

# mortlake



the place plan  
2019 - 2025

Written in  
February 2019



Mayor  
Angelo Tsirekas

We have developed a place plan for Mortlake to provide a framework for action in the next 5 years as well as a longer term strategy.

Our Mortlake Place Plan identifies and analyses the things that make Mortlake a great place to live, both now and in the future. In the meantime, we are committed to continually improving Mortlake.

Throughout the next 12 months improvements will address issues identified by the community throughout the development of the Place Plan and in consultations held in February 2019. These priorities include continuity of foreshore access, parking and road safety issues and park improvements.

We'll be working alongside our community to develop the Mortlake Place Plan, so keep an eye on Council's website for updates.





The Mortlake Place Plan provides a holistic and cohesive framework for action in the next 5 years as well as longer term strategic directions.



## The successful delivery of the Plan relies upon the collaborative efforts of local residents, key stakeholders, government and non-government agencies and the City of Canada Bay.

The Place Plan identifies and analyses the things that make Mortlake a great place to live, both now and in the future. Community members have spoken about the Peninsula as a:

1. Place which values the natural environment along the foreshore and within local open space
2. Riverfront community that respects its unique setting.
3. Village lifestyle which is welcoming to everyone.
4. Modern vibrant community with enriched with the culture of the first nations people and its industrial heritage.

This plan is a synthesis of local knowledge from a range of individuals, groups and key stakeholders including community members, businesses, local community organisations, State Government and the City of Canada Bay.

The research has been gathered through a comprehensive process of place based community engagement between July and November 2018.

The delivery of the Place Plan will require that same collaborative effort and partnerships across the stakeholders.

The delivery of the plan will be subject to the time, resources and the priority these stakeholders give to its elements and program. Council is committed to taking a leadership role over the next three years to see a number of priorities realised but for the full implementation of the Plan we will need to work closely with a wide range of stakeholders.

### Council

All Departments

### Businesses

Homebased Businesses  
Industrial Businesses  
Retail Traders  
Network Groups  
Property Owners

### Residents

MMBRAG  
Breakfast Point  
Rotary Club  
MensShed  
Strata Managers  
Street Committees

### Partners

Non Government  
Organisations  
State Government  
Departments

The Place Plan is as an 'evolving' document recognising that priorities will change as the Mortlake area continues to transform and grow. Open communication and engagement will continue to be vital between everyone affected and invested in this program of work.

The intent of the Place Plan is to create a place of meaning and connection for residents, business owners and visitors. Specific actions within the Place Plan are focussed on the next 5 years; beyond this timeframe Strategic Directions have been identified. Significant change in the village and the community is anticipated by the plan and the priorities identified reflect this vision and what has been experienced in the last 5 years.

#### Community priorities identified:

- Strong advocacy around achieving foreshore access throughout Mortlake.
- Demands to improve the facilities and amenities in local parks and streets.
- Valuing the natural environment with a desire to see it extended appropriately through the streetscape.
- Ambitions to enhance opportunities for community connections.
- Desire to celebrate the heritage and culture of this unique foreshore community
- Desire to support and enhance local business.





# Community Engagement

A range of traditional engagement practices, observational research and smart data has been used in the development of this plan.



## Place audits

Simple visual observations, of people on streets, car parking and asset availability, was completed. Actions plans to address redundant signage, street furniture needs, footpath and road condition have been developed with this information.

## Place pop up consultations

These were hosted in September 2018 to listen to residents emerging issues such as the development of new street tree infrastructure which was addressed rapidly. Other priorities around activation, parking and road safety emerged as key issues.

## Breakfast Point Fair

The fair was held in September 2018. The main issue raised concerned the changing nature of the village through new apartment developments and its impact on local infrastructure. The principal priority which dominated conversations was the continuity of foreshore access.

## MMBRAG

The Mortlake and Majors Bay Resident Action Group emerged to advocate for the infrastructure improvements, foreshore access and open space upgrades to address significant change in the community in the last 5 years.

Collaboration with this group throughout the process of addressing issues raised during meetings and consultations will continue to be a priority.

## Business consultation

Face to face interviews with key business owners and workers in the peninsula have revealed the need for a nuanced approach to addressing changes in business conditions and population. Conversations covered challenges of operating in the area, strengths of the community and ideas for change.



### Place Score

PLACESCORE is the first place experience (PX), diagnostic, engagement, benchmarking, tracking and marketing platform.

Its purpose is to make places better for people by providing community insights that help us understand local values and current place experience in order to build a clear evidence base for planning and investment.

This community engagement is data driven, rigorous, representative and contributed to calibrating this plan.

### Neighbourlytics

Neighbourlytics is a social analytics platform for neighbourhoods, pioneering the use of social data in cities. The data helps us understand the unique identity and local nuances of communities.

The proprietary technology provides council with hyperlocal, real-time data about the social life of local neighbourhoods and provides intuitive, interactive reports to explore and the data.

