



Appendix E – 60 Martin Place Planning Proposal: Consistency with Strategic Directions of Sydney 2030

Strategic Direction	Comment	Consistency	
Direction 1 - A globally competitive and innovative City			
Objective 1.1	Plan for growth and change in the City Centre.	The proposal will facilitate the redevelopment of the site to accommodate a new building which offers premium grade commercial floor space. There will be an increase in the quality of floor space on the site, improving capacity within the city to accommodate new jobs. An entire redevelopment of the site will offer premium floor space, whilst a refurbishment option will not deliver the same quality of floor space. It is considered that the provision of premium floor space is a greater benefit in achieving the objectives of the Sydney 2030 strategy.	Y
Objective 1.2	Strengthen globally competitive clusters and networks and develop innovative capacity.	The redevelopment of 60 Martin Place will significantly contribute to the revitalisation and reinvigoration of the Martin Place precinct as the financial and commercial centre of Sydney.	Y
Objective 1.3	Plan for global city support functions.	The proposal will offer an opportunity to redevelop the site and consolidate commercial uses within the important Martin Place precinct. This will enable the site to become more attractive for key anchor tenants desired in the Martin Place Precinct.	Y
Objective 1.4	Develop innovative capacity and global competitiveness.	An innovative milieu will be facilitated through the establishment of a building envelope which is capable of achieving design excellence, offering a unique opportunity to establish an iconic building in a prominent central Sydney location.	Y
Objective 1.5	Strengthen business competitiveness.	The redevelopment of the site will contribute to an increase in opportunities for business leadership in Sydney by providing a new premium grade commercial building.	Y
Objective 1.6	Enhance tourism infrastructure, assets and branding of the City.	The tourism qualities of Martin Place as the civic and commemorative heart of Sydney will be reinforced by a redevelopment of the site, offering a revitalised building to better respond to the existing built development along Martin Place.	Y

Strategic Direction		Comment	Consistency
Direction 2 - A leading environmental performer			
Objective 2.1	Increase the capacity for local energy generation and water supply within city boundaries.	The proposal will facilitate the redevelopment of the site to enable for a more energy efficient building. There is an opportunity on the site to provide a market leading environmentally sustainable building.	Y
Objective 2.2	Reduce waste generation and stormwater pollutant loads to the catchment.	As above, a new building will seek to attain a high energy efficiency rating, reducing waste and efficiently reusing water.	Y
Objective 2.3	Improve the environmental performance of existing buildings.	The proposal seeks to demolish the existing building and rebuild a new market leading building.	N/A
Objective 2.4	Demonstrate leadership in environmental performance through the City of Sydney's operations and activities.	As outlined above, the proposal will facilitate the creation of a new market leading environmentally sustainable building. This will contribute to Sydney's status as a leading city in environmental performance.	Y
Direction 3 - Integrated transport for a connected City			
Objective 3.1	Support and plan for enhanced access by public transport from the Sydney Region to the City of Sydney.	The proposal will provide an opportunity for simplified access to Martin Place Station.	Y
Objective 3.2	Develop an integrated Inner Sydney public transport network.	The opportunity of simplified access to Martin Place station will maintain the attractiveness of public transport for inner Sydney residents, tourists and the less mobile into and from the Martin Place precinct.	Y
Objective 3.3	Reduce the impact of transport on public space in the City Centre and Activity Hubs.	The redevelopment of the site will significantly improve the ground plane, improving the experience of pedestrians in Martin Place. A new podium building will facilitate clearer connections for pedestrians.	Y
Objective 3.4	Manage regional roads to support increased public transport use and reduced car traffic in City streets.	The proposal does not relate to any regional roads. The possibility of simplified access to Martin Place will maintain the current high level of public transport usage.	N/A

