

Western Gateway Sub Precinct Proposal: Block B
14-30 Lee Street, Haymarket NSW 2000
Commercial Space Scale Response

September 2019

14-30 Lee Street is a connective piece of city shaping and **key to the revitalisation of the Western Gateway**, future adjoining OSD and the Central Station Renewal Precinct Renewal Program, as well as the **Sydney Technology and Innovation Hub**.

A considered response to complex site conditions, interdependencies and programmatic requirements calls upon architectural, engineering and logistics expertise to **realise the NSW State Government vision**, deliver TfNSW Requirements and create a **dynamic civic space and workplace of the future**.

The proposal for Block B recognises the diverse character and surrounding heritage context and will enhance the experience of the city from the street and skyline by responding to **Place, Public Realm, Urban Form and Futures**.

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Introduction

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1.1 Site

The site, Block B, is located on Lee St, Haymarket at the Central Station Western Gateway and benefits from close proximity to the Devonshire Street Tunnel, Lee St Tunnel, Goods Line and the proposed Central Walk West. Direct pedestrian access is available to Central Railway Station, including country and metropolitan rail services, as well as future Sydney Metro, light rail and interstate, regional and metropolitan bus services.

In addition to transport access the site sits within easy walking distance to numerous educational institutions as well as recreational facilities including Prince Alfred Park and Belmore Park.

In the wider context the site sits at the termination of the George Street public domain spine which will connect three proposed city squares - a square for celebration at Circular Quay, a civic square opposite Town Hall, and a village square at Central Station. The site which faces Henry Deane Plaza can be envisaged as a future 4th city square and a focal point for the emerging Innovation and Tech Precinct.

- 1 Block B - Site
- 2 Henry Deane Plaza
- 3 Block B - Former Parcels Shed
- 4 Railway Square
- 5 Central Station
- 6 Belmore Park
- 7 Wake Up Hostel
- 8 TAFE NSW
- 9 UTS
- 10 Central Park Development
- 11 Bus Layover
- 12 Adina Hotel
- 13 Mercure Hotel
- 14 Prince Alfred Park
- 15 Sydney Dental Hospital

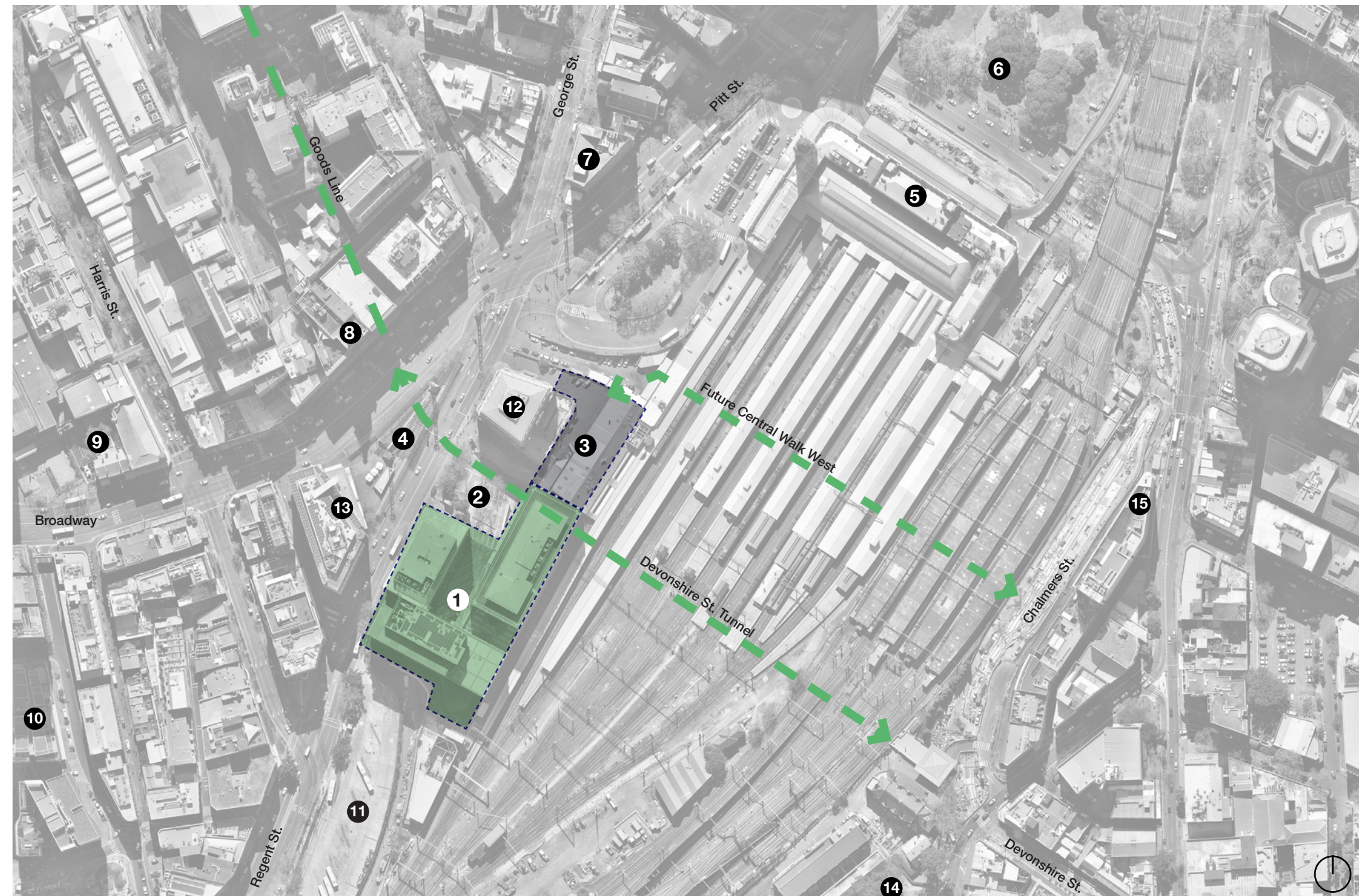
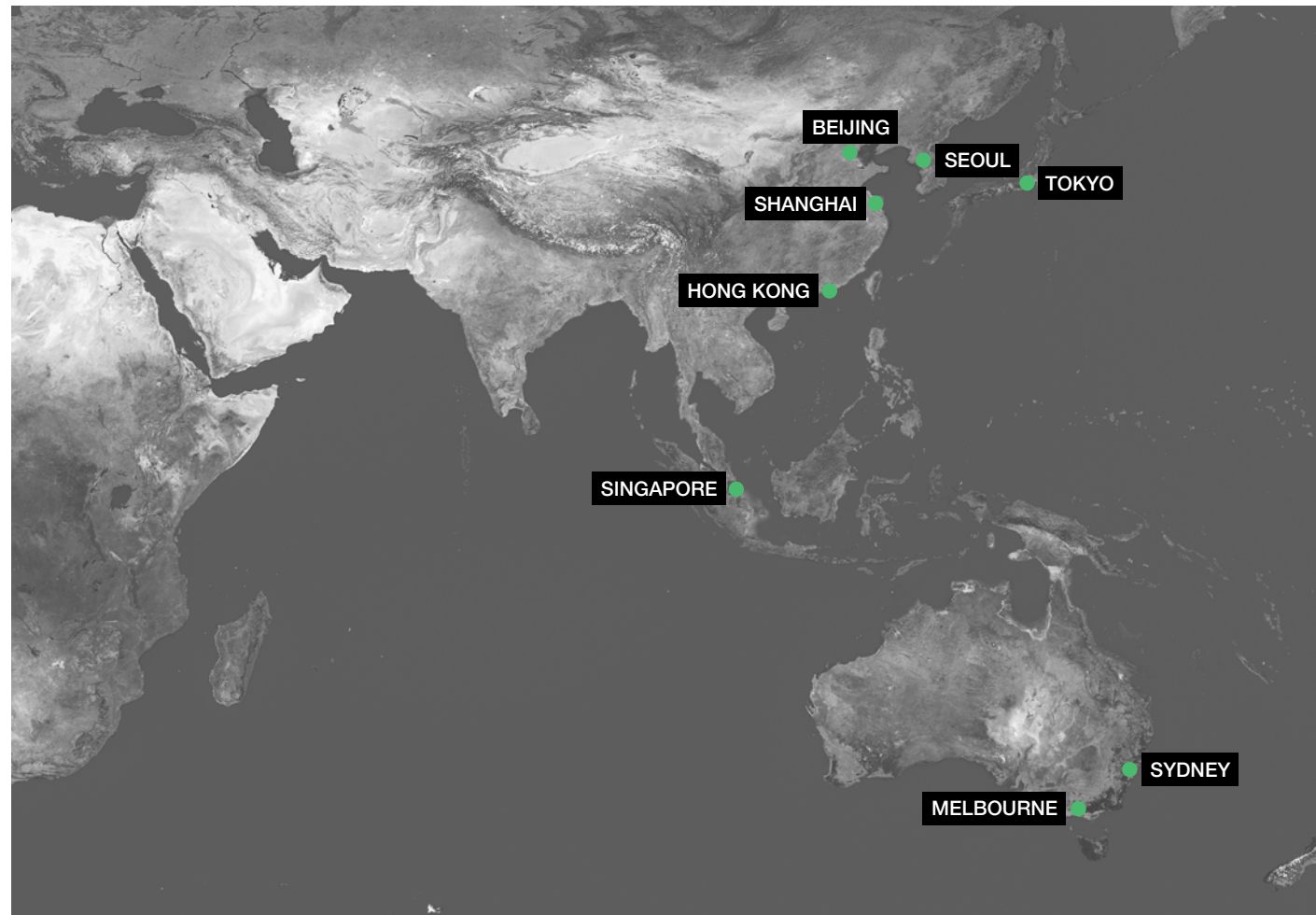


Figure 1.1 Site Context

1.2 The place in the city

Macro to Micro: A Global City

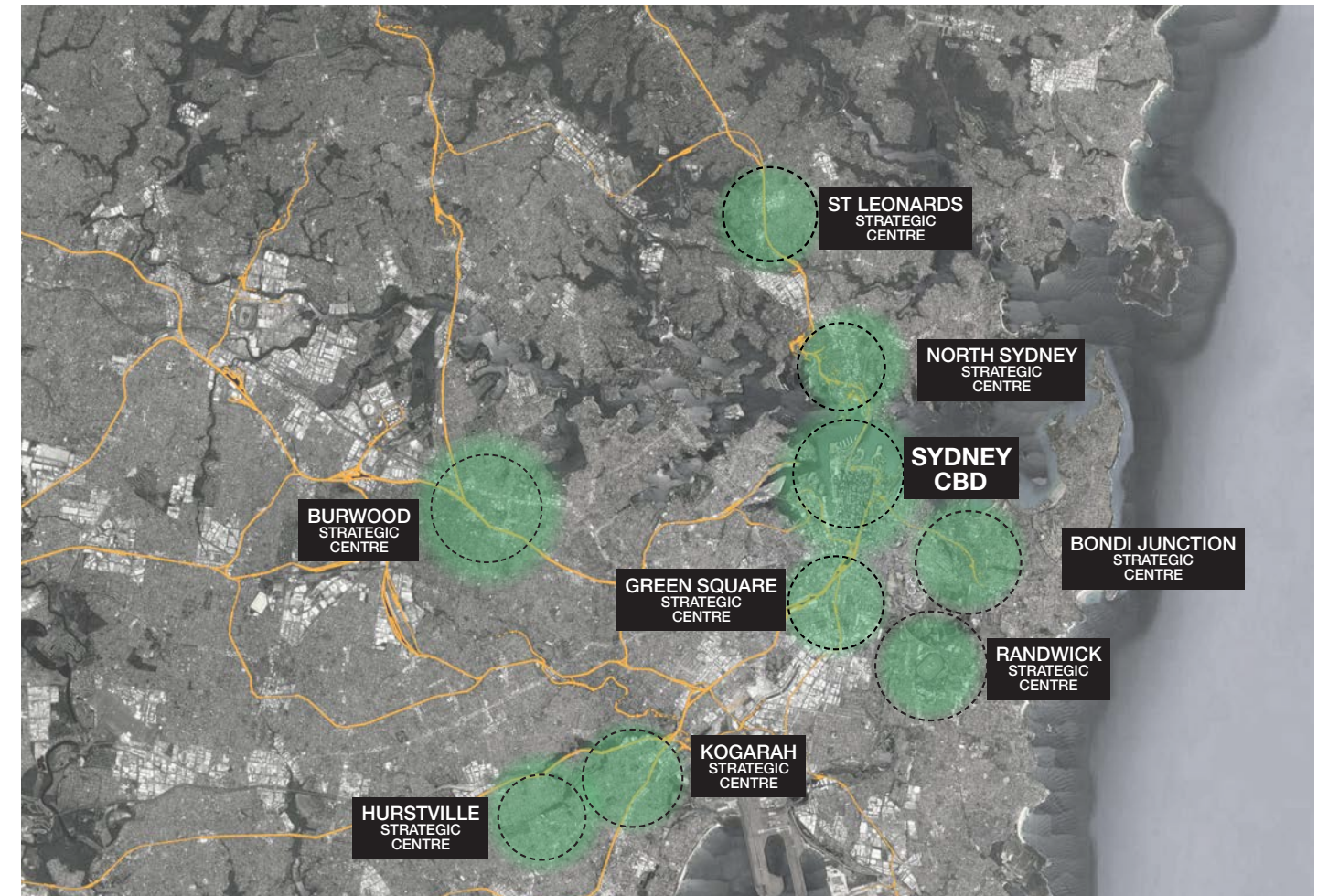
Sydney is Australia's leading global city and is competing with Australian and international cities for employment, investment, students, workers and residents. The vision for Greater Sydney as a metropolis of three cities – the Western Parkland City, the Central River City and the Eastern Harbour City as a 30 minute city – will see the Eastern Harbour City become more innovative and globally competitive, carving out a greater portion of knowledge intensive jobs from the Asia Pacific Region.



