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MAYOR’S MESSAGE

Bondi Junction is the centre of so much activity in the eastern suburbs and is the home of the bus rail interchange and extraordinarily good shopping. Council holdings present an amazing opportunity to revitalise Bondi Junction, deliver improved facilities and services to the community and deliver a good economic outcome for our residents and ratepayers.

Waverley Council is most fortunate to own some land and buildings in Bondi Junction between Ebley Street and Spring Street. Some of those buildings, like the Boot Factory, are being held up so that we can find an innovative way to reuse it as part of our strategic plan for the precinct; others are getting close to their use by date.

In 2014, we invited our community to choose a name to encompass our vision for Bondi Junction, and describe the many, many projects we have planned to improve Bondi Junction. The name our residents came up with – ‘Bondi Junction: Heartbeat of the East’ is just that.

As an outcome of this, we created this document – a strategic overview, translating our Heartbeat of the East projects and explaining exactly what our plans are to create great places, improve transport, and be sustainable. I’m proud to present to you our overarching plan for Bondi Junction.

Some of what you will see in this document are short-term projects, some will require a few years to fully implement, while others are ongoing, vitalising Bondi Junction for many years to come.

We want to make Bondi Junction a place for everyone to enjoy: residents, visitors and local businesses.

We know the drivers of our local economy are retail, healthcare, and social assistance, amongst many others. We’ve plans in place to encourage high tech and creative industries, education and health support in Bondi Junction. We’re investigating options to drive night-time trading whilst protecting resident amenity, and create interesting and enjoyable communal spaces.

Our vision promises to strengthen our economy and cement our position as the economic heartbeat of Sydney’s Eastern Suburbs.

The next few years will be an exciting time and I look forward to sharing them with you.

Sally Betts,
Mayor of Waverley
INTRODUCTION

Bondi Junction: Heartbeat of the East provides a strategic overview of our long-term vision for Bondi Junction towards 2030, including the ten guiding principles and the strategic directions that will take us there. Input from the community has been vital in developing the vision, including the name ‘Heartbeat of the East’. Having asked what our community would like to see transformed on street-level and considering Bondi Junction’s unique opportunities and challenges, we have developed this strategic framework based on three main outcomes to help us unlock the potential in Bondi Junction.

- **Great Places**: We want Bondi Junction to be a vibrant and liveable destination. We’re committed to working with you to create inviting and functional public spaces and to have buildings and streets for all to enjoy.

- **Improved Transport**: No matter your mode of transport, we’re working on improvements to getting in, out and around Bondi Junction. Our focus is on making it a more enjoyable experience to be a pedestrian, bike rider and driver within Bondi Junction.

- **Sustainability**: We’re focused on showcasing Bondi Junction as a sustainable precinct, which includes improving buildings’ energy and water efficiency and ensuring future development is economically and environmentally sustainable and of a high design quality.

Making sure all of our projects and initiatives in Bondi Junction align with these three main outcomes ensures a strategic link between our onground transformational initiatives and our vision to make Bondi Junction the heartbeat of the east.
20 MILLION visitors per year to Sydney CBD

2.2 MILLION visitors to Bondi Beach each year
BONDI JUNCTION’S UNIQUE OPPORTUNITIES AND CHALLENGES

UNIQUE LOCATION
Bondi Junction being located halfway between Sydney CBD and Bondi Beach is well-positioned to capitalise on the two million visitors that pass through each year on their way to Bondi Beach. The Bondi Junction bus/rail interchange accommodates more than 65,000* passengers each day and is thereby one of the busiest in Sydney. We would like these visitors to spend more time in Bondi Junction and we are working hard on creating great places to make it a destination for people to stay and enjoy.

A GROWING POPULATION
As we look forward to the future of Bondi Junction, we know we have to prepare for a growth in population and employment throughout Sydney. In our plans for Bondi Junction, we are making sure our services and community facilities cater to these needs.

ENVIRONMENTAL LEADERSHIP
Our dream is for Bondi Junction to showcase what a sustainable city centre can look like. We know Bondi Junction accounts for over 40 per cent of Waverley’s greenhouse gas emissions** so our focus needs to be here. On p 31 you can read more about how we are planning to work towards our environmental targets.

