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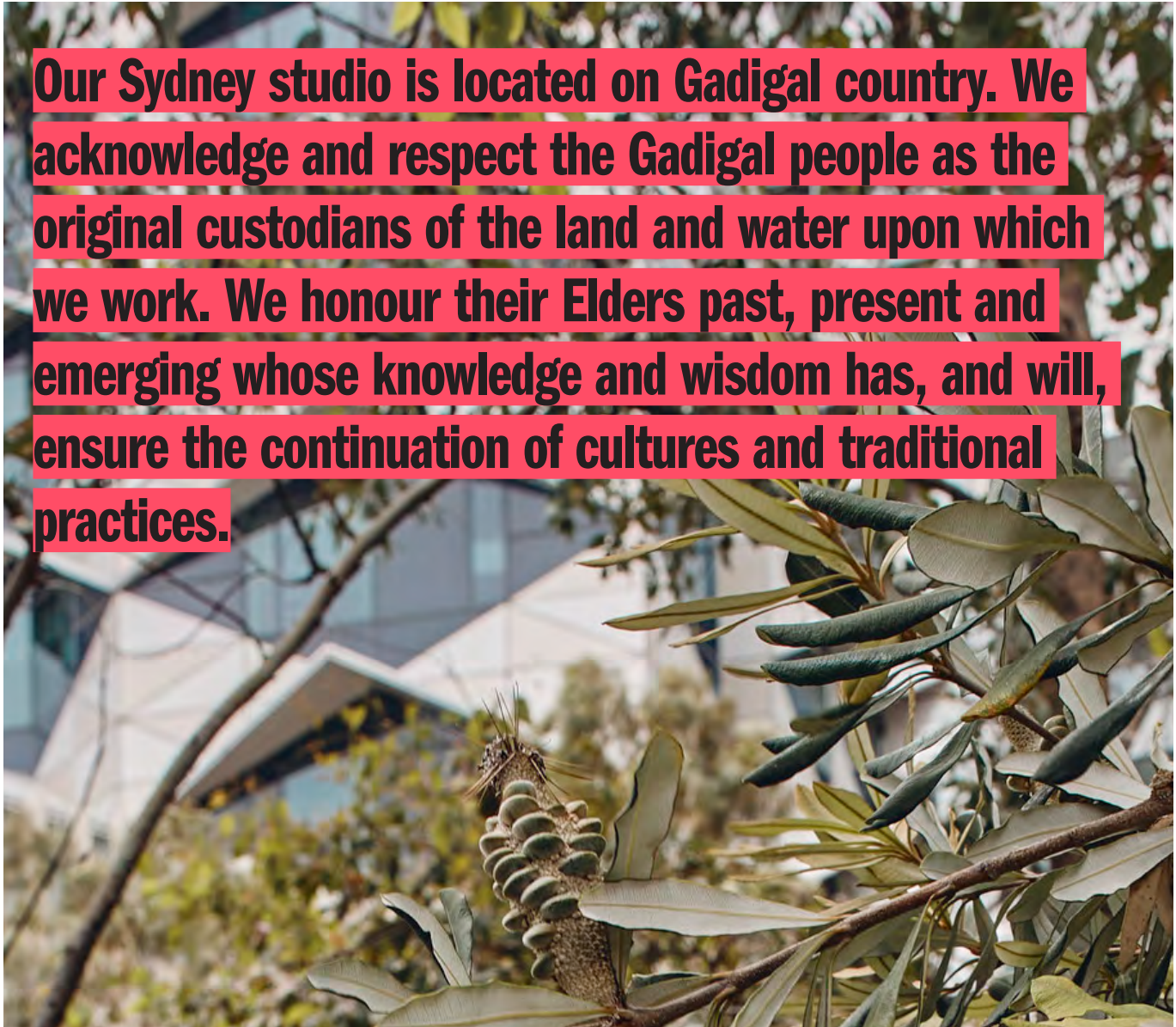
Urban design report - Part 1

Hassell

150 DAY STREET

PLANNING PROPOSAL





Our Sydney studio is located on Gadigal country. We acknowledge and respect the Gadigal people as the original custodians of the land and water upon which we work. We honour their Elders past, present and emerging whose knowledge and wisdom has, and will, ensure the continuation of cultures and traditional practices.



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EXECUTIVE SUMMARY

This planning proposal will facilitate development that is consistent with the City's vision for Central Sydney, providing additional employment generating floor space and a new hotel while delivering design excellence and public domain improvements.

The planning proposal for the existing PARKROYAL Hotel at 150 Day Street, Sydney (the site), involves an ambitious upgrade and expansion of the existing hotel. This project aims to enhance the existing hotel offering while introducing a new, distinct hotel experience above the current structure, enabling the coexistence of the existing PARKROYAL and a new Pan Pacific Hotel on the same site. Strategically positioned at the edge of the City of Sydney, the development reinforces the city's entry into Darling Harbour by maintaining and emphasising the city wall characteristic of this prominent location.

The project is defined by 3 key principles – maximising adaptive reuse (setting a benchmark for future developments in Sydney), energising the Sydney visitor economy, and significantly enhancing the greening of both the public realm and the skyline, in alignment with the City of Sydney's sustainability goals. Achieving this vision involves expanding the existing core to support the new hotel above, employing a 'strip to structure' approach from ground to Level 02 to facilitate amenity upgrades, lightly refurbishing existing hotel rooms, and comprehensively upgrading all building services. This initiative aims to establish a contemporary hotel destination while setting a new standard for sustainable urban redevelopment.

To achieve the intended outcomes,

this planning proposal seeks to amend the Sydney Local Environmental Plan 2012 (the LEP) by inserting a new site-specific clause for the subject site under Part 6 Division 5 Site specific provisions to:

- allow a maximum building height of 85 metres,
- permit a maximum floor space ratio of 13.5:1 for hotel and associated land uses,
- restrict use to employment/hotel use and not residential accommodation or serviced apartments encouraging diversity of accommodation.

The Planning Proposal is supported by a site-specific Development Control Plan (DCP) and reference design scheme, prepared by Hassell. Key elements of the site specific DCP and reference design include:

- Renovation of existing 2 level basement and existing 11 storey hotel, with the addition of a new 11 storey hotel above (including a transfer floor between the two structures), and a rooftop plant floor resulting:
 - Two hotel brand offerings – PARKROYAL Hotel (3.5 star) and Pan Pacific Hotel (5 star)
 - 490-540 hotel keys with gross floor area of ~30,000m²
 - Upgrade existing infrastructure and services (including new lift core),
 - New and upgraded hotel

facilities (including lobby, dining areas, meeting rooms, ball room, gymnasium, bar and restaurants, and pool).

- Removal existing Porte Cochere and exit ramp resulting in single vehicle entry/exit ramp from Day Street to be used by valet only.
- Ground floor public domain, public art and landscaping design, and
- Significant greening and landscaping of western façade.

DESIGN PROCESS UNDERTAKEN:

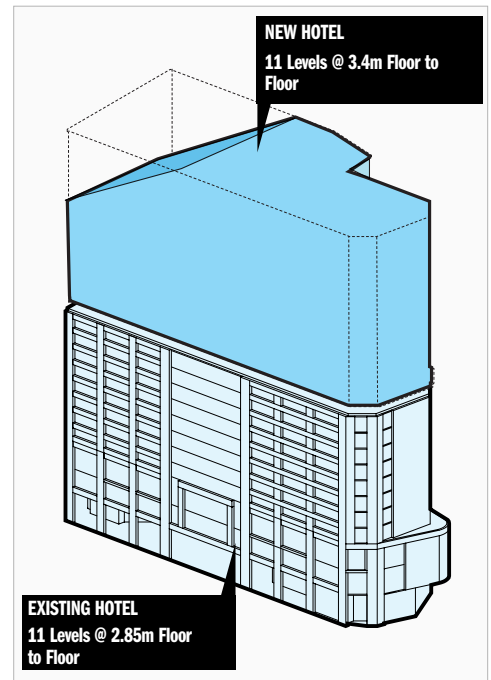
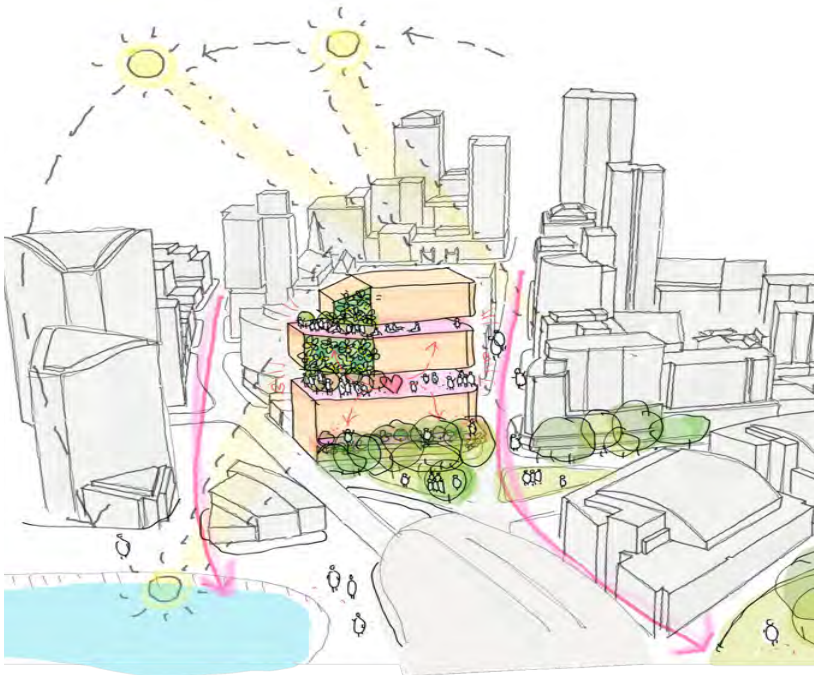
Workshops with key hotel stakeholders, including two different operators, discussing current and future operations



Workshops with specialist consultants to assess existing building assets (MEP, structures) and whether retaining building fabric is the best outcome or upgrading to better performing materials - the approach varies across many work streams



Return briefing process with the client, UOL, who operates two hotel brands, to confirm the evolving brief for this adaptive reuse project



WHAT IS UNIQUE ABOUT THIS PROPOSAL?

UOL's unique owner-operator model in Sydney's CBD strategically advances sustainable urban development and economic growth, aligning with key tourism goals and enhancing the public realm.

In Sydney's Central Business District (CBD), UOL stands out as a unique player by functioning both as the site landowner and the hotel operator. This dual role offers strategic advantages that differentiate UOL from typical mixed-use developments, where developers generally collaborate with separate hotel operators.

Owner Operated Model:

The owner-operator model adopted by UOL is a rarity in Sydney's CBD, where the prevalent model entails partnerships between developers and hotel operators. Given the feasibility challenges commonly associated with high-rise hotel projects, along with the deferment of numerous potential developments due to prevailing market hesitations, UOL's approach grants it a distinct competitive edge. The owner-operator model provides UOL with a compelling incentive to advance the project pro-actively, ensuring its timely and successful completion despite the uncertainties present in the market.

City of Sydney's Visitor Accommodation Action Plan:

This project holds significant importance in the context of the City of Sydney's (CoS) Visitor Accommodation Action Plan, which underscores tourism as a vital priority for job creation and economic growth. The Minns Government has set an ambitious

target for \$91 billion in annual visitor economy expenditure by 2035, marking a 40% increase from previous objectives. Key challenges to achieve this target include the necessity for 40,000 additional hotel rooms, overcoming significant worker and skills shortages, and expanding business event facilities in Sydney and other key regions. UOL's initiative, therefore, serves not only as a real estate development but as a pivotal contributor to these broader economic and tourism goals, fulfilling a portion of the demand for additional hotel accommodations.

Delivering Innovative Green Facades:

UOL brings to the table its extensive experience in delivering innovative green facades. This expertise aligns seamlessly with the City of Sydney's sustainability goals, aiming to significantly enhance the greening of both the public realm and the CBD skyline. UOL's commitment to sustainability not only fulfills environmental objectives but also contributes positively to the aesthetic and functional aspects of urban landscapes.

City Block Under Single Ownership:

The project site represents an entire city block under single ownership by UOL, presenting a unique opportunity for substantial improvement to the public domain in this area of the city. This singular ownership structure enables UOL

to implement comprehensive enhancements that can profoundly impact the public space, reflecting a cohesive vision and facilitating the integration of the development with its surrounding urban environment.



2. Pan Pacific Orchard, Singapore



1. PARKROYAL Collection Pickering, Singapore



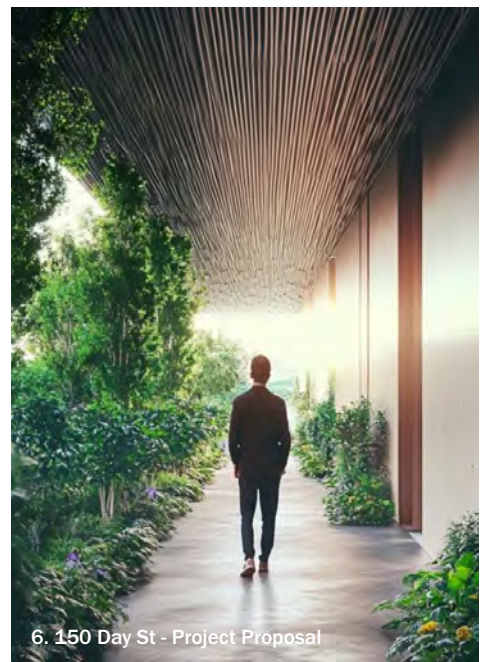
3. 150 Day St - Project Proposal



4. 150 Day St - Project Proposal

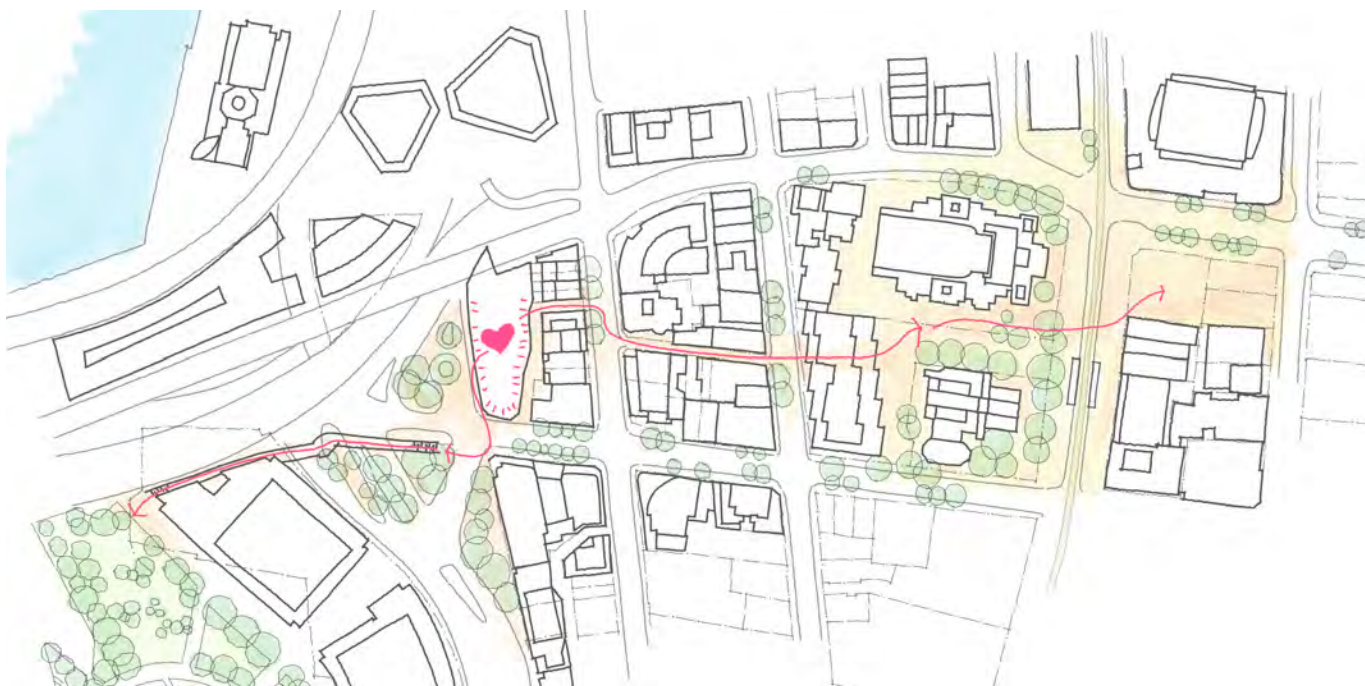


5. 150 Day St - Project Proposal



6. 150 Day St - Project Proposal

WHAT CAN THIS SITE DELIVER?



Improving a dense urban environment under single ownership.

In dense urban environments, evaluating development requires a broad understanding of the current place amenity. This area of the city is under-performing in many areas and there are significant opportunities to enhance the city through broader placemaking improvements across multiple metrics.