Macro to Micro: A Metropolis of Three Cities / The Eastern Harbour City

The Eastern Harbour City has Australia's global gateway and financial capital, the Harbour CBD, as its metropolitan centre. Well-established, well-served and highly accessible by its radial rail network, it has half a million jobs and the largest office market in the region.

The Eastern Harbour City will focus on innovation and global competitiveness to underpin its continued growth. It will extend its capabilities with an emerging Innovation Corridor on its western edge comprising universities and other tertiary institutions, a major teaching hospital, international innovation companies and fast growing start-ups.



Macro to Micro: A Network of Precincts

The Sydney CBD is at the centre of a network of strategic centres and distinct precincts, with a vision for growth and connectivity:

Central Business District:

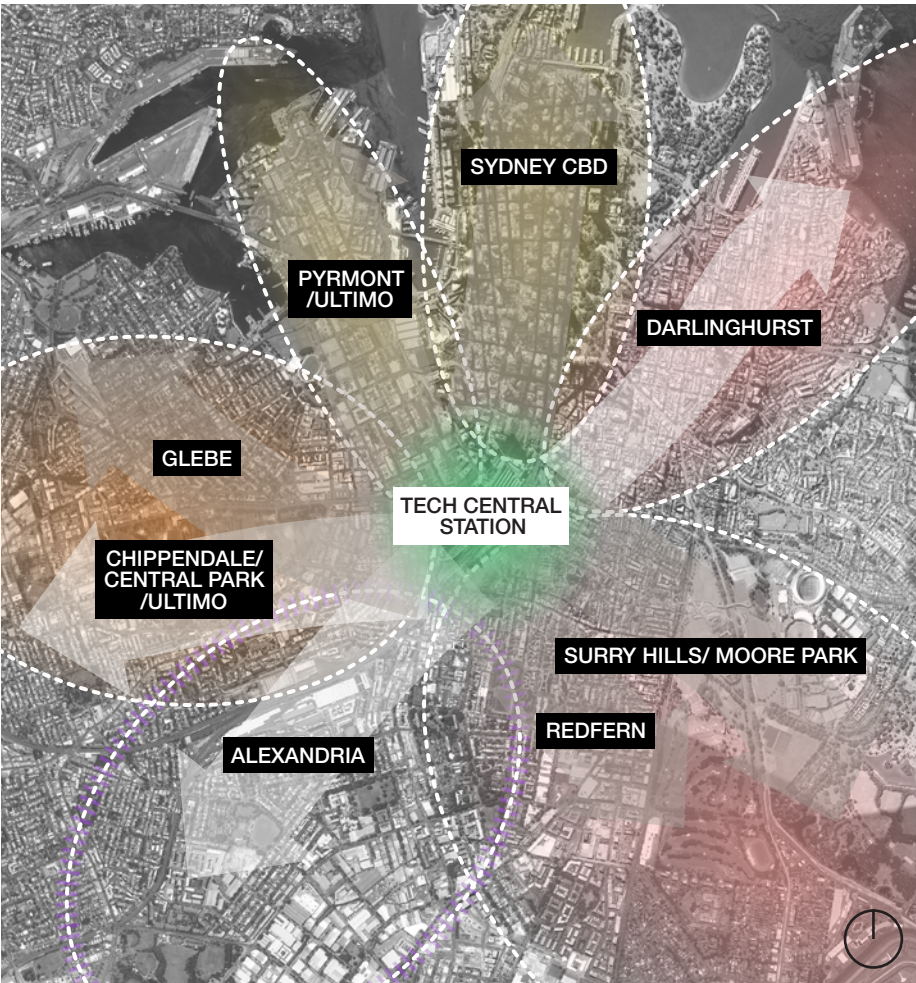
Sydney’s CBD is the largest premium office sub-market in Australia and a location favored by the financial, legal, property and technology sectors.

Camperdown-Ultimo Health and Education Precinct:

Camperdown-Ultimo is distinctive for work-leading education, health and training institutions which supply research, skills and talent for science-based deep-tech, medicine, business and creative sectors. The precinct contains Royal Prince Alfred Hospital, the University of Sydney, University of Technology Sydney, University of Notre Dame Sydney and TAFE Ultimo.

Central to Eveleigh Precinct:

The Central to Eveleigh Precinct is a CBD precinct -serving existing education, visitor accommodation and creative uses, as well as yet-unknown business models that are seeking a creative point of difference to the traditional office core.



Macro to Micro: Innovation Corridor

An Innovation Corridor is emerging along the western and southern fringes of the Harbour CBD. The Innovation Corridor contains knowledge intensive, creative and start-up industries, which require event spaces and affordable and scalable office spaces.

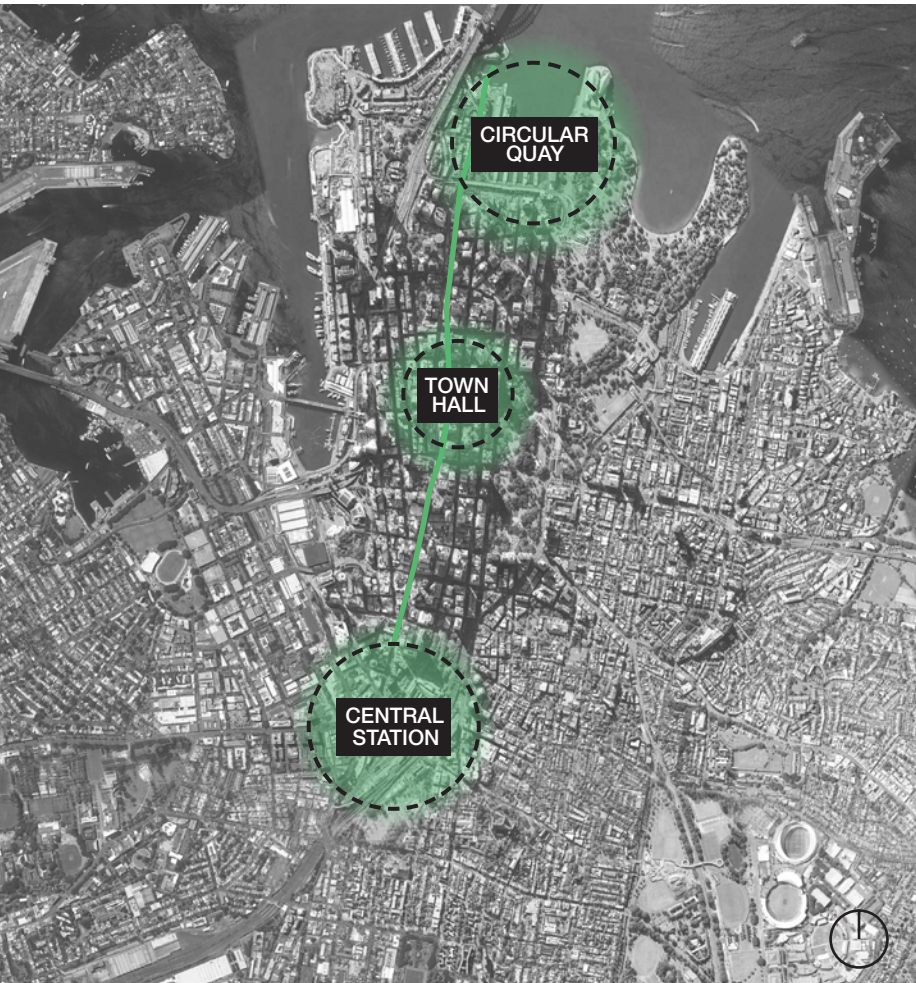
The Corridor will be a place to drive the creation of new technology and commercialisation of new products and services. The development will be based on global best-practice place making principles and focus on the sustainable, accessible and affordable creation of workplaces for the future.



Macro to Micro: Place Led and People Focused

The George Street public domain spine will connect three city squares - a square for celebration at Circular Quay, a civic square opposite Town Hall, and a village square at Central Station.

The proposed new Central Station metro station, the redevelopment of the space above the train lines at Central Station, and private site redevelopments, will all contribute to the growth of this area as a future extension of the CBD. The Draft Central Sydney Planning Strategy also supports the revitalisation of the Midtown and Southern precincts.



1.3 Overview- shifting trends of workplace

A progressive market

Australia has proven to be one of the most progressive markets in the world for workplace innovation: the market globally leading the way in its take up of new ways of work, wide spread adoption of activity based working and agile methodologies and in its ability to create 'world' class workplace.

These changes have been largely driven by the financial sector, professional services and the tech companies who together have driven a change in requirements for space: with large scale take up and the requirement for increased amenity within their own tenancies and across both customer-facing and staff-focused buildings. This has driven a change in building stock being developed and also given rise to a two prong economy within Sydney in terms of availability and also cost of space.

Shifting demographics

There is an increasing shift in the demographics of workforces as 'everyone becomes a tech' and almost every business 'chases the same talent'. The work 'anywhere-anytime' drive, has impacted on the way we work, where we work and the quality of space businesses seek: and in the quantity and format of the space they require.

This trend for 'flexibility and agility' in space coupled with the decentralisation of work has allowed big business and the government to seek and move to more agile models of work and in peripheral CBD and suburban locations as they search for both larger and more affordable space, to compete with the Melbourne equivalent: Docklands.

In all cases the tenants are seeking large scale, contiguous and flexible space with well activated ground plane and connection to transport to provide accessibility, convenience and efficiency for their workforces.

The start up economy

The rise of the tech and the large scale needs, has also 'sprouted' a new requirement for space, to support the burgeoning 'start up' culture in Sydney and support tenants that have been shifted out of some of the CBD office space to make way for over site developments and larger scale developments.

Within the CBD there are two key trends:

- Displacement of tenants (due to both cost and vacancy)
- A requirement for 'flexible space' to support the tech ecosystem - and it was this trend that initiated the government funded Start Up Hub at York Street.

There is an unique opportunity for a development that brings together these attributes and that supports the 'ecosystem' of small and big tenants and in a consolidated development.

The unique opportunity

Block B within the Western Gateway presents a unique opportunity to create a hybrid typology of large scale podium and towers aimed to provide a tech and innovation precinct to support a diverse technology and business ecosystem: the co-location of the 'large' scale coupled with the start up and smaller scale through a diverse development typology.

Block B, sits uniquely positioned on the city's periphery and over its most connected point; representing the natural extension of the CBD and acting as a connection point to the 'tech corridor' and future developments to Eveleigh. Block B takes typologies from both locations, blending to provide a flexible approach to workplace amenity. This allows connection on a unique ground plane and scalable podium co-located with larger scale workplace tower plates.

The proposition provides workspace that can not be created in the central CBD and is a unique proposition to tenants.



PLACE-MAKING
A drive to develop precinct and place-making that promotes connection between community and tenants.



SUSTAINABILITY
The integration of sustainable initiatives



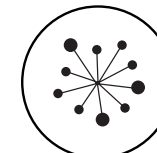
INNOVATION
Creating spaces for engagement, connection and collaboration to support and enable a culture and ecosystem of innovation



WELLNESS
Amenity and spaces to support holistic wellbeing from end of trip to outdoor space, improved quality of space



SMART BUILDINGS
The technological integration of building management and experience to enhance experience and optimise performance.



EXPERIENCE ECONOMY
The drive for experiential outcomes for community and employees

1.4 The tech influence- a precinct wide approach

Attracting tenants and talent- the tech influence

The requirements of the FAANGS: Facebook, Apple, Amazon, Netflix, Google are impacting and influencing development typologies the world over and impacting on Government initiatives and incentives: as economies and government vie to attract the large scale techs and their workforces.

This has resulted in large scale technology precincts in Silicon Valley, Silicon Roundabout (and Kings Cross), Singapore and Seattle, with the Kings Cross Google development being considered the current benchmark for precinct reinvigoration and activation.

