# 10.8. Cremorne Plaza, Langley Place and Cremorne Gateways - Design Concepts and Engagement Strategy

**AUTHOR:** Diana Mejia, Project Manager

**ENDORSED BY:** Duncan Mitchell, Director Engineering Services

#### **ATTACHMENTS:**

1. Community Engagement Strategy - Cremorne [10.8.1 - 6 pages]

## **PURPOSE:**

This report seeks Council's endorsement for the public exhibition of the Concept Design Options for Cremorne Plaza, Langley Place and the Cremorne gateway treatments.

#### **EXECUTIVE SUMMARY:**

On 17 August 2015, the Neutral Bay and Cremorne Public Domain Upgrade Master Plan was reported to Council. This Master Plan was prepared by Oculus Consultants along with a working party comprising of local residents, businesses and relevant Council staff. The Master Plan identified a number of Public Domain improvement projects which would transform the dilapidated streetscape character of Neutral Bay and Cremorne (at the time) into a more pedestrian friendly and vibrant Village Streetscape.

In 2017, TfNSW proposed to significantly alter the Military Road corridor which both connects and divides the commercial centres of Neutral Bay and Cremorne through the implementation of the B-Line (the dedicated bus corridor route that runs from the Northern Beaches to the Central station). Council entered into funding deed with TfNSW for Public domain improvements along the Military Road corridor in 2018.

All public domain works in the Military Road Corridor funded through the B-Line Funding Deed have now been completed with the exception of the "Young Stret Plaza". Two of the projects that were not funded under deed are the upgrading of Cremorne Plaza and Langley Place which are the subject of this report.

Cremorne Plaza and Langley Place were last upgraded in early 2000s and are now in need of "refreshing". The public domain elements including paving, furniture, lighting, planting, and the general arrangement of the plaza are looking progressively outdated and tired. The existing multiple layers of streetscape elements in the plaza which have been combined together since the last upgrade over 20 years ago have now created an ad-hoc urban character that is visually inconsistent with the adjoining, upgraded streetscape on Military Road, and is difficult for Council to maintain.

The Cremorne Village Centre is also the "Gateway" into and out of North Sydney as it is located directly on the boundary with Mosman Council. As such, Council is looking at a

refreshed design opportunity for the gateway treatments at this location as part of this project, to celebrate and recognise this area and its character.

#### FINANCIAL IMPLICATIONS:

Funding for this project is included in the Capital Works Delivery Program for 2022-23. The project is also partially funded through funds carried over from the Special Rate Variation (SRV) 2021/2022 financial year.

#### **RECOMMENDATION:**

- **1.THAT** the detailed concept design options for the Cremorne Plaza be placed on public exhibition from Wednesday 14 December 2022 to Wednesday 15 March 2023 (90-day duration).
- **2. THAT** consultation with the community on the concept design options for Cremorne Plaza, Langley Place and the Cremorne gateway signs be undertaken in accordance with the attached Community Engagement Strategy.
- **3. THAT** a report on the outcomes of the Community Consultation be prepared and brought back to Council, together with the preferred final concept designs for all projects at the end of the 90-day exhibition and consultation period.

## LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

- 1. Our Living Environment
- 1.4 Well utilised open space and recreational facilities
- 2. Our Built Infrastructure
- 2.1 Infrastructure and assets meet diverse community needs
- 2.2 Vibrant public domains and villages
- 3. Our Innovative City
- 3.1 Our commercial centres are prosperous and vibrant
- 3.3 Distinctive sense of place and design excellence

## **BACKGROUND**

All public domain works in the Military Road Corridor funded through the B-Line Funding Deed, with the exception of "Young Street Plaza" have now been completed. Two of the projects that were not funded under deed are the upgrading of Cremorne Plaza and Langley Place.



Figure 1 Location plan of Cremorne Plaza and Langley Place Upgrades in Cremorne

The refreshing of Cremorne Plaza and Langley Place includes:

- Construction of paving and landscape treatments for existing plazas and footpaths
- Installation of new street furniture including chairs, bollards and rubbish bins
- Construction of new gardens and landscape elements, including new trees
- Installation of decorative lighting elements
- Provision of safe bike access, and parking
- Improvement of street lighting, and installation of light poles throughout

# **Cremorne Plaza – Existing condition**

The Cremorne Plaza in its current form was designed and built in 2001. The public domain elements including paving, furniture, lighting, planting and general arrangement of the Plaza is looking progressively outdated and tired.



