



Stockland Piccadilly Redevelopment

Engagement Outline

Client: Stockland
Date: 07 August 2020

About the project

Planning context

Stockland is seeking to initiate the preparation of a Local Environmental Plan amendment for the land known as 'Stockland Piccadilly Complex' located at 133-145 Castlereagh Street, Sydney (the site) legally described as Lot 10 in DP828419.

The planning proposal seeks to amend the floor space ratio development standard applicable to the site, under the Sydney Local Environmental Plan 2012 (the LEP), in accordance with Section 3.33 of the Environmental Planning and Assessment Act 1979 (EP&A Act).

In accordance with Clause 7.20 of the LEP, this planning proposal also seeks amendments to the Sydney Development Control Plan 2012 (the DCP) to establish site specific provisions to guide the future development, including establishing a building envelope for the site as well as other key assessment criteria.

The intended outcome of the proposed amendments to the LEP and DCP is to facilitate the redevelopment of the site for a commercial office tower development above a retail podium, including Wesley Mission facilities at lower ground level, together with basement car parking and associated facilities. Such a proposal aligns with the draft Central Sydney Planning Strategy to facilitate additional commercial floor space capacity in Central Sydney while also delivering improved public domain outcomes. Such outcomes will include a northerly aligned direct through-site link between Pitt and Castlereagh Street and enhanced pedestrian amenity and activation at the ground plane.

The planning proposal is supported by a conceptual reference design, but the final details of the development will be subject to a future design excellence process and a future detailed development application.

Background

In 2020 Stockland will prepare a Planning Proposal to amend the LEP and DCP to renew the Piccadilly Centre that runs between 133 Castlereagh St and 210 Pitt St Sydney. The proposal provides a redevelopment of the site for:

- » the complete renewal of the podium through the site link between Castlereagh and Pitt Streets
- » construction of a new commercial building atop the podium
- » retention of the Wesley facilities
- » basement car parking
- » removal of the Pitt St and Castlereagh St skybridges.

Following a competitive design process and detailed DA, the project offers a one-off opportunity to:

- » create a world class retail, office and community development
- » deliver a premium, aspirational, contemporary office tower
- » implement best practice sustainability initiatives
- » enhance the surrounding public realm in Castlereagh St and Pitt St
- » improve connections at ground level between Pitt St and Castlereagh St.

As Stockland's future home, the building will embody the company's forward looking and innovative city making ethos.

The proposal is occurring in a rapidly changing urban context created by recently approved projects such as:

- » Scentre and CBUS Property's redevelopment of the David Jones 77 Market St building as a \$300 million luxury retail, apartment and office complex.
- » City Tattersalls and ICD Property's 49-storey mixed-use development and revitalisation of the City Tattersalls Club at the nearby 194-204 Pitt Street that will include a 100 room hotel and 250 apartments.
- » The Pitt St Metro station and associated development and the metro tunnel.

Considerations

In addition to these new developments the Piccadilly Centre is surrounded by other sensitive receivers including the following hotels:

- » Sheraton Grand Sydney Hyde Park, on Elizabeth St
- » Swisshotel and QT Hotel on Market St
- » Hilton Hotel on Pitt St
- » The Windsor Hotel
- » NSW Masonic Club Castlereagh Hotel.

It is also in proximity to some very significant heritage sandstone buildings including the Bank of NSW at 228 Pitt St.

The project will also require significant liaison with owners of the 237-249 Pitt St which is opposite to the site and receives the overpass designed to serve the former monorail. On the Castlereagh St side, the building adjoins the 151 Castlereagh St office building. Other key stakeholders include the Uniting Church of Australia who own the site, and Wesley Mission who operate community services out of the Piccadilly Centre.

Potential challenges

As with any visionary city building project in a constrained location there are some potential challenges or concerns that may need to be addressed through targeted consultation, providing an opportunity to minimise potential risks before they arise. These could include:

- » overlooking and privacy concerns with existing and proposed residential and hotels
- » potential loss of views/outlook from nearby buildings
- » impacts on nearby heritage buildings
- » management of construction in a highly constrained and busy location
- » maintaining pedestrian access and safety
- » disruption to traffic flows
- » amenity impacts of construction
- » arranging dilapidation surveys and in the event of damage ensuring correct attribution of causality in an environment where multiple construction projects are underway
- » impacts to existing tenants
- » interruption to church activities during construction.

Engagement timing

Stockland believes effective engagement is one way to help mitigate these risks and demonstrate the benefits of renewing the site. Stockland will continue to engage key stakeholders with a direct interest in the project throughout the various stages of planning and delivery.

Given the nature of the project it is proposed that engagement would be quite focused, over time, rather than a highly public and broad based process. This strategy outlines how Stockland will engage with targeted stakeholders across the various stages of the project.

