

## Attachment 2



**NEWGATE**  
RESEARCH

### **West Oxford Street Precinct Plan Research FINAL REPORT**

*Community research regarding the  
renewal of the West Oxford Street  
Precinct*

***Prepared for:***  
Waverley Council

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## EXECUTIVE SUMMARY

Following is a summary of the key results and implications from a statistically valid survey among n=378 residents of the areas surrounding the West Oxford Street Precinct of Bondi Junction. The purpose of the survey was to gain quantitative feedback on a range of ideas for the renewal of the Precinct which had been developed by Waverley Council following community consultation and a design charrette process involving professional design teams commissioned by Council. A similar survey was also conducted among non-representative samples of local businesses and visitors to the area. The fieldwork for this study was conducted between December 1, 2014 and January 4, 2015.

### Current perceptions and usage of West Oxford Street

Current sentiment among residents toward the West Oxford Street Precinct is evenly divided between positive (35%) and negative (32%), but these views are not strongly held. There is also a high degree of ambivalence toward the area (27% neutral), suggesting there is room for building stronger community connections and engagement with the Precinct.

In its current form, respondents consider the best things about West Oxford Street to be the diversity of shops (30%), the cafés and restaurants (17%); the low density (15%); the village atmosphere (9%); the heritage character (9%) and the sense of community (5%) in the area.

Respondents' major concerns centre on infrastructure and amenity: i.e. traffic flows and gridlock (34%); the run-down and 'shabby' appearance of the area (26%); the future viability of retail in the area (15%); the bus depot (its appearance, the traffic impacts of buses entering and exiting the depot) (14%); pedestrian safety (11%); the safety of shared pedestrian and bike paths (14%); and parking (12%).

For residents, frequent usage of West Oxford Street is more often as part of a journey to somewhere else (79% do this once a week or more), or to and from work (45% do this once a week or more), than it is as a destination for shopping (33% once a week or more), or other activities.

However given what residents value about the Precinct, there is certainly an opportunity for Council to foster it as a village community by attracting more diverse businesses and by making the area easier to access and more desirable as a destination in which locals want to spend their time.

### Awareness and knowledge of the West Oxford Street Precinct Plan

About half of the survey respondents (48%) were aware that the West Oxford Street Precinct Plan is currently being developed however, of those who are aware, knowledge levels are low i.e. the vast majority (84%) either only knows that a Plan is being developed, or claims to know 'a little' about it. A total of 16% claims to know 'a fair bit' (11%) or have 'detailed knowledge' (5%) about the Plan.

These low knowledge levels suggest Council has an opportunity to continue to build awareness and provide further information to the community on the Plan and the project as it progresses.

## Reactions to the Ideas for the Renewal of West Oxford Street

Before completing the survey, respondents were given detailed background information about a set of ideas which have been formulated in consultation with the community and via a design charrette process. The ideas were categorised into four areas: Art, Culture and Heritage; Public Domain; Traffic; and Ideas around Buildings. Respondents then rated the acceptability of each idea (on a scale of zero to ten) and their preferences (most and least preferred) for each idea category. The results by category are summarised below and percentages refer to proportion of votes each received as most preferred.

### *Traffic Ideas*

The most preferred of the Traffic ideas were:

- Idea 3: The simplification of the intersection at Oxford Street, Ocean Street and Syd Einfield Drive (19%);
- Idea 5: Relocate both the entry and the exit to the bus depot (currently on Oxford Street) to a position around the corner on York Road (18%).
- Idea 7: Provide new laneways to improve walking connections both north and south of Oxford Street (17%), which also received the highest overall acceptability rating among this idea block at 66%.

The most divisive ideas in terms of those nominated as least preferred are set out below, along with their overall unacceptability ratings.

- Idea 1: The roundabout connecting Grafton Street and Syd Einfield Drive: the least preferred for 20% and unacceptability at 23%. The clearly dominant concern about this idea was driver and pedestrian safety.
- Idea 2: The Nelson Street shared zone. This was nominated by 18% as their least preferred and the overall unacceptability was at 32%. From respondent comments, there was some difficulty perceiving a clear need for this idea.
- Idea 8: The Oxford Street footpath widening requiring building setbacks (15% least preferred, considered unacceptable by 28%). The main concerns regarding this idea related to which buildings would be affected, cost, impacts on heritage buildings and some suspicion that it would open the way to more development.

### *Public Domain Ideas*

The two Public Domain ideas which were most preferred were:

- Idea 9 about providing quality plants and trees along all streets (15%); and
- Idea 16 referring to creating a public forecourt near the front of bus depot and angling buildings to create a 'frame' for a future entryway to Centennial Park (11%)
  - Note that this idea was also the least preferred option for 12% of respondents, and this needs to be considered in decision-making. However the acceptability rating shows this idea is acceptable to a two thirds majority (with 65% of respondents rating it as between six and ten out of ten).

The remaining ideas all received majority acceptability ratings, although careful consideration would need to be given to Idea 19 regarding the widening of the footpath along the northern side of Oxford Street. This was the least preferred for 15% of the respondents and was considered unacceptable by 22%.

### *Art, Culture and Heritage Ideas*

The three most preferred Art, Culture and Heritage ideas were:

- Idea 38 referring to supporting local business diversity (29% rated this as most preferred);
- Idea 31, referring to the preservation of heritage-listed landmarks such as the Nelson Hotel and Westgate House, as well as buildings within heritage conservation areas (22%); and
- Idea 34 about the retention of small scale shopfronts (17%).

Of the remaining ideas, all were acceptable to at least half of respondents, however Idea 37 relating to development incentives in return for cultural assets received the most nominations as least preferred at 28%, as well as 25% of ratings in the 'unacceptable' range (i.e. zero to four out of ten). Idea 32 referring to a new lot at the intersection of York Road, Oxford Street and Syd Einfeld Drive (in the spirit of the former historic theatre and diner) received 20% of nominations as least preferred and 21% of ratings in the unacceptable range.

### *Ideas around Buildings*

The Buildings ideas which received the greatest proportion of votes as most preferred were:

- Idea 48: Discourage large scale sites for buildings (35%). Almost three quarters (73%) of residents considered this acceptable.
- Idea 51 which proposes setting back the bus depot frontage to allow construction of a two-to-three storey building to be used for cultural activities (22%).

The most divisive of this set was Idea 43 proposing to turn the space between Syd Einfeld Drive, York Road and Oxford Street into an activity hub. This idea received the same proportion of votes as most preferred as it did for least preferred (16%). Acceptability was also divided with 47% considering it acceptable, and 40% rating it unacceptable. The main concerns were safety and air quality for pedestrians and people visiting the hub (given its small size and position in the middle of a busy traffic zone).

Broadly, the remaining ideas which refer to specific building development ideas and specified building heights ranked further down in preferences and acceptability (aligned with concerns about higher density and development).

### **Sentiment toward the Project and Feedback for Council**

After seeing the information about the ideas and the Plan, residents were asked to rate their overall feelings about the project and two thirds (67%) rated their feelings as either positive (50%) or extremely positive (17%). Those who stated they were extremely positive tended to be people who had had no knowledge of the plan at the beginning, highlighting an opportunity for Council to communicate more widely about the project to the broader resident community.

However it should be noted that business sentiment tended to be more negative due to concerns about possible impacts such as increased density and development, more traffic congestion and potential degradation of the character of the area.

When asked for additional feedback on the project, and despite broad support, residents nonetheless raised concerns about the potential for higher density and overdevelopment in the area, the cost of implementation, as well as the potential impacts of implementing these ideas on things like local congestion and traffic. They also asked Council to ensure that it listens to the community's concerns, and that any renewal activities are respectful to the heritage and character of the area, are part of a longer term vision and are practical in what they deliver for the community.

## INTRODUCTION

Waverley Council commissioned Newgate Research to conduct a statistically valid quantitative survey among the local community to measure their responses to a range of potential ideas for the renewal of the West Oxford Street Precinct in Bondi Junction. Many of these ideas were either suggested by members of the local Waverley community or informed by their feedback, and were then developed into concepts by urban designers, landscape architects and artists during a design charette process so they could then be tested in the community. A similar survey was also conducted among local businesses and visitors to the area. The results of this research will help to inform Council's decision-making on which ideas might be acceptable to the Waverley community and therefore warrant further investigation.

This report sets out the findings of the survey conducted by Newgate Research between December 1, 2014 and January 4, 2015.

## RESEARCH OBJECTIVES

The core objective of this research was to provide Waverley Council with guidance for its decisions regarding which ideas for the renewal of the West Oxford Street Precinct should be further investigated.

Specifically, the key areas for examination included:

- Perceptions of the West Oxford Street Precinct in its current form including the main positives and any concerns about the area;
- Current awareness and knowledge levels regarding the West Oxford Street Precinct Plan;
- Measurement of current Precinct usage (reasons for visiting, frequency of visitation);
- Presentation of each proposed idea for the Precinct and measurement of acceptability, plus voting to identify most and least preferred ideas;
- Additional feedback on the ideas including perceived positives and benefits, issues and concerns, and suggestions for improvement;
- Attitudes to the project (positive/negative) after being presented with the ideas; and
- Any additional feedback for Council regarding the project.

## METHODOLOGY

This research study was conducted in three parts, with the fieldwork occurring between December 1, 2014 and January 4, 2015. Methodologies are detailed below:

### Resident Survey

This phase involved a statistically valid quantitative survey among residents of suburbs surrounding the West Oxford Street Precinct, namely: Bondi Junction, Queens Park, Waverley, Bondi Beach, Bronte and Woollahra.

Quotas for each suburb were set according to Waverley Council specifications, while quotas for age and gender were set according to ABS 2011 Census data. Slow response rates (due to time of year) required some relaxation of these quotas, however post-weightings according to ABS data for suburb, age and gender have been applied to the data before analysis and reporting. Post-weighting is a statistical method of correcting data to ensure that the data are representative of the population. So if a quota has not been met e.g. for 18-34 year olds, their responses are given an increased weighting to reflect the true proportion of 18-34 year-olds in the population of interest according to ABS data. This means that the data included in this report are statistically representative.

Respondents were recruited by telephone by Newgate Research's fieldwork partners AFS Smart Askers using random-digit dialing from AMSRO-approved electronic telephone directories. Sampling criteria included ensuring only one person from each household was represented and, if more than one person in the household qualified, the 'next birthday' method was employed to randomly select a respondent.

Recruits were asked a series of qualifying questions and also three questions about the Project to obtain a 'clean read' of attitudes to the West Oxford Street Precinct, plus awareness and knowledge levels about the Plan, before they were told who was conducting the survey and the survey topic. Once recruited, each respondent was sent an email with a unique link to the online survey. They were also provided with some background materials containing a description, rationale and graphic representation of each idea, and maps with indicators showing the location to which each idea was related. Respondents were asked to read the background materials before completing the survey.

To manage response rates, an incentive was offered which gave all respondents who completed the survey an equal chance of winning a retail voucher in line with standard market research practice. The initial prize was one of ten retail vouchers to the value of \$50, but this was increased to one of forty retail vouchers to the value of \$50. The winners were drawn randomly at the end of fieldwork. Reminder emails were also sent at appropriate times to encourage participation.

The target sample size for this survey was n=450 from n=900 recruited. This would have yielded a 50% response rate. The final achieved sample was n=378, representing a response rate of 42%.

The margin of error of the final achieved sample size was +/- 5.04% at the industry-standard 95% confidence level for a 50% result. This indicates the results for the total sample are robust and statistically valid and may be interpreted with confidence.

The respondent profile, survey questionnaire and background materials for this phase are provided in Appendices 1, 2 and 4 respectively.

### **Business Survey**

This phase involved a quantitative survey of businesses located within the Precinct. The survey questionnaire was in line with the resident survey, with the exception that demographic data collected were business-related. The background materials document was also provided. The survey questionnaire for business is provided in Appendix 2.

The target sample size for this cohort was n=30 businesses operating within the Precinct. Respondents were given the option to complete the survey either online, face-to-face via computer-assisted personal interviewing (with data entered into a tablet device), or on paper. Businesses were recruited by Council's Business Liaison Officer. Due to the above approach, this survey was not intended to be statistically representative and the results were intended to be interpreted separately.

The final achieved sample for this phase was n=15 businesses, meaning the data collected cannot be interpreted quantitatively. For this reason, analysis and reporting of this data has been conducted qualitatively and results cannot be extrapolated to the broader business population of the area.

### **Visitor Survey**

This phase involved a quantitative survey of visitors to the Precinct during the fieldwork period. This survey questionnaire was largely in line with the resident survey and is included for reference in Appendix 2. The background materials document was kept at hand by interviewers for visitor reference during the survey.

The target sample size for visitors was n=50. They were recruited by Waverley Council staff in prominent public spaces within the Precinct and administered with staff assistance. Respondents were given the option to complete the survey either face-to-face (via computer-assisted personal interviewing with data entered into a tablet device), online (by providing an email address) or on paper. Due to these design elements, this survey was not intended to be statistically representative and the results were intended to be interpreted separately.

The final achieved sample for this phase was n=12 visitors, meaning the data collected cannot be interpreted quantitatively. For this reason, analysis and reporting of this data has also been conducted qualitatively and results cannot be extrapolated to the broader visiting population.

## NOTE TO THE READER

This research was conducted in accordance with the international quality standard for market and social research (ISO 20252), to which Newgate Research is accredited.

In preparing this report we have presented and interpreted information that we believe to be relevant to achieve the objectives of this research project.

Where assumptions are made as a part of interpreting the results or where our professional opinion is expressed rather than merely describing the findings, this is noted. Please ensure that you take these assumptions into account when using this report as the basis for any decision-making.

Please note that percentages on single response questions may not total 100% due to rounding, and if the question was multiple response the total may also exceed 100%. Throughout the report, weighted data is shown. See the Methodology section for more information about the weights used.

The actual questions asked in the surveys are shown at the bottom of each chart or table, along with the respondent base. Where questions accepted multiple responses, this is specified after the question; otherwise questions should be assumed to have accepted a single response only. The questionnaires are also provided in the appendices. Relevant statistically significant differences between demographic or attitudinal segments are included in report commentary and only refer to differences at the 95% confidence level – the market research industry standard.

Please note that qualitative findings reported for businesses and visitors included throughout this report should not be considered statistically representative and cannot be extrapolated to the general populations of businesses and visitors.

Verbatim quotes from the research are included in the report to further support and provide evidence of the findings.

## RESEARCH FINDINGS

*Note: The main commentary presented here relates to the Resident survey. Observations from the qualitative analysis of the Business and Visitor surveys are provided in a separate box in each relevant section.*

### A. CURRENT PERCEPTIONS OF WEST OXFORD STREET

#### Feelings toward the Precinct are evenly divided

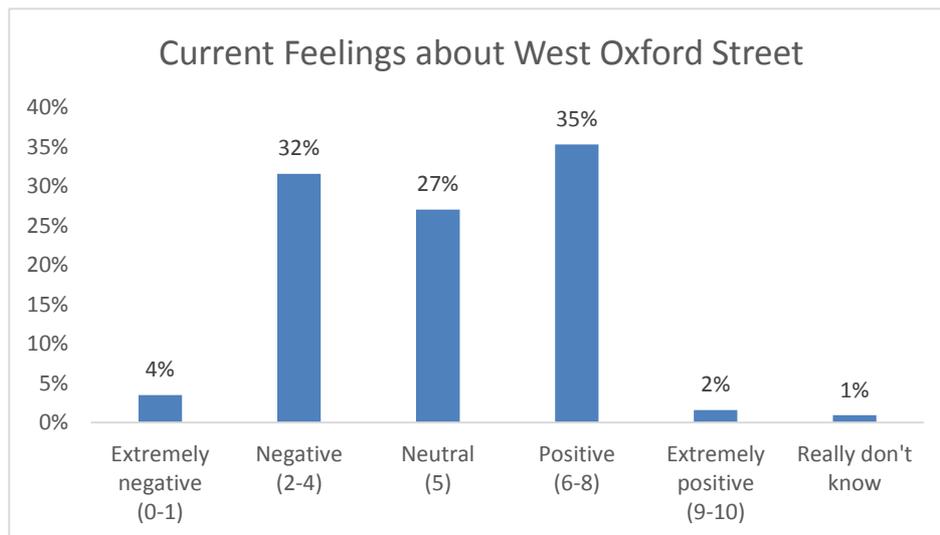
To contextualise resident reactions to the proposed ideas for the Precinct Plan, it was first necessary to understand their perceptions of the Precinct in its current form by asking them to rate their feelings on a scale of zero to ten where zero was extremely negative and ten was extremely positive.

As the chart below shows, positive and negative feeling was evenly spread at approximately a third of the sample each (35% were positive and 32% negative). Neutral perceptions i.e. no feelings either way, made up most of the remaining third at 27%, while extreme views at both ends of the spectrum were low (2% extremely positive and 4% extremely negative).

These results were consistent across all main demographics, although those who said they were extremely positive were also more likely to be frequent visitors to West Oxford Street to visit friends or locals (7%) and to travel to and from work (3%) than other activities.

So the resident community as a whole might be described as divided in their feelings about the Precinct, with two thirds holding an opinion (not extreme) but also a significant degree of ambivalence.

*Note: Throughout this report, the term 'frequent visitor' refers to visitation frequency of once a week or more for the nominated activity.*



*Base: Total sample n=378*

*Q1. Firstly, we want to ask you about the West Oxford Street area. That is, from the intersection of Oxford Street, Ocean Street and Syd Einfeld Drive, along Oxford Street to the Mill Hill Hotel on Denison Street and north up to Syd Einfeld Drive. Using the scale below, how would you rate your current feelings about West Oxford Street? SINGLE RESPONSE*

 **BUSINESS (n=15)**

Business community respondents were broadly more positive than residents and there were also more among this group with strong views.

Around half of the business community respondents reported feeling positive about the Precinct in its current form with a strong proportion of these reporting they were extremely positive.

Around a third were negative and there was a minority with extreme views in this regard.

