



15048  
30 April 2015

Ms Caroline McNally  
Department of Planning & Environment  
23-33 Bridge Street  
SYDNEY NSW 2000

Attention: Ben Lusher

Dear Ms McNally,

### **SICEEP SSDA11 - REQUEST FOR THE SECRETARY'S ENVIRONMENTAL ASSESSMENT REQUIREMENTS**

We are writing on behalf of Darling Harbour Live (DHL), the consortium charged with delivering the Sydney International Convention centre as part of the Sydney International Convention Exhibition and Entertainment Precinct (SICEEP) Project.

Construction works are rapidly progressing, with the facilities to open in December 2016. The consortium is now working through the more detailed operational and visitor experience aspects of the project, including signage (way-finding, event, community information, building identification, precinct partners etc.) and other visual media. An integrated approach has been adopted for signage within the Darling Harbour Live area and an 'Interactive Display System' concept has been developed, with guidance set by the Darling Harbour Commercial Signage Policy (prepared by SHFA) and the *SICEEP Wayfinding and Signage Guidelines*.

The site is within the Darling Site, which is identified as a State Significant Site in Schedule 2 of *State Environmental Planning Policy (State and Regional Development) 2011*. As the proposed development will have a capital investment value of more than \$10 million it is declared to be State Significant Development (SSD) for the purposes of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

The purpose of this letter is therefore to request the Secretary's Environmental Assessment Requirements (SEARs) for the preparation of an Environmental Impact Statement (EIS) for the proposed State Significant Development (SSD) [SSDA 11].

#### **1.0 BACKGROUND**

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

In December 2012, following an extensive and rigorous Expressions of Interest and Request for Detailed Proposals process, Darling Harbour Live (a consortium comprising Lend Lease, HostPlus, Capella Capital, AEG Ogden and Spotless) and Lend Lease were announced by the NSW Government as the preferred proponent to transform Darling Harbour and create the new SICEEP.

Key features of the Preferred Plan (refer to **Figure 1**) include:

- Delivering world-class convention, exhibition and entertainment facilities, including:
  - Up to 40,000m<sup>2</sup> exhibition space;
  - Over 8,000m<sup>2</sup> 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 (now The Goods Line) drawing people between Central, Chinatown and Cockle Bay Wharf as well as east-west between Ultimo/Pymont and the City.

## 2.0 PLANNING APPROVALS STRATEGY

Director General Requirements (DGRs) have been issued for the SICEEP Project (updated on 27 March 2013) covering the first six (6) stages of the project:

- SSDA 1 – Core Facilities (detailed DA);
- SSDA 2 – The Haymarket (now known as Darling Square) Concept Proposal (Stage 1 DA);
- SSDA 3 – Student accommodation building (Stage 2 DA);
- SSDA 4 – Commercial and public car park building for the north-west plot (Stage 2 DA);
- SSDA 5 – Mixed-use residential development (Stage 2 DA);
- SSDA 6 – Hotel (detailed DA).

These six stages of the application have all now been approved and are at various stages of the construction process. SSDA 1 has been the subject to two Section 96 Modification Applications (both approved).

SEARs have been issued for the following:

- SSDA 7 – Mixed-use residential development for the north-east plot (Stage 2 DA) – August 2014.
- SSDA 8 – Mixed-use residential development for the south-east plot (Stage 2 DA) – August 2014.
- SSDA 9 – Fit Out, Subdivision and Installation of Illumination/Lighting to ICC Sydney Hotel – December 2014.

SSDA 7 was approved 16 April 2015. Both SSDA 8 and SSDA 9 are planned to be lodged over the short to medium term. A Section 96 Modification Application is currently on exhibition for SSDA 4. A Section 96 Modification was also recently submitted in relation to SSDA 6.

A request for SEARs for SSDA 10 (Darling Square and north plot) was lodged with the Department on April 15, 2015.



Figure 1 – SICEEP Plan

### 3.0 OVERVIEW OF PROPOSAL – SSDA 11

The proposal will generally align with the planning parameters applying to the land as approved under the PPP Core Facilities project (SSDA 1).

The Interactive Display System is designed to play a part in wide ranging improvements to connectivity and accessibility and will help visitors to Darling Harbour find their way around. The application (SSDA11) will seek consent to construct and operate a collection of fixed building identification signs, and digital media platforms, which will be permanently situated throughout the Darling Harbour Live area. The Interactive Display System will consist of:

- building identification signs;
- wayfinding signs;
- video signs / screens;
- information signs; and
- advertising signs.

