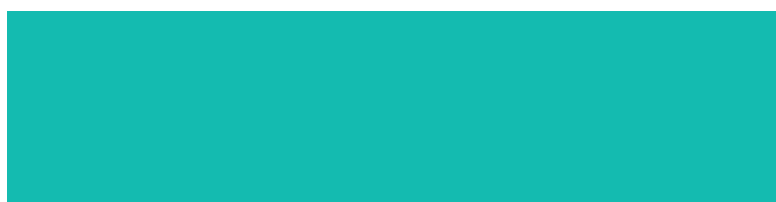
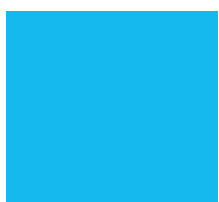
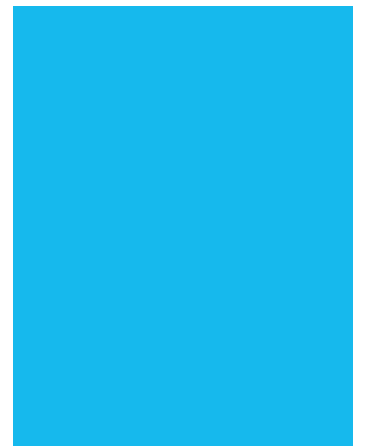


NW Plot Consultation Summary Report

February 2015



1. Executive Summary

1.1. Introduction

This report supports an application made under Section 96 of the Environmental Planning and Assessment Act 1979 (EP&A Act) to modify Development Consent, SSD-6013 relating to the development of the North West Plot of Darling Square which is part of the Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP).

Development Consent SSD-6013 was granted on 7 May 2014 by the delegate of the Minister for Planning for the following components of development:

- Site preparation works including demolition, minor excavation and remediation;
- Associated tree removal and replanting;
- Construction and use of a mixed use commercial building comprising:
 - ground level active (retail/commercial/television studio) uses and loading dock;
 - public car park (above ground);
 - ancillary commercial office parking (above ground); and
 - commercial office space;
 - building identification signage zones and 1x wall advertisement.
- Provision of vehicle access to the development from Exhibition Place;
- Public domain improvements, including provision (part) of a new east-west pedestrian laneway (known as Dickson's Lane) linking Darling Drive to the Boulevard; and
- Extension and augmentation of physical infrastructure / utilities as required.

This Section 96 application (the Modification Application) follows the approval and current assessment of a number of SSDAs within the SICEEP site, including:

- SSDA1 which secured approval for the core convention, exhibition and entertainment facilities of the SICEEP Project;
- SSDA2, a staged application that established a Concept Proposal for a new mixed use neighbourhood at Darling Harbour known as Darling Square;
- SSDA3, SSDA4, and SSDA5 which related to three detailed proposals for use of the development plots within Darling Square;
- SSDA 6 which secured approval for the construction of the ICC Hotel; and
- SSDA7 is currently under assessment and seeks approval for the construction and use of a mixed use development on the North-East Plot of Darling Square

As outlined below, an extended consultation program was conducted to seek feedback about the proposed mixed use commercial office building and public car park, located at the north-west of the Darling Square Site, and inform the design development.

Concept Proposal and Detailed Design Consultation	Between May 2012 and March 2013, an extended consultation program was conducted to facilitate feedback from stakeholders, precinct players, the local community and residents to support the Concept Proposal (SSDA2) and the detailed design for the North West development plot (SSDA4).
Modification Application Consultation	Following feedback received, design enhancements were proposed and consultation was conducted during February 2015 to facilitate feedback specifically with respect to these enhancements to the SSDA4.

The Stakeholder and Community Engagement Report, that was prepared by the Hornery Institute and submitted with SSDAs 2 and SSDA 4, reflected the outcomes from the consultation between May 2012 and March 2013. For convenience, the relevant outcomes related to this DA modification have been summarised in section 3 of this report.

Consultation with the relevant stakeholders and community members was specifically carried out for this Modification Application primarily in February 2015 to seek feedback about the proposed design enhancements to the North West plot. This consultation program included a combination of face-to-face meetings, individual briefings and a drop-in community information session to provide stakeholder and community members with information relating to the Proposal and seek their feedback.

