

4

JUSTIFICATION

Introduction to Justification

As set out in the Design Vision on page 3 of this document, the ambitions for Barangaroo South are about creating places for people to visit and use rather than focusing solely on the buildings themselves. In order to achieve this vision, it is necessary to seek alterations to the current Approved Concept Plan.

Aim:

To create a new area of the city that is open, inviting and inclusive; that celebrates the harbour and opens a new ‘front door’ to the city from the west. It will provide significant new areas of high quality ‘people space’ on the site, including public realm along the entire water’s edge. Almost 40 per cent of the Barangaroo South site will be public open space, rising to 65 per cent across the Barangaroo development as a whole.

The design intention for the commercial and residential buildings at Barangaroo South is that they are individual and unique, but that they are in the most part ‘background’ to the great public places, the waterfront square and promenades, hotel and pier, and all the spaces and places between the buildings, that are usually a visitor’s enduring memory of any great city.

The Concept Plan Amendment maintains many of the principles of the original Approved Concept Plan and seeks to enhance them by improving public access to the waterfront and creating a more vibrant and visually interesting mix of spaces and places that meet the needs of a broad range of different groups who will use them through different times of the day, week and year; today and long into the future.

The Concept Plan Amendment maintains the overall proportion of public space within Barangaroo South at 2.9 hectares (which increases to 3.1 when the public space on the pier is included), but redistributes it across the development to enhance the public realm.

The larger water body (Southern Cove and Canal), enables refinement of the built form around the Waterfront Promenade and the creation of a new north-facing public square (Globe Square) and proposed cultural building on the cove’s southern edge.

This new square would form the heart of the Barangaroo South development. With a natural civic focus, it will be a major new visitor destination for Sydney. It will celebrate the harbour, supported by the orientation of the streets, buildings, promenades and laneways, which all gravitate towards it.

Aim:

To establish a critical mass of overlapping activities and building uses that promote a live-work-leisure-learn and socially/economically diverse community in one dynamic vibrant quarter, and offer a much-needed addition to Sydney’s urban make-up.

The current mix of residential and commercial space in the Approved Concept Plan is not evenly distributed or well balanced, with the bulk of the residential space located towards the northern part of the site, within Blocks 3 and 4.

The Concept Plan Amendment seeks to address this by increasing the amount of residential space and distributing it more evenly across the precinct. The proposed 60,000m² (approximately) of increased Gross Floor Area (“GFA”), represents an 82.7% uplift in proposed residential area and a 4.8% uplift in proposed commercial area. These increases improve the vibrancy and mix of uses within Barangaroo South.

The additional space will be positioned across the development to create a better balance of activities. The principal public spaces are overlooked by new low rise residential and retail space, by design, to make them more welcoming and secure.

The increased population that results from the increased GFA gives the Barangaroo South more vibrancy, and will increase the use of the proposed retail and leisure amenities and the planned public transport, in particular the new ferry terminal and Light Rail link. This improves sustainability and also has a positive economic and social impact by increasing employment opportunities, both during construction and once the additional GFA is occupied.

The additional GFA will be achieved while adding to the quality of the public realm. The design intent as set out in the Built Form Principles and Urban Design Controls established within Chapter 5 is to encourage fewer but taller buildings, which has clear benefits for the public domain framework, optimises solar access, and retains view corridors. It is also a more sustainable development approach.

The introduction of low-rise buildings and podia at the base of the tallest structures improves the climate and experience for pedestrians across the public realm. This is enhanced by the use of awnings and varied tree planting along the lanes, streets and waterfront.

The Concept Plan Amendment maintains the network of secondary and tertiary laneways, courtyards and arcades within and around the buildings, enabling extensive pedestrian access north-south and east-west across the development. This will enable the precinct to provide the dynamic retail, leisure and commercial addresses alongside the more public thoroughfares.

Aim:

To form an integrated extension of Sydney’s commercial district with strong public transport connections to the rest of the city. It will attract major international financial and professional services organisations to support the city’s growth, with world class buildings designed to respect and respond to the heights, density and morphology of buildings in the rest of the CBD.

In order for the benefits of the redevelopment of Barangaroo to be fully realised, it is essential that Barangaroo South forms an integrated part of the existing CBD rather than a standalone development. This requires buildings of a size and scale that are consistent with the rest of the city, with differences in the heights of the buildings to maintain the visual interest of the City skyline.

It is widely reported by property groups that there is a lack of large premium-grade office space within the Sydney CBD. Such space is in high demand by global financial and professional services organisations. Barangaroo South provides an opportunity to meet this demand, which would reinforce Sydney’s position as a major South East Asia financial centre and bring significant long-term economic benefits to the city and the state. The large floor plate buildings of 2,000+ m² require a proportional response in terms of building height and articulation.

The design intent as set out in the Built Form Principles and Urban Design Controls established within Chapter 5 is to build fewer, but taller commercial towers at Barangaroo South and the Concept Plan Amendment seeks approval for an increase in the development block heights above the Current Approved Plan. The slender tower forms and their east west orientation in a fan configuration ensure a better outcome for solar penetration, view corridors and shading and is a much more sustainable development approach. All proposed towers within Barangaroo South remain within the established heights of the core buildings within the CBD.

The Concept Plan Amendment proposes lower buildings along the waterfront than is currently envisaged in the Approved Concept Plan, which will mitigate the climatic and vertical impact of the taller towers. This reduces the effective site area for the three tall commercial buildings, relative to the Approved Concept Plan, but greatly improves the public spaces between the proposed commercial buildings.

In its redistribution of the public realm, the Concept Plan Amendment introduces a primary pedestrian link with the city (including a bridge over Hickson Road) from Wynyard and Margaret Street – known as City Walk. This route is anticipated to accommodate some 200,000 worker-trips per week and many more visitors and recognises that Barangaroo South can provide better pedestrian connections than is envisaged under the current Approved Concept Plan.

Finally, the proposed increase in GFA better supports the City’s continued growth. Independent research data from BIS Shrapnel, forecasts demand for an additional 720,000m² of commercial office space in Sydney over the next decade. The increased GFA at Barangaroo South within the Concept Plan Amendment only meets around 45% of this forecast demand. Maximising the Barangaroo South opportunity to address as much of this forecast demand as possible reduces the amount of new space that will have to come from increasing building density elsewhere within the city or from development in areas adjacent to the CBD, which is a less sustainable alternative. If this demand is not met, there will be the obvious consequent constraints on the city’s future growth.

Aim:

To introduce a landmark building on a new public pier that is a focal point for the western edge of the city, defines the cultural and public space at the heart of Barangaroo South, celebrates the harbour, attracts visitors, and makes a statement about Sydney's role as a major South East Asian financial centre and a 21st Century world city.

The Concept Plan Amendment proposes that the built form should include a landmark building that stands out from the other commercial and residential towers; frames the principal public square; identifies the precinct on the city skyline; marks the entrance to the new ferry terminal and Darling Harbour; and that makes a bold statement to the world about Sydney as a business and tourism destination.

The hotel and public pier define the western edge of Southern Cove. Together with the proposed cultural centre and low-rise residential and retail buildings, they form an arc of protected north-facing waterside public space. They will help draw visitors through the commercial and retail buildings down to the water's edge, providing vibrancy and activity throughout the year and during the day and the evening.

The proposed foreshore promenade wraps continuously around the hotel via the pier, providing an opportunity for visitors to appreciate new vistas of Darling Harbour, Pyrmont, Balmain Peninsula, Goat Island, the Northern Headland and park and the Southern Cove. Rising above the public pier is a world-class hotel – a focal point for views from the west and from the city and a 'signpost' or 'marker' for the Barangaroo precinct and for the new public square at Southern Cove.

In design terms this can be no ordinary building. It is a statement for Sydney and should embrace its role in relation to the city and the uniqueness of its site. It will stand tall, yet touch the ground lightly, as a reference to the tall ships that used to berth on the quaysides at Barangaroo. It should be a new architectural icon for Sydney for the 21st Century and sit alongside the Opera House and Harbour Bridge as a defining image of the City.

The reason the Concept Plan Amendment proposes a hotel rather than office space is that hotels are naturally active public facilities, with bars and restaurants, conference and meeting places and function rooms. A hotel encourages and creates activity from early morning to late evening, seven days a week, 365 days a year.

The hotel will include a rooftop bar and public observation deck, offering Sydneysiders and visitors the opportunity to enjoy new views of the city and harbour from this unique vantage point. At ground level it will offer leisure and cultural space, including a new public gallery area, a lobby bar and all-day dining restaurant. These uses support the City of Sydney Council's 'Connected City' objectives outlined in its 2030 Vision, which notes that the Barangaroo redevelopment should: 'activate the foreshore with leisure, recreation and cultural facilities' and 'activities to create a lively active precinct on evenings and weekends, with a range of services and facilities'.

The hotel will be of a quality and size to attract an international hotel operator and of sufficient scale needed to stand out against the commercial buildings of the CBD behind it. The proposed hotel at Barangaroo South has already attracted significant interest from potential operators and could become Sydney's first new international hotel for more than a decade.

The Committee for Sydney's 2009 'Global Sydney' report argues for a: 'global projection of our great city to the world to refresh and refine our image'.

The landmark hotel building and public pier at Barangaroo South answers this call.



An Increase in GFA

- Compact urban planning has economic and environmental efficiencies
- Achieves a critical mass of development to support a genuinely vibrant piece of city
- Almost 40% of site is allocated to public use, which limits available area to build upon
- Sustainability benefits from higher density use

Density and intensity, supported by good transport infrastructure, are the two main drivers of a good design.

The 21st Century has seen a global resurgence of how cities are seen and lived in, reversing urban decay in under-used sites and encouraging the migration of people back into the city centres.

