



**COCKLE BAY PARK**  
SYDNEY

**VISION STATEMENT**





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# EXECUTIVE SUMMARY

THE VISION THAT FOLLOWS TAKES ON BOARD FEEDBACK FROM THE GOVERNMENT, COMMUNITY AND RELEVANT PARTIES FOLLOWING THE SUBMISSION PROCESS, AS WELL AS AN EXTENSIVE DESIGN REVIEW WITH A SYDNEY-BASED TEAM INCLUDING FJMT, TONY CARO, ASPECT STUDIOS, FUTURECITY AND ARUP.

AS SUCH, ALL ARTIST IMAGES CONTAINED WITHIN ARE SUBJECT TO THE DESIGN EXCELLENCE PROCESS (DESIGN COMPETITION) AND ARE INFORMATIVE ONLY.

This document establishes a high-level vision for **COCKLE BAY PARK**, explaining its place principles, potential design, and how it will benefit the people of Sydney. It is a once in a lifetime urban regeneration that requires policy, finance, and design to come together to create a new legacy for the city.

Our proposed vision for **COCKLE BAY PARK** has both literally and figuratively been driven from the bottom up. Increasing public benefit has been the primary driver for design and precinct programming. Revitalising the southern end of Darling Harbour, the new urban and commercial precinct will seamlessly reconnect the city to the harbour, creating a new open and activated public domain - an exciting platform for Sydney's cultural celebrations.

**COCKLE BAY PARK** will be developed by an exceptional partnership between GPT, Brookfield, and AMP Capital. Collaborating with an eminent and integrated design team, our vision is a baseline that will evolve through a design excellence process, culminating in a new destination to experience the best of Sydney.

A large, dark blue, stylized number '2' is centered in the background. It has a thick, rounded top curve and a straight vertical stem that ends in a horizontal base.

METHODOLOGY





OUR VISION

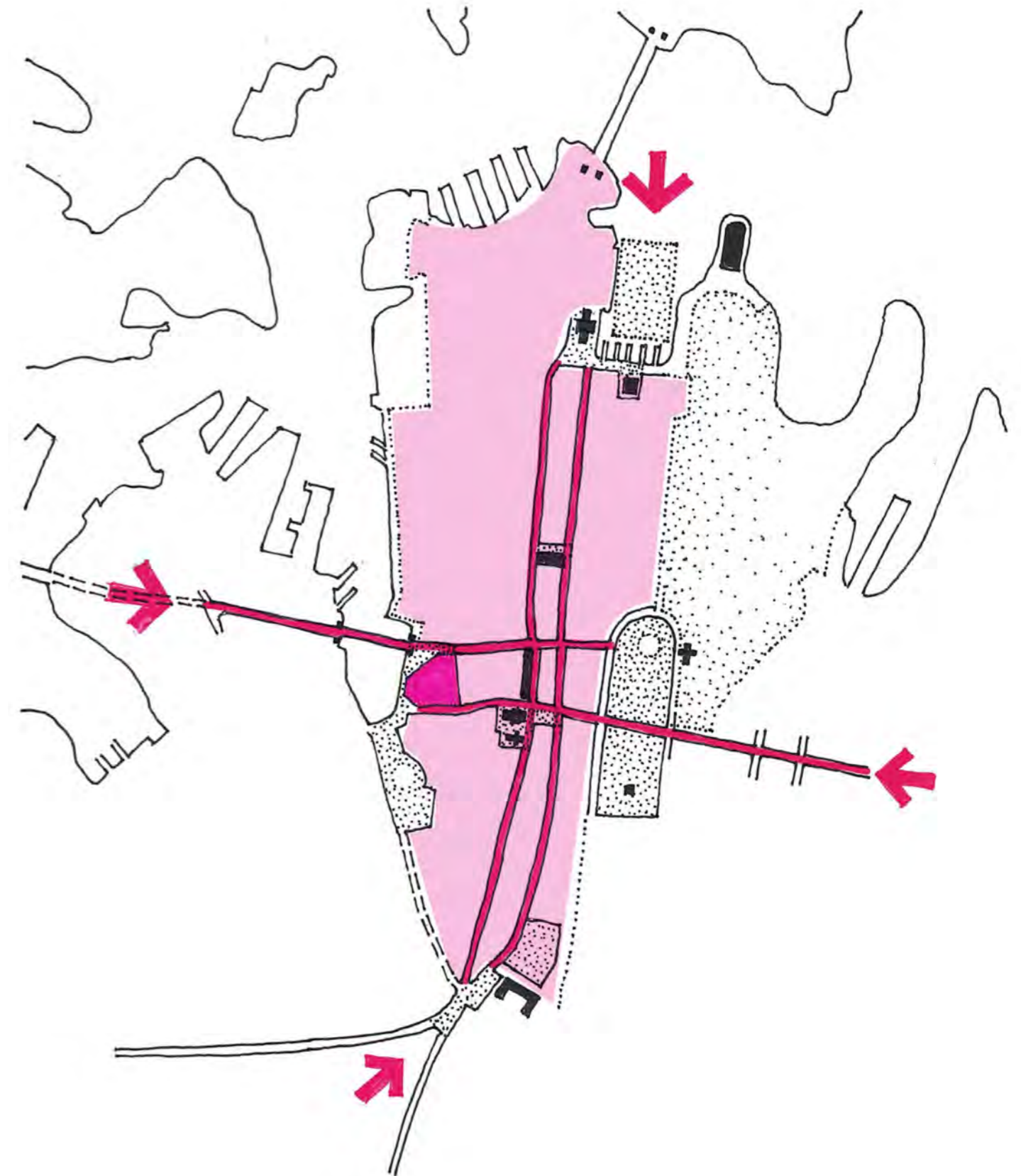
Cockle Bay Park reconnects the city centre to Darling Harbour, bringing people together through nature, commerce, technology and culture.





