

Attachment A21

Vision and Values Statement

A NEW PLACE FOR SYDNEY'S WESTERN EDGE


PLACE VISION DOCUMENT



KENT STREET, SYDNEY

Charter Hall 

ARTIST'S IMPRESSION

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city is densely packed with skyscrapers and buildings. In the background, there is a large body of water with several islands. The text is overlaid on the center of the image.

“We have a once-in-a-century opportunity to turn our business districts and our cities into something better, less divided, and more inclusive. Shame on us if we fail to grasp it.”

Richard Florida, *The Death and Life of the Central Business District*, 2021

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01

EXECUTIVE SUMMARY

The following document describes Charter Hall's vision for a new commercial tower, retail offer and public realm at 383 Kent Street in Sydney's CBD.

■ **PROJECT CONTEXT**

■ **KEY FACTS**

■ **PROJECT VISION**

■ **BENEFITS TO THE CITY**

PROJECT CONTEXT

383 Kent Street will be designed and delivered at a unique time for Sydney's CBD, as it continues to rebound from the Covid-19 pandemic and seeks to assert its role not only as Australia's #1 place to do business but also as a liveable, sustainable and diverse metropolis (City of Sydney 2050 Vision).

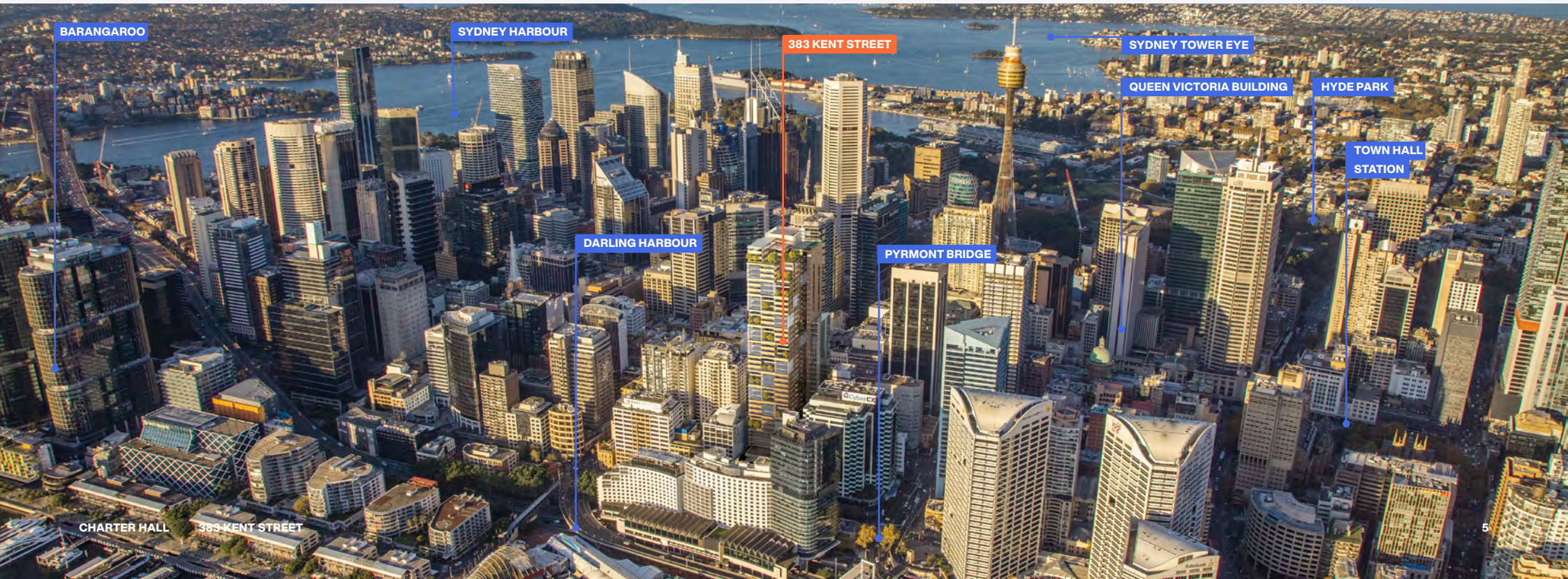
The existing building at 383 Kent Street provides 11 storeys of office space and a 799-car parking bay. It is unremarkable and unscalable as workers continue to demand more from their office environments.

Charter Hall sees the opportunity for an alternative sustainable and generous response to the site delivered through the City's Design Excellence process.

This approach will ensure that 383 Kent Street becomes an architectural exemplar, proving the potential for great development along the Western Edge and firmly aligning with the City's Central Sydney Planning Strategy. The project will also be active in defining the city's western skyline – viewable from Parramatta on a clear day – for generations to come.

KEY FACTS

- Additional 60,000 sqm of commercial NLA in the CBD
- 42-storey commercial tower with ground-floor retail
- Pedestrian through-site link connecting Kent and Sussex streets
- Kent Street Logistics Hub to support surrounding development
- Removal of 799 bay commercially-operated car park
- Greened terraces and winter gardens that soften the tower's exterior
- An ESG exemplar, exceeding the 2026 provisions in the City's Planning for Net Zero Energy Buildings



PROJECT VISION

The new 383 Kent Street will provide a focal point for commerce and a benchmark for city life on the CBD's Western Edge.

