

Social Impact Assessment – Extension of Star City Casino Ballroom

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urbis

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Urbis Social Planning and Social Research team has received ISO 20252 certification, the new international quality standard for Market and Social Research, for the provision of social policy research and evaluation, social planning, community consultation, market and communications research.

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Executive Summary

Introduction

Star City Casino engaged Urbis Social Policy to conduct a Social Impact Assessment (SIA) in relation to a Section 75W application to modify Major Project No. 08_0098 for the expansion of an existing ballroom facility into a Multi-use Entertainment Facility (MUEF).

This study assesses the potential impacts and benefits associated with the proposed development and identify possible measures to minimise any associated negative impacts.

The key objectives of the SIA are to:

- Identify any potential impacts to the surrounding community.
- Identify any potential impacts (either direct or indirect) to the environment.
- Identify potential mitigating measures to address any issues that have been identified.

Methodology

The following tasks have been undertaken as part of this study:

- A summary of the current population, socio-demographic profile for Pyrmont and Ultimo against the wider City of Sydney and Sydney Statistical Division (SD).
- Review of key background documents and relevant State and Council strategies and policy documents.
- Assessment of studies and consultant reports relating to issues such as: local employment generation, community safety, traffic and parking impacts, public transport and accessibility, cultural and population group relevance.
- Assessment of potential social impacts (positive and negative) resulting from the redevelopment and the identification of any solutions to minimise negative impacts or enhance positive outcomes.

Note that, extensive consultation activities were undertaken as part of the original Part 3A application for Star City Casino (2008) in accordance with the *Department's Major Project Community Consultation Guidelines October 2007*. Limited consultation has therefore been undertaken as part of this Section 75W modification submission.

The Proposal

In summary, the proposed modifications include:

- Expansion of the approved ballroom (capacity 1,200 seated - 1,500 standing) into a multi use entertainment facility (3,000 seated - 4,000 standing).
- Creation of a new 'pre-function' space surrounding the existing glass cone of the approved external entertainment deck on Level 03.
- The provision of associated services such as loading dock, lift and stair accesses, new substation and switch room, storage, plant room facilities and other related services.
- Additional patron access and amenity facilities to meet BCA and DDA requirements.
- Provision of service corridor between back of house areas and new plant and storage enclosure on Level 03.
- Conversion of the existing Level 17 'Astral' Bar and Dining Room into Private Gaming Areas.
- Deletion of the previously proposed glazed cladding to the existing tower buildings.

- Addition of a pergola structure over the roof terrace to the Pirrama Road infill building.
- Replacement of the existing external lift, lift overrun enclosure and roof signage to the existing hotel tower.

Anticipated Impacts and Benefits and Suggested Mitigation

The following outlines the potential benefits of the proposed development.

It is anticipated that the proposed MUEF is likely to maximise benefits for the community, as it will:

- Provide a state-of-the-art venue that provides a diverse range of social, cultural and entertainment facilities for the wider community.
- Provide increased activity on the subject site during a longer period of the day thus increasing passive surveillance and safety and security to the immediate vicinity particularly, the car park area.
- Provide a significant stimulus to the local economy, with the potential to create a range of employment opportunities for members of the local community.

The following 'impact categories' have been examined to respond to this development proposal:

- *Attractiveness and general amenity of the development:* the aesthetics and function of the design and improved amenity resulting from the development; and ensuring minimal light spillage occurs to adjacent residential premises.
- *Crowd control, security and public safety:* measures to minimise crime and ensure the safety and security of members, guests and local residents is not compromised through the incorporation of 'safer by design' principles and good operational management practice.
- *Traffic, parking and access:* vehicular traffic and vehicular circulation, car parking, pedestrian movements and special service requirements for people with limited mobility and older people.
- *Acoustics:* noise impacts on neighbouring residents stemming from the operations of the MUEF.
- *Visual impact analysis:* view impacts on neighbouring residents stemming from the proposed MUEF.
- *Liquor and gaming:* The implementation of the Casino's Responsible Service of Alcohol (RSA) principles and adherence to a plan of management.
- *Employment:* the generation of employment opportunities for the local community.
- *Environmentally Sustainability Development:* the incorporation of a range of green initiatives into the design and development of the Club.

This report discusses these issues in detail, including recommended mitigation measures which will lead to the maximisation of community benefits and minimise risks to public health, safety and wellbeing. These include:

- Consideration of future consultation with local residents, community groups and key stakeholders.
- Ensure the visual impacts of the development on neighbouring residential buildings is adequately addressed.
- Provide adequate lighting, noise minimisation devices and appropriate security and safety measures.
- Provide adequate information for patrons on access routes and emergency exits.
- Ensure the appropriate level of public transport continues to be easily accessible and available to patrons.
- Ensure traffic impacts resulting from an increase in vehicle movements within and around the site are adequately addressed.

1 Introduction

Star City Casino engaged Urbis Social Policy to conduct a Social Impact Assessment (SIA) in relation to a Section 75W application to modify Major Project No. 08_0098 for the expansion of an existing ballroom facility into a Multi-use Entertainment Facility (MUEF).

1.1 Aim of this study

An SIA is a specialist study undertaken to identify and analyse key social impacts associated with a particular development proposal. It does not investigate broad perspectives, but is focused on the particular identification and reporting of impacts associated with a specific proposal. An SIA involves a detailed and independent study to outline impacts, identify mitigation measures and recommendations in accordance with professional standards and statutory obligations.

It is an applied interdisciplinary field that has emerged from within the social sciences. It is an approach to understanding and assessing the impacts of change on individuals, families, communities and society. A definition of Social Impact Assessment (SIA) offered by Frank Vanclay in his role on the International Association for Impact Assessment stated that:

"SIA is a research and analytical process that identifies how a particular project, intervention or development impacts or changes people's way of life, their culture (shared beliefs, customs and values) or community (its cohesion, stability, character, services and facilities)."

As such the aim of this SIA is to:

- Independently assess, predict and evaluate the potential social and community impacts and benefits associated with the proposed ballroom expansion (i.e. amenity, safety and security, noise).
- Recommend measures for mitigation and enhancement in relation to the potential risks associated with the development to ensure minimal impact on the broader community.

