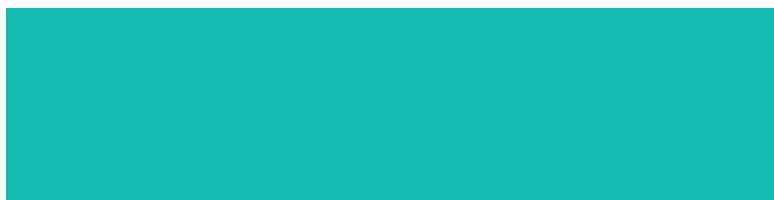
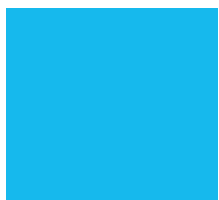
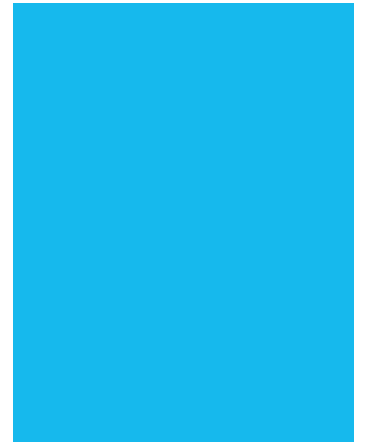


Hotel Consultation Summary Report

Fit-out of the approved ICC Hotel, along with
façade lighting system and subdivision

April 2015



1. Executive Summary

1.1. Introduction

This report supports a State Significant Development (SSD) Development Application (DA) submitted to the Minister for Planning pursuant to Part 4 of the Environmental Planning and Assessment Act 1979 (EP&A Act).

This SSDA 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.

This Application (referred to as SSDA 8) seeks approval for the fit-out of the International Convention Centre (ICC) Hotel having now selected the Hotel operator, Accor, along with a façade lighting system and land subdivision.

The ICC Hotel forms part of the SICEEP Project, which will deliver Australia's global city with new world class convention, exhibition and entertainment facilities and support the NSW Government's goal to "make NSW number one again".

On 15 June 2014, consent for SSDA6 (ICC Hotel), was granted by a delegate of the Minister for Planning for the:

- demolition of the existing buildings on site and associated tree removal;
- construction of a 35 storey building, for up to 616 hotel keys, and basement;
- maximum GFA of 37,090m²;
- hotel use including ancillary guest and visitor facilities, restaurant and ballroom;
- replacement of a one-way access road;
- provision of short term and taxi/drop off car parking and coach parking;
- public domain works including integration with existing/proposed works; and
- building identification signage zones.

This consent did not include any approval for the fit-out of the Hotel building, as it was too premature in light of not having concluded the Hotel operator selection at the time of seeking approval for the base building. There was also no approval sought at the time for any feature external building lighting or subdivision of the land.

Consultation with the relevant stakeholders and community members was specifically carried out for this Development Application primarily in February 2015 to seek feedback about the proposed fit-out of the approved ICC Sydney Hotel, along with façade lighting system and subdivision and inform the design development. Consultation 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.

The relevant feedback that was also received during earlier consultation between 2012 and 2014 for the now approved hotel (SSDA 6) was also considered where appropriate.

Section 3 of this report details the key outcomes from the stakeholder and community consultation. Section 4 details the extent to which matters raised during both stages of consultation informed the design development.

1.2. Matters arising

The following reflects the key themes raised specifically about this DA during the pre-lodgement consultation or during earlier consultation activities that are relevant to this DA:

- The proposed external lighting was viewed favourably; and
- The proposed internal fit out was viewed favourably, in particular a number of floors in the podium (food and beverage) proposed to be accessible to the public, not only hotel guests.

The following feedback was also received more generally about the hotel.

- Elements of the approved building design (the lantern and use of colour on the main facade) were viewed favourably; and

- Some concern was received about the height of the approved hotel.

1.3. Design Consideration and Response

The final design response has taken into consideration matters raised during the consultation. The following summarises the key design responses as they relate to the proposed fit-out, façade lighting system and subdivision.

