



12182
14 December 2012

Mr Sam Haddad
Director General
Department of Planning and Infrastructure
23-33 Bridge Street
SYDNEY NSW 2000

Attention: Karen Jones – Director, Metropolitan & Regional Projects South

Dear Mr Haddad

**SYDNEY INTERNATIONAL CONVENTION, EXHIBITION AND ENTERTAINMENT PRECINCT
(SSD 5030-2011) DIRECTOR-GENERAL'S REQUIREMENTS**

We are writing on behalf of Destination Sydney, the consortium comprising Lend Lease, Capella Capital, AEG Ogden and Spotless. Destination Sydney has recently been selected as the preferred proponent to deliver the Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP).

The SICEEP Project is a State Significant Development (SSD). A request for Director-General's Requirements for the Project was made by Infrastructure NSW (INSW) in November 2011, and the Director General's Requirements (DGRs) for the preparation of an Environmental Impact Statement (EIS) for the Project were issued by the Department of Planning and Infrastructure (DP&I) on 21 December 2011 (SSD 5030-2011). A copy of the DGR's dated December 2011 is included at **Attachment A** for information.

At the time, the DGRs request made by INSW in 2011 was based on a generic scheme for the SICEEP Project and was made on the basis that a single SSD Application (SSDA) would be lodged for the whole of the Project. It was noted that it was intended that a subsequent State Significant Development Application (SSDA) would be prepared and lodged by the preferred private sector proponent for the Project, and that prior to lodgement of the SSDA the preferred proponent would need to confer and confirm with the Director General as to the veracity of the DGRs.

Since the DGRs were issued in December 2011 a number of matters have been confirmed:

- The SICEEP Project site boundary has been refined to incorporate additional land including Tumbalong Park and Darling Drive;
- Destination Sydney's Preferred Master Plan provides a refined scope of the SICEEP Project and further detail with respect to the development is now available; and
- A preferred planning approvals strategy has been developed by Destination Sydney that proposes the lodgement of separate SSDAs for key elements of the overall Project rather than a single SSDA for the whole of the Precinct.

The purpose of this letter is to identify to the Department the scope of the SICEEP Project as now proposed on the basis of Destination Sydney's Preferred Master Plan Scheme; and also to seek confirmation of the DGRs for the preparation of a number of separate SSDAs for the Project.

It is accordingly requested that DP&I issue DGRs for the following certain and known elements of the SICEEP Project and which separate SSDAs will be based around:

1. The Public Private Partnership (PPP) component of the project, comprising the convention centre, exhibition centre, theatre/entertainment facility, and associated public domain upgrade/improvements.
2. The Southern Precinct (Stage 1 DA), known as The Haymarket, comprising of a new neighbourhood and extension of the City fabric. A staged approach to the development of the southern precinct is proposed, with initially only concept plan details to be submitted and approved.
3. The Southern Precinct (Detailed DA) - student accommodation, representing the first of two proposed student housing towers.
4. The Southern Precinct (Detailed DA) – public car park.
5. The Southern Precinct (Detailed DA) – south-west mixed use podium and tower.
6. International Convention Centre (ICC) Hotels, comprising two hotels (900 hotel rooms) in one and associated public domain upgrade/improvements.

This letter should be read in conjunction with the SICEEP Request for Director-General's Requirements prepared by MG Planning Pty Ltd dated November 2011, which is considered to remain valid with respect to the background to the project and site, and scope of the preliminary environmental impact assessment that was provided at the time.

1.0 SITE AREA

Since the DGRs were issued in December 2011 the site area for the SICEEP Project has been refined, principally the area has been expanded to incorporate both Tumbalong Park and surrounding public domain areas, and Darling Drive. The revised Project site extent has been set by INSW, and the Destination Sydney Preferred Master Plan Scheme accordingly responds to this new site area.

The revised Project site area is shown on the plan included at **Attachment B**.

