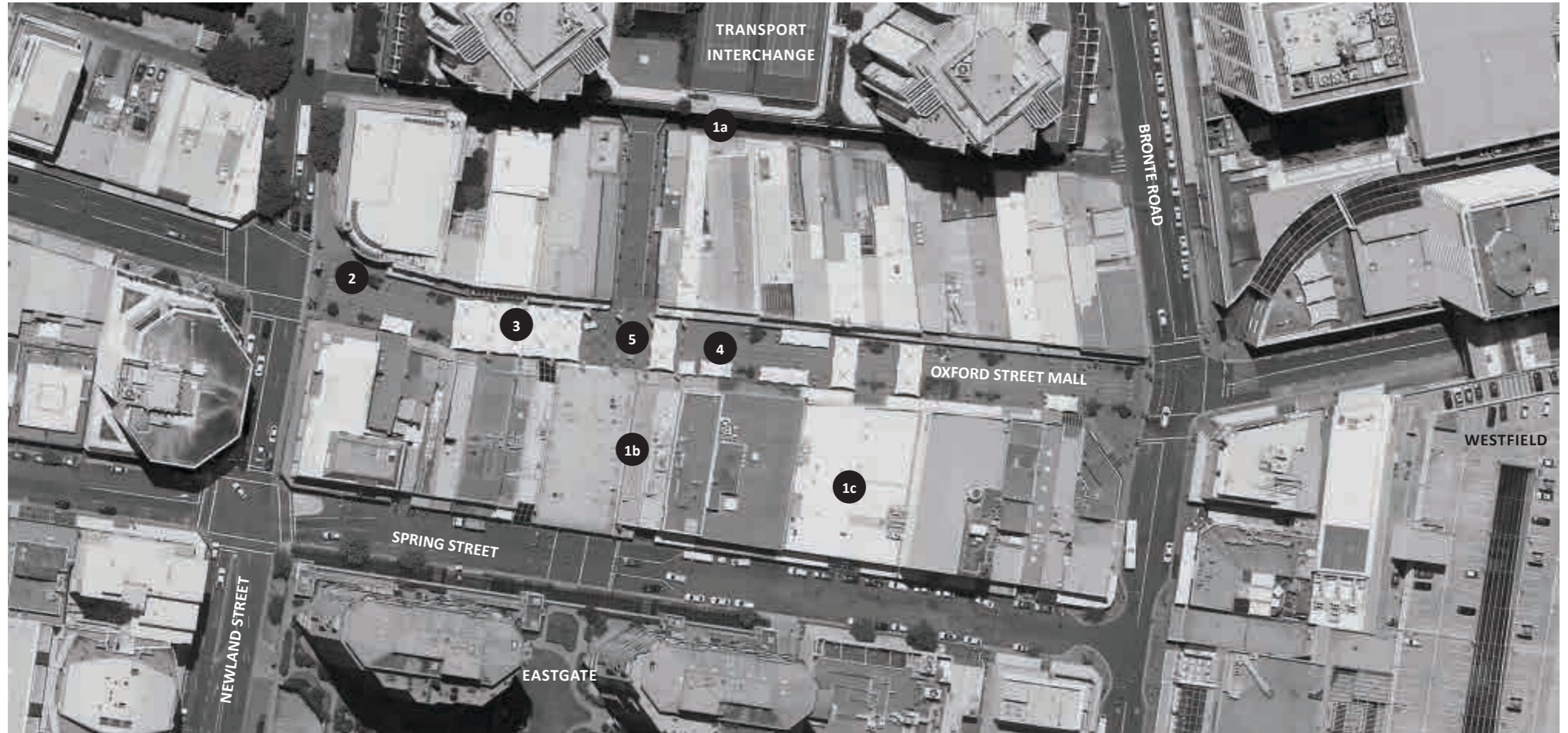
In addition to a public art installation, Council assets including the Mall's lighting need to be assessed as some are not working. Functioning assets are essential to improve evening activity in this space.



## PROJECT MAP

### Projects

- 1a. Grosvenor Lane
- 1b. Bronka Arcade
- 1c. Royal Arcade
- 2. Public Bathroom Facilities (TBC, with spatial testing)
- 3. Night Markets, existing location plus potential for extension
- 4. Pop up Kiosks (TBC, with spatial testing)
- 5. Rowe Street Public Art



# SPRING STREET

ECLECTIC - ENGAGING - DIVERSE

Spring Street is a destination for those seeking to nourish both their mind and body. Whether listening to a TEDx talk at the Library, grabbing a bite to eat at a hidden restaurant, grabbing a fresh juice or playing a game at the Boot Factory, Spring Street provides an eclectic, ever-changing offer. The quirky and urban feel creates a distinct destination within Bondi Junction.