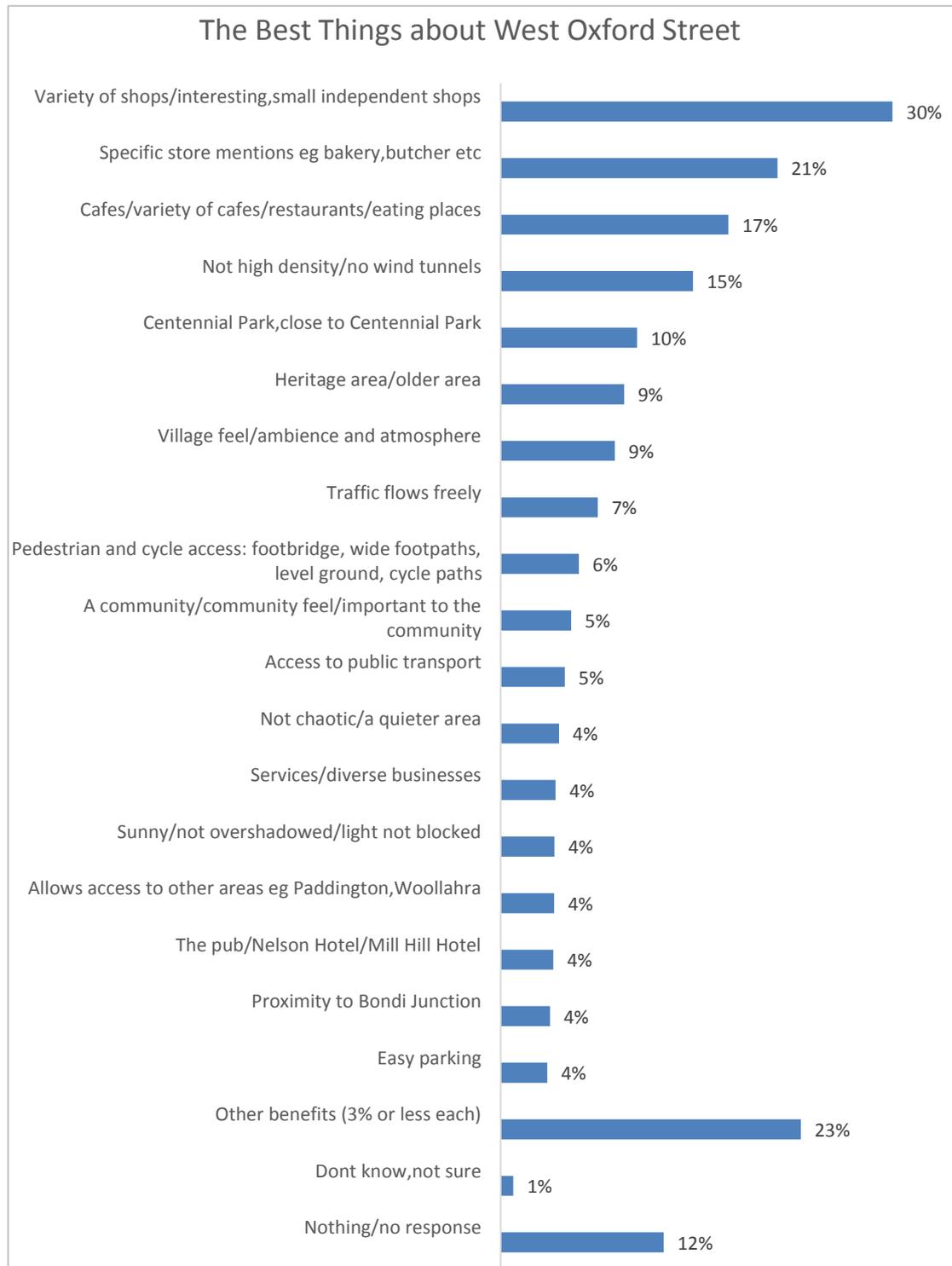
 **VISITORS (n=12)**

The views of respondents who were visiting the Precinct were overall more positive than negative and, similar to residents, few displayed extreme feelings.

There was also a notable proportion of neutral responses reflecting some degree of detachment from the area which might be expected.

## Diversity of shops and dining/café options is currently one of the best things about West Oxford Street

To understand their ratings on the area, respondents were asked also what they thought were the best things, as well as what concerns and issues they might have about the West Oxford Street area in its current form. The results were coded into key themes and the analysis is presented below.



Base: Total sample, n=378

Q4. What would you say are the best things about West Oxford Street as it is at the moment, if anything? Please be as specific as possible. OPEN ENDED, CODED INTO KEY THEMES.

The first three elements shown on the chart on the previous page show that the key drawcards of the West Oxford Street area are the shops, cafés and restaurants. Residents referred to the diversity of shopping options (30%), named specific businesses as key favourites (e.g. About Life, local hardware store, paint stores, cycle store, Officeworks, bakeries) (21%); and also cited the range of cafés and restaurants in the area (17%).

Summarising the remaining responses into broader themes, respondents like that the area is low density, and also feel that West Oxford Street offers a relatively quiet village-like atmosphere; a sense of community; access to other areas such as Centennial Park and Bondi Junction; a feeling of space, lightness (not overshadowed) and openness; and strong links to the area's heritage.

The sense of community (5% overall) was more likely to be mentioned by those who were aware of the project (10%), and those who have a detailed knowledge of the Plan (52%), suggesting these people may be more engaged on local issues.

A small proportion also thought that pedestrian access, public transport and traffic are managed well in the area, although this was not the majority view, as will be seen in the next section. There were no demographic differences among the people who thought this.



#### **BUSINESS (n=15)**

Business community respondents predominantly noted the community feel, the diversity of shops, businesses and cafés/dining; and access to public transport as the best things about West Oxford Street in its current form.



#### **VISITORS (n=12)**

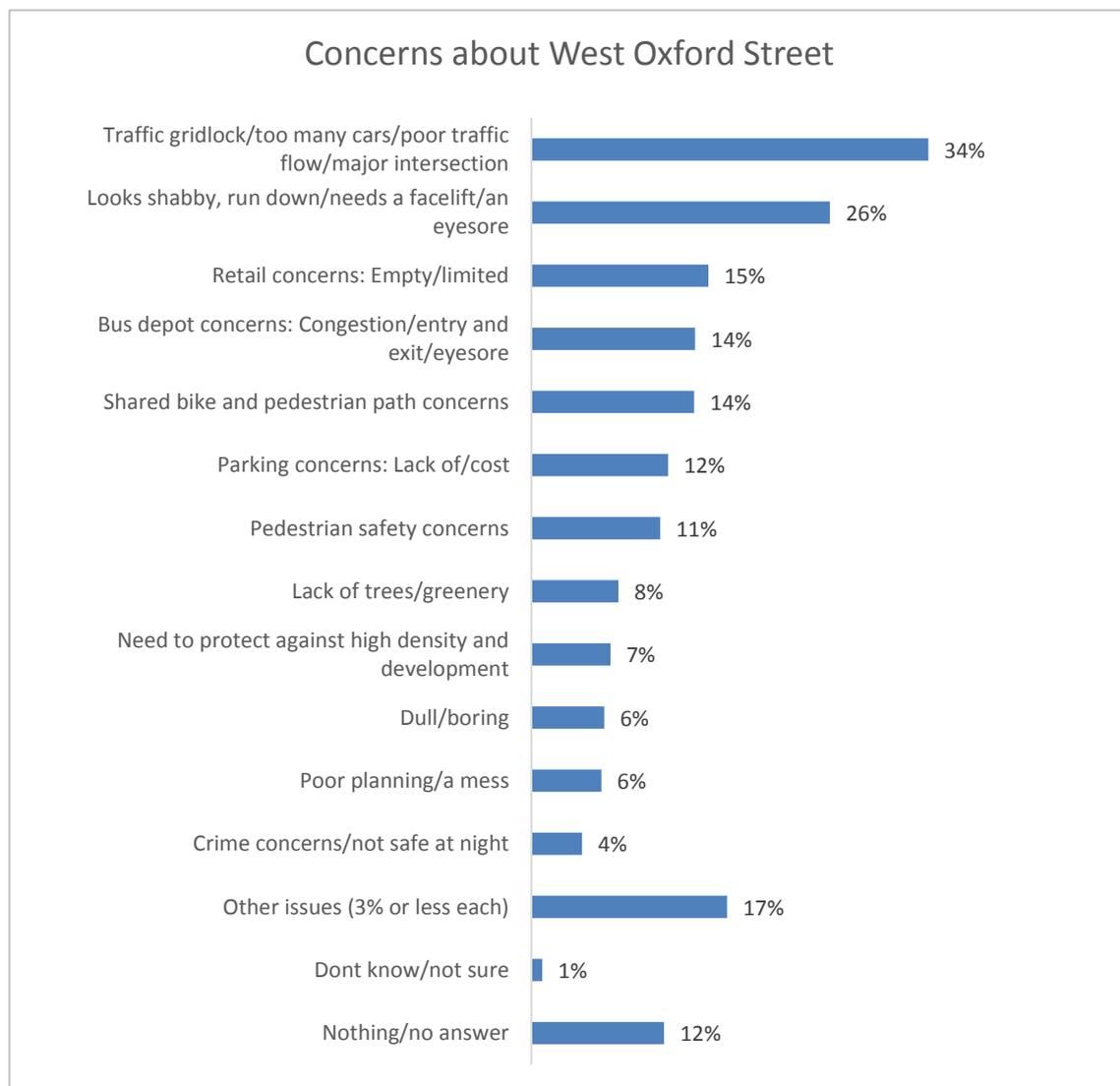
Visitors thought the best things about the area were specific stores that they liked such as the Cook and Baker, the cafés and the access to Centennial Park.

## Traffic and the run-down look of the area are primary concerns

Residents' main issues and concerns with West Oxford Street as it is at the moment are mostly related to traffic gridlock (34%); the 'run-down' appearance of the area (26%); retail viability in the Precinct (15%); the bus depot (appearance, traffic impacts and visual impact) (14%); pedestrian and cycling issues (the safety of shared bike and pedestrian paths (14%) and pedestrian safety ore broadly (11%); and parking (the perceived shortage and also cost) (12%).

Most of these issues were consistent among the major demographic groups with the exception of the concerns about shared bike and pedestrian paths which were higher among those who frequently use the area for travelling to and from work (23%).

The only other major demographic difference was that those who were concerned with protecting the area from high density and development were also more likely to be those who frequently visit the area for dining (18%) and for meeting friends (19%).



Base: Total sample, n=378

Q5. What concerns or issues do you have with West Oxford Street as it is at the moment, if any? Please be as specific as possible. OPEN ENDED, CODED INTO KEY THEMES.



### **BUSINESS (n=15)**

Overall, businesses reported no major concerns with the area, but where issues were raised, they included parking and loading zone issues and a need to protect against high density and development.



### **VISITORS (n=12)**

Visitors were similar to business in that they had no serious concerns. The issues that were raised were traffic congestion, pedestrian safety and the appearance of the bus depot.



## B. CURRENT USAGE OF WEST OXFORD STREET

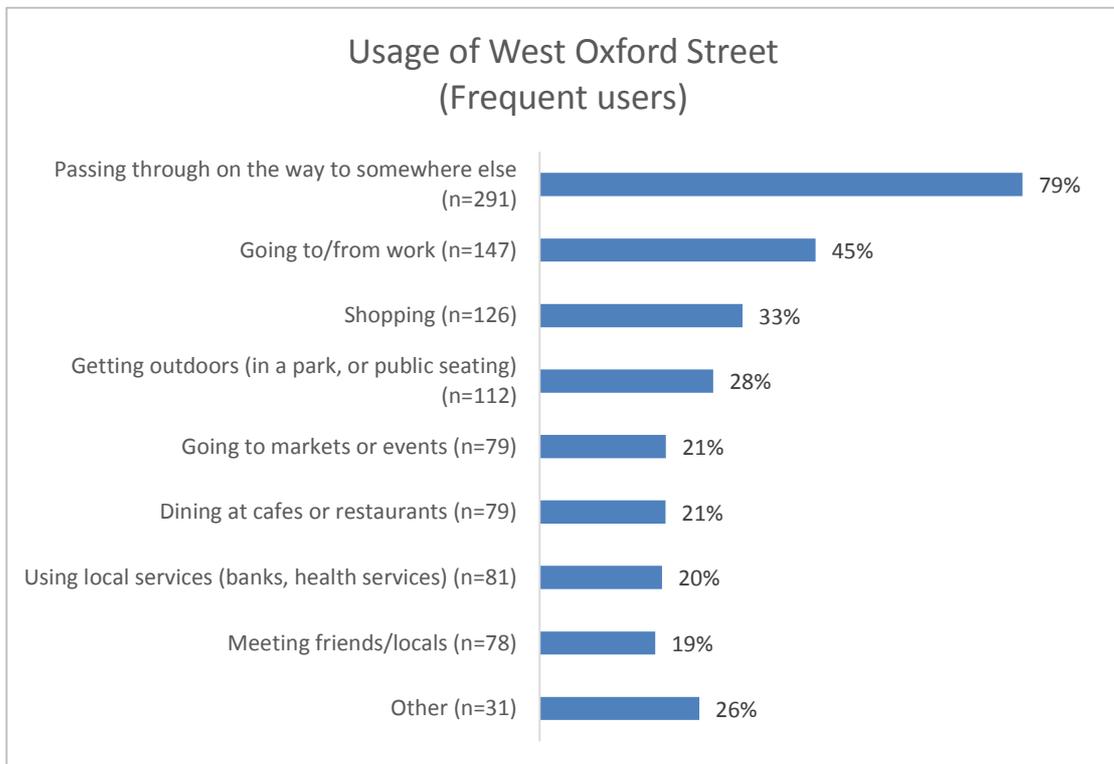
### West Oxford Street is more often part of a journey than a destination

As further context for understanding reactions to the Precinct Plan, residents were asked to nominate how often they visit West Oxford Street for a range of activities using a set frequency scale (e.g. daily, several times a week, once a week, two or three times a month, less often etc.)

The chart below shows the results for people who visit frequently for each activity (i.e. who visit at least once a week or more). As can be seen, the two activities for which residents visit West Oxford Street more frequently are 'passing through on the way to somewhere else' (79%) and 'going to/from work' (45%). It might be expected in any suburb that residents frequently pass through the area as they go about their daily activities. However, these reasons for visiting West Oxford Street are notably higher than the other activities listed.

Indeed, of the other activities, only around one in three visit for shopping (33%) or getting outdoors (28%); and a low one in five residents frequent the Precinct for going to markets or events (21%); dining at cafes and restaurants (21%); using local services (20%) and meeting friends or locals (19%).

These results indicate that the Precinct is not currently seen as a destination for activities such as dining, meeting friends and attending events which can often act as focal points in other communities.



*Base: Those who visit West Oxford Street for each activity 'Frequently' (NET: 'At least once a week', 'Several times a week' and 'Daily'). Base sizes shown above.*

*Q6. How often would you visit West Oxford Street for each of the following activities? SINGLE RESPONSE PER ACTIVITY*



### **BUSINESS (n=15)**

Business use of the West Oxford Street area is naturally centred on traveling to/from work, but they also frequently participate in the other listed activities while in the area, with the exception of markets and events.



### **VISITORS (n=12)**

Visitors are more often passing through West Oxford Street on the way to somewhere else, however when they visit the Precinct as a destination, it's generally to meet friends or locals and when they are getting outdoors.



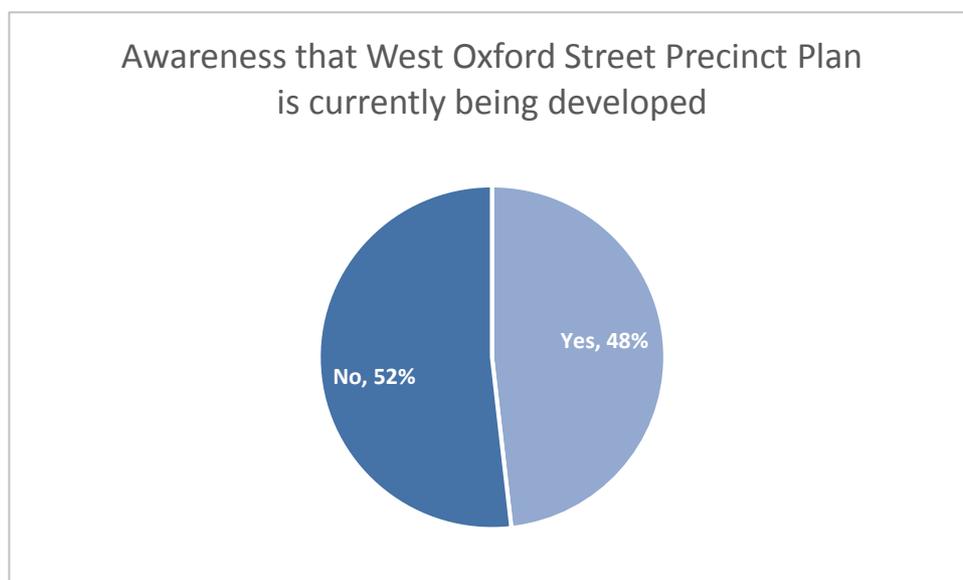
## C. AWARENESS AND KNOWLEDGE OF THE WEST OXFORD STREET PRECINCT PLAN

### Just under half of respondents were aware that the Precinct Plan for West Oxford Street is currently in development

To ensure accurate results for this question, residents were asked about their awareness of the West Oxford Street Precinct Plan during the recruitment survey *after* they had agreed to participate, but *before* they were told what the survey was about.

As shown in the chart below, awareness of the Plan was a reasonable 48%. This was higher among Bondi Junction residents (68%), home owners (54%) and frequent shoppers (62%).

Those who said they were unaware of the Plan (52%) included a higher proportion of people who rent or lease their home (73%) and people who live in flats or apartments (65%).



Base: Total sample n=378

Q2. Are you aware that Waverley Council is currently developing the West Oxford Street Precinct Plan which is looking at ways to improve the area? SINGLE RESPONSE



#### **BUSINESS (n=15)**

The majority of business respondents are aware of the Plan, possibly due to Council engagement activities at earlier stages of the project.



#### **VISITORS (n=12)**

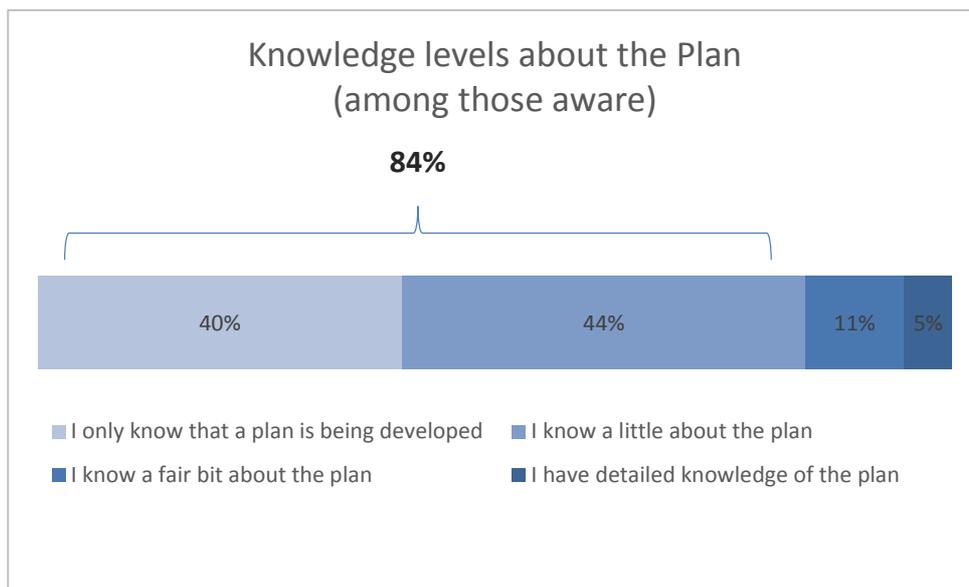
Visitor awareness is similar to that of residents at around half.

### Among those who were aware, overall knowledge levels about the Plan were low

Among those who were aware of the plan, the vast majority (84%) reported low levels of knowledge about it with 44% reporting that they know 'a little' about the plan and 40% saying they 'only know that a Plan is being developed'.

Such low knowledge levels indicate an opportunity for Council to continue its work to build greater awareness and provide further information and updates to the resident community on the Plan and the project as it progresses.

A total of 16% reported moderate to high knowledge about the Plan with 11% saying they know 'a fair bit' and 5% stating they know 'a lot' about it.



Base: Those aware of West Oxford Street Precinct Plan, n=216

Q3 How much would you say you know about the West Oxford Street Precinct Plan?

SINGLE RESPONSE



#### **BUSINESS (n=15)**

More than half of businesses surveyed claim to know 'a fair bit' about the Plan, while most of the remainder know 'a little'. No business claimed to have a detailed knowledge of the Plan.