These precincts with the exception of Silicon Valley are characterised by several key traits:

- Location and proximity to transport
- Scale of development and work-plates
- Community activation - a contribution to community
- Diverse amenity
- A creation of new vibrant ecosystem

The opportunity at Block B is to support similar initiatives and typologies of space.

Development typologies

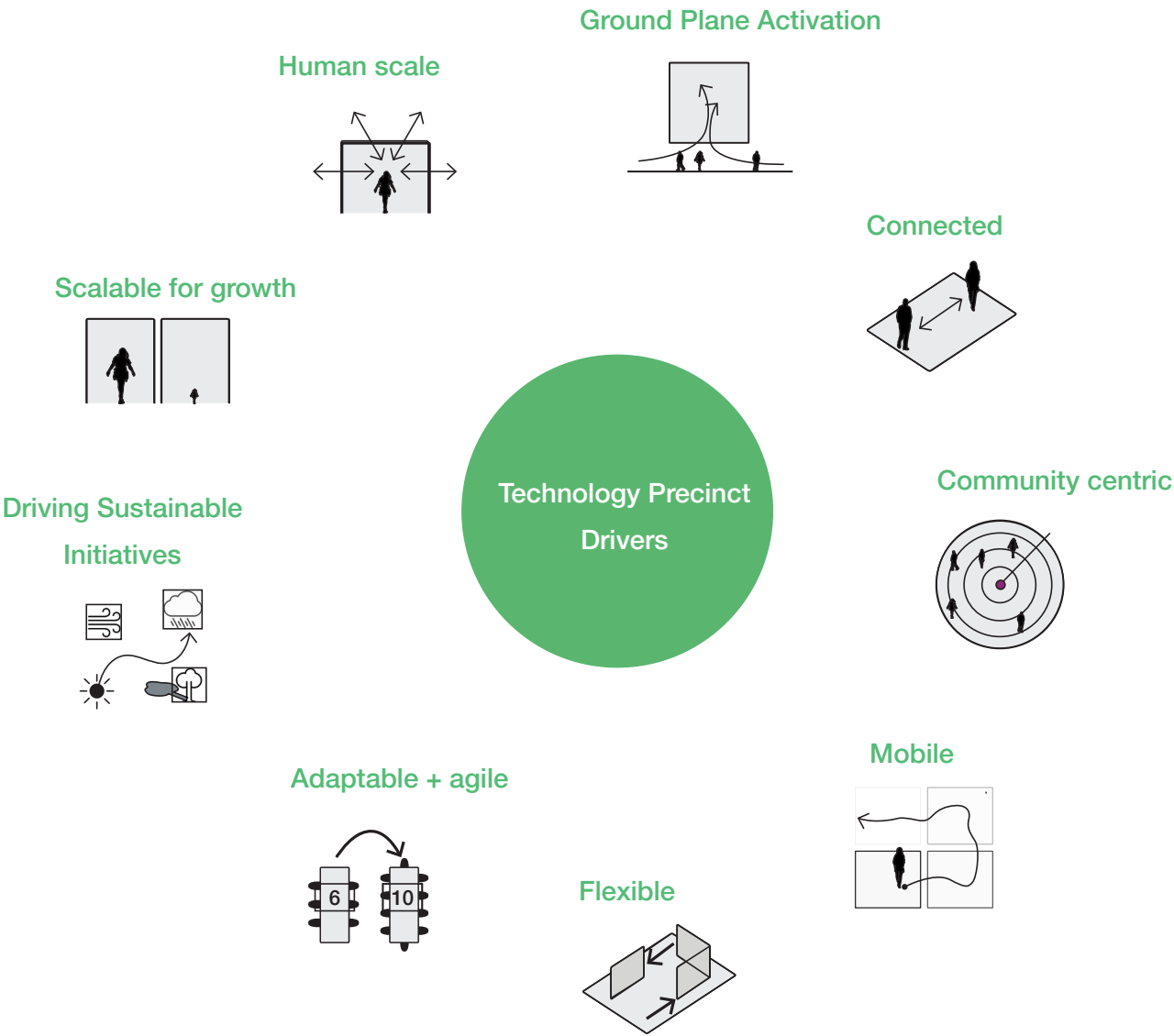
The changes in work have driven a change in typology of development with a consistent desire for open, contiguous, high quality and flexible workspace.

The tech workspace is typically arranged in village-like interchangeable clusters, allowing for small and large teams.

The requirements of the tech tenants are clear:

- Contiguous spaces
- Vertical connectivity
- Diversity of space
- Quality of space

Tech tenants also require the ability to scale, grow and adapt within a precinct or a building, coupled with these core requirements.

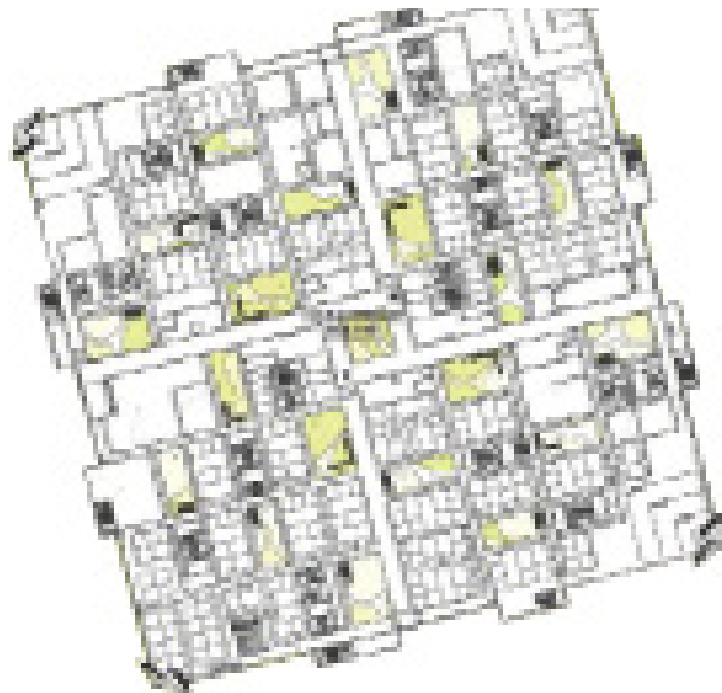


1.4 The tech influence- a precinct wide approach

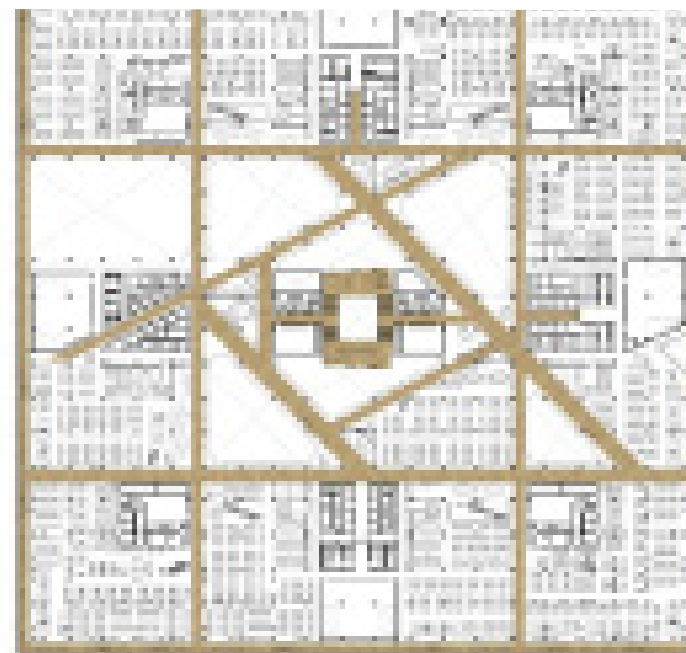
Attracting tenants and talent - the tech influence

The scale of the tech precincts in many locations in the world are considerable with the footprints of the buildings most being above 10,000sqm per plate.

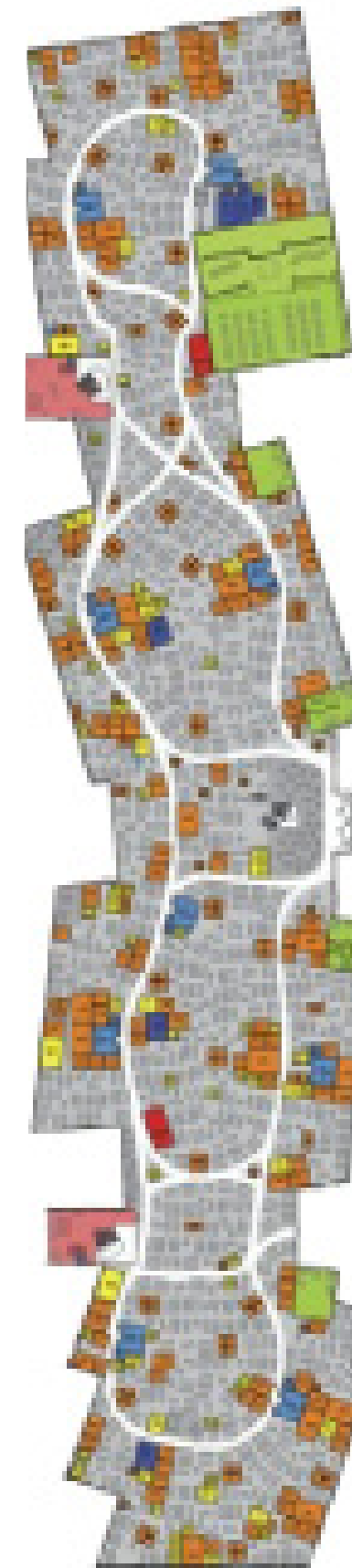
The tech precincts and campuses in other cities are 'scalable' due to location and the ability to respond to ongoing growth and change by the tenant.