Section 3 and 4 of this report details the key outcomes that are relevant to this plot from the stakeholder and community consultation between 2012 and 2013 (for the Concept Proposal and initial detailed design) and more recently in February 2015 for

the proposed modification. Section 5 details the extent to which matters raised during both stages of consultation informed the design development.

1.2. Matters arising during consultation

The following reflects the key themes raised during both stages of consultation that are relevant to this plot:

- **Activation of the ground plane.** There was support for the use of retail to activate the ground plane;
- **Building design.** The importance of a good quality design, appropriate screening of the carpark and integration with the ground plane was raised;
- **Traffic impacts.** Concern regarding the potential for increased traffic on Darling Drive and its broader implications for the local area;
- **Car parking.** Concern regarding a reduction in car parking allocation across the precinct as the local population increases; and
- **Public transport.** Perceived inadequacy of the public transport provision.

1.3. Overview of Proposed Modifications

The final design response has taken into consideration matters raised during both stages of consultation. The following summarises the key design responses as they relate to this proposed modification:

- Amending the entry to the lobby via The Boulevard welcomes a direct connection and engagement with the Ground and The Boulevard.
- Internal amendments including the atrium window and voids emphasises building transparency and enhances visual connectivity with The Boulevard.
- Inward fold of the Eastern façade to visually bypass the car park levels from The Boulevard.

Note: Traffic impacts, car parking provision and public transport were considered and addressed as part of the approved Concept Proposal.

2. Background and Approach

2.1. Background

The NSW Government considers that a precinct-wide renewal and expansion of the existing convention, exhibition and entertainment centre facilities at Darling Harbour is required, and is committed to Sydney reclaiming its position on centre stage for hosting world-class events with the creation of SICEEP.

Following an extensive and rigorous Expressions of Interest and Request for Proposals process, a consortium comprising AEG Ogden, Lend Lease, Capella Capital, Hostplus and Spotless was announced by the NSW Government in December 2012 as the preferred proponent to transform Darling Harbour and create SICEEP.

Key features of the Preferred Master Plan include:

- Delivering world-class convention, exhibition and entertainment facilities, including:
 - Up to 40,000m² exhibition space;
 - Over 8,000m² of meeting rooms space, across 40 rooms;
 - Overall convention space capacity for more than 12,000 people;
 - A ballroom capable of accommodating 2,000 people; and
 - A premium, red-carpet entertainment facility with a capacity of 8,000 persons.
- Providing a hotel complex at the northern end of the precinct.
- A vibrant and authentic new neighbourhood at the southern end of the precinct, now called 'Darling Square', including apartments, student accommodation, shops, cafes and restaurants.
- Renewed and upgraded public domain that has been increased by a hectare, including an outdoor event space for up to 27,000 people at an expanded Tumbalong Park; and
- Improved pedestrian connections linking to the proposed The Goods Line drawing people between Central, Chinatown and Cockle Bay Wharf as well as east-west between Ultimo/Pymont and the City.

On 21 March 2013 a critical step in realising the NSW Government's vision for the SICEEP Project was made, with the lodgement of the first two SSD DAs with the (now) Department of Planning and Environment. The key components of these proposals are outlined below.

Public Private Partnership SSD DA (SSD 12_5752)

The Public-Private Partnership (PPP) SSD DA (SSDA 1) includes the core facilities of the SICEEP Project, comprising the new, integrated and world-class convention, exhibition and entertainment facilities along with ancillary commercial premises and public domain upgrades. SSDA1 was approved on 22 August 2013.

Concept Proposal (SSD 13_5878)

The Concept Proposal SSD DA (SSDA 2) establishes the vision and planning and development framework which will be the basis for the consent authority to assess detailed development proposals within the Darling Square Site. SSDA2 was approved on 5 December 2013. The Stage 1 Concept Proposal approved the following key components and development parameters:

- Indicative staging of demolition and development of future development plots;
- Land uses across the site including residential and non-residential uses;
- Street and laneway layouts and pedestrian routes;
- Open spaces and through-site links;
- Six separate development plots, development plot sizes and separation, building envelopes, building separation, building depths, building alignments, and benchmarks for natural ventilation and solar access provisions;
- A maximum total gross floor area of 197,236m² (excluding ancillary above ground parking), comprised of:
 - A maximum of 49,545m² non-residential GFA; and
 - A maximum of 147,691m² residential GFA
- Above ground car parking including public car parking;
- Residential car parking rates;
- Design Guidelines to guide future development and the public domain; and
- A remediation strategy.