#### **VISITORS (n=12)**

Knowledge levels about the Plan among visitors are in line with the results for residents, with the majority only having low knowledge, and only a handful saying they know 'a fair bit'. No visitor claimed to have detailed knowledge of the Plan.

## D. REACTIONS TO RENEWAL IDEAS

### Notes on this section

The following pages present the analysis of residents' feedback on each of the ideas for the renewal of the West Oxford Street Precinct. The ideas were grouped into four category 'blocks' of ideas as follows:

- Traffic;
- Public Domain;
- Art, Culture and Heritage; and
- Ideas around buildings.

To manage survey completion times and to protect against respondent fatigue, the idea blocks were rotated across all respondents so that each respondent only saw and responded to three out of the four blocks. The online survey format allowed for a randomisation system to be set in place that ensured at least three quarters of the sample saw each block, ensuring robust results were obtained.

The respondents were asked to rate the acceptability of each idea by providing a rating from zero to ten where zero was 'Totally unacceptable' and ten was 'Totally acceptable'. They were then asked to nominate their most and least preferred idea within each idea block.

Reasons for preference ratings were also obtained via open-ended questions for two of the idea blocks: Traffic and Ideas around Buildings. To ask this for all idea blocks would have increased the respondent time burden considerably, so these two blocks were selected as those which would be of greatest interest and concern for residents.

Note that respondents were asked to consider each idea as a standalone idea since some ideas were similar (due to the method of generating them through the design charrette process with a range of designers) and Council requires community feedback on which ideas would be more acceptable/preferred.

## Reactions to Traffic Ideas

The table below ranks the Traffic ideas in order of those nominated by residents as 'Most preferred'.

<b>TRAFFIC IDEAS: Preferences and Acceptability</b>	<b>Proportion of votes as Most Preferred (%)</b>	<i>Overall Acceptability (NET Rated 6-10 out of 10) (%)</i>	<i>Proportion of votes as Least Preferred (%)</i>
3. Extend Oxford Street to create just one 4-way intersection at Oxford Street, Ocean Street and Syd Einfeld Drive.	<b>19%</b>	54%	6%
5. Move the entry and exit to the bus depot from Oxford Street to around the corner on York Road.	<b>18%</b>	59%	13%
7. Provide a series of new laneways to improve walking connections (between Camp Lane and Oxford Street; between Oxford Street and Syd Einfeld Drive (extension of Osmund Lane); between Mill Hill Road and Gowrie Lane and between Mill Hill Road and Denison Street).	<b>17%</b>	66%	6%
2. Make Nelson Street a 'shared zone' where the speed limit is 10km/h and where drivers must give way to pedestrians.	<b>12%</b>	48%	18%
1. Connect Grafton Street and Syd Einfeld Drive with a new roundabout.	<b>11%</b>	52%	20%
4. Close the Oxford Street slip lane next to the reservoir. Make York Road wider between Syd Einfeld Drive and Oxford Street to compensate.	<b>10%</b>	50%	12%
6. Partially relocate bus entry and exit to York Road i.e. buses enter only from York Road, but may exit onto Oxford Street.	<b>8%</b>	59%	10%
8. Widen Oxford Street between Leswell St and York Road by 3-4 metres by setting buildings back from the road/footpath.	<b>6%</b>	47%	15%

*Base: Those shown the Traffic ideas, n=277*

*Q8. Looking at the traffic related ideas again, please indicate which one of these ideas is your **most** preferred, and which one of these is your **least** preferred. SINGLE RESPONSE FOR EACH*

*Q7. Using the scale provided next to each idea, please indicate your opinion in terms of the acceptability or unacceptability of that idea for you. Please remember to treat the ideas as standalone suggestions that are not related to each other. Please select one response per row.*

As can be seen, the most preferred of the Traffic ideas at 19% was the simplification of the intersection at Oxford Street, Ocean Street and Syd Einfeld Drive (Idea 3) and this was more likely to be the preference of people who frequently pass through the area on the way to elsewhere (22%). This result also aligns with the fact that traffic and congestion are significant issues for residents and implies that this intersection is a common cause of concern.

*“That is one of the busiest intersections in Bondi Junction, both for cars, bikes, buses and walkers, so this intersection should be improved for users and improve the flow of traffic into Bondi Junction.”*

*“I'm hoping this would also involve widening or extending York Road and improving flow of traffic. Often the lights do not sync well and the York Road feed gets blocked. You can sometimes get stuck in the little piece of road between York and Syd Einfeld Drive.”*

*“Simplifies an overly complex intersection.”*

Also in line with concern about traffic gridlock in the Precinct, the second most preferred idea at 18% was Idea 5 which suggested relocating both the entry and the exit to the bus depot (currently on Oxford Street) to a position around the corner on York Road. This idea was more likely to be preferred by people who live in flats or apartments (31%) and was less likely to be favoured by those who live in Queens Park (1%) and those who live in detached houses (6%). Along with a number of comments about traffic concerns, respondent comments in support of this idea also related to better pedestrian safety.

*“Less congestion in Oxford Street because of the many buses in the area.”*

*“As a pedestrian, I find having to continually look out for buses entering and exiting the bus depot quite stressful. I also don't like the noise being added to the noise on a high traffic street. Moving the exit would make walking in this area and waiting at the bus stop much more pleasant and less stressful.”*

*“I think moving the entry and exit around the corner would significantly reduce congestion and be safer as there would be less pedestrians there.”*

Notably Idea 6, which suggests relocating the entry to the depot to York Road but retaining the exit on Oxford Street, received the same acceptability rating as Idea 5 (both 59%) but was ranked much lower in terms of most preferred nominations at only 8% and there were no demographic differences. From respondent comments, it seems the general preference was that there should be no bus access at all on Oxford Street, potentially explaining why a partial solution was not as appealing.

*“Why not just bite the bullet and fully move the entry and exit?”*

*“There should be no bus entry into Oxford Street. York Street makes better traffic movement.”*

However some respondents said that York Road was already too congested and that either of these suggestions would exacerbate the problem.

*"It is difficult as it is to drive along York Road. With buses clogging up the traffic, it would only make things worse."*

Given that pedestrian access and safety is also an issue for residents, the Idea 7 proposal to provide new laneways to improve connections both north and south of Oxford Street received the highest overall acceptability rating among this idea block at 66%, and was also third-most preferred at 17%. Support for this idea was mostly related to activating engagement with the area, encouraging more walking and cycling, and that this idea would have limited negative impact on traffic.

*"[It would] Make getting around the area safer and quieter."*

*"It is not an easy area to get from A to B by foot. Any improvement would be good."*

*"I like what Sydney Council has done with their laneways, and anything in that direction is to be encouraged."*

*"Shortcuts encourage walking and cycling."*

*"It will improve pedestrian amenity and encourage more people to enjoy the area."*

*"Seemed to have the least impact on traffic flow in busy areas."*

The most divisive ideas in terms of those nominated as least preferred are set out below, along with overall unacceptability ratings and the main reasons for respondents' concerns.

- Idea 1: The roundabout connecting Grafton Street and Syd Einfeld Drive. This was nominated as least preferred by 20% of respondents and the overall unacceptability was 23%. The clearly dominant concern about this idea was how drivers could safely merge onto Syd Einfeld Drive without slowing traffic and causing further congestion and confusion.

*"It's a bad idea because you would be mixing slow-moving traffic with fast-moving traffic."*

- Idea 2: The Nelson Street shared zone was nominated by 18% as their least preferred and the overall unacceptability was at 32%. From respondent comments, some people felt that pedestrians in this street are already well catered for and do not require additional protection, others objected to the idea of yet another speed zone, or felt that the speed limit was far too low and would impact traffic flow. Still others felt this would still leave pedestrians at risk.

*"I don't think there is that much pedestrian traffic so the current footpath is fine."*

*"We don't need another street with a different speed limit. Speed limits should be harmonised rather than changing with each street or in different sectors of the same street."*

*"10 kilometres is still dicing with death and pedestrians 'sharing' the zone, especially if those pedestrians are children or late night customers leaving the Nelson Hotel."*

- Idea 8: The Oxford Street footpath widening requiring building setbacks (15% least preferred and considered unacceptable by 28%). The main concern about this idea related to what buildings might be destroyed (and the cost of purchasing them) to create the setback. Some thought this would conflict with the idea of preserving the heritage of the area, and there was some suspicion that it would open the way to more development. Others could not see the benefit since they believed pedestrian flows in that area were limited anyway.

*"I'm sure this decision would entail destroying some of the old-style buildings which are such a part of the 'Old Bondi Junction'."*

*"Who is going to pay for the purchase of the property?"*

*"This sounds like it means demolishing the existing building to build high rise."*

*"I don't think the footpaths have the levels of foot-traffic to make this necessary."*

Note there were no demographic differences among the results on these three ideas.



#### **BUSINESS (n=15)**

For businesses, the relocation of the bus depot entry and exit (Idea 5) was more preferred, while the footpath widening via building setbacks (Idea 8) was less preferred.

*"Moving the entry and exit to York Road will free up Oxford, Denison and Spring Streets at peak hour."*

*"[Oxford Street widening] The interruption to our business and other businesses. Would potentially force us to close."*



#### **VISITORS (n=12)**

For visitors, the simplification of the Oxford Street intersection (Idea 3) and the Grafton Street roundabout (Idea 1) had more appeal, while Idea 2: The Nelson Street shared zone was less preferred.

*"[Grafton Street roundabout] It would improve traffic coming from Westfield."*

*"[Shared zone] It could become dangerous with traffic."*



## Reactions to Public Domain Ideas

As for the previous section, the table below ranks resident preferences for the Public Domain ideas.

*Note: Where two ideas received the same proportion of votes, they have been ranked in order of overall acceptability.*

<b>PUBLIC DOMAIN IDEAS: Preferences and Acceptability</b>	<b>Proportion of votes as Most Preferred (%)</b>	<i>Overall Acceptability (NET Rated 6-10 out of 10) (%)</i>	<i>Proportion of votes as Least Preferred (%)</i>
9. Provide quality plants and trees along all streets to improve the look of the streets.	<b>15%</b>	89%	5%
16. Create a public forecourt near the front of the bus depot and angle buildings to create a 'frame' for a future entryway to Centennial Park.	<b>11%</b>	65%	12%
10. Add more lighting on Oxford Street (e.g. lights under street awnings and more feature lights) for safety, and to highlight it as a main street.	<b>10%</b>	88%	1%
24. Create continuous awnings / covering along footpaths on Oxford Street.	<b>9%</b>	78%	5%
18. Improve planting along both Syd Einfeld Drive and Oxford Street to turn them into boulevards.	<b>8%</b>	80%	1%
11. Reduce the number of street signs along the roads to reduce confusion and remove clutter.	<b>7%</b>	78%	9%
15. In front of the bus depot: Upgrade the bus shelter and create a wider footpath that is a 'shared way' for pedestrians and cyclists.	<b>7%</b>	70%	9%
23. Upgrade public footpaths and pedestrian crossings including pram ramps (rather than gutters) along southern side of Oxford Street.	<b>6%</b>	89%	0%
12. Plant deciduous trees along Oxford Street.	<b>6%</b>	81%	7%
13. Install new street furniture, including bike racks and public seating.	<b>5%</b>	79%	4%

21. Provide new laneways and pedestrian connections south of Oxford Street (i.e. between Mill Hill Road and Gowrie Lane and between Mill Hill Road and Denison Street).	<b>5%</b>	65%	8%
20. Provide new laneways and pedestrian connections north of Oxford Street (i.e. between Camp Lane and Oxford Street; between Oxford Street and Syd Einfeld Drive (extension of Osmund Lane).	<b>3%</b>	67%	6%
17. Create a public forecourt (on the York Road/Oxford Street corner) in front of a proposed new building to be used as a cultural facility.	<b>3%</b>	61%	9%
19. Widen the footpath along the northern side (Woollahra side) of Oxford Street by 3 metres.	<b>3%</b>	56%	15%
22. Provide a bigger public square at the northern end of the footbridge over Syd Einfeld Drive (on the Woollahra side).	<b>2%</b>	57%	9%

Base: Those shown the Public Domain ideas, n=285

Q12. Looking at the public domain related ideas again, please indicate which one of these ideas is your **most** preferred, and which one of these is your **least** preferred. SINGLE RESPONSE FOR EACH

Q11. Using the scale provided next to each idea, please indicate your opinion in terms of the acceptability or unacceptability of that idea for you. Please remember to treat the ideas as standalone suggestions that are not related to each other. Please select one response per row.

As shown, the idea that was most preferred at 15% was Idea 9 about providing quality plants and trees along all streets, which is possibly driven by the level of resident concern about the 'shabby, run-down' appearance of the area and a desire to see this improved. The only demographic difference within this result was that this idea was more likely to be selected by people who later stated that their feelings overall about the project were extremely negative (i.e. they rated it zero or one out of ten) (50%). This suggests that this idea has broad general appeal.

The second most preferred at 11% was Idea 16 referring to creating a public forecourt near the front of the bus depot, which is likely to be related to respondents' concerns about its appearance. It should also be noted that this idea was also the least preferred option for 12% of respondents, and this needs to be considered in decision-making. However the acceptability rating shows this idea is acceptable to a two thirds majority (with 65% of respondents rating it as between six and ten out of ten). There were no demographic differences behind this result.

The remaining ideas all received majority acceptability ratings, although careful consideration would need to be given to Idea 19 regarding the widening of the footpath along the northern side of Oxford Street. This was the least preferred at 15% and was considered unacceptable (rated zero to four out of ten) by 22% of respondents. It was also least preferred for visitors and business. There are no demographic differences evident, so concern about this idea is widespread.

 **BUSINESS (n=15)**

The preferences of business in terms of the Public Domain ideas were in line with residents'. The idea which was clearly most preferred was Idea 9: Provide quality plants and trees along all streets; and the least preferred idea was emphatically Idea 19 and the footpath widening.

 **VISITORS (n=12)**

For visitors, Idea 10 relating to adding more lighting on Oxford Street was most preferred, while the least preferred idea was the footpath widening (Idea 19) in line with residents and business.

## Reactions to Art, Culture and Heritage Ideas

Resident preferences for the Art, Culture and Heritage ideas are set out in the table below.

*Note: Where two ideas received the same proportion of votes, they have been ranked in order of overall acceptability.*

<b>ART, CULTURE AND HERITAGE IDEAS: Preferences and Acceptability</b>	<b>Proportion of votes as Most Preferred (%)</b>	<i>Overall Acceptability (NET Rated 6-10 out of 10) (%)</i>	<i>Proportion of votes as Least Preferred (%)</i>
38. Encourage / support local business diversity that captures the feel of the area (e.g. cafes, food, bike hub, healthy lifestyle).	<b>29%</b>	92%	0%
31. Preserve the heritage-listed Nelson Hotel and Westgate House (on the corner of Oxford Street and St James Road) and those buildings within heritage conservation areas.	<b>22%</b>	83%	6%
34. Retain small-scale shopfronts.	<b>17%</b>	88%	3%
33. Upgrade local infrastructure with public art (e.g. making art pieces out of water towers and bus shelters) to give a unique local character to some of the roads and entryways leading into the area.	<b>8%</b>	66%	9%
35. Provide new cultural and community spaces to encourage education and new business innovation.	<b>7%</b>	71%	2%
32. Create a new lot bounded by York Road, Oxford Street and Syd Einfeld Drive at the new entry point to Bondi Junction (in the spirit of the former historic theatre and diner).	<b>7%</b>	56%	20%
29. Encourage local community input on art projects, including short-term 'pop-up' projects.	<b>4%</b>	72%	7%
36. Provide public art for the community.	<b>3%</b>	70%	10%
30. Make a feature of aspects of the landscape that people can interact with (touch, play on).	<b>2%</b>	65%	15%

37. Provide development incentives in return for cultural assets.	1%	50%	28%
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Base: Those shown the Art, Culture and Heritage ideas, n=285

Q14. Looking at the art, culture and heritage related ideas again, please indicate which one of these ideas is your **most** preferred, and which one of these is your **least** preferred. SINGLE RESPONSE FOR EACH

Q13. Using the scale provided next to each idea, please indicate your opinion in terms of the acceptability or unacceptability of that idea for you. Please remember to treat the ideas as standalone suggestions that are not related to each other. Please select one response per row.

As can be seen, Idea 38 referring to supporting local business diversity was the most preferred at 29%, and this is consistent with the fact that residents consider shopping and business diversity as one of the main things they like about West Oxford Street.

The second most preferred idea at 22% was Idea 31, referring to the preservation of heritage-listed landmarks such as the Nelson Hotel and Westgate House, as well as buildings within heritage conservation areas. Again, this aligns with the fact that residents value the heritage and character of the area.

The third-ranked preference was Idea 34 about the retention of small scale shopfronts (17%) and it is possible that this could be based on a combination of things that residents like about the area. These include that smaller shopfronts:

- Would likely encourage a greater number of businesses and shopping, providing greater diversity;
- Are a part of the character and village feel of the area which is so valued by residents (when compared with larger retailers operating in other parts of Bondi Junction).

There were no demographic differences behind these results, indicating support for these ideas is consistent across the entire sample.

Of the remaining ideas, all were acceptable to at least half of respondents, however Idea 37 relating to development incentives in return for cultural assets received the most nominations of least preferred at 28%, as well as 25% of ratings in the 'unacceptable' range (zero to four out of ten). Idea 32 referring to a new lot at the intersection of York Road, Oxford Street and Syd Einfeld Drive (in the spirit of the former historic theatre and diner) received 20% of nominations as least preferred and 21% of ratings in the unacceptable range.

 **BUSINESS (n=15)**

The most preferred Art, Culture and Heritage ideas among business respondents were, as might be expected, Idea 34: Retain small-scale shopfronts and Idea 38: referring to encouraging and supporting local business diversity.

The ideas which were least preferred were Idea 36: Provide public art for the community, Idea 37: Development incentives for cultural assets and Idea 31: Preserve heritage listed Nelson Hotel and Westgate House and buildings in heritage conservation areas.

 **VISITORS (n=12)**

The ideas most preferred by visitors were: Idea 32: Create a new lot bounded by Syd Einfeld Drive, York Road and Oxford Street in the spirit of the former theatre and diner; and Idea 38: Encourage / support local business diversity.

Visitors' least preferred idea was Idea 31: Preserve heritage listed Nelson Hotel and Westgate House and buildings in heritage conservation areas, potentially reflecting that the heritage of West Oxford Street is perhaps more valuable to locals.

## Reactions to Ideas around Buildings

Respondent preferences for the ideas around Buildings in the West Oxford Street Precinct are detailed in the table following.

