CHAPTER 1

INTRODUCTION
1. INTRODUCTION

1.1 FOCUS OF THE RESEARCH

Environmental and other discourses have long recognised the importance of sense of place that lies at the core of the human condition but is much undervalued. It is the basic proposition of this thesis, as it is for writers such as Yi-Fu Tuan (1974), that a profound attachment to place is as necessary and significant as our relationship with people. As we have entered the 21st century and the era that has become known as globalisation, our attachment to and relationship with place is being fundamentally altered.

Communities and individuals value places which are settings for significant events or which become symbols of personal identity. They are not just neutral venues, but important reminders of events and experiences of the past and present. Major social and cultural change therefore has significant and often unpredictable effects on people and their sense of place.

Sense of place is a difficult concept to define and has very broad meaning and values. Nonetheless, a shared sense of identity between people and place is the foundation of human cultural traditions. As communities change, reform, merge or relocate, the different understandings of place are renegotiated forming the foundations of the community of the future (Brown, 1999).

There is a need for the urban environment to reflect our values, aspirations and place in this world. The era of globalisation is raising a plethora of questions and issues about our future communities, cities and places and the world that we will inhabit. Notions of locality and belonging are becoming increasingly renegotiated. It is the rapidity of change that is accelerating our desire to reconnect, notably with place.

Globalisation is also one of the biggest single influences for life in the 21st century. As Anthony Giddens remarked in the recent Reith Lectures on globalisation:
As we stand at the end of the 21st century I suggest to you that rather than a world of high organisation and predictability tightly within our control it seems to be an erratic, dislocated world. If you like, a runaway world. When you look into the origins of this runaway world of uncertain possible futures there's one great set of changes which lies beyond these transformations, and that is it the impact of the phenomenon of globalisation. (Giddens, 1999).

Globalisation is felt most strongly in cities, where changes in the limited space are compressed by the rapidity of changes in function. The disparities now becoming evident in cities are also linked with globalisation, where localities are seen as powerless in the era of global economic forces (Sassen, 1998). Yet globalisation is linking communities and places all around the world making a commitment to civil society more possible. It may also lead communities to re-evaluate the qualities of place.

The global and local are becoming intertwined in new ways. Through global compression localities are brought together as a reconstructed entity. The collapse of spatial boundaries has a number of consequences for the form and future of communities. The flows of capital, images and people across the globe have led to new formulations of place at the local level, often without in-depth local knowledge or exploration of the place. Depthlessness, placelessness and homogeneity are some of the responses to current place making in the global era.

Urban renewal, as it alters the landscape replacing buildings and structures with modern urban forms, is becoming more evident and pronounced in the global era. This research seeks to explore how we will reconstruct our sense of place in the global society. It explores the growing interrelationship between globalisation, localities and attachment to place and the emerging communities of the future.

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1 This is an Internet reference and therefore there is no page number. This reference is taken from the BBC Reith Lectures. The website is detailed in the "List of References".
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1.2 OBJECTIVES
As outlined above, the focus of this research is sense of place and globalisation. There are a broad range of objectives:

- to identify the key elements of sense of place theory;
- to identify the key elements of globalisation and its impact upon place and culture;
- to identify the interrelationships between sense of place and globalisation;
- to determine the construction of a sense of place from the industrial to the global era, by examining impacts of globalisation upon a former industrial site being revitalised to create a waterfront urban community known as Jacksons Landing;
- to identify the impacts of globalisation upon our sense of place through the case study analysis; and
- to identify the potential characteristics of communities in the globalised future.

As discussed in later chapters, Jacksons Landing, a former industrial site located on Sydney Harbour in the suburb of Pyrmont, is examined in depth through physical observation, and key informant and structured interviews. The combination of research techniques is applied as a case study analysis of the site. The site itself has been reviewed at the moment in time that it transcends the industrial era and enters the era of globalisation.
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1.3 LIMITATIONS

As is the case with all research, there are limitations and these are evident in this thesis. It is nonetheless important to identify and address the limitations so that the reader appreciates and recognises these areas.

Firstly, globalisation is an evolving term and process. As we entered the global era, our depth of understanding of globalisation and its implications are expanding and being explored. New literature and theories emerge on a daily basis, with terms such as “globalisation from above”, “globalisation from below” (Falk, 1999), hyper-globalisers and gloculization (Featherstone, 1995). The rapid changes in globalisation have meant that the latest literature has been reviewed through to 2000, while acknowledging that a continuing revolution and evolution in this field is occurring.

Secondly, one place was chosen as a case study to examine the in-depth impact and implications of globalisation and sense of place. A waterfront, former industrial site in Sydney was chosen for the case study. The intention is not to attempt a large scale analysis of the impact of globalisation, but to look in some detail at one actual site in which the impact can be studied as it happens. It was selected as a local place, is part of my own local community and in part forms my own sense of place. Alone, the selection of the site can be regarded as a limitation, which is further discussed in Section 1.6.

One local place was selected for the in-depth study for numerous reasons. It clearly is local. It enabled an in-depth analysis of its history and the advent into the global era through its current redevelopment from a sugar refinery to a “waterfront neighbourhood”. Due to the timing and resource limitations, one place was selected to enable comprehensive and thorough research. There are numerous places that could have been examined locally, nationally and internationally, each of which represent the industrial/global shift. These include Walsh Bay in Sydney, the Docklands in Melbourne and Shanghai in China.
1.4 THESIS STRUCTURE
This thesis is divided into eight chapters. Chapter 1 provides an overview and synopsis of the research. It outlines the objectives and why the study is important. It also includes a statement on the author’s position in relation to the work and the general limitations of the research.

The initial chapters provide an overview of the literature on sense of place theory and globalisation. It became apparent early in the research that there was a link between sense of place and growing feelings of placelessness interrelated with a ‘globalising’ world. Chapters 2 and 3 focus on the key literature in the areas of sense of place, urban renewal and deindustrialisation/globalisation. Chapter 4 provides the research framework while chapters 5, 6 and 7 present the results and findings of the study. Chapter 8 outlines the future implications of the research.

An overview of each chapter is as follows:

- Chapter 2 examines seminal literature regarding sense of place theory, orthodox planning theory and contemporary planning models. It looks at the early writings and the renaissance in town planning literature including ecopsychology and the new urbanism that provides a holistic overview of sense of place theory.

- Chapter 3 examines globalisation and its components. It explores how globalisation is linked with urban renewal and a growing sense of placelessness. It explores the theme of "is there a global sense of place?".

- Chapter 4 presents the research methods. It outlines the case study approach adopted at a micro scale to explore the complex issue regarding sense of place and globalisation. It provides an overview of the research methods and their limitations.
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- Chapter 5 provides a literature and pictorial overview of the case study site, Jacksons Landing. It contains the results of the key document analysis and the non-participant observation undertaken over a 3 year period.

- Chapter 6 and 7 provide the results of the survey and key informant interviews completed for the case study. The chapters identify emerging themes and symbols. Chapter 7 also details a possible model to construct a sense of place from the industrial to the global era.

- Chapter 8 examines the implications of a reconstructed sense of place and explores ideas for further research and investigation.

1.5 WHY IS THIS RESEARCH IMPORTANT

Sydney is now a global city and its role and structure in the 21\textsuperscript{st} century is undergoing unprecedented economic, environmental and social change (Searle, 1996, Sassen 1998). Global cities have been identified by the writers as having a number of characteristics including:

- Less reliance on the manufacturing sector with growing reliance on the financial and business sectors for employment;

- Increased property prices in prime locations such as those near transport and other infrastructure;

- Social inequity regarding access to employment, housing and resources; and increased investment in tourism, health and education are other key characteristics of the global city.

The effect of globalisation is significant for communities and the health of cities. Continued globalisation in Sydney and possibly other Australian cities will exacerbate these trends and potentially result in polarised communities, social inequity and a lack of social justice in cities (Searle, 1996). As Australia enters this period, it is attempting to identify with a
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changing and emerging culture, particularly multiculturalism
and to develop a deeper understanding of local history, place,
land and environment. Globalisation has also increased the
supply of land in inner Sydney areas available for
redevelopment and urban renewal as the role of
manufacturing in the economy has declined. Defunct
waterfront sites formerly used for heavy industry and
manufacturing are being revitalised as new residential
communities servicing the global city.

As this research reviews the emerging issues associated with
the global era and explores how we will construct our sense
of place, it raises and answers questions about communities
of the future. How will people live, interact, recreate and
work in the 21st century? Are we developing polarised
communities and a disparate city? Will cities such as Sydney
have a strong distinctive soul and grounded history, or meldon
with the international community as a city of homogeneity?

1.6 ABOUT THE AUTHOR

It is important to outline my life journey, what motivates me
and how, in turn, this impacts on my research. As Thompson
(1996:5) has stated, "research does not occur in a vacuum
and is influenced at every stage by the researchers
background and value system ...". This section provides an
overview of who I am, how I think and how my values may
prejudice my research.

I was born in St Leonards, the youngest of four girls in a
nuclear Catholic family. I went to the local Catholic primary
and secondary schools. After school, I went straight into
tertiary education and completed a Bachelor of Town Planning
at the University of New South Wales. This was a great time
of learning and maturation. I was exposed to people of
different cultures and socio-economic backgrounds, who held
a variety of values and positions. It was an enormous growth
period.
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Following university I commenced full time employment as a town planner with the State Government. A very stifling experience following the fun, frivolity and learning that I experienced from University. I found, in the early journey of work, many of my colleagues to a large extent to be visionless. Planning seemed to be carried out in a void, without experiencing the colour of Sydney.

I find Sydney an inspiration and at times, conversely, overwhelmingly disheartening. I can see a divided city, a city of disparities and a growing polarised and dispirited community, with an ever widening gap between rich and poor. And yet Sydney is becoming popular in international eyes. The global city, still seeking the Australian desire for egalitarianism and fairness. A city searching for its identity, direction and future. A nation that is equally seeking an identity and direction (republicanism and reconciliation). We are most certainly at major crossroads - be it a healthy, equitable and satisfied community; or a directionless, alienated and soulless community which melds into the international crowd.

I have not left this city of my birth apart from a number of overseas trips (particularly to the great cities of the world), for the love of the place and my attachments to Sydney. I have strong links and grounding in Sydney. It is also the city of my memory: the ocean, harbour, summer breezes, heatwaves, chaos, noise and glamour. It is the city of my family, friends and life. My mental map of Sydney relates to waterways and eating places, which marries people with place. Sydney is my urban centre.

Pyrmont is also a special place, which ignited the interest and passion for my research. Part of my life journey involved living and working in Pyrmont. This is the place of my first owned home and includes a major restoration project on my 1880 Victorian terrace shared with my partner. I worked as a town planner on the early phases of the redevelopment of Pyrmont Point and Ultimo while I was employed by the State
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government. This was a very learned time and to date, the highlight of my professional career. It also propelled my questioning of the development of the place pitched against its colourful history and location. A place that has experienced life, dereliction and currently witnessing rebirth.

The streets and sites of a derelict Pyrmont form my backyard and my sense of place. I have walked the paths of Pyrmont over a period of four years and watched the place change. I have followed the arguments about the redevelopment of this place and become part of this new and growing community, whilst discovering the longer term residents and landowners. I have marvelled at this place for reasons that I am only beginning to comprehend.

All the above factors have influenced my choice of research topic, my decision to select Jacksons Landing as a case study and the objectivity of my research. On the one hand, they have added to the validity of its design and the depth of interpretation. On the other, they presented a challenge to establish objective methods for data collection and interpretation.

1.7 CONCLUSION
This chapter has touched on the elements of the research. It has outlined the objectives of the thesis, its structure, why it is important and its limitations. It has concluded with a statement of "Who I am" in this research. The following two chapters provide a review of the key literature in the areas of urban planning theories, sense of place and globalisation.
CHAPTER 2

SENSE OF PLACE THEORY
2. SENSE OF PLACE THEORY

2.1 SCOPE OF THE REVIEW
This chapter presents key literature regarding town planning theory. In particular it examines sense of place in our cities, places and spaces. The chapter reviews orthodox town planning theories, through to contemporary town planning movements, such as the new urbanism, which are seeking to identify and create a sense of place.

The chapter then focuses on the large body of seminal and multi-disciplinary literature about sense of place. There is an enormous range of material and literature regarding sense of place. The 1970s heralded a period of influential authors including Yi-Fu Tuan. The 1990s witnessed a renaissance and resurgence in writings linked with sense of place including ecopsychology and habitus. Sense of place has been at the core of planning philosophies throughout time, yet with varied interpretation.

2.2 ORTHODOX PLANNING THEORY
Modern town planning has been defined as the "art and science of ordering the use of land and siting of buildings to secure the maximum practicable degree of economy, convenience and beauty." (Keeble, 1974:13). Planning theory is often grounded in the physical layout of places in order to gain maximum economic and social return. Planning as a discipline is difficult to define as it covers so many aspects of urban, rural and cultural life.

Numerous 20th century planners including Ebenezer Howard (the Garden City movement), Le Corbusier (the Radiant City) and Robert Owen, together with the principles of Radburn have delved into the concepts of idealised town form and the location of buildings, people and employment areas (Ratcliffe, 1974). It is a utopian response to create civilised places through predominantly land use planning. The focus has been that of a quasi visionary response to the needs of modern urban life without the inclusion of emotions and attachments to place or the soul of an area.
Sir Ebenezer Howard and his Garden City Movement influenced the development of towns and is one of the most noted town making models (Howard, 1902). The Garden City was based on a density of people that would provide the basis of local government and community services. The city would be self-sufficient. A Garden City was a “town designed for healthy living and industry; of a size that makes possible a full measure of social life, but not larger; surrounded by a rural belt; the whole of the land in public ownership or held in trust for the community” (Howard, 1902:26).

The Garden City combined elements of town and country to create a natural synergy and offers its inhabitants the fruits of both environments. It would accommodate a maximum of 30,000 people. Howard believed town to be the symbol of society and country the symbol of beauty and health. The Garden City encapsulates the physical response to planning and the rigid principles that were applied to many places and cities.

Jane Jacobs, a pre-eminent social and planning commentator from the 1960s critiqued town planning and its failings. Her book *The Death and Life of Great American Cities* (1961) has been heralded as perhaps the most influential single work in the history of town planning. It is a magnificent study of what gives life and spirit to the city.

Jacobs is extremely critical of the likes of Howard and Radburn, stating that the Garden City was conceived as an alternative to the city and soul destroying. “Garden cities were really very nice .. if you were docile and had no plans of your own” (Jacobs, 1961:27). Jacobs criticised planners for their static plans that do not respond to the people, their cultural life and ideas, and the economy.
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Jane Jacobs' work provides a clear and explicit overview of what gives life and spirit to a city. Why some areas regenerate and redevelop with vigour, while others are stale and lifeless. She believed that it is the buoyancy, friendliness and health of its people that creates strong cities and places. Jacobs developed a number of principles that dictated the success of cities and urban regeneration schemes including:

- the need for mixed uses and diversity in places to foster lively and interesting streets;

- the need for short street blocks to facilitate people interaction to make the fabric of these streets a continuous network;

- the need for old and new buildings so a mixture of building types and memories is created in cities; and

- the need for a dense concentration of people for vitality and cultural development in cities.

Jacobs was also vehemently opposed to urban renewal programs and the 'unslumming' of places. This was particularly popular in the United States in the 1970s as it was seen as a way to improve the value and social cohesion of places. She felt that planners could not visualise the spirit and community of places because everything that planners learn overlooks values such as what is good for city neighbourhoods in terms of health, buoyancy and social cohesion.

Jacobs summarised the failure of planners well stating that

> the pseudo science of city planning and its companion the art of city design, have not yet broken with specious comfort of wishes, familiar superstitions, and symbols, and have not yet embarked upon the adventure of probing the real world. (Jacobs, 1961:23).
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Hall (1996) supports this notion of planning as principally a design and physical response. The job of planners was to “make plans, to develop codes, to enforce these plans and then to enforce the codes” (1996:36). Planning was institutionalised into comprehensive land use planning. The planning process was very structured and did not seek to represent spiritual values or the soul of communities.

The vision for planning today remains focused on the physical form and structure of cities. The NSW Government’s current planning blueprint, Cities for the 21st Century (DOP, 1995), focuses on making compact cities through the distribution of housing, transport and employment areas, and improvements of the economy and the environment. There is no place for sense of place, attachment to a locality or spirituality in the planning process. As Read (1996) threatens, are we doomed to a uniform city megalopolis, proliferating as planners reduce cities to “little more than the allocation of land use and logistics of distribution” (Read, 1996:196)

There is concern emerging amongst a number of planners, architects and historians about the homogeneity of cities and the affect of change on the form, function and processes of cities. Place making and place values are overlooked in the development of cities. There is concern about cultural change, shifting social needs and preferences, the economy and the environment’s ability to cope with the process of development and at the same time, the global homogenisation of places that lack visual meaning, cultural expression and functional efficiency. Planning in the 21st century needs to address these vexing questions.
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2.3 A CONTEMPORARY RESPONSE TO PLANNING

2.3.1 Urban Design

Urban design is concerned with visual meaning, functional efficiency and access to all opportunities in cities. It is grounded in local characteristics. Urban design manifests itself in many ways but is centred on the quality of the public realm (Urban Design Taskforce, 1994). It is aimed at the design of entire cities and towns. Urban design reflects the quality of the urban environment, the impact of the built environment, the amenity and liveability of urban environments; and the economic and financial viability of cities and towns (DUAP, 1998).

Urban design is a response that takes into account local city views, ecological health, social impact, economic growth, technical innovation and meaning of places. Urban design is important because it is directly concerned with creating places that people experience in their daily lives. Good urban design can reinforce the identity of city or place. However, it is considered that there is the potential for global homogenisation of places in the face of urban fragmentation, which is a rising symptom of cultural and economic trends (Urban Design Taskforce, 1994).

Urban design is important in terms of experience and meaning and the uniqueness that different places provide communities. A sense of community can be further achieved from the more livable urban design. Urban design, urban renewal and sense of place are integrated elements. Good urban design can heighten sense of place (Urban Design Taskforce 1994). Nonetheless, physical design alone does not make for a healthy or strong community. The social dimensions of a sustainable and healthy community are just as important as the environmental dimensions (Hancock, 1994). In addition, sense of place is not a constructed element and cannot be made.
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2.3.2 The New Urbanism

New urbanism is a contemporary planning movement led by Duany, Plater-Zyberk, Kaufman, Katz, Morris, Newman and Calthorpe. Kaufman and Morris (1995) summarise new urbanism as the term used to embrace a range of urban design and town development philosophies, which recognise the physical coherence of communities as an essential component of their social and economic well being. The decay of the inner city, the explosion of formless auto dominated suburbs and the degradation of the environment have led to a desire for a return to the classic approach to the creation of places for communities and people.

The new urbanism or traditional neighbourhood development invokes classic village life. It is an integrated community, designed for a pedestrian culture. The concept is focused on defined urban edges with pedestrian accessible facilities such as shops. Aesthetics is given a high priority. The new urbanism seeks to produce a built environment, which is diverse in use and capable of accommodating pedestrians, and mass transit (Kaufman 1995). The built environment is responsive to the public realm, site features, ecology and supported by architecture that reflects the climate and culture. Development encourages community interaction and cohesion. Place values and urban design are interrelated.

The building blocks and fundamentals of the new urbanism are the neighbourhood, the district, the corridor, the street and street block (Katz, 1994). Neighbourhoods are urbanised areas with a balanced mix of human activity, districts are dominated by single activity and corridors are the connectors. The streets, blocks and buildings are in a sense, the bricks and mortar of a place.

Neighbourhood streets are configured to create blocks of appropriate building sites and create shorter pedestrian routes. Streets are designed as the communal rooms and passages for people's lives (Katz, 1994). A street is part of a network which creates connectedness and continuity of
movement. This is consistent with the writings of Jacobs in the 1960s. Places with a strong spirit and cohesion contained short streets for interaction and a mix of uses. New urbanists streets are designed to be shared by pedestrians and vehicles to create a sense of vitality. Street blocks are to be rectangular and grided to allow links and connects with and throughout the community.

The design and form of buildings are also important elements of the new urbanist philosophy. Buildings are the increment of growth in the city and should respond to the history of a place and the street. That is, new buildings should respond to the characteristics of the place to generate a cohesive framework in the city.

In summary, the new urbanism is a planning philosophy that melds the recognition of urban culture and history with an emphasis on making human and physical connections and encouraging public engagement in civic life. The binding element of the new urbanism is urban culture, which encompasses human achievements that have occurred in urban settings. The city's discovery and celebration of its urban culture supports the human need for rootedness and identity and provides the core for an historic context that can navigate the course of change (Bray, 1993). These concepts are linked with the evolving new urbanism and the cachet of modern urban life and planning.

As Bressi (in Katz, 1994:xxv) states,

The new urbanism is not a romantic movement, it reflects a deeper agenda to revive principles about building communities that have been ignored for half a century: public spaces like streets, squares and parks for the conduct of daily life; neighbourhoods to accommodate diverse type of people and activities; and to travel and get to work without having to use a car.
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2.3.3 Summary

The philosophy and principles of the new urbanists are not new. In many respects, they articulate the principles Jane Jacobs espoused in the 1960s about the spirit of cities and what makes a successful place. Jacobs' principles related to the need for mixed uses and diversity in places; the need for short street blocks; the need for old buildings so memories are created; and the need for a dense concentration of people. These theories are evident in the new urbanists writings and represent a reincarnation of Jacobs' theories articulated forty years ago.

The new urbanism is part of a broader trend toward the restoration of community and concern for more sustainable environments. New urbanism addresses many contemporary environmental and social issues including sustainability, housing, transport and sense of place and the creation of community. New urbanism builds upon what Jane Jacobs and others were arguing for in the 1960s and 1970s - creating urban communities, recognising spirit of place and recognising human emotions in urban places.

2.4 SENSE OF PLACE THEORY IN URBAN PLACES

2.4.1 Background

There is an enormous body of literature devoted to the study of sense of place. Seminal articles appeared in the early 1970s by a range of authors that altered the environmental thinking and perceptions of the time. Other planners and theorists touched on sense of place concepts earlier, but the 1970s witnessed the development of key literature and theory.

2.4.2 Urban Theory

Lewis Mumford, a key figure in planning theory in the early 20th century, contributed an immense amount of knowledge about the importance and values of cities through his works on urban life, culture and history (1961).
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Mumford’s contribution to urban theory is important because of its generalist and holistic approach. Mumford believed that to understand the city one must look at its history and foundations (1961). Mumford often focused on the social core of cities being the meeting places or the agora, plaza, campo or piazza as the most vital and distinctive elements. Here was the place of trading, law, government, religion, eating and meeting people.

Mumford presented cities as a concentration of physical and cultural power, heightened by the tempo of human intercourse that translate its products into forms. Mumford states that the urban integration of shrine, citadel, village, workshop and market were essential for effective human association (Mumford, 1961). Mumford’s work is a vital contribution to the acknowledgment of urban form, meaning and place value.

2.4.3 Topophilia, Environmental Psychology and Phenomenology

Yi-Fu Tuan (1974) was an early theorist who developed the term topophilia and elaborated on the bond between people and place. This period in the early 1970s also heralded a number of environmental psychologists and phenomenologists writing on place and space, including Canter, Mercer, Relph, Lownenthal and Lynch. These authors examined more closely the effect of urban environments, buildings and places on human behaviour in terms of reactions, responses and well being. They adopted a humanistic approach rather than the environmental positivist approach. The structure of cities and their expressive meaning, areas of identification, attachment and symbolic significance were seen as important elements to the functioning of cities and places.
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Topophilia was developed to explain the phenomena of the complex link between people and place. “Topo” meaning place and “philia” meaning craving or affinity for, Tuan defines it to mean “all the human being’s affective ties with the material environment” (Tuan, 1974:93 and the Macquarie Dictionary, 1992). These ties vary according to the sensory experience or emotional links and may be the purely aesthetic such as a view or the more permanent feelings for a place because of the “locus of memories” (Tuan, 1974:93).

Tuan was significant for bringing together the environment and culture, whilst dichotomising the two and examining attitudes, values and perceptions in culture and the environment. Tuan adopted the humanistic approach focusing on human meaning and value in the landscape by examining the role of human senses and physical symbols in a complex world as the path to determine values and meaning.

As humans are complex beings, these links between the senses and place are rich (Tuan, 1974: 13). The world is viewed as highly symbolic and objects take on meaning, which are culturally and placed linked. Symbolism is highly disparate ranging from sense based symbols of sight (colour), smell, touch, sound and taste; to human developed symbols such as circles and squares. The significance and value of symbols is embedded in town planning and architecture and is linked with the ethos of topophilia.

Tuan’s work addresses the meaning, value and symbolism of cities. It examined the history of town making for symbology, imagery and perception, which abound. The ancient cities were symbols of the cosmos through their physical layout and design with the domination of circles and squares radiating toward heaven. Ancient cities were often linked with the heavens and their layout was important to social and religious organisation and the rhythm of life. The spatial order and layout often held deep meaning, such as a royal palace symbolically representing the cosmos. It is the belief that the city in its monumentality and glory is a symbol for the world society and cosmos. It is a transcendent image.
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Equally, there are symbols and values in modern western cities. The city has become an expression of affluence. Cities have developed as symbols of achievement, growth, power and economic development. Tuan believed the city to be a monument. The physical layout, geometry and hierarchical ordering of forms are architectural means to express an ideal of cosmos and society. The buildings and morphology of cities are equally of value. Religious, institutional and civic aspirations take their form in buildings such as churches or government buildings. Churches are located on a ridge or elevated point with the spire pointing heavenward (Tuan, 1974:197).

Tuan also believed that bridges are modern urban symbols, representing gateways, power, and the union of people and trade. The bridge is a symbol of connectedness from one place to the next, from one world to another (Tuan, 1974:199). Tuan believed bridges are like monuments with deep meaning and value. The arch of the bridge derives from ancient tradition "like the dome it symbolises heaven, the limbs leading the eye upward to the round curve of the apex; and in analogy to the monumental portal that opens into the city or palace it regally beckons the traveller to enter the promised land" (Tuan, 1974:199).

Like Tuan, Lynch (1960 and 1981) believed sensory experience is significant in making a good place. Places become even more important when personal memories, feelings and values are involved (Lynch, 1981:132). Lynch also refers to the importance of symbolism in place and the "series of meanings conveyed by its separate symbolic elements" (Lynch, 1981:142). Symbolic connections are made between a person's environment and central beliefs. A good place is one "appropriate to the person and her culture, makes her aware of her community, her past, the web of life and the universe of time and space in which those are contained" (Lynch, 1981:142).
2.4.4 Placelessness

Relph (1974) was equally concerned with place and placelessness. Relph was a phenomenologist and a geographer who linked place with the physical environment and landscape. Phenomenology is a “philosophical tradition that takes as its starting point the phenomena of the lived world of immediate experience; and then seeks to clarify these in a rigorous way by careful observation and description” (Relph, 1974:1).

Relph believed that sense of place was not purely about locations, but more an unconscious innate intention linking people with places. The association constitutes a “vital source of both individual and cultural identity and security, a point of departure from which we orient ourselves in the world.” (Relph, 1974:43).

Places are fusions of human and natural order and are the significant centres of the world. Relph believed humans had deep psychological and emotional ties with places that were important to human development, equivalent to the human desire for relationships with people.

According to Relph, there are three core elements to sense of place (1974). These include the physical settings and components (earth, sea, sky and built or created elements), activities and functions (what makes place); and meaning (human intentions and experiences).

Placelessness is the antithesis of belonging in a place. It occurs when places have no significance or value, when they are eroded of symbols and where diversity is replaced with uniformity, order and homogeneity (Relph, 1976:143). Placelessness occurs where there is no symbolic significance, imagery or identity.
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2.4.5 Ecopsychology: the New Sense of Place

As indicated earlier, the 1970s witnessed the emergence of key literature regarding sense of place theory. Toward the end of the 20th century, there was a renaissance and resurgence in sense of place literature. It emerged at a time when the world was, and still is in a constant state of flux, with communities grappling with change, advances in technology, and globalisation.

Ecopsychology is an important concept, which refers to the relationship between humans and the earth. It is a redefined term for environmental psychology and phenomenology that is relevant to life today. It is the study of soul in the community, the bond between people and place in terms of environmental perceptions, attitudes and values (Bird, 1996).

Ecopsychology relates to the depth of relationships between an individual or a community and their environment that cannot be conveyed in purely material or rationalistic ways. There are also psychological and spiritual relationships. As expressed by Cameron (1996: 19), "it is in a psychological and cultural sense we are creatures of place, yet there are many forces seeking to displace communities into more homogenised suburban non places". The social, spiritual and environmental impoverishment that is occurring is eroding our sense of place.
2. **SENSE OF PLACE THEORY**

The key elements of ecopsychology are:

- the relationship between humans and the earth by focusing on the psychological dimension of that relationship;

- the study of soul (psyche) in the community (ecology) of all living things;

- a collective ecological unconsciousness which links us to the earth;

- realising our connection to the natural world – its psychological, spiritual, physical, cultural and political implications.

(Bird, 1996)

Russell (1996) established a lived dimension to ecopsychology and believes no place is a place until things that have happened in it are remembered as being important to one's cultural life. It is not the unique or special physical aspect of a place that develops psychological significance, but what happens or has happened at that place. It is a human need to name some places as possessing a special quality, even a spirit and quality which evokes a deeper dimension. This he calls spirit of place and is part of the ethos surrounding ecopsychology.

### 2.4.6 Habitus

Habitus is another dimension to sense of place theory developed in the 1990s by the French philosopher Pierre Bourdieu (1990). Habitus is "a sense of one's place .. a sense of another's place" (Bourdieu, 1990:131).
Hillier states that habitus relates to our ways of thinking about or perceiving space and place and how these perceptions are affected by our actions. Habitus recognises the social construction of human beings (attitudes and behaviours) as well as the social construction of space and place and indicates that a web of complex processes inseparably link the physical, social and the mental. These processes include economic, political, historical, cultural and spiritual assumptions, rules and structures, which in turn provide a context for perception and action (Hillier, 1999:177). Habitus frames our understanding, our choices and our behaviour.

2.5 USE, TERRAIN, CONNECTEDNESS AND MEANING:

It is evident that there are four key elements that determine sense of place. These relate to use, terrain, meaning and connectedness.

- The **use** or activities at the place, relate to what happens there which contributes to its meaning.

- The **terrain** relates to the physical attributes of place, its topographical setting, the landscape and layout.

- The **meaning** of places is rooted in both its physical setting, objects and activities, but it is what happens at a place that generates meaning. It is the human experience, which sets one place apart from another.

- The **connectedness** refers to both the physical, individual and symbolic connections, links and association. An individual's association with place and the physical/spiritual connections of that place also contribute to connectedness.
2. SENSE OF PLACE THEORY

It is the interconnectedness of these four components (use, terrain, connectedness and meaning) that will be the basis of this inquiry into the construction of sense of place. It is their fusion that is regarded here as constituting sense of place or spirit of place.

2.6 CONCLUSION

Traditional and contemporary planning models have grappled with sense of place, that is, how one constitutes attachment to a locality and how places can construct or reconstruct sense of place. Attachment to place is a fundamental human need and one that has interested writers for decades. Indeed, there has been renewed interest in sense of place through the work of the new urbanists and ecopsychologists in recent times.

