

MEMO

Memo To: Mayor and Councillors
Memo From: Ian Arnott
CC: CC:
Date: 19 August 2016
Subject: Item 13.1 - 1 Anderson Street, 28 Victor Street and 49-51 Albert Avenue, Chatswood (Westfield) - Planning Proposal for Amusement Centre

Mayor and Councillors,

Council at its meeting of 8 August, 2016 considered a report in respect to the abovementioned Planning Proposal and subsequently resolved:

"That the matter be deferred for 2 weeks for the purpose of receiving further information from the applicant to allow Council to formally note this material to move to supporting the matter."

In response to this resolution the applicants, AMF Bowling, lodged the attached documentation with Council on Thursday 18 August 2016. The documentation submitted incorporates:

- A one page summary of the proposed operations within Westfield Chatswood;
- A letter outlining the company's operations, the 'Playtime' model proposed for Chatswood, and addressing various issues including acoustics, gambling, hours of operation, staffing, security, etc.;
- A plan indicating the proposed tenancy location on Level 6 of Westfield Chatswood;
- A plan indicating the proposed tenancy layout;
- A number of references from owners or managers of centres within which Ardent Leisure currently operate amusement facilities.

The documentation submitted should be considered in conjunction with Item 13.1 on the Agenda Paper.

Also attached is an extract from Willoughby Development Control Plan (Part E.3.3 Amusement Centres in Mandarin Centre, Chatswood) for Council's information.

Recommendation:

That Council consider the attached documentation submitted by AMF Bowling outlining the proposed Amusement Centre operations at Westfield Chatswood, in conjunction with Item 13.1 on the Agenda paper.

PLAYTIME SUMMARY

PROPOSED ADDRESS:	SHOP 605, LEVEL 6, CHATSWOOD WESTFIELD
AREA:	Approximately 1,097sqm
NATURE OF BUSINESS:	PLAYTIME is an interactive community based venue providing a diverse range of ENTERTAINMENT opportunities aimed at kids, families, corporates and young socials alike.
TARGET AUDIENCE:	5 – 70 years , the venue is disability friendly
INTENDED USE:	The proposed use involves a number of activities, all related to the family. Approximately 150 amusement machines will also be offered to provide a variety of entertainment for guests visiting the venue. Food and seating area which encourages families and individuals to be seated and to enjoy meals whilst enjoying other activities. The menu would include a selection of non-alcoholic hot and cold beverages (e.g. soft drink, juices, milkshakes, tea, coffee etc.), hot and cold foods of both a savoury and dessert nature. (e.g. sliders, fries, party foods, sandwiches, ice creams, sorbet, waffles, donuts). PLAYTIME will feature a Redemption Shop - a place where kids, mums and dads who have achieved success on one of the machines have the opportunity to pick a prize. <i>Prizes are not redeemable for money.</i>
GAMBLING:	PLAYTIME tenancies do not contain any amusement device which is, or can be operated for reward by the player(s) where such reward is in the form of money.
DAILY OPERATIONS:	Playtime is required under the Lease and Scentre Group Rules to observe all conditions governing the operation and presentation of the tenancy. Such items include but is not limited to rubbish, noise and patron control.
REFERENCES:	Attached To the best of my knowledge, PLAYTIME (or any entity within the Entertainment Division) has not received any notices from any municipality in which it operates regards its behaviour or conduct. Relationships with law enforcement in all municipalities is good.
PLAN:	Attached
SECURITY:	SCENTRE GROUP has a zero tolerance policy to delinquent behaviour. Offenders are promptly removed from the centre by security.
TRADE HOURS:	Aligned to the operating hours of the Centre's entertainment precinct.

18 August 2018

Michael Davies JP
 General Manager – Property
 Bowling Centres Australia Pty Ltd

Willoughby City Council
 2 Level 4, 31 Victor Street
 Chatswood NSW 2067

Attention Mr. Peter Conroy
 Director – Planning & Infrastructure

Dear Mr Conroy

Re: Planning Proposal, Proposed Amusement Centre, Property: 'Westfield, Chatswood'

PLAYTIME request the Mayor and Councillors of Willoughby Council to support the commencement of the process for rezoning for a proposed Amusement Centre in **Shop 605, Level 6, Westfield Shopping Centre, 1 Anderson Street, Chatswood NSW 2067**. We note that the required process will involve future public exhibition and community consultation and we look forward to any comments from your local community.