1.2 The Proposal

Star City Casino has commenced significant works as part of their 2008/09 Part 3A application which sought to improve the service offering and overall aesthetics of the casino. This application forms part of the Section 75W Modification of the approved Part 3A application.

The proposed modifications include:

- Expansion of the approved ballroom (capacity 1,200 seated - 1,500 standing) into a multi use entertainment facility (3,000 seated - 4,000 standing).
- Creation of a new 'pre-function' space surrounding the existing glass cone of the approved external entertainment deck on Level 03.
- The provision of associated services such as loading dock, lift and stair accesses, new substation and switch room, storage, plant room facilities and other related services.
- Additional patron access and amenity facilities to meet BCA and DDA requirements.
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The proposed MUEF is designed to encompass a generous internal space and volume to enable a wide range of entertainment options from concert performances to general corporate and private banquet-style events, as currently hosted within the existing ballroom facilities.

1.3 Methodology

The following tasks have been undertaken as part of this study:

- A summary of the current population, socio-demographic profile for Pyrmont and Ultimo suburbs against the wider City of Sydney LGA and Sydney SD.
- Review of key background documents and relevant State and Council strategies and policy documents.
- Assessment of studies relating to traffic and parking impacts, visual assessment, mobility and access, acoustics.
- Assessment of potential social impacts (positive and negative) resulting from the redevelopment and the identification of any solutions to minimise negative impacts or enhance positive outcomes.

Note that, extensive consultation activities were undertaken as part of the original Part 3A application for Star City Casino (2008) in accordance with the *Department's Major Project Community Consultation Guidelines October 2007*. Limited consultation has therefore been undertaken as part of this Section 75W modification submission.

1.4 Site Location and Context

Star City Casino is located in the suburb of Pyrmont within the City of Sydney Local Government Area (LGA). The Casino is situated on an irregularly proportioned street block bounded by Edward Street, Pyrmont Street, Union Street, Pirrama Road and Jones Bay Road. The proposed ballroom expansion forms part of the current redevelopment process of the Casino under Major Project No. 08_0098.

The site accommodates the existing Star City Casino as well as a bus interchange, the Light Rail (LR) line 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 the Sydney Central Business District and is itself a significant tourist attraction. 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.

Figure 1 – The Locality



1.5 Review of 2009 Social Impact Assessment

In 2008/09, Urbis prepared an SIA for Sydney Harbour Casino Properties Pty Ltd which assessed the potential social impacts of the proposed development of the Star City Casino complex in Pyrmont (Project Star) and made recommendations about mitigating and enhancing the impacts on the local community and broader Sydney. The Part 3A application sought 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.

The major areas of consideration in relation to social impacts were as follows:

- crime and safety
- traffic management and pedestrian safety and access
- competition and construction impact on commercial and retail business
- responsible environmental management
- local residential amenity
- provision of adequate support services for problem gamblers and drug and alcohol abuse.

Extensive community and key stakeholder consultation was undertaken at the time of the Part 3A application in accordance with the *Department's Major Project Community Consultation Guidelines October 2007*.

2 Review of Relevant Policy and Planning Documents

The purpose of this section of the report is to identify social planning policies and documents relevant to the proposed expansion of the ballroom and to provide insight into the broader socio-economic and planning environment of the City of Sydney LGA.

2.1 City of Sydney Council strategies and planning controls

2.1.1 Social Impact Assessment in the City of Sydney

The City of Sydney Development Control Plan (DCP) details the social planning design criteria (referred to in *South Sydney DCP 1997: Urban Design*)¹ that must be adhered to for developments where the City of Sydney is the consent authority. The City of Sydney has a responsibility under the Local Government Act to conduct social planning in a way that ensures appropriate facilities and services are provided for the current and future needs of the community. Similarly, Section 79C of the Environmental Planning and Assessment Act requires Council to consider the social and economic impacts of a development in the locality and the public interest. While the City of Sydney has not produced any guidelines for conducting a social impact assessment, a social impact assessment is required for development proposals where there is likely to be a potential impact on the well being of the community. The aims of the social impact assessment are outlined in the South Sydney DCP 1997 Part D: *Social Planning Design Criteria* and those which are of relevance to the ballroom expansion include:

- accessibility
- cultural issues
- economic issues
- security
- cumulative impacts and trade-offs.

2.1.2 Sustainable Sydney 2030 – City of Sydney Strategic Plan

Sustainable Sydney 2030 has an ultimate vision, to make Sydney a green, global and connected city. The Plan's vision is to make the City of Sydney more economically sound, liveable, accessible and inclusive. The vision sets new parameters for the way Council delivers and facilitates services, development and public domain improvements as well as giving direction on renewal and transforming projects that drive enterprise, cultural excellence and social cohesion.

This Plan outlines and addresses the following strategic directions as relevant to the proposal:

- *A Lively, Engaging City Centre* – Stronger City Centre economy and tourism through cluster development as well as creating a more diverse and mature night time culture.
- *A Cultural and Creative City* – a cultural ribbon from Darling Harbour to Bennelong Point and Macquarie Street. Providing increased opportunities for cultural participation, vitality and public engagement.

2.1.3 Connecting People, Building Communities Social Plan 2006-2010

The City of Sydney's *Connecting People, Building Communities: Social Plan 2006-2010* provides a clear context for the consideration of the social benefits contributed by Star City. It sets out guiding social principles and identifies the primary opportunities and needs within local communities. It also

¹ The City of Sydney currently operates under four different sets of planning controls due to the amalgamation and boundary changes that took place in 2003/04. This includes the DCPs and LEPs from Central Sydney, South Sydney and Leichhardt.

outlines how the Council will respond to issues in partnership with other levels of government, community organisations, residents, workers and visitors.

This Plan demonstrates that the rapidly changing and growing population of the City is bringing associated issues with it including:

- crime and safety
- homelessness
- affordable housing
- accessing adequate and quality community facilities.

