



# Woden Village

BLOCK 1 SECTION 7 PHILLIP

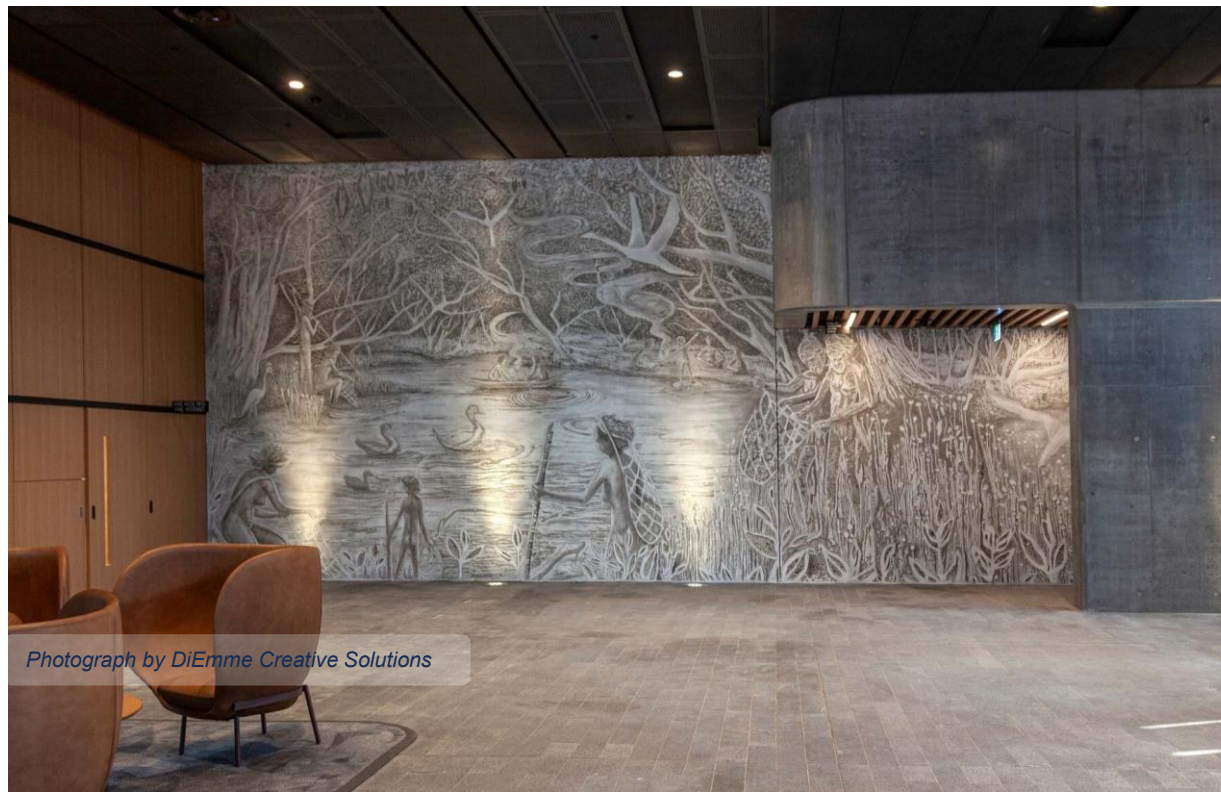
Engagement & Placemaking Evidence Report

NOVEMBER 2024



*Purdon acknowledges Traditional Custodians of Country throughout Australia and their connection to lands, sea, and community.*

*We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.*



*Photograph by DiEmme Creative Solutions*



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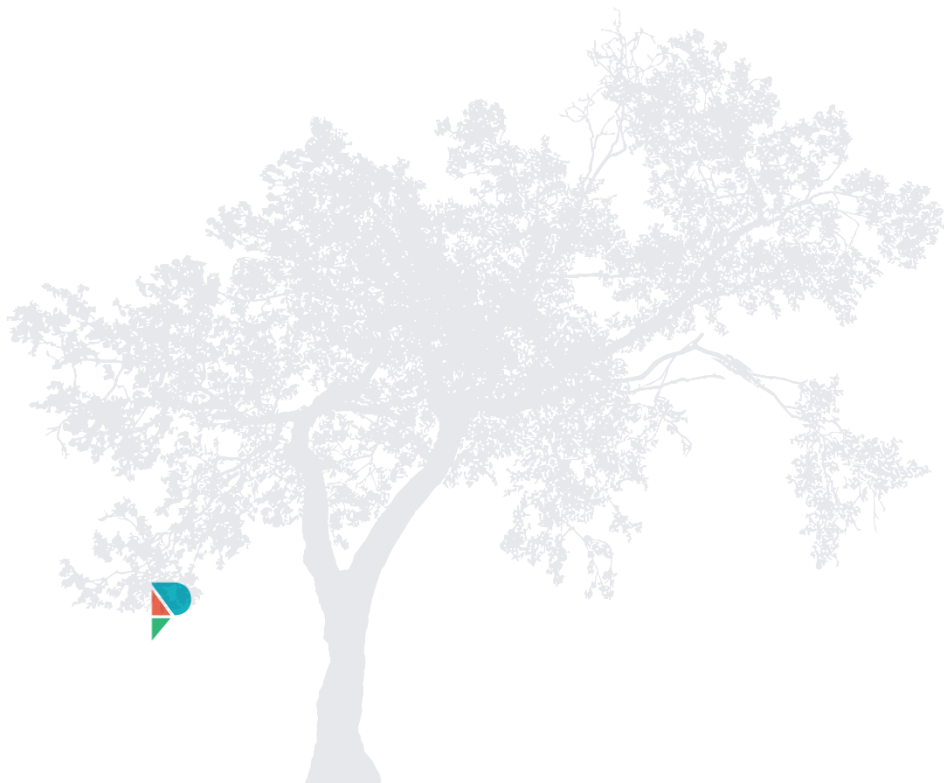


# Abbreviations

<b>ACT</b>	Australian Capital Territory
<b>DA</b>	Development Application
<b>SLA</b>	Suburban Land Agency
<b>Plan</b>	Engagement and Placemaking Plan
<b>PDB</b>	Phillip Block 1, Section 7 Place Design Brief, March 2023
<b>NCDRP</b>	National Capital Design Review Panel
<b>WVCC</b>	Woden Valley Community Council

# Glossary

<b>Community</b>	For this plan, community refers to the broader public; anyone within the Woden Valley or the broader Canberra region with an interest in development of Block 1 Section 7 Phillip
<b>Key stakeholders</b>	Those who have influence on or are significantly impacted by the outcome of the project
<b>Targeted stakeholders</b>	Specific groups or individuals that have been identified for their potential to provide valuable input, support, or influence during the development
<b>IAP2</b>	The international Association for Public Participation (IAP2) is an internationally recognised organisation that supports organisations who implement public participation in decision-making processes
<b>Suburb and block structure</b>	The framework for a place, made up of relationships between zones of built form, landforms, uses and open space. Encompasses urban systems such as transport and infrastructure networks.
<b>Engagement collateral</b>	Visuals, documentation and other media designed to inform the community ahead of and during engagement activities.
<b>Channel</b>	The medium or method used to communicate and interact with the community
<b>Tool</b>	The resource, method or instrument used to facilitate the engagement process.



# 1. Executive Summary

This Engagement and Placemaking Evidence Report (the Report) provides an analysis of the qualitative and quantitative data received across the engagement channels during the four-week engagement period. Overall, 19,849 people were reached and 1,987 people were engaged with 407 inputs of qualitative data captured through the first community panel workshop, pop-ups, drop-in information session and open survey comments and 61 surveys completed. Approximately 65% of respondents who engaged were positive or optimistic about development of a local identity for Woden Village.

## **The emerging themes across all channels were:**

1. Community reactions to Woden Village tended to be positive and constructive.
2. Participants were generally positive and willing to contribute.
3. Objective 2 – Green and sustainable – is the most important priority for the community.
4. Objective 4 – Showcasing the best of urban life - is important to the community.
5. While negative commentary was limited, a lack of local character and amenity emerged as recurring themes.





## 2 Introduction

### 1.1 Background

Woden Village Precinct is a key strategic site in one of Canberra's most vibrant town centres. This development is a tremendous opportunity to connect the surrounding uses and activities, creating a renewed identity, spirit and vitality for the local community.

Purdon has been engaged by the Hellenic Club (the Proponent) to design and deliver engagement activities for the Woden Village Precinct. The engagement process is aligned with key project milestones from concept design development, design and siting to Development Application (DA) and builds upon the foundations of the original place-led community engagement conducted by the ACT Government. The Place Design Brief (released by Suburban Land Agency (SLA) in March 2023) summarises the functions, attributes, and development characteristics the community identify as desirable and wish to see implemented within the new development.

This phase of community and stakeholder engagement sought stakeholder and community feedback on the tender concept design for the precinct. The valuable feedback received will be used to inform the Development Application with the aim of achieving the best design outcome and ensuring the development of Woden Village is in alignment with the expectation of the Woden community.

This Report presents an overview of the engagement undertaken for the tender concepts release project phase. It presents the key qualitative and quantitative results and discusses the key findings.



