



THE STAR

21 October 2020

Steve Driscoll  
Project Leader – Pyrmont Peninsula Place Strategy  
Department of Planning, Industry and Environment  
4 Parramatta Square, 12 Darcy Street  
PARRAMATTA NSW 2150

Dear Mr Driscoll,

The Star Entertainment Group (The Star) appreciates the opportunity to provide additional information to the Department of Planning, Industry and Environment (the Department) to accompany our submission to the draft Pyrmont Peninsula Place Strategy (the Place Strategy).

Following our submission provided to the Department on 13 September 2020, this letter outlines further information concerning The Star's vision for the Pyrmont Peninsula and our commitment to supporting investment in community infrastructure and assets.

The Star has an extensive and ongoing relationship with many leaders and representatives of the Pyrmont area, and we highly value the role we play as a long-established core member of the local community.

With the development of the Place Strategy, The Star has embarked upon a complementary community engagement process, including commissioning independent community research, to support our understanding of what the Pyrmont community are seeking to improve amenity and the sense of place.

To support community needs and to assist with the ongoing evolution of Pyrmont's authentic community character, The Star is willing to contribute to the delivery of a range of key projects that will support the ability of The Star to deliver upon our broader investment vision contained in our submission to the Place Strategy.

It should be noted that the contribution outlined is subject to further engagement with the Department through the Darling Island sub-precinct master planning process, and subject to the outcome of the final Place Strategy and any specific development approvals in the future.

### **Green public space upgrades and improvements**

Both the Place Strategy and The Star's community engagement program have identified the need for improvements to parkland and public spaces in the Darling Island sub-precinct, with a particular focus on Pyrmont Bay Park, Metcalfe Park and Ballarat Park.

The Star is happy to commit to funding a complete upgrade in the public spaces, including improved landscaping, additional greenery and the creation of a green canopy, upgraded public seating and congregation spaces, outdoor fitness and active exercise equipment, water features and attractions, and barbecue facilities for local families and residents.

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Our vision is to create state of the art green public spaces that will support the community and more broadly create attractive and appealing destinations for visitors to Pyrmont.

In addition, The Star believes further community benefit can be generated by bringing together various community organisations (including the City of Sydney, Pyrmont-Ultimo Chamber of Commerce, and a range of grassroots community groups) to activate these public spaces for community events (e.g. the Pyrmont Night Noodle Market), local art markets and exhibitions, family friendly events and celebrations, and a wide range of other community activities to support an improved sense of local identity in Pyrmont.

The Star believes these changes could radically transform the utility and appeal of Pyrmont's green public spaces, and we are excited about working with a wide range of stakeholders to deliver upon this vision.

### **Pirrama Road shared access corridor and amenity improvements**

Delivering a shared access zone along Pirrama Road coupled together with improvements to the interface between Pirrama Road and The Star Sydney will substantially improve the sense of connection between The Star Sydney and its surrounding environment.

To deliver this vision, The Star believes a range of elements will be required to dramatically transform the Pirrama Road corridor and connect the light rail station to the harbour foreshore, including:

- The removal of the solid and blank façade on The Star Sydney's Pirrama Road and Jones Bay Road frontages and replacing this with a free flowing, open and accessible entry to The Star Sydney;
- The creation of additional cafes and restaurants at street level and encouraging outdoor alfresco dining opportunities;
- Promoting active transport along Pirrama Road between the entrance to The Star Sydney car park and the roundabout at Jones Bay Road (including lower speed limits and prioritisation for pedestrians and active transport); and
- Improving to visibility of The Star light rail station and creating an open promenade between the light rail and Pyrmont Bay Park.

The Star believes these changes will create a new open public space that can naturally connect the built form with the natural surrounds. These combined elements will dramatically transform the community and visitor experience throughout the Darling Island sub-precinct, removing static objects and barriers and creating free flowing greener open spaces that will also encourage the community to spend more time outdoors in their local environment.

### **Additional community upgrades and improvements**

In addition to the two major hallmark projects outlined above, The Star is willing to contribute to the delivery of the following key priorities for the Darling Island sub-precinct:

- Working with a range of community stakeholders, The Star will explore the creation of an interpretive heritage walk around the Pyrmont area, with a specific focus on connecting Pyrmont Bridge and Glebe Island Bridge – two of Sydney's most iconic bridges and heritage engineering landmarks. As part of this, we would look to connect existing heritage items throughout Pyrmont and highlight the former industrial nature of Pyrmont, and its history as one of Sydney's key railway and dockland locations;
- Collaborate with Place Management NSW and other key local stakeholders to support the completion and enhancement of the harbour foreshore walk, including the section along Jones Bay Wharf (where The Star is a key tenant with our restaurant, Chuuka). This would complement the proposed improvements to green open spaces and ensure connectivity and wayfinding through the area;
- Substantially improve the streetscape experience along Union Street by ensuring the interface between The Star and Union Street encourages interactive and outdoor enjoyment for visitors and residents alike. Associated with this, The Star would encourage the City of Sydney to pedestrianise Union Street between Pyrmont Bridge Road and Pyrmont Road (with a break across Edward Street) to further encourage alfresco outdoor dining and other streetscape improvements including a green canopy and a free flowing pedestrian and active transport boulevard; and
- The Star will create an open green roof space for use as a rooftop garden and chefs' nursery. This space will be designed to allow local chefs to grow fresh produce, perform beekeeping and grow a range of other consumable garden plants. This concept will create an urban farm in the heart of Pyrmont and support a

range of local 'farmgate to plate' activities, generating broader public interest, and offering the potential for scheduled open accessibility.

Additionally, as The Star proceeds towards specific development proposals, there may be opportunity for additional community benefits to be identified and explored in collaboration with local residents and community groups. We would seek to explore this more fully with a wide range of stakeholders at the appropriate time.

The Star believes the above broad strategic commitments both address the specific Darling Island sub-precinct public benefit opportunities called out directly for The Star on page 79 of the draft Place Strategy, but also addresses numbers 1, 2, 4, 5, 6, 7, 8, 11, 12, 13, and 15 of the Darling Island Place Priorities on page 51 of the draft Place Strategy.

Should you or your team require any further information or clarification, please contact Jon Stewart – Head of External Affairs on [jon.stewart@star.com.au](mailto:jon.stewart@star.com.au) or 0437 284 576.

Yours sincerely,



**Matt Bekier**  
**Managing Director and Chief Executive Officer**  
**The Star Entertainment Group**