



Wollongong City Council

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# Illawarra Sports and Entertainment Precinct Final Report January 2022





## Acknowledgement of Country

We acknowledge the Traditional Custodians of the land on which our city is built, Dharawal Country. We recognise and appreciate their deep connection to this land, waters and the greater community. We pay respect to Elders past, present and those emerging and extend our respect to all Aboriginal and Torres Strait Islander people who call this city home. We recognise Aboriginal and Torres Strait Islander people as the first people to live in the area. We respect their living cultures and recognise the positive contribution their voices, traditions and histories make to the city.



# Executive Summary

The Illawarra Sports and Entertainment Precinct (ISEP) is home to major entertainment and recreation facilities including the WIN Entertainment Centre (WEC) and WIN Stadium. Thousands of visitors attend a range of events each year, including sport, performances and functions. The WEC is the Illawarra Shoalhaven's largest indoor sporting and entertainment arena.

However, the current Venues NSW assets (WEC, WIN Stadium and showground/training field) are in need of significant improvement and maintenance if the opportunities for the site and its surrounds are to be realised and maximised.

Wollongong is recognised as the capital of the Illawarra region and is experiencing significant investment and growth that will serve to consolidate Wollongong as a location of choice for living, working and visiting.

Wollongong is already active in the major event market and in 2022 the city will host the Olympic scale UCI Road World Cycling Championship which will showcase the region to the world. Council is also investing in sporting infrastructure such as Beaton Park, Cringila Hills and Unanderra cycling precinct, which will complement and support hosting opportunities for a redeveloped ISEP.

The significance of the precinct is reflected in the State's *Illawarra Shoalhaven Regional Plan 2041* and *Illawarra Shoalhaven Regional Transport Plan* and is recognised and aligned with numerous Council plans and strategies.

City Centre planning is a central focus for Wollongong City Council and in the past several years Council has invested significant resources into local planning policies for the precinct and the provision of much needed infrastructure in areas surrounding the precinct.

Council's vision for the broader precinct is a place for gathering, where people come together to watch and play sport, to be entertained, to relax and exercise, and to worship. The area has high liveability with its access to the beach, open space, views and the city centre, set within a spectacular and environmentally significant and sensitive landscape.

In 2020, Wollongong City Council was asked by the Acting Minister for Sport, Multiculturalism, Seniors and Veterans Dr Geoff Lee MP, to lead a process to inform the future of the precinct.

During 2021, Council led the process to consider future development opportunities for the precinct in collaboration with the Illawarra Sports and Entertainment Precinct Steering Committee. The Committee included representatives from Wollongong City Council (Chair), Venues NSW, Department of Planning, Industry and Environment, Regional NSW and Business Illawarra. Activities of the Committee were guided by an agreed Terms of Reference.

In responding to the Terms of Reference, targeted stakeholder engagement was undertaken to inform, engage and align the process with key identified stakeholder groups. These included Venues NSW Executive and Board, adjacent 'opportunity site' landowners, Illawarra First members, Regional peaks and business leaders, venue users, State agencies, Federal and State local members and Councillors.

In commissioning the project, Venues NSW provided direction that core entertainment, stadium and training field functions are intended to remain in the precinct. The Steering Committee's consideration of options for the site therefore focussed on enhancement opportunities that would support improvements in activation, commerciality, functionality and community use of the precinct.

Council is particularly appreciative of the contribution of Business Illawarra to the process. Business Illawarra commissioned Urbis to undertake an independent review of the site and its potential which may be read in conjunction with this report, once it's released.

The Committee has put forward a "fit for purpose" redevelopment option for the site that would see a rebuild of the existing venues and facilities consistent with the existing planning and legislative frameworks applying to the site.







Redevelopment in line with this option could achieve the following redevelopment opportunities:

- A contemporary entertainment/conference venue that is flexible and provides versatile spaces to cater for a range of events
- A new northern grandstand that is integrated with the new entertainment venue and augments its adaptability
- Eastern “Hill” redevelopment that supports foreshore activation and hosting top tier sporting fixtures
- A new southern grandstand with contemporary game day facilities and licenced premises/restaurant
- Efficient bump-in infrastructure integrated into the stadium to support concerts
- Reimagined training field that provides under-surface parking and opportunities for festivals and community use.

Through the detailed Master Planning process, Venues NSW is encouraged to consider alternative configurations for the existing venues, including investigating the potential to flip the entertainment centre to the south of the precinct.

The Steering Committee option also recommends the inclusion of adjacent lands in future Master Planning to enable the provision of uses and functions that are not presently available to the Venues NSW site.

In addition to the “fit for purpose” redevelopment option, Business Illawarra’s report will offer three alternative master plan development options and an architectural case study for one master plan option.

All options for redevelopment of the site provide the opportunity to incorporate sustainability outcomes and principles into the design and construction process, including through the use of local products, materials and labour. In particular, the opportunity to use local steel in construction should be promoted.

Any option for the precinct will require a more detailed analysis of constraints and development opportunities, tested against statutory and merit-based considerations as a part of future planning phases. Broad and comprehensive engagement will also be required as detailed planning for the precinct progresses.

In presenting this report, Wollongong City Council calls on Venues NSW to immediately resource the development of a detailed Master Plan and business case for the Illawarra Sports and Entertainment Precinct, informed by a comprehensive engagement strategy.

The recommendations of this report are as follows:

1. The Wollongong City Council Illawarra Sports and Entertainment Precinct (ISEP) Report be received by Venues NSW.
2. The following principles be included in any future Master Planning or redevelopment of the ISEP:
  - Provide fit for purpose facilities that support conferences, concerts, festivals, events and appropriate public recreation and community uses
  - Incorporate commercial opportunities through restaurants, licenced premises, offices and shops to support the commercial success of the precinct



- Achieve activation of the foreshore, streets, and public spaces
  - Strive for design excellence – produce iconic built forms
  - Incorporate permeability, accessibility and view lines through the precinct
  - Enhance parking, public transport, and active transport outcomes for the precinct
  - Embrace sustainability principles, including renewable energy opportunities
  - Respond appropriately to the site context, including its Aboriginal heritage and culture
  - Leverage adjoining properties and lands, where appropriate, to maximise development footprint and feasibility
  - Prioritise the use of local materials (including Steel) and businesses in construction activities.
3. NSW Government fund and resource Venues NSW appropriately to immediately undertake/ commission a comprehensive ISEP Master Plan that includes all relevant local studies and assessments.
  4. This be supported by a detailed ISEP business case that includes market assessment and feasibility.
  5. Investigate the opportunity and/or appetite for corporate partners via an invitation process (refer to appropriate NSW Government Policy) to partner in the Master Planning development process and business case.
  6. As part of the Master Planning process, Venues NSW lead a broad and comprehensive engagement process that includes general community, aboriginal community, adjacent landowners, existing users (including St George Illawarra Dragons), entertainment suppliers (including promoters etc), government agencies, Council, community and business peaks, tourism and destination organisations and potential investors.
  7. Adjacent land be further investigated and determined so to maximise local and regional benefit and to support the delivery of the Master Plan and future redevelopment of the ISEP.
  8. Current legislation and policy applicable to the ISEP be reviewed if required to support the delivery of the Master Plan
  9. NSW Government provide funding to support Venues NSW to provide an enhanced and recurrent ISEP maintenance program for the existing facilities in the interim, in particular to ensure the venues are ready for the UCI in September 2022.
- While the outcomes of this project are being considered by the State Government, Wollongong City Council will continue to advocate for the existing WIN Entertainment Centre and Stadium to be maintained and upgraded so that it can continue to be at the heart of our community's social and sporting activities and host events that our community and visitors can enjoy and be proud of.



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# 1. Purpose of this Report

This report represents the collective outcomes from the work of the Illawarra Sports and Entertainment Precinct Steering Committee, which was established to provide advice to Venues NSW in relation to future planning for the precinct.

The project has proceeded on the basis of clear instruction that the existing sporting and entertainment assets will remain on site and that Venues NSW is seeking information to support the next phase of detailed planning for the site.

The report serves to:

1. Demonstrate the operation of the Steering Committee
2. Explain the processes and outcomes from Steering Committee activities
3. Demonstrate the successful completion of the Terms of Reference that were established to guide the project
4. Provide a resource for Venues NSW to use in the next phase of detailed site planning and development of a business case

This report can be read in conjunction with the independent Business Illawarra report (Urbis) once it is released, which has the following objectives:

- Understand the capacity opportunities of the ISEP to improve place and economic outcomes and accommodate renewal in central Wollongong
- Identify three options to improve renewal options
- Identify potential land uses and planning controls that are required to achieve the outcome
- Evaluate scenarios and select an option for an architectural case study
- Recommend actions to progress the preferred option/s.

Whilst targeted engagement was undertaken to identify the opportunities for the precinct presented in this report, it should be noted that this report has not been the subject of broad consultation. This report serves as a contributing document to inform comprehensive Master Plan and engagement processes to be led by Venues NSW.





## 2. Background

The Wollongong entertainment and foreshore area is one of the city's greatest assets as a destination to celebrate, be entertained and enjoy the natural beauty of the coastal setting. People from every walk of life can come together at the WIN Stadium and Entertainment Centre on Wollongong's foreshore, in support of their local team or to enjoy local and international live shows and events.

The Illawarra Sports and Entertainment Precinct at the Wollongong foreshore has all the right ingredients to be a sensational area, delivering a thriving and unique experience that strengthens the region's visitor economy, supports job growth and enhances the liveability of the city.

The Illawarra Sports and Entertainment Precinct is home to major entertainment and recreation facilities including the WIN Entertainment Centre (WEC) and WIN Stadium. Thousands of visitors attend a range of events each year, including sport, performances and functions. The WEC is the Illawarra Shoalhaven's largest indoor sporting and entertainment arena.

The current Venues NSW assets, the WIN Entertainment Centre, Stadium and showground/training field, are recognised as in need of significant improvement and maintenance.

In 2020, the Acting Minister for Sport, Multiculturalism, Seniors and Veterans Dr Geoff Lee MP, requested that Wollongong City Council lead a process to inform the future of the precinct.

The *Illawarra Sports and Entertainment Precinct Steering Committee* was formed in November 2020 to establish the process for developing a Master Plan for the precinct. The Committee was guided by a Terms of Reference that included a list of matters to be the focus of advice to Venues NSW. This report is a record of the Committee's work.

Over the past ten years there has been a range of research, planning and conceptual projects focused on the site. These projects have been undertaken by Venues NSW and other stakeholders. Where publicly available this work has been considered and utilised.

City Centre planning is a central focus for Wollongong City Council. In recent years, Council has invested significantly in the development of planning policies for the precinct and provided much needed infrastructure in areas surrounding the precinct, while also advocating for the continued maintenance and improvement of the existing WEC and Stadium.

The future success of the broader foreshore precinct will require a focus on uses, activities, events, development and infrastructure that activate the area every day and into the night. This will require continued commitment and investment from Council, State Government and other key stakeholders such as the owners of sites in and around the precinct.

While the outcomes of this project are being considered by the State Government, Wollongong City Council will continue to advocate for the existing WIN Entertainment Centre and Stadium to be maintained and upgraded so that it can continue to be at the heart of our community's social and sporting activities and host events that our community and visitors can enjoy.

This report, in conjunction with a separate independent report commissioned by Business Illawarra, will inform the next phase of work by Venues NSW.