Photo 1 - Cremorne Plaza entry Sign – built in 2001

Photo 2 Cremorne Plaza – old furniture elements



Photo 3 -4 Cremorne Plaza - mixture of paving elements



Photo 5 Cremorne Plaza – old "Goose Neck" lights and new decorative catenary lighting Photo 6 Cremorne Plaza – Different paving materials



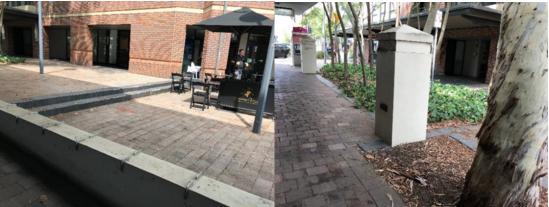
Photo 7 - 8 Cremorne Plaza existing condition

# **Langley Place – Existing condition**

Designed in early 2000, Langley Place in its current state is also looking tired and dilapidated, it is currently used as a pedestrian thoroughfare from Parraween Street to Military Road. This small through site link has large and dark awnings on both buildings, old planting beds and Council's old-style streetscape furniture elements. The thoroughfare is poorly lit at night and contains a number of changes in level. Langley Place requires a complete re-design to make it into a more inviting, safe and accessible public space.



Photos 9-10 Langley Place – unkept planter beds – old paving that is at the end of its useful life



Photos 11-12 –13 Langley Place – old paving that is at the end of its useful life and multiple changes in level that makes access through the



## **Cremorne "Gateway" Opportunities**

Cremorne is the "Gateway" into and out of the North Sydney Local Government Area. Currently the "Gateway" status of the suburb and general area is celebrated through the old 1980s "hoop" signs which are simply placed in the pavement close to the boundary with Mosman Council on both sides of Military Road. There is an opportunity to aesthetically improve the arrival and exit experience of this important "Gateway" into North Sydney.

The specialist consultant team that Council has engaged has been tasked to identify key locations in Cremorne along the Military Road corridor that could have special "Gateway" or site-specific urban design treatments that celebrate the significance of the local area. The "Gateways" and site-specific locations could be at the boundary of North Sydney and Mosman Councils (entry or exits to the Village centres) or site-specific areas that have local heritage or cultural significance in the Military Road corridor.

These "Gateway" locations could also include local landmarks, signature architecture, public spaces such as Cremorne Plaza, Weaver Park, main street intersections and or the recognised boundaries of the suburb. The special treatments include – but not be limited too built

architectural/urban design elements, decorative lighting, special planting (Green Walls), public art installations and the like.



Photo 14 - "Gateway Signage" at the North Sydney - Mosman Council Boundary on Military Road Westbound



Photo 15 - "Gateway Signage" at the North Sydney – Mosman Council Boundary on Military Road

Located at the corner of Military Road and Murdoch Street this gateway was designed and constructed in 1998, it is outdated and in need of "refreshing". Adjacent to the beautiful and well-maintained Weaver Park this area is the current "Gateway" to the Cremorne Village Centre and North Sydney. This location offers opportunities to highlight the unique character of the area as well as improve the arrival and exit experience to the North Sydney LGA on the Military Road corridor.



Photo 16- "Gateway Signage" at the corner of Military Road and Murdoch Street – Boundary between Cremorne and Neutral Bay on the eastern side of Military Road

## The Project Objectives include

The key objectives for the upgrading of Cremorne Plaza, Langley Place and the creation of new "Gateway" treatments in Cremorne are as follows:

- Create new and contemporary public spaces that embrace the principles of "Place Making" which are community driven, visionary, functional, adaptive, inclusive, flexible and collaborative to ensure that the Cremorne Village continues to be a vibrant and unique gateway suburb at the boundary of the North Sydney LGA.
- Create new and contemporary public spaces in this important part of Cremorne that support the needs of local businesses and enables a vibrant economy to prosper both during the day and night.
- Improve the overall visitor experience and quality of the public spaces in this part of Cremorne to encourage adjoining businesses and property owners to also improve their property frontages.
- Improve the overall attractiveness and quality of the public spaces in this part of Cremorne to encourage more outdoor dining, activation of the surrounding streetscape and increased dwell time for people who visit Cremorne.
- Make Cremorne a destination with a reputation for its unique urban character and the quality of its commercial activities.
- Create a "refreshed" public domain in the area that is sophisticated, vibrant and
  visually connected through its design integrity and quality. The "refreshed" Public
  Domain should include new technology and current industry innovations for public
  places as well as celebrate the history and heritage of Cremorne, such as the artdeco design elements and signature architecture of the suburb.