Already, Oxford Street in Bondi Junction is Australia’s ninth busiest bike route. We encourage bike riding as a sustainable mode of transport and are committed to making Bondi Junction safer for both bike riders and pedestrians.

Sources:
* Estimated count from NSW Bureau of Transport Statistics, CityRail Station Barrier Counts, 2015
** Kinesis, 2011 (CCAP City)
# Bondi Junction in a Snapshot

**People**
- **Residents**: 3,683
- **Median age**: 36.8

**Transport**
- **28%** travel by car
- **45%** use public transport

**Businesses**
- **8,182 businesses**
- **8,964 jobs**
- **48%** of all Economic turnover in retail across the eastern suburbs

**Buildings**
- **2,561 residential dwellings**
- **481 buildings**

**Sources**:
STRATEGIC FIT

In the State Government’s metropolitan strategy, A Plan for Growing Sydney, Bondi Junction is identified as one of the strategic centres for jobs and investment within metropolitan Sydney. Priorities are to work with Waverley Council to:

- retain a commercial core in Bondi Junction, as required, for long-term employment growth.
- provide capacity for additional mixed-use development in Bondi Junction including offices, retail, services and higher density housing.

This strategic overview is aligned with the state’s plan for the broader region and introduces directions in support of delivering Bondi Junction as a major strategic centre for the region – as the Heartbeat of the East. The strategic overview is also closely connected to our community strategic plan, Waverley Together 3, and supports other similar, direction-setting Waverley wide strategies, including the Economic Development Strategy, Complete Streets Program and Green Infrastructure Master Plan.

The project specific plans and strategies will be in line with Council’s 4 year Delivery Program and 1 year Operational Plans.

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<th>Long Term Strategies</th>
<th>State</th>
<th>A Plan for Growing Sydney</th>
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<td>Waverley</td>
<td>Waverley Together 3</td>
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<td>Bondi Junction</td>
<td>Bondi Junction: Heartbeat of the East A Strategic Overview 2016–2030</td>
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<td>Bondi Junction Heartbeat of the East Project Plans and Strategies</td>
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<th>Short Term Plans</th>
<th>Waverley</th>
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<td>Delivery Program (4 years)</td>
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<td>Operational Plan (1 year)</td>
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TALKING TO OUR COMMUNITY

In late 2014, Council engaged an external consultant, Australian Centre for Excellence in Local Government at the University of Technology Sydney, to undertake community and stakeholder engagement. The aim was to find out how Bondi Junction can best serve our community’s – residents, businesses and visitors – future needs.

Through surveys, precinct meetings and focus groups we received over 700 pieces of feedback on what was most important in terms of services and overall improvements in Bondi Junction. It’s through this consultation we developed our vision for Bondi Junction.

Respondents found Bondi Junction to be a desirable place to live, work and play, but the area could be improved through the following initiatives:

- More activity and personality at street level
- Greater range of open space and recreational spaces
- More arts and culture
- Improved traffic and parking conditions
- Improved safety and accessibility
- More things on offer for night time activities
- Enhanced tourist and visitor information services
Key focus areas for the future of Bondi Junction include:

- **Sustainability** - respondents wanted Bondi Junction to be a sustainable urban centre
- **Ensure transparency of projects in Bondi Junction**
- **Greater awareness of community services on offer** - many respondents had little knowledge of Bondi Junction’s community services

**NAMING COMPETITION**

We wanted to know what you thought we should name Bondi Junction’s transformation and vision. We ran a naming competition and there were some great suggestions.

The winning name was...

**Bondi Junction: Heartbeat of the East.**

The name was suggested by two locals and here are their thoughts on being part of the competition...

“I loved the idea of the naming competition. It was great to see Council reaching out to people and it’s a brilliant way for everyone to get involved and really play a part in Bondi Junction’s next phase.”

“I have lived here for quite some time and I think Bondi Junction is finally getting the love that it deserves. It has so much to offer and so much to celebrate. The changes we’re already seeing in the Junction are really exciting. It’s much more than improving infrastructure – there’s a real shift towards bringing people together and creating a real sense of community.”