## 3. Illawarra Sports and Entertainment Precinct – Steering Committee

### 3.1 Establishment and Membership

The Illawarra Sports and Entertainment Precinct Steering Committee (ISEP) was formed in November 2020 to establish the process for developing a Master Plan for redevelopment of the entertainment and sporting assets to be retained on site.

The ISEP Steering Committee was responsible for the provision of multi-agency advice to Venues NSW to consider all potential options for a sound business case framework and detailed concept Plan for the ISEP as a catalyst site within the Foreshore Precinct of the Wollongong City Council Urban Design Framework.

Steering Committee members include representatives from Wollongong City Council (Chair), Venues NSW, Department of Planning, Industry and Environment, Regional NSW and Business Illawarra.

### 3.2 Terms of Reference

The Steering Committee was established to assist Venues NSW to:

- a. Consider a range of options for improved activation, usage and community and commercial outcomes -**

*Refer Section 8*

- b. Ensure the inclusion of ISEP direction, principles, priorities and delivery options in relevant plans and infrastructure programs, specifically the Illawarra Shoalhaven Regional Plan and transport plans**

*Refer Section 4.1*

- c. Ensure productive connection between ISEP and Foreshore Precinct priorities and key plans and initiatives**

*Refer Section 4 and 5*

- d. Consider the capacity for the Precinct to host major events and increased visitation**

*Refer Section 7 and the Business Illawarra report once it is released*

- e. Create a functional requirements and value proposition brief**

*Refer Sections 6 and 7 and Attachments 2 and 3*

- f. Identify ISEP development opportunities, priorities and engagement processes including the following portfolio areas: health, sport, training, education, accommodation, transport, entertainment, retail, and business**

*Refer Section 6, 7 and 8 and Attachments 2 and 3*

- g. Ensure feedback from engagement of stakeholders and community consultation is considered by Venues NSW**

*Refer Section 3 and Section 6 – Note: further briefings to be provided in conjunction with the release of the final report*

- h. Agree on Precinct development priorities from community engagement and expert analysis**

*Refer Section 8*

- i. Consider and establish an agreed recommendation of a Concept Plan**

*Refer Section 8*

- j. Provide recommendations for potential ISEP development priorities, stages of investment, and advice on the development of a business case**

*Refer Sections 8, 9 and 10*

- k. Recommend the process for the development and deployment of a Masterplan/ Final Business Case to Venues NSW.**

*Refer Sections 9 and 10*

Full Terms of Reference are provided at Attachment 1

### 3.3 Record of Meetings

Meeting Date	Matters Discussed
4 November 2020	Inception meeting - Project aims and background Terms of Reference Committee Membership Wollongong City Centre Urban Design Framework
23 December 2020	Terms of Reference Outline of proposed Council planning context paper Draft Illawarra Shoalhaven Regional Plan Future meeting schedule
28 January 2021	Functional Requirement Workshop - Precinct options Outcomes for broader Foreshore Precinct Alternative sites
1 April 2021	Potential independent review by Venues NSW Previous related studies and reviews Council's commitments to the precinct (2016-2023 \$5.36M) Proposal for site analysis and build form massing study Communications and engagement phased activities
17 May 2021	Establishment of Venues Regional Steering Committee Decision not to proceed with Venues independent review Overview of and feedback from presentation to Venues CEO Key messages Scope for options identification Future presentation schedule Procurement models
18 June 2021	Feedback from briefings to Minister, Venues Board, Venues Executive, Councillors Feedback from 1st Regional Steering Committee meeting Release of Illawarra Shoalhaven Regional Plan Urbis procurement for analysis and options study Confidentiality arrangements Communications Plan Engagement activities Targeted stakeholder identification



19 July 2021	Confidentiality arrangements Ongoing Council advocacy for asset maintenance Council budget allocation \$150,000 Venues NSW Board governance structure Sporting Venues Authorities Act Business Illawarra commissioning of Urbis study DPIE Funding allocation \$40,000 Communications and Engagement
17 September 2021	Development activity UCI – Cycling World Championships September 2022 Covid impact and response Regional Advisory Committee Stakeholder sessions feedback Progress update on Business Illawarra Study
24 November 2021	Development activity in the precinct Access and Movement Study Committee final report structure and content Report launch: timetable and engagement schedule Business Illawarra Study draft outcomes – development options Communications and engagement

### 3.4 Record of Briefings

To ensure that the Venues NSW hierarchy and elected representatives were informed about the process, a series of briefings were undertaken -

#### Stakeholder

Venues NSW Executive

Wollongong City Council - Councillors

Venues NSW Board

Minister Ward - Minister for Sport, Multiculturalism, Seniors and Veterans

Venues NSW Board – Regional Steering Committee

Federal and State Local Members





## 4. Regional Context and Strategic Alignment

Wollongong is recognised as the capital of the region. The City, defined by the University of Wollongong and TAFE campus, the Port of Port Kembla, the Port Kembla heavy industrial complex, and the CBD comprises the majority of business, employment, investment and contribution to GRP in the Illawarra and surrounding areas.

City Centre planning is a central focus for Wollongong City Council and in the past several years Council has invested significant resources into local planning policies for the precinct and the provision of much needed infrastructure in areas surrounding the precinct.

Since the commencement of this project, the Illawarra Sport and Entertainment Precinct Project has also been reflected into a number of regional strategies.

- Reduce the region's exposure to natural coastal hazards
- Identify, conserve and enhance cultural heritage values
- Support public art, major events and cultural activities

### Illawarra Shoalhaven Regional Transport Plan

Transport for NSW proposes to use its Movement and Place Framework to inform development of a place-based Transport Plan for Metro Wollongong – this will be a collaboration between State agencies and Wollongong Council.

### 4.1 Regional Plans

#### Illawarra Shoalhaven Regional Plan 2041

On 1 June 2021, Minister Stokes released the Illawarra Shoalhaven Regional Plan. The Plan includes the following Collaboration Activity (#1):

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*“A revitalised and activated Sports and Entertainment Precinct has the potential to transform into a first-choice multipurpose business, entertainment, cultural and sporting hub that integrates with the natural environment and green spaces”.*

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The Regional Plan also includes relevant strategies relating to the following -

- Continue to strengthen Metro Wollongong
- Continue to revitalise and activate the Sports and Entertainment Precinct and foreshore

### Greater Cities Commission

On 2 December 2021, the NSW Premier announced plans to incorporate Wollongong into an expanded Greater Cities Commission. This announcement recognises the important role and relationship that Wollongong has with Metro Sydney.

In making his announcement, Premier Perrottet flagged a greater focus on infrastructure and city building that will drive the economy and improve the liveability of our cities. His vision is for transforming projects that make a city more “liveable, workable and beautiful” – supporting a world’s best quality of life for our people.

With its focus on developing a commercially successful precinct that provides opportunities for residents across a large catchment to enjoy world class events and activities within a spectacular coastal setting, the ISEP project is well placed to leverage the Government’s renewed commitment to transforming projects within it’s “Greater Cities” context.

### Illawarra Shoalhaven City Deal

In September 2020, the Illawarra-Shoalhaven City Deal Prospectus was released and includes the Wollongong Entertainment Precinct at a cost of \$140M (State) and \$30M (Private). Note: these figures are not based on detailed cost estimates.

*Image: Full Set Festival, Globe Lane Wollongong*



## 4.2 Council Strategies and Programs

Wollongong City Council has in place or is progressing a range of studies and programs that will support the future planning, development and activation of the Illawarra Sports and Entertainment Precinct (ISEP), including:

- Wollongong City Centre Urban Design Framework
- Wollongong City Centre Access and Movement Strategy
- Sustainable Wollongong Strategy
- Draft Climate Change Adaptation Plan
- Wollongong Heritage Strategy
- City Centre Council Lands Review
- Urban Greening Strategy
- Cycling Strategy
- Green Bus Review
- Wollongong Retail and Business Centres Study
- Major Events Strategy
- Place as Shared Spaces grant applications – outdoor dining opportunities for lower Crown Street
- South Western Sydney Growth Impacts Study

These projects were initiated by Council envisaging that the planning for the Illawarra Sports and Entertainment Precinct would progress at a point in time. Details about these initiatives are available on request.

The Wollongong City Centre Planning Strategy is another strategic project that builds on the adopted Urban Design Framework to implement land use planning outcomes in the city centre, including the ISEP. This project is ongoing.

Council's suite of strategic planning projects is in strategic alignment with:

- Council's 2028 Community Strategic Plan – Our Wollongong 2028
- Wollongong City Council Economic Development Strategy 2019 – 2029
- Wollongong Harbour Master Plan

In addition to the above strategic projects, Council has also invested significantly in its capital works program, activation and marketing activities and maintenance program in the precinct.

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**Total Projected Spend on Planning and Infrastructure to support the Master Plan for the Illawarra Sports and Entertainment Precinct 2016 – 2022: \$3,215,000**

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**Total Projected Spend on Events, Activation and Marketing and Maintenance to support the activation of the Illawarra Sports and Entertainment Precinct 2016 – 2023: \$2,146,000**

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## 4.3 Major and Signature Events

Wollongong City Council, through Destination Wollongong, is active in the market to draw international and domestic events to the City as per the Major Events Strategy. The Major Events Strategy is underpinned by deliberate frameworks such as Generic Event DA approval for key sites across the local government area which effectively streamlines the event application process and reduces red tape attached to outdoor event approvals. 2022 will see a significant return of postponed or new events to the city followed

*Image: Cringila Hills*







forced COVID closures in 2020 and 2021. A snapshot of some of the events scheduled for early 2022 include -

- 30 January – SummerSalt– 7000 patrons
- 26 February – For the Love – 15,000 patrons
- 2 & 3 April – Yours and Owls – 15,000- 20,000 patrons TBC
- 7 May – Fisher Bigger than a Beach Party – under 10,000 patrons

2022 will also see the biggest event ever to be hosted in Wollongong take place in September 2022, with 8 days of the UCI-Road World Cycling Championships. Over 1000 of the world's best cyclists will converge on Wollongong between 18 – 25 September to compete for a gold medal and the coveted rainbow jersey. It is one of the top five sporting events in the world and is watched by more than 300 million viewers around the globe.

This will be an event unlike anything Wollongong has ever experienced. It's an Olympic-scale sports

and community celebration that will bring people together, create long-term benefits for the city and showcase what makes Wollongong an unbeatable place to live, work and visit to the world. More than 300,000 spectators are expected to cheer from the sidelines, including thousands of visitors who will stay in the region and support local businesses while enjoying the best the city has to offer. Wollongong City Council is proud to be the Host City and Institutional Partner.

As a result of this event, Wollongong has achieved the status of a Bike City, the first city in southern hemisphere to do so.

## 4.4 Cringila Hills and Unanderra Cycling Precinct

Cringila Hills builds on a Masterplan adopted by Council in 2020. Turning a derelict site into a significant community asset has resulted in the establishment of 11.5 km of mountain bike trails catering for riders of all abilities. The network is complemented by 3.4 km of shared use and walking tracks, an all-abilities playground and a





pump track and bike skills path currently under construction. Cringila Hills is a project that contributes to the delivery of Council's Cycling Strategy 2030, Bike City status and opportunity for future cycling related events. Over the next twelve months, this will be complemented by a new Cycling Precinct in Unanderra. This precinct is already home to Wollongong's velodrome and the Illawarra Cycling Club and will soon feature a new criterium track due for completion in 2022.