This chapter has explored traditional and contemporary planning theories, together with sense of place. It has examined the renaissance in traditional town planning models which are seeking to discover and celebrate the human need for rootedness and identity and provide the core for an historic context that can navigate the course of change. The conclusion is drawn that construction of sense of place can be investigated through exploration of use, terrain, connectedness and meaning. The following chapter explores globalisation and looks at the era of globalisation will affect and impact on sense of place.
CHAPTER 3

GLOBALISATION: 
A CURRENT FORCE
3. **GLOBALISATION: A CURRENT FORCE**

3.1 **PRELUDE**

The previous chapter discussed sense of place theory. It examined orthodox planning models and the renaissance of planning theory in the late 20th century including the writings of the new urbanists and ecopsychologists. Many of the authors argue that in the face of globalisation, the impact upon our lives and experiences is driving a desire to reconnect with place. They report that the seeming uncertainty and rapidity of globalisation and the compression of time and space is affecting society and our cities.

This chapter examines the components of globalisation and its impacts. It provides a critique of globalisation, and identifies its elements and implications, particularly within and upon cities. It also examines the links between deindustrialisation, globalisation and urban renewal. It examines the proposition that globalisation is leading to a growing feeling of placelessness or a diluted sense of place.

Globalisation, while a highly contested term, can be viewed in two guises. One is the debate between the doom, gloom oppressive nature of global economic corporations and forces, particularly upon the culture and identity of localities and the proposition that globalisation is building unprecedented prosperity to populations all over the world. The other is the continuum between perspectives of civil society whereby the good of the peoples of the world is enhanced through the increased understanding opened up by the processes of globalisation. Globalisation is linking communities and places with commitment to a civil society now more possible.

Globalisation may lead communities to re-evaluate the qualities of their place. A reinstated sense of planning, if locally sustained, can portray valuable identities that are currently disappearing. A major choice for global cities will be the degree to which integration into externally controlled global networks may be desirable with the contingent benefits but potential losses of local identity (Domicelj, 1997).
3. GLOBALISATION: A CURRENT FORCE

3.2 INTRODUCTION

Globalisation is a complex and multifaceted phenomenon that has a number of implications for society and the economy. It is an ambiguous and imprecise term, one that is difficult to define which has evolved in the late 20th century. It is the single term for a lot of paradoxical changes (Giddens, 1999). It encompasses a range of related and contradictory processes and relationships. It is nonetheless clear that the world has now entered the period called globalisation where it is intimately linked in an economic, political, social and environmental context.

The world has moved beyond the industrial era to a new phase still being defined. Globalisation is viewed as the bypassing of nation states as units on which global-political economic processes are based (Giddens, 1990, Lloyd, 2000 Sassen, 1998 and Stillwell, 1997). At a time of accelerating globalisation, the nation state has become too small to play a significant part. It may be premature to discuss the obsolete role of the state, but it is no doubt retreating. The more relevant economic, geographic and political units are now considered by some authors to be urban regions or cities (Sassen, 1998 and Turnbull, 2000). Leading global cities include New York, London and Tokoyo, which are the leading financial centres. The lower rungs of the global city hierarchy, while less clearly defined, include cities such as Sydney (Sassen, 1998).

Other key components of globalisation noted by a number of authors relate to the compression of time and space and advances in technology and communications (Sassen, 1998, and Wiseman, 1998). It describes the ways in which technology, information flows, trade and power have compressed time and space so that distant actions have local effects. The shrinking of distance and the speed of movement that characterise the current era enable people, communities and organisations from all around the globe to interact in real time and simultaneously (ibid).
3. GLOBALISATION: A CURRENT FORCE

Hall and Pfeiffer (2000) describe the “informational revolution” as the greatest driving force in the 21st century uniting previously separate technologies into a single medium for the generation, storage and exchange of information. The new technologies reduce both time and the cost involved in exchanging information and imply the “death of distance” (Hall and Pfeiffer, 2000: 11).

3.3 THE MODERN ERA

Prior to examining the global era, it is important to review the preceding era of modernity to put the current global climate into context. As Lloyd also notes (2000), to frame the debate surrounding globalisation, we need to know something about modernity and its connections with the history of capitalism. Giddens describes modernity as the term for modern society or industrial civilisation (Giddens, 1998:94). It refers to institutions and modes of behaviour established in post feudal Europe.

Modern society is one where economic influences have a more distinguishable and profound effect than they did in earlier forms of society such as the agricultural era. Modernity is associated with a certain set of attitudes towards the world, that the world is open to transformation by human intervention. It is a complex of economic institutions especially industrial production and a market economy (Giddens, 1998). The dynamism of modernity derives from the separation of time and space. In pre modern times, time was connected with space and place (Giddens, 1990:16).

The most prominent feature of modernity is the nation state (Giddens, 1991:15). The nation state contrasts in a fundamental way with most types of traditional order. It develops only as part of a wider nation state system and has very specific forms of territoriality and monopolises control over violence. Giddens notes that modern nation states follow coordinated plans and policies on a geopolitical scale.
3. GLOBALISATION: A CURRENT FORCE

Giddens defines modernity as *modes of social organisation which emerged in Europe from about the 17th century onwards and which subsequently became more or less worldwide in their influence.* Giddens (1990:1)

Linked with modernity is the concept of industrialisation and industrial capitalism, the use of inanimate sources of material power in the production of goods, coupled with the central role of machinery in the production process. Industrialism presupposes the regularised social organisation of production in order to coordinate human activity, machines and the inputs and outputs of raw materials and goods. The notion of industrialism applies to high technology settings where electricity is the only power source. Industrialism, moreover, affects not only the workplace, but transportation, communication and domestic life (Giddens, 1990).

Lloyd (2000) also believes that modernity is misunderstood. It should not just be considered as a stage of history or a state of society but rather as a “happening”. A happening process of being continually renewed to move into the present (Lloyd, 2000: 260). It is argued that we have now moved beyond this modern and industrial era to the era of globalisation, a post modern society.

3.4 WHAT IS GLOBALISATION?

3.4.1 Introduction

The following section provides an overview of the components and impacts of globalisation. It can be viewed from economic, cultural and environmental perspectives. Globalisation has implications for past and continued urban renewal and ultimately, our sense of place.

Key features of globalisation include the breaking down of the nation states into an almost borderless world, where there is freedom in the movement of goods, services and capital. Global markets and global corporations are replacing the nation state. Globalisation is said to be advanced by innovations and growth in technology and communications.
3.4.2 Economic Globalisation

Over the last two decades a global economy has emerged. The internationalisation of trade, investment and financial flows, accompanied by rapid growth in international air services and mass communication, are key factors in the development of a global economy (Searle 1996). Advanced technology manufacturing, and its research and development are key sectors of the global economy. Cities have become favoured locations for economic globalisation due to these factors including the hypermobility of capital and the centralisation of place, which enables global operations to occur in global cities (Sassen, 1998).

It is now a truism that cities are intimately linked with the world economy (Kirby, 1995 and Sassen 1998). Global cities, focal points for international finance and business, are the sites for immense concentrations of economic power and are the command centres in the global economy (Sassen 1998, p. xxv). Global cities are characterised by the servicing and financing of international trade, investment and headquarter operation (Sassen, 1998, xxiii). New York, London and Tokoyo are considered the pre-eminent global cities.

Hall and Pfeiffer (2000:113) note that globalisation has increasingly brought cities into worldwide economic competition. Global cities have lost their manufacturing base to newly industrialising countries but have enhanced their roles as financial nodes, as command and control centres of the new global economy. They are preferred locations for the media and creative activities, consumption and tourism.

It should be noted that internationalisation is not a new phenomenon, as often the words globalisation and internationalisation are used synonymously (Lloyd, 2000, Stillwell, 1997 and Waters, 2000). According to Stillwell (1997:5) Australian economic history is of the more “general story of the global spread of capitalist relationships and involving processes of imperialism... with the patterns of urban and regional development shaped by our colonial history”. Australian cities have been linked to international political-economic pulses for decades.
Globalisation is a new era beyond internationalisation. Globalisation refers to the intensification of international economic connections. And significantly, the growing irrelevance of borders in international financial markets and transactions. It implies a "frictionless world devoid of barriers to transactions imposed by states" (Lloyd, 2000:267). Advances in technology and communications are other key factors that distinguish globalisation from internationalisation.

Four themes are evident with economic globalisation, as opposed to internationalisation. These are the intensification of production, trade, investment and finance (Giddens 1990, Stilwell 1997 and Wiseman 1998).

Production: involves integration of manufacturing processes in different nations.

Trade: involves the movement of goods and services.

Investment: involves the movement of capital; the goods and services.

Finance: involves banks and other institutions rearranging the ownership of assets (such as shares, bonds, futures) on a global scale.

Globalisation is not only related to economic impacts. It deals with a more intensely integrated world where actions and decisions are often made outside the local sphere, but directly impact upon it. The following sections examine the cultural impacts of globalisation including the compression of time and space and the potential for a civil society by channelling the positive attributes of a globalisation to create harmonious cities.

3.4.3 Globalisation: Time and Space

A number of theorists argue that globalisation has come to define a world in which time and space are dramatically compressed, and that distant actions have implications for people in other places (Giddens, 1990 and Wiseman 1998). It describes the ways in which time and space have been compressed by technology, information flows, trade and power so that distant actions have local effects.
3. **GLOBALISATION: A CURRENT FORCE**

The instruments of globalisation have led to this compression and velocity of change. The shrinking of distance and the speed of movement that characterise the current era enable people, communities and organisations from all around the globe to interact in real time and simultaneously (Sassen, 1998, pxxii). The Internet, cable television, mass communications and other forms of technology exemplify this speed of communication.

This is another significant characteristic of globalisation as opposed to previous eras. It is the instantaneous nature of technology that allow people to communicate, do business and purchase products immediately. Contemporary global linkages brought about by digital, satellite and fibre optic technology have enhanced the speed and economy of global transactions unlike any previous era.

The following definitions illustrate the links between activities in one part of the world affecting other localities. They demonstrate the compression of time and complexity of the world. The world is increasingly becoming a place where the rapid movement of goods, people and information is creating the concept that place is one place and one universe.

McGrew defines globalisation as:

> The multiplicity of linkages and interconnections between states and societies which make up the present world system. It describes the process by which events, decisions and activities in one part of the world come to have significant consequences for individuals and communities in quite distant parts of the globe....

(McGrew, 1992: 23)

Giddens defines globalisation as

> The intensification of worldwide social relations which link distant localities...what happens in a local neighbourhood is likely to be influenced by factors - such as world markets and commodity markets - operating at an indefinite distance away from that neighbourhood itself.

(Giddens, 1990:64)
3. **GLOBALISATION: A CURRENT FORCE**

These two definitions illustrate how globalisation involves adoption and spread. The desire for greater, more efficient and cost effective production such as the assemblage of goods throughout the world, is affecting communities that are infinitely distant. The definitions also demonstrate the implications for place, and sense of place (particularly in cities and localities). Our cities are now so intimately linked and influenced by national consumer products, locational differences are being blurred. Cities are at risk of losing their unique values, which have, until now, set them apart in a global system and on the world stage (Domicelj, 1997).

Distant events and actions having local effects is a key element of globalisation (Giddens, 1998). Economic and other changes are becoming more and more lifted out of the local community and recombined across space and time. This is what Giddens refers to as disembedding, the lifting out of place, and restructuring and reforming relationships across space and time.

Disembedding is also linked to time and space by conveying the idea of the restructuring and reforming of relationships across space and time. Giddens (1990) proposes that it leads to issues relating to risk, trust and identity. Time and space are linked with risk and identity, as they are both ways of organising future time. Loss of place also affects self identity.

The process of becoming global now carries a negative connotation of destruction of local particularities, traditions and communities (Lloyd, 2000: 266). This destruction of local difference and identity sets late 20th century globalisation apart from all other "shrinkings" of the world. It also raises questions about the future identity of localities and cities. Do they require universal characteristics to attract people and business? What will be the future form and identity of cities, what characteristics will they possess? Future communities are likely to be affected by an array of new development forces, generated globally and locally (Domicelj, 1997).
3. **GLOBALISATION: A CURRENT FORCE**

The meanings of place are perhaps accentuated when threatened by the homogenising effects of global capital. Yet the greater the mobility of capital produces a greater choice of location and greater sensitivities to the quality of place (Dovey, 1999). Instead of assuming that globalisation is homogenising cities, it is worthwhile exploring how global processes are "indigenised", as a means of enhancing particular identities (McNeill, 1999).

3.5 **GLOBALISATION AND URBAN RENEWAL**

3.5.1 **Introduction**

Contemporary urban renewal is a worldwide phenomenon whereby former industrial land is regenerated for urban purposes (Kirby, 1995). The pattern of urban renewal however, has been occurring through modern time (Hall, 1997 and Jacobs, 1961). The ‘unslumming’ that occurred in the 1950s, new town development in the post war era and the current form of urban renewal evolving following deindustrialisation are recent examples (Hall, 1997).

The current trend is becoming increasingly significant as globalisation alters the structure of the economy, land use patterns and employment. As the economy moves towards the tertiary sector, reliance on heavy industry is declining. Former industrial sites available for redevelopment are often located in prime inner urban areas with good and existing infrastructure and access to services. Land prices increase thereby making the sites highly desirable for residential and other redevelopment, particularly those located on the waterfront (Searle, 1996 and Hall, 1997).

In recent years, the decentralisation of employment has followed that of the population, not only from the city core, but also through the decline and relocation of older waterfront and industrial activities. At the same time, the inner city population of workers, dependent on the old activities, has declined. It is being replaced with a smaller population more reflective of social and economic diversity, and linked with the impacts of globalisation. Hall and Pfeiffer (2000) note that increasingly we may see cities segregated by age and lifestyle such as the “vibrant inner city loft districts for
3. **GLOBALISATION: A CURRENT FORCE**

students and young professionals". Employment in heavy manufacturing industries has declined in response to global and national economic trends. This has resulted in a flourishing services sector (DOP, 1995) which is evident in many global cities, including Sydney and London. This pattern is apparent in the changing and newly emerging community of Ultimo Pyrmont in Sydney.

Contemporary urban renewal schemes are linked with the dereliction of places, particularly those in the inner city where industry has declined and redevelopment has occurred. The ideology of regeneration (death, decay and rebirth as a natural phenomenon) masks the economic and social relations that characteristically determine the history of neighbourhood decline, abandonment, rediscovery and redevelopment (Bird, 1995). Governments, through their policies and programs, have often supported regeneration schemes to improve the health, liveability and viability of these places. Complex consortia and partnerships with the private and public sector have been established to facilitate development.

### 3.5.2 Urban Renewal: A Local and International Perspective

The many international and local examples of waterfront urban renewal include the Docklands in London, Boston in the United States; South Bank in Melbourne and in Brisbane; and Darling Harbour in Sydney. These redevelopments involved the creation of international mixed use precincts that accommodate tourism, housing, recreation and employment. These urban renewal schemes are also often associated with the homogenisation of place. Almost all elements of the past have been removed in the redevelopment of Darling Harbour, once a goods yard, which is now a waterfront commercial precinct. This pattern is evident in many urban renewal schemes.
3. **GLOBALISATION: A CURRENT FORCE**

Globalisation has enabled planners, architects and developers to view models of urban redevelopment and replicate the key elements around the world. Similarities are relevant in their urban form, functions and design. Interestingly, both South Bank in Melbourne and the extension of Darling Harbour in Sydney include international style casinos. This is indicative of the globalising forces affecting waterfront urban renewal. This is also linked with tourism, the development of service industries and the growth of domestic and international travel. This is what Hall and Pfeiffer (2000) note as globalisation of architectural expression.

In the United Kingdom, the government empowered Urban Development Corporations to regenerate inner city areas in the late 1980s (Middleton, 1991). One of the first Urban Development Corporations was the London Docklands. These Corporations were established to inject quality in the environment and make it economically desirable. They were established as single purpose authorities to redevelop land.

The London Docklands Development Corporation stated that: *London was increasing in stature and importance as the international centre for financial services. Strategically placed between the new and old worlds, spanning the globe, creating new opportunities, linking all kinds of trade. New technology, new communication, new demands and new services reaffirmed the importance of London, with the greatest concentration of markets in Europe - and innovative skills and experience that go with them.* (in Bird, 1995:120-121)

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1 It can be said that this phenomenon is not a completely unique characteristic of globalisation, as urban design models have been replicated around the world such as Howard's Garden City Movement and the principles of Radburn. Nonetheless, in this era of globalisation, communications technology and high speed travel is so advanced, it has made replications more accessible and financially viable. Global and other cities must compete to attract business and investment and therefore global "characteristics" are increasingly important. The transfer of information via the Internet including images and drawings now occurs with ease and is relatively instantaneous enabling ideas and urban models to be adopted throughout the world.
3.5.3 Urban Renewal and Globalisation: The Impact

Urban renewal is therefore linked with global and national economic changes. As a result of global economic restructuring, waterfront industrial land has become available. Redevelopment is often linked with complex consortia of local and international public and private organisations. The redevelopment is also symptomatic with rising homogenisation of place and the potential for the evolution of placelessness. As global cities compete for business and investment, certain characteristics are required such as high quality infrastructure, accessible and high quality housing.

Contemporary urban renewal consists of the recycling of abandoned urban wastelands, the result of deindustrialisation, into the new functions of the post industrial city such as information handling, arts and cultural services and new residential areas. Hall (1997) notes that city after city has followed this pattern and the physical consequences everywhere are alike. Features include new high rise financial areas, new residential enclaves and new transit systems.

The process of urban renewal can trivialise the very foundations on which a community is built into a formless and architecturally benign and uninspiring area, void of depth and character. This is particularly relevant when all traces of the past are removed in the process. Kirby (1995) points out that urban renewal schemes can appear artificial and manipulative and are ultimately unsuccessful. He argues that urban renewal lacks dignity and leads to uprootedness, exile and estrangement from a place due to poor civic pride, poor architecture and no meaningful spiritual/metaphysical centre of a place.

Urban renewal schemes are often designed to recreate a certain ambience, foreign to the setting in which they are placed. They are often marketed to niche groups and seek to create estates or develop a sense of community. Modern urban renewal schemes are often heavily based upon marketing and the creation of place or community. They seek to develop a sense of place, which can only evolve over time.
3.6 GLOBALISATION AND SENSE OF PLACE

3.6.1 The Locale

Cities are not only the centres for economic globalisation but are the social core of its inhabitants. Cities are symbols for the culture, spirit and rituals of people and they are also symbols of achievement, growth, power and economic development. Cities can be considered the concentration of physical, economic and cultural power. Within this concentration, sense of place is still developed through the four constructs of use, terrain, connectedness and meaning.

The locale is a communal space of understanding, a space where meaning is produced outside the global flows of capital, money, power and information (Smith, 1999). Space, place and its meaning are produced within the confines of that locality. The hypermobility of globalising forces is outside that domain. When decisions about the development of places are made without an understanding of the locale, as can occur in the process of globalisation, then the impacts upon sense of place and attachment to a locality are significant. Individuals may become alienated and removed from their community. Communities can feel powerless, alienated, vulnerable and displaced in their own place.

Locational decisions based on world markets and capital, cannot take into consideration the local history, evolution and significance of a place. If Sydney is now considered a global city, pressure on its urban form will continue. Decisions about its future form will be based much more on economic global, rather than local, factors. The impacts of these globalising forces will also affect the labour market with greater demand for service industries. This in turn will affect housing markets, including demand for the type, form and location of housing. Decisions surrounding the location of a transnational headquarter or redevelopment of a former industrial site will be based on a set of global rather than local forces.

The London Docklands is an example of this pattern, a former derelict area to the east of London a symbol of Britain's industrial past. It was developed as a demonstration of the free market philosophy, from the freedom of local authorities and the effectiveness of global investment (Eade, 1997:13).
3.6.2 Globalisation and Homogenisation of Place

Literature about the interrelation of globalisation and place is emerging. Globalisation has been viewed as the antithesis of place. The process of globalisation has been said to bring a growing sense of placelessness created by the virtual reality of decision making for the location of investment and activities (Price Waterhouse and Coopers, 1998:9).

An impact of globalisation is to make the world more homogenous and to lessen regional differences (McNeill, 1999, Searle, 1998; and Wiseman 1998). This sense of homogeneity is occurring by the desire to make places appear familiar, to invoke traditional values and enhance consumerist culture by being able to recognise products and trends around the globe. Global homogenisation of places in the face of urban fragmentation is considered a rising symptom of cultural and economic trends (Urban Design Taskforce, 1994).

Giddens (1990) believes that the primacy of place has been largely destroyed by the separation of time and space. Place has become phantasmagoric because the structures by which it is constituted are no longer locally organised. The local and global have become inextricably intertwined. Feelings of close attachment to, or identification with places persist, but have been disembedded. Wiseman (1998) supports this view and believes that the processes of globalisation have brought about, and been affected by changing forms of localisation and the reshaping of relationships between the individual, the family, the household and the community.

The local is infused with global/local tensions. The global proliferation of shopping malls, housing enclaves and office towers can be read in terms of global framings of everyday life under regimes of global capitalism. It irons out the differences of places and yet constructs the very places of familiarity, ontological security and identity (Dovey, 1999:49).
3. GLOBALISATION: A CURRENT FORCE

3.6.3 A Global Sense of Place

Not all theorists concur with the view that globalisation is creating placelessness or homogenisation. Many believe we are developing a global sense of place or a progressive sense of place (Massey, 1991; Massey, 1994 and Featherstone, 1995). Massey (1994) believes that what gives place its specificity is not some long internalised history, but a particular constellation of relations articulated at a particular locus.

Massey states that

\[ \text{globalisation does not simply entail homogenisation...it is yet another source of geographical uneven development and thus the uniqueness of place.} \]


Places are articulated moments in the networks of social relations and individual places are located differently in the global network. There is a hierarchy of places both internally and in a world sense. Sense of place integrates with the wider world, which positively integrates local and global.

Featherstone (1995) supports the view that local and global are relational, but refutes the view that globalisation is creating homogenisation or placelessness. Globalisation processes are not a totalising logic of global integration making the world more uniform and homogenous. Globalisation is creating localism and in a sense nationalism or internationalism.

Featherstone uses the term "glocule" to explain the fusion of local and global, which is about adapting global processes to suit local conditions. Global resources are often indigenised and synchronised to produce particular blends, fusions and identifications, which sustain the sense of the local. Examples cited include blends of Coca-Cola to reflect regional differences in taste, culture and the market.
3. **GLOBALISATION: A CURRENT FORCE**

Featherstone states that

"the various combinations, blends and fusions of seemingly opposed and incompatible processes such as homogenisation and fragmentation, globalisation and localisation... indicate the problems entailed in attempts to conceive the global in terms of a singular integrated and unified conceptual scheme" (Featherstone, 1995:118).

There are dichotomies evident in world cities; cultural enclaves, disparities between rich and poor and social polarisation in cities. There are differences and nuances in individual cities (particularly world cities) that reflect the local culture and global trends.

**3.6.4 Globalisation: A Civil Society**

A new approach is in the process of redefining globalisation. Falk (1999) states there are two forces in the globalisation rhetoric, globalisation from below and globalisation from above. The authors previously discussed in this chapter so far have been considering globalisation almost solely as from above. Falk takes the view that the state can, from the influences of globalisation from below, "recover its sense of balance in this globalising setting so that the success of markets will not be achieved at the expense of the well being of peoples" (1999:7). Further, Falk views the powerful influence of globalisation in a positive sense to channel this power, capital and technology to achieve sustainability and in turn a civil society or "cosmopolitan democracy".

Globalisation from below is considered to involve:

- increasing respect for local knowledge and community power; and
- cumulative approaches for local solutions to global environmental and social problems.

Globalisation is not viewed as purely an oppressive force as is globalisation from above, but as a source of creative opportunities and initiatives that are emerging from within globalisation. It is argued that the two systems of globalisation (from above and from below) operate independently, but both continue to by pass the nation state.
Globalisation from above as previously discussed is generally viewed as the whole process of globalisation (particularly economic globalisation), which is considered oppressive and detrimental to society. This includes growing economic rationalism, privatisation of public services and infrastructure and homogenisation of local places.

Key features of globalisation from above and below have been summarised by Brown (2000) as:

<table>
<thead>
<tr>
<th>Globalisation From Above</th>
<th>Globalisation From Below</th>
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<tbody>
<tr>
<td>Information</td>
<td>Cyberspace</td>
</tr>
<tr>
<td>Money</td>
<td>E-finance</td>
</tr>
<tr>
<td>Governance</td>
<td>Nation states, World Trade Organisation, United Nations</td>
</tr>
<tr>
<td>People</td>
<td>Displaced people, migrations, transfers, travel</td>
</tr>
<tr>
<td>Trade</td>
<td>Independent of place</td>
</tr>
</tbody>
</table>

Falk believes that there is “the potential for humane governance ... as a process that can be associated with globalisation from below” (1999:169). Globalisation is not, therefore, one all consuming process that will dissolve society, but there is the opportunity to build on the positive outcomes of globalisation. We need to identify those positive elements and build upon them.
A Global Sense of Place

3. GLOBALISATION: A CURRENT FORCE

Falk's theory refutes many of the strongly stated views that globalisation is only negative and oppressive, creating powerless, disenchanted local communities stripped of local identity. Globalisation from below presents a hopeful outlook for the future, "sustaining and deepening the influence of global civil society" (Falk, 1999:103). Globalisation from below may also enable communities to recognise and re-evaluate the qualities of their communities and places.

It is considered that global domination can produce local resistance, which is linked to the theory of globalisation from below, the grass roots approach to sustainability, and resistance to the negative impacts of globalising forces. Communities can mobilise and create their own power source to combat the threatening impacts of globalisation.

3.6.5 Summary

Explicating the links between local and global is now more important than ever under the influence of globalisation. It is being argued that the global/local dichotomy no longer exists and that global and local becomes synonymous. Decisions occurring elsewhere in the world have local implications. Local places and individuals are being transformed by the process of globalisation as local and even personal contexts of social experience are implicated in the wider systematic changes taking place in the late 21st century. It is argued that everywhere the local is becoming globalised and on the other hand the global has to take place locally.

The mix of influences of global and local can mask the unique elements and importance of local and global systems. It does not enable either set of power relations to be identified. The nuances of global and local interactions are hard to be respected or recognised. As decisions about place are made without reviewing the place itself, its layers and history, a sense of detachment and alienation can emerge.
3. GLOBALISATION: A CURRENT FORCE

It is possible to conclude that globalisation is leading to the homogenisation of place and the creation of one world, a western ethic being imposed upon the world. Globalisation is an “invisible” force and often the implications are not clearly evident by individuals in society. The international presence of Coca-Cola and McDonalds are powerful examples of the way in which globalisation permeates the world.

On the other hand, other authors take the opposite view. Falk has developed the concept of globalisation from below, which offers a positive notion that seeks to explore the power and influence of civil society. Globalisation from below presents a hopeful outlook for the future, “sustaining and deepening the influence of global civil society”. It also supports the identification and evaluation of the values of place and of community. It may lead communities to re-evaluate the qualities and identities of place.

3.7 CONCLUSION

Globalisation is a complex and multifaceted process, an ambiguous and imprecise term. It has resulted in the shift of the focus of economic competition and change from nation states to the world stage. The key elements of globalisation relate to the role of nation states, now too small to play a significant role in the world economy combined with advances in technology and communications such as high speed jet travel, digital, satellite and fibre optic technologies. A worldwide market for goods and services has developed. There are four emerging themes associated with globalisation. These are:

- **The Market**
  - finance, capital and wealth;
- **Governance**
  - politics, power and administration (including the demise of the nation state);
- **Nature**
  - health and the future; and
- **Information flow**
  - information technology, mass communication and popular culture.
3. **GLOBALISATION: A CURRENT FORCE**

There is also emerging literature about the relational qualities of global local processes and the impacts upon place, particularly sense of place. A rising amount of literature is correlating growing placelessness and homogenisation of place with globalisation processes. It is nonetheless important to recognise the individual differences and nuances of local places and global systems.

To date globalisation has been dominated by economic, social and cultural impacts. The focus of our understanding of globalisation has been the economic impacts, particularly in the area of world cities and labour markets. But our future could be integrated with the new theory of globalisation from below. It provides the potential for humane governance and a global civil society. It also allows for localised development of sense of place and recognition by communities of place values and identity.
CHAPTER 4

METHODS OF INVESTIGATION
4.0 METHODS OF INVESTIGATION

4.1 INTRODUCTION

Earlier chapters have provided a review of sense of place theory and globalisation. This provides background to the research and identified the key concepts and emerging interrelationships between sense of place, deindustrialisation and the rise of globalisation. As society moves from the industrial to the global era, this transition is affecting our sense of place, identify and future direction. This phenomenon is particularly evident in our cities.

In the context of the literature and concepts reviewed, this chapter provides an outline of the research questions and the methods applied to determine whether globalisation is reconstructing our sense of place. It discusses the qualitative research approach, the research focus and the techniques adopted. It also outlines why the techniques have been used and applied.

4.2 QUALITATIVE RESEARCH

Qualitative research allows the researcher to observe, discover and describe the themes and underlying dimensions of social life using largely non-numerical data (Minichello et al, 1990). Creswell defines qualitative research as:

"an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting."
(Creswell, 1994:2)

This research is based on a qualitative research paradigm and qualitative research methods.
4.0 METHODS OF INVESTIGATION

4.3 THE RESEARCH FOCUS: CONSTRUCTING A THEORETICAL MODEL

The research design for this project has evolved since its inception. The topic was developed and defined using the mind mapping technique (Carney and Carney, 1988) to explore the three worlds by which reality is constructed: the physical world, the world of ideas and the world in the mind of the observer (Popper, 1968). The world in the mind of the observer elicited through the mind mapping technique is presented in Figure 4.1.

Key literature on urban renewal, sense of place, industrialisation and globalisation was investigated. The interrelationships of these topics were examined in depth. The preceding chapters provide an extensive review of the literature. Following the literature review, the model below was developed as the basis for the research.

![Diagram showing the relationship between Globalisation, Use, Terrain, Modernity, Post modernity, Meaning, Connectedness, and Industrialisation.]

Figure 4.1 The research proposal: How will a global society reconstruct the sense of place established during the time of an industrial society?
4.0 METHODS OF INVESTIGATION

We have moved, or at the crossroads from the period of industrialisation and entered the period of globalisation, a modern to postmodern world. This is linked with and is affecting our sense of place, meaning and direction in the world. Sense of place is related to the use of place, the terrain (landscape), connectedness to a place and the inherent meaning. The aim of the research is to therefore respond to the research question, how will the global society reconstruct our sense of place?

4.4 TRIANGULATION: INTER-METHOD AND INTRA-METHOD APPROACHES

Triangulation is the use of multiple data collection methods as a means of ensuring the trustworthiness of the data (Lincoln and Guba, 1985 and Minichello et al, 1990). It involves gathering data from multiple sources using a variety of techniques.

Triangulation is applied to ensure that the deficiencies of any one method can be overcome by combining methods and thus capitalising on their strengths (Minichello et al, 1990). It is also used to overcome the problems that stem from studies relying on a “single theory, single method and single set of data” (Minichello, 1990:223).