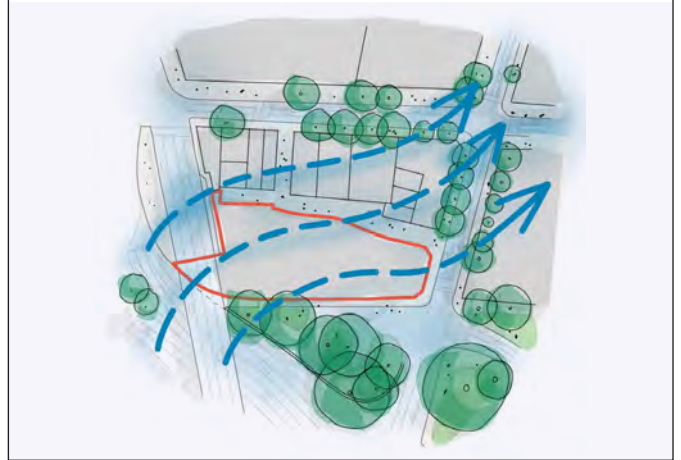
1. Public domain safety under the Western Distributor improved
2. Extreme winds on Day St improved
3. Overland flow from Town Hall towards Darling Harbour is improved
4. Biodiversity and green spaces are increased in this infrastructure heavy area of the city
5. Street activation with pedestrian priority through active frontages and removing a porte cochere/ vehicle crossovers
6. Benchmark adaptive reuse development project: expanding hotel keys in the city at an existing site that services hotel in order to minimise built environment impacts



1. Public Domain Safety



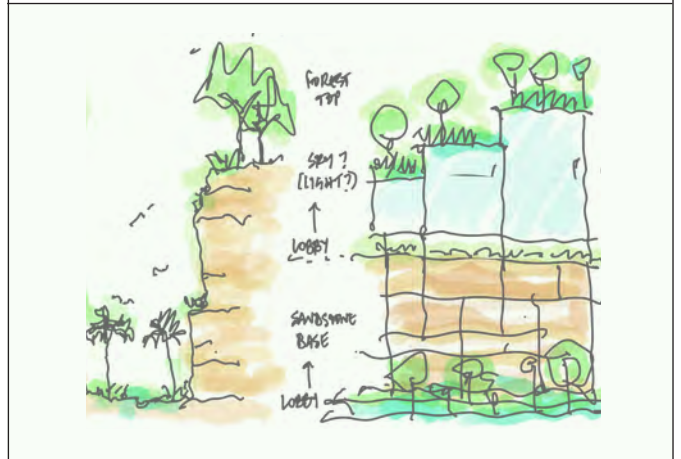
2. Safer Wind Speeds



3. Flooding Amelioration



4. Biodiversity



5. Street Activation



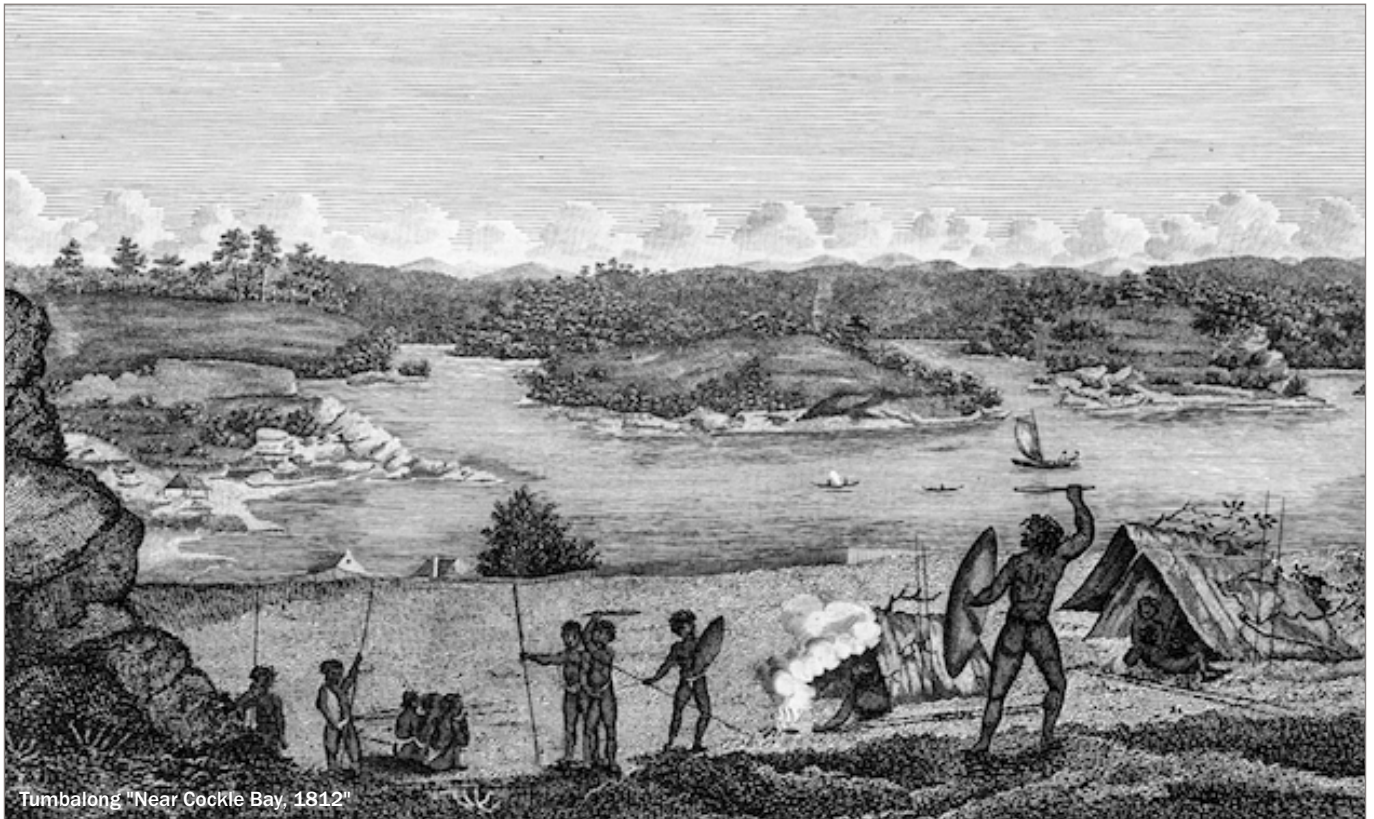
6. Adaptive Reuse



SITE CONTEXT

PROJECT CONTEXT

Informed by consultation with WSP, Aunty Yvonne Simms, and Dr Shane Smithers



Through consultations with Dharug knowledge holders and insights shared by WSP, the following information about the place and its history has been researched.

The site is located on Gadigal Country, which extends from the Inner South Head at the entrance to Port Jackson, through the Eastern Suburbs, and reaches Woolloomooloo Bay, Farm Cove, and Warrane (Sydney Cove), ending at Darling Harbour (Barangaroo). The site's marshy mangroves and low-lying waterways, which flow down from the ridge of what is now the city centre to Darling Harbour, created

a rich and abundant environment. Aboriginal people camped behind the harbour and travelled to the water to gather food and resources. In this temperate landscape, with resources plentiful, the Gadigal people had time and energy to gather, feast, and host visitors from neighbouring areas. Sydney was recognized as a dynamic cultural place, a place of expression. While the area has changed significantly since colonization, Sydney—once the most densely populated Indigenous land in the region—continues to be a place of cultural vibrancy.

This design focuses on creating a

'place' rather than merely a 'building.' We believe that 'place' is most powerfully experienced in nature, which has inspired much of the design for the PARKROYAL.

The site lies at the boundary of the City and Darling Harbour, known by the Eora people as Tumbalong, meaning "a place where seafood is found." The shores were once covered with oyster shells and other shellfish remains, accumulated over thousands of years, which led Europeans to call the area Cockle Bay.



TRACING THE EVOLUTION

The Changing Face of the Site Through Time



Pre-1788

Tumalong: A Place of Abundance and Connection

- The site was part of Gadigal Country, encompassing a rich ecological system of marshy mangroves and tidal waterways flowing into Darling Harbour (Tumalong).
- The Gadigal people thrived here, gathering food such as shellfish and hosting feasts, ceremonies, and cultural exchanges.
- Tumalong symbolised abundance and connection, with time for art, storytelling, and welcoming visitors from neighbouring groups.
- Evidence of shell middens along the shores demonstrates the enduring presence and sustainable practices of the Gadigal people. The area was a densely populated and culturally significant hub, long before colonisation altered the landscape.

1788 – 1920s

Reclamation and Industry: Reshaping the Land

- Colonisation drastically transformed the natural landscape through land reclamation projects, draining mangroves and filling waterways to create usable land.
- The area, now known as Cockle Bay, became a vital industrial and shipping hub in the 19th century, supporting Sydney's economic expansion.
- Rail lines, warehouses, and goods yards dominated the site, forming a centre for the movement of goods between the harbour and the growing city centre.
- This transformation marked a shift from a balanced ecosystem to a utilitarian infrastructure focused on production and trade.
- The natural and cultural layers of the land were obscured, replaced by the colonial narrative of growth and progress.

1930s – 1990s

Urban Decline and Renewal: From Industry to Civic Space

- By the mid-20th century, industrial activity declined, leaving much of the Darling Harbour area underutilised and neglected.
- Urban renewal efforts began in the 1980s, driven by the vision of transforming Darling Harbour into a civic, cultural, and leisure precinct.
- New developments included iconic attractions such as the Sydney Convention and Exhibition Centre, the Sydney Aquarium, and public promenades.
- The focus shifted from production to recreation, reconnecting Sydney's residents and visitors with the waterfront. While the transformation revived the area, it also solidified the divide between the dense CBD and Darling Harbour's open public spaces.



CAUGHT BETWEEN DENSITIES: A SITE OF MOVEMENT, ISOLATION, AND UNTAPPED CONNECTION.

2000s – Present Contemporary Fragmentation: A Place of Barriers and Potential

- Today, the site lies at the critical juncture of Sydney's CBD and Darling Harbour, acting as a bridge between two contrasting urban densities.
- Major roads and vehicular infrastructure dominate the area, creating physical and visual barriers that disconnect pedestrians from the site's historical significance.
- While the site serves as a conduit for movement, its street-level experience is characterised by walls, barriers, and a lack of cohesion.
- The legacy of its historical importance—as a place of cultural gathering, industrial productivity, and urban renewal—remains hidden under layers of urban fragmentation. Despite these challenges, the site holds immense potential to be re-imagined as a dynamic connector between city and harbour, reclaiming its role as a vital node of activity.



1. Identity and its relationship to its immediate context



2. The Site today - Identity and its relationship to its immediate context

HERITAGE CONTEXT

281-287 Sussex Street

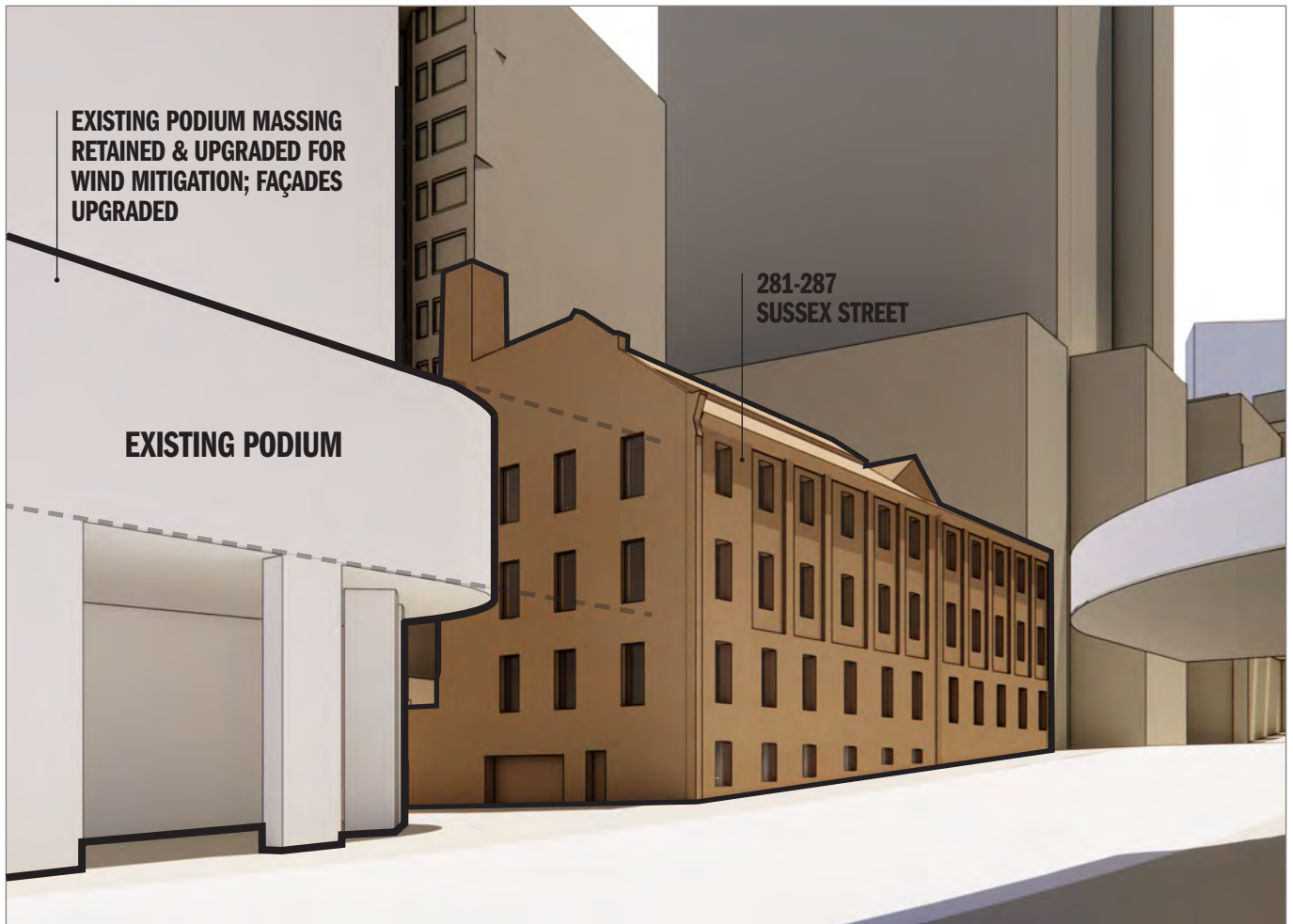


The Vintage Building, 281-287 Sussex Street

The Vintage building at 281-287 Sussex Street in Sydney, New South Wales is listed as a heritage building. It is a brick warehouse style building that was built in 1893 for the Mungo Scott Flour Mills. Following that, the building was later used by Seppelts Wines of South Australia, in which wine was prepared and matured. They

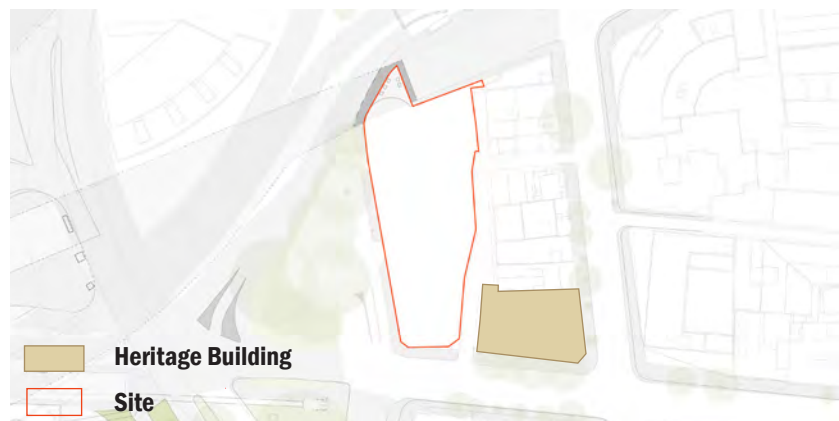
occupied the building from 1923 to 1972.

In 1981, the building was named 'The Vintage' and was converted into apartments by architects Wills, Denoon and Partners, with ground floor commercial spaces. The apartments have high cathedral ceilings, exposed beams and pillars, along with open plan living, kitchen and dining spaces.



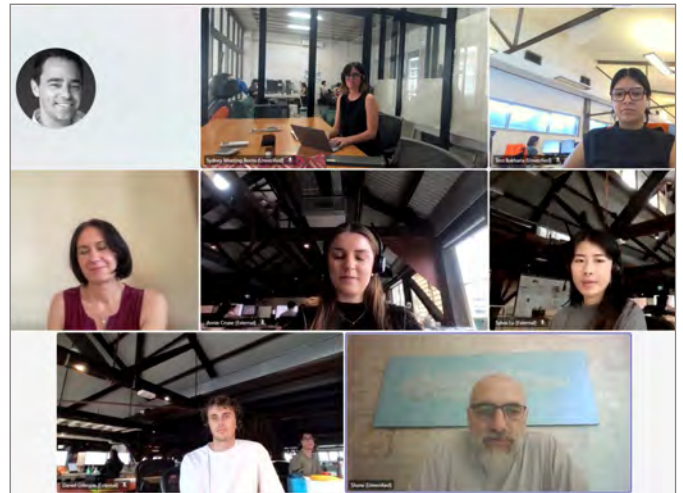
Podium Alignments

Podium massing has been retained as per the existing building massing. The existing podium levels align with the existing 281-287 Sussex Street features and parapet. However the existing facade will be upgraded and the new hotel will open out towards the heritage building, improving the current relationship between the two structures.



FIRST NATIONS ENGAGEMENT

Design Consultation at Project Inception



1st Yarn with Aunty Yvonne Simms

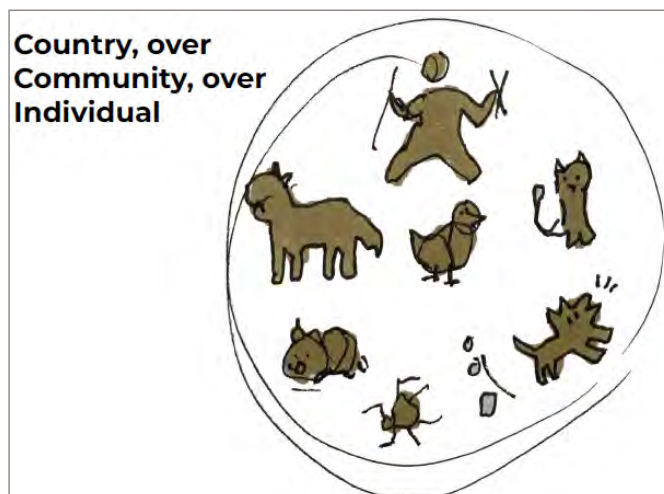
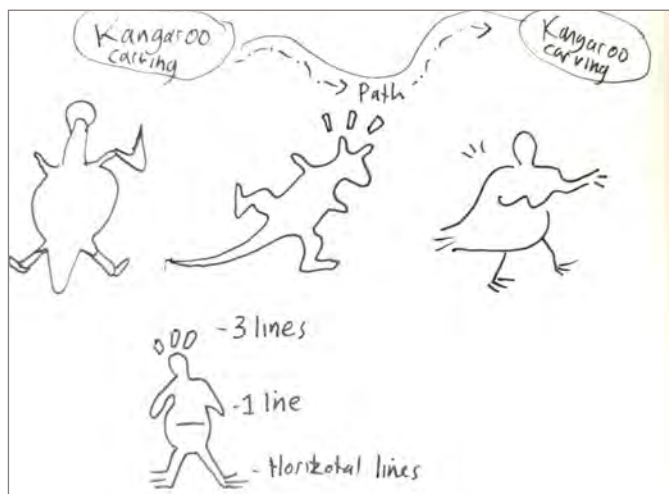
On Wednesday the 30th of October, the HSL design team met with Aunty Yvonne Simms at her house to talk about the site and project. Key design ideas discussed were that balconies are an important connection to country, that sandstone cliffs are important in Sydney iconography, connection to water will be key, and that the Day Street landscape has fantastic potential to include native plants and could reference a bora ring in some way - a welcome space for visitors.