The primary urban design objective for the project is to reimagine the site as a revitalised western gateway. It will create authentic public access to the shores of the harbour and a new, memorable, legible, and well-connected public domain.

TONY CARO



RECONNECT THE CITY  
TO THE HARBOUR

NORTHERN PUBLIC  
ACCESSIBLE OPEN SPACE

OPEN TO THE  
HARBOUR



Cockle Bay Park creates a new and exciting hybrid form of public space for Sydney, a complex transitional assemblage of places that integrate elements of the traditional open green park with an accessible urban thoroughfare to Pyrmont Bridge. Cascading Spanish Steps-like terraces coalesce tiered public seating, hanging gardens and a variety of places to enjoy new open vistas and access to the foreshore.

TONY CARO

# A GENEROUS NEW PARK – A PUBLIC PLACE FOR THE EVERYDAY AND CELEBRATION OF SYDNEY'S CULTURAL LIFE.

Cockle Bay Park will reconnect the city to the harbour through the creation of a new public accessible park that spans over the Western Distributor. It will encourage walking through improved wayfinding, ramps and footpaths.

Clear pedestrian stairs will provide quick, convenient, and intuitive routes activated by landscaping and public art.



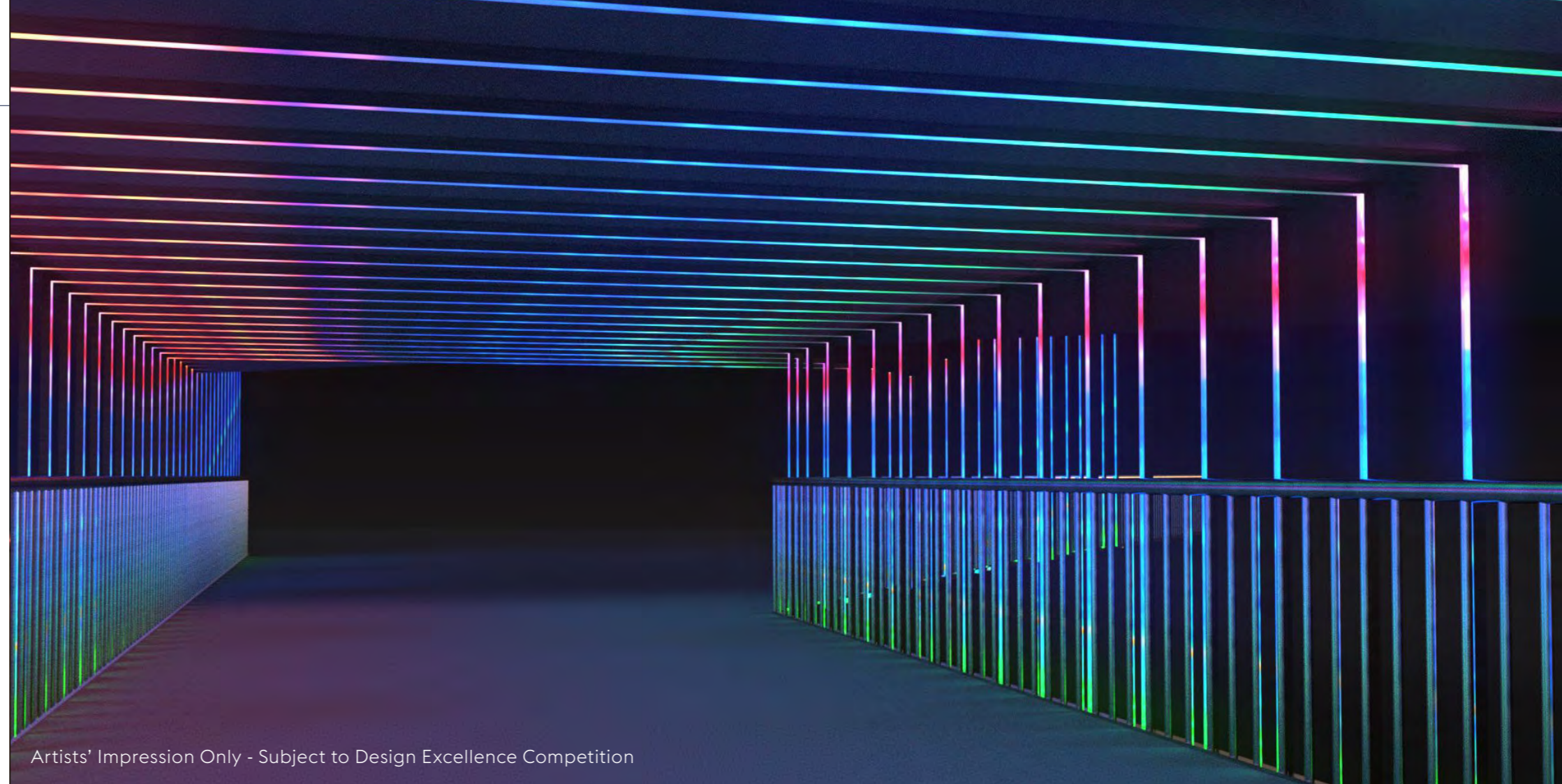
Artists' Impression Only - Subject to Design Excellence Competition



# THE ARTFUL DRUITT STREET BRIDGE WILL LINK THE CITY TO THE WATER, CREATING A CELEBRATED JOURNEY.

A pedestrian pathway crossing under the Western Distributor, the link could feature playful as well as practical materials and lighting. Its form may leverage the elevation and sight lines providing a safe and enjoyable link to Darling Harbour from Town Hall.