Ardent Leisure Group ("The Group")

The Group is a leading leisure and entertainment business with a diverse portfolio of premier assets encompassing theme parks, ten pin bowling and family entertainment centres, health clubs and marinas.

The businesses, owned and operated by the publically listed Ardent Leisure Group, have in common the delivery of outstanding guest experiences, exceptional customer service and an exposure to growth markets.

The Group's activities span Australasia and are expanding rapidly across the United States.

The Group at a glance:

Division	Number	Comment
Main Event	30+	Each venue contains bowling, amusement games, laser tag and food & beverage
Goodlife Health Clubs & Hypoxi	76	Located in QLD, NSW, VIC, SA & WA
Theme Parks	4	<i>Dreamworld, White Water World, Skypoint, Skypoint Climb</i>
D'Albora Marinas	7	Located in NSW & VIC
Bowling & Entertainment Division	55	Businesses operating under the Entertainment Division - <i>AMF & Kingpin Bowling, Playtime, City Amusements, Galactic</i>

Bowling & Entertainment Division ("B&E"):

Number 1 in family entertainment, ED operates 55 centres across Australia and New Zealand, employing over 1,800 people throughout the AMF, Kingpin and Playtime brands.

B&E has considerable diverse experience within its ranks offering a first class guest experience across its portfolio. Our guests trust the brands with B&E entertaining 6 million guests annually whilst hosting in excess of 30,000 birthday parties!

We continue to seek out new and exciting opportunities to offer local communities the best in class entertainment venues. Westfield Chatswood presents as a key opportunity for B&E and Scentre Group. It is our ambition to bring a new and exciting offer to the market that would considerably enhance and yet complement the existing entertainment offers already present within Westfield.

What is PLAYTIME:

PLAYTIME is an interactive community based entertainment wonderland that aims to regale kids, families, corporates and young socials alike. In fact, it is fair to say the target audience is everyone! PLAYTIME offers a diverse range of attractions sure to meet the needs of the most discerning of guests. It is our mission to ensure that everyone visiting the venue leaves knowing they have created life-long memories.

The entertainment is the hero. A mix of games, karaoke, escape rooms, mini-bowling and a great dining experience will provide something for everyone.

The venue is family friendly during the day, with a transition in the evenings to suit those looking for a little more sophistication in their evenings out. The smart use of intelligent lighting and clever placement of fixtures and fittings within accomplishes this.

Sit and relax. Parents, friends and family are encouraged to take a seat and chill whilst their loved ones are playing. Coffee is only one part of a quality food and beverage offer that is not just about fried foods. The diverse nature of the food and beverage offer caters to a wide range of tastes including those preferring healthy options. PLAYTIME prides itself in being able to cater to those with sensitivities that would normally preclude them from enjoying such outings.

PLAYTIME encourages kids to interact with each other and with the venue. Karaoke is synonymous with fun, community based free-to-play competitions are another. We cater to a wide range of function requests, everything from corporate events to birthday parties.

PLAYTIME will also feature a Redemption Shop - a place where kids, mums and dads who have achieved success on one of the machines has the opportunity to pick a prize.

Acoustic Impact:

Our equivalent proposed operations do not create any adverse Acoustic Impact on adjoining commercial operations within other centres. Please refer to attached references from Scentre Managers and other locations in which we operate equivalent Amusement Centres. We are very pleased to note that our equivalent Amusement Centres receive a very positive response.

Community:

PLAYTIME prides itself on its work with and in the community. The business is able to meet the needs of the able and not so able bodied who live within and around the City of Willoughby. PLAYTIME also works with social and sporting groups to ensure its members get the best possible experience when visiting PLAYTIME.

Gambling:

PLAYTIME tenancies do not contain any amusement device which is or can be operated for profit or reward by the player(s) where such profit or reward is in the form of money. Further, Gambling is not condoned nor permitted within any tenancy operated by The Bowling & Entertainment Division of Ardent Leisure.

Trading hours:

There is nothing worse when visiting a venue for a night out to find aspects of it closed. PLAYTIME aligns its hours with those of the other entities within the entertainment precinct, and this instance would look to trade similar hours to the adjacent Hoyts Cinema.

Employment:

The business intends to offer local youth opportunities to work as part of a dynamic team with the potential to grow within the business. Noting this is not for everyone, opportunities also exist for those looking for casual employment to those needing employment whose ultimate professional goals may lay in a different direction.

Staffing:

The business will employ a full time-manager and a team of permanent part-time employees and casuals as required. The manager would be supported by approximately 8 individuals working to a roster on an as needs basis.