*Note: Where two ideas received the same proportion of votes, they have been ranked in order of overall acceptability.*

<b>IDEAS AROUND BUILDINGS: Preferences and Acceptability</b>	<b>Proportion of votes as Most Preferred (%)</b>	<i>Overall Acceptability (NET Rated 6-10 out of 10) (%)</i>	<i>Proportion of votes as Least Preferred (%)</i>
48. Discourage large scale sites for buildings.	<b>35%</b>	73%	4%
51. Move the bus depot frontage on Oxford Street back to allow a 2-3 storey building to be used for cultural activities.	<b>22%</b>	59%	3%
43. Turn the space between Syd Einfeld Drive, York Road and Oxford Street into an activity hub e.g. rock climbing wall, playground, 1 storey in height.	<b>16%</b>	47%	16%
50. Move the bus depot frontage on Oxford Street back to allow a 3-4 storey residential building with retail at ground level.	<b>10%</b>	46%	3%
45. New buildings along Oxford Street between York Road and Leswell and Denison Streets would include a building up to 4 storeys between Ruthven Street and Mill Hill Road on the south side, buildings up to 5 storeys high on the north side between York Road and Nelson Street; and buildings of between 3 and 5 storeys between Nelson and Leswell Streets.	<b>5%</b>	41%	3%
46. Both 5 and 9 storey buildings (for a range of uses including residential over retail shops) along Oxford Street on the north side (Woollahra side) between York Road and Leswell Streets.	<b>5%</b>	32%	27%
49. Add 4 storeys to the current 2 storey bus depot building on Oxford Street (total of 6 storeys) retaining depot administration but adding additional uses.	<b>4%</b>	36%	5%
47. Buildings of between 3 and 4 storeys along the south side of Oxford Street from Ruthven Street to Denison Street and on the north side in the block between Nelson and Leswell Streets. Buildings of 4 storey along Nelson Street, 9 storeys along Syd Einfeld Drive, and 6 storeys on Oxford Street between York Road and Nelson Street.	<b>2%</b>	36%	11%

44. Turn the space between Syd Einfeld Drive, York Road and Oxford Street back into a building site potentially containing a range of uses (community, recreation, residential, commercial, retail) within one building that has two heights (one would be 6 storeys, the other approximately 10 storeys).	2%	26%	28%
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Base: Those shown the Buildings ideas, n=287

Q16. Looking at the building related ideas again, please indicate which one of these ideas is your **most** preferred, and which one of these is your **least** preferred. SINGLE RESPONSE FOR EACH

Q15. Using the scale provided next to each idea, please indicate your opinion in terms of the acceptability or unacceptability of that idea for you. Please remember to treat the ideas as standalone suggestions that are not related to each other. Please select one response per row.

In line with resident concerns around increased density and development in the area, the proposal to discourage large scale sites for buildings in Idea 48 was most preferred at 35% (consistent across all demographics) and was considered acceptable by almost a three quarter majority of 73%. Respondent comments as to why this was their most preferred reflect concerns about overdevelopment and the resulting threat to the village feel of the area, as well as possible traffic and congestion impacts.

*“Retain the current interesting low-rise mix. Avoid problems with overshadowing and more wind tunnel effects from large building developments. Have less air-space development to retain open sky vistas. Large scale buildings also bring more traffic to the area.”*

*“Bondi Junction has enough buildings, people and cars. Any new buildings will only exacerbate current problems of congestion of people and cars.”*

*“Large sites mean large buildings. I think any building in this area which exceeds 3 or 4 storeys would destroy the ambiance and village atmosphere of the area.”*

*“Large scale sites for buildings will destroy the character of the area and I am totally opposed to it.”*

The idea which was second most preferred was Idea 51 at 22% which proposes setting back the depot frontage to allow construction of a two-to-three storey building to be used for cultural activities. Comments in support of this idea mostly relate to the need for more cultural facilities for the community and a belief that the depot is an eyesore that detracts from visual amenity on entry to Bondi Junction. A number of respondents also liked the idea of a potential relationship that the cultural facility could have with Centennial Park – both visually and architecturally, as well as in terms of activities.

*“[It would] create more activity in this area and it will be able to be used by the community. These activities could spill over to Centennial Park. Joint events could be held in the buildings that incorporate the Park.”*

*“Provides continuity of heights along the street at a traditional level, tapering to the Park.”*

*"It's the only idea that incorporates a community component i.e. 'cultural activities'."*

*"The frontage of the depot as it is now is an eyesore, so any improvement in the streetscape would be welcome. Incorporating cultural activities even better."*

*"The current frontage is too industrial for the street and totally out of character. I would like to see a better use, especially one with more community objectives and accessibility."*

Interestingly, Idea 50, which is similar to Idea 51 but proposes a building of three-to-four storeys to be used for residential and retail, was lower in preference and acceptability terms (10% and 46% respectively). This suggests that there is support for the idea of a new building to improve the look of the bus depot frontage but, of the two options presented, the lower profile and cultural usage of Idea 51 would be preferred.

*"Not too high rise and a building for cultural activities would be great so close to where I live."*

*"I do think there is adequate land at this site to be better used for the community and 2 - 3 storey height is acceptable for me."*

The most divisive of this idea block was Idea 43 proposing to turn the space between Syd Einfield Drive, York Road and Oxford Street into an activity hub which received the same proportion of votes as most preferred as it did for least preferred (16%). It was also considered acceptable by just under half (47%) and rated unacceptable by 40%. From respondent comments, support for the idea is based on the fact that it provides something for kids and young people to do and would attract people to that part of the Precinct. Some also felt that, as a low-rise building, it would be a better option than Idea 44 (a 10 and 6 storey building in the same location).

*"I think it would be good to make a community space available that younger kids and teenagers would use."*

*"An active recreation area so close to the residential area of Bondi Junction, without needed to travel a large distance in the Park would be beneficial."*

*"We need more recreational rather than commercial or residential developments."*

However there were also a number of concerns raised about safety and air quality for pedestrians and people visiting the hub (given its small size and position in the middle of a busy traffic zone). Parking concerns were also raised, and many opponents to this idea could not see the point of creating an activity hub at the entrance to Centennial Park which offers many more varied activity options in what they consider to be a safer and healthier environment.

*"Who would want to do physical activity in the middle of busy traffic, breathing in toxic fumes? There's plenty of opportunity for physical activity in Centennial Park in a healthier environment."*

*"It is too dangerous with the traffic flow here."*

*“This is not an area which should be used for things for children to do as it is next to traffic with car pollution and Centennial Park is close by.”*

*“The area would be very difficult to access as it is in the centre of a busy intersection. There is nowhere to park in the area.”*

Broadly, the remaining ideas which refer to building development concepts with specified building heights ranked further down in preferences and acceptability (again aligned with concerns about higher density and development).

Of these, Idea 44 which proposed turning the space between Syd Einfield Drive, York Road and Oxford Street into a building of two heights for a range of mixed uses received most votes as least preferred at 28%. It also received the highest unacceptability ratings of the set at 60%. Respondents highlighted the proposed height of the building, access and traffic concerns and the inappropriateness of such a building at the entryway to Centennial Park as their main concerns.

*“A 10 storey building would be too high.”*

*“I’m not sure how feasible a high-density building in this constricted space would be (issues of access and noise).”*

*“Totally inappropriate site, pedestrian access far too dangerous.”*

*“This is near Centennial Park and that area needs to keep an openness feel. Any buildings will detract from that.”*

Idea 46 also received a high proportion of least preferred votes at 27% and 52% rated it in the unacceptable range. This idea proposed five and nine-storey buildings on the northern side of Oxford Street for a range of uses including residences above retail shops. Again, from respondent comments, opposition to this idea related to higher building profiles, potential overshadowing and concerns about resulting pressure on infrastructure, traffic and parking.

*“A nine storey building seems excessively high.”*

*“Creates shade on the street and an increased number of residents will put more pressure on limited parking.”*

*“It is nice the way Oxford Street gives way from high rises into the greenness of the Park. Why would we start to build more high buildings here and lose this appeal?”*

*“Local infrastructure cannot support the population increases that would come with high rise development.”*

*“Too high. Wind tunnel. No sun. Unnecessary.”*

Note that all of the above results were consistent across demographics.



### **BUSINESS (n=15)**

The idea most preferred by business was the same as for residents i.e. Idea 48: Discourage large scale sites for buildings. Their primary concern was that the character of the area should be preserved.

*“The area has a character which is quickly destroyed by large scale buildings - you only have to look at the congestion at the eastern end of Oxford Street in Bondi Junction to see how it has become nothing but foyers of flats and completely characterless.”*

The idea least preferred by business was Idea 46: Both 5 and 9 storey buildings along Oxford Street on the north side. Their reasons for opposing this relate to bringing more people to the area and increasing congestion, as well as the potential for such buildings to create overshadowing.

*“[It] Will destroy the village atmosphere and create large shadows. It will also add to the number of people in the area which is already busy.”*



### **VISITORS (n=12)**

Limited response. Preferences cannot be determined.



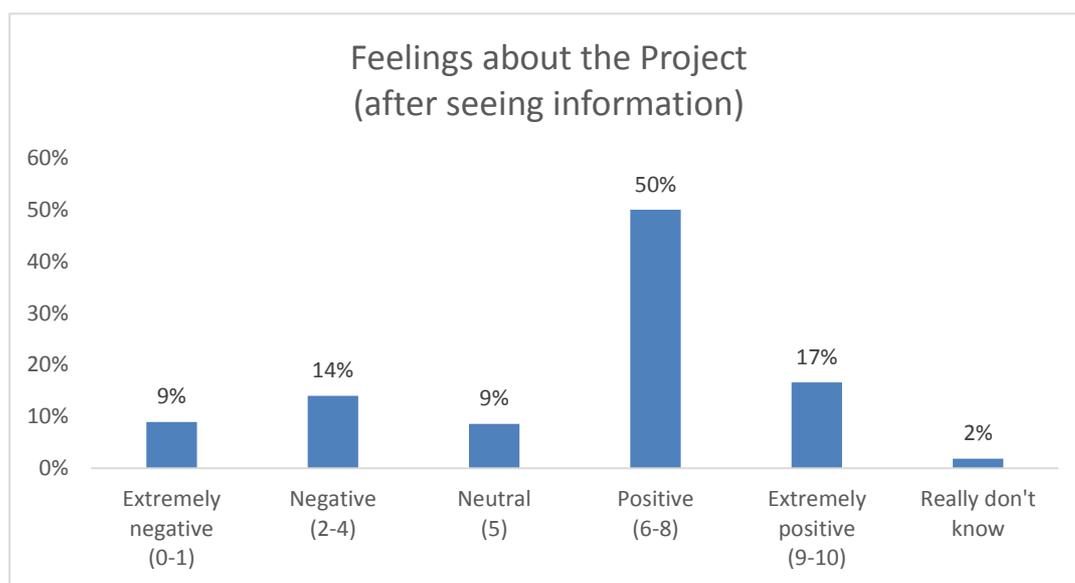
## E. PROJECT SENTIMENT AND FEEDBACK FOR COUNCIL

### Two thirds of respondents felt positive about the project after seeing and considering information

After seeing and considering the information about the project provided in the survey, two thirds (67%) of respondents reported that they felt positive or extremely positive about the project. This was consistent across all major demographic groups, illustrating support is across a broad base.

Those who were not aware of the development plans at the start of the survey were more likely to have been 'extremely positive' about the project (rated it nine or ten out of ten) (23%) once they had learned more about the ideas. This, along with the fact that half of residents surveyed were not aware of the project confirms the opportunity for Council to communicate more widely and build knowledge levels in the broader resident community.

Those who felt negative after learning more about the ideas (rated the project as two to four out of ten) are more likely to have been aware of the project before the survey (21%). Extreme negativity (i.e. those who rated the project as zero or one out of ten) was higher among home owners (11%), and those who use the area frequently for getting outdoors (18%). However, respondents from Woollahra were less likely to be extremely negative about the Plan (1%).

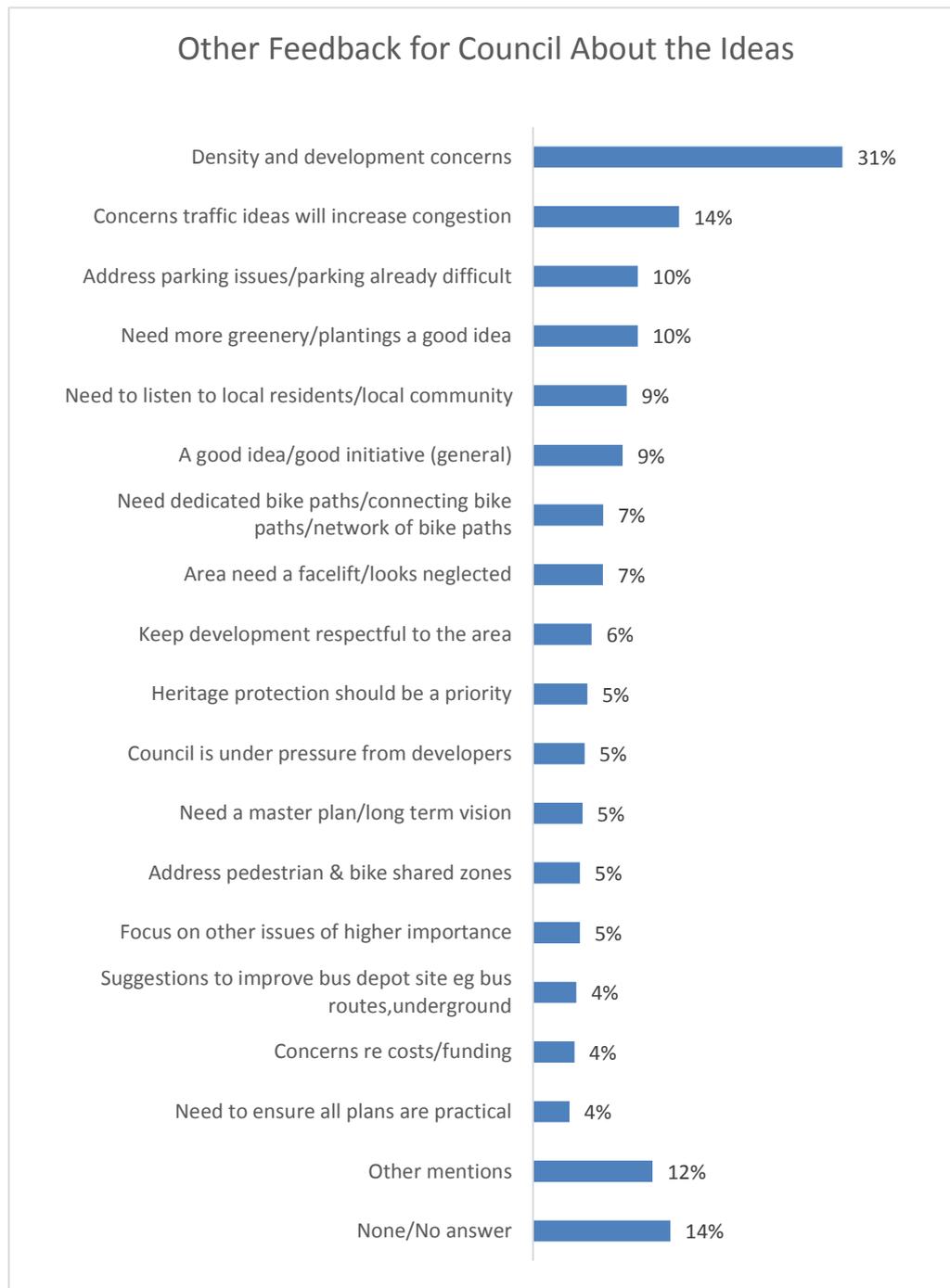


Base: Total sample, n=378

Q19. Now that you have seen and thought about the ideas currently being put forward for the renewal of the West Oxford Street Precinct, please rate your overall feelings about the project. SINGLE RESPONSE

## Feedback for Council about the Ideas

After registering their opinions about the project, respondents were asked to provide any additional feedback to Council as it progresses with the project. The results were coded into main themes and are presented in the chart below.



Base: Total sample, n=378

Q20. What other feedback do you have for Waverley Council about these ideas, if any? OPEN ENDED, CODED INTO KEY THEMES

As can be seen, the strongest theme relates to density and development concerns (mentioned by 31% of respondents).

Grouping these results further, the feedback includes:

- Support for the project and for some of the ideas e.g. it's a good initiative (9%), support for more greenery and plantings (10%), support for giving the area a facelift (7%);
- Concerns and reservations about the potential impacts of the ideas e.g. impacts on local traffic and congestion (14%) and parking (10%), how the projects will be funded (4%);
- Suggestions of other issues in the Precinct which need to be addressed e.g. bike path connections (7%), shared pedestrian and bike zones (5%), and bus depot improvements (different routes, underground depot) (4%); and
- Broad advice to Council as it progresses with the project e.g. ensure that Council listens to the community (9%), keep development respectful to the area (6%), prioritise the protection of the area's heritage (5%); ensure these plans are part of a longer-term vision (5%) ensure that the plans are practical (4%) and focus on other ideas of higher importance (5%).



#### **BUSINESS (n=15)**

Around a half of the business people surveyed reported feeling negative about the project with their main concerns being around potential higher density and development, traffic impacts of some of the ideas and ensuring any changes to the area are respectful to its character. Among those who were positive, there was endorsement of the support for small business shown in some of the ideas and also support for giving the area a facelift.



#### **VISITORS (n=12)**

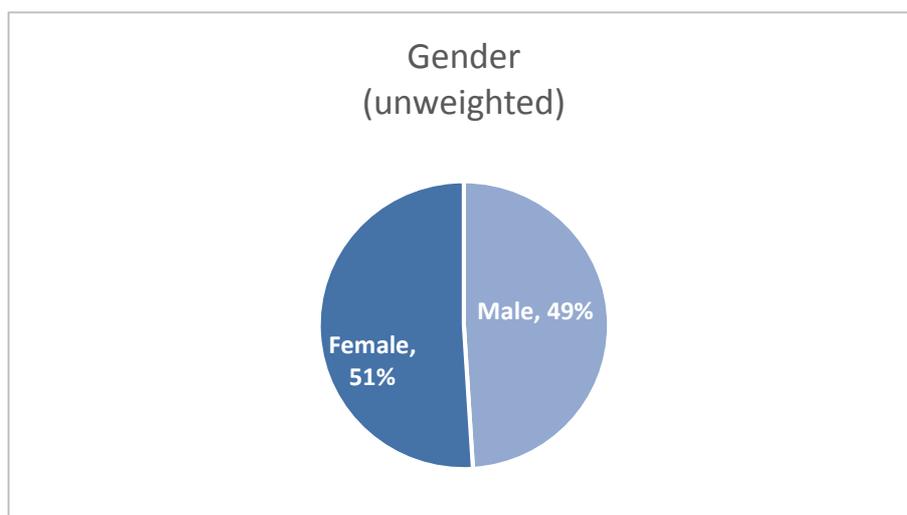
The vast majority of visitors were positive and a minority extremely positive. There were no negative ratings.

## APPENDICES

### APPENDIX 1: Respondent profile

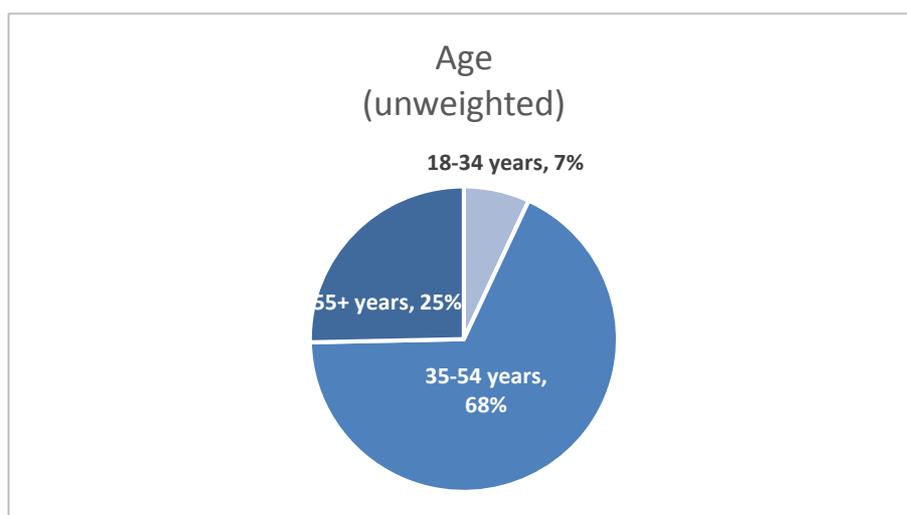
Note: These charts show unweighted proportions as required by market research industry standards. However, before analysis and reporting, all data were post-weighted for **age, gender and suburb** according to ABS data to ensure statistical representativeness before analysis was conducted.