- Identify opportunities to increase and improve the unique character of these existing public spaces and streetscape through bespoke design elements, refreshed branding and consistency in urban design character throughout area.
- Identify opportunities for public art, decorative lighting and bespoke design elements that celebrate the iconic heritage architecture and institutions in the area such as the Hayden Orpheum.
- Identify opportunities for more soft landscaping including tree planting and decorative planting such as hanging baskets, planter boxes and signature designs elements including "Green Wall" and seasonal "living colour" displays.
- Improve the entry and exit experience from the North Sydney LGA by identifying special "Gateway" or site-specific urban design treatments that celebrate the significance of the local area.
- The special "Gateway" treatments could include but not be limited too built architectural/urban design elements, decorative lighting, special planting (Green Walls), public art installations and the like.
- Improve accessibility for all users to the identified public spaces to be upgraded and encourage sustainable and active transport to and from the area.
- The design of the Public Spaces and "Gateway" treatments must embrace the principles of ESD and also Council's sustainability design policy
- The urban designs must be innovative and creative while at the same time compliment the character of the existing public spaces and the adjoining streetscape.
- All proposed finishes and materials to be used are to be in accordance with Council's currently adopted Public Domain Style Manual and Design Codes unless "bespoke" design elements require a departure from Councils Public Domian Design Codes.

## **Key Stakeholders**

The Key Partners and Stakeholders that North Sydney Council are delivering this Project on behalf of include:

- Cremorne Village Centre Business and Property owners
- Cremorne Shopping Area Streetscape Committee
- Local Precinct committees
- The Community of North Sydney
- All Staff and the Elected Representatives of North Sydney Council

### **CONSULTATION REQUIREMENTS**

Community engagement will be undertaken in accordance with Council's Community Engagement Protocol and the attached Community Engagement Strategy.

At the time of the agenda publication, a Councillor Briefing was scheduled to be held 5 December 2022 on the Concept Options outlined in this report.

It is proposed that the Concept Design Options for the Cremorne Projects be put on Public Exhibition for 90 days, so that the community and key stakeholders have the opportunity to provide feedback to Council on the selection of a preferred option for each site. During that time, Council will also be consulting with the community in accordance with the Community Engagement Strategy attached (Attachment 1).

#### **DETAIL**

Council has engaged specialist designers, Umbaco Landscape Architects and sub consultants through a Request for Quotation (RFQ) process to prepare the two concept options that are outlined in this report.

This consultant team will be required to fully document the preferred option that is formulated and resolved on by Council after the public exhibition period.

# 1.1 Cremorne Plaza Option 1 - Art Deco pergola



Photo 17 Cremorne Plaza existing condition



Photo 18 Option 1 – Overview



Photo 19 Artist impression of Option 1 for Cremorne Plaza with Art Deco inspired pergola day view



Photo 20 Artist impression of Option 1 for Cremorne Plaza with Art Deco inspired pergola night view



Photo 21 Trellis to screen Military Road – View from Cremorne Plaza towards Military Road

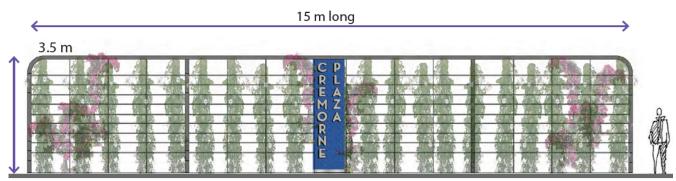


Photo 22 Both options- 'A' Trellis along Military Road at Cremorne Plaza



Photo 23 Both options- 'B' Trellis along Military Road at Cremorne Plaza



Central pergola will provide seasonal shade with the help of fragrant and colourful climbers.



Pergola will be prefabricated from steel referencing art deco patterns; roof panels can be made from perforated or laser cut metal. Playful seating will be provided in this space which will include cafe tables.

Pergola will delineate space and bring in calm and relaxed atmosphere with additional seating. Feature lighting will be added for night-time activation.









New decking under existing Plane trees will offer shaded seating

Mist water feature could be incorporated into this space. Lighting would be a welcomed attraction in the evening. Sculptural elements could reference movie themes.