The revised legal description and land ownership details for the Project site are as follows:

Table 1 – Legal description and land ownership details

Legal Description	Land Ownership
Part of Lot 1 DP827982	SHFA
Lot 2 DP612907	SHFA
Lot 1 DP812344	SHFA
Part of Lot 2 DP868663	SHFA
Part of Lot 201 DP771841	SHFA
Part of Lot 205 DP771841	SHFA
Lot 1 DP 612907	SHFA
Lot 201 DP1165804	SHFA
Part of Lot 200 DP1132344	SHFA
Lot 503 DP812423	SHFA
Part of Lot 900 DP1132344	SHFA
Lot 901 DP1132344	SHFA
Part of Lot 2 DP1048307	SHFA

Legal Description	Land Ownership
Part of Lot 1010 DP1147364	SHFA
Lot 800 DP1164281	SHFA
Lot 33 DP870306	Rail Corporation New South Wales
Darling Drive road reserve	SHFA

2.0 THE SICEEP PROJECT

The Destination Sydney Preferred Master Plan remains consistent with the type and form of development envisaged and described within the original request for DGRs. There are no significant new elements of the Preferred Master Plan that were not contemplated as part of the original request for DGRs, and on which the DGRs were based.

Further detailed information in relation to the nature and scope of the Preferred Master Plan is however now available.

The Project will generally comprise two core elements: the convention, exhibition and entertainment precinct and a new southern neighbourhood and vibrant community hub ('The Haymarket'). These two core elements will be linked together via a new integrated public realm.

A detailed description of the SICEEP Project Preferred Master Plan follows. The Preferred Master Plan has been developed in collaboration with renowned international design and architecture firms OMA, Populous, HASSELL, DCM, AJ + C and PWP Landscape Architecture. A copy of the Destination Sydney Preferred Master Plan is included at **Attachment C** and reproduced at **Figure 1**.



Figure 1 – Summary of key components of Preferred Master Plan

Key aspects of the Preferred Master Plan are summarised in **Table 2** below. A more detailed description of the key components follows.

Table 2 – Summary of key components of Preferred Master Plan

Component	Details
ICC Sydney	
ICC Convention Centre	Max Roof Height: approximately RL45 - RL50 Approx. GFA: 73,000m ² Includes Grand Ballroom, plenary/convention spaces, meeting rooms, cafe
ICC Exhibition	Max Roof Height – approximately RL 40 Approx. GFA: 56,000m ² Includes Car park, exhibition halls
The Theatre (Entertainment Centre)	Max Roof Height – approximately RL 44 Approx. GFA: 57,500m ² Includes multifunctional auditorium
ICC Hotels	2 x hotel towers Max Roof Height – approximately RL 130 and RL 73 Approx. 900 rooms Includes meeting facilities and ballroom
The Haymarket	
Urbanest (Student Housing)	2 x tower buildings Max Roof Height – approximately RL 56 and RL 61 Approx. 1030 beds
Mixed Use North East Block	Residential tower (T4) above mixed use podium Max Roof Height of tower – approximately RL 105 Includes above ground car parking and podium green roof
Mixed Use South East Block	Residential tower (T3) above mixed use podium Max Roof Height of tower – approximately RL 88 Includes above ground car parking and podium green roof
Mixed Use South West Block	2 x Residential towers (T1 & T2) above mixed use podium Max Roof Height – approximately RL 70 and RL 135 Includes above ground car parking and podium green roof
North West Commercial /Office Building	Max Roof Height – approximately RL 40 Includes above ground car parking
North Mixed Use Building	Max Roof Height – approximately RL 18 Includes retail ground floor and residential
Public Realm	
Public realm	Approx. 76,500m ² Includes: the Boulevard, Tumbalong Park, The Event Deck, Haymarket Square, Harbourside Place, Tumbalong Place

2.1 ICC Sydney

The key facilities in International Convention Centre (ICC) Sydney are:

- The ICC Convention Centre Sydney;
- The ICC Exhibition Centre;
- The Theatre; and
- A hotel complex of up to 900 rooms.

ICC Convention

ICC Sydney will have dedicated 'plenary' convention spaces for 2,500, 1,000 and 750 people. The facility will include:

- adaptable 'convex' space – 2,500 sqm of space to service the next generation of conventions, where associated exhibition space is required; and
- Sydney's largest ballroom, able to accommodate 2,000 people – double the current capacity.

