

Stakeholder Consultation

27 June 2008

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Report on Stakeholder Consultation regarding Project Star

Prepared for Sydney Harbour Casino
Properties Pty Ltd

80 Pyrmont Street
Pyrmont NSW 2009
27 June 2008

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Executive Summary

This report has been prepared for Sydney Harbour Casino Properties Pty Ltd. It relates the results of community and institutional consultation pertaining to the proposed redevelopment of the Star City Casino complex in Pyrmont, and makes recommendations about mitigating and enhancing impacts on the local community and broader Sydney.

This report dovetails with consultation and analysis undertaken for the Social Impact Assessment (SIA) and Crime Prevention Through Environmental Design study for Project Star, also completed by Urbis for Sydney Harbour Casino Properties Pty Ltd.

It is noted that the Urbis Consultation Team has been regularly and formally relaying what we hear to the Star City management and design teams, to inform the planning process that has been occurring in parallel. This is to ensure that wherever possible, stakeholder concerns and suggestions are addressed prior to lodgement of the formal proposal.

Project Star

The Project Star application will seek approval for:

- a new 309 room hotel with ancillary lower level retail, gambling and conference facilities on the currently vacant 'Switching Station' site
- approximately 500 additional basement car parking spaces to be accessed via the existing Casino car park
- redevelopment of the retail arcade through the ground floor level of the building, linking Pyrmont Bay Park to the intersection of Union and Pyrmont Streets
- the redevelopment of the eastern (Pirrama Road) portion of the Casino building currently occupied by large external stairs to contain additional restaurants, retail outlets, gaming space, other entertainment and tourist related facilities and a driveway providing a new vehicle drop-off to the Casino
- works on the exterior of the existing buildings to enhance their external appearance and function.

Methodology

The following tasks were undertaken in the preparation of this report:

- Collection and analysis of demographic information for the locality
- Stakeholder analysis
- Preparation of a stakeholder consultation plan
- Review of the development concept design proposal
- Analysis and reporting.

Key themes emerging from consultation

Overall, participants in the consultation are supportive of the Casino's plans. There is a sense that the redevelopment will improve the retail, dining and recreational offer currently available in the locality, and will enable the Casino to cater to a broader cross-section of the community's needs for recreation, entertainment, and accommodation.

The stakeholders interviewed have been particularly pleased about:

- the retail offer, and the potential for the new arcade to become a community meeting space
- the general revitalisation of the Casino and the anticipated effect on the immediate vicinity
- provision of adequate parking facilities
- the upgraded entertainment and dining facilities
- opportunities for community benefit.

The primary issues for consideration identified through consultation are as follows:

- Crime and safety – while crime is not an issue in the Pymont area at present, there is a need to maintain strong site management and crime prevention through environmental design
- Competition and construction impact on commercial and retail business – the retail offer in the Star City premises should complement the existing retail mix in the area, and businesses should be kept informed about the construction timeframe and relevant changes to traffic and acoustics
- Local residential amenity – residents want to be informed about issues such as overshadowing, increase in traffic, demand for parking and disruption caused by construction were primarily raised by adjoining residents, who are eager to remain engaged in consultation through the planning and development process

How have these issues been addressed?

The information that came out of the consultation process has been addressed in a number of ways – including identifying community interests and values and responding to requests for further information; and managing risks identified through the process. This report is to be submitted to the Department of Planning, replete with details of all community and stakeholder feedback. The following illustrate the ways in which community and other stakeholder feedback has contributed to the process.

- Directly communicating issues to the design team throughout the consultation
- Providing general information through a number of channels to the broad community - newsletters, letters, display boards
- Tailored follow-up consultation - providing further information on specific issues of interest to the community or particular stakeholder groups
- Preparing a Social Impact Assessment and Crime Prevention Through Environmental Design study
- Continuing the established relationships between the Casino and its local community.

Suggested mitigation and community benefit measures

The following initiatives are put forward for consideration in order of priority as social benefit contributions to residents and businesses of Pymont, in response to the proposed upgrade and expansion of the Star City Casino. They are consistent with Council's vision for Pymont and reflect the aspirations of local community members. However, these initiatives have not been endorsed by Star City Casino and would each need to be considered on their merit at the appropriate time.

- Provision of local and accessible meeting space which could be hired by community groups, or
- Provision of support for further childcare facilities in the area, which could also benefit Casino staff and their families, or
- Assistance with the provision of affordable and active recreational venue such as a climbing gym and children's play centre to cater for the population of children and young people in the area, or

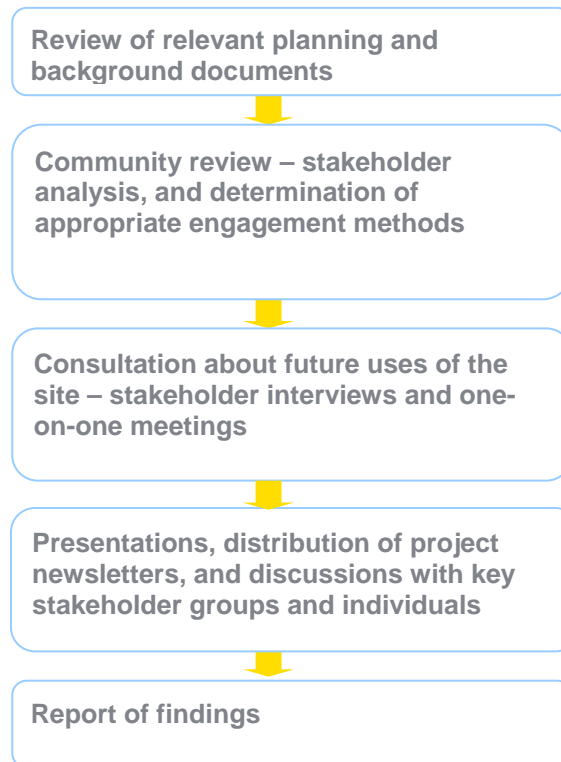
- A community workshop or 'shed' where residents could meet to participate in hobbies, exchange or rent out tools and meet like-minded individuals who may be able to share skills, or
- Funding and in-kind support for support services such as counselling for problem gambling and alcohol abuse, particularly those that cater to culturally and linguistically diverse communities.

1 Introduction

Urbis Social Planning and Research Team has been engaged by Sydney Harbour Casino Properties Pty Ltd to consult the local Pyrmont community and other relevant stakeholders in relation to the proposed upgrade and extension of the Star City Casino at Pyrmont, referred to in this report as 'Project Star'. This is the final report on that process.

Figure 1 – Consultation process

June 2008



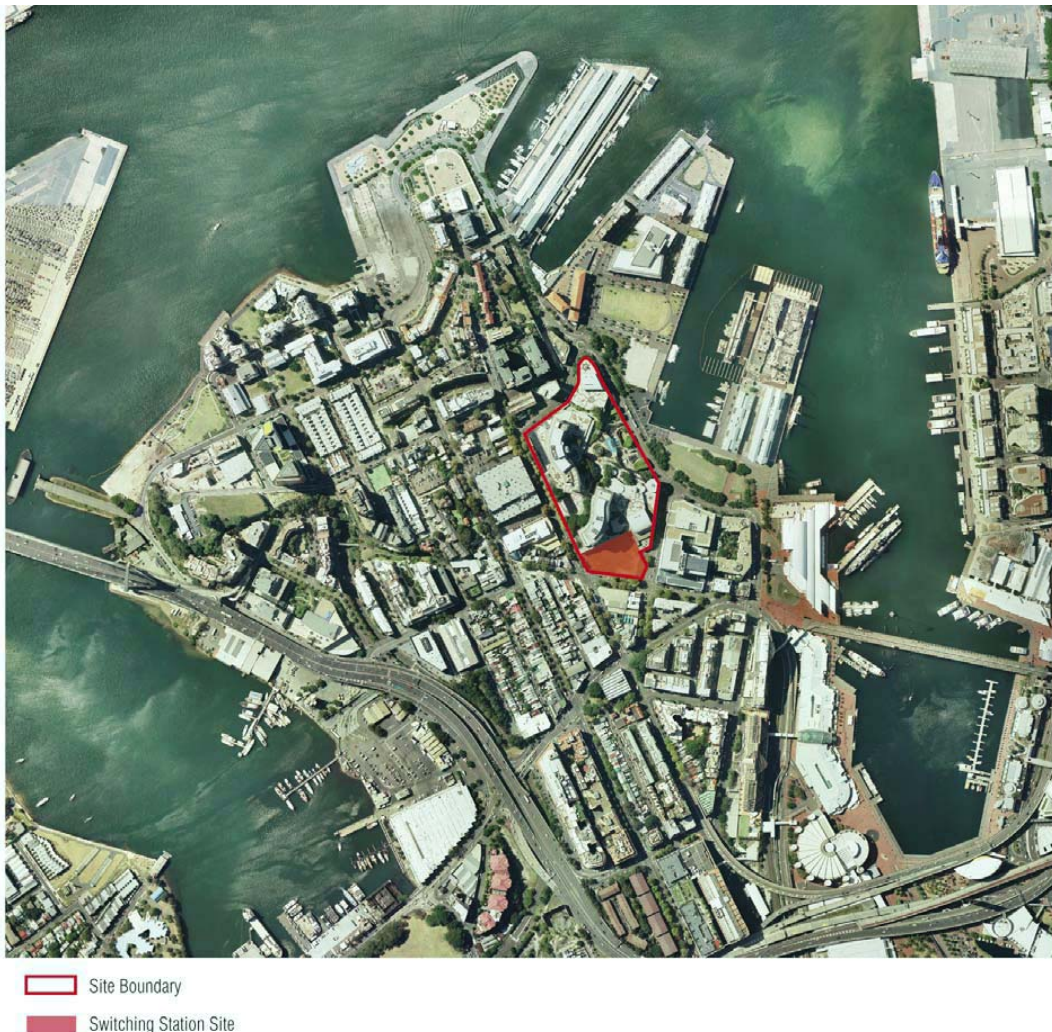
1.1 The Site

The Star City Casino site is located in the Sydney City Local Government Area, in the suburb of Pyrmont. The site is comprised of the irregularly proportioned street block bounded by Edward Street, Pyrmont Street, Union Street, Pirrama Road and Jones Bay Road.

The site accommodates the existing Star City Casino as well as the Light Rail (LR) line, bus interchange, and the Casino LR station within the Casino building near the Pirrama Road frontage.

The Casino is located in a major tourism precinct close to Darling Harbour and the Sydney Central Business District, and is itself a significant tourist facility. The immediate context of the site is highly varied in terms of land use and built form and includes high density residential, new buildings and refurbished former maritime and industrial buildings, landscaped foreshore parks, mixed retail and commercial high rise, remnant heritage hotels and heritage listed terrace houses.

Picture 1 – The locality



1.2 Proposed Development

The proposed development features:

- a new 309 room hotel with ancillary lower level retail, gambling and conference facilities on the currently vacant 'Switching Station' site
- Approximately 500 additional basement car parking spaces to be accessed via the existing Casino car park
- re-development of the retail arcade through the ground floor level of the building, linking Pymont Bay Park to the intersection of Union and Pymont Streets
- the re-development of the eastern (Pirrama Road) portion of the Casino building currently occupied by large external stairs to be replaced by additional restaurants, retail outlets, gaming space, other entertainment and tourist related facilities and a driveway providing a new vehicle drop-off to the Casino
- works on the exterior of the existing buildings to enhance their external appearance and function.

1.3 Demographic profile of the Pyrmont community

This section provides a brief summary of the key social and demographic characteristics of Pyrmont and the neighbouring suburb of Ultimo against Sydney metropolitan area and Sydney LGA as a whole for the purpose of designing a consultation plan. Data has been derived from the 2006 ABS Census Community Profile.

Pyrmont and Ultimo were once industrial precincts of the inner west part of Sydney and a vital component of Sydney's waterfront. Today, this area is a mixed use area, with industrial, entertainment and increasing residential land uses due to redevelopment and has come to accommodate inner Sydney's new social profile of incoming young professionals, university and TAFE students, and a large number of Chinese born residents. Other significant trends in Pyrmont and Ultimo include:

- population density 10 times greater than the average for the Sydney Metropolitan area
- young professionals account for nearly half the population
- 8.5% of residents are Chinese born
- 60% of residents are couples without children
- most residents rent privately
- 8.4% of housing in Pyrmont and 10.4% in Ultimo is classified as public housing
- many residents are university or TAFE students
- most common occupations of graduates are property and business services
- higher than average number of residents work casually in the hospitality industry
- approximately one third of residents walk to work
- higher than average proportion of single young men (aged 25-34 years).

1.3.1 Population and Age Profile

There are a total of 11,088 persons residing in Pyrmont. The population is forecast to grow by approximately 14% to 12,648 persons by 2021.