### Internal Project Group

Council has identified and consulted with internal stakeholders who are representative of relevant Council business units. This group will be further enabled for regular collaboration and to explore issues and opportunities to ensure a holistic approach to delivering on community expectations.

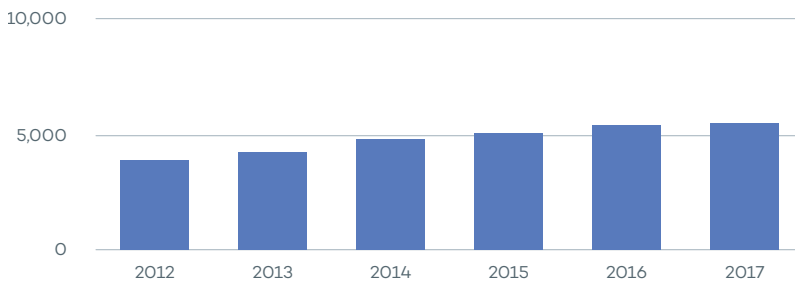




# Population

The figures below for the population are for Breakfast Point – Mortlake as identified in the mapping within this place plan. Mortlake population is estimated at 5,567 in 2017. This has been modest growth since 2016 with 60 more people from the previous year.

## Estimated Residential Population | Breakfast Point – Mortlake



average  
age  
**40**

Source: Australian Bureau of Statistics. Regional Population Growth, Australia (3218.0). Completed and presented by .id the population experts

### Who lives there

Household structure showed a growth in the number of couples with young children. Overall, there are 24% of total households with children. Analysis of the households without children in Breakfast Point and Mortlake in 2016 compared to Greater Sydney and shows that there was a larger proportion of young couples without children, a larger proportion of middle-aged couples without children, and a larger proportion of older couples without children. In addition, there were also a larger proportion of young lone person households, a larger proportion of middle-aged lone person households, and a smaller proportion of older lone person households.

### Housing

94% of the residents live in medium density housing a huge shift in recent years and the median weekly rent is \$670 per week.

The \$657 median mortgage repayment are considered around the average, 32% of the population rent and 31% are paying a mortgage.

The estimate of homeless people in the village is 262 people and covers couch surfers, car sleepers, rough sleepers.





## Wealth

Analysis of the distribution of households by income quartile in Breakfast Point - Mortlake compared to Greater Sydney shows that there was a greater proportion of households in the highest equalised income quartile, and a lesser proportion in the lowest equalised income quartile. The most significant change in Breakfast Point - Mortlake between 2011 and 2016 was in the highest quartile which showed an increase of 312 households. It is very low in the SEIFA index for disadvantage

## Ethnicity

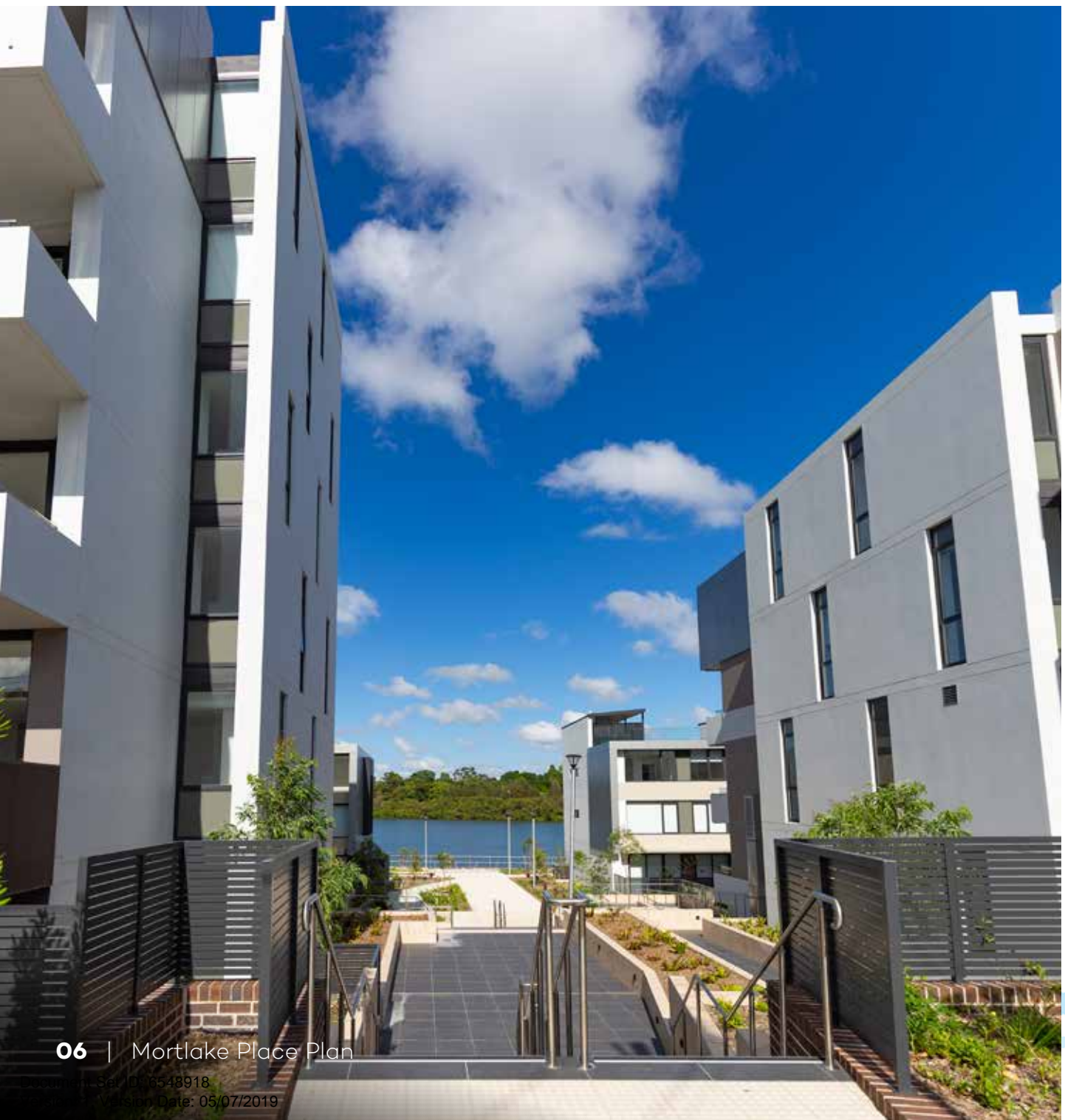
38% of the population are born overseas and 36% speak a language other than English at home.