An overwhelming theme is that telling the story of clan groups is important as key knowledge sharers age. This project, with event spaces and amenity offerings, has a lot of opportunities to integrate aboriginal language in to floor and room names.

1st Yarn with Dr Shane Smithers

On Thursday the 7th of November, the HSL design team met with Dr Shane Smithers to talk about the site and project. One of the main points reiterated through engagement is the importance of early workshops with Elders, knowledge holders and community members.

- The group discussed that the site location was known as a place where people would meet for festivals. The festival would include trades with saplings or seeds. Mt Annan had many species brought there from these festivals.
- Many species were culturally introduced through this practice, some by human's, others by birds. Both birds and humans would carry tree seeds and deposit them leading to native flora being spread around the area. This process helps maintain biodiversity and allows tree species to spread across various regions. Any future proposals should aspire to reintroduce biodiversity into the urban realm.
- Moreton Bay figs were a common species of tree within the area. These trees are native to the area and provided resource and shelter to the local mobs.



Aboriginal Design Principles (WSP)

→ Aboriginal Led

Aboriginal people (designers, elders and community members) should be leading or co-leading the Indigenous design elements.

→ Community involvement

The local Aboriginal communities will be engaged in a co-design process; where design teams, client and Aboriginal groups design the project together.

→ Appropriate use of Indigenous design

All Aboriginal design elements must be approved by consulted Indigenous Knowledge Holders. If approval is not given, the knowledge will not be used on the project.

Design Approach (WSP)

Image - Signage/surface treatment/ walls/art

Surface treatments using local Indigenous design knowledge, commissioned from artists, or by urban designers with engagement and approval from community. Signage helps to share the story of Country and its people.

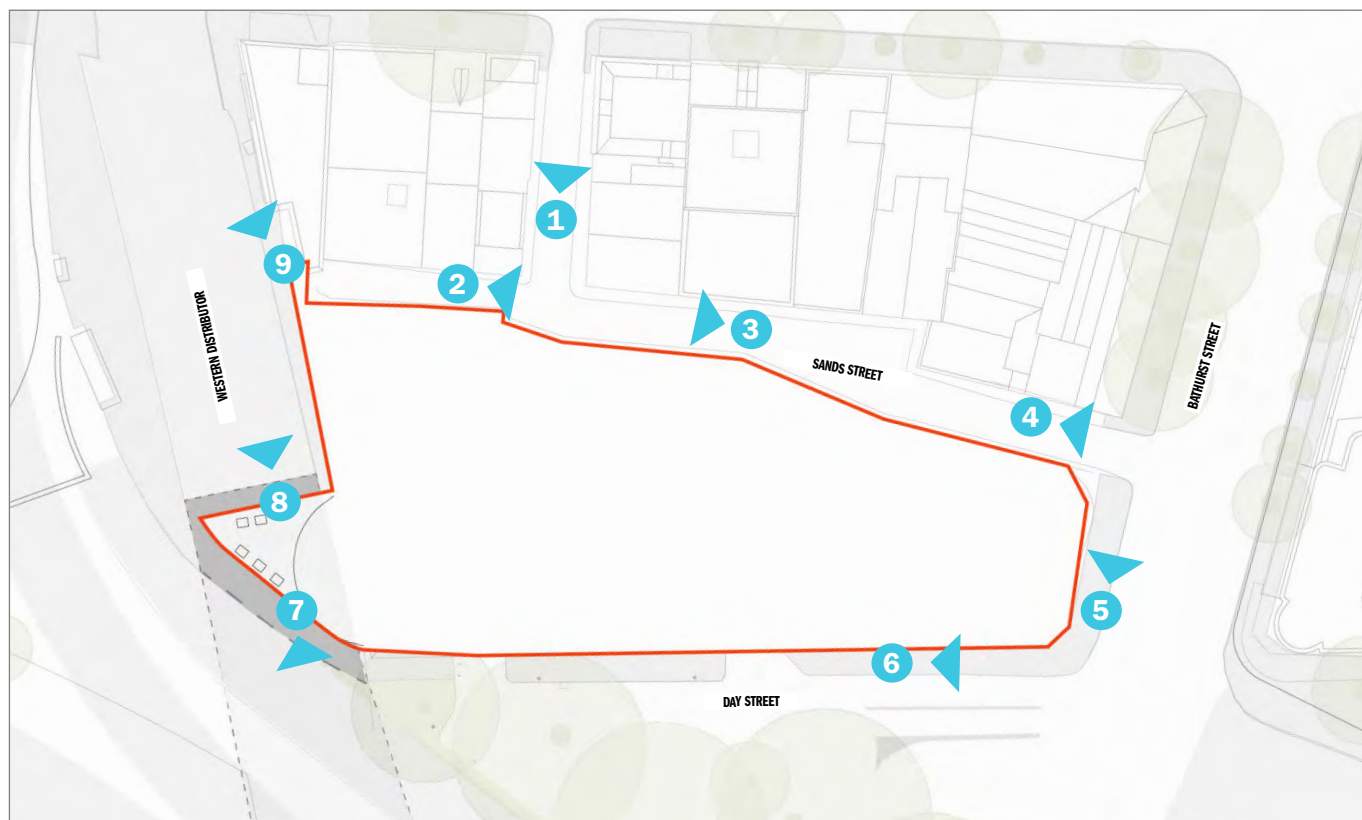
Space - Indigenous space/ landscaping

A space or landscape where Aboriginal people can have their culture celebrated. Yarning circles, space for contemplation, spaces for non human kin, cultural land stewardship practices, cultural fire, yam daisy propagation, etc. 3D forms, such as sculpture and art.

Language

Using First Nations language in the built environment to use it and keep it alive.

THE SITE TODAY



A 2281 m² site at the intersection of Darling Harbour and Sydney City.

The existing Day Street streetscape follows a predominantly straight line from China Town to Darling Harbour, lined by large trees, with the canopy of the trees defining the edge of the city. The immediate surrounding area is characterised by a stark contrast from open space roadways bordering Darling Harbour to the continuous face of medium rise buildings that form the city wall. Whilst there are

limited heritage items on Day Street, there are multiple heritage sites in the broader context as the roads ascend up towards Town Hall.

The site location provides key strategic importance for the transformation of the interface between Darling Harbour and the City Centre. Unlocking its potential will help to create stronger pedestrian connections between the two key tourist locations. Currently the existing hotel building provides limited contribution the surrounding street environment and Town Centre Character.

The existing street character along

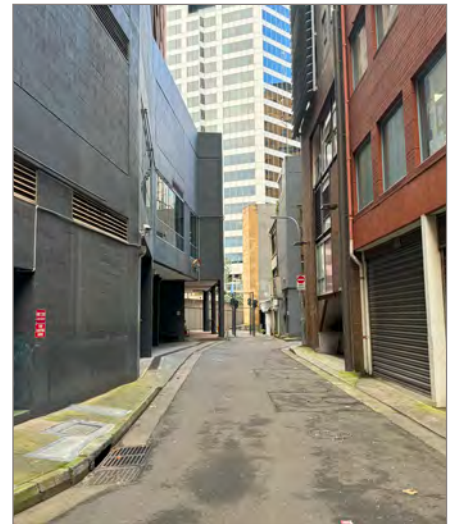
both Day Street and Bathurst Street is predominantly defined by concrete frame buildings from the 1980s to the early 2000's. Notable design features in the area are chamfered geometries, window walls, and coloured concrete finishes (with the exception of heritage brick structures).



1. Sands Street



2. Sands Street



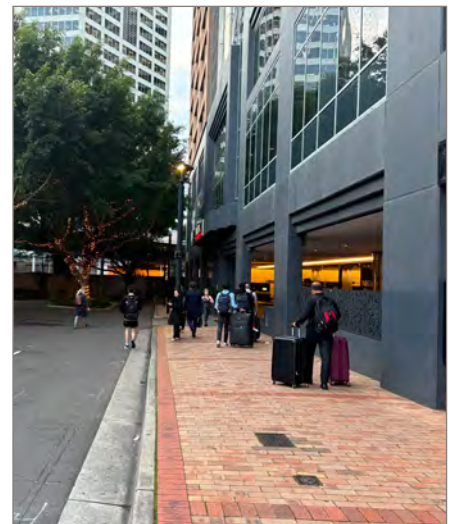
3. Sands Street



4. Sands Street



5. Bathurst Street



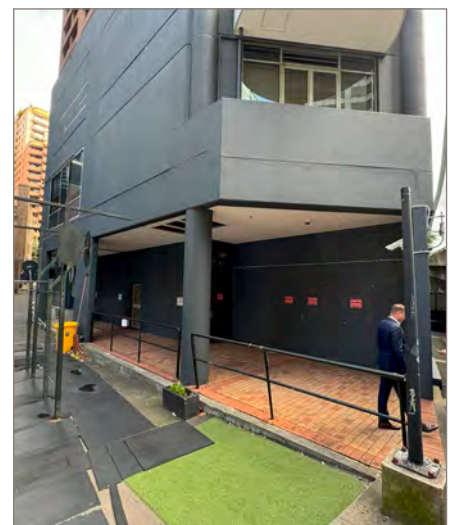
6. Day Street



7. Under Western Distributor



8. Under Western Distributor



9. Sands Street

SITE ANALYSIS

A Place of Confluence – where land and water meet, shaped by the flow of people and vehicles.



Precinct Topography

The site is located at the base of a sandstone ridge that runs north-south through the city. The topography slopes from the Town Hall down towards Darling Harbour and the waters edge. This results in the PARKROYAL building being sited lower than the CBD tall buildings and a natural stepping down of forms to the west.

LEGEND

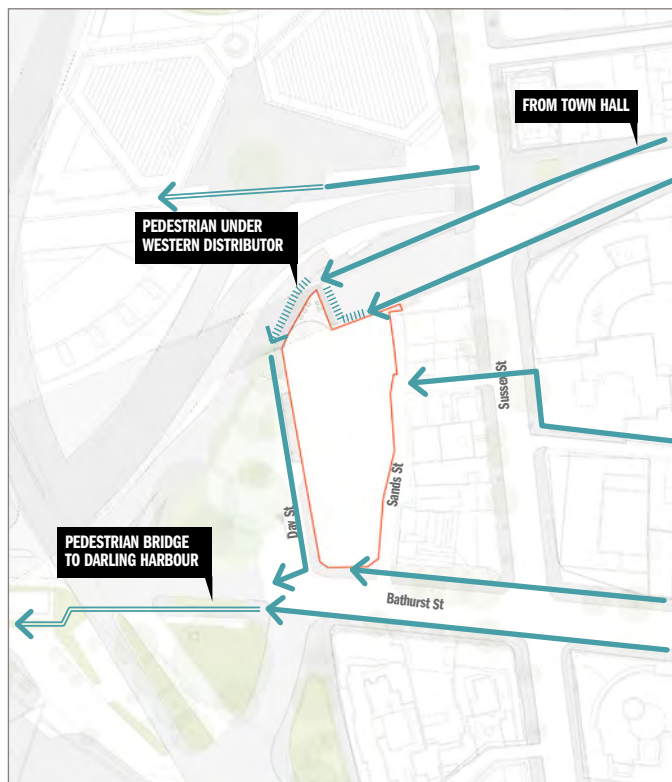
- Major North-South Vehicular Access
- Downward Topography Direction

Urban Public Open Space and Active Frontage.

The site is located at the western edge of the CBD, with limited active frontages in this area. Given the site location on the boundary between the City and Darling Harbour, it can play a key role in activating the city edge and laneway networks between Darling Harbour and the Town Hall.

LEGEND

- Active Frontage
- Inactive Frontage
- Public Open Space
- Green Open Space

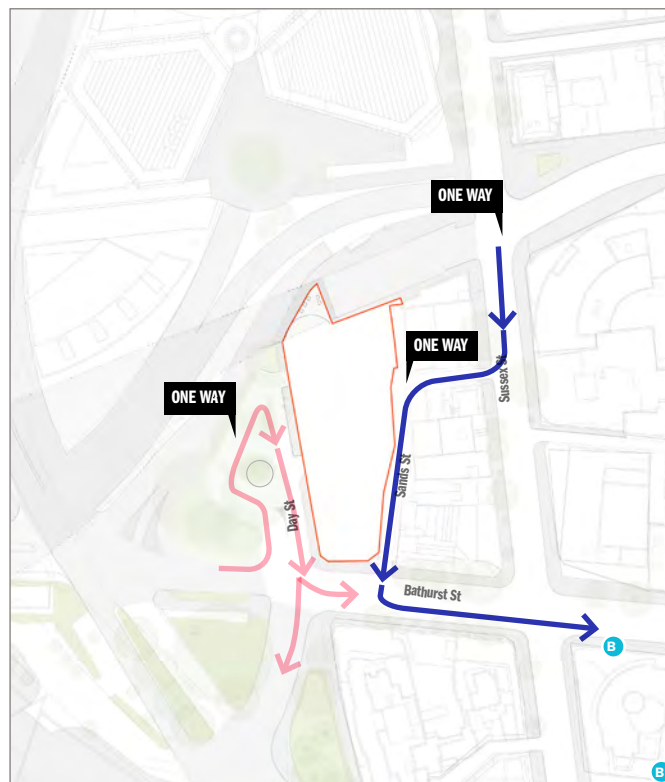


Pedestrian Network: East-West Connections.

To the west, fast-moving traffic flows along major roads and the Western Distributor, while to the east, slower pedestrian and vehicular movement occurs through laneways. Pedestrians mainly travel east to west between the city and Darling Harbour, crossing under the Western Distributor to the north or over a bridge to the south. This project could significantly improve the pedestrian experience in this area.

LEGEND

	Pedestrian Access
	Pedestrian Below
	Pedestrian Above



Transport Connectivity and Vehicle Access.

The main transport connections at the site are to the east, in the CBD. Almost all hotel patrons leave the site and move east, unless specifically going to Darling Harbour. The hotel could better address this movement along Bathurst street.

The hotel drop off and servicing are defined by the one way streets, and there is a very strong division between BOH and FOH in the current arrangement.

LEGEND

	Service Vehicle
	Drop-off Vehicle

PLANNING AND POLICY CONTEXT

SITE LOCATION AND CONTEXT



A strategic site to improve the City of Sydney Urban Fabric.

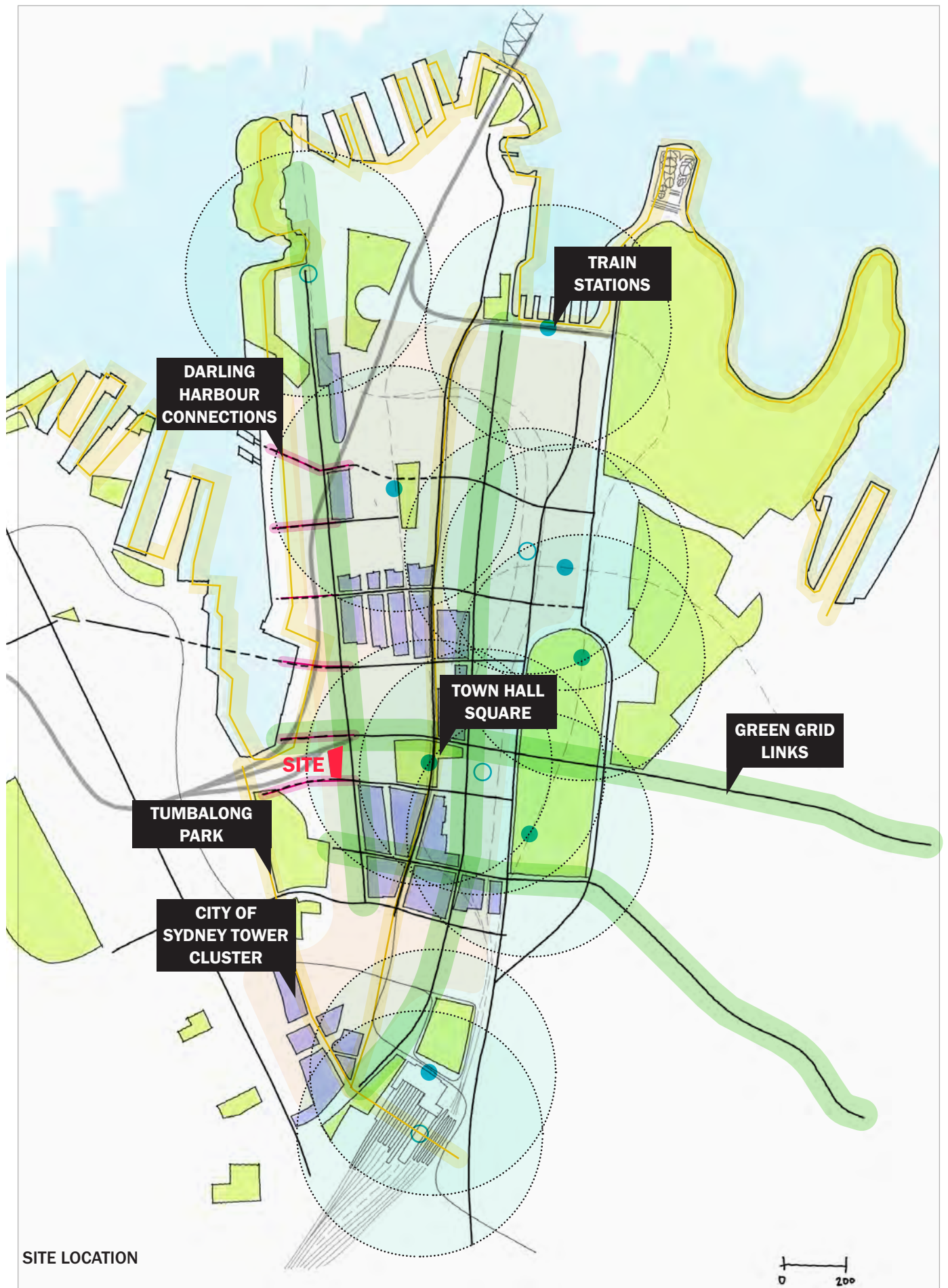
150 Day Street is situated in the western part of Central Sydney, within the City of Sydney local government area. The site is bordered by Day Street to the west, where the main entrance to the PARKROYAL Hotel is located. To the south, it is bound by Bathurst Street, and to the east, by Sands Street. To the north, the site faces the Western Distributor and connects to a pedestrian laneway that separates it from the surrounding road infrastructure.

