

Summary Engagement Report

Broadmeadow Place Strategy



City of
Newcastle

City of Newcastle has undertaken an initial program of community and stakeholder engagement to support the development of a place strategy for 300ha of land referred to as the *Broadmeadow Regionally Significant Growth Area*.

The Broadmeadow Place Strategy will act as a blueprint for how the area will change over time, looking at the infrastructure, opportunities and constraints – and highlighting the planning controls needed to enhance the precinct for both current and future residents.

In May 2023 we began engaging to capture the needs and views of stakeholders and communities, and to understand the aspirations for the area over the next twenty years.



How did we seek feedback?

We delivered 1,500 information brochures to homes and businesses in the area with information about the Place Strategy, and details of how to give feedback.

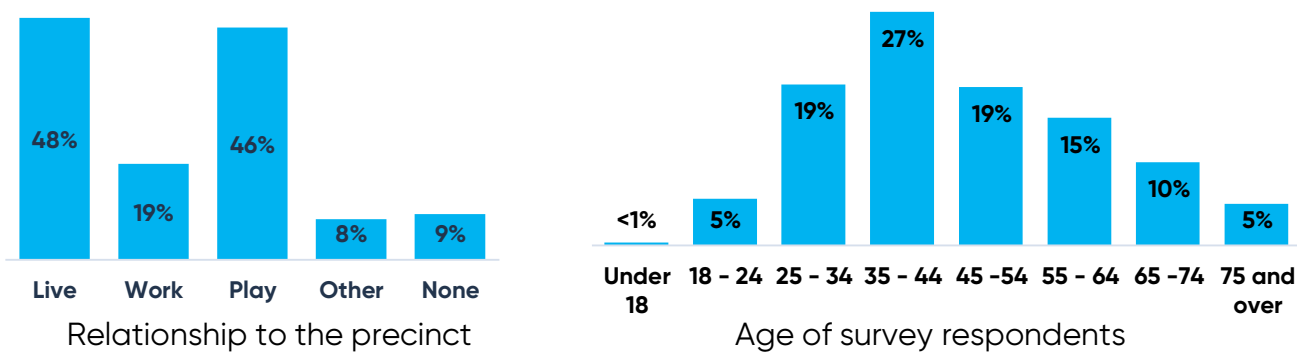
The community were invited to provide feedback between **21 April and 13 June** via an online survey and written submissions. There were over 3,100 visits to the webpage, and 406 people completed the survey.

We also held three community drop-in sessions to encourage open discussions with those who live in or own land in the area, and to inform the broader community about the planning process and the objectives of the Place Strategy.

Who did we hear from?

