

HURSTVILLE

Heart of the City

PLACE STRATEGY



Why is this strategy important?

The Hurstville Place Strategy is an ambitious plan to enhance the City Centre, empowering it to reach its full potential. It provides residents, workers, investors and Council with a set of actions that support the existing character, while working towards an exciting and innovative shared vision.

Why is this strategy important?

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HOW TO READ THIS STRATEGY

This Place Strategy will align relevant documents, identify critical moves, highlight new opportunities, and apply an innovative lens to planning to ensure a sustainable, unified and visionary future Hurstville.

This Strategy highlights 12 key priority projects to achieve the vision and desired outcomes for Hurstville. Each priority project is supported by short, medium and long term actions, measurement and evaluation criteria.

ACKNOWLEDGMENT OF THE BIDDEGAL PEOPLE

The Georges River Council acknowledges the Biddeggal people of the Eora Nation, who are the traditional custodians of the land and water of the Georges River local government area.

We pay our respects to elders past, present and emerging, and are committed to continue working together with the local Aboriginal people to care for this land and sea for our shared benefit and future.



Hurstville is part of an evolving Sydney. Across Greater Sydney, new infrastructure projects, more compact living and changing work patterns are all contributing to the city's evolution. Global megatrends around technology and climate are also influencing the look and feel of the city, with people expecting smarter greener and more resilient public spaces. Hurstville is no exception, and it needs to embrace these changes head-on, in order to take advantage of opportunities that can benefit the whole community.

At the same time, Hurstville is also entering an exciting phase of transformation, driven by new city-shaping projects, as well as State Government recognition as a strategic centre, and a growing community that is an intrinsic part of Hurstville's lively future.

This Strategy leads the transformation of Hurstville through innovative, economic, cultural and infrastructural improvements. These will result in Hurstville being recognised as an inviting and vibrant destination, celebrated by the community as the Heart of our City and the cultural capital of the South.

Desired outcomes

The community will benefit from the Hurstville Place Strategy as it focuses on Hurstville being a city:



Promoting a high quality of life



Celebrating diversity and being inclusive for everyone



Being known for exciting events, activations and a thriving night-time economy



Attracting investment and jobs with an innovative mindset



Becoming a welcoming destination for locals and visitors, with a positive reputation



Being safe and easy to get around



Being led by collaborative, strong relationships between key stakeholders





Council planning direction

The **Hurstville Place Strategy** has significant links with a range of other Council and State Government planning documents, many of which address different aspects of the place and explore different possible futures. A key function of this Place Strategy is to align the various actions relating to Hurstville, to avoid duplication and to identify opportunities and associated timelines, for the sharing of capacity, knowledge and resources.

Other plans and strategies that were in draft form at the time of development of this Place Strategy have also provided significant inspiration and direction. These include Open Space and Recreation Strategy, Communities Facilities Strategy, Commercial Centres Strategy, Council's Cultural Strategy, and the Draft Local Strategic Planning Statement.



State Government plans

The New South Wales State Government has provided important guidance for this Place Strategy. By drawing on this guidance, the Hurstville Heart of the City Place Strategy is consistent with a broader State planning direction.



Better Placed

Better Placed is an integrated design policy for the built environment. It seeks to capture our collective aspirations and expectations for the places we work, live and play.

The Place Strategy draws inspiration from the Better Placed approach to ensure we implement good design that will deliver the architecture, public places, and environments we want to inhabit now, and those we make for the future.



Future Transport 2056

The Future Transport Strategy sets the 40 year vision, directions and outcomes framework for customer mobility in NSW, which will guide transport investment over the longer term. It will be delivered through a series of supporting plans.

Future Transport 2056 is highly relevant to Hurstville due to its significant transport infrastructure, and the rapid bus and mass transit investigations identified for Hurstville in Future Transport 2056.



Everyone Can Play

Everyone Can Play is a best practice resource for councils, community leaders, landscape architects and passionate local residents. It is a reference guide for creating world-class playspaces, designed to include everyone in the community.

At the heart of Everyone Can Play is the declaration that play is for everyone – regardless of age, ability or cultural background. Providing a City Centre that welcomes everyone is an important part of Hurstville's future.

South district plan

The Greater Sydney Commission (GSC) has set long-term directions for sustainability, liveability, productivity, infrastructure and collaboration across Sydney through the Sydney Region Plan and District Plans.

Hurstville has been recognised as a critical part of Sydney's long-term development as it has been identified as a Strategic Centre in the South District Plan. The South District Plan pinpoints the following actions to support and promote Hurstville's strategic position in Sydney. These actions are critical to bringing this Place Strategy to life.

The South District Plan identifies significant job targets for Hurstville most of which are likely to be accommodated in the City Centre:

Hurstville new job targets



This Place Strategy will assist in accommodating these additional jobs by supporting and enabling the City Centre's position as an attractive, well functioning and economically viable location for investment and workers. This is in addition to Council proactively addressing the office floor space shortfall in the Hurstville City Centre.





What is our story?

Hurstville is a place on the go. It's a bustling and vibrant city known for its authentic Asian cuisine, and diverse shopping and cultural experiences. An exciting place with a mosaic of established, new and emerging cultures.

Hurstville is situated on Bidjegal land to the north of Georges River and is home to the Bidjegal people of the Eora Nation. The Georges River has provided water, food, and a culturally significant meeting place for over 60,000 years.

More recently, Hurstville established itself as a growing town with the Illawarra train line (built in 1884), expanding services to now cater for over 45,000 commuter movements a day. As a result, Hurstville is conveniently located within easy access of the Sydney CBD and Sydney Airport, as well as further south to Sutherland, Illawarra and Shoalhaven. Hurstville has long-term aspirations of being better connected to the growing centre of Parramatta by public and active transport.

The 'face' of Hurstville has also grown and changed over the years. From the arrival of British and Europeans, later followed by Chinese, Nepalese and other residents from South-Asia, their culture is captured in the architecture and street life of the City Centre.

Today, the streets of Hurstville express the city's Asian influence, with a multitude of authentic, food and retail experiences providing for locals and visitors, as well as its European legacy, with heritage listed art-deco facades and historic buildings. The Westfield shopping centre connects to the west end of the high street and plaza, and is popular with locals as a shopping destination and meeting place.