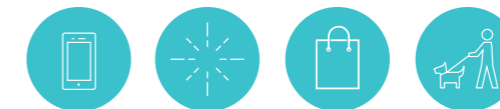


## THE LIBRARY

The Library is a highly valuable Council asset for assisting in the development of a safe and inclusive evening economy. In order to build on this asset, the following should be considered:

**MEDIUM  
PRIORITY**

- Co-ordinate with UNSW to trial and market a late night study program during exam periods. Carry study support initiatives currently in place into the evenings to compliment extended hours. Informal food options and unlimited wifi access should also be provided during this trial.
- Promote the existing night time program.
- Investigate the development of new programs building on the library's strengths.
- During the annual activities calendar review, investigate what evening events they could take 'outside the Library' and onto the streets or Norman Lee Place.



## NORMAN LEE PLACE

The Boot Factory and Norman Lee Place are a significant asset for Spring Street as one of the few heritage buildings in Bondi Junction. In order to make this an attractive and usable space, the following actions are recommended:

**HIGH  
PRIORITY**

- Investigate opening up the existing adjoining uses onto Norman Lee Place for passive surveillance and visual activation.
- Investigate the potential as a key location for pop up events to activate the space, subject to a risk assessment and residential survey to ensure residential amenity is not adversely affected.
- Tell the history of the Boot Factory through projections onto unused windows and other artistic interpretations. Enter discussions with the Cultural Programs team around how their existing events could complement this.
- Introduce additional greenery to soften the space without detracting from heritage features
- Encourage greater use of the adjoining community centre for evening activities.
- Encourage neighbourhood activities for local residents.



### CUSTOMER SERVICE CENTRE

The Waverley Council Customer Service Centre has a significant frontage to Spring Street which can act as a valuable landmark to bring this precinct together.

Council should extend the operating hours of the centre or open up meeting rooms to local groups in the evening to increase late night activity occurring in this section of Spring Street. This might even include using the location as an interesting space for a pop up dinner or event.

Using the windows for art displays is also a great practice. An additional focus on lighting and moving images to make these spaces more engaging at night and increase the feeling of safety on the street should also be encouraged.

**LOW  
PRIORITY**

## PROJECT MAP

### Projects

1. The Library (events may be held in various locations)
2. The Boot Factory and Norman Lee Place
3. Norman Lee Place as a potential location for outdoor fitness events (TBC, following spatial testing)
4. Customer Service Centre



# OXFORD STREET EAST

SOPHISTICATED - INTIMATE- RETAIL

The Eastern section of Oxford Street is an irresistible attractor for the sophisticated and bespoke retail experiences. Westfield’s articulated exterior unfurls seamlessly into the public realm, with intimate courtyards and iconic ‘talking point’ art pieces punctuating the journey. These spaces and experiences provide moments that celebrate fashion, culture and design.



## WAVERLEY MALL

Waverley Mall is an attractive courtyard that bustles during the day yet becomes dark and quiet come evening. The following recommendations are suggested to boost this asset:

- Introducing atmospheric lighting, such as Catenary lighting or fairy lights woven through the existing trees to help create an attractive and intimate atmosphere.
- Extending trading hours for small wine bars or cafes that spill out onto the mall.
- Relaxed early evening events such as live acoustic bands or jazz quartets.
- Consider partnering with local schools to create a regular evening music program and foster support for local talent in an open and informal setting.
- Consider a public performance showcase for musicians from the Bondi WAVE Songwriting Program. This could be a week-long ‘festival’ to run in conjunction with the annual Bondi WAVE Music Industry Conference.
- Investigate the purchase of a set of movable outdoor furniture items and games to use during events to create a ‘comfort zone’ for casual dining and play. Installing these within the Mall during events will soften the space and improve patronage from non-diners.

It is noted that all recommendations for Waverley Mall should appropriately mitigate noise and light impacts on adjoining residents and be tested to ensure they are a feasible use of space.

## OBSERVATIONS

Utilise the popularity of the Mall as a daytime dining destination and the loyal customer base of local cafes to develop a diverse evening offering. Future events in Waverley Mall would be well suited to a layered offering of dining and live music; relaxed early evening events such as live acoustic bands or jazz quartets, showcasing local cultures and dancing were among the suggestions fielded from attendees.



## WESTFIELD

Westfield is a major destination for cinema, dining and evening retail. The following activities could be managed by Westfield to develop and promote greater interaction between Westfield and other traders within Bondi Junction and build synergies with the existing evening activity occurring outside Westfield:

- Encourage fit out design of facades that open out onto the street.
- Investigate the feasibility of extending operating hours on additional nights, in particular tenancies with street frontage.
- Fund significant art pieces, including investigating a hanging artwork suspended between the two Westfield buildings. This will attract users to Bondi Junction and may later be incorporated into precinct branding as an immediately recognisable feature, for example the Chicago ‘Bean.’ The Westfield artwork, potentially including a lighting element, will involve negotiations with Westfield which, if successful, will necessitate a risk and safety assessment.

## PROJECT MAP

### Projects

- 1. Waverley Mall
- 2a. Potential location for hanging artwork between the two Westfield buildings
- 2b. Key frontage for street facing tenancies



# OXFORD STREET WEST

## WELCOMING - LOCAL - TREASURED

Oxford Street West will embody a friendly, neighbourhood atmosphere and a place where you are always treated as a local. The Nelson Hotel anchors this night time pocket of activity, this place is full of intangible hidden treasures, discoverable elements for those in the know, and an inviting entry drawing you into the heart of Bondi Junction.