Throughout the centuries, some of the most desirable locations in the world have also been some of its highest density neighbourhoods - places where a mixture of uses (living, working and relaxing) generate character and vitality. Critical mass coupled with high quality public spaces provides the throughput to make a vibrant place. A compact city quarter with well-designed public spaces and amenities that will thrive economically and provide a high quality of life for residents.

In addition, there is an ecological imperative. As populations grow, and cities intensify, there is increasing recognition of the need for a more environmentally responsible and sustainable approach to development: reduced land up-take, reduced reliance on the car, and shared resources.

The Concept Plan Amendment to increase the GFA enables a better residential and commercial mix, without impacting the site's potential to meet the CBD's demand for premium office space. This is achieved without compromising the quality or the amount of public space, or the fundamental elements of the Approved Concept Plan.



Figure Ground of the Concept Plan Amendment for Barangaroo, Sydney



Figure Ground of Pitt Street Mall, Sydney



Figure Ground of Midtown, New York

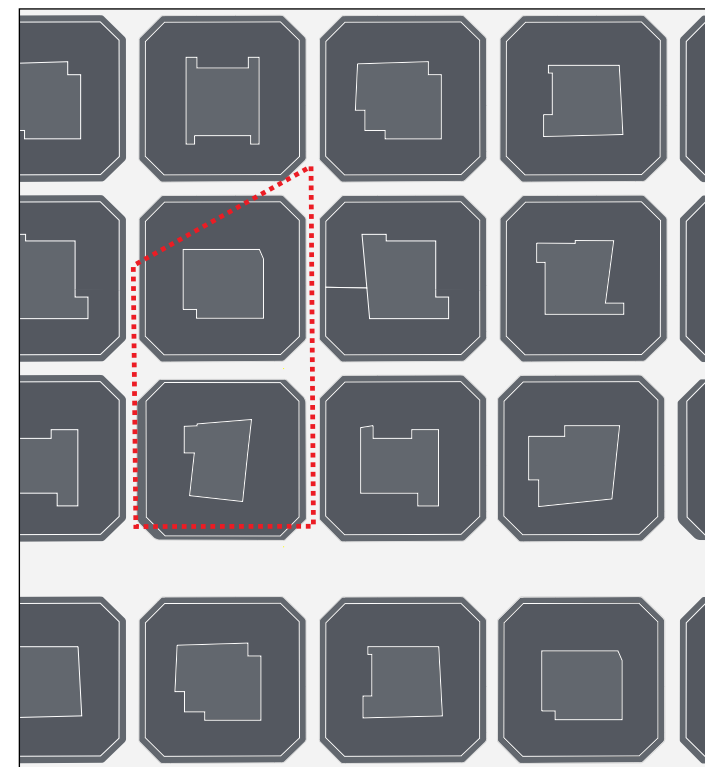
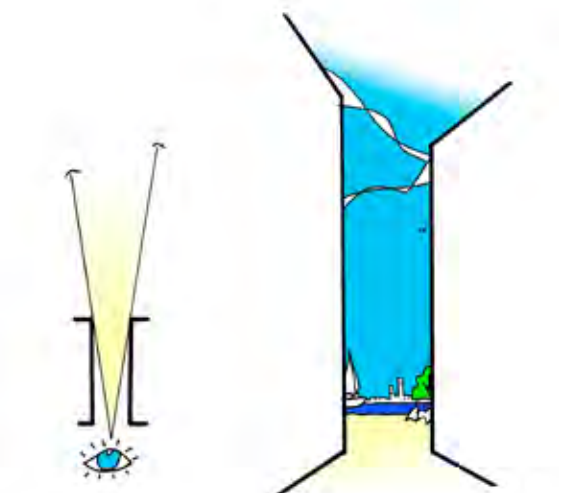
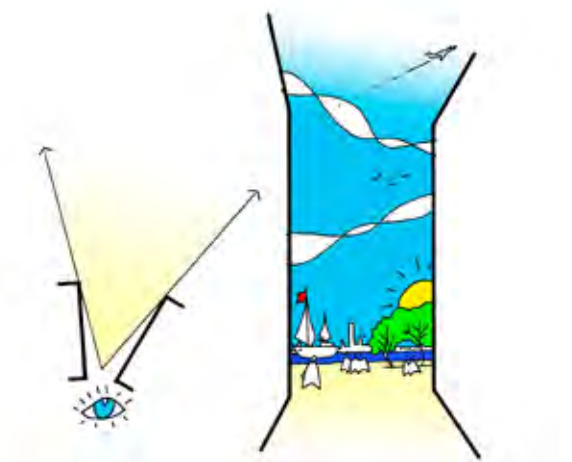


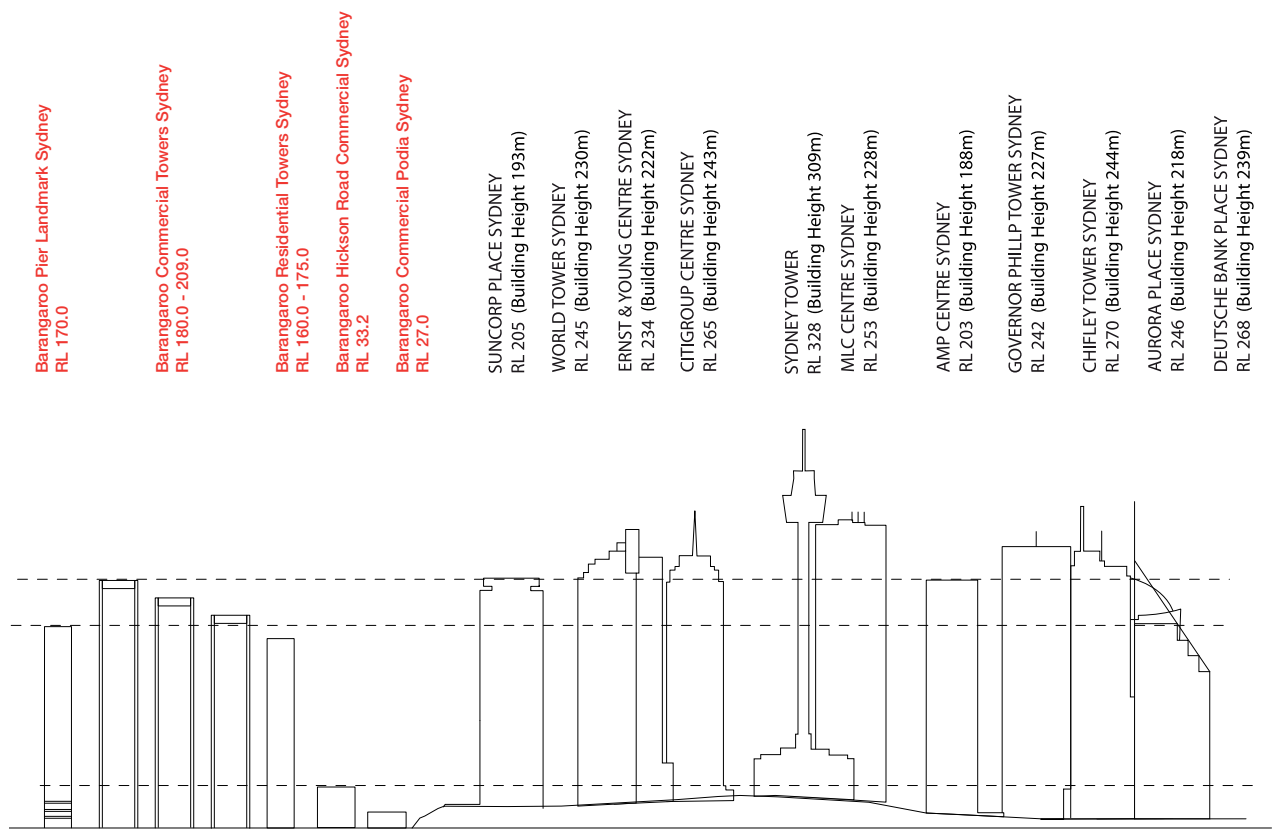
Figure Ground of Barcelona



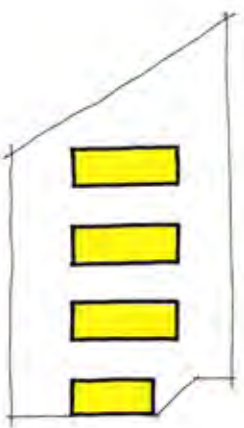
The introduction of smaller scale buildings that align the foreshore promenade and Globe Square improves the climate effects at ground level and contributes to a better scale. These new low-rise buildings, together with the enlarged Southern Cove, reduce the amount of land available for the commercial and other residential GFA. To accommodate this, whilst at the same time maintaining the proportion of public space, requires increases in the building heights.

The allowable Floor Space Ratio (FSR), of Sydney city centre ranges from 12.5:1 for commercial uses and 14.0:1 for residential uses. The Concept Plan Amendment for Barangaroo South overall proposes to have an FSR of 10.8:1 that is below both these limits.

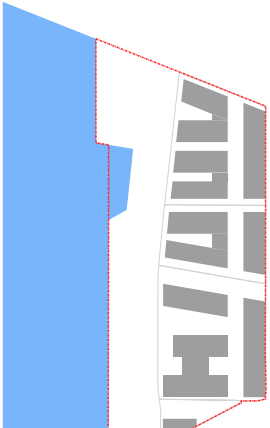
The additional space will be a mixture of low and high-rise buildings, positioned across the development to create a better balance of activities and a diverse sequence of public spaces. These are predominantly overlooked by residential and retail space, by design, to make them more welcoming and secure.