Triangulation can be of two types (Sarantakos, 1994:155):

- “Inter-method triangulation” which involves two or more methods of different methodological nature and origin.
- “Intra-method triangulation” which employs two or more techniques of the same method.
4.0 METHODS OF INVESTIGATION

This research combines a number of methodologies to generate multiple sources of data, using both inter and intra-triangulation. The combined methods selected have been chosen to enhance the trustworthiness of the data. Rigour has been applied in the research, appropriate to the particular method. The following section describes in detail the adopted approach.

4.5 THE APPROACH: OBSERVATION, INTERVIEWS AND DOCUMENT ANALYSIS

Research should be purposeful, creative, strategic, participative and informed by relevant theories. The research approach here is based on a case study analysis, which adheres to the context of this study applying a mixture of methods (Blaxter et al, 1996). It applies qualitative data collection methods of:

- Observation;
- Key informant interviews;
- Structured interviews; and
- Key document analysis.

The research is structured in four stages. The research commenced with general observations and literature review to collect ideas, thoughts and generate the research questions. This led to informal pilot interviews, structured interviews and key informant interviews to further develop theories and ideas poised around the research questions and assumptions (refer Figure 4.2 for the process). The techniques are detailed in the following section.
Figure 4.2 The research is structured from the broad collection of data and ideas, through to key qualitative data gathering techniques. (Source: Minichello, 1990:287)
4.0 METHODS OF INVESTIGATION

4.6 THE METHOD

4.6.1 A Case Study
Case study research involves studying an individual case or cases, often in their natural environment and often over long periods of time (Sarantokos, 1994). The researcher explores a single entity or phenomenon and collects detailed information by using a variety of data gathering techniques during a sustained period of time.

Yin defines a case study as:

"an empirical inquiry that investigates a contemporary phenomena within its real life context when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used." (Yin, 1991:23)

Case studies are a method of research that involve a number of data collection techniques. Typically, the evidence for case studies is derived from interviews, observation and documentary sources such as newspapers, journals and policy documents.

My case study adopts the following approach (Blaxter et al, 1996:66):
- Personal observation which may develop into participation;
- Naturalistic observation;
- The use of informants for current and historical data;
- Straightforward interviewing; and
- The tracing and studying of relevant documents and records from local and state government.

This approach has been applied to the issues surrounding globalisation and sense of place in an area located on Sydney's waterfront which is experiencing "urban revitalisation". The place is a former industrial site known as Jacksons Landing and is being redeveloped to create a new waterfront village located at Pyrmont.
4.0 METHODS OF INVESTIGATION

Jacksons Landing was chosen as the case study as it provides a good locational and economic example of the transition from the industrial to the global era upon the previously identified constructs of sense of place: use, terrain, connectedness and meaning. It has many of the features and earmarks of globalisation including deindustrialisation and "revitalisation" of the place (and surrounds) and the reconstruction of sense of place values evident in the landscape.

The aim of the investigation of Jacksons Landing was to collect data based on real life situations and the opinions, experiences and feelings of a cross section of people involved. It includes the physical review of the place as a setting. This was combined with documentary research to enhance reliability.

4.6.2 Observation
Observation involves watching, recording and analysing events of interest (Blaxter, 1996). A key component of this research has been the systematic observation of the place being studied (Jacksons Landing) for the effects of globalisation. This has involved me, as the researcher observing the physical place from standardised viewing points over a number of years, and undertaking photographic analysis.

A program of six monthly photographic surveys commenced in April 1997. Jacksons Landing was photographed from two main vantage points: a cliff top park and the Anzac bridge. The principal aim of this analysis was to document the physical changes to the site; and to highlight the effects of modernisation, de-industrialisation and globalisation.

Historic photographs have also been collected including a picture portrait of the site in 1955, a photographic study completed by the former owner in 1978 and aerial photographs taken in the 1970s and 1995. These images have been reviewed in detail, comparing the changes and transition of the site since 1790 through to the present. Maps and surveys of the area (pre1800) were also collected.
The observations have formed a vital component of the research method by documenting not only the physical changes to the place, but the surrounding area. A research journal was also kept over a one-year period. In the journal I made general observations that addressed the physical setting and physical changes.

4.6.3 Pilot Interviews
Pilot interviews were undertaken in the formative stage of the research. These interviews were considered an important means to define the research question and develop the topic.

A community development officer and the real estate agent for the development site were interviewed during this phase. Detailed notes were taken at each interview. Respondents were asked about their general thoughts and impressions of the redevelopment. Images of the site were presented at each interview, notably an image of the proposed redevelopment (see image in Appendix 5).

Details of the discussion were recorded following the meetings. Each interview was held at the respondent's office for a period of approximately one hour.

The pilot interviews helped me to determine the key issues and concerns regarding the redevelopment and transition of the site. The results of the pilot exercise also assisted in the formulation of the formal interview schedules.

4.6.4 Structured Interviews
Interviewing is a means of gaining access to information of different kinds. Interviews are conducted by asking questions in a number of ways such as direct face to face interaction or over the telephone (Minichello et al, 1990). Interviews can take many forms including structured and unstructured, with focussed or semi structured interviews in between. Structured and semi-structured interviews were conducted for this research.
4.0 METHODS OF INVESTIGATION

A structured interview with a set of preformulated open-ended questions was one of the most important elements of this research. The survey was administered to a range of people associated with the use and development of the site. Respondents were selected based on my past work experience and networks in the community. I used purposeful sampling initially and the snowballing technique to identify additional interviewees (Minichello et al, 1990).

The interviews were administered over a period of six months commencing in October 1999 and ending in February 2000. The survey included visual aids and was administered personally, as face to face interviews, as the respondent had to be directed to a series of images (see Appendix 1 for the survey questionnaire and images).

The images used, known as exhibit A and B, included an historic image of the site from 1955, a photograph of the site in the same location taken in 1998 and an architect's perspective illustrating how part of the site will look in the future, post its revitalisation circa 2020. The latter image is from a marketing brochure prepared by the developer.

At the start of the interview, I outlined the research to the respondent. It discussed how the research was seeking to examine globalisation and its impact upon the construction of sense of place. It was considered important to outline the research area, although this could have influenced respondents in their understanding of the project. It was considered important to show respondents that their time was valued and their input respected.

It should also be noted that the interviews were structured so that the line drawing of the site (Image A) was presented first to respondents. Respondents were asked a series of questions relating to the CSR site and notably, this image and construction of sense of place. Following discussion of the CSR and its sense of place, the image prepared by the developer of the site depicting future housing was shown to respondents (Image B). This separation of images was to ensure there was no bias in the response of individuals. As globalisation can be an emotive topic, it was important to separate the images and the discussion.
4.0 METHODS OF INVESTIGATION

The 18 people surveyed included:

- Residents and resident groups.
- Local government town planners.
- State government officers including town planners, urban designers and community relations' officers.
- The developer.
- Representatives of the development industry.

Local residents that were interviewed included former and current residents of Pyrmont. People were identified at a Back to Ultimo Day, where past and present long time residents get together to celebrate their community. The Back to Ultimo Day is an annual event, sponsored by the local council, the City of Sydney. Approximately 160 current and former residents attended the day. Many of these residents lived and worked at Pyrmont.

Four people were interviewed at the Back to Ultimo Day who were all involved in the past use of the site and informed of the current "revitalisation". The project was also discussed with a city councillor (not a resident) who had provided input into the research project and identified other respondents.

Local and state government officers involved in the redevelopment process were also surveyed. Two people were interviewed at Sydney City Council, and seven people from the NSW government. The developer was interviewed, as were two other representatives of the development industry. The developing organisation is comprised of three companies, with two located offshore. Only the Australian developer was interviewed as this company has the highest stake and representation in the project.

It was not possible to interview current or future residents of the site, as occupation of the place did not occur during the duration of this research. Methods were considered to gain access to future residents, including interviewing potential buyers at the site. However, this was judged a breach of trust by the developer and unethical since it would impose upon potential future residents. While this places a limit on the research design, since the study does not contain the
4.0 METHODS OF INVESTIGATION

goals and intentions of those buying into the development, there are comprehensive interviews with local residents surrounding the development.

The interviews generally lasted 30 minutes and were held at various venues including government offices, cafes, community centres and in people’s homes. I tried to select interview sites that would make the respondent feel comfortable. The interviews were recorded on the survey questionnaire form (See Appendix 1).

The information was then tabulated and stored in computer file. The storing and tabulation of the data enabled:

- Correlation of the data;
- Identification of key themes;
- Identification of trends; and
- Interpretation of data.

The data analysis is presented in Appendix 2.

4.6.5 Key Informant Interviews

In depth interviewing is an appropriate method to gain access to an individual’s interpretation of events (Minichello et al, 1995). It enables the meaningful interaction between individuals and an understanding of others’ points of view, interpretations and meaning. In depth interviewing also enables theory building to occur (Minichello et al, 1995).

Five in depth interviews were completed for the research. The interviews involved a long term resident currently living on the site, another long term Pyrmont resident, the project manager for the development and two representatives of the approval authority for the development (that is, the state government). Two interviews were tape recorded and transcribed, while extensive notes were taken for the other three interviews. The interviews lasted between one and four hours.
4.0 METHODS OF INVESTIGATION

All respondents except one were contacted by telephone or e-mail. All respondents agreed to be interviewed following a brief outline of the research. The respondents were targeted due to their direct association with the site and all were extensively involved in the redevelopment.

The interviewees represented an appropriate cross section of the community. Each participant had a different interest in the site - local residents, government and the developer. The selection of respondents enabled the collection of rich data.

The taped interviews involved a set of preformulated questions, but the structure of the interviews was relatively open, enabling a free flow of thoughts and ideas. Appendix 3 outlines the interview schedule. The taped interviews were transcribed.

The three untaped interviews were held with long term residents and the state government. The interviews were focused on issues of globalisation and sense of place. Extensive notes were taken throughout each interview and elaborated upon following the interview. The data is located in Appendix 4.

Confidentiality was a key consideration in the conduct of all interviews, but particularly with key informants. I guaranteed the anonymity of respondents when they agreed to participate in the research. As confidentiality does not simply refer to protecting people’s names, information about the interviewees was also modified in the transcripts to ensure their identity could not be revealed (Minichello, 1990:241).

4.6.6 Document and Pictorial Analysis
Document and pictorial analysis has also been a central component of the research method. Document analysis is generally referred to as secondary analysis and is carried out for most research proposals, particularly qualitative and case study research (Sarantokos, 1994).
4.0 METHODS OF INVESTIGATION

Primary and secondary sources of data were used for analysis. Primary sources included documents, photographs, recordings, life histories, drawings and other relics. Secondary sources include journal and newspaper articles (Berg, 1998). The list of references and bibliography detail the material reviewed for the research project.

**Primary sources** of data included:

- Historic documents and records of Jacksons Landing including photographic studies, centenary documents and other relevant information obtained through archival research.

- Company documents including journals and annual reports for the both the current and past owners.

- Master plans for the site, heritage reports and other documentation.

- Company brochures and flyers as there has been a phenomenal amount of material produced by the developer including marketing material.

- Company videos.

**Secondary sources** of data included:

- Government documents ranging from planning studies for the area, Sydney of City Council annual reports and census data.


- Journal articles covering the subject site and research topic.

- The Internet for a search on the development and its subsidiary companies. This material covered the core company philosophy, vision statements and other aspects of the companies.
The material was reviewed and analysed. The analysis and interpretation involved the identification of frequent symbols and the identification of trends and themes linked with the research question. The documentary analysis has enabled the review and corroboration of research themes and issues.

4.7 WHY THE METHODS?
This section outlines the purpose, advantage and constraints of the research methods. It also seeks to outline key elements that may impact on the collection of data. These elements include the following:

- I have a long term and diffuse relationship with the study as I live in the area and have worked as a professional town planner on the urban renewal and redevelopment of Pyrmont.

- I have gathered the research material through direct contact with the respondents.

- I live in the community and participate in its life as a group member.

My personal journal during the conduct of the research allowed me to be explicit about my own subjective responses to the site, the respondents and changes to the place. It also allowed me to compile the analysis and evaluation of all data collected within a case study approach in Figure 4.1.

The following table provides a summary of the data collection methods used. It includes the type and purpose of the research method and the advantages and constraints of each method.
## 4.0 METHODS OF INVESTIGATION

<table>
<thead>
<tr>
<th>Method</th>
<th>Purpose</th>
<th>Advantage</th>
<th>Constraints</th>
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| Case Study              | • To examine a case for the effects of deindustrialisation upon sense of place.  
                         | • To record the transition of a place from the industrial to the global era and the effects upon the core elements of sense of place being:  
                         | ➢ Use.  
                         | ➢ Terrain.  
                         | ➢ Connectedness.  
                         | ➢ Meaning.  
                         | • Physical documentation of the transition.  
                         | • Rich data on real life situation yielding experiences, opinions and knowledge.  
                         | • Record and identify how the community will reconstruct sense of place through multiple research methods including:  
                         | ➢ Structured interviews  
                         | ➢ Semi structured interviews  
                         | ➢ Pictorial and document analysis  
                         | ➢ Observation.  
                         | • One case study.  
                         | • Time involved to review case.  
                         |                                                                                   |                                                      |
| Structured Interview    | • To determine the sense of place values of the industrial site from a cross section of the community  
                         | • To explore the future sense of place values of the site presented in the global era.  
                         | • Rich data that enables comparison.  
                         | • Controlled interview that responds to preformulated questions.  
                         | • Trust and rapport through face to face interaction.  
                         | • One on one interview.  
                         | • Formalised structure to enhance data reliability.  
                         | • Open ended nature of responses can make summarisation and interpretation difficult.  
                         | • Precursor to interview may influence interview.  
                         | • Difficult to assess social situation.  
                         |                                                                                   |                                                      |
| Semi-structured Interview| • To explore the research question “how will a global society reconstruct our sense of place”.  
                         | • To determine the sense of place values in the industrial site.  
                         | • To identify elements of the post modern era.  
                         | • Focussed interviews with key informants to obtain rich data.  
                         | • Content focused on central area of research.  
                         | • In depth examination of people and topics.  
                         | • One on one interviews to build trust and rapport.  
                         | • Investigation of social relationships.  
                         | • Rich picture from a cross section of perspectives.  
                         | • Allows the gauging of emotional responses.  
                         | • Gauge peoples experiences through routinely constructed interpretations.  
                         | • Researcher definition of the situation is open to vagaries of informant’s interpretation and presentation of reality.  
                         | • Time consuming.  
                         |                                                                                   |                                                      |
| Document & pictorial analysis | • To gain visual representations and understanding of the site as it transcends the industrial era and enters the global era.  
                         | • Complements other methods of inquiry.  
                         | • Provides an appraisal of the physical and structural changes over time.  
                         | • Cost effective method with high quality information.  
                         | • Accuracy of data.  
                         | • Documents represent the views of others.  
                         |                                                                                   |                                                      |

Table 4.1 Evaluation of triangulation within a case study method.
4.0 METHODS OF INVESTIGATION

4.8 CONCLUSION

This chapter has provided a detailed outline of the research method. It has outlined how this study addressed the research question through a case study analysis of Jacksons Landing. It applied a mixture of methods including observation, key informant interviews, structured interviews and document and pictorial analysis.

The following chapter provides an overview of Jacksons Landing. It details the results of the document analysis and to a lesser extent the results of the physical observations. Survey and key informant interview results are discussed in later chapters.
CHAPTER 5

A PLACE NOW CALLED JACKSONS LANDING
5. **A PLACE NOW CALLED JACKSONS LANDING**

5.1 **INTRODUCTION**

This chapter provides a review of the place, formerly the Colonial Sugar Refinery (CSR) now known as Jacksons Landing located on Sydney's waterfront in the suburb of Pyrmont from the period 1788 to the present.

The review includes the economic, physical and social dimensions of the site related to its proximity to the Sydney central business district and neighbouring suburb of Ultimo, in a changing community and a globalising economy. Other characteristics of the site are its de-industrialisation due to the dismantling of a waterfront industrial precinct on Sydney Harbour. The site contains fast fading elements of the industrialisation and rapidly emerging elements of the globalisation era, making the site at a pivotal point in time from the move from the industrial to the global era.

This chapter is structured with an overview of Sydney, a global city that includes a demographic and social analysis. It then focuses on the Ultimo Pyrmont region and Jacksons Landing by reviewing key documents such as the master plans prepared for the site and a pictorial analysis.

The document and pictorial analysis is from pre-European settlement through to the present. The pictorial analysis includes images from the era of industrialisation as the place operated as a sugar refinery, examining the industrial sense of place. The chapter then reviews the documents as the site enters the era of globalisation including the master plans prepared for the site by Lend Lease, marketing brochures and a range of images from recent photographs taken by the author and images produced by the developer.

The intention of this chapter, as in this thesis as a whole, is not to attempt a large scale analysis of the impact of globalisation, but to look in some detail at one actual site in which the impact can be studied as it happens. The aim is to document the elements of a sense of place identified in the review in Chapter 2 relating to the use of the site, its terrain, connectedness and meaning. It is to examine physical changes to the terrain, social changes in the communities and demographic and cultural changes in the local population.
5. **A PLACE NOW CALLED JACKSONS LANDING**

Image unavailable due to copyright restrictions.

Please refer to print copy
5. A PLACE NOW CALLED JACKSONS LANDING

Figure 5.2: The Historical Growth of Pyrmont (DOP, 1991:27).
5. A PLACE NOW CALLED JACKSONS LANDING

5.2 SYDNEY: A GLOBAL CITY
Sydney is now recognised as an international city, a global city and the international gateway to Australia. (Sassen, 1998, Searle, 1996). The Sydney metropolitan area currently has a population of some 4 million people and can be considered a megalopolis (Wade, 2000). Sydney’s projected growth is due to both net overseas migration gains and natural increase. Sydney’s population is not simply growing, but the structure of the metropolitan area is changing.

The Sydney region has been growing at an average rate of 1 per cent per annum, or 42,000 people each year (a town the size of Wagga Wagga). The Sydney metropolitan region is likely to reach 5.2 million people some time between 2011 and 2016 (Department of Urban Affairs and Planning, 1998:6). To accommodate population growth, 500,000 new homes will be required over the next 20 to 30 years (ibid). This phenomena is not unique to Sydney, with international cities in the United Kingdom and Germany experiencing similar population changes and growth patterns alongside heightened demand for additional housing and new forms of housing (Hall, 1997).

These housing figures simply do not reflect population growth, but population change. Many new households will comprise only one and two people as divorce and separation rates increase, the population continues to age and young adults choose to live alone or with only one other person. The average household size in Sydney has declined from 3.2 people per household in 1971 to 2.7 people in 1996 as a result of these demographic changes (Department of Urban Affairs and Planning, 1998:16).

Sydney’s population continues to age. Between 1996 and 2026, the population in all age groups is projected to grow. It is in the older age groups (50 years and older) that the largest growth will occur, reflecting both the aging of the large number of people currently in the their twenties and thirties and lower mortality rates (DUAP, 2000:12). The proportion of people aged over 65 years is expected to increase from 11.8 per cent in 1996 to 18 per cent in 2026 (DUAP, 2000:11).
5. A PLACE NOW CALLED JACKSONS LANDING

The reduction in household numbers, coupled with population growth and change throughout Sydney will have significant impacts upon the housing market. Demand for smaller living spaces, which are located close to areas of employment, education and recreation facilities, often in inner Sydney locations will be sought after by these demographic groups (Hall, 1997 and Department of Urban Affairs and Planning, 1998). Again, this trend is not unique to Sydney but is a global phenomenon.

Job growth in the Sydney region has increased compared with population growth, which is why the region attracts people and industry (Department of Urban Affairs and Planning, 1998). Employment in the financial, property and business services sectors grew by 88 per cent between 1981 and 1996, whilst manufacturing jobs fell in the same period (ibid). Sydney has a higher proportion of regional, national and international headquarter operations that reflect its global city status.

Global cities such as Sydney are not simply marked by demographic and economic characteristics. It is the culture, environment and amenities of these cities that are equally important and gives the city meaning and identity. Joseph Banks described Botany Bay in 1788 as cliffty and barren and Sydney's landscape was noted as open woodland with a grassy understorey (Flannery, 1994: 380). This landscape has now all but vanished. Since occupation following European invasion, Sydney has been vastly altered and modified, but some elements remain vital to its consonance, namely Sydney Harbour.

Sydney Harbour is the great natural feature of Sydney. Sydney was selected by Captain Arthur Philip because of its deep water frontage and its spring of freshwater (Kelly, 1978). Arthur Philip noted it as the finest harbour in the world. Sydney Harbour enabled the commercial vitality of Sydney to grow and it was the port that funnelled goods such as wool and wheat.

Today, Sydney Harbour continues to be the centre of Sydney, central to its soul, vitality, economic dependence and a source of inspiration. Sydney is cementing itself as Australia's global city supported by the international airport, a skilled workforce, infrastructure, ethnic diversity and physical
5. **A PLACE NOW CALLED JACKSONS LANDING**

beauty. There are many cultural and recreational facilities to support the population, together with the influx of local and international tourists, such as museums and galleries. We are, however, growing as a city of lifestyle, as opposed to a city of culture.

Artists, poets and photographers from Slessor to Arthur Philip have recorded Sydney’s physical beauty, its memory and identity. Sydney has grown and changed over time and will continue to grow and change with the impacts of globalisation. Sydney as a global city will need to be linked to the rest of the world, develop its infrastructure to remain connected to the world, continue its cultural awakening and retain and enhance its physical beauty (Turnbull, 1999). Jacksons Landing, being located in this global city of Sydney within Sydney Harbour, will therefore also need to evolve and change over time.

5.3 **REGIONAL AND SOCIAL CONTEXT**

Ultimo and Pyrmont are two peninsular inner Sydney suburbs that flank the central business district, located some two kilometres to its west (Jacksons Landing is located in Pyrmont). They are currently experiencing an intense period of urban renewal assisted by government policies that support urban consolidation, urban revitalisation and the creation of a compact city. The location of Ultimo Pyrmont on the periphery of the Sydney central business will ultimately affect the development of its residential and business communities.

Historically, they were working class communities dependent on industrial foreshore activities such as shipbuilding, manufacturing, power generation, sugar distillation and other industrial pursuits. At the turn of the century they were bustling, thriving areas that supported port side activities along the wharves, family and social life, with over 30,000 people living in the area (Matthews, 1982).

The locality fell into a state of disrepair from the mid century. The population declined rapidly with industrial restructuring and technological advances, as industry decentralised to fringe areas of Sydney. The suburb was marked by industrial decay and became derelict. The population dwindled to about 3,000 people in the late eighties (DOP, 1991).
5. A PLACE NOW CALLED JACKSONS LANDING

The Government recognised the vast opportunities of the area due to its proximity to the CBD and the now defunct role of many heavily polluting waterfront industrial activities. It was a perfect area for revitalisation and could easily house much of Sydney's burgeoning population. Thus, Ultimo and Pyrmont were identified as a suitable redevelopment area under the State and Commonwealth Government program known as Better Cities. It was promoted as a model urban community (DOP, 1991).

Government funding provided the seed capital as a catalyst for change and urban revitalisation to promote Sydney as a global city. The NSW Government's urban vision for Ultimo and Pyrmont, was:

*A new urban form, unprecedented in Australia, is to be located at the interface of suburban Sydney and the dense high rise towers of Central Sydney. The area, Ultimo Pyrmont is suited to a medium-rise, high-density community that combines technological advantages and expectations of the 21st century with human needs and vitality of inner Sydney living.*

(Department of Planning, 1991:4)

In 1992, the NSW government signed a four year agreement with the Commonwealth under the Better Cities Program for infrastructure and social service funding for Ultimo Pyrmont. The Federal and State government contributed $520 million to promote improvements in efficiency, equity and sustainability of cities (DOP, 1995). Four area strategies were identified in NSW. Ultimo Pyrmont was one of the targeted areas, with the main objective to redevelop it for mixed use development and high quality inner urban living. Under the Building Better Cities agreement, $241 million of the funding was made available for the development of Ultimo Pyrmont.

Ultimo Pyrmont fits the globalisation model. It represents one of the first attempts of Government to actively promote urban redevelopment in a former industrial area. It is an example of the effect urban renewal can have on an existing community, its form and function and its sense of place. The location of Ultimo Pyrmont close to the Sydney central business district and the declining role of manufacturing have been the catalysts for change and regeneration.
5.4 ULTIMO PYRMONT TODAY: A PROFILE

The Ultimo Pyrmont peninsula has undergone major redevelopment and transformation since 1992. As a result of the redevelopment to date, the residential population has grown from 3,130 in 1991 to approximately 7,000 in 1998 (City of Sydney, 1999). At the same time, the workforce has increased from 14,000 to 17,000 (City of Sydney, 1999). The projected residential population is expected to reach 20,000 by 2013 (City of Sydney, 1999).

The population of the area is growing and changing at a rapid rate. There are a number of key demographic characteristics of the Ultimo Pyrmont area. The City of Sydney Council's Ultimo Pyrmont Human Infrastructure Strategy (1999) highlights some of these demographic trends. They include:

- young adults dominate the population with 54per cent of residents aged 20-34 years at the 1996 census;
- the proportion of young adults is increasing;
- there are relatively few children living in Ultimo Pyrmont, with 0-14 year olds making up 6.7per cent of the population, which compares with 20.6per cent in the Sydney metropolitan area;
- there is significantly fewer older people living in Ultimo Pyrmont than living in the Sydney metropolitan region;
- group households, couples without children and people living alone are the most common households;
- Ultimo Pyrmont is an area considered to have high socio-economic status, using household income and educational levels as measures, with Pyrmont having even higher socio-economic status; and
- there is a high level of transience amongst residents.

A number of these trends are more pronounced in Pyrmont, with fewer numbers of children and higher socio economic status. It can be expected that these demographic trends will continue to dominate with the growth and redevelopment of Pyrmont.
5. A PLACE NOW CALLED JACKSONS LANDING

Figure 5.3 The NSW Government's vision for Ultimo Pyrmont (DOP, 1991:5).
5. A PLACE NOW CALLED JACKSONS LANDING

Ultimo Pyrmont is also the preferred destination for the dot.com, IT and communication industries. It includes headquarter operations for television networks including Channel 10, Foxtel and the Australian Broadcasting Commission. The locality also includes a range of small scale computer and other communications companies.

5.5 THE LOCALE

It is important to define what constitutes a local place before embarking on its review. Locale is taken to be:

- *Belonging to or existing in a particular place or places.*

- *Peculiar to or only encountered in a particular place or places, of or belonging to the neighbourhood.* (The Macquarie Dictionary, 1992).

Brown (1999) defines place as more than a physical presence. It is the physical state of people and environment plus the cultural history, rules and norms that give a locality meaning. Place is an important construct with a whole range of meanings and values. How individuals construct place can be through collective memory, sensory input and personal experience. Place can have geographical boundaries such as a dwelling, suburb, city or nation and a physiological response. The basic constructs of sense of place have been identified as use, terrain, connectedness and meaning.

The locale, Jacksons Landing, was formerly the CSR at Pyrmont Point. It is located on the waterfront some two kilometres west of the Sydney central business district, with an area of 11.7ha. Europeans have substantially modified the original landform and topography to accommodate industry and growth since occupation of the peninsula in 1795.
5. A PLACE NOW CALLED JACKSONS LANDING

5.6 HISTORY OF THE PLACE

5.6.1 The Original Landowners
The traditional landowners were members of the Cadigal band of Aboriginal people who lived in campsites and fished on the well watered peninsula for centuries (Fitzgerald and Golder, 1994). Following arrival of Europeans in 1788, half the Aboriginal population in Port Jackson died of small pox. The Cadigal numbers fell dramatically, then regrouped with members of other tribes. They called the place Pirrima, which means rocking stone.

The peninsula was originally long and thin. On both sides of the harbour a network of freshwater streams met in a swampy mix of mud and sand. From the swamps rose a sandstone ridge and the landscape became dramatic as the sandstone spur climbed towards Jacksons Landing. It was also dotted with steep cliffs, caves, clear springs and bays edged with fine sand (Fitzgerald and Golder 1994). For the first 22 years of settlement in Sydney, the hillslope frontage of Cockle Bay remained uninhabited, uncleared of trees, shrubs, ferns and wildflowers due to the steepness of the terrain (Stephensen, 1966).

The topography in 1820 varied from low lying land at the edge of the bay to high rocky outcrops. It was lightly forested. By the 1870s, the natural vegetation had been cleared and the low lying land utilised by industries such as ship builders and iron works, while the high outcrops were quarried (Tanner, 1997). Figure 5.1 illustrates the changing landform of Pyrmont.

5.6.2 The Macarthur Era: A Gallon of Rum
The area entered into legal records in 1795 as a land grant to Thomas Jones (Matthews 1982). The land was later sold to John Macarthur in 1799 for a gallon of rum. John Macarthur was an ex-officer of the New South Wales Corps and a wool pioneer who was one of the largest landowners in the colony with extensive properties at Parramatta and Camden. He purchased some 55 acres of land at the northern end of the Pyrmont peninsula, which divided Cockle Bay from Blackwattle Bay (Fitzgerald and Golder 1994:12).
5. 

A PLACE NOW CALLED JACKSONS LANDING

In 1806

A select party of ladies and gentleman set out for a picnic at Pyrmont....After examining with inexpressible satisfaction the picturesque beaches which that romantic scene afforded, a handsome collation ushered in the evening festivity beneath the shelter of a spreading fig tree.

To this enviable retirement one of the young ladies was pleased to give the name of Pyrmont, from the pure and unadulterated spring, joined to the native beauties of the place, Pyrmont near Hanover in Germany ..." (Sydney Gazette, 21 December 1806 in Matthews, 1992:8).

Macarthur died in 1836 and his son Edward later sold the estate. Pyrmont remained relatively unchanged throughout the 1800s. In the 1820s Pyrmont was Aboriginal land, with its people camping near the spring known as Tinkers Well (Fitzgerald and Golder, 1994). Early builders broke up shell middens, while carvings and other landmarks disappeared into quarries and factories. The transformation of that rustic and idyllic place has been drastic, to later become one of the most industrialised areas in Sydney (Stephensen, 1966).

The Pyrmont peninsula was little developed up until the 1870s. The early estates — John Harris’s Ultimo estate and John Macarthur’s Pyrmont estate — were not offered for sale, resulting in little development. The first subdivisions of the Pyrmont estate occurred in the late 1830s. By the mid 1840s the allotments which CSR subsequently purchased were utilised by the ship building firms of Chowne and Chowne and Thompson (Tanner, 1997). The vast majority of the peninsula remained owned by the Harris family, who did not offer the bulk of their estate for sale until 1859 (Tanner, 1997).
5.6.3 The Colonial Sugar Refinery Era

In 1875 CSR arrived at Pyrmont. The directors of CSR felt the new site would offer the benefits of deep water frontage and avoid wharfeage and storage costs (Fitzgerald and Golder, 1994). The refinery was built between 1875 and 1877 out of locally quarried stone at a cost of 120,000 pounds (Matthews, 1982). It spread around the foreshores of Pyrmont and into the residential areas to the south (Matthews, 1982). The Pyrmont refinery was the Company’s largest group of factories located on the shores of Sydney Harbour.