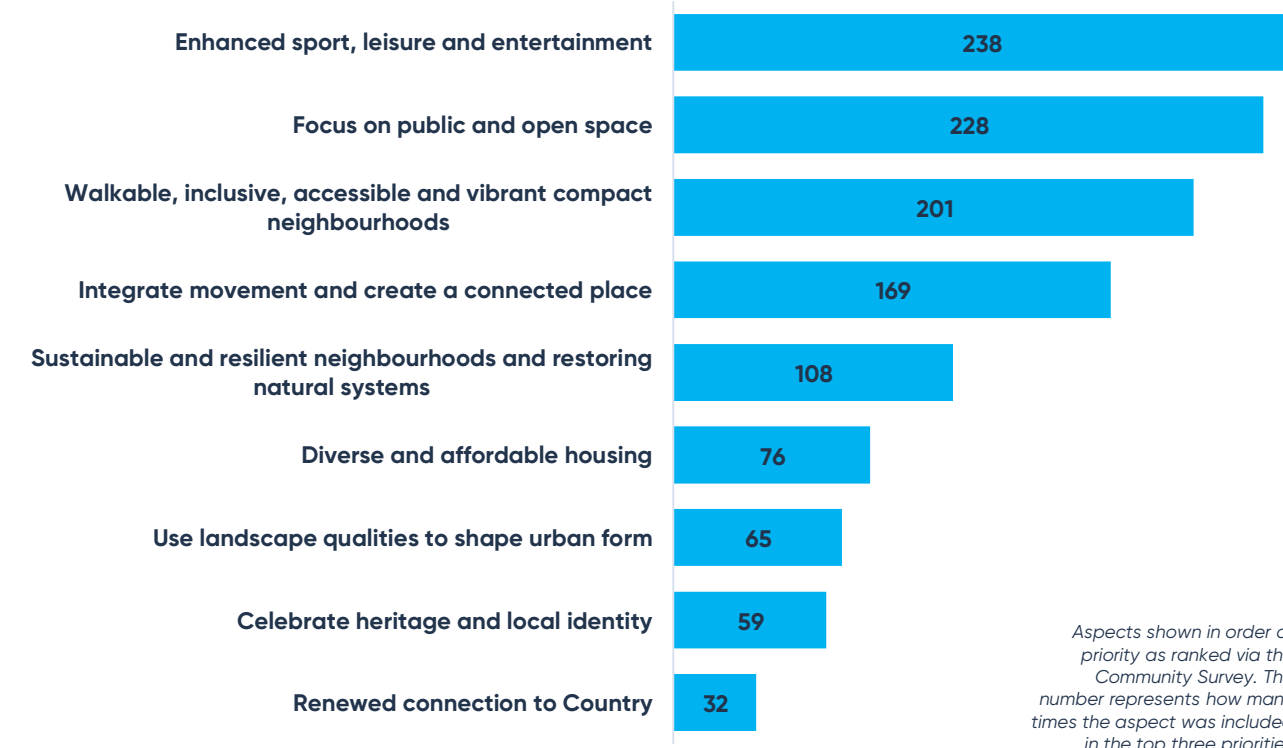


406 surveys completed



What did you tell us?

Survey participants were asked to prioritise nine key aspects by selecting their top three priorities, with the outcomes shown below:



Aspects shown in order of priority as ranked via the Community Survey. The number represents how many times the aspect was included in the top three priorities

The survey also captured open ended comments to understand what people most value, what they want to see improved, and what they want for the future of the Broadmeadow Regionally Significant Growth area.

These comments have been categorised into eight key themes.

- 1 Integrate movement and create a connected place**
 - Desire to see improved access for walking, cycling and connectivity in and around Hunter Park.
 - Support for extension of the light rail, to help provide an integrated transport system and connect the outer suburbs to the CBD.
- 2 Open space and amenity**
 - Comments noting that there is a lot of "unused land" that could be improved and turned into green open space.
 - Desire to increase amenity (the look and feel of the area) with new eateries and entertainment.
- 3 Enhancing sports, leisure & entertainment**
 - Support for more activation in the area with restaurants and shops which would bring people in – not just when events are on, but as a place to go.
 - Suggestions that higher density residential and hotel accommodation around a transport hub and sports facilities would be beneficial.
 - Suggestions that the showground should be used for more regional shows and events, that it is an underutilised asset.
- 4 Traffic congestion & parking**
 - Some participants were supportive of more parking, specifically in response to the proposed new sports and entertainment centre upgrades, and areas with higher density housing.
 - A number of comments were also made about traffic congestion and parking issues in and around Hunter Park. People had a strong view that this may get worse unless addressed as part of the planning process.
- 5 Comprehensive planning**
 - Comments were made that given the close proximity to the CBD, more people should be living and working there.
 - Desire for CN to invest in contemporary placemaking, and that signage was essential to create a destination and identity.
- 6 Renewed connection to Country**
 - Comments on the need for new public spaces and restoration of the natural environment on the land surrounding Styx Creek and the former Gasworks site.
- 7 Flood mitigation and drainage**
 - Comments that flood mitigation should be considered for the area, including reports of localised drainage issues which need to be addressed.
- 8 Housing**
 - Comments relating to housing were mixed. Some noted that high density dwellings were directly causing increased traffic congestion and parking issues.
 - Others commented that high density housing could suit the hubs around public transport and Hunter Park.

Youth engagement

Youth Week coincided with the survey being live, so we took the opportunity to engage with over 70 high school students across years 7 to 12 as part of City of Newcastle's Youth Week Open Day. Students were asked to share their big ideas and priorities for the precinct.

At another student forum the Lord Mayor facilitated a discussion with 180 school leaders about the opportunities and challenges in Broadmeadow in relation to housing.

We also engaged with our Youth Advisory Council who were given the same nine key aspects outlined in our survey and were asked to prioritise these from most important to least important.

Similarly, both the online survey and the youth engagement identified enhancing sport, leisure and entertainment as the top priority.

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- 1 Enhanced sport, leisure and entertainment
 - 2 Diverse and affordable housing
 - 3 Sustainable and resilient neighbourhoods and restoring natural systems
 - 4 Use landscape qualities to shape urban form
 - 5 Focus on public and open space
 - 6 Walkable, inclusive, accessible and vibrant compact neighbourhoods
 - 7 Integrate movement and create a connected place
 - 8 Celebrate heritage and local identity
 - 9 Renewed connection to Country

Aspects shown in order of priority as ranked during Youth Advisory Council workshop.

What happens next?

The project team are reviewing your feedback and using this to help develop the draft Place Strategy. There will be further opportunities to provide input into the process later this year.