Image by Fender Katsalidis

## 1.2 Purpose

The overarching purpose of this engagement phase was to test community and stakeholder perception of alignment between the Place Design Brief and the tender concept plans. The Place Design Brief sets out community aspirations for the site to ensure the site is developed as a liveable, green and vibrant neighbourhood. Informed by the Place Design Brief, the tender concept plans were developed.

## 1.3 Scope

The five objectives outlined in the Place Design Brief were used to frame the consultation and inform the selection of engagement tools to test whether the tender concept plans were aligned with expressed community aspirations.

The elements available for community engagement were those pertaining to place-making, primarily on the public realm. Engagement targeted feedback on outcomes relating to streetscape, landscape, façade, interfaces, details, materials and character. These are the core matters which give rise to a 'sense of place'; the look, feel and experience of a place and buildings.

Noting decisions have already been made based on previous community engagement, technical expertise and detailed site analysis, the scope of this conversation was to test the tender concept plans alignment with the Place Design Brief.



### 3. Results

#### 1.4 Participation & Reach

As illustrated in Figure 1, a total of 19,849 people were reached throughout the engagement period, with this number being representative of people who were ‘exposed’ to engagement materials, media, and collateral across all engagement channels.



Figure 1: Total reach and engagement

A total of 1,987 people were engaged throughout the engagement period, with this number being representative of those who interacted with the engagement materials, media, and collateral in some way, such as through completion of a survey, clicking on a link or communicating with us directly via email or during a panel or drop-in session.

Figure 2 illustrates the various channels used and their respective degree of reach, with social media giving rise to the greatest reach.

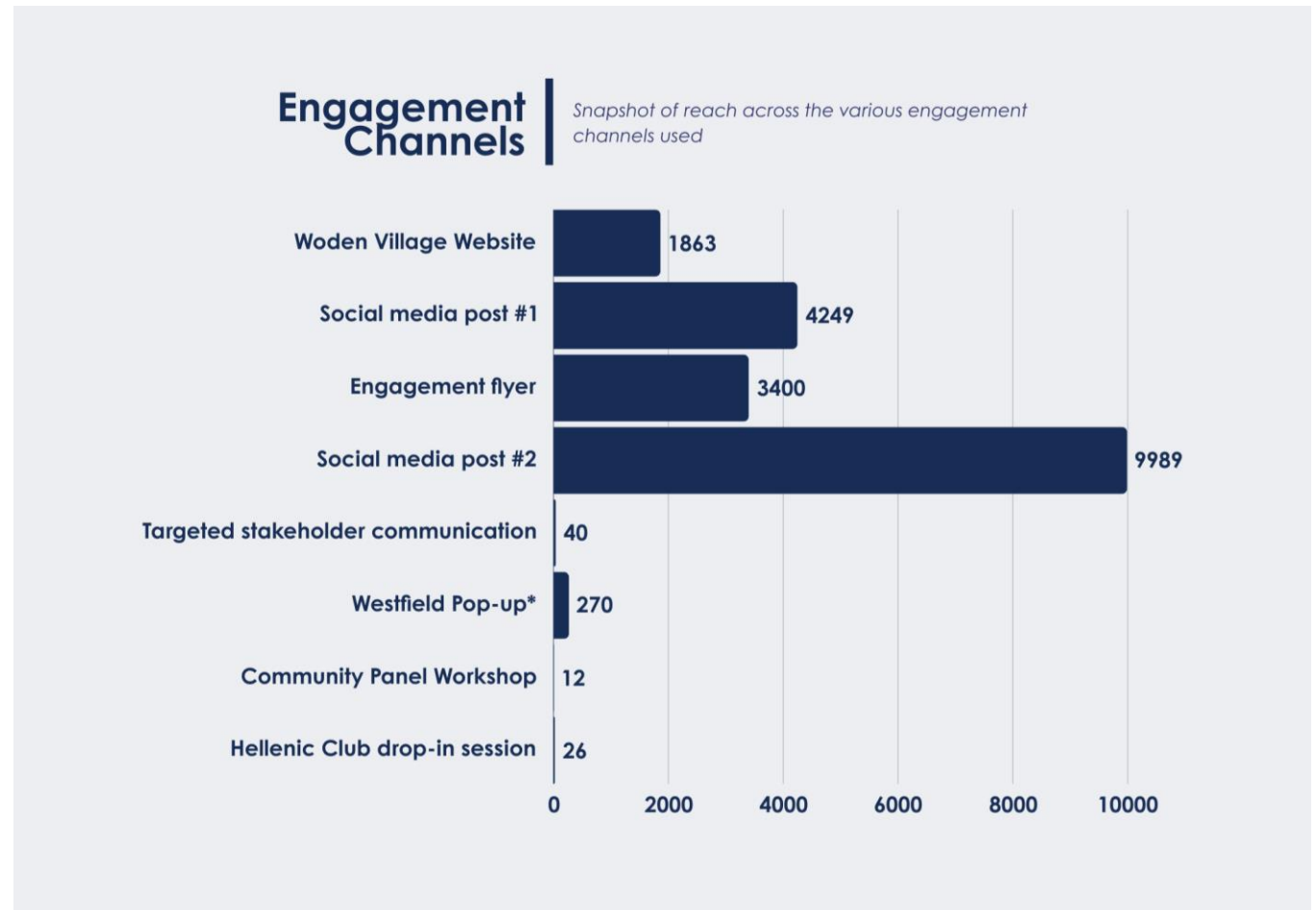


Figure 2: Engagement reach by channel

*\*The number of people we actively engaged with during two, two-hour staffed pop-up events at Westfield Woden. While the exact number of interactions with the display during the unstaffed periods throughout the week is uncertain, its prominent placement likely captured additional community interest and raised awareness. This additional awareness, though valuable, has not been factored into the engagement metrics.*



# 1.5 Survey Results

## Question 1 – Valuing and connecting to the spirit of place

Question 1 of the survey targeted deeper insights into Objective 1 of the PDB. As depicted in Figure 3, options C (use of natural materials) and A (creative expression of dreaming and storytelling) emerged as the preferred mechanisms for fostering a connection to Country in the built environment.

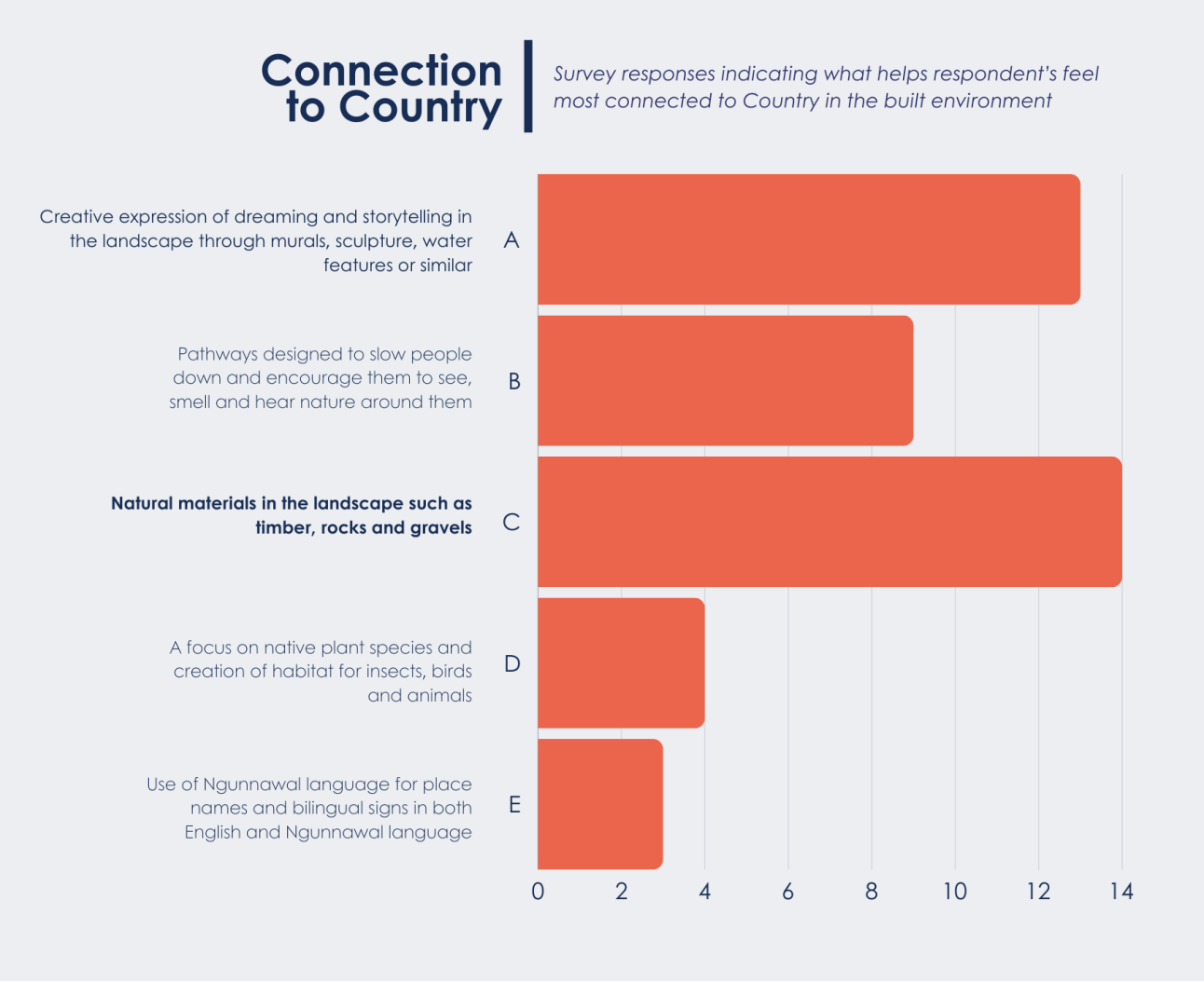


Figure 3: Chart summarising survey responses to survey question 1.