There were three components of the refinery: the sugar refinery which produced sugar; the distillery built in 1901 which produced alcohol using molasses as its raw material, and the caneite factory which pressed cane sugar fibre into caneite and particle board (Matthews, 1982). In addition to these elements there was a bone char factory making decolourising charcoal used in refining, a heavy engineering workshop and the Company’s research laboratories (CSR, 1956). The refinery flourished and in its prime produced much of the state’s refined sugar (Jacksons Journal, 1998 and CSR 1956). Figure 5.5 illustrates the refinery circa 1955.

CSR has always been an international company. The Pyrmont site was historically part an international operation to refine sugar and sugar products that focused on the south pacific region. To produce domestic sugar at the Pyrmont refinery, raw sugar was grown and milled in the cane growing areas of Australia mostly located in Queensland and northern New South Wales. It was received by ship at Pyrmont, refined and packaged, and then sent to the mostly domestic market. CSR state that:

"When she buys her four lbs. of sugar or tin of golden syrup, Mrs Taylor in London, Mrs Turner in Vancouver, Mrs Thompson in Melbourne, or Mrs McTavish in Dunedin never pauses to think of Indar Singh, a cane grower of Nandi in Fiji or of Roy Pearson, of Ingham in northern Queensland. But the well being of Mr Singh and Mr Pearson and of the owners and employees of CSR depend upon the buying habits of Mesdames Taylor, Turner, Thompson and McTavish."

(CSR, 1956:56)
Internationalisation was present in the 1950s for the production and distribution of goods. The CSR product was produced in the south pacific region and distributed locally, nationally and internationally. There was a global market. There were even international conventions to regulate the supply of sugar and sugar markets held between 1860 to 1900 (CSR, 1956). With the advent of de-industrialisation, the CSR's sugar role at Pyrmont became defunct.

**An Industrial Sense of Place**

To celebrate the centenary of the sprawling sugar refinery in 1975, CSR commissioned a selection of photographers to photograph the site, which became known as the CSR Pyrmont Project (CSR, 1988). One of the most striking images by Mark Johnson, *the Char Towers* (refer figure 5.4), continues to resonate through the CSR collection of its past - "the era when factories were built purely for production, yet unconsciously created structures in which can be found compositions of great beauty" (CSR, 1988).

Throughout the CSR Pyrmont Project, it was determined that the site was “capable of evocatively establishing a strong sense of place” (CSR, 1988). The series of photographs strongly portray the atmosphere of industrial life in the buildings, the people and the processes of producing sugar. The images encapsulate industrial life, the decaying nature of the environment and the harshness, rawness and in many respects, brutality of the place.
5. A PLACE NOW CALLED JACKSONS LANDING

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CSR Management
A significant element associated with industrialisation and the modern era was the management style adopted at CSR. At the turn of the twentieth century, CSR was one of Australia’s largest commercial enterprises. The Knox family was the most influential shareholder in the development of the Company (Tanner, 1997).
Knox is credited with steering the Company from financial ruin in the difficult years of the 1860s. His management style was based on the principles of withholding profits to establish capital reserves to finance future expansion and encourage efficiency at all levels (Tanner, 1997). The Knox family style of management nonetheless had its detractors. The criticism was based on CSR monopolising the Australian sugar market. In 1950, over 98 per cent of all sugar was marketed by CSR (Tanner, 1997).

**CSR: An Evocative Era**

The sugar refinery, spanning a life of over 120 years at Pyrmont, contributed to both the area's health and destruction. It created jobs and contributed to the Australian economy. It housed people involved with CSR and played a significant role in the community through regular social events and functions including picnics and concerts (City West Development Corporation 1997; Matthews, 1982; and Tanner, 1997). A strong sense of place was developed throughout this period through the occupation and use of the place. However, the refinery also contributed to the demise of Pyrmont by adding to the loss of the natural foreshore and generating industrial pollutants that scarred the landscape.

The heritage significance of the CSR site has been noted on many levels. The Conservation Plan states it is significant because:

*It is arguably Sydney's largest and most intact late Victorian to mid-twenthieth century industrial complex which includes individual items of note such as the Sugar refinery...*

*It was the industrial core of the CSR operations in the Oceanic region for almost 100 years...the development of the Pyrmont complex reflects the Knox's determination to make the refinery a world leader in its class.*
5. A PLACE NOW CALLED JACKSONS LANDING

It is an industrial complex sited on an exposed sandstone knoll that is visually the most prominent of all non government large structures in Ultimo Pyrmont area and contributes substantially to the townscape quality of Johnson's and Blackwattle Bays by providing prominent and historically rich features. (Tanner, 1997:7).

There were many layers and components to the significance of the CSR site. All elements contributed to its sense of place during the industrial era. The site was the largest most intact industrial complex involved in the production of sugar and other products (use); was located on a sandstone knoll (terrain); it was the industrial core of CSR operations and housed CSR employees in the locality (connectedness) and it contributed to the townscape quality and memory of many representing the industrial era (meaning).

The refinery closed down between 1995 and 1996 due to deindustrialisation and the rising value of the land, particularly for other uses such as residential. The site’s infrastructure was also nearing the end of its economic life, ready for renewal. CSR no longer needed to be located in the area, nor so close to the Sydney central business district. Lend Lease purchased the site in May 1996.
5. A PLACE NOW CALLED JACKSONS LANDING

Figure 5.5 The refinery circa 1955. The sugar refinery produced sugar; the distillery produced alcohol using molasses as its raw material, and the caneite factory pressed cane sugar fibre into caneite and particle board (CSR, 1956).
5.6.4 The Lend Lease Era

In the late 1980s, Lend Lease was involved with the CSR as a fee for service development manager to provide advice to CSR about future development opportunities of their land at Pyrmont. The Lend Lease Corporation is one of Australia's largest public companies that provides integrated financial and property services to clients locally and internationally (http://www.simaslife.com, 1999). Lend Lease remarks on the global nature of the organisation and its links to the international economy.

As Lend Lease enters the next decade it must, in all facets of business, be a truly global organisation (http://www.lendlease.com.au)

Philip Cox and Partners developed a master plan for the site in the late 1980s. They also developed schemes for the entire Pyrmont Point area, as much of this land was owned by Government (Fitzgerald and Golder, 1994 and Respondent F., 17 February 2000). These plans preceded the signing of the Better Cities agreement in 1992 and much of the Government's planning for the Ultimo Pyrmont peninsula.

According to Lend Lease folklore, they believe that it was Lend Lease who were the catalysts for the urban renewal initiatives implemented in Ultimo Pyrmont. Lend Lease presented the redevelopment opportunities that the peninsula offered to the Government, particularly the amount of surplus Government and private land available (Respondent F., 17 February 2000). Pyrmont was touted by Lend Lease as the next North Sydney. In fact a commercial centre to revival North Sydney by becoming an extension of the Sydney central business district.

This early master plan prepared on behalf of Lend Lease by Philip Cox and Partners was adopted by the then Minister for Planning in October 1994 (Lend Lease, 1994). The plan provided for 173,000m² of business floorspace or some 8,500 workers and 138,000m² of residential floorspace or some 1,400 new dwellings (ibid). However, this master plan was never implemented and would have resulted in a very intense form of development on the peninsula that would have easily rivalled North Sydney. A revised master plan was developed following purchase of the site by Lend Lease in 1996.
5.7 REBIRTH: JACKSONS LANDING

5.7.1 Introduction

The refinery entered a new phase in its life when Lend Lease purchased the site from CSR for $75 million in 1996 (Chancellor, 1999 and Lend Lease 1998). Lend Lease formed a joint venture with the Government of Singapore Investment Corporation and the Kuok Group (Chancellor, 1999) to develop the CSR site. Lend Lease has identified the Pyrmont mixed residential, commercial and retail projects as “one of its international landmark projects” (Lend Lease, 1998). The development of Jacksons Landing is a tripartisan venture with Lend Lease taking a key project management role in the development.

Jacksons Landing is the locale of a development being funded by a consortium of foreign and local developers. A group of renowned international and local architects and planners are transforming the place to create a “new waterfront urban village.. a new high tech inner city neighbourhood” (Chancellor, 1999). The Minister for Urban Affairs and Planning adopted the Lend Lease master plan in October 1997 to realise this objective.

5.7.2 Jacksons Landing: An International Landmark

Marketing material for Jacksons Landing describe it as:

An exciting new neighbourhood in the making, a place of style and grace which will become the piece de resistance of harbourside living.
For the fortunate few who will live here, Jacksons Landing will possess a combination of advantages.
At the same time, you will be making your home in a magnificently attractive waterfront community.
A place where you will make friends and know your neighbours.
A place which is endlessly vibrant and stimulating.
Come to Jacksons Landing and live

From a Waterfront Neighbourhood on the World’s Greatest Harbour (Lend Lease, undated).
5. A PLACE NOW CALLED JACKSONS LANDING

Jacksons Landing is a mixed use waterfront development comprising 1,500 dwellings, business floorspace and parkland. It will be home to some 3,000 people, predominantly “empty nesters” that is, established middle class people whose children have left home who can afford the waterfront living experience. Lend Lease note that the incoming population will be characterised by second or subsequent home purchasers, aged predominantly 30-50 years with a mix of single, couple and family households (Lend Lease, 1998: 142). Lend Lease also note that the anticipated residential population will differ significantly from that moving to other parts of Ultimo Pyrmont in terms of having a high proportion of home owners and a more mature age profile (ibid).

The current landform and topographical features of the site including the flat waterfront apron at the base of the cliffs have been a significant factor for the design of Jacks Landing. The cliffs at Distillery Hill provide vantage points, views and landmarks. The cliff face along the western boundary is a significant topographical feature, which has led to the form of development.

A mix of building types is proposed including high rise residential towers up to fifty-nine metres in height located on the highest point of the site, Distillery Hill, through to lower scale town houses and home offices in its centre. The names of the new buildings include the “Fleetview”, the “Elizabeth” and “Regatta Wharf”. Housing at Jacksons Landing is relatively exclusive with the average price point being $800,000 (Respondent F. 17 February 2000).

Jacksons Landing is also targeted to the global era where every residence will have access to the Jacks Landing Internet connection. It links to shops, the security and concierge services and the notice board. This is to achieve part of the ethos of Jacks Landing that it will have a “spirit of community...a place not just with beauty, but with soul”.

There are a number of characteristics that define the physical form of Jacksons Landing. The edges of the site include high rise residential buildings. Along the waterfront (the northern boundary), buildings range in height from 21 to 39 metres. Along Harris Street, the eastern boundary, a wall of commercial buildings will be developed. The western...
boundary includes the cliff face with buildings up to 59 metres in height (or some 20 storeys). The centre includes low rising terrace housing.

This pattern of development will essentially enclose Jacksons Landing. There is no terracing of buildings, graduating from the foreshore to the centre of the site. Tall buildings will be located around the edges. Whilst the development is not presented as a gated community, the built form encourages alienation from outsiders and is not particularly welcoming. It will have a private feel, that of an estate. The built form makes it difficult for outsiders to penetrate the boundaries and feel welcome.

It was also initially proposed to subdivide the land under the Community Titles Act, whereby all facilities would be jointly owned by residents including parkland, roadways and amenities such as the clubhouse through the payment of levies for their upkeep by future residents (Respondent B., 27 July 1999). A community title subdivision would reinforce the exclusivity of Jacksons Landing and further enclose the site. However, the community title subdivision did not proceed as the application for its approval was refused by the Department of Urban Affairs and Planning (ibid).

The current master plan which is now being implemented, differs significantly to the predominantly commercial centre proposed in the previous master plan. Jacksons Landing is now being marketed as an estate, close to the Sydney central business district and the services and facilities it offers. A village in a global city. The future form and function of Jacksons Landing presents many questions regarding the future of global cities such as Sydney. These issues are discussed further in the following chapters.

5.7.3 Jacksons Landing: the New World

Giddens (1999) refers to some key elements that define the global era. These relate to an erratic and dislocated world and the influence of time and space (particularly upon self identity). The changes that are occurring are not just world wide structures but are affecting our own inner consciousness and identity.
Connectedness is a key facet in the era of globalisation. This is due to the instantaneous electronic and other links across the world and the suggestion that place based connections are loosing significance, particularly in global cities. This occurs as the Internet and other communication technologies dilute the need to be located in a time and place.

With these impacts emerging from globalisation, the following issues are evident as a result of the document and pictorial analysis. These are that:

- The site has evolved through the pre-modern era, modern era and has now entered the postmodern or global era.
- During the pre-modern era, the Cadigal tribe of Aboriginal people occupied the site. The site was covered with trees, shrubs, ferns and wildflowers. The terrain was quite steep dotted with caves and clear springs.
- During the modern era, the era of internationalisation, the site was occupied by the CSR. It was an industrial complex that monopolised the sugar industry in the south pacific region for 120 years. CSR not only produced sugar and other products, but was also at the social and economic core for many in the Pyrmont community.
- The site has now entered the global era as a future waterfront residential community to be occupied by predominantly empty nesters. International consortia will redevelop the former industrial site to create a world class mixed use development.
- The development of the site and its physical form leads to issues surrounding the sense of enclosure and security. The identity of the place and issues surrounding global/local tensions emerge. Communities of the future are potentially valuing private space and a gated territory rather than the public domain.

These issues and symbols for our future communities are discussed in depth in Chapters 6 and 7.
5. A PLACE NOW CALLED JACKSONS LANDING

Figure 5.6: Jacksons Landing, a place experiencing urban renewal (April, 1997). Image viewed looking west with Anzac Bridge in the background (Kelly, 1997).

Figure 5.7: Jacksons Landing (February 2000). Image as above, looking west with the Anzac Bridge in the background (Kelly, 2000).
5. A PLACE NOW CALLED JACKSONS LANDING

Figure 5.8 Aerial photograph of the Colonial Sugar Refinery looking east toward the Sydney central business district, circa 1995 (Department of Urban Affairs and Planning, 1995).

Figure 5.9 Artists impression of Jacksons Landing looking east toward the Sydney central business district as above, circa 2020 (Lend Lease, 1998).
5.8 CONCLUSION
This chapter has provided a comprehensive review of the relevant documentation relating to the case study, the place now called Jacksons Landing. It has presented a socio economic overview, combined with an historical and pictorial analysis. It also provided a socio-economic overview of the Sydney region as Jacksons Landing is located in this global city.

The intention of this chapter was not to attempt a large scale analysis of the impact of globalisation, but to look in some detail at one actual site in which the impact can be studied as it happens. Based on the analysis and key findings, it can be concluded that:

- the case study has transcended the industrial era and entered the global era through the redevelopment of the site as Jacksons Landing; and

- there was a strong sense of place in the industrial landscape, which has been documented through time.

In the pre-modern era, the case study was an area of natural beauty with the terrain being a dominant characteristic shaping its sense of place. The terrain was steep and rocky, covered with wildflowers, ferns and shrubs, together with a fresh spring of water. The Cadigal tribe of Aboriginal people called the place Pirrima, which meant rocking stone. It had a sense of place relevant to the Cadigal people who lived in camp sites and fished the waters. Their connectedness, use and meaning cannot be derived from this document analysis.

Following European invasion and settlement in the modern era, the sense of place was reconstructed and the place was named Pyrmont, being reminiscent of a fresh water spring in the town of Pyrmont near Hanover in Germany. During this era the place was developed into the CSR and an evocative sense of place was formed relating to its industrial use and the era. This has been documented in the centenary celebrations and other material relevant to the CSR site.
Now, as we enter the 21st century and the era of globalisation, a new sense of place is being defined. As noted, some of the key indicators that have emerged for Jacksons Landing include:

- a mixed waterfront community comprising mostly empty nesters with high socio-economic status;
- a high rise modern living environment in close proximity to the Sydney central business district;
- a shift in economic status of the inhabitants from an upper working class mix to an upper middle class mix; and
- a physical form that represents enclosure, security and presents perceptions of identity, particularly for the future community.

This chapter has provided the overview of the documentation and graphical representation of the site. The following chapter presents the results of the structured and semi structured interviews with key stakeholders. It provides a more in-depth picture relating to the construction of sense of place during the industrial era and provides an insight into how communities of the future will construct a sense of place.
CHAPTER 6

A RECONSTRUCTED TERRAIN
6. A RECONSTRUCTED TERRAIN

6.1 OVERVIEW
This chapter presents the findings of the structured interviews. It focuses on the construction of sense of place in the industrial era. It explores the key concepts and themes that have emerged following the review of data. The chapter is divided into two sections. The first presents the results of the structured interview. The final draws some conclusions and general observations.

6.2 STRUCTURED INTERVIEW FINDINGS
6.2.1 Introduction
The respondents were asked to review an image of the site, a detailed black and white line drawing taken from an eastern aerial perspective looking west circa 1955. A photograph from the same vantage point taken in 1997, supplemented this image and provided colour and texture (see Appendix 1 for images). As the majority of respondents knew of or were highly familiar with the site, many had a good understanding of its location and features.

The respondents were asked a series of four questions about the construction of sense of place, derived from the research framework outlined in Figure 4.1. Information relating to the construction of sense of place for CSR was obtained in the first phase of the interview process, with no images of Jacksons Landing presented to respondents until the second phase of the interview. This was to ensure the sense of place reflections were elicited about the site during the CSR period, and then moved to the Jacksons Landing era to eliminate any potential bias. Issues discussed related to:

- the use of the site and the activities, which contribute to its meaning;
- the terrain/landscape which relates to the physical attributes, topographical setting and the layout;
- the connectedness which refers to the physical, individual and symbolic connections, links and associations; and
- the inherent meaning, which is rooted in physical setting, objects and activities.
6. A RECONSTRUCTED TERRAIN

The questions aimed to elicit stakeholders' construction of sense of place, their attachment to the site and the interpretation of its meaning/value. The responses were categorised into: local residents; government representatives; and development industry representatives. Appendix 2 provides the detailed results of the survey. It outlines the type of information obtained from respondents, from which the following conclusions have been drawn.

6.2.2 Use

Respondents were asked to describe the use of the site. Table 6.1 describes the most common responses of residents, government and the development industry.

It is clear that each resident has a unique view of the site. This relates to not only the site's role as a sugar refinery, but also its role as a central part of the community that housed a number of CSR employees. CSR was a large employer in the area and was responsible for the living/working environment.

Residents particularly recalled a series of houses at 28-34 Jones Street and the existing terraces along John and Mount Streets. One respondent remembers these mansions as the site of CSR balls, which were considered society balls. She recalled as a child the ladies gathering for the balls and peering into these grand homes. Many of the residents also recalled their demolition in the 1980s to make way for a car park.

This is a significant notion that reflected the working and social life of people in the industrial era. Residents at CSR were interconnected and lived in close proximity to one another and shared in each others' lives. The site, its use and meanings reflected all socio-economic groups as members of the CSR community. Individuals were all part of the CSR community.
6. A RECONSTRUCTED TERRAIN

Figure 6.1 The CSR Managers residence at Harris Street Pyrmont, which remains today (Kelly, 1999).

Figure 6.2 Typical workers terraces located at Mount Street Pyrmont (Kelly, 1999).
6. A RECONSTRUCTED TERRAIN

An important aspect of the CSR era was the provision of housing for employees and their families, from management through to labourers. The CSR manager lived in a grand Federation house on Harris Street, which remains today. Labour workers lived in the simple terrace housing which is still evident throughout much of Pyrmont, Ultimo and other inner Sydney suburbs. The terraces on Jones Street remembered by long term residents were home to the chemical staff, who were deemed vital to the manufacturing process of CSR (Tanner, 1997).

This space/time construction about location of housing and the class hierarchy at CSR is a dominant feature of the industrial era. This included the partition of space according to rank or class (Dovey, 1999). This form of response about class hierarchy was a common thread amongst long term residents.

Government and developer responses focus on the industrial nature of the site and its relationship with the waterfront. The wharves, shipping role and port type uses, linked with the production of sugar. This included the loading and unloading of sugar cane and coal. Government representatives often focused on the industrial buildings and the late 19th century and early 20th century industrial architecture. One of the responses of government regarding the use of the site was:

*It is heavy industry associated with the waterfront. A self contained site that generated its own power for industrial purposes*

The developer of the site had a lot of in-depth knowledge about the use and industrial processes at CSR. He noted that the site was self sufficient and integrated. It was a complete process to produce sugar and the other products.

*The place was divided up into different divisions. Along the front, where the bond stores are is the sugar division. The hill, Distillery Hill was a different division. It originally started out making rum. The other thing they did at the time, they also made,.... dry ice. It is a steam driven process. Making carbon dioxide gas and pumping it into these enormous pressure vessels and with steam power, pushing an enormous ramrod down*
6. A RECONSTRUCTED TERRAIN

compressing the carbon dioxide gas into dry ice. That was packaged and distributed around Sydney. In later years they moved away from the rum. They stopped making rum in 80s. ...The canite building was part of the timber division. It was shut down for occupational health and safety reasons. The coal silos and the boiler station are all remnants of when there was no electricity supplied for industry. Every aspect of the industrial process had its own coal powered electricity generation or pumped steam to various parts of the factory to drive the refining process... The coal used to come into the coal silos pumped over by conveyors into the boiler house where it was fed into the boilers to create steam. The steam either went to the workshops or into the refinery. Or it was pumped back into the boiler station. The steam drove their own electricity turbines. So the site was self sufficient. It was all very integrated. (Respondent F., 17 February 2000)

<table>
<thead>
<tr>
<th>Use</th>
<th>Most Recurring Theme</th>
<th>Second Most Recurring Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>Industrial use by CSR. Strong notion of housing provided by CSR, eg Jones Street terraces.</td>
<td>Social structure and sense of community and family life at CSR.</td>
</tr>
<tr>
<td>Government</td>
<td>Industrial nature of the land.</td>
<td>Waterfront industrial and port type uses.</td>
</tr>
<tr>
<td>Development Industry</td>
<td>Maritime industrial use.</td>
<td>Detailed overview of the machinations and function of the site. Integrated industrial process.</td>
</tr>
</tbody>
</table>

Table 6.1 Use of the CSR: A home and a waterfront industry

6.2.3 Terrain and Landscape
Respondents were asked to describe the terrain and the landscape. Table 6.2 describes the most common responses.
6. **A RECONSTRUCTED TERRAIN**

As with the previous question, residents referred to the location of housing, which stood on the raised part of the site away from the waterfront areas. The responses from some residents were also quite negative. They remarked on the polluted nature of the site, which was inaccessible and gated. There was no open space or greenery. Interestingly, residents did not remark about the cliffs or waterfront experience.

Government respondents tended to focus on the geographical and topographical nature of the landscape. They talked about it being flat near the waterfront and rising towards the centre of the site. It was considered a naturally terracing north facing site. The land was typically a headland with an elevated cliff top area. There was also a strong theme related to the cliffs and the modified nature of the shoreline and wharves. It was noted that it was a degraded landscape due to its industrial nature.

The development industry also noted that the landscape had undergone significant change. The waterfront and natural shoreline had been modified and filled, wharves and aprons constructed around the waterfront had also been modified and that the cliffs were "man made". This is a curious response from the development industry when asked to comment on the terrain and landscape. They focused on the constructed components of the landscape with little reference to the natural environment.

<table>
<thead>
<tr>
<th>Terrain &amp; Landscape</th>
<th>Most Recurring Theme</th>
<th>Second Most Recurring Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>Strong notion of housing.</td>
<td>Gated community. Inaccessible.</td>
</tr>
<tr>
<td>Government</td>
<td>Physical landscape and geography.</td>
<td>Flat near the waterfront rising to the rear. Cliffs.</td>
</tr>
<tr>
<td>Development Industry</td>
<td>Modified and disturbed site. Degraded.</td>
<td>&quot;Man made&quot; cliffs and highly modified foreshore.</td>
</tr>
</tbody>
</table>

*Table 6.2 Terrain: a "man made" environment.*
6.2.4 Connectedness
Respondents were asked to describe the connectedness of the site, which often required explanation. I asked people to describe their personal connections or links with the site, and how it was physically linked with Pyrmont. Table 6.3 describes the most common recurring themes.

The responses from all long term residents reflected their personal association with the place. It was linked to their family and friends working at the site. CSR was often associated with the social core of Pyrmont including picnics and balls. One respondent recalled going on CSR picnics to Bronte Beach. Another respondent remarked that she had lived on the site for 41 years. It has very strong personal meaning and association, being her "special place" (Respondent D., 30 October 1999).

Government responses mostly refer to links with the waterfront. The industrial workings and nature of the site depended upon the integration of land and water. The wharves and piers are indicative of that link. It is this connection which is most vivid. Internal connections were evident, including the road links and subdivision pattern noting its self contained nature. CSR purchased many internal roads from the city council. The architecture and industrial buildings were indicative of late 19th and early 20th century works. As noted by one government respondent, the materials and architecture connected the site.

The developer considered the site was not connected and was purely an industrial enclave. The Glebe Island Bridge located in the background was seen as an important symbol. It was a physical and visual connection, about future requirements, progression and development. It pointed to the need for growth and expansion to accommodate the future.

Interestingly, according to Tuan (1974), bridges are modern urban symbols, representing gateways, power, and the union of people and trade. The bridge is a symbol of connectedness from one place to the next, from one world to another (Tuan, 1974:199). Tuan believes bridges are like monuments with deep meaning and value. To the developer, the site is a symbol of power, growth, development and change.
6. A RECONSTRUCTED TERRAIN

<table>
<thead>
<tr>
<th>Connectedness</th>
<th>Most Recurring Theme</th>
<th>Second Most Recurring Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>All personal connections regarding family and social life.</td>
<td>Local history and hearsay.</td>
</tr>
<tr>
<td>Government</td>
<td>Links with the waterfront.</td>
<td>Industrial nature and links with former use.</td>
</tr>
<tr>
<td>Development</td>
<td>Not connected. Enclave.</td>
<td>Symbology of bridge linking site to other areas and external connections of place.</td>
</tr>
</tbody>
</table>

Table 6.3 Connectedness: a personal response, a physical enclave and a symbol of power.

These are significant findings that reflect the construction of what connects a person with place and therefore sense of place. The shift of a site from ‘space’ to ‘place’ is made through personal presence and association with place.

It is evident that people’s experience of CSR altered their perception and connections to the site. For the residents, the site has a personal meaning, history and association. It confirms that what happens at a place, for an individual, alters the sense of place. It contrasts to the developer, as the site had no personal connection or link, but represented links to the outside world.

Connectedness also links place with time. It shows that each individual experiences a place from a unique moment in space-time interlinked with his/her memories, emotions and identity. These factors alter one’s connectedness with the site, together with his/her interpretation of the meaning of “connectedness”. Local meaning and connectedness have derived through a long association with the site. This has evolved over time.
6. **A RECONSTRUCTED TERRAIN**

The experience of place therefore has the capacity to ground people. Place's symbolise socially constructed identities and differences. The spatial representation and inertia of buildings can fix identity over time (Dovey, 1999). Connectedness is also strongly allied with meaning. In particular, the developer of the site could find little connectedness, considering Jacksons Landing to be an enclave. It was difficult for the developer to articulate any connection and meaning. However, for long term residents there was a very strong personal connection with the site, including a range of positive and negative sentiments.

### 6.2.5 Inherent Meaning

Respondents were asked to describe the inherent meaning of the site and what personal feelings the site invoked. Table 6.4 describes the most common recurring themes of residents, government and the development industry.

Residents of Pyrmont remarked on the lost housing in Jones Street and one recalled when it was demolished to make way for a car park in the 1980s. The place also held strong association with the CSR Company, which was considered a “big conglomerate company”, a “very powerful organisation” and "a very important Australian industry" (Respondent G., 19 February 2000). Respondent G however noted that the role and importance of CSR had since declined, consistent with the declining role of manufacturing.

Residents had mixed feelings about the value of the site. One remarked that CSR was a pleasant environment, not a harsh place and that a nice group of people worked at the CSR. This conflicts with one resident's response that “CSR (management) were the meanest and lousiest people” and it was a very polluted place, remarking that “the place stank” (Respondent D., 30 October 1999).

For government, it was a dying industrial site. A complex place that told a story about our past and history. It was considered a dated structure and as one respondent noted “it looks like it on its way out ... a dated structure and facility” (Respondent C, 7 October 1999). It represented tedious mechanical processes. Another government respondent noted that the buildings tell a story, the relationship of the buildings to the industrial site as a complex (see Appendix 2).
6. **A RECONSTRUCTED TERRAIN**

Equally, the developer considered it was consistent with a working harbour and resembled the historic industrial nature of Sydney. It was basically a turn of the century industrial site that was redundant, ripe for reuse. It was difficult for the developer to articulate any meaning, but to purely place a commercial value on the site, which reflected its meaning.

<table>
<thead>
<tr>
<th>Inherent Meaning</th>
<th>Most Common Recurring Theme</th>
<th>Second Most Recurring Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>CSR housing and lost housing.</td>
<td>The CSR company and management style.</td>
</tr>
<tr>
<td>Government</td>
<td>Dying industry with links to the past.</td>
<td>Working harbour.</td>
</tr>
</tbody>
</table>

*Table 6.4 Meaning: home, work and development.*

### 6.2.6 Summary

The structured interview examined the construction of sense of place during the industrial era by examining the four components of use, terrain, connectedness and meaning. Residents, government and the development industry were surveyed for the purposes of this research with the results revealing markedly different responses.

For the longer term residents the site had close personal meaning. All respondents focused on the housing with the loss of homes being a key concern. This facet is considered even more significant as the image referred to during the interview did not include any housing or vegetation, but simply showed the industrial buildings. It was a simple line drawing outlining the CSR industrial buildings involved in the manufacturing processes. The manager's residence and the terraces along Jones Street were not illustrated, nor were any other residential buildings (see Appendix 1 for images).
6. **A RECONSTRUCTED TERRAIN**

The residential components of CSR also reflected its social and management hierarchy. CSR operated under a dominant industrial management style that reflected traditional forms of authority. It was a distinctive form of organisation and social hierarchy. Residents interviewed recalled the “society” homes such as the manager’s residence. They also commented on the management style and authority of the company, a significant element of the industrial era. CSR was perceived as a powerful conglomerate and a symbol of power and authority (Respondent G., 18 February 2000). There was a social and cultural hierarchy at the CSR, indicative of the modern era.

The heterogeneity of residents and workers at CSR contrasts with that of the global era and the future residents at Jacksons Landing. Living and working at the CSR was common and people of all ages and socio economic status were neighbours in this residential and working environment. Given their own demographic profile, the lives of future residents at Jacksons Landing and Pyrmont are unlikely to reflect such diversity or interconnectedness.

The operation of the CSR reflected industrialism and internationalisation. CSR was a self contained industrial enclave that involved the processing of inanimate goods, predominantly sugar cane to produce sugar and other by-products such as molasses, rum and later particle board. Machinery and the ordered management of labour were central to the production of goods, as was the generation of power on site via the Boiler House. There was a sense of control and order involved in the production of sugar and other by-products.