A design installation may use responsive, sensor-based light and sound to create an immersive, experiential passage through space. Creative lighting can be tailored to the time of year and modified for special events.



Artists' Impression Only - Subject to Design Excellence Competition



# OPPORTUNITIES FOR SWEEPING TERRACES TO OFFER INFORMAL PLACES TO GATHER, AND A UNIQUE PLACE TO ENJOY AND CELEBRATE SYDNEY HARBOUR.

Different levels of shading and screening plants offer a sense of interest and privacy, while delivering diverse harbour views.

In event mode, the terraces could create a natural platform from which to enjoy spectacular events that Darling Harbour is known for.



Artists' Impression Only - Subject to Design Excellence Competition



# AN ACTIVE ROOFTOP

The podium rooftop will encourage an active lifestyle by providing amazing spaces for outdoor activities, alongside significant public art, ongoing exhibitions and programmed events.

With opportunity for the best rooftop dining and entertainment in Sydney, this expansive vantage point over Darling Harbour will cater for a diversity of cultures, ages, workers and visitors.





THE GATEWAY  
TRANSFORMATION



## THEN

- Once a place of providence and plenty, Cockle Bay and Darling Harbour experienced a gradual decline.
- Tumbalong, where seafood is found, home to the Gadigal people of the Eora nation.