## 4.5 Beaton Park

Beaton Park is a sporting precinct of regional importance located in the suburb of Gwynneville, just two kilometres from Wollongong CBD. The site supports a variety of sporting codes, sporting clubs, as well as community and commercial uses. The precinct incorporates the Beaton Park Leisure Centre, Wollongong Tennis Club, Illawarra Basketball Stadium (the Snake Pit), Beaton Park Sportsground, the Kerryn McCann Athletics Centre and a children's playground.

In 2017, Council adopted the Beaton Park Masterplan 2018-2038 which sets out the steps required to further develop the precinct as a regional centre for excellence that has high performance facilities for the city and broader region. With funding from the ATP Cup Tennis Legacy Fund, NSW Governments Greater Cities Sports Facilities Fund and Council contribution, construction on a new court lay-out will create a new Tier 2 tennis facility for the region. This first phase of the masterplan's implementation will make way for a new Health & Wellbeing Hub, Multisports Hall with capacity for 2500 pax, upgraded aquatics, gym and playground.

Throughout the development of this project, consideration has been given to existing facilities catering for the region seeking to complement the offering provided by the Illawarra Sports and Entertainment Precinct and not to compete with these facilities for market share.

*Image: Beaton Park, Gwynneville*



## 4.6 Lang Park Master Plan

Lang Park, located to the immediate north of the ISEP, is the main public open space area within the Wollongong Foreshore precinct. Council will prepare a new master plan for Lang Park over the next two years that will provide the framework for future use and development of the park, ensuring that it provides an appropriate City Beach arrival experience with the right mix of landscapes and activation infrastructure within a high quality natural setting.

While having a focus on the long-term function and use of the park itself, the Lang Park Master Plan will consider its connections and interfaces with the Wollongong Harbour precinct, Marine Drive/Blue Mile to the north, residential/school uses to the immediate west and the ISEP to the south.

## 4.7 Local Business Investment

### Wollongong CBD

The Wollongong CBD is undergoing a rapid transformation with several large office developments either under construction or in the pipeline. The additional supply of A-grade office space strongly positions the city in a post-COVID environment as a legitimate and alternate CBD location for organisations looking to new ways of working and flexible locations for their staff.

The availability of new office stock, combined with our large highly skilled talent pool, lower staff turnover, and a great work life balance, provide an opportunity for organisations to consider all that

our city has to offer. The Wollongong CBD has seen \$1.8B of investment since 2012 and has an additional 28,000m<sup>2</sup> of A-grade office space under construction or newly completed, representing a 36% uplift on current stock levels. This includes:

- 'Gateway on Keira' - newly completed A-grade office development on Keira St (5,259m<sup>2</sup> GFA)
- 'Avante' - a newly completed mixed-use development offering A-grade office space overlooking the Wollongong CBD (5,500m<sup>2</sup> GFA)
- 'Lang's Corner' - a landmark A-grade office development offering premium space on the lower Crown Street Mall (12,733m<sup>2</sup> GFA, including 11,452m<sup>2</sup> of net lettable office space)
- The newly completed IMB Bank headquarters at 47 Burelli Street - an A-grade office development that is fully committed. (6,695m<sup>2</sup> GFA)

There is also a further \$800M+ of residential, mixed use and commercial projects in the pipeline, including approximately 39,000+ m<sup>2</sup> of A-grade office space.

Included in the above, there are a number of projects in pre-lodgement phase or applications under assessment. One exciting Development Applications currently under assessment is the \$400M *WIN Grand* application which proposes the complete redevelopment of the city block bounded by Crown, Keira, Burelli and Atchison Streets in Wollongong. The proposal is for a mixed-use development and includes three residential towers, an office building, retail shops, entertainment facilities (cinema, exhibition / performance space) and a wellness centre (pool, gym and health



image: Gateway on Keira



image: Avante



services). The proposed buildings are situated around a central plaza.

There is also strong ongoing demand for inner city living and vibrant night time economy. Prior to the COVID-19 pandemic, it is estimated that 110 new bars, cafes and restaurants had opened in the Wollongong CBD since 2012.

## Skilled Talent Pool

Wollongong is located within a one-hour commuting distance of over 500,000 working adults. While Wollongong has traditionally been a commuter city, with over 23,000 people commuting daily to greater Sydney, many are skilled professionals who are looking for opportunities to have an office closer to home.

Staff retention in Wollongong has been shown to be double the national average – staff are more satisfied working in Wollongong.

The University of Wollongong is home to 25,000 students at its Wollongong campus, with over 7,500 graduates annually from its highly rated education programs.

## Visitor Economy

Wollongong has experienced, prior to and throughout COVID-19, an increasing demand for bed nights, business and leisure tourism, and day visitation. Significant investment in the public realm by Council, demand for developable commercial and residential lands, extensive natural environmental attributes, an evolving event and festival profile and reputation, and improved connectivity to various localities within the Sydney

Basin, Canberra and the Southern Highlands and the South Coast has seen visitor numbers and tourism revenues climb dramatically. Wollongong is strategically placed to continue to build inter regional, domestic and international visitor market share.

## Hotel Approvals

Hotel approvals over the past 5 years -

- 28 Young Street Wollongong (under construction): Mixed use - Proposed demolition of all structures and construction of a sixteen (16) level mixed use development containing three (3) basement parking levels. The development will comprise: forty six (46) residential apartments (at levels 7-16); eighty seven (87) hotel rooms.
- 357-359 Crown Street Wollongong - Demolition of existing structures, construction of 20 storey hotel including 3 levels of basement parking, 120 room/suites.
- 37-39 Burelli Street Wollongong: Commercial - Demolition of existing structures and construction of a multi-level hotel development containing 241 rooms.
- 385A Crown Street Wollongong: Demolition of existing structures and construction of hotel.

In addition to the above approvals, a change of use from a residential flat building to serviced apartments containing 34 rooms at 65 Church Street Wollongong is complete and operating.

The total across the 5 approved developments is 527 rooms.



image: Lang's Corner



image: IMB Bank



## 4.8 Events Catchment

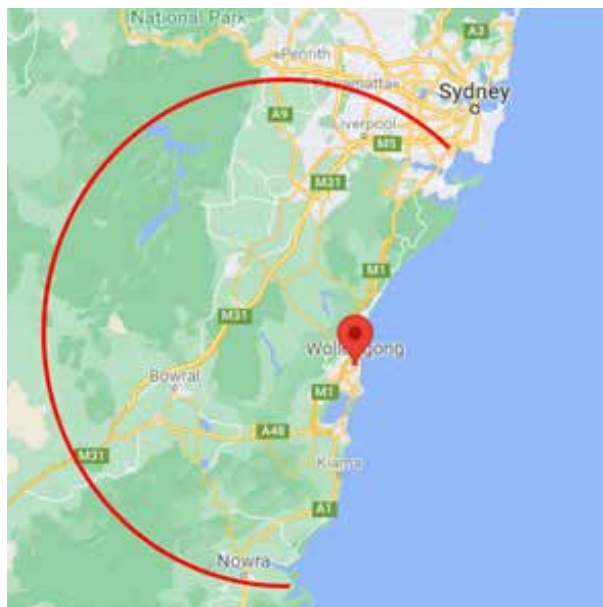
### Population Projections

The area around Wollongong and extending to an easy 1 hour travel time can reasonably be included within the service catchment of the Illawarra Sports and Entertainment Precinct. The 1 hour travel arc from the site includes the Illawarra Shoalhaven, southern Sydney and the rapidly growing south west Sydney.

### 2041 Projections

Increase from 2016 base year - rounded to nearest 50:

LGA	Projected Population	Projected Increase
Wollongong City	265,750	55,350
Shellharbour	93,950	23,550
Kiama	26,100	4,000
Shoalhaven	119,050	17,100
<b>Total Illawarra Shoalhaven</b>	<b>504,850</b>	<b>100,000</b>
Wingecarribee	51,500	2,500
Wollondilly	82,500	32,650
Campbelltown	249,250	87,700
Sutherland	268,050	41,600
Camden	307,750	227,500
Liverpool	441,450	229,450
<b>Total W Plus 1 (Wollongong + 1 hour commute)</b>	<b>1,905,350</b>	<b>721,400</b>



Map showing the approximate 1-hour drive catchment arc from the site.

### South West Sydney

Projected growth in South Western Sydney in particular will provide both challenges and opportunities for coastal cities such as Wollongong. Of particular relevance to Wollongong is the establishment of three significant growth centres:

- South West (Liverpool and Camden LGAs) – 110,000 dwellings
- Greater Macarthur (Campbelltown LGA) – 39,000 dwellings
- Wilton (Wollondilly LGA) – 15,000 dwellings

Connectivity and accessibility to Wollongong from South Western Sydney will be supported by improvement to inter-regional transport corridors such as Picton Road, and the Outer Sydney Orbital Stage 1 (exhibited) and Stage 2 (under investigation).

Wollongong's open spaces and areas have always been popular visitor destinations and Council is committed to maintaining these areas as high quality and amenity places for residents and visitors. Over the last few years, Wollongong has experienced increased visitation to our foreshore areas and recreation facilities, as well as some of our escarpment areas. This has placed increased requirements on Council's assets and services, including:

- services: compliance, cleansing, waste collection, lifeguards, rangers
- infrastructure: multi-modal infrastructure (cycling and public transport), parking, roads, foreshore amenities, open space areas.

Service enhancements have been implemented to help address additional demands on Council services, however additional data is required

to assist the organisation to plan strategically for the long-term servicing and infrastructure improvements that may be necessary to cater for increased demand from the growth of South Western Sydney.

Council is in the process of commissioning a study to understand the scale and impact of future visitation trends to assist in:

1. Planning for future service operations
2. Planning for future public domain and infrastructure enhancements
3. Developing future strategic planning processes
4. Advocacy to State and Commonwealth Governments for increased support and investment.