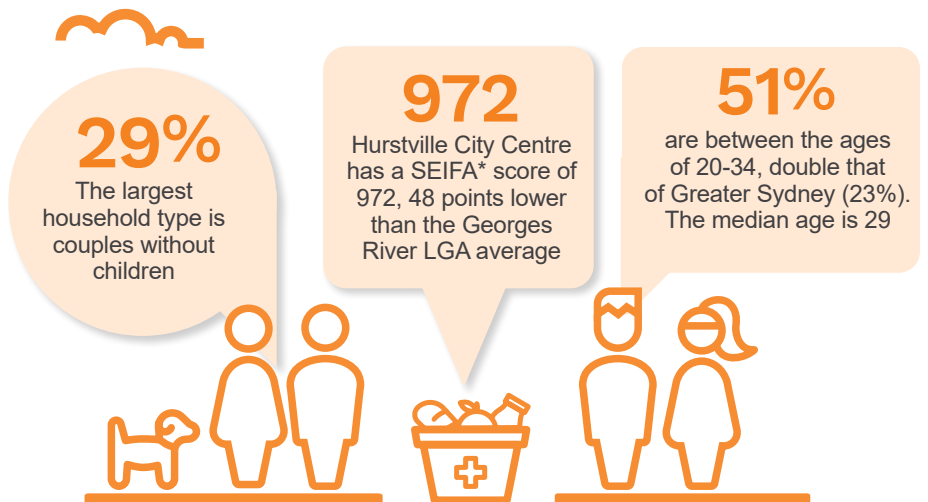
Hurstville is already home to cornerstone cultural facilities. The iconic Marana Auditorium, which epitomises the charm and elegance of a 1950s style venue, and the Hurstville Museum and Art Gallery, are the critical anchors for transforming Hurstville into the cultural heart of the city.

Hurstville is brimming with potential to become the cultural heart of the South.

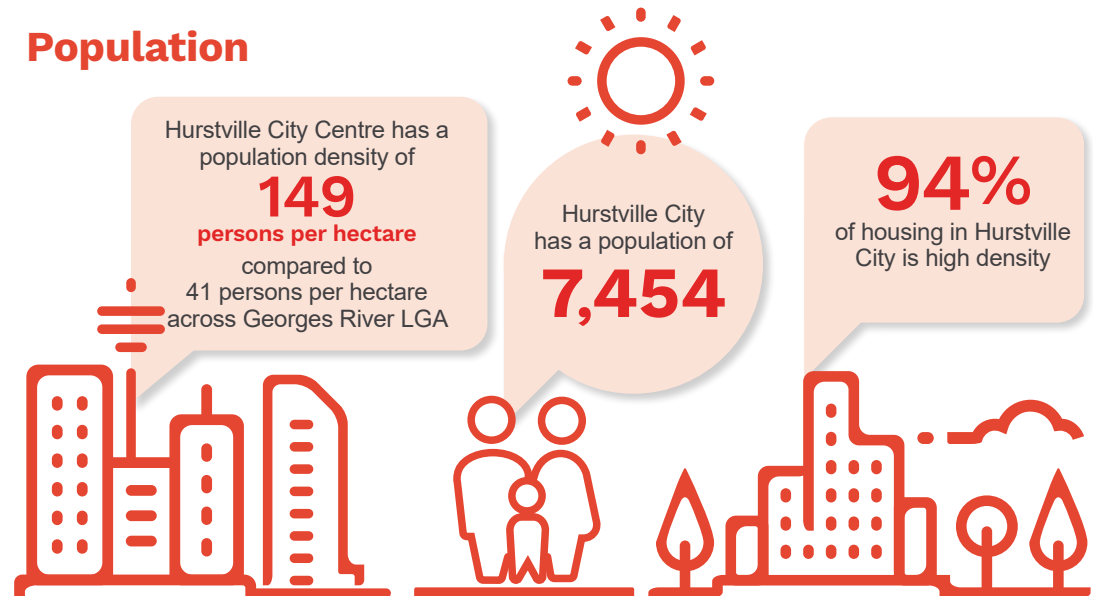
Who calls Hurstville home?

The growth, youthfulness and cultural dynamism of Hurstville City Centre presents exciting potential to provide for an eclectic community.

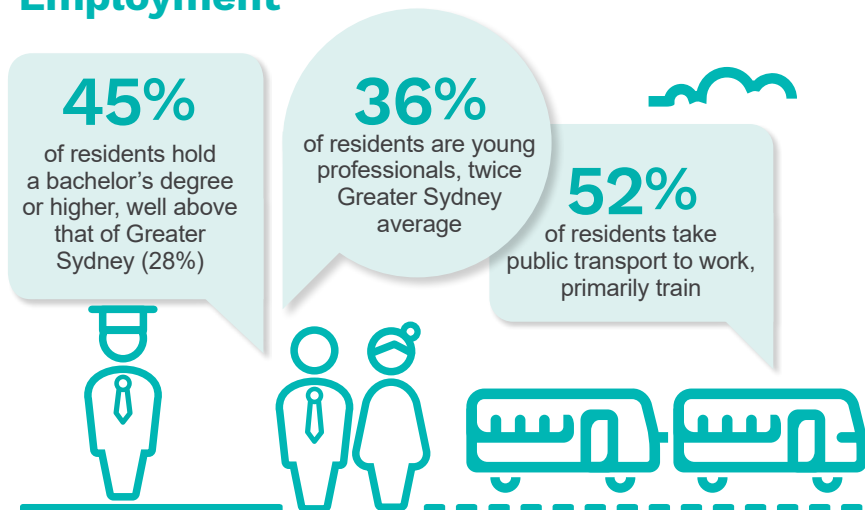
Demographics



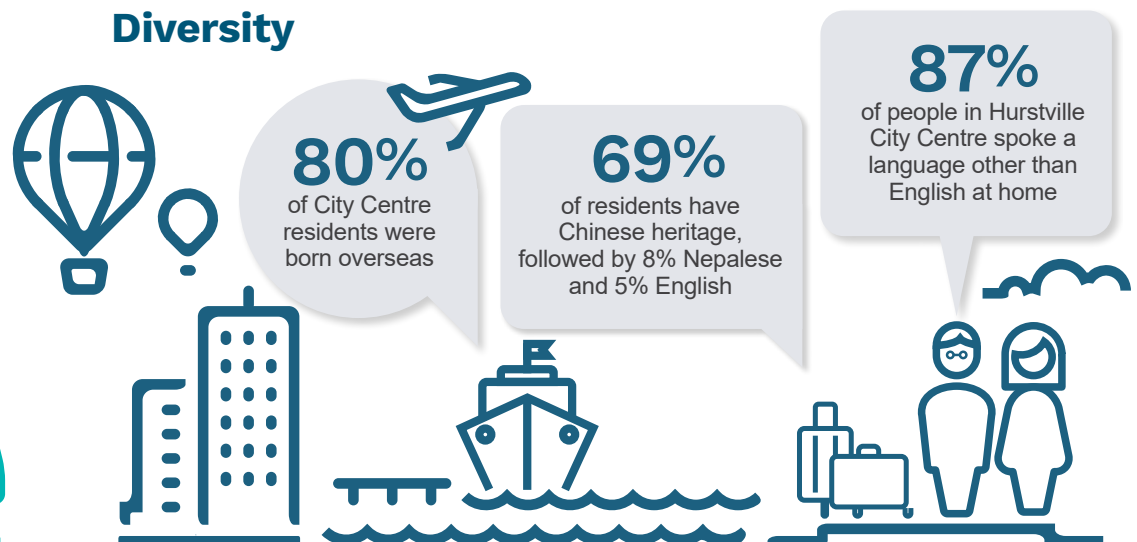
Population



Employment



Diversity



What do we want?