*Competition winners Virginia Gordon and Oliver Colman*
OUR VISION

Our vision for Bondi Junction is:

A world-class place within the greater Sydney area. A destination where people want to be - an accessible, safe place that meets our current and future needs, and exceeds our expectations.

To be the heartbeat of the east - bringing people together from all over the eastern suburbs, and from further afield to live, work and connect.
## TEN GUIDING PRINCIPLES

These 10 guiding principles will help guide us on our mission to ensure that Bondi Junction is the Heartbeat of the East.

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<th>Number</th>
<th>Principle</th>
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<tbody>
<tr>
<td>01</td>
<td>Create a thriving, flourishing, accessible and liveable destination with great public spaces and buildings, public art, and walkable streets that engage and excites everyone</td>
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<tr>
<td>02</td>
<td>Facilitate the delivery of an integrated mass transport system, separated and safe bike paths and accessible footpaths, and improve transport efficiency to help alleviate congestion on our roads</td>
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<tr>
<td>03</td>
<td>Partner with the community to foster a strong sense of place an identity</td>
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<td>04</td>
<td>Foster and look after our diverse community through affordable and accessible services</td>
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<td>05</td>
<td>Demonstrate environmental excellence by delivering ambitious environmental targets through low carbon energy, and efficient waste and water management</td>
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<td>06</td>
<td>Enhance our parks and green our streets for everyone’s health and wellbeing</td>
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<tr>
<td>07</td>
<td>Build on our unique urban coastal lifestyle and climate to maintain a high quality of life for our current and future residents</td>
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<tr>
<td>08</td>
<td>Preserve our heritage and historical landscapes</td>
</tr>
<tr>
<td>09</td>
<td>Build on the strategic and economic importance of Bondi Junction</td>
</tr>
<tr>
<td>10</td>
<td>Facilitate growth in the centre in a strategic, appropriate, and sustainable way.</td>
</tr>
</tbody>
</table>
THREE OUTCOMES

The 10 guiding principles are embodied in the three desired outcomes for Bondi Junction: **Great Places, Improved Transport** and **Sustainability**. These are the outcomes we are working towards and how we strategically manage the initiatives in Bondi Junction that will deliver the vision.
Interactive pop-ups have begun to be implemented throughout Bondi Junction and more will be added to activate even more spaces.

These installations are temporary and can be moved around Bondi Junction to ensure everyone is able to appreciate them. The fun installations include; a giant chess board, a Mulga-painted table tennis table, pop up play spaces, and the interactive artwork Jigsaw on Grey Street. The practical urban pop-ups include public urban lounges and bike hub; and the beautifying pop-ups include the Rowe Street mural and other exciting public artworks.

The installations show how small scale changes improving the public domain can encourage a more social and liveable community. Council will use these projects to test larger scale changes in Bondi Junction’s streets and in the meantime create interesting and useful spaces for the community.

Find out what is currently implemented, what is planned, and where to find them here: waverley.nsw.gov.au/bondijunction

Enjoying Bondi Junction

Imagine this: It’s 3pm and you’ve just stepped out of the train terminal, past the public artwork, directly onto Oxford Street Mall. There’s the local markets, and the street is alive with people - sitting, walking, wheeling. Some of the younger ones are taking photos and quickly uploading them to social media - the free Wi-Fi available for many metres yet as they continue on their way. The craft activities and books from the Waverley Pop Up Library are keeping young and old engaged.

Head onto Spring Street now, toward the revitalised Norman Lee Place. People are sitting, eating and chatting while charging their phones from the pop-up outdoor lounges. As you move through the Junction, you pass a variety of shops - old and new - providing services such as high tech and creative industries, pop up fashion stores, and medical support.

It’s getting late now, and it’s time for dinner. To make your way back to Oxford Street, you cut through a laneway. Lanterns hang above your head lighting the way, and the walls are covered in brightly painted murals. You sit down at an outdoor table from a hole in the wall restaurant to enjoy a meal and a well-deserved drink. Then it’s a pleasant stroll back by the markets before walking home.