The Plan seeks to support local communities and encourages the development of community facilities as joint ventures with key stakeholders. The Social Plan seeks to ensure that affordable and accessible community facilities are provided across the City at a local level, thereby enhancing the feeling of local villages with distinctive characteristics.

The Plan also focuses on identifying and responding to the needs of key community groups within the City including: children, young people, older people, women, Aboriginal people, people from culturally and linguistically diverse backgrounds, people with a disability and gay, lesbian and transgender people.

Action Plans within the Social Plan set out a range of services and facilities that are to be provided over the four year period to address priority needs within the target community groups and the wider City community.

2.1.4 Safe City Strategy 2007-2012

The *Safe City Strategy 2007-2012* provides an overarching framework to guide the City of Sydney and its partners in dealing with crime and safety issues affecting the LGA. The City of Sydney has a higher than average incidence of crime due to its transient population and its daily workforce and visitors are not taken into account in official crime data.

The key objectives of the Strategy are to:

1. Reduce crime and anti-social behaviour
2. Tackle complex crime and safety issues in areas of public housing
3. Improve the look and feel of our built environment
4. Deliver primary prevention and early intervention initiatives
5. Target risk factors associated with offending behaviours
6. Strengthen communities and increase opportunities for people to engage in legitimate activities
7. Advocate to higher levels of Government for more resources aimed at crime prevention.

Objective 3 - *improve the look and feel of our built environment*, forms the basis for any consideration of the safety and social impacts associated with the boardroom expansion. In particular, good urban design, ongoing CPTED Protocol Referral with NSW Police, extending the CCTV Street Safety Camera Network, initiating community safety audits, rapid graffiti removal, delivering high quality cleansing services, improved street lighting and the reactivation of laneways and public parks are principal facets to achieving a safer city.

The ballroom expansion will need to consider the Crime Prevention Through Environmental Design (CPTED) protocol and lighting (detailed in the Exterior Lighting Strategy) for pedestrian safety and the introduction of closed circuit video surveillance.

The City's approach to urban design is based on the principles of CPTED which provide guidelines for Council both when planning its own developments and when considering private development

applications. A key component of the guidelines is the notification of relevant development applications to NSW Police Local Area Commands in the Council area. In this way Police can provide comment on the development from a crime prevention perspective prior to the application being considered by Council.

Similarly, street lighting is an integral part of enhancing feelings of safety and attracting people to a site thus promoting an overall safer environment through natural surveillance and reducing feelings of fear.

Refer to the *Urbis 2010 Crime Prevention Through Environmental Design (CPTED)* assessment which forms part of the application for further details.

2.1.5 2007 Local Action Plan – City West

The City of Sydney's Strategic Plan 2006-2009 set out an agenda for the long term direction of the City, and was structured around seven focus areas encompassing Council activities and responsibilities:

1. Quality urban environment – Improving residential amenity and sustainable growth
2. City economy – Contributing to prosperity at a local and global level
3. Environmental leadership – Working towards long term sustainability
4. Community and social equity – Surrounding diversity, character and vitality
5. Transport and accessibility – Improving public transport, parking and traffic
6. Improved public domain and facilities – Providing quality streetscapes and parks
7. Leadership and governance – Providing open, accountable, inclusive and transparent governance

The plans and goals from the Strategic Plan were taken to a local level through Local Actions Plans. The Local Action Plan for the City West zone, covering Ultimo and Pyrmont, was developed following extensive community consultation to identify the hopes, ideals and needs of local residents and businesses. As a result, Council have developed a framework for implementing the actions that reflect the community's values and aspirations.

The qualities valued by the Pyrmont and Ultimo community included:

- proximity to the city
- closeness to the harbour
- variety of housing
- community atmosphere
- trees and parks.

The following is a brief summary of Council's Action Plan for Pyrmont and Ultimo in addressing some of the requests made by the community. We have identified those actions that are of significant relevance to the current proposal in terms of potential social impacts including safety, traffic and pedestrian access and lighting.

Table 1 – Local Action Plan – City West

Community Request	Action	Timing	Comment
Improving the lighting of footpaths to encourage safe pedestrian activity	• Develop implementation plan for Council's Exterior Lighting Strategy	• Short-medium term • Underway	• A new "green street light project" is soon to be trialled in the Glebe area to improve lighting levels and higher environmental standards. The trial will be monitored and

Community Request	Action	Timing	Comment
			considered for future use in Ultimo and Pyrmont.
A neighbourhood-wide safety plan and program	Pursue elements of Pyrmont Infrastructure Review on safe design.	- Short term - Underway	Council will work with the local community to identify critical issues and implement a range of strategies for improving community safety.
Improving amenity, safety and security for Pyrmont and Ultimo's neighbourhood street parks	- Undertake cyclic safety audits to identify community safety issues such as lighting, visual obstructions, traffic hazards and access. All issues identified are to be addressed through existing programs and services. - Public safety design principles are to be applied in public domain upgrades. - Implement Council's revised alcohol free zone policy adopted in 2006. - Develop implementation plan for Council's Exterior Lighting Strategy adopted in 2005.	Short, medium and long term	- The City will continue to consult the community and the police to identify "hot spots" for improved safety. - Star City will cooperate with the Council on any safety initiatives.
Improving the relationship with Star City Casino and its impacts on the local area	Develop partnership approach and advocate for changes to improve community interface	Short term	- Star City already has a good relationship with local community and business groups. - Council to form an advisory group to investigate issues and remedies. Community groups to be represented along with Star City management.
Look at traffic calming, traffic speeds, truck routes, cycle links and pedestrian links, public transport and light rail planning for the area	Implement relevant projects from the Pyrmont Infrastructure Review as resolved by Council	Medium term	- In November 2005 Council resolved to implement a number of the recommended projects in the Infrastructure Review as part of the Local Action Plan and other relevant programs. - Council will consider the planning needs of Pyrmont and Ultimo as part of the City-wide Cycle Strategy and Integrated Transport Strategy now underway.
Review the Casino's parking controls to improve residential amenity	Increase parking enforcement on busy nights at the <u>Casino</u>	Short to medium term	- Council will ensure Star City management adhere to parking controls and consider resident parking scheme. - Enforcement blitzes are carried out on Friday and Saturday night between 9.00pm and 5.00am in entertainment precincts. - Star City encourages patrons and staff to use designated car parks in the area – including

Community Request	Action	Timing	Comment
			Harbourside car park – rather than using local streets
Re-introduce the 888 bus to Star City to take pressure off regular bus services	• Advocate for improved State Transit Authority bus services	• Short to medium term	• Community transport services are also under review Supported by Star City.

