

SAFER CITIES:

# HER WAY CO-DESIGN & ENGAGEMENT PROGRAM: GUILDFORD

ANALYSIS REPORT

place  
design  
group.



In the spirit of reconciliation, Place Design Group acknowledges the Dharug peoples, the traditional custodians of the land of this project.

We pay our respect to all Aboriginal peoples living in or visiting Cumberland City. We extend this respect to First Nations throughout Australia, past, present and future. Acknowledging their resilience, cultural heritage and continuing connection to land, waters, sky and community.

It is internationally recognised that First Nations peoples have managed land and waterways as living entities since time immemorial. As designers, we accept the responsibility of being custodians of the land and strive to design spaces which celebrate and unite individuals from all walks of life.



# INTRODUCTION

## PURPOSE

The project is part of the Safer Cities: Her Way program. Safer Cities: Her Way is a collaborative partnership program between Transport for NSW and a number of pilot councils across NSW. The program will deliver demonstration projects aimed at improving the perception of safety for women, girls and gender diverse people when walking or moving to, through and within public spaces and transport hubs creating spaces which are safe and enhance feelings of wellbeing, belonging and community for women and girls in the community.

The Safer Cities: Her Way program work aims to:

- Increase women and girls' safety and access to public spaces (streets and open space),
- Increase women and girls' active and meaningful participation in urban development and governance,
- Increase women and girls' autonomous mobility in the city

## SCOPE

Cumberland City Council along with NSW Government have previously identified high-risk areas close to public transport. One of these identified sites and the focus for this project is the Guildford Laneway (Public Plaza).

While drawing upon the Safer Cities: Her Way Co-design and Engagement process, displaying industry best practice in line with Council's and the State Government grant objectives. As well as supporting Cumberland City Council's Community Strategic Plan Strategic Goal 2 - *A safe and accessible community* by engaging CPTED principles.

Place Design Group has been engaged to collaborate with Council and other engaged consultants/contractors to deliver the design.

## COMMUNITY ENGAGEMENT KEY FINDINGS

Community engagement processes and participatory research has previously been undertaken with local women and girls to gain insights into their perception of safety in the project precinct and explore their ideas to enhance the sense of safety.

Drawing on the insights gathered across the research, the key findings are summarised as per the following:

### 1. Women's sense of safety

During the day, they generally reported feeling extremely safe or safe (69%). However, after dark, this perception drastically decreased, with participants indicating a strong sense of feeling extremely unsafe or unsafe (38%).

### 2. Where women feel unsafe

Recognizing that women reported feeling the least safe after dark. The results indicate that participants feel the most unsafe at Warnock Park, followed by the Guildford Community Centre (on O'Neill St), the entrance to the train station on Military Road and the Guildford library and basketball court.

### 3. Why they feel unsafe

- Insufficient or inadequate lighting, which creates dark and poorly lit areas.
- Insufficient security features such as CCTV, safety help points and Police of Security Guard presence throughout the Precinct
- The presence of crime and antisocial behavior in the Precinct (including men loitering and harassing women)
- Male dominated spaces
- Poor maintenance, cleanliness and vandalism which affects the overall appeal and desirability of the area.
- Narrow laneways which are not welcoming
- Poor public domain amenity and lack of seating, especially around community centre
- Poor pedestrian safety due to dangerous driving throughout the area

### 4. Ideas to improve sense of safety:

- Improving lighting throughout the precinct to create a more inviting and well-lit environment, enhancing visibility and reducing dark areas.
- Improving security features throughout the Precinct, such as CCTV cameras, so women can feel more comforted
- Ensuring the Precinct is clean and maintained, making it look refreshed and cared for
- Activating the precinct by organising events and activities that bring families together, fostering a welcoming atmosphere and a sense of community