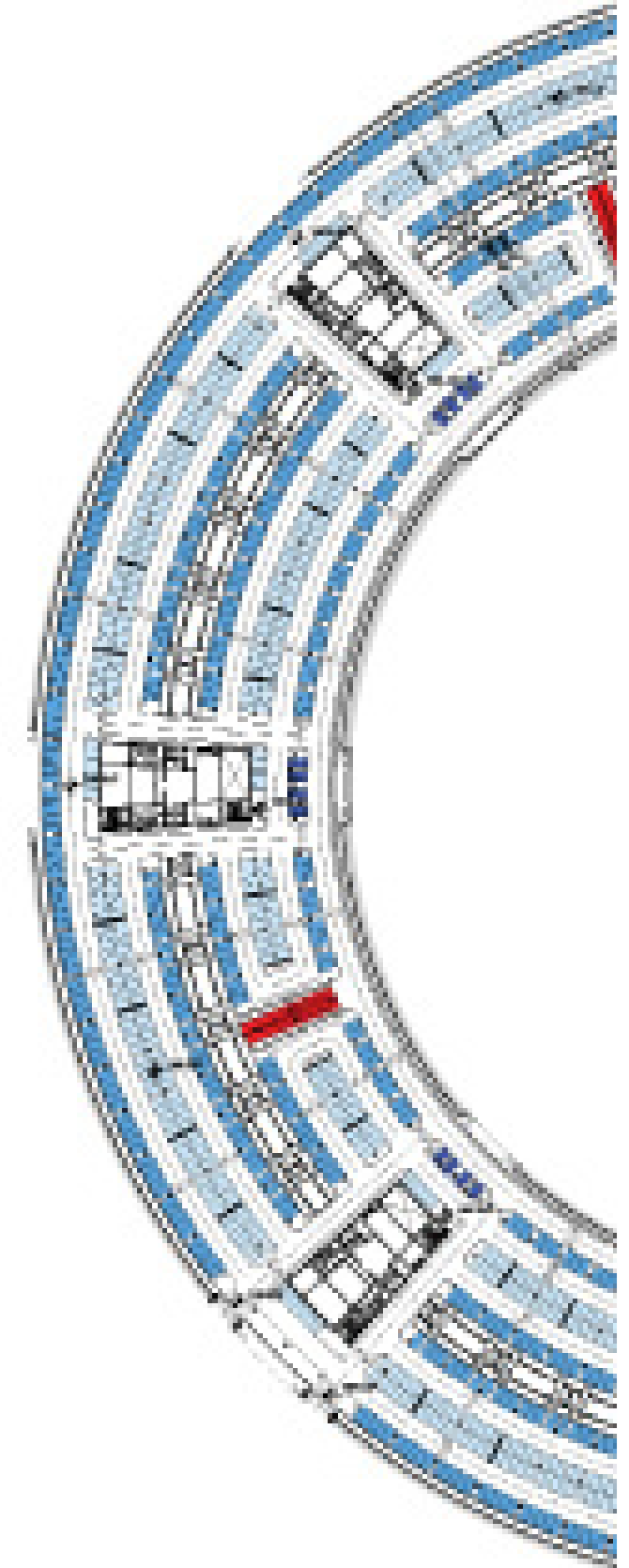
GOOGLE
CHARLESTON EAST



TENCENT
HEADQUARTERS
20,000sqm per floor



FACEBOOK
MENLO PARK
39,948sqm per floor



APPLE CAMPUS II
60,387sqm per floor

1.5 Changing typologies of space

Unique spatial requirements

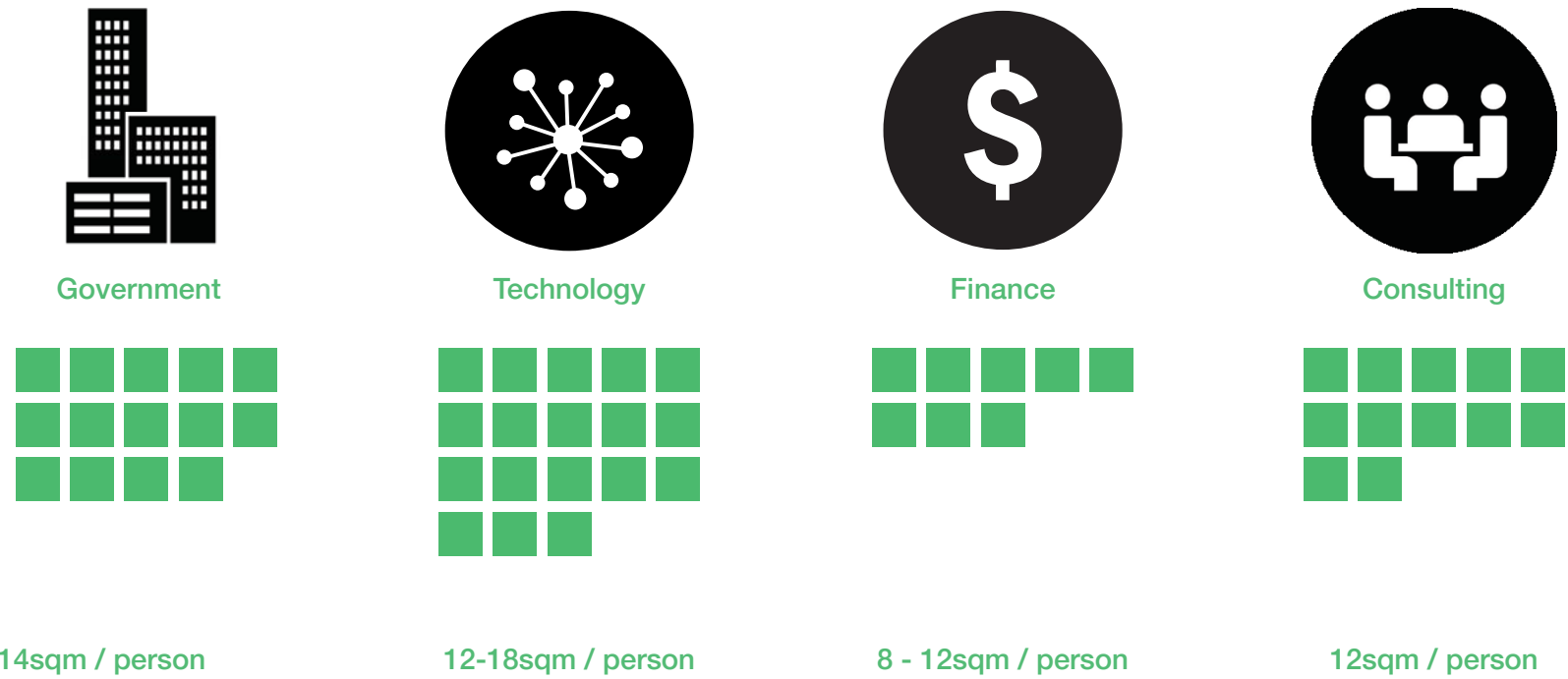
The space take ups across various typologies have changed, driving down to more 1: 10sqm and 1:8sqm dependent on tenant with the technology tenants working towards 1: 15sqm per person due to an increased level of amenity required within their developments.

Their take up of space is also less aggressive than the financial institutions and the requirement for scale and contiguity has driven them to create some of the most impressive, connected and large scale campus and precincts to support their workforces and brand ambitions.

Tech Metrics

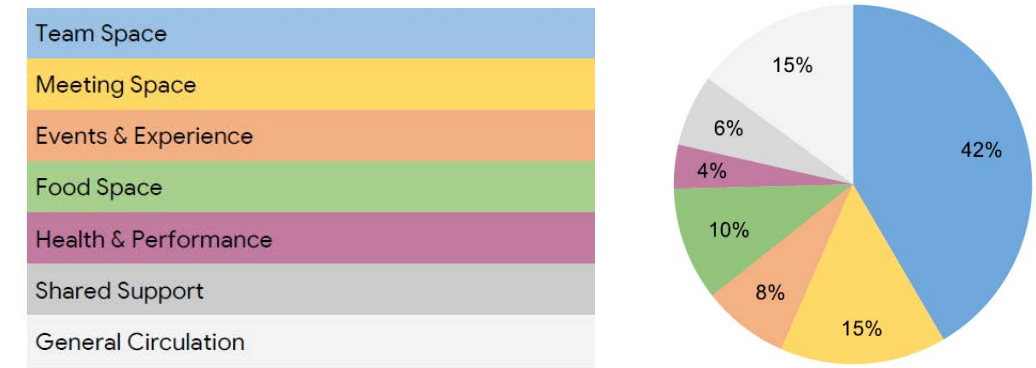
Although Techs typically use more space and are less dense, their impact on building setup and services are significant. These include spaces for food, gym, health and well being, event spaces and other specialist spaces.

Spatial allocation



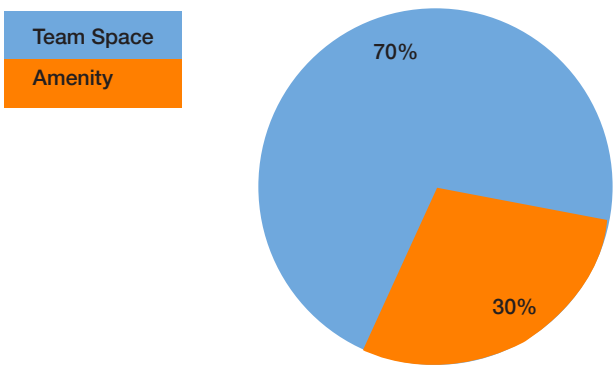
Distribution of space

The distribution of space within technology companies workspaces differs significantly from other tenants.



Typical tenant breakdown

The distribution of space for a typical tenant



1.6 Sydney CBD challenge

Sydney CBD has been traditionally characterised by small scale office buildings with small to medium plates; 1200sqm to 1500sqm, due to the limitations of CBD sites.

Most of the available stock is around 1200sqm and the scale of the plates and available building stock impacts on the optimisation of space for tenants.

The Sydney CBD challenge is characterised by several market conditions:

- Availability of space (less than 5% vacancy)
- Restriction of the size of floor-plates
- Quality of space (old stock)
- Affordability of space

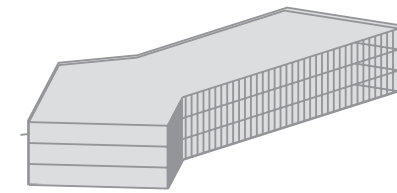
Current and future development

The typology of buildings currently in development are on compressed sites including 50 Bridge Street and 220 George Street, resulting in compromised plates.

Many of the current 'pre market' developments in the CBD are focused on the amalgamation of sites and increased size plates, to respond to key workplace trends and tenant needs.



CBD Tower >1200sqm



Low scale campus < 4000sqm



Combined typology
Tower + Campus

1.6 Sydney CBD challenge

Floor plate size availability

The CBD currently has a limited supply of suitably scaled quality contiguous floor plate sizes being sought by the innovation and technology sector. In order to attract prospective tenants to the Precinct, floor plates which meet these requirements are required.

The study shown indicates the distribution of plates.

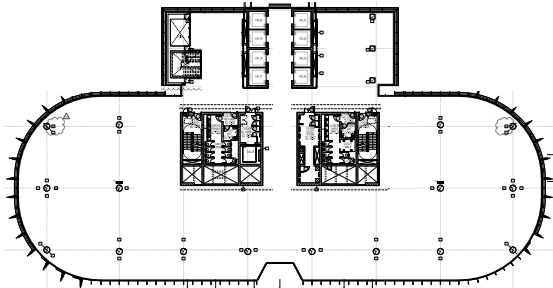


1.7 The increasing scale of the Sydney CBD

Financial and professional services firms along with technology companies are driving workplace change and the requirement for larger scale plates.

The most recent scalable development being Barangaroo and 50 Bridge Street. Both have/ will deliver plates above 2000sqm in size. The diversity of tenants at Barangaroo, demonstrate a ‘broad’ requirement for larger scale development and a plate that can be easily and readily subdivided. These plates also allow for large scale teams, and increased connectivity across the plate, with large contiguous zones.

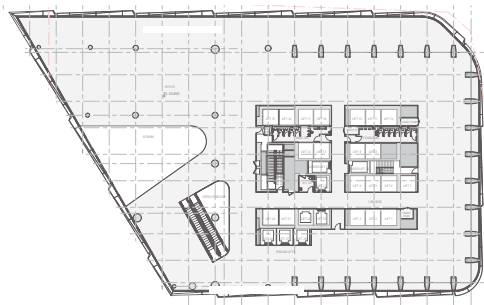
C4 Barangaroo, Sydney



Length: 85m
Width: 37m
Height: 194m
Floor-plate area: 2600m²
Completion: 2016



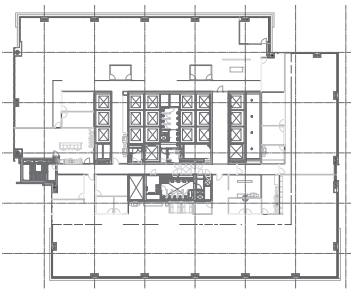
50 Bridge Street, Sydney



Length: 75m (max)
Width: 45m
Height: 216m
Floor-plate area: 2260m²
Completion: 2020



World Tower Sydney



Length: 54m
Width: 44m
Height: 190m
Floor-plate area: 1820m²
Completion: 2004

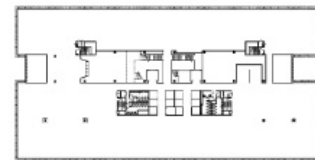


1.8 The increasing scale - campus buildings

A move to the peripheral city markets

Since the early 2000's, major and progressive tenants have been driving a requirement for larger scale workfloors and or campus typologies of space. The first scalable exemplar within the city CBD was Macquarie Bank at Shelley Street in 2006 with approximately 4000sqm plates and this was duplicated by CBA at Harbour Street and has been continued into a number of developments in the peripheral office markets over the past decade.

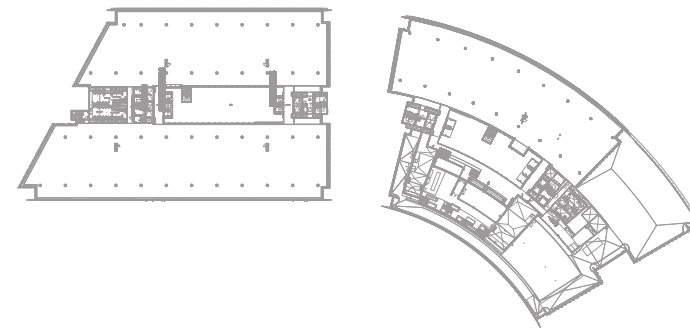
One Shelley Street, Sydney



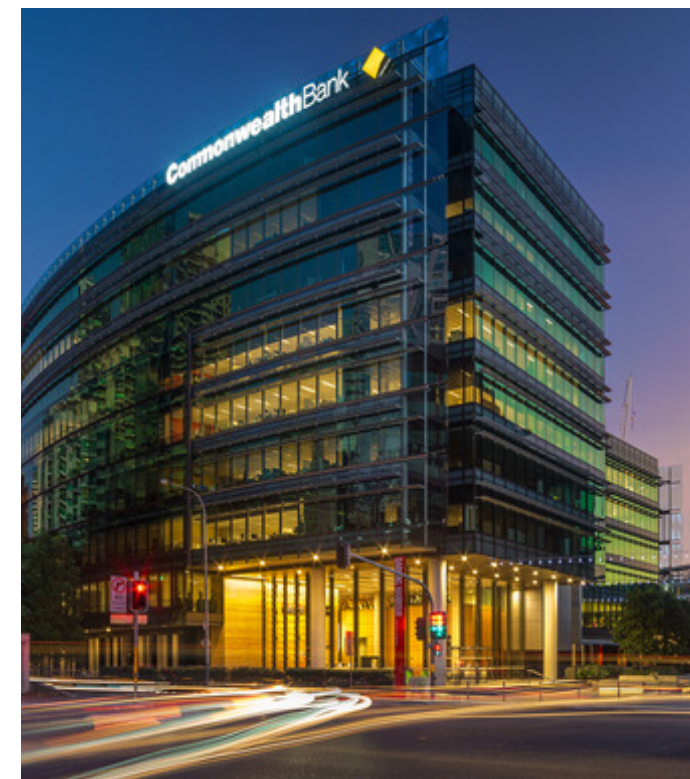
Length: 95m
Width: 47m
Floor-plate area: 3500m²
Completion: 2012