2.2 Implications of Policy and Planning Documents

The ballroom expansion contributes to the overarching objectives identified in the City of Sydney's strategic, social and safety plans as well as the vision for the local area. However, it is important that the proposal consider the following key themes in the final planning and design phase of the MUEF.

- Accessibility
 - Provides equitable access between the proposed MUEF and the Casino (e.g. through public transport) and the Sydney CBD.
 - Considers the functional mobility, sensory and intellectual needs of the community.
 - Place emphasis on the proposed expansion of the ballroom into a MUEF as becoming part of the wider community through appropriate design, accessibility and cultural and social options.
- Amenity and safety
 - Ensure that the amenity and safety of the local area is not compromised as a result of the proposal.
 - Provide adequate security measures to ensure community and patron safety on and off-premises.
- Connecting people and building communities
 - Ensure that the MUEF provides opportunity to bring together the local and wider community to participate in, access and enjoy the services and events offered.
- Employment opportunities
 - Provide employment opportunities for the local Pyrmont and Ultimo community during construction and at the completion of the expansion.
- Enhancing community infrastructure and the vibrancy of the area
 - The proposed state-of-the-art MUEF will provide additional cultural, social and economic benefits to the local community, City of Sydney and the state of New South Wales.

3 Community Profile

This section provides a brief summary of the key social and demographic characteristics of Pyrmont and the neighbouring suburb of Ultimo against the City of Sydney LGA and the Sydney metropolitan area as a whole. Data has been derived from the 2006 ABS Census and the City of Sydney Community Profile and Forecast ID data.

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:

- the population density is 10 times denser 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 couple families 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
- there are a higher than average number of residents work casually in the hospitality industry
- approximately one third of residents who walk to work
- there are a higher than average proportion of single young men (aged 25-34 years).

3.1 Demographic Profile

3.1.1 Population and Age

There is a total of 17,467 persons residing in the Harris Street area². The population is forecast to grow by approximately 6.1% to 18,527 persons by 2021.

Table 2 – Age Distribution Pyrmont, Ultimo and Sydney CBD, Census 2006

Age Distribution	Pyrmont	Ultimo	Ultimo/Pyrmont Combined	City of Sydney LGA	Sydney metropolitan area
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%

² The Harris Street small area is bounded by the shore of Johnstons Bay and Darling Harbour in the north, Murray Street, the Metro Light Rail line, and the former Darling Harbour goods railway in the east, George Street and Broadway in the south and Wattle Street and the shore of Blackwattle Bay in the west. This small area includes the suburb of Pyrmont and part of the suburb of Ultimo. id 2010 for City of Sydney

Age Distribution	Pymont	Ultimo	Ultimo/Pymont Combined	City of Sydney LGA	Sydney metropolitan area
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%

- The proportion of children aged 0-19 living in the Pymont, Ultimo and Sydney CBD areas is less than that of 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%.
- There is a higher than average number of men (51%) aged 25-34 years who are classified as never married.
- 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%.
- Ultimo residents have a higher proportion of residents in the 20-29 age range than Pymont or the City of Sydney LGA with 45.1% in this age group.

3.1.2 Birth Place and Language

At the time of the 2006 Census, 33.6% of Pymont suburb residents and 40.5% of City of Sydney LGA residents stated they were born in Australia. The other most common responses were England (4.8%), China (4.5%) and New Zealand (2.8%) for Pymont suburb, and England (4.2%), China (3.5%) and New Zealand (3.0%) across the LGA. Comparatively, 60.4% of residents within the Sydney SD stated they were born in Australia with other common responses being England (3.5%), China (2.6%) and New Zealand (2.0%).

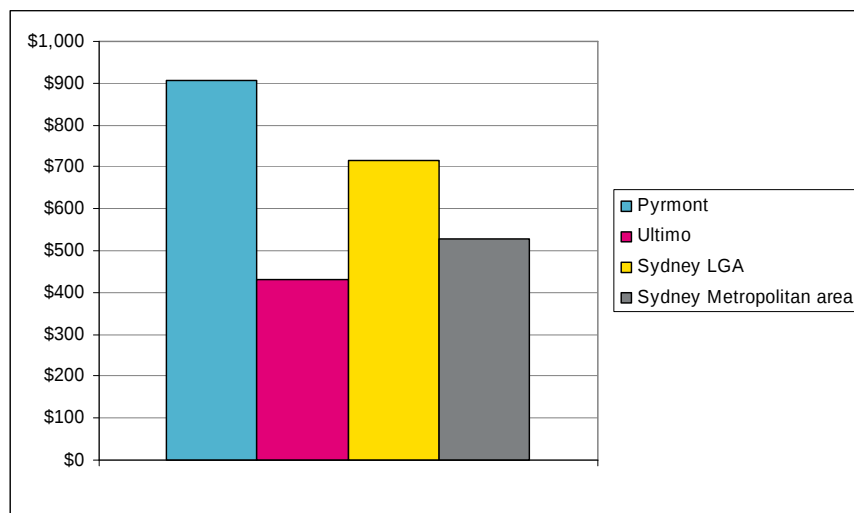
Approximately 45.7% of persons usually resident in the Pymont suburb speak English at home compared to 51.9% and 64.0% for City of Sydney LGA and Sydney SD respectively. The most common languages spoken at home other than English across the City of Sydney LGA include Mandarin (3.7%), Cantonese (3.3%) and Indonesian (1.7%).

3.1.3 Income and Employment

Median individual weekly income for Pymont residents is significantly higher at \$905 per week than the City of 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), City of Sydney LGA (\$1,204) or the Sydney average area (\$1,176).

Figure 2 – Average income levels



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

- The rate of unemployment in Pyrmont is low at 4.0% compared to 9.3% in Ultimo and 5.3% across the City of 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.