### 5. Priority ideas and locations for interventions:

#### Throughout the whole precinct

#### Safety/ Lighting -

- Lighting on awnings – this would be valuable particularly on walkways, pathways, around the train station, near the community centre and on O'Neill Street.
- Lighting in the laneway from Guildford Road to the car park – this could be either motion sensor lighting or permanent lighting, and that it would make the area brighter and improve visibility.
- CCTV, visible safety help points

#### Community education on respect for women -

- Public education around 'respect could help to change poor behavior in the precinct and improve safety for women and girls

#### Traffic calming measures -

- Including roundabouts and speed cameras
- Pedestrian delineation in car park

#### Way-finding/ Legibility -

- Improved directional and way-finding signage to improve navigation
- Improved lines of sight to key destinations
- Navigation through car park - links to laneways

#### Amenity -

- 'Legitimise Womens Space'
- Activities for children - fixed infrastructure
- Lighting up trees
- Playful- interactive environments
- Integrating colour - walls, paving
- Enhanced seating and furniture options - clustered seating
- Interactive digital art for youths
- Light projections
- Art and murals - celebrating multiculturalism - everyone is welcome'
- Opportunity for local women to co-create public art

#### Guildford library and basketball court area

Activation to encourage the general community, children and young people to use the area

- Create a 'recreation hub'
- More seating to encourage women and girls and parents to gather here
- Create a teenage female youth area next to basketball courts
- Different types of swings for girls/ youth
- A pop-up café
- A mini soccer field, outdoor fitness equipment or other recreation elements that would add to the basketball court and create more of a 'hub'
- Improved lighting to minimise dark corners

#### Around train station

#### Security presence and features -

- CCTV cameras and emergency help points at frequent intervals in and around the train station.

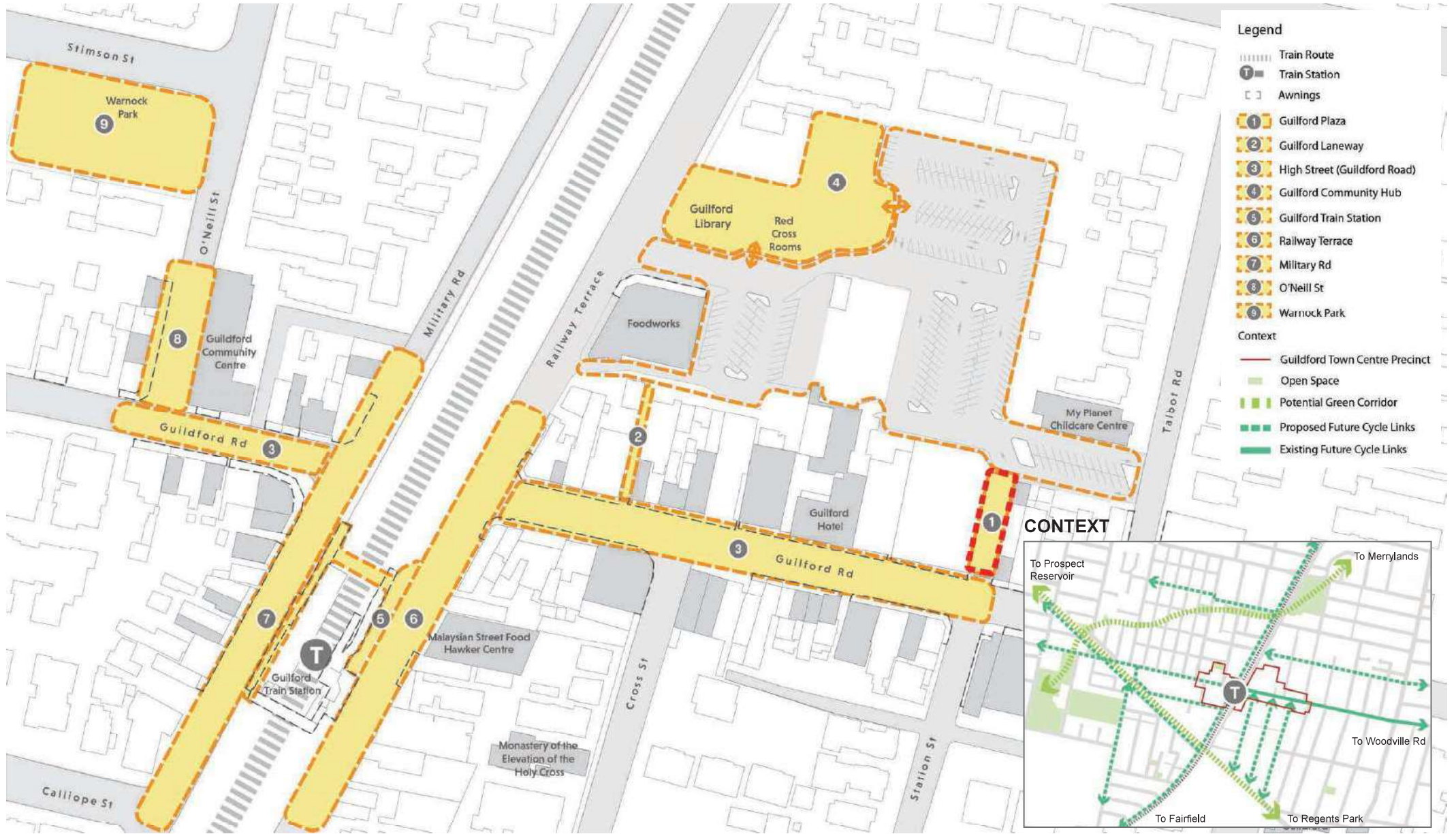
#### Bursal Street, Mountford Avenue, Oxford Road and Guildford Road