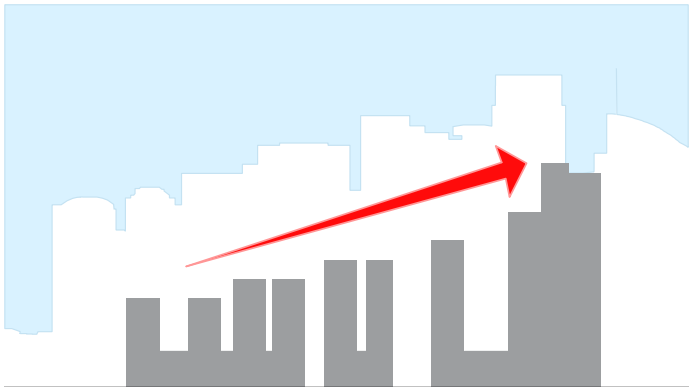
Height comparison Sydney



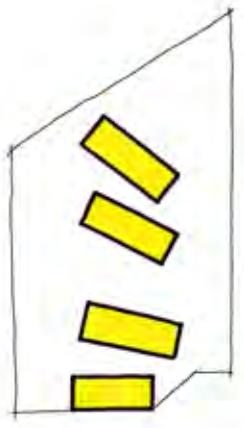
Conventional grid - poor solar views



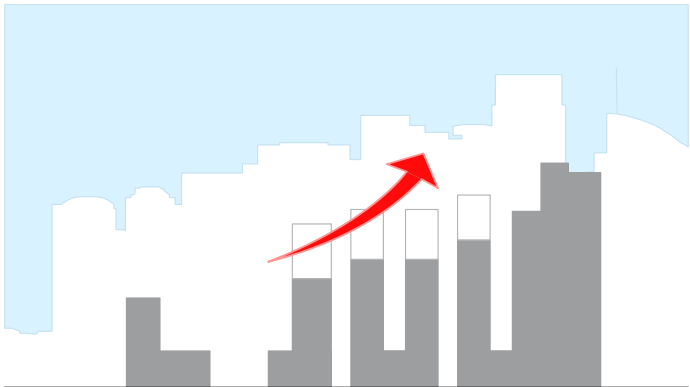
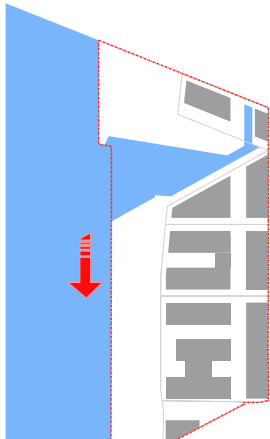
Fan improves solar and views



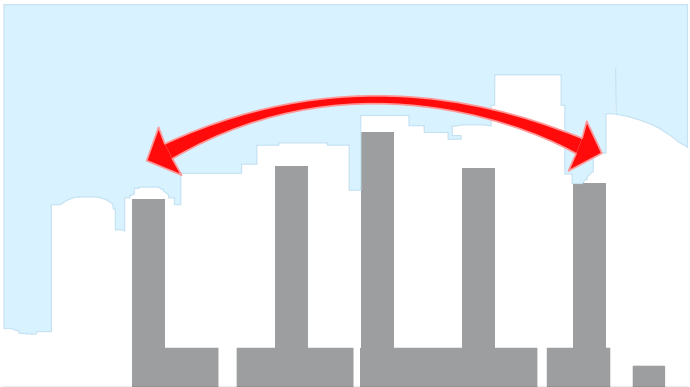
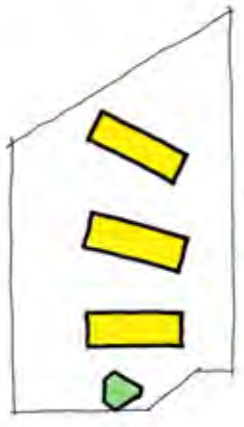
Concept Plan modification (Option 2), 2 February 2009



3 commercial and 1 residential tower increases height and spaces between



Introduction of harbour reduces development sites & pushes area upwards



Fan out and redistribute mass to achieve height and spaces between

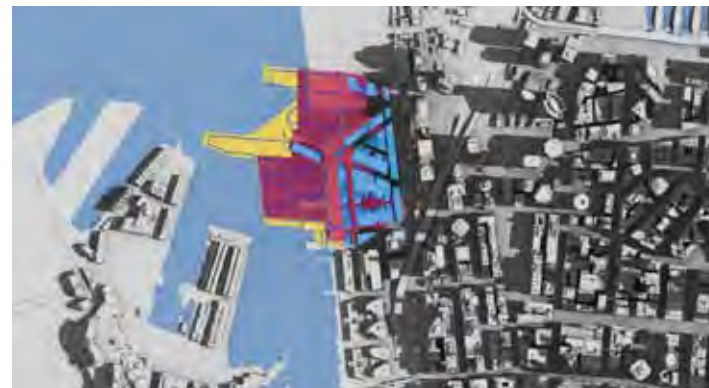
An Increase in Tower Height

- Tall buildings designed to maximise solar penetration
- No taller than existing CBD skyline
- A variety of treatments to control wind impacts at ground level
- A mix of low and high rise built form
- Comparable to other world class cities

The increased GFA to 490,240m² is primarily accommodated by adding new low-rise buildings along the waterfront and Southern Cove and by increasing the development block height over the current Approved Concept Plan. It is proposed that the three principal commercial towers and residential towers should be taller rather than wider to give more space between them and a good level of solar penetration. In addition the commercial towers are intended to be laid out in a fan or radial form to reduce the overshadowing effects towards the east and west. The towers are comparable in height to many buildings within the CBD.

As the upper floors of a tall building are only really experienced from a distance, they become part of a city's skyline. In the case of the proposed Concept Plan for Barangaroo South, the profile of the buildings will be consistent with the existing Sydney skyline. A differentiation within the allowable height profile will help create more interest in the skyline, which can be further highlighted by allowing architectural modelling of the rooftop levels with setbacks, architectural features and articulation.

The tall commercial and residential towers are moderated in scale at street level by lower scale buildings and podia. While the intention is for the structure of the towers to be read at ground level, the impact of the high-rise elements will be mitigated at the base by a human-scaled element.



Shadow Study December - 9am



Shadow Study December - Midday



Shadow Study December - late afternoon



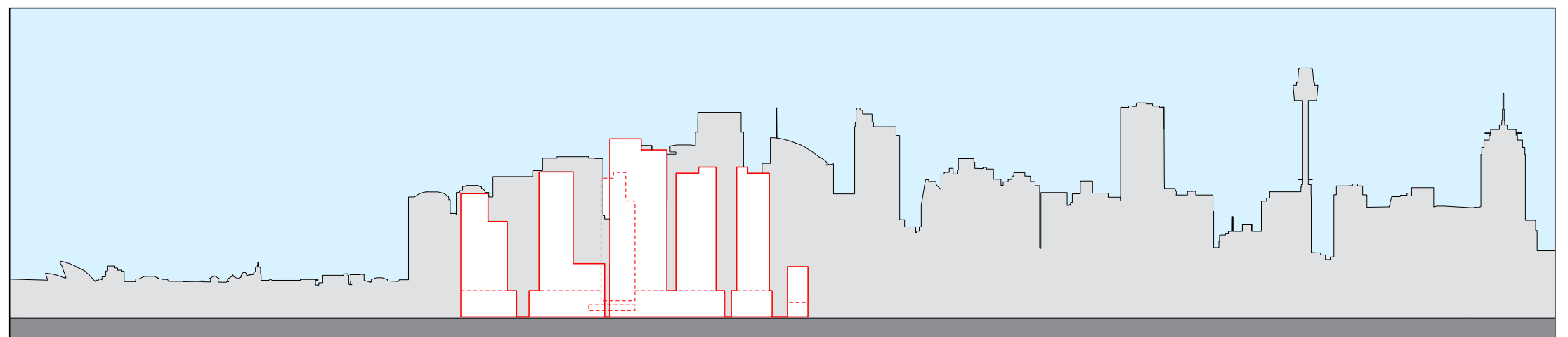
Shadow Study June - 9am



Shadow Study June - Midday



Shadow Study June - late afternoon



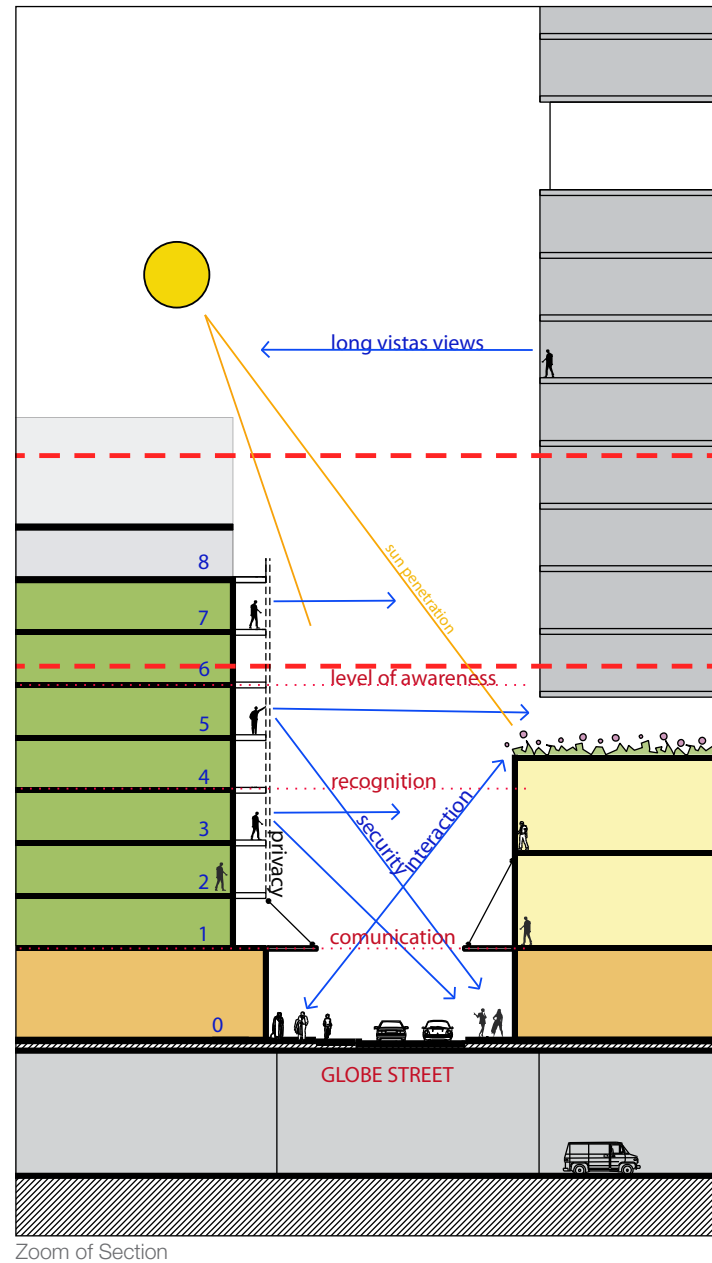
Master Plan profile no higher than existing skyline