Results from engagement highlighted key community priorities:



- ▶ Celebrating times past – especially Aboriginal stories and heritage.
- ▶ More greenery and better open space.
- ▶ Reducing congestion and parking frustrations so that the city is more accessible, enjoyable and productive.
- ▶ The incorporation of sustainable design throughout the centre.
- ▶ Bringing the City Centre to life with art and creativity.
- ▶ Welcoming families to spend time together, especially those who live in the city, as the centre is their backyard.

The community are also passionate about:



- ▶ Celebrating the diversity of cultures that call Hurstville home.
- ▶ Promoting Hurstville's culinary reputation and the opportunities for a more diverse experience.
- ▶ Balancing the hustle and bustle with places for refuge and relaxation.
- ▶ A clean and tidy City Centre that is attractive to locals and visitors.

What is our vision for Hurstville City Centre?

Hurstville plays to its own beat as a proud showcase of local culture for a growing yet connected community. The city is brought to life through authentic and creative places and is celebrated as a green, accessible and innovative city.



FOR OUR RESIDENTS

Our city, a place for family and friends to connect



FOR OUR COMMUNITY

The cultural heart of Georges River that plays by its own beat and brought to life through a network of authentic and creative places



FOR OUR VISITORS

A fusion of east and west, old and new, day and night



FOR OUR BUSINESSES

A thriving place for new ideas and creative expression

How will we achieve this vision?

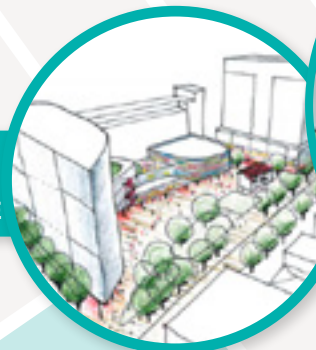
Four critical aspects need to be considered to deliver the vision for Hurstville; Process, People, Place and Positioning. These four aspects form the major pillars of this Strategy.

This Strategy highlights twelve key priority projects to achieve the vision and desired outcomes for Hurstville. Each priority project is supported by short, medium and long term actions and detailed measurement and evaluation criteria.