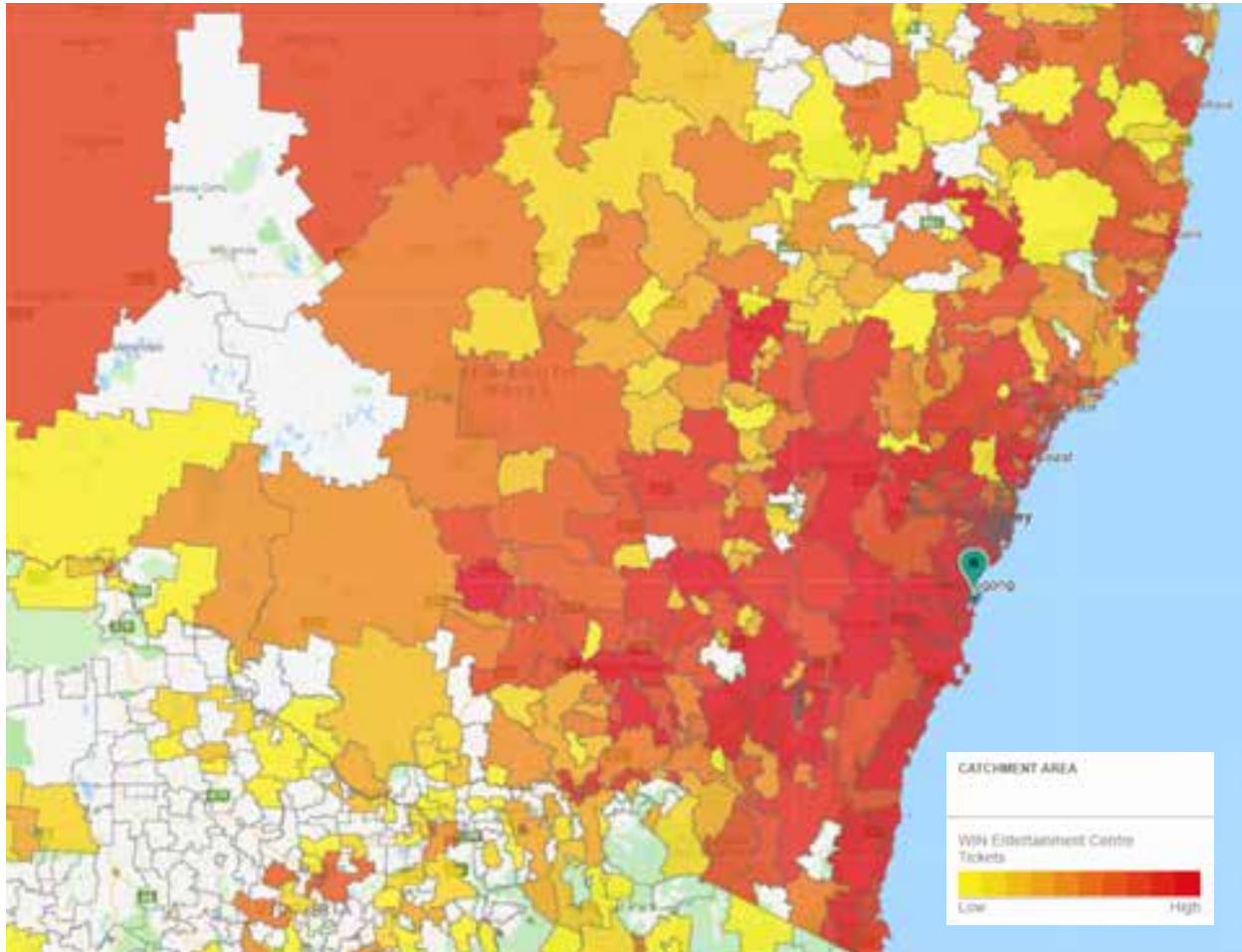




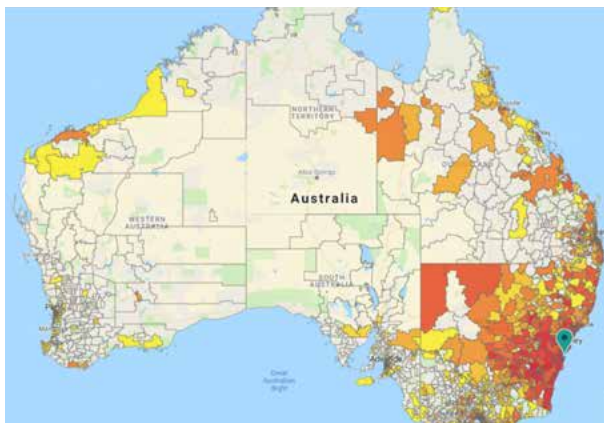
## Ticketing Catchment

Ticketing data provided by Venues NSW shows that the catchment for events at the WIN Entertainment Centre and WIN Stadium extend

beyond the immediate catchment. The following maps demonstrate that the venues have high demand from south-east NSW and all parts of Metro Sydney.



It is interesting to note that moderate demand is also experienced from north-west NSW and parts of Queensland and Western Australia.



*Image: Yours and Ours. Photo Ian Laidlaw.*

## 5. Strategic Planning Context: Wollongong Foreshore Precinct

### 5.1 Urban Design Framework



Artist's impression: Wollongong Foreshore Precinct – Wollongong City Centre Urban Design Framework

In September 2020, Council adopted the Wollongong Urban Design Framework (UDF – provided under separate cover) to be the basis for a new suite of planning controls and physical interventions that set clear objectives and enable feasible, high quality development within the city centre. The UDF built on the foundation of 2016's A City for People which identified four themes to support growth towards the vision for the city:

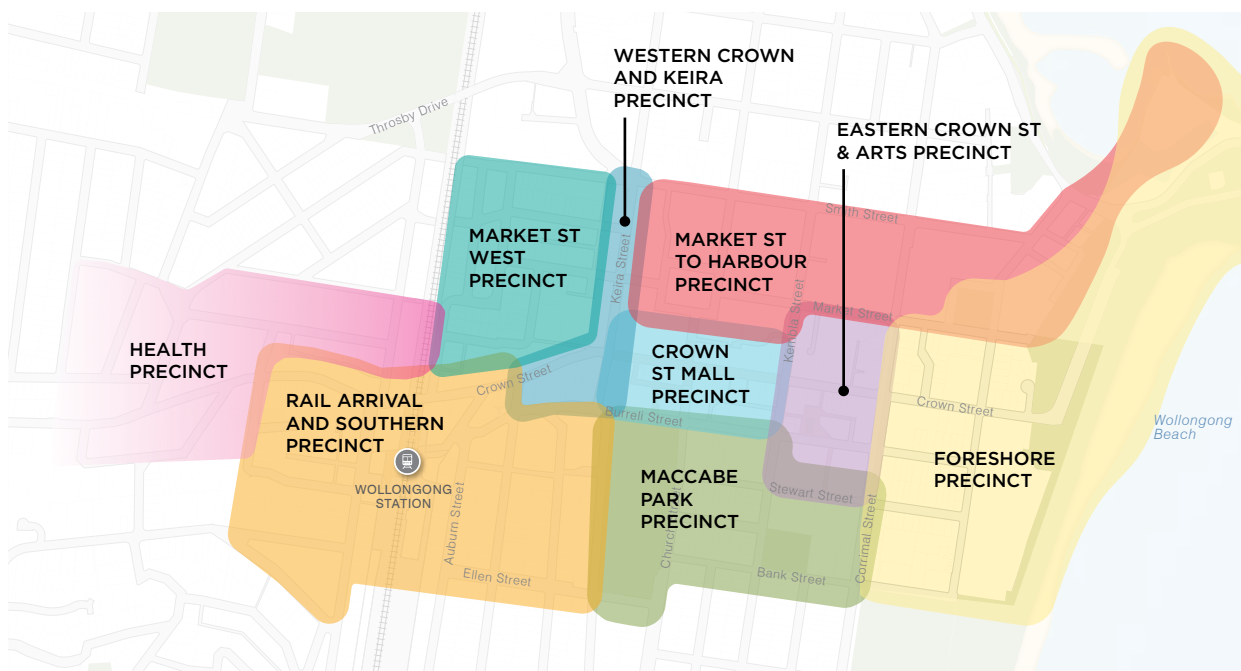
- Celebrate the uniqueness
- Develop a human scale city
- Grow a living city
- Create an accessible, pedestrian friendly city

The UDF provides analysis and recommendations around the three key areas of built form; land use; and public domain and connections. The Framework applies these recommendations spatially through a broad city structure plan, and it also recognises that the city is composed of

several distinct precincts. Each precinct has a particular character, which is linked to its location, its built form and fabric, and its activities and uses.

The Illawarra Sports and Entertainment Precinct is located within the eastern Foreshore Precinct of the city – shown in yellow on the plan opposite. The Foreshore precinct extends from Bank Street through to the Wollongong Harbour interface, overlapping with the Market St to Harbour Precinct.

The Foreshore is a precinct for gathering, where people come together to watch and play sport, to be entertained, to relax and exercise, and to worship. These activities are supported by clusters of entertainment, sports, open space and church facilities. The area has high liveability with its access to the beach, open space, views and the city centre which means that in addition to attracting visitors, the area also supports high density living. All these activities and facilities are set within a spectacular and environmentally significant and sensitive landscape.



City Centre Precincts: Foreshore Precinct – Wollongong City Centre Urban Design Framework

The vision for the Foreshore Precinct is contained in the following future character statement:

*The foreshore's natural beauty informs the character and identity of the City Centre.*

*The precinct will provide a thriving outdoor culture offering high quality public spaces connecting the City with its relaxed beach lifestyle. An exciting urban destination for an ocean-front business lunch, or a sundowner with a view.*

Key moves for the precinct envisaged under the vision include:

- The interface between Crown Street and beach is improved with a new City Beach forecourt providing an exciting sense of arrival and which connects people to Country.
- The precinct's evolving recreation and entertainment uses will continue to be major regional attractors activating the precinct all weekend.

- The area continues to build on entertainment and recreation uses, with tourism and residential living ensuring day and night activation.
- A sparkling ocean front destination which puts Wollongong on the map. Attend a beach-side event only a 2 minute walk from Wollongong's CBD.
- Re-enforcing the City street grid through new links will ensure that the beach becomes visually and physically connected to the City.
- Aboriginal Heritage is visibly celebrated at the foreshore.

This vision is being further developed and refined as part of the Draft City Centre Planning Strategy and can be referenced in Attachment 4 Planning Context Paper: Illawarra Sports and Entertainment Precinct.

The Planning Context Paper: Illawarra Sports and Entertainment Precinct also provides a summary of the strategic and statutory planning controls that apply to and/or are being considered for the precinct. The following section provides a high-level overview of these including some relevant considerations for the Illawarra Sports and Entertainment Precinct.



## 5.2 Planning Overview

The following table provides an overview of the guiding planning instruments and documents that are particularly relevant to the Illawarra Sports and Entertainment Precinct. Further details about the planning context is provided in Attachment 4 Planning Context Paper: Illawarra Sports and Entertainment Precinct.

### Acts

Sporting Venues Authorities Act	The use of Venues NSW's land for residential or tourist accommodation uses is prohibited without a legislative amendment
National Parks and Wildlife Act 1974	The coastal areas of Wollongong are known to be rich in Aboriginal heritage and artefacts. The Act requires the conservation of objects, places or features (including biological diversity) of cultural value within the landscape, including, but not limited to places, objects and features of significance to Aboriginal people.