Post-weighting is a statistical method of correcting data to ensure that the data are representative of the population. So if a quota has not been met e.g. for 18-34 year olds, their responses are given an increased weighting to reflect the true proportion of 18-34 year-olds in the population of interest according to ABS data.



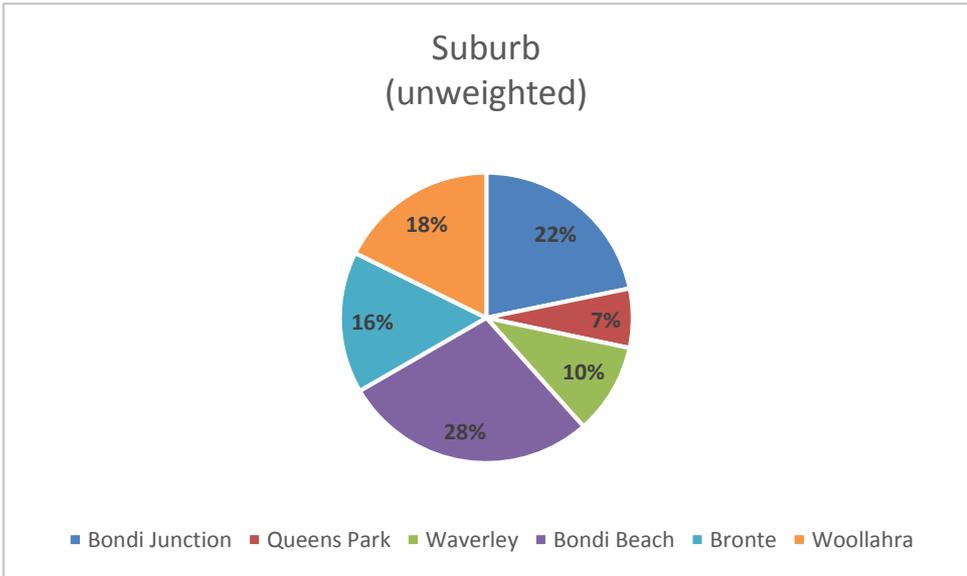
Base: Total sample, n=378

S1. Please indicate your gender. Are you...? Please select one response. SINGLE RESPONSE

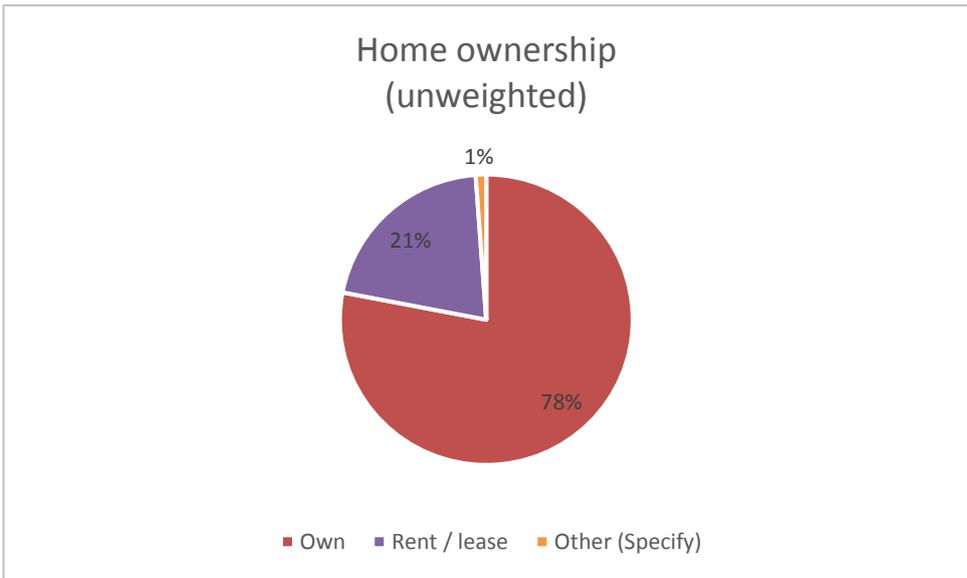


Base: Total sample, n=378

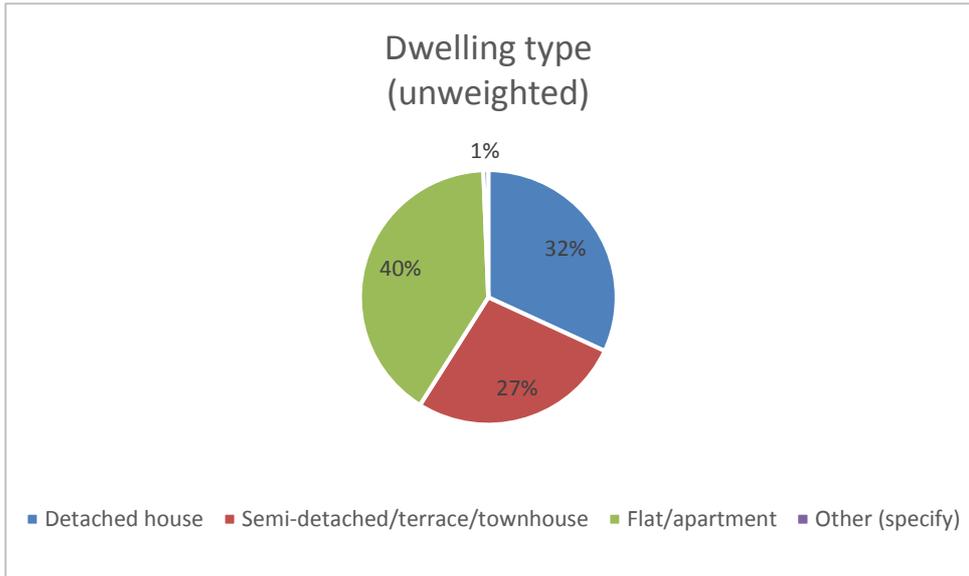
S2. Which of these age groups are you in? SINGLE RESPONSE



Base: Total sample, n=378  
 S4. Please confirm the suburb you live in. SINGLE RESPONSE

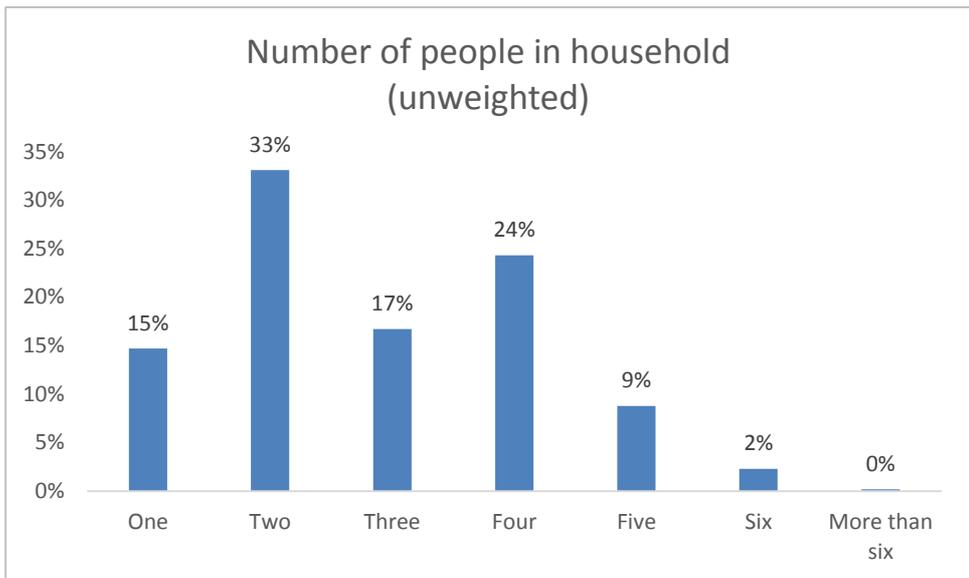


Base: Total sample, n=378  
 D1. Do you own or rent the dwelling you currently live in? SINGLE RESPONSE



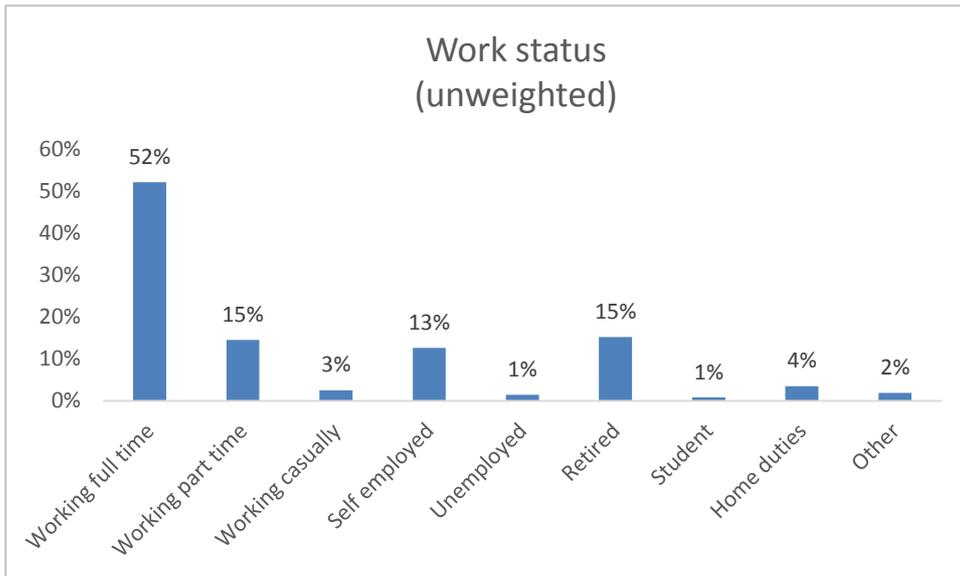
Base: Total sample, n=378

D2. And what sort of dwelling is it? SINGLE RESPONSE



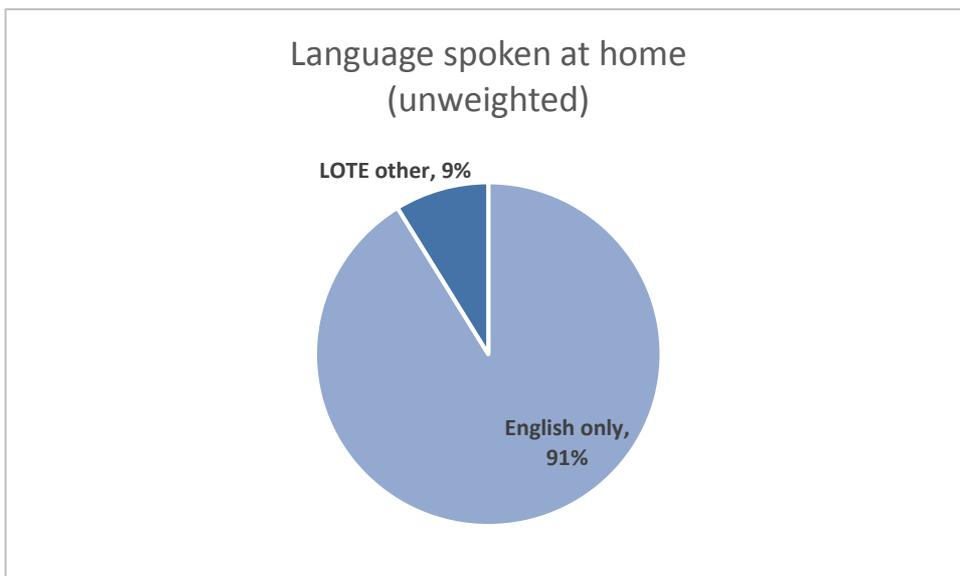
Base: Total sample, n=378

D3. How many people live in your household?



Base: Total sample, n=378

D4. What is your current work status? MULTIPLE RESPONSE



Base: Total sample, n=378

D5. Do you prefer to speak a language other than English at home? Which language do you prefer to speak? MULTIPLE RESPONSE

## APPENDIX 2: Quantitative survey questionnaire



**Waverley Council: West Oxford Street Precinct Plan Research**  
**Quantitative Survey – Online - FINAL**  
*15th December 2014*

### SURVEY TARGET AUDIENCES:

- 1) n=450 Local residents of suburbs surrounding the West Oxford Street area aged 18+ (suburbs specified below)
- 2) n=50 Visitors to the West Oxford Street precinct
- 3) n=30 Businesses within the West Oxford Street precinct

### Quotas

This research will involve recruiting a random sample of local residents in suburbs neighbouring Bondi Junction (and who may be impacted by proposed ideas for the renewal of the West Oxford Street Precinct) to complete an online survey. The survey will gather feedback about various ideas for the precinct.

We will be recruiting n=600 residents via telephone and n=300 from an online panel, with the aim of achieving n=450 completed surveys. The following quotas by suburb apply:

Suburb	Telephone Recruits	Online Panel Recruits	Total Recruits	Estimated Online Survey Responses (Assumes 50% response)
Bondi Junction	150	50	200	100
Queens Park	150	50	200	100
Waverley	150	50	200	100
Bondi Beach	70	30	100	50
Bronte	70	30	100	50
Woollahra	70	30	100	50
<b>Total</b>	<b>600</b>	<b>300</b>	<b>900</b>	<b>450</b>

We will also impose some recruitment quotas for age and gender based on 2011 ABS Census data for Waverley Council as follows:

<b>Males</b>	49%	438
<b>Females</b>	51%	462
<b>Total</b>	<b>100%</b>	<b>900</b>

<b>18-34</b>	39%	348
<b>35-54</b>	36%	324
<b>55+</b>	25%	228
<b>Total</b>	<b>100%</b>	<b>900</b>

## Email script

✓RESIDENTS ONLY

**EMAIL TOPIC: HAVE YOUR SAY ON IDEAS FOR THE RENEWAL OF THE WEST OXFORD STREET AREA.**

Dear <NAME.,

***Help Waverley Council to decide which ideas for the renewal of West Oxford Street it should investigate.***

Thank you for agreeing to provide your feedback on a set of ideas that Waverley Council has collected for the renewal of the West Oxford Street area.

Many of these ideas were either suggested by members of the local Waverley community or informed by their feedback, and have then been developed into concepts by urban designers, landscape architects and artists during a workshop process so they could then be tested in the community.

Waverley Council would now like your feedback on these ideas so it can decide which ones it should investigate further. Please note that Council has not committed to pursuing any of these ideas. **It will be your feedback in this survey that helps inform Council's decisions** on which ideas might be suitable for the Waverley Community, and therefore worth investigating further.

Waverley Council has therefore commissioned Newgate Research, an independent and quality accredited research organisation, to conduct this robust and statistically valid survey among residents, visitors and local businesses in the area.

As discussed on the phone, please read the attached background materials outlining all of the ideas, then click on [this link](#) to fill in the survey, which should take you around 15 minutes. NB: This survey **must close on Sunday January 4, 2015.**

And remember, as a thank you for your time, when you complete the survey, you will automatically be entered into a draw to win one of forty (40) retail vouchers valued at \$50 each. The terms and conditions can be found [here](#).

Please note that this is a **completely confidential** survey and your responses will in no way be linked back to you. Newgate Research is a member of the Association of Market and Social Research Organisations (AMSRO) and is bound by the Market and Social Research Privacy Principles.

If you have any technical issues with the survey please contact Anne Higgins at Newgate Research on 02 9232 9521 or [Anne.Higgins@newgateresearch.com.au](mailto:Anne.Higgins@newgateresearch.com.au).

You do not have to do the survey in one sitting. If you would like to continue the survey at a later time, simply click on the 'save now and continue later' button at the bottom of the screen and you will be sent an email with a link to return to the survey from where you left off.

## Online Survey Introduction

- ✓ RESIDENTS
- ✓ VISITORS
- ✓ BUSINESSES

Thank you for your interest in this survey about the renewal of the West Oxford Street area. This research is being conducted by Newgate Research on behalf of Waverley Council.

Please be assured that Newgate Research will treat your open and honest feedback confidentially; individual responses will not be provided to Council or any other third parties. We are conducting the survey with a random sample of people in the local area, in accordance with the Privacy Act, which means your responses must be kept strictly confidential. To see the privacy statement, please click [here](#).

It should take you about 15 minutes to complete this survey, depending on your responses. And remember **the survey closes on Sunday January 4, 2015.**

If you wish to check **the legitimacy of this survey**, please contact Valerie Giammarco, Coordinator - Urban Design and Heritage at Waverley Council on 02 9369 8072 or email at [valerie.giammarco@waverley.nsw.gov.au](mailto:valerie.giammarco@waverley.nsw.gov.au)

If you would like to check the **bona fides of our research company** and ensure we are not selling anything, you can call Surveyline on 1300 364 830. Surveyline is a national phone line that allows members of the public to check the bona fides of research companies.

### How to complete the survey:

Use your mouse to 'click' the relevant circles or boxes and mark your selections (you don't have to click exactly on the button to indicate your response – clicking near the button should select it). Some questions require you to type/write your answers in the space provided.

Please remember:

- When you have completed all questions on the screen, click the 'Continue' button to proceed to the next page.
- None of the responses you give will ever be linked to you as an individual. They are used for statistical purposes only.
- Do not use the back and forward buttons on your browser.

Please start the survey now by clicking on the 'Continue' button below.

## A bit about you...

**DISPLAY SCREEN:** Just a few questions about you to start with. These are for analysis purposes only; as noted, your participation is completely confidential; no individual responses are provided to Waverley Council or any third parties, and results are reported in aggregate form only.