## Education and Employment

38% have a university qualification and 5% are currently studying there. 13% have a trade's qualification. 4% are unemployed. 66% participation in the workforce. 20% take public transport to work.

## Internet

Analysis of the type of internet connection of households in Breakfast Point and Mortlake compared to Greater Sydney shows that there were a higher proportion of households with an internet connection Overall 87.1% of households had an internet connection, compared with 81.4% in Greater Sydney.







# Place making framework

## The Plan includes:

- Community aspirations reflecting the key issues and themes that emerged from the community engagement process.
- Actions for the next 5 years.
- Strategic directions.
- Relevant policies, plans and other influences.
- Identified partners and stakeholders.
- Strategic Outcomes of the Place Plan.

We considered the key areas of place and analysed the results we have across these areas. We have distilled and summarised the results below.



## Community Aspirations

### Built Environment

The characteristics of the built environment include important industrial heritage structures associated with former gasworks in Tennyson Road such as:

- Remnants of AGL site in Breakfast Point (Blacksmith's shop, walling, gates, pavilions, powerhouse, meter readers' office )

- Palace Hotel
- Mortlake punt.

Modern light industry sites in Mortlake are also under rapid transformation these are being redeveloped with medium density housing. The number of households in Breakfast Point and Mortlake increased by 858 between 2011 and 2016.





## Natural Environment

Unsurprisingly for a foreshore village the prioritisation of the natural environment by the local community is very high. Natural landscape features are:

- Headlands providing open space with good access to Parramatta River;
- The bays adjacent to Mortlake were a major meeting place for Aboriginal people from Port Jackson and the wider Sydney region.

## Amenity

In accordance with resident concerns expressed during consultations the improvement of local amenities is struggling to maintain pace with the requirements of both existing and new residents.

There is evidence of recent investment. However significant upgrades to infrastructure works are required to satisfy local concerns.