3.1.4 Socio-Economic Indexes for Areas (SEIFA)

SEIFA are a set of measures that summaries different aspects of socio-economic conditions in an area. There are four measures showing how relatively 'disadvantaged' an area is compared with other areas in Australia. In 2006, they were:

1. *Index of Relative Socio-economic Disadvantage (IRSD)*: The IRSD summarises social and economic resource information about households and people within an area. A high score indicates greater advantage (e.g. many households with a high income, many people in higher skilled occupations). The City of Sydney has an IRSD score of 10 indicating a more advantaged situation.
2. *Index of Relative Socio-economic Advantage and Disadvantage (IRSAD)*: The IRSAD is a general socio-economic index created using measures of relative disadvantage, as well as measures of relative advantage. A high score indicates relative greater advantage and advantage in general. E.g. an area could have a high score if there are:
 - many households with high incomes, or many people in skilled occupations; and
 - few households with low incomes, or few people in unskilled occupations.
 The City of Sydney has an IRSAD score of 9 indicating a more advantaged situation.
3. *Index of Economic Resources (IER)*: The IER reflects the economic resources of households within an area. A high score indicates a relative ease of access to economic resources in general. E.g. an area may have a low score if there are:
 - many households with low income, or many households paying low rent; and
 - few households with high income, or few owned homes.

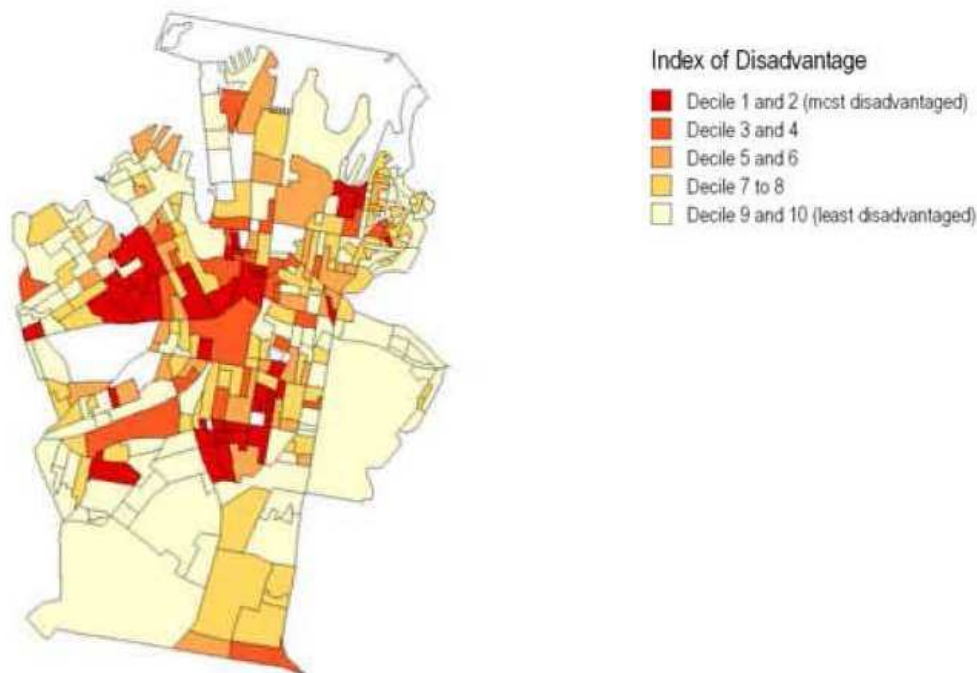
The City of Sydney has an IER score of 5 indicating that it is neither relative advantaged nor disadvantaged.

4. *Index of Education and Occupation (IEO)*: The IEO reflects the general level of education and occupation-related skills of people within an area. This index does not include any income measures. A high score indicates relatively higher education and occupation status of people in the area in general. E.g. an area could have a high score if there are:

- many people with many qualifications, or employed or in highly skilled occupations; and
- few people with a low level of qualifications or in low skilled occupations.

The City of Sydney has an IEO score of 10 indicating a more advantaged situation.

Figure 3 – Index of Disadvantage



Source: NSW Office of Liquor, Gaming and Racing, 2009, *Social Profile Report – City of Sydney LGA*, NSW Department of the Arts, Sport and Recreation, February

As can be seen in Figure 3, the area of surrounding the site has a higher SEIFA score of 9 or 10. According to the City of Sydney Community Profile³ the Pyrmont area has a SEIFA score of 1068.0, meaning it is relatively advantaged and the Ultimo area has a score of 980.6, meaning it is relatively disadvantaged. The City of Sydney LGA has a SEIFA score of 1026.9.

3.1.5 Housing and Housing Tenure

- Housing types display consistent patterns over the Pyrmont and Ultimo areas and the City of 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.

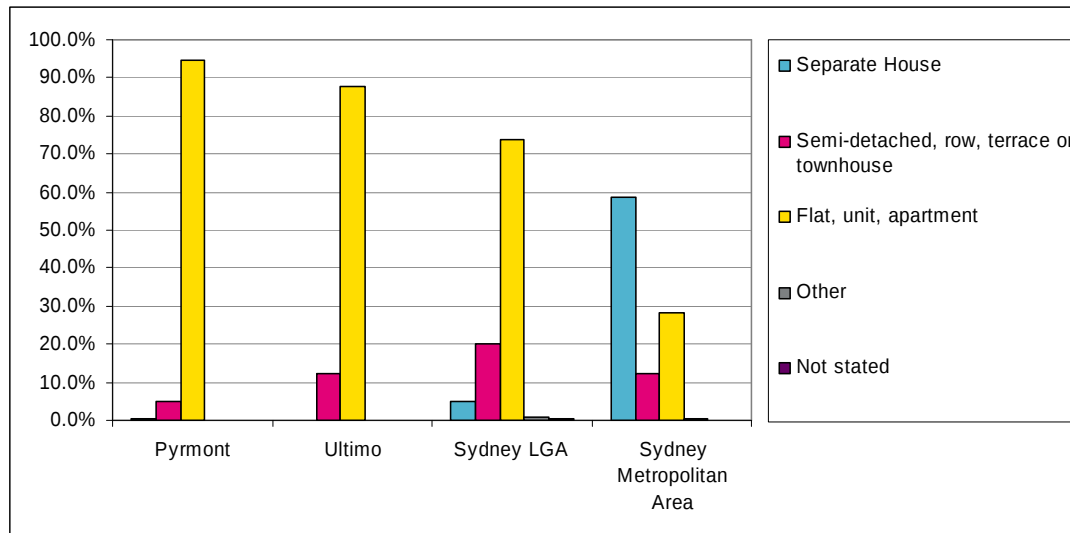
In Pyrmont, the majority of rented dwellings (72%) are rented through real estate agents while public housing comprises 8.4% of rented dwellings (or approximately 213 homes). When compared to the proportion of public housing in the City of Sydney LGA and the wider Sydney region, the proportion of

