



Ashfield 2023

Our Place, Our Future



INSIDE

- Message from the Council
- Our vision for the future
 - › Creative and Inclusive Community
 - › Unique and distinctive neighbourhoods
 - › Safe, Connected and Accessible Places
 - › Living Sustainably
 - › Thriving Local Economy
 - › Attractive and lively Town Centre
 - › Engaging and Innovative local democracy
- Conclusion
- Appendices

Ashfield 2023

Our Place, Our Future

Ashfield Community Strategic Plan

Message from the Council

Council is pleased to introduce the Ashfield Community Strategic Plan, Ashfield 2023: Our Place, Our Future. The Plan outlines Ashfield's vision for the future which evolved from extensive consultation and engagement with our community.

Council has prepared this Plan on behalf of the Ashfield community and will continue to lead its implementation. Partnerships and support from other agencies and the community will be critical if the goals of this plan are to be delivered.

This Council is committed to protecting our environment and acting sustainably. To illustrate this commitment we have produced this Plan as an on-line document. Further to this, sustainability principles and goals are integrated throughout the key result areas identified in this Plan.

Council will be maintaining its ongoing commitment to community engagement over the lifetime of the plan and will be reporting at regular intervals on how we are performing against the targets. We look forward to presenting those reviews to you and continuing to work towards our shared vision for Ashfield.

Ashfield Councillors
www.ashfield.gov.nsw.au



Acknowledgements

This plan acknowledges the Cadigal and Wangal people of the Eora nation as the traditional owners and custodians of the land, their living culture and unique role in the life of this region.

A special acknowledgement also goes to the residents and other stakeholders who participated in Ashfield's Biggest Conversation and who contributed to the development of this Plan and the future of Ashfield.



The development of this Plan has been assisted by the New South Wales Government through its Environmental Trust.

DEVELOPING OUR COMMUNITY PLAN

Ashfield's Biggest Conversation

To capture our community's values, expectations and visions for Ashfield's future, Council undertook an extensive community engagement process called "Ashfield's Biggest Conversation".

This process included numerous events, all of which were structured around five key questions:

- What do you like about your local area?
- What don't you like about your local area (what would you change or improve)?
- How do you expect the area to change over the next ten years?
- In ten years' time what would you like this area to be like?
- How do you think we can achieve a better future for this area (what needs to happen)?

The questions were designed to help Council better understand key stakeholders' views about appropriate strategies.



Ashfield's Biggest Conversation included over 27 different events or 'conversations' which were held to gather wide input and viewpoints. In total, over 1,150 people participated in the engagement process, including:

- 400 people attended one-on-one meetings, group conversations, workshops, or the two 'public conversations'
- 150 young people submitted to the poster/essay competition
- Over 200 people completed a survey
- Over 400 people visited or posted comments on the Biggest Conversation website
- Local service providers
- Representatives from Government departments
- Council, business, community and other stakeholder groups
- Representatives of Ashfield's Aboriginal community.

The engagement process reached a wide range of community members. Participants represented a diverse range of cultural backgrounds and ages and included business people, residents from all of Ashfield's suburbs, a diversity of community groups, and many people who had never communicated with Council or attended a previous Council event.

The views emerging from Ashfield's Biggest Conversation were used by Council to develop this Plan, with the aim of helping the Ashfield community move towards the kind of future that the people would like to see.



THE PLAN IN CONTEXT

An Integrated Planning Framework

The Ashfield Community Strategic Plan is integrated within Council's planning and reporting framework. The Ashfield Community Strategic Plan is a key element of the new framework. The Plan has a 10-year outlook and will be supported by other more detailed plans and strategies, including a Delivery Program with a four-year outlook, and an Operational Plan with a one-year focus. The Community Strategic Plan is supported by a Resourcing Strategy comprising a long-term Financial Plan (10-year outlook) and a Workforce Management Plan (4-year outlook) and Asset Management Plan (10-year outlook). The Community Strategic Plan also influences Council's Local Environmental Plan as it sets the high-level objectives that inform land use planning. The Ashfield Community Strategic Plan identifies the community's priorities and aspirations as they emerged from our detailed engagement process with community members and other relevant stakeholders.

The Plan builds on the social justice principles of equity, access, participation and rights and

addresses social, environmental, economic and civic leadership issues., whilst giving due regard to NSW 2021 and other relevant state and regional plans.

Links with the NSW State Plan

NSW 2021 was released by the State Government in 2011. The Plan identifies the NSW Government's priorities over the next 10 years in relation to the economy, service delivery, infrastructure, the environment, communities and accountable government. NSW 2021 is based around 5 strategic areas and contains 32 goals. The seven key themes in the Ashfield Community Strategic Plan are consistent with the priorities in the NSW 2021, most specifically in relation to the areas of public transport (goal 8), improved road safety (goal 10), keeping people healthy (goal 11), improving family and community services (goals 13 and 14), infrastructure (goal 19), strengthening our local environment and communities (goals 22-28) and accountable government (goals 29-32).

Our vision for the future

*A caring
community of
linked villages
inspired by its
rich cultural
history, heritage
and diversity.*



Ashfield in 2023

In 2023 Ashfield is a place where everyone matters and community life is enriched by generations of migrants from many parts of the world. Ashfield is a place of unique, culturally-enriched neighbourhoods, each with its own distinct character. The people of Ashfield are proud of their community. They think about the future with hope and want to improve the quality of life of present and future generations.

Realising our vision in 2023

At a practical level, our vision for the future can be broken down to seven key themes



Creative and inclusive community

Ashfield feels like home to everyone. It remains a culturally diverse and welcoming inner-city community. The people of Ashfield care about and support each other, especially those members of the community who are disadvantaged. Ashfield is a creative community where arts and culture abound and people continue to challenge and inspire local identity.