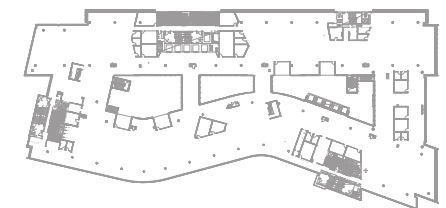
Commonwealth CBP, Darling Harbour



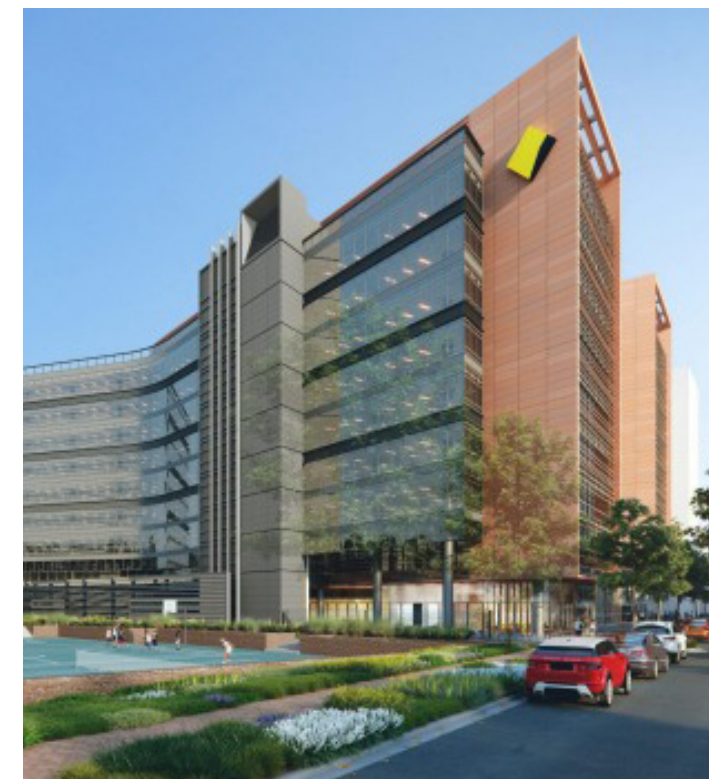
Length: 224m
Width: 61m
Floor-plate area: 6095m²
Completion: 2013



Commonwealth ATP B1, Eveleigh



Length: 132m
Width: 65m
Floor-plate area: 5500m²
Completion: 2019



1.09 The extension of the CBD - at Block B

The extension of the CBD

Block B is uniquely positioned adjacent to the most connected point of the city, representing an extension of the CBD and acting as a connection point to the ‘tech corridor’ and future developments in Eveleigh.

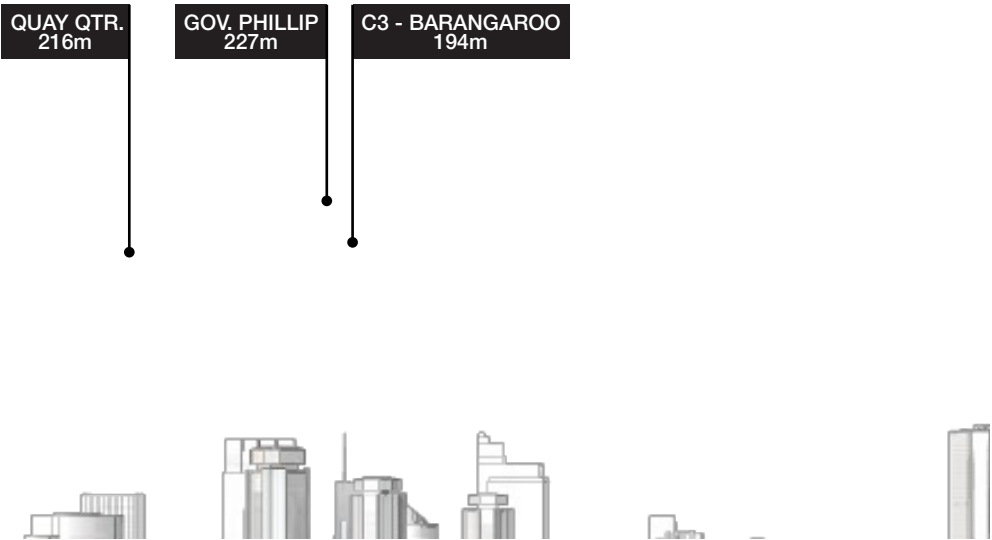
Block B also provides the opportunity to develop a precinct to ‘link’ the city to the education precincts of the University of Sydney and ‘tap’ into and link into transport and talent.

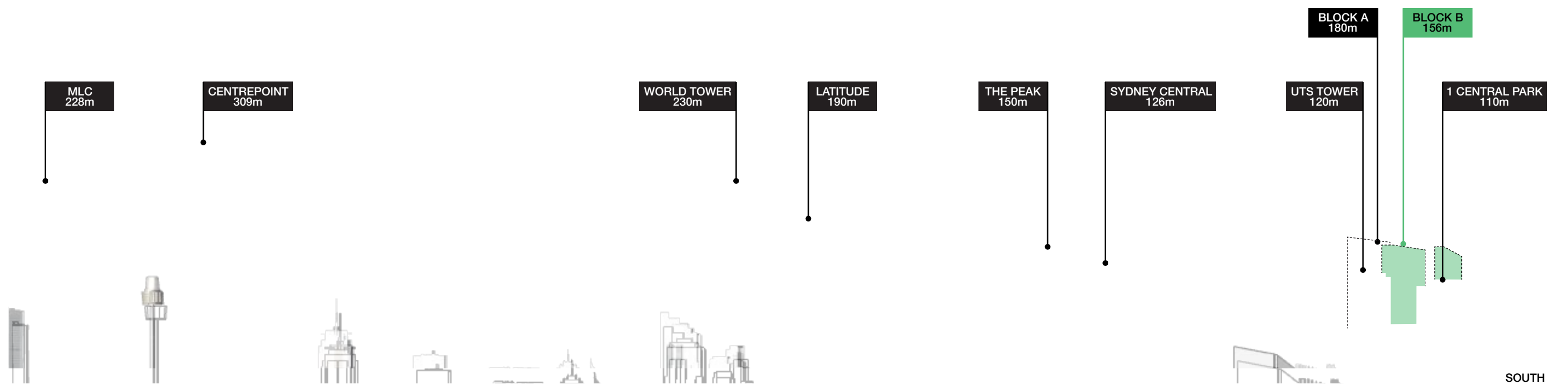
The unique opportunity

Block B takes from space typologies in the city: the tower form, and from the peripheral city sites: the campus form - melding them together to provide a diverse, hybrid, flexible approach to workplace amenity.

Block B supports the development of an active tech ecosystem by providing large and small scale spaces. The diverse development typology will support tech companies throughout the tech life-cycle, from startups through to globals.

NORTH





1.10 The decentralisation of Sydney

Decentralisation of the workforce

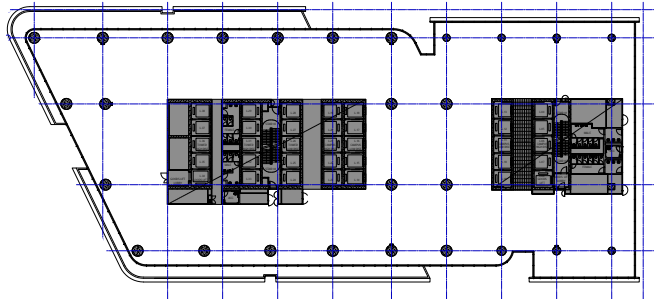
Key tenants in the Sydney market are moving towards decentralised models of working with the creation of ‘peripheral’ hubs to support their CBD presence. The suburban and peripheral markets support the requirement for larger scale and more contiguous plates that often cannot or have not been achieved in the Sydney CBD. This quest for a ‘larger more connected typology of space’ coupled with the ongoing shortfall of the CBD office market where quality, cost and appropriateness of the building stock is misaligned to tenant needs has resulted in a requirement or necessity for the development of space outside the CBD.

The drive to extend the Sydney CBD allows the opportunity to ‘decentralise’ the workforce and provide more cost effective options for tenants. This strategy further supports the three city policy, larger scale space and community reinvigorating development around transport hubs and universities and talent: qualities that are imperative for ‘activated’ and innovative development.

- 110,000sqm in Parramatta for the NSW government (on large scale contiguous plates)
- 100,000sqm in ATP (South Eveleigh) for CBA

These ongoing changes and need for ‘well connected’ large scale, support a scalable development at Block B and the extension of the Sydney CBD.

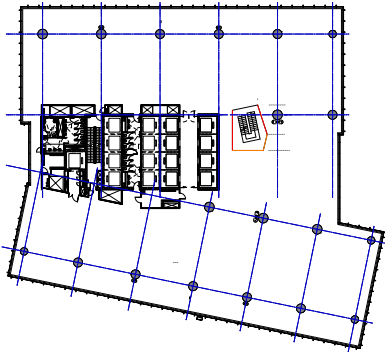
6 PSQ, Parramatta



Length: 102m
Width: 44m
Height: 135m
Floor-plate area: 3040m²
Completion: 2022



4 PSQ, Parramatta



Length: 59m
Width: 55m
Height: 158m
Floor-plate area: 2290m²
Completion: 2019



02

Indicative scheme

2.1 Contextual design response

2.2 Podium - Massing design rationale

2.1 Contextual Design Response

Street & Square

The proposal has several primary interfaces with the street and the square as well as the future OSD site. The proposal which has primary facades facing Lee Street and Henry Deane Plaza is to be designed to activate both the immediate street and square, whilst also providing visual and physical permeability through the site and to/from the OSD. A street wall of 45 metres balances the variation of heights of surrounding buildings facing Railway Square. Proposed ground plane finishes and architectural detail respond to the history and existing context of site.

Massing & Skyline

The proposed towers read as part of an expanding CBD skyline, and require an appropriate response to the wider city when viewed from near and far vantage points. The height of the proposed towers will respond to the solar access plane and be articulated at the crown. The podium massing requires a massing and modulation which is sensitive to the varying height datums and architectural styles of existing buildings facing Railway Square.

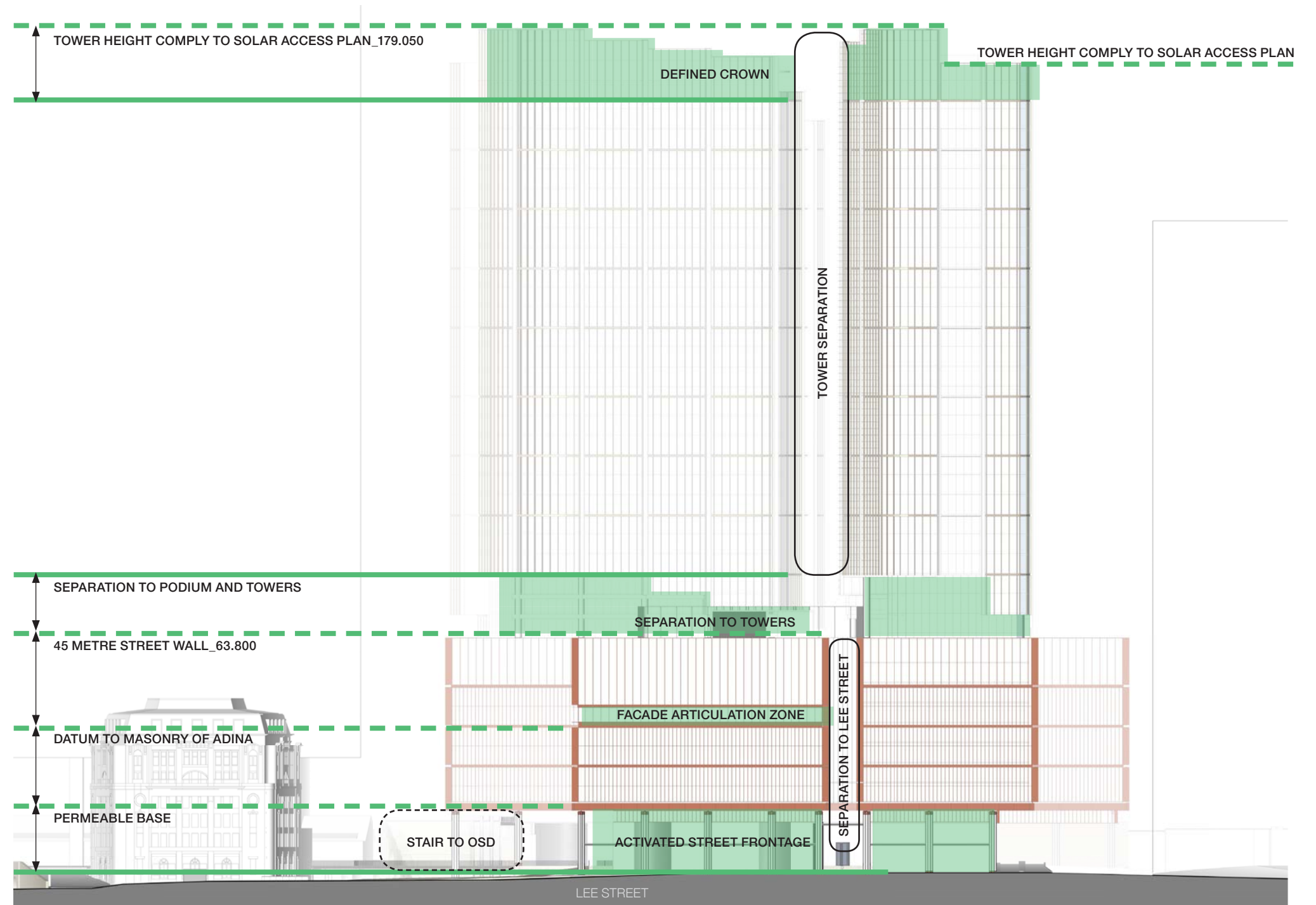
The street wall to Lee Street and the Plaza is expressed as an open and activated volume to the public spaces. The massing to Lee Street is broken down through articulation.

