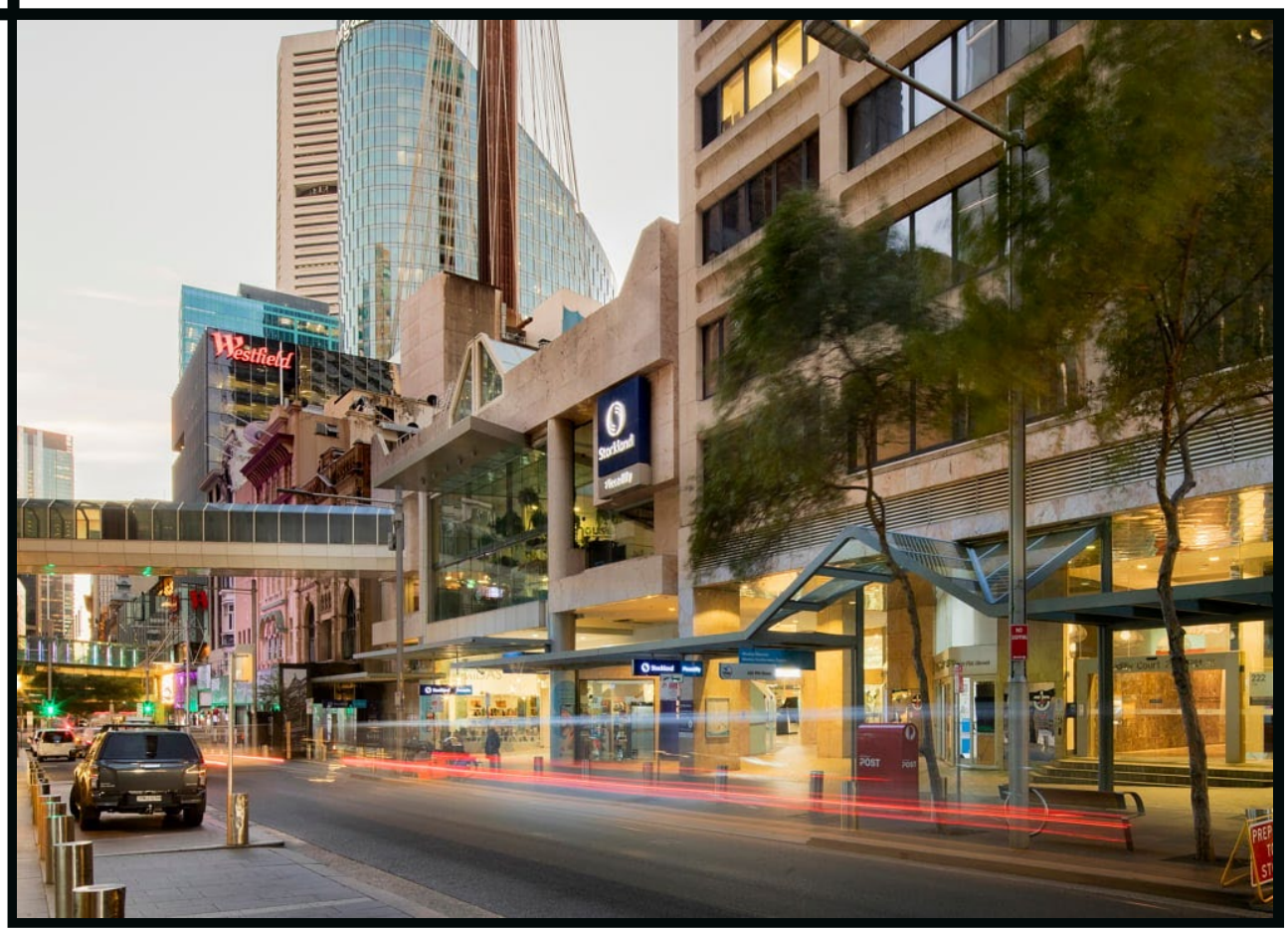
Attachment A13

Stakeholder Engagement Plan



Stockland Piccadilly Redevelopment Planning Proposal: Stakeholder Engagement Plan

Prepared for
Pier Property Corporation for Stockland
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URBIS

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We recognise that First Nations sovereignty was never ceded and respect First Nations peoples continuing connection to these lands, waterways and ecosystems for over 60,000 years.

We pay our respects to First Nations Elders, past and present.

The river is the symbol of the Dreaming and the journey of life. The circles and lines represent people meeting and connections across time and space. When we are working in different places, we can still be connected and work towards the same goal.