✓VISITORS

✓BUSINESSES

<p>S1. Please indicate your gender. Are you...? <i>Please select one response.</i> <b>SINGLE RESPONSE</b></p>	<ol style="list-style-type: none"> <li>1. Male</li> <li>2. Female</li> </ol>
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✓VISITORS

<p>S2. Which of these age groups are you in? <i>Please select one response.</i> <b>SINGLE RESPONSE</b></p>	<ol style="list-style-type: none"> <li>1. Under 18 years <b>[TERMINATE]</b></li> <li>2. 18 – 24 years</li> <li>3. 25 - 34 years</li> <li>4. 35 – 44 years</li> <li>5. 45 - 54 years</li> <li>6. 55+ years</li> <li>7. Prefer not to say</li> </ol>
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✓VISITORS

<p>S3. Do you, or does anyone in your household, work in any of the following industries? <i>Please select all that apply.</i> <b>MULTIPLE RESPONSE</b></p> <p><i>Note this list is provided to disguise the industries which are excluded.</i></p>	<ol style="list-style-type: none"> <li>1. Telecommunications</li> <li>2. Retail</li> <li>3. Mining</li> <li>4. Banking or financial services</li> <li>5. Professional services</li> <li>6. Federal government</li> <li>7. State government</li> <li>8. Local government or Council <b>[TERMINATE]</b></li> <li>9. Advertising, PR or media <b>[TERMINATE]</b></li> <li>10. Marketing research <b>[TERMINATE]</b></li> <li>11. Other (specify) _____</li> </ol>
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✓ **BUSINESSES ONLY**

<p>SB3. Do you, or does anyone in your household, or business, work in any of the following industries? Please select all that apply.</p> <p><b>MULTIPLE RESPONSE</b></p> <p><i>Note this list is provided to disguise the industries which are excluded.</i></p>	<ol style="list-style-type: none"> <li>1. Telecommunications</li> <li>2. Retail</li> <li>3. Mining</li> <li>4. Banking or financial services</li> <li>5. Professional services</li> <li>6. Federal government</li> <li>7. State government</li> <li>8. Local government or Council <b>[TERMINATE]</b></li> <li>9. Advertising, PR or media <b>[TERMINATE]</b></li> <li>10. Marketing research <b>[TERMINATE]</b></li> <li>11. Other (specify) _____</li> </ol>
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✓ **BUSINESSES**

<p>S4. Please confirm the suburb you live in. <i>Please select one response.</i></p> <p><b>SINGLE RESPONSE</b></p> <p><b>IF BUSINESS RESPONDENTS ARE CODES 1-6 FLAG AS 'LOCAL RESIDENT'</b></p>	<ol style="list-style-type: none"> <li>1. Bondi Beach</li> <li>2. Bondi Junction</li> <li>3. Bronte</li> <li>4. Queens Park</li> <li>5. Waverley</li> <li>6. Woollahra</li> <li>7. Other (Specify) _____</li> </ol>
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✓ **VISITORS ONLY**

<p>SV4. Where is your place of residence?</p>	<ol style="list-style-type: none"> <li>1. Suburb/Town _____</li> <li>2. State _____</li> <li>3. Country (if not Australia) _____</li> </ol>
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✓BUSINESSES ONLY

<p>SB5. Which of the following industries does your business operate in? <i>Please select one response.</i></p> <p><b>SINGLE RESPONSE</b></p>	<ol style="list-style-type: none"><li>1. Retail trade</li><li>2. Accommodation and food services</li><li>3. Administrative and support services</li><li>4. Agriculture, forestry and fishing</li><li>5. Mining</li><li>6. Manufacturing</li><li>7. Electricity, gas, water and waste services</li><li>8. Construction</li><li>9. Wholesale trade</li><li>10. Transport, postal and warehousing</li><li>11. Information, media and telecommunications</li><li>12. Rental, hiring and real estate services</li><li>13. Professional, scientific and technical services</li><li>14. Public administration and safety (private)</li><li>15. Education and training (private)</li><li>16. Health care and social assistance (private)</li><li>17. Arts and recreation services</li><li>18. Other (specify)_____</li></ol>
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✓BUSINESSES ONLY

<p>SB6. Is your business located separately from your home? <i>Please select one response.</i></p> <p><b>SINGLE RESPONSE</b></p>	<ol style="list-style-type: none"><li>1. Yes</li><li>2. No</li></ol>
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✓BUSINESSES ONLY

<p>SB7. Do you own or rent your business premises? <i>Please select one response.</i></p> <p><b>SINGLE RESPONSE</b></p>	<ol style="list-style-type: none"><li>1. Own</li><li>2. Rent / lease</li><li>3. Other (Specify)</li></ol>
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✓BUSINESSES ONLY

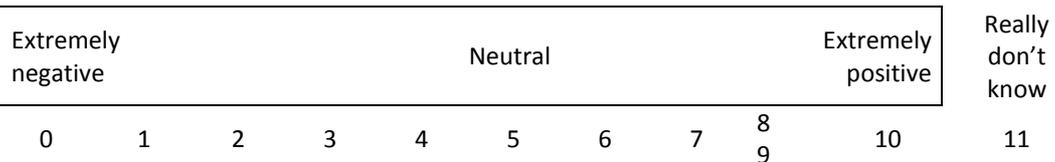
<p>SB8. Which of the following best describes the sort of premises your business is located in? <i>Please select one response.</i></p> <p><b>SINGLE RESPONSE</b></p>	<ol style="list-style-type: none"><li>1. Detached commercial premises</li><li>2. Semi-detached or terraced building</li><li>3. High street shopfront</li><li>4. Shopping centre shopfront</li><li>5. Suite in an office complex or office block</li><li>6. Other (specify)_____</li></ol>
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**THE WEST OXFORD STREET AREA**

✓VISITORS

✓BUSINESSES

Q1. Firstly, we want to ask you about the West Oxford Street area. That is, from the intersection of Oxford Street, Ocean Street and Syd Einfeld Drive, along Oxford Street to the Mill Hill Hotel on Denison Street and north up to Syd Einfeld Drive. Using the scale below, how would you rate your current feelings about West Oxford Street? **SINGLE RESPONSE**



✓RESIDENTS

✓VISITORS

✓BUSINESSES

<p><b>Q4.RESIDENTS/VISITORS/INTERESTED COMMUNITY</b> What would you say are the best things about West Oxford Street as it is at the moment, if anything? <i>Please be as specific as possible.</i></p> <p><b>BUSINESS ONLY</b> From the perspective of your business, what would you say are the best things about West Oxford Street as it is at the moment, if anything? <i>Please be as specific as possible</i></p>	<p><b>OPEN ENDED, RESPONSES TO BE CODED</b></p>
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- ✓ RESIDENTS
- ✓ VISITORS
- ✓ BUSINESSES

<p><b>Q5. RESIDENTS/VISITORS/INTERESTED COMMUNITY</b> What concerns or issues do you have with West Oxford Street as it is at the moment, if any? <i>Please be as specific as possible</i></p> <p><b>BUSINESS ONLY</b> What concerns or issues do you have with West Oxford Street as it is at the moment that might be impacting your business, if any? <i>Please be as specific as possible</i></p>	<p><b>OPEN ENDED, RESPONSES TO BE CODED</b></p>
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- ✓ RESIDENTS
- ✓ VISITORS
- ✓ BUSINESSES

Q6. How often would you say you visit West Oxford Street for each of the following activities?							
<b>RANDOMISE ITEMS BELOW. ONE RESPONSE PER ROW.</b>	Daily	Several times a week	About once a week	About every two or three weeks	About once a month	Less often	Never
Shopping	1	2	3	4	5	6	7
Dining at cafes or restaurants	1	2	3	4	5	6	7
Getting outdoors (in a park, or public seating)	1	2	3	4	5	6	7
Meeting friends/locals	1	2	3	4	5	6	7
Going to markets or events	1	2	3	4	5	6	7
Going to/from work	1	2	3	4	5	6	7
Using local services (banks, health services)	1	2	3	4	5	6	7
Passing through on the way to somewhere else	1	2	3	4	5	6	7
Other (Specify)	1	2	3	4	5	6	7

✓VISITORS

✓BUSINESSES

Q2. Are you aware that Waverley Council is currently developing the West Oxford Street Precinct Plan which is looking at ways to improve the area? <b>SINGLE RESPONSE</b>	<ol style="list-style-type: none"><li>1. Yes</li><li>2. No - <b>GO TO 'IDEAS FOR WEST OXFORD STREET RENEWAL'</b></li></ol>
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✓VISITORS

✓BUSINESSES

<b>IF Q2 IS CODE 1 'YES'</b> Q3 How much would you say you know about the West Oxford Street Precinct Plan? <b>SINGLE RESPONSE</b>	<ol style="list-style-type: none"><li>1. I only know that the plan is being developed</li><li>2. I know <b>a little</b> about the plan</li><li>3. I know <b>a fair bit</b> about the plan</li><li>4. I have <b>detailed knowledge</b> of the plan</li></ol>
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## Ideas for West Oxford Street Renewal

- ✓ RESIDENTS
- ✓ VISITORS
- ✓ BUSINESSES

Now we'd like to ask you about the ideas in the background information we have provided, so you may like to have those materials on hand while you answer these questions. If you haven't had a chance to look at them so far, please take a moment to review them now. (Click here to download)

The West Oxford Street Precinct Plan is a project focusing on the renewal of the western end of Oxford Street, Bondi Junction. A map showing the extent of the area (marked in red), is below.



The Council's aim for the project is to work with the community on the longer term renewal of the area into one that provides a fitting threshold to Bondi Junction, with better connections to adjacent areas, and a better place for the community to live, work, shop and enjoy.

To come up with ideas for the project, Waverley Council consulted with members of the local community to identify what they like and don't like about the West Oxford Street area and what they think could be improved. Council then asked a small group of urban designers, landscape architects and artists to turn this feedback into ideas for the area (including diagrams and images) that would help the community to visualise what the future of the area could look like.

The ideas cover four main areas:

- 1) **Traffic:** i.e. the movement of people, pedestrians, cyclists and public transport around the area.
- 2) **Public domain:** i.e. the public parts of the West Oxford Street area and those facilities which are provided for the community, including footpaths, signage, plants and trees, bike racks and seating, lighting and the general streetscape.
- 3) **Art, culture and heritage:** i.e. addressing ways to capture the feel and character of the area, preserve its architectural and design history, and contribute to the ongoing cultural life of the community; and
- 4) **Buildings:** i.e. looking at ways to accommodate both public and private buildings for the community, residents and businesses in a way that best meets the needs of the whole community.

Now Council would like your opinions on these ideas, so it can decide which of them should be investigated further as a potential part of a renewal plan for the area.

**NB: To minimise your time to participate in this survey, you will not be asked about all of these ideas – those you are shown will be a random selection of the topic areas outlined above. However, you'll have the opportunity at the end to provide more feedback about any of the ideas.**

- ✓RESIDENTS
- ✓VISITORS
- ✓BUSINESSES

**PROGRAMMER: RANDOMISE QUESTION BLOCKS AND ENSURE EVERY RESPONDENT ONLY SEES THREE OF THE FOUR BLOCKS**

**BLOCK 1: TRAFFIC**

**TRAFFIC IDEAS**

This question looks at the ideas related to **traffic** in West Oxford Street. They are aimed at addressing the movement of people, pedestrians, cyclists and public transport around the area.

*NOTE: The map below is provided as a reference, and shows the general location of the number corresponding to each idea we are asking about. Even more detailed diagrams are provided in the background materials. Please also note that the numbers have been assigned to the ideas in no particular order. If there is no number on the map, it refers to something proposed for the entire area.*



Q7. Using the scale provided next to each idea, please indicate your opinion in terms of the acceptability or unacceptability of that idea for you. Please remember to treat the ideas as standalone suggestions that are not related to each other. *Please circle one response per idea.*

	Totally unacceptable										Neutral										Totally acceptable										Don't know						
	0	1	2	3	4	5	6	7	8	9	10	11	0	1	2	3	4	5	6	7	8	9	10	11	0	1	2	3	4	5		6	7	8	9	10	11
1. Connect Grafton Street and Syd Einfeld Drive with a new roundabout.	0	1	2	3	4	5	6	7	8	9	10	11	0	1	2	3	4	5	6	7	8	9	10	11	0	1	2	3	4	5	6	7	8	9	10	11	

2. Make Nelson Street a 'shared zone' where the speed limit is 10km/h and where drivers must give way to pedestrians.	0	1	2	3	4	5	6	7	8	9	10	11									
3. Extend Oxford Street to create just one 4-way intersection at Oxford Street, Ocean Street and Syd Einfeld Drive.	0	1	2	3	4	5	6	7	8	9	10	11									
	<b>Totally unacceptable</b>										<b>Totally acceptable</b>										Don't know
	<b>Neutral</b>																				
4. Close the Oxford Street slip lane next to the reservoir. Make York Road wider between Syd Einfeld Drive and Oxford Street to compensate.	0	1	2	3	4	5	6	7	8	9	10	11									
5. Move the entry and exit to the bus depot from Oxford Street to around the corner on York Road.	0	1	2	3	4	5	6	7	8	9	10	11									
6. <b>Partially</b> relocate bus entry and exit to York Road i.e. buses enter only from York Road, but may exit onto Oxford Street.	0	1	2	3	4	5	6	7	8	9	10	11									
7. Provide a series of new laneways to improve walking connections (between Camp Lane and Oxford Street; between Oxford Street and Syd Einfeld Drive (extension of Osmund Lane); between Mill Hill Road and Gowrie Lane and between Mill Hill Road and Denison Street).	0	1	2	3	4	5	6	7	8	9	10	11									
8. Widen Oxford Street between Leswell St and York Road by 3-4 metres by setting buildings back from the road/footpath.	0	1	2	3	4	5	6	7	8	9	10	11									

- ✓RESIDENTS
- ✓VISITORS
- ✓BUSINESSES



Q8. Looking at the traffic related ideas again, please indicate which **one** of these ideas is your **most** preferred, and which **one** of these is your **least** preferred. Please circle one response per column.

	Most preferred	Least preferred
1. Connect Grafton Street and Syd Einfeld Drive with a new roundabout.	1	2
2. Make Nelson Street a 'shared zone' where the speed limit is 10km/h and where drivers must give way to pedestrians.	1	2
3. Extend Oxford Street to create just one 4-way intersection at Oxford Street, Ocean Street and Syd Einfeld Drive.	1	2
4. Close the Oxford Street slip lane next to the reservoir. Make York Road wider between Syd Einfeld Drive and Oxford Street to compensate.	1	2
5. Move the entry and exit to the bus depot from Oxford Street to around the corner on York Road.	1	2
6. <b>Partially</b> relocate bus entry and exit to York Road i.e. buses enter only from York Road, but may exit onto Oxford Street.	1	2
7. Provide a series of new laneways to improve walking connections (between Camp Lane and Oxford Street; between Oxford Street and Syd Einfeld Drive (extension of Osmund Lane); between Mill Hill Road and Gowrie Lane and between Mill Hill Road and Denison Street).	1	2
8. Widen Oxford Street between Leswell St and York Road by 3-4 metres by setting buildings back from the road/footpath.	1	2

- ✓RESIDENTS
- ✓VISITORS

✓BUSINESSES

<b>FEED THROUGH MOST PREFERRED</b> Q9. You selected the idea below as your most preferred. Please tell us briefly what you particularly liked about it.	<b>OPEN ENDED</b>
--	-------------------

✓RESIDENTS

✓VISITORS

✓BUSINESSES

<b>FEED THROUGH LEAST PREFERRED</b> Q10. You selected the idea below as your least preferred. Please tell us briefly what specifically concerned you about it.	<b>OPEN ENDED</b>
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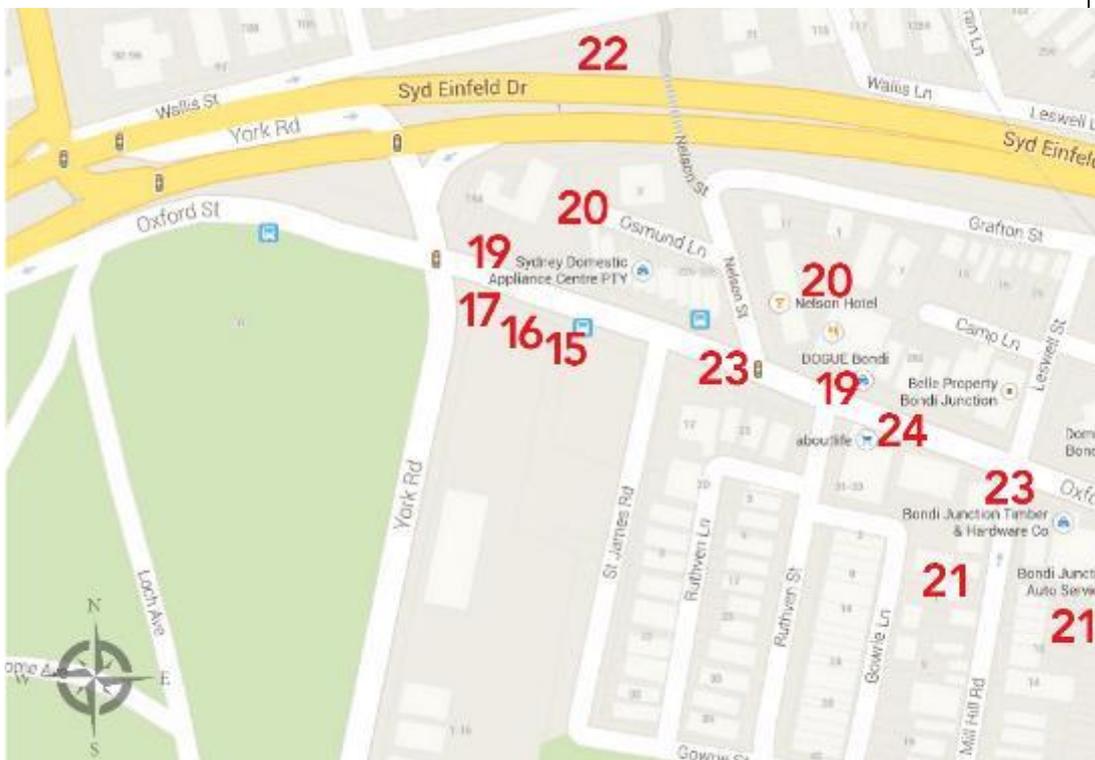
- ✓RESIDENTS
- ✓VISITORS
- ✓BUSINESSES

**BLOCK 2: PUBLIC DOMAIN**

**PUBLIC DOMAIN IDEAS**

This question looks at the ideas related to **the public domain** in West Oxford Street, including public facilities for the community, such as footpaths, signage, plants and trees, bike racks and seating, lighting and the general streetscape.