The scale and location of the project creates an opportunity to significantly reshape people's experience of a forgotten part of the city, continuing strategic efforts to shift the perception of the Western Edge into a desirable and lively slice of the CBD.

By embracing the eclecticism of the city in a blended precinct of public amenity, fine-grain retail and sustainable office space, 383 Kent Street will help establish a publicly-activated and charismatic building that exemplifies Sydney's west-side story of renewal, rejuvenation and reinstated relevance.

BENEFITS TO THE CITY

- Greater connectivity between the CBD core and harbour edge, facilitated by a new pedestrian through-site link
- Creation of fine-grain retail opportunities in the pedestrian through-site link and along the primary street frontages, adding to the local character and economy
- The provision of a pioneering Logistics Hub to support surrounding development constrained by heritage, expanding the realm of possibilities within the immediate area
- The addition of in-demand commercial workspace, defined by its large scale and sub-city core price point with a city address
- Provides an exemplary development response and precedent in the context of the City's Central Sydney Planning Strategy and Design Excellence process



A modern office lounge area with large windows, a curved staircase, and contemporary furniture. The space is bright and airy, with a curved staircase on the left and a large window wall on the right. The furniture includes a large grey sofa, several brown armchairs, and small round tables. The ceiling features a decorative white geometric pattern. The overall atmosphere is professional and sophisticated.

"383 Kent Street builds on our portfolio of CBD assets, presenting the opportunity for multiple expansion and redevelopment options. It supports our strategy to acquire high-quality modern holdings where we can create major inner-city precincts."

Carmel Hourigan, Charter Hall Office CEO

Great urban development always stems from a sound contextual understanding. The 383 Kent Street Place Vision responds to the four most significant forces shaping local property outcomes.

- PLACE
Responding to the unique history and character of the local area
- POLICY
Ensuring a response to government objectives for the Western Edge
- PRODUCT
Meeting the needs of a defined commercial workplace market
- PEOPLE
Providing for future audiences in the city

PLACE PAST

Darling Harbour is known as Tumbalong, a place where the seafood is found, by the Gadigal of the Eora nation. In pre-colonial times, the area acted as a natural border between Gadigal and Wangal clans and was used for food and transportation. We continue to learn from and connect to these Living Cultures today in protecting the area's natural beauty that encourages people to dwell.



1. Map of Sydney in 1802 depicting established roads between Cockle Bay and Sydney Cove
2. "View of the Heads, at the entrance into Port Jackson," Joseph Lycett, circa 1822
3. A city bus at the corner of Market and Kent streets in 1970
4. The much-maligned Sydney Monorail in operation in 1990

After World War II, the shipping trade declined and many of the heritage warehouses were demolished. The area was renamed Darling Harbour and officially opened by Queen Elizabeth II in 1988. It has since become a key tourist destination, with mixed success in attracting locals.



As outlined in Connecting with Country Strategy: 383 Kent Street, produced by Yerrabingin, the Sydney Harbour coastline and landscape has been irrevocably altered since colonisation, obscuring much of the natural landscape. The history of this Country can still be experienced by appreciating the weathering of the sandstone rock that lines much of the harbour waters.



The area became particularly important during the early colonial period, with Kent Street being known as Back Row, connecting the wharves at Tumbalong (then known as Cockle Bay due to its abundant oyster shells) to those at Sydney Cove (Circular Quay).



PLACE PRESENT

Despite its proximity to the quickly evolving precincts of Barangaroo and Wynyard, the historic grandeur of Town Hall and the retail buzz of Pitt Street, QVB and The Galleries, developments in Sydney CBD's Western Edge have been functional instead of remarkable. A long-term focus on commercial towers left the area without a clear identity and limited reasons to dwell there outside of time spent working in the offices above.



1. The award-winning Cantina OKI is changing the perception of the Western Edge
2. A newly pedestrianised George Street and QVB light rail
3. Kent Street's heritage architecture consists of tall ceilings, masonry and brickwork
4. The Wynyard Walk connects to Barangaroo from 207 Kent Street



CHARTER HALL 383 KENT STREET

In recent years, a number of specialist bars (whisky, mezcal, rum) have cropped up in the basements and laneways surrounding Kent and Clarence Streets, servicing the white-collar crowds for knock-off drinks, especially on Friday nights. There are hints of change and potential appearing for the Western Edge.



PLACE FUTURE



The Western Edge of Sydney's CBD is a somewhat forgotten part of the city, and a development priority for the City of Sydney.