## NOW

- Darling Harbour features a mix of cultural attractions, retail and hospitality, attracting 26 million visitors per year.
- 1984 - NSW Premier Neville Wran vowed to “return Darling Harbour to the people of Sydney.”
- 1988 - Queen Elizabeth II officially reopened the harbour to the public during the bicentennial celebrations, heralding a new civic identity.



## FUTURE

- Cockle Bay Park will reconnect the city to the harbour, adding a new location on Sydney’s foreshore Nature and Cultural walk.
- It will become a destination for commerce, lifestyle, shopping, dining and entertainment, a natural amphitheatre for Darling Harbour’s cultural events.
- With stimulus coming from sites such as Barangaroo, ICC, Darling Square and the Sydney Fish Markets, Darling Harbour is poised for new relevance, where every precinct will have a unique offer and role to play in Sydney’s desire to become a global and connected city.

TODAY



TOMORROW



Artists' Impression Only - Subject to Design Excellence Competition



# FOUR KEY PILLARS OF PLACEMAKING

The design and delivery of Cockle Bay park are guided by four main principles, underpinning its integrity and future success.

## RECONNECTION

- A landscaped public realm will bridge the Western Distributor, providing a seamless connection from the city to the water.
- Reconnecting to the city grid with new pathways and wayfinding
- A new workplace complemented by a gathering place for the whole community
- A new cultural destination reconnecting people with each other
- A new Sydney night life, offering safe and vibrant 24 / 7 connection.



## NATURAL

- A tactile urban garden with an abundance of green space
- The Sydney spectacle balanced with opportunities for calm moments within
- Architecture and experiences that celebrate sustainable design
- Intimate and welcoming fine-grained public realm
- A premier 6-Green Star commercial building targeting best practice sustainability and smart building design
- In harmony with Sydney's natural and built environments
- A platform embracing the water.



## RE-ENERGISING

- An injection of new social and economic energy
- Spaces for an active lifestyle
- Social and event activations that bring people together
- Enhanced by the latest technology
- A place that will come to life through business, tourism, retail, lifestyle and entertainment
- Management and services for productive partnership, enabling the success and collaboration of tenants and program partners
- Increased capacity for visitors.



## DIVERSITY

- A dynamic and inclusive place for workers, locals and visitors to enjoy a curated program of cultural events
- Flexibility in design and technology to accommodate change
- A landmark commercial tower
- New retail offers for all-day activation
- Inviting destination for all, with something for everyone.

# A PLACE TO EXPERIENCE IT ALL

Great places are designed first and foremost by open spaces and movement systems. With a focus on natural conditions, cultural heritage and meaningful open green space, the team reviewed the location of built form. Design principles and envelopes will allow for and promote the highest quality of architectural form whilst enhancing the public space.

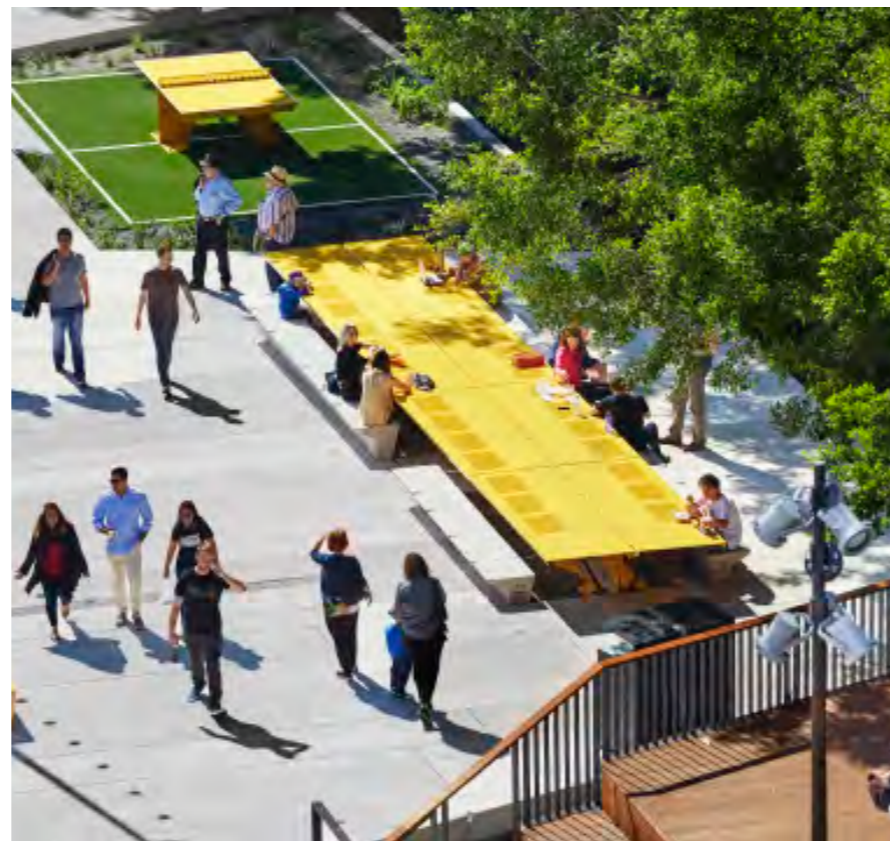
Cockle Bay Park will be designed for the people who will work, play, dwell or pass through here every day. The diversity of custodians will shape it as an exemplar of urban renewal for Sydney.