Title: Sacred River Dreaming
Artist Hayley Pigram
Darug Nation
Sydney, NSW

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1. Introduction

This Stakeholder Management Plan accompanies a planning proposal seeking to amend the Sydney Local Environmental Plan 2012 (the LEP) relevant to the land known as 'Stockland Piccadilly Complex' located at 133-145 Castlereagh Street, Sydney (the site) and legally described as Lot 10 in DP828419.

The planning proposal seeks to prescribe site specific LEP provisions, including amending the floor space ratio development standard, as well as concurrently preparing a site specific Development Control Plan (DCP) to guide the future development. The DCP will establish building envelopes for the site, as well as other key assessment criteria including the establishment of a through-site link and parking and vehicular access.

The intended outcome of the proposed amendments to the LEP and DCP is to facilitate the redevelopment of the site for either an all commercial development or a mixed-use development, together with an activated ground plane, basement car parking and associated facilities. The proposal will retain the structure of the majority of the existing commercial tower as well as the basement structure. The proposal facilitates additional commercial floor space capacity in Central Sydney while also delivering improved public domain outcomes. Such outcomes will include a rectified Solar Access Plane breach to Hyde Park, a northerly aligned direct through-site link between Pitt and Castlereagh Street and enhanced pedestrian amenity and activation at the ground plane.

1.1. About the Planning Proposal

The Planning Proposal aims to facilitate redevelopment of the site for:

- Retention of the existing commercial tower on Castlereagh Street along with a removal of the existing sun access breech at the top of the building
- A multi storey commercial development with ground level retail and the option to incorporate residential at the upper levels of the tower. The proposal also incorporates the flexibility to retain Wesley Mission facilities at lower ground levels
- A new through-site link between Pitt and Castlereagh Street
- Enhanced pedestrian amenity and activation at the street level
- Basement car parking and associated facilities.

The planning proposal will also enable a number of improvements to public domain outcomes of the current Piccadilly Complex, including:

- Enhancing solar access to Hyde Park
- Removing the car park ramp on Castlereagh Street, which currently presents a physical and visual intrusion. This will become a single vehicle ingress/egress at the south western corner on Castlereagh Street
- Removing existing sky bridges over Pitt Street and Castlereagh Street to improve solar access and views
- Aligning the new building with the street edge to improve the pedestrian activation and amenity. This includes replacing the existing colonnades with a façade that aligns with the street frontage.

1.2. The site and surrounding context

The site (as shown in Figure 1) is known as *Stockland Piccadilly Complex* and currently comprises three buildings. Located at 133-145 Castlereagh Street, Sydney, the site has two street frontages onto Castlereagh Street to the east and Pitt Street to the west.

The buildings on the current site include a 14-storey office building, 2 storey retail building, and 31 storey commercial office building. These buildings cater to a mix of commercial uses, including office and retail space, along with basement carparking. Pedestrian access to the site is via Pitt Street and Castlereagh Street, and vehicle access is via Castlereagh Street.

The site is located within a high-density mixed-use environment, surrounded by similar multi-storey buildings accommodating predominately commercial uses, including offices, retail tenancies and hotels. The site is

located near a key north-south pedestrian and transport spine which connects key public areas between Circular Quay, Town Hall and Central.

Specifically, the surrounding context includes:

- **To the north:** 65-77 Market Street, which is being redeveloped by David Jones to enable retail and residential uses; and the City Tattersalls club and hotel on Pitt Street, also being redeveloped.

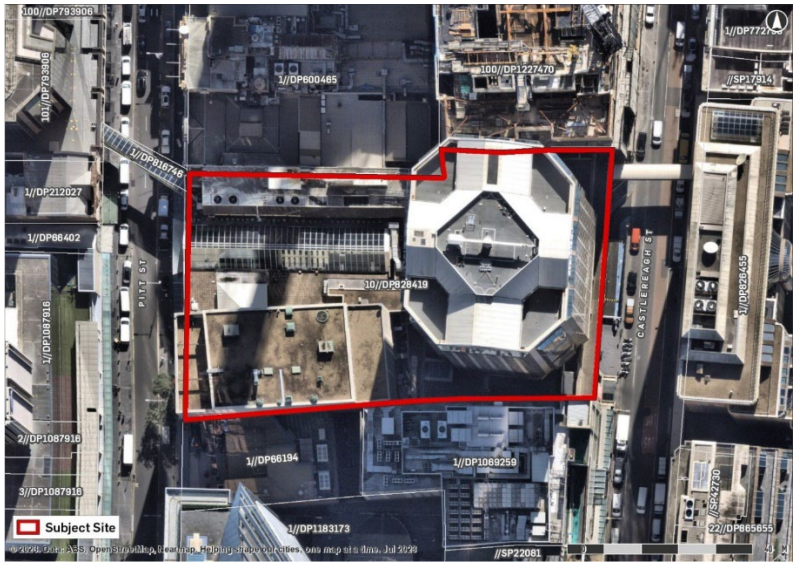
  Further north is Pitt Street Mall, which is expected to extend further south due to the planned Sydney Metro City & South West line. The recently opened Gadigal Metro Station (bound by Park, Pitt and Castlereagh Streets) is expected to direct pedestrian traffic towards the site