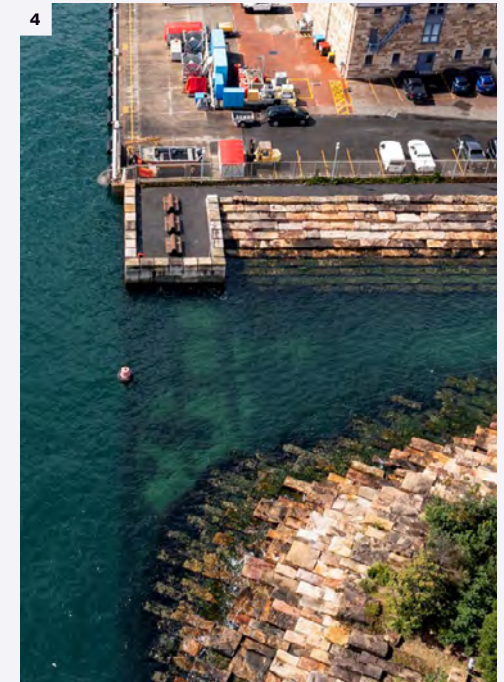
Recognising the need for dense, centrally-located neighbourhoods to house the people and ideas intrinsic to innovation and growth, there has been significant public and private investment in this precinct.

With the arrival of the Barangaroo and Pitt Street Metro Stations scheduled for 2024, the area surrounding Kent and Sussex streets will need to become a connective, mixed-use precinct that people will want to spend time in.

The City of Sydney recognises the need to encourage a variety of commercial workspaces in order to increase capacity

and boost significant employment growth in the neighbourhood. The Western Edge of Sydney CBD is a key area for growth in the knowledge economy and therefore commercial workplaces, capable of accommodating the full gamut of businesses that any highly-competitive international city should attract.

Noting the impact of Covid-19 in accelerating the shift away from the CBD's extreme separation of work and life, the City of Sydney are lifting height limits and implementing new mixed-used controls. These will extend the area's bodyclock and increase the diversity of uses, triggering a new dawn for Sydney's Western Edge: one with the wellbeing of workers and visitors at its core.



1. Arc by Crown Group's retail-led ground plane activation
2. 1 Shelley Street represents the future of office spaces
3. The Baxter Inn is fine-grain, laneway F&B at its finest
4. Barangaroo's inner-city public baths at Marrinawi Cove

POLICY

The development of 383 Kent Street responds to the City of Sydney's vision for the future of the CBD and its Western Edge. This vision for the building is an opportunity to deliver broader physical, economic, environmental and social outcomes for the CBD and the city as a whole.

ENVIRONMENTAL

To meet the City of Sydney's future-facing sustainability goals, all new office developments are required to achieve at least a 5.5-star NABERS rating and growth sites are required to drive zero-net energy precinct outcomes. The City encourages targets to reduce embodied energy and will look to reward the retention, refurbishment and upgrade of older office buildings.

- Central Sydney Planning Strategy: 2016–2036, City of Sydney
- Development Control Plans: Locality Statements, City of Sydney
- Sustainable Sydney 2030

SOCIAL

People-focused design is at the core of the City of Sydney's Planning Strategies, seeking at all points to ensure that necessary growth and development in Central Sydney has a positive impact on the lives of all the people who live, work and visit, making the CBD more energetic and inclusive by creating more cultural, social, community and service infrastructure.

- Central Sydney Planning Strategy: 2016–2036, City of Sydney

SYDNEY'S REVITALISED CBD

ECONOMIC

To protect the future income of Sydney, the City of Sydney has identified the potential to unlock 2.9 million sqm of new floor space in the CBD through its planning strategy. The strategy not only ensures space for future economic growth to occur, but also that Central Sydney will have an increasingly resilient and diverse economy.

- Development Control Plans: Locality Statements, City of Sydney

PHYSICAL

The City of Sydney's planning strategy protects the unique character and assets of Central Sydney by concentrating development in zones of latent capacity so that the necessary additional floor space can be created with minimal impact on surroundings. These developments also offer opportunities for more east-west connections and precinct solutions to loading, waste, site servicing and more.

- Central Sydney Planning Strategy: 2016–2036, City of Sydney
- Development Control Plans: Locality Statements, City of Sydney
- Guideline for Site Specific Planning Proposals in Central Sydney

PRODUCT

COMMERCIAL WORKPLACES

White-collar workforces are reappraising their relationships with employment. Personalised employee experiences and flexibility in where, when and how they work is now a prerequisite.

The Covid-19 pandemic has altered the demand for and dynamic of CBD office space. Before it, the City of Sydney forecasted a shortfall of CBD commercial space by 2027 (Central Sydney Planning Strategy 2016–2036, City of Sydney).

The pandemic has altered both the demand and dynamic of Sydney's CBD office market. As occupancy rates peaked at just 61% in February 2023, both landlords and employers are struggling to draw workers back into the city five days per week (Property Council of Australia).

It's critical that new commercial developments are responsive to changes in office demands and experiences. New buildings must suit the scaling-up and down of staff numbers on any given day, while also doing a better job of fostering

the one thing WFH will never provide: a social life around the workplace.

Sydney CBD's Western Edge provides an opportunity to create workspaces for stable, sizeable and enduring corporations who want to be in the city but don't want to pay premium harbourside rent. Large, flexible floorplates and affordability make the Western Edge attractive to a wide variety of knowledge work including legal, finance, technology and marketing.