Sugar cane was shipped for north Queensland and the Pacific region. Sugar and the other products were then sold nationally and internationally. Transport and communications reflected the industrial time being relatively slow and unlike the era of globalisation, transport systems were laborious. Horse drawn carriages would transport goods locally and by ship for the international market.
6. A RECONSTRUCTED TERRAIN

For government and the development industry, the site was viewed from a different perspective, reflecting time-space connections and meaning. The responses focussed on the physical nature of the site and its past use and meaning, a former use and dying era. For some respondents there is a sense of history and nostalgia, a romanticised view of the former livelihood of Australia. Nonetheless, the site also represents the future and the opportunity for development. It was about accommodating growth and change and replacing outdated industrial infrastructure with a new residential community.

The survey results, particularly for residents and the developer are time space connected. They reflect the individual value and meaning of the site. For longer term residents, this is closely linked with personal association, memories and identity of the place. This ranged from peers through to the management style of the CSR, a dominant authority. Whereas the development industry looks to the future redevelopment opportunities and sees symbols in the adjoining Anzac Bridge, the analogy of the old and the new and the need to accommodate growth to enable prosperity.

6.3 THE FUTURE COMMUNITY: JACKSONS LANDING

In addition to the questions regarding the construction of sense of place, respondents in the structured survey were asked to review an image of the new place, part of the development known as the Fleetview (refer Figure 6.3). This marketing image is an artist's impression prepared by the developer. It depicts an element of the revitalised place, part of Jacksons Landing. Respondents were asked for the first ten words that they considered best described the image. This image was presented after respondents had discussed the four constructs of sense of place at CSR.
6. A RECONSTRUCTED TERRAIN

Figure 6.3 A component of the Jacksons Landing development known as the Fleetview, respondents were asked to describe it in ten words (Lend Lease, 1998).

The most common description of the image from all respondents (residents, government and the development industry) was “anywhere”. Respondents saw the development as being anywhere and there was no association with Pyrmont. The next most common responses were “new”, “park”, “boring”, “too high/high rise”, “mix”, “modern”, “inaccessible”, “expensive”, “pretentious”, “big”, “resort”, “tokenism” and “manicured”. The site’s developer noted that the image and site were “green” and “open” and presented an image of “community”.

There were also quite strong physical reactions and responses by people as they reviewed the image of the site. People often groaned and sighed, some remarked that the image was not great, intimating a poor representation of the proposed redevelopment. Many found it difficult to articulate ten words. A number of people responded by saying new place, new people, and new buildings.
6. **A RECONSTRUCTED TERRAIN**

The following table 6.5 describes the most common descriptions by residents, government and the development industry in response to the image. It is interesting to note that representatives of the development industry consider that the site could be located anywhere in the world and is placeless.

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Frequent Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>New park, not Pyrmont, anywhere, new and modern</td>
</tr>
<tr>
<td>Government</td>
<td>New, mix of heritage, foreign, anywhere, modern, stark</td>
</tr>
<tr>
<td>Development Industry</td>
<td>Placeless, anywhere.</td>
</tr>
</tbody>
</table>

*Table 6.5 A new modern place, located anywhere in the world.*

It is considered that there is little representation of the former industrial era or the CSR itself in the responses. There are no links with the past or any notions that provide a connection or history. The site is regarded as being developed as something new and modern, which could be located anywhere throughout the world. The image represents none of the uniqueness, qualities or special characteristics of the site.

As noted in some responses, Jacksons Landing has the potential to be considered placeless or a non place. If a place cannot be considered relational, historical or concerned with identity, it may evolve to a non place (Dovey, 1999). However, the experience of place marks an end and a beginning and given the literature on the strength of sense of place reviewed in Chapter 2, it is likely that a new sense of place will be constructed after the future residents of Jacksons Landing occupy the site. New residents sense of place may take some time to develop as there are few historical links or layers evident in the evolution of Jacksons Landing. It is also likely that this sense of place will be limited to residents and workers of Jacksons Landing only.
6.4 CONCLUSION

This chapter has presented the results of the structured interviews of the Jacksons Landing case study. It has examined the four components of the construction of sense of place - use, terrain, connectedness and meaning. It has also examined how communities living in the global era will construct sense of place and the impact of this upon our cities and places.

Following the analysis, these key points emerge:

- The shift of a site from 'space' to 'place' is made through personal presence and association. The analysis has confirmed that what happens at a place is a key facet in the construction of sense of place, particularly its meaning and connectedness.

- It is what happens at a place that alters the sense of place. This was particularly evident with residents who had a long term association with the site. This contrasted with the developer, as the site had no personal connection or link, but simply represented links to the outside world, money and power.

- Connectedness links place with time. The research confirmed that each individual experiences a place from a unique moment in space-time, which is interlinked with his/her memories, emotions and identity. Local meaning and connectedness are derived through a long association with place which evolves through time.

The following Chapter 7 provides an overview of the key informant interviews which focus on the impacts of globalisation, particularly upon the construction of sense of place.
CHAPTER 7

RISK, TRUST AND IDENTITY
7. **RISK, TRUST AND IDENTITY**

7.1 **OVERVIEW**
This chapter presents the findings of the semi-structured interviews. It explores the key concepts and themes that have emerged following the review of data. The chapter is divided into two sections. The first presents the results of the key informant or semi-structured interviews. The final section draws some conclusions and explains the observations under a series of themes.

7.2 **KEY INFORMANT INTERVIEW FINDINGS**

7.2.1 **Introduction**
The following section describes the results of the key informant interviews undertaken to review the emerging issues surrounding globalisation and sense of place during the redevelopment of Jacksons Landing. It outlines the selection of respondents, the research framework and the results of the interviews.

7.2.2 **Framework**
As outlined in detail in Chapter 4, seven people were interviewed in depth to review sense of place values in a globalising context. The purpose of the interviews was to collect rich data based on real life situations. This enabled the opinions, experiences and feelings of a cross section of people, including longer term residents, government representatives and the developer to be uncovered (see Appendix 4 for key informant interview data).

The interviews examined how different representatives of the community constructed sense of place in the industrial era and how the community may construct sense of place in the global era. Individuals were asked specific questions in response to the research model and theoretical framework (outlined in Chapter 4).
7. RISK, TRUST AND IDENTITY

7.2.3 Overview of Results
A number of themes emerged throughout the interview process. The most common related to the issue of a gated community, risk minimisation in the development of the site, the naming of the site as Jacksons Landing and the changing of street and other names in Pyrmont, including the local pubs. Other issues related to the design, the players involved and the process of redevelopment. The design was noted as cut and paste architecture.

Issues of containment by the developer and residents, of trust between residents and society, and interaction between place and identity emerged from the data. Risk is a strongly reminiscent theme in considerations of environmental change. Trust and identity are aspects of the influence of a sense of place discussed in the literature review in Chapters 2 and 3.

In order to interpret the data in a consistent framework, it is proposed to examine the emergent themes under the following key areas:

Globalisation: Separation of time and space; and disembedding of time and space. The separation of time and space refers to the complex relationship between local involvement and interaction across distance. It relates to the tyranny of distance being quashed through globalisation. It describes the ways in which technology, information flows, trade and power compress time and space so that distant actions have local effects. Time space compression refers to the movement and communication across space and our experience of this.

The disembedding mechanisms refer to the lifting out of social relations from specific locales (Giddens, 1991). Disembedding is also linked to time and space by conveying the notion of restructuring and reforming relationships across space and time (Giddens, 1998). The disembedding of time and space leads to issues relating to risk, trust and identity. Time and space are linked with risk and identity, as they are both ways of organising future time.
7. **RISK, TRUST AND IDENTITY**

**Sense of Place:** relates to use, terrain, connectedness and meaning. I have discussed in detail the four components of sense of place (see section 6.2 in previous chapter for further detail).

**7.2.4 Time and Space**

Globalisation is a complex process, but its impact in the redevelopment of Jacksons Landing is evident. The production of sugar was a low margin industry and CSR was sitting on a large waterfront industrial site located in close proximity to the Sydney central business district in a changing community.

The CSR Company began to question the long term viability of producing sugar at Pyrmont. Pressure was coming from shareholders and within the business operation of the Company as to "what is the best use for the site and the land?" This is when Lend Lease became involved as a "fee for service development manager" to provide advice to CSR on future development options as industrialisation had reached and passed its peak (Respondent F., 17 February 2000).

The redevelopment of Jacksons Landing is currently being undertaken by a tripartism international consortium, with strong offshore interest in the redevelopment of the site. Lend Lease, the government investment corporation of Singapore (investing superannuation funds) and the Kerry Property Group, part of the Dr Robert Kuok group from Hong Kong, are the players.

*It is the government investment corporation of Singapore. GSEM. Which basically invests the superannuation money etc for Singaporean workers and they're basically outside of Singapore. They have 25%. The other investor is the Kerry Property group out of Hong Kong, which is part of the Robert Kuok group, a listed company which basically controls the Robert Kuok family. They've got 25%. And Lend Lease has 50%. In the early days there was discussions with Mirvac having 25% as well, but that did not transpire. (Respondent F., 17 February 2000).*
7. **RISK, TRUST AND IDENTITY**

The tripartism approach is part of a risk minimisation strategy by Lend Lease to create offshore partnerships with international property developers and investment organisations.

*So we started thinking, well yeah, we're globalising, we are going into Asia, there are other major players in Asia, and there was an opportunity to get to know some other people .... So, part of it was a risk minimisation strategy. ...... And the opportunity to deal offshore and to build relationships with some really great partners.*  
(Respondent F., 17 February 2000).

International investors were keen to be involved in the redevelopment of Jacksons Landing as it is a billion dollar project which offers the highest possible return for shareholders. They also considered Sydney to be a world class city which added to the attraction of investment. As the government corporation of Singapore was investing superannuation funds, it was seeking the highest possible returns. As noted by Respondent B, (7 October 1999) Lend Lease often threatened to walk away from the project if they could not fulfil their objective to provide the greatest possible return for shareholders. There were a number of vested interests in the proposal, particularly overseas and locally. There was strong pressure that the development was profitable and successful.

Distance was quashed in the redevelopment of Jacksons Landing, particularly the opportunity by Lend Lease to travel the world and review other key international redevelopment sites. To develop the master plan for the site, Lend Lease embarked on a study tour of international urban renewal projects in San Francisco (Mission Bay), New York (Battery Park), Barcelona (the Olympic Village) and Berlin.

*And we actually did have a study tour with the team involved.... A number of us went overseas and we looked at projects in San Fransisco, the famous Mission Bay and went up through Portland and Vancouver and all the stuff around Pearl Harbour. We went across to New York.... Battery Park and some funny ones. We went to Barcelona and looked at the Olympic Village in terms of perimeter block*
7. **RISK, TRUST AND IDENTITY**

development. That was very good. Then we went to Berlin and looked at the thousands of tiny commercial developments that are going on over there. (Respondent F. 2000., 17 February 2000).

7.2.5 **Disembedding, Risk and Identity**
The design of Jacksons Landing has resulted in much criticism. As noted, Lend Lease travelled the world to review key international urban renewal examples. The Vancouver model had the most influence on the design of Jacksons Landing. Time and space were compressed as international architects and designers prepared the master plan for Jacksons Landing. There was local and international representation.

*I think the one that had the most influence would be the Vancouver model. ..*. The development of the master plan, in terms of drawing lines on papers, all the development principles and principles diagrams and all that sort of stuff was John*. We did have another gentleman from Vancouver called Jack*, who had done a lot of the stuff in Vancouver and the two of them worked together. (Respondent F., 17 February 2000).

* Not their real names.

Criticism regarding the design of Jacksons Landing is linked with its identity. The community and some government representatives are quite critical of the site's design and identity. The design of Jacksons Landing was considered foreign and removed from the locale. It did not relate to the layers, history and intricacies of Pyrmont.

*Lend Lease had travelled the world (particularly the US) to look at urban redevelopment schemes and brought back uninspired boxes. They did not take any risks and were seeking "oneness". They wanted a safe development.* (Respondent B., 27 July 1999).
7. RISK, TRUST AND IDENTITY

(The architecture) created a spatial system which was totally alien to what Pyrmont is about...there is no credibility in how the architecture is organised.

It doesn't relate internally and it doesn't relate externally. It really is a gated community by the water. (Respondent E., 11 January 2000).

Jacksons Landing is considered by many to be a gated and homogenous community that will be occupied by “empty nesters”. Seventy per-cent of first sales represented the empty nester market (couples whose children have left home), with many future households moving from established middle class suburbs in Sydney. The average price point for each apartment is also very high at $800,000, confirming domination by empty nesters and other affluent households (Respondent F., 17 February 2000).

Empty nesters. Certainly the Regatta and the Elizabeth is 70% empty nesters. People are just selling ..... very few people have bought them just to rent. The price point is so high. The Regatta and Elizabeth, the average price point is $830,000. It's a bit hard to rent and get a return when the price point is that high. You've gotta have some very good corporate clients to be renting those apartments. (Respondent F., 17 February 2000).

Lend Lease has been very conscious of the need to provide a safe and secure environment by promoting the concept of an estate. Traditional security systems (security guards and an alarm system linked to a central control room) as well as a concierge have been integral in the development of Jacksons Landing. Every dwelling has a computer installed so that it is online and interconnected. These elements are depicted as characteristics of a modern lifestyle and future communities. Many have argued that it will create an alien and unwelcoming environment. It is considered a gated community. An estate or gated community.
7. **RISK, TRUST AND IDENTITY**

*It is like trespassing on someone’s property. You are not welcome. Jacksons Landing will more than likely become a gated community.*  
(Respondent B., 27 July 1999).

*It is totally designed to make you feel alien. And it will. Can I take my weber and have a barbecue out the front of that’s man window. I doubt it.*  
(Respondent E., 11 January 2000)

The development industry view gated communities as providing a sense of community spirit. They provide security and the opportunity for in-house interaction. They are also targeted at empty nesters who may often be away on business or pleasure. Security guards and the concierge can therefore notify residents of incoming visitors, collect mail, admit tradespeople and exclude unknown or unwelcome visitors.

*I don’t think security is all that much of an issue. But as one lady said to me, we are in a position now, you know the kids have grown up and gone. My husband’s company is very successful, it is very well run. We take three to four months off to go to Europe every year and we want to lock the door and know that when I come back three months later everything is fine.*  
(Respondent F. 2000, pers. comm., 17 February 2000)

The sense of enclosure and the development of an estate also raises questions about access to the facilities such as parklands and the tennis courts provided at Jacksons Landing. Will residents of Pyrmont be able to use the recreational facilities? Will people feel welcome to use the parks at Jacksons Landing?

Jacksons Landing has provides these facilities for future residents who will have access to quality parks and other amenities. By developing an estate, a marketable commodity with these facilities the Government does not need to provide further public infrastructure. It raises general questions regarding access to facilities and services across the Sydney region and for the Ultimo Pyrmont community.
The identity of the place has also been questioned by naming the site Jacksons Landing and calling the new apartments the Fleetview and Regatta Wharf. The community believes that the developer is not interested in the history or soul of the place, but wanted to create a "clean modern site and to recreate a community" (Respondent B, 27 July 1999). According to the developer, Jacksons Landing was selected as it reflected something new:

*It's all about sense of arrival. People are coming somewhere. It's their new home, they're landing here or some landing on the ground, so there grounded here. The marketing guys could go on for hours I suppose.*
(Respondent F., 17 February 2000)

It is not only the naming of Jacksons Landing itself, but changes throughout Pymont. Respondent G (18 February 2000) now calls the site Jacksons Landing and sometimes the old CSR site. And it is not simply the name change of CSR to Jacksons Landing, but the culminating changes to street names and the local pubs in the area.

*Jones Bay Road was changed to Pirrama Street. The Dunkirk Hotel has been changed to Kirk on Harris. The Duke of Edingburgh has been changed to the Harlequin and the Royal Pacific Hotel has been changed to the Pymont Point Hotel. Soon, there will be nothing left in Pymont to be able to associate with the old Pyrmont and the history of the place. Everyone seems to want the names to be changed and change the place.*
(Respondent G, 18 February, 2000).

A number of respondents also felt the site was not unique to Pyrmont and could be located anywhere in the world. The notion of oneness and sameness which has led to the debate regarding homogenisation of the world. These issues permeate numerous responses regarding the design of Jacksons Landing. As noted above, many respondents reflected upon change and the need to create something new and modern.

*(Lend Lease has) obliterated the topography and obliterated the history. Which is fundamentally why if you just saw that new image of Jacksons Landing it*
could be just anywhere in the entire world. It could be in Montana. It could be in Florida. It could be anywhere. There is nothing that makes that a place a part of Sydney.
(Respondent E., 11 January 2000))

7.2.6 Globalisation from Above and Below
Numerous responses are linked with the notion of globalisation from above (see discussion in Chapter 3). Interviewees considered the redevelopment of the site by the consortium too removed from the locale to enable the community to discuss the proposal in any detail. As Respondent B noted (27 July 1999) the community felt powerless, alienated and removed from the project. The development manager did not return telephone calls. There was no effective means to communicate with the developer and particularly the offshore interests.

It was not only residents that felt this way. A number of government and developer respondents remarked on the non-inclusive methods to approve the master plan. This included extensive lobbying by the developer of government and the planning Minister seeking an approval for the site. Even the current development manager noted the aggressive tactics of his predecessor (see data in Appendix 4 for details).

It would appear that the development of Jacksons Landing was predominantly “globalisation from above” (Falk, 1999). Globalisation from above is generally viewed as economic globalisation, which is considered oppressive and detrimental to society such as growing economic rationalism, privatisation of public services and infrastructure and homogenisation of the world.

The provision of infrastructure such as new parkland, a waterfront promenade and a concierge raises questions about the privatisation of such facilities. New residents of Jacksons Landing will have a high quality of life as many facilities are provided throughout the development. Residents of Jacksons Landing will have access to a range of amenities that are part of this form of estate living. This further raises questions about the provision and access of such facilities for the people of Sydney.
There was limited opportunity to implement globalisation from below principles, to give the community a sense of inclusiveness and integration, nor respect for local knowledge and community power. The global nature of Lend Lease, combined with the offshore consortium left limited opportunity for globalisation from below and input from the locale. It was the invisible and often predatory forces of globalisation that had the greatest influence on the design and development of Jacksons Landing.

7.2.7 Summary
There are a number of issues that emerged through the interviews with key informants linked with the increasing impact of globalisation. They relate to the separation of time and space including the international consortium developing and designing the site and how the site has become disembedded. A mix of local and foreign architects, international investors and the pressures from shareholders to provide a return has led to the design. There are competing and conflicting interests both locally and internationally.

The other key facet relates to risk and identity. Throughout the interview process, issues surrounding risk and identity were repeatedly raised. These included the conservatism of the development consortium and risk minimisation in the redevelopment. Lend Lease themselves referred to the risk minimisation strategies and the desire to create offshore partners.

Risk minimisation also influenced the design, which led many to believe it had lost its unique identity. It was considered that the site did not relate internally or externally and was alien to Pyrmont. It did not represent the intricacies and layers of Pyrmont's past and history.

*There are two things that start to give you identity when you start to design. One is the topography. And secondly the history. The layers. The street pattern. The buildings. Whatever is there before. So building on those two things are essential to give you your identity.*

(Respondent E., 11 January 2000)
7. **RISK, TRUST AND IDENTITY**

The topography was totally ignored and obliterated by Jacksons Landing, particularly from the waterfront. The development of some eleven towers along the foreshore promenade presents a foreign element and marks the site as Jacksons Landing. It does not allow for a harmonious layering of new buildings with the old that will ascend from the foreshore to the centre of the site. The built form is also foreign to much of Pyrmont, with domestic high rise residential buildings with pitched roofs fronting the foreshore.

Identity relates to the future community, which is regarded as gated and homogeneous, with seventy per-cent of the first new residents comprising empty nesters. There is concern as communities separate themselves into these homogeneous cells, their links and connections with society will dilute.

Construction of identity is linked with security and phenomenology of home. Security is strongly embedded in place, not necessarily as an enclosure, but as defensive cocoon or shield, so individuals can get on with their lives (Giddens, 1991). Giddens suggests that globalisation has transformed the very experience of place. Local/global tensions infuse all places. Local place relations now result in the necessity for a sense of security within a world transformed by globalisation (ibid).

Gated communities have been viewed as the microcosm of segmentation and separation (Blakely, 1999). As these socio economic enclaves exclude themselves in cities such as Sydney, these cities will become increasingly divided. This continued pattern of development in the global era does not result in an integrated and united community. The design and development of Jacksons Landing leaves little opportunity for a heterogeneous and mixed community that can interact across socio-cultural levels, as residents of the industrial era and CSR once did. If this pattern of development continues, we will create secular communities that reside in homogenous enclaves comprising residents of the one socio-economic group.
7. **RISK, TRUST AND IDENTITY**

The opportunity to implement the principles of globalisation from below is evident in the redevelopment of the site. It provides the opportunity to ensure that the success of global cities is not achieved at the expense of the well being of people and communities. This could occur by requiring:

- Closer liaison of the consortium with the community about the development; and

- Reform of governance to address the challenges of globalisation.

Reform of governance and particularly the role of local and state government in the era of globalisation is a serious issue. How can local government and the planning system cope with the complexities of these processes (particularly globalisation from above). There are a number of lessons learned through the redevelopment of Jacksons Landing that can assist in the reform of government. These issues are explored in Chapter 8, conclusions.

7.3 **A RECONSTRUCTED TERRAIN**

What is Jacksons Landing? It was once the home of the Cadigal people and the CSR sugar refinery. It is a place located on the waterfront, opposite Balmain and Glebe on Blackwattle Bay. It lies adjacent to the magnificent Anzac Bridge. It is simply a parcel of land. It signifies major historical shifts including the demise of heavy industry and manufacturing on the harbour foreshore.

The place is now being transformed and reconstructed. The industrial buildings and relics are being demolished and removed. New roads, streetlights and furniture, signage and different people are replacing them. New homes are being built and will be occupied in the near future. The past is being removed and a new place is emerging. The site is being reconstructed and recreated. A new place and community are being developed. Sense of place is being recreated in the era of globalisation.
7. **RISK, TRUST AND IDENTITY**

The following model depicts communities of the future and how sense of place will be constructed in the 21st century, in the age of globalisation. It describes the transition from the industrial to the global era and the future components of sense of place. It is clear that during the industrial era communities were locally based and interconnected. They lived in the era of modernity, which was ordered and controlled.

Communities of the future will be fundamentally different. They will not necessarily be locally or place based and will be globally interconnected. They will reside in the postmodern era, an era of uncertainty and unpredictability, an era seeking security and an identity with risk minimised. The avenues available for security and identity are differently constructed in the globalised and industrialised eras.

The emerging form of high socio-economic community will be relatively insular, linked with itself and the world. Infrastructure will be provided to accommodate the global lifestyle habits of future residents including traditional and modern forms of security systems and high quality parkland located on the foreshore. It represents exclusivity, focused on a socio-economic group. Jacksons Landing is therefore a microcosm of future communities and their characteristics.
7. RISK, TRUST AND IDENTITY

![Diagram showing the transition from Industrial Era to Global Era]

Use: Industrialisation
Terrain: Technically shaped, socio-economic mix
Connectedness: Local, diverse
Meaning: Modernity
Risk: Disease epidemics
Trust: Hierarchy
Identity: Local place, skills

Use: Globalisation
Terrain: Lifestyle shaped, socio-economic isolation
Connectedness: Global, uniformity
Meaning: Post modernity and beyond
Risk: Social violence
Trust: Money, capital
Identity: Global/Local place, income, occupation

Figure 7.1 Construction of sense of place from the industrial to the global era. Source: Kelly, 2000.
7. RISK, TRUST AND IDENTITY

7.4 CONCLUSION

This chapter has presented the results of the semi structured interviews of the Jacksons Landing case study. It has also explored how the results predict ways in which communities living in the global era will construct sense of place and the impact of this upon our cities and places.

Following the analysis (see Figure 7.1), these key points emerge:

- Connectedness links place with time. The research confirmed that each individual experiences a place from a unique moment in space-time. Local meaning and connectedness are derived through a long association with place, which evolves through time.

- The process of globalisation is affecting our identity and communities. The intricacies and layers of the past in the redevelopment of Jacksons Landing are being lost. These layers give a place identity and integrate past with future. Where places are not considered relational, historical or concerned with identity, they can evolve as a non place. The redevelopment of Jacksons Landing is about the creation of identity and construction of community. It is a new identity developed as external to the resident community, part of the global community.

- Risk minimisation was an important facet of the design. The development of Jacksons Landing also sought to develop international partners and create a marketable site that was palatable to investors, shareholders and future residents. The principle objective for the developer was to obtain the highest possible return for shareholders. Risks to the community were perceived as under control through the creation of a gated community.
7. RISK, TRUST AND IDENTITY

- The development of gated communities has implications for the provision of infrastructure. It represents the privatisation of infrastructure by the development industry. It raises questions about access to facilities and services for the Sydney region as a whole. Will people not living at Jacksons Landing feel welcome to picnic in its foreshore parks or will they feel alien and unwelcome. This pattern of development will increase the divide regarding people’s access to such amenities.

- Communities of the future have the potential to be gated and homogenous. They represent the microcosm of segmentation and secularisation favouring the private domain as opposed to the public realm. If this pattern of development continues, cities of the future will continue to become divided and polarised into homogenous socio-economic cells and enclaves, with the continued redevelopment of industrial and other land as spaces for global living. They also confirm the prediction that globalisation would create polarised sub-populations of rich and poor.

- Lifestyle and socio-economic factors will also shape communities of the future. Security, money and occupation will be increasingly valued and form the basis of identity in the global society.

- There is the opportunity to implement the principles of globalisation from below in the redevelopment of former industrial and other sites. This would include greater community interaction in the planning, design and management of place.

- As in all human settlements, future residents of Jacksons Landing will construct a sense of place over time. Their sense of place will be time space connected and integrated with the global community, as opposed to communities of the industrial era that were locally connected and locally based.
CHAPTER 8

IMPLICATIONS OF REVIEW
8. IMPLICATIONS OF REVIEW

8.1 INTRODUCTION
The purpose of this final chapter is to summarise the research and examine future directions. This chapter also explores communities of the future, their composition and implications in the era of globalisation. It can be concluded that as a result of this research, there are a number of indicators of how society will construct sense of place in the era of globalisation.

8.2 THE RESEARCH
As outlined in Chapter 1, the research set out to examine and evaluate:

- the key elements of sense of place theory;
- the key elements of globalisation and its impact upon place and culture;
- the interrelationships of sense of place and globalisation;
- the construction of a sense of place from the industrial to the global era by examining the impacts of globalisation upon a former industrial site being revitalised to create a waterfront urban community known as Jacksons Landing;
- the impacts of globalisation upon sense of place through case study analysis; and
- the characteristics of communities of the future.

The research has focused on cities and in particular the suburb of Pyrmont in Sydney. Cities, such as Sydney, have developed a unique, local sense of place over time. It is found in their layers and markings through history. Cities in the global era, however, are being shaped by global forces, which will have a marked impact on the construction of sense of place.
8. IMPLICATIONS OF REVIEW

8.3 THE RESEARCH QUESTION
As outlined in Chapter 4, the research proposal was to examine how a global society reconstructs sense of place established during the industrial era. It was outlined that society has moved, or is moving from the period of industrialisation to that of globalisation. This represents a transition from a modern to a post-modern world. It was also established that the four key elements determining sense of place related to use, terrain connectedness and meaning.

The research question was examined through a case study analysis of a place known as Jacksons Landing, the site of a former sugar refinery being redeveloped to create a new waterfront community. Four data collection methods were adopted: structured interviews, key informant interviews, document analysis and physical observation.

8.4 RESEARCH CONSTRAINTS
As outlined in Chapter 1, constraints were evident for this research as they are in all research. It is evident that three constraints exist which are identified as follows.

The first is that one place was selected, yet there are many other sites that could have been examined. These include waterfront and other sites in Sydney, together with national and international examples such as Walsh Bay in Sydney or Shanghai in China. Due to time constraints and resource issues, it was considered that an in-depth case study analysis of the one place be undertaken. The site was also selected as it was local and in part, forms my sense of place. This is in itself the second constraint identified in the research.

As a resident living in the Ultimo Pyrmont community and having worked on its redevelopment as a town planner, this has weighed against the objectivity of my research. However, these factors have also added to the validity of the research design, depth of interpretation of the results and access to those most involved in the redevelopment of Jacksons Landing. It has enabled an extensive network of people and knowledge to enable a rich and full picture of the redevelopment of Jacksons Landing.
8. IMPLICATIONS OF REVIEW

The final constraint evident in the research relates to the question of bias. The research methods selected and the limitations of those methods were clearly outlined in Chapter 4. The precursor to the semi-structured interview was noted as having the potential to cause bias. Nonetheless, a cross section of respondents were selected to ensure a range of responses and views.

8.5 THE RESULTS
The results and findings of the case study analysis suggest that:

- The place has moved through two world eras including:
  - the pre-modern or agricultural era as Aboriginal land; and
  - the era of industrialisation with the operation of the Colonial Sugar Refinery for 120 years;

- The site has now entered the era of globalisation with the redevelopment of the site as a waterfront residential community. Society has also entered the postmodern era.

- Construction of sense of place during the industrial era and the shift of a site from space to a place is made through personal presence and association; and evolves through time. This was confirmed by the responses of long term residents associated with the site. What happens at a place is fundamental to the sense of place and links place with time.

- The experience of place has the capacity to ground people. Place's symbolise socially constructed identities and differences. The spatial representation and inertia of buildings can fix identity over time. This form of response to the CSR was particularly strong amongst long term residents. A number of prominent dwellings were etched in their memories, even though they were demolished many years ago.
8. IMPLICATIONS OF REVIEW

- Future residents of Jacksons Landing will reconstruct a different sense of place. A new or reconstructed sense of place will evolve over time, but it will be disconnected from what went before, in the same way that the modern era disconnected place from its traditional forebears.

- The site is a microcosm of communities of the future. It has the potential to form a homogenous socio-economic enclave or gated community. It likely to comprise predominantly empty nesters, upper socio-economic incomes, embracing a limited mix of people and functions. Access to Jacksons Landing has the potential to be the domain of a limited few. It has the potential to exclude many socio-economic and cultural groups. Residents of the future will favour the private domain as opposed to the public realm.

- Residents of Jacksons Landing, unlike in the industrial era, will therefore be relatively homogeneous. Residents in the industrial era lived in a mixed or heterogeneous community with all socio-economic groups. Their lives were interconnected and integrated. Residents of Jacksons Landing have the potential to be of similar socio-economic backgrounds, work in similar industries and be at the same stage in their lifecycle.

- These potential future communities conflict with the writings of great urban theorists such as Jane Jacobs (1961) and Lewis Mumford (1961) who state that good places need:
  - a mix of uses for diversity to foster lively and interesting streets;
  - an interaction of people;
  - old buildings so a mixture of building types and memories are created; and
  - a dense concentration of people for vitality and cultural development.

As noted by Mumford (1961), to understand the city, one must examine its history, social core and foundations, which provide meaning and value; and a sense of continuity and direction in the world. Sense of place is also further developed over time as places become more important when personal memories, values and identity are involved. The
8. IMPLICATIONS OF REVIEW

development of Jacksons Landing has not centred on its history, foundations or layers. CSR was a place marked in time. It is not evident that these markings and layers will be carried into the post modern era.