## Question 2 – Green and sustainable

Question 2 of the survey targeted feedback on *how* the community would prefer to see greenery incorporated into Woden Village. The majority of comments (38) were attributed tags associated with Objective 2 of the PDB, however, Objective 4 of the PDB (showcasing the best of urban life) was the next most commonly tagged, with these comments being associated with the ‘design’ sub-theme of the lifestyle objective (PDB objective 4).

Question 2 also prompted respondents to identify an example or place where they have observed effective incorporation of greenery into the built environment. Nine (9) respondents provided a response targeting this aspect of the question, all of which are represented in the inspirational place cloud at Figure 5.

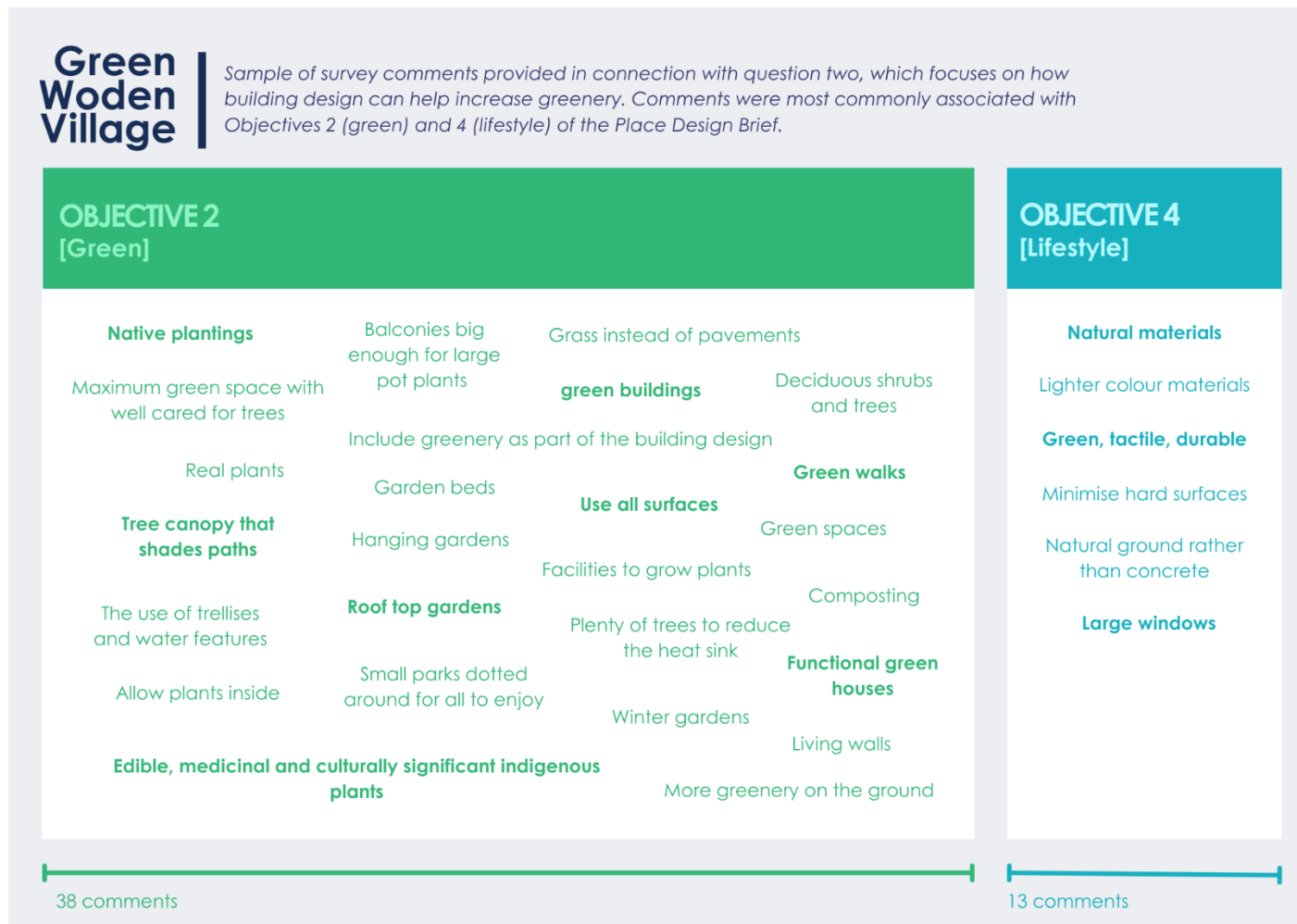


Figure 4: Sample of survey comments provided in response to survey question 2.

University of Queensland have done excellent work in this space

“Venezuelan sky rises have vines growing down from rooves”



Photograph by  
PLP Architecture

“More greenery on the ground, on courtyards, and on the surfaces of towers, eg Singapore.”

The Arboretum grounds

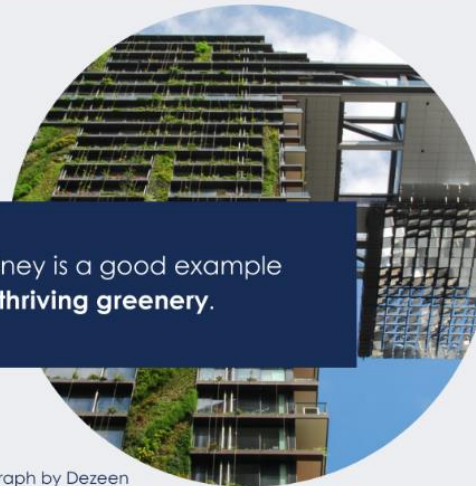
South Eveleigh Native Rooftop Farm in Sydney has done this extremely well, having grown over 2,000 edible, medicinal and culturally significant indigenous plants

“I like the way green spaces have been used at Goodwin Village, Ainslie”

Vancouver convention centre

Trees that actually provide shade and cover from the sun. They have done a bit of that in the A&A development between the two buildings and its great. Would be even better without all the concrete pathways... maybe something more natural

One Central Park in Sydney is a good example of a building with thriving greenery.



Photograph by Dezeen

Figure 5: Collation of respondent comments as an inspirational place cloud.



### Question 3 – Bringing people together across different generations

Question 3 of the survey was constructed to investigate respondent's attitudes towards varying approaches to providing intergenerational housing. Option B, which focuses on co-location of accommodation suited to *all generations*, emerged as the most selected option (Figure 6).

Options A and C, which both focus on accommodating *elderly residents* but via different means (A- flexible/adaptable housing, C- purpose built housing for seniors) were less selected but still comparable to B when considered in conjunction, suggesting a perceived need for housing to suit older generations at Woden Village.