Future Hurstville idea snapshot

NEW
CIVIC
CENTRE



ICONIC
STREET ART



CONNECTED
& WALKABLE
COMMUNITY



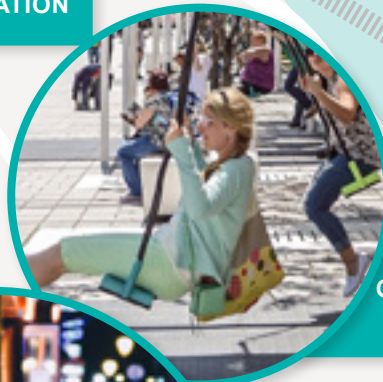
PEDESTRIAN
FRIENDLY
FOREST ROAD



PLACEMAKING
& ACTIVATION



OPEN SPACE BY
TRAIN STATION



BUSTLING
NIGHT-TIME
ECONOMY



NEW
MEMORIAL
SQUARE



NEW OPEN
SPACE

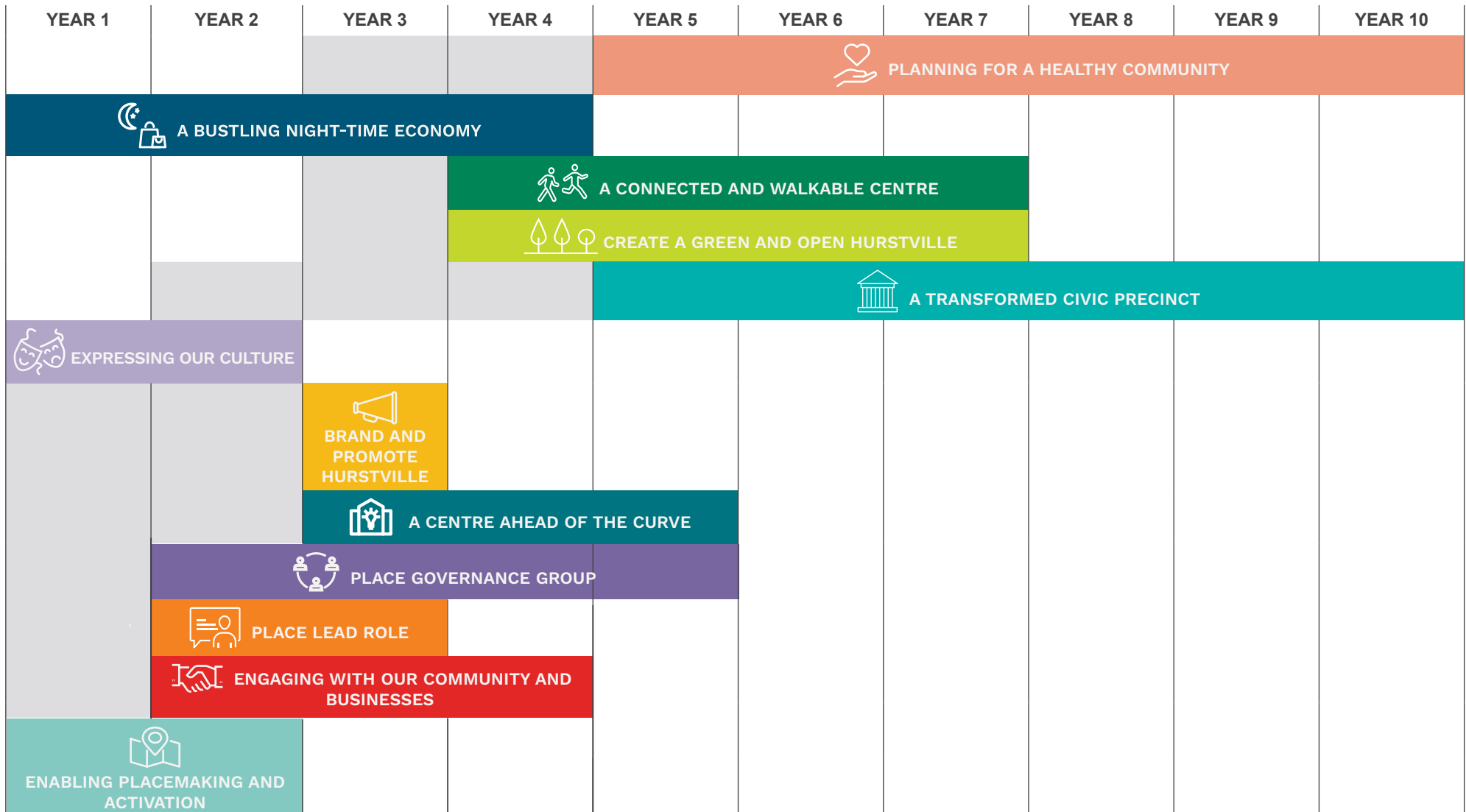


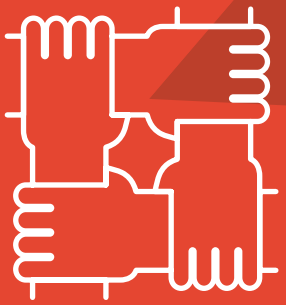
SMART & LUSH
GREENSCAPES



What are our priorities?

Achieving the following 12 priority projects will lead the transformation of Hurstville into the Cultural Heart of the South. These timelines provide an indication of when each project commences, the grey section indicates the project warming up.





People

The community that live, work,
visit and contribute to place



Planning for a healthy community

Our health is connected to the places and ways that we live. As Hurstville continues to become home to more people, a city centre that promotes their health and wellbeing is a priority. Council puts the needs of the Hurstville community and those who visit at the heart of planning and decision-making. Planning for a healthy urban environment helps to achieve other ambitions and priorities for Hurstville. With an innovative mindset, Hurstville will encourage and support physical health and activity, mental wellbeing, social connection and access to healthy food and education.

WHY IS THIS A PRIORITY?

Ensuring the 7,000 residents, and many more to come, experience a high quality of life is a critical component of the long-term success of the City Centre and its residents.

Planning for high living standards is not only good for those who live near Hurstville, but for those who visit, work and play here. The right improvements to the City Centre will have a significant positive effect on the mental and physical outcomes for residents.

Health and wellbeing is an objective of the NSW planning system, and promoted by the South District Plan, to strengthen the Hurstville health and wellbeing economy.

WHAT ARE THE BENEFITS?

- ▶ Safe and easy to get around.
- ▶ Celebration of diversity and is inclusive for everyone.
- ▶ Promotion of a high quality of life.
- ▶ Improvement of access to higher education.
- ▶ Improvement in quality of life.
- ▶ Improvement in mental and physical health of residents and visitors through universal design.
- ▶ Support for those who may be vulnerable to mental or physical health issues.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

- ▶ Facilitate the community's access to health services in the City Centre (including visits from screening trucks).
- ▶ Develop and lead small initiatives that encourage the community to interact in the City Centre (such as talking tables in cafes, or Random Act of Kindness days).
- ▶ Commence base-line data collection for healthy city indicators (such as clean air, access to fresh food, physical and mental health, access to open space, access to health care, access to high quality open space), decide on long-term targets and establish a long term monitoring schedule.

Medium Term Actions

- ▶ Advocate for and facilitate the establishment of a university presence within the Hurstville City Centre using different campus models (remote/virtual or physical).
- ▶ Implement child friendly planning and universal design approaches throughout the City Centre to become a place that is accessible, welcoming and safe for all.

Long Term Actions

- ▶ Work towards becoming Sydney's Healthiest City Centre (based on indicators agreed by Council).



A bustling night time economy

The night-time economy is fuel for the engine of creativity and culture. A truly vibrant city is one in which people can discover positive experiences despite the time of day, their interests, age, culture or background. From the early evening until late at night, the night-time economy brings limitless possibilities for a city through a diversity of experiences available to visitors, locals and businesses. The potential of Hurstville's night-time economy is ready to be captured by enhancing the dining, shopping, cinema, gyms, market, gallery, live entertainment, pub and club opportunities that already call Hurstville home, while new opportunities and ideas await those that are soon to realise the potential of this City Centre.

WHY IS THIS A PRIORITY?

Hurstville's economy is currently orientated towards day-time activity. Proactively planning for and supporting the night-time economy is a critical component of long term success, cultural significance and a dynamic, diverse local economy.

By actively enhancing the night-time economy, Hurstville captures opportunities and benefits from a vibrant economy, cultural opportunities and social offering. Offering vibrant afterwork experiences for thousands of commuters, local residents and workers further supports the position of Hurstville as the heart of the LGA.

Furthermore, a lively night-time economy will contribute to Hurstville's ambitious long-term job targets and support further investment.



WHAT ARE THE BENEFITS?

- ▶ Celebration of diversity and inclusivity for everyone.
- ▶ Promotion of a high quality of life.
- ▶ Reputation for exciting events and activations and has a thriving night-time economy.
- ▶ Creation of a destination for locals and visitors with a positive reputation.
- ▶ Attraction of investment and jobs with an innovative mindset.
- ▶ Supplement and encourage tourism.
- ▶ Improvement in quality of life through the availability of social experiences and connections.
- ▶ Development of after work recreational and social opportunities for residents, workers and visitors - especially for the young professionals living in the centre.
- ▶ Attraction and retention of residents.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

- ▶ Trial low-cost initiatives that enable activity after dark and promote the local night-time economy (such as night market, creative lighting installations, live performances).
- ▶ Engage with and assist local businesses to facilitate late/outdoor trading.
- ▶ Review infrastructure in the City Centre, particularly Ormonde Parade, that may deter unsafe night-time activity; such as public place lighting and other crime prevention techniques.
- ▶ Actively encourage a variety of new businesses that operate into the evening to locate in Hurstville City Centre.

Medium Term Actions

- ▶ Create a year-round calendar of programming to support the night-time economy.
- ▶ Undertake public space improvements to encourage night-time economy and improve night-time safety.

Long Term Actions

- ▶ Host Sydney's first 18 hour Festival focused on celebrating the creativity and culture of Hurstville City Centre and the South District



A connected and walkable centre

Humans are social and active creatures; we seek to be easily connected to other people and places. The Hurstville City Centre is already well connected owing to its train station, bus interchanges and road networks, and has the potential for extensive cycling and walking connections. This extensive existing infrastructure creates the ideal conditions for Hurstville to become more walkable, cyclable and connected to surrounding areas and beyond. With excellent connectivity, Hurstville is an attractive City Centre to visit, live, work, learn and invest.

WHY IS THIS A PRIORITY?

Reliable, frequent, easy and safe public and active transport gives the community the freedom of movement and choice they deserve but currently don't have. The centre becomes more accessible, equitable, calmer and cleaner.