- The first 25m has the greatest impact on pedestrian experience
- Ensure human scale and diversity of use within the first five stories
- Attractive and cohesive at eye level
- Create variety at ground level
- Ensure well-defined streets and laneways

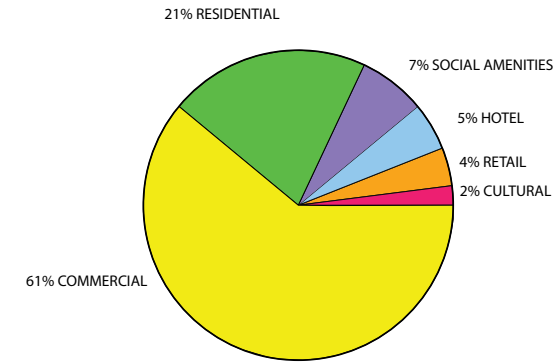
The first 25 metres is widely perceived to be the limit of direct human interaction with a building viewed from ground level. Therefore, careful consideration is given to create human-scaled environments at the base of the taller buildings.

There will be a diverse mix of uses within this lower level zone such as retail uses, child-care, gyms and supermarkets. There will also be a variety of treatments of awnings, canopies and street coverings, double height retail with interactive facades, and stepping profiles that contribute to create a human-scaled environment.

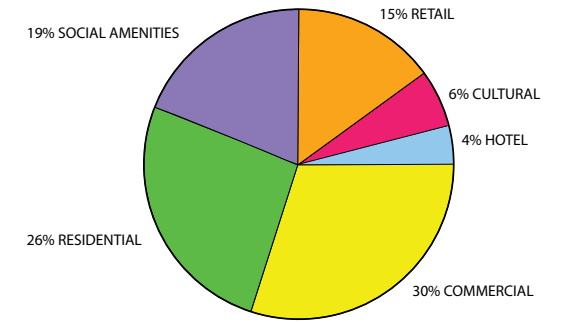
The main street dimensions will be more appropriate to the estimated pedestrian flows. The spaces between buildings at the lower levels are tightened up and more finely tuned – this makes the spaces more dynamic and intensive, rather than overly large and un-welcoming.



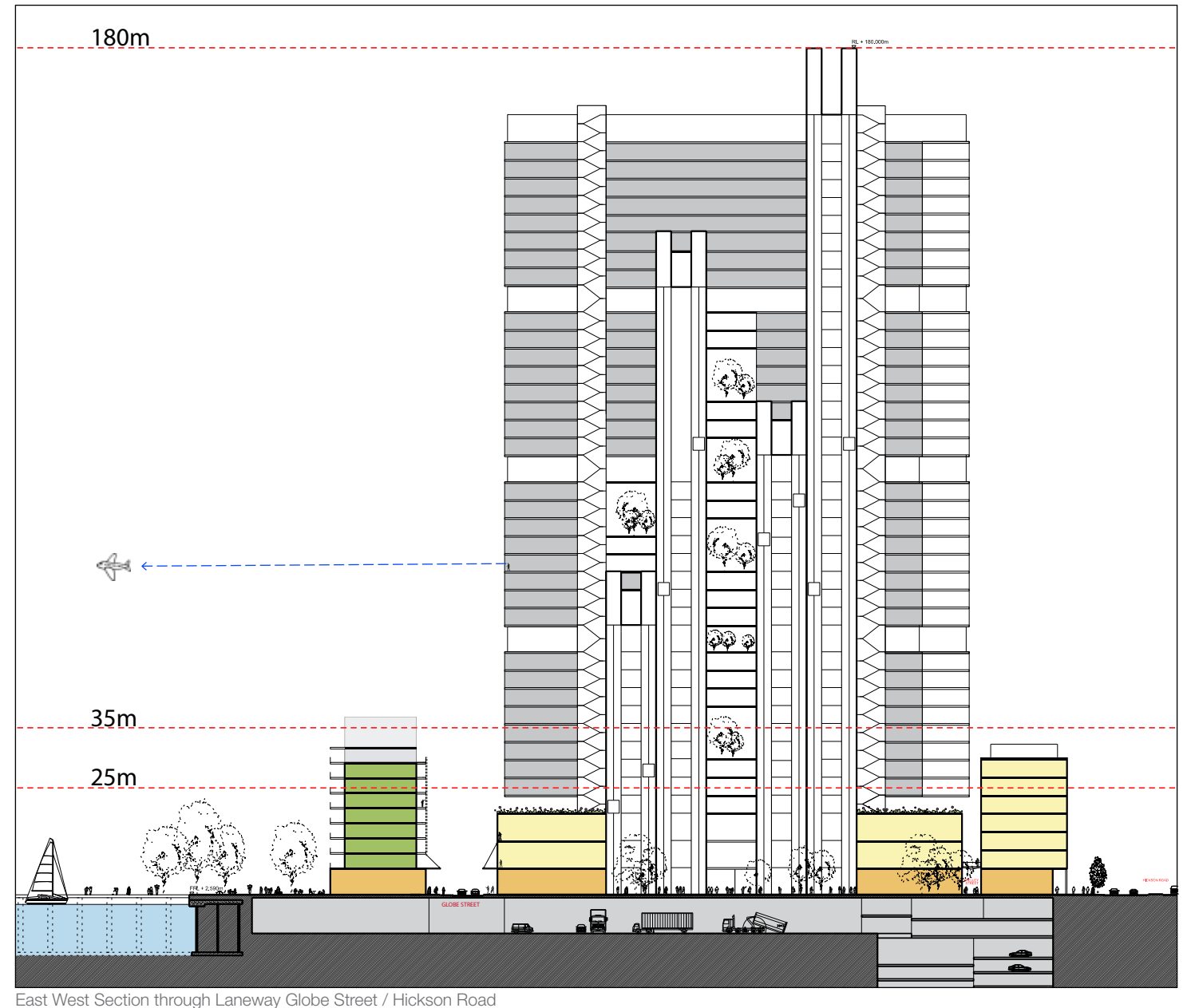
Zoom of Section



MIXED USES



MIXED USES UNDER 25M HEIGHT



East West Section through Laneway Globe Street / Hickson Road

A Mixed Use Quarter

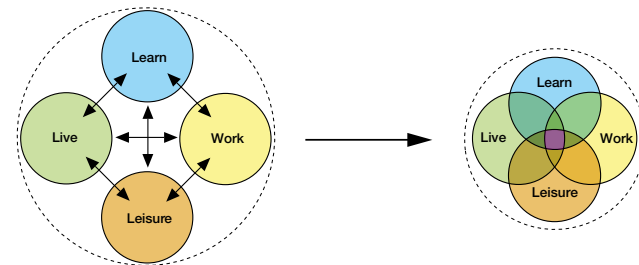
- Between 775-800 apartment units including Key Worker housing, within a range of low and high rise typologies
- Premium office space towers and a diversity of smaller office plates along Hickson Road
- A landmark building with hotel, tourist and cultural uses to create varied social use over a broad range of times during the day and week
- Over 100 retail outlets including cafes, iconic bars and restaurants, fitness and wellness facilities, child-care, fashion, supermarket, convenience, leisure and lifestyle shops supporting the needs of residents, office workers and visitors
- A Cultural Centre and civic square at the heart of the scheme promoting leisure and educational uses
- Distinctive and authentic layers of experience and recreational activity through the provision of a range of different and varied public places and spaces

With an increase in density there must be a corresponding increase in diversity to ensure a critical mass of occupancy to support it's use throughout the week.