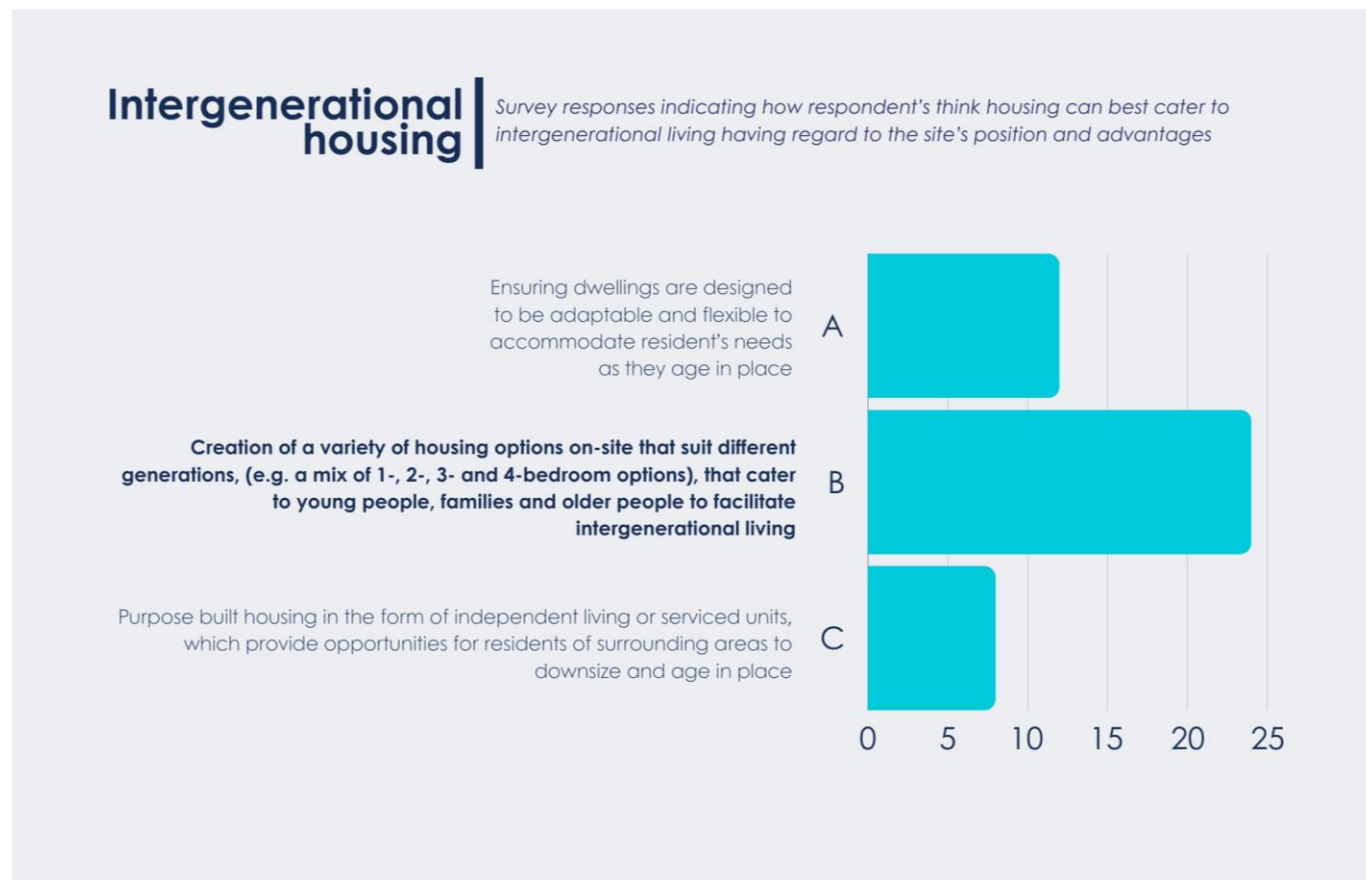


Figure 6: Chart summarising responses to survey question 3.

## Questions 4 & 5 – Showcasing the best of urban life

Questions 4 and 5 of the survey sought to better understand respondent's aspirations relating to development of a uniquely Woden local identity. Survey responses were analysed to identify sentiment towards local identity in the area and gather suggestions relating to:

- existing perceived values in Woden which could be incorporated to build a local identity for Woden Village, and
- new themes which could inspire an identity for Woden Village, based on examples from afar or aspirational elements.

Analysis of sentiment (positive, neutral, negative) identified that approximately 65% of respondents were positive or optimistic about development of a local identity for Woden Village, around 22% expressed negativity and 13.5% provided neutral comments (Figure 7).

Those providing negative comments tended to be focused on a current perceived lack of character or local identity in the Woden Town Centre. Use of emotive language and expressive punctuation (e.g. !!) throughout commentary suggested that this aspect of designing for Woden Village is something people are passionate about.

Figure 9 and Figure 10 provide a visual depiction of suggestions concerning themes, icons or motifs which could give rise to a local identity for Woden Village. Water (including water features generally and the old Woden Square water fountain) and existing surrounding architecture (particularly the Callum Offices) were recurring ideas throughout the responses.

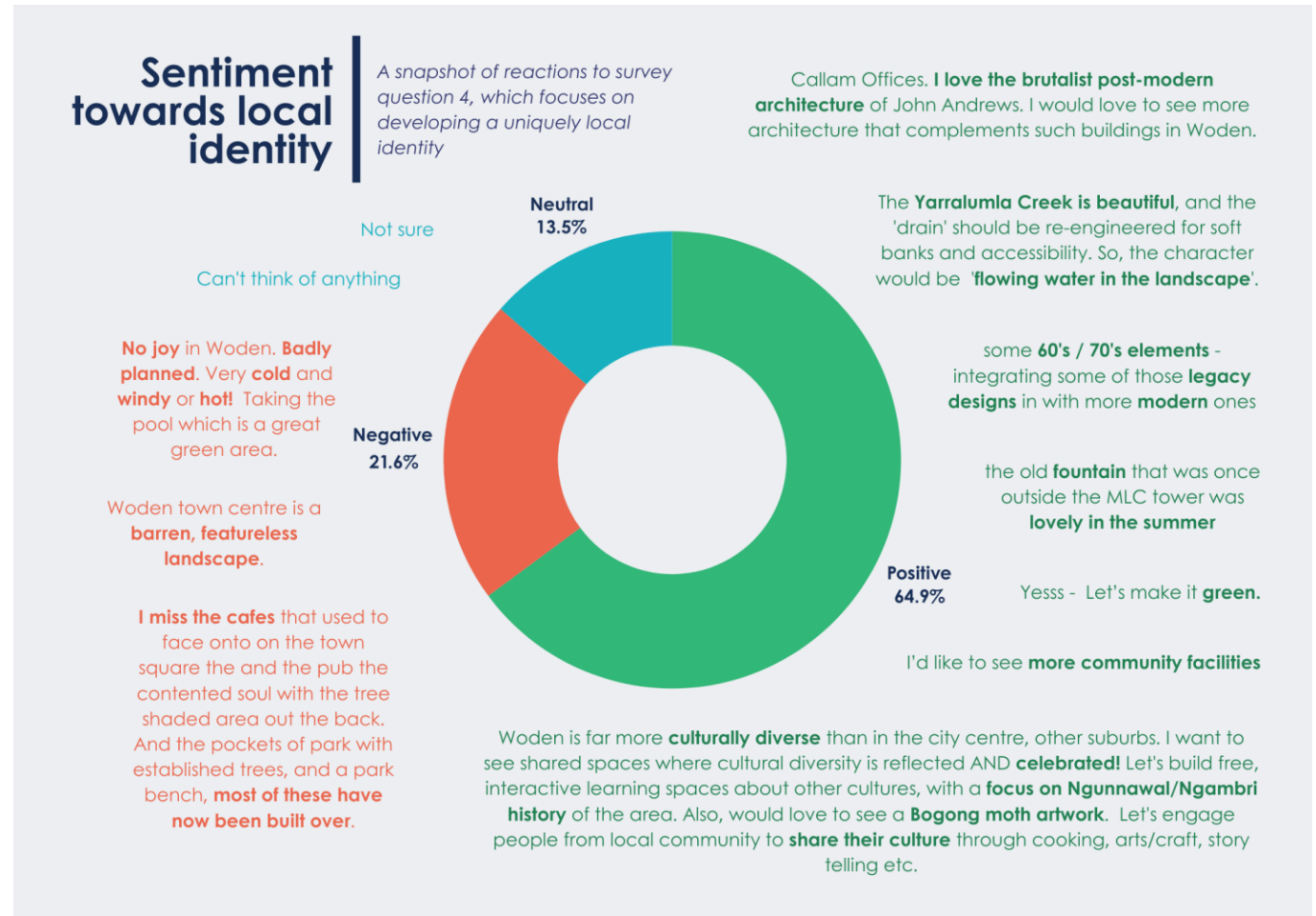


Figure 7: Summary of sentiment and sample of supporting commentary provided in connection with survey question 4.

Three respondents provided images to support their comments, all of which have been reproduced at Figure 8.

## Shared images collage

*Respondent's provided the following images in connection with their responses to survey question 4, which focuses on development of a uniquely local identity for Woden Village.*



“ Callam Offices. I love the brutalist post-modern architecture of John Andrews. I would love to see more architecture that complements such buildings in Woden. ”



“ Public exercise equipment similar to Henry Rolland park on the Acton waterfront to encourage healthy living and social connections amongst diverse demographics. ”



“ Active travel route between/under Callam Offices and Yarralumla Creek (drain). Although it is "ugly" and old, the incorporation of "hovering" buildings over the natural landscape and pedestrian area feels very "Woden" and something that the project could use as inspiration for its nature-focused design. ”

Figure 8: Images and supporting commentary provided by respondents in connection with survey question 4.



