

3.0 STRATEGIC VISION

3.1 VISION FOR SYDNEY OLYMPIC PARK

The vision for Sydney Olympic Park is to:

- be Sydney's premier destination for entertainment, leisure, business tourism, sport and lifestyle orientated commercial and residential communities;
- be a highly sought after location of a variety of employment generating uses and activities, housing, recreation and other entertainment facilities, enhancing the vitality and viability of Greater Homebush area;
- be an outstanding example of sustainable urban development and natural asset management; and
- be an icon in the hearts and minds of all Sydneysiders and the people of New South Wales.

3.1.1 Development Objectives

- Encourage a broad range of commercial, residential, recreational, leisure and public uses that maximise use of available facilities and infrastructure and add to the unique qualities of the precinct;
- Encourage innovative and high quality urban form that positively contributes to the public domain;
- Focus development around the Olympic Park Railway Station;
- Create a precinct that encourages repeat visitation and provides a unique and enjoyable experience for visitors;
- Establish workforce and residential populations that add to the vibrancy of the precinct and help sustain the viability of Sydney Olympic Park;
- To continue to be an outstanding example of sustainable urban design by implementing ESD principles in all development;
- Enhance and protect the historic, cultural and environmental significance of Sydney Olympic Park and maintain its present functions;
- Provide development that will help relieve reliance on continued government funding;
- Encourage opportunities to reinforce Sydney Olympic Park's major sporting, entertainment and leisure focus; and
- Integrate Sydney Olympic Park with surrounding local communities through cultural, physical, social and economic interaction.





Fig 3.2.1

PREFERRED LAND USES

- Sport/Leisure/Entertainment/
Minor Retail

Commercial/Business

Residential
- Special

Final building use to be
determined in conjunction
with the Carter Street
Precinct Development
Framework





3.2 LAND USES

The major strategies underpinning the Master Plan in relation to land use are to:

- develop a mixed use Town Centre close to the Railway Station with commercial, convenience retail and recreation uses focused on the nearby development sites;
- target a daily workforce population of 10,000 people;
- provide for flexibility in land use to enable strategic and innovative land use opportunities to be realised;
- increase the residential population of the site both in the short term, with the development of up to 1300 units along Australia Avenue, and in the long term with additional dwellings, serviced apartments and possibly another hotel;
- provide additional passive and active recreation and entertainment/leisure and cultural facilities that attract daily visitors to the site;
- encourage expansion and enhancement opportunities of existing venues and precincts; and
- reinforce Sydney Olympic Park as the home of sport and sports administration in NSW.

Sydney Olympic Park's diversity and flexibility of built form and public space also provides significant potential to attract special uses and activities.

Major attractions at Sydney Olympic Park will continue to be the sporting and entertainment venues, the Showground and the Parklands. Future development should reinforce and complement these assets with emphasis on attracting uses and industries that have some association with sport, sporting activities, the arts, entertainment and leisure, major events, education, the environment, conventions, exhibitions, research and the like.

Development of low-medium rise offices are encouraged at Sydney Olympic Park and will increase the employment base of the area. Employment in areas such as sports administration, government, education, commercial and high-tech industry is encouraged, with priority on activities and uses that generate higher levels of employment or numbers of employees.

There are also opportunities to increase the residential population. The successful development of Newington has demonstrated a strong demand for housing in this area. Future residential development within Sydney Olympic Park needs to recognise the strong entertainment focus of the precinct and be carefully located and designed to avoid conflicts with the continuing use of the major venues such as the Stadium, SuperDome and Showground, particularly in relation to noise and other amenity related issues.

Local convenience retail development opportunities to support the Sydney Olympic Park precinct will be encouraged to add activity and vitality. Certain 'themed' retail facilities associated with proposed entertainment, cultural, sporting or environmental uses at Sydney Olympic Park may be considered appropriate providing they do not compete with existing regional or sub-regional centres such as Parramatta and Burwood. Development of a regional or sub-regional retail centre and 'brand retailing' uses are not considered appropriate for the future development of Sydney Olympic Park.