Strategic Direction		Comment	Consistency
Direction 4 - A City for pedestrians and cyclists			
Objective 4.1	Develop a network of safe, linked pedestrian and cycle paths integrated with green spaces throughout both the City and Inner Sydney.	The attractiveness of Sydney for pedestrians and cycling will be improved via a redevelopment of the site. A new building on the site will facilitate the provision of improved cyclist facilities.	Y
Objective 4.2	Give greater priority to cycle and pedestrian movements and amenity in the City Centre.	The redevelopment of the site will improve the ground plane, increasing the attractiveness of Martin Place as a pedestrian thoroughfare.	Y
Objective 4.3	Promote green travel for major workplaces and venues in the City.	As outline above, a new building on the site will offer an opportunity for new state of the art cyclist facilities.	Y
Direction 5 - A lively, engaging City Centre			
Objective 5.1	Strengthen the City's public domain identity and create more places for meeting, rest and leisure.	The redevelopment of the site will contribute to the revitalisation of Martin Place, with an improvement in the activation of the ground plane. The improved built form on the site will positively contribute to the attractiveness of Martin Place as a place for meeting, rest and leisure.	Y
Objective 5.2	Provide an activity focus for the City Centre worker and visitor communities.	The redevelopment of the site will contribute to the revitalisation of Martin Place. This will ensure that an activity focus will be provided for workers and visitors in the Martin Place precinct.	Y
Objective 5.3	Manage and strengthen precincts in the City Centre.	The proposal will directly improve and strengthen the importance of the Martin Place precinct. The proposal will contribute to the revitalisation of the plaza through improving the ground plane, and also generally through the provision of an iconic new building and premium grade commercial floor space. These benefits are seen as more pertinent in achieving the objectives of Sydney 2030 rather than a refurbishment of the current building on the site.	Y
Objective 5.4	Increase the supply of small scale spaces for retail and small businesses on streets and lanes.	A variety of retail spaces will be provided at the lower levels of the podium in the redevelopment of the site. This will contribute to the attractiveness of Martin Place as a retail destination and improve the current activation along the frontage.	Y

Strategic Direction		Comment	Consistency
Objective 5.5	Assist appropriate small businesses to locate and thrive in the City Centre.	The retail spaces located on the lower levels of the podium will provide an opportunity for retail businesses to be located in a prominent precinct within central Sydney.	Y
Objective 5.6	Support the development of diverse, new bars and restaurants in the City Centre.	The redevelopment of the site will offer opportunities for the establishment of diverse new bars and restaurants in the City Centre, subject to future tenants demands facilitating this possibility.	Y
Direction 6 - Vibrant local communities and economies			
Objective 6.1	Maintain and enhance the role and character of the Villages.	The proposal will secure the role of the site as a key contributor to employment in the City Centre, as well as contribute to the revitalisation of Martin Place as the financial and commercial centre of Sydney.	Y
Objective 6.2	Create a network of Activity Hubs as places for meeting, shopping, creating, learning and working for local communities.	The redevelopment of the site will contribute to the attractiveness of Martin Place as a place to meet, shop and interact.	Y
Objective 6.3	Provide a rich layer of accessible community-level social infrastructure, services and programs across the City.	The redevelopment of the site will offer opportunities for the establishment of community focused services within the City Centre.	Y
Objective 6.4	Develop and support local economies and employment.	Whilst not a specific activity hub, the redevelopment of the site will contribute to improving the character of Martin Place as the financial and commercial heart of the City Centre.	Y
Objective 6.5	Build opportunities for lifelong learning in new literacies.	This objective relates more explicitly to Council infrastructure.	N/A
Direction 7 - A cultural and creative City			
Objective 7.1	Encourage the appreciation and development of Aboriginal and Torres Strait Islander cultural heritage and its contemporary expression.	Opportunities for the inclusion of Aboriginal and Torres Strait Islander cultural heritage and its contemporary expression into the redevelopment of the site could be explored as part of the detailed development application.	Y