- **To the east**: Sheraton Grand Sydney Hyde Park Hotel. This side of the site also includes a significant public open space corridor extending from Hyde Park to The Domain and Royal Botanic Gardens

- **To the south:** the former Bank of NSW building on Pitt Street, a six-storey building with a small-scale retail tenancy. The site neighbours 151 Castlereagh Street, a 13-storey commercial office building, and further south, the 43-storey ANZ tower and Liberty Place

- **To the west**: the site directly adjoins Pitt Street, with the Hilton Hotel, Queen Victoria Building, and Town Hall Square further west.

Figure 1 Site aerial



Source: Urbis

1.3. Previous engagement

Since 2019, Stockland has been actively engaging the City of Sydney Council regarding the Planning Proposal. This includes discussing opportunities to enhance the current site and improve its contribution to Central Sydney's urban landscape. Through this engagement, Stockland has also ensured the Planning Proposal responds to feedback provided by Council's Advisory Panel, Planning and Design team and other technical officers.

The Stockland team has also been engaging the current owners and tenants of the site throughout development of the Planning Proposal.

2. Engagement approach and objectives

The engagement approach outlined in this plan has been informed by the Engagement Institute (formerly International Association of Public Participation) public participation spectrum (see Figure 2). The spectrum describes goals for public participation, and the corresponding promise to the public.

The engagement approach for this plan has been determined based on the anticipated level of impact of the proposal on the surrounding community and stakeholders. For this plan, the engagement objectives align to the goals of **consulting key stakeholders** and **informing the site's neighbours and surrounding community**.

To achieve this objective, the engagement approach will build on engagement undertaken to date and:

- Provide proactive, regular and relevant information about planning and delivery of the proposal, including its potential impacts and benefits
- Ensure accessible, tailored open lines of communication throughout all future project phases
- Provide channels for stakeholders and the community to ask questions and/or share concerns about the Planning Proposal; and respond appropriately and in a timely manner to concerns or questions raised
- Use outcomes of engagement to proactively identify potential impacts of the proposal on stakeholders and the community, as well as measures to enhance potential positive impacts and minimise potential negative impacts
- Working with planning authorities and key agencies realise best for project outcomes that also contribute positively to the Central Sydney's urban landscape.

Figure 2 Engagement Institute public participation spectrum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

3. Stakeholders to be engaged

Figure 3 below provides a summary of stakeholders who will be engaged throughout the project. Given the nature and location of the proposal, the engagement approach is focused on the site's immediate surrounds.

Figure 3 Stakeholders to be engaged

SITE OWNER

- Uniting Church Property Trust

SITE TENANTS

- Wesley Mission
- Court tenants
- Tower commercial tenants
- Retail tenants

GOVERNMENT (AUTHORITIES)

- City of Sydney
- DPHI

GOVERNMENT (AGENCIES)

- Transport for NSW
- Heritage NSW
- Sydney Water
- Ausgrid
- Infrastructure NSW

COMMUNITY

- CBD workers
- Pedestrians
- Wesley Mission patrons
- Retail customers

NEAR NEIGHBOURS

- Hotels
  - Sheraton Grand Sydney Hyde Park
  - Hilton Sydney
  - Swisshotel
  - QT Sydney
  - NSW Masonic Club Castlereagh Hotel
- Commercial Properties
  - 151 Castlereagh Street
  - 161 Castlereagh Street (Liberty Place)
  - 228 Pitt Street (Bank of New South Wales heritage building)
  - 242 Pitt Street (ANZ Tower)
  - Dolton House Hyde Park
  - Pitt Street North Over Station Development (Grocon, Oxford Properties and CPB)
  - David Jones redevelopment (Scentre Group and Cbus Property)
  - City Tattersalls Club redevelopment (ICD Property)

3.1. Stakeholder matrix

The table below provides an overview of stakeholders to be engaged, the engagement approach for each stakeholder category, and likely areas of interest or impact.

The proposed approach outlined below will be reviewed throughout the planning and delivery phases of the project and updated as needed, to ensure ongoing effective engagement.