#### Traffic Calming Measures -

- Including roundabouts and speed cameras



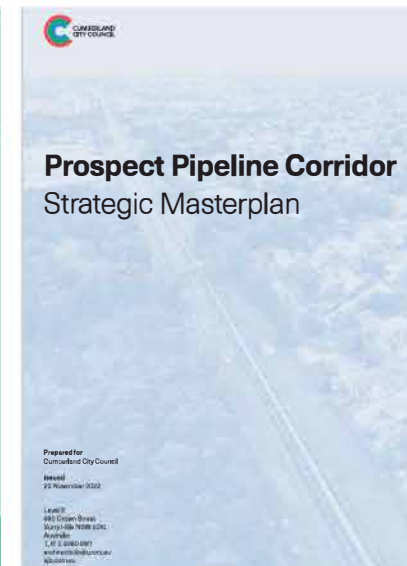
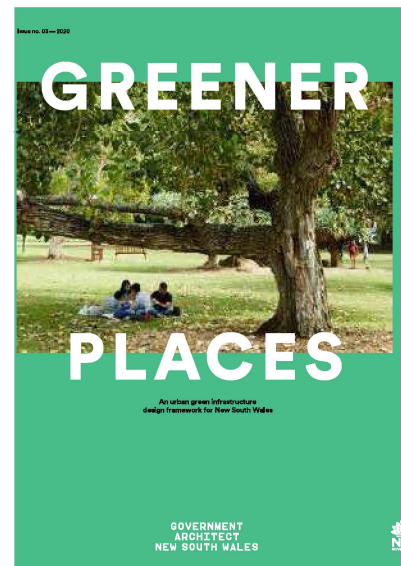
# GUILDFORD PRECINCT KEY PUBLIC DOMAIN AREAS



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# RELEVANT POLICIES & STRATEGIES



The Cumberland Cultural Plan (2019-2029) has been developed to guide Council's planning of events, programs and infrastructure to support a creative, culturally active & vibrant community culture. **The plan's 5 key priorities include:**

**Priority 1 - Recognising Cumberland's First Peoples' Living Culture:** Embrace opportunities to amplify recognition of significant places, events and people within community.

**Priority 2 - Celebrating strength in diversity:** Recognise and enhance opportunities to build on great asset of diversity and showcase Cumberland's unique cultural profile.