ICC Exhibition

The ICC Exhibition Centre will comprise over approximately 33,000 sqm of exhibition space, plus another 5,000 sqm of flexible space including pre-function and meeting space. The facility will include:

- a 20,000 sqm exhibition space on the ground level, with a 13,000 sqm exhibition space situated above it and directly linked;
- a 5,000 sqm event deck – Sydney's newest event venue, with spectacular city views. It will be used for entertainment linked to exhibitions and conventions, as an additional space for exhibitions or for special occasion parties such as New Year's Eve;
- an innovative terraced landscape will conceal the loading dock and, in turn, will allow for the expansion of public open space.

The Theatre

Sydney's first premium, red-carpet entertainment facility will provide a strong draw card for top national and international acts. A fan-shaped layout will bring audiences closer to the performers and make for a better entertainment experience. Its iconic location close to Sydney Harbour, as part of an active and vibrant precinct, will increase its appeal for both performers and concert-goers.

The innovative design will reduce the footprint of the building – allowing for an expansion of open space in the precinct. It will be situated alongside – and will be connected to – the ICC Exhibition. The new theatre will also be located alongside one of the new gateways to the precinct – Tumbalong Place.

The venue will have a seating capacity for 8,000 people. The theatre will also cater for the needs of the convention industry. The main, fan-shaped auditorium will be adaptable for use in 'mega conferences' and the building will also contain over 1,500 square metres of corporate entertainment facilities. It will also be available for sporting events, including basketball.

ICC Hotels

There will be up to 900 hotel rooms directly adjacent to the ICC Sydney, with an iconic location on Sydney Harbour. The proposal incorporates two hotels in one and will share core facilities.

Car parking

The precinct will provide 1,200 public car parking spaces for the facilities. The existing Sydney Exhibition Centre car park will be retained and an additional 400-space car park will be constructed in the Haymarket.

Retail

The facilities will also contain retail space with approximately 1,675sqm in the ICC, 460sqm in the ICC Exhibition Centre and 1,800sqm in The Theatre.

2.2 The Haymarket

The Haymarket will be a new neighbourhood and a vibrant community hub created in the southern part of the precinct, on the site of the existing Entertainment Centre – between Darling Drive and Harbour Street.

Features of The Haymarket include:

- New streets, buildings, gathering places, shops, restaurants and bars.
- Connections that join the surrounding streets and transport with new public spaces in Darling Harbour.
- Connections with Chinatown, Ultimo, the CBD and the south of the city.
- Attainable city apartment living, targeted at young professionals and students, with up to 1,360 apartments and accommodation for approximately 1,000 students.
- Extension of the cultural appeal of Chinatown and the Chinese Garden.
- A new IQ Hub.
- Public and private car parking.
- 7,000sqm retail facilities and 15,000sqm of commercial office space.

There will be a new vibrant central square, with adjacent streets and laneways. The square will be framed by trees and 'urban fringe' retail – a mix of boutiques, special-interest retail and hip cafes and restaurants. Small scale events and market activity will keep the area constantly alive.

A narrow lane will connect with Chinatown. With hawker-style food outlets and vibrant lighting, it will provide affordable and fun cuisine for students and young professionals and will extend the Chinatown cultural influence.

One end of The Boulevard, the connecting spine for the new precinct, will be located in The Haymarket. Here, there will be a retail gateway – setting the tone for people arriving from other parts of the precinct and continuing the activity and interest for those who are leaving.

The IQ Hub

An 'IQ Hub' is proposed to be developed in conjunction with the University of Technology Sydney (UTS) and other key stakeholders. The IQ Hub will encourage a diverse local economy, providing purpose built, low-cost workspaces for start-up ventures and social initiatives in creative industries. It will build on the existing knowledge base in the area, centred on the UTS and TAFE campuses.

An effective governance structure will be put in place, with a proposed board of trustees to include the local business community, and surrounding institutions including UTS, Sydney Harbour Foreshore Authority and others.