*NOTE: The map below is provided as a reference, and shows the general location of the number corresponding to each idea we are asking about. Even more detailed diagrams are provided in the background materials. Please also note that the numbers have been assigned to the ideas in no particular order. If there is no number on the map, it refers to something proposed for the entire area.*



Q11. Using the scale provided next to each idea, please indicate your opinion in terms of the acceptability or unacceptability of that idea for you. Please remember to treat the ideas as standalone suggestions that are not related to each other. *Please circle one response per row.*

	Totally unacceptable										Neutral										Totally acceptable										Don't know			
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7		8	9	10
9. Provide quality plants and trees along all streets to improve the look of the streets.	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	11
10. Add more lighting on Oxford Street (e.g. lights under street awnings and more feature lights)	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	11

for safety and to highlight it as a main street.												
11. Reduce the number of street signs along the roads to reduce confusion and remove clutter.	0	1	2	3	4	5	6	7	8	9	10	11
12. Plant deciduous trees along Oxford Street.	0	1	2	3	4	5	6	7	8	9	10	11
13. Install new street furniture, including bike racks and public seating.	0	1	2	3	4	5	6	7	8	9	10	11
15. In front of the bus depot: Upgrade the bus shelter and create a wider footpath that is a 'shared way' for pedestrians and cyclists.	0	1	2	3	4	5	6	7	8	9	10	11
16. Create a public forecourt near the front of the bus depot and angle buildings to create a 'frame' for a future entryway to Centennial Park.	0	1	2	3	4	5	6	7	8	9	10	11
17. Create a public forecourt (on the York Road/Oxford Street corner) in front of a proposed new building to be used as a cultural facility.	0	1	2	3	4	5	6	7	8	9	10	11
18. Improve planting along both Syd Einfeld Drive and Oxford Street to turn them into boulevards.	0	1	2	3	4	5	6	7	8	9	10	11
19. Widen the footpath along the northern side (Woollahra side) of Oxford Street by 3 metres.	0	1	2	3	4	5	6	7	8	9	10	11
20. Provide new laneways and pedestrian connections north of Oxford Street (i.e. between Camp Lane and Oxford Street; between Oxford Street and Syd Einfeld Drive (extension of Osmund Lane).	0	1	2	3	4	5	6	7	8	9	10	11
21. Provide new laneways and pedestrian connections south of Oxford Street (i.e. between Mill Hill Road and Gowrie Lane and between Mill Hill Road and Denison Street).	0	1	2	3	4	5	6	7	8	9	10	11
22. Provide a bigger public square at the northern end of the footbridge over Syd Einfeld Drive (on the Woollahra side).	0	1	2	3	4	5	6	7	8	9	10	11
23. Upgrade public footpaths and pedestrian crossings including pram ramps (rather than gutters) along southern side of Oxford Street.	0	1	2	3	4	5	6	7	8	9	10	11
24. Create continuous awnings / covering along footpaths on Oxford Street.	0	1	2	3	4	5	6	7	8	9	10	11

- ✓ RESIDENTS
- ✓ VISITORS
- ✓ BUSINESSES



Q12. Looking at the public domain related ideas again, please indicate which one of these ideas is your **most** preferred, and which one of these is your **least** preferred. *Please circle one response per column.*

	Most preferred	Least preferred
9. Provide quality plants and trees along all streets to improve the look of the streets.	1	2
10. Add more lighting on Oxford Street (e.g. lights under street awnings and more feature lights) for safety, and to highlight it as a main street.	1	2
11. Reduce the number of street signs along the roads to reduce confusion and remove clutter.	1	2
12. Plant deciduous trees along Oxford Street.	1	2
13. Install new street furniture, including bike racks and public seating.	1	2
15. In front of the bus depot: Upgrade the bus shelter and create a wider footpath that is a 'shared way' for pedestrians and cyclists.	1	2
16. Create a public forecourt near the front of the bus depot and angle buildings to create a 'frame' for a future entryway to Centennial Park.	1	2
17. Create a public forecourt (on the York Road/Oxford Street corner) in front of a proposed new building to be used as a cultural facility.	1	2
18. Improve planting along both Syd Einfield Drive and Oxford Street to turn them into boulevards.	1	2
19. Widen the footpath along the northern side (Woollahra side) of Oxford Street by 3 metres.	1	2
20. Provide new laneways and pedestrian connections north of Oxford Street (i.e. between Camp Lane and Oxford Street; between Oxford Street and Syd Einfield Drive (extension of Osmund Lane).	1	2

21. Provide new laneways and pedestrian connections south of Oxford Street (i.e. between Mill Hill Road and Gowrie Lane and between Mill Hill Road and Denison Street).	1	2
22. Provide a bigger public square at the northern end of the footbridge over Syd Einfield Drive (on the Woollahra side).	1	2
23. Upgrade public footpaths and pedestrian crossings including pram ramps (rather than gutters) along southern side of Oxford Street.	1	2
24. Create continuous awnings / covering along footpaths on Oxford Street.	1	2

- ✓RESIDENTS
- ✓VISITORS
- ✓BUSINESSES

**BLOCK 3: ART, CULTURE AND HERITAGE**

**ART, CULTURE AND HERITAGE IDEAS**

This question looks at the ideas related to **art, culture and heritage** in West Oxford Street, which consider ways to capture the character and feel of the area, preserve its architectural and design history, and contribute to the ongoing cultural life of the community.

*NOTE: The map below is provided as a reference, and shows the general location of the number corresponding to each idea we are asking about. Even more detailed diagrams are provided in the background materials. Please also note that the numbers have been assigned to the ideas in no particular order. If there is no number on the map, it refers to something proposed for the entire area.*



Q13. Using the scale provided next to each idea, please indicate your opinion in terms of the acceptability or unacceptability of that idea for you. Please remember to treat the ideas as standalone suggestions that are not related to each other. Please select one response per row.

**SINGLE RESPONSE PER ROW. EQUAL SPACING BETWEEN RATING POINTS ON SCREEN.**

	Totally unacceptable										Neutral										Totally acceptable										Don't know						
	0	1	2	3	4	5	6	7	8	9	10	11	0	1	2	3	4	5	6	7	8	9	10	11	0	1	2	3	4	5		6	7	8	9	10	11
29. Encourage local community input on art projects, including short-term 'pop-up' projects.	0	1	2	3	4	5	6	7	8	9	10	11	0	1	2	3	4	5	6	7	8	9	10	11	0	1	2	3	4	5	6	7	8	9	10	11	

30. Make a feature of aspects of the landscape that people can interact with (touch, play on).	0	1	2	3	4	5	6	7	8	9	10	11
31. Preserve the heritage-listed Nelson Hotel and Westgate House (on the corner of Oxford Street and St James Road) and those buildings within heritage conservation areas.	0	1	2	3	4	5	6	7	8	9	10	11
32. Create a new lot bounded by York Road, Oxford Street and Syd Einfeld Drive at the new entry point to Bondi Junction (in the spirit of the former historic theatre and diner).	0	1	2	3	4	5	6	7	8	9	10	11
33. Upgrade local infrastructure with public art (e.g. making art pieces out of water towers and bus shelters) to give a unique local character to some of the roads and entryways leading into the area.	0	1	2	3	4	5	6	7	8	9	10	11
34. Retain small-scale shopfronts.	0	1	2	3	4	5	6	7	8	9	10	11
35. Provide new cultural and community spaces to encourage education and new business innovation.	0	1	2	3	4	5	6	7	8	9	10	11
36. Provide public art for the community.	0	1	2	3	4	5	6	7	8	9	10	11
37. Provide development incentives in return for cultural assets.	0	1	2	3	4	5	6	7	8	9	10	11
38. Encourage/ support local business diversity that captures the feel of the area (e.g. cafes, food, bike hub, healthy lifestyle).	0	1	2	3	4	5	6	7	8	9	10	11

- ✓RESIDENTS
- ✓VISITORS
- ✓BUSINESSES



Q14. Looking at the art, culture and heritage related ideas again, please indicate which one of these ideas is your **most** preferred, and which one of these is your **least** preferred. *Please circle one response per column.*

	Most preferred	Least preferred
29. Encourage local community input on art projects, including short-term 'pop-up' projects.	1	2
30. Make a feature of aspects of the landscape that people can interact with (touch, play on).	1	2
31. Preserve the heritage-listed Nelson Hotel and Westgate House (on the corner of Oxford Street and St James Road) and those buildings within heritage conservation areas.	1	2
32. Create a new lot bounded by York Road, Oxford Street and Syd Einfield Drive at the new entry point to Bondi Junction (in the spirit of the former historic theatre and diner).	1	2
33. Upgrade local infrastructure with public art (e.g. making art pieces out of water towers and bus shelters) to give a unique local character to some of the roads and entryways leading into the area.	1	2
34. Retain small-scale shopfronts.	1	2
35. Provide new cultural and community spaces to encourage education and new business innovation.	1	2
36. Provide public art for the community.	1	2
37. Provide development incentives in return for cultural assets.	1	2
38. Encourage/ support local business diversity that captures the feel of the area (e.g. cafes, food, bike hub, healthy lifestyle).	1	2

- ✓ RESIDENTS
- ✓ VISITORS
- ✓ BUSINESSES

**BLOCK 4: BUILDINGS**

**IDEAS AROUND BUILDINGS**

This question looks at the ideas related to **buildings** in West Oxford Street. They look at ways to accommodate both public and private buildings for the community, residents and businesses in a way that best meets the needs of the whole community.

**It is important to remember that none of these ideas have been committed to by Council. They are merely suggestions which have been put forward for community feedback before Council makes any further attempt to investigate them in terms of feasibility.**

*NOTE: The map below is provided as a reference, and shows the general location of the number corresponding to each idea we are asking about. Even more detailed diagrams are provided in the background materials. Please also note that the numbers have been assigned to the ideas in no particular order. If there is no number on the map, it refers to something proposed for the entire area.*



Q15. Using the scale provided next to each idea, please indicate your opinion in terms of the acceptability or unacceptability of that idea for you. Please remember to treat the ideas as standalone suggestions that are not related to each other. *Please circle one response per row.*

	<b>Totally unacceptable</b>	Neutral	<b>Totally acceptable</b>	Don't know
--	-----------------------------	---------	---------------------------	------------

43. Turn the space between Syd Einfeld Drive, York Road and Oxford Street into an activity hub e.g. rock climbing wall, playground, 1 storey in height.	0	1	2	3	4	5	6	7	8	9	10	11
44. Turn the space between Syd Einfeld Drive, York Road and Oxford Street back into a building site potentially containing a range of uses (community, recreation, residential, commercial, retail) within one building that has two heights (one would be 6 storeys, the other approximately 10 storeys).	0	1	2	3	4	5	6	7	8	9	10	11
45. New buildings along Oxford Street between York Road and Leswell and Denison Streets would include a building up to 4 storeys between Ruthven Street and Mill Hill Road on the south side, buildings up to 5 storeys high on the north side between York Road and Nelson Street; and buildings of between 3 and 5 storeys between Nelson and Leswell Streets.	0	1	2	3	4	5	6	7	8	9	10	11
46. Both 5 and 9 storey buildings (for a range of uses including residential over retail shops) along Oxford Street on the north side (Woollahra side) between York Road and Leswell Streets.	0	1	2	3	4	5	6	7	8	9	10	11
47. Buildings of between 3 and 4 storeys along the south side of Oxford Street from Ruthven Street to Denison Street and on the north side in the block between Nelson and Leswell Streets. Buildings of 4 storey along Nelson Street, 9 storeys along Syd Einfeld Drive, and 6 storeys on Oxford Street between York Road and Nelson Street.	0	1	2	3	4	5	6	7	8	9	10	11
48. Discourage large scale sites for buildings.	0	1	2	3	4	5	6	7	8	9	10	11
49. Add 4 storeys to the current 2 storey bus depot building on Oxford Street (total of 6 storeys) retaining depot administration but adding additional uses.	0	1	2	3	4	5	6	7	8	9	10	11
50. Move the bus depot frontage on Oxford Street back to allow a 3-4 storey residential building with retail at ground level.	0	1	2	3	4	5	6	7	8	9	10	11
51. Move the bus depot frontage on Oxford Street back to allow a 2-3 storey building to be used for cultural activities.	0	1	2	3	4	5	6	7	8	9	10	11

✓RESIDENTS

- ✓VISITORS
- ✓BUSINESSES



Q16. Looking at the building related ideas again, please indicate which one of these ideas is your **most** preferred, and which one of these is your **least** preferred. Please circle one response per column.

	Most preferred	Least preferred
43. Turn the space between Syd Einfield Drive, York Road and Oxford Street into an activity hub e.g. rock climbing wall, playground, 1 storey in height.	1	2
44. Turn the space between Syd Einfield Drive, York Road and Oxford Street back into a building site potentially containing a range of uses (community, recreation, residential, commercial, retail) within one building that has two heights (one would be 6 storeys, the other approximately 10 storeys).	1	2
45. Any new buildings along Oxford Street between York Road and Leswell and Denison Streets would include a building up to 4 storeys between Ruthven Street and Mill Hill Road on the south side, buildings up to 5 storeys high on the north side between York Road and Nelson Street; and buildings of between 3 and 5 storeys between Nelson and Leswell Streets.	1	2
46. Both 5 and 9 storey buildings (for a range of uses including residential over retail shops) along Oxford Street on the north side (Woollahra side) between York Road and Leswell Streets.	1	2
47. Buildings of between 3 and 4 storeys along the south side of Oxford Street from Ruthven Street to Denison Street and on the north side in the block between Nelson and Leswell Streets. Buildings of 4 storey along Nelson Street, 9 storeys along Syd Einfield Drive, and 6 storeys on Oxford Street between York Road and Nelson Street.	1	2
48. Discourage large scale sites for buildings.	1	2
49. Add 4 storeys to the current 2 storey bus depot building on Oxford Street (total of 6 storeys) retaining depot administration but adding additional uses.	1	2

50. Move the bus depot frontage on Oxford Street back to allow a 3-4 storey residential building with retail at ground level.	1	2
51. Move the bus depot frontage on Oxford Street back to allow a 2-3 storey building to be used for cultural activities.	1	2

✓ RESIDENTS

✓ VISITORS

✓ BUSINESSES

<b>FEED THROUGH MOST PREFERRED</b> Q17. You selected the idea below as your most preferred. Please tell us briefly what you particularly liked about it.	<b>OPEN ENDED</b>
---	-------------------

✓ RESIDENTS

✓ VISITORS

✓ BUSINESSES

<b>FEED THROUGH LEAST PREFERRED</b> Q18. You selected the idea below as your least preferred. Please tell us briefly what specifically concerned you about it.	<b>OPEN ENDED</b>
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**Overall opinions of the project**

- ✓ RESIDENTS
- ✓ VISITORS
- ✓ BUSINESSES

Q19. Now that you have seen and thought about the ideas currently being put forward for the renewal of the West Oxford Street Precinct, please rate your overall feelings about the project.

**SINGLE RESPONSE**

Extremely negative	Neutral						Extremely positive	Really don't know		
0	1	2	3	4	5	6	7	8 9	10	11

- ✓ RESIDENTS
- ✓ VISITORS
- ✓ BUSINESSES

Q20. What other feedback do you have for Waverley Council about these ideas, if any?

**OPEN ENDED**

**Demographics**

**DISPLAY SCREEN:** And finally, just a few quick closing questions about you, for analysis purposes only.

- ✓ RESIDENTS

D1. Do you own or rent the dwelling you currently live in? **SINGLE RESPONSE**

1. Own
2. Rent / lease
3. Other (Specify) \_\_\_\_\_

- ✓ RESIDENTS

D2. And what sort of dwelling is it? **SINGLE RESPONSE**

1. Detached house
2. Semi-detached/terrace/townhouse
3. Flat/apartment
4. Other (specify) \_\_\_\_\_

✓RESIDENTS

D3. How many people live in your household? <b>SINGLE RESPONSE</b>	<ol style="list-style-type: none"><li>1. One</li><li>2. Two</li><li>3. Three</li><li>4. Four</li><li>5. Five</li><li>6. Six</li><li>7. More than six</li></ol>
---	--

✓BUSINESSES ONLY

DB3. How many full time equivalent employees do you currently have in your business, across all locations? <b>KEY IN RESPONSE</b>	_____ people
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✓RESIDENTS

✓VISITORS

D4. What is your current work status? <i>Please select all that apply.</i> <b>MULTIPLE RESPONSE OK</b>	<ol style="list-style-type: none"><li>1. Working full time</li><li>2. Working part time</li><li>3. Working casually</li><li>4. Self employed</li><li>5. Unemployed</li><li>6. Retired</li><li>7. Student</li><li>8. Home duties</li><li>9. Other (specify)_____</li></ol>
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- ✓RESIDENTS
- ✓VISITORS
- ✓BUSINESSES

<p>D5. Do you prefer to speak a language other than English at home? Which language do you prefer to speak? <i>Please select all that apply.</i></p> <p><b>MULTIPLE RESPONSE OK</b></p>	<ol style="list-style-type: none"> <li>1. English only</li> <li>2. Arabic</li> <li>3. Cantonese</li> <li>4. Chin</li> <li>5. Croatian</li> <li>6. Farsi</li> <li>7. Greek</li> <li>8. Hindi</li> <li>9. Italian</li> <li>10. Macedonian</li> <li>11. Mandarin</li> <li>12. Serbian</li> <li>13. Sinhalese</li> <li>14. Spanish</li> <li>15. Sudanese</li> <li>16. Turkish</li> <li>17. Vietnamese</li> <li>18. Other (specify)_____</li> </ol>
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**Closing**

Thank you for your time and participation in this survey, which was conducted on behalf of Waverley Council. The results from this survey will play an important part in guiding Council's decisions as to which ideas should be investigated as part of the renewal of West Oxford Street for the whole community.

As mentioned, your responses in this survey will be kept completely confidential and will be used only for market research purposes. Newgate Research will not provide any identifying responses to Council or any other third parties. As a market research company and member of the Association of Market and Social Research Organisations, we comply with the requirements of the Privacy Act.

**RESIDENTS ONLY:** Don't forget to click 'submit' to be sure your responses are counted and that you are entered in the prize draw. Thank you again and good luck!

**ALL OTHER RESPONDENTS:** Don't forget to click 'submit' to be sure your responses are counted. Thank you again for your participation.

**[PROGRAMMING: GO TO**

[http://www.waverley.nsw.gov.au/building/current\\_projects/bondi\\_junction\\_projects/west\\_oxford\\_street\\_precinct\\_plan](http://www.waverley.nsw.gov.au/building/current_projects/bondi_junction_projects/west_oxford_street_precinct_plan) ]

## **APPENDIX 3: Telephone recruitment questionnaire (resident survey only)**

### **Project WOSP: Waverley Council Recruitment Specifications and Script for Online Survey November 2014 – FINAL 5**

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#### **Recruitment Script**

Good morning / afternoon / evening. My name is **[INSERT INTERVIEWER'S FULL NAME]** from Australian Fieldwork Solutions, the market research company. I'm calling on behalf of Newgate Research. May I please speak with the person in the household who is aged over 18 and has the next birthday?

#### **REINTRODUCE IF NECESSARY**

**SAY TO ALL:** The purpose of my call is to invite you to be a part of an exciting research study on behalf of Waverley Council. The Council has collected together a range of ideas for the local area and would now like your feedback on which ones it should investigate further. The study is purely for research purposes and we are not selling anything at all. It is being conducted with about 450 households in the local area.

If you are interested, it would involve doing a little bit of background reading about the ideas and then completing an online survey. If you complete the survey you will be eligible to win one of forty (40) retail vouchers valued at \$50 each, that you can spend anywhere you choose.

Are you interested in having a say on these important ideas?

**IF NO, END WITH THANKS [RECORD AS NOT INTERESTED]. IF YES, CONTINUE.**

Now, for the purposes of this survey, we need you to have access to the internet and email so we can send you the materials. This might be at your home, or at a library or internet café. Do you have access to email in this way?

1. Yes [CONTINUE]
2. No [TERMINATE WITH THANKS]

I just need to check a few things to be sure that you qualify. Is that ok?

---

#### **MAIN SCRIPT:**

##### **S1. INTERVIEWER TO RECORD GENDER – DO NOT ASK, CHECK QUOTAS**

1. Male
  2. Female
-

**S3. What is your occupation? DO NOT READ OUT, LISTEN FOR THE FOLLOWING INDUSTRIES AND PROBE FURTHER IF UNSURE:**

1. Advertising
2. Public relations, journalism or the media
3. Any local council
4. Market or social research.

**[IF THEY WORK IN ANY OF THE ABOVE AREAS, END WITH THANKS]**

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**S4. Can we confirm the suburb you live in? DO NOT READ OUT CHECK AGAINST SAMPLE. CHECK QUOTAS**

1. Bondi Junction [Pron: BOND-eye]
  2. Queens Park
  3. Waverley
  4. Bondi Beach [Pron: BOND-eye]
  5. Bronte [Pron: BRON-tee]
  6. Woollahra
  7. Other (specify) **END WITH THANKS**
- 

**S2. Which of the following age groups you are in? READ RELEVANT AGE GROUPS. CHECK QUOTAS**

1. Under 18 years **[TERMINATE]**
  2. 18 – 24 years
  3. 25 - 34 years
  4. 35 – 44 years
  5. 45 - 54 years
  6. 55+ years
  7. Prefer not to say
  8. **IF NECESSARY, CONFIRM THEY ARE OVER 18 AND CONTINUE**
- 

**IF NOT QUALIFIED:**

Unfortunately at this stage we have enough households with your characteristics in the study. We may need to top up the participants at a later stage. If so, are you happy to go on the waiting list and for us to contact you again?