### BOLD PRECINCT GATEWAY ARTWORK

Following any future redevelopment of the corner there is an opportunity to commission a bold and attention-grabbing public art piece that acts as a gateway denoting your entrance into Bondi Junction. This piece should be located along the western edge of Oxford Street, and seeks to capture the attention of vehicles and public transport users as they travel through or past the precinct.

This gateway should be equally as appealing during the day as it is when lit up in the evening. An example might be something similar to the Scott Redfern Gogie Style sign outside the QAGOMA, Brisbane or could otherwise build on the Art Deco themes of the Nelson Hotel, a key anchor for this precinct.



### STREET PARTY

The Nelson Hotel is a popular family owned pub and the anchor of West Oxford Street. There is potential to host an annual or bi-annual Street Party in this precinct that celebrates the best Bondi Junction has to offer and the history of Oxford Street. This could include the temporary closure of Nelson Street, with live bands performing and a BBQ or street food vendors opening up the Nelson Hotel to the street. Explore potential for delivering the Street Party concept through retrofitting or combining events already confirmed in the existing event calendar. Council support or sponsorship would ensure a community minded approach.

Watching the unfurling of a large mural, similar to Ash Keating's gradual additions to his RMIT Urban Square mural in Melbourne, could be an additional attraction for the Street Party.



## PROJECT MAP

### Projects

1. Potential location for bold precinct gateway artwork
2. Grafton Street, potential Street Party location adjacent to the Nelson Hotel



# BRONTE ROAD

RELAXED - FOOD - FESTIVE

Bronte Road is the relaxed extension of Spring Street as an 'eat street'. The food offer is distinct, diverse and supported by the buzz of regular night markets, parklets and pop ups, all of which build a festive atmosphere. This is a destination for anyone whose idea of a great night out starts with an excellent meal and finishes with a stroll through illuminated and art-filled laneways.



## TAILGATE PARTY/NIGHT MARKETS

To assist in developing Bronte Road's new character as the 'eat street', hold a Tailgate Party in a local carpark where local retailers and traders from further afield are invited to host a stall from the boot of their car (or one small 2.5m wide table). An overhead ticket cost will encourage the sampling of different small dishes. The event should be sensitive to local needs and a residential survey should be conducted to ensure residential amenity is not adversely affected. Potential locations include one of the car parks on the western side of Bronte Road, or the commercial section of Bronte Road at the end of Allens Parade, subject to a risk assessment. Complement this event with buskers and street performers.

Based on initial testing, this event could later be extended to twilight craft markets or other low access, niche markets designed for locals.

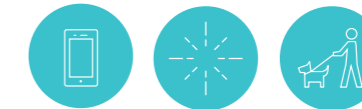
Bronte Road provides a potential alternate location for a seasonal evening market, trading on Thursdays in summer and offering quick hot food and artisan goods.



## PARKLETS

To assist with providing more alfresco dining opportunities, individual parklets could be installed following a risk assessment, where appropriate; each one should be limited in size to one or two parking spaces, should be well lit, and include public art and plantings to help create a public asset with a relaxed atmosphere. As this will cater to those eating takeaway dinner, from Souvlucky Country or The Chip Shop, appropriate rubbish disposal facilities should be provided in close proximity.

Consider the maintenance of the existing parklet to improve the current quality.



## GRAY STREET/ANN STREET LANEWAYS

Provide physical improvements to Gray and Ann Streets including lighting and artwork to enhance pedestrian safety and activation in the evening. Partner with Triple Pick Coffee and discuss the potential to extend cafe trading hours, late night coffee tasting (cupping) events and other ways to offer barista training or coffee appreciation classes.

## PROJECT MAP

### Projects

1. Car park for use as base for Tailgate Party/ Night Markets (to be negotiated with landowner)
2. Potential location for early parklet intervention (focus on outdoor seating)
3. Gray Street/Ann Street Laneways



# GLOSSARY

## **EVENING ACTIVITIES:**

Any activity or land use that takes place between 6pm and 6am. The core focus is on retail and hospitality activities that are supported by a smaller number of commercial and cultural uses. Examples are unlimited but might predominantly include cafes and restaurants, bars, pubs, pop up retail, boutique traders, take away food, markets, innovation hubs, art galleries and performance venues.

## **EARLY EVENING:**

The portion of the evening between 6pm and 9pm where the largest number of diverse land uses and activities. This includes a broad mix of retail and hospitality land uses, every night of the week.

## **LATE EVENING:**

Any land uses or activities operating between 9pm and 12am are considered to be late evening uses. This segment of evening activity should contain more refined activities to limit impacts on the neighbouring community.

## **EARLY MORNING:**

12am to 5am, restricted to key licensed land uses and low impact activities as well as early morning retail.

## **PUBLIC REALM:**

The public realm refers to any publicly owned streets, pathways, public laneways, parks, publicly accessible open spaces and any public or civic buildings and facilities.