Expanding the active and public transport network is a critical step in reducing reliance on private vehicles, and achieving the 30 minute city aspiration.

Community members and businesses are supportive of a walkable, connected Hurstville where all people can get around and enjoy the City Centre.

WHAT ARE THE BENEFITS?

- ▶ Safe and easy to get around.
- ▶ Celebration of diversity and inclusivity for everyone.
- ▶ Promotion of a high quality of life.
- ▶ Creation of a destination for locals and visitors with a positive reputation.
- ▶ Leadership in collaborative, strong relationships between key stakeholders.
- ▶ Attraction of investment and jobs with an innovative mindset.
- ▶ Improved physical and mental health.
- ▶ Improved physical and social connection of the Georges River community.
- ▶ Reduced reliance on private vehicles.
- ▶ Enables tourism.
- ▶ Reduction in congestion and parking demands.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

- ▶ Activate existing pedestrian and active travel routes with plantings, public art and heritage installations that are specific to Hurstville.
- ▶ Trial low-cost and safe initiatives that encourage cycling throughout the City Centre (such as cycling safety awareness campaigns, bike parking areas and promoting existing cycling infrastructure).
- ▶ Support initiatives that alleviate congestion and parking demands in the City Centre (such as encouraging car-sharing, lower parking minimums and advocating for improved public transport services.)

Medium Term to Long Term Actions

- ▶ Investigate and implement innovative signage and wayfinding opportunities throughout the City Centre.
- ▶ Investigate providing on-demand and shared transport services to/from other surrounding centres to relieve reliance on private vehicles.
- ▶ Develop an Active Transport Strategy connecting Hurstville to the wider Georges River and Sydney cycling network and developing the active transport network in/around the Hurstville City Centre.
- ▶ Plan and undertake a 6-12 month trial pedestrianisation of Forest Road.
- ▶ Investigate opportunities to better connect the Ormonde Parade and Forest Road parts of the City Centre.

Long Term Actions

- ▶ Dependent upon the success of the Forest Road pedestrianisation trial, investigate the permanent closure to vehicles and commence planning and consultation for the redevelopment of the area into public open space.





Place

The areas, locations and spaces
that are important to people





Create a green and open Hurstville

Great quality open spaces make for a better quality of life, and support the health of our natural environment. A network of open spaces, supported by lush vegetation, adds to our character and creates a Hurstville where people want to live, work and visit. The Hurstville City Centre is the backyard for over 7,000 people, living and growing. With an upwardly mobile community, more people will seek social connections, refuge and entertainment in the vibrant City Centre.

WHY IS THIS A PRIORITY?

The community highly values open space and greenery where they can relax, socialise, seek refuge, play and watch the world go by. However, not enough of these high quality places exist in the City Centre.

Providing excellent open space alternatives presents an important opportunity to deliver increased quality of life for City Centre residents. Delivering multi-purpose open space will significantly contribute to overall City Centre perceptions and satisfaction, as well as the current shortfall of quality open space and effective greenery.

Providing the community with open space options near to where they live helps achieve the goals of the South District Plan.

Open space and greenery adds to the urban ecology of the wider Georges River area. This priority also contributes to the Premier's commitment to 'greening our city' with the planting of 5 million trees by 2030.

WHAT ARE THE BENEFITS?

- ▶ Safe and easy to get around.
- ▶ Celebration of diversity and inclusivity for everyone.
- ▶ Promotion of a high quality of life.
- ▶ Reputation for exciting events and activations and a thriving night-time economy.
- ▶ Creation of a destination for locals and visitors with a positive reputation.
- ▶ Encouragement of social interaction and inclusivity.
- ▶ Provision of inclusive play opportunities.
- ▶ Mitigation of heat island effect.
- ▶ Contribution to the Sydney Green Grid and tree canopy cover.
- ▶ Contribution to satisfaction with City Centre
- ▶ Variation in open space options to cater to all people.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

- ▶ Identify and promote the existing open space in and near the City Centre, including reviewing the current design and offering in these spaces and implement improvements to better suit the community and open space.
- ▶ Review current city presentation standards with a focus on street furniture, cleansing and waste. Develop and implement innovative ways to make the city centre cleaner and more appealing to residents, workers and visitors.
- ▶ Develop a range of innovative greening installations throughout the City Centre such as planters, green walls, colourful flower gardens, green roofs and increased tree canopies.
- ▶ Investigate and implement procedural means for gaining more open public space in the centre, both Council provided and privately provided (such as through Voluntary Planning Agreements, Development Assessment conditions, urban design guidelines and open space strategies)

Medium Term Actions

- ▶ Turn Palm Court into public space with accessible play opportunities.
- ▶ Redevelop the public space fronting MacMahon Street between Dora Street and Forest Road into accessible open space for refuge and relaxation.
- ▶ Retain the open space adjacent to the train station for public use, and as a welcome/farewell to Hurstville.
- ▶ Installation of Water Sensitive Urban Design treatments and other sustainable initiatives throughout the City Centre.
- ▶ Undertake community feedback on the future use and design of Memorial Square.

Long Term Actions

- ▶ Undertake renewal of Memorial Square to become high quality, community open space.





A transformed civic precinct

The Civic Centre Precinct will create an iconic cultural and civic heart. The Precinct will be a vibrant, culturally significant and inviting place for people to live, work and interact in Hurstville. As a showcase for the region, the Precinct will include important facilities for community and cultural uses, as well as extensive open public spaces, commercial, retail and hospitality opportunities along with affordable housing options. The Precinct relies on these initiatives to become the cultural heart of Georges River.

WHY IS THIS A PRIORITY?

The Master Plan for the Precinct positions this space as an important anchor and resource for the community. The redevelopment presents opportunities for commercial investment, office spaces, community areas, new open space, creative industry facilities and a university presence.

Delivering the Precinct will significantly contribute to Hurstville becoming the cultural heart, as well as, meeting its wider economic and social aspirations.

The redevelopment directly responds to direction from the South District Plan to build on the centre's administrative and civic role, and attract commercial and office floor space.

WHAT ARE THE BENEFITS?

- ▶ Safe and easy to get around.
- ▶ Celebration of diversity and inclusivity for everyone.
- ▶ Promotion of a high quality of life.
- ▶ Reputation for exciting events and activations and a thriving night-time economy.
- ▶ Creation of a destination for locals and visitors with a positive reputation.
- ▶ Attraction of investment and jobs with an innovative mindset.
- ▶ Improvement in connectivity to the City Centre and additional open space.
- ▶ Contribution to becoming the cultural heart of Hurstville.
- ▶ Creation of a world class cultural and civic resource for the community.
- ▶ Connection of Council with the community.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

- ▶ Undertake placemaking activities to activate the current Civic Precinct area, and trial installations in advance of the full redevelopment.
- ▶ Undertake necessary investigations and community engagement to decide between concept options presented in the Civic Precinct Masterplan.

