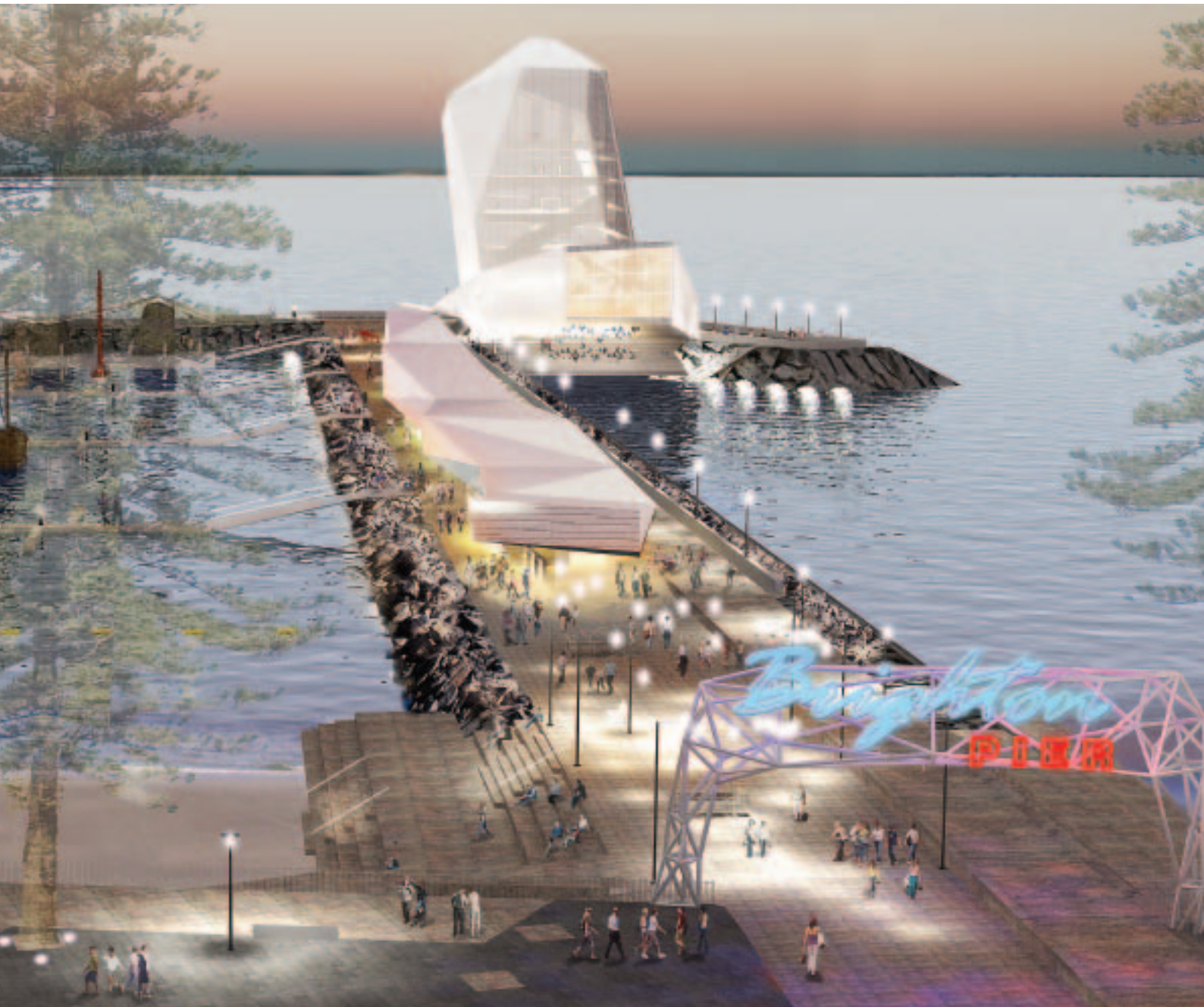


brighton pier

[SYDNEY'S BAYSIDE REGENERATION]



DESTINATIONS
ROCKDALE

ROCKDALE
CITY COUNCIL

Bringing Rockdale's waterfront neighbourhood to life

[MESSAGE FROM THE MAYOR]



Since the release of the Destinations Rockdale “visioning” package last year there has been great interest and support from the community for the Council's plans.

Destinations Rockdale is a bold new vision for the rejuvenation of the City starting with Brighton-le-Sands and Rockdale Town Centre with Bay Street in between.