# Existing values identified in Woden

Respondent's identified the following values as having the potential to build on the development of a uniquely local identity in Woden

## Sculptures

Margo Hinder's sculpture in the Town Square, and David Jensch's on North Walk



Photograph by Archives ACT

## Woden's history

60's, 70's elements, blending legacy elements with modern



Woden's cultural diversity

## Architecture

Celebrate brutalist architecture e.g. Callum Offices, John Andrews  
Build on the natural/timber aesthetic of CIT Woden

## Views

Brindabellas, Red Hill

## Natural features

Homage to Mount Taylor



Photograph by Fiona B

## Wheelchair friendly & accessible

## Water

Naturalisation of Yarralumla Creek, old water fountain woden town square  
"flowing water in the landscape"



Photograph by The Canberra Times

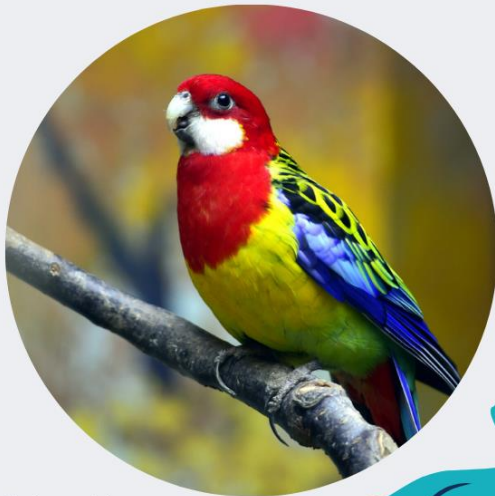
Figure 9: Visual depiction of respondent suggestions concerning existing local features or attributes which could inspire development of a local identity for Woden Village.

# A new theme for Woden Village?

Respondents identified the following values as having the potential to contribute to the creation of a uniquely local identity in Woden

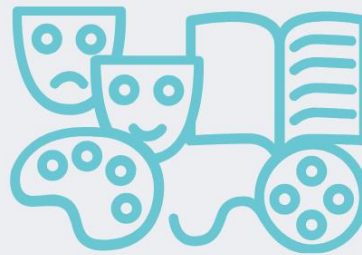
## Ideas for motifs/sculptures/icons

Bogong moth, Rosella, Bower Bird

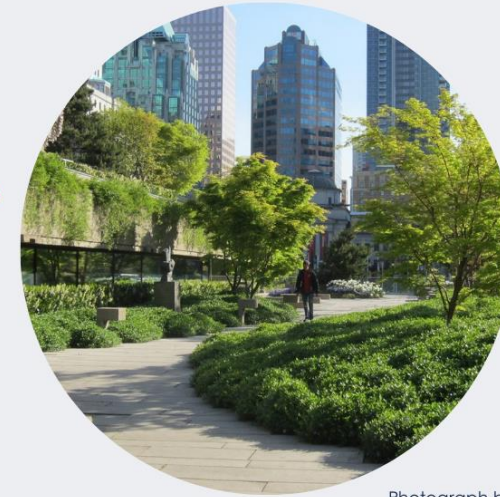


Photograph by  
Visit Cootamundra

## Natural Woden



## Woden Village as a destination cultural space



Photograph by  
Youth Time Mag

## Water

Focus on water, incorporation of water features



Photograph by  
KOMPAN

## Healthy living

Public exercise equipment similar to Henry Rolland park on the Acton waterfront to encourage healthy living and social connections amongst diverse demographics

Figure 10: Visual depiction of respondent suggestions for ideas or attributes not currently observed in Woden which could be used to foster a uniquely Woden identity in Woden Village.

## Question 6 – Getting around

Question 6 of the survey was structured to test respondent's reactions to the early conceptual movement plan developed for the site.

Cross-analysis of sentiment (positive, neutral, negative) with contribution (whether respondent provided a comment only or constructive feedback) was used to provide insight into respondent satisfaction with the early movement concept.

Results indicated that a small number of respondents were completely satisfied (2), the vast majority were satisfied with the early concept but wished to provide constructive suggestions for its development (49), 5 respondents were identified as having a neutral response to the stimuli, 5 were dissatisfied but made constructive suggestions and zero respondents were identified as being simply dissatisfied.

Responses were also analysed to determine the relative frequency of sub-themes throughout, with pedestrian, connectivity and cycling being the most prevalent. A summary of all commentary received is provided by sub-theme at Figure 12.

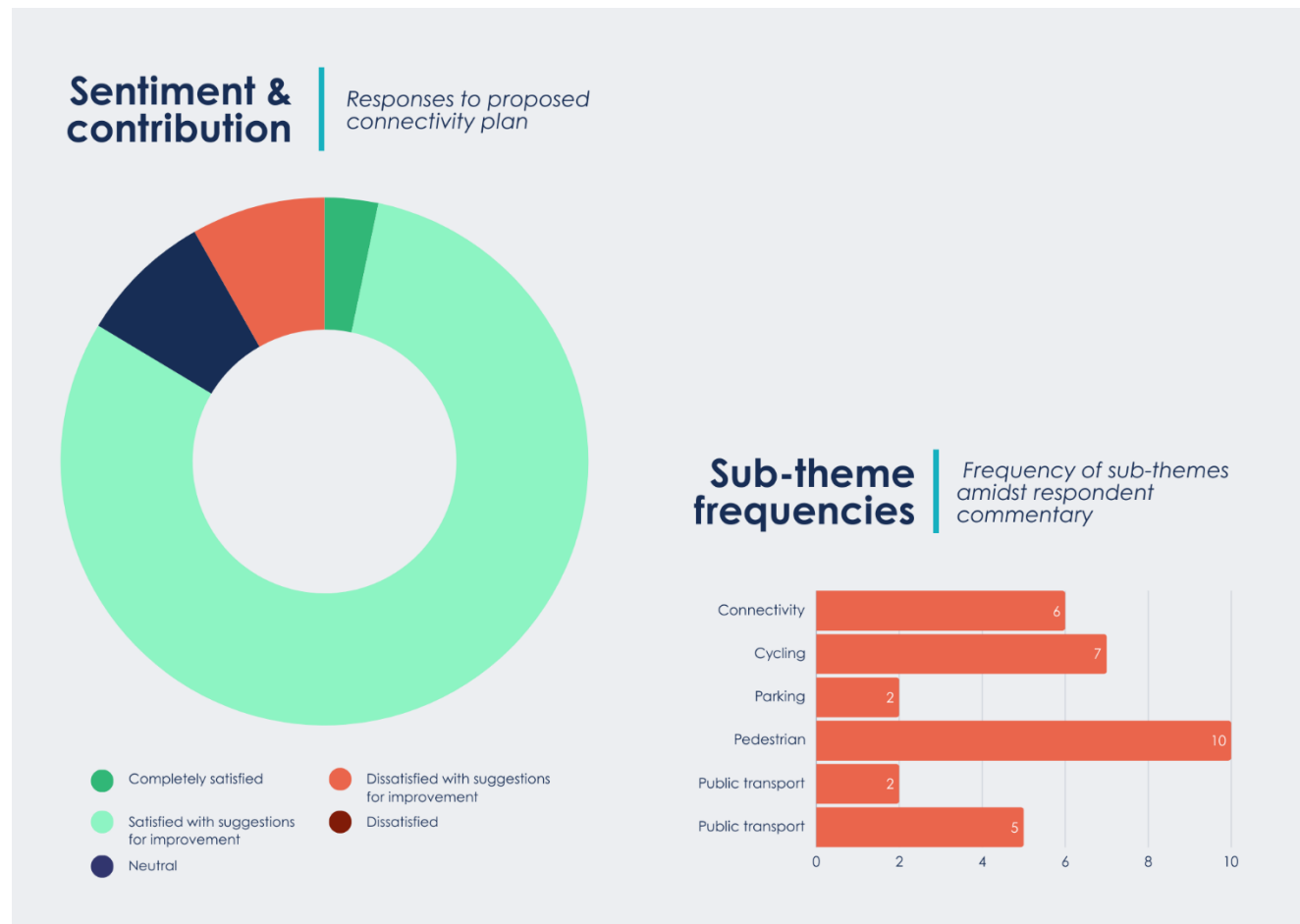


Figure 11: Charts summarising responses to survey question 6.





Figure 12: Summary of commentary provided in response to survey question 6 across the five movement sub-themes.

# 1.6 Community Panel Results

## Activity 1 – Commercial uses (Buildings B & C)

Activity 1 involved separation of participants into two groups to respond to questions as follows:

- Group 1:
  - Who should the commercial spaces cater to?
  - How can we ensure the commercial viability of these uses?
- Group 2:
  - What if? (*required participants to disregard the tender concept, urban planning requirements and other constraints to consider additional potential uses which would add value to Woden Village*).

Results collated from Group 1 are presented at Figure 13 and Figure 14, with emerging themes suggesting a desire for a range of hospitality options, facilities supporting creative arts, the importance of activation – particularly along the site's edges, adequate servicing to support the development and inclusiveness.