Silicon strip

The street fringe of The Haymarket is proposed as an entrepreneurial zone focusing on high tech businesses. Flexible office space and modular work environments will be provided to allow sole operators to 'plug in and play', or small groups to come together for specific projects. Software programmers, social media entrepreneurs and data specialists are among the likely tenants in this new zone.

Tech market

Continuing the high-tech theme, the Tech Market will bring together a mix of operators under one roof, with a range of services from new hardware and software, through to repairs and reference materials. Designed as an open-plan space, it will provide a virtual online experience, allowing shoppers to browse, compare and contrast different tech products.

The Cycle Hub

Safe cycle storage facilities will be located alongside support services such as repair workshops, shower and change facilities, education activities and a cyclists' café.

Neighbourhood facilities

Completing the mix for residents and workers will be a range of neighbourhood shops and services. A retail offering, including convenience store, Laundromat, newsagent and grocer will provide day-to-day essentials. A selection of health and wellbeing practitioners is also envisaged. GPs, dentists, physiotherapists and nutritionists will be among those locating to the area.

2.3 Public Realm

Public open space will be improved and expanded in The Haymarket, with better connections, a new event area and a selection of gathering and meeting places.

An additional hectare of open space will be provided, while still delivering on world-class convention, exhibition and entertainment facilities.

Tumbalong Park will be reinvigorated and expanded by 3,000 square metres, with a new adaptable event space capable of hosting up to 25,000 people.

New connections will re-integrate Darling Harbour with Pyrmont, Ultimo, and The Haymarket.

A new central spine, known as the Boulevard, will provide an active north-south pedestrian route to draw people through the new 20-hectare precinct.

New east-west public access will connect with the western side of the city, opening up links with popular attractions such as the Powerhouse Museum and Ian Thorpe Aquatic Centre. New east-west connections will be:

- Into Quarry Street, Pyrmont, from the Event Deck on the ICC Exhibition.
- The new Tumbalong Place opens onto Darling Drive and links with the Exhibition light rail stop.
- At the southern end, the new Harbourside Place open onto Darling Drive and links with the convention light rail stop.
- At the southern end of the precinct near the Powerhouse Museum.

Features include:

- A terraced landscape fronting the ICC Exhibition, which creates more public open space.
- Harbourside Place – a new meeting place on the ICC Convention forecourt and alongside Cockle Bay – retaining the popular spiral water feature. It includes a street-level entry to the precinct off Darling Drive. Situated between the ICC Convention and ICC Exhibition, it will focus attention on the spectacular city skyline in the near distance. It also provides a linear connection to the light rail stop.
- Tumbalong Place – a street-level entry, via the Exhibition light rail stop, connecting Pyrmont/Ultimo directly with Tumbalong Park. This space will also serve as a ‘red carpet’ arrival point for the Theatre.
- Chinese Garden Square – a gathering place which acknowledges the cultural influence of the gardens and takes it to a new level. This space will be transformed into a hub of activity and set the scene for people walking to the new urban village, The Haymarket.
- Haymarket Square – a new focal point, featuring a cosmopolitan mix of shops, cafes and restaurants.

The Boulevard will be the main pedestrian route between Chinatown, the University of Technology Sydney and Cockle Bay. It will make navigation easy and provide a new 1.1km north-south connection, uniting all parts of the precinct and linking Darling Harbour with the south of the city.

The Boulevard will join the different areas of activity – from Harbourside Place through to Tumbalong Park and The Haymarket. It will have distinctive retail ‘gateways’ at either end, to draw people in and maintain a strong level of activity and interest. The Boulevard will be framed by a colonnade of trees which will add to the unique character of this central spine.

3.0 PLANNING APPROVALS STRATEGY

As identified above, the DGRs issued in December 2011 were prepared on the basis at the time that only one SSDA would be lodged for the SICEEP Project.

In response to specific contractual agreements with INSW and staging requirements Destination Sydney is proposing to submit a number of separate SSDAs for key elements of the overall Project.