Medium Term Actions

- ▶ Consult with potential investors and occupiers of commercial, entertainment and creative spaces to develop designs and provisions that are fit for purpose.

Long Term Actions

- ▶ Implement Civic Precinct Redevelopment Plan to create the premier cultural and civic destination for the South of Sydney.
- ▶ Develop Civic Centre planning proposal to include the Hurstville Entertainment Centre and create a regional multi-purpose community hub.
- ▶ Ensure the Civic Centre is connected to, and integrated with, the rest of the City Centre.





Expressing our culture

“Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great”

Fred Kent, Founder, Project for Public Spaces

Hurstville’s streets are active and buzzing with life. The identity of the community is woven throughout the City Centre as the community is empowered to take ownership to rethink their streets. Expression of the diversity of the community, celebration of heritage and the optimism of modernity combine to create a truly unique City Centre.

WHY IS THIS A PRIORITY?

This priority is about showcasing the many cultures and backgrounds of Hurstville.

The community are passionate about creativity and vibrancy in their City Centre, and about their future as part of a modern, attractive city.

Cleanliness, attractiveness and place activation are identified as priorities in various key council documents. The South District Plan also advocates for strengthening Hurstville through approaches that activate the City Centre.



WHAT ARE THE BENEFITS?

- ▶ Safe and easy to get around.
- ▶ Celebration of diversity and inclusivity for everyone.
- ▶ Promotion of a high quality of life.
- ▶ Reputation for exciting events and activations and a thriving night-time economy.
- ▶ Creation of a destination for locals and visitors with a positive reputation.
- ▶ Leadership in collaborative, strong relationships between key stakeholders.
- ▶ Attraction of investment and jobs with an innovative mindset.
- ▶ Growth of an attractive and inviting City Centre through its vibrancy and energy.
- ▶ Celebration and protection of heritage.
- ▶ Opportunity for community building.
- ▶ Expression of diverse identities, cultures and traditions, including Aboriginal and Torres Strait Islander.
- ▶ Temporary, low commitment, low cost, low risk.

HOW CAN WE MAKE IT HAPPEN?

Short and Medium Term Actions

- ▶ Deliver Placemaking and Activation Plan that includes laneway and night-time activations throughout the City Centre.
- ▶ Commission and install iconic art installations to celebrate the identity, story and vision for Hurstville.
- ▶ Create opportunities for local creatives, community groups, schools, the Youth Advisory Committee and others to lead and deliver City Centre placemaking and activation installations (such as art competitions, street art tutorials, community gardens).
- ▶ Engage with the local business community to identify opportunities to activate the public domain and engage with the community.
- ▶ Develop and support events, spaces, resources and programs that highlight diverse community stories and the aspirations, cultural celebrations and character of Hurstville City Centre.



Positioning

The intentional branding and promotion of place

Brand and promote Hurstville

In a world so fluid, connected and competitive a strong place brand is more important than ever. The most successful cities have a recognisable and trusted brand that puts them on the map and makes them iconic. A place brand reflects what a place currently is, and inspires what it could be in the future. Hurstville's vision and brand work in seamless partnership to create a successful City Centre. The brand is the thread that ties Hurstville together. Hurstville's brand offers a glimpse into the place and people, as well as identity, values, ambitions and aspirations. With a brand like no other, Hurstville showcases it's magic to the world.

WHY IS THIS A PRIORITY?

Place branding is an integral part of achieving our most important ambition - to become the cultural heart of Georges River. Hurstville needs a brand to elevate its reputation and recognition within the wider Georges River area and Greater Sydney.

By explicitly positioning Hurstville as 'the heart', we are strengthening the city's sense of place and position in the investment, creative, tourism, and residential markets. A brand that stands the test of time gives the community and newcomers something to get behind and promote, well into the future.

WHAT ARE THE BENEFITS?

- ▶ Celebration of diversity and inclusivity for everyone.
- ▶ Reputation for exciting events and activations and has a thriving night-time economy.
- ▶ Creation of a destination for locals and visitors with a positive reputation.
- ▶ Attraction of investment and jobs with an innovative mindset.
- ▶ Development of a promotional and marketing tool.
- ▶ Control of the message to promote positive stories about Hurstville.
- ▶ Replacement of negative perceptions that the wider community may have about the city.
- ▶ Setting a standard for projects and initiatives.
- ▶ Communication of community, business and Council ambitions.

HOW CAN WE MAKE IT HAPPEN?

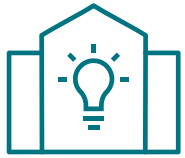
Short Term Actions

- ▶ Develop a brand for Hurstville City Centre that:
 - ▶ Promotes Hurstville as the heart of the LGA
 - ▶ Promotes the cultural experiences and business opportunities for all
 - ▶ Leverages Hurstville as a Strategic Centre
 - ▶ Helps to advocate funding and partnership opportunities

Medium Term Actions

- ▶ Actively promote Hurstville as a location for diverse investment opportunities (including tourism, education, health and wellbeing, co-working, entertainment and the arts).
- ▶ Encourage the rise of entrepreneurs and startups through investigating facilities (such as business incubators and creative industries hubs in the City Centre).
- ▶ Complete the rebranding of Council assets to ensure consistency with the Georges River Council brand throughout the City Centre and LGA.





A centre ahead of the curve

Technology has changed the game and made our public spaces more dynamic, responsive and sensory. Hurstville will bring innovation to life throughout the City Centre with new public space interventions, creative expression and thriving businesses. A smarter, more innovative Hurstville will help overcome challenges and improve experiences, while offering a business launch pad for local entrepreneurs. Leveraging Hurstville's young and connected workforce, innovation is the secret weapon to competing an increasingly competitive global marketplace.

WHY IS THIS A PRIORITY?

Georges River Council is committed to being a leader in innovation and supporting the South District Plan's direction for job growth in Hurstville City Centre.

The benefits of an innovative City Centre will improve efficiencies across Council, improve the daily lives of locals, and consider global megatrends. Further, public spaces will become landmarks with tech-enabled installations which service big events as well as the everyday needs of users.

WHAT ARE THE BENEFITS?