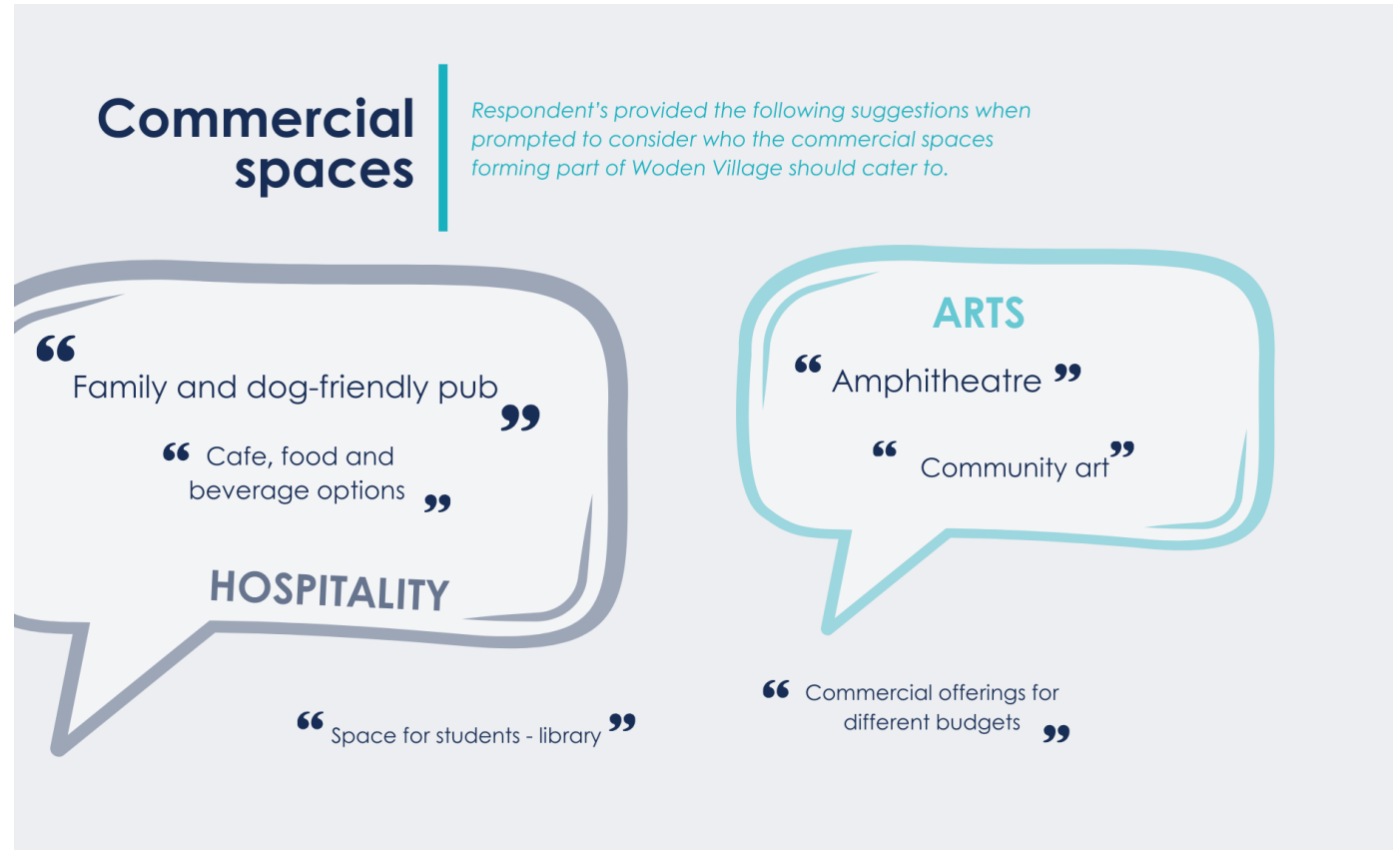


Figure 13: Group 1 results collected in response to question 1 during activity 1 of the community panel workshop.

# Commercial spaces

Respondents provided the following suggestions when prompted to consider how to ensure the viability of commercial spaces within Woden Village

**Marker space**- places to meet up with people

Climate-responsive outdoor areas

Activation - how to get people to get to the site and move through and to make it more **inviting**

**Activation** on southern side and Bowes Street

Meeting spaces

Health facilities to support the development



Draw people into the development by **activating the outer building edges**

Commercial offering has to talk to the **whole spectrum of users** - such as school students, rich people in apartments; **a commercial continuum that welcomes everyone**

Not turning our back on place and the **existing uses**

Good public **maintenance**

Public toilets and **parents room**

**Parking**



Figure 14: Group 1 results collected in response to question 2 of activity 1 during the community panel workshop.



Results collated from Group 2 during activity 1 are presented in Figures 15 and 16, which provide a record of all commentary documented and attribute the themes throughout the commentary to the respective objectives of the PDB.

As shown, the majority of comments were attributed to Objective 4.

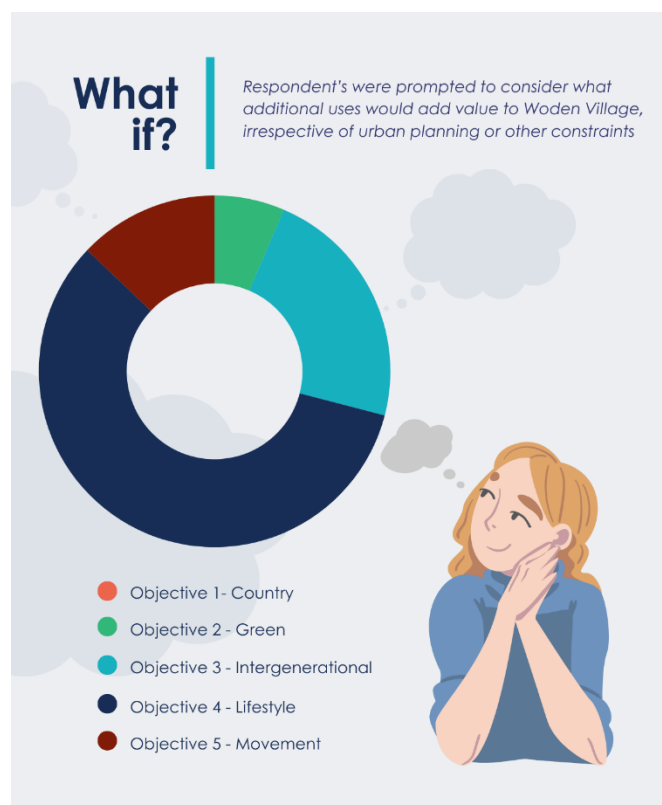


Figure 15: Frequency of PDB objective themes amidst commentary provided by participants forming part of Group 2 during activity 1 of the community panel workshop.



Figure 16: Record of all commentary provided by Group 2 during activity 1 of the community panel workshop.

## Activity 2 – How can we set Woden apart?

Activity 2 involved separation of participants into four groups. Participants were asked to select a persona and consider how they might use and navigate the proposed public realm. Participants were provided with a worksheet (Appendix 3) and required to respond to the following prompts:

- What does the public realm need to provide to entice you to visit/use/stay?
- Focusing on the most important inclusion identified, how could it be delivered to contribute to a unique and distinct identity for Woden?

Worksheet results are provided from Figure 1818 - Figure 212121 and include a range of novel ideas for developing a local identity in ways which would colour the experience of the users represented by the chosen personas.



Figure 17: Photograph taken during the community panel workshop

## Group one

Participants were asked to consider what the public realm needs to entice their chosen persona to visit/use/stay. Responses were then ranked to produce a top 3 and respondents collated ideas for achieving their top selection in Woden Village.

Under 30 Woden CBD professional/resident



1

Passive recreation  
uses (flexible/  
adaptable/events)

2

Well lit green  
thoroughfares -  
SAFETY

Space outside for  
lunch

3

### Connectivity

- Tech
- IT

### Live entertainment options

- Musicians
- Projector screen

Outdoor collaboration  
(tucked away MTC  
areas)

## How?

- Curves, archways, circular tables/spaces - round-a-bout
- The "blueprint" or shape of Woden CBD and surrounding roads etched in concrete or inlaid into tiling
- Meet you at the "Gang Gang" (cricket and bird ref.)
- Colouring - royal blue and gold
- Sport - cricket (humps as bollards), AFL, pool, ice skating, e.g. cricket playground in UK

Figure 1818: Group 1 responses recorded in response to activity 2 during the community panel workshop.





## Group two

Participants were asked to consider what the public realm needs to entice their chosen persona to visit/use/stay. Responses were then ranked to produce a top 3 and respondents collated ideas for achieving their top selection in Woden Village.

Young family - single mum  
& 3yr old & 10yr old



1

Safe place for kids to play while mum has a coffee

2

Family friendly pub, accessible toilets, amenities (small grocer), boutique stores

Parking & public transport

3

Wider footpaths and no steps

Dog toileting space

Tactile fun space - water play & fountains, puzzles, useable in summer and winter

### How?

- Smaller “meeting” spaces (outdoor)
- With seating
- Identifiable by landmark/tree/fountain
- Enclosed & cosy
- With activity?
- Good takeaway coffee!

Figure 1919: Group 2 responses recorded in response to activity 2 during the community panel workshop.

## Group three

Participants were asked to consider what the public realm needs to entice their chosen persona to visit/use/stay. Responses were then ranked to produce a top 3 and respondents collated ideas for achieving their top selection in Woden Village.

Local resident



1

Easy, convenient and comfortable for people of all ages

2

Easy and safe access from C4 bike route (on Yarra Creek) and from west and to interchange

Easy for kids using skate park to ride over for ice cream

3

Somewhere secure/safe to park for longer visit to community centre

Easy for older riders to rest in the shade

How?