Strategic Direction		Comment	Consistency
Objective 7.2	Support cultural activity, participation and interaction.	The redevelopment of the site will allow for increased opportunities for cultural participation through improving the general ambience of Martin Place. The improvements to this precinct which the redevelopment of the site will contribute to will enable the ongoing use of the plaza for events and festivals.	Y
Objective 7.3	Support the development of creative industries.	The redevelopment of the site may offer opportunities for the development of creative industries in the City Centre, subject to future tenant demand at DA stage.	Y
Objective 7.4	Provide cultural leadership and strengthen cultural partnerships.	The redevelopment of the site may offer opportunities for the provision of cultural leadership and strengthen cultural partnerships in the City Centre, subject to future tenant demand at DA stage.	Y
Direction 8 - Housing for a diverse population			
Objective 8.1	Facilitate the supply of housing by the private market.	This proposal will facilitate the redevelopment of the site for a new building. It is intended that this new building will be used for retail and commercial purposes. As such, this objective is not relevant to the proposal.	N/A
Objective 8.2	Ensure that housing developments provide a diversity of housing opportunities for different lifestyle choices and household types.	As above. This objective is not relevant to the proposal.	N/A
Objective 8.3	Ensure that a substantial proportion of housing is aimed at the lower end of the market.	As above. This objective is not relevant to the proposal.	N/A
Objective 8.4	Facilitate and promote growth in the 'affordable housing' sector including by Not-for-Profit (NFP) and other housing providers.	As above. This objective is not relevant to the proposal.	N/A
Objective 8.5	Facilitate and promote growth in the social housing sector to provide housing opportunities for those with very low incomes.	As above. This objective is not relevant to the proposal.	N/A

Strategic Direction		Comment	Consistency
Objective 8.6	Promote partnerships and develop advocacy strategies for the delivery of housing for very low through to moderate income households.	As above. This objective is not relevant to the proposal.	N/A
Direction 9 Sustainable development, renewal and design			
Objective 9.1	Ensure renewal areas make major contributions to the sustainability of the City.	Although not specifically identified as a renewal area, the proposal seeks to facilitate the significant renewal of a key site within central Sydney. As noted above, the proposal will facilitate the development of a market leading building on the site in regards to environmental sustainability.	Y
Objective 9.2	Define and improve the City's streets, squares, parks and open space, and enhance their role for pedestrians and in public life.	The redevelopment of the site will significantly improve the pedestrian experience of Martin Place, revitalising the civic and commemorative nature of the plaza.	Y
Objective 9.3	Plan for a beautiful City and promote design excellence.	The building envelope contained within this proposal is capable of facilitating a built form which will exhibit design excellence.	Y
Objective 9.4	Continually improve development controls and approvals processes to minimise compliance and supply side costs.	The proposal establishes a building envelope which will facilitate the future development of a new building on the site.	Y
Objective 9.5	Ensure new development is integrated with the diversity and 'grain' of the surrounding City.	A detailed planning and design process has been undertaken to ensure that the proposed envelope is well integrated into the existing built form within the city. In particular the relationship of the future building on the site to other buildings in Martin Place has been intently considered.	Y
Objective 9.6	Plan for the longer term structure of the City.	The proposal establishes a building envelope which will facilitate the development of a new iconic building on the site, ensuring the importance of the site is capitalised.	Y

Strategic Direction		Comment	Consistency
Direction 10 Implementation through effective partnerships			
Objective 10.1	Align corporate planning and organisational arrangements to deliver Sustainable Sydney 2030 priorities.	This objective relates to the corporate and organisational arrangements of Council and therefore does not relate to the proposal.	N/A
Objective 10.2	Give priority to community involvement, engagement and partnerships with the City of Sydney.	This objective relates to the partnering of Council with the community and therefore is not directly relevant to the proposal. Despite this, the proponent has undertaken significant consultation with adjoining landowners, partnering with owners on Martin Place to reinvigorate Martin Place through this significant precinct.	Y
Objective 10.3	Ensure the long-term financial sustainability of the City of Sydney.	This objective relates to the long term financial operation of Council and is not relevant to the proposal. The redevelopment of the site will, however, contribute to the ongoing viability of Martin Place, which can be considered the financial and commercial heart of the City Centre.	Y
Objective 10.4	Establish and monitor partnerships for change.	Whilst not directly partnering with the proponent on the redevelopment of the site, the Council have a significant role in guiding the future redevelopment, and will continue to be an important stakeholder in the proposal.	Y
Objective 10.5	Consider innovative financing and funding approaches.	This objective relates to the funding of major projects developed by Council and does not relate to the proposal.	N/A
Objective 10.6	Review and monitor the development and implementation of Sustainable Sydney 2030.	This objective relates to the monitoring of the strategy and does not relate directly to the proposal.	N/A
Objective 10.7	Participate in broader governance reform processes.	The proposal contributes to the achievement of this objective through offering a sustainable strategic urban development outcome on the site. The amendment of the SLEP 2012 and Sydney DCP 2012 controls will be an innovative way to facilitate the revitalisation of an important site in Central Sydney.	Y