Communities of the future have the potential to be alienated and secular. Global cities may be polarised and include enclaves of people from similar socio-economic and cultural groups. They will not include the mix, connectedness and conviviality of communities found in the industrial era. This leads to questions surrounding tolerance and harmony. As communities retreat into such enclaves, they favour a private world sheltered from the risks and insecurities of the public domain.

8.6 RESEARCH IMPLICATIONS
The research findings have a number of significant implications for society, government and other urban researchers. Globalisation is affecting everyone in society and within communities. The impacts of globalisation are far reaching. As noted by Giddens (1999), globalisation is one of the biggest single influences in all facets of life in the 21st century. We are living in an erratic, dislocated world.

Key Findings
The key issues and implications that have emerged as a result of this research can be summarised as follows:

- Characteristics of communities of the future, which will be markedly different to communities of the industrial era but will presumably develop a distinctive sense of place over time.

- The role and function of government (particularly local government) in effectively regulating the form and composition of future communities in the era of globalisation. With the increasing effect of globalisation (including the off-shore presence in decision making and the pressure of shareholders seeking higher returns), the ability of government to regulate the development industry and in turn the form, function and design of our future cities is seriously threatened.
8. IMPLICATIONS OF REVIEW

- Reform of government. It is suggested that government in its current form is ineffective for the era of globalisation. Further research needs to be undertaken to examine the role and future form of government as many of its policies belong in the industrial society. Planning policy is dated, particularly the traditional land use planning methods. With the increasing presence and influence of trade and technology, the spatial distribution and make up of the city is changing and will continue to change. This challenge needs to be addressed for the creation of a civil societies.

- Globalisation is diluting the influence of the locale. The locale is being largely avoided in the decision making process.

- The role of community and history in the development of places and sense of place in the reconstruction of sites is bypassed. There is a need for the principles of globalisation from below to be integrated in the redevelopment of land. This will ensure the inclusion of the local peoples, community networks, councils, regions, states, local industries and sense of place.

- Privatisation and access to infrastructure. It is clear that residents of Jacksons Landing will have access to an array of facilities including parkland provided by the developer. This raises questions about the equitable access to these faculties by the whole community as the site is gated and inaccessible. Jacksons Landing will become an exclusive enclave.

**Jacksons Landing**

Jacksons Landing, a new predominantly residential waterfront community, has been the focus of this research. Following this study, there is the opportunity to continue researching Jacksons Landing into and through the global era. This would enable close and continued monitoring of the findings of this research. It is considered that:

- A post occupancy evaluation of the new residents occur over the next 2-5 years, and continue over five year intervals. The post occupancy evaluation should examine how the new residents construct sense of place based on the research model contained in this thesis. It should also examine the
8. IMPLICATIONS OF REVIEW

history and layering of the site, the question of risk and identity, security and safety. Do new residents feel secure in their environment and what is the identity of place. How is sense of place constructed based on the components identified in this research as use, terrain, connectedness and meaning?

- The post occupancy evaluation should not only examine the construction of sense of place, but also undertake a socio-economic overview of new residents. Is Jacksons Landing predominantly comprised of empty nesters? What is the demographic profile of the Jacksons Landing community and the key occupations of new residents? Is there a definite pattern evident?

- Are the lives of residents in Jacksons Landing interconnected and how do they integrate or interconnect with the wider Pyrmont community and the global community?

- A census analysis of new residents should occur and also examine the socio-economic structure of new residents. This will confirm whether Jacksons Landing is a homogenous socioeconomic enclave, dominated by empty nesters. Do young people reside at Jacksons Landing. What is the average household income and many other questions need to be asked and reviewed?

- Access to Jacksons Landing by outsiders. Residents of Pyrmont should also be interviewed to examine their perceptions of the place and their use of facilities. Does Jacksons Landing feel alien and unwelcome, a gated community.

8.7 COMMUNITIES OF THE FUTURE
Globalisation refers to the compression of time and space. Technology, information flows, trade and power have compressed time and space. The following points outline some of the ways in which globalisation has manifested itself in the development of Jacksons Landing. It provides an insight into communities of the future.
8. IMPLICATIONS OF REVIEW

- **Bypassing the Nation State**: the consortium of local and international interests developing Jacksons Landing including Lend Lease, the Singapore Government and Dr Robert Kuok's group. The transnational flavour of Lend Lease, an international firm of property developers, fund managers and financial service providers compounds this influence. Shareholder and other factors has been important in the decision making process. International power and finance, combined with the pressure of shareholders has been significant in the development of the site, including the lobbying of government the master plan for its development.

- **Compression of Time and Space**: the rapidity of development of Jacksons Landing and its features. These include the Internet connections (every residence has access to the Jacksons Landing Internet connection which links to shops, the security and concierge services). The process to prepare the master plan including the international study tour of redevelopment sites by the developer. Jacksons Landing is modelled on Vancouver.

- **Disembedding of Time and Space**: relates to identity, trust and risk. There is the potential that Jacksons Landing will be a gated community and homogenous. It is a created place potentially dominated by empty nesters.

- **Globalisation from below**: the need for inclusive heterogeneous communities that share each other's lives. The need for a civil society representing all members of the community.

- **Post Modernity**: de-industrialisation and the demand for high quality inner-urban residential places close to the city, to support Sydney's global city status. The creation of places based on lifestyle and to accommodate single cultures, such as empty nesters, seeking a safe and secure environment.
8. IMPLICATIONS OF REVIEW

- **Sense of Place**: the components of sense of place in the global era have been identified as globalisation (use), lifestyle shaped with socio-economic isolation (terrain), uniformity (connectedness) and post modernity and beyond (meaning). These components are markedly different to the construction of sense of place in the industrial era.

These findings have provided some insights into the constitution of communities in the global era. They are emerging as homogeneous and secular from the influences of globalisation as opposed to communities in the industrial era that were found to be heterogeneous and interconnected.

It is considered that attachment to place is vital to the consonance of cities and interconnected communities. A city with a unique identity and soul is vital to its inhabitants to provide direction and orientation. The future development of a number of industrial and other sites is fundamental to the form, function and composition of the city and communities of the future.
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APPENDIX 1
Structured Interview Survey Questionnaire and Images.
A CASE STUDY OF A WATERFRONT INDUSTRIAL SITE
SURVEY QUESTIONNAIRE

The purpose of this research is to investigate the effects of globalisation on our sense of place. It is seeking to explore what impact globalisation is having on our attachment and relationship to urban places.

This survey involves a series of questions about a waterfront industrial site on Sydney Harbour, which is currently being revitalised. The place is a former sugar distillery located in Pyrmont revitalised to create a waterfront urban community.

1. What is your relationship to the site (eg former employee, local resident, council officer etc)? If you have been involved in the redevelopment of the site, what is your work title and position

2. By looking at the image (refer exhibit A), can you describe:
   (i) the use of the place:

   (ii) the terrain/landscape

   (iii) the connectedness of the place (surrounding area, context)

   (iv) the inherent meaning.

3. This place is being revitalised and experiencing urban renewal. Now looking at the image (refer exhibit B), can you give me 10 words to describe the place

   ________________________________
   ________________________________
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APPENDIX 2
Structured Interview Data
<table>
<thead>
<tr>
<th>Represents</th>
<th>Use</th>
<th>Terrain</th>
<th>Connectedness</th>
<th>Meaning</th>
<th>10 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>Housing along John Street. Now 7 houses left. Harris Street heritage buildings.</td>
<td>Polluted. The place stunk. Molasses would run down distillery hill and into the Bay.</td>
<td>Father in law worked at the site. She has lived as part of CSR/Lease for 41 years. Will die at the place.</td>
<td>Polluted. CSR were mean and lousy people. Housing along John Street (mansions) were bulldozed and replaced with cottages in the 1980s.</td>
<td>Gorgeous park, water, beautiful site, beautiful place, something different, her special place, views, comfort and people.</td>
</tr>
<tr>
<td>Resident</td>
<td>Boats that came in and out and loaded/dispatched sugar. Known as Colonial Sugar Refinery. Horse and carts that moved in and out the area. Saddlery area associated with horses. Boats and sugar. Industrial/work use.</td>
<td>Factory. Gates: could not enter the site. Very large area.</td>
<td>Knowing my family who worked there. Social functions - picnics at Bronte beach.</td>
<td>Nice group of people that worked at CSR. Pleasant environment. Not a harsh place. Mum at home and everyone came home for lunch that worked at CSR. Family values/mother as centre of the household.</td>
<td>Impersonal, beautifying Pyrmont but with no heart, no heart and soul.</td>
</tr>
<tr>
<td>Resident</td>
<td>CSR site made sugar. Refined sugar. Molasses (strong smell in Pyrmont). Shipping and coal. Moving backwards and forwards to sugar plant and cane fields. The cannite factory. Research department. Her uncle worked in the Engineers store on Harris St. There were beautiful houses that came down along Jones Street and John Street. Lots of little terraces too (Jones St). Mansions along Jones Street and there were balls held in these mansions. She remembers as a child watching the ladies gather for the balls. CSR also exchanged land with the council so as to own the streets within the CSR site.</td>
<td>Hilly. No access. Very busy to you didn’t really go near the place. Horses drawing bags of sugar up Harris Street. Horse troughs along Harris St. There were no parks and it was all industrial and housing along Jones St. No open space and no greenery.</td>
<td>Recalls a big fire at Distillery Hill. Hot lava ran down Distillery Hill down John Street. She would walk through Bowman Street to Pyrmont to school at Glebe. She had friends that lived and worked at CSR. Many have moved on from the area.</td>
<td>CSR was once a big conglomerate company. CSR was huge in those days. A big company and a very powerful organisation, but not these days. Now, CSR is right down there, not as significant Australian industry.</td>
<td>Tall buildings, parks, casual setting, like to see it open to the public because it is not open to the public, looks like heritage buildings that have been restored.</td>
</tr>
</tbody>
</table>
### APPENDICES

<table>
<thead>
<tr>
<th>Represents</th>
<th>Use</th>
<th>Terrain</th>
<th>Connectedness</th>
<th>Meaning</th>
<th>10 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>Mixture of old housing, car parking, redevelopment site, waterfront police, slipway, maritime use, redeveloped for more housing??</td>
<td>Flat at waterfront, raised area where housing is located, elevated terrain in part.</td>
<td>None. All over the place. Old/new housing. Industrial. Mish mash. No green space. Dredging: connects to the water and deepening of the harbour.</td>
<td>Old water police site. Redeveloped for housing</td>
<td>Housing, English, mixture of housing, unplanned, lacking facilities (recreation facilities), congested, does not fit in with surroundings, flow doesn’t work/doesn’t combine with surrounds, British or American housing project, Fleetview image: university building, hospital, ugly, too high, white people.</td>
</tr>
<tr>
<td>Resident</td>
<td>Colonial sugar refinery. Large workplace for many in Pyrmont. Housing along Jones Street. Manager’s house still there on Harris Street, might be a hostel now.</td>
<td>Flat at waterfront. Rises up to distillery hill. Not very green and enclosed.</td>
<td>Family members worked there. Relatives now moved on (to the central coast).</td>
<td>Colonial sugar refinery — part of family and Pyrmont’s history.</td>
<td>Anywhere, bland, boring, park, not Pyrmont, residential, modern, cafes, outdoors eating.</td>
</tr>
<tr>
<td>Resident</td>
<td>Sugar refinery at Pyrmont. Refined sugar and made other products such as rum and building products.</td>
<td>Rocky, hilly (toward the back of the site). Changed/altered.</td>
<td>-</td>
<td>-</td>
<td>New, modern, different, anywhere.</td>
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<td>Represents</td>
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<td>Government</td>
<td>Industrial site. Tanks. Significant industrial buildings on the site.</td>
<td>Combination of cliffs, scattered vegetation. Very little of the natural landscape because of long industrial use and history.</td>
<td>Road connection to the rest of the peninsula. Waterfront connections associated with the wharfs and the industrial use of the land. Shipping cranes/ major port activity. The site is lined with port functions.</td>
<td>Dying industrial site. Revitalisation by taking out the unnecessary elements (distillery tanks and the like) Exposing the sandstone cliffs and opening the waterfront.</td>
<td>Beautiful park, mix of heritage buildings and new residential, new people, new spaces, residential, nice, pleasant, keeping industrial buildings.</td>
</tr>
<tr>
<td>Government</td>
<td>Heavy industry, waterfront relationship — the wharves and shipping from the site. Self contained site that generated its own power for industrial purposes. Small town within a town— community. Lots of late 19th Century and early 20th century brick architecture.</td>
<td>Flat land near the water with hills behind. Sandstone cliffs behind. The photo of the site is also taken from a hill. It is a bay surrounded by hills. A relatively barren landscape.</td>
<td>Site has strong connections with the water. Located on the waterfront — lots of wharf aprons and a pier. The architecture integrates with the surrounding area too — use of materials. Brick buildings with gabled roofs link with the surrounding houses, which are also brick. There is the punched aesthetic of the tablet house. Engineers Store and tablet house connects and integrates with the street. The materials and architecture connect the site — developed in the late to early 20th century, which is reflected in the built form. The Boiler House (on the waterfront) may not integrate with the site as well as other buildings due to original function. It functioned as the energy centre for the site and created power. Other images of connectedness include the waterfront and water transport, together with the roadway.</td>
<td>Tells the story about late 19th century and early 20th century industry on Sydney harbour. The buildings tell a story — you can see the relationship of the buildings to the industrial site: it is a complex. The groups of buildings tell a story. Along Harris Street, the Engineers Store and Workshop building mark the entry point into the industrial site. The buildings hold together — contextually similar materials. It is part of a complex.</td>
<td>Sleek, outdoor living, open space, trees, flower beds, modern lifestyle, apartment living, some refurbished buildings, medium density living, bland — could be anywhere.</td>
</tr>
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<td>Government</td>
<td>Factory, busy, complex, lots of buildings types, shipping, sea movement, processing sugar and molasses.</td>
<td>Cliffs, waters edge which is clearly man made piers and aprons. Man made piers. Flat apron at the waters edge. Apron over original landform (finger wharfs). Cliff structure building that with roads going around the cliff. Rising to hill from waters edge. Harris Street which is quite wide and terminating at waters edge. Limited vegetation.</td>
<td>Connected to the water. The site is interconnected because of grid pattern with the streets connected to Bank Street.</td>
<td>Lots of quarrying — hence sandstone. Layers — incremental growth. Complex.</td>
<td>Tragic, boring, incredibly boring, paper thin heritage, tokenism, nothing Australian, scale of space looks vast and undefined. Fake, domestic, no integration. Could be anywhere.</td>
</tr>
<tr>
<td>Government</td>
<td>Sugar refinery</td>
<td>Hilly, quarried, no vegetation</td>
<td>Industrial development adjoining residential area, on waterfront — links or represents early development to those who lived in the area.</td>
<td>Industrial use, connection to the past, connection to what Pyrmont was strong links to Pyrmont s was.</td>
<td>High rise, hard, trendy, angular, unfriendly, stark, foreign.</td>
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<tr>
<td>Government</td>
<td>Industrial and port uses.</td>
<td>Mostly flat with small hills to the rear. Created landscape and terrain. Modified environment.</td>
<td>Access by road and water. Interesting place. Looks to have heritage significance. Interesting buildings and features.</td>
<td>Looks like it is on its way out. Old way of doing things. Dated structure and facility</td>
<td>Clinical, clean, big scale, manicured, contrived, car free, modern, unnatural, stark, unshady.</td>
</tr>
<tr>
<td>Government</td>
<td>Waterfront related industrial use. Port functions on Sydney Harbour.</td>
<td>Flat along waterfront, wharf aprons, cliff areas and terrain rises from water.</td>
<td>Linked with Pyrmont and former use of site for industrial purpose. Water front and road links. Links with past Pyrmont residents.</td>
<td>Former waterfront industrial use on Sydney harbour. Outdated form of industrial.</td>
<td>Park, green, open space, heritage building, residential, housing, lifestyle, image, manicured, new.</td>
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<td>Development industry</td>
<td>Industrial site. Working site. Core support to the city, particularly the workings of the city which reflects the workings of the city and history of the site.</td>
<td>Sloping topography. Flat foreshore rising to the ridge. Buildings that reflect the sandstone cliff faces after the quarrying of Pyrmont. Located at the end of spur with ridgeline running down Pyrmont. Uniform building heights in respect of terrain.</td>
<td>Glebe Island Bridge – physically and visually. Waterfront connections – harbour and port uses. Shipping port links with the harbour – a past use. Glebe Islands Bridges – old and new. It is layering of progress and development. New bridge represents current needs but old bridge retained.</td>
<td>History of Sydney, particularly the harbour and workings of the harbour. Interested in nuts and bolts of the city, working operation of Sydney. Shipping/industry at which Sydney is founded. That layer is being wiped away. Only very few people have links with the past and we are loosing the physical evidence.</td>
<td>Placeless, anonymous, white, marketing tool, tokenism, bland, unreal, could be anywhere.</td>
</tr>
<tr>
<td>Development industry</td>
<td>Docking yard, boat launching facility, maritime uses, industrial</td>
<td>Sandstone cliffs sloping down to water, degraded landscape, ridge at the back which falls to a flatter area.</td>
<td>Symbol: the bridge in the background, very different from surrounding landscape (therefore not connected with the area), roads linking with the area, hard to tell if the place is connected with surrounding area.</td>
<td>Working harbour, historic nature of Sydney, docking facilities around Sydney Harbour, old infrastructure (few sites with remaining infrastructure).</td>
<td>Stylised, modern, re-use, integration (sort of), could be anywhere, inaccessible, placeless, manicured, pretentious, expensive.</td>
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<tr>
<td>Represents</td>
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<td>Development industry</td>
<td>Raw sugar stores — start of processing. Ships came with sugar cane from Queensland. Led by conveyor belts to refinery buildings. Processing of sugar — boiling and sieving. Coal station and boiler house — coal powered generation. Engineering stores — first buildings. Totally self sufficient site. Distillery Hill — different division for making rum. Sheds — carbon dioxide plant for dry ice. CSR stopped making rum in the 1980s. Commercial gases. Bone char factory — plant shut down in the 1970s. Bones from the abattoirs were charred at the factory and sent down the hill to discolor and take the green hue out of the sugar cane syrup. Cannite factory — timber division. Shut down for health and safety reasons. McCaffreys Stables — horses. McCaffery delivered sugar around Sydney. Used as a garage post for horses.</td>
<td>Highly interfered with the — the landscape has been highly modified and altered. First land use was a sandstone quarry, a pocket quarry at the bottom of the site. The waterfront has been extensively filled and modified. The cliffs are man made.</td>
<td>The site was not connected to other areas. Industrial enclave. CSR acquired public streets from Council to seal the industrial area off from Pyrmont. CSR demolished lots of housing to create the industrial enclave.</td>
<td>Industrial site. Turn of the century site.</td>
<td>Green, open, residential, parks, people, sandstone, community, coffee, tranquil, trees.</td>
</tr>
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APPENDIX 3
Key Informant Interviews: Interview Schedule.
KEY INFORMANT INTERVIEWS

Interview B, C, D and G.

1. By reviewing the image of Jacksons Landing, what are your general impressions of the development and the proposal. How do you respond to these marketing images?

Interview E.

1. What are your general impressions of the plans for Jacksons Landing (refer Jacksons Landing brochures and photomontages)?

2. How would you describe the architecture?

3. As you are familiar with the site and its history, how should have the redevelopment been best approached. Is the proposed scheme a satisfactory resolution. If not, how would you have approached it.

4. What does the name Jacksons Landing mean to you?

5. To develop an Australian cultural identity in our places, how should architects and urban designers respond to these waterfront industrial sites such as CSR. Is retaining links with the past and history important to our sense of place.
Interview F.

1. I understand that Lend Lease purchased the site in 1996, why did the Colonial Sugar Refinery leave the site. What factors led to the closure and why did Lend Lease purchase the site.

2. Can you tell me about the Jacksons Landing Company. I understand it is a tripartism company. Who is it and why is “paitnering” so important.

3. Can you describe the process to prepare the master plan. What places did Lend Lease review in preparing it and why was this important.

4. In terms of the design of Jacksons Landing, what drives the design and outcome. What are the important elements?

5. How would you describe the design of Jacksons Landing.

6. The concept of a global village is an emerging area, particularly “global city, village values”. Is Jacksons Landing a response to this outcome or desire?

7. Why the name Jacksons Landing. What does it mean and what does it represent.

8. You mentioned criticism on the phone. How do you respond to the critics, including a description by a Sydney journalist that Jacksons Landing is post modern slum. (Various journal articles were used as aides).
APPENDIX 4
Key Informant Interview Data.
Pilot Interview with “A”
Time: 12:00pm to 1:00pm
Date: Tuesday 27 July 1999
Place: Pyrmont

I visited the sales office of Jackson’s Landing at noon, simply to look around the sales office and get a “feel” for the place. This is not my first visit, but I would like to talk about the redevelopment with one of the sales officers. The sales office includes a large model of the site, marketing material and individual models of each display apartment/area.

There is also a video of the redevelopment that talks about Lend Lease, the architects and the site.

“A” approached me about sales and we chatted. He left me alone to look through the model, plans etc. He returned and I confessed to being student, which he said he knew as I soon as I entered the office. Most buyers go straight to the display apartments while students look at the models.

He told me he did not work for Lend Lease and was therefore independent of the redevelopment process. He was obviously anxious about me being a student and probing. He did not get involved with Lend Lease or the community. He was an independent real estate agent.

I asked him about the name Jackson: its origins and whether people ask that question. He told me every prospective buyer asked about the name Jackson’s Landing and his answer was a “man …. first fleeter who came to Australia but did not set foot on our soils”.

I asked about Lend Lease’s involvement with the community and community consultation. I asked if Lend Lease attended the Pyrmont Information nights. “A” declined to comment and told me to talk to government officials at City West.

He gave me a video about the redevelopment of Jackson’s Landing and showed me out promptly.
Pilot Interview with "B"
Time: 2:00pm to 3:00pm
Date: Tuesday 27 July 1999
Place: Quarry Street Ultimo

I visited "B" to talk about the Lend Lease development (Jackson’s Landing) and general happenings in the area.

I asked "B" her general views about Jacksons Landing. I explained the general thrust of my research was globalisation and the interface with the local. I am looking at the relationship of local and global, and particularly the impact on our sense of place values.

"B"'s immediate response was that the world was becoming the same. International examples of urban renewal schemes looked the same. You could be anywhere in the world when you visit examples of waterfront urban renewal schemes. It is like McDonalds: always tastes the same and there is no risk involved for the company or in the case of Jackson’s Landing, the development.

"B" felt Lend Lease was the same. Lend Lease had travelled the world (particularly the US) to look at urban redevelopment schemes and brought back uninspired boxes. They did not take any risks and were seeking “oneness”. They wanted a safe development. Safe referring to no commercial risk.

"B" felt powerless and removed from Lend Lease. The head of the project did not return her calls. They had no interest in the community’s views and the community felt powerless. And this was not simply Lend Lease but all developers in the area. The community was disheartened and hitting brickwalls with Government and policy makers.

"B" felt that the notion of heritage and history surrounding Jackson’s Landing and CSR was worthless. It had no value. The name Jackson’s Landing and the naming of some developments (eg the Fleetview) was hypocrisy. Lend Lease wanted a clean site and “modernise” the place, to bulldoze
the site and rebuild/recreate the community. They did not look to its roots, history or soul in the redevelopment.

"B" felt/believed that Lend Lease was a multinational firm with global links, the community in a sense was powerless to affect their property and development. That there is a general feeling they have a right to develop it. Local and state government plans, in a sense, were useless.

We talked about the sense of place. "B" talked about the safety issues and ownership of new buildings. It is like trespassing on someone's property. The proposed community title subdivision was a concern as it would enclose the site further, making it inaccessible for the residents of Pyrmont and Ultimo. You are not welcome. Jacksons Landing will more than likely become a gated community or people will not feel welcome. It is creating an isolated space. We also discussed the issue of community title on the site and how that affects community and "sense of place". "B" it is applying a false value and a false environment, such as the proposed community centre. It is not a community based asset, but an asset or amenity for residents of Jacksons Landing only.

"B" believes the area is changing. The older residents are dying and forgetting. The area is moving on to something new.
Interview with "C"
Time: 6:00pm to 8:00pm
Date: Thursday 7 October 1999
Place: Government Offices, Pyrmont

"C" has been involved in the redevelopment of Pyrmont since the beginning of the project, including the Better Cities Program. "C" was also involved in the redevelopment of the Jacksons Landing development including the approval of the Lend Lease master plan for the site, a statutory document under the SREP 26 — City West.

The interview included the standard text and visual images of Jackson's Landing. Nonetheless, "C" discussed the project more extensively due to his involvement with Lend Lease and since the inception of the redevelopment process and his long history with the redevelopment of Pyrmont.

"C" stated that Lend Lease did not fully own the site. It was a tri-partisan venture with the Singapore government and Dr Robert Kuoks group from Hong Kong. The Singapore government was using superannuation funds to support this project.

The Jackson’s Landing Pty Ltd, a publicly listed company, is conducting the redevelopment of the site. Lend Lease owns or has a 49% interest in the redevelopment. The remaining interests are the Singapore Government and Dr Robert Kuok. Lend Lease provide their expertise in project management, construction and marketing.

"C" stated that Lend Lease often threatened to walk away from the project. They did not have a 100% commitment to Jackson’s Landing and if they could not fulfil their objective, ie to provide the greatest return for their shareholders, they would readily walk away from the project.

I outlined the topic of my thesis being globalisation and sense of place. Are we developing a global sense of place? Developments such as Jackson's Landing epitomise globalisation: Lend Lease itself is a global company seeking
to expand globally. The site is representative of de-industrialisation. Lend Lease has used a number of foreign architects, including Rubbles, the San Francisco based firm of international architects.

"C" stated that
- Rubble designed the Regatta Wharf complex (USA).
- Robin Dyke and Daryl Jackson (Australians) designed the Boiler House, now known as the Elizabeth. The Boiler House actually created the energy/electricity at the CSR site. Energy production was self contained.
- Lawrence Neild (Australian) designed the commercial buildings along Harris Street.
- Peter Tonkin (Australian) of Tonkin Zulika designed the terraces.
- Philip Cox (Australia) designed the Fleetview.
- Waterfront East was designed by Rubble (USA).
- Regatta II was designed by Rubble (USA).

We talked about the feeling that Jackson's Landing did not present a uniquely Australian design or feel. That it is an important place because in its post European history, there has only been three owners. Firstly the Cadigal group, then Macarthur who later sold the site in 1875 to CSR. Lend Lease purchased the site in 1996.

"C" felt that the whole regeneration/globalisation debate was an international phenomenon, not just particular to Pyrmont. It is evident in much of our life and lifestyles and will continue in the future.

"C" talked about elements of the success of Jackson's landing and efforts to retain the sense of place. These included the Rum Store and Tablet House. "C" talked about opening up the site and providing parkland for the community. The site would be publicly accessible, particularly to the harbour foreshore. The development would encourage owner occupiers and help build a united community by reducing transience that was often felt at Pyrmont. "C" felt though that many aspects of the development were conservative and
Lend Lease had taken few risks. It was also quite expensive and would exclude much of the market.

"C" also recommended I talk to resident known as "D", a long standing resident of Pyrmont who worked at the CSR site. Also the developers known as "F".

I conducted the standard interview questions following our discussion. The interview finished at approximately 8:00pm.
Interview with “D” a Pyrmont Resident

Time: 1:00pm to 2:00pm
Date: Saturday 30 October 1999
Place: Ultimo Community Centre, William Henry Street
Ultimo.

The interview was conducted during the Back to Ultimo Day. It is an annual event held by the City of Sydney Council for former Ultimo residents. It was attended by 160 people.

“D” was born in Ultimo and lived in the Ultimo Pyrmont area all her life. She now lives in Pyrmont at CSR and is a protected tenant. “D”'s father in law worked at the CSR site and she and her husband lived in a CSR dwelling. She therefore has tenant status. “D” has lived for 41 years at different CSR/Lend Lease homes.

“D” believes Lend Lease to be lovely people. They have looked after her. She lives in a two storey terrace on the corner of Mount and John St that Lend Lease has renovated for her (painted inside, put up bars, purchased her a safety alarm to wear around her neck etc). They have looked after her, and she is a protected tenant (and she knows that).

She thinks that Lend Lease has made a 100% improvement to the area. CSR caused a lot of damage to the area. They removed housing, polluted the environment, and spilt molasses from Distillery Hill down the slope of the hill into the bay. Along John Street, there were 8 houses and cottages. Now there are 7.

CSR were the meanest and lousiest people ever. They bulldozed the beautiful houses on John Street and replaced them with cottages.

“D” talked a lot about her respect for Lend Lease. All the men and project managers were lovely people.
Interview with “E”

Time: 5:45pm to 7:00pm
Date: Tuesday 11 January 2000
Place: Government Offices, Pyrmont.

“E” was the former urban design manager for the government department involved in the redevelopment of Pyrmont and was heavily involved in preparing plans and strategies for the Pyrmont Peninsula, including the former CSR site.

SK: So “E” I am just going to start with a couple of questions. And I wanted to have an informal session and a relaxed conversation.

SK: I'm looking at globalisation of cities and place, and Sydney's key waterfront sites. I am doing a case study of Jacksons Landing. These are some of the images of the redevelopment.

E: Yes. I have received these in the post.

SK: Could you tell me your general impression of that site/concept and could you describe the architecture for me.

E: I was absolutely horrified. This had become worse than any of the previous proposals that I'd looked at. It totally obliterated the whole spatial system that existed on all heritage buildings. It created a spatial system which was totally alien to what Pyrmont is about and the design principles in Pyrmont for everything except the Casino have been about maintaining the spatial character of the existing area. I think that that was the worse thing because these are object buildings sitting in isolation. There is no credibility of how the architecture was organised.

SK: As an architect how would you describe that architecture to me.

E: It's very similar to Meriton type architecture. It's massive buildings with domestic roofs on the top of them.
SK: Do we have a statement about what that is.

E: I don't know if there's a name associated with it. It's economically and incredibly efficient because it has minimum vertical lift shafts and maximum amount of building hanging off it, a lot of it comes from the building codes.

SK: We see this sort of style emerging throughout Sydney and we don't know why it's happening or where it's coming from. On the surface it all seems to be commercial.

E: No, I think that it's also connected with planning controls. The normal planning controls didn't exist on that site. There's an assumption from local government that you can put a pitched/pseudo federation roof on a building and that will reduce the scale. Setback buildings are the total opposite of the truth.

SK: That's very interesting. Do you think that it's the planning control that is developing this form?

E: Yes, in the suburbs. I can show you some of the planning documents. If you look at Mosman's controls.

SK: Are these the old or the new Mosman controls.

E: I don't know but they could be the old ones because if you drive around the streets you can see that happening. Hurstville you could see that happening and that was because of the planning envelope and the planners of the time and though that made it a more human scale. It does the exact opposite.

SK: The owners of the sites as well try to make a statement and develop on their property.

E: They must love it. All these stand out and there's no relationship between one building and another but they all start negating themselves and if you look at North Sydney every building looks like a landmark building but these
buildings negate each other and the only landmark buildings tend to be particularly tall or are at the end of a view corridor.