This report has been prepared to support the Modification Application to the detailed Stage 2 SSD DA for a mixed use commercial office building and public car park development and associated public domain works within Darling Square (SSDA 4), consistent with the approved Concept Proposal (SSDA 2).

2.2. Site Description

The SICEEP Site is located within Darling Harbour. Darling Harbour is a 60 hectare waterfront precinct on the south-western edge of the Sydney Central Business District that provides a mix of functions including recreational, tourist, entertainment and business. With an area of approximately 20 hectares, the SICEEP Site is generally bound by the light rail Line to the west, Harbourside shopping centre and Cockle Bay to the north, Darling Quarter, the Chinese Garden and Harbour Street to the east, and Hay Street to the south (refer to Figure 1).

The Darling Square Site is:

- located in the south of the SICEEP Site, within the northern portion of the suburb of Haymarket;
- bounded by the Powerhouse Museum to the west, the Pier Street overpass and Little Pier Street to the north, Harbour Street to the east, and Hay Street to the south; and
- irregular in shape and occupies an area of approximately 43,807m².

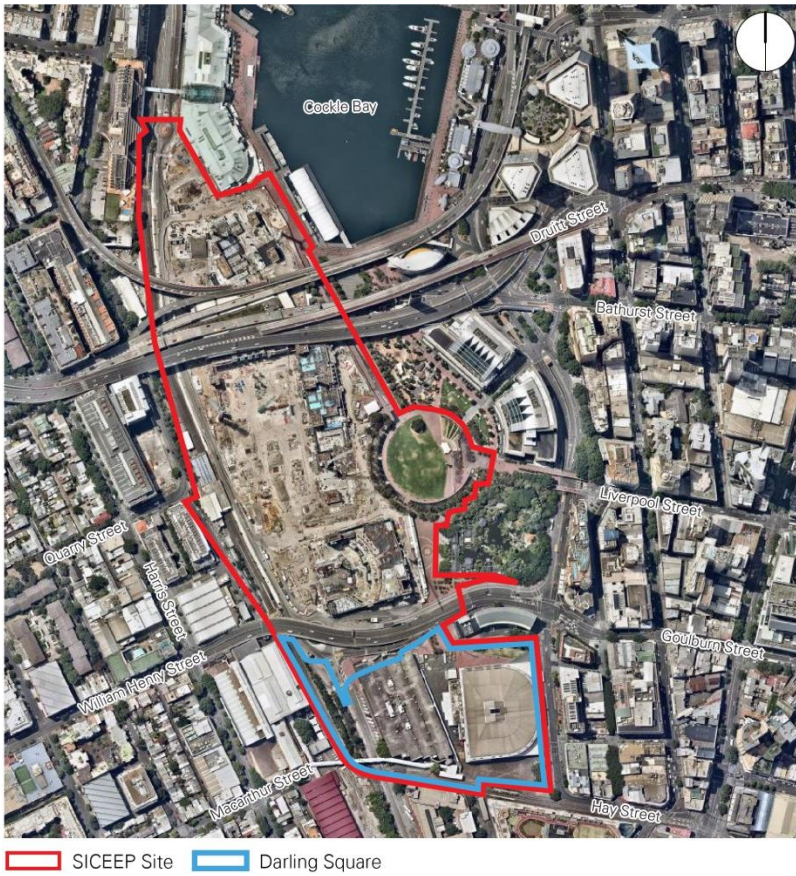


Figure 1 – 20 hectare SICEEP site

The Concept Proposal DA provides for six (6) separate development plots across the Darling Square Site (refer to Figure 2):

- | | |
|---------------------|----------------------------------|
| 1. North Plot; | 4. South West Plot; |
| 2. North East Plot; | 5. North West Plot; and |
| 3. South East Plot; | 6. Western Plot (Darling Drive). |

The Modification Application Site relates to the North West Plot and surrounds as detailed within the architectural and landscape plans submitted in support of Modification Application. Figure 2 illustrates the North West Plot in the approved Concept Proposal.