The scale of the building to the street is further broken down through a distinct separation between the 45 metre high podium and the towers above.

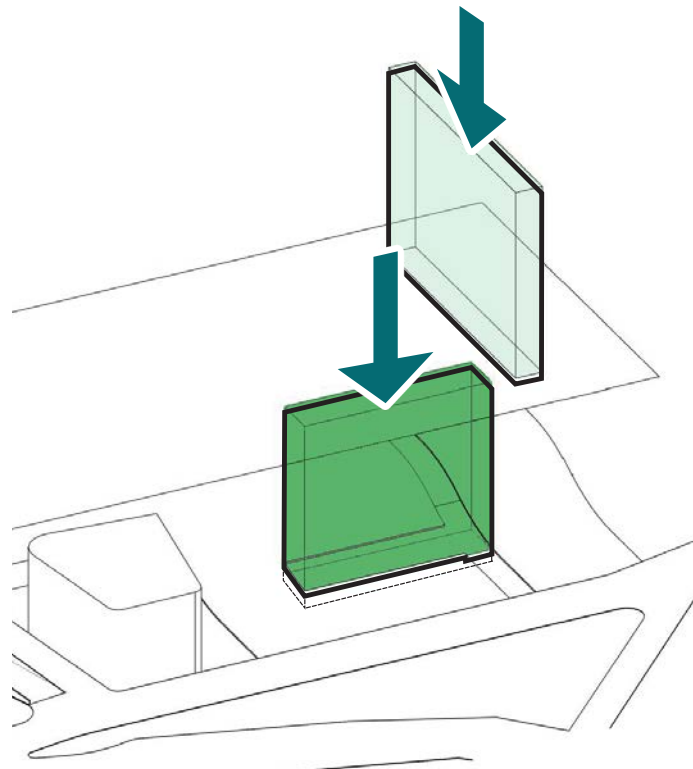
Heritage

Heritage considerations recommend a clearly defined reading of the proposed podium and the masonry parapet of the heritage listed former Parcels Post building. The facade responds to this datum with horizontal expression, as well as a change in vertical spacing above this line.

Additionally the roof plane of the podium reads as a visible and highly detailed ceiling. The ceiling plane sweeps upwards as it approaches the OSD site, allowing for sight lines to the heritage structure of Marcus Clarke building.

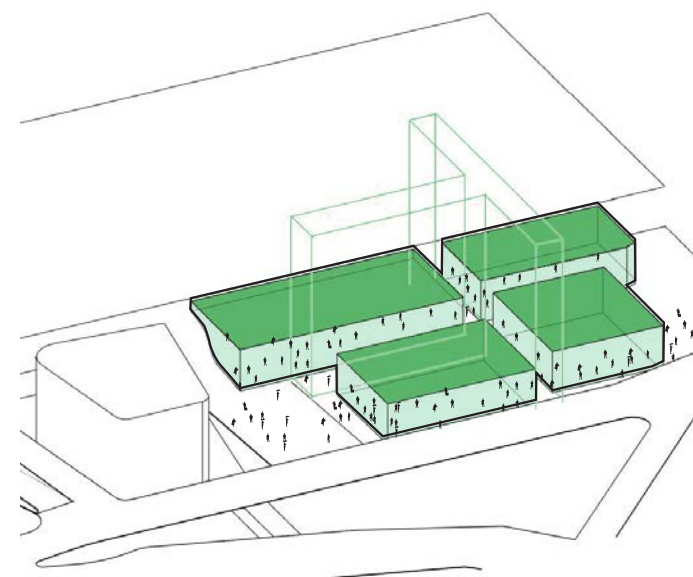


2.2 Podium - Massing design rationale



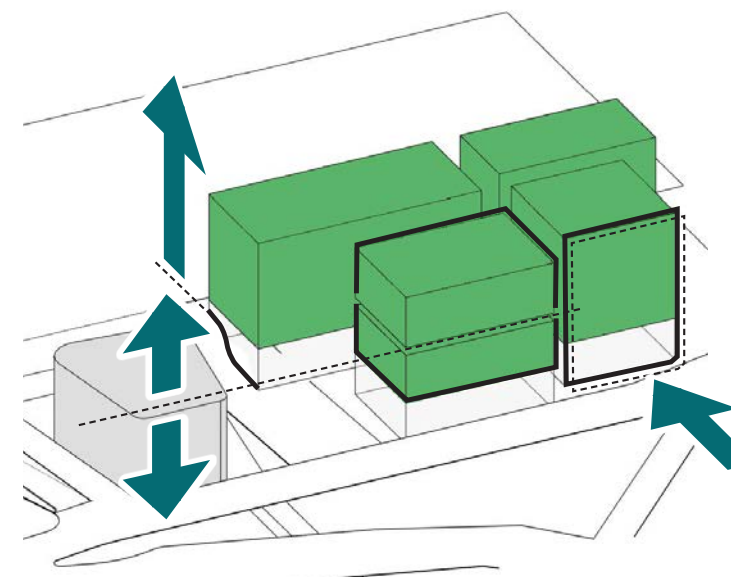
The Hall

- Where the city meets the tech workplace and retail
- A public space that prioritises gathering and connecting in showcase and event spaces
- An environment with integrated retail to both service and activate the greater Western Gateway Precinct



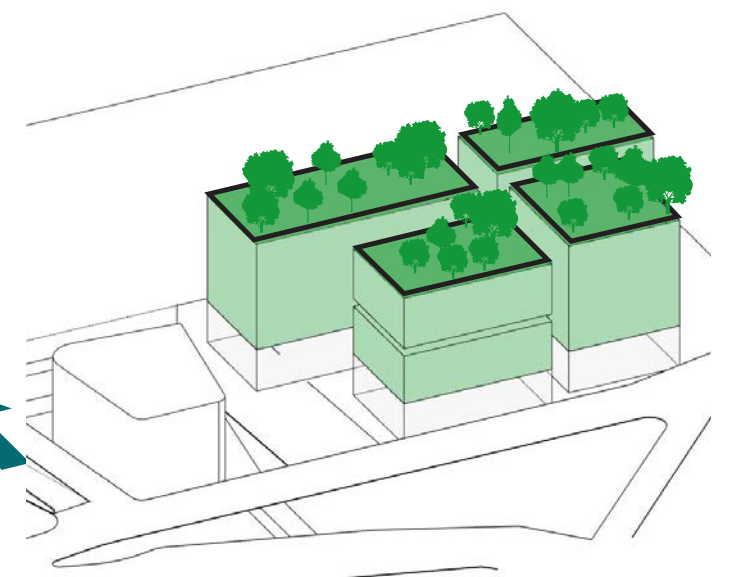
The Workshop

- A three storey volume creating permeability to the street and plaza whilst inviting the public into the workplace address.
- Where the city meets the tech workplace and retail
- A volume which can accommodate multiple options for activation to suit tenant or retailer needs.
- An articulated soffit expressed as an industrial grid reflects transport history provides a clear reading of the Workshop as well as visual connectivity to and from OSD.



The Modern Factory

- This modern workplace addresses Railway Square and provides appropriately sized flexible workplace floor-plates. Architecturally this form speaks to the enduring character and appeal of industrial spaces.
- An articulated facade responds to Parcel Post Office building parapet
- A forty-five metre street wall helps define Railway Square public space and begins to articulate the character of Lee St
- Incisions of circulation and definition also help increase activation of Lee Street



The Garden Podium

- Defining separation between Podium and Towers
- Greening the city through integrated landscape and building design
- Enhanced break out and workplace amenity



2.3 Podium - Indicative scheme

The proposal shapes a factory scale space around public domain allowances and access to amenity for the occupants.

Whilst maintaining generosity of space for adaptable occupation, the form responds to circulation through the ground plane. Facades set back to allow major movement, or articulate to guide smaller connections.

The Hall pushes natural light deep into the floorplate from the north, creating a void flexible for tenant use that is sized to maintain workplace connectivity from east to west.

Orientating this void and stepping the northern facade also maximises view connection to the former Parcels Post building, Central Station clock tower, and the CBD beyond.

The remaining floorplate is sized appropriately for team occupation with ideal depth for access to natural light. Not only is the floor-plate contiguous for the most part, but gives a variety of conditions to be occupied with varying paces of usability.