- ▶ Celebration of diversity and inclusivity for everyone.
- ▶ Promotion of a high quality of life.
- ▶ Creation of a destination for locals and visitors with a positive reputation.
- ▶ Attraction of investment and jobs with an innovative mindset.
- ▶ Accessible internet and wifi connectivity for community and visitors.
- ▶ Opportunities to connect the library with the centre.
- ▶ Strengthening of the brand.
- ▶ Participation in global markets, conversations and events.
- ▶ Encouragement of entrepreneurialism and start-ups in Hurstville.
- ▶ Support tourism opportunities.
- ▶ Data collection and monitoring for better decisions and efficiencies for the City Centre.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

- ▶ Prioritise specific provision for innovation in the Hurstville City Centre in the Georges River Council Innovation Strategy

Medium Term Actions

- ▶ Develop and commence City Centre Smart Infrastructure Strategy with a focus on specific provisions such as mobility solutions, smart parking, resource harvesting and improving energy and water system efficiencies in the City Centre, library as a tech-enabled space; as well as advocacy for ongoing improved servicing for Hurstville City Centre.
- ▶ Expand the public WiFi network to seamlessly cover the Hurstville City Centre with high-speed internet access.





Process

The systems, procedures, relationships and structures that govern and manage places.



Place Governance Group

The great cities are led by a collective effort that looks to the future with one eye on the past. The Place Governance Group will be the local custodians of Hurstville which form a network of leaders within Council that can help respond to complex problems as they arise, and find solutions while respecting local character and community values. They will ensure the pulse of the City Centre continues to strengthen and that big strategic decisions are informed, aligned and leveraged to deliver the vision.

WHY IS THIS A PRIORITY?

A collaborative and coordinated approach is needed to achieve the vision and actions for the Hurstville City Centre of tomorrow.

By working specifically for Hurstville, a Place Governance Group, made up of key Council staff will be the driving force for the long term and sustainable success of Hurstville City Centre.

A governance structure will ensure sustainable strategic direction and help to overcome traditional silos and processes that can segment and dilute impact.



WHAT ARE THE BENEFITS?

- ▶ Is led by collaborative, strong relationships between key stakeholders.
- ▶ Attracts investment and jobs with an innovative mindset.
- ▶ A collaborative approach to delivering high quality, sustainable outcomes for Hurstville City Centre.
- ▶ A group of advocates and formal commitment to Hurstville.
- ▶ Recognised leadership and formalised terms of reference.
- ▶ Proactive and responsive to the place-based and contextual needs of Hurstville.
- ▶ The ongoing delivery and tracking of the Hurstville Place Strategy.
- ▶ Sharing of resources and knowledge within, and outside, Council.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

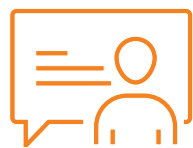
- ▶ Establish the Hurstville Place Governance Group including terms of reference and executive sponsor
- ▶ Establish the Place Lead role

Medium Term Actions

- ▶ Place Governance Group to develop business cases for new projects to advance Hurstville.

Long Term Actions

- ▶ Oversee the successful delivery of all priority projects from the Hurstville Place Strategy.



Hurstville Place Lead

Bold, innovative and committed leadership is critical to the success of a place. A true place champion guides the ship towards an even brighter future for Hurstville. Acting as a conduit between Place Governance Group, Council, community, business and investors, the Hurstville Place Lead has a critical strategic role in transforming Hurstville into the Cultural Heart. This role is the critical link between the Place Strategy and the reality of providing excellent outcomes for Hurstville. It will be the responsibility of the Place Lead to create and maintain a strong positive reputation for Hurstville.

WHY IS THIS A PRIORITY?

A Place Lead will ensure that the strategic decisions made by the Governance Group are realised in the City Centre. The priority projects of this strategy will be achieved by the leadership of the Place Governance Group and the Place Lead.

While Council staff deliver projects and initiatives for Hurstville with passion, there is an opportunity for more strategic direction and collaboration. The Place Lead role will provide a 'grounding' with the realities of the needs, intricacies and day to day life in the centre.

Further, the liaison function of the role provides the community, businesses, potential investors and key external stakeholder groups a single point of contact.

WHAT ARE THE BENEFITS?

- ▶ Leadership by collaborative, strong relationships between key stakeholders.
- ▶ Attraction of investment and jobs with an innovative mindset.
- ▶ A coordinated approach to the ongoing management, activation and promotion of the city.
- ▶ Central point of contact for Hurstville related projects.
- ▶ A dedicated advocate for Hurstville that leads the promotion of the brand.
- ▶ Connection of the Place Governance Group to the City Centre.
- ▶ Connection to key external stakeholder groups.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

- ▶ Secure funding for and employ a Hurstville Place Lead role for Hurstville, to deliver outstanding outcomes for the City Centre and lead the delivery of the Place Strategy.

Medium Term Actions

- ▶ Work collaboratively with Council's Communications Team to develop resources for attracting business, investors and key development opportunities to further enhance Hurstville.
- ▶ Collaborate with appropriate Council teams to manage parking demand and road congestion, to deliver a high-functioning centre that caters to all users; as consistent with the Car Parking Strategy.

Long Term Actions

- ▶ Expand role of Hurstville Place Lead to lead a team of place leaders for Hurstville, employed by Council.
- ▶ Delivery of the Hurstville Heart of the City Place Strategy with the Place Governance Group.





Engaging with our community and businesses

Hurstville City Centre is the heart of the community. The community know their centre better than anyone else and are the most valued source of wisdom to help the city reach its greatest potential. Community input and participation is crucial for creating a great place and a thriving community that feels a deep sense of ownership of its city. Meaningful engagement further connects communities to the places that are special to them, as well as gifting deeper insight into how we live and connect, our ambitions and how planning outcomes can be aligned with our community.

WHY IS THIS A PRIORITY?

A community-centred approach is part of the innovative culture of Hurstville. Meaningful, innovative, and accessible engagement will assist in the successful delivery of the many strategies, plans and projects planned for Hurstville, including this Place Strategy.

By recognising the wisdom and ambitious views of the community as central to planning for Hurstville, a deep sense of ownership and pride is cultivated.

The community and businesses want to feel more connected and supported by Council. Georges River Council Community Engagement Strategy demonstrates Council's commitment to "maintaining strong and positive relationships with the local community" in order "to better meet community needs and aspirations".

WHAT ARE THE BENEFITS?

- ▶ Celebration of diversity and inclusivity for everyone.
- ▶ Promotion of a high quality of life.
- ▶ Leadership by collaborative, strong relationships between key stakeholders.
- ▶ Attraction of investment and jobs with an innovative mindset.
- ▶ Formal commitment to engagement and standards.
- ▶ Reflection of the needs and aspirations of the community.
- ▶ Trust between Council and businesses.
- ▶ Improvement of business investment confidence.
- ▶ A community that is proud of the place they call home.
- ▶ Commitment to the community's right to democracy.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

- ▶ Place Lead to establish engagement and liaison relationships to build productive, trusting partnerships between Council and local businesses.
- ▶ Establish annual Community and Business City Centre Satisfaction Surveying (monitor indicators such as placemaking and activation, pedestrian connectivity and experience, perceptions, open space, parking and traffic).