Table 1 – Age Distribution of residents in Pyrmont, Ultimo and Sydney CBD, Census 2006

Characteristics	Pyrmont	Ultimo	Ultimo/Pyrmont Combined	Sydney LGA	Sydney Metropolitan area
Age Distribution					
Aged 0-4	3.8%	2.3%	3.3%	3.3%	6.6%
Aged 5-9	2.2%	2.0%	2.1%	2.0%	6.4%
Aged 10-14	1.5%	1.8%	1.6%	1.9%	6.4%
Aged 15-19	3.4%	5.7%	4.2%	4.2%	6.5%
Aged 20-29	34.8%	45.1%	38.2%	30.2%	15.1%
Aged 30-44	31.9%	24.5%	29.4%	31.0%	23.6%
Aged 45-59	14.4%	10.9%	13.2%	15.8%	19.2%

Aged 60+	8.0%	7.7%	7.9%	11.6%	16.2%
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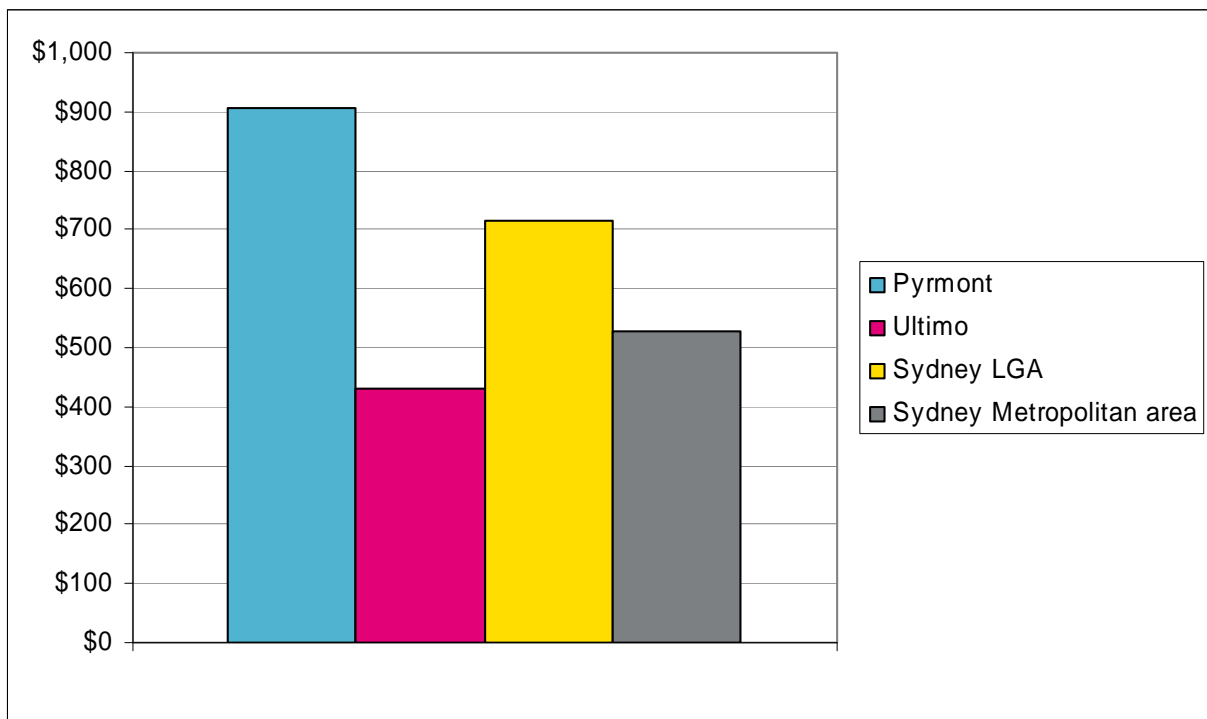
- Proportion of children aged 0-19 living in the Pymont, Ultimo and Sydney CBD areas are less than the Sydney metropolitan area.
- Residents in Pymont aged between 20-29 years are the largest population group (34.8% of Pymont residents), according to the 2006 Census. This figure is substantially higher than the Sydney average of 15.1%.
- The second highest population group in Pymont is those aged 30-44 years which is 31.9% of the local population. This is again higher than the Sydney average of 23.6%.
- There is a higher than average number of men (51%) aged 25-34 years who are classified as never married.
- Ultimo residents have a higher proportion of residents in the 20-29 age range than Pymont or the Sydney LGA with 45.1% in this age group.

1.3.2 Income and Affluence

Median individual weekly income for Pymont residents is significantly higher at \$905 per week than the Sydney LGA at \$717 per week, neighbouring Ultimo at \$431 per week or the wider Sydney area at \$521 per week.

The same is true for median weekly household income which at \$1,736 is higher than Ultimo (\$938), Sydney LGA (\$1,204) or the Sydney metropolitan area (\$1,176).

Figure 2 – Income level



A high proportion of Pymont households have internet access compared to residents in Ultimo, Sydney LGA, and the wider Sydney area. 80% of Pymont households had access to the internet, 60% in Ultimo, 54% in the Sydney LGA and 67% across the Sydney metropolitan area.

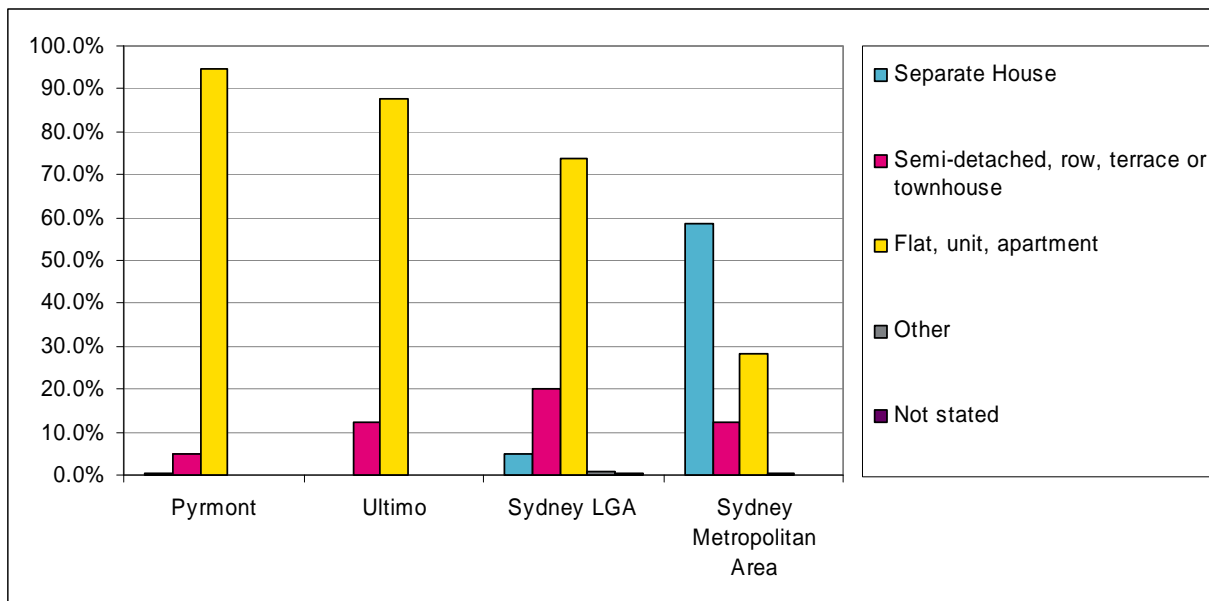
1.3.3 Housing characteristics

- Housing types display consistent patterns over the Pyrmont and Ultimo areas and the Sydney LGA. The predominant housing type is flats, units or apartments.
- Terraces, townhouses or semi-detached dwellings are a distant second in terms of housing types.
- According to 2006 Census data, most housing in the Pyrmont area is being rented (45.6%). Dwellings that are either fully owned or being purchased comprise 26% of housing in this area.

In Pyrmont, the majority of rented dwellings (72%) are rented through real estate agents while public housing comprises 8.4% of rented dwellings (or approximately 213 homes). When compared to the proportion of public housing in the Sydney LGA and the wider Sydney region, the proportion of public housing in Pyrmont is relatively low compared to 16.9% across the LGA and 15.6% across the wider Sydney metropolitan area. Public housing forms 10.4% of total rental housing stock in Ultimo.

The Department of Housing considers that there is 'good' integration between public housing and private housing in Pyrmont although there are pockets within Pyrmont/Ultimo/Sydney CBD where public housing is at significantly dense levels.

Figure 3 – Housing characteristics



1.3.4 Employment

- The rate of unemployment in Pyrmont is low at 4.0% compared to 9.3% in Ultimo and 5.3% across the Sydney LGA.
- More than half of Pyrmont residents are employed as professionals or managers (55.5%) in either finance and insurance or scientific and technical services.
- The majority of professionals and managers are aged 25-34 years.

1.3.5 Summary of Demographic Profile

- Over 94% of Pyrmont residents live in apartments or units
- The population of Pyrmont is predominantly young. Residents in Pyrmont aged between 20-29 years are the largest population group (34.8% of Pyrmont residents) according to the 2006 Census.

The proportion of residents in this age group has dropped slightly since the 2001 Census which recorded 35.7% in this age range. This figure is substantially higher than the wider Sydney area of 15.1%

- The second highest population group in Pyrmont is those aged 30-44 years which is 31.9% of the local population. This is also higher than the Sydney average of 23.6%
- The population of Pyrmont is also predominantly wealthier than for the wider Sydney area.

1.4 Our approach to consultation

Understanding Context

We recognise that it is crucial to allow the scale, complexity and nature of the project to determine the scale of community involvement.

Our approach is based on:

- building understanding, trust and collaboration – through good process and quality information inputs – we go back and answer questions, provide more information, make sure that if there are key issues they are addressed directly
- ensuring all key stakeholders are identified and the outcomes from meetings are recorded and achievable – we use a consultation log which records ALL our contacts, questions and inputs
- adequate time, staff support and resources made available to support the processes – we work with the community and stakeholders until they are satisfied they have all the information they need
- participants being made aware of how their inputs will be used and given feedback on the outcomes – we make sure that we manage expectations and are completely clear about what they can influence and what they cannot
- thorough and transparent review of the consultation process at critical points throughout the engagement and at its conclusion.

Independence, accountability and transparency

Why is it important that it is Urbis that conducts the consultation, rather than the Casino? Urbis stakes its reputation on maintaining our independence in the process – it is vital to the success of community consultations to ensure there are no perceived conflicts of interest. This is critical for the process as our report on the consultation is intended to provide Council and the Department of Planning with a clear and unbiased account of community sentiment.

Consultation not marketing

Our role is not to advocate for any particular project outcome, but to engage, provide factual information, and record what we hear.

Promoting good outcomes for all

Given that a proposal of this scale will always have a series of risks associated with it, successful management of the planning and assessment process will require a well implemented communication and engagement process where key stakeholders, community groups and individuals are considered. Identification and careful management of the specific conflicts that may arise is an important part of ensuring good outcomes for all.

Managing 'capture by minority interests' and strategic risk

Our process recognises the importance of involving and working collaboratively with key groups. Our practice is to accept the existence of different agendas, and to ensure that special interest groups are not the only voices heard in the process. We see strategic value in involving members of the local community who may not be affiliated with any established group. A variety of open and more targeted

consultation events are used to engage with members of the local communities and key stakeholder interests.

The approach used in this project was to work from those groups who are directly affected, i.e. from adjoining residents and businesses, Star City Staff, City of Sydney Council and Local Members, and outwards to the broader community and associated stakeholders.

2 Stakeholder engagement

2.1 Objectives

The consultation strategy undertaken by Urbis (Appendix C) has been guided by the following objectives, aimed at:

Enabling the planning and development process to respond to key values and priorities

The final proposal should sit easily with community values and interests, in line with the Casino's long-standing commitment to being a good neighbour and community member.

Identifying potential planning directions

Consultation introduces fresh perspectives; seeks to consider the full complement of impacts; and identifies new design possibilities.

Providing important information to promote a transparent and inclusive decision-making process

Taking a pro-active and inclusive approach to the development process that demonstrates a commitment to transparency.

Aiming to meet Government, Casino and community expectations

Needless to say, it is far easier (and less costly) to address concerns and suggestions early in the process, rather than to consider new design solutions at the Development Application stage.

Promoting the best possible project outcomes

Ultimately the consultation process should minimise and manage risks, build community support, and anticipate and respond to issues – leading to the best possible project outcomes for everyone.

2.2 Stakeholder research and analysis

Stakeholder analysis was conducted to identify key individuals and groups to be engaged. The following questions and factors were considered.

- Scope of the concept designs
- The nature of the proposal
- Statutory notification/consultation requirements associated with the proposal
- Other notification/consultation requirements set out in the development control plan (DCP), Council and State Government policies and protocols
- Who is likely to be directly affected by the matter?
- The resources available to the community engagement process
- Who is likely to be interested in the matter?
- Whose involvement is likely to be important to this matter?
- The local issues and history of consultation about the project or in the area
- Level of complexity of the overall process or the issues concerned
- Demographic profile of the locality.