### State Environmental Planning Policies

SEPP (State and Regional Development) 2011	<p>Development of Cultural, recreation and tourist facilities with a capital value of \$30M or more are considered State Significant Development (SSD) under the SEPP. SSD requires early consultation with DPIE, preparation of an EIS, exhibition, assessment by DPIE and determination by Independent Planning Commission (IPC) or a delegate of the Minister for Planning. The Planning Secretary determines the information (Secretary's environmental assessment requirements – SEARs) that must be included in the EIS. The Venues NSW site may be eligible for industry-specific SEARs ie Cultural, recreation and tourist facilities. Note that industry specific SEARs do not apply to concept development applications.</p> <p>Review by the State Design Review Panel (SDRP) applies to State Significant Development.</p>
SEPP (Design and Place) – currently on exhibition Explanation of Intended Effect	<p>Development applications that are deemed State significant (development and/ or precincts) to which the Design and Place SEPP applies, will be required to demonstrate how the SEPP's principles have been met through considerations relevant to the scale of the proposal. Consideration of the Design and Place SEPP is required throughout the SSD process. Where a development is sited on urban land, it is recommended the State Design Review Panel (SDRP) process is incorporated into the preliminary scoping stage. The principles and considerations of the proposed Design and Place SEPP, and the advice of the SDRP (where applicable) will need to be considered as part of any assessment.</p> <p>As detailed in Attachment 4 – <i>Planning Context Paper: Illawarra Sports and Entertainment Precinct</i>, the D+P SEPP includes thresholds which trigger requirements for different types and scales of development. A 'Place Strategy' would be required alongside any planning proposals for the site. A Site Specific DCP (or Concept DA) would be required prior to development application.</p> <p>The final relationship between SEPP (Design and Place) and SEPP (State and Regional Development) 2011 will not be fully understood until the Design and Place SEPP is finalised.</p>

SEPP Coastal Management	The site is (mostly) within the Coastal Environment Area and wholly within the Coastal Use Area. The SEPP outlines matters of consideration for these areas and gives effect to the local Coastal Zone Management Plan. Development should not increase the risk of coastal hazards.
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## Regional Plans

Illawarra Shoalhaven Regional Plan 2041	<p><i>Strategy 1.1:</i> Continue to strengthen Metro Wollongong through local strategic planning such as Wollongong City Council's Urban Design Framework</p> <p><i>Strategy 1.3:</i> Continue to revitalise and activate the Sports and Entertainment Precinct and foreshore in local strategic planning and local plans such as Wollongong City Council's Urban Design Framework and precinct planning in collaboration with state agencies</p> <p><i>Collaboration Activity 1:</i> Work with Venues NSW, Wollongong City Council and Department of Regional NSW on the revitalisation and activation of the Metro Wollongong Sports and Entertainment Precinct and foreshore.</p> <p><i>Strategy 12.3:</i> Reduce the region's exposure to natural coastal hazards through implementing the NSW Government's Coastal Management Framework</p> <p><i>Strategy 23.1:</i> Identify, conserve and enhance cultural heritage values</p> <p><i>Strategy 24.1:</i> Support public art, major events and cultural activities</p>
Illawarra Shoalhaven Regional Transport Plan	Transport NSW proposes to use its Movement and Place Framework to inform development of a Place-based Transport Plan ("Place Plan") for Metro Wollongong (Initiative 69) – this will be a collaboration between State Agencies and Wollongong Council.

## Local Environmental Planning Instruments

Wollongong LEP	<p><i>Zone:</i> SP3 Tourist Zone</p> <p><i>Building Heights:</i> 32m and 24m</p> <p><i>Floor Space Ratio:</i> not specified</p> <p><i>Heritage:</i> There are a number of heritage listed items in and around the Venues NSW site, as mapped on the WLEP 2009 Heritage Map and detailed in Schedule 5</p> <p><i>Key Sites:</i> The Venues NSW sites are identified as a Key Site.</p> <p><i>Design Excellence:</i> Consent is contingent on whether the development achieves design excellence, as defined by the criteria set out in the WLEP 2009 clause 7.18. 7.18 also requires that development on Key Sites be reviewed by the Design Review Panel (DRP).</p>
Wollongong DCP	<p><i>Active Street Frontages:</i> WDCP chapter D13 requires active frontages around the full boundary of the Venues NSW site.</p> <p><i>Permeability:</i> WDCP chapter D13 notes 'existing pedestrian links' through the site in line with Stewart and Burelli Streets however no longer exist.</p> <p><i>Flood Risk:</i> Tourist facilities in Low Risk zones are to have their Habitable flood level a minimum of 300mm above finished adjacent ground level.</p> <p><i>Access &amp; Parking:</i> Redevelopment of the Venues Site would require traffic modelling to generate an appropriate vehicle movement plan and parking requirements.</p>



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## Local plans and strategies

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CZMP Management Study and CZMP Implementation Action Plan	<p>The 30-40m wide encroachment into the Venues NSW site is largely defined as having a low risk level at 2010.</p> <p>The CZMP recommended that the parking area and ancillary buildings and minor football ground be relocated outside of the defined hazard zone. This has impact on the future of any vehicular accessibility from or parking on the eastern boundary of the site. It is understood that plans for any road access or permanent structures within this zone may not be supported, and would need to be considered and tested through detailed future planning.</p>
Andrew Lysaght Park Plan of Management.	<p>The Plan of Management requires users to consider the specific provisions of the Old Roman Catholic Cemetery Act 1969 and the Wollongong Sportsground and Old Roman Catholic Cemetery Legislation Amendment (Transfer of Land) Bill 2001.</p>
Draft City Centre Planning Strategy (including recommended changes to LEP and DCP controls)	<p>It is important to note that, while being informed by the adopted Wollongong City Centre Urban Design Framework, the development of these new statutory planning documents continues to be progressed and are yet to be endorsed for exhibition by Council.</p> <p>Notwithstanding the above, the information included in the draft documents is of relevance to the redevelopment of the Venues NSW sites and is expanded on in Attachment 4 – <i>Planning Context Paper: Illawarra Sports and Entertainment Precinct</i>.</p>

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## 6. Stakeholder Engagement

Targeted stakeholder engagement was undertaken to inform, engage and align the process with key identified stakeholder groups.

Lead party arranged and facilitated discussions to inform precinct planning work and included other Committee members where appropriate in line with the following Engagement Activity Framework.

Lead	Purpose	Audience
WCC	Inform, engage, align: Informing on timing and progress Inviting feedback on process, risk	VENUES NSW Minister Ward; Venues NSW Board; Regional Steering Committee; Venues NSW Executive
WCC	Inform, engage and align with owners of strategic sites within the broader precinct – Discuss the work to date and opportunities to leverage the Master Plan process	LANDOWNERS Steelers Club, Wollongong Golf Club, Land & Housing Corporation, Catholic Diocese of Wollongong, WIN, Sage Hotel, Chickos
Business Illawarra	Discuss the work to date with a broader group of business representatives who can put forward ideas and may be able to influence the successful delivery of outcomes	BUSINESS INDUSTRY Illawarra First Members Regional Peaks and Business Leaders
Venues	Engage with venue users to get input into “fit-for-purpose” considerations and opportunities for the success of a future precinct	VENUE USERS WEC and Stadium venue users
State	Inform, engage, align: Informing on timing and progress Inviting feedback on process, risk	STATE AGENCIES DPIE; DPC Heritage; Office of Sport; OLG; Transport NSW; Crown Lands; Destination SSS; Regional NSW; Venues NSW
WCC	Inform, engage, align: Informing on timing and progress Inviting feedback on process, risk	ELECTED REPRESENTATIVES Ministers, Local MP, Councillors



The key themes that came from these sessions include:

## Stadium and Venues

- Maximise BAU commercial return
- Venue design should be world-leading, adaptable and sympathetic to the site - versatility and flexibility is key, providing multi-use opportunities
- The existing stadium requires redevelopment on three frontages to create a modern regional stadium that contains adaptive components utilised for outdoor entertainment
- Existing uses of the site, both sport and entertainment-related, should still be possible in a redeveloped version
- The WEC should be replaced by an adaptive convention centre that can be more affordably utilised by a wider range of users
- Upgrades/redevelopment designed to bring events to the City

## Connectivity

- All modes of transport to the precinct need to be considered: foot, cycle, car and bus to maximise its accessibility
- Distance from the train station is an opportunity to create an 'experience' for visitors walking through the CBD to the precinct, eg activated streets and public spaces
- It is a relatively constrained site, so emphasising active transport options could provide potentially more event and recreational spaces
- Parking, taxi ranks and bus terminals are 'dead spaces' and should all be located underground within the precinct or outside of it
- There should be linkages to nearby precincts, including the Illawarra Performing Arts Centre
- Event transport/access to move people in and around the site is a key consideration

## Heritage and Place

- Interconnectedness and visual access to the beach is important
- Cultural and indigenous perspectives should be emphasised throughout the planning
- There may be opportunity for the 'rest park' to be redeveloped sympathetically subject to discussions with Crown Lands
- Precinct needs to be destinational that draws people to and through the area

## Usage & Requirements

- The precinct needs to be an asset to the existing population and business community of the Illawarra and Wollongong specifically
- For vibrancy, the precinct needs to be in use 7 days per week, and therefore be designed around uses to facilitate this (eg office space, recreational opportunities for city residents, educational activities)
- There should be a mixture of public and private usage opportunities
- Hotel accommodation - and potentially camping - is required to realise the potential of the precinct
- Residential and employment development will need to be included in a wider precinct in order to make it financially viable and this should contain affordable housing

Consolidated summary of outcomes of the above as well as detailed feedback from stakeholder engagement sessions related to specific components of the project is provided at Attachment 3.

## 7. Capacity and Functional Requirements

### 7.1 Fit for Purpose

The current venues and facilities do not cater for some segments of the market:

- Corporate dinners around 450-600 seats
- Conferences that require flexible spaces and breakout rooms
- Not functional for catering
- Access for concert trucks is challenging
- Equipment is not efficient – requires bump in days to be scheduled in
- Tired and run-down – maintenance issues have impacted events and created reputational risk e.g. roof leak during televised NBL match required match to be abandoned.

The Stadium does not appropriately accommodate player and game day facilities:

- change rooms
- drug testing room
- press conference facilities
- corporate boxes

The warm-up and training field for game day is not of sufficient dimension for an official playing field and so has limited utilisation.

### 7.2 Redevelopment Opportunities

Wollongong is a location of choice for some segments – they can “own the town” eg. the cross fit championships where local businesses put on special menus and supporting social events were prominent in the town.

There is a real opportunity for the facilities to be more competitive in the market, particularly in competition with regional centres like Newcastle, Geelong, Gold Coast and Adelaide for event scheduling.

Early in the project, the Steering Committee undertook an initial workshop to identify functional requirements and opportunities that was used to frame our engagement activities referenced in Section 6. The outcomes from that initial workshop are provided at Attachment 2 and are summarised below:

The objectives for the overall precinct are for it to be functional and commercially successful and to accommodate:

- Hotel/Conference/Concerts/Restaurants/Shops
- Festivals and events
- Foreshore activation
- Design excellence – iconic built forms
- Permeability and accessibility
- View lines
- Enhanced and sustainable parking outcomes for the precinct
- Renewable energy/Sustainability
- Recreation – community use – no ticket access

Conversations about the WEC focussed on it being a flexible venue that provides versatile spaces to cater for a range of events. The opportunity to include a hotel into a redevelopment was also identified as an important inclusion within the precinct (Note: hotel currently not permitted).

The suggestions for the Stadium included alternative uses of “The Hill” to activate the foreshore (eg restaurants, corporates functions, shops and commercial premises); contemporary player facilities; licenced premises; built-in concert infrastructure; and integration with the adjacent entertainment/conference venue.

Ideas for the training field included a carpark under the green space that could be used for community recreation, festivals, markets and the like.

This preliminary work was used to test redevelopment opportunities through targeted consultation workshops (see section 6). Outcomes identified for the two most significant assets in the precinct are summarised below.



A stadium redevelopment could incorporate:

- Eastern Hill redevelopment that provides corporate opportunities (ocean views) that are viable outside game days
- Foreshore activation opportunities
- Southern stage set-up for concerts with capacity up to 30,000
- Western stage set-up for concerts with capacity up to 12,000
- Flexible pitch surface options that are resilient to allow different usage
- Southern grandstand that incorporates a restaurant or licenced premises
- Northern grandstand that is incorporated into a new conference facility on the WEC site which provides flexibility to hold sit-down functions of 400-600 capacity (alternative to the 1,000 capacity of the auditorium)

A new entertainment/conference venue could be designed to:

- provide flexibility to host sports, corporate dinners, concerts, conferences and exhibitions
- incorporate up to eight breakout rooms / multi-purpose spaces – integrated northern grandstand
- incorporate fit-for-purpose inclusions such as mechanically retractable seating; staging options on rollers; equipment designed for quick turn-around time (no need for bump-in days); solution for truck drop offs, queuing and circulation; appropriate back of house catering facilities.

