

Outer West Research Project

**Concept
Workshop
25 October 2017
Werrington Launchpad
Building.**



**From Dormancy to
Proliferation**

How do dormant cityscapes come to life?

Research

Dr Jonathan Drane www.jondrane.net

Micro Study of Dormancy and Proliferation in Outer West Centres in the Sydney Basin: Camden, Campbelltown and Penrith

Workshop Speakers & Facilitators:



Angus Dawson Key Speaker : Talks on Honeysuckle Precinct Activation in Newcastle . Angus Dawson has worked in senior executive roles in private and public-sector organisations in New South Wales, Queensland and throughout the UK. In government, as CEO, Angus has led the NSW Government's delivery of the \$3.45 billion Building the Education Revolution, the Growth Centres Commission and the Honeysuckle Development Corporation. Angus has sat on numerous boards, government selection panels and review committees. These included the Infrastructure Levy Implementation Committee, the Premier's Urban Design Advisory Committee, the Rouse Hill Town Centre and Barangaroo assessment panels, the inter government task force for the acquisition of BHP's land holdings in Newcastle and recently chaired the NSW Department of Planning and Environment's review of development corporations.



Dr Jonathan Drane Host and Facilitator: Talks on the Palmer Street Precinct Activation in Townsville. Jonathan is a recognised expert in the city growth dynamics including dormancy and proliferation of large scale development precincts. Jonathan has studied cityscapes across Sydney, Newcastle and Townsville to provide a greater understanding of how regional centres and their dormant areas are brought to life. Jonathan was also a catalyst developer in the Palmer Street precinct , the story of which became part of his doctorate.



Dr Hugh Pattinson co-facilitator: Will join Jonathan in facilitating the poster sessions. Hugh's expertise is in combining Innovation, Entrepreneurship and Marketing to develop new digitised goods and services for the digital economy, at a regional area and through emerging entrepreneurial ecosystems. Hugh also specialises in Scenario Planning and Foresight and its application in marketing and emerging technologies. Hugh works actively with the Launch Pad supporting businesses within the incubator through development of and advice on

business and marketing planning. Hugh is also the internship coordinator for the School of Business at WSU.

For further details

See our research web site– www.jondrane.net go to Research Page
Contact Dr Jonathan Drane: j.drane@westernsydney.edu.au



**Sydney Graduate School of
Management**

Urban Living and Society Grant

The research project is undertaken in keeping with the university's ethics processes and policies.

Case Study Honeysuckle Precinct, Newcastle 2013

A study of the proliferation of buildings in the Honeysuckle Precinct, Newcastle, Australia

The Honeysuckle renewal project was commenced in the early 1990's with stimulation of a former port area of the city into a mixed development precinct, seeded by the Building Better Cities Programme (BBC). Under the management of the Honeysuckle Development Corporation, the foreshore area was re-created by public land release to private development interests, based on a conceptual master plan and a scheme.

Case Study Palmer St Precinct, Townsville 2012

A study of the proliferation of buildings in the Palmer Street Precinct, Townsville, Australia

Multi sector regional city Townsville , often referred to as the Queensland 'capital of the north', was the recipient in the early 1990's of BBC infrastructure funding for its former port area—the Palmer Street Precinct. In 2003 to 2007 the precinct was the subject of intense development stimulation, that led to the proliferation of buildings in the precinct leading to it becoming a new 'eat street' precinct for the city. The apparent delayed reaction between the initial stimulus and the actual manifestation of development is an area of focus in the study.

In both case studies, the ensuing phenomenon of 'prolific building growth' in these dilapidated port cityscapes is explored and explained, by what is proposed as the central force of change - 'the property development mechanism'. An explanatory model is offered to explain the phenomenon.

See <http://www.jondrane.net/research/outer-west-dormancy-study-sydney-basin/>