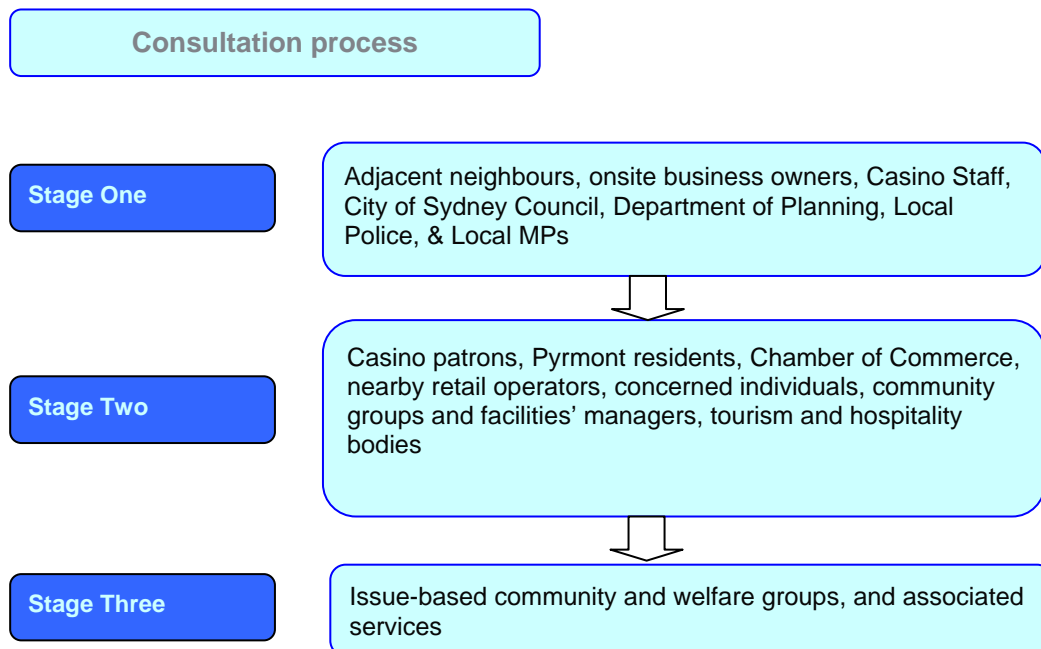
It was ultimately determined that the list of significant stakeholders included Federal and State Government Local Members, the Lord Mayor and City of Sydney Councillors, Council staff (particularly the Community Development Staff), local community groups, issue-specific welfare groups, relevant State Government Departments, local services, adjoining landowners and tenants, local businesses, adjoining residents, peak tourism and hospitality bodies, and the communities of Pymont and Metropolitan Sydney more broadly.

2.3 Tiered notification and engagement

2.3.1 A staged approach

The consultation strategy is based on the principle that those likely to be most affected should be notified and consulted first.

Figure 4 – Tiered engagement – working from the centre, outward



2.3.2 Notification

The consultation process is casting a wide net, including:

- Distribution of a project newsletter, delivered to over 5,000 households and businesses in the local area and available at the Casino
- Invitation to view and respond to the Casino's proposal – display boards in the Casino foyer
- Door knocking all adjoining and onsite businesses and residents
- Hand-delivered letters to all adjoining and nearby residents and businesses, advising them of the Casino's plans, and inviting questions and feedback directed to Urbis
- Facilitation of briefings for Casino staff, and provision of a staff reference sheet
- Contact with peak hospitality and tourism bodies
- Meetings and interviews with local and issue-based community groups and services

- Meetings with key institutional and organisational stakeholders
- Contact with key community facilities.

2.3.3 Consultation activities

The following activities are not in chronological order, but illustrate the breadth and variety of consultation undertaken (the complete Consultation Plan is at Appendix C).

- Door-knocking and onsite interviews with adjoining neighbours, local residents, and community groups
- Correspondence and one-on-one meetings with local MPs to brief them on the proposal and invite input
- Meeting with the Chamber of Commerce
- Telephone interviews with relevant issue-based welfare groups and community services
- Staff briefings and production of a reference sheet for community enquiries
- Door-knocking and interviews with local businesses
- Broad distribution of community newsletters relaying information and inviting feedback on the current plans
- Walk-up interviews with local workers
- Display boards in the Casino foyer, and ongoing opportunities to provide feedback via a suggestion box, dedicated email address and 1800 phone number
- One-on-one meetings with concerned stakeholders
- Advice sought from Pyrmont Local Area Command Crime Prevention Officer, and Council's Community Development Team
- Meetings with key institutional stakeholders and interviews with peak tourism and hospitality bodies
- Meetings with relevant government agencies (e.g. Department of Planning, Sydney Harbour Foreshore Authority, Roads and Traffic Authority)
- Reporting on what we have found.

3 Key findings

3.1 How have stakeholders responded?

Overall, feedback from the consultation has been supportive of the Casino's plans. There is a sense that the redevelopment will improve the retail, dining and recreational offer currently available in the locality, and will enable Star City to cater to a broader cross-section of the community's needs for recreation, entertainment, and accommodation.

The stakeholders engaged in consultation activities have been particularly pleased about:

- the retail offer, and the potential for the new arcade to become a community meeting space
- the general revitalisation of the Casino and the anticipated effect on the immediate vicinity
- provision of adequate parking facilities
- the upgraded entertainment and dining facilities
- opportunities for community benefit.

3.1.1 Areas for consideration

The following have emerged as key considerations for Project Star, in terms of potential for social impact. Identification of these concerns is important because it enables them to be mitigated through innovative design solutions or strategic site management from the outset, or, in some circumstances, the proponent may seek to provide a community benefit.

- *Crime and Safety* - while there are no major concerns in relation to levels of crime, safety and security in Pyrmont, the incidence of crime in basement car parking is noteworthy in comparison to on-street and above ground parking. According to Police, the Casino has a comparable incidence of car theft and theft from motor vehicles with other car parks in the area.
- *Commercial and Retail Business* – businesses consulted did not express any significant concern about the development and were largely positive about the refurbishment and extension of the Casino, noting that it 'looks tired'. Some businesses looked favourably upon the Casino upgrade with an anticipated increase in passing clientele resulting in improved sales/profit. The following were the primary concerns raised during consultation by local business people: potential disruption caused to nearby business during the construction phase; desire for the new retail arcade to host retail offer that is complementary rather than competitive to existing Pyrmont business; and possible noise impact of vehicles entering/exiting the site and increased traffic during the development phase.

The overall community response to the retail arcade (particularly the dining and bars) was very positive. It was remarked that this might become an entertainment 'laneway' that would appeal to local residents that currently go to Darling Harbour or into the City for wine bars, music and dining (the new liquor licensing laws were expected to contribute to this activation).

- *Amenity for Local Residents* – Although a slimline design has been chosen for the hotel, a few neighbouring residents have raised concerns about the potential for it to overshadow their properties. Other issues that residents would like to be informed about included the perceived need for traffic calming measures; the concern that the demand for parking may increase; the potential for additional noise caused by additional cars entering and exiting the basement car park; and the height of the proposed hotel.
- *Provision of Support Services* – Community and welfare groups want to be reassured that the Casino support services for problem gambling and drug and alcohol abuse will remain adequate.

Residents and businesses were eager to be kept informed of progress, and to have further opportunities to comment on the designs following submission to the Department of Planning.

3.1.2 Stakeholder Suggested Mitigation and Community Benefit Measures

The following suggestions were raised during stakeholder consultation in relation to the potential for generation of additional social benefit associated with the Casino's proposal. They are not formal recommendations of this report, but demonstrate the breadth of ideas raised during consultation.

- There is a perceived need for additional childcare in the area (refer to the Council's 2005 needs study on childcare in Pymont). Star City already operates a childcare facility for staff and local businesses in Ultimo. However, provision of support for further childcare facilities in the area may be of benefit to Casino Staff and their families.
- A range of ideas and suggestions were put forward by those seeking access to facilities for community activities. These included using the Casino facilities for meetings, counselling services, sporting activities, seniors activities and so on.
- It is noted that there are limited conference facilities in Pymont and that the inclusion of a conference centre within or as part of the development would benefit local businesses.
- There was some desire expressed by local residents to expand the convenience retail offer, to complement existing businesses.

4 Response to findings

4.1 Steps to address issues raised through consultation

The information that comes out of the consultation process will be addressed in a number of ways – including amendments to the design where appropriate; identifying community interests and values and responding to requests for further information; and managing risks identified through the process. This report is to be submitted to the Consent Authority, replete with details of all community and stakeholder feedback. The following illustrate the ways in which community and other stakeholder feedback will, or is contributing to the development process.

- Directly communicating issues to the design team
- Providing reliable information to stakeholders
- Providing further information on specific issues of interest to the community or particular stakeholder groups
- Identification and modification of designs to reflect community safety needs and ensure strong site management
- Development of environmental initiatives and systems for the site
- Informing the Social Impact Assessment, Crime Prevention Through Environmental Design study and other planning studies.

It is noted that the initial response from the proponent (Sydney Harbour Casino Properties Pty Ltd) to suggestions made by participants in the consultation process is tabled at Appendix B.

4.2 Suggested mitigation and community benefit measures

Suggested measures must consider the opportunities and suitability of providing any community benefit contribution either on or offsite at a suitably convenient location. The following initiatives are put forward for consideration in order of priority as social benefit contributions to residents and businesses of Pyrmont in response to the proposed upgrade and expansion of the Star City Casino. They are consistent with Council's vision for Pyrmont and reflect the aspirations of local community members. These initiatives would need to be considered by the Casino on their merits at the appropriate time.

- Provision of local and accessible meeting space which could be hired by community groups, or
- Provision of, or support for additional child care facilities in the area, or
- Assistance with the provision of affordable and active recreational venue such as a climbing gym and children's play centre to cater for the population of children and young people in the area, or
- A community workshop or 'shed' where residents could meet to participate in hobbies, exchange or rent out tools and meet like-minded individuals who may be able to share skills, or
- Funding and in-kind support for support services such as counselling for problem gambling and alcohol abuse that caters to culturally and linguistically diverse communities.

5 Conclusion

This report has been prepared for Sydney Harbour Casino Properties Pty Ltd. It relates to the results of community and institutional consultation relating to the proposed redevelopment of the Star City Casino complex in Pymont, and identifies suggested measures for mitigating and enhancing impacts on the local community and broader Sydney.

It is noted that the Urbis Consultation Team has been regularly and formally relaying what we hear to the Star City management and design teams, to inform the planning process that has been occurring in parallel. This is to ensure that wherever possible, stakeholder concerns and suggestions have been addressed prior to lodgement of the formal proposal.

Overall, feedback from the consultation has been supportive of the Casino's plans. There is a sense that the redevelopment will improve the retail, dining and recreational offer currently available in the locality, and will enable Star City to cater to a broader cross-section of the community's needs for recreation, entertainment, and accommodation.

The key areas of consideration in relation to social impact explored in this report include crime and safety, commercial and retail business and amenity for local residents.

Urbis also investigated possible contributions to the community as part of the proposed development at the Casino site in Pymont. The purpose of this report has been to examine the social and policy context related to the amenity and infrastructure needs and interests of the Pymont community.

Suggestions included in this report are consistent with the vision and objectives presented in policy documents reviewed, and feedback from stakeholders. Pymont is home to residents looking for the benefits of a neighbourhood offering a high quality of life close to the City and harbour. The Casino is located within this local neighbourhood environment and is a significant generator of traffic movement and parking which often impacts on local residents. As a destination for significant numbers of visitors annually, it is clear that the Casino needs to continue to involve itself with its local context and environment in order to minimise or offset any negative impacts from its operations. As a responsible member of the community the Casino needs to engage in ongoing dialogue and actively contribute to its environment and local amenity. The mitigation measures and community contributions suggested in this report could offer tangible benefits to residents and businesses in Pymont, Ultimo and the Sydney CBD. These initiatives would need to be considered by the Casino on their merits at the appropriate time.

Appendix A Consultation Log

A.1 Project Star Consultation Log: 27 June 2008

Stakeholders	Engagement strategy	Status	Date of Consultation
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TARGETED CONSULTATION - TIER ONE

Minister for Planning	Ongoing, telephone, meetings	Meeting was conducted with the Minister, his advisors and the Department of Planning	30 January 2008
Department of Planning	Ongoing, telephone, meetings	Urbis (Urban Planning)	Ongoing
Sydney Harbour Foreshore Authority	Meeting	Tabcorp and Urbis	26 June 2008

Consultation: Sydney Harbour Foreshore Authority

Representatives from Tabcorp, APP, Sydney Harbour Foreshore Authority and Urbis.

Tabcorp briefed the meeting on the Project Star proposal, emphasising the following:

- Interactivity with the street
- Interest in contributing to public domain improvements adjoining the site, including lighting and upgrade
- The benefits to tourists, patrons and locals of upgraded and extended facilities
- Support of public transport options
- Orientation toward the harbour
- The market demand for upscale accommodation in the area
- Emphasis on family entertainment

It was also noted that the construction period is anticipated to take approximately 2 years, and that Star City would remain operational during that period.