**Priority 3 - Supporting culture groups and individuals:** Access to culture and creativity that is inclusive and equitable. Champion arts, innovation, industry and broader creativity through a thriving cultural sector.

**Priority 4 - Improving cultural facilities, spaces and street:** Establishing a network for spaces and places that promote cultural participation and creativity.

**Priority 5 - Enhancing place identity and activation:** Demonstrating neighbourhoods and town centres which are distinct, interesting and lively. Retaining a strong sense of play, local stories and unique character to activate our neighbourhoods.

The Cumberland City Council Community Engagement Strategy is a guide for engagement practices with the local community, businesses and stakeholders when Council is developing its plans, policies and programs. It outlines the guiding principles and approach for ensuring the community has an opportunity to have their say in a meaningful way and allows community members to actively contribute to Council decisions and actions.

**Objective 1 - Build capacity:** Council will work closely with community, stakeholders and staff to create a culture of genuine and relevant engagement.

**Objective 2 - Inform and involve:** Council will create and promote inclusive opportunities for effective participation and collaboration for community members.

**Objective 3 - Accountable and transparent:** Council will show how community and stakeholder participation was used to inform and influence decision making by closing the loop.

**Objective 4 - Continuous improvement:** Council will implement a continuous improvement program, incorporating community and stakeholder input.

As part of the review process for the Community Strategic Plan, Council undertook a comprehensive community engagement process to gauge the thoughts, hopes and aspirations the community has for the future. The results of this engagement allowed for data driven re-evaluation of the high-level strategic goals, objectives and strategies contained in the strategy.

**Goal 1 - Supporting Community Health, Safety and Wellbeing:**

Sharing an appreciation for the access to culture, events and activities that promote pride in our community. To be known as a safe and healthy community which values inclusiveness and friendliness.

**Goal 2 - Enhancing the Natural and Built Environment:** Respecting our heritage elements and protects our parks and gardens.

**Goal 3 - Delivering Sustainable Infrastructure and Services:**

Sustainability managed infrastructure assets and waste services that contribute positively to quality of life and meet expectations of the community.

**Goal 4 - Providing Local Leadership:**

Building confidence in the integrity of local leadership and be involved in decision making. The community will be served by a Council that is progressive, innovative and makes knowledge-driven decisions in the best interest of the community.

This guide provides a framework for improved public open space planning. It outlines the delivery of better quality, easily accessible open space for recreation that keeps pace with expected population growth and increased density in urban areas.

**1. Integration:** Combine green infrastructure with urban development and grey infrastructure

**2. Connectivity:** Create an interconnected network of open space

**3. Multi-functionality:** Deliver multiple ecosystem services Simultaneously

**4. Participation:** Involve stakeholders in development and Implementation

The Prospect Pipeline Corridor is positioned within the West Central and South-West District of the Sydney Green Grid, and sits approximately 500m south of the project site. The Corridor will be a key link in the implementation of the Green Grid, as well as further facilitating key hydraulic and biodiversity connections to the regionally significant waterways, such as the Parramatta River. The development of the public corridor must ensure future works compliment the ongoing, safe and secure operation of water, telecommunications and electrical infrastructure within the corridor. **The Masterplan's key design strategies include:**

- 1. Active Transport Corridor:** Balancing the needs of commuting cyclists with the recreational needs of the surrounding community.
- 2. District Connections:** Linking the Prospect Pipeline Corridor into an interconnected network of open spaces and riparian corridors across Sydney.
- 3. Connection to Town Centre and Public Transport:** Supporting access to employment, business and key services for the local community.
- 4. Green Spine & Fingers:** Reducing the impact of extreme heat days, the urban heat island effect, improving urban drainage and providing cool and comfortable places for people and animals to dwell.
- 5. Outdoor Classroom:** Providing informal and formal learning opportunities for children and adults.
- 6. Recreation Loops and Links:** Connecting residents to existing open space assets to support passive and active recreation.