Unique and distinctive neighbourhoods

Ashfield is proud of the unique and distinct character of its neighbourhoods. Urban planning is sensitive to the character and heritage of the area. The streets and parks are clean, green and attractive. The people of Ashfield love their neighbourhood and actively participate in community life.

Safe, connected and accessible places

In Ashfield, people feel safe. They move around the area easily. They have a healthy approach to living and mostly walk, cycle or take public transport to the places they live, work and relax.

Living sustainably

The people of Ashfield understand the impacts of human activity on the environment and sustainable living has become a way of life. Resources are not wasted and residents and businesses are energy, water and waste wise.

Thriving local economy

Ashfield is a desirable and thriving economic and cultural destination for locals and visitors alike. There is an

eclectic mix of established and new businesses. Residents walk to their local favourite shops and are likely to bump into someone they know.

Attractive and lively Town Centre

Ashfield Town Centre is identifiable and enjoyable: a vibrant economic and cultural destination.

Engaging and innovative local democracy

Council is the place where local democracy happens. Local residents, community groups, service providers, businesses and government organisations work closely with each other and Council to improve the quality of life for everyone. Council is ethical, innovative, engaging and accountable and is a strong advocate for community interests within and outside the local area.

Our best hour is yet to come



Creative and inclusive community

Ashfield
fosters creativity,
celebrates
cultural diversity
and considers
the needs of
everyone,
especially the
most vulnerable.



The traditional owners of the Ashfield area are the Wangal and Cadigal peoples of the Eora nation. Ashfield is now home to more than 40,000 residents from diverse backgrounds. Social and cultural diversity is respected and valued, as is making sure that everyone has the opportunity to be involved in their community.



As a community we face some interesting challenges ...

including how to

- respond to an ageing population
- develop and nurture creativity and promote lifelong learning
- strengthen networks of supportive relationships for all members of our community
- deal with social inequalities
- support and engage people new to Ashfield and
- develop recreation and cultural programs that respond to all ages and cultures.



A partnership approach is needed to achieve the community vision for a creative and inclusive community. The formation of co-operative networks and strong, committed partnerships involving all levels of government, business and the community are essential to realising our goals. Some of our key partners include:

- Federal and State government agencies
- neighbouring councils
- local community groups
- social service providers
- local schools and education providers
- local cultural groups.

As we move towards 2023 the focus will be on

- acknowledging and respecting Ashfield's traditional custodians, the Cadigal and Wangal people
- celebrating and protecting Ashfield's rich multicultural past and present; supporting emerging communities and developing programs that encourage cultural appreciation and harmony
- improving individual and collective wellbeing with services and programs that support individuals at all stages of life and levels of ability
- community programs and activities that are accessible to everyone
- creating places that connect people and facilities and public spaces that build community spirit through everyday use
- encouraging lifelong learning
- promoting individual and community identity through the arts and culture
- diverse and affordable housing
- encouraging and supporting the development of community gardens.

celebrates cultural diversity

Ashfield's Biggest Conversation told us that people want

I've travelled from Drummoyne to Summer Hill today for the Grand Food Bazaar, I've had such a nice day – what a sense of community here. feedback from a 2010 Food Festival attendee



Haberfield resident Charles, aged 9, said, **I want to live in a place that has nice houses, great cafes, lots of parks and restaurants with food from all over the world.**

- › Ashfield full of places and events that connect people of all ages and cultural backgrounds
- › Opportunities for lifelong learning
- › Our rich multicultural history protected and celebrated
- › A range of cultural facilities, opportunities for artistic expression, and an exciting range of events and entertainment opportunities
- › More facilities, green spaces and public places for community groups to meet and share culture
- › Assistance for vulnerable, disabled and isolated people
- › Local schools, preschools and centres of adult learning to be a key community focus with access to new technology
- › A caring and welcoming environment for new community members
- › Integration of public art to create a distinct sense of place.

... it was by far the most successful and interesting community event I have ever attended.

2009 Carnival of Cultures attendee

Haberfield resident William, aged 8, said, **I want rock bands at St Joan of Arc School for entertainment.**

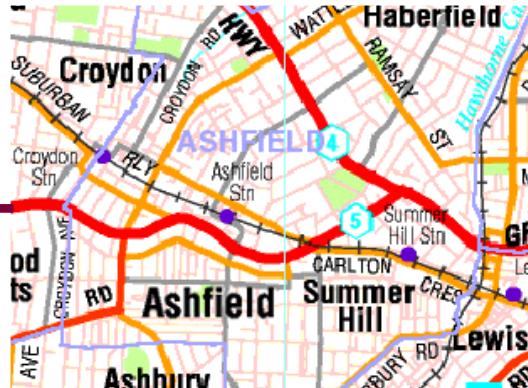


Ashfield
is a great place to live –
let's keep our unique and
distinct village life and
build on this diversity.



Unique and distinctive neighbourhoods

We live in Ashfield,
Haberfield, Summer Hill,
Croydon, Croydon Park,
Hurlstone Park
and Ashbury.
Each has its own
character, services,
culture and social fabric.



**Together
we are
Ashfield.**

Unique and distinctive
neighbourhoods

What makes our suburbs different?



Ashfield – our commercial and services hub with the densest population and a vibrant and diverse town centre bringing together many cultures. In Ashfield we see Federation and Victorian houses, some grand and old alongside new apartments and flats and our oldest parks and sporting fields.



