



F19/69

21 February 2019

Mr Brendon Roberts  
Team Leader, Key Sites Assessments  
Department of Planning & Environment

Via email: [brendon.roberts@planning.nsw.gov.au](mailto:brendon.roberts@planning.nsw.gov.au)

Dear Brendon

**Parramatta Leagues Club Hotel (SSD 8800) - 1 Eels Place, Parramatta**

Thank you for your letter dated 14 January 2019 requesting Venues NSW (VNSW) comment on the above Development Application. The key issues and our comments and recommendations in regard to each are included as Attachment 1.

VNSW requests that the applicant consults with VNSW and the appointed Western Sydney Stadium operator, VenuesLive, in relation to the issues identified in this letter.

Thank you again for the opportunity to comment on the development application. If you require further clarification regarding this matter, please don't hesitate to contact me via email or by phone on 02 8754 7980.

Yours sincerely

A handwritten signature in black ink, appearing to read "Paul Doorn".

**Paul Doorn**  
Chief Executive Officer

Cc: Dianne Rigg, Chief Operating Officer, Venues NSW

## ATTACHMENT 1

### 1. Northern Car Park Access Road (Adjacent to the Ross St Gatehouse)

#### Comment

As is acknowledged in the Parramatta Leagues Club Hotel Development Application (DA), it is currently the intent that the access road that leads from O'Connell Street to the Western Sydney Stadium Northern Car Park is Venues NSW land and is a critical part of the operations of the Stadium.

However, SSD 8800 proposes that this road is used for vehicular access to the Hotel:

#### **Access, Car Parking Numbers:**

- Ground level perimeter pedestrian access (to activate site and area);
- *Vehicular access from O'Connell Street, south of the site (on Venues NSW land, part of Parramatta Stadium), providing access to a porte-cochere and also access to the proposed neighbouring commercial buildings and Stadium carpark, with some associated potential tree removal;*

***The primary purpose of the Northern Car Park Access Road is to provide access and operational efficiencies relating to the \$360M Stadium investment made by the NSW government. The venue will be a major focus for sport and entertainment in Parramatta and servicing the broader Western Sydney region.***

***Access at all times is critical and should not be comprised by introducing traffic from hotel clients and service providers. Any utilisation of that road for activities not related to stadium event bump in/out and during events that will cater for up to 30,000 patrons is simply not feasible.***

Based on confirmed and anticipated events, VenuesLive expects in excess of 43 events to be held each full year. Additionally, at least 3 function and/or conference events are anticipated each week.

With more than one event per week on average, attracting between 15,000 and 30,000 patrons each, in addition to a significant calendar of non-event day functions, Venues NSW do not believe it is possible for the Northern Car Park Access Road to facilitate the additional traffic generated by any use for Hotel operations.

It is the view of Venues NSW that **all access** for hotel guests, tenants, staff and service providers be via Eels Place and that the Northern Car Park Access Road is preserved exclusively for the Stadium and associated uses.

Venues NSW strongly objects to the DA proceeding on the basis of any proposed use of the Northern Car Park access road.

#### Recommendation

The PLC's plans are re-drafted on the basis of all Hotel traffic entering and leaving exclusively via Eels Place.

### 2. Competing Function Space

#### Comment

Western Sydney Stadium has a significant non-event day commercial program built into the NSW Government approved business case. VenuesLive has launched the Bankwest Stadium Non-Event Day functions business and to date inquiries have been strong and we

expect to be able to achieve the return on investment to the NSW Government that was anticipated in the Business Case.

The introduction of a competitor in such close vicinity to the Stadium may impact on that business and will therefore affect the ongoing financial viability of the Stadium and the return on investment to the NSW Government.

Recommendation

That Parramatta Leagues Club enter into discussions with Venues NSW with regards to accessing the function spaces of Western Sydney Stadium and not duplicate similar space in the hotel development.

**3. Impact on Event Calendar**

Comment

Venues NSW wishes to be clear that, in conjunction with VenuesLive, we will continue to grow the events and commercial program for Western Sydney Stadium. As noted previously, VenuesLive expects in excess of 43 events to be held each full year, with increases to 66 events per year in 2020 and 2021 during the re-development of ANZ Stadium, including up to 3 concerts annually.

If the development of the Parramatta Leagues Club Hotel proceeds, it should be aware of the possible impacts of this event schedule, including road closures, sounds levels, and pedestrian flow.