This location is positioned at a crucial interface between Sydney's city centre and the Darling Harbour entertainment precinct. It is within walking distance of Sydney Town Hall and offers easy access to metropolitan, intercity, light rail, and bus networks.

The planning proposal has been developed in accordance with the Central Sydney Planning Strategy (CSPS), which emphasizes the need for the city centre to provide employment-generating floorspace. In line with this objective, the proposal seeks to add further employment floorspace to a site that is well-served by amenities, close to public transport, and less impacted by sun access controls.

The aim of this proposal is to define a built form for the site that ensures a suitable development outcome, demonstrates design excellence, and aligns with the objectives of the CSPS and broader strategic planning goals. This vision has guided the Reference Scheme created by Hassell, which is detailed in the accompanying Urban Design Report.

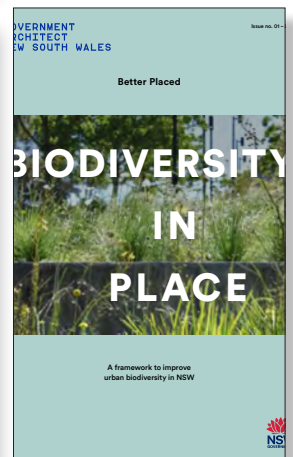
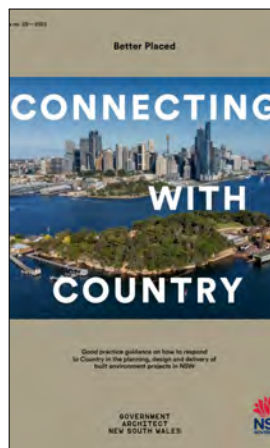
This proposal minimises embodied carbon while maximising servicing efficiencies by appropriately expanding on the existing hotel offer.



METROPOLITAN STRATEGIC CONTEXT

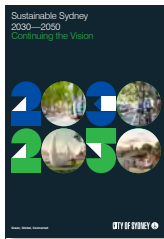
Strategies, Policies and Guidelines

In developing the 150 Day St Proposal it has been critical to ensure consistency with NSW Government policies and strategic priorities. The documents indicated here are seen as the key strategy and policy documents of relevance ensuring alignment across all levels of government.



Sustainable Sydney 2030–2050 Continuing the Vision, City of Sydney

- Create a city centre that is inviting, clean and safe by day and night. At its heart are creativity and public art.
- Ensure that our local main streets are thriving hubs with their own distinctive characters.
- Design a city that is greener and calmer with more space for people on the streets.



Public spaces & public life: Sydney 2020, Gehl

- Improve the pedestrian links between the city and the water physically and visually.
- Continue to promote active ground floors and human scale details whilst creating a comfortable, shaded, micro-climate.
- East-west streets should be calmed over time and provide direct access to harbour and parklands.
- Activate lane ways and create environments conducive for dwelling.



Biodiversity in place, Government Architect NSW

- Integrate water-sensitive urban design to treat and hold water.
- Plant diverse understory to support street tree health.
- Introduce greater planting and diversity to help to mitigate the impacts of climate change and contribute to a new 'civic' identity in our urban environments.
- Add to a series of smaller and iterative moves to create a network across the urban environment.



Think Darling Harbour 2050: Key Directions Report, Urbis

- Breakdown boundaries between Darling Harbour and the city, start to blur the hard lines between formal and informal.
- Opportunities to reconnect and explore the natural experiences.
- "Open space delivered as part of privately owned built form should deliver part of the strategic public domain network."
- Explore the possibilities of the "in-between" spaces and breaking down the distinctions and boundaries.



CENTRAL SYDNEY PLANNING STRATEGY

"Introducing a new planning pathway for heights and densities above the established maximums limits will increase growth opportunities for employment floor space, promote the efficient use of land, and encourage innovative design. It will also unlock opportunities for the delivery of cultural, social and essential infrastructure and improved public spaces commensurate with growth. These opportunities are focused in those areas of Central Sydney less constrained by sun access planes."

The below assessment reviews the planning proposal against the CSPS 10 key principals:

Principal 01. This proposed development will approximately double the capacity of the existing hotel, from the provision of additional accommodation to increased hospitality offers.

Principal 02. This proposal is grounded in a commitment to retain the existing building structure, whilst improving the envelope performance significantly.

Principal 03. The proposal commits to removing car parking access infrastructure in order to release active frontage and create a permeable ground plane that better connects the city to the Darling Harbour.

Principal 04. This proposal is aspirational in its vision of building a new hotel over the top of an existing one, using existing resources and land efficiently and significantly increasing employment floor space.

Principal 05. This proposal aims to increase the quality of the road and

footpath infrastructure on the western fringe of the Sydney, whilst enhancing key pedestrian routes, such as the current derelict pedestrian link underneath the western distributor.

Principal 06. This project will set a new benchmark for retention of existing building fabric by plunging new lifts through an existing building, in order to service a new building over the top. Beyond adaptive reuse, the co-location of two hotels allows for the optimisation of shared services to support two distinct hotels.

Principal 07. The maximum height of the proposal is defined by the solar access plane to the Future Town Hall Square. The site is ideally located away from any key solar access planes to public spaces and does not break through any proposed solar access planes. Given the topography slopes downhill from the city centre to the site, it is an ideal location to increase floor space under any solar planes.

Principal 08. Increasing the building height in order to provide accommodation for a second hotel will release ground floor functions to be activated frontages. A porte-

cochere will be removed from the urban realm and wider streets that are pedestrian priority will be reinstated in this busy pedestrian area.

Principal 09. The conceptual design approaches of grafting a new building to an existing structure and providing significant greening across the building envelope combine to create a significant design opportunity.

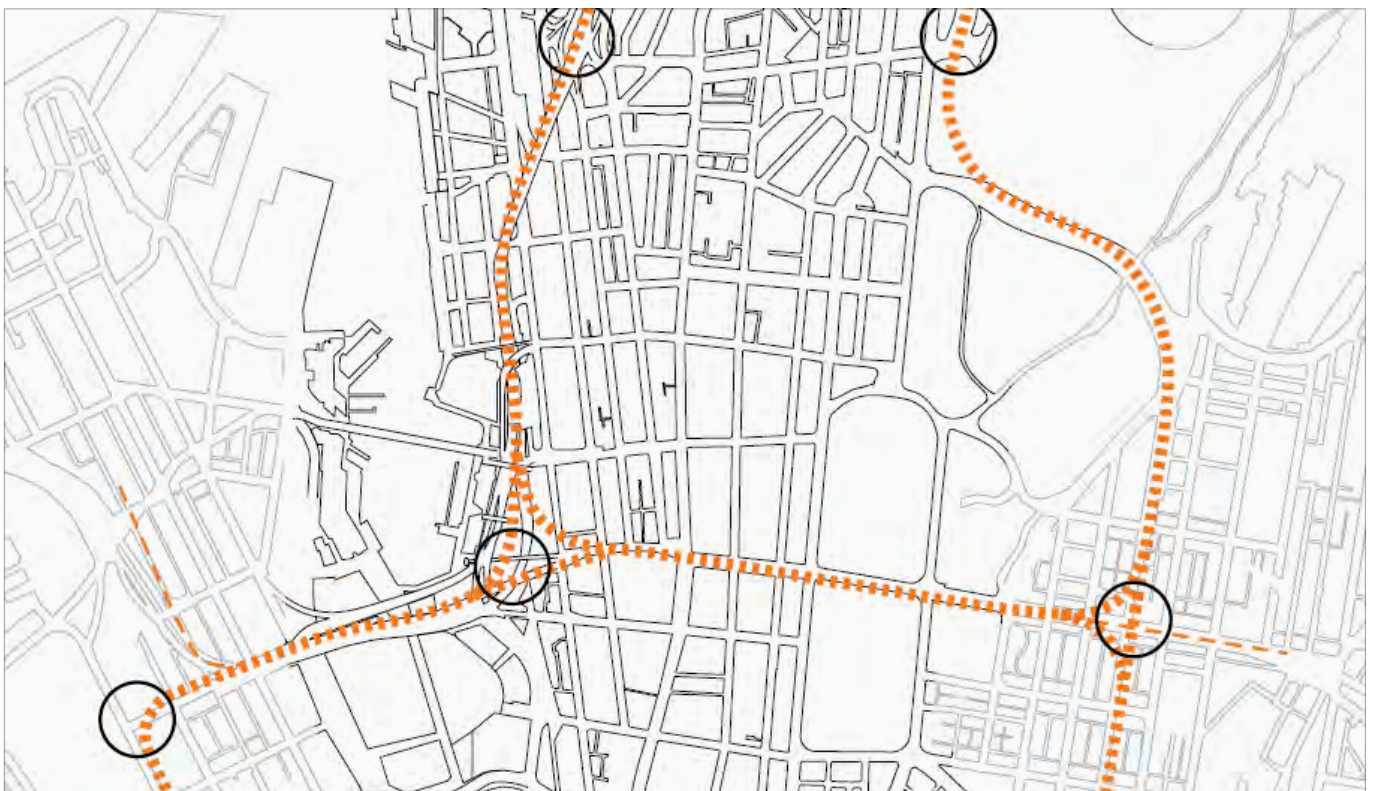
Consolidate and simplify planning controls
by integrating disconnected precincts back
into the city,



4.1
Structure plan



Summa



GROWING THE TOURISM SECTOR IN THE NSW ECONOMY

"Tourism is one of the fastest growing economic sectors in the world. It contributes significant economic growth and diversification across a wide range of employment opportunities. Tourism generates more than \$30 billion of the state economy every year, and contributes approximately \$36 million a day across metropolitan Sydney."

- CSPPS

The planning proposal has been developed in response to the Central Sydney Planning Strategy, which outlines objectives and a framework to ensure growth is:

- employment-driven;
- sensitive to significant locations; and
- highly sustainable, addressing climate change.

The landowner has commissioned various studies to support this request, including this report, which demonstrates how the proposal aligns with the City's vision for a competitive Central Sydney. The vision aims to accommodate growth through increased building height and density in select areas, while safeguarding public domain amenity.

Central Sydney Planning Strategy

The proposed amendments to planning controls will support the creation of additional employment-generating floor space, in line with the Central Sydney Planning Strategy's vision. This growth will not negatively impact public spaces and will enhance public domain outcomes in an infrastructure-intensive area of the city.

Greater Sydney Region Plan

The Greater Sydney Region Plan outlines key characteristics for Greater Sydney's future, noting that:

"Development should focus on optimizing air rights rather than expanding the urban footprint to create more space."

This proposal to develop a new building on top of an existing hotel will set a new standard for sustainable densification in Sydney city.

Objective 24 identifies the economic sectors which are targeted for success. The Jobs for the Future report identifies eleven segments that NSW should target to create 1 million new jobs in NSW by 2036. These segments include: Tourism.

Strategic Location

The site is strategically located at the boundary of the Central CBD and Darling Harbour. It is in close proximity to both business hubs and major visitor attractions, offering essential visitor and overnight accommodation to strengthen the connection between business and tourism.

City of Sydney Visitor Accommodation Action Plan

The plan emphasizes the need to expand and diversify the supply of accommodation to meet the growing demand from domestic and international visitors.

In conclusion, the proposal for two co-located hotels is highly efficient, offering environmental benefits, reducing loading and traffic demands, and increasing the number of hotel rooms in central Sydney on sites that are already designated for hotel use.

STRATEGIC CONSULTATION WITH THE CITY OF SYDNEY

Site-specific merit

Wind

The site's location on the western edge of the CBD leaves it highly exposed to wind. Initial proposals presented do not feature a tower setback or other building envelope features that could interrupt downdrafts generated by the building. A quantitative wind effects report is required to evaluate the existing wind conditions and any changes caused by the proposed building envelope. The safety and comfort standards for wind conditions in Central Sydney are outlined in section 5.1.9 of the Sydney Development Control Plan 2012 (DCP). Note that the Wind Comfort Standard applied should be appropriate for the proposed use of the public place, noting the intention for the activation of street frontages along Day Street. Awnings and/or landscaping elements and trees cannot be relied upon to mitigate wind impacts.

Solar Access and View Analysis

Some analysis of solar access to neighbouring residential buildings has been conducted, but more detail is required to ensure the proposal complies with the objectives of the Apartment Design Guide. The City's draft guidelines for Minimising overshadowing of neighbouring apartments can assist with the methods for measuring compliance. These calculations need to be completed for all affected neighbouring residential properties. A View Impact Assessment will also be required for nearby residential buildings, including those on the eastern side of Sussex Street that may not be directly affected by a loss of sun access.

No additional overshadowing analysis

Initial sun access analysis provided states that the proposed building envelope has been delineated according to the indicative contours of the Future Town Hall Square No Additional Overshadowing control provided in section 5.1.7.2 of the Sydney DCP. Part of the additional sun access analysis required will need to prove that any proposal will satisfy section 6.19 'Overshadowing of certain public places' of the Sydney LEP, namely that any development will not cause additional overshadowing to the Future Town Hall Square between midday and sunset all year.

Transport

A Transport Impact Study will be required to consider the impacts of the increased traffic generated by the intensification of uses on the site. Earlier discussions proposed changes to vehicle access including the removal of one of the driveways, reorientation of the basement levels, a new vehicular exit to Sands Street, and removal of the porte-cochere resulting in the use of the public place of Day Street for all visitor pick-ups and drop-offs. Impacts on surrounding streets including Sussex and Bathurst Streets must be clearly articulated, and it must be proven that the site can accommodate all servicing and loading requirements within its boundaries.

Public Domain

Internal discussions at the City will continue regarding the future intentions for the public domain of Day Street. Any additional information that can be provided regarding the landowner's vision for the space would be appreciated and should feature as part of the

Letter from City of Sydney

All redevelopment sites in Central Sydney provide opportunities for the City to meet and exceed its net zero energy targets and align with the directions of Sustainable Sydney 2030-2050 Continuing the Vision.

Long term commitment to enhancing urban fabric and economic vitality.

For the past two years, we have engaged in ongoing consultation with the City of Sydney to identify ways for this site to better contribute to the city's urban fabric, employment economy, and environmental targets. This dialogue has shaped the vision for the proposed redevelopment, ensuring alignment with key strategic priorities

Environmental Sustainability at the Core.

An Environmentally Sustainable Development (ESD) Strategy is the cornerstone of this proposal, responding to the City of Sydney requests to:

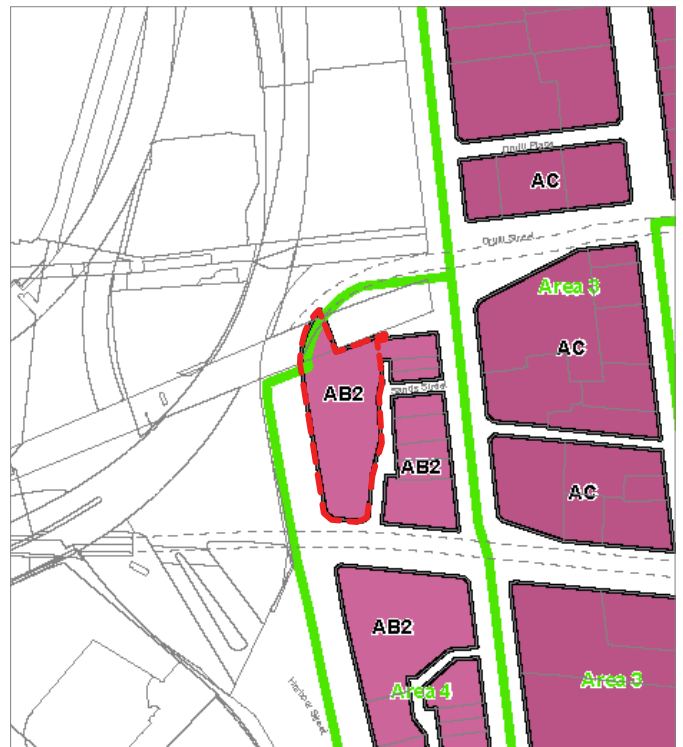
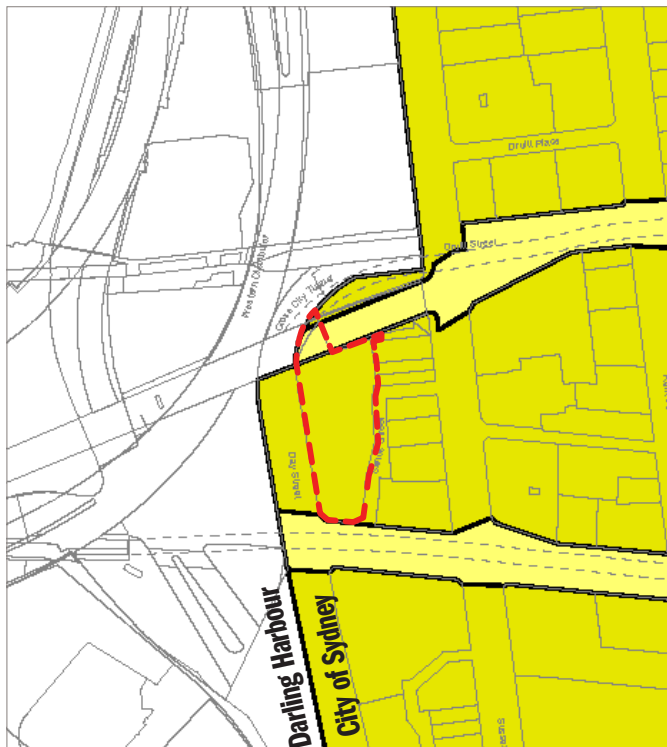
"Outline how the new storeys and the existing structure can achieve exceptional environmental performance with consideration to, but not limited to, embodied carbon, thermal efficiency, ventilation, renewable energy, water efficiency, waste management, and green roofs and walls.