We widely consulted the community about our vision, including the largest distribution of information ever undertaken by the Council to the community in the form of a brochure and DVD to over 22,000 homes. We received very positive feedback and encouragement. The often heard comment though has been “when will these projects be delivered?”

It was always expected that implementation would be a long-term program. The Council has however committed itself to advance the various projects as quickly as possible.

The Brighton Pier brochure and DVD are the next steps in the process of explaining to our community how we see those parts of Destinations being implemented.

We have engaged eminent consultants to investigate the various technical issues surrounding the design of the marine structures and the iconic Crystal building. As a result we have made some changes to the original layout of the facilities and found solutions to issues such as car parking.

What you will see in this brochure are the beach cafes and exercise trail, the two family swimming areas, the two-kilometre walk out on the Pier and back, the Pier's cinema and Crystal technology centre, clever parking under the Pier and the marina, fishing nooks and a whale-watch berth. All these community facilities will work together to make the Brighton Pier a world class example of urban regeneration and redevelopment.

Now that the details have been resolved it is intended to present the Brighton Pier proposals formally to the State Government for concept approval and authority to involve the private sector in their development.

This is an exciting step forward in the development of the Destinations Rockdale vision.

We invite our community to tell us your views – and there will be more exciting news soon on other Destinations sites.

A handwritten signature in black ink, which appears to read 'S. Moselmane'. The signature is fluid and cursive.

Shaoquett Moselmane
MAYOR

Located close to Sydney's CBD, suburbs and Airport, Brighton Beach is one of the most accessible yet under-utilised waterfront precincts in Sydney.

Once a bustling beachfront with a pool, pier, bathers pavilion and holiday accommodation, Brighton today provides little more than a Bayside backdrop for a few swimmers, runners and diners and many thousands of drivers on the Grand Parade.

A scheme to restore this iconic waterfront area to its former glory is being prepared by Rockdale City Council for presentation to State Government agencies.

The multi-million dollar Brighton Pier project will open up the beachfront and Bay to public access via the magnificent new Pier and two pools, a new international hotel, a marina to attract boating activities, futuristic exhibitions and installations in an iconic Crystal building, and an al fresco dining and entertainment precinct on the beach and the Pier.

For residents, this collection of projects will not only provide a spectacular rejuvenation of the Rockdale area with increased amenities and leisure options, it will also generate sustained employment opportunities.



Brighton pier – an overview

Brighton Pier is a groundbreaking urban renewal project that is set to transform the Brighton waterfront precinct into an inspirational and iconic Bayside destination.

For the community and business alike this innovative and visionary project is an exciting new chapter bringing new vitality, new focus and new opportunities to Brighton's Bayside heart. It comprises six key elements:

1. The Pier with its cafes, shopping, marine activities, walkway, concealed parking, whale-watch and other charter boats, fishing nooks and piazza
2. The Beach with its protected waters, pools, cafes and exercise path
3. The Crystal with its undercover cinema, interactive multi-media exhibitions and retail
4. The Marina with 300 berths for yachts and power boats
5. The Hotel – a new international hotel with coach parking, contemporary marketplace and al fresco dining
6. Improved pedestrian access with a scramble crossing on the Grand Parade.

The ideas which follow are concept designs which will be refined and subject to further commercial and community input as the Brighton Pier project moves towards implementation. The final designs will be determined after extensive community consultation.





[THE PIER]

A multi-purpose Pier is planned for Brighton's central beachfront featuring cafes, boat brokerage and chandlery stores, multi-media exhibitions, shops and family entertainment.

Built on stone rather than timber, the Pier will be a lasting structure that can withstand the force of ocean swells and provide a safe venue for families.

Residents and visitors will stroll along the Pier; explore delicious food offerings; discover the latest in music, movies and entertainment; fish from safe angler nooks; or board a whale-watch or charter vessel.

Cafes, bars and restaurants will spill out onto the promenade with all-weather protection. Visitors and locals will discover the pleasure of fresh ingredients with an emphasis on organic produce picked by people with a dedication to freshness and flavour.

At "Loaves & Fishes" seafood will be cooked over a woodfired grill and served with sourdough toast and organic vegetables. Every weekend the Fishermen's Fair will sprawl along the Pier with Sydney's choicest fish, prawns, crabs, scallops, oysters and mussels.