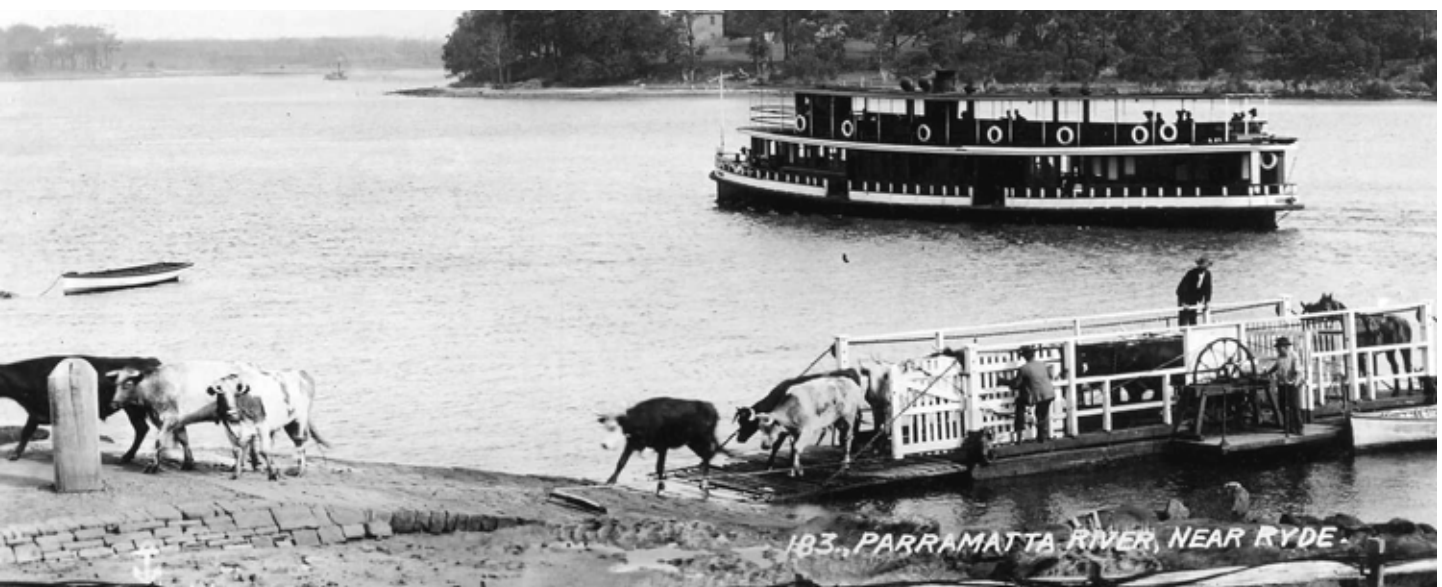
Key items requiring attention are the quality of the public domain and facilities for pedestrians, children and public transport users.

## Cultural and heritage

For tens of thousands of years prior to the first sighting of the Sydney region by Europeans, Aboriginal people had lived and indeed thrived in the Sydney Basin. At the time of European settlement the Canada Bay area was part of the traditional lands of the Aboriginal people of the Wangal clan, themselves a part of the larger Darug language group or Aboriginal nation.

The lives of the Wangal People and other Aboriginal clans around Port Jackson were strongly focused around the harbour and its foreshores. This is especially in the case of their food gathering activities. However Aboriginal people also hunted animals, harvested plants and gathered raw materials in the bushland fringing the harbour foreshores. For the Wangal People the harbour foreshores and bushland of The City of Canada Bay were their lands, their home and part of the one territory for which they were both responsible for and an inextricable part of.

The Homebush Bay and Hen and Chicken Bay areas were, traditionally, also a major meeting



*S.S. Aleathea Mortlake Punt*





place for Aboriginal people from Port Jackson and the wider Sydney region.

There is rich aboriginal cultural heritage on the Mortlake peninsula.

Breakfast Point was the site of first contact following the arrival of the first fleet

On the 5th February 1788, the British First Lieutenant William Bradley recorded his sightings of Wangal people on the banks of Mortlake. This is an extract from his journal:

'At daylight having a guard of marines proceeded to the upper part of the harbour again, passed several natives in the caves as we went up and on the shore near the place we left beads and some other things, who followed us along the rocks calling to us. We landed to cook our breakfast on the opposite shore to them. We made signs for them to come over and waved green boughs. Soon after seven of them came over in two canoes and landed near our boats. They left their

spears in the canoes and came to us. We tied beads etc. about them and left them our fire to dress mussels which they went about as soon as we put off'.

The combination of the smallpox epidemic of 1788 and European invasion forced the Wangal people out of their territory, depriving them of their source of food and spiritual connection.

Originally Bottle Point, Mortlake was named after a suburb on the Thames River in Southwest London. The Australian Gas Light Company (AGL) established their gasworks operations in Mortlake in 1883, having relocated from Darling Harbour. This dominated the function of the peninsular and attracted allied businesses and trades people and the supporting retail and services typical of the times. Also noteworthy was Green Point Naval Boatyard, (Fairmile Cove named in 2004 in honour of the WWII naval veterans who served on the Fairmile Ships. 20 of which were built there in record time at one per fortnight.



The Mortlake Ferry, also known as the Putney Punt, is a cable ferry that runs across the Parramatta River in Sydney, connecting Hilly Street in Mortlake and Pellisier Road in Putney.

It commenced operating on 16 May 1928 and predated pre-dated the nearby Ryde Bridge. It is the only one in Sydney harbour and one of only 10 in the state. The ferry is operated by a private sector operator under contract to the Roads & Maritime Services (RMS), carrying a maximum of 15 cars plus passengers at a time, and is free of tolls. The crossing is some 300 metres (980 ft) in length and takes approximately five minutes. The ferry operates on demand on weekdays from 06:45 to 09:25 and 14:45 to 18:15 on weekends and public holidays it operates on demand 10:30 to 17:30 from Mortlake.

## Social

Mortlake's long history as provided the foundation of a village life with churches, schools and community spaces. There are three churches in the peninsular St Patrick's Catholic Church, Hillsong and Point Church Anglican.

