

DIRECTION	OBJECTIVE	PROPOSAL	COMPLIANCE
Direction 1 A globally competitive and innovative City	1.1 Plan for growth and change in the City Centre.	The Master Plan Concept for the Precinct embraces growth and change as it provides a unique opportunity to redevelop both the Bridge & Alfred and Young & Loftus blocks to create a major city-making project and act as a catalyst for the renewal of Circular Quay. In particular the revitalisation of the Bridge & Alfred block will strengthen the economic role of the AMP Circular Quay Precinct.	Y
	1.2 Strengthen globally competitive clusters and networks and develop innovative capacity.	The Master Plan Concept will strengthen the role and function of the AMP Circular Quay Precinct as a key global financial and economic hub within the Sydney CBD. Added to this, the revitalisation of the Young & Loftus block will further strengthen the innovative capacity of the Precinct to introduce and integrate a series of complementary uses.	Y
	1.3 Plan for global city support functions.	The Master Plan Concept includes the delivery of a diverse range of land uses that support the main function of the site as a key commercial precinct within the Sydney CBD. Activities such as retail, boutique commercial, hotel and serviced apartments, education, restaurants and bars, and residential will look to be integrated so as to ensure the diversity of activity for a global city is achieved.	Y
	1.4 Develop innovative capacity and global competitiveness.	The redevelopment of the AMP Circular Quay Precinct provides a opportunity to redevelop both the Bridge and Alfred and Young and Loftus blocks to create a major city-making and regeneration project and act as a catalyst for the renewal of Circular Quay.	Y

	1.5 Strengthen business competitiveness.	The Master Plan Concept sets out to create a new and revitalised destination for Sydney, within an historic location. The redevelopment of the Precinct will play a significant role in contributing to establishing a 'global Sydney' by repositioning the Bridge and Alfred block as new corporate headquarters, whilst establishing the Young and Loftus block as a fine grain and active mixed use '24/7' precinct.	Y
	1.6 Enhance tourism infrastructure, assets and branding of the City.	The proposed redevelopment will strengthen the connections between Circular Quay and the CBD's main financial district; create a fine grain of more intimate lanes, arcades and through-site links to introduce vitality and street level activity; maximise active uses fronting streets and improve traffic and parking operations to create pedestrian friendly street environments.	Y
Direction 2 A leading environmental performer	2.1 Increase the capacity for local energy generation and water supply within city boundaries.	AMP Capital has committed to delivering a Precinct that exceeds the highest standards for ecologically sustainable development (ESD). At this early Concept Plan stage, it is not appropriate to set ESD standards applying to future development of the site, however design development prior to the lodgement of a Stage 2 DA will include extensive investigation of suitable ESD rating tools and their application to the future development of this precinct.	Y
	2.2 Reduce waste generation and stormwater pollutant loads to the catchment.	As above.	Y
	2.3 Improve the environmental performance of existing buildings.	As above.	Y
	2.4 Demonstrate leadership in environmental performance through the City of Sydney's operations and activities.	As above.	Y

Direction 3 Integrated transport for a connected City	3.1 Support and plan for enhanced access by public transport from the Sydney Region to the City of Sydney.	The minimal provision of car parking on site means that the vast majority of future employees will utilise public transport to get to the Precinct. The Precinct will be able to utilise any future improvements to the CBD public transport network.	Y
	3.2 Develop an integrated Inner Sydney public transport network.	The Precinct not only takes advantage of excellent public transport links nearby, but the Master Plan will also reduce the number of private vehicle access points and potentially restrict overall vehicle movements through the precinct. As part of the Master Planning process, it is envisaged to rationalise bus routes and layover points to improve circulation.	Y
	3.3 Reduce the impact of transport on public space in the City Centre and Activity Hubs.	Final parking rates would be determined in accordance with relevant provisions of the Sydney LEP 2012 and DCP 2012.	Y
	3.4 Manage regional roads to support increased public transport use and reduced car traffic in City streets.	The Master Plan would result in negligible impact on the existing traffic network.	Y
Direction 4 A City for pedestrians and cyclists	4.1 Develop a network of safe, linked pedestrian and cycle paths integrated with green spaces throughout both the City and Inner Sydney.	Improvements to the local traffic network and public domain will enhance pedestrian activity and safety, connecting through the front of the site to other parts of Circular Quay. Permeability through the site will be improved with new east-west links across the block.	Y
	4.2 Give greater priority to cycle and pedestrian movements and amenity in the City Centre.	Consolidating the number of egress points on the block, closing parts of the local streets to private cars and the relocation of bus layover points illustrate the recognition of the priority for pedestrian and cyclist movements through the precinct.	Y
	4.3 Promote green travel for major workplaces and venues in the City	Development under the Master Plan Concept will be able to connect to strong public transport networks that service the area.	Y