Medium Term Actions

- ▶ Develop City Centre Engagement Guidelines to set the standard of who, when, and how to engage the community and businesses when undertaking City Centre projects.
- ▶ Establish an advisory group consisting of community and business representatives to contribute to the ongoing coordinated management of Hurstville.
- ▶ Establish formalised partnerships between different scales of businesses across the private sector, and private-public partnerships, to focus on collaboration and knowledge sharing for the benefit of Hurstville City Centre.





Enabling placemaking and activation

A creative and bold ethos is a powerful tool for enabling a vibrant City Centre. Hurstville offers diverse experiences, with the limitless potential to create even more. One-of-a-kind dining and shopping, unexpected art and performances, and an always changing urban environment create a sense of excitement. Cutting red-tape and welcoming innovative new structures and processes is a proactive way to boost the night-time economy, unleashing cultural and artistic expression, attracting entrepreneurs and inspiring creative new uses of the centre, like outdoor dining or street performance.



WHY IS THIS A PRIORITY?

Placemaking and city activation thrives on a sense of freedom and trust. Creating the conditions that enable and promote artistic and business creativity lead to a vibrant City Centre.

The community are passionate about vibrancy and creativity in their City Centre, both day and night, through things like artworks, street performers and events that celebrate the community. Recent temporary placemaking and activations in the City Centre have demonstrated the value to the centre as a whole and the support from businesses and community.

Enabling placemaking and reviewing barriers that exist has also been identified as a priority throughout various existing plans and strategies for Hurstville. This demonstrates Council's commitment to improving their enabling role.

WHAT ARE THE BENEFITS?

- ▶ Safe and easy to get around.
- ▶ Celebration of diversity and inclusivity for everyone.
- ▶ Promotion of a high quality of life.
- ▶ Reputation for exciting events and activations and has a thriving night-time economy.
- ▶ Creation of destination for locals and visitors with a positive reputation.
- ▶ Leadership by collaborative, strong relationships between key stakeholders.
- ▶ Attraction of investment and jobs with an innovative mindset.
- ▶ Attraction of creatives who feel welcomed and empowered.
- ▶ Stimulation of the creative economy.
- ▶ Placemaking and activation installation occurs faster and more frequently.
- ▶ Less operational time lost to administering controls and processes.
- ▶ Encouraging a diversification of the local economy.
- ▶ Enabling new businesses and entrepreneurialism.
- ▶ Opportunity to connect the library with the City Centre.

HOW CAN WE MAKE IT HAPPEN?

Short Term Actions

- ▶ Develop ways to draw awareness to local creatives (such as celebration campaigns, competitions and community art projects)
- ▶ In consultation with local creatives, youth and businesses to establish a consolidated approach to develop and implement placemaking and activation in the Hurstville City Centre including the creation of a Placemaking and Activation Plan.

Short and Medium Term Actions

- ▶ Undertake a review of planning controls and internal processes to both reduce regulatory limitations and develop appropriate responses for:
 - ▶ Activations and placemaking in the City Centre
 - ▶ Outdoor dining and night-time economy (including extending trading hour limitations).
 - ▶ Short term and pop up leases of Council owned space
 - ▶ Flexible land use planning to better accommodate different businesses and commercial space providers (i.e. co-working, mixed spaces, creative industries, art spaces, tech and start-ups).
 - ▶ Street performances.
- ▶ Library presence in City Centre.
- ▶ Supporting existing, and identifying new, cultural spaces to better accommodate the needs of local creatives, producers and innovators to develop a creative economy.
- ▶ Protecting and celebrating the unique histories of Hurstville Centre, while also enhancing the contemporary City Centre.
- ▶ Attract other successful placemaking/activations such as VIVID Sydney, Sydney Fringe, and Sydney Festival.

Medium Term Actions

- ▶ Develop Place and Public Domain Management Strategy (including presentation standards and public domain infrastructure and improvements) to ensure the Hurstville City Centre is attractive, clean and leaves lasting positive perceptions.
- ▶ Investigation and review of planning control and processes to sustainably deliver the 2036 job targets in the Hurstville City Centre.
- ▶ Prepare planning controls in accordance with the recommendations of the Urban Design Strategy.

How do we know we're doing well?

Transforming Hurstville into the Heart of the City is a long-term ambition achieved by a range of short, medium and long-term actions.

This Place Strategy will be considered successful when the following have been achieved:



Transformed
Civic Precinct



People feel
welcome and safe
in the City Centre



Council has a
consistent approach
to the future and
management of
Hurstville



A changed
perception of
Hurstville



An increased number
of people attending
cultural events



A thriving
night-time
economy



More high quality
open space

Glossary

PLACEMAKING

Placemaking is the process of improving a neighborhood, city or region to create quality places in partnership with the community. It fundamentally capitalises on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

ACTIVATION

Simple to complex interventions which encourage life and vibrancy to turn dull, unsafe and underutilised spaces into more vibrant and active places.

NIGHT-TIME ECONOMY

night-time economy is what happens after dark - this can be anything from eating out, shopping, cinemas, markets, galleries and live entertainment to pubs and clubs. A vibrant night-time economy makes a place more attractive and helps to diversify the economy of a place.

CONNECTIVITY

Connectivity is how we are connected to places in our city, our neighbours and the world. It can be physical, through better walking connections and improved transport options, or it can be digital through technology that allows us to participate in national and international discussions, events and markets.

VIBRANCY

Vibrancy is the liveliness and general feeling of a place. A vibrant place or space is full of life and energy, diversity of experiences, activity, sights, sounds, economies. Successful places require two elements for them to be vibrant - population, and a reason to visit.

DIVERSITY

Diversity refers to the range of things in our town or city. This can be a diversity of cultures and people, the diversity of things to see and do, and a diversity in the design of the built form. We know successful places have a range of diverse activities both day and night.

PLACE PERCEPTION

Perception is how people see and feel about places or spaces, and the impression this leaves. Perceptions range from positive to negative and ultimately influence the use of, and connections to the place or space.

CHARACTER

Character is the collection of all the qualities that make a place distinct from others. Character tells the story and personality of a place and the people that are part of it.

SENSE OF PLACE

"A sense of place is a unique collection of qualities and characteristics, 'visual, cultural, social, and environmental', that provides meaning to a location". Sense of place provides authenticity, establishes the relationships people have with a place and builds the perceptions people hold.

SUSTAINABLE DESIGN

Sustainable design is ensuring the design of our built form reduces the impact of urban development on the environment, and helps to withstand pressures of climate change and population increases to ensure healthy and happy environments for the people that live in them.

UNIVERSAL DESIGN

"The design of environments to be usable by all people to the greatest extent possible without the need for adaptation or specialised design." - Ron Male, 1997.