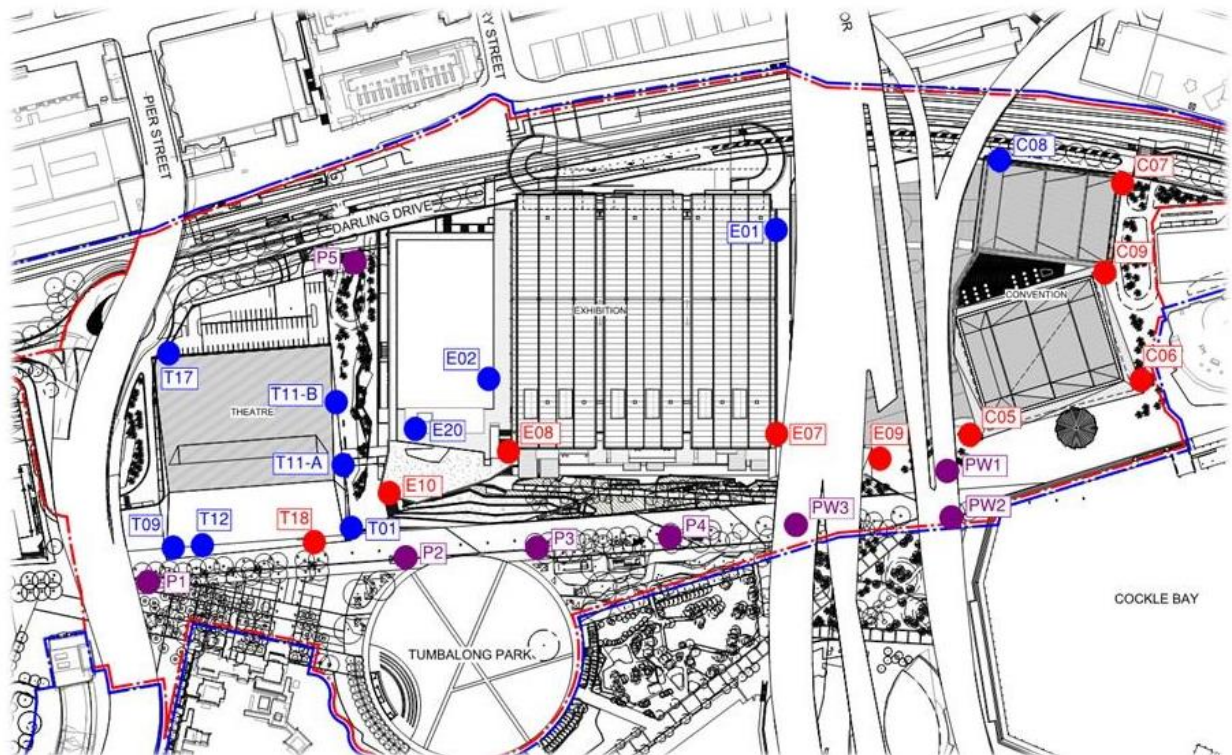
When operational, some of the functionality within the Interactive Display System will be adaptive, i.e. some information signs may be able to play video and some video signs may be able to show advertising. The aim of the application is to allow the technology to be operated in a flexible manner.

Twenty Seven (27) signs/platforms (of various types and sizes) are proposed within the Interactive Display System across the nearly 15 hectare site. These signs/platforms will be located on the convention centre, exhibition centre, theatre, and in the public domain. The components of the Interactive Display System are broadly outlined below in **Table 1**.

**Table 1** –Project overview

Sign ID	Fixed Metal Sign	Digital Sign	Sign Area	Sign ID	Fixed Metal Sign	Digital Sign	Sign Area
<b>Convention Centre</b>				<b>Theatre</b>			
C-05	✓		12m <sup>2</sup>	T-01		✓	250m <sup>2</sup>
C-06	✓		12m <sup>2</sup>	T-09		✓	40m <sup>2</sup>
C-07	✓		50m <sup>2</sup>	T-11A		✓	14.7 m <sup>2</sup>
C-08		✓	50m <sup>2</sup>	T-11B		✓	14.7 m <sup>2</sup>
C-09	✓		2m <sup>2</sup>	T-12		✓	26.1m <sup>2</sup>
<b>Exhibition Centre</b>				T-17		✓	90m <sup>2</sup>
E-01		✓	90m <sup>2</sup>	T-18	✓		3.75m <sup>2</sup>
E-02		✓	92m <sup>2</sup>	<b>Public Realm</b>			
E-07	✓		28m <sup>2</sup>	P1		✓	8 m <sup>2</sup>
E-08	✓		28m <sup>2</sup>	P2		✓	12 m <sup>2</sup>
E-09	✓		28m <sup>2</sup>	P3		✓	12 m <sup>2</sup>
E-10	✓		28m <sup>2</sup>	P4		✓	8 m <sup>2</sup>
E-20		✓	8m <sup>2</sup>	P5		✓	12 m <sup>2</sup>
				PW1		✓	40m <sup>2</sup>
				PW2		✓	40m <sup>2</sup>
				PW3		✓	40m <sup>2</sup>