Direction 5 A lively, engaging City Centre	5.1 Strengthen the City's public domain identity and create more places for meeting, rest and leisure.	The Master Plan Concept proposes a consolidated, precinct-wide, public domain upgrade that will improve and strengthen the connections between Circular Quay and the CBD's main financial district, and concurrently create a fine grain of more intimate lanes, arcades and through site links to introduce vitality and street level animation to the Precinct. The proposed form and scale of the redevelopment will maintain, and in key public spaces such as Macquarie Place improve sun access and overall amenity.	Y
	5.2 Provide an activity focus for the City Centre worker and visitor communities.	The Master Plan Concept aims to achieve a more pedestrianised and interactive Precinct through the incorporation of through-site linkages and laneway activation, in particular throughout the Young and Loftus Street block.	Y
	5.3 Manage and strengthen precincts in the City Centre.	The ground plane will be enhanced with active frontages throughout the site.	Y
	5.4 Increase the supply of small scale spaces for retail and small businesses on streets and lanes.	The Master Plan provides for the establishment of retail, restaurants, bars and the like at the ground floor interface across the Precinct, to activate the laneways and public spaces. A variety of tenancy positions and sizes will be provided to ensure diversity and interest.	Y
	5.5 Assist appropriate small businesses to locate and thrive in the City Centre.	The ground floor retail tenancies proposed throughout the Precinct will attract quality retail tenants (small or large) to support workers, visitors and residents within and around the Precinct.	Y
	5.6 Support the development of diverse, new bars and restaurants in the City Centre.	In line with overall planning for the ground plane, diverse opportunities will be provided for new bars and restaurants within the precinct. It is recognised that successful activation of the precinct is essential to the overall vitality of the night time economy in the upper CBD.	Y

Direction 6 Vibrant local communities and economies	6.1 Maintain and enhance the role and character of the Villages.	The Master Plan will contribute to the existing and future desired character of the Circular Quay locality and Central Sydney as a whole.	Y
	6.2 Create a network of Activity Hubs as places for meeting, shopping, creating	The Master Plan Concept recognises the position of the Sydney CBD within the overall hierarchy of centres and activity for the City of Sydney..	Y
	6.3 Provide a rich layer of accessible community-level social infrastructure, services and programs across the City.	The proposed redevelopment of the Precinct presents an opportunity to introduce public learning, education and training facilities in the Young and Loftus Street block.	Y
	6.4 Develop and support local economies and employment.	The proposed redevelopment will contribute to the economic re-equipping and re-energising of the CBD; the adding to Sydney's stock of top value-added jobs; and the momentum and marketing of Sydney as Australia's global gateway.	Y
	6.5 Build opportunities for lifelong learning in new literacies.	Please refer to 6.3 above.	Y
Direction 7 A cultural and creative City	7.1 Encourage the appreciation and development of Aboriginal and Torres Strait Islander cultural heritage and its contemporary expression.	The interpretation and expression of indigenous heritage and cultures could be explored as part of a Public Art Strategy at a later stage in the development process.	Y
	7.2 Support cultural activity, participation and interaction.	The invigoration of the public domain will contribute to Circular Quay's position as Sydney's major focal point for culture and festivals. The Master Plan will ensure that heritage located on the site and in its vicinity is appropriately recognised and respectfully preserved.	Y

	7.3 Support the development of creative industries.	The Master Plan Concept for the Young and Loftus Street block has incorporated opportunities for the creative industries to relocate and utilise the commercial tenancies within this block. A lower scale boutique building typology ideally lends itself to a more 'industrialised' internal fit out for commercial tenancies within this location.	Y
	7.4 Provide cultural leadership and strengthen cultural partnerships.	Given the heritage significance of the Precinct, AMPC have prepared draft Conservation Management Plans for each of the existing heritage items on site. Through on-going work with the relevant cultural partners, the proposed redevelopment of the Precinct will seek to lead the way in heritage conservation and integration through the revitalisation of a landmark precinct with the CBD.	Y
Direction 8 Housing for a diverse population	8.1 Facilitate the supply of housing by the private market.	In establishing a new and revitalised destination within the Circular Quay Precinct, the proposed Master Plan Concept, in particular pertaining to the Young and Loftus Street block, will provide increased city living opportunities within a unique location. Such opportunities will also lend consideration for new ways of working (i.e. home occupation). Further refinement and detail with regard to the supply and diversity of city living opportunities are to be explored at the detailed design phase.	Y
	8.2 Ensure that housing developments provide a diversity of housing opportunities for different lifestyle choices and household types.	As above.	N/A
	8.3 Ensure that a substantial proportion of housing is aimed at the lower end of the market.	Given the nature of the proposed redevelopment of the Precinct and its surrounding context, affordable housing type products will be limited in such a location. It is noted that importantly however this direction relates to the City of Sydney local government area, rather than specifically to Central Sydney.	N/A