This professional diversity will help drive the renaissance of the Sydney CBD, making it a place that is more inclusive of businesses and their people, who will in turn support the local retail and hospitality market of the CBD.

1 SHELLEY STREET, SYDNEY

Charter Hall's CBD tower features breakout meeting spaces that let in natural light and city views

CHARTER HALL 383 KENT STREET



PEOPLE OVERVIEW

Through its location between CBD Core and Darling Harbour, 383 Kent Street will provide for both working and visiting audiences.

The differing needs of these groups has informed the project's design and mix of amenity. This will also create opportunities for retail and F&B that support an extended bodyclock outside of the current Western Edge 9–5, especially with the addition of a shared loading dock to the precinct.

As Baby Boomers retire en masse and the dynamic of the Sydney CBD becomes more casual, culturally diverse and youthful, commercial buildings will become increasingly mixed-use in order to attract a broader range of audiences throughout the week.

AUDIENCES

VISITORS

■ LOCAL-AREA PROFESSIONALS

△ INTRACITY VISITORS

△ INTERCITY VISITORS

KEY:

■ CURRENT

△ GROWING AUDIENCES

WORKERS

■ WHITE-COLLAR GEN X

△ TECH & DIGITAL GEN Y & GEN Z

△ RETAIL, TRADE & SERVICES

SOURCES:

GENERATIONS DEFINED, MCCRINDLE, 2023 (EDITED)

AGE AND OCCUPATION, FLOWINGDATA, 2021

PEOPLE PROFILES



WHITE-COLLAR GEN X

As Baby Boomers begin to retire, Gen X white-collar professionals are increasingly becoming leaders and CEOs.

- Strive towards a work/life balance
- Want casual, friendly and fun work environments



RETAIL, TRADE & SERVICES

Growth in amenity and retail led by commercial workspaces' efforts to make returning to the office attractive for remote and hybrid workers.

- Require convenient and affordable F&B options
- Desirable convenience retail that makes the day-to-day easier



TECH & DIGITAL GEN Y & GEN Z

Gen Y are purpose-driven, hardworking and believe that workplace flexibility is non-negotiable. Gen Z balance anti-establishment ideals and their desire for green spaces alongside fiscal responsibility.

- Want workplaces that are highly social and collaborative with experiences that benefit them



LOCAL-AREA PROFESSIONALS

White-collar professionals working in the surrounding buildings are short on time and heavy on responsibilities.

- Need quick and convenient lunch options
- Want places to meet and mingle with clients and celebrate the wins



INTERCITY VISITORS

Visitors from Melbourne, Brisbane and around the world looking for a taste of Sydney off the beaten track.

- Want fine-grain retail and F&B that offers the best of Sydney
- Seek both casual dining and splurge options to enjoy on holiday



INTRACITY VISITORS

The Sydney Metro will increase intracity visitors to the CBD, ready to explore the under-utilised Western Edge.

- Want fine-grain retail and F&B that caters to locals
- Need experiences to extend into evenings and weekends

03 PROJECT VISION

■ PLACE PROPOSITION

■ PLACE PILLARS

**The new 383 Kent Street
will provide a focal point for commerce
and a benchmark for productive, social
and sustainable activity on the
CBD's Western Edge.**

PLACE PROPOSITION

OPPOSITES ATTRACT

Central business districts are defined by productive tensions: old and new, business and leisure, active and passive. Great inner-city precincts don't shy away from this, they leverage the fact that opposites attract.

The new 383 Kent Street will exemplify urban symbiosis. This benchmark for city life on Sydney's Western Edge represents a bringing together of heritage and the contemporary, of restorative calm and dynamic vibrancy, of commercial and retail and of private and public.

The scale and location of this project create an opportunity to reshape people's relationship with this unremarkable part of the city.

As a blended precinct of public amenity, fine-grain retail and sustainable office space, 383 Kent Street will establish a publicly activated and charismatic building. With its shared loading dock and greened tower exterior, this project exemplifies Sydney's west-side story of renewal and reinstated relevance.

SUSSEX ————— **KENT**

WATER ————— **CITY**

CONTEMPORARY ————— **HERITAGE**

CALM ————— **VIBRANT**

COMMERCIAL ————— **RETAIL**

PLACE PILLARS

383 Kent Street will actively and beneficially contribute to the everyday experiences of workers and visitors to the CBD.



01 ENLIVEN THE CITY

With a pedestrian through-site link, 383 Kent Street connects the CBD core to the harbour edge. The precinct supports not only the retail but also the adjacent retail communities, driving the positive renewal of Kent and Sussex Streets.



02 FOSTER PRECINCT LIFE

This precinct purposefully provides for both public and private audiences through an activated ground plane and an amenity offer that extends up into the podium. This enigmatic new public realm offers views to the sky and a design that encourages people to dwell.