The first two SSDAs will comprise:

1. A detailed SSDA for the Public Private Partnership (PPP) component of the project, comprising the ICC Sydney facilities excluding the ICC Hotels ie the convention centre, exhibition centre, The Theatre, and associated public domain upgrade/improvements.
2. A Stage 1 SSDA for the Southern Mixed Use Precinct (The Haymarket), and associated public domain upgrade/improvements.

Following lodgement of the above, additional SSDAs will be submitted for:

3. The Southern Precinct (detailed DA) - student accommodation, the first tower and associated works to Darling Drive.
4. The Southern Precinct (detailed DA) – public car park.
5. The Southern Precinct (detailed DA) – south-west mixed use podium and tower.
6. International Convention Centre (ICC) Hotels (detailed DA).

A plan illustrating the respective boundaries of the land to which the SSDAs for the PPP, Southern Mixed Use Precinct (The Haymarket) and the Hotel will relate is included at **Attachment D**.

4.0 PRELIMINARY ENVIRONMENTAL IMPACT ASSESSMENT

The key potential environmental impacts identified for the SICEEP Project include:

- Land use mix and distribution
- Built form
- Design
- Public Realm
- Overshadowing
- Site Lines and Views
- Pedestrian Flows
- Traffic and Accessibility
- Heritage and Archaeology
- Flooding / Stormwater Management
- Operational and Interface Impacts to Neighbours
- Contamination

The summary of potential environmental impacts identified within the original request for DGRs is considered to remain relevant to the Destination Sydney Preferred Master Plan. The DGRs already issued are considered to represent a full and comprehensive list of matters necessary to be addressed in order to undertake a full and proper environmental assessment of the SICEEP project.

5.0 DIRECTOR GENERAL'S REQUIREMENTS

It is requested that DGRs be issued for the known and certain components of the SICEEP Project, being:

1. The Public Private Partnership (PPP) component of the project (detailed DA), comprising the convention centre, exhibition centre, theatre/entertainment facility, and associated public domain upgrade/improvements.
2. Stage 1 SSDA for the Southern Mixed Use Precinct (The Haymarket), and associated public domain upgrade/improvements.
3. The Southern Precinct (detailed DA) - student accommodation, the first tower and associated works to Darling Drive.
4. The Southern Precinct (detailed DA) – public car park.
5. The Southern Precinct (detailed DA) – south-west mixed use podium and tower.
6. International Convention Centre (ICC) Hotels (detailed DA).

To assist in confirming the DGRs, and to identify which of the DGRs is considered relevant to be addressed in each of the SSDAs proposed by Destination Sydney in accordance with its planning approvals strategy, a detailed analysis of the original DGRs issued and the matters required to be addressed has been undertaken and a 'deliverables list' generated for each application. Refer to **Table 3**. This is provided to demonstrate how it is proposed to respond to the existing DGRs in each respective SSDA and to assist DP&I in generating the DGRs for the known and certain elements of the of the SICEEP Project.

Table 3 - Summary response to DGRs

DGR Item	Deliverable	PPP SSDA (Detailed DA)	Southern Precinct SSDA (Staged 1 DA)	Hotel SSDA (Detailed DA)	Detailed Southern SSDAs (residential, student accom, and car parking)
General Requirements	EIS	✓	✓	✓	✓
Environmental Planning Instruments (EPIs) / Policies and Guidelines	Section within EIS addressing compliance with relevant EPIs /policies and guidelines	✓	✓	✓	✓
	Remediation Action Plan	✓	✓	✓	✓
	Development Specific CPTED Report	✓	✓	✓	✓
Built Form and Urban Design	Site wide Design Report ¹	✓	✓	✓	-
	Development specific Design Report	✓	✓	✓	✓
	Design Verification / SEPP 65 Statement	-	✓	-	✓
	Architectural plans	✓	✓	✓	✓
	Photomontages	✓	✓	✓	✓
	Site wide Public domain plan /landscape concept	✓	✓	✓	-
	Detailed public domain/landscape plans	✓	-	✓	✓
	Site wide walking and cycling strategy	✓	✓	✓	-
	Physical and 3D model	✓	✓	✓	✓
Ecologically Sustainable Development	Site wide Sustainability Report	✓	✓	✓	-
	Development specific ESD report	✓	-	✓	✓
Amenity	Site wide shadow diagrams prepared for equinox and winter solstice	✓	✓	✓	-
	Development specific shadow diagrams	-	-	-	✓
	Site wide view impact analysis	✓	✓	✓	-
	Development specific overlooking/privacy analysis	-	-	-	✓
	Site wide Wind Report	✓	✓	✓	-
	Development specific Wind Report	✓	-	✓	✓
Noise	Development specific noise and vibration report	✓	✓	✓	✓
Transport and Accessibility	Site Wide Transport and Traffic Impact Assessment (including TMAP)	✓	✓	✓	-
	Development specific Transport and Traffic Impact Assessment	✓	-	✓	✓