These are examples for what we see in a future Bondi Junction. A fun and vibrant experience for visitors, workers and residents. A place for all people to enjoy.
Our community consultation indicated the heart of the centre is lacking in a variety of night time options such as restaurants and cafes, family friendly events and attractions offering diverse experiences for all ages. Oxford Street Mall in particular closes down after 6pm, with few businesses trading and no regular events. We know that having a town centre that stays alive after dark supports the social, cultural and economic foundations of all local communities and we are therefore currently investigating options to enable Bondi Junction to continue its vibrancy once the sun goes down for residents and visitors of all ages to enjoy.

To help Bondi Junction evolve into an active, engaging and safe place for the community and visitors alike to meet and enjoy, we are looking into the possibilities of introducing:

- new family-friendly events and cultural programs, such as noodle markets and rooftop cinema
- improved conditions for businesses, such as extended trading hours, more outdoor seating and free Wi-Fi
- engaging urban design initiatives including artwork installations and improved lighting

The aim is to have trial events for you to enjoy in the near future. To keep updated on the project, please visit: waverley.nsw.gov.au/bondijunction

Artist impression of night time market in Oxford St Mall. Disclaimer: The images in this section are indicative and intended to show the potential for Bondi Junction. They are not expected future impressions, but rather a visual look at what is possible.
A new Civic Heart

Our long term priority for Bondi Junction is to create a new, inviting Civic Heart for the community. We’re developing a plan for Council-owned property contained within the block bound by Spring, Newland, Ebley and Denison streets. This plan also includes our commitment to adaptively reuse the heritage listed Boot Factory.

The new Civic Heart will cater for our community’s future cultural, service and community facilities’ needs. Our future Bondi Junction, our future Civic Heart, will be vibrant and sustainable and a hive of activity, both civic and cultural. More information is available at waverley.nsw.gov.au/civicheart.
## KEY INITIATIVES

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<th>SHORT TERM</th>
<th>2017</th>
<th>MEDIUM TERM</th>
<th>2021</th>
<th>LONG TERM</th>
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### Enhance Public Places and Open Spaces
- Smaller park upgrades
- Free public Wi-Fi
- Laneway activation
- Consistent awnings and active frontages
- Night time activation
- Smoke-free commercial core
- Major park and playground upgrades
- Public art installations
- More street trees and green canopies
- Footpath widening and upgrades

### Upgrade Community Facilities & Services
- Upgrade Mill Hill community centre
- Upgrade library IT equipment
- Digitisation of library’s collections
- A new Civic Heart
- Bringing the Boot Factory back to life
- Mobile library pop-up

### Make Bondi Junction for everyone
- Provide shower facilities for rough sleepers
- Develop a Disability Inclusion Strategy
- More activities for young people

### Attract Businesses and Investments
- Easier licensing procedure for footpath seating
- Incubators for creative, knowledge and high-tech industries
- Targeted tourism promotion

*Timeframes are indicative only – project delivery is subject to further investigation.*
IMPROVED TRANSPORT
How to do get to Bondi Junction? Walk, drive, bus, bike, train? Waverley Council is committed to making your journey easier, whatever your mode of transport.

We know Bondi Junction is a growth area, and we’ve a multifaceted approach to develop and manage this. Our future Bondi Junction will improve the major gateways into the area, making it easier to enter and leave. Everyone is a pedestrian at some part of their journey, and we’re making it easier to park the car and have an enjoyable pedestrian experience. We’re making it easier to find your way around.

Bike riders will have improved conditions, with better linkages to Waverley-wide bike routes. We’re also creating a connected bike route through Bondi Junction, making it safer for both bikes and pedestrians to get around.

The Bondi Junction interchange will undergo a significant overhaul, and the implementation of light rail by the State Government will encourage public transport use throughout the area.

Walking around in Bondi Junction

No matter the mode of transport used to access Bondi Junction, everyone eventually becomes a pedestrian. We want to ensure people find it enjoyable and safe to be pedestrians in Bondi Junction. We’re improving footpaths, relocating pram ramps and ensuring we have effective zebra pedestrian crossings in high traffic areas.

Our Green Links Pedestrian Network currently provides an integrated network of recreational pedestrian links throughout the community. It also provides green links between schools, shops, beaches and transport.