The response from SHFA was positive. They remarked that the design was 'very clever', and that it was well resolved and 'time for a change as it has been at least ten years'. It was agreed that Tabcorp would meet with SHFA again to discuss the proposal in more detail once it is submitted.

Roads and Traffic Authority	Ongoing, telephone, meetings	ARUP met with the RTA to discuss the proposal	18 June 2008
Tanya Plibersek, Federal MP	Letter and phone call to offer meeting	Ms Plibersek's Office has been called, and a letter sent	10 June 2008
Clover Moore, State MP	Letter and phone call to offer meeting	Cr Moore's Officer was called to propose a meeting, and a follow-up email was sent. Meeting to be held 4 July 2008.	10 June – telephone and email sent 4 July – meeting scheduled

APPENDICES

City of Sydney Council	Meeting	Urbis met with City of Sydney Community Development Staff	11 June 2008 - meeting with Officers <i>Presentation to Councillors postponed until meeting with the Lord Mayor has taken place.</i>
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Consultation: City of Sydney Council Staff

Meeting to discuss potential social impacts, appropriate mitigation measures, and community benefits of Project Star.

Attendees: Tara Day (Social Planner, City of Sydney), John Maynard (Community Safety Officer, City of Sydney), Jacqueline Ohlin (Urbis), Zoe Cox (Urbis).

Urbis briefed Council staff on the Project Star proposal and showed them the most recent set of plans. Urbis invited questions or comments on the Plans, and asked Council staff specifically about community safety and anticipated social impacts and benefits of such a development.

The following questions were raised in relation to the proposal, and were answered wherever possible:

- What are the expected hours of access for the retail arcade and pathway through the site?
- How do most people get to and from the Casino?
- Is there CCTV in the basement car park at present? Is it anticipated that there will be CC-TV surveillance in the additional area?
- Will the sightlines in the retail arcade be sufficient for people in terms of safety and wayfinding?
- How are smokers being accommodated in the main complex? There is likely to be a higher than average proportion of CALD patrons that are smokers.

The following points were raised during the discussion in relation to community safety:

- No significant crime trends in the Pyrmont area.
- No particular crime and safety issues in Pyrmont Park.
- Physical accessibility will be an important consideration.
- There should be CCTV covering the back of house entry/exit of the Lyric Theatre (Edward St) if there isn't already.
- There is the occasional assault in the surrounding streets, and quite a few incidents of thefts from cars, but this is common across the LGA.
- The incidence of crime in basement car parking is significant in comparison to on-street and above ground parking – it would be good to look at mitigating measures.
- The new retail arcade may draw skateboarders if it is open 24 hours, and may create conflicts with pedestrians/diners etc.
- Robust materials will need to be used in the retail arcade to accommodate 24 hour 'wear and tear' and significant pedestrian thoroughfare.
- The additional car spaces may be an issue in relation to the queuing to get in and out of the site - car park entry/exit points may be an issue.
- Bear in mind that signage has to be very clear in relation to warning people not to leave their valuables in their cars.

The following points were raised during the discussion in relation to community impact/benefits:

- There is a significant need for childcare in the area (refer to the Council's 2005 needs study on childcare in Pyrmont) – it was also noted that the Casino's own childcare centre that caters for staff families is at capacity, and it would be good to supplement that offer
- Community space (multi-purpose) would be much appreciated (this has been relayed to the Council by two local organisations – the Council of Ultimo and Pyrmont Association (CUPA) and the Pyrmont Progress Inc.
- Perhaps the new sports bar or other spaces within the Casino might be made available to community groups at discounted rates for their activities (e.g. choir, meetings etc)
- Consideration of CALD groups in the local area would be beneficial – Council currently support two organisations that provide counselling to CALD groups. These organisations operate out of the Pyrmont Community Centre.
- Provision of office/retail space for community services/organisations would be well received. A formal assessment of the need for community office space is being conducted at the moment and will be finalised in a few months.
- The Casino gets quite a few seniors visiting (often as part of groups coming from outside the locality) and it might be useful to provide further opportunities for interaction with others in that demographic.
- Would be interested to see the public domain plans.

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- In light of the 2030 Strategy, the Council is keen to see environmental concerns incorporated into the planning. Energy efficient lighting and eco-friendly construction materials were noted as examples of ways that the Casino might improve its environmental management credentials.
- The overall response to the retail arcade (particularly the dining and bars) was very positive. It was remarked that this might become an entertainment 'laneway' that could draw local people in their 20s and 30s that currently go to Darling Harbour or into the City for wine bars, music and dining (the new liquor licensing laws were expected to contribute to this activation).
- Talk to Maybank Youth Centre, the Pymont Community Centre, and Ray Dehon and Ultimo Community Centre.
- The Council gets regular requests for spaces for music rehearsals, some of which the Casino might consider hosting (there is a space in Newtown that does this very well – the musicians often stay on at the pubs and restaurants adjacent).

Stakeholders	Engagement strategy	Status	Date of Consultation
City Central Local Area Command (LAC)	Interview	Mary Cocurullo and Jackie Ohlin (Urbis) met with Senior Constable Jacob Reeves, Crime Prevention Officer for the City Central Local Area Command to brief him on the Casino's proposal, and to gather his thoughts on community safety considerations/implications of the Casino upgrade.	10 June 2008

Consultation: Local Area Command

The interview elicited the following information:

Star City Casino

The Constable was given the plans of the Star City Casino upgrade to review. In relation to the designs for the redevelopment, his thoughts were:

- Overall, he considered that the design looked fine and that there appeared to be no immediate concern regarding safety and potential crime resulting from the proposed changes
- Based on the number of car related offences occurring in parking stations in Pymont, including the Casino car park, Constable Reeves recommended that CC-TV cameras be installed in the extended car park area
- After hours access to the retail arcade was identified as Constable Reeves as a potential 'risk' area for criminal activity such as malicious damage to property (e.g. graffiti) and alcohol related assaults and violence. Constable Reeves recommended that the arcade be closed-off/ locked after hours to avoid unwarranted crime.

In terms of safety and crime related directly to Star City, Constable Reeves noted that the Casino car park was a prime location for car theft and stealing from motor vehicle offences due to the absence of CC TV cameras. The only cameras present within the parking station are at the entry/exit points (boom gates) to the main car park which are not adequate enough to identify the perpetrators of an offence. Interestingly, the valet parking area has a number of CC TV cameras installed throughout the parking station and has a minimal incidence of reported car theft.

Pymont

Constable Reeves noted that Pymont was not a major crime 'hot spot' and area of concern for their local are command compared to other zones within the City of Sydney LGA. The main local crime issues in Pymont included:

- Motor vehicle related theft (including both steal from motor vehicle and car theft)
- Stealing from person (mainly bag snatching).

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Stakeholders	Engagement strategy	Status	Date of Consultation
Star City Staff	Distribution of a Frequently Asked Questions Sheet for relevant Staff interacting with the public	Responsibility of Star City – Urbis prepared the sheet	19 June 2008
St Bedes Church	Telephone Interview	Urbis contacted St Bedes Church on 12 June. A message was left and follow-up call to take place on 13 June.	12 June 2008
Adjoining Residents	Letters and door knocking	Urbis delivered letters to adjoining residences. The letters detailed the proposed Casino upgrade and invited questions and feedback from businesses.	11 June 2008

Consultation: Nearby residents and businesses

Approximately 200 letters were distributed to postal addresses in the streets adjoining the Casino premises. The letters invited people to write to, or call Urbis to comment or find out further information on Project Star.

There were 5 emails sent to the starcity@urbis.com.au email address, and 6 calls placed to the 1800 number.

The following views and questions were raised:

- The response to the proposal was largely positive, with the exception of adjoining residents, who were concerned about the amenity impacts (over shadowing, noise and traffic disruption from construction process; increased traffic congestion etc).
- Three callers were business people interested in the new retail offer, and opportunities to be involved in the development. They asked about the size of the retail precinct, the leasing process, the retail mix and how businesses can apply to move into the development.
- Two callers were residents living in close proximity to the Casino. They wanted further information about what the proposal looked like (they were advised to view the display boards in the Casino foyer), and were particularly interested in the height of the hotel, and the length of construction.
- One caller mentioned that years ago they were told that the height of building on the former switching site would not exceed five stories. They were also concerned about the future of Union Square, and the potential for overshadowing.
- One respondent enquired about why the proposal was going to be assessed by the State Government, rather than the local Council. They felt that it meant that their opportunity to comment on the plans would be curtailed.

There was some concern from a couple of adjoining residents about the potential for increased traffic in the streets surrounding the Casino.

Stakeholders	Engagement strategy	Status	Date of Consultation
Adjoining Businesses	Letters	Urbis delivered letters to adjoining businesses, who were invited to comment or contact Urbis for further information.	11 June 2008 – letters distributed 12-13 June 2008 – telephone interviews conducted

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Consultation: local business nearby the Casino premises

Urbis delivered letters to adjoining businesses on 11 June 2008 and where possible briefly discussed the proposal with available staff/managers. The letters detailed the proposed Casino upgrade and invited questions and feedback from businesses.

On 12-13 June, Urbis conducted a number of telephone interviews with larger adjoining businesses to inform them of the proposed Casino upgrade and discuss potential social impacts and safety concerns. Comments made by those contacted included:

Energy Australia

The Energy Australia substation is located at Pymont and employs approximately 20 people full time. Overall, the respondent had no major concerns about the proposed development other than the potential traffic impact as a result of the hotel facility, in particular traffic around Bridge and Harris Streets which is already a major problem. There was concern that this may impact the electrical operations of the substation as staff could be further delayed in reaching the site/office. The respondent advised conducting a traffic report and making results available to local businesses.

In response to what types of facilities, etc would be beneficial alongside the project, the respondent noted that there are limited conference facilities in Pymont and that the inclusion of a conference centre within or as part of the development would benefit local businesses.

There were no safety concerns around Pymont.

Australia Post

Management was not in a position to comment as they had only taken over the Pymont Post Office franchise one week ago and were new to the area.

Commonwealth Bank Australia (CBA)

Comments made by the Pymont Branch CBA included:

- The Casino upgrade is a very good idea
- Pymont is a growing area and local businesses will benefit from having more people in the area, in particular the CBA. The Commonwealth Bank is the only bank in the area at the moment and being a small heritage listed building that cannot be developed, more people would improve the business of the bank.
- The respondent would like to see some good quality clothing stores as part of the development as there are already substantial food outlets and supermarkets (IGA and Coles) in the area.
- The respondent believes the area is very safe.

IBM and **Seven Network** were also contacted on the 12 June but were unavailable for comment at the time. Messages with return contact details were left on both occasions.

Stakeholders	Engagement strategy	Status	Date of Consultation
Tourism NSW	Phone interview	Urbis contacted the National Marketing Office of Tourism NSW on 12 June and was requested to forward questions and details of Casino upgrade via email. Email sent, still waiting for a response.	12 June 2008
Patrons of Star City Casino	Display boards in the Casino foyer, with information about Project Star	Display boards were set up 20 June 2008. Feedback forms were provided for patrons to comment on the proposal.	20-27 June 2008

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Consultation: Star City Patrons

Nineteen feedback forms were completed by visitors to the Casino. The response was very positive. People were particularly pleased about the additional retail, the improved dining and accommodation offer. The following are a sample of the comments received:

- 'I think it is a really good idea'.
- 'Fantastic, very nice place to visit and pass a very good evening. Nice food. I wish all the best'.
- 'I think the architecture is extremely modern and pleasant. All the plans look great'.
- 'Good to expand! But keep it affordable'.

A sample of less favourable comments from feedback forms are included below.

- My comment is pull it all down and start again. It's just plain ugly. Have a look at Melbourne's casino, it's classy and inviting
- The massive disruption of such a large site to the traffic around the casino and Pyrmont Bridge Rd to Anzac Bridge especially peak hours needs serious consideration.

TARGETED CONSULTATION - TIER TWO

Stakeholders	Engagement strategy	Status	Date of Consultation
Workers in the area	Walk-up interviews	13 interviews undertaken.	13 June 2008

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Consultation: Local Workers

Understanding connection to the area, response to proposal, anticipated impacts and opportunities

What is your connection to the area? (e.g. resident, business owner, employee)

Most interviewees were employed in the area. A couple also lived nearby.

What do you think of the idea of the Star City upgrade?

- *Neutral. Good for Pyrmont. No benefit for average person.*
- *Not bad timing – will increase business in the area. Increase opportunities for retail.*
- *Positive – more jobs. Work in Kitchen restaurant – attract more tourists, more positive than negative.*
- *Not sure*
- *Might liven the area up*
- *Does it need one? Staff member's good discount. Car parking expensive.*
- *Sounds good*
- *Doesn't affect me much*
- *Sounds alright. Might be an eyesore. Lot more people.*
- *Doesn't affect me, as long as car parking is not affected.*
- *Needs an upgrade!*
- *Not a fan of the idea because it would mean increased traffic, noise, accidents and crime.*

How do you think such development might affect you (or your organisation), if at all?