There is good access to schools and childcare on the Mortlake peninsula including:

- Cabarita-Mortlake Kindergarten
- Integricare Family Day Care Inner West
- Mortlake OSHC Centre
- Mortlake Public School
- St Patrick's Primary School

The waterfront itself has an increasingly cultural focus with riverside parks, walk/bike tracks, and jetties providing an important recreational focus for both new and older communities. On the water uses of boat, rowing, fishing and water sports are a lively part of the life of Mortlake.







## Community

The community is a mixture of

- Couples without children across all demographics
- Families
- Multicultural in background
- Affluent with high housing cost for those who do not own properties.
- Relatively tech savvy

## Economic

The Mortlake peninsula offers the investor two types of business precincts: small neighbourhood shopping villages at the junction of Mortlake Street and Brays Road; and along Tennyson Road and a combination of light industrial, commercial and restaurants. The high density residential development should result in an increasing primary trade area.

The three small dispersed retail centres in the peninsular:

- Breakfast Point - include IGA, real estate and eateries
- Tennyson Road - dominated by small eateries and personal services
- Gale Street - significant eateries, personal services and fancy good retail.

There is a desire to see increased produce retail and mobile retailer do service the area. There is sense that there are too many cafes. There is a range of personal services and primary care medical facilities in the three small centres.

There are still a number of Industrial operations adjacent to the foreshore, on Edwin Street and Tennyson Road. These provide minimal employment and many have already been identified for redevelopment into residential. There are an increasing number of complaints about industrial activities outside of work hours and conflicts with neighbouring residents.



## Identity

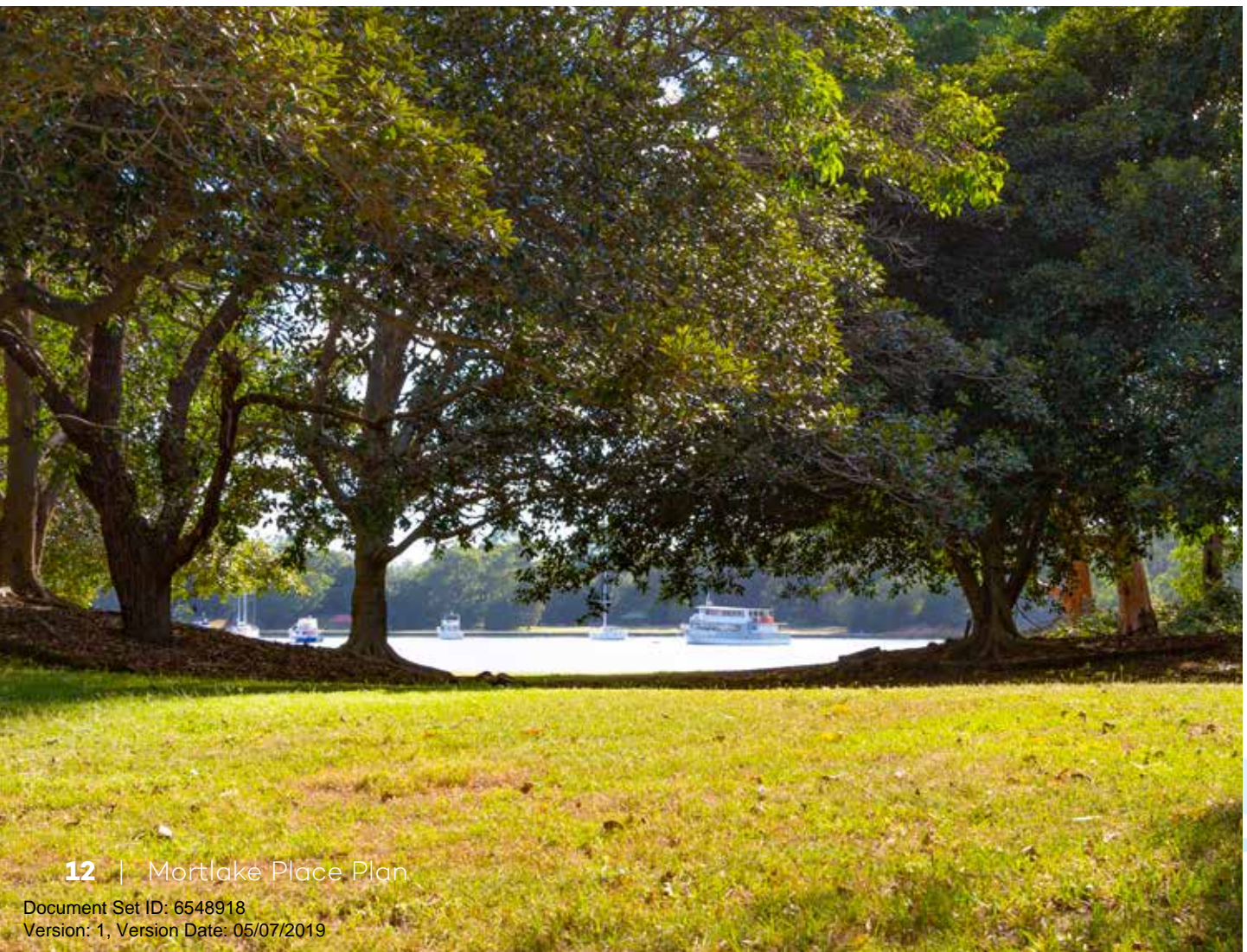
Mortlake is a unique inner Sydney peninsula characterised by its location on the Parramatta River. With a strong industrial history, Mortlake has reinvented itself as a desirable waterside suburb. It is undergoing a transformation from industrial to residential land uses. The dynamic conflict between different uses is a challenge for business resident and government alike.