## FOR LOCALS

- An important place of public congregation
- Integral part of Sydney's social calendar
- Cultural programming and entertainment
- Family-friendly spaces, diverse experiences and harbour views
- Active and passive recreation



## FOR VISITORS

- A new tourist destination for international and domestic visitors
- In 2016, the combined total of international and domestic visitors to Darling Harbour was 4.2 million, almost a third of total overnight visitors to the Sydney Tourism Region
- Visitors seek experiences worthy of Sydney's reputation
- Part of Darling Harbour's cultural ribbon along the waterfront
- Easily accessible from the CBD



## FOR WORKERS

- Majority of weekday traffic
- Convenient, high-quality retail and dining
- Inviting, comfortable and rejuvenating public spaces
- Daytime green haven by day, and a place that comes alive at night
- After-work social and dining destination



ALIGNED WITH  
GOVERNMENT



## INTERCONNECTIVITY

STRONG CONNECTIVITY FROM COCKLE BAY PARK TO THE CITY AND BEYOND HAS THE POTENTIAL TO QUADRUPLE THE CATCHMENT OF POTENTIAL VISITORS.<sup>1</sup>

Great public spaces are led by strong interconnectivity to ensure places are easy to get in and through. A series of simple, direct routes and open spaces will overcome the existing fragmented separation, helping to maximise pedestrian activity between Darling Harbour and the city centre.<sup>2</sup>

Walking will account for 50% of trips to and from late night precincts by 2030.<sup>3</sup> The use of public art, lighting and clear wayfinding, such as the Drutt Street Art Bridge will provide safe and inviting pedestrian routes 24 hours and 7 days a week.

Over a peak 15-minute period, it is predicted 3,700 people will access Cockle Bay Wharf heading towards SICEEP and 4,700 will use the Pymont Bridge.<sup>4</sup> A new direct route over the Western Distributor and straight down to the foreshore will contribute to a stronger walking culture in Sydney.<sup>5</sup>

24/7

ACCESS TO A SIGNIFICANT PROPORTION OF THIS PUBLIC SPACE INCREASING CONNECTIVITY AND SOCIAL INCLUSION

SOURCE — PWC GEM 2015

THE NEW COCKLE BAY PARK WILL CONNECT

80,000



WORKERS

SOURCE — PWC GEM 2015

# ECONOMIC BENEFIT

COCKLE BAY PARK WILL INCREASE CAPACITY FOR WORKERS AND VISITORS, PRODUCING A MULTIPLIER EFFECT FOR ECONOMIC AND SOCIAL TRADE.