- » Planning Proposal
- » Design competition
- » Exhibition of the detailed DA
- » Pre-construction
- » Throughout construction - community relations

Guiding principles for engagement



Collaboration – Working with planning authorities to realise what is best for the project and central Sydney.



Aim for 'no surprises' – Communicating early and often through all phases of the project.



Be a good neighbour – Aim to be a good neighbour by respecting tenants, surrounding businesses and other stakeholders during planning and delivery of the project.



Targeted stakeholder engagement – Targeted stakeholder engagement- particularly with the co-owners/site owners, and immediate neighbours will be critical to the project's success.



Consistent community relations – Consistent community relations leading into and throughout construction will assist in managing expectations and providing clear channels of communication - especially during construction.

Working with stakeholders

Stakeholder Group	Interests and engagement approach
Co-owner/ Site Owner » Uniting Church Property Trust	» Investment in the proposed project will be financially and reputationally sound » New design supports thriving church activities » Ongoing engagement by Stockland team <i>Suggested engagement approach</i> » <i>Updates and briefings across all stages</i> » <i>Working groups/workshops with design team throughout design development and when preparing detailed DA</i>
Agencies » City of Sydney » DPIE	» Design and sustainability initiatives » Impacts on heritage » Planning compliance » Ground level connections and public domain improvements <i>Suggested engagement approach</i> » <i>Briefings prior to PP lodgement</i> » <i>Briefings prior to exhibition of DA</i> » <i>Ongoing updates and overview of community relations program throughout construction and coordination with near-by construction projects</i>
RMS / TMC	» Construction traffic impacts upon key city roads particularly Pitt St and Market St <i>Suggested engagement approach</i> » <i>Coordination during preparation of CMP as lead by traffic consultant</i>
Tenants » Court tenants » Tower commercial tenants » Retail tenants	» Desire for certainty of extent of works and timeframes so they can make an assessment of impact to business » Opportunities to resume trading once centre reopens » Concerned about noise, dust and changes to accessibility and how this might impact to their ability to offer service

Stakeholder Group	Interests and engagement approach
	<p><i>Suggested engagement approach</i></p> <ul style="list-style-type: none"> » Letter when PP is lodged » One on one case management » Structured conversations lead by leasing team following design competition » Ongoing support and updates re timing
<p>Other construction projects on the block</p> <ul style="list-style-type: none"> » City Tattersall’s Club <ul style="list-style-type: none"> > ICD Property » David Jones <ul style="list-style-type: none"> > Scentre CBUS » Pitt Street Sydney Metro Station <ul style="list-style-type: none"> > Grocon / Oxford Properties / CPB » Metro Tunnel <ul style="list-style-type: none"> > Sydney Metro » 237 -249 Pit Street 	<ul style="list-style-type: none"> » Mutual need to understand each other’s project construction schedules and plans, and any potential cumulative impacts from construction » Opportunities to link in and connect to achieve a permeable precinct » Impacts on heritage » Potential impacts on outlook, privacy and overlooking – particularly on the proposed residential components of adjacent redevelopments » Removal of skybridge <p><i>Suggested engagement approach</i></p> <ul style="list-style-type: none"> » Briefings once PP is lodged » Briefings across exhibition of DA » Coordination meetings throughout construction » Community relations Program if adjacent buildings are occupied prior to Stockland’s construction being complete
<p>Neighbours</p> <ul style="list-style-type: none"> » Neighbouring hotels <ul style="list-style-type: none"> > Grand Sheraton on Hyde Park > QT Sydney > Swisshotel > The Windsor Hotel > NSW Masonic Club Castlereagh Hotel » 151 Castlereagh St 	<ul style="list-style-type: none"> » Potential loss of outlook » Concerned about cumulative impact of construction, particularly noise, dust and visual amenity and how this might affect them and their ability to offer a service. NB Day and night works impact upon CBD hotels » Further traffic congestion as a result of construction » Maintaining access for adjacent buildings » Desire for factual information, well ahead of time so they can prepare » Direct contact point for information about the development and also construction related issues <p><i>Suggested engagement approach</i></p> <ul style="list-style-type: none"> » Briefings following lodgement of PP » Briefings across exhibition of detailed DA

Stakeholder Group	Interests and engagement approach
» 228 Pitt Street _ Bank of New South Wales heritage building	» <i>Community Relations Program for construction</i>
Community » CBD workers » Pedestrian	» Construction impacts on noise and dust levels, traffic/parking and potentially health » Potential construction fatigue <i>Suggested engagement approach</i> » <i>Community relations plan for construction addressing alternative wayfinding/ site safety etc</i>