Our 'garden suburb' **Haberfield** retains its original parks, tree-lined streets and distinct 'new suburb' era feel. Like Ashfield, it too has seen many emerging cultural groups shape its local character and its village centre in Ramsay Street is known city-wide for its atmosphere, cafes and local food offerings.



Together we are Ashfield

The largely Victorian era **Summer Hill** has a rich diversity of character ranging from close packed terraces around the village centre to schools, shops, and its early industrial heritage expressed in the former flour mills site.



Croydon reflects bungalow style housing, wide tree lined streets, a small village centre adjacent to the railway line and the home of water sports at the Ashfield Aquatic Centre.



We share the suburbs of **Croydon Park, Hurlstone Park** and **Ashbury** with the City of Canterbury Council. They are distinct residential areas which were developed in the early 20th century – a testimony to the expansion of Ashfield over this period.

During Ashfield's Biggest Conversation our community also talked about places that are of significance to everyone – Yasmar, Hawthorne Canal, Ashfield Aquatic Centre, Council's Civic Centre, our parks, our schools and our sporting fields. These places belong to everyone in our community and help build our unique sense of place and connection with each other.



Unique and distinctive neighbourhoods

Our community wants to ...

- › build on our diversity and preserve the unique character and feel of our neighbourhoods, including their distinctive cultural and built character
- › provide greater opportunities for neighbourhood interaction and to celebrate our heritage
- › Respect and care for our public domain: clean streets and well-maintained footpaths, community buildings, parks and sports fields that are valued and cared for.



Where will we be focussing our efforts as we head towards 2023?

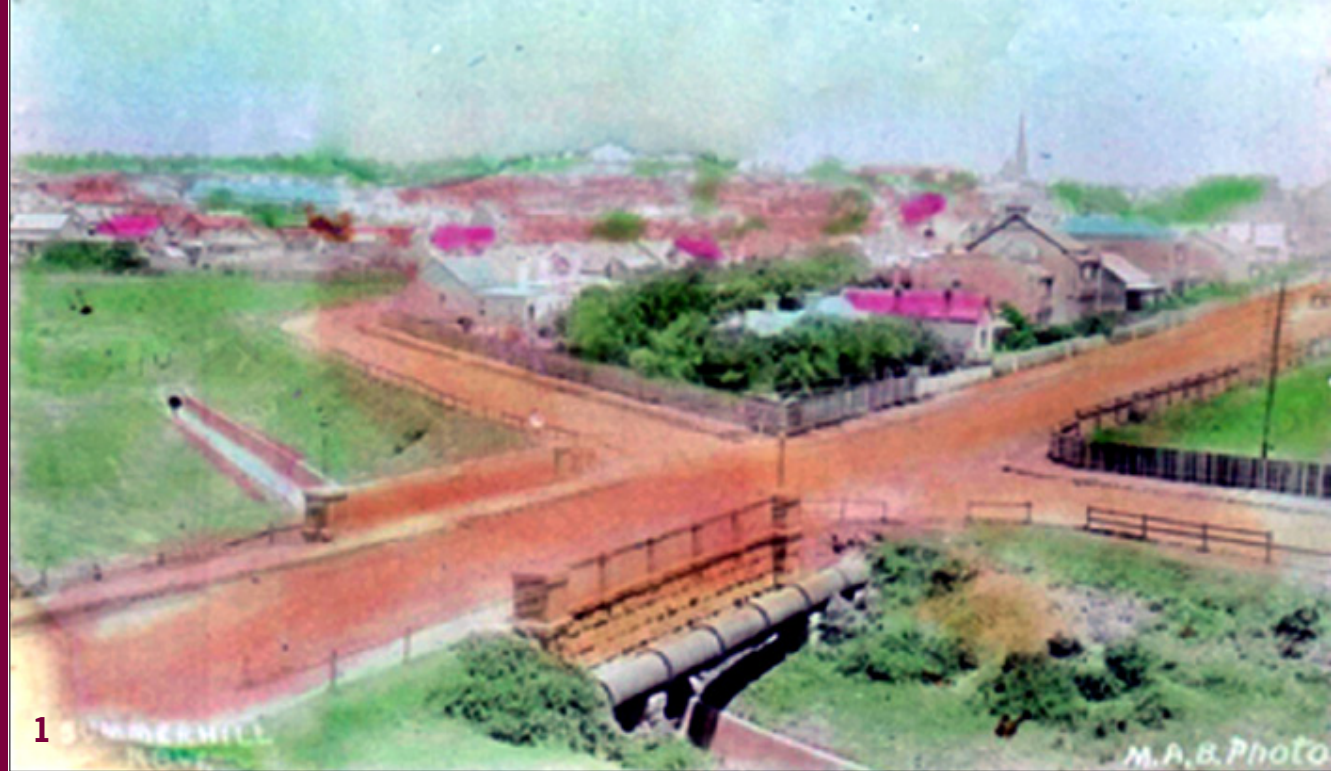


Artist Robin Martin creating a new mural for Summer Hill as part of Graffiti Action Day

- › Continue to build on the uniqueness of each distinct neighbourhood by ensuring new development reflects and supports this character
- › Encourage more local employment through diverse and mixed services and facilities. Encourage the revitalisation of local corner stores and business development which supports local jobs
- › Creating plans and policies to ensure the distinct urban village atmosphere and local heritage are valued are protected
- › Delivering clean, attractive streets, well-maintained footpaths and street furniture that helps to promote pride in our neighbourhoods and create safe, pleasant places
- › Ensuring new buildings and public spaces reflect each neighbourhood's specific culture. It is also important to minimise further densities of these areas and develop more open space
- › Valuing the history and traditions of each neighbourhood through talks, events and art. Organisations and events which attract high neighbourhood participation will be nurtured and encouraged in order to promote social inclusion for all.