³ .id Consulting Pty Ltd for City of Sydney Council, 2010, *Community Profile – SEIFA by Small Areas*, City of Sydney Council, at <<http://profile.id.com.au/Default.aspx?id=148&pg=244&gid=10&type=enum>>

public housing in Pyrmont is relatively low (ie 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 4 – Housing characteristics



3.1.6 Tourism and Population Movement

An important fact to note is that the City of Sydney has high number of people coming into the area for work, entertainment and tourism. According to the 2006 ABS Census statistics, the City of Sydney had a total of 13,466 overseas visitors (7.5% of total enumerated population) at the time of Census. This is a significantly higher proportion than NSW (0.9% of total enumerated population).

The City of Sydney also experienced a slightly higher proportion of residents away from home at the time of the Census (4.5%) compared to NSW (4.2%).

3.1.7 Key Characteristics of the Pyrmont Community

- 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 constitute 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 people living in the wider Sydney area.

4 Assessment of Social Benefits and Impacts and Suggested Mitigation Responses

This section provides an analysis of the potential social benefits and impacts of the ballroom expansion to create a MUEF. The proposal is based on the research into existing local issues, the community profiling exercise and, according to industry practice, on consultation activities.

As indicated above, extensive consultation activities were undertaken as part of the original Part 3A application for Star City Casino (2008) in accordance with the *Department's Major Project Community Consultation Guidelines October 2007*. Limited consultation has therefore been undertaken as part of this Section 75W modification submission.

Stakeholder consultation will further inform current issues in the locality and the benefits and potential impacts of the ballroom expansion.

The following targeted stakeholders have been identified:

- Consultation with City of Sydney Council staff on potential impacts (positive and negative) associated with the expansion (initial consultation has occurred).
- Consultation with City Central Local Area Command regarding the safety of the site and issues related to licensed and gaming premises (no consultation has occurred).
- Consultation with key local community groups to understand potential issues, benefits and opportunities for defined stakeholder groups (no consultation has occurred).

4.1 Assessment of Social Impacts and Benefits

In assessing the social consequences of the proposal, it is necessary to identify the impact categories and possible measures of effect. It is then important to predict and evaluate the magnitude and extent of these likely 'effects' and 'impacts' on the human environment.

- *Effects*: The effects describe the changes expected to be generated – positive and negative – or likely changed conditions to the existing physical, natural, social or economic environments that affect the human environment.
- *Impacts*: The impacts evaluate the desirability of the changed physical, natural, social or economic conditions and the extent and magnitude of the effects on the human environment taking into account any mitigating actions and monitoring activities.
- *Impact categories provide a framework for the assessment*. They identify key building blocks of community that are sensitive to change through development. While these categories may not cover all areas of concern facing communities, they allowed for the key issues and benefits identified through the community consultation process and social planning assessment to be communicated. The following 'impact categories' have been examined to respond to this proposal:
 - Venue function and design
 - Access
 - Crowd control, security and public safety
 - Traffic and parking
 - Amenity
 - Visual impact analysis
 - Acoustics
 - Liquor and gaming

– Environmentally Sustainability Development

The following summary of anticipated impacts associated with the expansion of the existing ballroom to create a MUEF includes research into local issues, outcomes from key related expert reports, outcomes of discussion with the City of Sydney and the application of key social planning principles. These impacts may be further informed by additional consultation with identified stakeholders at a future time.

4.1.1 Venue function and design

The proposed expansion to the ballroom is considered to have the potential to make a positive impact on the local community. The design will consider the approved form and function of the redeveloped Casino, external entertainment deck, pre-function area and surrounding built environment.

Morris-Goding Accessibility Consulting (MGAC) provided an access report on the proposed MUEF with appropriate recommendations. The recommendations include:

- Compliance with the appropriate Australian Standards and City of Sydney DCPs
- The formation of an emergency management plan
- Ensuring that adequate indicators are implemented for people with sensory disabilities
- Ensuring all emergency systems installed include audible and visual warnings
- Ensure the appropriate safety measures are implemented
- Appropriate signage for patrons
- Appropriate accessibility to amenities.

The proposed venue will provide the local and broader Sydney community with the opportunity to hold and attend a range of events.

The following outlines a number of broader social and cultural benefits that the proposed MUEF may provide:

- An increased number of employment opportunities in the local area. As detailed earlier, the rate of unemployment for the suburb of Ultimo is 9.3% which is significantly higher than that of the Sydney average of 5.3%. The ballroom expansion provides an opportunity for local residents and the community to seek employment.
- The opportunity for a creative arts and cultural venue for the City of Sydney. The expansion will provide Sydney with a state-of-the-art MUEF that holds a total capacity of 4,000 people. A venue of this particular size does not currently exist within Sydney CBD. Sydney has a number of smaller concert halls, music theatres and entertainment venues that hold between 500 and 2,000 persons. The next largest similar venue is the Sydney Entertainment Centre (approximately 12,000 people) and then Acer Arena, Homebush (approximately 20,000 people).
- The proposed expansion will provide a venue suitable for catering to a diverse number of events and performances including seminars, conferences, concerts and other live shows that are currently unable to be held in the smaller or larger venues of Sydney. The introduction of a venue such as this may increase the number of local and international events, performances, concerts that the city can host and in turn provide opportunities for tourism and economic benefits.