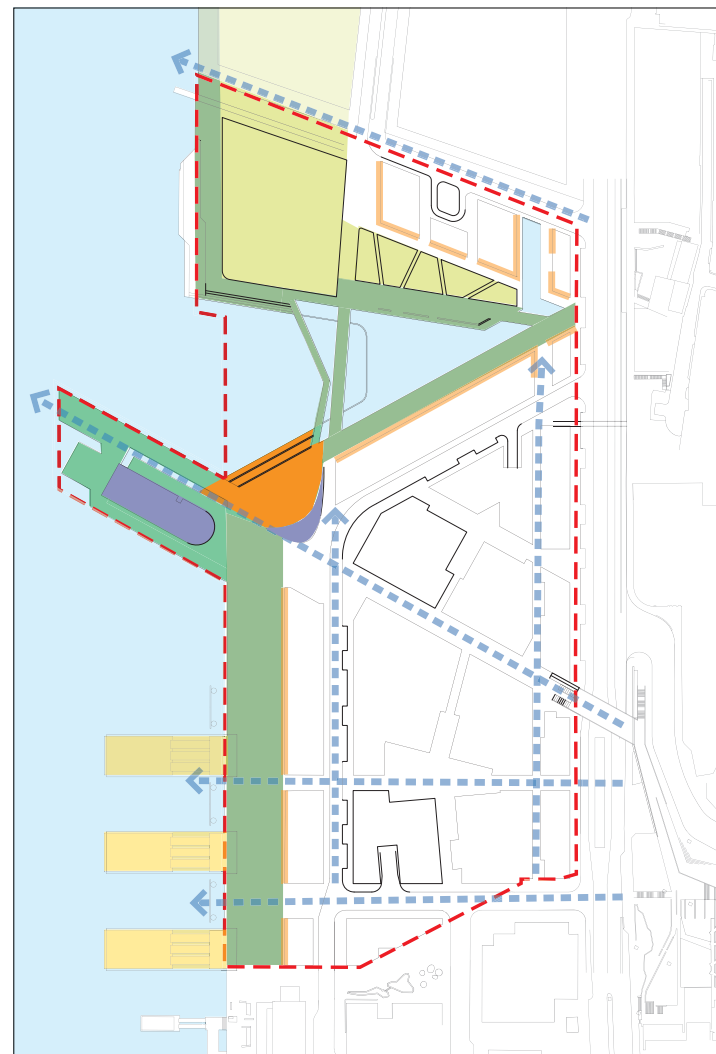
The balance of mix is improved primarily by increasing the residential component and ensuring it is more evenly spread throughout the development. One of the main attractions of city living is proximity to work, shops and basic social, educational and leisure facilities, ensuring that the district remains lively during the day and appropriately active at night and at the weekend. This encourages the perception of safety and security. This increase in density and mix puts necessary pressure on the quality and hierarchy of public spaces that need to cater for the day-to-day activities that are envisaged. The precinct will have 23,000 or more commuters arriving daily to work, with more passing through from the ferry pier and light rail connections on to Wynyard and other parts of Sydney's CBD. The promenade, water's edge activities, cultural and leisure places will attract visitors and residents to live, to congregate, to play, to shop and people watch.

The precinct is massed to address the ground level environment, with lower scale buildings generally adjoining the key public spaces and streetscape. The lower buildings are, percentage wise, inherently more mixed in their activities and generally consist of retail and leisure at the lower levels with either residential or workplace uses above. This arrangement addresses Hickson Road, the Waterfront Promenade and Southern Cove, the key public spaces connecting the precinct from north to south.

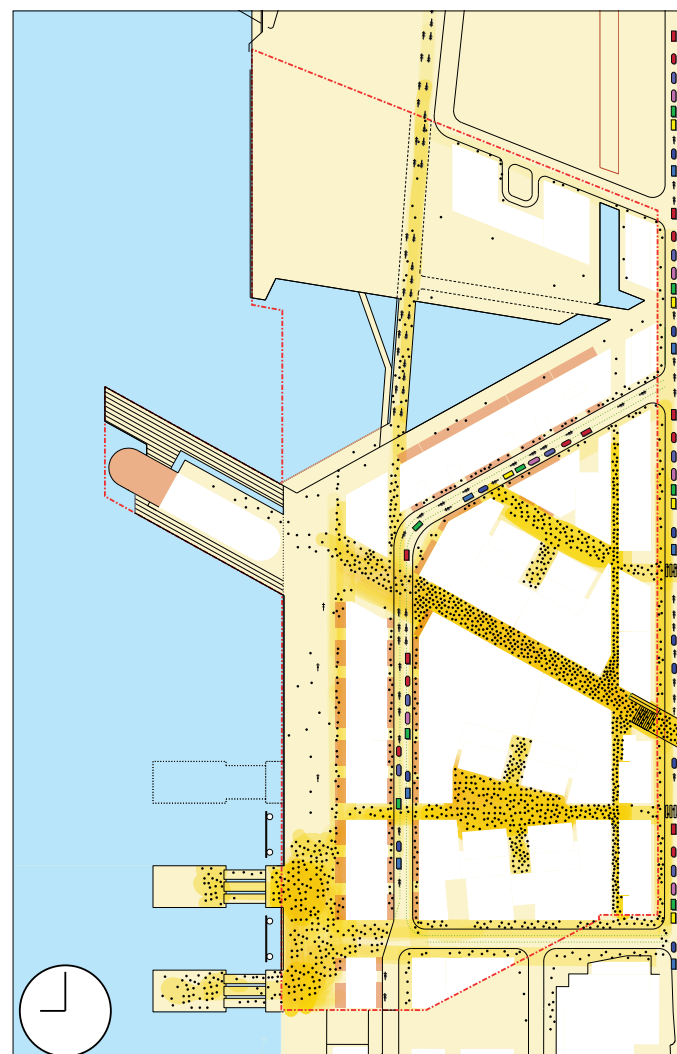
From east to west the activities along City Walk are retail, leisure and commercial, in low-scale podium buildings which act as a foil to the commercial towers behind and above them. The east west connections are conceived as gathering, work and retail spaces. Partially covered, they serve as extended lobby spaces for the commercial towers during weekdays and as potential exhibition and market spaces at weekends.



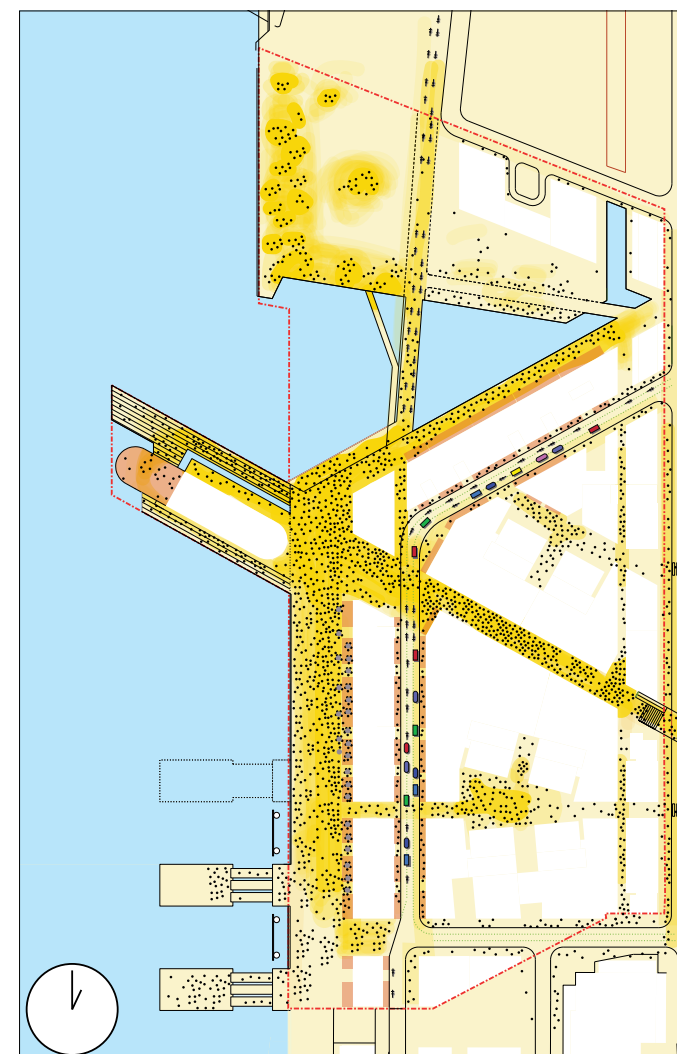
Ground Level Uses



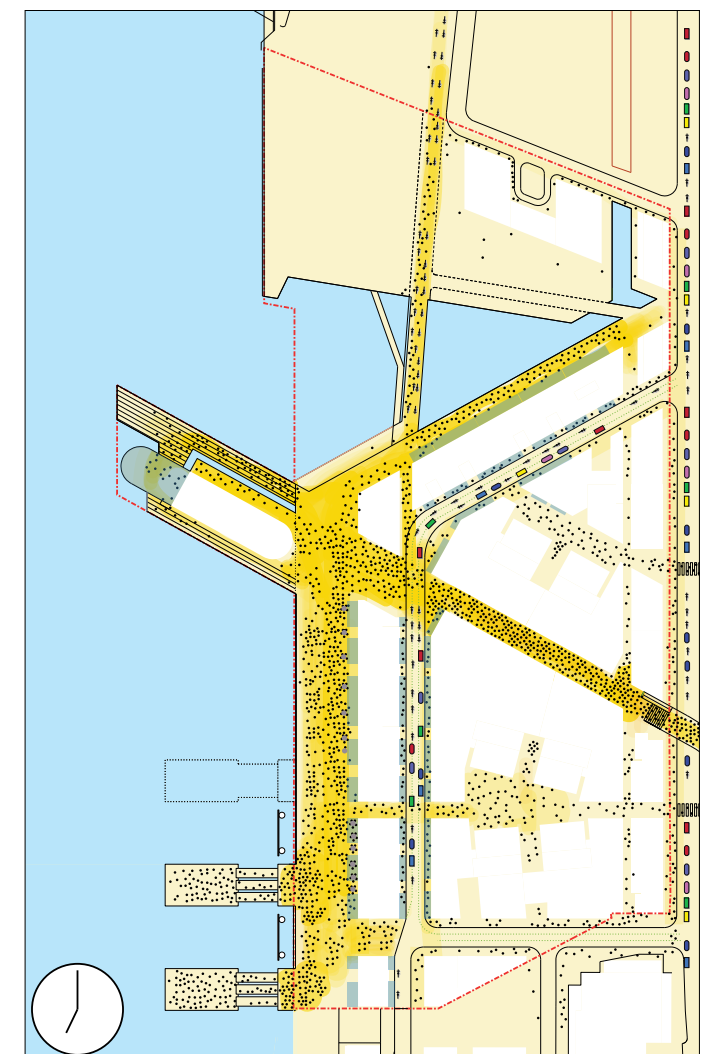
Urban Waterfront Principles



9am rush hour



1pm lunch hour



Evening activities

The Redistribution of the Public Realm

- Remove the conflict between cars and pedestrians
- A pedestrian only harbour front
- A variety of different routes
- Visual permeability at all levels