SK: There's going to be a very awkward relationship between all the development in Pyrmont Point because it doesn't relate to itself.

E: It doesn't relate internally and it doesn't relate externally. It is really a gated community by the water. There is a whole lot of physical things but there are a whole lot of social connotations that I think are unfortunate.

But the other thing I also think is that it is incredibly boring when I compare what was there and the intricacies and the layers and the levels of what was there. And if you look at the kind of work the French do when you have a similar situation you have this wonderfully rich urban outcome and that is just boring. That is child's play that is children's building blocks.

SK: It is very disappointing.

SK: Because you are familiar with the site and its history, how do you think the redevelopment should have been approached.

E: They should have documented totally what was there, maximised the amount of buildings they could keep in the site and convert on the sight. There were a lot of big buildings, they had quite small profiles and building forms. I don't believe any of the stories about asbestos. There may have been some.

I think there were a lot of opportunities. When I look at the work that is being done in Melbourne where they have converted silos. Where they have converted a whole range of fantastic buildings. Added in new buildings pulled out what had to be pulled out and added in new buildings. Reinstated the streets because the street pattern was quite an intricate street pattern. CSR has subsumed some of the streets. I don't know what on earth has happened to the view corridors.
I am horrified to think that maybe some of those view corridors have been lost. Which would be tragic. It’s hard to tell from that diagram. But one of the things I know in the early work we tried to reinstate all those view corridors down Jones Street.

SK: Lend Lease talk about the view corridors but I am not certain that they are being maintained.

E: Well they have not been maintained as a view corridor. There are two things about view corridors. One thing is to see the water. But a view corridor is not only just a view of what’s there but a way of spatially organising it. And certainly they haven’t been included as part of spatially organising it (referring to plan of site)

SK: And also these terraces through here are not shown here. You know the lovely terraces along John Street.

E: Yes I know the ones you mean.

Really, if someone had just flown over and dropping out buildings. That’s what it looks like. That somebody has flown over and they dropped out buildings and that’s were they landed (pointing to map). And you would have to say that it was unlucky.

SK: And they also talk about the use of international architects, the San Francisco firm Rubbles. I don’t know if that’s added any value whatsoever.

E: No. The architecture is extremely poor. The planning is extremely poor, I don’t care who did it. But I think it’s tragic that its happened.

If you look at the work in Melbourne on existing silos. I point them out because they are in that picture. But they (silos) are not an easy building to convert.

SK: A lot of these buildings could have been retained. The boiler house even though they say it has been retained.
E: Yes

SK: I don’t think it has been adaptively reused as it is only the façade that has been retained. Even the canite building could have been retained.

E: I think the canite building would have been an excellent one to retain and reuse and even if they just extending it slightly. One thing the older buildings had was that wonderful hard edge to the water. And you’ve totally lost that hard edge to the water. And one has to think of the relationship with these landmasses and buildings across the water.

SK: The quasi-industrial nature.

E: Yes The Refinery and the Powerhouse. The packinghouse. These were excellent buildings. Very tall buildings that were quite slim in profile. So there ideal for residential.

SK: But they have all gone. I think that all they have retained really is the tablet house, the main gate, some of these buildings here but a lot of them have been substantially modified (pointing to buildings along Harris Street) and demolished. I don’t think you can say that they have retained the boiler house.

E: Yeah

SK: I don’t think you could argue that.

E: No

SK: And Mc Cafferys. The stables.

E: Oh yes, they were wonderful. Absolutely superb.

SK: The McCaffrey stables, well the wings have come off
E: Yes. Well yes it is now meaningless because of the way it related to the cliff.

SK: That's right.

E: You could argue that they haven't retained it. If you look at some of the stuff that the French, I am trying to think now of .. where they have kept buildings and added in buildings and just add wonderful layers of

SK: Yes that's right. I think that something that is missing is the layering. Using the Glebe Island Bridge and New Glebe Island Bridge as an analogy, in a sense a layering of our history seeing the transport corridor, even though there is a new bridge there, the old bridge is retained and reused. And it really shows our progression and transition. And there is nothing of that in here.

E: And it is actually much worse than Raleigh Park (a place in the eastern suburbs). Even if one is going to say I am going to demolish and going to rebuild a-la Raleigh Park its actually much worse than Raleigh Park. There is not even any logic in the form that it is in. There is not actual logic dictating that either (pointing at plan of JL). If you say I am not interested in the past and I am bulldozing 90% of the site and more then you still might have had a better development. You could have had a better development based on those principles. You want ever get the wealth that you will get on if you tried to integrate it with the existing. But you still could have had a better one than that one.

SK: The thing that is really disappointing to me from a social aspect, a lot of the marketing is about baby boomers and couples. There is no mix. It (the image) doesn't show any mix of people, mix of community, mix of life. It is very stale and homogenous group of people that integrate there (in the image).

E: Well. It is very expensive because of the water views. Its very stale and homogenised architecture. It's like Ikea by the water. Well that's what it is.
SK: There are no children, no older people (in the image)

E: I think it is heart breaking. I think it is really heart breaking.

SK: The other thing that really interests me about the redevelopment is the name Jacksons Landing.

E: Yeah. Where did that come from.

SK: I am yet to discover. I have done some research about is there any historical association. Is there a Jackson. I think it is just a marketing ploy.

E: Is it. Is it from Port Jackson.

SK: I did ask the real estate agent from Jacksons Landing. He said to me something like some guy came to Australia, but did not set foot on the site. I could not really understand what he was saying.

E: No I don't know where it came from. But I haven't heard of a Jackson. I have read some of the historic books on Pyrmont. But I know that there were different street names in the CSR land. Um, so I don't know where it came from. The name implies waterfront doesn't it.

SK: Um. To me Jackson means Port Jackson and I guess waterfront.

E: I personally don't think it should ... I think it should have been called Pyrmont. And the reason I think that is because when we doing work beforehand (on Pyrmont) we were really concerned given the cutting to the railway, given the um huge site that really is the casino, trying to get a sufficient area of population to get the place to work as a suburb and I remember discussing this with Ted, because we were talking about covering or uncovering the cutting, and a lot of if hadn't already been covered and it was a big debate.
SK: Mmm

E: So we were really thinking yes it probably should be covered. One of our concerns was, although it would be wonderful to design these slim buildings zapping around and following the cutting was, we were again eroding the population base of the suburb. And so we felt that physically we were starting to erode it. You had the casino there. And we knew from the police there would be issues around the casino in terms of that you might get fringe crime areas. So increasingly the whole point was being eroded. And what we thought was important was to try and integrate physically the rest of it so that you had a more integrated population. A way in which a more successful suburb could start to operate. But that means that can't happen (referring to JL) because that's a gated estate. It has so fragmented the rest of it.

SK: If you look beyond JL you could say that the whole development of Pyrmont point has been very fragmented. The casino, I think it is very inappropriate in that location I think it has spoilt a lot of what Pyrmont could have been.

E: It has.

SK: It is a quasi-gated community. I know that they say it is open. But walking through there even now, you feel very much like you are on foreign soil.

E: Oh. It is totally designed to make you feel alien. And it will. Can I take my weber and have a BBQ out the front of that's man window. I doubt it.

It is totally the privatisation of the waterfront which is unforgivable.

SK: Yes, I am not sure who is getting or responsible for the open space. If it is being dedicated to Council. It was on of the debates when I left Pyrmont.

E: It is interesting because you can have areas in Europe like that where you've got dwellings quite close to water. It is
not just the width of the pathway. Its not just the way its lit. There is historical use of course which is quite a strong thing and this doesn't have any historical use, you actually have to open up something and create it. And the other thing that happens is what happens at the ends.

SK: How you access those places

E: Yes If that end is hard to get into ... you've only got to have one security camera hanging off a wall and nobody will walk down there.

SK: I must say it took me a long time to feel comfortable walking through Pyrmont Point Park when I lived at Ultimo. For some reason I just didn't feel comfortable. Perhaps because it was a new space and it was developing. And there was people there that I wasn't familiar with. It took me almost a year. And even all these fingers and aprons here. That is meant to be public domain, but

E: It is, and I am worried about that as well (JL).

SK: I don't walk any more. I've just stopped walking that way (through the wharves of Pyrmont). I used to do this walk through all the piers here, but not Jones Bay. I don't do it any more.

SK: That's right. You have a security guard milling around. And there is nobody else there and nothing happening. So you feel a bit unsafe and uncomfortable. You got all those security guards staring at you so you stick to the main thoroughfares.

E: And you have to enter in here (referring to eastern side of JL). But I don't know how you enter in that side (referring to western end of JL). There are no clear direct through connections.

SK: No They are quite narrow. And this is all housing (Jones St). It doesn't lead you anywhere.
E: This is a public space here surrounded by residential. But how do you get into it. If you can't get into it, nobody is going to ever walk there.

SK: That's why I think they should have had a more active street edge there.

E: Yes, they should have.

SK: As an entry point it is just housing. You are walking past someone's front door. You don't feel comfortable.

E: No

SK: I don't.

E: Look at these parks here. They are meaningless. The shapes are just meaningless. This is shocking. Shocking.

SK: The last question, and then I have a survey, a bit more of a formalised questionnaire. To develop an Australian cultural identity in our places, how should architects and urban designers respond to these waterfront industrial sites such as CSR. Do you think retaining links with the past and history important to our sense of place.

E: Absolutely essential. Absolutely essential. They should have, they should have. It's the only way to do it, I think. No. No that's not true. There are two things that start to give you identity when you start to design. One is the topography. And secondly the history. The layers. The street pattern. The buildings. Whatever is there before. So building on those two things are essential to give you your identity. And if you've got both your really lucky. If you've only got one it's much harder. If you look at old cities they used the topography superbly. We don't tend to use it at all really. We don't really factor it in to our planning at all. Most planning documents don't make much distinction of the topography of one kind or another.
SK: Umm. There's the natural landform here. The natural landform here has been modified.

E: It has. It has been modified and you had all the quarries here (to the south of the site). But that's just a layer. You don't fill that in. Like the Point. Because all that, this went originally right down to the waters edge at an angle. And the road in fact went right down to the waters edge as well. Now when we were designing the area, we wanted the pedestrian crossing the centre, we wanted the road right through the park. The stairs on that alignment to go right down to the water.

SK: This is the new space. This foreign space. It has been very modified and you can't really relate to it.

E: Yes. Its not connected. And that was an historical thing. And that's what happened. All these other roads led down to the waters edge. And on this site too it is being totally blocked out. And it blocks out views.

It's the topography isn't it that makes it. Isn't it. Now there is no other piece of topography like that in the world. Now you can say that about any piece of topography.

SK: The cliffs in this area. They were exposed. The cliff faces through here. Actually, they have made use of them.

E: Oh. No they haven't. They have obliterated them. Obliterated the topography and obliterated the history. Which is fundamentally why if you just saw that (the new image of JL) it could be just anywhere in the entire world. And this is what you are coming back to, the global argument. It could be in Montana. It could be in Florida. It could be anywhere. There is nothing that makes that a place a part of Sydney.

SK: No. I can't identify with that.

E: That's a McDonalds.
SK: Its familiar territory. But it says nothing about the sugar industry.

E: No nothing

SK: There's no interpretation or interpretation strategy. There is no identification with the past. CSR was really integral to the Pyrmont community. In an economic sense if produced..

E: Yes

SK: In a social sense, it was the social core of the community. There were people who lived and worked there. They (CSR) provided for their community. And it also has a very short history. It was traditionally Aboriginal land then pretty much bought by CSR. Well consumed by CSR and they have actually had the site.

E: No it wasn't. The site was residential before CSR. It was actually .... There was a spring there, hence Pyrmont. The name came from the German name of the German name for Springs.

SK: Hanover. Was it ever residential though. I always thought that it was in its natural form and

E: No No. There was definitely .. it went from ..it was considered quite prime residential. Ah, but I mean by residential just, I imagine there weren't many dwellings there. Look, I tell you what I must give you. It is the historical study in the urban design strategy.

SK: Yes. I don't have that. Is that the one that you did.

E: Yeah. With Ted. But in terms of interpretation, we fought all the time to try and keep more buildings. But another thing we were arguing for, was the landform. Unlike other peninsulas in Sydney, there were 3 headlands. McCafferys Hill, this headland here and Darling Island. Headland or peninsula form. You had one at ground level or sea level I
should say. Most of our headlands don’t have that, they are up high. Or they go down at the edge but they don’t have a flat sort of an area. You don’t get it at Balmain or Glebe. So if we look seriously and say what is unique about the topography, we felt that there was these 3 forms. And we believed that they should have been echoed in a consistent road pattern. So that you had the streets actually running around the edge here and around the other edge of that site. So you actually had a kind of a belvedere condition there, where you had cliff, roadway, buildings And you did a similar thing on Darling Is and you did a similar thing on McCafferys Hill. So that you actually read the Point.

SK: Well, what happened (laugh)

E: Well the trouble was. You look back now. I was in tears. I was devastated because, just fighting to keep Scott Street. You know Scott St and Bowman St.

SK: Yeah

E: Well they, they, the building sites. The development guys said that the building sites come to those the middle of those streets. They did not want to keep those little dwellings there at all. That was one battle. But at least the historical identity had been identified by Council. But they saw no reason, I remember standing down there, Ted and I and I remember one day Ted came in and I just burst into tears. I just cant take it any more. I am just so tired of being battered. And they were arguing. Sarah you cant believe how they were arguing. You just can’t believe it.

SK: I can.

E: The cutting came through here. And they were saying that this development site must have this land, you know the little aprons coming out. They said you don’t need that. That’s a development site. And it wasn’t even floor space. Because I said well, making that wider doesn’t mean you can put two buildings there. Because we had done sections through there and everything else to prove you didn’t need
the extra width on the site as your floor space was going to be the same. They said look, you've got nowhere to put your building material when constructing.

SK: Oh, Ok. So this is the reason why you develop it, because there is nowhere to store our construction materials.

E: So one has no concept of the no, you know, the thinking and the battles.

SK: No

E: Its tragic. They put totally the wrong people in charge (of the development of Pyrmont). It should have been set up more like what they do in France where you actually have a design group with a brief, with an understanding, with drawings of the whole area and you worked to an end in the same way that they did in Burse or Enchue Park or those kind of places.

SK: Berlin as well.

E: Yeah Berlin. Oh absolutely in Berlin. There is no way that you would put a group of developers in charge of any government land.

SK: Yes, it means we need that design led approach where government really acts as developer, when it was really what they were about. But it was more a property perspective.

E: Oh, totally. Totally property led. That's like with this it wasn't a FSR issue. That's what I found frustrating, was that at times they were totally irrational. If I was saying to them well you are going to lose x million square metres of development, well I could perhaps understand it. But if I am saying you can get exactly what you want and you are not going to loose anything and they are still pushing for it. I think its like a power thing. I think its more a

SK: Yes
E: I want to get what I want to get. That's it.

SK: It's like a game.

E: I think it is a game. A real Sydney game.

It is bad. It is particularly bad. You would never be allowed in any country in the world.... But Docklands (Melbourne) is going to be a disaster. But that's Kennett. Isn't it.

END of interview. The survey commenced.
Interview with “F”
Time: 8:00am to 10:30am
Date: Thursday 17 February 2000
Place: Jacksons Landing Offices, Pyrmont.

“F” is the Senior Property Development Manager for the redevelopment of Jacksons Landing (JL), responsible for the delivery and project management of the JL project.

SK started with a general overview of the thesis, being about moving from an industrial to a global era and society. I was looking at the redevelopment of waterfront former industrial sites, and a case study of the JL development. JL was important/significant due to the players involved and the international flavour of LL, striving to be a truly global company.

SK: I have about 6 questions I would like to ask then a standardised survey.

F: I will give you the most politically correct answers sometimes.

SK: That’s OK. That’s what I am really looking for (laugh)

F: Depends how you quote me.

SK: I am trying to get a very balanced perspective about the development. I have spoken to, well I used to work at the Pyrmont office of DUAP. I have an experience there and I have spoken to residents in the community.

F: Hmm.

SK: I understand that LL purchased the site from CSR in 1996. I am interested in what led CSR to leave the site. What factors led to the closure and why did LL purchase the site. What were the factors driving the purchase.

F: I’ll start with why CSR moved out of the site. I think it was a bit of a, there was a lot of heartache in the decision
because there was the crew that wanted to make this bigger and bigger and the best sugar refinery in the world.

SK: Hmm.

F: And then there were the other head office boys, CSR had very many divisions and the office boys were getting pressure from the community even in those early days of trying to run a factory close to the city and particularly having a lot of trucks running in and out on the small city streets. There were being criticised for that, being criticised for unloading ships at 3:00am in the morning and all the other things. It caused a lot of angst.

SK: Umm.

F: There whole sugar refining process which, you know, from crushing sugar bringing it up from Tully or somewhere like and then bringing it all the way to Sydney to make sugar. They were beginning to question whether or not that made sense.

SK: A bit archaic really.

F: Yeah. And it appears that sugar is a low margin industry and I am not sure that they could sustain it. I think there was a lot of pressure from shareholders and CSR on the business side that led the head office guys, as opposed to the operational guys. The question put forward is what is the best use for the site and the land

SK: Do you think the whole Better Cities funding arrangements and what was happening in Pyrmont at the time pushed their decision along.

F: Look, I am probably not the expert on this, 'cause.. I think LL got involved in way back in eighty ... I mean I joined the company back in 84, so I think it would probably be like 88 or 86 or something when we first started working with CSR as the development manager. A fee for service development manager to say what you could do with the land. And
SK: This must been going on for a long time (negotiations)

F: And if you look at the Better Cities program, that, I believe, from what I’m told, precedes the better cities program.

SK: It did. Better Cities was around 1995

F: Yeah, that’s when Keating decided that ...

SK: Actually, no, it would have been around the same time. No

F: Somewhere in there, if you take the LL story line was that they made it all happen in Pyrmont by preparing the master plan and went to the government and said this is what CSR can do with their site and by the way if you look at the rest of Pyrmont and all of the government land that’s in Pyrmont that’s owned by the Maritime Services Board and you’ve got the situation where all those people in there saying this is what you can do with Pyrmont.

And the idea in those days in the early master planning work was very much on the basis that is would be the next North Sydney or an extension of or the next CBD. For Sydney it was going to be commercial development. So half of the kinda folklore in Lend Lease is that we made it all happen by putting this incredible master plan and model and presentation and everything else on the table. The people in DUAP, and sure that they thought that this was more of a government initiative rather than the other way. So I am not 100% sure exactly who took the first step or anything but I um

SK: I think the government would say that they were ones that were the catalyst and that they drew the development into Pyrmont. But I wonder really if it was beginning to happen and that (BBC) pushed it along a bit.

F: Well, you see City West Development Corporation was set up well after LL and CSR had put the master plan together.
Well after. Because AA, must have been, no, I can't think of his real name, but the guy who was the first C.E.O. of CWDC

SK: BB.

F: BB came out of LL.

SK: That's right

F: Ah I can still remember BB working at LL that would have been in 88 89. So a lot had already been put on the table before they had set up CWDC

SK: Yeah, I'll have to go back and check my dates.

F: Yeah, I think it would be interesting.

SK: You say around 86 CSR started to talk to LL

F: A really good guy to talk to is CC. Just ring the switch at LL and they'll put you through. CC was head of the ACDC in Canberra. He left when Ross Kelly shut that down and he was hired into LL. He and a gentleman called DD were probably the first LL guys to work on this project.

SK: I know I am going back a bit, but I wanted to start from the beginning of the CSR/LL story. What was driving that transition. Why did CSR close down. I had theories about the economics ... that the sugar processing at Pyrmont was very inefficient, it just wasn't a viable option for CSR to continue. That's why the shareholders were becoming a bit "angst ridden".

F: Well they actually ... When we took over this site. The whole take over of the site in terms of information etc. There were documents that were found here were incredible. Now, I have actually got an incredible set of plans that the sugar general manager had commissioned to show how you could turn this into the most enormous sugar refinery in the world. I mean they weren't going to budge. But the thing was that they weren't really doing a lot of active refining. In the very
early days they used to send sugar cane down here and then it was, they would send raw sugar down and over a period of time it got down to doing kind of finer and finer refining of the sugar. They were still trying to do it in a refinery that was built in the early 1870s.

SK: Um

F: So it was impossible to chop and change. Processes change. More and more of that could actually be done at the mills these days, far more effectively than trying to ship stuff down here.

SK: I actually live here, in Ultimo. When I moved to the area in 1995 it was pretty much a dead site. There was not a great deal happening.

F: Yeah. Well, we took over the site in, well, we did the deal in early 96. And the only thing that was active was the gypsum operation down on waterfront. They used to bring in the big boats with gypsum and that's what used to make all the noise because they used to unload these boats at all hours. And all the trucks would roar out up and down Harris St hauling gypsum off to Pioneer and Boral on all those places. And um, the only sugar that was left still operational were what we call liquid sugar processing where they bring in trucks of powdered sugar and then dilute it into a syrup and then send of to coco-cola and scwehpps and make soft drink out of. And I that was the only active bit. But they still had workers in this very decanis, Keynesian factory, how it stayed open ... the health regulation I have no idea.

SK: I know, it is a world within itself really.

F: Yeah

SK: The other thing I was interested in is the Jacksons Landing Company. I understand that it is a tripartism group with Singapore ...
APPENDICES

F: Yes. It is the government investment corporation of Singapore. GSEM. It is the government investment corporation. Which basically invests the superannuation money etc for Singaporean workers and they’re basically outside of Singapore. They have 25%. The other investor is the Kerry Property group out of Hong Kong, which is part of the Robert Kuok group, which is a listed company which basically controls the Robert Kuok family. They’ve got 25%. And LL has 25%. In the early days there was discussions with Mirvac having 25% as well, but that did not transpire.

SK: And the other 25% is ..

F: It is 50% LL.

SK: OK

F: And um

SK: Why is that partnering approach important, you often see that approach with these large scale developments. Why does LL do that.

F: Well, there was a lot of equity in, well you know it was $75 million ..

SK: To purchase the site.

F: So can LL afford $75mill, yes it can. But what they tend to do is take 25million here, 25 million there. So it’s kind of a risk minimisation strategy

SK: Um hum

F: So yeah it’s a great opportunity, but if you look at JL it was going to be 1500 units and at that stage the really only comparable developments that were occurring in Pyrmont were the Meriton style perimeter block, very dense, very small. Not the greatest quality and quite a low price point. And what we were saying is no this is different, this is Pyrmont Point, its on the water, it’s a terraced site, its north
facing etc we will get much higher revenues. There's a big leap of faith for anybody to say that we were going to suddenly go from Harry (Trig) who say sells from an average price point of say $300,000- 400,000 for a small unit to something down here were you are jumping up to $700,000-800,000 for your average price point of a waterfront product and you look at it and say well, you know, the entrepreneurial developer, LL, yeah vision are we comfortable that we can rid of the site for 8, 10 years. Yeah, well it is a bit much to take on board. So we started thinking well yeah, we're globalising, we are going into Asia, there are other major players in Asia, and there was an opportunity to get to know some other people and yeah do a deal here and do a deal there, on there turf. So, part of it was a risk minimisation strategy. We didn't want to face the pain if it all went the wrong way. And for that we would sacrifice some of the profit if it went the good way. And the opportunity to deal offshore and to build relationships with some really great partners.

SK: Do they have a heavy involvement actually, the other two.

F: In Australia.

SK: Here.

F: Well the Kerry Property Group did Horizon. You know Seidler's Horizon. That was one of there developments. GIC has been involved with the Peak in Chinatown. They've been involved in Birkenhead Point I think. And from their point of view, because they are such large investment organisations, to get there return it is inefficient for them to invest in a $20million job, it just doesn't work. So they absolutely scour the world for large projects. I mean this is a billion-dollar project and therefore there is an economy of scale for their people to be involved in a project like this. They were very keen to get involved in JL because Sydney is a world class city and it is a world class project and a world class city. So

SK: An international landmark development.
F: Oh yeah, all that stuff.

SK: Can you describe for me, I don't know if you were involved, the process to prepare the master plan and what places did you review and why was this important, to look at international sites.

F: Yeah, well when we bought the site in 96, well we first starting looking at it in 95. CSR actually...When you go right back to 88/89 era, there was actually a joint venture deal structured between CSR and LL to develop the site. But the master plan in those days was based on it being predominantly commercial and the deal was struck roughly from memory on the basis that the value of the land was capped, so basically any development on it, there would be a sharing of the profit in the end whereby CSR submitted the land cost and some of the development profit and we took out profit because we were building it. The problem was the property market then slumped in 1991, so no matter what you did you were never going to get it back to what CSR had in there mind for what the land value was. Because the land value was much less than that. We kind of went our own separate ways. CSR had tried a number of times through the 90s to sell the site. And couldn't get any takers. They were finally approached by someone in 1995 to buy the site. They no longer had any idea what the site was worth. So they came back to LL in 95 and said can you do a due diligence exercise on the site under the current, look at the planning, the master plan, can we change it, get a higher yield out of it. And tell us what the site is worth because someone is knocking at our door.

In 95, the development company, Steve Macmillian, had come, the CEO of the development company. Steve is a very entrepreneurial developer. And he said hang on, why I am telling CSR the right numbers for someone else to come along and buy one of the greatest opportunities in Sydney and said here is my offer.

So whoever the other guys were, I mean CSR still played us off, because they obviously wanted to get the most money
they could for it, but we ended up with the site. And so we ended up with the site and we’d done a bit of master planning. And we actually did have a study tour with the team involved. In those days I was actually in civil and civic. A number of us went overseas and we looked at projects in San Francisco, the famous Mission Bay and went up through Portland and Vancouver and all the stuff around Pearl harbour. We went across to NY.

SK: What did you look at there.

F: Battery Park and some funny ones. Presentations on stuff on the other side of the river. This guy tried to convince us to buy these 3 sunken piers. These enormous wharves that were in the Hudson River. Two of which had actually sunk. We went to Barcelona and looked at the Olympic village in turns of perimeter block development. That was very good. Then we went to Berlin and looked at the thousands of tiny commercial developments that are going on over there.

SK: Do you think they had a big influence on the design of JL.

F: I think the one that had the most ... would be the Vancouver model. Um The European models weren’t working. We came back, there was a bit of a change, in all of that change we picked up a gentleman in the name of Greg Deas. Greg Deas had been previously with City of Sydney council. So we pinched him away from the Lord Mayor and he came here. The development of the master plan, in terms of drawing lines on papers, all the development principles and principles diagrams and all that sort of stuff was Greg and we did have another gentleman from Vancouver called Joe Deriver, who had done a lot of the stuff in Vancouver and the 2 of them worked together. But it is predominantly Greg’s work.

SK: Who were the architects on the study tour, did we have Australian architects.
F: We took ... At the time when we bought the site, we actually went over with John Richardson from Cox and Ross Bonthorne from LL.

SK: What did the San Francisco firm, Rubbles,

F: Oh, from Santa Monica. Moore Rubell Yudell. Well part of the trip was I guess had a number of objectives. One was to look at planning and different planning models. The European perimeter block development stuff which is very much in vogue in certain parts of the city.

SK: Which you didn’t go for here.

F: Versus things like, ah in Portland and Vancouver which is very much about, ah tall slim towers, view sharing, getting good sunlight, large open spaces. Um You know, a lot of parkland, waterfront access, all those things. It was also to look at the types of buildings. I was supposed to be there to look at how they built them, how many bricks they put in it, how much concrete they put into it. All those sort of things. The other part was to say, well if we go with, regardless of which model we go with, there is still this LL thing that design is very important. So, it was to have a look and say are there any designers overseas who are just the bee’s knees. Should we bring them in and involve them in the project.

SK: There was some talk, it may have been folklore as well, that there were no Australian architects who could design high rise residential buildings. Build high density residential towers. Is that true.

F: No, I think that is folklore. No, um. I am a structural engineer and a project manager. They hold up the cross when they see me coming (architects). I think residential is a really hard thing to design. Um. From an architectural point of view. If you look at all the successful residential developers, here and around the world, it is the developer that sets the floorplate. Because the floorplate is driven by the product. And all the developers maintain absolute control of that. How big the apartment is going to be, what's going to
be in the apartment, size of the rooms, is there going to be an open kitchen and all that sort of stuff. Now if you look at that, most of the residential developers actually, they set that. The thing with residential is, whatever that floor plate is 3, 4, 5, 6, 7 or 8 apartments per floor, it just goes up. It is very repetitious, and the whole rhythm of the façade is, you know, solar panels, balconies, whatever, is a very hard architectural challenge to do.

I think, probably, if we are going back, Sydney was. Yes Mirvac had been kinda doin it, that was Bruce Vote and guys like that. It was behind closed shop. They had the expertise but they weren't going to sell it to us. Harry Trigoboff certainly doesn't sell it. So, high rise residential buildings were kinda just happening. There were a lot of architects out there suddenly having to be faced with this new challenge on how do you design a really nice residential building. And some were successful and some weren't. And all we were doing is looking to see, well who, if they'd been doing it for years and years and years, and are there any guys overseas who, you know, just bring the guy in because he has done 20 great ones. The reality is that probably there is the same problem around the world. There are really not a lot of architects that leap out that really have done exceptional high rise residential. Because the scale is so much different.

Now someone said to be it's really simply to do residential. It's all about views, aspect and privacy. That's what you design the units for. And that's what people buy. They buy the view, they buy the aspect and they buy the privacy. They don't buy the outside of the building. They buy the inside. Now the people here go into the display apartments. They want to know what the quality of the carpet is, the furniture, where they can put the grandkids or whatever. They want to know the view. They want to know the view first, what's the price, they don't care what the unit looks like. Its, you don't generally buy the building. There are a few who do and say I really want to be in that building. Like the Elizabeth is a runaway success. People look at it and say it's a great building and want to be in it.
So we went over and looked at, and visited the Firm Rubell Yudell. Ah, had down a development in Berlin called Teegal Garden. Which is, ah.

SK: Rubell has done the waterfront east.

F: So he's been commissioned to do the first waterfront stages, which is what we call Regatta Wharf in these drawings. That group of buildings there (pointing out the marketing brochure).

SK: So he's done a fair bit really, hasn't he.

F: Yeah. Well the first four (4) are just about complete and I am just overseeing another two (2), which ah, the DA should go in three weeks time. And yeah, we've learned a lot and he's probably learned a lot.

SK: You've part answered my next question. What drives the design of JL. It's really about the size of the floorplate, how big the bedrooms are, the views, the aspect. Is that, what drives the total design.

F: Um. JL. If god was a developer, he made this site. It's almost a perfect site. It's north facing. Its waterfront. It's naturally terraced. From RL 0 to RL 34 on the cliff. So you can have a 10 storey building and still can still look over the top of buildings standing on the top of Distillery Hill. So it's a wonderfully terraced site. And it's in a good location that it looks out to the water, looks to the city, looks to the harbour. The design was really about trying to create a group of buildings that maximise the views and the aspect to get the best possible revenue. The other real difference is that the lot of the stuff going in Pyrmont Ultimo by Meriton. He knows his stuff. Um, a lot of it is an investor product. Or a first apartment product. People are buying in. An investor buys it because he knows he can rent it to bankers, secretaries, whoever working in the city. And he is very successful at that. But even Harry wouldn't do that stuff down here. This development is really geared to the owner/occupier.
SK: You have done some market research on the types of people who would live here and the ... empty nesters.