4.1.2 Crowd control, security and public safety

The layout of the proposed venue provides opportunities for passive surveillance within the lobby and main auditorium. Clear signage for pathways, disabled access, location of emergency exits and bathrooms is essential for crowd control and safety of patrons.

It is proposed that the MUEF will increase from an approved 2,400 seated (approved Ballroom: 1,200 and existing Sports Book: 1,200) and 2,700 standing capacity venue to a 3,000 seated and 4,000 standing capacity venue.

Consideration must be given to the movement of people entering and leaving the venue. Council also expressed concern about the potential for significant movements of large numbers of patrons leaving the facility together on conclusion of an event. Following discussion, it was concluded that, as the site is permeable and there are sufficient egress points, this is less likely to be a concern at the proposed venue than it is for other major facilities, such as the Opera House. It is unlikely that all patrons will leave the MUEF and Casino at the same time. It is envisaged that crowds would be filtered through the Casino's gaming, bar, restaurant and retail floors.

It was suggested that Crowd control will be vital to the safety of patrons as well as the safety and amenity of the surrounding neighbourhood. The Access Review undertaken by MGAC provides a number of recommendations with regard to crowd control and public safety. This may be further informed by the Casino's Security/Plan of Management and Crown Control Policy when available. Please also refer to the MGAC report for the standard compliance and recommended access provisions for the proposed MUEF.

4.1.3 Traffic, transport and parking

Traffic Management

There are a number of potential traffic impacts associated with the proposed expansion of the current ballroom. The matter likely to generate primary concern is the potential increase in traffic resulting from the more intensive use of the ballroom due to an increase in capacity. It is important to understand the potential of 4,000 people accessing the car park and public transport nodes simultaneously.

The current car park holds a total of 2,500 vehicles with an extra 500 car parking spaces currently being built under the approved hotel. Further detail on the impact of traffic on surrounding road networks is contained in the Traffic Report prepared by ARUP. The traffic study undertaken by ARUP identifies that the proposed MUEF will increase traffic and parking generation, but within the capacity of the existing and proposed traffic and parking facilities. Furthermore, recommended works and measures will improve the overall performance of the multi-modal transport system.

Public Transport Access

The proposed expansion has the potential to generate additional demand for public transport services through increasing numbers of people accessing the Casino site at specific times. Consideration must also be given to the access for patrons to public transport when leaving the Casino, in particular after an event at the proposed venue. Star City Casino is highly accessible by bus, ferry and Light Rail. Site specific transport arrangements make the site easily accessible from all areas of Sydney. The Light Rail service from Central to the Casino runs 24 hours a day.

The following provides an overview of public transport options available to the general public to access the Casino.

- STA Buses

The State Transit bus route 443 regularly departs Star City for Circular Quay stopping in Pyrmont, George Street and the QVB. On weekdays, the service runs every 15-20 minutes during off-peak times and every 10 minutes during peak times. On weekends and public holidays the service runs every 20-30 minutes. The timetable for evening services can be seen below. The 443 bus route evening timetable is located at Appendix A.

- Star Express

Star Express is the Star City chauffeured coach service which operates nine services across Sydney:

- Carlingford – Chatswood (Star 11)
- Riverwood (Star 22)
- Bankstown (Star 33)
- Strathfield (Star 38)

- Parramatta (Star 55)
- Hurstville (Star 66)
- Maroubra (Star 83)
- Bonnyrigg/Liverpool (Star 98)
- Cabramatta – Fairfield (Star 99)
- Central – Chinatown (Star 88)

The service operates seven days a week, commencing at 9:00am, with the last Star City departure at 11:50pm. Seats are reserved using a toll-free number and the return trip costs \$10. Group bookings of ten or more are available outside of scheduled times.

- Metro Light Rail

The Metro departs from Central via Darling Harbour to Star City every 10-15 minutes during the day and every 30 minutes overnight. The Central – Star City – Central route runs 24 hours a day. The Central – Lilyfield – Central route last service departs Central to Lilyfield at 11:00pm weeknights and 12:10pm Friday and Saturday nights.

- Monorail

The Sydney Monorail links Chinatown, Darling Harbour and Sydney City. It operates 364 days a year between 7:00am and 10:00pm Monday to Saturday and 8:00am to 10:00pm on Sunday. The Monorail runs approximately every five minutes and links with the Metro light rail.

- Ferry Services

Ferry services operate seven days a week from Circular Quay and stop at Pyrmont Bay Wharf a few minutes walk from the casino. During the day ferries operate every 20-50 minutes. In the evening the ferry leaves Pyrmont Bay Wharf at 8:30pm, 9:30pm with the last service to Circular Quay at 10:30pm.

4.1.4 Visual impact analysis

The footprint of the building has reverted to the original Part 3A approval line to address the potential issues of view loss. This issue was discussed at the meeting with the City of Sydney, following which the elliptical design of the structure was amended to a rectilinear form, which has resulted in improving the view corridors.

G M Urban Design and Architecture (GMUDA) has provided a visual impact assessment on the proposed MUEF with appropriate recommendations. The visual assessment considers the potential impact of the proposed MUEF from distant, middle views and immediate and private amenity views within the surrounding context. The report states that there will be a medium to high view impact on the private views currently enjoyed by existing resident apartment balconies and living areas at 2 Jones Bay Road, Pyrmont.

Further, we note that the Draft Sydney LEP 2010 includes an increased height control allowing 28 metres (maximum) across the whole site. This is evidence of the City of Sydney Council's future intentions to increase the height controls for the site and immediate area.

Good practice indicates that consultation is appropriate with those residents affected by the proposed MUEF development. It is desirable to fully understand these impacts and document any concerns from affected residents and key stakeholders. Potential issues associated with the proposed lighting treatment should also be considered.

Further detail on visual impact on the surrounding environment and the recommended provisions and actions to be undertaken are contained in the GMUDA Report.