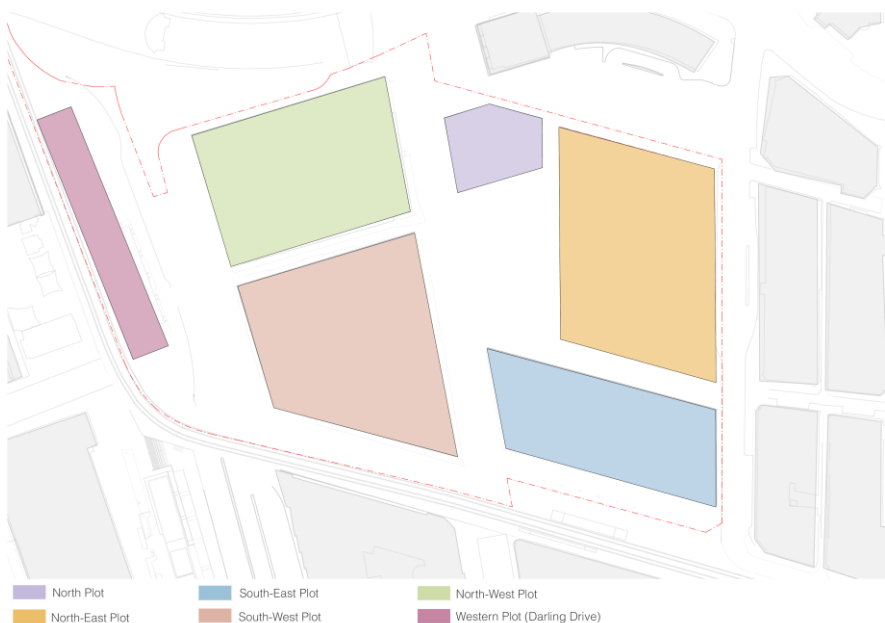


Figure 1 – Concept Proposal Development Plots

2.3. Planning Approvals Strategy

The SICEEP Project has resulted in the lodgement of numerous SSD DAs for the various components of the redevelopment project. Future applications will continue to be lodged in accordance with the Concept Proposal SSD DA for the remaining development plots of Darling Square Site.

2.4. Engagement and Consultation Objectives

This report documents the outcomes from the consultation and engagement activities specific to Modification Application for SSDA4, the North West development plot in Darling Square.

It summarises the relevant outcomes from the Master Plan and detailed design engagement activities that took place between May 2012 and March 2013, in addition to the outcome from the engagement activities that were carried out for the Modification Application in February 2015.

The specific objectives underpinning this engagement program are:

1. To continue building stakeholder and community awareness and capacity to participate in the formal consultation process
2. To enable stakeholders and community members to learn about the development applications and provide feedback to the team
3. To provide a structured opportunity for questions and comments

2.5. Methodology

Lend Lease is committed to working with all stakeholders to enable their long-term involvement and participation. Pre-lodgement application consultation is regarded as a core component of this approach.

The pre-lodgement application consultation for the Modification Application, builds on the guiding principles, approach and strategic direction defined in the Infrastructure NSW Stakeholder and Community Involvement Strategy. It also respects the requirements for consultation as defined by the NSW Department of Planning and Infrastructure's Guidelines for Major Project Community Consultation (October 2007). It has been guided by the Director General's Requirements for the various components of the Sydney International Convention Exhibition and Entertainment precinct (SSD 5752-2012) received 19 August 2014, which states:

During the preparation of the EIS, you must consult with the relevant local, State or Commonwealth Government authorities, service providers, community groups and affected landowners. In particular you must consult with City of Sydney Council, Roads and Maritime Services and Transport for NSW.

The EIS must describe the consultation process and the issues raised, and identify where the design of the development has been amended in response to these issues. Where amendments have not been made to address an issue, a short explanation should be provided.

As discussed previously, consultation was conducted for the Modification Application during February 2015 and an extensive consultation program was conducted between 2012 and 2013 to seek feedback and inform design development to the North West plot:

Concept Proposal and Detailed Design Consultation	Between May 2012 and March 2013, an extended consultation program was conducted to facilitate feedback from stakeholders, precinct players, the local community and residents to support the Concept Proposal (SSDA2) and the detailed design for the North West development plot (SSDA4).
Modification Application Consultation	Following feedback received, design enhancements were proposed and consultation was conducted during February 2015 to facilitate feedback specifically with respect to these enhancements to the SSDA4.