Unique and distinctive neighbourhoods

“Ashfield ... is an agricultural district, the greater portion consisting of good arable land, well suited for market-gardening, which branch of industry is extensively carried out in the neighbourhood. There is one steam flour mill and baker (Boylson’s) and a bone dust and soap and candle manufactory (Tancred’s in Ashfield) ... The means of communication are to Burwood and Petersham by rail, and to Fivedock and Canterbury by goods line. With Sydney the communication is by rail eight times daily ... the area is a great resort of persons in search of health and a change of air and is much improved in the last few years. The population is about 1,000 and the number of houses being about 200 ... at no distant day [it] is destined to become a place of considerable importance.”
New South Wales Gazetteer 1886.



1. Summer Hill village, junction of Smith Street and Carlton Crescent, c. 1910. This view from the Petersham viaduct shows Summer Hill village a century ago. The spire of St. Andrew’s Church can just be seen on the horizon. (Broadhurst photo); **2.** Hercules Street, linking Ashfield Railway Station to Liverpool Road, c. 1905; **3.** Ashfield Town Hall; **4.** Summer Hill Post Office, 1908 (F.A. English photo). Images courtesy of Ashfield and District Historical Society.



Unique and distinctive neighbourhoods

During Council's 'share your favourite secret about Ashfield' campaign in 2010, local resident Amber wrote about her love of the unique Summer Hill shopping village, **Summer Hill shops – cute shops, rustic feel, old fashioned.**



I loved the Prima Vera Food Festival in Haberfield – I am going to Italy soon and decided to do some research! – 2010 attendee

Safe, connected and accessible places

Together, we will create harmonious and safe neighbourhoods

Healthy living is a Council priority. Ashfield has limited public green space for recreation. Local people want the area to be accessible and connected and the noisy, dangerous traffic corridors improved.





Cycling training course run by the GreenWay Sustainability Project.

Molly, aged 7, from Ashfield said ***I would like there to be bike paths all over Ashfield so children can ride to school – one to ride up and the other to ride back. Adults can also ride to work.***

Recreational, entertainment and cultural places will be accessed using safe and friendly cycle ways, pedestrian routes and public transport.

We face some interesting challenges, including ...

- › Ageing infrastructure
- › An ageing population
- › Increased traffic congestion
- › Reduced on-street parking
- › How we commute and travel within and outside of the Ashfield area.

Locals have asked for pedestrian routes, cycleways and organised public transport that will connect people with the places they live, work and relax. This will enhance physical well-being, reduce traffic problems and alleviate pressure on existing transport facilities.

Over the next 10 years the focus will be on ...

- › Promoting sustainable living and improving pedestrian routes, cycleways and an active transport network that will connect people with the places they live, work and relax
- › Reducing the reliance on private cars
- › Supporting the NSW Government's light rail initiative and lobbying for responsible, accessible and integrated forms of public transport
- › Providing a wide variety of facilities and places for recreation and community activities that promote a healthy lifestyle, including development of the new Aquatic Centre
- › Providing public places where people feel safe.



Safe,
connected
and accessible
places

Making Ashfield safe

To achieve these goals, Council will need to partner with Federal, State and local governments, non-government bodies as well as businesses and residents. Council will take a leadership role in working towards these outcomes for the Ashfield community.

The Underline Project is a recent example of a hugely beneficial partnership between Ashfield Council and RailCorp that saw terrific outcomes for the Ashfield community.

This project launched an innovative public art gallery in a significant, accessible pedestrian walkway near Ashfield Railway Station, which had previously been considered an unsafe, ugly 'no go' area. The walk-through public art gallery is known as The Underline Project and features 114 artistic and colourful panels exploring the theme "Community: past, present and future". The artworks were created by local students and community members and has seen the area transformed into a safe, enriching and connected pedestrian thoroughfare.



Summer Hill resident,
Ama, aged 9 said

I would like to live in a safe and happy peacemaking community where people would stop littering and have safer public community parks.

Living sustainably Our Environment, Our Future

Many people think that we cannot change what we have done to the world, but I think differently. If we work hard to try our best to save our environment, we just might be surprised with what we end up with.

Madeleine,
Summer Hill Public School, 2010.



Council, residents and local businesses are becoming increasingly aware of the impacts of human activity on the environment that supports them. We are all seeking ways in which we can reduce the burden.

Council and the community agree it is important to protect and sustain Ashfield's limited natural environments and broader resources for today and our future generations.

A broad cross section of our community have spoken about the need for responsible actions and attitudes towards the environment.



Vision for a sustainable Ashfield

- › The Ashfield community will understand the impacts of human activity on the environment
- › Resources will not be wasted and residents and businesses will practice efficient energy, water and waste management
- › Sustainable behaviour will simply be a way of life
- › Future generations will know and experience the same quality of life or better than that enjoyed today
- › Ashfield Council will be a sustainable organisation and will act as a leader and role model to the wider community.

Haberfield resident Ziggy, aged 8, said ***In ten years time I want to live in a place that is quiet and birds sing and to be free and run.***



Towards 2023 we will focus efforts towards ...



The Built Environment

- Encouraging new and renovated buildings to incorporate best-practice energy efficiencies and design features
- Promoting sustainable transport use through planning processes
- Promoting active lifestyles and facilitating active transport. e.g. improved infrastructure and cycling skills workshops.
- Encouraging car sharing as a way to reduce traffic.



Climate Change

- Understanding Council's role and responsibility in responding to the impacts of climate change
- Understanding and reducing energy consumption throughout Council and ensuring new Council facilities are energy efficient

- Promoting energy efficiency within the community
- Undertaking climate change adaptation within Council.