	8.4 Facilitate and promote growth in the 'affordable housing' sector including by Not-for-profit (NFP) and other housing providers.	As above.	N/A
	8.5 Facilitate and promote growth in the social housing sector to provide housing opportunities for those with very low incomes.	As above.	N/A
	8.6 Promote partnerships and develop advocacy strategies for the delivery of housing for very low through to moderate income households.	As above.	N/A
Direction 9 Sustainable development renewal and design	9.1 Ensure renewal areas make major contributions to the sustainability of the City.	AMP has expressed a commitment to delivering a sustainability strategy for the Precinct which has the capacity to deliver cutting edge technologies and standards. Design development at the Stage 1 DA phase will include investigation of appropriate ESD performance standards, however at the early Concept Plan stage it is premature to predict or posit sustainability standards.	Y
	9.2 Define and improve the City's streets, squares, parks and open space, and enhance their role for pedestrians and in public life.	The Master Plan proposes significant improvements to the public domain around and through the Precinct, and has been positioned with full regard to connections with surrounding public spaces.	Y
	9.3 Plan for a beautiful City and promote design excellence.	The proposed changes to the SLEP are the result of an extensive urban design investigation process undertaken by Hassell. A Draft Competitive Design Strategy has been proposed by AMP setting out a framework for design excellence.	Y
	9.4 Continually improve development controls and approvals processes to minimise compliance and supply side costs.	This proposal represents an opportunity to refine development controls relating to the AMP Circular Quay Precinct, whereby floor space ratio controls are better balanced to provide a more balanced development of the precinct overall.	Y
	9.5 Ensure new development is integrated with the diversity and 'grain' of the surrounding City.	The Precinct Master Plan has been prepared with consideration and in response to the surrounding built form and public domain.	Y

	9.6 Plan for the longer term structure of the City.	The Master Plan Concept represents a long-term vision for a key area within an important part of Sydney's urban image and fabric. Connections to neighbouring public pathways and spaces are integrated into the Precinct network. Local and adjoining heritage items are appropriately recognised by the proposal, and conservation management plans (CMPs) and heritage impact statements (HISs) have been prepared for heritage items onsite and adjoining respectively.	Y
Direction 10 Implementation through effective governance and partnerships	10.1 Align corporate planning and organisational arrangements to deliver Sustainable Sydney 2030 priorities.	The Master Plan Concept does not relate to the corporate and organisational arrangements of the City of Sydney.	N/A
	10.2 Give priority to community involvement, engagement and partnerships with the City of Sydney.	Whilst not relating directly with Council's community involvement, engagement or partnership strategies, AMPC has a strong commitment to engage with neighbours and key stakeholders in the Circular Quay Precinct throughout all phases of the planning, design and delivery of the project. Further, the formal public exhibition of the proposed LEP/DCP amendments in accordance with the <i>Environmental Planning & Assessment Act 1979</i> will be consistent with this strategy.	Y
	10.3 Ensure the long-term financial sustainability of the City of Sydney.	The proposed Master Plan Concept does not specifically relate to the long-term financial sustainability of the Council. Notwithstanding this however, the long term commercial sustainability of the AMP Circular Quay Precinct is in the best interest of the greater Sydney CBD.	Y
	10.4 Establish and monitor partnerships for change.	AMP will continue to work closely with Council and the relevant State authorities throughout the planning, design and delivery of the Master Plan Concept.	Y

	10.5 Consider innovative financing and funding approaches.	The Master Plan Concept for the AMP Circular Quay Precinct does not relate to Council's revenue strategy.	N/A
	10.6 Review and monitor the development and implementation of Sustainable Sydney 2030.	Whilst the Master Plan Concept does not specifically relate to Council's review and monitoring of the development and implementation of Sustainable Sydney 2030, it can be seen from above that the proposed redevelopment of the Precinct is consistent with the key directions within the strategy.	N/A
	10.7 Participate in broader governance reform processes.	The proposed redevelopment of the AMP Circular Quay Precinct seeks to achieve a significant revitalisation of a key location within the CBD. To enable this, the guiding LEP and DCP instruments are required to be amended. A planning justification report to support the proposed amendments has been prepared in close consultation with the City of Sydney, and certain State Agencies to-date, to achieve an enhanced and integrated planning and investment outcome for the subject Precinct and the greater Sydney CBD.	Y