Considering UOL's track record in delivering hotel concepts with notable green features such as the Parkroyal Collection, this issue forms a key part of this project's strategic merit argument."

This project is underpinned by the very sustainable concept of increasing hotel capacity at sites that are already servicing hotels. The expansion of an existing hotel to provide a second hotel offer not only streamlines the provision of services efficiently from reducing traffic impacts to reducing embodied carbon from the project, but also uses land in a more efficient manner within the central sydney CBD whilst enabling the economy to grow.

CURRENT PLANNING CONTROLS

Sydney LEP 2012



Land Zoning.

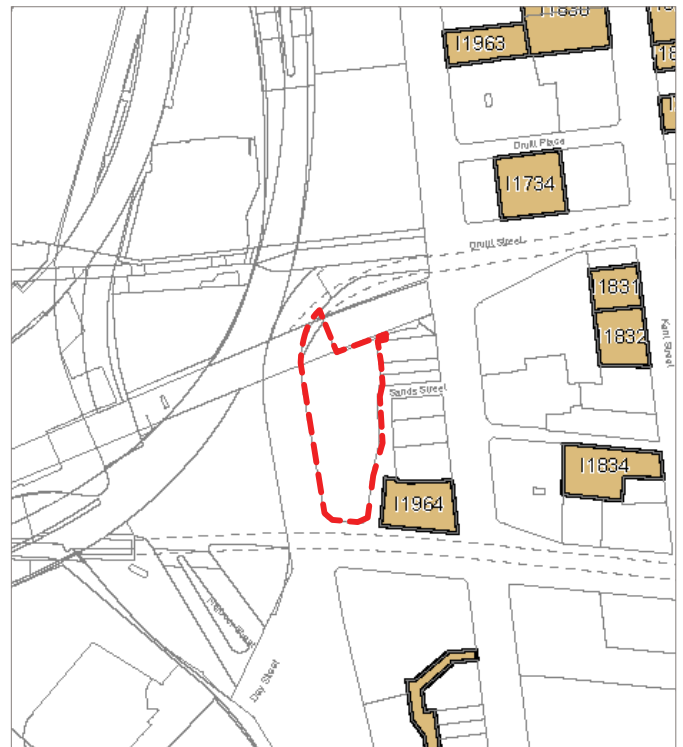
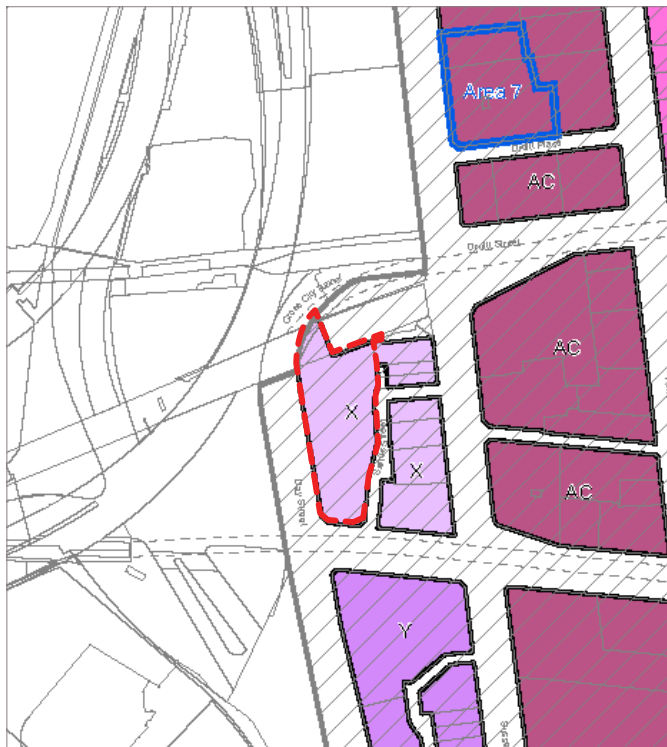
The Site is zoned as Metropolitan Centre (SP5) according to the Sydney LEP 2012.

E1	Local Centre
E2	Commercial Centre
E3	Productivity Support
E4	General Industrial
MU1	Mixed Use
R1	General Residential
R2	Low Density Residential
RE1	Public Recreation
SP1	Special Activities
SP2	Infrastructure
SP5	Metropolitan Centre

Floor Space Ratio.

The maximum permissible floor space ratio on the site is 7.5 : 1 according to Sydney LEP 2012. City of Sydney noted that there can be a commensurate increase to the maximum FSR control when increase the building height limit from 45m to approx. 85m.

Maximum Floor Space Ratio (n:1)	
F	0.6
H	0.7
L	0.8
N	1
P	1.25
S1	1.5
S2	1.75
T	2
U1	2.5
U2	2.75
X	4
Y	4.5
Z	5
AA1	6
AA2	6.5
AB1	7
AB2	7.5
AC	8
AD	9
AE	10
AF	11



Heights of Buildings.

The Maximum Building Height is 45m as per the Sydney LEP 2012. The proposal is to increase the building height limit from 45m to 85m according to the City of Sydney.

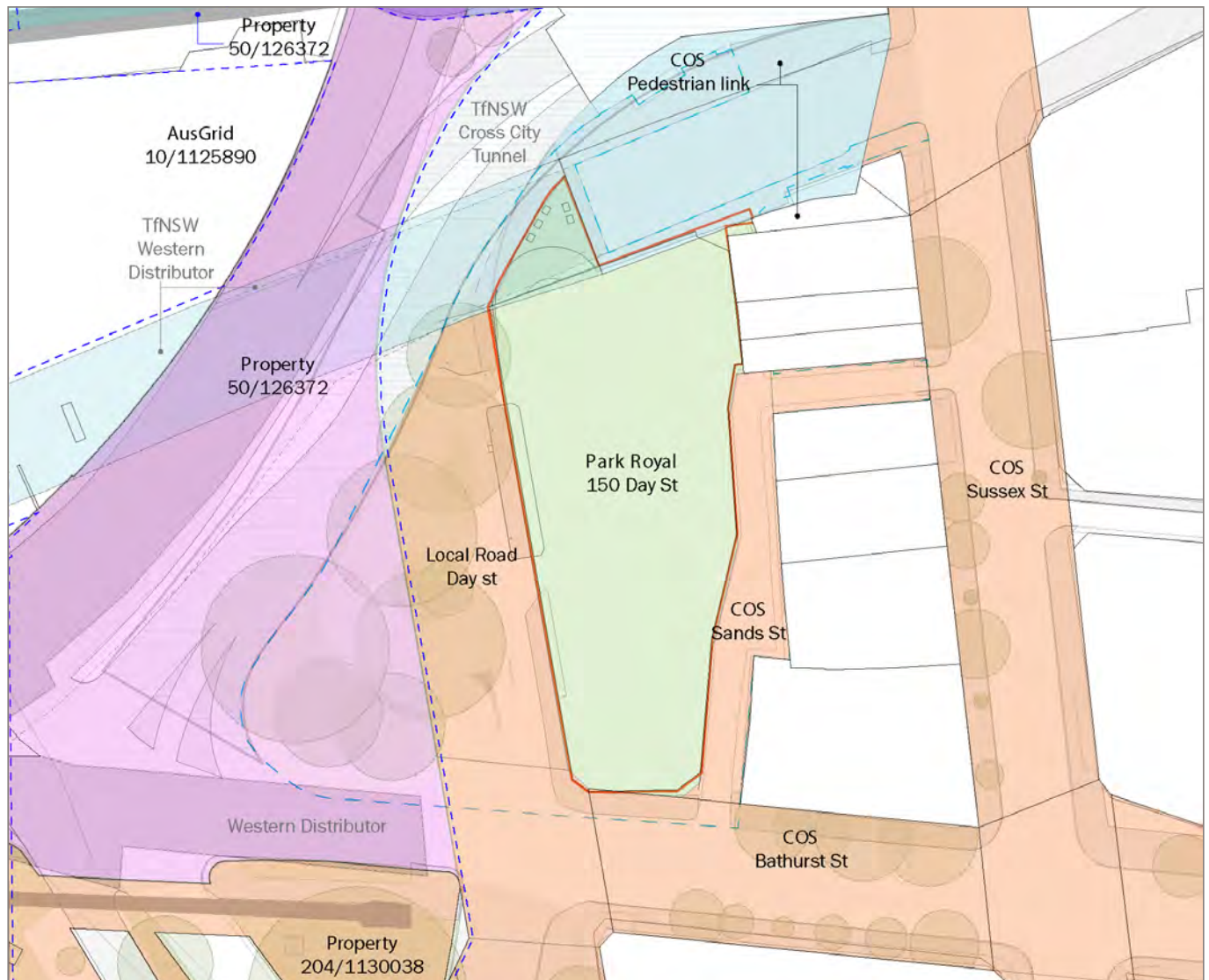
A	3	T3	28
E	6	T4	29
H	7.5	U1	30
I	8	U2	33
J	9	V	35
L	11	W1	40
M	12	W2	42
O	15	X	45
P	18	Y	50
Q	20	Z	55

Heritage.

No part of the site is listed in the Sydney 2012 LEP as a Heritage Item. The neighbouring building I1964 is a listed heritage item as per Sydney LEP 2012.

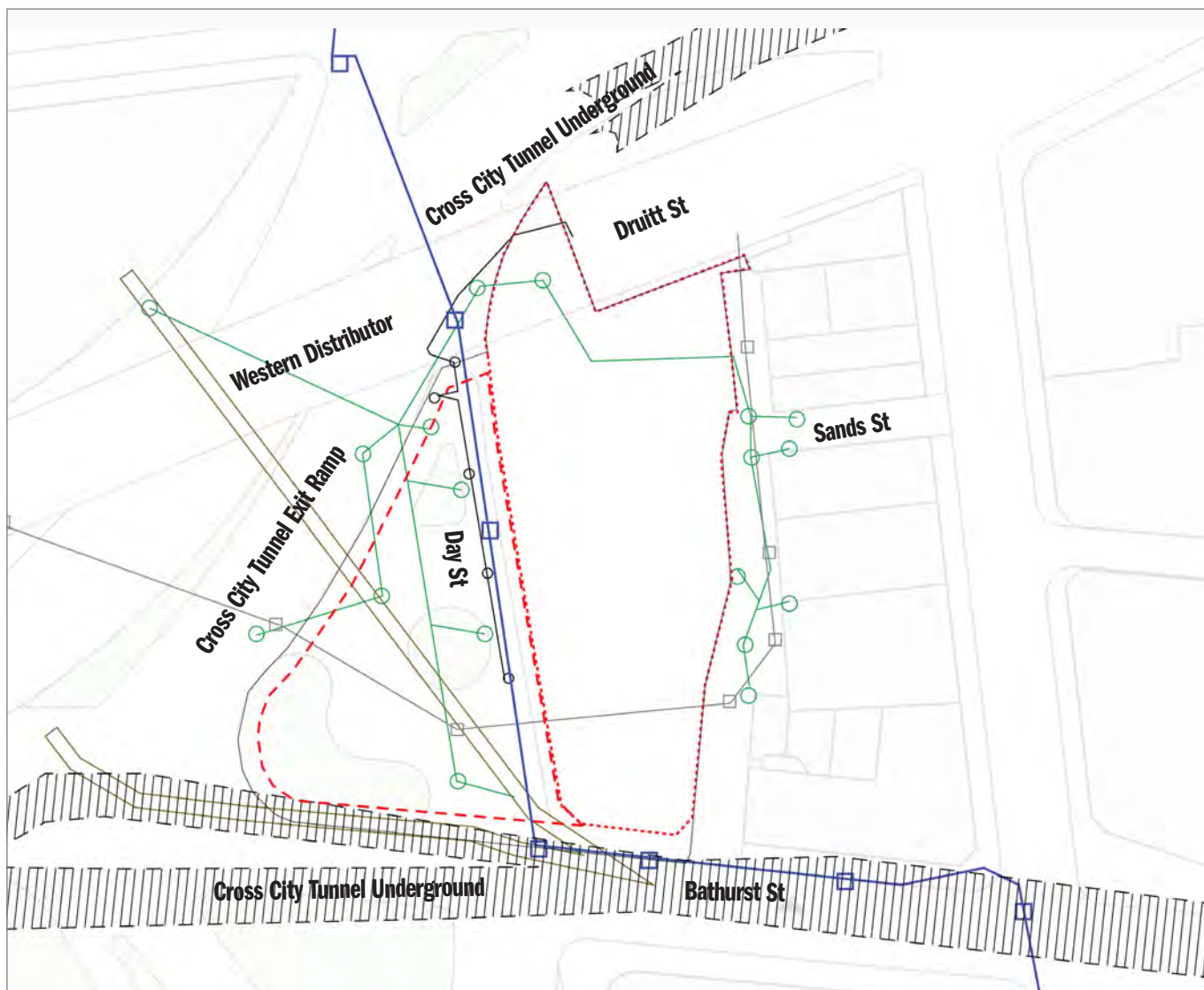
	Conservation Area - General
	Item - General
Cadastral	
	Cadastral 18/03/2024 © City of Sydney

CURRENT PLANNING CONTROLS



Land Ownership.

The site boundary sits wholly within the City of Sydney, while the Day Street frontage is also within Placemaking NSW remit. This is noted when discussing possible urban realm upgrades and better activation of the pedestrian areas bordering this site.



Services and Infrastructure Interfaces.

The site is bound by the cross city tunnel to the north and south, and the western distributor. Given the site is adjacent to this significant road infrastructure a study has been undertaken confirming there is no critical infrastructure impeding further development of the site.

No current DA's or immediate plans

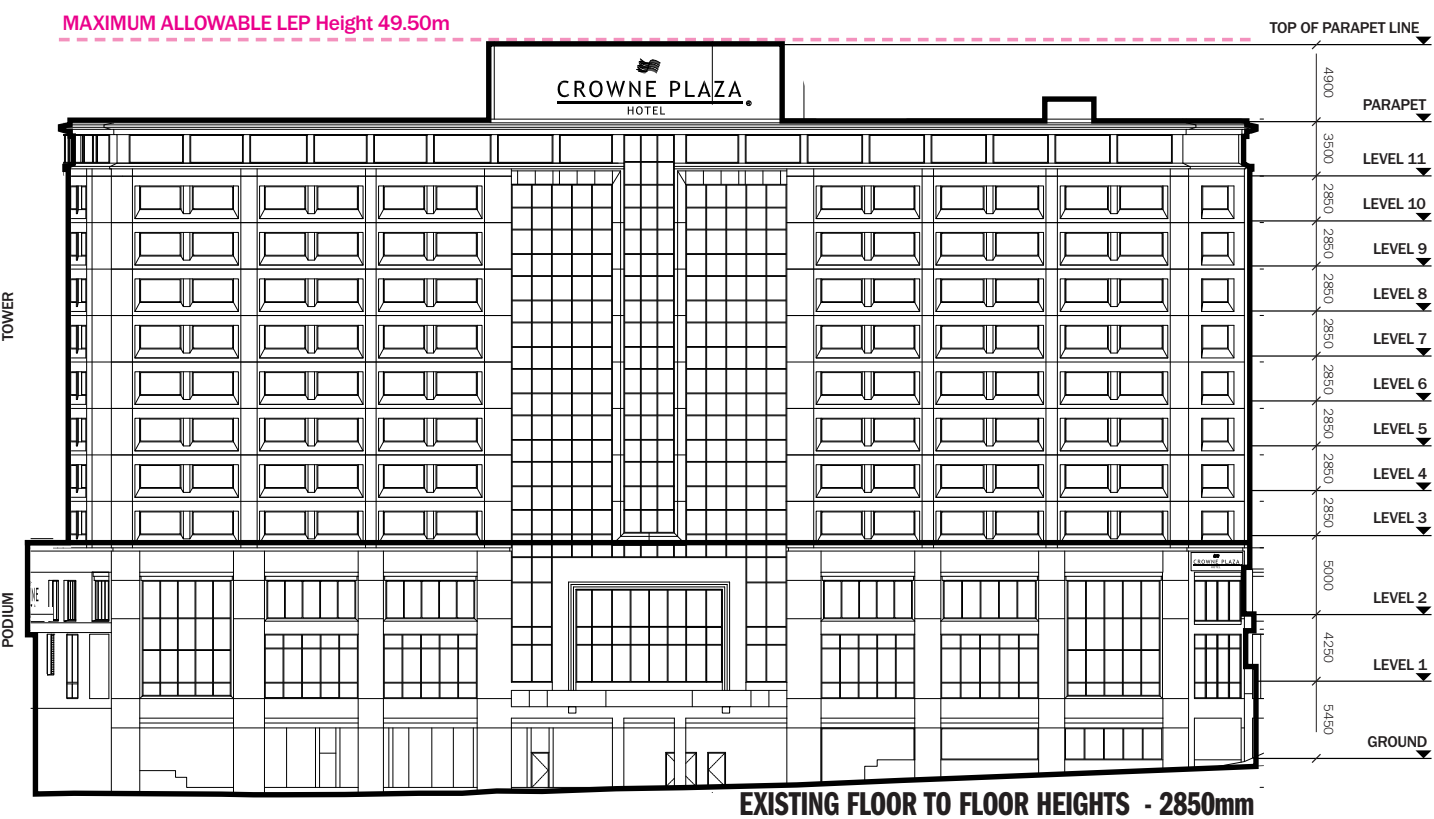
for Day St according to Council's Duty Planner and Traffic Operations Team.