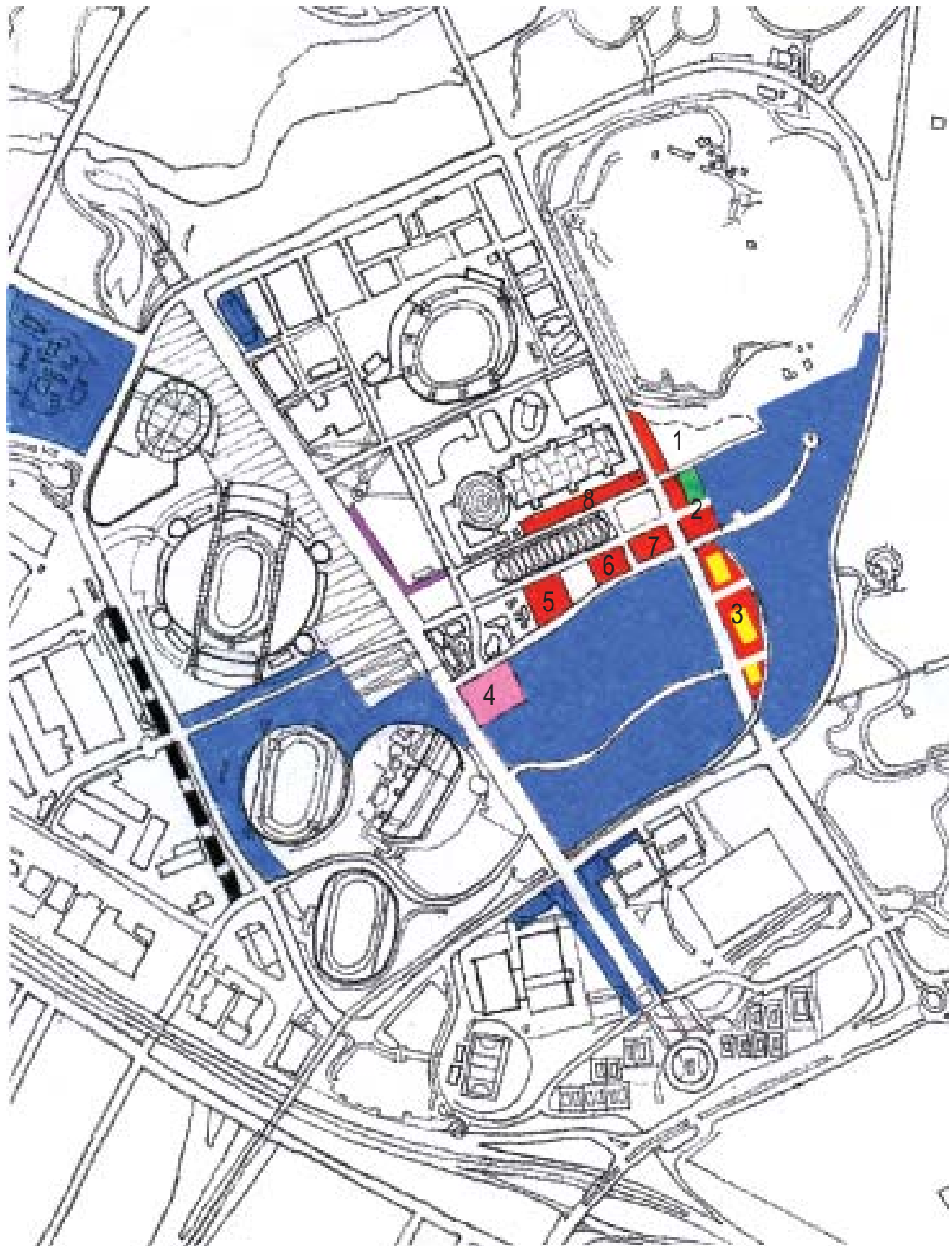


Figure 3.4.1

PREFERRED HEIGHTS

	1 - 2 Storeys		6 - 8 Storeys		Final building envelope to be determined in conjunction with the Carter Street Precinct Development Framework
	2 - 4 Storeys		20 Storeys		1 Development Sites
	6 Storeys		30 Storeys		





The additional worker and resident population will increase demand on the existing public transport infrastructure. It will also contribute to the critical mass required to support the location of other uses on the site such as convenience retail, entertainment, cafes, restaurants and bars.