Water

- Actively reducing stormwater pollution and promoting stormwater awareness in the community
- Reducing Council's water consumption through implementing Water Sensitive Urban Design (WSUD), upgrading facilities and monitoring and reporting on water use
- Encouraging the community to be water-wise.



Biodiversity

- Improving local biodiversity by encouraging residents to landscape with native species
- Supporting local Bushcare groups
- Controlling noxious weeds

- and promoting responsible pet ownership
- Increasing the environmental awareness of Council staff and instilling practices that preserve valuable habitat to native species.
- Working with Councils, the State Government and the community to continue the establishment of the GreenWay bush corridor as part of the Inner West Light Rail Extension



Waste

- Reducing the incidence of littering and illegal dumping through community awareness campaigns
- Encouraging the community to reduce consumption, increase recycling and take up home composting
- Enabling greater resource



The GreenWay

Sydney's urbanised inner west is a great place to grab a coffee, head out for dinner or enjoy some top nightlife but did you know it's also a fantastic place to explore the great outdoors and community life? That's right! Amidst the buzz of traffic and urban living a more relaxed and natural place exists – the GreenWay. Perhaps one of the area's best kept secrets - the GreenWay connects the Cooks River at Earlwood to Iron Cove Bay at Haberfield, following the route of the disused

Rozelle freight rail corridor, which is currently being converted to light rail, and also incorporates the Hawthorne Canal.

Besides the local human residents, the GreenWay is home to a wide range of wildlife like reptiles, birds, flying foxes, bats, possums, frogs and even endangered long-nosed bandicoots.

The GreenWay is a key partnership between Ashfield, Leichhardt, Marrickville and Canterbury Councils and their communities.

The GreenWay is an active transport route with walking and cycling paths, relaxing recreational areas and it also plays host to a variety of community and arts projects. Ashfield was the lead Council

recovery through provision of e-waste events; mattress recycling; and mobile, battery and light globe recycling.

- Promoting local recycling options such as local charity shops.
- Investigating enhanced waste technologies for Council's municipal waste such as Advanced Waste Technology (AWT) and food organics recycling.

for the GreenWay Sustainability Project from 2009 to 2012. The Project focussed on developing a sustainable governance model for the GreenWay, improving urban biodiversity, community and volunteer engagement and promoting active transport.

Ashfield Council is committed to continuing campaigning with its partner Councils and the community to see funding reinstated for the GreenWay shared pathway as part of the State Government's Inner West Light Rail Extension.

For more information on these initiatives please read Council's Sustainability Action Plan.

Thriving local economy

Culture, commerce, community – Ashfield: an attractive place to visit

*Pedestrian-friendly
local shopping villages
where residents can
walk to their favourite
bakeries, restaurants
and specialty shops.*

*Convenient, diverse
and affordable local
shopping.*

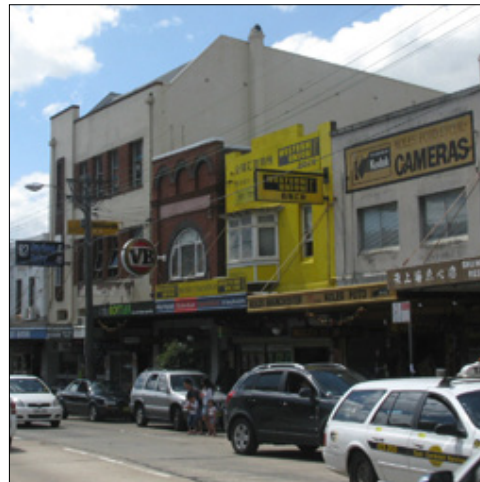


Ashfield's local economy is integrated with the Inner West and the regional economy

For many years Ashfield Town Centre has been a catalyst for migrant businesses, mixed in with old Australian businesses such as the photo shop, bottle shop, cycle shop and haberdashery shop on Liverpool Road. Everyone works in harmony together; the well established and the new.

The local economy comprises: small and large businesses, the well-established and the new, industry, government services, non-profit employers, local shops and commercial services.

The local economy clusters around a lively town centre in Ashfield and in our neighbourhood economic precincts which are driven by the depth and diversity of Ashfield's cultural mix. Haberfield, famous for its rich Italian heritage, reflects this in its many cafes, restaurants, delicatessens, bakeries and patisseries. The suburb of Ashfield brings the taste of Asia to the area with numerous eateries and grocery stores specialising in Shanghainese Chinese, Indian, Thai, Korean and Philippino cuisine and products. The Village of Summer Hill with its Town Square and Village Green exemplifies the old world charm of Ashfield as do parts of Croydon and Croydon Park.



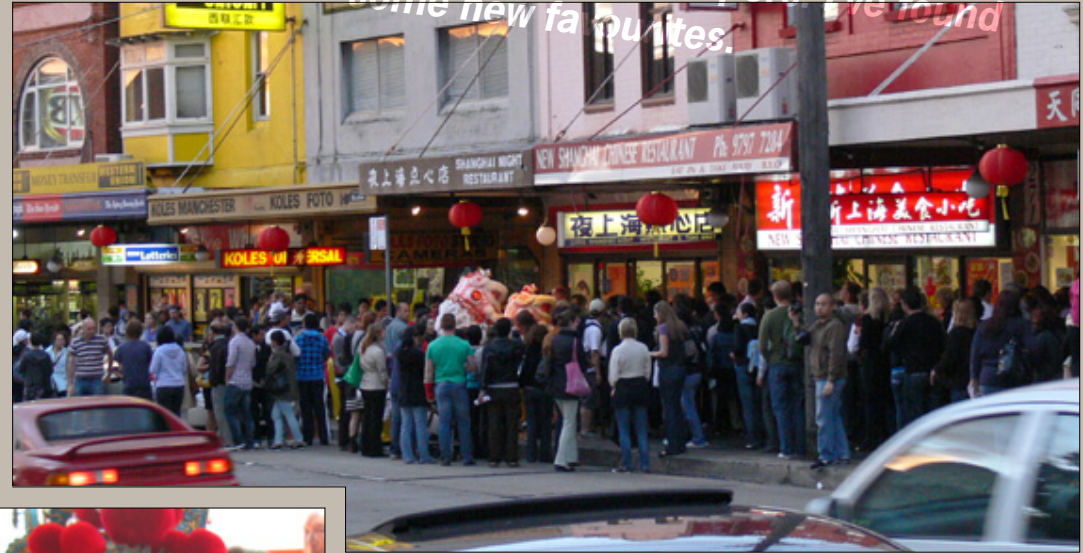
Our community wants ...