F: Empty nesters. Certainly the Regatta and the Elizabeth is 70% empty nesters. People are just selling .. very few people have bought them just to rent. The price point is so high. The Regatta and Elizabeth, the average price point is $830,000. It's a bit hard to rent and get a return when the price point is that high. You've gotta have some very good corporate clients to be renting those apartments.

So a lot of them are families that have grown, they want to sell the house. They don't want the maintenance. They don't want the maintenance of the garden. I don't think security is all that much of an issue, but as one lady said to me. We in a position now, you know the kids have grown up and gone, my husband's company is very successful, it is very well run. We take 3-4 months off to go to Europe every year and we want to lock the door on the door and know that when I come back 3 months later everything is fine. They don't have to worry about mowing the grass.

SK: Do you have a concierge or security here.

F: Yeah. The site is marketed that it will have security. Every apartment has duress alarm in it which will come back to a security central control room. We will have our own security guys come on here everyday looking after security in its traditional manner of, car key access and all that sort of stuff. And we are trying to bring this concierge kind of concept into it to, so that there is a person. I mean buildings have it but we are trying to do it from an estate point of view. There is someone. So if you are going out to work for the day.... Now we have an estate manager starting on Monday, so she's got the challenge in front of her a bit. Um, we try to bring it in so that if you need something down, or . Well, there is kinda two aspects to it. We are trying to do kind of an Internet service that electronically people can look up and have it set up so it goes straight to a Woolworths or Jones the grocer or whoever, and its kinda a convenient package to a number of these firms who will come in and do the butler
service and cleaning service or whatever. So that's one side of it, and the other side is actually have that physical person or location that if you are going to be at work or off at the doctors, and something has to be delivered. It can be delivered somewhere and held to you get back. Or if you want to drop something off with them so someone else can pick up. So, we are still trying to work it out. And a lot of that we will kick off initially, but eventually the community association will take over and say this is what we really want and this is what we really want to pay for. And over time it will evolve into whatever service they want.

SK: Do they pay for that upfront or is that an ongoing fee. Is that part of their strata or community title fee.

F: JL is actually set up on a community title. So that basically a building or a group of buildings will be an individual strata. So the body corporate will basically run in a strata sense all of those basic functions of strata corporation does. So in other words the actual paying of the rates for that building, the building sinking fund, managing the work contracts for maintenance (cleaning). So the people who live in say Regatta Wharf, which is luxury waterfront, will probably have the ability to pay for a higher level of service than for instance Fleetview which is a more a mid market building and will be comprised more of investors and renters, so there body corporate will probably pay for a different level of service. But they all belong to a community association so every body corporate will have a representative on the community association. And the community association then controls things like the community pool, gymnasium and community meeting rooms (the gatehouse). The tennis courts and all that will be run by the community association. The on site security guard will be funded by the community association. So there is a dual rates and dual levy structure. There will be levies into your strata and you will pay and certain amount of levies into the community association to pay for the other things.

SK: That's interesting. I have noticed a lot of developers using community title. Particularly where you can just dial up
and utilise all the Internet services for laundry, videos, shopping.

F: Yeah. I think the ..it will be something that will certainly grow and evolve. But it is sort of ..

SK: The cyber community.

F: The engineer in me, my gut feeling is it will actually faze down into something fairly simple. But if the marketing guys get a hold of it, they blow it up into something that tries to make a bi-plane look like space shuttle. The risk is you oversell something that you can never deliver. And in fact you can oversell something that people don't really want. In the early days, we actually, as part of the purchase you also get end up with a computer. So you are all online from the day you walk in and turn the thing on. But the reality is, it puts a huge limitation on the design of the apartment and the work that we are doing.

Well, the other thing that I still find humorous is gee, you can go online and order your groceries, but if you know the grocer you can just ring him up and telephone them and say can you please deliver. We have a box of fruit and vegetables delivered to our front door every week. And we don't use the Internet we use the telephone.

SK: Part of my thesis is also about the desire to reconnect as well. We are part of the herd and how communities like to visit their local shops and visit local places to connect. Many people are feeling very alienated and don't feel attached when you have all that space age stuff. It's very faceless and unconnected.

F: People are a herd animal. They don't want to live on a unit on the 12 floor and stay there for the rest of their lives. They want to come down. And one of the things that we have put a lot of work into and it has been hand in hand with the government objective about the foreshore belongs to people, and we agree with them, they want parks and gardens. Well, we want parks and gardens as well. And their concerns are
you end up with a privatised space, but they are public spaces and what's the difference in between. We have rounds and rounds of animated debate about that every time we put the DA in, but the objectives are the same. And the thing is, and we set up our office down here, the first thing we did, is we spent a tremendous amount of money fixing up this little park, building the park with quality sandstone, the steps, the landscaping, building the gatehouse café. On the weekends, for the purchasers we give you a coffee, orange juice. There is no charge and you can sit at a table, and even in you spend 5 minutes, they sort of go, maybe they are trying to do something different. If I just go to an individual unit development on the edge of the city or in the city, where the developer does not have that opportunity, where it's got Pitt St on one side and George on the other side and it's just going to be a big tower. You come down and go to a café or something. But here it is very much about trying to sell the lifestyle as well.

SK: I wanted to ask you how you respond to the criticisms. You mentioned on the phone that there had been a lot of criticism about JL. A number of developments on the waterfront have been criticised about this issue of privatisation of space and the design, and also attachment/relationship with the history of the site, the layering of history. How do you respond to those comments.

F: Well

SK: Geraldine O'Brien called it a post-modern slum in one of her articles. How do you respond to that.

F: I have to bite my tongue. Ah

SK: And the woman from Edna's Table, Jennice Kersh.

F: Aw. I did read that article. Why did they name it JL. Well, having only taking over this job a few months ago, I had never been exposed to the actual people asking it. Look, for 130 years, this site had an enormous fence around it. It was an industrial site. Nobody had any access to it. Um. We put
forward a master plan that goes well beyond the governments requirements for open space. I think the requirement under the REP is just under 3ha and we provide 4ha. We are generously exceeding the amount of public domain that we are making available and it is public domain. We could have under section 94 contributions, donated something like $12 or $15 million worth of section 94 contributions for built roads and public spaces, but we are in fact producing it ourselves and transferring ownership to the city. Dedicating it to, its actual Sydney Harbour Foreshores and it costs us something like $35 million. And if you add the land cost in, it would be even more. So, we've made the decision. We recognise that public open space is important and it's important for our purchasers, but it is important for the community as well, so we're doing all that.

Harry's buildings, the REP says that there are 7 heritage buildings plus the 21 houses (workers cottages), but we are in fact keeping more than the 7 heritage buildings. We have actually recognised that that is important.

SK: What other buildings are you keeping.

F: Over and above what's currently ... in terms of .. if you go through the REP, that group of buildings are being retained, the rum store is being retained, we have ended up retaining a portion of the engineering workshops, the engineering stores and the Elizabeth buildings. Recognising that the Elizabeth building in the end transpires to the façade that we end up keeping because there wasn't much use in trying to fit an apartment into a boiler. It didn't quite work.

The stables building was in and then all these little terrace houses. Even though they are basically bulldozer jobs. They are falling apart. So look, we've kept more public buildings and I think we've put a lot more into the quality of them. Look, that damn tree out there (large fig tree) cost us $80,000. The original fig tree, it had only been planted in 1960s.
SK: Was that the one down on the waterfront near the canite building.

F: That we moved. Yeah. We had to dig it out of there and move it up here.

F: Yeah, I mean that's one tree. Most companies wouldn't do that. The tree that was there died. Look it split apart. It's actually three trunks. The wind hit it and it split open. We got all the tree surgeons in Africa down here, and they just said it will eventually just die, for over and kill somebody. So, we went out and found another tree and put it in. And thanks to Optus you can't get trees into the city anymore. You can't move the damn cables. So, I think we are putting in more public domain, we're putting in a better quality public domain than what could have been funded out of section 94 contributions. We have tried to incorporate in the design where we do have private domain, that the private domain is still a visual element of the public domain. So you still have, it's not a walled community. We still try to have that sharing. And

SK: So it is still going to be public accessible, public friendly. So someone walking down Harris St, they will be able to walk into the site.

F: Oh, absolutely. It all links in terms of view corridors and pedestrian corridors, jogging corridors and cycling corridors. Skateboard corridors.

SK: Skate boards!

F: But it depends who manages it after we leave. But that's part of the argument too, is it a post modern slum. It goes back to the old saying you can't make all people happy all the time. And architecture and the debate about architecture in the city in the last 5 years is good. But it is all so quite humorous. I mean, a lot of people say a lot of things that you wonder where they actually got the experience of whatever to draw the conclusions that they come up with. People like different styles of architecture. I know what those buildings
have cost, and I tell you what, we have made a lot of effort to make them as good a quality building or better quality building than a lot that have been built around Sydney in terms of the materials. There is more sandstone in Pyrmont now than there was ever. It's stuck all over my buildings. We are putting in good quality buildings.

SK: You are confident it will be a success.

F: Oh success. The success is in sales. I mean what's the measure of success, if someone wants, there are people out there, the same thing is going on in Green Square and all the development out that way. The only thing you should have is perimeter block development the same you have in Europe. But there are people who are in love with that style of planning and that style of architecture. But if that's the passion. If you are a Chevy man, you are going to be a Chevy man all your life. I mean our thing is, that they are walking out the door. The sales are terrific and we're not having any problems.

SK: Do you think it all the lifestyle and the whole JL story rather than the building itself.

F: Well, a lot of it is. I'm saying that the purchasers. Yeah, it is. But at the same time if they were a dog ugly building, cause everyone is still putting a lot of money into it and they want capital growth on their asset. If they're buying in they want to make damn sure they're getting their money in the future. If you do a low quality development, the people aren't going to come. So there purchase decision is probably based on the quality of the unit, the price, the view and the aspect and stuff. But eventually there is still a thing, could I live there or couldn't I live there. So you still have to have good quality buildings.

SK: I have to ask, why the name JL. What does it mean. What does it represent. Who is Jackson.

F: Um Well. Look Um. Ah names, OK. Well um. Well why Jackson. OK, who is Jackson. Well who is Port Jackson. I
think he is some English admiral or whatever. So it is really Jackson of Port Jackson. So that's where it comes from Port Jackson. It comes from Port Jackson. So whoever Jackson was of Port Jackson. So, it's really that. Um. And why is it JL, ah well, you can write all the marketing spills you like about it, but is something that went well with Jackson. It's all about sense of arrival. People are coming somewhere. It's their new home, they're landing here or some landing on the ground, so there grounded here. The marketing guys could go on for hours I suppose.

SK: So, it's about somewhere new though. It's the rebirth of the place in a sense. We've moved away from the CSR, you've moved away from the name and associations.

F: Yeah

SK: That's obviously purposeful.

F: It is effort to say, that this is a... JL is a different chronicle in Pyrmont. And therefore the product had to be branded. And that's what it is, it is a branding name. And we've had a lot of people saying they're trying to not call themselves part of Pyrmont. That's not the issue. The issue was that we've 1500 units that is a billion dollar project and it needs a name. And if you are doing a building on a block of land somewhere, you give it a name and you market it as that name.

SK: Is there a stigma associated with CSR. Were you worried about the association.

F: No, it wasn't a stigma with CSR. It was more a... um. Marketing sales guys are fairly conservative. And they tend to want to steer away from names that kinda sound too industrial. Depends on what the product is. If the building, if we could adapt the existing structure, if we could of adapted it for little loft apartments or small very industrial interior avant garde type of apartments that was pitched at the advertising industry or the creative design industry or that kind of niche marketing and you were selling it for $300,000-400,000, we would of called it the boiler house. The fact is
the units we were selling, the market is the empty nesters, luxury waterfront etc. So, we gave it up. And it sits on Elizabeth Bay. So we took it from the location because it is slightly more luxury up market building. But for instance, the rum Store is called the Rum Store. The Tablet House is being called the Tablet House. And I have to explain to everybody what a tablet is. And they love it. They love the story. The cooperage is where they made barrels. Not many people know a cooperage is and what a cooper was. But we call it the Cooperage. Most people say it’s a lovely name. And most people never even ask what a cooperage is or what a cooperage was.

SK: You talk about interpretation strategies, which talks about the history such as the cooperage.

F: The master plan said we had to develop a site interpretation strategy. We have absolutely struggled with a site interpretation strategy. It is actually one of the hardest things I have ever been involved in. I have got the job now. And Greg and I have completely thrown out everything that we did before.

SK: Have you considered using a cultural planner, someone like Marla Guppy.

F: We have had a lot of people work on this. We have had lots of people involved. The problem is to interpret the previous use, um... When we came down here, you know I am a bowerbird. I scoured these buildings from top to bottom, for various reasons. One I do not think, couldn’t use theme, adaptively reuse them for residential. But very interesting relics, memorabilia etc that we could later on save and use in an interpretation strategy. And, I think a lot of developments around the world and projects. Honestly, making sugar is in fact the most boring industrial process that you would ever want to come across. It is all about crushing, boiling, distilling and it’s a tank process. The buildings are just full of tanks. They boiled it and they sieved it and they strained it and they boiled it and sieved it and out came sugar.
So, it terms of really cute interesting things that we can then stick in a park or whatever and say here is a really cute interesting thing. And how does it relate to the use, there wanking on. We've kept some of it. We've got a big warehouse up there full of stuff.

SK: Is that up on the hill there there's a chained off area, with lots of big balls.

F: Lots of big balls up. The big balls have nothing to do with sugar. The big balls came out of the canite building. And their real name is. I can't think of the real name. When they used to make chipboard, which is a highly environmentally unfriendly product, they used to crush the woodchip. They had these big rotating balls, they used to pour the woodchip in there with lots of noxious chemicals and spin these things forever until it came out like a real thick stew. And then they added formaldehyde and all the other bits into it, baked it and dried it until it was chipboard. And that's where the big balls came from. And as much as we love em, I don't know what the hell we are going to do with em.

SK: I am sure there is a whole swag of bits and pieces around.

F: Oh, having them floating in the harbour is the latest. But, so the challenge is I think, in a site interpretation strategy is, I mean we're trying to create a sense of place down here, we are trying to create it with the public domain, with the views, you know the water, retaining things like the cliffs, the heritage buildings and all those sort of things and artefacts. The hard part is then how do you actually kinda put some of those things in there that adds to the sense of place as opposed to just trying to be a lot I don't know. It’s like the shish-kebab structure they had in Martin Place. Did it add to the place, no it didn't. Thankfully they took it away. We don't want to do that. Just put something there for the sake of putting it there. Sticking a brass plaque on it. And for 100 years people look at it and go oh look at the ball.
SK: To me it is about layering. Layers of the history. It was aboriginal land, the Cadigal group who camped here. Then CSR were here and then LL were here or are here. So you are looking at some of the layers of how you can achieve .... Some of the authors I am reading about urban renewal say that, the theory that if it doesn’t provide some link to the past or relationship, that people feel alienated, they cant relate to the history and there are no links to the past. It is a formula or strategy that makes it a successful urban renewal scheme.

F: Umm. Yeah. Look, to a certain extent there right. I mean, does the past create the community. I would argue it doesn’t. The community creates the community. The community evolves with time through the people that live in the community. But yes, we will, we are working on the interpretation strategy down here. We will have things, like on the Boiler House with the plaque saying blah blah. The tablet house which is the project I like the most is, we will have where the old molasses and treacle tanks were, we will put lettering that says molasses and treacle. In the old braithweight tanks, and I’ve kept some of those. Somewhere in the tablet house, we’ll mount those on the wall. It will be that this was the front of the tank that used to be in the refinery that used to make sugar. And were we can, we will leave those stories in and the history.

SK: I think it is very important to be able to structure and weave it through (the history) and it can be very subtle, but to have some sort of link, memory, sighting and visual icon or symbol, is

F: Yeah. But things like the naming. It is interesting at this point. The marketing guys who are involved in the initial part of the project have left. The sales guys are now kind of more comfortable with the fact that they are selling new plus old and they have had the feedback from the people that are comfortable that they want to live down here and they still want to know about the history. For instance, we had a big argument when we put the community title subdivision in. The Waterfront Drive. The Department of Planning hated it. City council hated it. I’ve know changed it and the company
and the joint venture partners are happy calling it .. when we find the street. Whatever it is. And this was going to be called Bowman Park because of Bowman St. The master plan calls it Refinery Square. It is going to be Refinery Square. The little walk that will go around the edge of the park, is going to be called Chowne Walk, named after Chowne St that ran around the front of the tablet house. But it no longer exists. So, we are pushing all that back into the site interpretation strategy.

SK: Which one is Chowne St.

F: Chowne St it was the little bit that ran, that's Jones St. In the original plan, city plan, Jones St ran all the way down to the water and Chowne St ran from the corner of the tablet house, basically ran into the Refinery. So we are going to call that Chowne walk around there.

And you know it's hard. If you look at all that stuff around the world. I've been to places where you are walking across the square of highly regular paving and there's a funny brass line. This is were the tide mark was or something in 1893 when the place flooded or something. Well, OK fine and you just keep walking. It's trying to find a balance.

SK: Yeah, I think it is important. Look at the Tank Stream in Martin Place. I noticed the other day there is a mark on the ground where the tank stream ran. And also down at Customs House there is the old foreshore line.

F: Yeah, look. If you go to the Rocks, there is plaques everywhere and people stop and read them because they are in the environment, they've gone there specifically. Now, how many people stop and look at the Tank Stream in Martin Place in the city. You did, I might.

SK: Yeah, but it is important that it is there to understand ... We have a very limited understanding of our history and culture, and this affects our identity.
F: Well, yes. Yeah I can see. I've got this paintings around me (historic images of the CSR site and Pyrmont and a number of paintings ... F stated that he had these things around him). McCredies project and we bought a few of them. The coal crane in that picture, now people say to me you gotta keep the coal crane. But what are you going to do with a coal crane. The thing is falling to pieces anyway.

SK: Is it still there?

F: No Workcover wouldn't even let someone walk up it. If you stick it in the public domain, give it to SHFA and the government to maintain for the next 100 years. I mean they are flat out maintaining the Harbour Bridge. What are they going to do with that. Yes, it's cute. Yeah but would it look cute sitting out on the edge of Pyrmont Point all by itself. I am not sure. In Liverpool they've got a few of those things. They kept the odd crane here and here. It's almost like a tombstone. You may as well put up look this city died. Just go out and shoot yourself. That's the impact it has. Everyone in Liverpool loves the history, but wants to get rid of these damn cranes. It just says a failed city. The rest of the world moved on. All these things are symbolising are that were...

Coal loader at the Fishmarkets. Discussion about that.

F: Look, yeah. I don't know.

SK: Obviously, you can't keep everything and you have to be selective.

F: Well if you look at that photo of what the site was like when we bought it, and people can rushing and saying you can take all those buildings and turn them into residential. Well, you know, it doesn't work. A residential apartment is 11-12 metres deep. What are you going to do with 15 metres of bond store that is considerably high with no light etc.

SK: You could have kept, say, the cannite building. I know the likes of Rod Simpson and Rick Leplasterier would tell you...
that these buildings can be retained, adaptively reused those for housing as well.

F: Well they probably are (right). Yeah, but if we bought the site for a million dollars, you probably could have. But the world don't work like that. Therefore, if you... in the end you are trying to ... the developer has to get something out of it. And hopefully, and I think LL is a slightly different developer, its trying to put something back into the community. But like you say, if you add up the land value plus what we are paying for the public domain, it is $60 65 million dollars.

SK: Is that just LL.

F: You tell me last time the state government creates $65 million worth of public open space. Because if you look at the rest of Pyrmont, it is vastly under-supplied with public domain. Vastly. It is one of the biggest criticisms.

Now, look, I am not being critical. Because, or overly critical. I think they have made some wonderful public spaces. Around the casino, there are some really lovely spaces. It's a ... Yes you could have probably converted part of the cannite building into residential, but then you wouldn't have had the foreshore walk, and you wouldn't have had ended up with something else and something else.

SK: There would have had to been trade offs. Well, I think there are a lot of failings in Pyrmont, but I don't think that the public domain is one of them. It is more about the design of some of the buildings, the scale of some of the buildings (not density) and the type of population that is being attracted to the area (transient)

F: The casino. The casino is just the biggest disaster.

SK: yeah, it's terrible. I think the casino should have been in World Sq. In should not have been in Pyrmont.

F: Well, the casino should have been were Darling Park is today. Gosh we won. We won 2 competitions for the Casino
to put it on that site. Putting it into Pyrmont has been an absolute unmitigated planning disaster.

SK: It just sticks out like a sore thumb.

F: Its out of scale, its created parking problems for Pyrmont, which you know, the developers would have put parking in .. there was plenty of parking on the street for low scale residential. You know, every time I go up to one of these community meetings. What does everyone talk to the Lord Mayor about ... parking. I got a parking ticket. My parking permit doesn't cover down the street. Cause these damn people from the casino park in the street.

The casino is just socially, culturally everything totally out of scale with all the other objectives of Pyrmont.

SK: Yeah, that Pyrmont street area as well ... It totally turns in back on Pyrmont St. But I am not a big fan of the casino, in a design or social sense.

F: Yeah, there were people that would argue though if the casino did not go in there, you would not have attracted the Better Cities money etc

SK: Oh rubbish.

F: And it would not have attracted that money etc. And on and on and on. But I don't know. It wasn't my decision, but it was a hard decision to make.

SK: I don't know who's decision it was.

The interview ended.

END Notes. While the tape was turned off, F mentioned the style and approach of his predecessor, who had a very bullish approach and had stepped on a lot of people's toes. He was determined to push the master plan through .. and went all out to get it there, including meeting with the Lord Mayor, Director of DUAP and the Minister for Planning at the time.
There was no way he would modify the master plan and it had to get through. He achieved that goal, and F did not think he could have done it.

I went through the survey with F. It was taped as follows.

1. Use of the site

The raw sugar stores were the bond stores they were called were the start of the entire process. The ships used to come in from Queensland in the very early days with sugar cane and then later with processed or crudely processed sugar. Where it was all tipped and stored and then fed by a series of conveyor belts into the refinery building. The refinery building . . . in terms of the sugar processing, when you crush sugar it comes out as a yellow syrup and you have to get the colouration out. So the whole processing of sugar is all about boiling it, sieving it, trying to get the colour out, trying to get the other impurities out and eventually ending up with a very clear white syrup which you then through a series of boiling and centrifuges etc in the refinery building. Basically put through centrifuges called fuggals . . . spin it and the centrifugal force pushes it out into very fine filters and then it is put into pans and dried and you eventually end up with sugar which then gets sent off to the packing station. You put it into bags and sell sugar. In the very early days when the process wasn’t, when you couldn’t make the very refined sugar, it used to go into the tablet house and the used to make tablets of sugar which were like loaves. You could buy a loaf of sugar. During the processing, there were by-products. Things like molasses, which was also pumped up to the tablet house and put into tins and sold as molasses. Treacle is another refinement down from that process. Molasses in the early days was pumped up into the distillery and made into rum, distilled down into rum.

The coal silos and the boiler station are all remnants of when there was no electricity supplied for industry. Every aspect of the industrial process had its own coal powered electricity generation or pumped steam to various parts of the factory to
drive the refining process or steam into all the workshops to drive big steam powered machines. The coal used to come into the coal silos pumped over by conveyors into the boiler house where it was feed into the boilers to create steam. The steam either went to the workshops or into the refinery. Or it was pumped back into the boiler station and the steam drove their own electricity turbines. So the site was self sufficient. It was all very integrated.

The engineering stores, was one of the first buildings. The first bond stores were on the site where the boiler house is now. They were used by all the engineers and electricians. All the buildings (engineering workshops) – CSR was totally self sufficient, they did there own casting. From CSR in Sydney, they had all the patterns for all the fly wheels and cogs etc for every mill from Fiji to NZ. If you broke something, they would telephone/telegraph Pyrmont and cast a new cog. The factories were of such a high standard, that during the WWII, all of the 5mm cannons and field guns were all made here on site – shells, barrels etc.

The place was divided up into different divisions. Along the front, where the bond stores are is the sugar division. The hill, Distillery Hill was a different division. It originally started out making rum. The other thing they did at the time, they also made, most of the sheds up the back where the word distillery is where they had the carbon dioxide plant. They used to make dry ice. It is a steam driven process. Making carbon dioxide gas and pumping it into these enormous pressure vessels and with steam power, pushing an enormous ramrod down compressing the carbon dioxide gas into dry ice. That was packaged and distributed around Sydney. In later years they moved away from the rum. They stopped making rum in 80s. They then devolved into doing commercial gases like ethanol, methane etc. Not toxic, float away gases.

Bone char factory. Because when sugar is crushed, the raw sugar cane juice is a green colour. And you have to get the colour out. The only filter medium that was available was bone char. Every abattoir in Sydney would send their bones to Pyrmont. They were put into hoppers; they were then fed
int ovens. The ovens were (the Auswitz of Pyrmont) double (still see them). There is an oven on one side that is coal or coke fed, which heats up a steel container above, and you would push all the bones, flesh and marrow in it, close the door and all burnt off. 1970’s — smell of burnt bones, marrow. The bone char is taken out and crushed etc and it would come down the hill to the end of the refinery called char end. Shovelling into tins and the sugar cane would be pumped through. That plant shut down in the late 70’s when they switched to activated carbon, using carbon filters.

Bones also used in Canada as a filter medium.

The canite building was part of the timber division. It was shut down for occupational health and safety reasons. The research department — the labs that (1950s) belonged to sugar division and was involved in testing sugar products. To determine how much a particular batch needed processing. Quality control etc. Up on the hill the McCafferys stable — everything was delivered by horse. McCaffery bought that land and built the enormous stable network. He distributed CSR products throughout Sydney. CSR eventually bought the McCafferys business and kept the name. McCaffery is still a CSR division. McCafferys was used it as a garage to fix the trucks. McCafferys has not been used since late 1970s.

Peter Phillips — Conservation Architect.
Interview with “G”
Long term Pyrmont Resident
Point Street Pyrmont
Time: 10:00am to 10:45am
Date: Saturday 18 February 2000
Place: “G”’s home.

I visited “G” to complete the standard survey questionnaire. “G” responded to the survey but also provided further information.

“G” has lived in Pyrmont for 60 years, predominantly at WW. Her parents and uncle and extended family also lived at Pyrmont. She has a number of children (3) but they have left the area. “G” also worked for Lend Lease but has since retired.

“G” told me she had been quite active in the redevelopment of Pyrmont and would often meet with the former Director of DUAP. She fought to retain James Watkinson Reserve, at the front of her home. She used to attend the Pyrmont Information nights but can’t be bothered any more. There was too much fighting and she would come home with a headache. And she felt that most developers weren’t really interested in taking on board the resident’s comments. They would listen, but not adopt any of the community’s concerns into their plans. It was a tokenistic exercise.

“G” believes the redevelopment of the CSR site is appropriate in principle. She is glad that it is being developed for residential purposes, but has some concerns regarding the form of the proposal, the height of buildings, public access to the place and the development being so close to the waterfront.

“G” stated that they, LL, should not be allowed to build such high buildings along the foreshore. And because the site is naturally terraced, buildings should step down to the waters edge. The tall buildings on Distillery Hill should also not be allowed. She does not believe that there will necessarily be
public access to the foreshore as the buildings are built so close to the waters edge. LL don't want public access to the foreshores. Money dictates the development, including views of the water etc.

“G” thinks that Jacksons Landing is better than the industrial use. CSR was quite noisy and there were trucks running up and down Harris St at all hours of the day and night.

“G” now calls the site JL. And sometimes the old CSR site. She thinks that it is not just the name change of CSR to Jacksons Landing, but the culminating changes to street names and the local pubs in the area. Jones Bay Road was changed to Pirrama Street. The Dunkirk Hotel has been changed to Kirk on Harris. The Duke of Edingburgh has been changed to the Harlequin and the Royal Pacific Hotel has been changed to the Pyrmont Point Hotel. Soon, there will be nothing left in Pyrmont to be able to associate with the old Pyrmont and the history of the place. Everyone seems to want the names to be change and change the place.

It is the culminating impact of all these changes. And the names at JL, particularly the road names.
APPENDIX 5
Developer perspective of Jacksons Landing
WHO'S JACKSON?

CONSTRUCTION OF SENSE OF PLACE IN THE ERA OF GLOBALISATION: A CASE STUDY.

SARAH FRANCES KELLY (BTP)

AUGUST 2000

A masters thesis submitted in fulfilment of the requirements for the degree of Master of Science (Hons) at the University of Western Sydney.
ACKNOWLEDGMENTS

There are so many people that have assisted me through the course of my research, it is not possible to name them all here. Undoubtedly the two most important people have been my supervisors, Professor Valerie Brown and Dr Susan Thompson.

Valerie Brown has been a great mentor and inspiration. A very gifted woman with amazing insight and knowledge. And Susan Thompson, also a strong mentor with an incredible eye for detail. They both encouraged me and provided intellectual rigour and support for the duration of my thesis.

I would also like to acknowledge those people who gave their time and enthusiasm to be interviewed for this research. I was fortunate to meet many people who form part of the currently broad and diverse Ultimo Pyrmont community. And to Anna and Rachel who read and edited many draft versions of this thesis, together with Jane with her formatting skills.

This thesis is also for my mother, who I nearly lost halfway through the research. She has been my greatest mentor and friend. This thesis is for her.
STATEMENT OF AUTHENTICATION

The author hereby declares that the study presented in this thesis is original and has not previously been submitted to any other University or Institution for the reward of a higher degree. Any help received in preparing this thesis and all sources used have been acknowledged.

Signature

Sarah Kelly
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ABSTRACT

How are people in a global society reconstructing their sense of place? This key question is addressed in this thesis. Australian society has emerged from the period of industrialisation and entered the period of globalisation, a modern to a postmodern world. Sense of place is a vital source of both individual and cultural identity and security, a point of departure from which we orient ourselves in the world. The use of a place, its terrain (landscape), connectedness to that place and its inherent meaning are identified here as the four key elements in the construction of sense of place.

The case study approach adopted in this thesis examines a former industrial site in Pyrmont currently being redeveloped as a waterfront residential community, known as Jacksons Landing. The site is reviewed at the moment in time it transcends the industrial era and enters the global era. The mixture of research methods examining the transition includes observation; key informant interviews; structured interviews; and document analysis.

The study documents the shift of the site from 'space' to 'place' through personal presence and association. It catches a glimpse of how individual experience of place is formed from a unique moment in space-time, which is interlinked with memories, emotions and identity. The future residents of Jacksons Landing will continue this process of constructing a sense of place over time.

The findings indicate that communities of the future, in the era of globalisation, will be markedly different to those of the industrial era. Results suggest lifestyle and economic factors will shape future communities, which have the potential to be gated and homogenous, representing a microcosm of segmentation and secularisation. Security, income and occupation will be increasingly valued, forming the basis of identity and the shaping of place.

Through this research, a framework has been developed that identifies constructions of sense of place in the industrial and global eras. This model has the potential to be adopted by other researchers to further explore emerging constructions of sense of place in the 21st Century.