General wayfinding signs are being reviewed and improved, making it easier to find your way around and locate key services and buildings.

Discover new parts of your neighbourhood and find a map of our green links here: waverley.nsw.gov.au/greenlinks
Public transport into Bondi Junction

Council is looking ways to get into the Transport Interchange, specifically looking at the Rowe Street entry. This includes creating direct access from Rowe Street to the rail concourse providing an opportunity to create a seamless flow for pedestrians into Oxford Street Mall. Our aim is to reduce the risks for pedestrians currently associated with the Grosvenor Street bus exit and increase foot traffic for retailers in Oxford Street Mall.

We’re also keen to work with the State Government to improve movement to and from Bondi Junction. From Council’s end, this involves researching transport and land use in the area – working out where we go and how we get there. This review will be able to tell us the feasibility and improvements to the ways people get around in Bondi Junction. It will also demonstrate how to best connect with the broader Sydney metropolitan transport network.

Read the latest on the project here: waverley.nsw.gov.au/bondijunction

Left: Artist impression of improved access to Bondi Junction bus/rail Interchange. Disclaimer: The images in this section are indicative and intended to show the potential for Bondi Junction. They are not expected future impressions, but rather a visual look at what is possible. Right: Bondi Junction.
Bike riding in Bondi Junction

We’re prioritising bikes in the future Bondi Junction, focusing on creating a connected bike route through the commercial core of the area. Current bike routes will be upgraded and the crossing at the intersection at Bondi Road, Old South Head Road, Waverley Street and Council Street will be made safer. We’ll be looking after you at the end of your bike ride as well, with more racks to park your bike. Find the best bike route in and around Bondi Junction here: waverley.nsw.gov.au/bondijunction.
# KEY INITIATIVES

## Improve Access into Bondi Junction

- **Improve pedestrian safety near bus interchange (on Grosvenor St)**
- **Upgrade streetscape of East Bondi Junction (on Oxford St)**
- **Investigate access ramp (from Grafton Street to Syd Einfeld Dr)**
- **Upgrade streetscape of West Bondi Junction (Oxford St, York Rd, Ocean St)**
- **Investigate Light Rail opportunity**
- **Facilitate easier access to train concourse from Rowe Street**

## Better Movement within Bondi Junction

- **Central separated bike path**
- **Improve wayfinding signage**
- **Major upgrades to public carparks** (Library, Hollywood, and Eastgate)
- **Better linkages to Waverley wide bike route network**
- **Investigate closing Eastgate carpark exit on Spring St**
- **New bike parking compound near the Bondi Junction Interchange**

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<th>Initiative</th>
<th>2016</th>
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<th>MEDIUM TERM</th>
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<tr>
<td>Wider footpaths</td>
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<tr>
<td>Install more bike racks</td>
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<tr>
<td>Update Green Links recreational walks</td>
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*Timeframes are indicative only – project delivery is subject to further investigation.*
SUSTAINABILITY
We want Bondi Junction to be a sustainable precinct. In 2008, Council adopted ambitious environmental targets and because we know Bondi Junction is our most resource intensive centre, our focus needs to be here.

There are quite a few improvements underway and planned for the future that will help us reach our targets. Our focus is on reducing greenhouse gas emissions, along with improving water efficiency, waste reduction and maximising resource recovery.

We’re partnering with Bondi Junction businesses to look at ways we can work together to make existing buildings environmentally friendly. We’re leading the way ourselves by upgrading our street lights to LED and installing solar panels on the library. We’re also ensuring future development is economically and environmentally sustainable and of a high design quality.

Greening Bondi Junction

Water is something we need every day in our lives. It’s a valuable resource that we should never waste.

To minimise our water wastage, and improve the look and feel of the area, we’re greening Bondi Junction.

We’ve recently built two raingardens in Bondi Junction – one on the corner of Hollywood Avenue and Ebley Street, the other on the corner of Gray Street and Bronte Road. These gardens are an urban oasis in the heart of the city, attracting birds and wildlife. They also keep our beaches and parks clean by naturally filtering street grime from stormwater before it flows into local ponds and the ocean.

They are designed to capture and filter water run-off from hard surfaces such as driveways, roofs and roads and remove harmful pollutants using a specially designed filtration process.