A development framework for the future uses and built forms for the Carter Street Precinct is currently being prepared on behalf of PlanningNSW. Future options, including relocation for the Authority's coach parking areas adjacent to Edwin Flack Avenue are being explored as part of this process. The Authority's requirements with respect to coach parking, event traffic management plans and overall operational requirements must, however, be satisfied.

Figure 3.2.1 illustrates the type and location of preferred land uses across the site.

3.3 SITE CAPACITY

The Urban Core of Sydney Olympic Park is a large area with a development potential well beyond that stated in this Master Plan. Floor space limitations have been placed on commercial development in consideration of regional planning and transportation infrastructure issues. The following floor areas have been used to test implications for built form. They are not derived from demand modelling nor do they imply projections of floor space take-up.

The gross floor area (GFA) estimates for Sydney Olympic Park are shown below:

Employment Uses/Commercial	110,000m ²
Leisure/Entertainment/Retail	45,000m ²
Hotel	24,000m ²
Residential	1,300 dwelling units
Cultural/Institutional/Urban Core	25,000m ²
Parklands	10,000m ²

The proposed commercial development comprising floor space of 110,000m² is to be located in the Town Centre or on other sites nominated by the Authority where strategic development opportunities arise.

Indicative floor space allocations for each development site are shown in the Table below and in Figure 5.3.4. Actual floor space allocations will be confirmed through detailed design and development approval processes.

Site No.	Indicative Commercial Floor Space (m ²)
2	10,000
4	24,000
5	20,000
6	12,000
7	17,000
8	17,000
9	10,000
Total	110,000

The estimate for leisure/entertainment/retail use is a cumulative total although convenience retail is assumed to be approximately 5,000-6,000m² for the longer term which includes the needs of workers and residents and of visitors and tourists to Sydney Olympic Park. These uses will be primarily in the Town Centre. The convenience retail floor space which could be supported by the proposed residential and employment base is estimated to be approximately 3000m² including but not limited to a convenience store/mini supermarket and specialty stores such as delicatessen, off-license liquor, cafe, patisserie etc. Ancillary uses such as commercial service centres, banks, post offices, medical centres and the like are also supported.

Indicative leisure and entertainment uses could include cinemas, licensed club, hospitality, themed attractions and the like.

The provision for a cultural or institutional use assumes 25,000m² in the Urban Core and 10,000m² in the Parklands.

Any substantial increase or change to the actual extent of development is contingent upon:

- satisfying the regional and metropolitan planning objectives of PlanningNSW with regard to Parramatta and other surrounding subregional centres such as Burwood and Strathfield;
- capacity limitations on surrounding arterial roads;
- appropriate public transport infrastructure and service levels; and
- enhancement of the amenity and viability of Sydney Olympic Park.