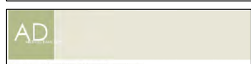
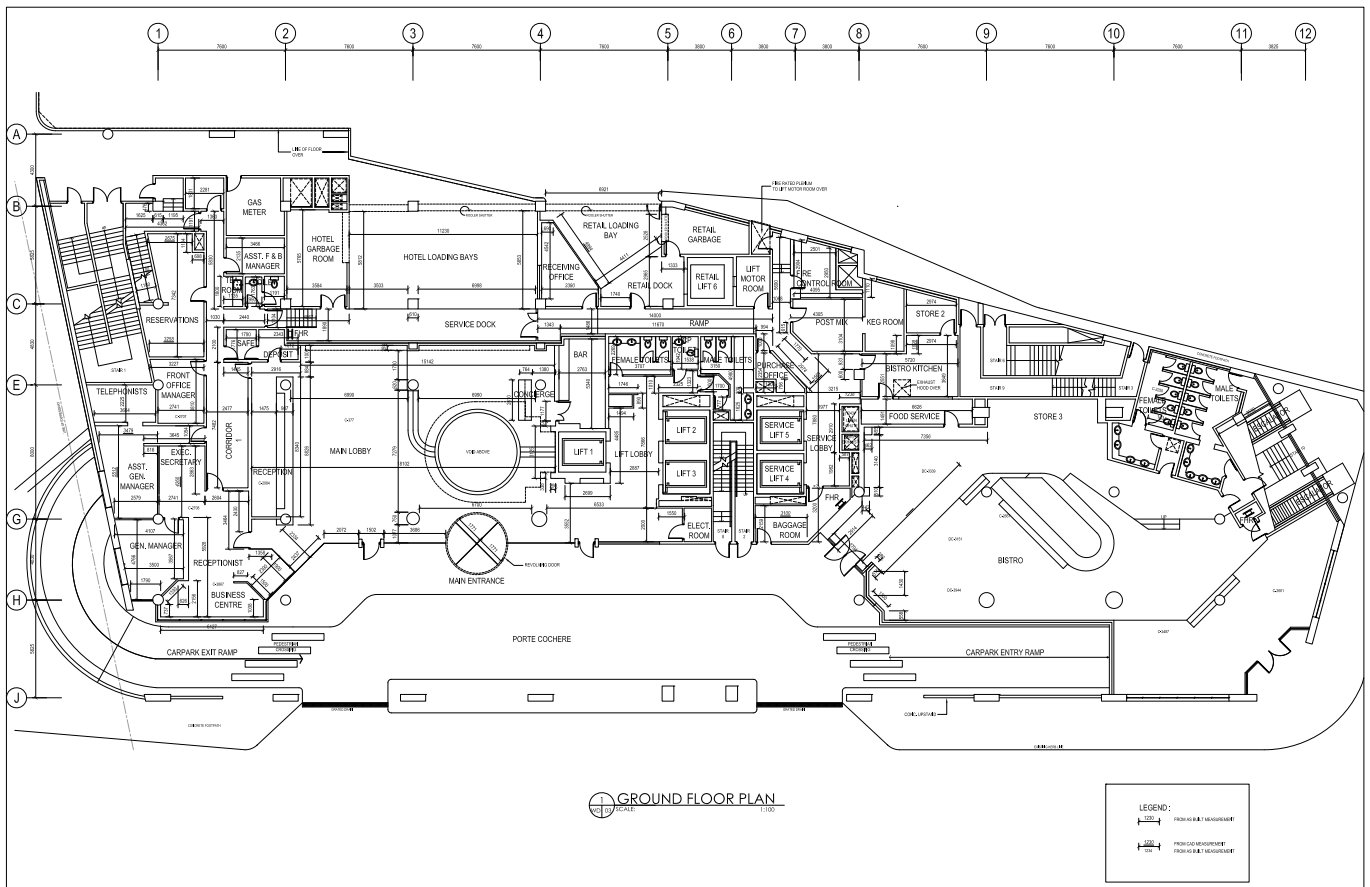
Council not currently aware of any major infrastructure below the surface level of Day St.

- Existing Site Boundary
- - - - - Extended Site Boundary
- AUSGRID
- Storm Water Mtnce Hole
- Storm Water conduit
- Storm water Structures
- OPTUS Cable
- Cross City Tunnel
- Underground Electrical Cable
- Electrical Pit

EXISTING BUILDING OVERVIEW

The existing building height is the maximum allowable under the LEP and therefore restricts investment in the site. The existing structure of the building is built to the site boundary. The existing hotel floor to floors encourage the hotel to preserve its current use in any adaptive reuse scenario.





CROWNE PLAZA DARLING HARBOUR
SYDNEY

UOL
CROWNE PLAZA
DARLING HARBOUR
SYDNEY

Project No.: 10000
Project Name: CROWNE PLAZA
Scale: 1:1000
Sheet No.: 10000-1

PROJECT VISION

THE ROLE OF THIS SITE IN THE CITY

Location



Gateway To The City

The site occupies a pivotal location as a primary entry point into Sydney. Positioned between Darling Harbour and the CBD, it serves as a critical threshold for visitors and residents arriving from the western approach. Its visibility and strategic placement offer a unique opportunity to define a strong sense of arrival and establish a dynamic presence within Sydney's urban fabric.



Convergence Of Movement

The site is situated within a highly active network of movement, where pedestrian pathways intersect with vehicular routes and public transport systems. Above-ground expressways, below-ground tunnels, and laneways converge here, creating a dynamic flow of activity. This makes the site a crucial connector, capable of uniting fragmented urban links and improving accessibility between key destinations like Tumbalong Park, Darling Harbour, and the city core.



Bridging Characters And Scales

The site uniquely bridges two contrasting urban conditions: the dense, high-energy character of the CBD and the more open, relaxed atmosphere of Darling Harbour. Its transitional position allows it to mediate these scales, creating opportunities to harmonize the fast-paced city environment with the waterfront's leisure-focused identity. This duality offers potential for a design that integrates and celebrates the diverse urban experiences of Sydney.

Challenges



Fragmented Urban Edges

The site is characterised by disconnected edges and underutilised spaces that disrupt its relationship with the surrounding city. These fragmented areas fail to integrate with neighbouring precincts such as Darling Harbour, Tumbalong Park, and the CBD.



Underwhelming Western Arrival Experience

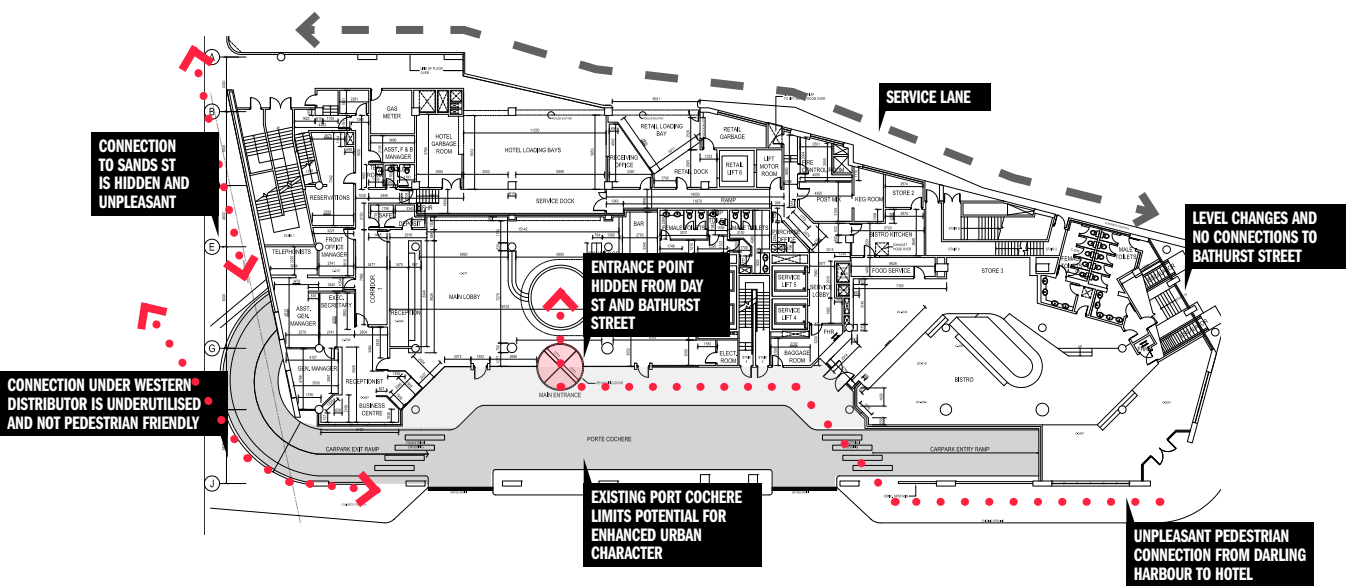
The site forms part of Sydney's western arrival sequence, yet it does not establish a strong or memorable gateway to the city.



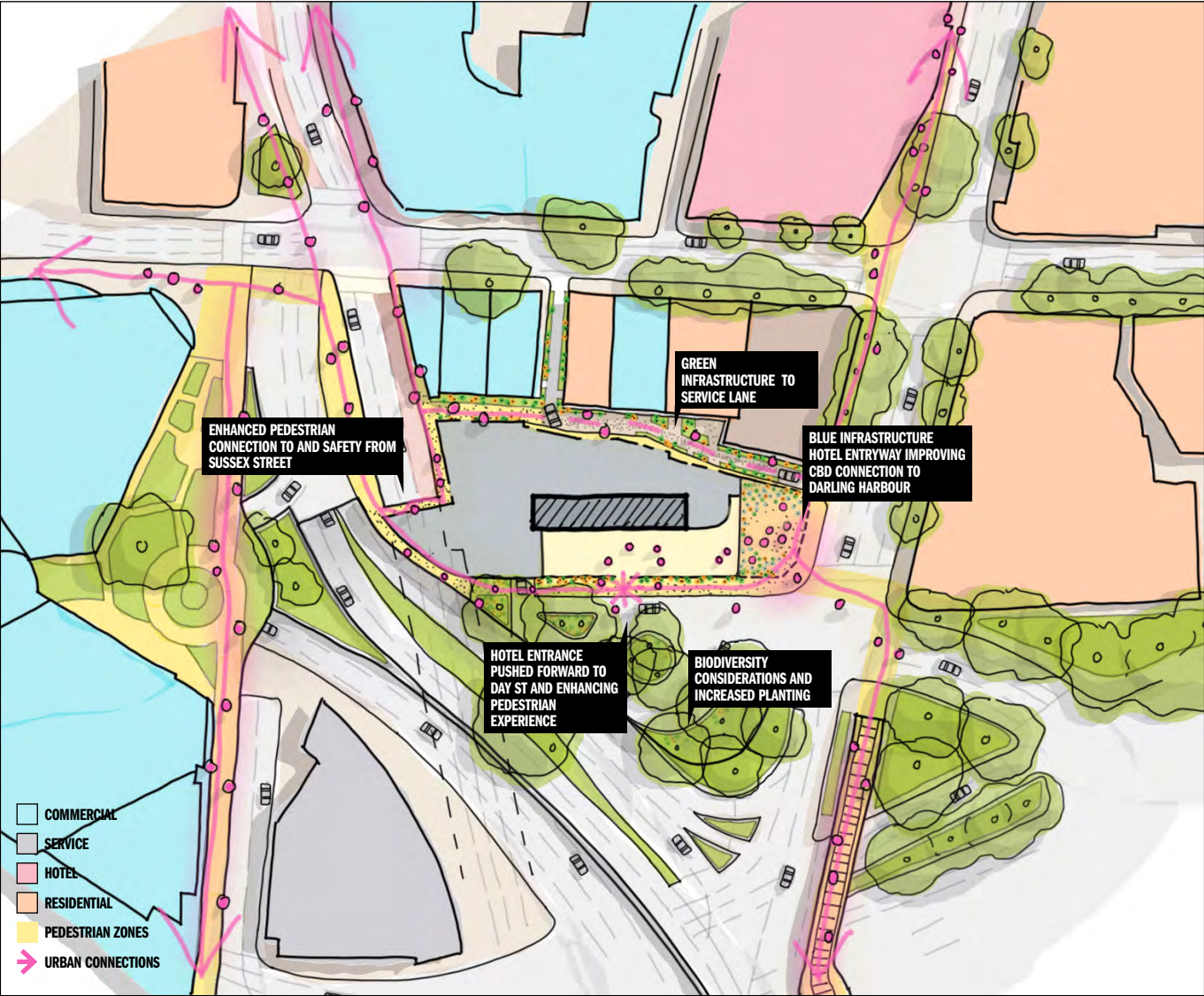
Reconnecting And Activating The Urban Fabric

The site holds the potential to transform into a dynamic hub by linking key urban nodes, enhancing pedestrian and transport flows, and turning underutilised areas into vibrant public spaces that extend Sydney's urban program.

Existing



Proposed



URBAN DESIGN RESPONSE

Reinforcing City Wall

The design strengthens the city wall boundary, preserving the historic enclosure while transitioning seamlessly between the CBD and Darling Harbour.

Green Edge & Canopy

Greening along the city edge creates a natural buffer, softening the interface between the CBD and waterfront while enhancing environmental and visual connections.

Responding to Context

The upper floors step down to align with the solar plane, ensuring sunlight access to neighbouring residential blocks.

Visual Landmark

Positioned on the city's western edge, the design embodies Sydney's values of sustainability and greening, creating a striking gateway that enhances its urban identity.

The hotel design thoughtfully integrates into Sydney's urban fabric by addressing key urban challenges and opportunities. Positioned at the intersection of Darling Harbour and the city core, it transforms Day Street into a vibrant connector, linking the CBD to Darling Harbour and Tumbalong Park. The proposal prioritises solar compliance, preserving sunlight access for key public spaces, including the future Town Hall Square, as well as surrounding residential buildings.

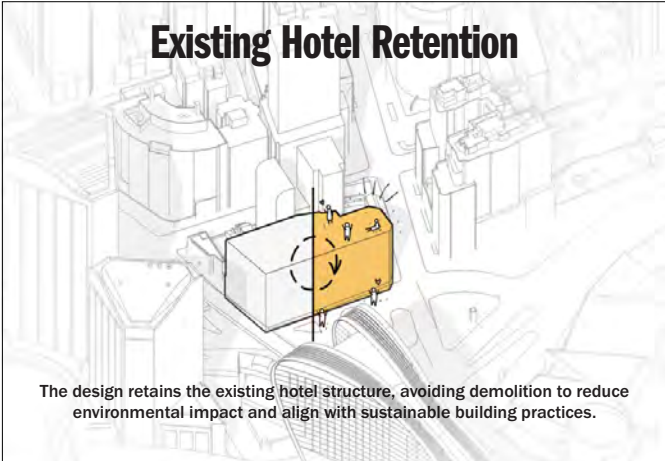
Building separation distances are maintained to respect privacy and ensure harmony with the existing urban context.

The hotel's massing maintains its existing setbacks while still protecting and enhancing the urban character at street level. This approach ensures the development remains a good neighbour and supports the western arrival sequence, particularly along Bathurst Street. Fine-grain connections and an engaging street

presence activate underutilised spaces, creating a welcoming and dynamic ground plane. By combining public realm improvements with high-quality internal programming, the hotel serves as both a destination and a vital urban link. Its mixed-use approach integrates hospitality, public engagement, and urban activation, contributing to a safe, vibrant, and cohesive cityscape.

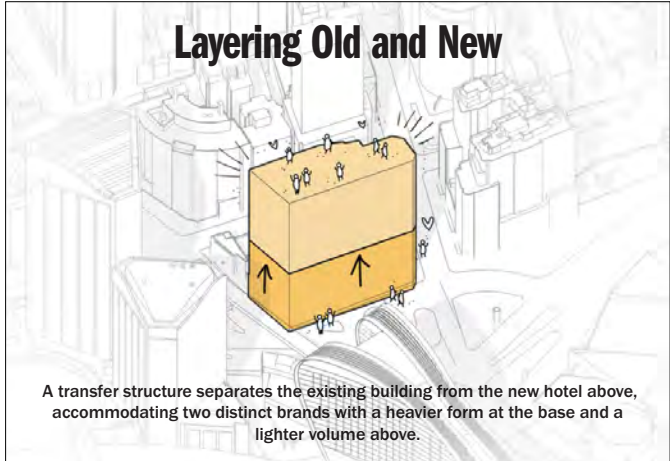
MASSING DEVELOPMENT

Existing Hotel Retention



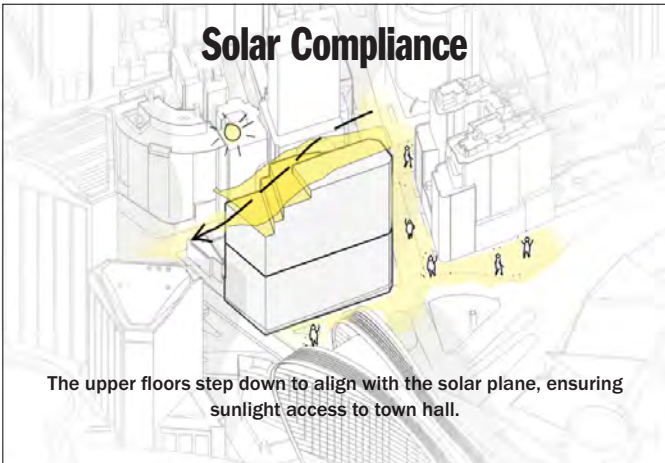
The design retains the existing hotel structure, avoiding demolition to reduce environmental impact and align with sustainable building practices.

Layering Old and New



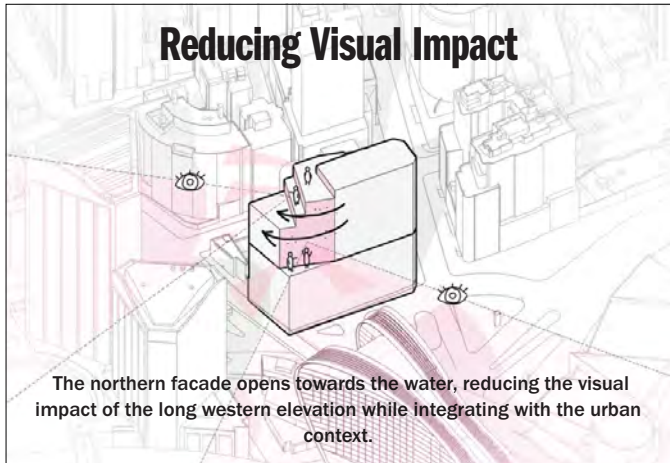
A transfer structure separates the existing building from the new hotel above, accommodating two distinct brands with a heavier form at the base and a lighter volume above.