Additionally, we’re working towards ensuring each new tree planted has a bioretention system collecting and filtering stormwater runoff. These systems reduce water use and require minimal maintenance with maximum water savings.

Waverley as a whole, has ambitious environmental targets for the community:

- No net increase of 2004/5 waste generation levels by 2020
- 75 per cent resource recovery of residential and commercial waste by 2020
- 30 per cent reduction in greenhouse gas emissions by 2020 and 70 per cent reduction by 2050
Though necessary for a well-functioning town centre, rubbish bins dotted around the streets and left on the footpath for collection are an eyesore and a safety issue. What if there was a more innovative way waste could be collected with less disturbance to residents and businesses?

We are looking into options of how to move away from the current systems of collecting and transporting waste by road and taking the whole thing underground. This involves an automated waste collection system via separate chutes for general waste and recycling. The system is easy to use and increases the recycling capacity. Already established in Europe and Asia, this system is particularly suited to high-density developments. Waste collected with the chute is sucked through an underground vacuum tube to a central collection point.

This will mean an estimated 285 bins off our footpaths, a reduction of around 400 truck movements per year, and 950 less truck movements from kerbside.

We are also investigating the use of underground compactors and laneway compactors to help effectively deal with specific waste materials including cardboard.

Bins covering the footpath on Spring Street
## KEY INITIATIVES

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### Improve waste management
- New kerbside collection service (LGA wide)
- Divert more household waste from landfill through Alternative Waste Treatment
- Provide public place recycling bins
- Work with businesses to reduce plastic bags usage
- Implement automated waste collection system
- Target illegal dumping

**Timeframes are indicative only – project delivery is subject to further investigation.**

### Reduce greenhouse gas emissions
- Install solar panels on Waverley Library
- Provide incentives for buildings to go green
- Install LED street lighting
- Support community solar projects
- Provide electric vehicle charging stations

### Improve water efficiency and quality
- Construct more raingardens
- Install central green wall
- More initiatives included in our Green Infrastructure Master Plan (under development)
- Adopt water sensitive urban design
- Improve stormwater caption and treatment

Bondi Junction: Heartbeat of the East
Waverley Council is taking a precinct approach to implementing our EAP (Environmental Action Plan). The first stage in this process is the development of a Green Infrastructure Master Plan for Bondi Junction, because we know Bondi Junction accounts for over 40% of our greenhouse gas emissions. It is also where most of our waste is generated and water use is highest.
ACHIEVING THE VISION

While we have already seen a suite of on-ground changes in Bondi Junction since adopting the vision in 2015 - streetscape upgrades, public art, and more greenery - there is still a lot of work to be done to unlock the potential of Bondi Junction and deliver our vision.
WORKING IN PARTNERSHIP

Effective delivery requires a collaborative approach and we are committed to partnering with our local community – residents as well as businesses – to ensure a strong sense of place and identity for all. Our relationships with local property owners and the community are vital to implementing the transformational initiatives as described in this Strategic Overview.

In addition to project specific surveys and focus groups, Council engages on a regular basis with our community.

Community groups

Bondi Junction Precinct Committee is a voluntary committee of residents, run by residents themselves, who live within the boundaries Bondi Junction, supported by Waverley Council. The precinct system enables us to find out what our residents think and provides a forum for people to become involved in what’s happening in Bondi Junction. More information about precinct committees throughout Waverley can be found at waverley.nsw.gov.au.

BIKEast is a bicycle user group representing cyclists in the Eastern Suburbs, who are committed to making it safer and easier to be a bikerider. We engage with them on a range of traffic and transport issues to make sure their views are considered.

Private Sector

Council’s Building Futures Partnership involves working in collaboration with property owners and industry groups to accelerate environmental efficiency and innovation in Bondi Junction and engage on relevant key projects such as activating Bondi Junction by night and improving access to the bus and rail interchange from Oxford Street Mall.

The Waverley Business Forums are organised by Council and the Bondi & District Chambers of Commerce with representatives of business owners and operators, property owners, government and other agencies and other stakeholders. The forums promote cooperation and collaboration between all players in Waverley’s commercial centres.