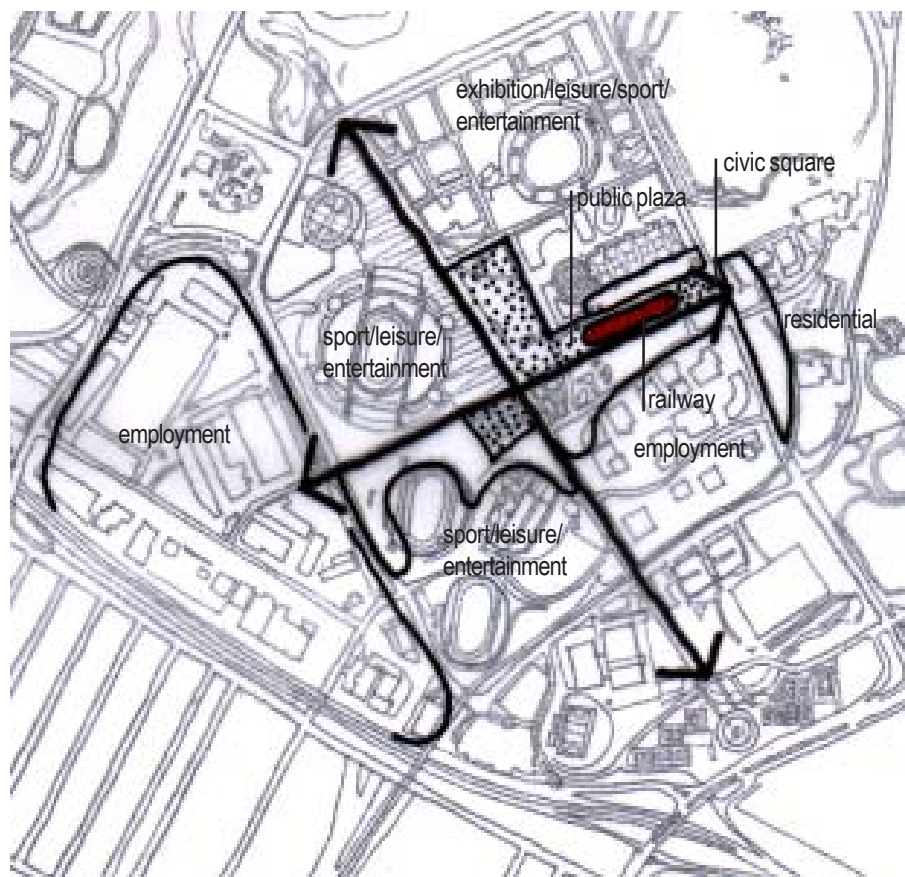


Figure 3.5.1 Town Centre Framework

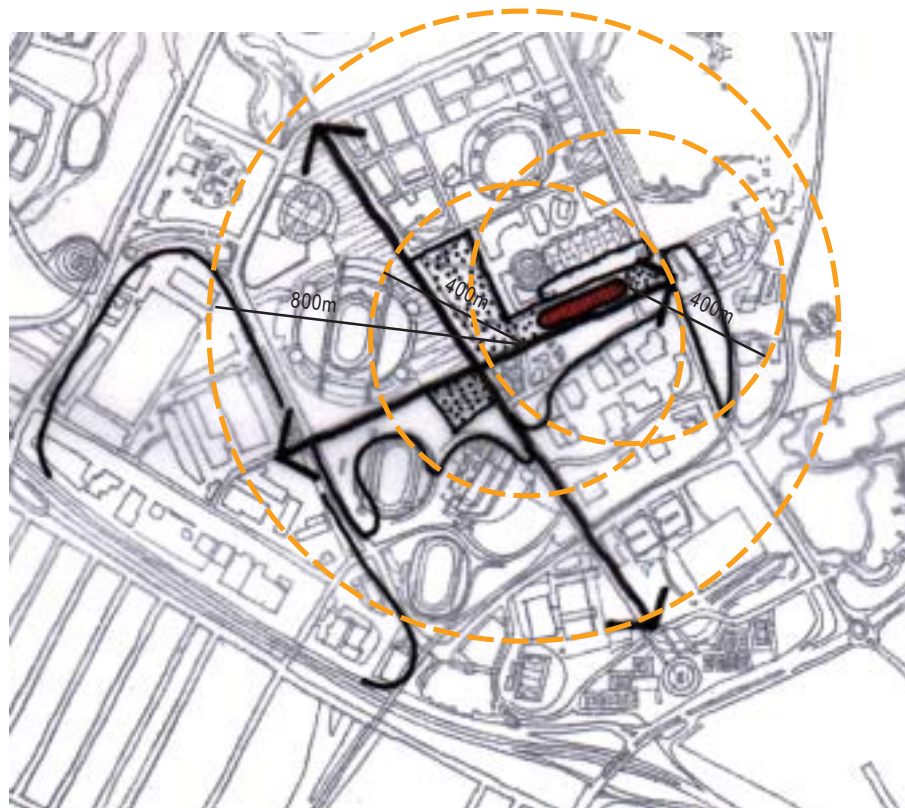


Figure 3.5.2 Walkable Centre

3.4 DEVELOPMENT FRAMEWORK

The proposed development framework is to ultimately provide:

- 6 storey commercial office development around the Railway Station on Sites 5, 6, 7 and 8 along the east-west axis;
- a landmark 30 storey residential or hotel tower to align with the railway station on a key ridge line (Site 2) on Australia Avenue for extensive views and amenity;
- three 20 storey residential towers on Site 3 along the key north-south axis of Australia Avenue for extensive views and amenity;
- 4 storey commercial and sports/leisure related development at the southern end of Olympic Boulevard and in the Southern Events Precinct generally;
- 1-2 storey lightweight pavilion style development in The Overflow and Jacaranda Square; and.
- generally 3 storey development within the Showground precinct.

See *Figure 3.4.1*.