### Precinct Opportunity Sites

The Steering Committee has not been focussed solely on the redevelopment options for the Venues NSW assets and outcomes for the broader foreshore precinct include destination infrastructure; residential and business

development; activation of Lang Park; and improved links to the city centre. It is also noted that there are some particular ‘opportunity sites’ that provide options for education uses, tourist accommodation and parking. These adjacent sites include NSW Government owned lands, Council owned lands, and privately held properties.

## 7.3 Business Illawarra Independent Report

To extend on the work of the Steering Committee and with endorsement from the Steering Committee, Business Illawarra commissioned Urbis to undertake a study of the precinct which will provide:

- Policy and urban context
- Economic context
- Transport context
- Planning and heritage context
- Three master plan development options (in addition to the “fit for purpose” option)
- An architectural case study for one master plan development option.

Council understands that the three alternative master plan development options to be put forward for consideration in the Business Illawarra report will explore themes raised through the targeted consultation process that may not be consistent with all elements of the current planning context for the site.

It is anticipated that alternative options will include opportunities for hotels and the use of Andrew Lysaght Park as well as different locations for facilities across the precinct. The options may also test the current scale of development on the site including presenting an entertainment/convention centre of different scales to be comparable with those in other cities such as Darwin, Cairns and Gold Coast and tower components that exceed current height requirements.

## 8. Concept Options

In commissioning this project, Venues NSW provided direction that core entertainment, stadium and training field functions are intended to remain in the precinct. The Steering Committee's consideration of options for the site therefore focussed on enhancement opportunities that would support improvements in activation, commerciality, functionality and community use of the precinct.

There will be four concept options for the site that will have been identified through the work of the Steering Committee and the Business Illawarra report.

Any options for redevelopment of the site will require a more detailed analysis of constraints (e.g. flooding, coastal processes, heritage) and development opportunities, tested against statutory and merit-based considerations as a part of future planning phases. Venues NSW will also need to undertake a broad and comprehensive engagement process to inform more detailed planning.

Any of the options provide the opportunity to incorporate sustainability outcomes and principles into the design and construction process, including through the use of local products, materials and labour. In particular, the opportunity to use local steel in construction should be promoted.

The option that has been the primary focus of the Steering Committee and is presented below represents a redevelopment option that would see the current venues replaced with contemporary fit-for-purpose venues. To note, this option is for significant redevelopment of the precinct and all its venues – a refurbishment of existing facilities will not achieve the identified outcomes for the site.

If there is an appetite to explore options that would challenge the current legislative and planning framework applying to the site, Business Illawarra will offer three further options for consideration. These options would require additional planning and consultative processes to be undertaken before any proposed development could be confirmed as appropriate and able to proceed.

Whilst Council will continue to advocate strongly for maintenance and short-term upgrades to ensure existing venues remain functional and able to support social events and sporting activities, this is not presented as a concept option for the site.

### 8.1 Steering Committee Option – Fit for Purpose Redevelopment

The fit for purpose redevelopment option for the site would see a rebuild of the existing venues and facilities consistent with the existing planning and legislative frameworks applying to the site. The Steering Committee option also recommends the inclusion of adjacent lands in future Master Planning to enable the provision of uses and functions that are not presently available to the Venues NSW site.

Due to current restrictions and limitations associated with the *Sporting Venues Authorities Act*, a Hotel has not been proposed as part of the Steering Committee proposal on the Venues NSW site. Also, existing height limits on the Venues NSW site make this challenging. The provision of a Hotel/s and further parking opportunities may be accommodated on adjacent lands. Council believes the next stage of Master Planning should include a broader precinct – thus delivering a more comprehensive value proposition and outcome for Wollongong and the Region.

In putting forward this option, it should not be assumed that planning approval would be forthcoming. A comprehensive assessment would be required, including community consultation, before determination of any proposal for the precinct could be considered.

Redevelopment in line with this option could achieve the following redevelopment opportunities:



- **A contemporary entertainment/conference venue that is flexible and provides versatile spaces to cater for a range of events:**

- 10,000 capacity venue
- Increased arena floor space
- Flexibility to accommodate smaller, more intimate events of say 2,000 px
- Minimum 1,000 capacity auditorium for sit down functions
- Efficient bump-in infrastructure to reduce down time between events
- Arrival and customer facilities for a premium user experience
- Contemporary VIP facilities

- **A new northern grandstand that is integrated with the new entertainment venue and augments its adaptability:**

- Include break out spaces to accommodate 400-600 px to support conferencing options and corporate opportunities for stadium events

- **Eastern “Hill” redevelopment that supports foreshore activation and hosting top tier sporting fixtures:**

- Low rise ticketed seating
- Corporate rooms with viewing for stadium events and taking advantage of ocean outlook
- Cafes and bars activating the eastern foreshore area

- **A new southern grandstand with contemporary game day facilities and licenced premises/restaurant:**

- Restaurant/premises to look over stadium and ocean – ensuring all day, every day use
- Multi-purpose changerooms, media facilities, player testing facilities etc.
- Frontage to both stadium and southern open space area to maximise whole of precinct activation opportunities

- **Efficient bump-in infrastructure integrated into the stadium to support concerts:**

- “plug and play” concert infrastructure to reduce staging costs and time
- Southern stage set up with capacity for 30,000
- Western stage set up with capacity for 12,000

- **Reimagined training field that provides under-surface parking and opportunities for festivals and community use:**

- Premium festival site
- Ideal for markets
- “no-ticket” community access to high quality open space
- At grade parking with new green space at the same height as current eastern hill.
- \* any exploration of options for the existing training field are subject to arrangements between Venues NSW and St George Illawarra Dragons.



The following image represents an artist impression of a potential ‘fit-for-purpose’ redevelopment of the site that rebuilds new assets in the same general location as the existing key components of the precinct.

## Fit-for-Purpose Redevelopment

### Rebuild facilities – shown in current location



*Fit for Purpose Redevelopment Option – Base image from Urbis*



## 8.2 Alternative Configurations

A 'fit-for-purpose' redevelopment of the precinct should also consider the alternative placement of uses and venues such as:

- **Flip the entertainment/conference facility to the south of the stadium and allow the crown street frontage to open up for festivals, outdoor events and public recreation use. This option would:**
  - be well suited to a staged redevelopment approach, allowing a new entertainment/conference facility to be constructed while maintaining the current venue for events in the interim
  - provide flexibility in land area available for a new entertainment/conference venue
  - support the City Beach arrival experience by opening up the eastern end of Crown Street and interface with Lang Park.
- **Nudging the stadium slightly to the south – even a 10m to 20m adjustment would increase the land area available for a redeveloped WEC in its current location.**
- **“Flexing” into adjoining spaces where appropriate, including the possibility of borrowing land from surrounding streets.**

Venues NSW is encouraged to consider these alternative configurations through more detailed Master Planning and engagement processes.

## 8.3 Summary

This option would provide 'fit-for-purpose' facilities as well as delivering a sustainable and culturally inclusive precinct that activates surrounding streets and spaces and incorporates permeability and view lines, delivered through a design excellence process.

This proposal follows the current legislation and planning framework applicable to the Venues NSW assets, thereby reducing the complexity of the planning pathway for redevelopment.



*images: Activated edges and connections to adjacent open spaces will be important for the precinct*

In addition to the Venues NSW assets, it also proposes inclusion of adjacent landholdings into the detailed Master Plan and business case process. This would enable the delivery of enhanced public amenity, hotel accommodation, other commercial offerings, and complementary residential options on lands around the precinct. Cohesive development and connection to surrounding precincts, improved street level activation, a successful access and movement solution and an overall positive outcome for the City and Region could be achieved under this option.

To support this option, it is proposed that Venues NSW consider partnering with a corporate partner to develop the comprehensive Master Plan and detailed business case.

*Image: Australia Day, Wollongong Harbour*







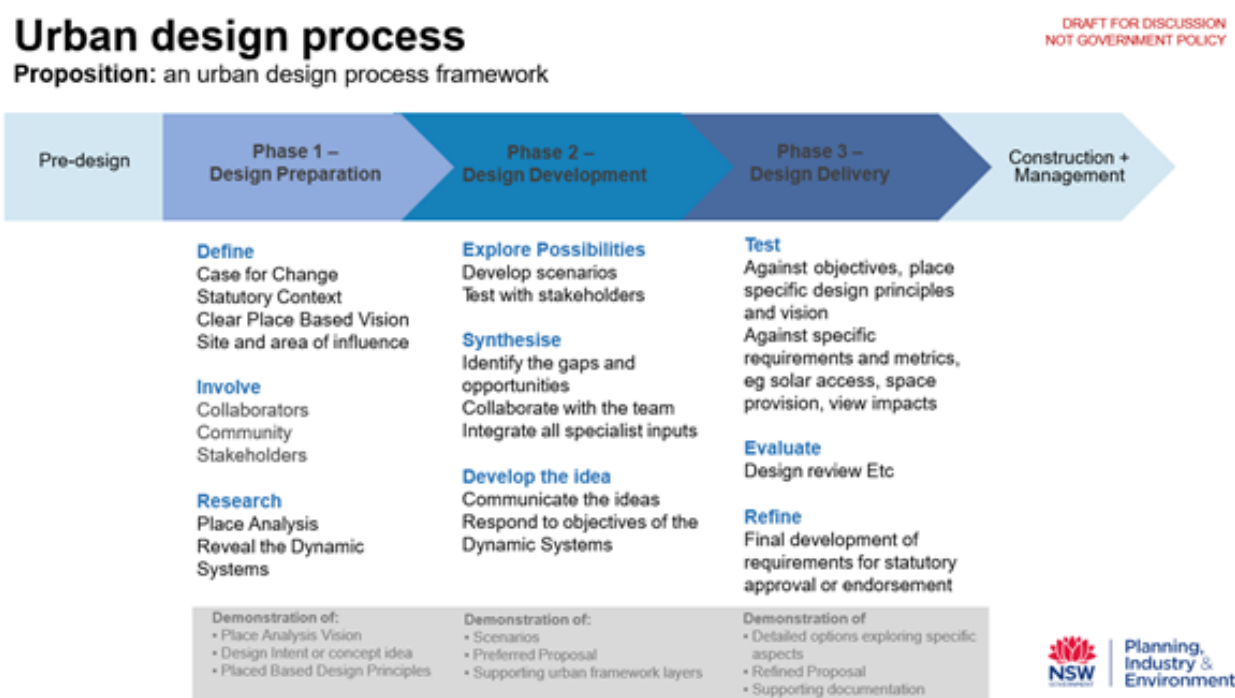
## 9. Governance and Delivery – Next Steps

### 9.1 Detailed Master Plan

In conjunction with Business Illawarra's report, this report provides high level analysis of site constraints, economic analysis and potential redevelopment scenarios that can support further detailed planning for the site.

The image below is taken from the development of the State Government's draft Design and Place SEPP (D+P SEPP), and illustrates the steps involved in the urban design process.