**IF YES:** May I just ask your email address so we can contact you via email if we are able to invite you to participate in the research later on?

---

**IF PRE-QUALIFIED:**

Great! You have qualified to participate in this study. What I'll do is explain a little more about the process and if you're keen to participate I'll just need to confirm a few details like your email address so we can send you the survey invitations.

Before I explain the process, I'd just like to ask you a couple of quick questions about the local area.

---

**PROGRAMMER: THESE RESULTS TO BE MERGED WITH FINAL DATA SET**

**Q1.** Firstly, I want to ask you about the West Oxford Street area. That is, from the intersection of Oxford Street, Ocean Street and Syd Einfield Drive, along Oxford Street to the Mill Hill Hotel on Denison and north up to Syd Einfield Drive. [Pron: EYE-n feld]

On a scale of 0 to 10 where 0 means extremely negative and 10 means extremely positive, how would you rate your current feelings about the West Oxford Street area? Please select only one response. **SINGLE RESPONSE**

Extremely negative	Neutral						Extremely positive	Really don't know		
0	1	2	3	4	5	6	7	8 9	10	11

---

**Q2.** Are you aware that Waverley Council is currently developing the West Oxford Street Precinct Plan which is looking at ways to improve the area?

1. Yes
2. No

---

**ASK IF AWARE (Q6=1)**

**Q3.** How much would you say you know about the West Oxford Street Precinct Plan? Would you say...?

1. I only know that the Plan exists
2. I know a little about the Plan
3. I know a fair bit about the Plan
4. I have detailed knowledge of the Plan

Excellent! Thanks for that.

Just to explain, this study is being conducted on behalf of Waverley Council to gather your feedback on some ideas which have been suggested for the area. Council would like to know what you think of these ideas before it chooses which it should investigate further.

So, the way it will work is that, we will send you a couple of pages of background material to review – this includes some of the plans and ideas that Council would like to seek your input on, and it shouldn't take you more than about 10 minutes to look over. At the same time we will send you a link to complete an online survey. The survey will take you about 15 minutes to complete and you can do it at any time of the day that suits you. The survey will be open until 4 January.

The analysis will be done by the independent researchers who will strictly protect your privacy throughout the study. By law, your responses to the surveys will never be linked back to you or your household.

Once you complete the survey you will be eligible to win one of forty (40) retail vouchers valued at \$50 each, that you can spend anywhere you choose.

**SAY TO ALL:** To wrap up, I just need a few contact details from you. I just need your email address please. **COLLECT EMAIL ADDRESS AND VERIFY**

**SAY TO ALL** And is this number the best number to reach you on? **[CHANGE IF NECESSARY]**

**SAY TO ALL** Excellent! That's all we need for now. Stayed tuned for those materials and the online survey. I hope you enjoy participating in this important and exciting study and best of luck with the prize draw.

Just to recap, my name is **[INSERT NAME]** from AFS. As this is market research, it was carried out in compliance with the Privacy Act and the information you provided will be used only for research purposes.

In case you missed it earlier, our number here is 03 8789 4444. Thank you for your time today and all the best with the study.

**THANK AND CLOSE**

## APPENDIX 4: Background materials

### The Renewal of West Oxford Street

Help Waverley Council to decide which West Oxford Street renewal ideas it should investigate.



#### Project Background

The West Oxford Street Precinct Plan is a project focusing on the renewal of the western end of Oxford Street, Bondi Junction. The map to the right shows the extent of the area (marked in red).

The Council's aim for the project is to work with the community on the longer term renewal of the area into one that provides a fitting threshold to Bondi Junction, with better connections to adjacent areas, and a better place for the community to live, work, shop and enjoy.

To come up with ideas for the project, Waverley Council consulted with members of the local community to identify what they like and don't like about the West Oxford Street area and what they think could be improved. Council then asked a small group of urban designers, landscape architects and artists to turn this feedback into ideas for the area (including diagrams and images) that would help the community to visualise what the future of the area could look like.

The ideas cover four main areas:

- 1) Traffic:** i.e. the movement of people, pedestrians, cyclists and public transport around the area.
- 2) Public domain:** i.e. the public parts of the West Oxford Street area and those facilities which are provided for the community, including footpaths, signage, plants and trees, bike racks and seating, lighting and the general streetscape.
- 3) Art, culture and heritage:** i.e. addressing ways to capture the feel and character of the area, preserve its architectural and design history, and contribute to the ongoing cultural life of the community; and
- 4) Buildings:** i.e. looking at ways to accommodate both public and private buildings for the community, residents and businesses in a way that best meets the needs of the whole community.

The same ideas, maps and diagrams will also be available in the survey, but please take a little time to familiarise yourself with them first to make filling in the survey easier.



— Study area boundary  
— Waverley LGA boundary

Please note that this survey must close on Sunday January 4, 2015.

# The Renewal of West Oxford Street

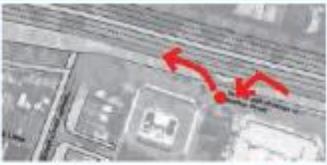
Help Waverley Council to decide which West Oxford Street renewal ideas it should investigate.

## Traffic Ideas

These ideas relate to traffic in West Oxford Street. They are aimed at addressing the movement of people, pedestrians, cyclists and public transport around the area.

NOTE: The map below is provided as a reference, and shows the general location of the number corresponding to each idea we are asking about. Even more detailed diagrams are provided next to each idea. Please also note that the numbers have been assigned to the ideas in no particular order. If there is no number on the map, it refers to something proposed for the entire area.



IDEA	RATIONALE	DIAGRAM
1. Connect Grafton Street and Syd Einfeld Drive with a new roundabout.	Relieve traffic congestion through Nelson Street and Oxford Street from traffic associated with Westfield and calm the traffic in the west end of Grafton Street.	
2. Make Nelson Street a 'shared zone' where the speed limit is 10km/h and where drivers must give way to pedestrians.	Improve pedestrian experience and safety by slowing and reducing traffic in Nelson St. This would encourage outdoor uses, promote ground floor retail uses and improve the connection to the pedestrian bridge over Syd Einfeld Drive.	
3. Extend Oxford Street to create just one 4-way intersection at Oxford Street, Ocean Street and Syd Einfeld Drive.	Minimise pedestrian / traffic problems and free up land for other uses.	
4. Close the Oxford Street slip lane next to the reservoir. Make York Road wider between Syd Einfeld Drive and Oxford Street to compensate.	Use the land where the current slip lane is for other purposes.	
5. Move the entry and exit to the bus depot from Oxford Street to around the corner on York Road.	Improve conditions for pedestrians on Oxford Street with minimum impact on the bus depot.	

# The Renewal of West Oxford Street

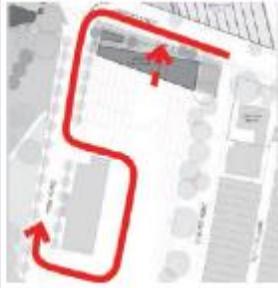
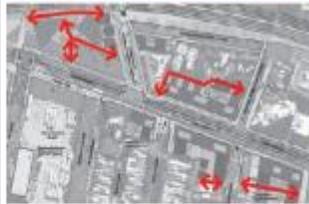
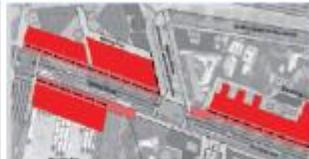
Help Waverley Council to decide which West Oxford Street renewal ideas it should investigate.



## Traffic Ideas (continued)

NOTE: The map below is provided as a reference, and shows the number corresponding to each idea we are asking about. Please note that the numbers have been assigned to the ideas in no particular order. If there is no number on the map, it refers to something proposed for the entire area.



IDEA	RATIONALE	DIAGRAM
<p>6. Partially relocate bus entry and exit to York Road i.e. buses enter only from York Road, but may exit onto Oxford Street.</p>	<p>Related to another idea to change the use of the bus depot at the Oxford Street frontage. Again, would improve pedestrian conditions on Oxford Street, but there would be minimum impact on the depot operations.</p>	
<p>7. Provide a series of new laneways to improve walking connections (between Camp Lane and Oxford Street; between Oxford Street and Syd Einfield Drive (extension of Osmund Lane); between Mill Hill Road and Gowrie Lane and between Mill Hill Road and Denison Street).</p>	<p>Improve walking and cycling connections between these streets, and adds extra access for delivery to retailers in the areas.</p>	
<p>8. Widen Oxford Street between Leswell St and York Road by 3-4 metres by setting buildings back from the road/footpath.</p>	<p>Expands footpaths and provides better sunlight on the street.</p>	

# The Renewal of West Oxford Street

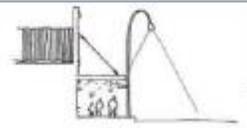
Help Waverley Council to decide which West Oxford Street renewal ideas it should investigate.

## Public Domain Ideas

These ideas relate to the public domain in West Oxford Street, including public facilities for the community, such as footpaths, signage, plants and trees, bike racks and seating, lighting and the general streetscape.

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IDEA	RATIONALE	DIAGRAM
9. Provide quality plants and trees along all streets to improve the look of the streets.	Improves street appearance, helps with stormwater management, improves water quality, and reduces heat in the area.	N/A
10. Add more lighting on Oxford Street (e.g. lights under street awnings and more feature lights) for safety and to highlight it as a main street.	Increases pedestrian safety, highlights that Oxford Street is the main street in the area.	
11. Reduce the number of street signs along the roads to reduce confusion and remove clutter.	Reduces double-ups and confusion. Improves the look of the street.	
12. Plant deciduous trees along Oxford Street.	Improves the look of the street, provides shade in summer and (when leaves drop) allows light and warmth in winter.	
13. Install new street furniture, including bike racks and public seating.	Encourages walking and cycling as ways of getting around and therefore creates a more active street life.	N/A
15. In front of the bus depot: Upgrade the bus shelter and create a wider footpath that is a 'shared way' for pedestrians and cyclists.	Improves the look of the front of the bus depot, improves pedestrian and cycling access and experience when walking in the area. Increases safety for those waiting at the bus stop.	
16. Create a public forecourt near the front of the bus depot and angle buildings to create a 'frame' for a future entryway to Centennial Park.	Improves the look of the front of the bus depot, improves pedestrian access and experience when walking in the area, and opens up the view toward Centennial Park.	

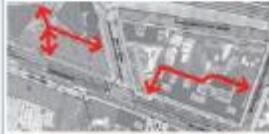
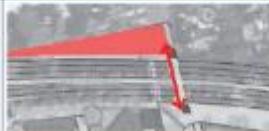
# The Renewal of West Oxford Street

Help Waverley Council to decide which West Oxford Street renewal ideas it should investigate.

## Public Domain Ideas (continued)

NOTE: The map below is provided as a reference, and shows the general location of the number corresponding to each Idea we are asking about. Even more detailed diagrams are provided next to each idea. Please also note that the numbers have been assigned to the ideas in no particular order. If there is no number on the map, it refers to something proposed for the entire area.



IDEA	RATIONALE	DIAGRAM
17. Create a public forecourt (on the York Road/Oxford Street corner) in front of a proposed new building to be used as a cultural facility.	Improves the look of the front of the bus depot, improves pedestrian access and experience when walking in the area, and provides a new cultural facility for the community.	
18. Improve planting along both Syd Einfeld Drive and Oxford Street to turn them into boulevards.	Improves the experience of being in these streets and creates shade.	N/A
19. Widen the footpath along the northern side (Woollahra side) of Oxford Street by 3 metres.	Improves pedestrian access along Oxford Street.	
20. Provide new laneways and pedestrian connections north of Oxford Street (i.e. between Camp Lane and Oxford Street; between Oxford Street and Syd Einfeld Drive (extension of Osmund Lane)).	Improves walking and cycling connections between these streets, and adds extra access for delivery to retailers in the areas.	
21. Provide new laneways and pedestrian connections south of Oxford Street (i.e. between Mill Hill Road and Gowrie Lane and between Mill Hill Road and Denison Street).	Improves walking and cycling connections between these streets, and adds extra access for delivery to retailers in the areas.	
22. Provide a bigger public square at the northern end of the footbridge over Syd Einfeld Drive (on the Woollahra side).	Updates the look of the square on the Woollahra side of the footbridge, improves stairs and ramps, improves connections between Woollahra and Bondi Junction, will complement any changes to Nelson Street.	
23. Upgrade public footpaths and pedestrian crossings including pram ramps (rather than gutters) along southern side of Oxford Street.	Improves pedestrian access along Oxford Street.	N/A
24. Create continuous awnings / covering along footpaths on Oxford Street.	Provides shelter for pedestrians.	N/A

# The Renewal of West Oxford Street

Help Waverley Council to decide which West Oxford Street renewal ideas it should investigate.

## Art, Culture And Heritage Ideas

These ideas relate to art, culture and heritage in West Oxford Street. They look at ways to capture the feel and character of the area, preserve its architectural and design history, and contribute to the ongoing cultural life of the community.

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IDEA	RATIONALE	DIAGRAM
29. Encourage local community input on art projects, including short-term 'pop-up' projects.	Promote sense of community and culture in the area.	N/A
30. Make a feature of aspects of the landscape that people can interact with (touch, play on).	Interactive art to engage the community, visitors and people working in the area.	N/A
31. Preserve the heritage-listed Nelson Hotel and Westgate House (on the corner of Oxford Street and St James Road) and those buildings within heritage conservation areas.	Retain the unique design and architectural character of the area.	
32. Create a new lot bounded by York Road, Oxford Street and Syd Einfeld Drive at the new entry point to Bondi Junction (in the spirit of the former historic theatre and diner).	Remembers a local landmark and extends active street fronts.	
33. Upgrade local infrastructure with public art (e.g. making art pieces out of water towers and bus shelters) to give a unique local character to some of the roads and entryways leading into the area.	Promote sense of community and culture in the area.	

# The Renewal of West Oxford Street

Help Waverley Council to decide which West Oxford Street renewal ideas it should investigate.



## Art, Culture And Heritage Ideas (continued)

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IDEA	RATIONALE	DIAGRAM
34. Retain small-scale shopfronts.	Retain the character of the local streets.  Small scale shopfronts increase the diversity of retail and provide interest for pedestrians.	N/A
35. Provide new cultural and community spaces to encourage education and new business innovation.		N/A
36. Provide public art for the community.	Promote sense of community and culture in the area.	N/A
37. Provide development incentives in return for cultural assets.	Encourage developers to contribute to the cultural life of the area.	N/A
38. Encourage / support local business diversity that captures the feel of the area (e.g. cafes, food, bike hub, healthy lifestyle).	Ensure businesses that come to the area deliver products and services that are in keeping with community needs.	N/A

# The Renewal of West Oxford Street

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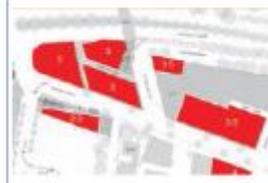


## Ideas Around Buildings

These ideas relate to buildings in West Oxford Street. They look at ways to accommodate both public and private buildings for the community, residents and businesses in a way that best meets the needs of the whole community.

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IDEA	RATIONALE	DIAGRAM
<p><b>43.</b> Turn the space between Syd Einfield Drive, York Road and Oxford Street into an activity hub e.g. rock climbing wall, playground, 1 storey in height.</p>	<p>Low-scale development for the community that links with Centennial Park.</p>	
<p><b>44.</b> Turn the space between Syd Einfield Drive, York Road and Oxford Street back into a building site potentially containing a range of uses (community, recreation, residential, commercial, retail) within one building that has two heights (one would be 6 storeys, the other approximately 10 storeys).</p>	<p>Would be possible if the intersection at Syd Einfield Drive, Oxford and Ocean Streets was simplified.</p> <p>Provides new development for a number of possible uses.</p>	
<p><b>45.</b> New buildings along Oxford Street between York Road and Leswell and Denison Streets would include a building up to 4 storeys between Ruthven Street and Mill Hill Road on the south side, buildings up to 5 storeys high on the north side between York Road and Nelson Street; and buildings of between 3 and 5 storeys between Nelson and Leswell Streets.</p>	<p>Allows for buildings that are in context with the existing character.</p> <p>Allows an additional storey between Ruthven and Mill Hill Road to better emphasise the main street.</p> <p>Ensures no additional overshadowing to existing residences in heritage conservation areas or to the southern footpath of Oxford Street.</p>	
<p><b>46.</b> Both 5 and 9 storey buildings (for a range of uses including residential over retail shops) along Oxford Street on the north side (Woollahra side) between York Road and Leswell Streets.</p>	<p>Ensures no additional overshadowing to existing residences in heritage conservation areas or to the southern footpath of Oxford Street.</p> <p>9 storey building marks the entry to Bondi Junction from the west.</p>	

# The Renewal of West Oxford Street

Help Waverley Council to decide which West Oxford Street renewal ideas it should investigate.



## Ideas Around Buildings (continued)

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IDEA	RATIONALE	DIAGRAM
<p><b>47.</b> Buildings of between 3 and 4 storeys along the south side of Oxford Street from Ruthven Street to Denison Street and on the north side in the block between Nelson and Leswell Streets. Buildings of 4 storeys along Nelson Street, 9 storeys along Syd Einfeld Drive, and 6 storeys on Oxford Street between York Road and Nelson Street.</p>	<p>Includes wider footpaths and allows new laneways to be built.</p> <p>Varying building heights fit with the context of their locations.</p> <p>Increases housing choice in the area.</p> <p>Frames the streetscape along Oxford Street.</p> <p>Excellent designed new buildings improve neighbourhood character.</p> <p>No additional overshadowing to residences in conservation areas or on the southern footpath of Oxford Street.</p> <p>Taller buildings face Syd Einfeld Drive.</p> <p>Buildings not visible from Centennial Park.</p>	
<p><b>48.</b> Discourage large scale sites for buildings.</p>	<p>Narrow sites encourage many small shops which, in turn, increases the diversity of retail and provides interest for pedestrians.</p>	<p>N/A</p>
<p><b>49.</b> Add 4 storeys to the current 2 storey bus depot administration building on Oxford Street (total of 6 storeys) retaining depot administration but adding additional uses.</p>	<p>Relocates the bus depot administration building and creates a more active street frontage on Oxford Street.</p> <p>Frames the streetscape along Oxford Street</p>	

# The Renewal of West Oxford Street

Help Waverley Council to decide which West Oxford Street renewal ideas it should investigate.



## Ideas Around Buildings (continued)

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IDEA	RATIONALE	DIAGRAM
<p><b>50.</b> Move the bus depot frontage on Oxford Street back to allow a 3-4 storey residential building with retail at ground level.</p>	<p>Adds an active use to the Oxford Street frontage.</p> <p>Increases safety and interest for pedestrians.</p>	
<p><b>51.</b> Move the bus depot frontage on Oxford Street back to allow a 2-3 storey building to be used for cultural activities.</p>	<p>Adds space for the community's cultural activities.</p> <p>Adds an active use to the Oxford Street frontage.</p> <p>Increases safety and interest for pedestrians.</p>	