Breakfast Point a former industrial site which is now a residential redevelopment area containing mostly high rise apartments with foreshore access to the Parramatta River is located to the east of Mortlake. There is vibrant neighbourhood centre within the walls of this estate which include eateries and the only supermarket on the peninsular.

## Action planning

Council's existing plans which were considered in the development of this Place plan for Mortlake included:

- Community Strategic Plan Your Future 2030
- City of Canada Bay Local Environmental Plain 2013
- Sydney Regional Environment Plain (Sydney Harbour Catchment) 2005
- Sydney Harbour Foreshore State Regional Environmental Plan
- City of Canada Bay Public Art Plan 2016-21
- Community Facilities Resourcing Strategy
- Community Harmony Strategy
- City of Canada Bay Cultural Plan 2016-21
- Let's Play: Playground Strategy
- Community Safety and Crime Prevention Plan
- Graffiti Vandalism Management Strategy
- Positive Ageing Strategy
- Child and Family Needs Strategy
- Climate Change Adaptation Plan
- Sustainability policies (eg, Event Management and Procurement)
- Riverside: A cultural strategy for the Parramatta River Foreshore
- On Street Dining Policy
- Wangal Reserve Plan of Management
- Draft City of Canada Bay Smart City Plan







# Planning for the future

## Our vision is for a village that:

- Displays a vibrant community atmosphere.
- Celebrates its character and identity, closely linked to water side setting.
- Offers things to do locally including restaurants, cafes and small bars.
- Provides better access to the city and surrounds with more frequent and coordinated public transport.
- Values the natural environment along the foreshore and within local open space.
- Links people to river with foreshore access provided by paving continuity.

## A place that offers:

- Accessible, clean and healthy environment
- Celebrates our rich heritage
- Diverse with a community feel
- Convenient and accessible to shopping, jobs, amenities

## Journeys and Connections

Connectivity around Mortlake has been raised as both a priority and an area for improvement. The ambition is to provide better access to adjacent suburbs facilitated by more frequent and coordinated public transport. The objective is convenient access to shopping, jobs, recreation and amenities. The liveability of Mortlake depends on the area being well connected. The emerging need is for better links for walking, cycling and by public transport to access cultural and economic opportunities.



## THE NEXT 5 YEARS

1. Improve the walkability of Mortlake by the removal of barriers to connectivity, creating better amenity including seating, shade, street trees and the construction of quality foot paving with pram ramps.
2. Provide improved facilities for dog within the peninsula.
3. Develop a Place App to provide up to date information (eg transport, locations of public toilets, parks, business and tourism information)
4. Continue to improve pedestrian links around the foreshore, within and between the village centres and to local childcare and schools. Measure success of improvements by increases in active transport activity in a 2 kilometre radius.
5. Work in partnership with Transport for NSW regarding traffic management and access to the Peninsula.
6. Address parking concerns in Mortlake implement improvements that support transport mode changes and parking restrictions.
7. Complete traffic and road safety projects identified by the Council Traffic Committee.
8. Promote and encourage cycling for both recreational and commuting purposes to and from work including mapping, facilities and promotion.
9. Improve signage and wayfinding throughout the Peninsula in conjunction with improvements works undertaken throughout the peninsula.
10. Create a Mortlake Pedestrian Access Management Plan.
11. Identify needs for upgrading seating, bubblers and litter bins.
12. Investigate the provision of traffic calming measures.
13. Advocate for government investment in public transport for the Peninsula
14. Consider the installation of a car charging station.

## STRATEGIC DIRECTIONS

1. Land management to provide continuity of access on the Mortlake foreshore.
2. Develop boardwalks to link up the foreshore where land acquisition or access is not feasible





## Riverside and recreation

The location of Mortlake has shaped its form and function since the first nations people occupied its foreshore. The Parramatta River has significant social, cultural, economic and environmental importance. Access to the foreshore is the most important aspiration of the people on the peninsula and how they gain access to the foreshore to enjoy vistas, recreation and relaxation is a key pillar of this plan.

As the housing is concentrated in Mortlake the need for parks and places to connect with neighbours and nature is important. The valuable pockets and parks need to be attractive, flexible and attractive.