When the manager is not rostered, a suitably skilled supervisor would assume the responsibility as the person in charge of the premises.

There would be at least one person within the venue at all times, ramping up as the level of business determines.

Training:

The manager and supervisor/s are trained in all aspects of PLAYTIME's operation. This includes but is not limited to customer service and dispute resolution; cash handling and reconciliation; food handling including preparation and serving; local area marketing; workplace health and safety and all matter related to the successful operation of the business.

Security:

Scentre Group prides itself in providing a safe, clean, professionally managed shopping mall and provides a 24-hour security presence with a zero tolerance policy to anti-social behaviour.

Should an incident escalate to a point where neither PLAYTIME staff nor Westfield' security can satisfactorily resolve the matter, and as a last resort, the local Police can be called for assistance.

Closing:

Thank you for your consideration. I am available assist Council should it have further questions regarding the proposed approval. I can be contacted via email (michael.davies@amfbowling.com.au) or telephone 02 9409 3611.

Yours sincerely



Michael Davies

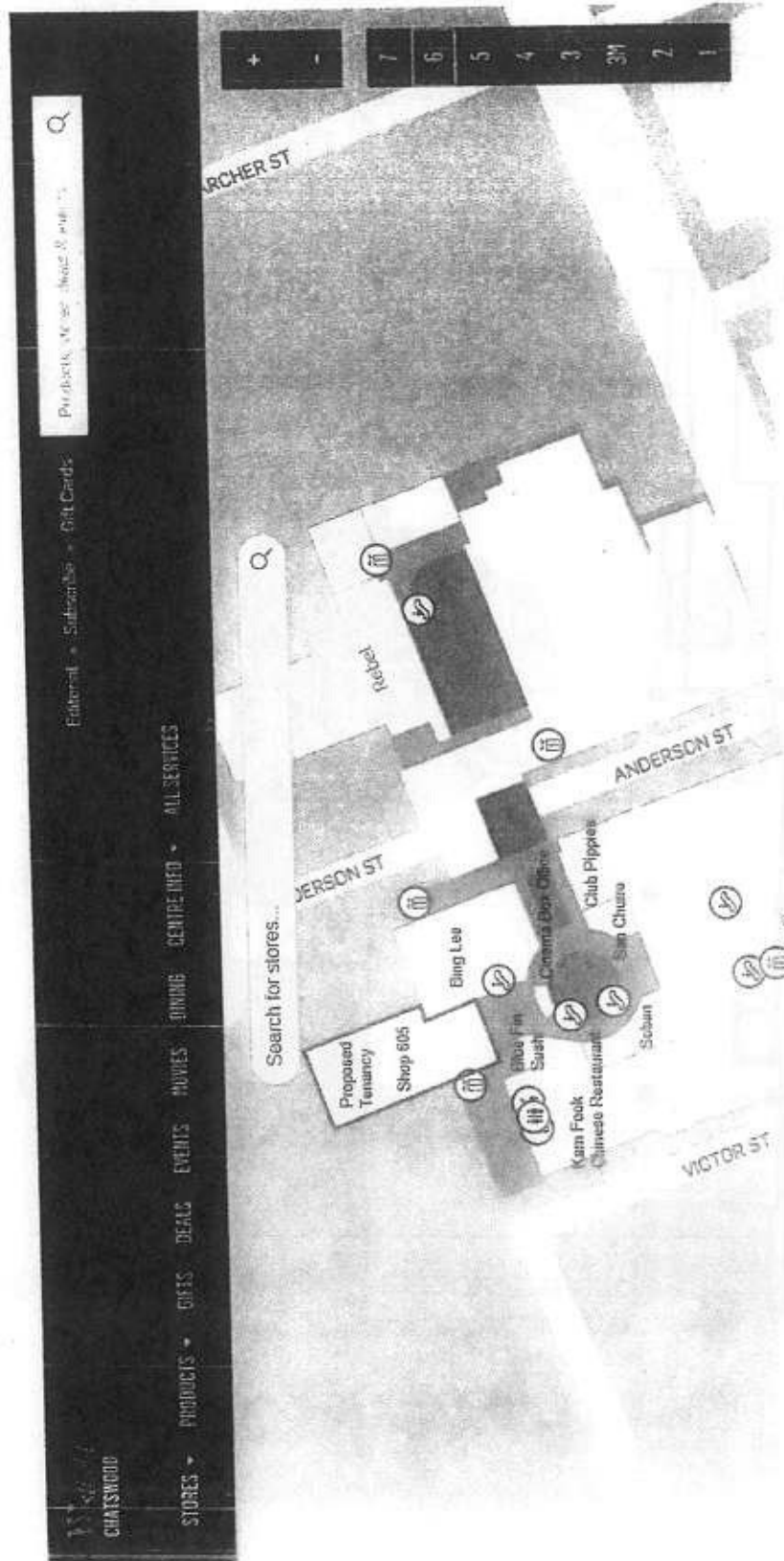
Attachments:

Centre Palm – Level 6 – intended placement
Site Plan

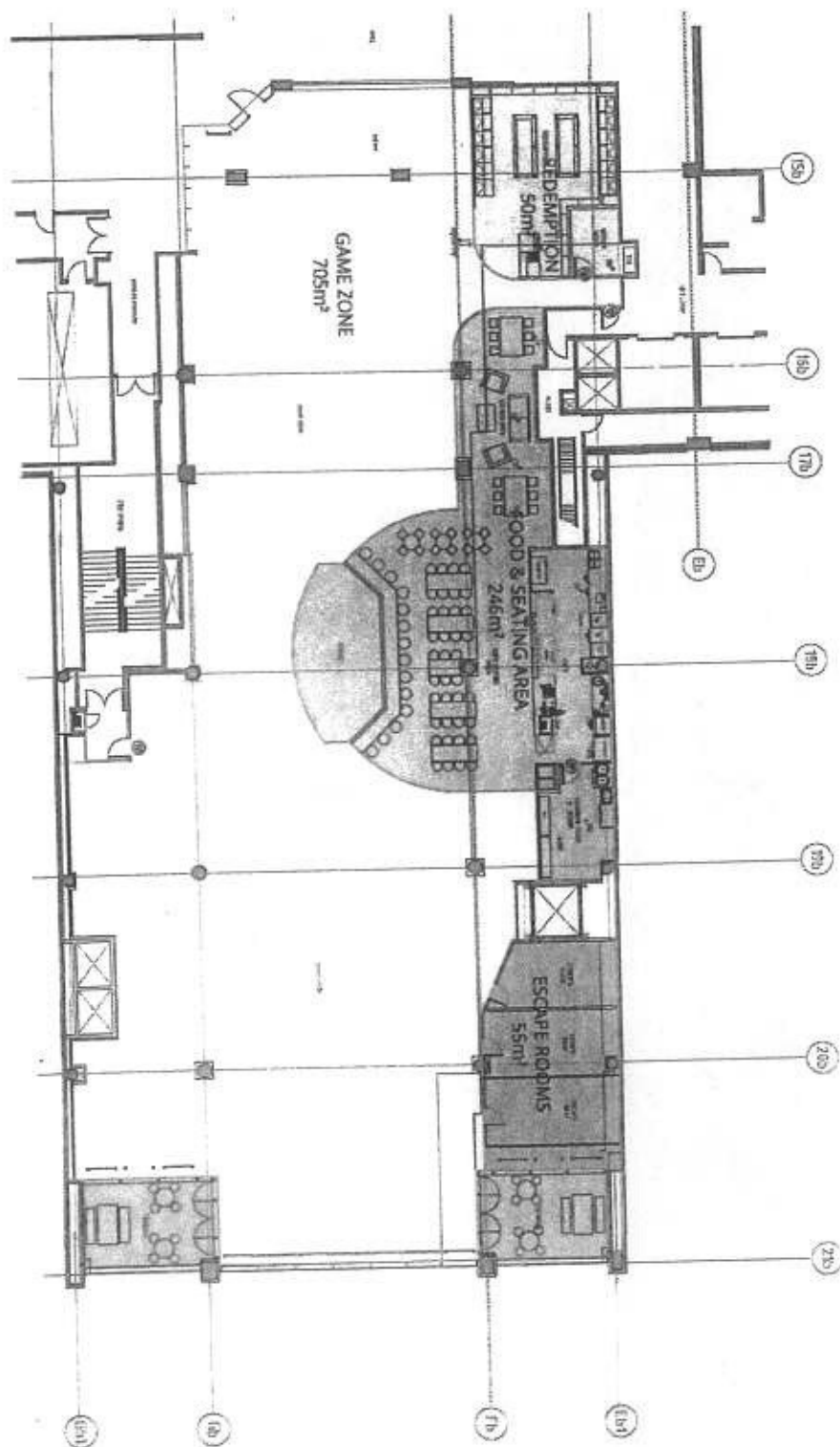
References:

BlackWall Property	Villawood NSW
Bakehosuer Quarter	North Strathfield NSW
Scentre Group	Miranda NSW & Knox City VIC
GPT Group	Highpoint

Location on Level 6.