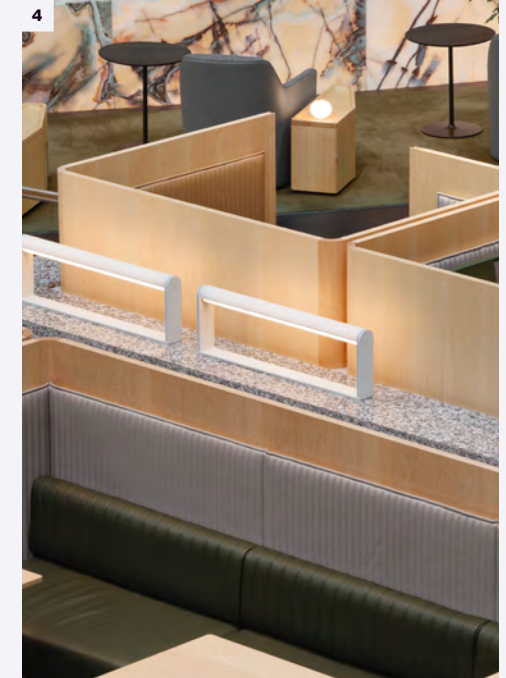
03 LEAD BY EXAMPLE

Celebrating a 6-star Green Star v1 rating with 20% embodied carbon reduction, 383 Kent Street will exemplify positive urban change in this part of the CBD. The project's sustainability commitments will set a new ESG precedent that includes outdoor green spaces for every season.

1. CHOPHOUSE ROW, SEATTLE
2. THE COMMONS, BANGKOK
3. NANBO BAY RECEPTION CENTER, YINCHUAN
4. THE GROVESNOR BUSINESS LOUNGE, SYDNEY

04 A PLACE FOR PRODUCTIVITY

Across the precinct, both formal and informal zones for connecting and creating lead to a highly productive workplace. This sense of energy is defined by 383 Kent Street's flexibility, scale and affordability.



04

FEATURES & BENEFITS

■ SHARED RETAIL PRECINCT
LOADING DOCK

■ GROUNDED ARCHITECTURE

■ PEDESTRIAN THROUGH-SITE LINK

■ RETAIL & AMENITY

■ FUTURE-FIT WORKPLACE

■ SUSTAINABILITY EMBODIED



GROUNDING ARCHITECTURE OVERVIEW

While 383 Kent Street's tower presents expansive floor plates and a terraced façade that leverages wide views across the city, its podium will feel at home amongst the heritage streetscapes of Kent and Sussex Streets. The design excellence process will provide an opportunity for acclaimed architects to respond directly to the building's beautiful heritage context.

To achieve this, the podium maintains proportions that feel comfortable around its neighbours, features traditional detailing that contrast with the modern superstructure above and provides human-scale experiences within its pedestrian through-site link.

This important pedestrian route in itself is a nod to the laneway-filled streets of early colonial Sydney and will foster moments of pause and community building within it. This is more than a thoroughfare: it is an opportunity to address culture through a Designing with Country framework and public art.

383 KENT STREET

Project render by FJMT demonstrating the development's scale

FEATURES

- Heritage detailing and scale
- Neighbourhood experiences throughout the pedestrian through-site link
- Experiences that draw visitation up through the tower and onto the podium
- Integration of highly-visible public art at street level

LOCATION

- Podium to street level
- Pedestrian through-site link

GROUNDING ARCHITECTURE MOODBOARD

YOUNG STREET BUILDING, QUAY QUARTER LANES, SYDNEY →

Mimicking portions between podium and towers to add visual connections despite the building's material contrast



EAST 57TH ST RESIDENTIAL TOWER LANEWAY ENTRANCE, NEW YORK CITY ↓

Streetscape proportions invite pedestrians into the contemporary development and connect the building to surrounding streets



RMIT NEW ACADEMIC STREET, MELBOURNE ↑

Industrial elements and raw finishes create a sense of craftsmanship to the artisan-feel of the retailers

FISH LANE, BRISBANE ↑

Tactile materials and a human-scale ground plane blend the contemporary architecture to its heritage surroundings. Industrial elements and raw finishes give a sense of astisanship to the retailers

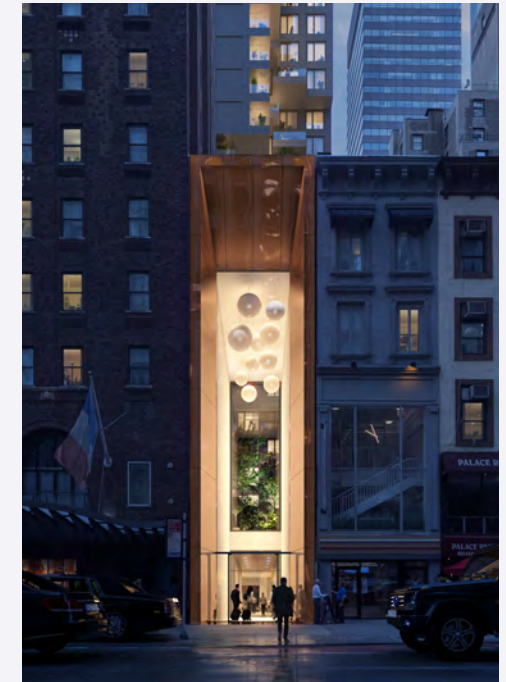


200 GEORGE ST, SYDNEY ←

Lobby artwork, visible from the street, that tells Aboriginal stories in a way that meaningfully connects to Country

ARC BY CROWN GROUP, SYDNEY ↑

Ceiling lights and stairs are used to welcome pedestrians into triple-height covered laneway





PEDESTRIAN THROUGH-SITE LINK OVERVIEW

The site creates an opportunity to further enhance connection between the western water's edge and the Sydney CBD, helping people more safely get from the retail core to the recreational fringe.