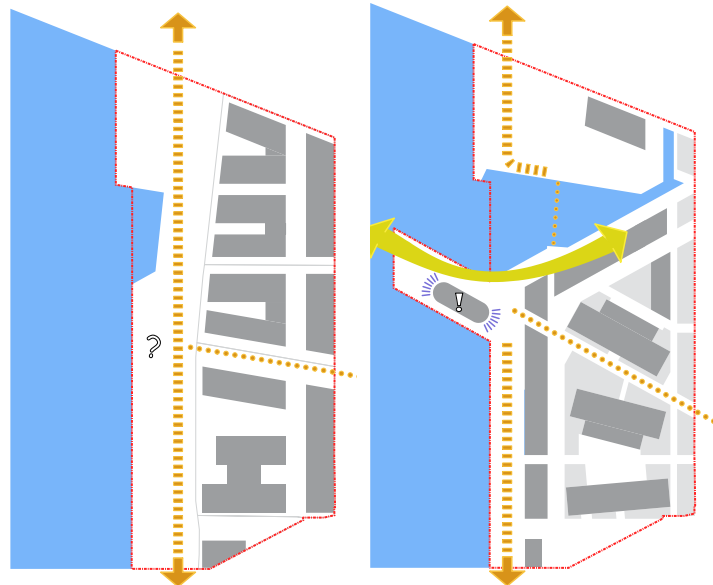
Permeability

The streetscape is enriched through permeability; streets and laneways with clear connections east to west, from the waterside to the rest of the CBD, and from south to north, via the foreshore walk to Hickson Road. The primacy of the ground plane will not be impacted by the scale of the development above.

The spaces between the towers are city spaces, with many successful precedents within the city, such as: Angel Place, the Strand Arcade and Galleries Victoria.

Different routes have different hierarchies in the scheme, created by varying the width and architectural treatment of the streets or laneways.

The carefully composed cluster of three tall commercial buildings arranged as a fan, opening to the west and structuring the streets and squares, defines the new quarter, and establishes the geometry and visual permeability across the site.



Current Concept Plan lacks a focus

Creating a destination and focus

Movement and Routes

The axis to the heart of the precinct is the main pedestrian artery, City Walk, which extends from Wynyard and the central CBD to Globe Square and the pier. It crosses over Hickson Road, via a future bridge, before immediately descending to ground level at Shelley Lane. Here there is a view framed by both the commercial towers and the hotel and public pier down to the water.

As the principal east-west connector, City Walk meets the three main north south connectors along its length: the transport node at Hickson Road; the less trafficked and cyclist-safe route on Globe Street; and, the pedestrianised Shelley Lane, with its smaller retail outlets giving it a more intimate European scale. City Walk terminates at the hotel and pier and the entrance to Globe Square, the prime new north-facing waterside space.

The major north-south vehicle route, Globe Street, now has low level buildings on its western side, creating a safe, pedestrian foreshore promenade along the western waterfront, similar to King Street Wharf's pedestrian waterfront. The Concept Plan Amendment proposes that Globe Street does not dissect the entire site, but becomes pedestrian only at Globe Square, with traffic turning eastwards along Napoleon Street and back up to Hickson Road and the city.

Drop offs for the commercial towers are focussed on Hickson Road and Globe Street, with access to east-west laneways that open out into open public galleries and market places in the heart of the development.

Drop off for the hotel will be on a pedestrian priority intersection between Globe Street and City Walk. All deliveries and parking for the commercial and residential buildings and the hotel will be made at basement level.

The conceptual extensions to the existing Margaret and Napoleon streets provide the access points to the site-wide basement servicing levels and the limited amount of planned car parking.

Connections and Bridges

The Barangaroo South development will succeed if it is thoughtfully and properly connected to Sydney's CBD.

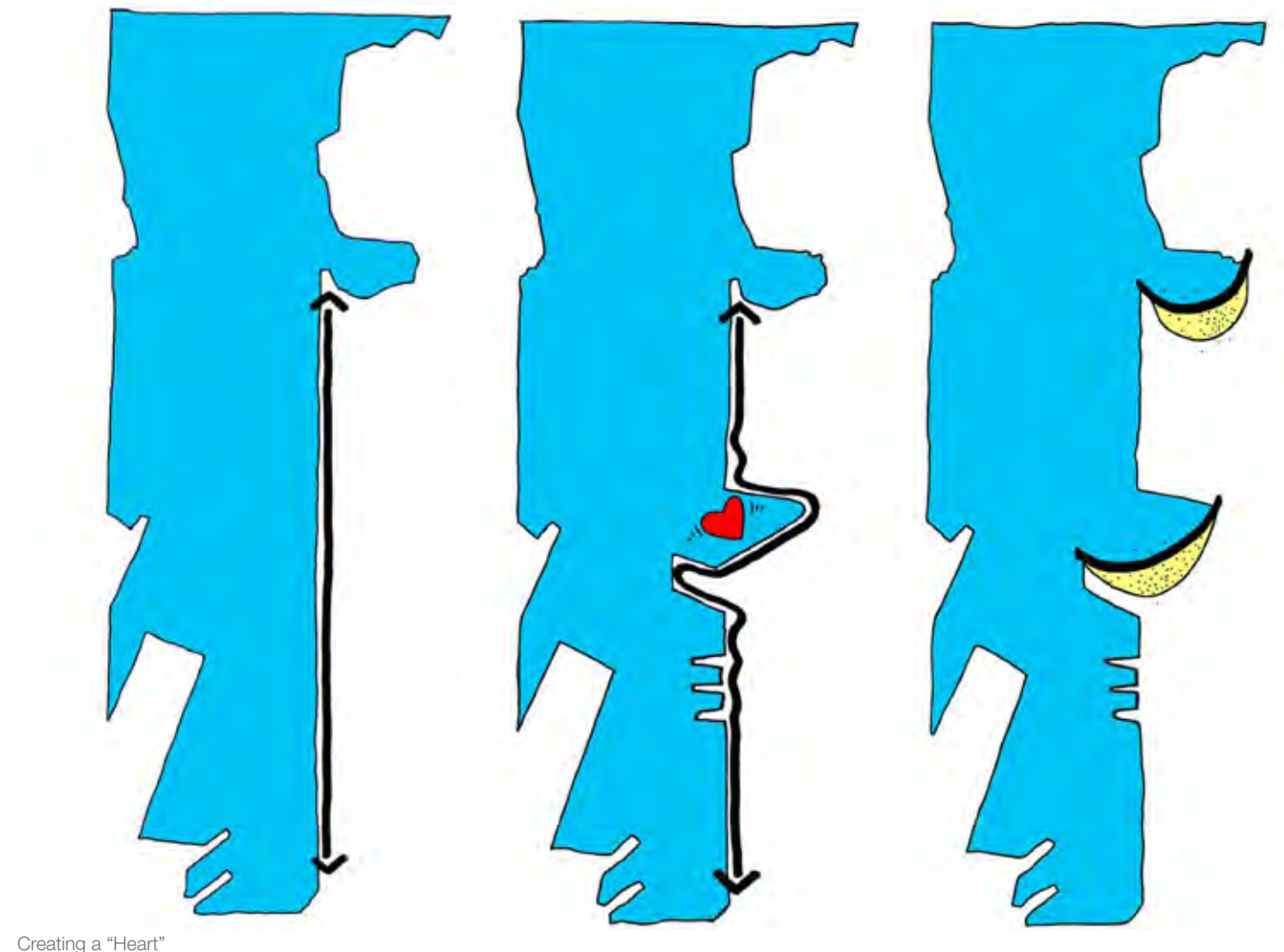
The site as it currently exists is removed from Sydney's centre. The focus of the redevelopment will allow for the creation of a series of connections between the site and the CBD so that people are naturally drawn to Barangaroo and the waterfront public spaces.

City Walk is the primary pedestrian connection to Barangaroo South. It will bring people from the city and Wynyard's transport hub through Westpac Plaza or Margaret Street via a gentle ramp to a future land bridge over Hickson Road, with framed water views. It then immediately descends to ground level at the intersection with Shelley Lane, then on to Globe Street and the waterfront. This short walk from the CBD centre to

Barangaroo South will be clearly defined, making it easy to find, easy to get to and easy to navigate.

189 Kent Street provides for a future pedestrian link between Barangaroo South and the northern part of the city. Historically before the construction of the Western Distributor, there were street connections between Bridge and Grosvenor Streets and Clarence and Kent Streets. The City of Sydney's "2030 Vision" document has explored the reinstatement of these streets and the removal of the dangerous pedestrian underpass. The Concept Plan Amendment proposes escalators from Kent Street to a lightweight, suspension bridge over Hickson Road at this point, reinstating a long forgotten pedestrian link.

There is also an existing strong connection point where Hickson Road intersects with Gas Lane (via elevator and stairs). The Concept Plan Amendment will reinforce this link across Hickson Road.



Creating a "Heart"

Waterfront Promenade

- Creating a destination
- Increased waterfront perimeter
- An additional 0.8ha of new water body
- Appropriately scaled development adjacent to the water's edge to provide an active and varied waterfront experience

The waterfront promenade at Barangaroo South will be an integral part of Sydney's 22km foreshore walk that connects the Anzac Bridge to Woolloomooloo. It links northwards from Darling Harbour and King Street Wharf, with its waterfront cafés and bars, through the Barangaroo parks and headland, and then on to Walsh Bay, The Rocks, Circular Quay, the Opera House and Woolloomooloo.