- › Main street economies that are welcoming, vibrant and desirable locations for locals and visitors
- › Ashfield, and its neighbourhood villages to be promoted as visitor destinations – for food, culture and the arts
- › Local employment and service provision
- › Appropriate and balanced zonings of commercial, business and industrial interests
- › A voluntary sector and local community services. These services are now under more demand than ever to be valued and supported by parts of the local economy
- › Corner stores that serve as focal community places, reducing the need to drive to larger centres for basic goods.

To achieve this, the long-term focus will be on ...

- › Creating thriving local economies that are sustainable over the long term
- › Providing a wide range of jobs that match the needs and skills of residents
- › Creating a voluntary sector that is a valued and supported part of the local economy
- › Creating main street economies that are vibrant and desirable locations for businesses, visitors and residents
- › Developing strong partnerships between Council and local business as partners in promoting Ashfield
- › Making sure our business community complies with best standards in health, hygiene, disability access, and building regulation
- › Promoting Liverpool Road and the Parramatta Road Enterprise Corridor to business and investment sectors
- › Supporting cultural events that attract visitors and support the local economy
- › Connectivity and accessibility for visitors to the area
- › Supporting youth development initiatives such as traineeships
- › Encouraging local businesses to train and employ mature age, disabled and inexperienced workers.

... Feast of Flavours in Ashfield was a wonderful experience tasting the varieties of foods offered by the many local shopkeepers. I've found some new favourites.



Thanks for a brilliant Food Festival this year. My kids had a ball sampling the Italian delights at Haberfield – especially the chocolate mousse! It was great to see so many people supporting the event. Nic (local Haberfield resident)

Attractive and lively Town Centre

Ashfield Town Centre will be identifiable and enjoyable: a thriving economic and cultural destination



Ashfield's Town Centre is a unique place which caters for locals and a broad range of visitors from across Sydney who come to enjoy its services and cultural activities. The Town Centre is not without its challenges. We seek to develop the Town Centre as a place that provides shops and community services, whilst balancing the vehicular traffic, to create a pleasant residential and pedestrian environment.

Attractive and lively Town Centre



As the centerpiece of the area, there is a need to ensure that the Town Centre remains commercially strong and that new, quality development contributes to the urban renewal of the Town Centre ... the area in and around the Ashfield Town Centre should continue to be the focus for accommodating the majority of Ashfield's future housing requirements into the future. Ashfield Urban Planning Strategy 2010

In partnership with the Department of Juvenile Justice, Ashfield Council has developed an initiative to clean up the graffiti in the area. Young people gather together to clean up the streets and to take pride in the neighbourhood. In addition, Council has been focusing on graffiti prevention by identifying graffiti hotspots and developing practical ways to minimise the potential for future graffiti occurring.





Priorities as we head towards 2023 ...

- › Enhance Ashfield Town Centre's distinct commercial, retail, cultural and entertainment facilities ensuring pedestrian friendly public open spaces that are safe and enjoyable for all
- › Create an identifiable and enjoyable main street that appeals to residents and visitors
- › Create an urban framework that balances access, using various forms of transport, with the need to develop an attractive, enjoyable and safe place
- › Develop arts, cultural and entertainment opportunities that reflect Ashfield's diversity
- › Encourage new business in the Town Centre
- › Beautify the streetscape and public domain
- › Urban renewal extended to adjoining laneways and Esplanade and Hercules St.

My favourite place is outside Fruit World on Liverpool Road at the bus stop because of the company I meet ... Here I like to watch the world go by and natter about life. Michelle shares her secret about Ashfield, 2010.

A key catalyst project that will assist in improving Ashfield Town Centre is the Council Administration Building and Civic Centre on Liverpool Road. The redevelopment is an example of contemporary urban design and includes a state-of-the-art library, customer service centre, activity rooms, landscaped forecourt, small commercial tenancy and refurbished staff accommodation. It will provide for the needs of Council's staff and the community now and into the future.

A niche destination with a unique selling point. anonymous resident, Ashfield's Biggest Conversation 2009.



arts, cultural and entertainment opportunities

Engaging and innovative local democracy

The Mayor and Councillors are representative of the Ashfield community and provide strong and visionary leadership.

Council is the place where local democracy happens in Ashfield. The community actively participates in the governance of their local area and in determining the look and feel of Ashfield by participating at formal Council meetings and by getting involved in the many other opportunities to engage with Council, be they formal consultations, advisory committees, volunteer programs or simply talking to Council staff.