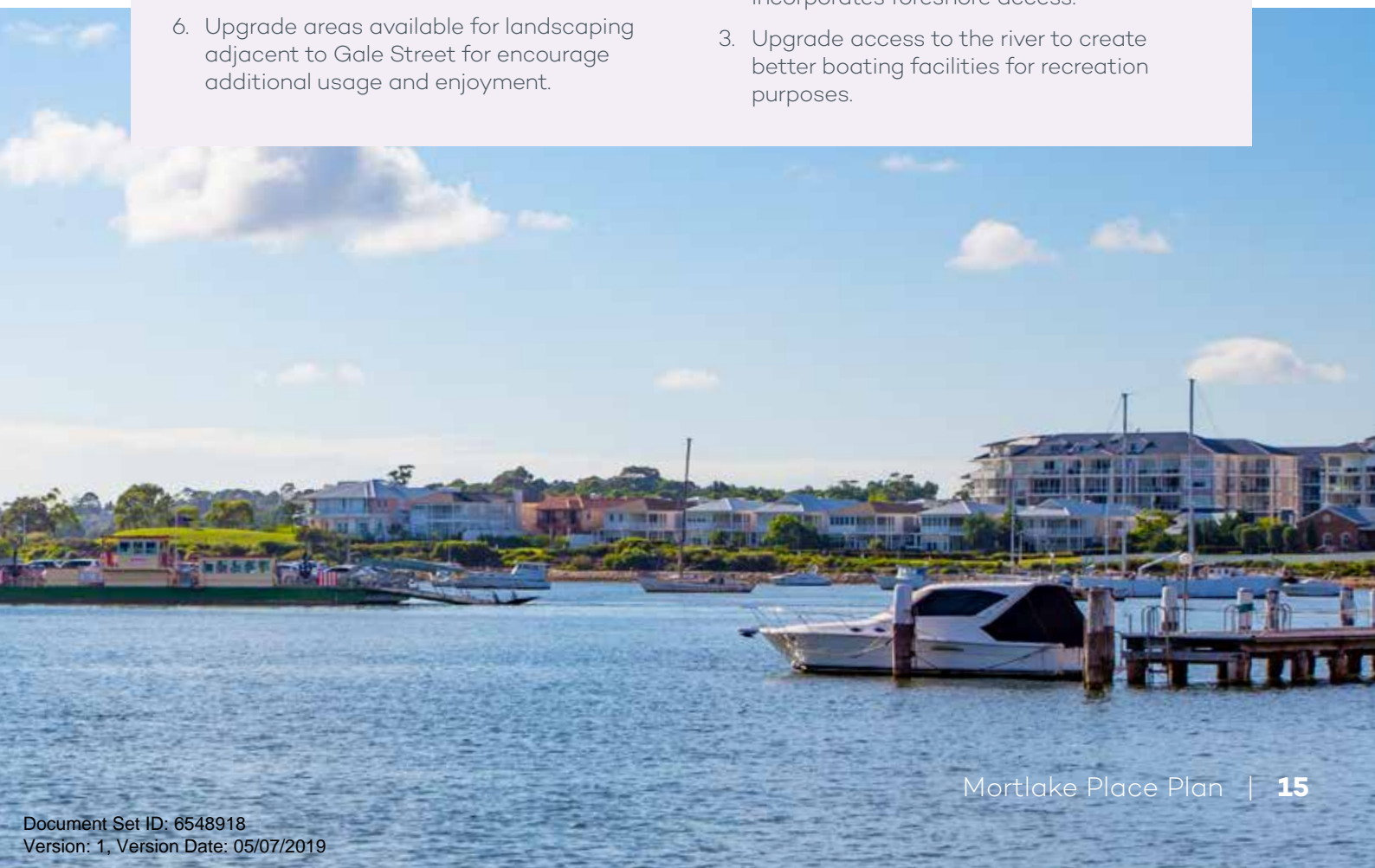
### THE NEXT 5 YEARS

1. Implement the new designs and plan of management improvement for Wangal Reserve and Punt Park.
2. Create play spaces and improve the appeal and appearance of Tom Murphy Reserve.
3. Redevelop Punt Park through the removal of the disused building and improvements to landscape qualities.
4. Work towards securing foreshore access adjacent to the west and the eastern foreshores of the peninsula including property currently used by Jemina to remediate Kendall Bay.
5. Undertake further discussion with Roads and Maritime Services regarding land adjacent to the Mortlake punt to develop the link around or through the site to improve access to the river around the peninsula.
6. Upgrade areas available for landscaping adjacent to Gale Street for encourage additional usage and enjoyment.

7. Create a Master Plan for foreshore access in Mortlake consistent with plans for foreshore access throughout the city.
8. Support and encourage health and wellbeing programs and information.
9. Establish a Tidy Town style program to reduce graffiti / dumped rubbish and build pride and care in the area.
10. Undertake community education regarding dog ownership, waste, environmental sustainability and being a 'good neighbour.
11. Establish and enhance cycle routes around the peninsula identified in City Bike Plan.
12. Develop a tree planting master plan.

