

15 November 2016

RE: FEEDBACK ON THE 2016 REVIEW OF THE SOPA 2030 MASTER PLAN

While in an overall sense the 2016 Review of the Sydney Olympic Park Master Plan is a big improvement on the original 2010 Master Plan, any new thinking is limited to a very small number of areas and initiatives.

The precinct is in desperate need of more people using and visiting the site on a daily basis. There is no doubt the Review provides the opportunity for more development to take place but the type and amount of development will play a crucial role in determining the character of the site.

Positive Elements

- The amount of area that can be developed in the precinct has increased from 1,500,000m² of Gross Floor Area to 1,960,000m² of Gross Floor Area – an increase of 460,000m² of Gross Floor Area (GFA). Is this enough though to make the site sustainable and give it the true day to day population that is needed?
- The main areas where additional development have been created include:
 - Re-zoned the land around the Stadium for mixed commercial and entertainment development. This has increased from a potential 40,000m² to 137,000m². This is a good outcome provided the development is done well, has a clear purpose and works with the Stadium.
 - There is massive increase in the amount of potential development that can be done in the town centre from a potential 890,000m² to 1,212,000m². This is a great outcome as the site needs a much more density in and around the centre.
- In terms of the type of development that will be provided for, there has been a large increase in the potential residential population for the site. This probably makes sense but the residential population should not prevent or restrict event activity.

Negative Elements

- The Olympic Boulevard is still a vast open corridor that has no life other than where the Stadium Precinct intersects it. The Boulevard needs to be used to activate the site and link spaces together.
- There is no information about what is planned for the Showground site which is a little strange given the size of its footprint. Based on this it is difficult to get a true feel for what is being planned on the site in its entirety.
- The area around Qudos Bank Arena has not been re-zoned which is inconsistent with the approach adopted around ANZ Stadium. The area around the Arena should be integrated with the concept adopted around the Stadium.

- There has been a reduction in the amount of overall potential commercial office space for the precinct which means that the potential workforce for the precinct is reduced compared to the original Master Plan. On the basis that there is a shortage of employment opportunities in Western Sydney and given that there is a need to ensure the site operates at a higher capacity Monday to Friday, increasing the amount of commercial space would make much more sense.
- The issue of transport and how to access the site is still a major limitation that needs to be resolved. While the site operates well for major events, as a result of direct train and bus services, the day to day transport services need to be improved dramatically. The road infrastructure surrounding the precinct, particularly the Australia Avenue roundabout, also need to be improved to ensure people can get into and out of the precinct efficiently.

Kind regards

ANZ STADIUM

A handwritten signature in black ink, appearing to read 'D Kerry', written in a cursive style.

Daryl Kerry
CEO