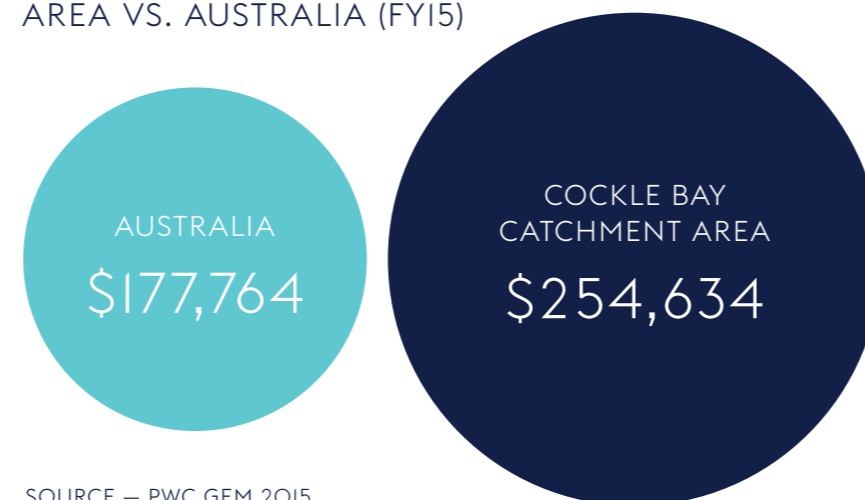
Cockle Bay Park and its enhanced connectivity are forecast to increase the catchment of incidental visits from a 400m to 800m radius.<sup>6</sup>

The completed precinct could attract up to 80,000 workers from surrounding areas and accommodate an additional 10,000 daily visitors.<sup>7</sup>

The development is forecasted to provide an employment contribution of over 2,000 jobs per year throughout the life of the project.<sup>8</sup>



OUTPUT PER WORKER OF COCKLE BAY CATCHMENT AREA VS. AUSTRALIA (FY15)



SOURCE – PWC GEM 2015

REINFORCING THE CONTRIBUTION OF DARLING HARBOUR TO NSW



VALUE OF TOURISM: TOTAL VISITOR EXPENDITURE CONTRIBUTED TO THE NSW ECONOMY

SOURCE – PWC GEM 2015



# SUSTAINABILITY

A 6-STAR GREEN STAR DESIGN WILL RISE IN HARMONY WITH SYDNEY'S NATURAL AND BUILT ENVIRONMENT, CREATING A 'BREATHING SPACE' IN THE CITY.

A new hectare of publicly accessible open space, Cockle Bay Park will be a place to offer workers and visitors leading practice in health and well being. There is focus on improving the microclimate by adding significant regenerative landscape to bridge the elevated freeway that disconnects the site from the city.

Looking to natural systems to enhance the ecosystem, improve micro-climate and contribute to biodiversity, the team has focused on creating a "breathing space" for the City. Via the use of Water Sensitive Urban Design principles we will aim to provide a considered response to stormwater management and an integrated environmental design solution.

14%

OPEN SPACE IN THE CENTRAL CITY

SOURCE — PWC GEM 2015

< 10%

CANOPY COVERAGE IN THE CBD

SOURCE — PWC GEM 2015

AN ADDITIONAL GREEN OPEN SPACE WILL ENCOURAGE WORKERS, AND RESIDENTS TO WALK AND ENGAGE IN PHYSICAL ACTIVITY. REDUCING THE

\$640M

COST OF PHYSICAL INACTIVITY TO GOVERNMENT.

SOURCE — EOIN BLACKWELL. 2017.

# CULTURAL IMPACT

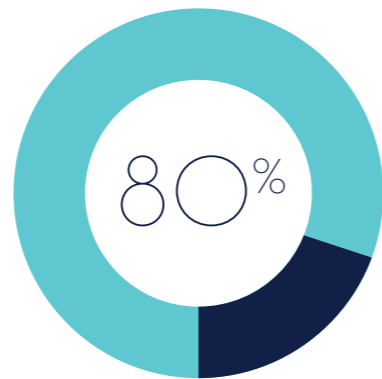
COCKLE BAY PARK WILL OFFER A GATHERING PLACE, AND CATER FOR OVER 20,000 PATRONS SITE WIDE. A VIBRANT CULTURAL HEART AND NEW STAGE FOR DARLING HARBOUR.

Culture is recognised as a key ingredient for urban liveability and a 'driving force' behind urban renewal, helping to create vibrancy connectivity and define the character of the place.<sup>9</sup>

Cockle Bay Park has the opportunity to become an exemplar component of Sydney's Nature and Culture Walk initiative, providing a driving force in the resurgence of Darling Harbour as Sydney's major entertainment district. Through the use of embedded arts, cultural partnerships, and programming Cockle Bay will be brought back to life both in the night and day.