It is framed by the low-rise residential and retail ribbon that is brought closer to the water's edge, creating a safer and more welcoming harbour front at least 27m wide. There are many Sydney and international precedents that demonstrate that this promenade width provides a more vibrant environment than a larger width – London's South Bank and Sydney's East Circular Quay are two examples. The width is also of an appropriate scale for the projected recreational activities at ground level along this edge and is a continuation of the scale of the waterfront space in front of the existing King Street Wharf buildings. At the south of the Promenade is the transport interchange at the junction with Margaret Street West, with new ferries, taxi, bus and future light rail links. To the north is the public pier and landmark hotel at the junction with City Walk.

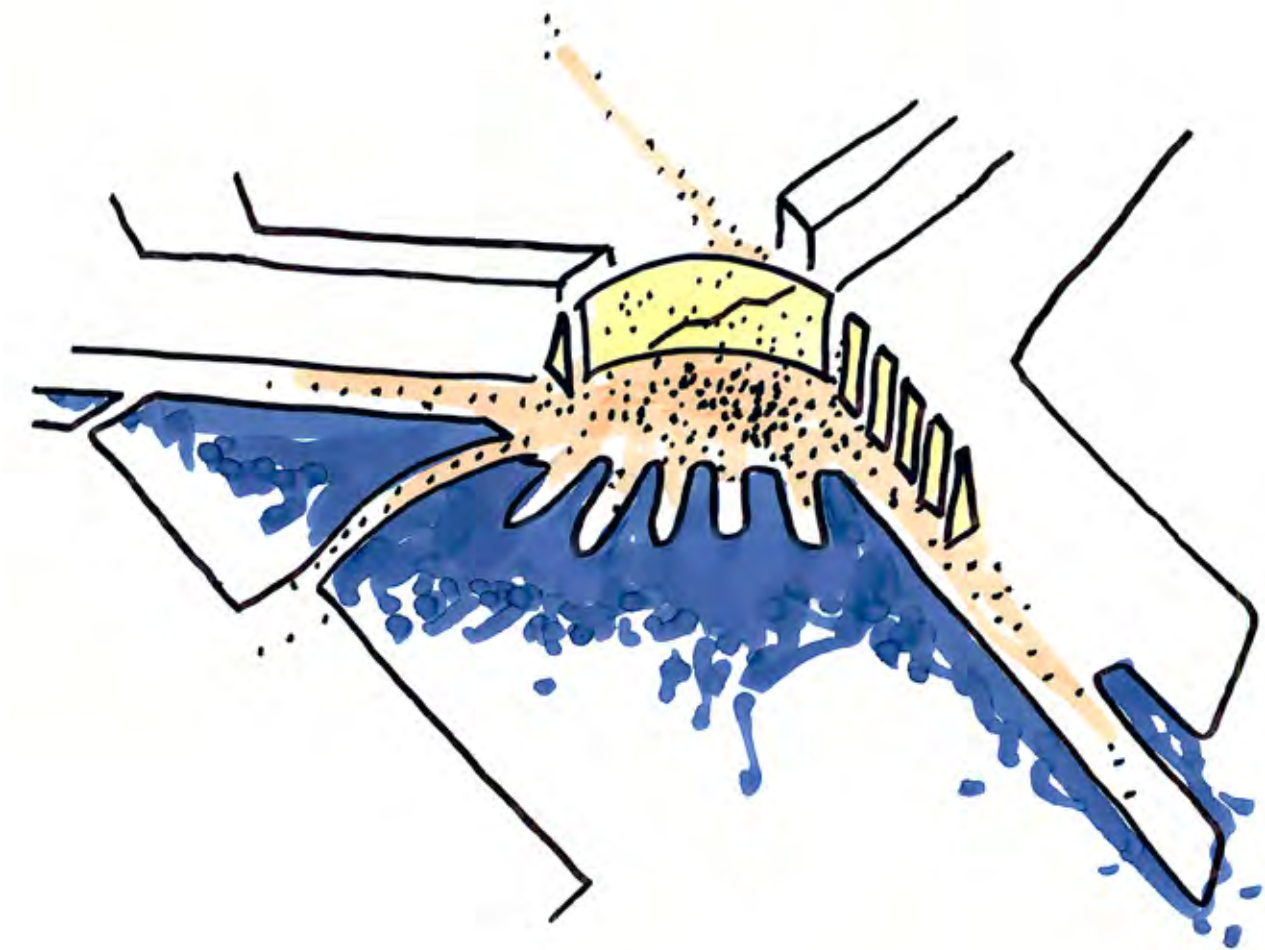
A fully accessible boardwalk wraps around the hotel on the pier, providing new views and vistas out over the harbour and access to the new cultural space at the ground floor of the hotel. Pedestrians walking north can take the boardwalk route round the hotel and then rejoin the foreshore north of the hotel, or remain on the Waterfront Promenade as it enters Globe Square.

Globe Square is the setting for the proposed cultural centre and marks the convergence of routes, where City Walk meets the Waterfront Promenade, Globe and Napoleon streets and the hotel and pier.

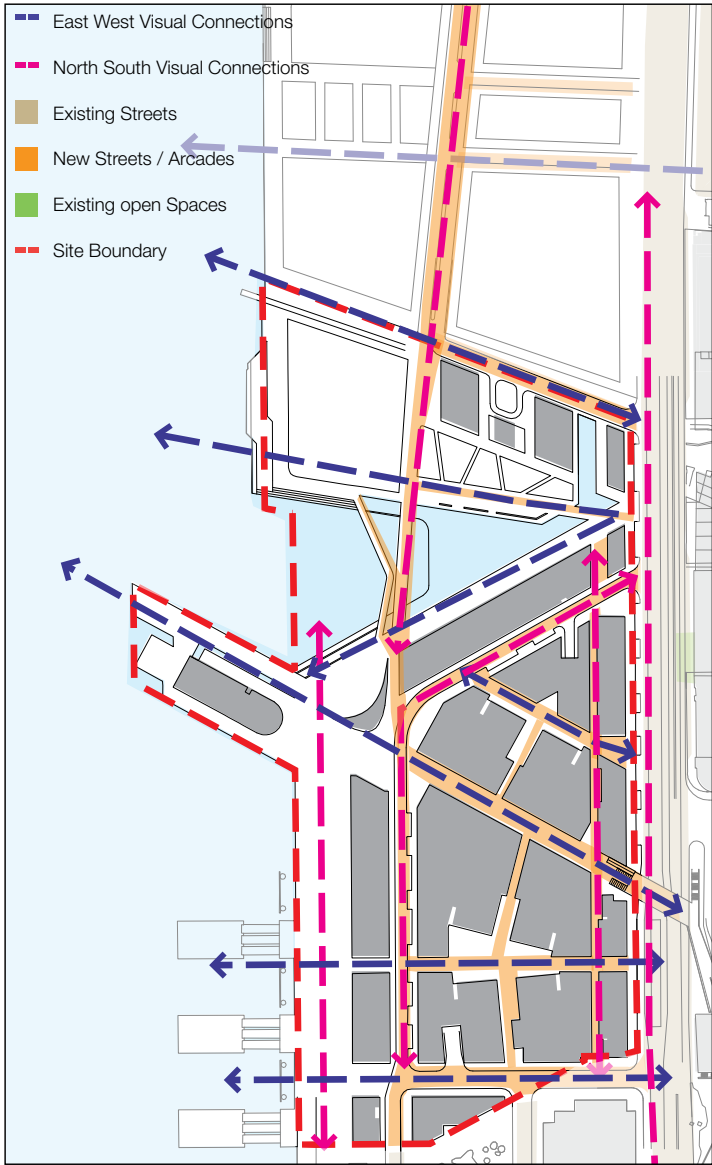
From Globe Square, the Waterfront Promenade continues over Southern Cove, via a pedestrian and cycle bridge, to the central parklands. It also wraps eastwards

around the cove, framed once more by low-rise buildings that continue the theme of waterfront restaurants, bars and cafes at ground level and residential above. At its northeast corner it connects to the Canal, where there is a cluster of high-rise residential towers. The promenade then turns westwards, back to the foreshore and Central Parklands, framed by the pedestrian and cycle only Bull Street.

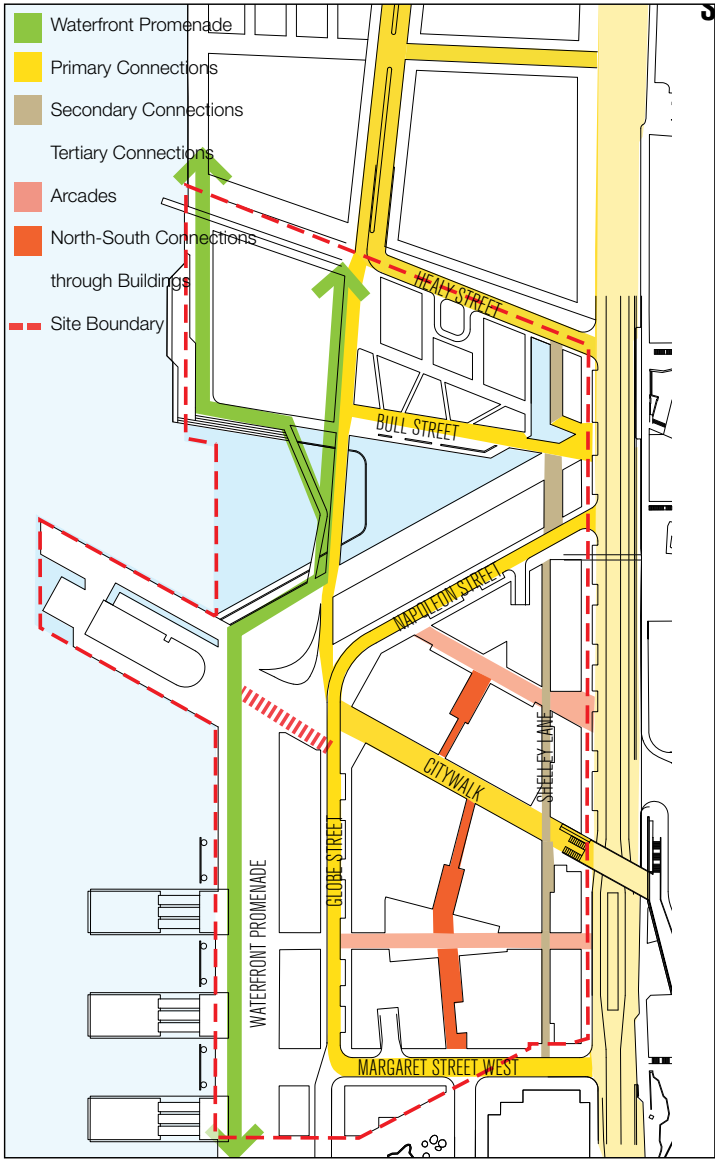
Barangaroo South's Waterfront Promenade is a gathering place and a series of meeting points; a place to relax and celebrate, to be entertained and to touch the water; a place to mingle or to stroll out onto the harbour pier to enjoy new views of the western harbour. It is a new destination for Sydneysiders and visitors, and a legacy for future generations to enjoy, long into the future.