# AMENITY & PLACE EXISTING SITE CONDITIONS

## CHALLENGES

1. Majority of places & spaces are male dominated with women avoiding certain shops at certain times to avoid harassment or discomfort
2. Narrow laneway feels unwelcoming & unsafe and is avoided by women
3. Poor lighting detracts from use of public spaces making them unsafe after dark – Guildford is the only public street which is adequately lit with the remainder of the precinct having poor lighting creating safety concerns, specially at the plaza, laneway, station entry, car park and community centre
4. Lack of quality street furniture & public domain amenity detracts from the used of public spaces
5. Guildford Community Hub has poor quality facilities & amenities with limited opportunities for seating, play & community gathering
6. Aging infrastructure including deteriorating and uneven footpaths, extensive hardstand, impermeable surfaces and outdated furniture contribute to an overall harsh and uninviting public domain image
7. There is an overall lack of street trees & shade canopy with Guildford Plaza as the exception.
8. Overall lack of greening quality & aesthetic of planting. Low level planting only is small patches along Guildford Road.
9. Narrow laneway feels unwelcoming & unsafe and is avoided by women
10. Vandalism & graffiti tagging throughout the precinct
11. Poor sanity & cleanliness, especially in laneways & plaza
12. Pigeon & rodent infestation present in Guildford Plaza



1 Guildford Plaza looking south



2 Guildford Laneway looking south



3 Guildford Station Tunnel



4 Existing furniture in Guildford Plaza



5 Guildford Community Hub looking west



6 Condition of infrastructure in Guildford Laneway



7 Guildford Road looking east



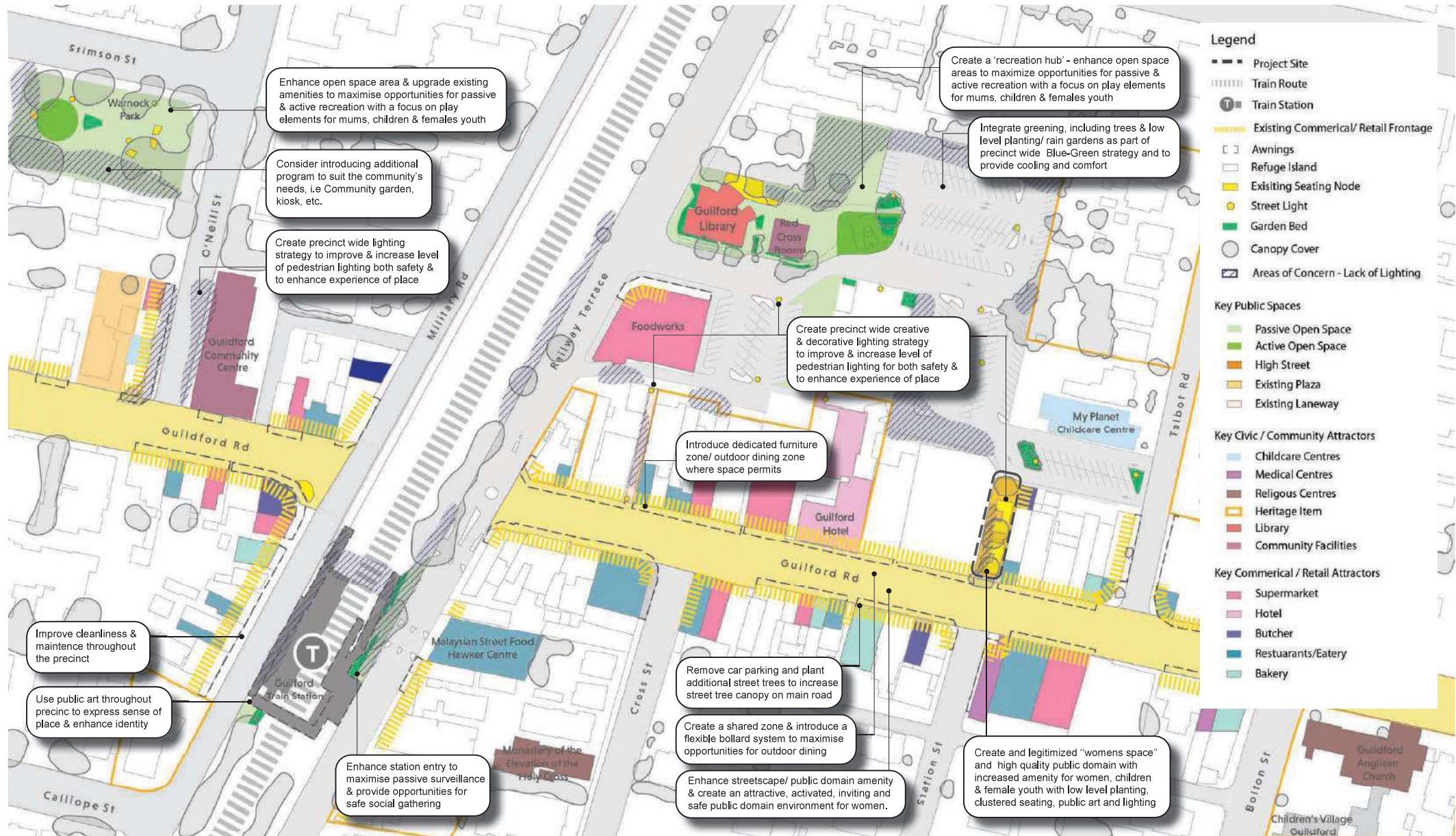
8 Garden beds barren of planting in Guildford Plaza