Engaging and innovative local democracy



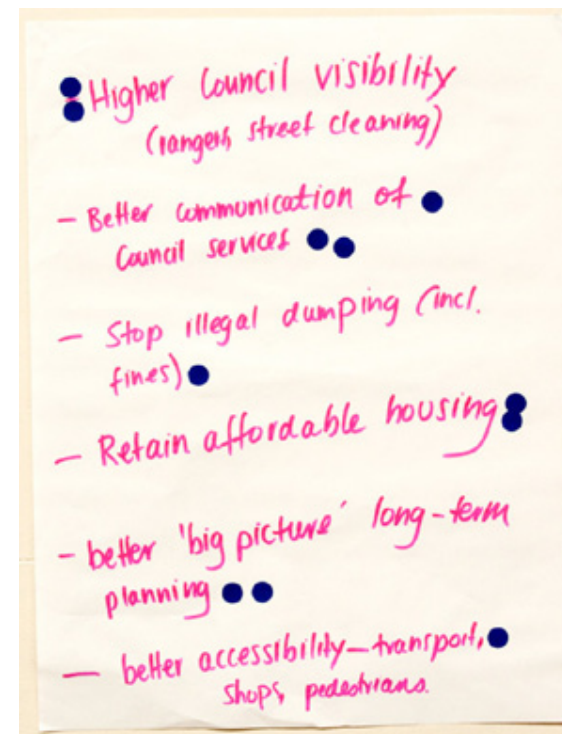
Council is a learning organisation, always striving to do better, with a focus on excellence and innovation.

Vanessa Chan,
General Manager

Council works hard for, and on behalf of, the people of Ashfield, strongly advocating community interests both within and outside the borders of Ashfield. Council works tirelessly to develop and nurture many alliances and partnerships that are needed to bring the community vision for Ashfield to life. Our major partners include the community, community organisations, businesses, local service providers and other levels of government.

Council is ethical and accountable and is recognised for its responsive and helpful service to the community and other customers.

Like all levels of government, Council has the challenge of balancing the escalating demands for enhanced infrastructure and other services with increasingly limited resources. Our growing and changing population increases the responsibilities of local government.



Ashfield's most significant secret is its genuine dedication to its community in many ways. Information is readily available at Council's 'One Stop Shop'. Tony

In 2023 we want to be recognised:

- › As an attractive employment choice for talented people
- › As a leader in sustainable local governance
- › For responsive and helpful services to all our customers
- › For excellence in our community engagement and for listening to and responding to the needs and concerns of all residents
- › As a strong advocate for Ashfield by influencing and participating in policy development
- › For best-practice processes and programs for protecting the environment and promoting the use of renewable resources
- › As financially viable and providing value for money in the delivery of services
- › As open and accountable for the use of community resources.

Conclusion

The Way Forward

The delivery of the Ashfield Community Strategic Plan will be supported by partnerships, implementation plans, measurements of progress and continued engagement with community and other stakeholders.

While Council has a central role in delivering the Ashfield Community Strategic Plan, our joint vision can be achieved only through partnerships with, and greater levels of support from, residents, community, business, government and other stakeholders.

Council in conjunction with stakeholder partnerships will develop and implement specific strategies and actions to deliver this Plan.

Measuring Progress

At the end of each Council term a detailed assessment of the 'measures of progress' included in this Plan will be undertaken.

We will continue to engage with the community on our progress and evolving vision for the future so that together we can achieve a sustainable future for Ashfield.

Criteria for progress

- Residents and visitors are active in promoting Ashfield's cultural diversity and recognise the Cadigal and Wangal people as the area's traditional custodians
- A diversity of residents feel that their wellbeing has improved
- Residents are involved in and satisfied with decision-making about heritage protection and local development
- Increasing number of residents and workers using public transport and active forms of transport (cycleway and pedestrian routes) for local trips
- A higher proportion of residents participate in recreational, leisure and sporting opportunities in the local area
- Reduction in volume of waste sent to landfill
- Reduced water and energy consumption and greenhouse gas emissions by residents and Council
- Increased amount of native vegetation providing habitat for native fauna
- Reductions in retail and commercial vacancy rates
- Increased proportion of businesses that contribute to the community sector
- The Town Centre supports an increasing number of commercial establishments, arts, entertainment and cultural activities
- Satisfaction with the Town Centre as a valued safe and enjoyable pedestrian environment for residents, workers and visitors is increasing
- Ashfield's civic centre is fully utilised
- Council is increasingly recognised as a leader in sustainable local government
- Satisfaction with Council's customer service is increasing
- Satisfaction with Council information and communications is increasing
- Satisfaction with Council's community consultation is increasing
- Council is an employer of choice
- Council has a plan to ensure it is financially sustainable over the long term.

together
we are
Ashfield

Appendices

ASHFIELD AT A GLANCE



Housing

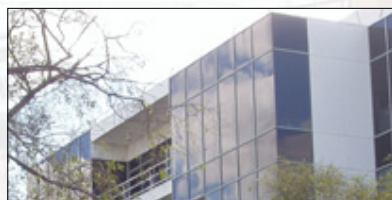
The Ashfield local government area has just under 17,000 occupied dwellings. In the 10 years from 1997 to 2007, there were approximately 1,300 new dwelling commencements.

Around 47% of all dwellings are classified as units, flats or apartments, with 2 and 3 bedroom dwellings comprising 72% of the housing stock and 1 bedroom dwellings and studios (bed sits) making up only 12%.

The occupancy rate for all dwellings is 2.47 persons per dwelling. Like other inner west local government areas, Ashfield is densely populated relative to the rest of Sydney.

The population density of the local government area is 4,825 people per square kilometre.

Whilst densities vary across the local government area, the gross residential density is around 20 and the net around 31 dwellings per hectare.