Next to the restaurants and cafes will be shops, tiny in size but huge in imagination. Rare flowers will be sold next to artisan cheeses and clotted cream, alongside freshly baked organic loaves and delicious pastries, near to the boutique bookstore, across the Promenade from the "Mad Mushroom" selling many different varieties of fungi.

The seasons will come to life on the beach and Brighton Pier with a spectacular WinterFire Festival in July, Crystal Ball in the Crystal and along the Pier on New Year's Eve, AquaFestival in Autumn, and the Spill Festival in Spring with stalls, shops and restaurants on the footpaths, the Pier and the beach – with street performers on every corner of the Brighton waterfront.

[BRIGHTON BEACHFRONT & BATHING AREAS]

On the northern side of the Pier a family swimming area is planned in the protected waters of the marina, netted-off for swimmer safety. The overall offerings along the beach will include:

- > Cafés, restaurants and gelato bars with outdoor seating [approx 1500m² total]
- > Public fitness equipment
- > Change rooms
- > Beach bike track.

Additionally a major new swimming enclosure will be built south of the Pier, providing safe family swimming facilities with viewing and diving platforms. This will be reminiscent of Brighton's historic pool.





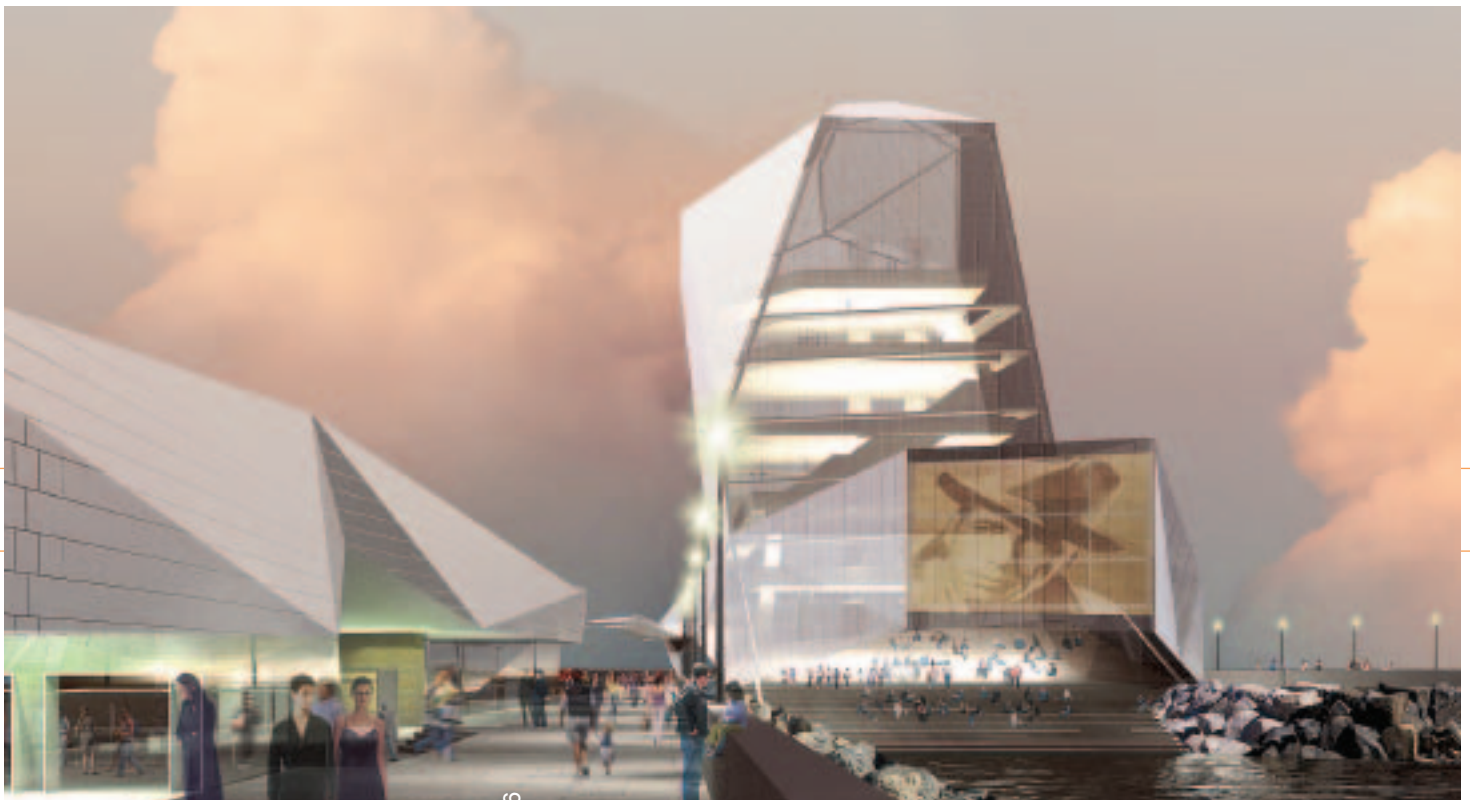
[THE CRYSTAL]