- Family friendly/safe zone
- Indigenous flora/signage along the way
- Raised garden beds
- Sensory plants (touch, smell, eat)
- Walking paths through greenery
- Est. trees on perimeter of WV
- Sustainable/natural environment
- Seating & tables for comm. connection

Figure 2020: Group 3 responses recorded in response to activity 2 during the community panel workshop.



## Group four

Participants were asked to consider what the public realm needs to entice their chosen persona to visit/use/stay. Responses were then ranked to produce a top 3 and respondents collated ideas for achieving their top selection in Woden Village.

Bike rider



1



Natural green space,  
established trees,  
playground & seating

2

Local cafes, bars,  
restaurants.  
Entertainment

Outdoor exercise  
stations

3

Lighting on paths

Walk to bus, on main  
bus route, access to  
tram

## How?

- Unique Woden - Yarra Creek (no other town centre has a creek - direct connection from creek to public park).
- Enough room for all people, parents
- Way finder - follow 'bilby' on path to lead into public path (Euro cities have e.g. follow mouse)
- To divert into park for coffee, build into larger riding event.

Figure 2121: Group 4 responses recorded in response to activity 2 during the community panel workshop.



## 1.7 Collective Results

The following sections outline findings deriving from analysis of qualitative data inputs across all channels of engagement during the engagement period.

### Theme and sub-theme frequency

As illustrated at Figure 22, 'Green' was the most popular theme throughout all commentary, followed by 'lifestyle', corresponding to objectives 2 and 4 of the PDB.

Figure 23 elaborates on these findings, showing the frequency of sub-themes across the five themes, with landscaping and public green space accounting for 67.5% of all 'green' commentary and design being the most frequently tagged (35.3%) sub-theme within commentary attributed to the lifestyle theme.

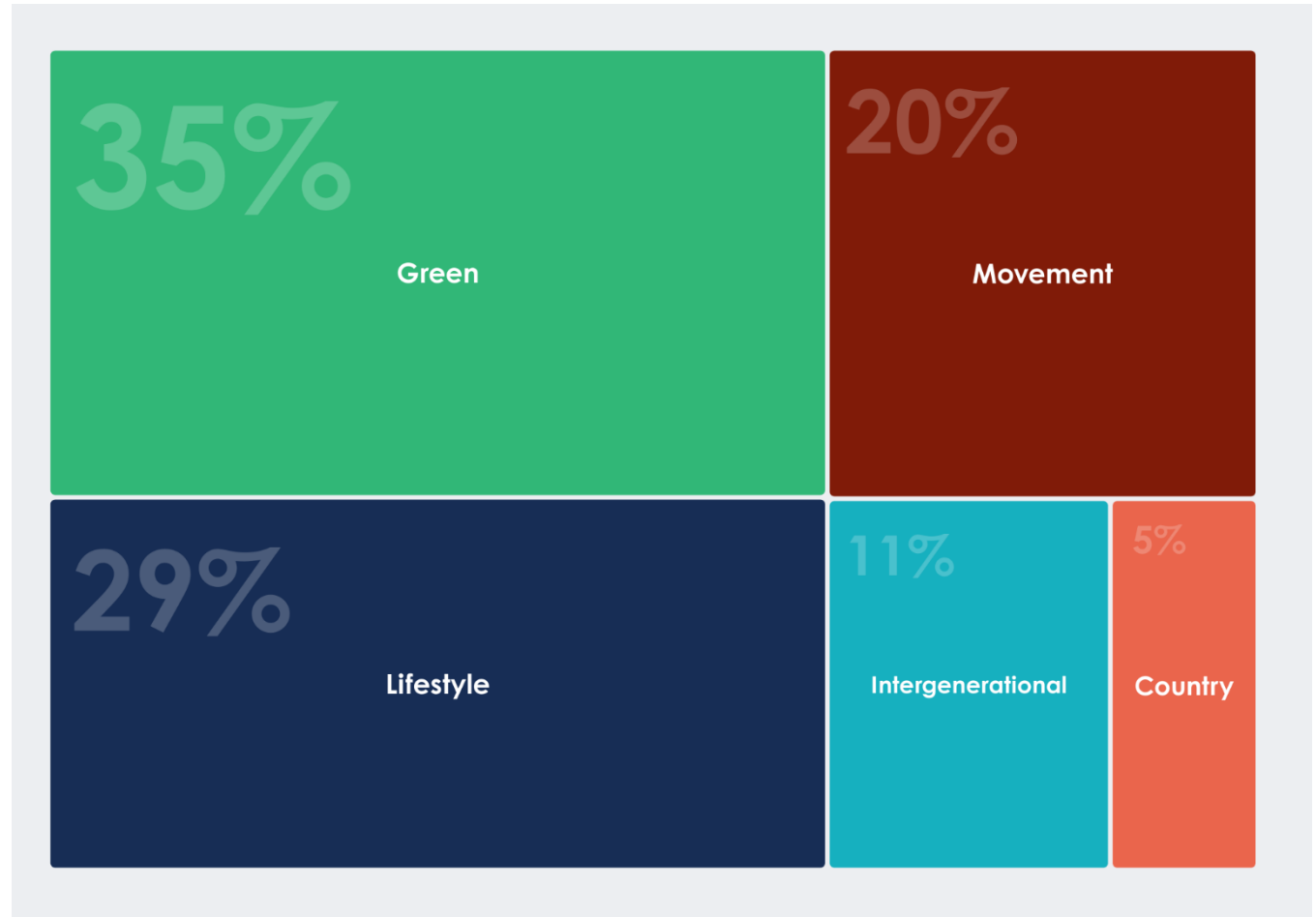


Figure 22: Relative frequency of PDB objective themes amidst all commentary received during the engagement period.

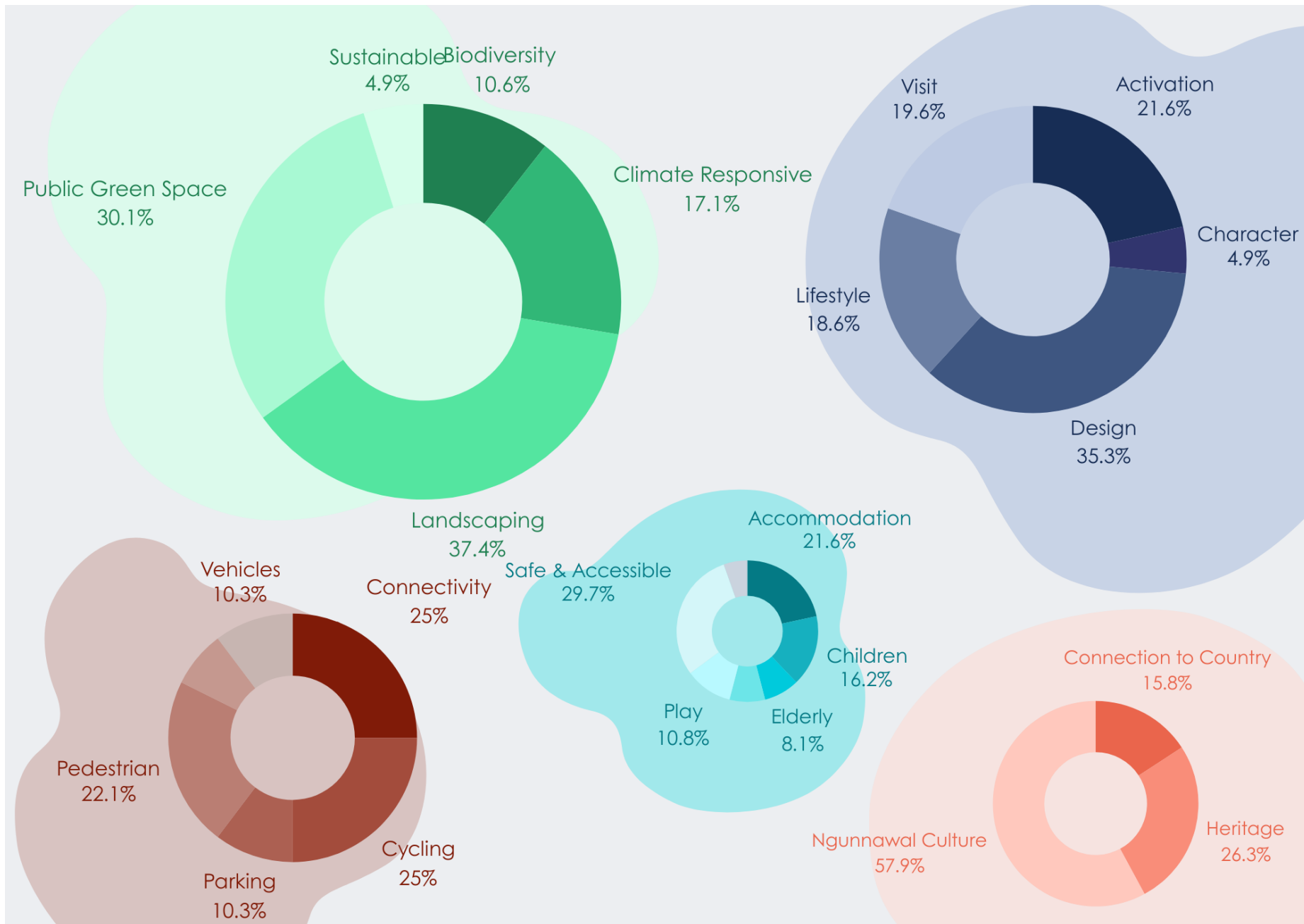


Figure 23: Relative frequency of sub-themes throughout all commentary provided during the engagement period.