Photo 24 Artist impression of Option 1 for Cremorne Plaza with Art Deco inspired pergola



# 1.2 Cremorne Plaza – Option 2 Sculptural Element



Photo 26 Cremorne Plaza existing condition



OPTION 2 VIEW

Photo 27 Option 2 – Cremorne Plaza – Overview



Photo 28 Artist impression of Option 2 for Cremorne Plaza with sculptural element – day view



Photo 29 Artist impression of Option 2 for Cremorne Plaza with sculptural element – night view





Series of pergolas inspired by art deco will be delineating spaces and provide colour interest with their climbers and offer various forms of seating including standard plaza seats as well as bar stools and tables.



Series of pots will mark the main thoroughfare corridor and provide extra colour and interest.



New decking under existing Plane trees will offer shaded seating





Photo 30 Artist impression of Option 2 for Cremorne Plaza with sculptural element



A number of paving patterns inspired by art deco will be used to define spaces

Photo 31 Both options - precedent images for Cremorne Plaza



Elevated garden beds will be defined by corten steel edges



Photo 32 Option 2 - Plan

# 2.1 Langley Place – Concept design options



Photo 33 Langley Place existing condition looking from Parraween Street



Photo 34 Artist impression of Option 1 for Langley Place Upgrade (Parraween Street)



Photo 35 Artist impression of Option 2 for Langley Place Upgrade (Parraween Street)



Photo 36 Artist impression of Option 1 for Langley Place Upgrade (Military Road)



Photo 37 Both options - Precedent images for Langley Place Upgrade (Military Road)



Photo 38 Gateway sign - existing condition



Photo 39 Artist impression of Gateway sign on Military Road, Cremorne



Photo 40 Gateway sign, existing condition on Military Road, corner Ben Boyd Road, Cremorne





Photo 41 Artist impression of Gateway sign on Military Road, corner Ben Boyd Road, Cremorne

# **Councillor Briefing**

At the time of the agenda publication, a Councillor Briefing was scheduled to be held 5 December 2022 on the Concept Options outlined in this report.

# **Project Program**

# **Table 1 Project Program**

Activity	Dates	
Detailed Design Concepts Consultation – 90 days	December 2022 – March 2023	
Consultation Outcomes report, and final design	March 2023	
Tender and Construction Documentation	November 2022 – April 2023	
Tender	May 2023	
Tender Report to Council	July 2023	
Commencement of Construction*	TBA	
Construction completion	TBA	

<sup>\*</sup> Construction works will be timed to minimise impact on businesses during the summer peak season.

# **Summary and Recommendations**

This report includes the Detailed Design Options for each of the proposed sites. (Photos 1-41)

At the end of the exhibition period a report will be brought back to Council on the consultation outcomes, together with a preferred final concept design for Cremorne Plaza, Langley Place and the gateway treatments.

# **COMMUNITY ENGAGEMENT STRATEGY**



# Cremorne Plaza, Langley Place and Cremorne Gateway Upgrades

Prepared November 2022

Councils are required under the *Local Government Act 1993* to inform the community of particular issues that potentially affect their way of life. North Sydney Council is committed both in principle and in practice, to engaging on matters affecting the North Sydney community.

#### 1. Introduction

This Community Engagement Strategy outlines the steps Council will take to engage the community in finalising the design and implementation of three projects within Council's. Cremorne Plaza, Langley Place and Cremorne gateway signs. Council is committed to engaging the community to create and implement streetscape upgrades that are innovative and creative.

## 1.1 Council's Community Engagement Protocol

This strategy has been prepared in accordance with Council's *Community Engagement Protocol*. The Protocol is used to determine the level of 'level(s) of impact' applicable to this project/decision (proposal). This proposal has been determined as:

LEVEL OF IMPACT	LEVEL OF ENGAGEMENT	
High/Local	Inform/Consult	

Council used the framework shown below in Table 1.1 to select the most appropriate 'level(s) of engagement' for this proposal to ensure an appropriate range of engagement 'levels' and methods were offered:

LEVEL	DESCRIPTION
Inform	Providing balanced and objective information to help the community understand
	problems, alternatives, opportunities and/or solutions
Consult	Obtain public feedback on alternatives and/or decisions
Involve	Work directly with the community throughout the process to ensure that public
	concerns and aspirations are consistently understood and considered
Collaborate	Partner with the public in each aspect of the decision including the development of
	alternatives and identification of the preferred solution

Table 1.1 Derived from the IAP2 Public Participation Spectrum

## 2. Background

The Neutral Bay and Cremorne Public Domain Upgrade Masterplan was reported to Council on 17 August 2015. This Masterplan was prepared by Oculus Consultants along with a working party comprising of local residents, businesses and relevant Council staff. The Masterplan identified a number of public domain improvement projects which would

transform the dilapidated streetscape character of Neutral Bay (at the time) into a more pedestrian friendly and vibrant Village Centre.