- *Not at all. Clean up vacant block.*
- *Increase pedestrian and road traffic. Positive and Negative. Parking and congestion problems.*
- *Don't think it will affect working conditions.*
- *Improve business. Attract more visitors.*
- *Not much*
- *Extra place for lunch / after work entertainment*
- *Not at all*
- *Construction noises, no great negatives, may have future benefits for employees.*
- *Not too much. Maybe an issue parking. Might improve transport to the area.*
- *Not much. Might help entertain clients.*
- *Not at all.*
- *Don't think it would.*
- *More unsettled regarding safety in the streets.*

What other impacts/effects would you anticipate? (I.e. for the Pyrmont community, for business, environmental etc)

- *Nothing detrimental can't see extra traffic problems. For average person – families - cheap bistro. Something for everyone. Won't affect anybody – anything brings work to area is positive. More employment.*
- *Local Businesses might suffer from competition from restaurants/cafes e.g. \$5 steak at casino*
- *Good as is. Don't need bigger gambling area and more poker machines. Australians aren't enthusiastic on gambling cities.*
- *Increased retail (groceries/clothing) will compete with existing facilities – but competition is a good thing.*
- *Busier, crowded.*
- *Lots of trucks, impacts on traffic in area. Getting in and out*
- *Wouldn't want it to impact on traffic in area, getting to work. Increase trade – shouldn't go ahead.*

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Consultation: Local Workers *Continued.*

What other impacts/effects would you anticipate? (I.e. for the Pymont community, for business, environmental etc)

- *Depends on clientele it attracts – drunks, may be good to have some extra food outlets, place for corporate functions.*
- *Potential for increased traffic, parking challenges – depends on what goes in*
- *Construction noise. Interference in local places.*
- *Take away from small businesses and customers for food and entertainment. Environmental issues – large building.*
- *Traffic jams with trucks. More business for shops – 309 room hotel.*
- *More people, more cars. Additional formal infrastructure needed.*
- *Impact on environment – more waste, more water and energy use*
- *Increased gambling*

Are there particular things that you would like to see happen as part of (or alongside) such a project?

- *Child care centre.*
- *A park. More entertainment related complexes – another small theatre. Bowling, Ice Skating.*
- *Must address community concerns with environment and things people here value – close to city, quiet, and places to go.*
- *No, as long as it is not ugly. It will stand out like sore thumb*
- *A pharmacy close by.*
- *Nice to have natural outdoor spaces – trees and a garden.*
- *More car parking. More shops to eat at.*
- *No*
- *Excellent recycling program – go through trash from site*
- *Produce own security in vicinity / surrounding street – not rely on police force*

Are there any areas in Pymont that you feel unsafe in? Why?

Almost all respondents said they felt safe in Pymont, with the exceptions saying that early in the morning and late at night they did not feel as secure (*'In the early hours of the morning, but there is trouble anywhere'*).

Have you witnessed any anti-social behaviour around the area in the last few years?

- *Pub in corner, Union Street – walk across from town when city pubs close*
 - *Sometimes – drunk people around the pub*
 - *Petty Vandalism recently – Harris Street. Shutters broken, windows smashed. Businesses in Harris Street vandalism, paint brown.*
 - *Drunk people, nothing violent.*
 - *Trouble with bag snatching, staff walking to cars – attracts undesirables*
 - *In Harris Street at night, boisterous people*
 - *Stabbing near pub. AM Express security camera captured it.*
 - *A little in pub, fights breaking out (cnr Union Street)*
 - *The pub on Union Street – fights, guys hassling girls. 24 hour pub – different times day and night.*
 - *PBH – pub (Cnr Union Street). Drunken loutishness.*
 - *Out front of Casino – drunks walking up and down on way to Pymont Bridge.*
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Pymont/Ultimo Chamber of Commerce	Presentation	Urbis contacted the PUCC via email on 12 June to inform PUCC of the Star City upgrade and request attendance and presentation of the proposal at the PUCC monthly meeting on 24 June.	12 June 2008 – called Chamber 24 June 2008 – attended meeting
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Consultation: Pymont-Ultimo Chamber of Commerce

Meeting opened at 6.45pm.

Approximately 70 people attended the Pymont-Ultimo Chamber of Commerce meeting at the Harlequinn Inn in Pymont on the 24 June. Mike Henry (Tabcorp), Dolores Element (Tabcorp), and Zoe Cox (Urbis) attended the meeting to present an overview of Star City’s proposal. Mike Henry described the key components of the proposal and provided some images for audience viewing. Zoe Cox informed the meeting that Urbis is an independent social planning firm who are working with Tabcorp to gauge community response to the idea of an upgrade at the Casino; identify potential issues and benefits of Project Star; and to facilitate the consideration of these views in the planning process. Attendees were invited to contact Urbis with any further questions or comments following the meeting.

The following questions were raised in the discussion that followed Tabcorp’s presentation on Project Star:

- At what point is the planning process?
- Will there be community space or facilities provided as part of the project?
- What is the height of the hotel? Will it exceed the current height of the Casino?
- Will the façade of the current buildings be upgraded? (As ‘they look quite tired’)
- On what basis does Star City believe that there will be sufficient demand for such a quantity of 5 star accommodation in Pymont? (The enquirer owned 3 star accommodation in the area, and found competition was tough, although acknowledged that they are different markets)
- Will a cinema be included in the complex?
- What activities will the community consultation process consist of?
- Who (what type of customers) are Star City trying to attract with this redevelopment?
- What will the timing of the construction be like? Hours of operation? Length of time to completion?
- What is the anticipated retail mix? Will it provide direct competition to local business?
- Will there be on-street interaction?

Mike Henry, Dolores Element, and Zoe Cox were thanked for attending, and for taking the time to consult the business community. Project newsletters were distributed to attendees. The meeting closed at 8.10pm.

Stakeholders	Engagement strategy	Status	Date of Consultation
Preschools and Child Care Centres	Phone interviews	Urbis contacted preschools and child care centres from 18 -20 June and conducted telephone interviews about Project Star.	18– 20 June 2008

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Consultation: local childcare and preschools

Telephone interviews were conducted with four centres which elicited the following comments:

Impact of Star City upgrade:

- Most centres commented that the Casino upgrade would not directly effect the operations of the child care centre as the centre does not use the area around the Casino.
- Increased traffic and overcrowding on roads could potentially be a safety hazard for children.
- There is currently a shortage of parking in the area and this may worsen with the increased flow of people visiting the area.

Benefits of upgrade

- The upgrade would bring more people to the area.
- Creation of more jobs and local employment opportunities.
- Increase in retail and shops is a good thing for the area.

Potential Community Contributions

- More public spaces and areas for children to play that were well equipped with play equipment and public toilets
- Sponsor programs for children in the community
- Provide discounted/free lunches to children in care during school holiday programs at one of the Casino's restaurants.

Safety in Pyrmont

All respondents concluded that overall Pyrmont was a safe area. Concerns raised about safety in the area related directly to the safety of the children in and around those child care centres that were located on busy roads and/or had no designated pedestrian crossings nearby.

Stakeholders	Engagement strategy	Status	Date of Consultation
City West Housing	Telephone interview	Urbis contacted City West Housing on 20 June and interviewed the Centre Manager.	20 June 2008

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Consultation: City West Housing

A telephone interview was conducted with City West Housing on Friday 20th June. The responses to questions related to potential impacts on housing in Pymont, safety and more broader issues that may result from the Casino development included:

Impact of Star City upgrade

- The upgrade is not going to make a direct impact on the organisation only that there may be an increase in housing applications as a result of increased employees at the Casino.
- The organisation provides housing to people on lower incomes including a large proportion of Star City employees.
- The organisation generally has a good relationship with the Casino.
- Only direct impact as a result of the upgrade may be an increased number of people seeking a supply of housing.
- Increased people in the area could increase vehicle traffic limiting entry/exit to the area.

Safety in Pymont

- Generally, Pymont was viewed as a safe area, although, more recently there has been an increase in bag snatching from cars which could potentially increase or decrease with a greater flow of people in the streets.

Pymont Community Centre	Telephone interview	Urbis contacted Pymont Community Centre on 20 June and was referred to Sydney City Council for comments regarding the Casino upgrade.	20 June 2008
Maybanke Youth Centre	Telephone interview	Urbis contacted Maybanke Youth Centre on 20 June and was referred to Sydney City Council for comments regarding the Casino upgrade.	20 June 2008
Council of Ultimo/ Pymont Associations (CUPA)	Telephone interview	Urbis contacted CUPA on 23 June and interviewed the convenor.	23 June 2008
Pymont Progress Inc	Telephone interview	Urbis contacted Pymont Progress Inc and interviewed a representative.	25 June 2008
Pymont Community Group	Telephone interview	Urbis contacted a Pymont Community Group representative on 25 June. The organisation would like to reserve comments till a later date after a more detailed examination of the proposal.	25 June 2008
Ultimo Society	Telephone interview	Urbis contacted the Ultimo Society on 25 June and conducted an interview	25 June 2008
Friends of Pymont Point Inc	Telephone interview	Urbis contacted Friends of Pymont Point Inc on June 26 and interviewed the president	26 June 2008
Ultimo Village Voice	Telephone call	Urbis attempted to speak to the chair of the organisation on 25 June and 26 June. A message and phone number was left on voicemail	26 June 2008

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Pyrmont Action	Telephone call	Urbis attempted to speak to the chair of the organisation on 25 June and 26 June. A message and phone number was left on voicemail. Urbis interviewed the convenor on 27 June.	27 June 2008
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Consultation: Local Community Organisations

Urbis conducted five telephone interviews with community groups in Pymont and Ultimo. Questions sought to gauge whether the groups were generally in favour of an upgrade to Star City; how such a development might affect their organisations; what effects they would anticipate the development may have on the local area; and ways in which they would like to see community benefit incorporated into the project. Respondents also offered input on safety in the local area.

The idea of an upgrade to Star City

- Three respondents groups interviewed in the Pymont area indicated they had no particular opposition to an upgrade. One indicated that a revitalisation of the facility would be a good idea.
- One respondent from the Pymont area indicated opposition to the upgrade on the basis that the location of Star City was a geographical divide between a section of the Pymont community and the harbour
- The group in Ultimo thought that an upgrade was unnecessary, though the representative suggested that the freeway tended to form a border between Pymont and Ultimo and Ultimo residents were possibly more like to frequent areas in Glebe and Broadway than Pymont.

Impact of a Star City Upgrade

- Concerns were raised in relation to the following:
 - possible increases in traffic, particularly in Harris St as a result of the upgrade.
 - possible impacts on parking for local residents particularly around Jacksons Landing.
 - possible increase in anti-social behaviour and crime, including noise from patrons returning to cars in the early hours of the morning. Respondents indicated that Star City needed to provide extra security at the Casino and also in surrounding streets.
 - that the new development at the Switching Station site would cause overshadowing of heritage terrace houses and Union Square.
 - that the development on the switching station site would be visually dominant
 - that the enhanced retail area of Star City should not detract from the emerging village type shopping precinct around Harris St.
 - that the tourist area needs to complement the surrounding area, not detract from it.

Benefits of an upgrade

- An active street front, particularly in Pymont Rd, making the area more lively and safer for residents.
- Attraction of more custom for local business.
- A more attractive façade.

Potential Community Benefits

- More public spaces such as meeting rooms, library or reading rooms. A village hall as part of the conference centre development
- More cultural spaces such as additional live theatre and a Dendy type cinema.
- Additional retail such as a bookshop, pharmacy, dry cleaners; newsagent; boutique shops.
- Additional childcare facilities.
- Provision of open space and park type relaxation areas for wider community.
- Time limited free parking for residents as a trade off for increased traffic
- Street level shopping to enliven the streetscape rather than underground retail area

Safety in Pymont

- Some areas around the Star City Casino were considered unsafe at night, particularly Pymont St.
- Break-ins had occurred in cars parked in streets off Harris St.
- Some anti-social behaviour associated with Casino patrons returning home on Saturday and Sunday mornings, making loud noise in the early hours of the morning, urinating publicly and leaving rubbish.
- ~~One organisation suggested that input from the wider community was required to determine what additional community~~
Social additional community benefits could be provided.