## Sentiment and Contribution

Cross-analysis of sentiment (positive, neutral, negative) and contribution (comment only, constructive, out of scope, question) was used across all qualitative data gathered to provide insights into the community's reaction to the proposal (Figure 24).

The data collated suggests that the vast majority of respondents (65.6%) demonstrated positivity towards the proposal and had constructive feedback and insights to offer to guide further development of the design concept.

Seven percent (7%) of all qualitative data indicated that the respondent was completely satisfied with an aspect of the proposal and just 2.3% provided a response indicative of simple dissatisfaction with an element of the proposal in the absence of any constructive feedback.

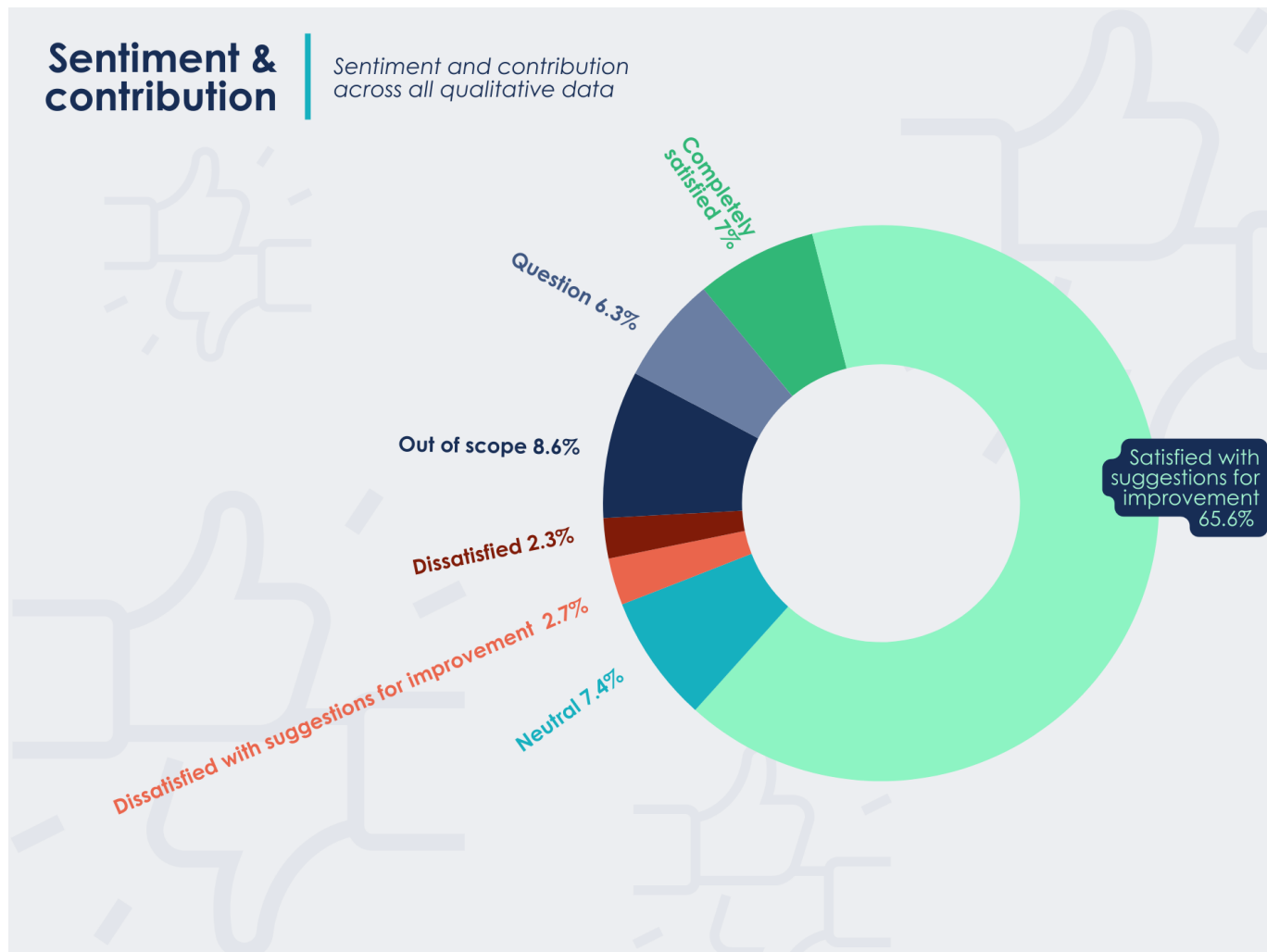


Figure 24: Cross-analysis of sentiment and contribution across all qualitative data received throughout the engagement period.

# 4. Discussion

## 1.8 Key Findings

### **Community reactions to Woden Village tended to be positive and constructive**

Results of data analysis and impressions developed during engagement activities have indicated that the community are generally supportive of the site being developed in accordance with the tender concept. Most respondents felt that the proposal is representative of positive progress and presents a significant opportunity for the Woden Town Centre.

### **Respondents typically exhibited positivity and a willingness to participate**

Analysis of respondent sentiment and contributions indicated that those who chose to engage in consultation activities mostly engaged positively and demonstrated a willingness to contribute to the development of the design for Woden Village.

### **Objective 2 – Green and sustainable – is most important to the community**

Of the five objectives outlined in the PDB, objective 2 – Green and sustainable – emerged as the most frequently mentioned theme throughout all commentary. Respondents were most focused on the sense of being surrounded by greenery rather than “the proverbial concrete jungle” and the inclusion of generous public open space meeting a broad variety of user needs. Evidence emerging from engagement suggests that this objective should be attributed greater weight than the remaining four objectives in order to deliver on the community’s aspirations.

### **Objective 4 – Showcasing the best of urban life - is very important to the community**

As the second most frequently recurring theme amidst respondent commentary, this objective has emerged as being very important to the community. Key areas of concentrated interest included:

- Design: Respondents frequently mentioned the amenity, look and feel of the public realm, aspiring particularly towards:
  - A natural Woden – including the use of natural materials, reference to a “fully timber CIT” and ensuring the public realm is leafy and green, and
  - Incorporation of water – use of water in the public realm emerged across a number of comments and resulted in the mention of the former water fountain in the Woden Town Square, a desire for re-naturalisation of Yarralumla Creek as an attraction which is unique to the Woden Town centre and finding ways to weave water throughout the public realm as a theming concept described as “flowing water in the landscape.”
- Lifestyle and activation: the community’s enjoyment and convenience of experience in the public realm including access to the things that give rise to a sense of wellbeing and joy such as arts, recreation and a broad range of food and beverage options. Theatre, access to arts and affordable access to shared facilities such as photography dark rooms were mentioned along with a desire for indoor and outdoor recreation opportunities suited to a range of generational needs. There was a broad consensus that busy, active edges and a vibrant, prosperous Woden Village offering night life and a variety of dining options is highly desired.

### **While negative commentary was limited, a lack of local character and amenity emerged as recurring themes**

The majority of negative commentary can be attributed to two themes; (i) adverse reactions to survey question 4, which sought insights relating to the development of a uniquely Woden local identity for Woden Village and (ii) recent development of unrelated sites which respondent’s perceived to give rise to poor outcomes. The latter were generally considered to be out of scope and offered little in the way of constructive insights, however, the former suggests a perceived lack of local character in the Woden Town Centre.





## 1.9 Emerging FAQ's

The following table provides a record of all questions received during the engagement period. These questions will be used to inform development of FAQ's for future stage(s) of engagement.

*Table 1: List of questions received throughout the engagement period*

Will the residential be attractive/targeted to downsizers (of whom there are many in Woden) or will it be little boxes like Wova?
What is the size of the apartments? Currently have a 5.5% vacancy rate compared to the rest of Canberra due to the very small apartments in the area
Who planned the survey and for whom?
What is the height of the buildings?
The little park across the road on the south-west corner of the site – will there be solar access to that area?
Will people make goat tracks in the northern green section?
Would you commission art from a local First Nations artist?
We have a lot of wind tunnels in Woden. Does your design mitigate against creating another one in front of the 'cascading garden'?
Love the EV charging - are these public or for residents only?
Will the tree canopy be deciduous trees in order to allow winter sunshine?
Where did you get the idea of plants hanging off the balcony from – Singapore/Europe?
What sort of community areas will there be – rooms, spaces?
Where are active street levels outward?
What the commercial spaces will be offering the general public?
How can we activate Bow Street to get people out on the street?
Cycle rout down western side of the block. How will that work?
How will you bring shops, bars and cafes to the surrounding streets in particular Bowes Street?
Will there be accommodation for ground level shops on the site as well?



How will residents access the parks and recreation facilities across Callum Street and the Phillip Pool?

How are you connecting to the town square and Westfield in an easily accessible way?





# PURDON

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