

Frasers Broadway Fact sheet

Introducing our new Community Liaison Officer: Carlene Summers

Carlene Summers is the dedicated point of contact for the local community throughout the remaining demolition and construction period. Carlene is available to provide daily assistance and information on Frasers Broadway site activities for members of the community who live, work or study in the immediate vicinity of the site.

For assistance or information relating to the site at any time of day or night, please contact Carlene by phone on 1800 282 909 or email community@frasersgreencliff.com.

Project Snapshot

- 5.8 hectare site comprising 11 building clusters
- Approximately 50 percent of the site will be residential and 50 percent commercial buildings
- Main Park (6382m²) and four pocket parks throughout the site
- Exemplary social and environmental sustainability initiatives throughout to create a people-centred destination for Sydney.

Project Status

- The Minister for Planning, The Hon Kristina Keneally, is currently assessing the modified Concept Plan for Frasers Broadway as a major project under Part 3A of the Environmental Planning and Assessment Act
- The plan addresses a range of issues raised by the community and other stakeholders through consultation
- Frasers Property aims to create a high density, sustainable precinct.

Design Excellence

- Major buildings at Frasers Broadway are being designed by world renowned architectural firms (Foster + Partners, Ateliers Jean Nouvel and Johnson Pilton Walker)
- 33 heritage items retained and restored, including the Australian and County Clare Hotels, the Brewery Complex and the main gate
- There will be a design competition (as required under the previous conditions of approval) for key buildings on site.

Leading Sustainability

- Sustainability commitments to achieve a minimum 5 star (Australian best practice) Green Star rating for all buildings and target 6 star (world's best standard) for the precinct
- Generating energy on site using green transformers and non-potable water by on-site rainwater capture and waste water recycling
- Recycling 90 percent of all demolition materials.

Responsive to the Community

Frasers Property has listened to the community and responded by producing a modified concept plan that seeks to:

- Reduce on-street traffic through the centre of the site and encouraging walking and cycling
- Increase the amount of direct sunlight on the Main Park
- Conserve heritage by decreasing density and height adjacent to major heritage elements in Kensington Street and the Brewery Yard
- Increase open space by substantially increasing the public domain and the size of the Main Park
- Utilise highly acclaimed international architects to design major buildings
- Relocate existing and additional floor space and building bulk to the Broadway and Abercrombie boundaries, away from the Chippendale edge.

A safe, diverse and creative community

- Entertainment, retail and commercial ventures catering for a diversity of lifestyles and ages, including inner-urban laneways with hole-in-the wall bars, boutique shops and creative spaces
- Kensington Street to be transformed into a vibrant people-centred laneway
- Housing diversity to meet various needs from students to senior residents to families
- Commitment to creating a safe and healthy environment through the implementation of Healthy by Design and Crime Prevention Through Environmental Design (CPTED) principles
- Integration with existing neighbourhoods, communities and organisations through active partnerships, public events and the provision of essential facilities and services
- Partnering with organisations such as the University of Technology, Sydney in a joint proposal to develop a Creative Innovation Centre in the Broadway precinct.

Past, Present, Future of Frasers Broadway

- The site operated as a brewery between 1835 and 2005
- Frasers Property bought the site in June 2007
- Site clearing occurred between November 2007 and November 2008
- Site remediation began mid-2008
- Temporary artist studios in the historic Kensington Street warehouses were opened in September 2008 as a part of Frasers' commitment to creating a cultural precinct
- Demolition works are scheduled to be completed soon, with remediation likely to be finalised by mid 2009
- Frasers Property have prioritised the delivery of the Main Park as part of the first phase of development, by December 2010.