Being cognisant of the work done to date, and the



detailed process described by the diagram above, the next steps to progress the project would involve:

#### 1. **Pre-design: refinement of brief, budget, governance frameworks and stakeholder identification.**

#### 2. **Design Preparation:**

- a. *Planning Pathway:* Confirmation of the possible Planning Assessment pathways under the 'fit-for-purpose redevelopment' and other alternative options.
- b. *Broad and comprehensive stakeholder and*

*community consultation including Aboriginal communities*

- c. *Detailed Context Analysis:* build on the Business Illawarra report and extend the research into place using all relevant and available tools and information (eg D+P SEPP Urban Design Guide)
- d. Prepare Place Based Design Principles Drawings to guide the design of the site
- e. Review Analysis and Principles with WCC and DRP or SDRP as appropriate to planning pathway.

### 3. Design Development:

- a. Develop multiple Master Planning & Built Form Massing options and test with stakeholders and against the design principles and other relevant objectives
- b. Develop a preferred option

### 4. Design Delivery:

- a. Prepare a Planning Proposal and/or a site specific DCP (or Concept DA) and/or EIS (for SSD) as appropriate to planning pathway.
- b. Review Proposal with WCC and DRP or SDRP as appropriate to planning pathway.
- c. Test proposal against objectives, place specific design principles and vision, and specific requirements and metrics.
- d. Refine proposal and complete final development of requirements for statutory approval or endorsement.

### 5. Future Development Applications:

- a. Prepare Detailed Design Drawings for Pre-lodgement, Design Review and Development Application as required under assessment pathway.

All of the steps described above should involve early discussion with the relevant consent authority and Design Review Panel.

## 9.2 Legislative and Planning Instrument Review

Other than the 'fit-for-purpose redevelopment' option, redevelopment of the precinct to progress other development scenarios would require amendment to legislation and environmental planning instruments:

- Sporting Venues Authority Act for any proposal incorporating a hotel or privatisation of assets
- Wollongong Local Environmental Plan 2009 for heights and other relevant design outcomes
- Other amendments depending on development outcomes being pursued.

Any such amendment process would be carried in accordance with the processes and considerations set out in the relevant legislation.

Consideration of the Andrew Lysaght Park Plan of Management, as well as the relevant planning framework would be required for all options.

## 9.3 Procurement and Delivery Options

Two procurement and delivery pathways are provided for consideration:

- a. Government led: Under this approach, the detailed Master Plan and strategic business case would be undertaken by the State and would follow Treasury's required process.
- b. Private sector Partnership: Under this approach, an Expression of Interest package or "call for proposals" would be prepared by Government and put out to test the market. This approach would rely on the feasibility of private sector investment opportunities:
  - incorporate sufficient commercial opportunities such as hotel, offices, licenced premises, leasable retail/food premise
  - consider application of PPP and unsolicited proposal requirements
  - investigate alternative tenure conditions/models for the land.

Considering opportunities to leverage other properties and lands (including road reserves) to maximise development footprint and development opportunities can be incorporated into either of the above delivery approaches. Bringing adjoining lands into the process may simply involve expanding the Master Plan process to include broader opportunities or may extend to formal development partnering arrangements. Incorporating 'opportunity sites' into the project to increase the commerciality and diversity of the proposed development outcomes would require:

- negotiation with relevant landowners as soon as possible - it is recommended that Venues NSW seek appropriate legal advice in this regard.
- consider application of PPP and unsolicited proposal requirements
- if incorporating publicly owned land, consider application of State and Local Government property disposal processes.

## 9.4 Venues Governance Model

The governance model provided by the Venues NSW Board provides an appropriate decision making framework to consider and recommend the preferred development outcomes and procurement approach for the Illawarra Sports and Entertainment Precinct:

- Statutory Authority (public non-financial corporation)
- Objective includes development of precincts surrounding Venues NSW assets
- Board has Ministerial appointees, including the Chair/Deputy Chair
- Senior public servant representation on the Board
- Membership includes a Wollongong representative
- Supported by the Illawarra Regional Steering Committee.





## 10. Recommendations

Drawing on discussion through the preceding sections of this report, recommendations to Venues NSW are summarised as follows:

**1 The Wollongong City Council Illawarra Sports and Entertainment Precinct (ISEP) Report be received by Venues NSW.**

**2 The following principles be included in any future Master Planning or redevelopment of the ISEP:**

- a. Provide fit for purpose facilities that support conferences, concerts, festivals, events and appropriate public recreation and community uses
- b. Incorporate commercial opportunities through restaurants, licenced premises, offices and shops to support the commercial success of the precinct
- c. Achieve activation of the foreshore, streets, and public spaces
- d. Strive for design excellence – produce iconic built forms
- e. Incorporate permeability, accessibility and view lines through the precinct
- f. Enhance parking, public transport and active transport outcomes for the precinct
- g. Embrace sustainability principles, including renewable energy opportunities
- h. Respond appropriately to the site context, including its Aboriginal heritage and culture
- i. Leverage adjoining properties and lands, where appropriate, to maximise development footprint and feasibility
- j. Prioritise the use of local materials (including Steel) and businesses in construction activities.

**3 NSW Government fund and resource Venues NSW appropriately to immediately undertake/ commission a comprehensive ISEP Master Plan that includes all relevant local studies and assessments.**

**4 This be supported by a detailed ISEP business case that includes market assessment and feasibility.**

**5 Investigate the opportunity and/or appetite for corporate partners via an invitation process (refer to appropriate NSW Government Policy) to partner in the Master Planning development process and business case.**

**6 As part of the Master Planning process, Venues NSW lead a broad and comprehensive engagement process that includes general community, aboriginal community, adjacent landowners, existing users (including St George Illawarra Dragons), entertainment suppliers (including promoters etc), government agencies, Council, community and business peaks, tourism and destination organisations and potential investors.**

**7 Adjacent land be further investigated and determined so to maximise local and regional benefit and to support the delivery of the Master Plan and future redevelopment of the ISEP.**

**8 Current legislation and policy applicable to the ISEP be reviewed if required to support the delivery of the Master Plan**

**9 NSW Government provide funding to support Venues NSW to provide an enhanced and recurrent ISEP maintenance program for the existing facilities in the interim, in particular to ensure the venues are ready for the UCI in September 2022.**

# Steering Committee Terms of Reference

ILLAWARRA SPORTS AND ENTERTAINMENT PRECINCT

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# Illawarra Sports & Entertainment Precinct (ISEP) Steering Committee Terms of Reference



## Purpose

This Terms of Reference sets out the membership, responsibilities and operations of the Illawarra Sports and Entertainment Precinct (ISEP) Steering Committee.

## ISEP

The following existing venues are included in the collective term ISEP:

- WIN Entertainment Centre (WEC)
- WIN Stadium
- Training Field

## Context and Relationship to other Processes

This project will progress in parallel with other strategic projects that will inform outcomes and processes, including:

- Illawarra Shoalhaven Regional Plan Review
- City Centre Planning Strategy, Planning Proposal and Development Control Plan
- Access and Movement Strategy

## Project Outcomes and Milestones

The Project Steering Committee will establish the process for developing a Master Plan for ISEP and provide support in the facilitation and the deployment of that process. This may include:

- Project Scope
- Constraints and Opportunities
- Precinct Functional Requirements
- Engagement and Communications Plan
- Consultant briefs
- Concept Options
- Vision document
- Precinct value proposition
- Strategic Business Case
- Draft Master Plan

## Responsibilities

The ISEP Steering Committee is responsible for the provision of multi-agency advice to Venues NSW to consider all potential options for a sound business case framework and detailed concept Plan for the ISEP as a catalyst site within the Foreshore Precinct of the Wollongong City Council Urban Design Framework.



The Steering Committee will assist Venues NSW to:

- Consider a range of options for improved activation, usage and community and commercial outcomes
- Ensure the inclusion of ISEP direction, principles, priorities and delivery options in relevant plans and infrastructure programs, specifically the Illawarra Shoalhaven Regional Plan and transport plans
- Ensure productive connection between ISEP and Foreshore Precinct priorities and key plans and initiatives
- Consider the capacity for the Precinct to host major events and increased visitation
- Create a functional requirements and value proposition brief
- Identify ISEP development opportunities, priorities and engagement processes including the following portfolio areas: health, sport, training, education, accommodation, transport, entertainment, retail, and business
- Ensure feedback from engagement of stakeholders and community consultation is considered by Venues NSW
- Agree on Precinct development priorities from community engagement and expert analysis
- Consider and establish an agreed recommendation of a Concept Plan
- Provide recommendations for potential ISEP development priorities, stages of investment, and advice on the development of a business case
- Recommend the process for the development and deployment of a Masterplan/ Final Business Case to Venues NSW.

## Governance and Key Performance Timeframes

The Steering Committee shall, through the Chair (being the Wollongong City Council General Manager), provide regular reports and briefings for Venues NSW Board. The Steering Committee will liaise with the (yet to be formed) ISEP Advisory Committee (JA to clarify).

## Structure and Composition

The Steering Committee shall comprise representatives from identified organisations that are strategically positioned to achieve identified outcomes.

Steering Committee membership shall comprise of:

- Wollongong City Council
- Venues NSW
- Department of Regional NSW
- Department of Planning, Industry and Environment
- Business Illawarra

A Business Reference Group will be formed and Chaired by Business Illawarra. Membership to be determined by Business Illawarra.

Technical groups may be formed and other organisations co-opted to aid the Steering Committee, as required.

## Meetings

It is anticipated that the Steering Committee will meet monthly or as required.

The Chair may call a meeting of the Steering Committee, as required. A notice of each meeting confirming the date, time, venue, and agenda will be forwarded to each member of the Steering Committee as soon as practicable prior to the meeting date.

Steering Committee meetings are permitted to be held other than in person, by any technological means as consented to by all members of the Steering Committee. The Steering Committee may, if it thinks fit, transact any of its business by the circulation of papers among all the members. The minutes of the Steering Committee meetings shall be included in the papers for the next meeting.

The Steering Committee shall report the findings and recommendations to the Venues NSW Board after each meeting, or as appropriate.

## Secretariat

Venues NSW, will provide the secretariat support for the Steering Committee and will organise meetings, agendas, minutes, and meeting papers, in consultation with the Chair of the Steering Committee.

Minutes will be provided to the Chair and circulated to each Steering Committee Member after each meeting, or as appropriate.

## Confidentiality

Members of the Steering Committee recognise the importance of being able to speak, seek information and make submissions to the Committee in as open and frank a fashion as possible. Members recognise that keeping their discussions and deliberations strictly confidential to the Committee gives the Committee the best opportunity to meet its objectives.

By agreeing to become a member of the Committee, unless otherwise agreed by the committee as part of engagement and communications activities, you and your organisation –

- agree to the maximum extent permitted by law to keep discussions, information considered by the Committee and its deliberations confidential;
- are encouraged to inform those to whom you/they report to do likewise; and
- that in the ordinary workings of the Committee, if any public statement or summary/reply is considered by the Committee to be of importance, members agree that the Chair or an appointed spokesperson will “speak” for the Committee, with members satisfied to direct all enquiries made to them to the Chair/spokesperson.

## Review of Terms of Reference

The Steering Committee will regularly review these Terms of Reference to ensure membership is current.