Globe Square



Connectivity



Street Hierarchy

A Landmark Building

- A marker for the precinct and a new icon for 21st Century Sydney
- Frames Globe Square and Southern Cove
- A destination point on a public pier, offering unique views
- Generates 24hr activity at the water's edge

The central tenet of the Concept Plan Amendment is that a landmark structure, the hotel and pier, will stand beyond the fan of towers and will play off them to create a primary destination. It will be an exclamation mark that helps define this new city quarter and breaks the monotony of the current dock edge.

The fanned-geometry of the commercial towers defines the location of this landmark building at the end of the principal pedestrian walkway. The pier on which it stands is fully accessible to the public and separates the working harbour of ferries from the cultural harbour and public square. It will also form a protective breakwater to Southern Cove.

The foreshore promenade wraps continuously around the hotel via the pier, providing an opportunity for visitors to appreciate new vistas of Darling Harbour, Pyrmont, the Balmain Peninsula and Goat Island.

The pier sits in the harbour, similar to the ferry piers to the south of it. The amount of water covered by the pier is more than matched by the amount of water introduced by Southern Cove.

Sailing above the pier will be the hotel, a focal point to views along the public route from the city. The visual impact of the hotel will therefore not only include the individual architectural aesthetics of the building but also the delineation of the Barangaroo precinct, both setting it apart from, and acting as an entrance beacon to, Darling Harbour.

In design terms the hotel can be no ordinary building. It should embrace its role as part of the city and its unique site. It will stand tall yet touch the ground lightly, as a reference to the tall ships that used to berth on the quaysides at Barangaroo.

It should be a new architectural icon for Sydney for the 21st Century and sit alongside the Opera House and Harbour Bridge as a defining image of the City.

An exciting and iconic building can promote a precinct and a city. There are many examples around the world where this has occurred, whether landmarks such as the Eiffel Tower or the Golden Gate Bridge, cultural buildings such as the Sydney Opera House or the Guggenheim Museum in Bilbao or private buildings such as the Chrysler Building in New York. The hotel will also act as Sydney's third 'marker' after the Sydney Opera House and the Sydney Harbour Bridge.

Tourism organisations throughout the world use buildings to promote a destination and the Barangaroo hotel will be utilised in the same way. Australia's Tourism & Transport Forum (TTF) has stated that 'The Pier Hotel will become an icon for Sydney. It will attract visitors from around the world and around Australia'. Similar support has been expressed by other bodies including: Brand Sydney, Tourism NSW and Sydney Events, who all see the opportunity to use the hotel to further showcase Sydney as a premier tourist and business destination.

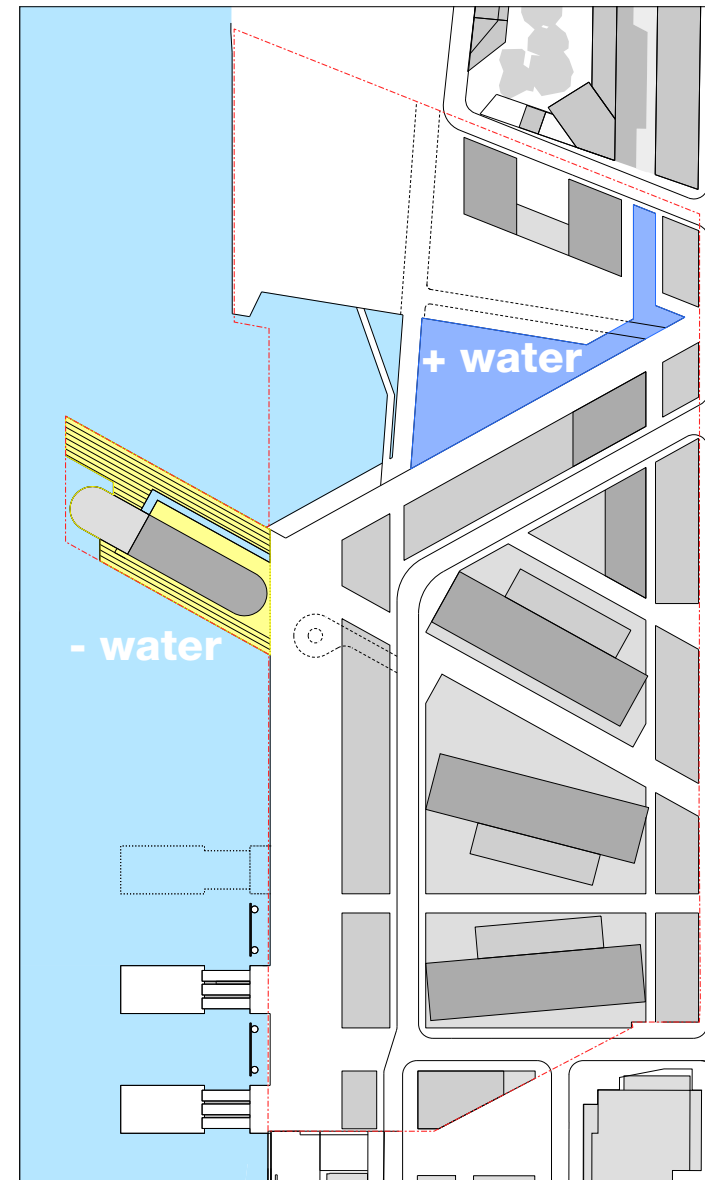
Hotels are naturally open facilities that encourage use and create activity from early morning to late evening. As such, the hotel is seen as a positive contribution to the public use of the Barangaroo South precinct. It will include a rooftop bar and observation deck, offering Sydneysiders and visitors the opportunity to enjoy spectacular new views of the city and harbour from this unique vantage point.

The intention is for the ground floor facilities of the hotel to include a cultural space, lobby bar and all-day dining restaurant. Because of its location, the cultural space will be a natural 'focus' for the hotel, which will embrace and promote its use and amenity. There will be a seamless interaction between the boardwalk and the public and hotel facilities.

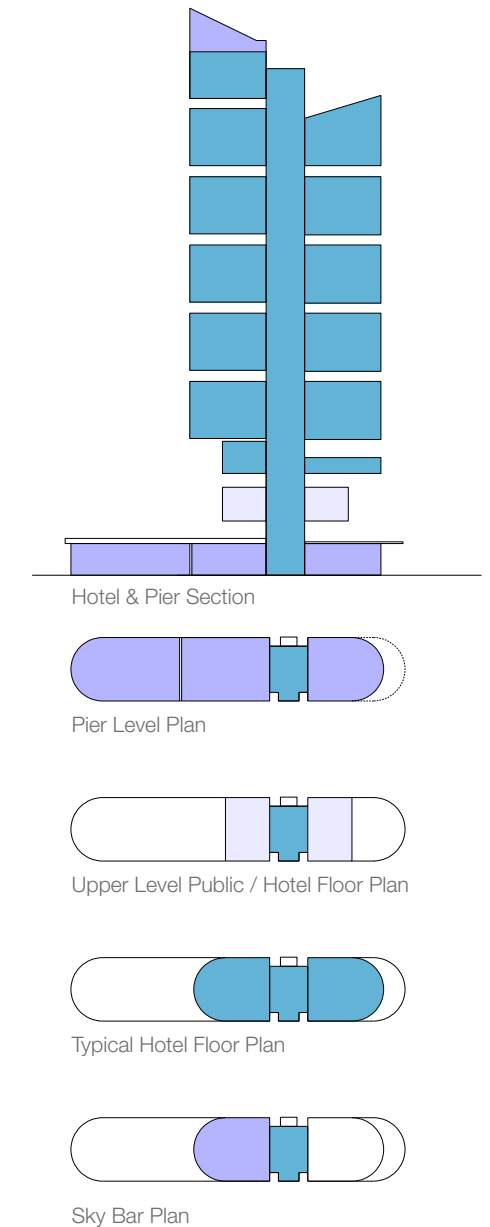
Parking is managed within the precinct-wide basement level. Truck deliveries are also handled at the basement level with a dedicated loading dock adjacent to the hotel lift core tunnel, thus reducing traffic at ground level and creating a better sustainability outcome.

The Committee for Sydney's 2009 'Global Sydney' report argues for a: 'global projection of our great city to the world to refresh and refine our image'.

The Landmark Hotel building and public pier at Barangaroo South answers this call.



Area occupied by the pier equals new water body created



- Hotel Function
- Public Access / Function

Indicative Landmark Building Built Form



Golden Gate Bridge



Guggenheim Bilbao



Sydney Opera House



Eiffel Tower



Chrysler Building



Concept Diagram of Landmark Building