APPENDICES

TARGETED CONSULTATION - TIER THREE

Stakeholders	Engagement strategy	Status	Date of Consultation
AI Anon Family Groups Sydney	Telephone interview	Urbis contacted the organisation on 25 th June. The organisation's policy is not to comment on such proposals	25 June 2008
NSW Office of Drug and Alcohol Policy (Sydney)	Telephone interview	Urbis contacted the organisation on 25 th June. The organisation referred to the Minister for comment.	25 June 2008
Drug and Alcohol Multicultural Education Centre, Strawberry Hills	Telephone interview	Urbis contacted the organisation on 25 th June. The organisation referred to NSW Health for comment	25 June 2008
Elsie Refuge for Women and Children, Glebe	Telephone interview	Urbis contacted the organisation on 25 th June. The organisation declined to comment on the proposal	25 June 2008
Alcohol and Drug Foundation NSW (Glebe)	Telephone interview	Urbis contacted the organisation on 25 th June and conducted an interview with the manager on 26 th June	25 June 2008
Wesley Mission, Sydney	Telephone call	Urbis attempted to speak to the organisation on 25 th June and 26 th June. A message was left on voicemail with a contact number.	25 June 2008 26 June 2008
Odyssey House Admissions and Intake Centre, Surry Hills	Telephone call	Urbis attempted to speak to the organisation on 25 th June and 26 th June. The relevant person was unavailable.	25 June 2008 26 June 2008
William Booth House, Surry Hills	Telephone call	Urbis called the organisation on 25 th June. A brief message was left at reception with a contact number.	25 June 2008
Women's Information and Referral Service	Telephone call	Referral number only, forwarding referrals to other relevant organisations	25 June 2008

Consultation: Social welfare organisations

Only one organisation from tier three agreed to speak with Urbis. They indicated they didn't have a direct geographical connection to the Pyrmont area but had clients with gambling, drug and alcohol related problems.

The organisation expressed opposition to the proposal on the grounds that they felt gaming opportunities would be increased with the expansion of the facility.

The organisation felt that additional strain would be put on organisations such as theirs who supported women with children who had become homeless as a result of gambling, drug and alcohol related problems.

They expressed the opinion that some of the profits from any upgrade should be diverted into community education and capacity building in the community, as well as more balanced opportunities for social entertainment such as parks and playgrounds. Childcare facilities and affordable housing were other potential community contributions.

Appendix B Tabcorp response to community questions and comments

B.1 Response to issues raised

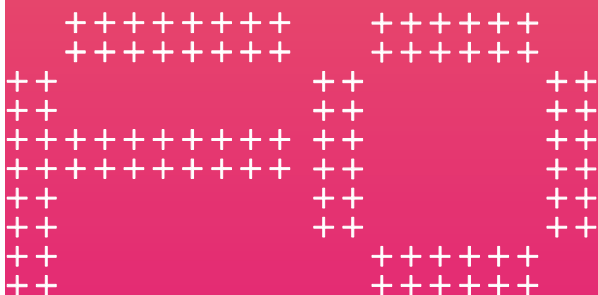
The following questions were raised in relation to the proposal, and were responded to wherever possible:	Tabcorp response
What are the expected hours of access for the retail arcade and pathway through the site?	It is envisaged that the retail arcade will operate 24 hours per day seven days a week. Roving Security Officer patrols will maintain a presence throughout the area as is the case in the current retail arcade.
How do most people get to and from the Casino?	More than 20,000 people visit Star City daily. Whilst parking is available on site there are a range of other transport options including Light Rail, Bus, Taxi, walking, parking in the Darling Harbour precinct or a combination of these modes of transport. It is noted that the new light rail line from Rouse Hill to the city will include a station at Pymont which is likely to become a key part of the transport solution/
Is there CCTV in the basement car park at present? Is it anticipated that there will be CCTV surveillance in the additional area?	There is limited CCTV coverage in the existing car park. However Star City is looking to enhance this surveillance as part of the redevelopment.
Will the sightlines in the retail arcade be sufficient for people in terms of safety and wayfinding?	This is acknowledged by Star City as a key design element and will be a feature of the redevelopment
How are smokers being accommodated in the main complex? There is likely to be a higher than average proportion of CALD patrons that are smokers.	A number of unenclosed/ outdoor areas are planned to be constructed as part of the Star City redevelopment
The following points were raised during the discussion in relation to community safety: Physical accessibility will be an important consideration	Agreed. This is acknowledged as a key design consideration and a major design element is connectivity with the surrounding streets of Pymont
There should be CCTV covering the back of house entry/exit of the Lyric Theatre (Edward St) if there isn't already	Star City is considering enhancing surveillance in this area.
There is the occasional assault in the surrounding streets, and quite a few incidents of thefts from cars, but this is common across the LGA	Noted. Star City is working with police to deal with these matters.
No significant crime trends in the Pymont area	Agreed. Noted.
No particular crime and safety issues in Pymont Park	Agreed. Noted.
The incidence of crime in basement car parking is significant in comparison to on-street and above ground parking – it would be good to look at mitigating measures	Noted, CCTV to be reviewed.
The new retail arcade may draw skateboarders if it is open 24 hours, and may create conflicts with	Star City already has a no skateboarding policy in the retail arcade. This will be maintained in the

pedestrians/diners etc.	redevelopment.
Robust materials will need to be used in the retail arcade to accommodate 24 hour 'wear and tear' and significant pedestrian thoroughfare	Agreed.
The additional car spaces may be an issue in relation to the queuing to get in and out of the site - car park entry/exit points may be an issue	The additional car spaces will serve hotel guests and casino members. A transport study is being undertaken as part of the EA to confirm any impacts. Casino management believes the additional car spaces will minimise parking in local streets by casino patrons.
Bear in mind that signage has to be very clear in relation to warning people not to leave their valuables in their cars.	Such signage is already in place at car park exits and entrances and will be a feature of the new car park
The following points were raised during the discussion in relation to community impact/benefits: There is a significant need for childcare in the area (refer to the Council's 2005 needs study on childcare in Pymont) – it was also noted that the Casino's own childcare centre that caters for staff families is at capacity, and it would be good to supplement that offer.	Star City's existing childcare facility already has a number of Ultimo/ Pymont community families with children enrolled. This policy will remain in place.
Community space (multi-purpose) would be much appreciated (this has been relayed to the Council by two local organisations – the Council of Ultimo and Pymont Association (CUPA) and the Pymont Progress Inc.	Noted. Star City already offers conference space to local community and business groups and this practice will continue.
Perhaps the new sports bar or other spaces within the Casino might be made available to community groups at discounted rates for their activities (e.g. choir, meetings etc).	The proposed multi purpose venue is expected to operate 24 hours a day and provide a mix of large screen sports viewing, live shows, fashion parades and other entertainment. Since it is in constant use it will unfortunately not be available for public meetings.
Consideration of CALD groups in the local area would be beneficial – Council currently support two organisations that provide counselling to CALD groups. These organisations operate out of the Pymont Community Centre.	Noted.
Provision of office/retail space for community services/organisations would be well received. A formal assessment of the need for community office space is being conducted at the moment and will be finalised in a few months.	Noted
The Casino gets quite a few seniors visiting (often as part of groups coming from outside the locality) and it might be useful to provide further opportunities for interaction with others in that demographic.	Star City already offers all customers aged 60+, access to the Privilege Program, a membership club that gives members free car parking Monday – Friday between 9am-5pm, two for one meal deals and complimentary drinks from beverage refreshment centres.
Would be interested to see the public domain plans.	Noted. Star City will be creating a viewing area for staff, customers and members of the Pymont community to view the plans and design concepts.

Appendix C Consultation Plan

Star City Consultation Plan

May 2008





Star City Consultation Plan

Prepared for Star City Casino

May 2008

URBIS STAFF RESPONSIBLE FOR THIS REPORT WERE:

Director	Roberta Ryan
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URBIS
Australia Asia Middle East
www.urbis.com.au

Introduction

The Star City Casino requires stakeholder and community consultation with regard to proposed alterations and additions to the existing Star City Casino Complex in Pymont.

This document:

- outlines the context of the proposal
- provides a demographic profile of the area to assist in stakeholder analysis
- provides a list of stakeholders
- details possible engagement techniques for different stakeholders.

Community consultation is a key component of effective development project planning. It gives both key stakeholders and the wider community a level of ownership over development and land use decisions that will directly affect them. Moreover, community consultation acts as a risk management process, as it highlights community resistance to certain types of development at an early stage of a project.

Context

The site comprises the irregularly proportioned street block bounded by Edward Street, Pyrmont Street, Union Street, Pirrama Road and Jones Bay Road.

The site accommodates the existing Star City Casino as well as the Metro Light Rail (MLR) line and the Casino MLR station within the Casino building near the Pirrama Road frontage.

In summary, the Project Application will seek approval for:

- A new 300 room hotel with ancillary lower level retail, gambling and conference facilities on the currently vacant 'Switching Station' site
- 550 additional basement car parking spaces to be accessed via the existing Casino car park
- Redevelopment of the retail arcade through the ground floor level of the building, linking Pyrmont Bay Park to the intersection of Union and Pyrmont Streets
- The redevelopment of the eastern (Pirrama Road) portion of the Casino building currently occupied by large external stairs to contain additional restaurants, retail outlets, gaming space, other entertainment and tourist related facilities and a driveway providing a new vehicle drop-off to the Casino
- Works on the exterior of the existing buildings to enhance their external appearance and function.

As part of this process Star City Casino has sought a community consultation process regarding the development proposal.

The Casino is located in a major tourism precinct close to the Sydney Central Business District and is itself a significant tourist facility. The immediate context of the site is highly varied in terms of land use and built form and includes high density residential, new buildings and refurbished former maritime and industrial buildings, landscaped foreshore parks, mixed retail and commercial high rise, remnant heritage hotels and heritage listed terrace houses.

Demographics

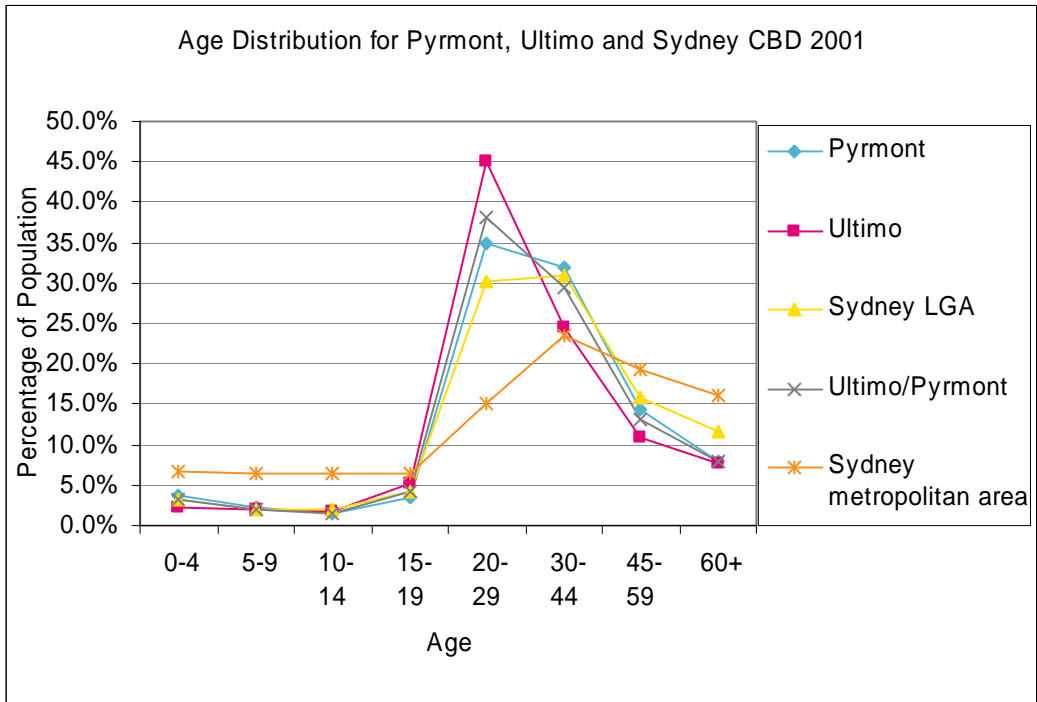
Key points from the 2006 Census are:

Age distribution (refer to table 1)

- Proportion of children aged 0-19 living in the Pyrmont, Ultimo and Sydney CBD areas are less than the for the Sydney metropolitan area.
- Residents in Pyrmont aged between 20-29 years are the largest population group (34.8% of Pyrmont residents), according to the 2006 Census. This figure is substantially higher than the Sydney average of 15.1%.
- The second highest population group in Pyrmont is those aged 30-44 years which is 31.9% of the local population. This is again higher than the Sydney average of 23.6%.
- Ultimo residents have a higher proportion of residents in the 20-29 age range than Pyrmont or the Sydney LGA with 45.1% in this age group.