In 2017, TfNSW proposed to significantly alter the Military Road corridor which both connects and divides the commercial centres of Neutral Bay and Cremorne through the implementation of the B-Line (the dedicated bus corridor route that runs from the Northern Beaches to the Central station).

All public domain works in the Military Road Corridor funded through the B-Line Funding Deed have now been completed. Two of the projects that were not funded under deed are the upgrading of Cremorne Plaza and Langley Place.



Figure 1 Location plan of Cremorne Plaza, Langley Place and gateway opportunities in Cremorne

Cremorne Plaza and Langley Place were last upgraded in early 2000s and are now in need of "refreshing". The public domain elements including paving, furniture, lighting, planting, and the general arrangement of the plaza are looking progressively outdated and tired. The existing multiple layers of streetscape elements in the plaza which have been combined together since the last upgrade over 20 years ago have now created an ad-hoc urban character that is visually inconsistent with the adjoining, upgraded streetscape on Military Road, and is difficult for Council to maintain.

# Cremorne Plaza, Langley Place and Cremorne Gateway Upgrades

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The Cremorne Village Centre is the "Gateway" into and out of North Sydney as it is located directly on the boundary with Mosman Council. As such, Council is looking at a refreshed design for the gateway treatments at this location as part of this project, to celebrate and recognise this area and its character.

## 3. Community Engagement Strategy

#### 3.1 Who are our community stakeholders?

The Engagement Strategy identifies the following individuals and groups to engage with in the local community:

- Businesses operators
- Residents
- Local schools
- Property Owners
- Precinct Committees including Brightmore, Harrison, and Willoughby Bay
- Cremorne Streetscape Committee
- Neutral Bay Streetscape Committee
- Cremorne Conservation Group
- Neutral Bay and Cremorne Progress Association
- Neutral Bay Chamber of Commerce
- North Sydney Traffic Committee
- Transport for NSW (TfNSW)
- Local bus operators including Sydney Buses and Hills Buses
- Road users including residents, workers, commuters, local businesses and their customers, couriers and other visitors to the area
- NSW Fire and Ambulance Services
- Visitors
- Councillors and Council staff

### 3.2 Key Communication Messages

- The Cremorne Village Centre in its current state was built more than 20 years ago. The remaining sites from the Neutral Bay and Cremorne Public Domain Upgrade Masterplan will be upgraded.
- All public domain works in the Military Road Corridor funded through the B-Line Funding Deed have now been completed. Two of the projects that were not funded under deed are the upgrading of Cremorne Plaza and Langley Place.
- Cremorne Plaza and Langley Place were last upgraded in early 2000s and are now in need of "refreshing. 'Art deco theme' inspired by the Oprheum
- Council is looking at a refreshed design for the gateway treatments in Cremorne Village as it is a gateway into North Sydney.

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#### 3.3 Timetable

The key project development phases are outlined in the following table:

Note: In accordance with Council's Community Engagement Framework described on page 1, the 'level of engagement' per engagement method is indicated.

Activity	Timing
1. Planning and Preliminary Engagement	July - November 2022
2. Detailed Design Option(s) Consultation	December 2022 - March 2023
3. Consultation Outcomes report and preferred design	March 2023
4. Detail design and Documentation	April – May 2023
5. Tender	May 2023
6. Tender Report to Council	June 2023
7. Commencement of Construction*	TBA
8. Construction completion	TBA

<sup>\*</sup>Construction works will be timed to allow business stress free trading during the summer peak season.

Stakeholder engagement will occur in all Phases, at varying levels, as outlined below:

# 3.3.1 Phase 1 - Planning and Preliminary Engagement

Preliminary consultation on the scope draft consultant's brief occurred via Council's Cremorne Streetscape Committee. The comprehensive draft brief was distributed to Committee members for feedback before being finalised. Subsequently Council engaged a landscape architect who has prepared concepts for the upgrade of three areas including Cremorne Plaza, Langley Place and Gateway treatments into Cremorne that celebrate entering and leaving the suburb of Cremorne as a suburb because Cremorne - the northern gateway to the North Sydney LGA.