9 Graffiti tagging and general begrimed condition of Guildford Laneway



# AMENITY & PLACE OPPORTUNITIES





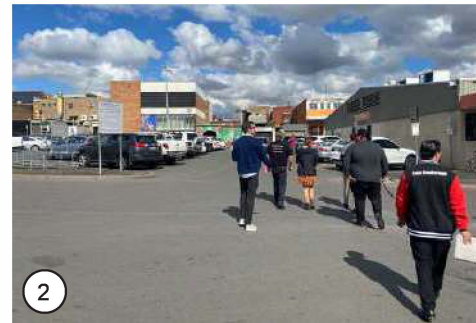
# MOVEMENT & WAYFINDING EXISTING SITE CONDITIONS

## CHALLENGES

1. Pedestrian & vehicular conflicts occur near the intersection of Guildford Road & Railway Terrace and in car park area where there is no clear delineation between pedestrians & vehicles.
2. Poor pedestrian crossing facilities along Railway Terrace and within the car park area linking key destinations.
3. There is no provision for active transport within the precinct.
4. Poor legibility and way-finding reduces pedestrian movement & activity within the overall precinct reducing sense of safety & comfort in public space with most activity focus to Guildford Road.
5. Furniture elements & light poles create visual clutter in Guildford Plaza reducing visual permeability.
6. Blank walls along pedestrian movement corridors & at the termination of view lines creates uninviting & uninspiring spaces.
7. Tunnels with limited sight-lines create major safety concern
8. Built structures obstruct sight-lines between streets, laneway, plaza, community facilities & other key destinations.
9. Limited active edges within plaza space, laneways, care park area & community hub creating a lack of passive surveillance on the precinct
10. Poor lighting contributes to overall lack of legibility
11. Overall lack of video surveillance and cameras



1 Informal crossing near intersection of Guildford Road & Railway Terrace



2 Guildford car park looking south



3 Guildford Station pedestrian underpass looking south



4 Guildford Lane looking south towards Guildford Road



5 Existing furniture in Guildford Plaza



6 West wall facade of Guildford Plaza



7 Guildford Station pedestrian underpass looking west



8 Guildford Car Park looking south east towards Guildford Plaza



9 Looking west towards Guildford Pub Car Park from Guildford Plaza



# MOVEMENT & WAYFINDING OPPORTUNITIES