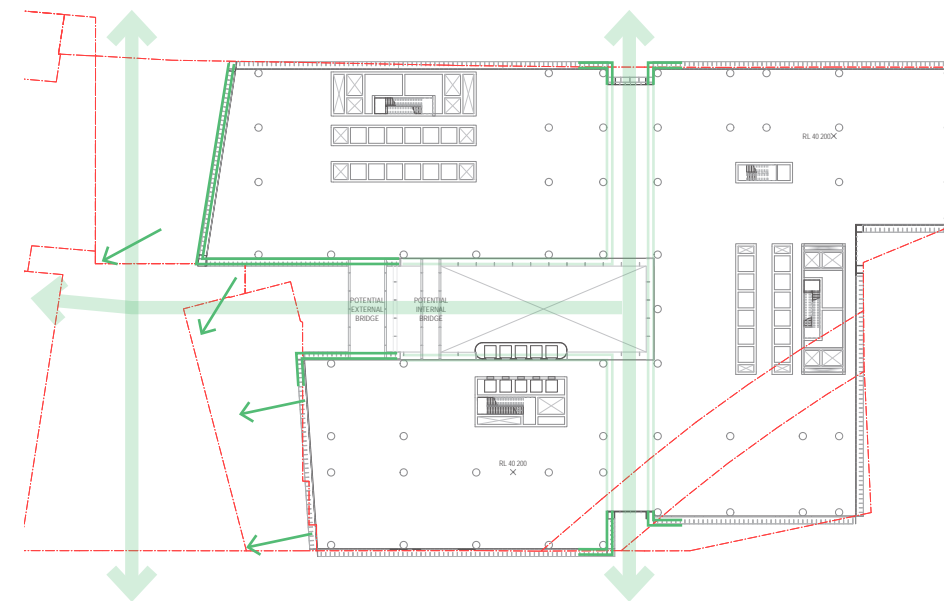


Figure 2.1 Form Response

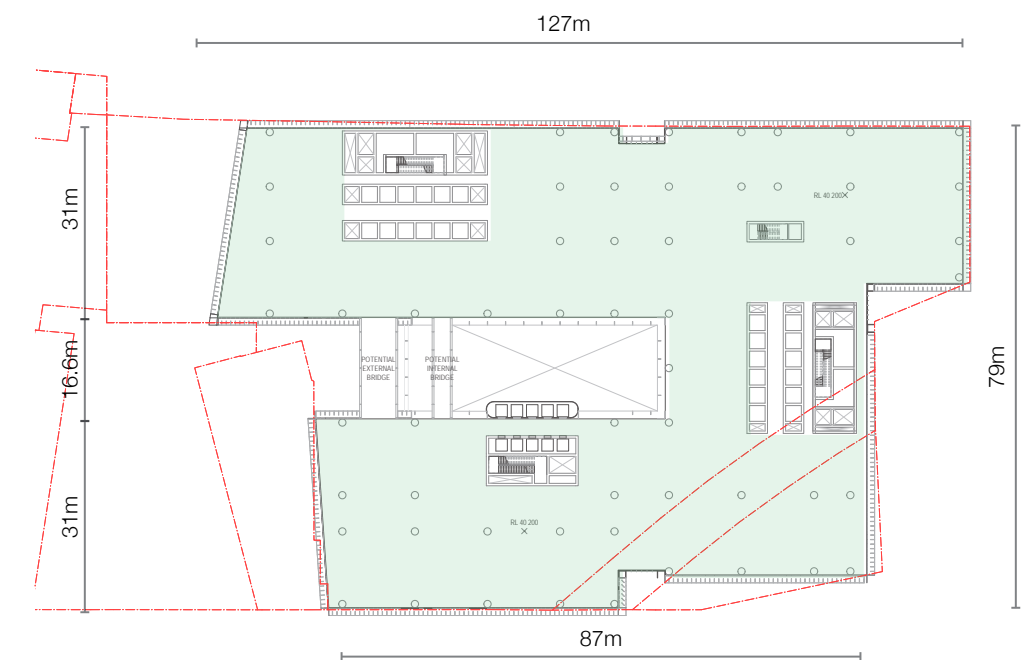


Figure 2.2 Overall Dimensions

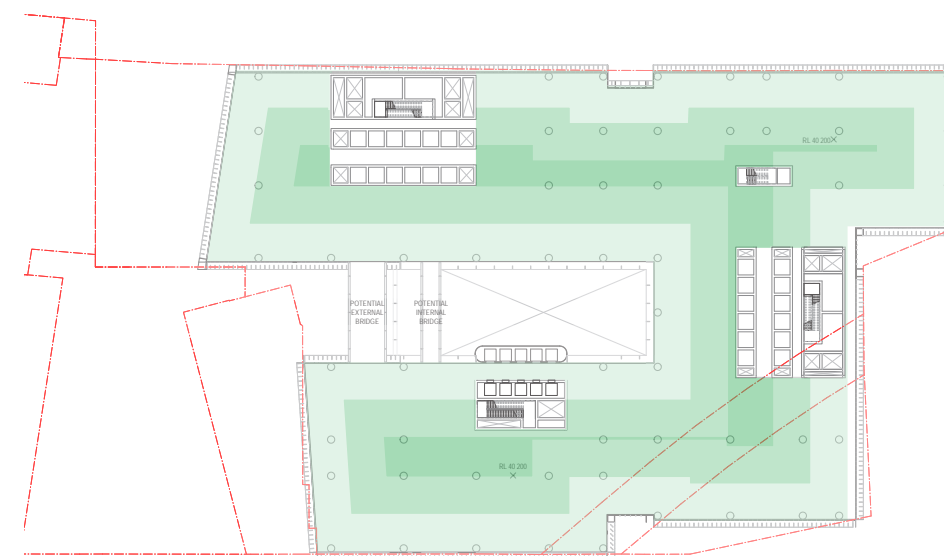


Figure 2.3 Sunlight penetration - 6m intervals

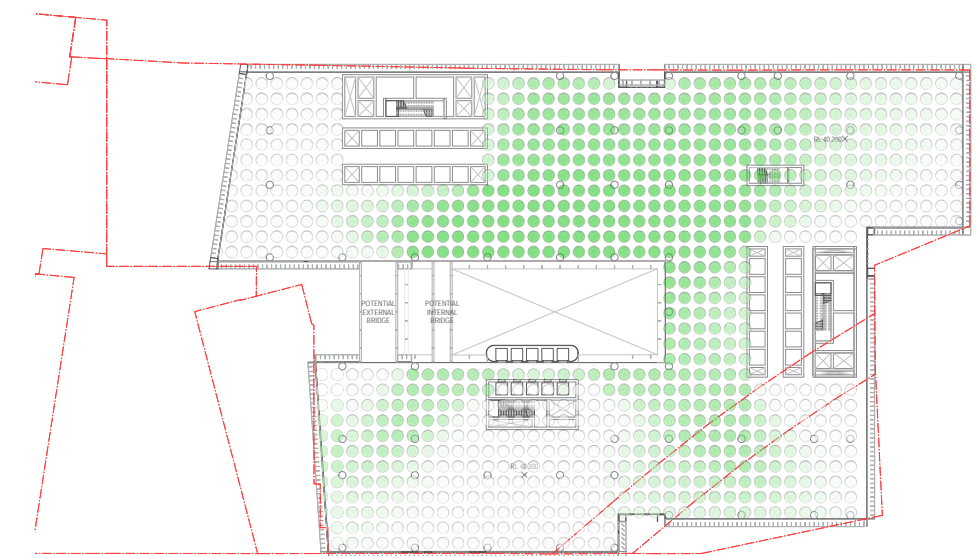
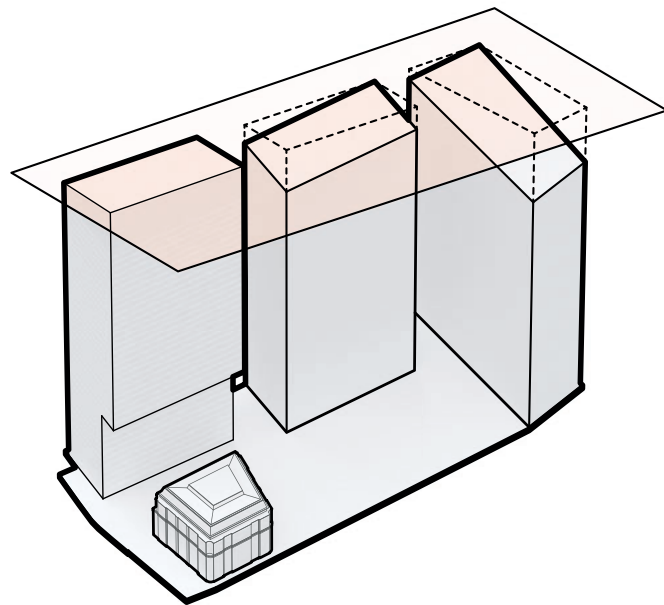


Figure 2.4 Visual contiguity

2.4 Towers - Massing design rationale

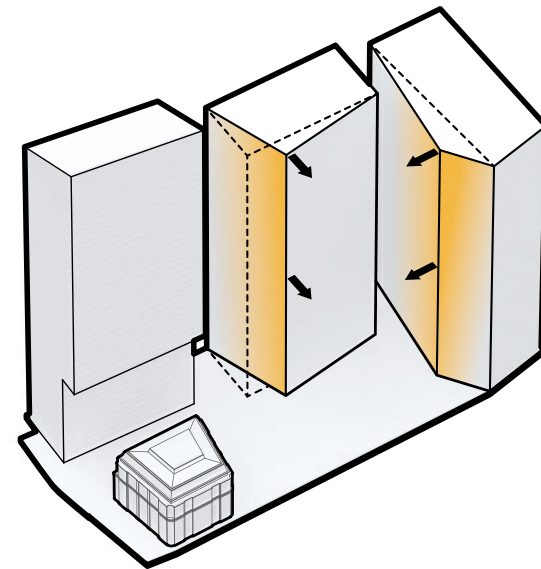


2.4 Towers - Massing design rationale



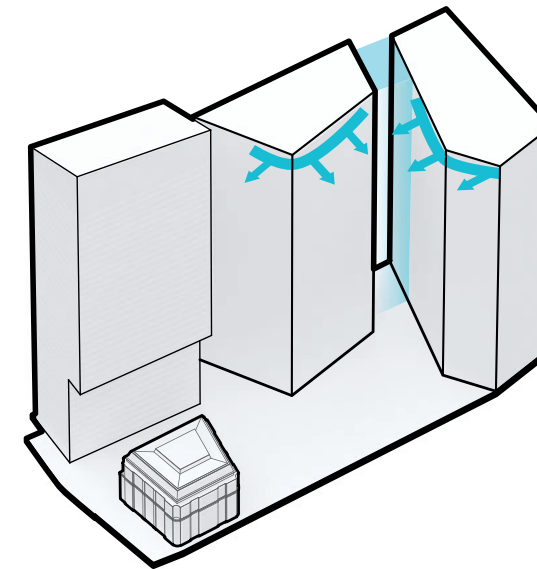
Solar Plane Control

The Prince Alfred Park Solar Access Plane provides the height and angle of the building envelope cap. Not only guidelines for the project to be a good neighbour, the geometry of the Solar Access Plane provides an opportunity to create distinctive crowns that communicate a site specific architectural response. The resulting forms contribute to a new skyline south of the CBD and mark the location of Henry Deane Plaza.



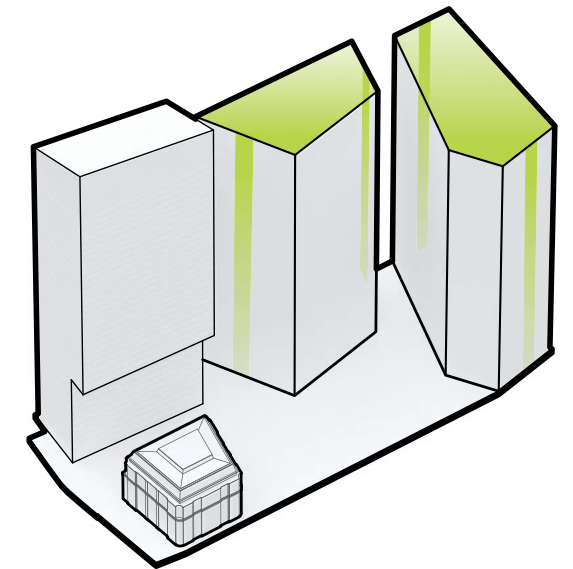
Optimize Adjacencies

Fluid forms allow area in the tower floor plates to be redistributed from problematic adjacencies to locations of greater commercial value. The massing of the tower pair is fine tuned to create deeper floor plates on the west and north facades, taking advantage of the ample free volume above the podium within the solar envelope.



Reduce Overlap to Maximize Views

The east and south ends of the towers are minimized to reduce overlap between the two buildings while the west and north facades are pillowed outward to maximize perimeter area toward the CBD. Tower 2 captures CBD and Darling Harbour views beyond the neighbouring Block A tower while area in Tower 1 is shifted west to maintain staggered sight lines like stadium seating.



Garden Amenities

Gardens at the podium roof and tower lanterns bring native vegetation from Henry Deane Plaza upward into the skyline. The gardens serve as amenity spaces for building tenants and visual buffers to soften the podium roof edge. Podium trees ease the transition from a neighbourhood block scale into the towers above.



2.5 Towers - Indicative scheme

The proposal shapes ideal scales of space into ambitious additions to the Sydney skyline.

Whilst providing generous space for flexibility of occupation, the form softens to reduce perception of mass whilst maximising outlook toward the city and harbour.

This filleting of form with a generous break between the two towers helps articulate the two towers as individual forms rising skyward.

The girth of towers is managed to allow for good penetration of natural light deep into the floor-plate from all aspects. This depth is also sized to maintain workplace connectivity.

The remaining floor-plate is sized appropriately for team occupation with ideal depth for access to natural light. Not only is the floor-plate contiguous for the most part, but has the opportunity to be occupied with varying paces of workspace.