# 3.3.2 Phase 2 - Detailed Concept Design Consultation

This phase involves seeking stakeholders' feedback on the detailed site-specific design concept through public exhibition (90 days) between December 2022 and March 2023. To do this we will undertake the following activities. Not listed in priority order.

Method	Target Stakeholders	Engagement	Purpose
		Level	
Webpage	All	Inform/Consult	Promote the exhibition of the
Social Media	All	Inform/Consult	detailed Concept Design
Onsite Signage	All	Inform/Consult	options, including details on
Noticeboards	All	Inform/Consult	how to provide feedback
Direct letter/mail	- Residents	Inform/Consult	Inform stakeholders of the
	- Businesses		Detailed Concept Design
	- Ratepayers		Concepts and the opportunity
	- Cremorne Streetscape		to provide feedback - includes
	Committee		where to access and how to
	- Neutral Bay Chamber		make a submission

# Cremorne Plaza, Langley Place and Cremorne Gateway Upgrades

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Method	Target Stakeholders	Engagement Level	Purpose
	of Commerce - Cremorne Conservation Group - Bus operators - Fire and Ambulance Services NSW - Submitters of previous stages of engagement		
eNewsletters	Subscribers of Council's various newsletters including North Sydney eNews, Business eNews, Precincts eNews and Neutral Bay Community Centre eNews	Inform/Consult	
Precinct System	Active local Precinct Committees, - including Brightmore, Harrison, and Willoughby Bay	Inform/Consult	Encourage Precinct Committees to promote consultation opportunity to their members and/or to provide feedback
Information stall with NSC marquee at Cremorne Plaza  Bill board advertising at Orpheum Theatre	All	Inform/Consult	Encourage key stakeholders to share their ideas  Raise awareness and understanding of the proposed projects and their benefits to the community
Online information session	Open to Precinct Committees (in particular Harrison, Lavender Bay), Cremorne Streetscape Committee, Cremorne Conservation Group and Neutral Bay Chamber of Commerce	Inform/Consult	Encourage key stakeholders to share their ideas  Raise awareness and understanding of the proposed projects and their benefits to the community
Submissions	All	Consult	Free form feedback accepted by email or posted letter as well as via online form.

# 3.3.3 Phases 3 - Construction

This phase involves informing/notifying the community of the construction works. To do this we will undertake the following activities. Not listed in priority order.

Method	Target Stakeholders	Engagement Level	Purpose
Webpage	All	Inform	Promote final Detailed
Social Media	All	Inform	Design.

# Cremorne Plaza, Langley Place and Cremorne Gateway Upgrades

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Method	Target Stakeholders	Engagement Level	Purpose
E-newsletters	Same as Phase 1	Inform	
North Sydney	All	Inform	Inform stakeholders of the
News			approval process by relevant
Onsite signage	All	Inform	authorities.
Councillor Bulletin	Councillors	Inform	
Direct Letter/email	Business and Residents in close proximity to project site     Local schools     Cremorne Streetscape Committee     Cremorne Conservation Group     Neutral Bay Chamber of Commerce     Community groups     Submitters that chose to be kept informed during consultation (Phase 1)	Inform	Notification of construction works.
Precinct	All	Inform	
Committees			
Site meetings	Business operators located in Cremorne	Inform/Consult	Liaise with local business owners/operators about construction staging to reduce impact on trade.

## 4. Opportunity Cost/Rationale

Engaging the community in this proposal may entail financial costs to Council to achieve a high-quality engagement process. If the process is robust, community ownership of the decisions made will ensure efficient outcomes. Insufficient or poor-quality engagement can result in poor long-term decisions requiring further resources to rectify. The aim of a high-quality community engagement process is to make sustainable decisions. The engagement process will help Council staff and/or Councillors to understand the related recommendations rationale.

## 5. Further Information

For further information contact Diana Mejia - Council's Project Manager, Engineering and Property Services Division:

Phone: 9936 8100

Email: <a href="mailto:yoursay@northsydney.nsw.gov.au">yoursay@northsydney.nsw.gov.au</a>
Website: <a href="mailto:yoursay@northsydney.nsw.gov.au">yoursay@northsydney.nsw.gov.au</a>