4.1.5 Acoustics

Noise emanating from the proposed MUEF and associated noise from patrons arriving/leaving such venues must be carefully considered. Theatre and entertainment within the venue itself, as well as

noise associated with patrons walking through the surrounding area to their vehicles or public transport late at night can have a significant impact on the amenity of nearby residential development.

Examples of proposed measures to limit potential negative noise impacts include:

- Incorporating noise attenuation measures such as sound proofing walls
- Double glazing windows
- Installing music limiting devices.

The proposed MUEF will also provide a further barrier (for neighbouring buildings) to any noise generated from the external entertainment deck that is already approved. The external entertainment deck holds a capacity of 1,000 people. It is proposed that at 12 midnight this area will be limited to a total of 600 people. Potential noise impacts may also be generated through an increase in traffic movement along local streets.

AECOM has undertaken an Acoustic Report and provide the appropriate measures and provisions to be implemented and undertaken with regard to the reduction of construction and operational noise as well as vibration. Refer to the AECOM Acoustic Report for further details.

4.1.6 Liquor and gaming

The implementation of the Casino's Responsible Service of Alcohol (RSA) principles and adherence to a plan of management will be integral to the responsible and safe operations of the proposed MUEF. It is noted that there will be access to the MUEF without the need to pass through any liquor or gaming area.

4.1.7 Environmentally sustainable development

The ESD initiatives and targets have been outlined and recommended by Cundall within the ESD report. Key strategies to be developed for improving the buildings environmental performance have been listed. These include:

- Energy consumption reduction by optimising the building fabric, façade and HVAC(Heating Ventilation Air Conditioning) systems
- Encouraging responsible energy management and waste management practices
- Minimising Greenhouse gas emissions
- Avoiding the use of ozone depleting substances
- Minimising mains potable water consumption and harvesting rainwater for non-potable applications such as toilet flushing
- Provision of a high quality of indoor environmental quality for guests, a thermally comfortable environment with good air quality and low levels of indoor pollutants
- Environmentally responsible material selection.

ESD targets and initiatives have also been listed. Refer to the Cundall ESD Report for further detail.

5 Concluding Remarks

This Social Impact Assessment has presented an analysis of the range of potential social impacts that may occur as a result of the proposed MUEF development. Others may be identified through additional consultations, if required.

It is anticipated that the proposed MUEF is likely to maximise benefits for the community, as it will:

- Provide a state-of-the-art venue that provides a diverse range of social, cultural and entertainment facilities for the wider community.
- Provide increased activity on the subject site during a longer period of the day thus increasing passive surveillance and safety and security to the immediate vicinity, particularly the car park area.
- Provide a significant stimulus to the local economy, with the potential to create a range of employment opportunities for members of the local community.

In seeking to maximise the positive benefits and minimise negative impacts, the following mitigation measures are suggested for the MUEF design and management.

- Consideration of future consultation with local residents, community groups and key stakeholders.
- Ensure the visual impacts of the development on neighbouring residential buildings is adequately addressed.
- Provide adequate lighting, noise minimisation devices and appropriate security and safety measures.
- Provide adequate information for patrons on access routes and emergency exits.
- Ensure the appropriate level of public transport continues to be easily accessible and available to patrons.
- Ensure traffic impacts resulting from an increase in vehicle movements within and around the site are adequately addressed.

Overall, we believe that the proposed redevelopment of the MUEF at Star City Casino will have limited social impacts on the immediate, local or wider community. Ultimately, it is considered that the proposed development has the potential to bring significant benefits to the community subject to further consultation, good management, lawful practice and the licensee's attention to the duty of care. Star City Casino is a social, cultural and entertainment precinct for local residents, regional and interstate visitors. The proposed MUEF development seeks to provide an improved function and theatre space within a revitalised Star City complex.

While extensive consultation was undertaken in accordance with the *Department's Major Project Community Consultation Guidelines October 2007* as part of the original Part 3A application for Star City Casino (2008), we believe further consultation would be desirable and would assist in implementing the recommendations included in this report.

Appendix A Star City Casino – Circular Quay Evening Bus Route

Table 3 – STA Route 443 Evening Timetable

Day	Pymont Star City Casino	Pymont Harris and Allen Streets	City King and George Streets	City – Circular Quay Bridge Street
Friday PM	8:01	8:07	8:13	8:19
	8:21	8:27	8:33	8:39
	8:41	8:47	8:53	8:59
	9:01	9:07	9:13	9:19
	9:21	9:27	9:33	9:39
	9:41	9:47	9:53	9:59
	10:01	10:07	10:13	10:19
	10:21	10:27	10:33	10:39
	10:41	10:47	10:53	10:59
	11:06	11:12	11:18	11:24
	11:36	11:42	11:48	11:54
Friday AM	12:06	12:12	12:18	12:21
	12:36	12:42	12:48	12:51
Saturday PM	8:01	8:07	8:13	8:19
	8:21	8:27	8:33	8:39
	8:41	8:47	8:53	8:58
	9:01	9:07	9:13	9:18
	9:21	9:27	9:33	9:38
	9:41	9:47	9:53	9:58
	10:01	10:07	10:13	10:18
	10:21	10:27	10:33	10:38
	10:41	10:47	10:53	10:58
	11:01	11:07	11:13	11:18
	11:21	11:27	11:33	11:38
	11:41	11:47	11:53	11:58
Saturday AM	12:01	12:07	12:13	12:16
	12:36	12:42	12:48	12:51
Sunday and Public Holidays PM	8:01	8:07	8:13	8:16
	8:21	8:27	8:33	8:36
	8:41	8:47	8:53	8:56
	9:01	9:07	9:13	9:16
	9:21	9:27	9:33	9:36
	9:41	9:47	9:53	9:56
	10:01	10:07	10:13	10:16
	10:21	10:27	10:33	10:36
	10:41	10:47	10:53	10:56
	11:01	11:07	11:13	11:16
	11:21	11:27	11:33	11:36
	11:41	11:47	11:53	11:56
Sunday and Public Holidays AM	12:01	12:07	12:13	12:16
	12:36	12:42	12:48	12:51

Source: http://www.sydneybuses.info/uploads/File/pdfs/regular_timetables/443_448tt.pdf

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