Solar Compliance



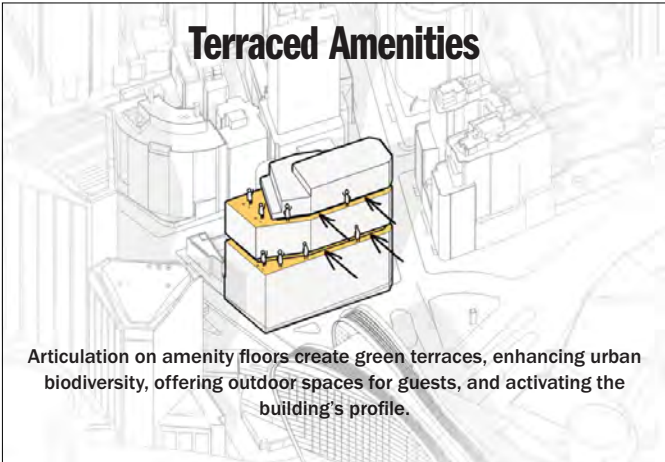
The upper floors step down to align with the solar plane, ensuring sunlight access to town hall.

Reducing Visual Impact



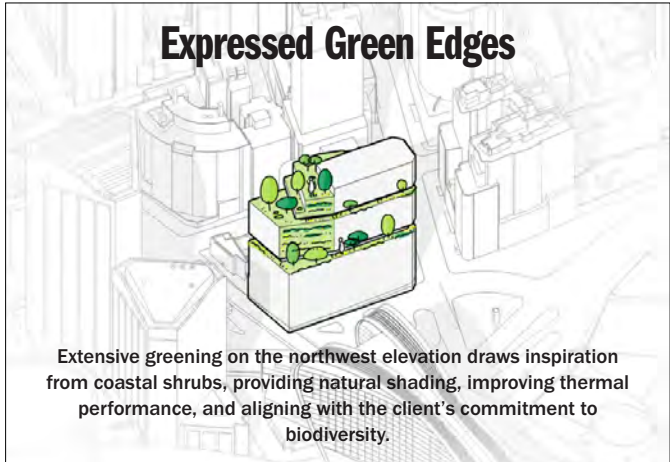
The northern facade opens towards the water, reducing the visual impact of the long western elevation while integrating with the urban context.

Terraced Amenities



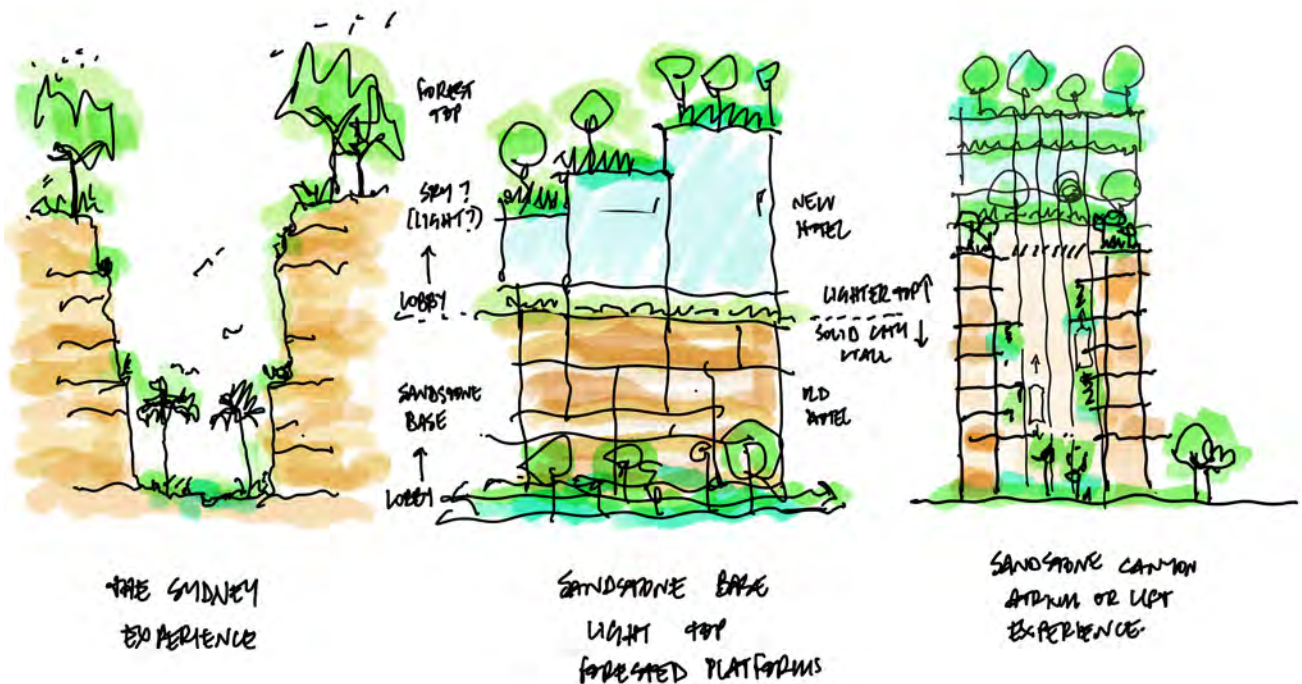
Articulation on amenity floors create green terraces, enhancing urban biodiversity, offering outdoor spaces for guests, and activating the building's profile.

Expressed Green Edges



Extensive greening on the northwest elevation draws inspiration from coastal shrubs, providing natural shading, improving thermal performance, and aligning with the client's commitment to biodiversity.

A CONCEPTUAL DESIGN APPROACH



The proposed hotel re-imagines urban accommodation as a sanctuary amidst the vibrant dynamism of Sydney. The concept draws inspiration from the city's natural heritage, such as sandstone cliffs and coastal shrubs, creating a place that interfaces with the city's flow while offering calm and renewal.

We have adopted a conceptual design approach for this hotel project to create an architectural response that thoughtfully engages with the site's unique conditions, aligns with the client's ambitions and values, and reflects Hassell's core design philosophies. This approach allows us to craft a vision that integrates seamlessly into Sydney's vibrant urban context while addressing key insights from the site analysis.

The design is shaped by the specific challenges and opportunities identified on the site, including fragmented urban connections, underutilised spaces, and its pivotal role as a gateway between Darling Harbour, Tumbalong Park, and the city core. By addressing these factors, the concept unlocks thresholds, activates the public realm, and establishes the hotel as a meaningful urban connector.

In parallel, the concept aligns with the client's ambitions by prioritising sustainability, creating vibrant public spaces, and offering a distinctive guest experience rooted in Sydney's identity. Regenerative design strategies, including rooftop ecology, adaptive reuse, and integrated greenery, position the hotel as a forward-looking and environmentally responsible development.

Hassell's design philosophies are reflected in the emphasis on connectivity, inclusivity, and adaptability. The project fosters interaction between public and private realms, celebrates the site's natural and cultural heritage, and creates spaces that are future-ready, ensuring long-term relevance and flexibility.

Ⓐ → Ⓑ

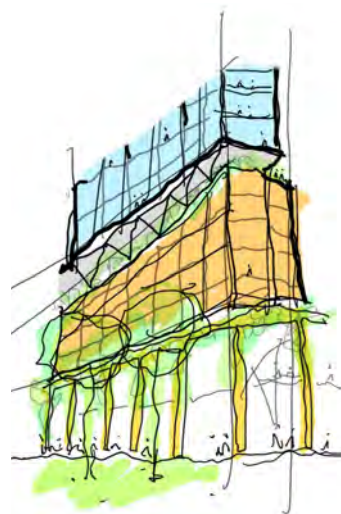
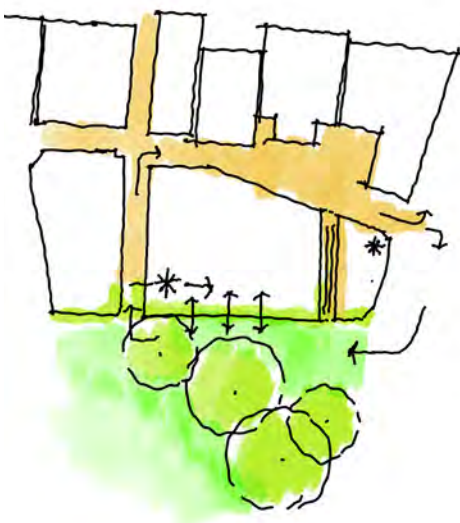
Unlocking Connections

Wrapped in a constant flow of movement—from laneways to expressways—the site transforms underutilised spaces into vibrant thresholds, connecting the city's edges.



A Sanctuary Above

Elevated above the bustling network, the hotel becomes a cocoon of calm and renewal, inspired by sandstone cliffs offering shelter.



"Where the sky meets the earth, we have life."

— Dr Shane Smithers



Revealing Layers

The design embraces adaptive reuse by exposing and building upon the existing framework, conceptually reflecting the layered strata of sandstone cliffs to create a dialogue between old and new.



BUILDING DESIGN PRINCIPLES

1. Retention On Display

The design celebrates the site's history by retaining and re-purposing key elements of the existing structure. This approach reduces demolition waste, supports a circular economy, and showcases adaptive reuse as a central feature, reflecting the City's commitment to sustainable and culturally sensitive development.

2. Biodiversity

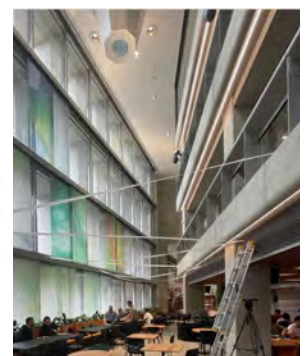
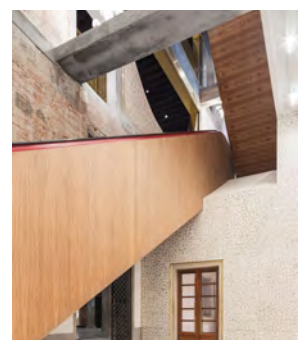
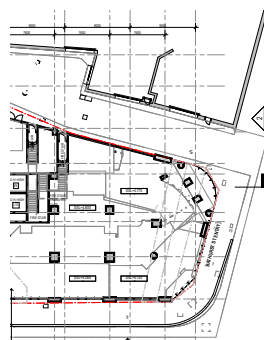
The project incorporates regenerative design principles to actively enhance Sydney's urban environment. By integrating rooftop ecology, carbon capture technologies, and significant greenery, the proposal contributes to urban cooling, biodiversity, and long-term environmental resilience, aligning with the City of Sydney's sustainability goals.

3. Urban Porosity

The proposal prioritises urban porosity to improve connectivity and accessibility. Through activated ground-level spaces, laneways, and safer pedestrian links, the design creates seamless transitions that integrate the site with the surrounding urban fabric, enhancing walkability and fostering vibrant public life.

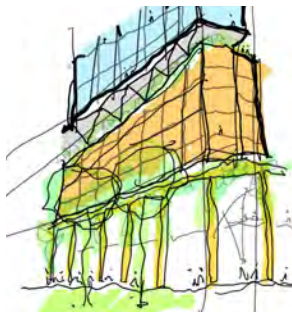
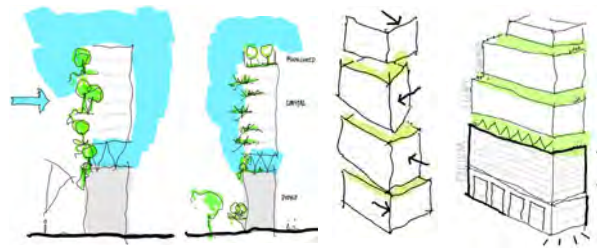
1. Retention On Display

- 🔄 **Adaptive Reuse of Existing Structures:** Retains and showcases key elements of the existing hotel to minimise demolition waste and preserve site heritage.
- 👁️ **Material Transparency:** Retained materials and structural elements are prominently showcased as key design features, celebrating the site's history and craftsmanship while emphasising sustainable reuse.
- 📖 **Integrated Storytelling:** The retained features are incorporated as design highlights, emphasising the narrative of transformation and sustainability.



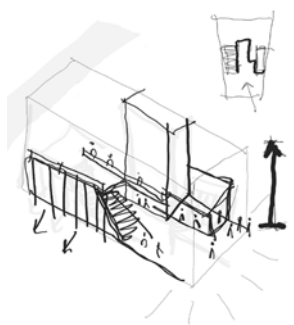
2. Biodiversity

- 🌿 **Rooftop Ecology:** Introduces extensive rooftop greenery to enhance urban biodiversity, improve micro climates, and contribute to urban cooling.
- 🌱 **Carbon Reduction Measures:** Implements carbon capture systems and sustainable materials to reduce the project's environmental footprint.
- 🌿 **Passive Design Strategies:** Incorporates shading, natural ventilation, and energy-efficient systems to optimise building performance and reduce reliance on mechanical systems.

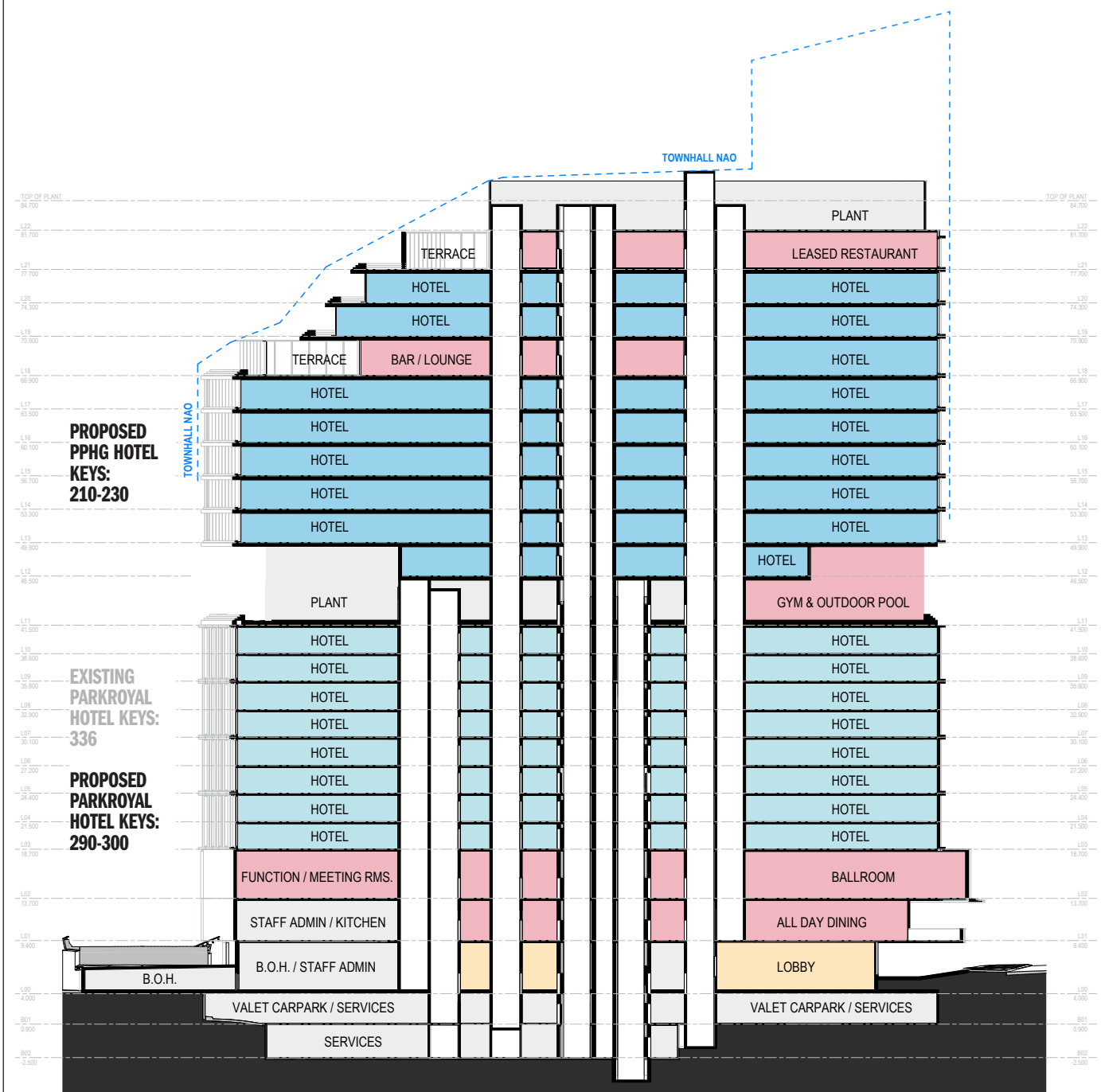


3. Urban Porosity

- ☀️ **Activated Ground Plane:** Creates vibrant public spaces with active frontages, fine-grain connections, and open plazas.
- 🚶 **Pedestrian Pathways:** Introduces laneways and through-site links that improve connectivity to Darling Harbour, the CBD, and surrounding precincts.
- 🏠 **Seamless Public-Private Transition:** Balances open public areas with semi-private zones, encouraging interaction while maintaining functionality.