Age Distribution Pyrmont, Ultimo and Sydney CBD, Census 2006

Characteristics	Pyrmont	Ultimo	Ultimo/Pyrmont Combined	Sydney LGA	Sydney Metropolitan area
Age Distribution					
Aged 0-4	3.8%	2.3%	3.3%	3.3%	6.6%
Aged 5-9	2.2%	2.0%	2.1%	2.0%	6.4%
Aged 10-14	1.5%	1.8%	1.6%	1.9%	6.4%
Aged 15-19	3.4%	5.7%	4.2%	4.2%	6.5%
Aged 20-29	34.8%	45.1%	38.2%	30.2%	15.1%
Aged 30-44	31.9%	24.5%	29.4%	31.0%	23.6%
Aged 45-59	14.4%	10.9%	13.2%	15.8%	19.2%
Aged 60+	8.0%	7.7%	7.9%	11.6%	16.2%

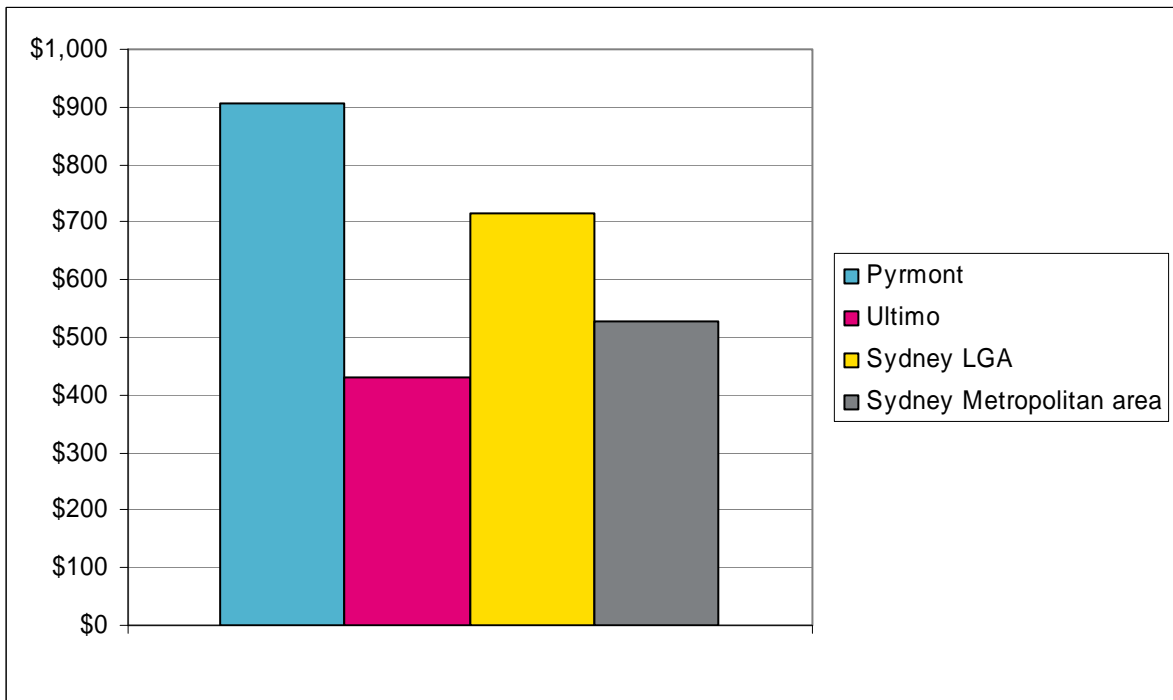


Income level

Median individual weekly income for Pymont residents is significantly higher at \$905 per week than the Sydney LGA at \$717 per week, neighbouring Ultimo at \$431 per week or the wider Sydney area at \$521 per week.

The same is true for median weekly household income which at \$1,736 is higher than Ultimo (\$938), Sydney LGA (\$1,204) or the Sydney metropolitan area (\$1,176).

Income level



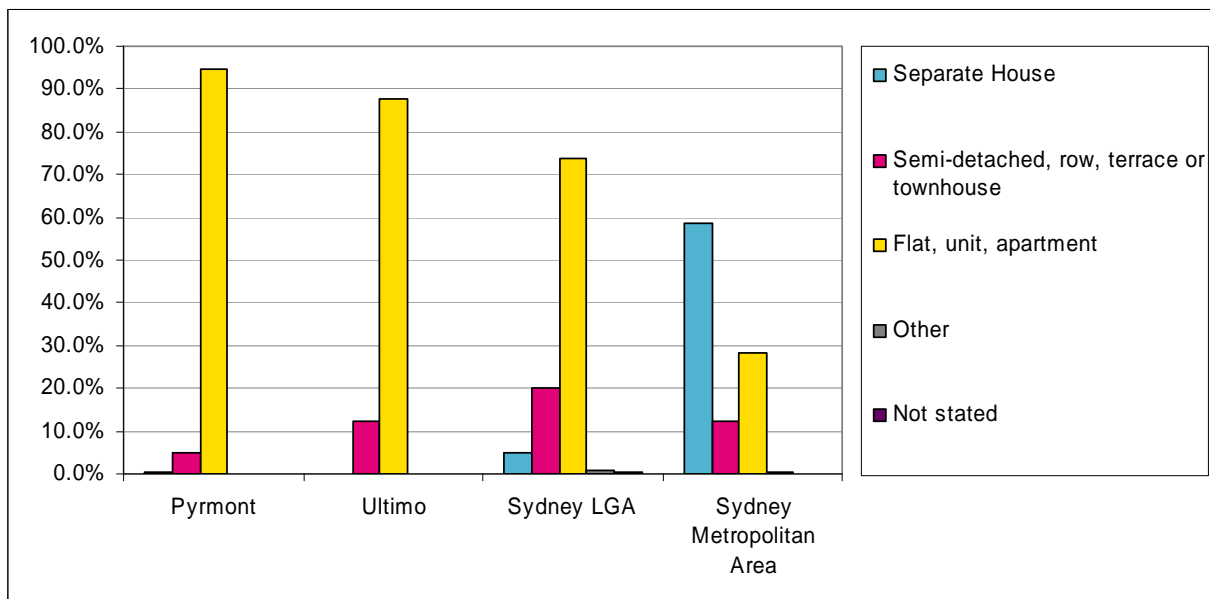
Housing characteristics

- Housing types display consistent patterns over the Pyrmont and Ultimo areas and the Sydney LGA. The predominant housing type is flats, units or apartments.
- Terraces, townhouses or semi-detached dwellings are a distant second in terms of housing types.
- According to 2006 Census data, most housing in the Pyrmont area is being rented (45.6%). Dwellings that are either fully owned or being purchased comprise 26% of housing in this area.

In Pyrmont, the majority of rented dwellings (72%) are rented through real estate agents while public housing comprise 8.4% of rented dwellings (or approximately 213 homes). When compared to the proportion of public housing in the Sydney LGA and the wider Sydney region, the proportion of public housing in Pyrmont is relatively low. Public housing forms 10.4% of total Ultimo rental housing stock and 16.9% of rental housing in the Sydney LGA and 15.6% across the wider Sydney metropolitan area.

The Department of Housing considers that there is 'good' integration between public housing and private housing in Pyrmont although there are pockets within Pyrmont/Ultimo/Sydney CBD where public housing is at significantly dense levels.

Housing characteristics



Internet access

A high proportion of Pyrmont households have internet access compared to residents in Ultimo, Sydney LGA, and the wider Sydney area. 80% of Pyrmont households had access to the internet, 60% in Ultimo, 54% in the Sydney LGA and 67% across the Sydney metropolitan area.

Key issues arising from the local demographic profile include:

- Over 94% of Pyrmont residents live in apartments or units
- The population of Pyrmont is predominantly young. Residents in Pyrmont aged between 20-29 years are the largest population group (34.8% of Pyrmont residents) according to the 2006 Census. The proportion of residents in this age group has dropped slightly since the 2001 Census which recorded 35.7% in this age range. This figure is substantially higher than the wider Sydney area of 15.1%

- The second highest population group in Pymont is those aged 30-44 years which is 31.9% of the local population. This is also higher than the Sydney average of 23.6%.
- The population of Pymont is also predominantly wealthier than for the wider Sydney area.

Stakeholder Analysis and Strategy

Outlined below is a list of relevant stakeholders and groups in the community which have been identified for inclusion in the consultation. A number of areas of potential interest and concern has been identified. Each has been considered in terms of their interests, level of influence and potential for conflict or collaboration in relation to the proposal. Targeted engagement strategies have also been identified.

Stakeholders	Potential interests/concerns	Targeted engagement strategy	Additional engagement for SIA/ CPTED assessment
Targeted consultation: Tier 1			
Casino Board of Directors?	Need to be thoroughly informed about the consultation process for their own information and to enable them to respond/direct member inquiries appropriately	Presentation to board	
Casino patrons/guests	Potential concerns regarding disruptions to Casino operations and amenity during construction Will need sufficient information to understand proposal	Display boards located in Casino Comment sheets in Casino foyer area to allow patrons to provide comments/suggestions	
Minister for Planning	Consent authority for site rests with Minister	Ongoing, telephone, meetings	
Department of Planning	Department responsible for conditions of approval	Ongoing, telephone, meetings	
City of Sydney Council	Sydney Local Environment Plan regarding zoning, building heights, floor space controls, heritage conservation, Masterplans. Compliance with parking codes	Presentation to Councillors Meetings with officers	SIA
Sydney Harbour Foreshore Authority	Authority responsible for management of prime Sydney Harbour foreshore land. Management of key foreshore sites in Pymont.	Meeting	
Roads Traffic Authority	Traffic impacts during construction and	Ongoing, telephone, meetings	

	operation, parking issues.		
Tanya Pilbersek, Federal MP	Represents federal electorate in which Casino is located. Interest in maintaining support of constituents	Letter Meeting	
Clover Moore, State MP	Represents state electorate in which Casino is located. Also Lord Mayor for City of Sydney Council. Interest in maintaining support of constituents	Letter Meeting	
St Bedes Church 41-43 Pyrmont Rd	Church and related buildings opposite Casino Potential character/heritage issues Noise Traffic/access Possible increase in anti social behaviour with expansion	Stakeholder interview	CPTED
Adjoining residents			
Terrace houses: 12 Union St 31 Union St 63 to 67 Edward St 1 to 7 Paternoster St 91 to 95 Pyrmont St 14 to 18 Pyrmont St 27 and 29 Pyrmont St	Potential overshadowing Potential character/heritage issues Noise Traffic/access Possible increase in anti social behaviour with expansion	Letters to bodies corporate	CPTED
Apartment Blocks: Watermark Towers, 2 Jones Bay Rd Watermark on the Point Watermark Pavillion 24 Point St Watermark Terrace 22 Point St Watermark Plaza 24-26 Point St The Gateway Aparments 1 Murray St Apartments 73 Union St Sydney Harbourside Apartments 1-9 Pyrmont Bridge Rd	Affect on views Noise Traffic/access Possible increase in anti social behaviour with expansion		
Adjoining businesses			
American Express	Corner of Edward and Union immediately	Letter to Human Resources Manager	

	opposite switching station Potential overshadowing Noise during construction Pedestrian/traffic access during construction	Regular project updates Meeting	
Coles	Corner of Edward and Union immediately opposite switching station Potential overshadowing Noise during construction Pedestrian/traffic access during construction	Telephone conversation with Human Resources Manager Regular project updates Meeting	
New York House	Corner of Edward and Union immediately opposite switching station Currently vacant, tenders for lease Potential overshadowing Noise during construction Pedestrian/traffic access during construction	Letter to managers of property	
Offices/apartments at 37 Union St	Diagonally opposite switching station Currently vacant, tenders for lease Potential overshadowing Noise during construction Pedestrian/traffic access during construction	Letter to managers of property	
Offices 13a Union St	Opposite switching station Potential overshadowing Noise during construction Pedestrian/traffic access during construction	Letter to Human Resources Manager Meeting	
Energy Australia 77-89 Pyrmont St	Noise during construction Pedestrian/traffic access during construction	Letter to Human Resources Manager Meeting	
IBM building 55 Pyrmont St	Noise during construction Pedestrian/traffic access during construction	Letter to Human Resources Manager Meeting	
Framac (warehouse) 53 Pyrmont St	Noise during construction Pedestrian/traffic access during construction	Letter to business owners Meeting	
Office block, 8 Jones Bay Rd	Currently vacant, under renovation Potential overshadowing Noise during construction Pedestrian/traffic access during construction	Letter to owners/property mangers	

<p>“Workplace 6” construction site, Pirrama Rd opposite Casino entrance (CITTA, SHFA, GPT, Buildcorp)</p>	<p>Potential construction traffic issues</p>	<p>Letter to site managers Meeting</p>	
<p>Small business/retail adjoining site:</p>			
<p>Businesses in shopping complex cnr Edward and Union:</p> <p>Sushi Bar Roaming Bird Pulse Foods Café Koon 9 Restaurant Pymont Butchery and Delicatessen Liquorland</p> <p>Union St opposite site: Boulangerie Patisserie, “Safety in Numbers” Café XXII</p> <p>Pymont St opposite site: Talentino Restaurant Madame Korner Salong, Australian Stained Glass Supplies Jones Bay Rd: Sydney Mini Market Store Pirrama Rd: Sydney International, cnr Pirrama and Edward</p>	<p>Opposite switching station Potential overshadowing Noise during construction Pedestrian/traffic access during construction Potential disruption to trade Possible increase in anti social behaviour with expansion Potential interest in tenancies for new retail area</p>	<p>On site visit, letterbox Meeting</p>	<p>Yes</p>
<p>Small business/retail located near site (not immediately adjacent)</p>			
<p>Union St (north site) between Edward and Murray:</p> <p>Espresso Oscars Lounge Plush Films Pymont Bold Advertising Communications William Robert Lawyers Matthew Lepouris– Lemongrass Takrai Darling Pizzeria Piedmont Kebabs Pymont Bridge Hotel</p> <p>Union Square:</p>	<p>Potential overshadowing Noise during construction Pedestrian/traffic access during construction Potential disruption to trade Possible increase in anti social behaviour with expansion Potential interest in tenancies for new retail area</p>	<p>On site visit, letterbox Meeting</p>	