3.5 URBAN DESIGN AND LANDSCAPE STRATEGY

The existing public domain is composed of a variety of different spaces. The hierarchy of spaces in Sydney Olympic Park ranges from large scale spaces for massive crowd movements, such as Olympic Plaza, to smaller more intimate spaces such as Jacaranda Square and the network of streets.

The streets and trees provide a connection between the spaces, linking the plazas and squares through pedestrian paths. The landscape provides a structure and framework for the public spaces, as well as reinforcing the hierarchy and providing a distinct character for each place and street.

The existing large scale public spaces such as Olympic Plaza and The Overflow are used in event mode and when large crowds activate the space.

Likewise, even the smaller spaces such as Yulang and the local streets, are only activated when there is a large crowd on the site. It is important that all future development reinforces the existing public domain and promotes, where possible, activation of the streets and plazas of Sydney Olympic Park.



3.5.1 Guiding Principles

The main guiding principles for this Master Plan revolve around creating an active centre around the Railway Station and developing the east-west axis of Dawn Fraser Avenue as a 'civic spine,' connecting the residential areas with the employment and leisure areas of the site. The intersection of Olympic Boulevard, the north-south axis, with Dawn Fraser Avenue, the east-west axis, is at the nexus of the Sydney Olympic Park, where activity and public interaction on the site is at its most intense. *Figures 3.5.1 and 3.5.2* communicate the following guiding principles:

- protect and reinforce the existing high quality public domain;
- improve access to and within Sydney Olympic Park particularly through public transport and pedestrian and cycle connections;
- enhance and reinforce existing public domain elements to knit the different scales and developments of the site together using:
 - landscape elements such as the 'green fingers' of trees; and
 - pedestrian scale elements such as awnings, colonnades and street furniture;
- focus development around the Railway Station and the public spaces Station Square and Jacaranda Square;
- ensure high standards of accessibility, safety and amenity in and around Sydney Olympic Park;
- reinforce, conserve, interpret and promote the significant elements of Sydney Olympic Park;
- be of a human scale at the street edge;
- provide street edge definition by building to the boundary;
- provide continuity along street edges;
- respond to site conditions; and
- lessen the impact of tall developments on public spaces, modifying the effect of shadowing, wind funnelling and imposition through setbacks, modulation of façades and the use of podiums at the base.

All urban and parkland elements must comply with the *Urban Elements Design Manual (1998)* and the *Parkland Elements Design Manual (1999)*, comprehensive guides to the detailed design of the public domain at Sydney Olympic Park. These documents outline principles and guidelines for the design, location and detailing of paving, lighting, street furniture and directional signage in the public domain. The principles of the manual shall apply to new development to ensure its visual integration it with the public domain.

The Homebush Bay Landscape Strategy (1995) develops general principles for landscape design, management and maintenance. It establishes development controls and a method of impact assessment for planning, design implementation and management of open space areas. These principles have been incorporated and expanded upon in the *Public Domain Master Concept Design (1997)*. All future landscape design for the site must have a contemporary landscape character that:

- enhances and reinforces existing vegetation;
- maintains and reinforces the existing distinct landscape architecture of the site; and
- is consistent with the *Public Domain Master Concept Design (1997)*.



THE URBAN CORE OF SYDNEY OLYMPIC PARK @ 1:40,000





SYDNEY'S CBD and DARLING HARBOUR @ 1:40,000

Figure 3.5.3 Comparative street grid and block size maps of Sydney's CBD and Darling Harbour with the Urban Core of Sydney Olympic Park at the same scale.



Figure 3.5.4

INDICATIVE CYCLEWAYS / PEDESTRIAN ROUTES

-  Existing Cycleway and Pedestrian routes
-  Future Cycleway and Pedestrian routes



3.5.2 Pedestrian and Cycle Network

Sydney Olympic Park covers a very large area and will rely heavily on attractive pedestrian linkages. *Figure 3.5.3* indicates the vast scale of the Sydney Olympic Park and its large sized blocks and streets by comparing it with the compact street grid of Sydney's CBD and Darling Harbour.

To encourage a high level of use at Sydney Olympic Park, pedestrian systems should be enhanced, properly paved, adequate in width, comprehensive, well lit (in the Urban Core) and provide a high sense of personal security.