A combination of communication channels was used to provide stakeholders and community members with information relating to the proposed design as well as the time and location of consultation activities. This variety of engagement channels ensured that stakeholders and community members could access materials through their preferred medium and at a time and place of their convenience. Specifically:

Masterplan and Detailed Design Consultation

Newsletters	10,300 letters printed and approximately 8,000 letterbox dropped in Haymarket, Pyrmont and Ultimo (subject to body corporate protocols)
Local and metropolitan newspaper advertising	City News, City Hub, Bondi View, Inner West Courier and Central. The Sydney Morning Herald, Daily Telegraph,
Model display	Manned in Darling Harbour, the City of Sydney and Parramatta for periods of time on 25 days (including weekends) generating more than 200 registrations of interest
Community Forums x 7	Delivered morning and early evening sessions throughout the local area with +/- 150 local residents and business in attendance
Roundtable session	Peak bodies and key social and cultural portfolios within the City of Sydney – 20 individuals from 12 organisations attended (35 invited)
View Sharing Analysis	Undertaken with sample apartments at Goldsbrough Mort, Bullecourt, 18-20 Allen Street and the Novotel Darling Harbour
One on One Briefings	Undertaken with key precinct players, Government agencies, opinion formers and industry representatives
Online Engagement	154 registered stakeholders receiving email updates and 338 participants accessed a moderated blog on 665 occasions, registering 1,500 information hits
Qualitative workshop x4	Two at each stage delivered with residents from the local area and audiences from Greater Sydney as a control group exercise.
Project email address and telephone number	A project email address and telephone number has been maintained to answer any questions and receive feedback about the proposal.

Modification Application pre-lodgement consultation

Direct email	+ 1000 pre-registered contacts were directly contacted, including the Community Liaison Group.
Letter box drop	+ 2000 neighboring businesses and residences were letterbox dropped.
Local newspaper advertising	City News
Drop in Community Information session	Held in the evening at the Novotel Rockford. Attended by 47 participants, including a number of residents from neighboring buildings, precinct stakeholder representatives and INSW representatives. Local Community Group representatives were invited to attend this session.
Feedback forms	Participants at the community forums were encouraged to complete feedback forms to further share their views with the project team about the hotel and the consultation that has been carried out to date.
One to one briefing	One to one briefing was held with City of Sydney.
Web based materials	Located on project website
Project email address and	A project email address and telephone number has been maintained to answer any questions

telephone number	and receive feedback about the proposal.
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3. Master Plan and Detailed Design Consultation Findings

The Stakeholder and Community Engagement Reports, that were prepared by the Hornery Institute and submitted with SSDA2 and SSDA4, reflected the outcomes from this exercise, together with consideration of the matters raised. For convenience, the relevant outcomes related to this modification have been summarised below.

Early engagement exercises elicited common themes with respect to the opportunity to create:

- A connected precinct that is permeable to its community and enhances the experience of pedestrians and cyclists moving into out of and around the precinct
- A real place, more than just a visitor destination and has a mix of uses relevant to local people
- A public realm focused place, human in scale and responsive to its local context
- The maximum opportunity for activation throughout the day
- New platforms for innovation and business incubation
- Social amenity and services.

At this stage of the process the key relevant areas of concern included:

- The provision of adequate public transport services to the precinct
- Reduction in public parking in Darling Square, as the local population increases
- The provision of local amenity and services relating specifically to the needs and appetites of local people - in this context youth activities, medical facilities, library and meeting room spaces, childcare and primary schooling were directly referenced
- The availability and quality of green open, sporting and recreational spaces
- Potential for increased traffic on Darling Drive and its broader implications for the local area
- Long term management of the area.

4. Modification Application Consultation Findings

Following feedback, enhancements were made to the building design and the proposed design enhancements were presented during the consultation period in February 2015.

The extent to which matters raised during the consultation to date informed the design development has been documented in Section 5 of this report.

4.1. Stakeholder feedback

During the pre-lodgement period for the Modification Application, Lend Lease engaged with stakeholders relevant to the proposed design modifications to the North West development plot. Key questions and matters raised were documented and recorded into Consultation Manager.

The following reflects an overview of the key outcomes from the meetings held:

4.1.1. City of Sydney

A meeting was held with the City of Sydney Director of Planning, Development and Transport. The tone of the meeting was generally positive. The scope of the modification was talked through. The representative was supportive of the amendments to the building, including the eastern façade treatment and the enlarged atrium element. They noted they thought the activation of the ground plane of the western face of the building could be further improved.