¹ Design Report to address aspects such as:

- Site suitability
- Consideration of alternative sites
- Compatibility of development
- Strategy for achieving design excellence
- Design quality
- Pedestrian circulation, accessibility and connections

DGR Item	Deliverable	PPP SSDA (Detailed DA)	Southern Precinct SSDA (Staged 1 DA)	Hotel SSDA (Detailed DA)	Detailed Southern SSDAs (residential, student accom, and car parking)
	Construction Traffic Management Plan	✓	-	✓	✓
Drainage, Flooding, Climate Change and Sea Level Rise	Site wide Drainage Concept Plan (including WSUD)	✓	✓	✓	-
	Development specific drainage plans	✓	✓	✓	✓
	Site wide groundwater, flooding and sea level rise report	✓	✓	✓	✓
Heritage	Heritage Impact Assessment	✓	✓	✓	-
	Development specific heritage/archaeological reports	✓	✓	✓	✓
Utilities	Site Wide Utilities Report and plans	✓	✓	✓	-
	Development specific utilities report and plans	✓	✓	✓	✓
Staging	Staging plans	✓	✓	✓	-
Contributions	Section within EIS	✓	✓	✓	✓
Plans and Documents	Estimated cost of development	✓	✓	✓	✓
	Landowners consent	✓	✓	✓	✓
	Site survey and cadastral plan	✓	✓	✓	✓
	BASIX Certificate	-	-	-	✓
	Development specific geotechnical assessment	✓	✓	✓	✓
	Statement specifying maximum number of persons to occupy entertainment venues/function centres.	✓	-	-	-
	Accessibility Statement	✓	✓	✓	✓
	Façade reflectivity statement	✓	-	✓	✓
	BCA Statement	✓	-	✓	✓
	Construction Management Plan	✓	✓	✓	✓
	Waste Management Plan	✓	✓	✓	✓
	Sample boards/schedules	✓		✓	✓
	Plan of management / Security management plan	✓	-	-	-
	Subdivision plans	-	-	-	✓
Consultation	Community and Stakeholder Consultation Report outlining the consultation process, issues raised and how they have been addressed.	✓	✓	✓	✓

6.0 CONCLUSION

It is requested that DGRs be issued for the requested components of the SICEEP project. It is considered that the original DGRs sufficiently cover all environmental assessment requirements relating to the SICEEP Project, and that the only material difference with the new DGRs to be issued is that they will be structured and relate to specific components/stages of the SICEEP Project. In this regard, the fundamental components of the project remain the same.

The detailed list of deliverables at **Table 3** to support proposed SSDAs have been generated through undertaking a detailed analysis of the original DGRs and are considered to ensure a compressive assessment of the SICEEP Project and its components is achieved. Your consideration and support with the proposed approach to issuing and structuring the DGRs is appreciated.

Further, as you are aware, there are critical timeframes to which Destination Sydney are bound, and a timely response is welcomed.

Should you have any queries about this matter, please do not hesitate to contact either me on 9956 6962 or at lbull@jbaplanning.com.au or Alexis Cella on 9956 6962 or at acella@jbaplanning.com.au.

Yours faithfully



Lesley Bull
Director

Enc:

Attachment A - DGRs November 2011

Attachment B - Revised SICEEP Project Site Boundary

Attachment C - Destination Sydney Preferred Master Plan Scheme

Attachment D – Proposed SSDA site boundaries