The proposed location of these signs is shown below:



#### 4.0 PERMISSIBILITY

The Darling Harbour Development Plan No.1 (DHDP) is the principal planning instrument applicable to the SICEEP Site. It provides a broad framework for development, principally through identifying permissible uses.

The objectives of the DHDP are to encourage the development of a variety of tourist, educational, recreational, entertainment, cultural and commercial facilities, and to set out those uses which are deemed permissible.

The proposed Interactive Display System is consistent with these objectives:

- forming crucial and expected elements of world class convention, exhibition and entertainment facilities;
- contributing towards reaffirming Darling Harbour as Australia’s premier gathering place by creating an exciting, connected, active and vibrant precinct that brings delight to visitors and Sydneysiders alike; and
- enhancing connectivity around and through the Precinct, and optimising the quality of the public domain.

Clause 6 of the DHDP more specifically permits a range of uses/development, subject to consent (our emphasis):

- a) Development for the purposes of **tourist, educational, recreational, entertainment, cultural or commercial facilities** (other than facilities used for pawnbroking or other forms of moneylending),
- b) Development for the purposes of **transport facilities**,
- c) Development for the purposes of **beautifying the landscape**,
- d) Development for any purpose specified in Schedule 1, or

- e) Development for any purpose **incidental or subsidiary** to a purpose referred to in paragraph (a), (b), (c) or (d),

The proposed Interactive Display System is accordingly permissible with consent as it will:

- include messaging, news, information, videos, media etc provided for entertainment and/or tourist purposes [Clause 6 (a) of the DHDP];
- include the ability to display advertising signage on a commercial basis [Clause 6 (a) of the DHDP];
- assist with wayfinding, including directing patrons to ferries, trains and buses [Clause 6 (b) of the DHDP];
- feature excellence in urban design, help to create a unifying sense of place throughout the Darling Harbour site, and contribute towards a vibrant atmosphere/landscape during the evening [Clause 6(c) of the DHDP]; and
- form an incidental/subsidiary function to the core facilities of the convention, exhibition and entertainment facilities and broader public domain [Clause 6(e) of the DHDP].

## 5.0 PRELIMINARY ENVIRONMENTAL IMPACT ASSESSMENT

Key assessment areas associated with the proposal are expected to include:

- Design Quality;
- Visual Impact;
- Lighting Impact;
- Heritage Impact; and
- Road Safety.

A proposed deliverables list has been included as **Table 2** to meet the anticipated assessment requirements of these potential impacts.

## 6.0 SECRETARY'S ENVIRONMENTAL ASSESSMENT REQUIREMENTS

It is requested that the SEARs have regard to those DGRs and SEARs previously issued by the Department in relation to the SICEEP Project. To assist in confirming the SEARs, we have prepared the following (refer to **Table 2**) deliverables list and updated as appropriate/relevant.

**Table 2 – Deliverables List**

Deliverable	SSDA 11
Estimated cost of development	✓
Landowner's consent	✓
Site survey and cadastral plan	✓
Environmental Impact Statement (EIS)	✓
Architectural Package	✓
Design Statement	✓
Visual Impact Assessment	✓
Heritage Impact Statement	✓
Community Consultation Report	✓
Lighting Assessment	✓
Road/Traffic Safety Assessment	✓
Photomontages/Perspectives	✓
Base Architects (Building and Landscape) Design Statement	✓
Structural Design Report	✓

**7.0 CONCLUSION**

It is requested SEARs be issued for the Interactive Display System application within the SICEEP project.

The list of deliverables at **Table 2** has been provided to respond to the anticipated potential impacts of the project, as outlined in Section 4 of this letter. Your consideration and support with the proposed approach to issuing and structuring the SEARs is appreciated.

Should you have any queries about this matter, please do not hesitate to contact either me on 9409 4908 or at [hquartermain@jbaurban.com.au](mailto:hquartermain@jbaurban.com.au).

Yours sincerely

Harry Quartermain  
*Urban Planner*