A new cross-CBD link at 383 Kent Street will immediately become an essential piece of public infrastructure, helping to nurture the growing precinct. With traffic from both directions of Kent and Sussex Streets, the regular footfall will support on-site retail as well as the surrounding community of commerce.

The stairs of 383 Kent Street's pedestrian through-site link will be punctuated by expansive landings that generate multiple dwell points. This ensures that the atrium serves as more than just a transitional space, but as a public domain that's landscaped, greened and a sun-dappled place of respite for local workers and the community.

383 KENT ST

Artist impression of the pedestrian through-site link's retail laneway

FEATURES

- New point of footfall convergence for this part of the CBD
- Retail activated
- The atrium is open to the sky, flooding the pedestrian through-site link with sunlight

LOCATION

- Connecting Kent and Sussex streets

RETAIL & AMENITY OVERVIEW

383 Kent Street's greatest asset is its connection to public life through generous site boundaries, dual street frontages and an east-west pedestrian through-site link. This laneway and lobby cafe will allow for a critical mass of small-scale retail tenancies and amenity that services both the commercial workers above and the broader precinct.

383 Kent Street will contribute to a growing cohort of local F&B venues located within the precinct, creating a focal point for social life and an early-to-late bodyclock for the building. Beyond the immediate impacts this will have for workers, this is also an opportunity to cement the Western Edge as a genuine after-hours destination for the city.

383 KENT ST

Artist impression of the façade leading into the retail laneway

CHARTER HALL 383 KENT STREET

FEATURES

- A retail mix that blends everyday convenience with elevated offers
- A 59% enclosed roof over the pedestrian through-site link allows a mix of indoor and outdoor dining, regardless of the weather
- Provides critical mass across a growing F&B precinct

LOCATION

- Pedestrian through-site link
- Kent Street
- Sussex Street colonnade



RETAIL & AMENITY MOODBOARD

BROOKFIELD PLACE, PERTH



Double-height retail provides visual interest across tiers while covered seating maximises all-weather possibilities



DAIRY BLOCK, DENVER



Customisable and programmable elements create visual interest and increase dwell time



PLATFORM, LOS ANGELES



Retail, dining and service elements combine to create a dynamic and welcoming ground plane



QUAY QUARTER LANES, SYDNEY



Mimicking portions between podium and towers to add visual connections despite the building's material contrast

RMIT NEW ACADEMIC STREET, MELBOURNE



Multiple levels of activation throughout pedestrian through-site link



FISH LANE, BRISBANE



Walkways lined with greenery where people can meet, connect and unwind



FUTURE-FIT WORKPLACE OVERVIEW

Globally-minded companies of all sizes and scales are embracing the emerging ways that people work best. To compete in any industry, it's clear that great workforces need the physical and psychological spaces to be both productive and healthy. 383 Kent Street is designed with this at the front of mind.

Throughout the precinct's tower and podium, as well as its greened balconies and winter gardens, the audience of workers is encouraged to move throughout 383 Kent Street for both work and respite. Beyond improving the lived working experience of those on site, this will extend the bodyclock of the precinct and wider retail community.

For commercial tenants, adaptable and expandable floor plates are available. With a healthy mix of medium to large-scale enterprises occupying the tower, a critical mass of productivity and energy will feed into a sense that the CBD's Western Edge has become a desirable place worth commuting to.

FEATURES

- Hybrid and collaborative working-enabled floor plates
- Blurring the lines between public and private spaces
- Embracing the conveniences and connections that attract workers back into the office

LOCATION

- Precinct-wide

550 MADISON AVENUE, NEW YORK CITY

This Manhattan skyscraper features a Shohetta-designed atrium space for the workers above and public alike

SUSTAINABILITY EMBODIED

OVERVIEW

As a landmark commercial tower within the Western Edge, 383 Kent Street has a responsibility to establish guidance for ESG within the precinct. A number of important technical and landscaped features will ensure it matches City of Sydney's provisions for net-zero energy use in buildings from 2026, waste management in new developments and targets to reduce embodied energy.

Sustainability is most impactful when it's easily understood, which is why the building will create points for social interaction that are adorned with natural planting, offering a set back from the street that reduces access to noise and vehicular pollution.

Access to natural light and fresh air is an important feature across the tower, while the mental, physical and social health of occupants is addressed through an on-site wellness centre and a commitment to public generosity.