Commuter and recreational cyclist needs are also of importance in internal circulation, reducing the effective "size" of Sydney Olympic Park, adding colour and vibrancy to street life and encouraging non polluting forms of transport in linking to surrounding areas.

Existing cycle and pedestrian linkages are shown in *Figure 2.14.2*. Indicative future cycleways and pedestrian connections are indicated in *Figure 3.5.4*.

All future development must connect with and enhance the existing pedestrian and cycle paths on the site. In particular, pedestrian connections from the Urban Core to the Brickpit, the Carter Street Precinct and towards Newington need to be provided and/or enhanced.

3.6 ENVIRONMENTAL MANAGEMENT

The built and natural environment of Sydney Olympic Park represents an international benchmark of ecologically sustainable development (ESD). The development of the Urban Core and surrounding Millennium Parklands showcases energy and water conservation, waste minimisation, pollution avoidance and the protection of the unique natural environment.

The important legacy of environmental planning initiatives evident at Sydney Olympic Park provides enormous educational and research value and opportunity. The use of the parklands for educational purposes and the establishment of educational facilities on the site that utilise the available resources and demonstrate best practice is also proposed.

The *Sydney Olympic Park Authority Act (2001)* enforces the Authority's commitment to the principles of ESD. Under the legislation, the *Environmental Guidelines for the Summer Olympic Games (September 1993)* remains a core document and must be considered by the Authority in all decisions relating to planning, development and management strategies for Sydney Olympic Park.



The *Environmental Guidelines for the Summer Olympic Games (September 1993)* and the *Homebush Bay Environment Strategy (1995)* outline ESD and the principles of sustainable design in terms of :

- water conservation;
- energy conservation;
- waste management;
- protecting biological diversity; and
- protecting significant natural and cultural environments.

The above elements are considered under three important performance areas: resource conservation, pollution control, and species conservation. Actions, performance objectives and monitoring activities are identified to achieve the desired environmental outcomes for development. Any development within Sydney Olympic park must also comply with the principles of ESD as defined in the *Local Government Act (1993)*.

The key ESD strategies are:

- the use of low environmental impact construction methods;
- minimum resource use;
- limited emissions to the soil, land, water and air;
- enhancement of the site's unique ecosystem;
- use of life cycle assessment for all development;
- maximising the use of renewable cogenerative energy systems where appropriate;
- interior and exterior environments that maximise the use of natural daylighting, air quality, occupant control, thermal and acoustic comfort; and
- design for flexibility over time and end use material recyclability.

New buildings must demonstrate commitment to ESD principles in terms of their design, construction management processes, materials selection, pollution control and resource conservation through maximising renewable energy sources, solar access and connection to the Sydney Olympic Park Authority's Water Reclamation and Management Scheme (WRAMS).

In summary, all new development will be assessed on the basis of consistency with the *Environmental Guidelines (September 1993)*, *Homebush Bay Environment Strategy (1995)*, the principles of ESD as defined in the *Local Government Act (1993)* and consideration of more specific environmental design guidelines outlined in **Section 6: Design Guidelines**.

The above environmental management policies and guidelines continue the previous successful integrated approach to ESD and ensures that all aspects of future developments within Sydney Olympic Park continue to "raise the bar" in terms of their environmental innovation and sustainable management. In addition, this approach ensures that people's enjoyment of the public domain is maximised through improved sun access to public spaces and lower levels of wind, noise and reflectivity.

The Authority will continue its rigorous approach to sustainable environmental management in order to ensure a high level of environmental awareness and due diligence with the aim of continually improving the Authority's environmental performance.

The Authority has implemented comprehensive sustainable development practices and management systems that promote ESD to ensure understanding of and compliance with the Authority's environmental objectives and all relevant State and Commonwealth environmental regulatory instruments. This commitment includes meeting all management responsibilities under environmental licences relating to the Threatened Species Conservation Act (1995) and the Protection of the Environment Operations Act (1997).

3.7 ACCESS

All new development must demonstrate commitment to accessibility ensuring that all people that live, work or visit Sydney Olympic Park are able to access and use all spaces, services and facilities.

The Authority's *Access Guidelines (1999)* were prepared for Olympic facilities and venues, particularly sporting and entertainment facilities. These guidelines are currently under review to encompass all building types (anticipated completion mid 2002).