<p>Moss Fashion Colce Vita Café Taboo Hair Studio Harrogate Teas Eco Clean Laundromat Cable Culture Urban Arrangments (florist) Dentists: Middleton, Cole and Associates My Wedding Photo Studio</p> <p>Pyrmont St: Doyles Physiotherapy</p>			
Businesses/employers located near site (not immediately adjacent)			
Commonwealth Bank, Union Square	Potential overshadowing Noise during construction Pedestrian/traffic access during construction	Telephone conversation Human Resources Manager	
Post Office, Union Square	Potential overshadowing Noise during construction Pedestrian/traffic access during construction	Telephone conversation with Human Resources Manager	
Seven network, Pirrama Rd	Potential affects on views Pedestrian/traffic access during construction	Telephone conversation with Human Resources Manager	
Business operators within the existing site	Possible impacts on business operations during construction	On site interviews, letters	Yes
Casino staff	Potential concerns regarding disruption during construction Sufficient information to understand proposal and communicate this to patrons/guests Sufficient information to refer patrons/guests to consultation process	Briefing on proposal Briefing on consultation process	
Metro Light Rail Operators	Possible impact on operation, patronage during construction	Letter Meeting	
Tier two			
Local residents	Potential concerns regarding impacts of	Project newsletter Group discussions	SIA

	<p>landuse changes</p> <p>Potential impacts on pedestrian traffic</p> <p>Potential traffic issues, local traffic issues</p> <p>Impacts on streetscape, views vistas</p> <p>Safety and security issues</p> <p>Social and economic impacts</p> <p>Potential interest in social benefits, additional social infrastructure provided by expanded facility</p>		
Local business operators	<p>Impacts on local business, particularly during construction</p> <p>Potential competition to businesses from retail activity on site</p> <p>Potential interest in tenancies for new retail area</p>	<p>Projection newsletter</p> <p>Group discussions</p>	SIA
Local workers	<p>Potential access issues, pedestrian and traffic particularly during construction</p> <p>Potential impact on existing jobs of competition from retail space on site</p>	<p>Walk up interviews, leaflet information</p>	
Pymont/Ultimo Chamber of Commerce	<p>Potential impact on existing small businesses during construction and from competition dur operation of additional retail spaces</p> <p>Ability to advise on approach to businesses</p>	<p>Telephone initially, followed by meeting</p>	SIA
<p>Community Groups:</p> <p>Pymont Progress Inc</p> <p>Council of Ultimo/Pymont Associations (CUPA)</p> <p>Pymont Community Group</p> <p>Friends of Pymont Point Inc</p> <p>Ultimo Society</p> <p>Ultimo village Voice</p> <p>Pymont Action</p>	<p>Impacts on streetscape, views, vistas</p> <p>Possible increase in traffic, disruptions to local traffic</p> <p>Potential impacts on pedestrian traffic/access during construction</p> <p>Potential impacts on character of area</p> <p>Safety/security concerns</p>	<p>Meetings with local groups</p>	SIA
Pymont Police Station	<p>Safety/security, potential for anti social activity with expansion of operation, additional bars</p>	<p>Meeting</p>	<p>SIA</p> <p>CPTED</p>



NSW Police Service – Leichhardt Area Command (Glebe)	Safety/security, potential for anti social activity with expansion of operation, additional bars Potential for domestic violence issues		CPTED
Department of Housing	Possible impacts on amenity of area, safety/security, traffic impacts, parking issues Potential interest in social benefits, additional social infrastructure provided by expanded facility	Telephone interview	SIA CPTED
Pymont Community Centre	Possible impacts on amenity of area, safety/security, traffic impacts, parking issues Potential interest in social benefits, additional social infrastructure provided by expanded facility	Meeting	SIA
Pymont Youth Centre (Maybanke Courts)	Possible impacts on amenity of area, safety/security, traffic impacts, parking issues Potential interest in social benefits, additional social infrastructure provided by expanded facility	Meeting	SIA
Preschools and Child Care Centres: SDN-Pymont Early Learning Centre City West Childcare Centre Maybanke Pre-school Pymont Childrens Program City West Child Care Centres	Potential impacts on pedestrian traffic/safety Potential impacts on traffic and parking/safety Possible increase in demand for services with expansion of Casino site operations	Telephone interviews	SIA CPTED
Users of Metro Light Rail	Potential impacts on access during construction	Walk up leaflet, surveys	
National Maritime Museum	Potential affect on views from Heritage wharf	Letter	
Operators Wharf 9 and10, Pymont Bay	Potential affect on views	Letter	
Tier Three			
Drug and Alcohol Foundation NSW (Glebe)	Potentially concerned about changes to drug	Telephone interviews	

	dealing and consumption patterns associated with changes to the venue		
NSW Office of Drug and Alcohol Policy (Sydney)	Potentially concerned about changes to drug dealing and consumption patterns associated with changes to the venue	Telephone interviews	
Al Anon Family Groups, Sydney	Potentially concerned about changes to drug dealing and consumption patterns associated with changes to the venue and the affects on families	Telephone interviews	
Wesley Mission, Sydney	Potentially concerned about changes to drug dealing and consumption patterns associated with changes to the venue	Telephone interviews	
Drug and Alcohol Multicultural Education Centre, Strawberry Hills	Potentia issues surrounding any increased impacts on migrant communities from gambling and liquor service co-located with retail and recreational facilities	Telephone interviews	
Odyssey House Admissions and Intake Centre, Surry Hills	Potentially concerned about changes to drug dealing and consumption patterns, and gambling patterns associated with changes to the venue	Telephone interviews	
William Booth House, Surry Hills	Potentially concerned about changes to drug dealing and consumption patterns, and gambling patterns associated with changes to the venue	Telephone interviews	
Women's Information and Referral Service	Potential ssues surrounding the expansion of liquor and gaming services and the potential impact on women's health and families	Telephone interviews	
Elsie Refuge for Women and Children, Glebe	Potential issues surrounding the expansion of liquor and gaming services and the potential impact on women's families	Telephone interviews	
Contingencies			

Additional stakeholders identified during consultation process	Certain stakeholders may be identified during the consultation process and may become important to the process	To be determined as needed depending on the stakeholder and the nature of the relationship to the proposal	TBD
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Appendix D Communication materials

D.1 Newsletter distributed to residents and businesses



Star City is seeking to expand and upgrade its premises, thereby contributing to the amenity of the local area and wider Sydney.

The proposed design includes:

- A new 300 room hotel with supplementary retail, gaming and conference facilities on the lower levels, located on the vacant 'Switching Station' site on the corner of Edward, Pyrmont and Union Streets
- Additional basement car parking, to be accessed via the existing Casino car park entrance
- A retail arcade that runs through the ground floor level of the Casino, linking Pyrmont Bay Park to the intersection of Union and Pyrmont Streets
- Additional restaurants, retail outlets, gaming space and other entertainment facilities in the eastern part of the existing Star City building
- A driveway providing a new vehicle drop-off to the Casino on Pirrama Road, and
- Enhancement of the current buildings' façades.

The design aims to create a development that fits well with the surrounding area, is safe and easy to get around, and attractive to those who visit it. The final design will reflect careful consideration of its impact on the local residential and business community, undertaken via a process of consultation and a series of planning studies into the potential effect on traffic, pedestrians, the light rail system, Pyrmont homes and businesses, and community safety.

Direct any questions or comments to Urbis

Star City has engaged Urbis, an independent social research and planning company with over thirty years' experience, to conduct consultation about the proposal on its behalf. Urbis will relay what we hear to the relevant consent authority and to the Star City management and design teams, to ensure that suggestions from community members are addressed or incorporated into the proposal wherever appropriate.

Please feel welcome to contact Urbis with comments or questions regarding this matter.

Write: Star City Design Upgrade
Urbis
GPO Box 5278
SYDNEY NSW 2000

Call: 1800 244 863

Email: starcity@urbis.com.au

D.2 Display boards

A face-lift for Star City

The process to upgrade Star City facilities is underway.

The Casino has engaged Urbis, an independent planning and research company, to consult with Star City patrons, local residents, businesses, community organisations and government authorities about its design proposal.

Please read this display and let us know what you think by completing a feedback form available here, or contacting Urbis directly using the details provided.



1

Star City
Casino Upgrade

Improving and extending the services, facilities and activities on offer



Star City is seeking to expand and upgrade its premises, thereby contributing to the amenity of the local area and wider Sydney.

The proposed design includes:

- A new 300 room hotel with supplementary retail, gaming and conference facilities on the lower levels, located on the vacant 'Switching Station' site on the corner of Edward, Pyrmont and Union Streets
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2



Sensitive Renewal



Star City Casino is firmly committed to ensuring that it serves the long-term and diverse interests of its visitors, the locality, and the broader Sydney community.

The final design for the upgrade will incorporate a range of considerations including the potential impact on the community as well as additional benefits to the locality, and the residents of broader Sydney.

The aims of the design process are to:

- Create friendly, lively and functional spaces
- Exist in harmony with the surrounding built environment
- Minimise traffic congestion
- Ensure that there are a range of reliable transport options available
- Offer services and facilities that cater to the needs of Pyrmont and the broader Sydney region, including expanded retail, food and beverage
- Increase community safety through thoughtful environmental design, and
- Minimise environmental impact



3



Star City's role in Sydney



Stimulating business for the whole region

- The proposed increase in retail outlets will serve to stimulate the overall growth of retail activity in Pyrmont and its surrounds. It is hoped that the expanded retail area will attract traditional shopping outlets that the local community has been seeking - such as a bakery, a fruit market, and fashion stores.

Sydney's premier leisure and hospitality centre

- The Casino already has a strong reputation for providing entertainment to local, regional and international visitors, and the proposed upgrade and expansion will further promote its role as a leader in the field.

Greening our own backyard

- A series of initiatives are being considered to make the Casino more environmentally friendly.

Being a good neighbour

- The final design will carefully consider the Casino's neighbours – so if you live nearby and are interested in having a say about this exciting new development, please write to or call Urbis.

Creating new jobs

- Over 3,500 people will work in the Casino, hotels, and other facilities, strengthening Pyrmont's position as an employment hub.

4



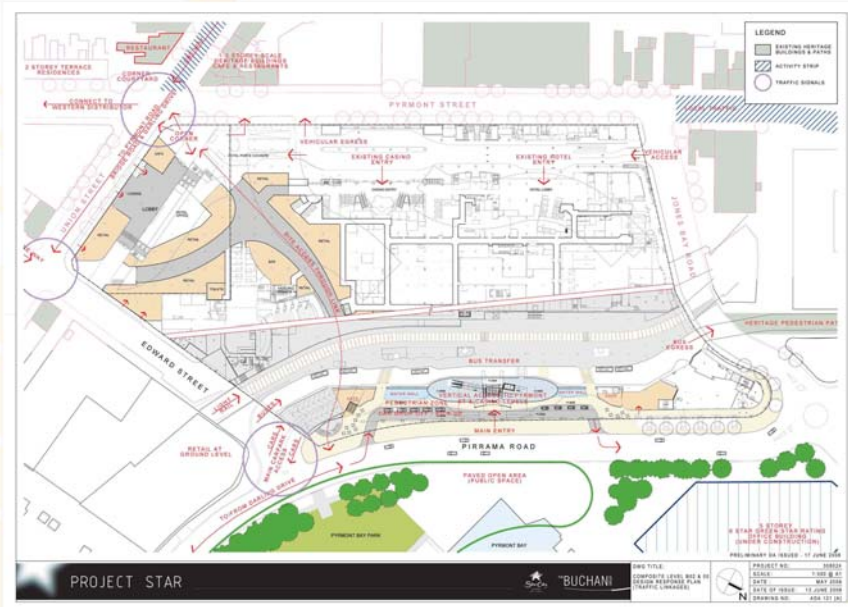
Design – Landscape Masterplan



5



Design - Composite Level: Parking & Retail



6



Design - Entertainment, Gaming & Dining



7



Design – Perspectives of the Proposed Hotel



8



Where to from here? Having Your Say



There are a number of ways for you to find out more, make suggestions, or discuss your concerns during the next couple of weeks, before plans are finalised.

You may wish to complete a feedback form

Either place your form in the box provided here at the Casino, or post it to the address shown on the reply paid envelope.

Direct any questions or comments to Urbis

Urbis will relay what we hear to the relevant consent authority and to the Star City management and design teams, to ensure that suggestions from community members are addressed or incorporated into the proposal wherever appropriate.

Please feel welcome to contact Urbis with comments or questions regarding this matter.

Write: Star City Design Upgrade

Urbis
GPO Box 5278
SYDNEY NSW 2000

Call: 1800 244 863

Email: starcity@urbis.com.au

Your comments will be used, together with various technical and planning studies, to refine the plans prior to submission to the Department of Planning in July 2008.

9