- **Hotel Fitout**
 - o No comments required a design response.
- **External lighting**
 - o The external lighting is limited to the city facing portion of the building thereby mitigating negative impacts to residential properties to the west.
 - o The lighting concept for the ICC Hotel is not a lighting 'effect' nor decorative, but an integral and essential element of the architectural design concept, seamlessly integrated with the façade.
 - o The lights are recessed into the leading edge of the horizontal louvres ensuring that the feature lighting will not impact upon the amenity of hotel guests. Given the importance of the night-time use of Darling Harbour this integration of the lighting design is appropriate and essential in avoiding the night-time appearance of the tower purely being random room lighting.
- **Subdivision**
 - o The proposed subdivision plan for Hotel plot includes easements for authorities as requested in building connection and infrastructure discussions.
- **Height**
 - o The approved hotel building structure (height and footprint) has not changed

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 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 Precinct 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 Ultimo Pedestrian Network drawing people between Central, Chinatown and Cockle Bay Wharf as well as east-west between Ultimo/Pymont and the City.

Approval was granted on 15 June 2014 for SSDA6 which includes the construction and use of the International Convention Centre Sydney Hotel (ICC Sydney Hotel) and provision of public domain works.

2.2. Overview of proposed development

The proposal relates to a SSDA for the fit-out, façade lighting system and land subdivision of the ICC Hotel component of the SICEEP Project. The hotel is located at the northern end of the precinct and comprises a single building. The hotel is being developed by Lend Lease and is consistent with Darling Harbour Live's Preferred Precinct Plan.

More specifically, this SSDA seeks approval for the following components of development:

- The detailed fit-out of the ICC hotel building having now selected the Hotel Operator as Accor (Sofitel);
- Feature lighting of the hotel to reinforce the 'landmark' quality of the building and support its function as a 'beacon' for the broader SICEEP Project; and
- The subdivision of the site to facilitate separate leasehold title of the ICC Sydney Hotel site for the effective operation of the hotel.

2.3. 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. The SICEEP Site has been divided into three redevelopment areas – Bayside, Darling Central and The Haymarket.

The ICC Hotel Site (refer to Figure 1):

- is located within the northern end of the Bayside precinct;

- is bound by Harbourside Shopping Centre to the north and east, the International Convention Centre to the south and Darling Drive to the west; and
- occupies an area of approximately 3,600m².



2.4. 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 Stage 1 Approval and the Preferred Master Plan.

2.5. Engagement and Consultation Objectives

This report documents the outcomes from the consultation and engagement activities specific to this SSDA, the proposed fit-out, façade lighting system and subdivision of the approved ICC Sydney Hotel. It also summaries the outcomes from the earlier consultation activities that were relevant to this DA.

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

2.6. 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 this SSDA, 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 CoS, Transport for NSW, Sydney Trains and Sydney Airport Corporation.

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, consultation with the relevant stakeholders and community members was specifically carried out for this Development Application in February 2015 to seek feedback and inform the design development. The relevant feedback that was also received during earlier the consultation between 2012 and 2013 for the now approved hotel (SSDA 6) was also considered where appropriate.

Concept Proposal and Hotel 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). In August 2013, further consultation was conducted to facilitate feedback specifically with respect to the hotel.
Fit-out of the approved hotel, along with façade lighting system and subdivision	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:

Master Plan 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	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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Fit-out of the approved hotel, along with façade lighting system and subdivision

Direct email	+ 1000 pre-registered contacts were directly contacted.
Letter box drop	+ 4000 neighboring businesses and residences were letterbox dropped.
Local advertising	Advertisement in City News to promote the information session
Drop in Community Information sessions	Held at Novotel Rockford in Darling Harbour. Attended by 47 participants, including residents from neighboring buildings and precinct stakeholder 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 briefings x 3	One to one briefings were held with the following key stakeholders: ▪ Tansdev ▪ Transport for NSW ▪ Sydney Airport Offers were also made to other stakeholders including RMS which at the time of writing this report was not taken up.
Web based materials	Located on project website
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.

3. Consultation Findings

The proposed fit-out of the approved ICC Sydney Hotel, along with façade lighting system and subdivision was presented during the Consultation that was primarily carried out in February 2015.

The extent to which matters raised during the consultation informed the design development has been documented in section 4 of this report.

3.1. Stakeholder feedback

Prior to lodgement of this SSDA, Lend Lease engaged with relevant stakeholders about the proposed fit-out of the approved ICC Sydney Hotel, along with façade lighting system and subdivision. This engagement was a combination of one-on-one briefings and telephone conversations. Key questions and matters raised were documented and recorded into Consultation Manager.

The following reflects an overview of the key outcomes.

3.1.1. Design Review Panel

An independent design review was conducted on Wednesday 1 April 2015 with Hotel architect Francis Jones Morehen Thorpe (FJMT) presenting the External Lighting design. The feedback was positive with unanimous support and comments received on the lighting were that *"it has enriched the Hotel design"*.