Proposed tenancy





BLACKWALL PROPERTY FUNDS

18 August 2016

TO WHOM IT MAY CONCERN

RE: Ardent Leisure trading as AMF Bowling, 850 Woodville Rd, Villawood

Ardent leisure are the owners and operators of the AMF Bowling premises in our large scale entertainment precincts located at 850 Woodville Rd, Villawood and at the Bakehouse Quarter, North Strathfield.

BlackWall have observed AMF to be professionally operated and complements our other uses. They are open to working closely with the Lessor to deliver a high standard of customer experience and contribute significantly to the precinct. Despite late trading hours and a large range of customers, the Landlord has never experienced any issues with surrounding unsociable behaviour or other negative operational issues.

AMF are a valued partner to the Landlord across a number of sites. Please do not hesitate to contact the writer if you require any further information.

Yours sincerely,

Stuart Brown
Director

BAKEHOUSE — QUARTER —

18 August 2016

To Whom It May Concern

BAKEHOUSE QUARTER - SHOP 5 BUILDING H3 - LASER ZONE

Ardent Leisure are the owners and operators of the Laser Zone tenancy at the Bakehouse Quarter in North Strathfield.

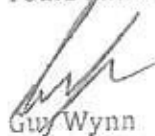
The operation is run professionally by a highly trained and uniformed staff to create a family friendly environment within the entertainment precinct of the Bakehouse Quarter.

The centre trades extended hours and along with the numerous restaurants and cafes in the precinct creates an entertainment hub for both employees of the commercial tenancies and the surrounding suburbs.

Laser Zone have been in occupation since 2007 and we have never had the slightest issue with undesirable elements or unruly behaviour and the professionalism of the operation combined with on site parking and other entertainment options results in this being a successful commercial arrangement for all stakeholders.

The Bakehouse Quarter has been developed as an office, retail and entertainment precinct serving the inner western suburbs of Sydney and it is the interaction of these various elements that has resulted in the Bakehouse Quarter being the thriving entity it is today.

Yours faithfully



Guy Wynn
General Manager Bakehouse Quarter

SCENTRE GROUP

23 June 2016

TO WHOM IT MAY CONCERN

RE: Ardent Leisure trading as AMF Bowling, Westfield Knox

Ardent Leisure are the owners and operators of the AMF Bowling tenancy in the Ozone Dining, Entertainment and Leisure precinct here at Westfield Knox.

Scentre Group Centre Management has observed the business to be professionally operated and open to working closely with the Lessor to deliver a high standard of customer experience. Their offer adds to a broad range of uses in the precinct, including a large format gym, children's play centre, over 30 restaurants, cinema complex with 15 screens, tavern and gaming venue and a number of other entertainment venues.

Despite operating late trading hours and being a licensed venue, Centre Management has not experienced any issues with unsociable behaviour from any of the AMF patrons.

They are a valued partner in the growing and evolving dining, leisure and entertainment offer for our customers here at Westfield Knox.

Please do not hesitate to contact the writer if you require any further information.

Yours faithfully,
Scentre Shopping Centre Management Co (VIC). Pty Limited



Michael Croxford
RETAIL MANAGER

Centre and Shopping  Leisure and Entertainment

WESTFIELD KNOX 415 Burwood Highway, Wertheim South, VIC 3102, PO Box 4018, Wertheim South, VIC 3102
SCENTRE SHOPPING CENTRE MANAGEMENT (VIC) PTY LTD ABN 15 007 180 802

Licensed Estate Agent Under Estate Agents Act 1967, 100 Sturt Road, Licensed Estate Agent
Westfield Dorchester Level B, 818 Dorchester Road, Dorchester VIC 3108 Australia

Level B, 88 Castleway Street, Sydney NSW 1500 Australia GPO Box 4004 Sydney NSW 1501 Australia T +61 02 9059 7000 www.westfield.com.au

SCENTRE GROUP

23 June 2016

SHOP G122 WESTFIELD MIRANDA – PLAYTIME

Ardent Leisure are the owners and operators of the Playtime Entertainment tenancy in our Entertainment and Leisure precinct in Westfield Miranda.

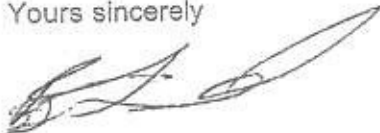
The centre is extremely well and professionally run by trained and uniformed staff who create a very family friendly offering to our centre and add considerably to flavour of the combined entertainment within the precinct and the centre.