Table 1 Stakeholder matrix

Stakeholder	Likely areas of interest or impact	Engagement approach	Engagement timing (project phases)
Site co-owner			
Uniting Church Property Trust	▪ Ensuring feasibility of the proposal ▪ Ensuring the proposed design and operation supports thriving church activities ▪ Minimising potential impacts to church activities during construction	▪ Continuation of regular updates and briefings across all project phases ▪ Workshops throughout design development and when preparing the detailed DA	▪ Planning Proposal lodgement ▪ Design competition ▪ Exhibition of the detailed DA ▪ Pre-construction ▪ Construction
Site tenants			
▪ Wesley Mission ▪ Court tenants ▪ Tower commercial tenants ▪ Retail tenants	▪ Minimising impacts on operations ▪ Having sufficient notice and certainty regarding timing, extent and impact of construction to enable assessment of impacts to operations and/or development of business continuity plans ▪ Opportunities to resume operations once construction is complete	▪ Direct outreach when Planning Proposal is lodged ▪ One-on-one case management and regular briefings across all project phases ▪ Coordination during preparation of construction phasing to identify opportunities to minimise impacts	▪ Planning Proposal lodgement ▪ Design competition ▪ Exhibition of the detailed DA ▪ Pre-construction ▪ Construction

Stakeholder	Likely areas of interest or impact	Engagement approach	Engagement timing (project phases)
Government (authorities)			
▪ City of Sydney ▪ DPHI	▪ Alignment with Central Sydney Planning Strategy ▪ Planning compliance ▪ Ensuring design excellence ▪ Ground level connections and public domain improvements ▪ Design and sustainability initiatives included in the proposal design ▪ Management of potential impacts on neighbouring heritage sites ▪ Coordination with nearby developments to minimise cumulative impacts ▪ Construction community relations approach	▪ Continuation of regular briefings across all project phases	▪ Planning Proposal lodgement ▪ Design competition ▪ Exhibition of the detailed DA ▪ Pre-construction ▪ Construction
Government (agencies)			
▪ Transport for NSW ▪ Heritage NSW ▪ Sydney Water ▪ Ausgrid ▪ Infrastructure NSW	▪ Impacts of construction and operation on current and future surrounding assets, initiatives and services ▪ Management of construction in a highly constrained and busy location, including traffic impacts on	▪ Regular engagement to understand how design, delivery and operation of the proposal may impact each agencies' services ▪ Coordination during preparation of construction management plans	▪ Planning Proposal lodgement ▪ Design competition ▪ Exhibition of the detailed DA ▪ Pre-construction ▪ Construction

Stakeholder	Likely areas of interest or impact	Engagement approach	Engagement timing (project phases)
	key roads (particularly Pitt Street and Market Street) ▪ Management of potential impacts on neighbouring heritage sites ▪ Coordination with nearby developments to minimise cumulative impacts	▪ Ongoing and regular construction updates	
Near neighbours			
Hotels ▪ Sheraton Grand Sydney Hyde Park ▪ Hilton Sydney ▪ Swisshotel ▪ QT Sydney ▪ NSW Masonic Club Castlereagh Hotel Commercial properties ▪ 151 Castlereagh Street ▪ 161 Castlereagh Street (Liberty Place) ▪ 228 Pitt Street (Bank of New South Wales heritage building)	▪ Minimising impacts on business operations, including construction, traffic, access, and ongoing visual amenity ▪ Coordination with nearby developments to minimise cumulative impacts ▪ Extent and frequency of out of hours works (which may impact patronage) ▪ Having sufficient notice and certainty regarding timing, extent and impact of construction to enable assessment of impacts to operations and/or development of business continuity plans	▪ Direct outreach when Planning Proposal is lodged ▪ Offer of briefings throughout future project phases ▪ Ongoing, regular updates during construction ▪ Establishment of dedicated project contact details for enquiries and complaints	▪ Planning Proposal lodgement ▪ Design competition ▪ Exhibition of the detailed DA ▪ Pre-construction ▪ Construction

Stakeholder	Likely areas of interest or impact	Engagement approach	Engagement timing (project phases)
▪ 242 Pitt Street (ANZ Tower) ▪ Dolton House Hyde Park ▪ Pitt Street North Over Station Development (Grocon, Oxford Properties and CPB) ▪ David Jones redevelopment (Scentre Group and Cbus Property) ▪ City Tattersalls Club redevelopment (ICD Property)	▪ Direct contact point for information about the proposal, particularly during construction		
Community			
▪ CBD workers ▪ Pedestrians	▪ Construction impacts including noise, air quality, traffic, parking, access and light ▪ Visual amenity impacts ▪ Potential construction fatigue	▪ Construction management plans to include approaches for wayfinding around the site, site signage and ensuring safe pedestrian access ▪ Use of VMS during construction to advise of traffic and parking changes ▪ Establishment of dedicated project contact details for enquiries and complaints	▪ Construction

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