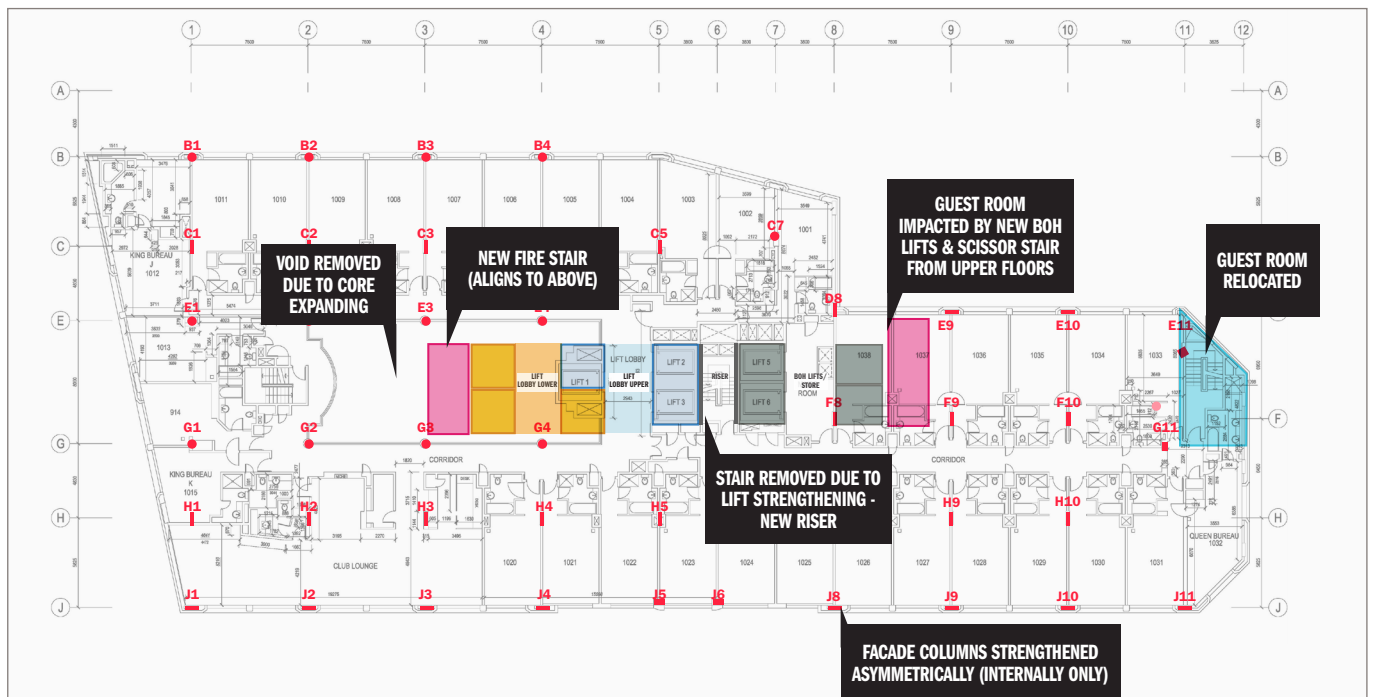


HOTEL SPATIAL BRIEF



Note: Hotel Keys TBC with rooms & suites mix





Existing Hotel Typical Plan

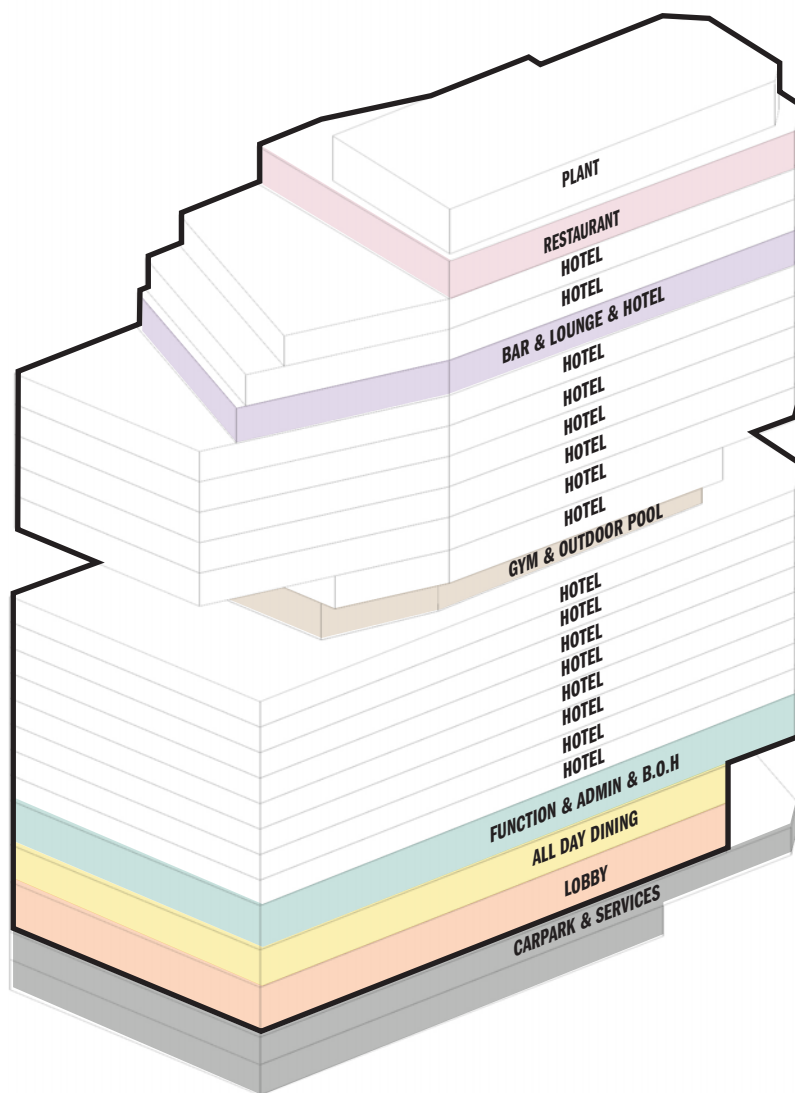
- A new 5 star hotel offer (Pan Pacific Hotel) is proposed in the new floors above with the lower floors to be maintained for existing PARKROYAL Hotel
- Recognising Sydney's role as an international tourism centre - UOL are proposing to deliver a new and exciting concept, to operate individual hotel brands in different parts of the building.
- The brief looks to retain 300 hotel

rooms in the existing PARKROYAL and to develop 210-230 new hotel rooms in a Pan Pacific Hotel proposed on top of the existing building.

- The proposal brings an expanded lift core down from the new building into the existing building central void, thus minimising the impact to existing hotel rooms and structures.
- The proposal includes separate

guest lift lobbies for each hotel brand, along with two shared BOH lifts serving both brands.

SPATIAL LAYOUT STRATEGY



Level 21 Amenity

→ Restaurants open to the public.

Level 18 Amenity

→ Amenity space for the upper Pan Pacific Hotel.

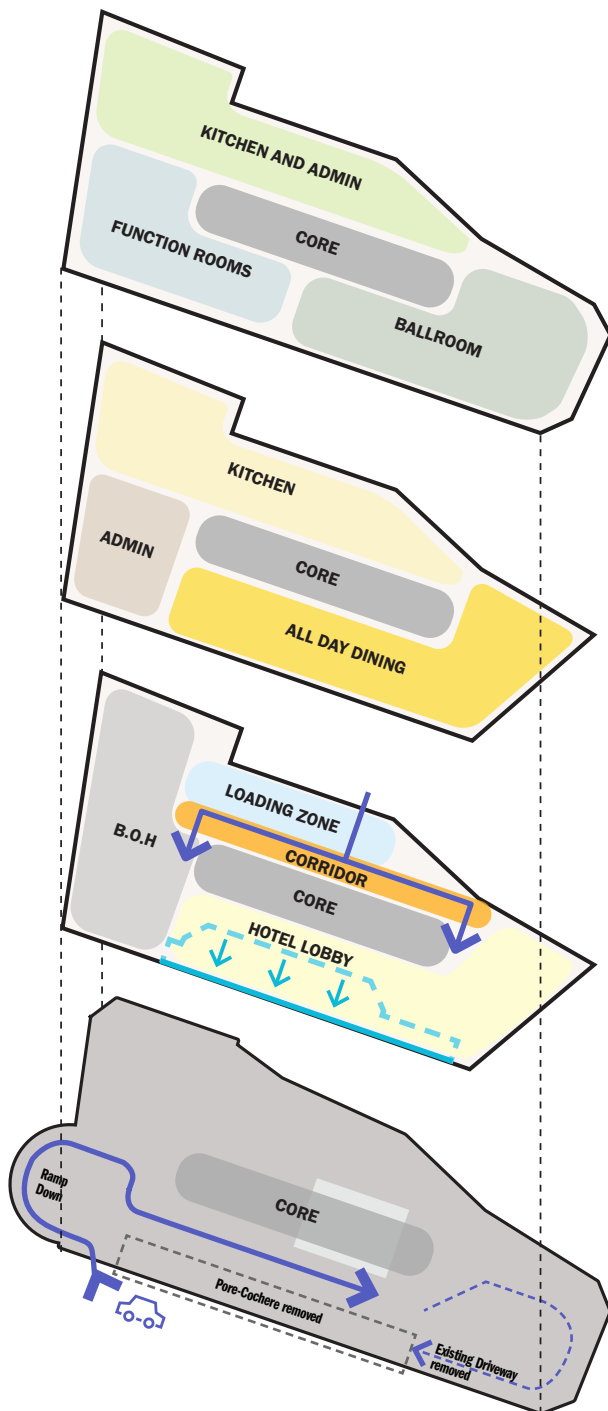
Level 11 Transfer Floor

→ Transfer structural truss enables & gym, pool, plant & significant greening .

Level G-02 Podium

→ Function space for hotel guests and external events.

PODIUM STRATEGY



Second floor - ballroom

- Ballroom remains on the same location on the second floor.
- Existing all day dining and kitchen on the second floor are moved to the first floor

First floor - all day dining

- Existing hotel rooms on the first floor are replaced with all day dining
- Existing meeting rooms on the first floor are replaced with kitchen

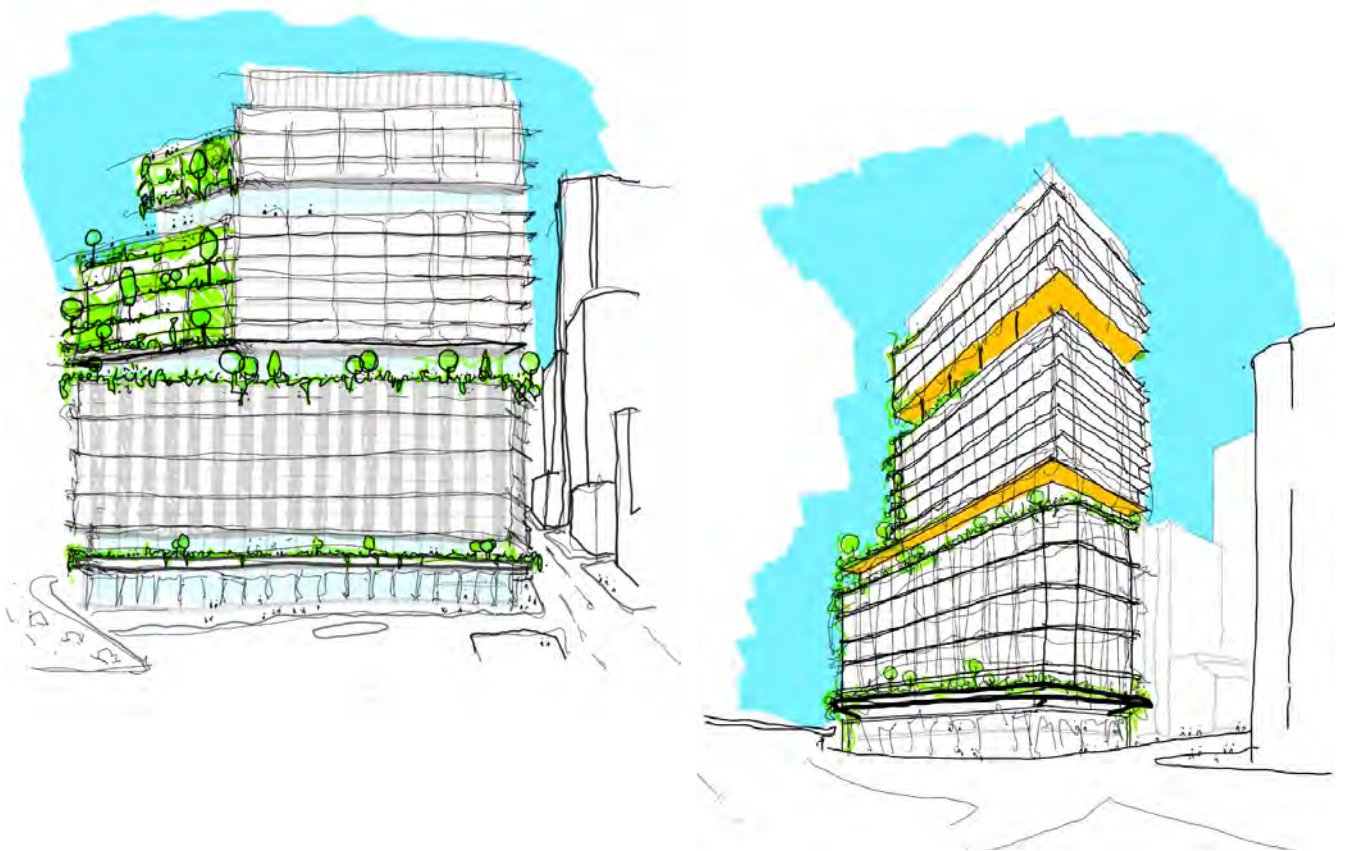
A reinvigorated ground plane

- Removing the porte cochere to increase active frontage
- Opening up the sands/bathurst elevation towards the city
- Core upgraded with all new lifting and new fire stairs
- Only structure will be retained in the podium and all other hotel elements will need to be re-planned around strengthening works.

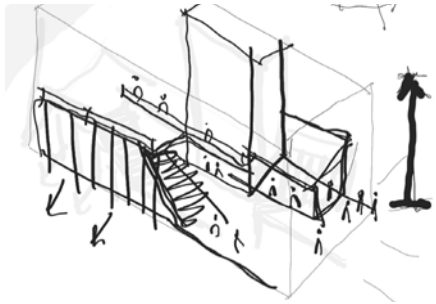
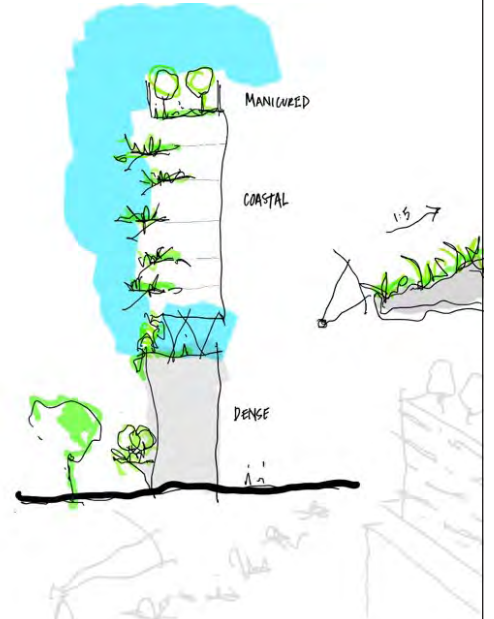
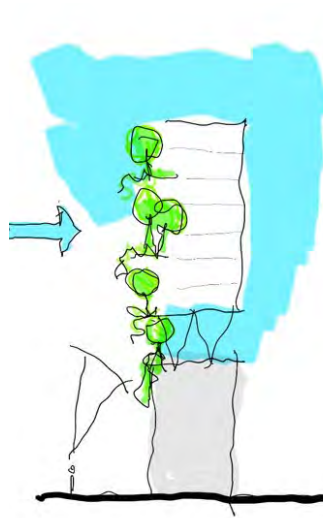
Basement - carpark

- Remove entry ramp to maximise active frontage at day street
- Additional plant for the new hotel will be placed in the existing basement

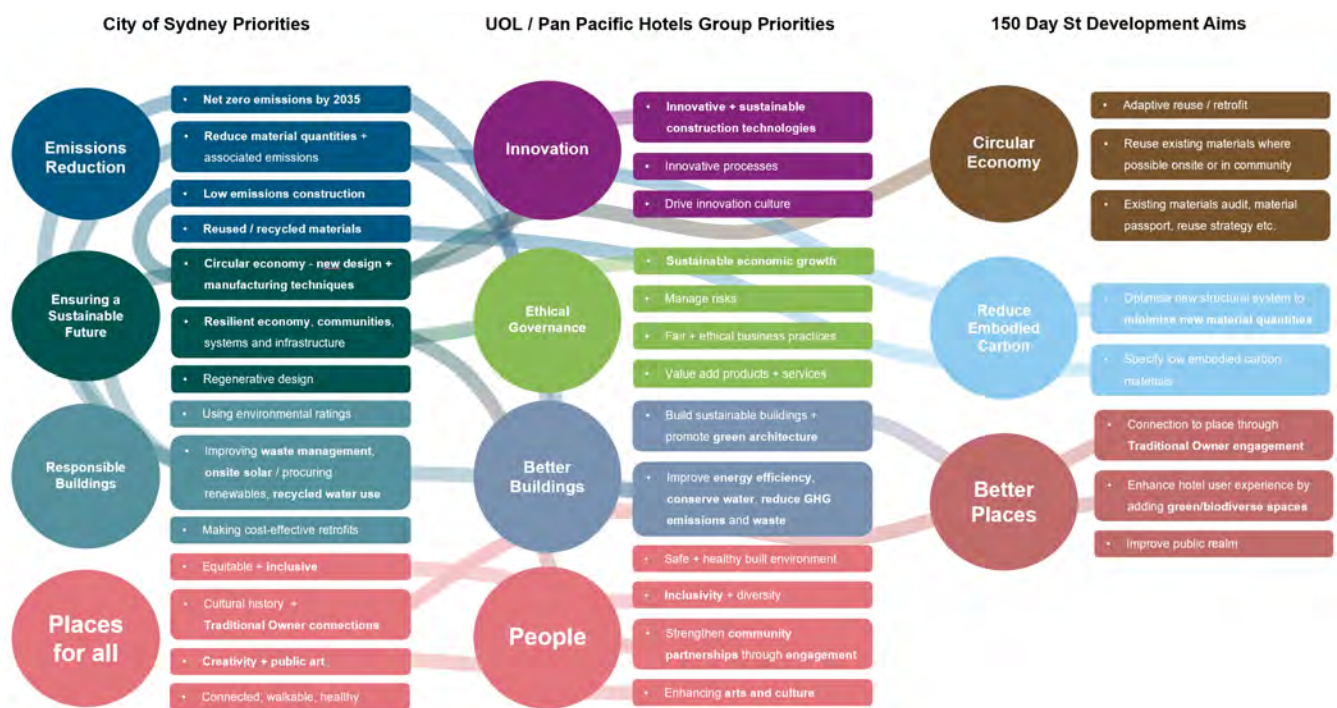
REALISING THE VISION



The design breathes new life into the existing PARKROYAL Hotel while introducing a new hotel brand above. The form is designed to ensure the hotel remains a good neighbour. The northwestern setback evokes Sydney's windswept coastal landscapes, while the southern portion serves as an iconic marker, defining the city's gateway and bridging the densities of the CBD and Darling Harbour.



BUILDING ON ESD AS THE DRIVING FORCE FOR DESIGN



Source: Atelier Ten

The project's Sustainability Strategy is to exceed the City of Sydney's ESD requirements and focus additional efforts towards aspirations in the project Sustainability Vision such as maximising adaptive reuse, reducing embodied carbon, and creating better places. In this way, the ESD requirements underpin the project's design brief and massing design approach. Existing systems have been audited and integrated into any hotel briefing requests.