Architecture and Urban Form

The architecture of Ashfield's residential housing is a significant component of the character of the local government area. Ashfield's earliest remaining houses display a Victorian Georgian style whilst at the turn of the 20th Century, the Federation style of architecture dominated home building in Ashfield.

The Inter-War period saw significant residential developments with the bungalow form, which originated in California, lining many of Ashfield's streets.

Ashfield experienced significant residential flat development throughout the 20th century.

Early flat development occurred around Summer Hill and Ashfield Rail Stations, however it wasn't until the 1950s and 1960s that large numbers of dwellings were replaced with brick 'walk-up' flats. In the 1990s a number of townhouse and apartment buildings were constructed particularly around the Ashfield Town Centre.



Economy

Ashfield is close to the Sydney Central Business District, Sydney International Airport and the world class port facilities of Botany Bay and Sydney Harbour.

Ashfield's economy is driven by the depth and diversity of its cultural mix. Haberfield is famous for its rich Italian heritage as reflected in the many cafes, restaurants, delicatessens, bakeries and patisseries. Ashfield brings the taste of Asia to the area with numerous eateries and grocery stores specialising in Shanghaiese, Chinese, Indian, Thai, Korean and Philippines cuisine and products.

Summer Hill exemplifies the old world charm of Ashfield as do parts of Croydon and Croydon Park. Ashfield has reasonably priced office space and accommodation including home and office accommodation to suit all tastes and budgets, all of which is handy to public transport and major thoroughfares.



Sustainability

Ashfield Council is committed to protecting and enhancing the local environment and promoting sustainable living.

The Greenway project is working towards the vision of a shared walking and cycling path and green corridor linking the Cooks River Cycleway at Earlwood to the iconic Bay Run at Iron Cove Bay.

Ashfield Council will continue to build upon its commitment to environmental sustainability through working closely with the community, business sector, neighbouring councils as well as state government and community stakeholders.



Transportation

The Ashfield local government area is well served by public transport in the form of heavy rail and bus services. The Main Western Rail Line, between the Sydney CBD and Western Sydney, passes through Ashfield with stations at Summer

Hill, Ashfield and Croydon.

A significant portion of Ashfield's population lives within walking distance of these three stations.

Express rail services from Ashfield Rail Station provide a 10–15 minute service to the Sydney CBD at regular intervals throughout the day and evening.

A number of bus services cross the local government area providing connections to and from the Sydney CBD as well as other regional centres, such as Rockdale, Burwood, Strathfield and Hurstville. The majority of services pass through the Ashfield Town Centre. Around 35% of Ashfield residents travel to work using public transport which is substantially more than the average for Sydney at 18%.

Ashfield is crossed in an east to west direction by the key road transport routes of Parramatta Road, the City West Link and the Hume Highway (Liverpool Road). These routes, which also link the Sydney CBD with Western Sydney, result in significant volumes of traffic passing through Ashfield on a daily basis, negatively affecting the amenity of places such as the Ashfield Town Centre and Parramatta Road.

PRINCIPLES GUIDING THE COMMUNITY STRATEGIC PLAN

Ashfield Council has championed Ashfield's interests for over 140 years. Council has initiated and prepared this Plan in consultation with, and on behalf of, the community.

Given that Council is not wholly responsible for the Plan's implementation, it was important that the Plan be developed based on a set of guiding principles that were relevant, not only to Council but also to other partners such as community groups and state government agencies who may also be engaged in delivering the Plan.



The guiding principles that informed the Plan's development include:

Sustainable local governance:

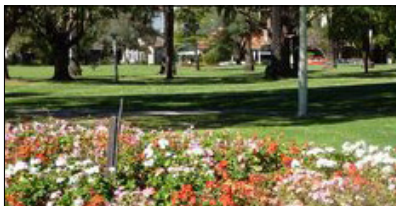
Empower people and foster delivery of service through partnership and collaboration, strengthen participatory and representative democracy, provide transparency and accountability in governance and optimise management of limited resources for the benefit of the community.

Environmental sustainability:

Plan for a sustainable future by protecting the biodiversity of the local area, conserving precious resources and facilitating sustainability in the built environment. Respond to the threat of climate change by taking effective action to reduce greenhouse gas emissions.

Ethics:

Demonstrate accountability and act in the interests of the community with professionalism, respect and transparency.



A partnership approach:

Recognise that no single organisation is able to implement the Ashfield Community Strategic Plan. The implementation of these strategies is dependent on the formation of cooperative networks and partnerships involving the community, all levels of government, local service providers and businesses.

Importance of place:

Recognise and build on the distinctive characteristics of Ashfield's Town Centre and neighbourhoods, including their built heritage and social and cultural histories.



Human rights and social justice:

Respect human rights and uphold the social justice principles of equity, access and participation. The Community Strategic Plan seeks to ensure that these principles are embedded within every long term direction of Ashfield, whether through the provision of a service, management and use of community facilities, interaction between key partners or the provision of opportunities to participate in local decision making and community programs.

Access and equity:

Address social, economic, political and gender equity; enable access to education, health care and economic opportunity; use natural resources equitably and efficiently; strive for inter-generational equity.



Creative and inclusive
community
Unique and distinctive neighbourhoods

SAFE, CONNECTED AND ACCESSIBLE PLACES

Living sustainably

Thriving local economy

Attractive and lively Town Centre

Engaging and innovative local democracy

Tell us what you think ...

We want to know what you think about this Plan and our area. You can contact us in the most convenient way for you from the following options:

In person at the Customer Service Centre:

260 Liverpool Road ASHFIELD NSW 2131

☎ (02) 9716 1800

📠 (02) 9716 1911

✉ PO Box 1145 ASHFIELD NSW 1800

OR EMAIL info@ashfield.gov.nsw.au