The Cockle Bay Steps, the northern park, the podium rooftop and Druitt Street bridge can provide a variety of spaces for public temporary and permanent culture, becoming a new stage for Sydney's celebrated cultural calendar. Providing numerous opportunities to support the city's financial contribution of \$34m each year to support arts, cultural and creative activity.<sup>10</sup>



DOMESTIC VISITORS TO DARLING HARBOUR

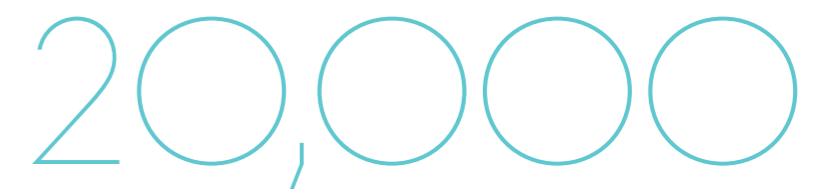
SOURCE – PWC GEM 2015



PEOPLE VISIT DARLING HARBOUR EVERY YEAR

SOURCE – PWC GEM 2015

COCKLE BAY PARK SEEKS TO ADD CAPACITY FOR UP TO



MORE VISITORS TO MAJOR EVENTS HELD IN DARLING HARBOUR

SOURCE – PWC GEM 2015

## TEAM

**COCKLE BAY PARK** will be developed by an exceptional partnership between Brookfield, The GPT Group and AMP Capital.

Collaborating with an eminent and integrated design team, our vision is a baseline that will evolve through a design excellence process, culminating in a new destination to experience it all.



Listed on the Australian Securities Exchange since 1971, GPT Group is today one of Australia's largest diversified listed property groups. The Group has a substantial investor base with more than 36,000 investors, is one of the top 50 stocks by market capitalisation and has \$19 billion of assets under management.

## Brookfield

Brookfield Property Partners is one of the world's largest commercial real estate companies, with approximately \$66 billion in total assets. They are leading owners, operators and investors in commercial property assets, with a diversified portfolio that includes 146 premier office properties and 127 best-in-class retail malls around the world. Brookfield Property Partners also hold interests in multifamily, triple net lease, industrial, hospitality, self-storage and student housing assets. Brookfield Property Partners is listed on the New York and Toronto stock exchanges.



AMP Capital is a leading investment house with \$160 billion in funds under management. AMP Capital specialises in real estate and infrastructure, and their experience and leadership across asset classes not only provides insights into ever-changing markets, but also means they are at the forefront of developing contemporary investment solutions for clients.

## CONCEPT DESIGN TEAM



ASPECT Studios™

ARUP

FUTURE\CITY

TONYCAROARCHITECTURE

ETHOS  
URBAN

# KEY POLICIES

## INTERCONNECTIVITY

- A Plan for Growing Sydney, Department of Planning and Environment
- Walking Strategy and Action Plan, City of Sydney
- Sydney City Centre Access Strategy 2013, Transport for NSW
- Local Environmental Plans, City of Sydney
- Sydney Development Control Plan 2012, City of Sydney

## ECONOMIC BENEFIT

- NSW 2021 State Plan, NSW Government
- Retail Action Plan 2013, City of Sydney

## SUSTAINABILITY

- Sustainable Sydney 2030, City of Sydney
- Environmental Action 2016 – 2021 Strategy and Action Plan, City of Sydney

## CULTURAL IMPACT

- Creative City, Cultural Policy and Action Plan 2014-2024, City of Sydney
- Sustainable Sydney 2030 – Community Strategic Plan 2014, City of Sydney
- City Art Public Art Strategy, City of Sydney

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## FOOTNOTES

1. PWC, A strategic assessment of the vision for Cockle Bay Park, July 2017
2. Space Syntax, Pedestrian Infrastructure Cockle Bay Park, August 2017
3. City of Sydney, Walking Strategy and Action Plan
4. Hyder, SICEEP Transport and Traffic Assessment, 2013
5. Arup, Pedestrian Assessment, August 2017
6. PWC, A strategic assessment of the vision for Cockle Bay Park, July 2017
7. PWC, A strategic assessment of the vision for Cockle Bay Park, July 2017
8. RLB, Employment and Economic Multiplier Benefits, August 2017
9. Future City, Cockle Bay Wharf: Culture & Placemaking Strategy, June 2017
10. City of Sydney, Creative City: Cultural Policy and Action Plan 2014-2024



**Brookfield**