They trade extended hours alongside a number of restaurants and the other entertainment offer Sky Zone. This creates a precinct which has a very mixed customer base and works for the whole community.

It is worth noting that due to the family atmosphere created by these uses there has been no issue with congregating of any undesirable elements and we as a centre have not had to look at anything other than our normal after hours centre security within these precincts. One of the great advantages of entertainment precincts combined with restaurants within centres is that it creates a very safe environment for all the patrons and the convenience of secure onsite parking etc.

We strongly believe these entertainment uses are the way of the future for our centre and see them as an important part of our centre moving forward.

Yours sincerely



Brett Leonard
Centre Manager
Westfield Miranda

Owner and Operator of **Westfield** in Australia and New Zealand

WESTFIELD MIRANDA 600 Kingsway Miranda NSW 2228
SCENTRE SHOPPING CENTRE MANAGEMENT PTY LTD ABN 55 000 712 710
Licensed Real Estate Agent under the Property, Stock and Business Agents Act 2002
Level 22 55 Castlereagh Street Sydney NSW 2000 Australia GPO Box 4004 Sydney NSW 2001 Australia T +61 102 8058 0000 scscentre.com



29 June 2016

To Whom It May Concern,

We write in relation to The Trust Company Limited trading as Playtime at Highpoint Shopping Centre.

Playtime have been a tenant at Highpoint for over 20 years and are located in our food and entertainment precinct on Level 1.

Playtime compliments the family friendly precinct on Level 1 and provides an abundance of fun arcade gaming options to the Highpoint customer. The venue is also popular for their children birthday parties within Highpoint and the local community.

We have an established mutual relationship with this retailer who have in 2015 invested in and completed a full refurbishment of the store.

Furthermore, we note that to our knowledge there are no concerns or issues with undesirables congregating within the Playtime tenancy and we do not roster a security guard specific to Playtime.

If you have any further queries please do not hesitate to contact the undersigned.

Yours sincerely,

Ryan Ling
Centre Manager
Highpoint Shopping Centre



GPT Property Management
Pty Limited
ABN 29 116 069 631
Licensed Real Estate Agent
Dean Arnel

Highpoint Shopping Centre
Suite 10, Level 4
120 - 200 Rossmore Road
Maribymong VIC 3032
Australia

T: +61 3 9313 1999
F: +61 3 9313 1159

highpoint.com.au
gpt.com.au

- whether the proposed development is likely to cause a nuisance due to the emission of noise, vibration, congregations in public places, or otherwise adversely affect the environment;
- the social effect of the use in the locality and the public interest;
- access for people with disabilities; and
- the location of premises in relation to residential areas and schools.

E.3.3.3 - Operational Requirements

Hours of operation

Amusement centres shall not operate outside the approved hours of the Mandarin Centre.

Building Code of Australia

Buildings will be required to comply with the requirements of the Building Code of Australia for a class 9(b) building and a "place of public entertainment". The number of persons on the premises at any one time shall be limited to one (1) person per 1.2 m² of gross floor area.

Management of Patrons

1. No person who is in effective control of an amusement centre shall permit to enter or remain thereon a person under the age of eighteen (18) years except:
 - at an hour or on a day when primary or secondary schools are not open; or
 - where the person submits satisfactory evidence to those in management that they are either not enrolled as a student at a primary or secondary school, or absent from school with the approval of the school.
2. An amusement centre shall be attended during all hours of operation by at least one person, or if Council so decides depending on the size of the facility, two or more persons, and any such person(s) shall be recognisable as an attendant. The attendant(s) is to be responsible for the effective control of the centre and to ensure that the conditions of any consent applying to the centre are complied with so as to achieve the objectives of Part E3.3.3 of this plan.
3. No alcohol or drugs are to be permitted on the premises at any time.

Amusement Devices

An amusement centre shall not contain any amusement device which is or can be operated for profit or reward by the player(s) where such profit or reward is in the form of money.

Generation of Crowds

1. The operation of the premises is not to adversely affect the amenity of the surrounding area, by allowing people to congregate in a public place.
2. An applicant will need to submit details of appropriate management measures to satisfy this requirement.

Noise Transmission

Materials of construction shall be such that the noise transmission rating shall achieve a sound level not exceeding 5dB/A above the ambient level of any adjoining building or public place. This does not include other occupancies within the managed centre.