BOSCO VERTICALE, MILAN

Greened tower façade to uplift an entire city skyline

CHARTER HALL 383 KENT STREET

FEATURES

- 6-star Green Star v1, with 20% reduction in embodied carbon
- Generous provision of outdoor space throughout the tower
- Percievable façade greening to benefit the western skyline of the CBD
- Public furniture to invite moments of pause and respite
- Increased quality of air and natural light throughout the precinct

LOCATION

- Ground plane
- Podium wellness centre
- Tower



SUSTAINABILITY EMBODIED

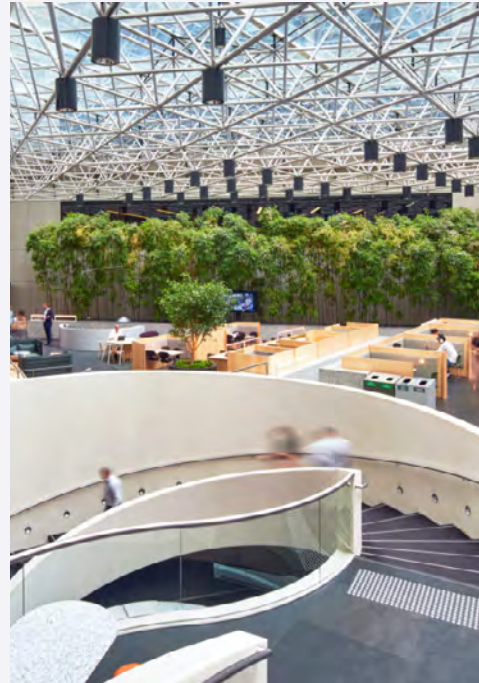
MOODBOARD



550 MADISON AVENUE, NEW YORK CITY



Tranquil green space with distinct garden rooms for tenants to relax and unwind



GROSVENOR PLACE, SYDNEY



A lobby and activated ground plane created a third space offering for tenants and the public to enjoy

SPRING FEAST AT BANTANG HOT SPRINGS, CHAOHU



Planters used to enhance wayfinding throughout communal spaces and pedestrian passageways



FRESHWATER PLACE, MELBOURNE

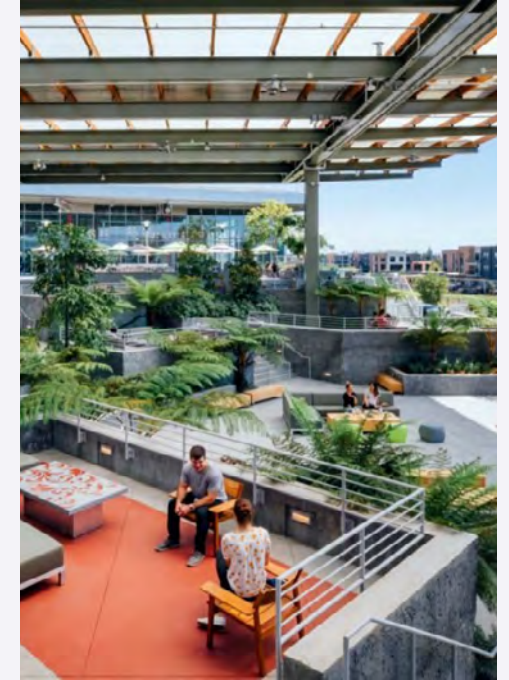


Social interaction in communal spaces with tenants gathering and networking

FACEBOOK HQ ROOFTOP PARK, MENLO PARK



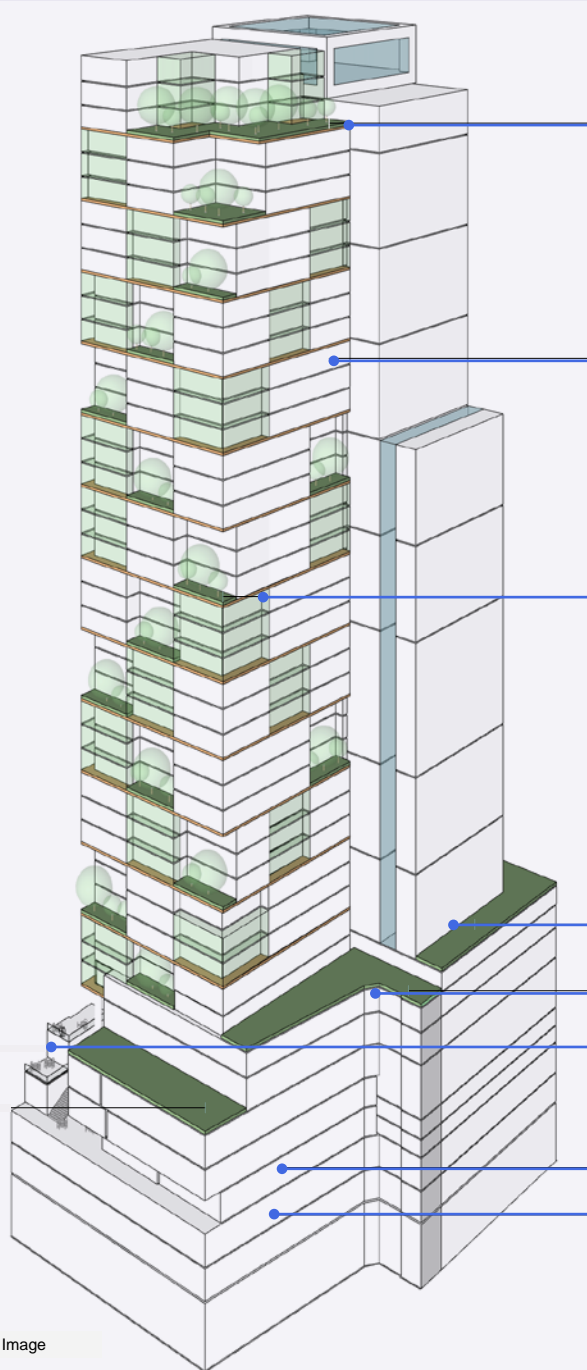
Expansive outdoor areas enhancing the day-to-day wellness of tenants