Rising majestically from the bay, The Crystal will form a dramatic focal point at the end of the Pier. This spectacular seven level building will house a state-of-the-art communications, entertainment and technology exhibition space and an undercover, giant screen amphitheatre. Serving as both an entertainment hub and meeting place for residents and international visitors, The Crystal will reflect the breathtaking splendour of its water setting.

This innovative development will bring international recognition to the Brighton Waterfront, redefining the Bay's edge as a world-class destination.

The Crystal will show visitors the future through the most astonishing public 'lens' in Australia. Its features include:

- > **Top floor *My Pod***
[a professionally managed and curated commercial conference/exhibition space showcasing the future of consumer technology – 500-600m² of commercial space]
- > **5th floor *Vision Pod***
[an interactive experience of the future of screen culture: making movies, making television, computer video production, digital photography, content production – the beauty of the future of digital imagery – 500-600m² of commercial space]
- > **4th floor *Sound Pod***
[an interactive experience of the future of making and listening to sound, music, computer generated soundscapes, podcast production – the magnificence of digital sounds and information – 500-600m² of commercial space]
- > **3rd floor *News Pod***
[an interactive experience on the making of and the future of news: the newspaper of the future, news online, digital news, broadcast news – the fascination of future news decision-making and distribution – 600m²]
- > **1st and 2nd floors *Entry/Exit Foyer & Game Pod***
[interactive retail space featuring the latest X-Box, PlayStation and consumer electronics: an interactive space filled with challenges for both beginners and wizards – 2 x 300+m²]
- > **Ground floor *The Pier Restaurant & Waterfront Bar***
[signature restaurant featuring cutting-edge modern Australian cuisine with a seafood fascination – 400m²]





[MARINA & BREAKWATER]

Brighton's new Marina and Breakwater will further enhance the area's affinity with the water and cater to the ever-growing demand for marina berths. Comprising a spacious and safe boating haven with a pedestrian seawall, it will animate the waterfront area.

Three rows of berths are envisaged for the marina, the inner two for power boats and the outer one for yachts and larger powered vessels. A wave skirt will protect vessels from northerly weather events. Charter vessels will take visitors around the Bay and beyond to view whales and the beaches of the eastern suburbs and Sutherland.

A breakwater will extend past the marina and turn to the north, providing shelter from swells and wind-blown waves. Pedestrians will be able to walk 350m into the Bay and 600m further along the breakwater's seawall, with fishing nooks provided in safe zones. The return trip will be a 2 km stroll.

[PUBLIC PARKING & AMENITIES]

Significantly increased parking [300 spaces] will be provided within the Pier to accommodate increased visitation to the area. Support facilities for the marina and public areas will be incorporated in the Pier and its buildings.

[INTERNATIONAL HOTEL]

A second international-quality hotel is planned for the Grand Parade adjacent to the Pier. The Hotel will adjoin a modern marketplace. It will include a road coach terminal and supplementary carparking.

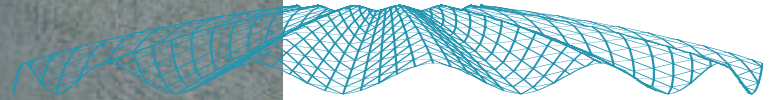
[A REJUVENATED BAY STREET]

A tree-lined street, filled with active retail outlets including cafes and restaurants, runs between the rejuvenated waterfront and the new civic Canal zone – making Rockdale's city centre another destination for both locals and visitors.

[IMPLEMENTATION]

Funding for the Brighton Pier project will be realised through a State Government-facilitated scheme. Rockdale City Council can act as an agent in engaging and reporting the community's perspective. The commercial activities associated with the marina and boating facilities will join with other retail and café income streams to subsidise the new public pool and like facilities.





