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bcc: W.D. Scott and Company
and
McConnell Smith and Johnson

November 2, 1970

7078/A1/G0/G2/G3

Ald. Andrew Briger
Vice Chairman
City Development Committee
Town Hall
SYDNEY NSW 2000

Dear Ald. Briger:

re: Consideration of Problems, Needs, Policies and Plans of
Associations, Institutions and major private organisations in
the preparation of Council's Strategic Plan for the City of Sydney

We request that a letter over your signature as Vice Chairman of the City Development Committee be sent to the associations, institutions and organisations on the attached list, formally requesting on behalf of Council their cooperation and assistance in preparation of Council's Strategic Plan by submitting policies, plans and ideas in writing to Council's consultants.

A suggested draft of the letter to be sent to each of these listed is also attached.

Yours faithfully
URBAN SYSTEMS CORPORATION PTY LTD



George Clarke, Project Director
City of Sydney Strategic Plan

2.11.70

Letterhead of the Sydney City Council

**DRAFT LETTERS TO DEVELOPERS, PROPERTY OWNERS,
ASSOCIATIONS, INSTITUTIONS AND INSTITUTES**

under signature of Ald. Andrew Briger, Vice Chairman of the
City Development Committee

To : As per attached list.

Dear Sir:

re: Council's Strategic Plan for the City of Sydney

You are no doubt aware that the Council recently resolved to prepare a Strategic Plan for the City of Sydney and appointed the Urban Systems Corporation, whose head office is located at the 2nd Floor, MLC Building, 105 Miller Street, North Sydney (Tel. 929.0855), in association with other specialist firms and experts, to assist the Council in the preparation of this Plan. The Plan is to deal not with detail, but with major policies, priorities and procedures for future action in city development. It will also establish short term priorities for immediate action by Council and other authorities to remedy the City's most pressing deficiencies and to plan in detail for the achievement of the agreed objectives.

To assist your consideration, we attach herewith a copy of Council's Brief to its Consultant, together with the Consultant's first draft statement of "Recommended Objectives for Sydney's Strategy".

Your organisation no doubt has views on particular aspects of these matters. The Council and its Consultant would like to have the benefit of these views.

Council is determined to complete its Strategic Plan within the next six months and, so that we may consider your views in the making of our Plan, we should be grateful for a written statement from your organisation no later than Monday, January 11, 1970.

Yours faithfully

Ald. Andrew Briger, Vice Chairman
City Development Committee

encls.

*Exchange
position
of these
2 paras.*



RECOMMENDED OBJECTIVES FOR SYDNEY'S STRATEGY

The Strategic Plan attempts to direct the development of the City towards improving the quality of life for the people who use the City. Development should be directed by the following major objectives:-

1. Improve accessibility into and within the City.
2. Maintain and restore the environmental quality of the City.
3. Encourage diversity of activity and function so as to achieve life in the City 24 hours every day.
4. Maintain and stimulate economic growth and investment, consistent with achievable levels of accessibility, acceptable environmental standards and the widest possible diversity of activities.

These objectives are inter-related and development under any one objective should be consistent with the other three.

Improving the quality of life for the people who use the City.

Much is implied by the phrase 'quality of life' - freedom to choose from a range of jobs, homes, essential services and leisure time opportunities, the ability to carry on every day activities in pleasant and stimulating physical settings, the ability to move in around and out of the City in a convenient, comfortable and safe manner, freedom to communicate, to mix or to be alone. Every individual has ideas on how to improve the quality of his life but some needs are common to all and the Strategic Plan addresses itself to the common needs of the residents, workers and visitors who use the City of Sydney.

Some general objectives are necessary

The City is a very complex organisation and thousands of unco-ordinated decisions daily affect its growth and change. No one body could ever control all these decisions but general agreement on a set of objectives and strategies for the development of the City can help direct all efforts and decisions towards creating the kind of City that will improve the quality of life for the people who use it.



The following major objectives and strategies are recommended.

IMPROVE ACCESSIBILITY INTO AND WITHIN THE CITY

Accessibility is the key to a vital and developing metropolitan centre. In order for Sydney to continue to grow in size and importance or to compete effectively with centres outside the City it must be possible to move people and goods into and within the City in safety, comfort and convenience. The movement systems which converge on the City centre create a transportation interchange of great capacity. Components of the movement system; the trains, buses ferries, trucks, cars and walkers can develop their potential if a co-ordinated hierarchy of specialised facilities for movement is created. In this way it will be possible to meet the special requirements of through traffic and local traffic, buses and trucks, cars and pedestrians commuters and short term business and shopper visitors. Accessibility into and within the City determines the functional ability of the City to sustain itself. However, it is interdependent with the goal of improving the physical environment.

Strategies are required to guide decision making over the years so as to maximise the use of rail and ferry systems, rationalise traffic usage and parking in the existing street system, improve pedestrian circulation and amenities in central areas, spread the intensity of peak hour travel, and rationalise bus movement.

MAINTAIN AND RESTORE THE ENVIRONMENTAL QUALITY OF THE CITY

The physical setting for peoples' activities - the City's streets, buildings, plazas, parks, harbour and foreshores, its hills, trees and gardens make up an environment that should support and enhance the things people do, whether a pleasant route on the journey to work, a visually interesting street for shopping or simply a place to sit in the sun at lunchtime. Sydney has a natural setting of interconnected harbour waterways that is unique in the world - its harbour and foreshores remain magnificent despite mans encroachment. But away from the Harbour, Sydney is like any other City and must develop the potential of its man-made environment to the utmost.



Strategies are required to guide decision-making over the years so as to produce a more legible and meaningful City structure to sharpen the identity and diversity of district centres, to improve the appearance and comfort of major streets and paths to these centres, to develop a more integrated and diverse open space system, to maximise significant views, the skyline and visual and physical accessibility to the Harbour and foreshores, to protect and enhance areas, places and buildings that are the City's heritage and which are an integral part of the identity of Sydney.

ENCOURAGE DIVERSITY OF ACTIVITY AND FUNCTION
OFFERED WITHIN THE 24 HOUR CITY

A city is a place where many people gather to do many different things - this is the reason why cities began and the reason why cities continue to attract people. One should be able to choose from a range of life styles, jobs, dwellings, entertainment, recreation and cultural opportunities. Strategies are required to maintain and stimulate this diversity so that the central metropolitan area will continue to be a dominant and attractive hub.

Strategies are required to guide decision-making over the years so as to strengthen the major desirable roles of the City as a more diversified office core; a special kind of retail centre; a medium to high density residential area; an exciting entertainment and tourist centre; a more integrated "Town and Gown" educational centre; a regional cultural and recreational centre.

STIMULATE ECONOMIC GROWTH AND INVESTMENT CONSISTENT
WITH ACHIEVABLE LEVELS OF ACCESSIBILITY, ACCEPTABLE
ENVIRONMENTAL STANDARDS AND THE WIDEST POSSIBLE
DIVERSITY OF ACTIVITIES

The City must grow and change, it can never be static and it will never be a finished product.

Strategies are required to stimulate economic growth and investment and to control it so that growth is consistent with accessibility, environmental standards and diversity of activity.

Strategies are required to guide decision-making over the years so as to set clear and positive performance standards for developers; to manage the demand for space in the City; to relate total building volume with the capacity of the movement system; to balance public investment in infrastructure with private investment in buildings; and to ease the transition of areas of changing usage.