### STRATEGIC DIRECTIONS

1. Create uninterrupted access on the peninsula foreshore.
2. Establish an east west link across the peninsula to create a walking circuit which incorporates foreshore access.
3. Upgrade access to the river to create better boating facilities for recreation purposes.



## Liveable, inclusive and safe place

Liveability is how well a place supports residents to enjoy a good quality of life for its residents and community. It measures economic prosperity, social stability and equity, educational opportunity, physical and mental health and wellbeing, as well as recreation, culture and entertainment.

Liveable communities are healthy and inclusive. As the Mortlake population is growing fast Council and local partners need to work towards smarter ways to get the most out of our available community land. The built environment should include quality green spaces and safer by design considerations.

### THE NEXT 5 YEARS

1. Investigate opportunities for the Police Local Area Command to work with the community to support a sense of safety and place.
2. Involve the Metropolitan Local Area Land Council (MLALC) and key resident groups to support planning, implementation and management of projects which seek to realise community aspirations.
3. Establish options for neighbourhood watch and communication with local authorities including police local area command and Council.
4. Promote local volunteering opportunities.
5. Promote an inclusive approach to

consultation, planning, design and management of place (including aboriginal people, children, young people, people with disability, and residents from non-English speaking backgrounds).

6. Improve the provision of publically accessible amenities adjacent to the town centre.

### STRATEGIC DIRECTIONS

1. Infrastructure provision in accordance with this plan, population growth and demand.
2. Place a high priority on the importance of a well maintained public domain.
3. Address the desire for Mortlake to be a more active and vibrant place.

## Appealing and Vital

The aim is to create a more vibrant place which celebrates the heritage and cultural qualities of Mortlake and encourages creative talents to embrace change in the community and physical improvements. It is a place that can respond nimbly to new ideas and opportunities and respond as the desires of local residents emerge. The rapid changes in the Mortlake peninsula have left new and longer term residents grappling with the concept of defining and identify with their place. People talk about their feelings about what it is to be a resident in Mortlake and the frequency of these conversations reveals a desire for a clearer idea of Mortlake the place.

The development of this place plan is helping people identify the way they experience, express, imagine and know the place in which they live There is a growing desire to celebrates the rich local heritage and the links to foreshore which have attracted many of the newer and established residents to the area. The emerging diversity of the community is also creating new layers in the identity in this place.

### THE NEXT 5 YEARS

1. Develop a map of spaces, activations and destinations
2. Map and provide information about existing community connections and services including facilities and activities in immediately adjoining areas such as Cabarita Park.
3. Create opportunities to celebrate and interpret local heritage including opportunities for public art.

4. Support and encourage neighbourhood groups.
5. Map and promote more evening and night-time activity and promote enhancements to opportunities available.
6. Develop digital heritage applications.
7. Identify spaces and places for dog walking.
8. Improve walking and cycling routes around the peninsula.
9. Promote the opportunities and experiences offered by local business including an eat and/or evening economy map.



10. Partner with local groups to present events and activations to bring local people together.
11. Support local community groups and advocacy groups such as Breakfast Point Rotary Club, Shedless Men's Shed and the Mortlake and Majors Bay Residents Action Group.
12. Investigate laneway activation and retail opportunities to provide more vibrancy.
13. Investigate opportunity for markets and pop-up locations that can be promoted to improve retail and attractions around the peninsula.

14. Support local economic development and entrepreneur support services

#### STRATEGIC DIRECTIONS

1. Investigate if Council can develop alternatives to additional car parking to support local retail.
2. Implement smart parking technology to provide better information on parking usage and enforcement
3. Support car share schemes.



## Transformation and Renewal

The transition from an industrial suburb to a modern and vibrant village is well underway. Managing the conflicts that occur as land uses change requires management in partnerships with residents and businesses. We will seek to continuously improve service delivery to the peninsula aim to improve community satisfaction.

Mortlake will be an important place to pilot smarter approaches to management of place including how we collaborate and supports innovation. The approaches in the peninsular need to be at the forefront of City sustainability addressing priorities such as the urban tree canopy and smarter sources of energy and water use to transform our public spaces.

Improving the way we digitally connect and empower people.

#### THE NEXT 5 YEARS

1. Develop an app mapping delivery of information about the vibrant village.
2. Roll out smart bins to the peninsula to reduce litter and improve litter infrastructure at the foreshore.
3. Use of mobile CCTV cameras to prosecute those engaged in activities such as litter dumping and the operation of business in conflict with Council consent and policy across the peninsula.

4. Use games and digital engagement to activate parks and places.
5. Support local business to connect physical and digital profiles to improve patronage

#### STRATEGIC DIRECTIONS

1. Install smart signage to improve place management and connection with park and foreshore users.