3.1.2. Harbourside Shopping Centre

Extensive consultation was carried out with Mirvac (the Harbourside owners) in March and April 2014 regarding their request for bus drop off / pick up. In response to the feedback provided, an additional bus drop off / pick up bay is proposed on Darling Drive. This proposal was well received by Mirvac.

The Portfolio Manager from Mirvac also attended the community information session in February 2015. An overview of the SSDA scope, proposed internal fitout, lighting and subdivision was provided. Overall the feedback received was positive with the representative noting they thought the ability for the lighting to have regard to the fireworks was a good idea. The representative also asked about the status of construction on site and was pleased to hear activities were underway as planned. He noted he was happy with how things were progressing to date.

3.1.3. Transport for NSW

Contact was made with Transport for NSW regarding the proposal. The liaison representative noted the proposed façade lighting was something that would need to be assessed by Transdev due to the potential sight lines for their drivers. No further feedback was provided.

3.1.4. Transdev

A meeting was held with the Transdev Business Partner / Interface Manager to discuss the proposed SSDA. An overview of the SSDA scope, proposed internal fitout, lighting and subdivision was provided. The tone of the meeting was generally positive. The representative noted the proposal was of low impact given the distance and 'strip' nature of the lighting. The representative advised light rail signal colours are white and red (rather than red and green for trains). He noted he was satisfied that the continuous linear strips proposed will have little/no impact as they will hardly be visible to drivers.

Clarification was sought regarding reflectivity (addressed as part of the approved SSDA6). A commitment was made to provide a copy of the relevant correspondence included in SSDA6 that addresses this.

The representative noted Transdev would be expanding the Convention Centre Light Rail stop later this year. They also asked if a representative from the project team would be interested in attending a session with the light rail drivers to educate them on the plans for the precinct so they can update their announcements. This offer was accepted.

3.1.5. City of Sydney

A meeting was held with the City of Sydney on 31 March 2015 to discuss the fitout, subdivision and external feature lighting. The feedback received was positive, noting comments that minimal changes had occurred from SSDA 6, and that the Darling Harbour precinct is an appropriate location for the proposed lighting. The City officers would be very interested in the technical lighting report analysing the light spill impacts. Lend Lease confirmed that this information would be submitted with the DA.

3.1.6. Sydney Airport

Sydney Airport was contacted and briefed on the design and extent of the external feature lighting on 3 March 2015. The Sydney Airport contact raised no concerns with the extent, as long as it adhered to the Civil Aviation Safety Authority (CASA) conditions for lighting in the vicinity of aerodromes. It is noted the development complies with these conditions.

3.2. Community feedback

A drop-in community information session was held on Tuesday 24 February 2015 to facilitate feedback from the community.

The session was 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 representative from the adjacent Goldsbrough Mort residential building was also in attendance. A Mandarin language interpreter was also available at both sessions.

The sessions were 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.

Supportive feedback

Supportive feedback regarding the following elements of the proposal was recorded:

- The proposed external lighting and use of linear LED that was integrated into the architecture through the rebate in the sun blade.
- The proposed internal fit-out allowed for podium floors (proposed food and beverage) to be accessed by the general public, not just hotel guests.
- The proposed internal fit-out was for a 5- star hotel and subsequently not in competition with other hotels directly in the area.
- Whilst not specifically related to this SSDA, there was support for the approved lantern design (on the city-facing façade and Darling Drive side of the podium) and the use of coloured spandrel panels inspired from nature and its surroundings that have been incorporated into the main facades (facing Pyrmont and Ultimo).

Matters of concern

No matters of concern were recorded that were directly related to this SSDA. Some concern was received about the height of the approved hotel.

Points of clarification

Clarification was sought about the following:

- The extent of the lighting; and
- The construction status.

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.

3.3. Summary of Key Themes Raised

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

- The proposed external lighting was viewed favourably;
- The proposed internal fit out was viewed favourably, in particular a number of floors in the podium (food and beverage) proposed to be accessible to the public, not only hotel guests; and
- Elements of the approved building design (the lantern and use of colour on the main facade) were viewed favourably. Some concern was received about the height of the approved hotel.

4. Addressing concerns

No matters of concern were recorded that were directly related to this SSDA. Some comments were received about the height of the approved hotel. The extent to which this concern raised has been addressed is detailed below.

Issue: The height of the building	
Issue	Response
Community sentiment about the hotel being too tall.	– The height of the building was considered in SSDA6 and was approved in June 2014. The height of the hotel has not changed since this approval.