05 PRECINCT DYNAMICS

■ EXPERIENTIAL AXONOMETRIC

■ A DAY IN THE LIFE



Indicative Image

ROOF TERRACE

**OVER 40 FLOORS OF
COMMERCIAL NLA**

**BALCONY + WINTER
GARDEN ACCESS
ON EACH TENANT
FLOOR**

PODIUM TERRACES

**PUBLIC
THROUGH-SITE LINK +
PODIUM TERRACES**

**SHARED LOADING
DOCK + 70 CAR
BASEMENT**

A DAY IN THE LIFE

USER JOURNEYS

8AM

ARRIVE AT 383 KENT ST

Cycle down Sussex Street and park your bike in the shared basement. Use the end-of-trip facilities and head to your office nearby.

11AM

LATE-MORNING COFFEE

You're visiting Sydney for the first time in years. After a morning wandering around the CBD and Kent Street retail precinct, rest at the pedestrian through-site link cafe.

3PM

QUICK ERRANDS

It's your friend's birthday on the weekend. Head to the urban ateliers in the pedestrian through-site link and find something handmade.

6PM

KNOCK-OFF DRINKS

It's been a week of big wins. You and the team head downstairs to celebrate. The laneway is buzzing with people spilling onto Kent Street.

PUBLIC

PRIVATE

8AM

10AM

12PM

2PM

4PM

6PM

8PM

10AM

CLIENT MEETING

Meet your client on Kent Street, take them into one of the lobby's bookable breakout spaces to talk through your next big project.

1PM

LUNCH DELIVERED

Time's gotten away from you today. You open the 383 Kent Street app and order lunch from the podium's F&B. It's delivered to your desk.

3PM

AFTERNOON BREATHER

You head to the roof terrace to enjoy a moment's break and views of the skyline amongst the lush greenery.

8PM

TRAIN BACK HOME

Work is done for the day. You've had a knock-off on Sussex Street. It's time to cut through 383 Kent Street and head to Town Hall Station.

06

OUTCOMES

■ PROJECT SUCCESS CRITERIA

■ STAKEHOLDER BENEFITS

PROJECT SUCCESS CRITERIA

CONNECTIVE

The building must naturally connect to the surrounding landscape, connect the public realm to the private interior and foster moments of connection to build an engaged inner-city community.

PRODUCTIVE

The building must contain a productive lobby and commercial offices as well as workshop-style spaces which support emerging creatives.

ENDURING

The building must connect to the surrounding area's enduring historical warehouses, guaranteeing 383 Kent Street is grounded, adaptable and set up for long-term success.

DIFFERENTIATED

The building must act as a wellbeing-focused counterpoint to the buzz of Barangaroo and Town Hall, while its activated ground plane differentiates itself from the quiet surrounds of Kent Street.

SUSTAINABLE

The building must meet government sustainability targets and be underpinned by an ethos that is socially, culturally and environmentally sustainable.

STAKEHOLDER BENEFITS

	CHARTER HALL	CITY OF SYDNEY	WORKPLACE TENANTS	OFFICE WORKERS	PRECINT RETAILERS	COMMUNITY VISITORS
I AM	A progressive, values-led developer and catalyst for long-lasting change	A progressive local council committed to the continued success of the CBD and city beyond it	Medium to large-scale organisations who think globally and value their workforce greatly	A varied set of retail and hospitality workers and white and black-collar creative professionals	A diverse mix of operators who want to see the CBD's Western Edge activated to its full potential	Intracity visitors and business visitors from further afield
I GET	A cutting-edge, influential building nestled within an emerging area of Sydney's CBD	A leading development that prioritises the city's increasing liveability	Commercial office space that's purpose-built for working and being well	A place for productivity, relaxation and connection	A shared retail precinct loading dock for our businesses to thrive and expand	A new area of the CBD to enjoy and explore
I FEEL	Innovative	Invigorated	Confident	Impressed	Supported	Excited



Charter Hall 

ARTIST'S IMPRESSION