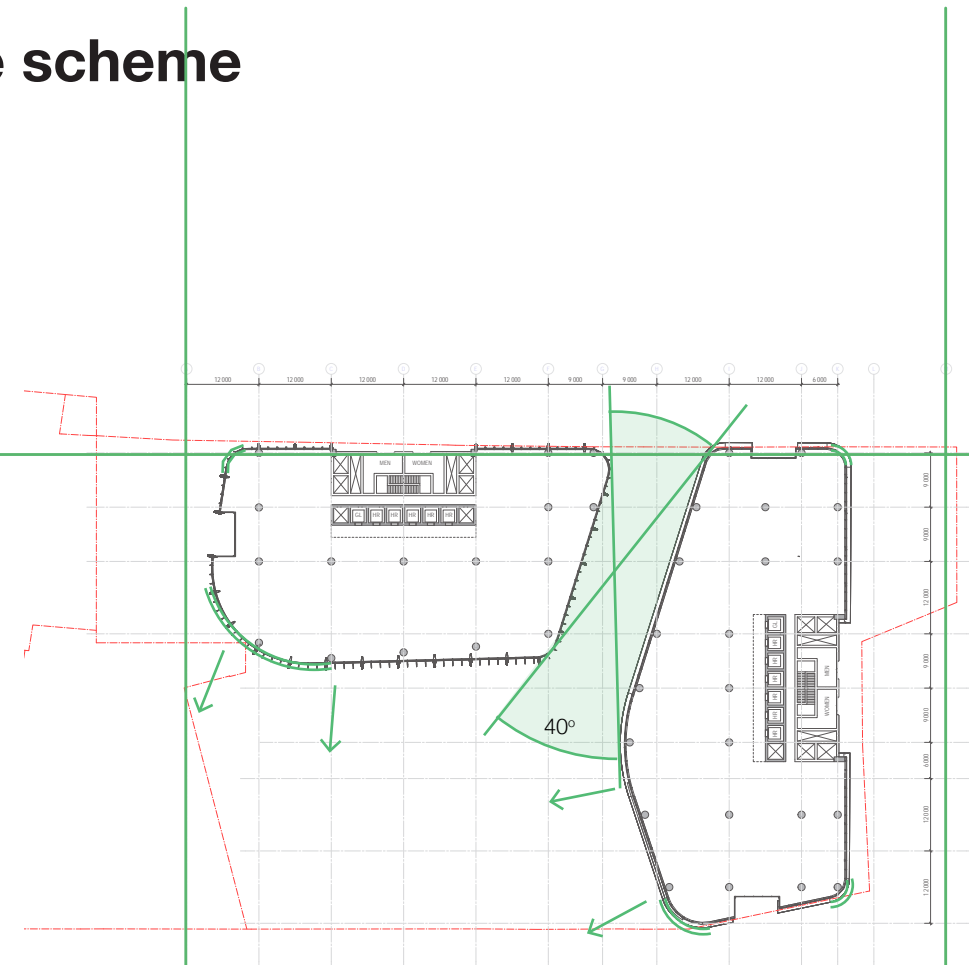


Figure 2.5 Form Response

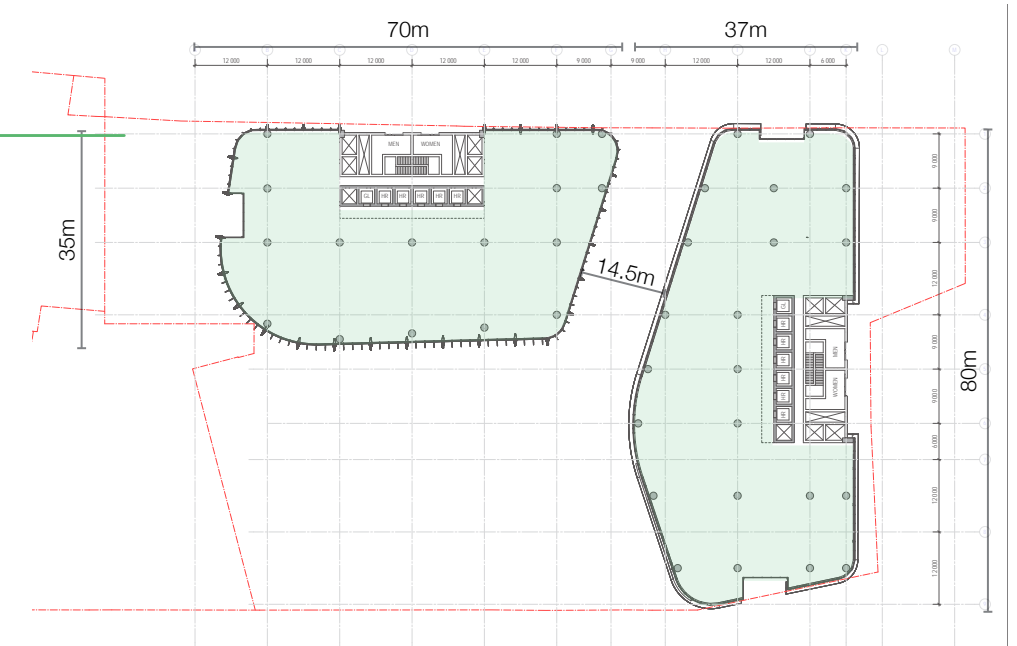


Figure 2.5 Overall Dimensions

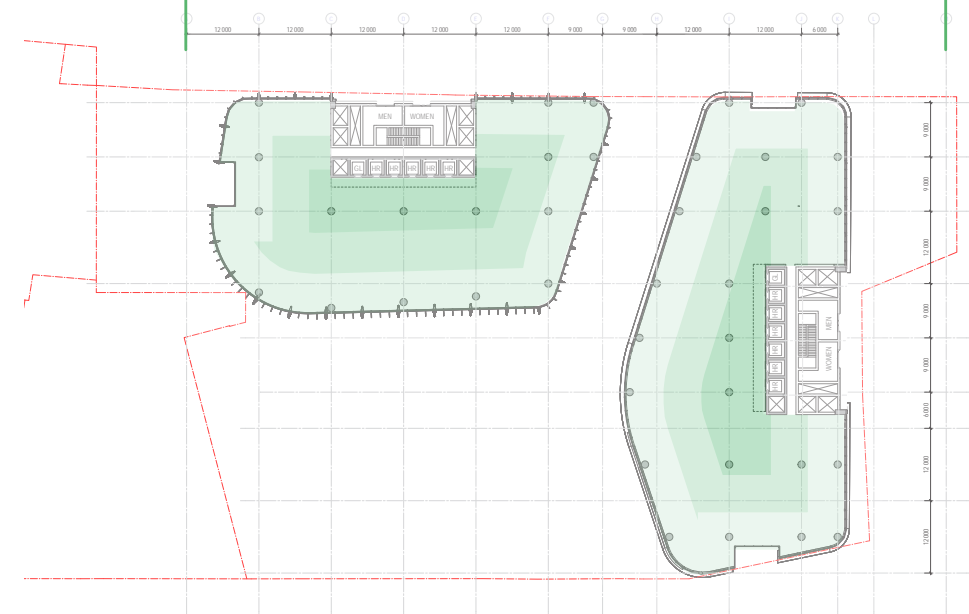


Figure 2.5 Sunlight penetration - 6m intervals

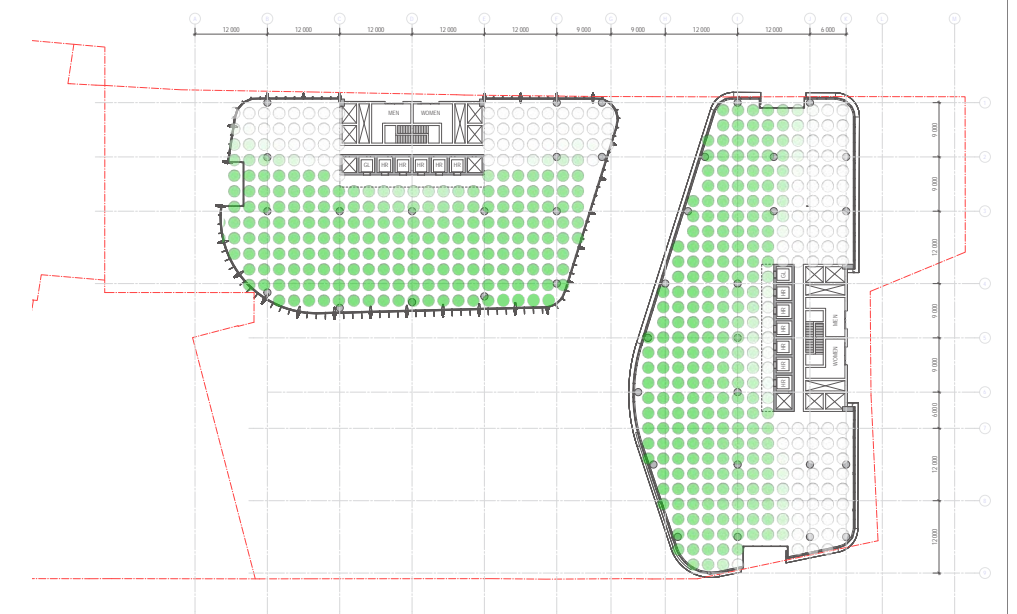


Figure 2.5 Visual contiguity

03

Expression of form

4.1 Expression of form

The demand for large scale commercial space does result in taller buildings and larger footprints. Of consideration is the visual impact of such proposals to its immediate surrounds and the city skyline.

A number of strategies have been employed to diminish the visual impact of the proposal to respond better to it's immediate precinct with a consciousness of it's greater city surrounds.

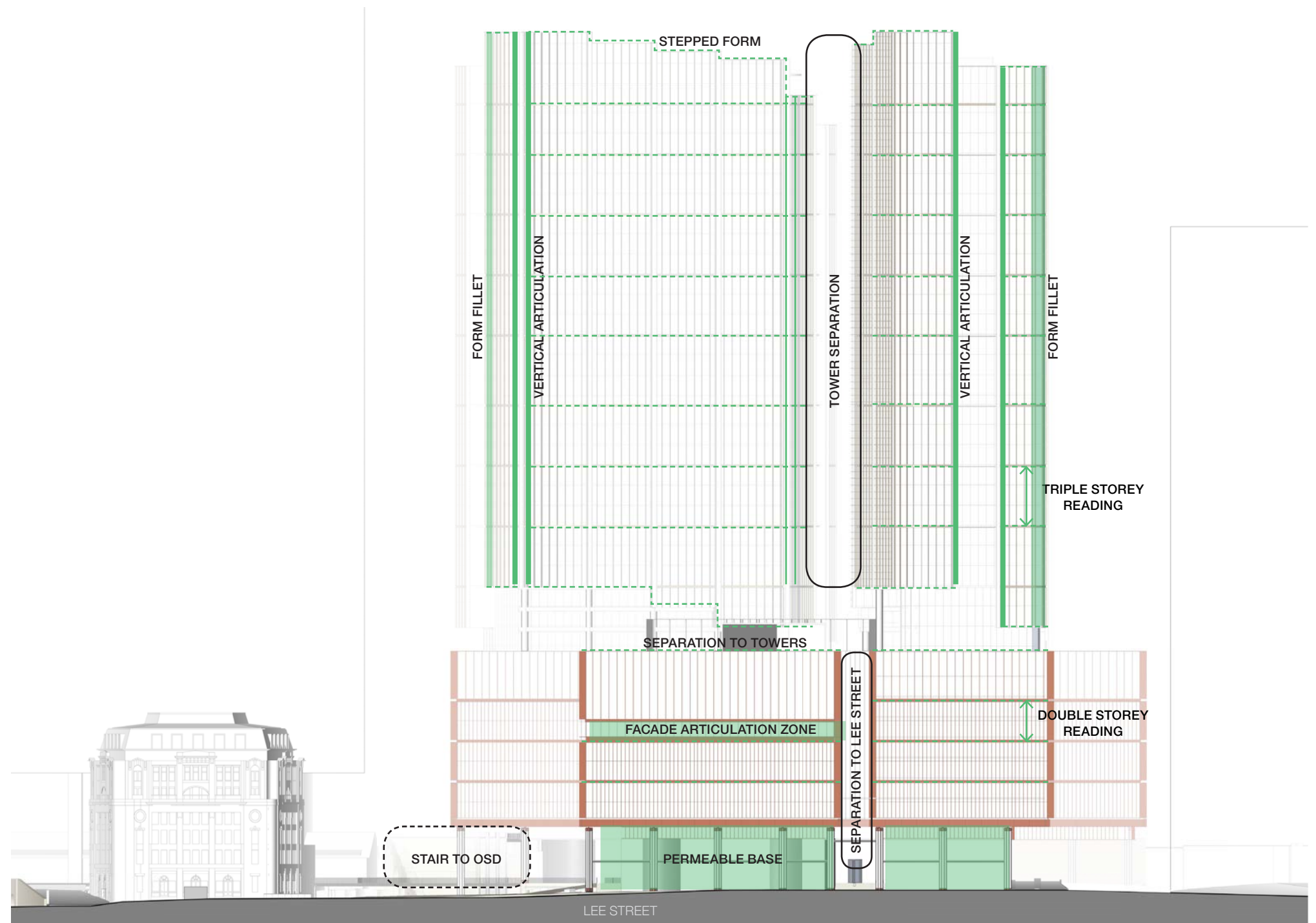
The following principles have been employed through the design of the proposal.

Podium

- Lifting of podium mass to maximise openness at ground plane
- Creating human scale at ground through awnings and retail articulation
- Definition of through links to make podium mass readable as way-finding
- Facade displays an openness to outside
- Double Storey horizontal reading to avoid overwhelming repetition through building height

Tower

- Lifting of tower mass to create openness and visual break between podium and tower forms
- Vertical Articulations reduce breadth of tower form
- Filleting of form corners reduce breadth of tower form
- Facade displays an openness to outside
- Triple Storey horizontal reading to avoid overwhelming repetition through building height
- Stepping of form reduces perceived height and weight of mass



04

Conclusion

The proposal for Block B is not only an exciting shift in direction for Sydney city, but taps into the growing need for quality, flexible space to attract the best talent and the best businesses to Sydney.

What is unique to this development proposal is the diverse offer of space: both in the podium and tower to suit large established tenants and start ups alike that require a location that with diverse amenity and is connected to the Sydney CBD.

This hybrid typology maximises space in a well connected precinct that has the possibility to ‘reactivate’ the southern CBD.

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