4.2. Community feedback

A drop-in community information session was held on Tuesday 24 February 2015 to facilitate feedback from the community. This occurred between 6pm and 7pm and was held at the Novotel Rockford, directly opposite the future north-west site.

The sessions were attended by 47 participants, many of whom had already participated in previous engagement events and had a good base level of understanding about the development. A Mandarin and Cantonese language interpreter was also available at the session.

The session was informal in style (drop-in format) with members of the Lend Lease team available to answer any questions and listen to feedback.

Feedback forms were provided to participants to complete at the end of each session and the key questions and matters raised were documented and recorded into Consultation Manager.

The material that was presented is included in Appendix 1.

Positive feedback

Supportive feedback regarding the proposed design enhancements was recorded:

- Relocating the building entry so it faces the Boulevard is a good idea because it should help activate the Boulevard.
- The large atrium window at the eastern façade (and the inwards fold of the façade) is a much better outcome compared with the flat façade of the previous scheme. It's important that the building presents well to the Boulevard.
- Having a more permeable building – connecting the lobby and office floors above – is good. It would be nice if part of the lobby is publicly accessible and connected with the adjacent retail spaces.
- The new design is better aligned with its CBD location and this should assist with getting a better calibre of tenant.
- The windows at the lower levels of the building (showing end of trip facilities and health/yoga spaces) provide a point of interest to the Boulevard.
- The revised design integrates better with the public domain and lifts the standard of buildings at Darling Square.

Matters of concern

Matters of concern regarding the following elements of the proposal were recorded:

- The public carpark is insufficient for the Darling Square precinct and the number of spaces should be increased.
- This development will increase the traffic in the neighbouring streets.

Points of clarification

Clarification was sought about how many car parks are being built precinct wide and how this changed from the previous numbers. The importance of good quality design was also reinforced.

Contact has been maintained with representatives of key local resident associations and action groups. Representatives from many of these groups were invited to attend the community information sessions and the feedback received from those who attended is reflected above.

4.3. Summary of Key Themes Raised about the proposed modification

The following reflects the key themes were raised in relation to the modifications to the NW development plot during the pre-lodgement consultation:

- Support for the overall design of the building and the integration of the design with the public domain
- Support for the relocation of the building entry to the Boulevard to increase activation
- Support for the design of the end-of-trip facilities and bike racks to assist with activation of the Boulevard
- The importance of good quality design was reinforced
- Concern regarding reduction of car parking in the precinct
- Concern regarding the potential for increased traffic on neighbouring streets

5. Addressing concerns

The extent to which concerns raised during the Modification Application pre-lodgement consultation have been addressed are been detailed below.

Issue 1: Importance of good quality design	
Issue	Response
Importance of the building design being of a high standard, appropriate	– Enhancements have been made to the building façade, including the inward fold to the Eastern façade and full height atrium window.

screening of the carpark and integration with the ground plane was raised.	– The building has been oriented so that it engages with the Boulevard and the Boulevard becomes integral to the use and experience of the building.
Issue 2: Activation of the ground plane of the western face of the building	
Issue Concern regarding the level of activation of the ground plane of the western face of the building.	Response – The extent of ground floor activation on the western elevation remains comparable to that in the approved scheme.
Issue 3: Reduction in car parking in the precinct	
Issue Concern regarding the reduction in car parking in the precinct.	Response – Based on studies undertaken to support the Concept Proposal for the Darling Square and the North West Plot development application, there is an adequate parking provision in the broader precinct. – The approach to car parking is consistent with the reduction of CBD congestion and encourages people to utilise alternative forms of active and public transport. – Parking provision within North West plot complies with the minimum requirements set by the RMS Guidelines for specific land use development and the maximum parking ratios proposed within SSDA2. – Resident car parking for Darling Square will be provided within the three residential development plots. – The planned car parking provision was approved by the Minister's delegate as part of the SSDA4 approval.
Issue 2: Traffic impacts	
Issue Concern regarding an increase in traffic in the neighbouring streets as a result of the development	Response – Traffic modelling has shown that traffic will not get any worse than current conditions. This was considered and assessed as part of the Concept Proposal. – Research indicates many residents will prefer to walk, cycle or take public transport given their close proximity to the city, universities and main train stations. – Traffic impacts were considered as part of the approved Concept Proposal and the SSDA 4 assessment. The Department of Planning and Environment considered that the proposed development will have an acceptable impact on the local traffic network.