This document contains important information about Rockdale City Council. If you do not understand, please visit Council's Customer Service Centre at 2 Bryant Street Rockdale on Monday – Friday from 9.30am – 4.30pm. Council Staff will be happy to arrange interpreter services for you.

You may also contact Telephone Interpreter Services on 131 450 and ask them to ring Rockdale City Council on 9562 1666 on your behalf.

هائي
 تحتوي هذه الوثيقة على معلومات هامة عن بلدية روكدايل. إذا لم تكن قادراً على فهمها يرجى زيارة مركز خدمة الزبائن البلدية على العنوان التالي: 2 Bryant Street في روكدايل من الإثنين إلى الجمعة بين الساعة 9:30 صباحاً و 4:30 مساءً. حيث سيقوم موظفو البلدية بتأمين مترجم لك بتكال مرور. كما يمكنك الاتصال بخدمات الترجمة الهاتفية على الرقم 131 450 والطلب منهم الاتصال ببلدية روكدايل على الرقم 9562 1666 نيابة عنك.

重要消息

本文件載有關於Rockdale 市政府的的重要資訊。如果您有不明白之處，請親臨星期一至星期五，上午9時30分至下午4時30分，前往位於2 Bryant Street, Rockdale, 市政府的顧客服務中心。市政府的職員會很樂意為您安排傳譯員的服務。

您也可以聯絡電話傳譯服務，電話131 450，並請他們代為轉電9562 1666 給Rockdale 市政府。

Знаете:

Ако не разбирате какво съдържание съдържа документът на 2 Bryant Street Rockdale City Council. Може да посетите информационно обслужване на клиентите в Клиентския център на градския съвет на 2 Bryant Street, Rockdale, от понеделник до петък от 9.30 до 16.30. Те ще ви помогнат да разберете какво съдържание съдържа документът. Може също да се свържете с Телефонните интерпретаторски услуги (TIS) на номер 131 450 и да ги помоли да ви свържат с градския съвет на Rockdale City Council на 9562 1666 на английски език.

Importante:

Questo documento contiene importanti informazioni sul Comune di Rockdale City. Se avete difficoltà a comprenderne il contenuto, recatevi presso il Customer Service Centre del Comune a 2 Bryant Street, Rockdale dal lunedì al venerdì dalle ore 9.30 alle 16.30. Il personale del Comune sarà ben lieto di procurarvi un servizio interpret.

Potete anche chiamare il Servizio telefonico interpreti (TIS) al numero 131 450 chiedendo che telefonino per vostro conto al Comune di Rockdale City al numero 9562 1666.

Важно:

Съвместно с други важни информации за Rockdale City Council (Градската община на Рокдайл). Ако не го разбирате, можете посетете го обслужването на клиентите в Клиентския център за услуги на клиентите, който се намира на 2 Bryant Street, Rockdale, от понеделник до петък, от 9.30 нощта до 4.30 следобед. Работното време можете да проверите на адресното ни интернет-страница на градския съвет.

Можете също да се свържете с Телефонните интерпретаторски услуги (Служба за преводници по телефон) на 131 450, и да ги помоли да ви свържат с Градската община на Рокдайл на 9562 1666.

Importante:

Este documento contiene información importante sobre el Rockdale City Council (Municipio de Rockdale). Si no la entiende, le rogamos concurrir al Centro de Servicio al Cliente del Municipio, ubicado en 2 Bryant Street, Rockdale, atención de lunes a viernes, de 9:30 am a 4:30 pm. El personal del municipio se complacerá en obtener los servicios de un intérprete para usted.

Puede también llamar al Servicio Telefónico de Intérpretes al 131 450 y pedirles que llamen de su parte al Rockdale City Council, teléfono 9562 1666.



[HAVE YOUR SAY]

Rockdale City Council welcomes your feedback. If you have any questions, comments or suggestions regarding Brighton Pier and the rejuvenation of Brighton's waterfront neighbourhood, please send your feedback to: destinations@rockdale.nsw.gov.au or visit www.rockdale.nsw.gov.au/destinations. Telephone 02 9562 1666.

This brochure has been prepared for the purpose of explaining Rockdale Council's vision for the urban renewal of Brighton. The information provided is general only and its purpose is to promote informed public discussion. The proposals suggested in this brochure have no legal status, are subject to change and should not be relied on in any way. Rockdale City Council disclaims all liability and responsibility, including for negligence, for any direct or indirect loss or damage suffered by any person arising out of any use of the general information contained in this brochure, associated data sheets and/or DVD or any associated documentation.

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