# Steering Committee Functional Requirements Session Outcomes

ILLAWARRA SPORTS AND ENTERTAINMENT PRECINCT

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# NOTES

## ILLAWARRA SPORTS AND ENTERTAINMENT PRECINCT

### MASTER PLAN WORKSHOP

HELD IN THE LEVEL 9 FUNCTION ROOM, WOLLONGONG CITY COUNCIL

THURSDAY, 28 JANUARY 2021

#### Attendees

Greg Doyle	Wollongong City Council
Linda Davis	Wollongong City Council
Sue Savage	Wollongong City Council
Anthony Body	Department of Premier & Cabinet
Sarah Lees	Department of Planning, Industry & Environment
Adam Zarth	Illawarra Business Chamber
Joanne Tonks	Venues NSW
Joe Achmar	Venues NSW
Dianne Rigg	Venues NSW

#### Functional Requirements Session

**Session Goals** - to discuss and record land use opportunities and outcomes for the Venues NSW site and from the broader precinct

- This is the start of the discussion to inform more detail work – outcomes from this session should not be taken as agreed uses to be delivered on site
- Venues NSW has provided direction that core entertainment, stadium and training field functions are likely to be retained and so suggestions are focussed on enhancement opportunities that would support improvements in the activation, commerciality, functionality and community use of the precinct.
- Outcomes will inform the project communications and messaging - we are planning for a multi-dimensional events site
- Committee members will take the outcomes from the session away for further consideration and feedback before we move forward with key stakeholder engagement, noting that options will need to be market and feasibility tested.

## Options for Venues NSW Precinct

### ENTERTAINMENT CENTRE

Hotel	- Process to test options to be explored through the parallel DPIE process
Exhibition Centre	- Multi-purpose facility that provides flexibility
Conference Facility	- Consider options to utilise Rest Park for access and passive recreation (airspace options?)
<ul style="list-style-type: none"> <li>• Functions (600 – 1200 capacity)</li> </ul>	
Concert venue that is fit for purpose	
<ul style="list-style-type: none"> <li>• Commercially viable (supports a range of content)</li> <li>• Versatile space that can accommodate 2,000 seats through to large acts that require 10,000 seat capacity</li> </ul>	

### STADIUM

Alternative uses of the hill to activate foreshore	Consider flexible pitch surface options that are resilient to different uses
<ul style="list-style-type: none"> <li>• Hotel</li> <li>• Restaurants</li> <li>• Shops/Commercial</li> </ul>	Design and building mass not to result in a “wall to the ocean”
Integrate event bump-in infrastructure in stadiums and field to support concerts	
Commercial activation of the north, east and west frontages	May provide options for alternative uses of adjacent sites (eg Steelers Club)
Licensed premises incorporated into stadiums	

### TRAINING FIELD

Carpark under training field	Would maintain height to current eastern elevated hill
Recreation and open spaces to incorporate public use opportunities:	Legislation in place relating to the tenure of the site – to be addressed through process if necessary
<ul style="list-style-type: none"> <li>- Water park / play space</li> <li>- Kinetic sculpture park</li> <li>- Dog off leash area</li> <li>- Events/markets</li> <li>- Community rooms for hire</li> </ul>	
Sustainable energy	
Eastern activation – commercial opportunities	
Accessible	

### PRECINCT OUTCOMES

Passive recreation (no pay access)	Site analysis would address issues such as:
Design excellence – iconic built forms	- Contamination
Permeability	- Flooding
View lines	- Coastal impact
Functionality	- Heritage
Parking	- Overshadowing of foreshore
Renewable energy strategy	- Access options

## Outcomes from Broader Foreshore Precinct

Outcome	Comment
Large scale visitation supported by enhancements to transport infrastructure and services (Picton Road and rail services)	Innovation
Develop infrastructure and uses that establish the area as a “Destination Precinct”	Culture
An appropriate balance of residential and high quality office/commercial uses within the Precinct that will support activation (residents and workers) and business feasibility	High quality developments
Daily activation (day to evening) supported by occasional large events (including curated events that offer different experiences) that draw large numbers – be ready to leverage the UCI in 2022	
Support a range of food options (cafes and restaurants) that cater for breakfast/lunch/dinner diners	
Outdoor markets	
Activated public spaces – including greater utilisation of Lang Park and Marine Drive (relocate bus layover area)	
Improved link to the city centre which is encouraged to develop and be diverse and economically successful	
Churches – provide important character and identity to the Precinct	
Green bus route – consider better alignment to support precinct uses and events	
Wollongong Harbour activation to be included the precinct outcomes and leveraged for broader outcomes	
Hotels	



## Alternative Sites

### BEATON PARK

Basketball stadium

Consideration of size and function – this may compete against facilities on the Venues site and impact on viability

### JJ KELLY PARK

- Stadium?
- Parking
- Bus layover area

### PRIVATE INVESTMENT SITES

Consider a process to bring forward and encourage private investment ideas

# Consolidated Targeted Stakeholder Feedback

ILLAWARRA SPORTS AND ENTERTAINMENT PRECINCT

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ILLAWARRA SPORTS AND ENTERTAINMENT PRECINCT (ISEP)  
CONSOLIDATED CONSULTATION NOTES

## KEY THEMES

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### STADIUM AND VENUES

- Maximise BAU commercial return
- Venue design should be world-leading, adaptable and sympathetic to the site - versatility and flexibility is key, providing multi-use opportunities
- The existing stadium requires redevelopment on three frontages to create a modern regional stadium that contains adaptive components utilised for outdoor entertainment
- Existing uses of the site, both sport and entertainment-related, should still be possible in a redeveloped version
- The WEC should be replaced by an adaptive convention centre that can be more affordably utilised by a wider range of users
- Upgrades/redevelopment designed to bring events to the City

### CONNECTIVITY

- All modes of transport to the precinct need to be considered: foot, cycle, car and bus to maximise its accessibility
- Distance from the train station is an opportunity to create an 'experience' for visitors walking through the CBD to the precinct, eg activated streets and public spaces
- It is a relatively constrained site, so emphasising active transport options could provide potentially more event and recreational spaces
- Parking, taxi ranks and bus terminals are 'dead spaces' and should all be located underground within the precinct or outside of it
- There should be linkages to nearby precincts, including the Performing Arts Centre
- Event transport/access to move people in and around the site is a key consideration

### HERITAGE AND PLACE

- Interconnectedness and visual access to the beach is important
- Cultural and indigenous perspectives should be emphasised throughout the planning
- There may be opportunity for the 'rest park' to be redeveloped sympathetically subject to discussions with Crown Lands
- Precinct needs to be destinational that draws people to and through the area

### USAGE & REQUIREMENTS

- The precinct needs to be an asset to the existing population and business community of the Illawarra and Wollongong specifically



- For vibrancy, the precinct needs to be in use 7 days per week, and therefore be designed around uses to facilitate this (eg office space, recreational opportunities for city residents, educational activities)
- There should be a mixture of public and private usage opportunities
- Hotel accommodation - and potentially camping - is required to realise the potential of the precinct
- Residential and employment development will need to be included in a wider precinct in order to make it financially viable and this should contain affordable housing

## **DETAILED FEEDBACK -**

### **WOLLONGONG FORESHORE PRECINCT**

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#### ***Uses***

- Consider education opportunities and potential for an education presence in the precinct
- Consider public housing opportunities (Social & Affordable housing) in the precinct
- Integration of businesses and commercial activities to keep workers in the precinct and City after work
- Housing to be incorporated within the precinct to increase activation and business feasibility

#### ***Opportunity Sites***

- Explore development opportunities for key sites within the precinct with individual land owners – opportunities to enhance precinct activation, venues viability and leverage relationship between uses to benefit each other.
- Treat precinct opportunity sites with appropriate sensitivity and confidentiality.
- Include Council land in Stewart Street as a precinct opportunity site.

#### ***Amenity***

- Consider the provision of shelter / shade
- Public amenity will be important across the precinct including Lang Park, foreshore lands, Flagstaff Hill and adjacent to the golf course.

#### ***Other aligned work***

- Work is being progressed on the Foreshore Masterplan and Foreshore Parking Strategy
- Crown land activation can be explored, noting that Council is often the Crown Reserve Manager
- NSW Physical Activity Strategy is kicking off and guidelines will be available soon: opportunity to consider this precinct as a community physical activity hub, noting also opportunities at the harbour and Blue Mile
- Develop a land tenure plan to show ownership (Venues, Council, Government, Crown, Private) and native title claims

## CULTURE

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### *Heritage/Culture*

- There should be an emphasis on cultural/indigenous considerations precinct planning. This may create a broader range of support for any proposal.
- Rest Park - opportunities need to consider the history and importance of the site
- Engagement with Crown Lands is critical in relation to any development concepts for Rest Park
- Opportunity to create meaningful 'sense of place' for representation of Aboriginal cultural heritage: connection between land and ocean provides richness of opportunity for symbolism, weaving stories and recognising Aboriginal history. Needs input from Aboriginal community.
- Precincts reflecting an Arts & Culture focus will likely attract future funding as we emerge from pandemic conditions and projected the need for youth-based facilities
- Community infrastructure can add value to the precinct

### *Place*

- There is a need to connect to the city with the precinct and create views through to the waterfront, noting that permeability should remain a key focus during planning.
- The beach is so close but can't be seen or enjoyed due to current walls and design. There is an opportunity to show off the beach with the new design and allow people to view the surrounds and the beach.
- The area needs to attract people and have community accessibility
- Needs to be a quality asset that is attractive to artists to book
- Sculptures, installations, etc to be incorporated into development and should carry traditional cultural links

## VENUES PRECINCT GENERAL

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### *Benchmarking*

- Benchmark the site to others around the world to support planning to capitalise on the site
- Undertake a competitive analysis across the live entertainment industry within the Illawarra community

### *Activation*

- The site needs to incorporate uses during the week such as office space and commercial activities so it's not an empty area during the week
- There is a need to invigorate the precinct to have seven day a week attraction and create multi-use spaces that can service weekday and weekend visitors
- The efforts need to attract more than major events
- Public activation space(s) to be considered to ensure daily utilisation of precinct (ref: Bankwest Stadium - Skatepark, half-court basketball)

### *User Experience*

- Ticketing & Entry experience - how is the experience for the consumer for queueing, purchasing tickets, etc
- Consider a “lifestyle membership” to link leisure opportunities such as swimming pool/gym to create gathering points

#### ***Additional use opportunities***

- Community fitness events to activate across entire precinct
- Community use for sporting associations
- Vocational Education & Training facilities
- Sports Administration Hub (including community use) – some sports are actively seeking opportunities for commercial investment to prioritise government projects
- A basketball hub, including training and administration centre
- High performance sporting centre
- Commercial lease of office spaces/meeting
- Retail / Hospitality opportunities
- Community spaces, like Santa Monica Beach
- Licenced premises

#### ***Accommodation***

- General support for a hotel on the site (some consider it a critical component for the success of the project) – current lack of accommodation services presents an ongoing challenge in the attraction of conferences.
- Optimal location for hotel or conference centre may be on one of the other blocks around the venues NSW site – best location needs to be carefully considered
- Multi-day festivals would require space for overnight accommodation, including the possibility of camping in surrounding areas.

#### ***Configuration***

- Consider and test flipping the layout of the precinct with the Entertainment Centre located to the south of stadium and open plan space to the northern Crown Street frontage
- The eastern side of the precinct should take advantage of waterfront views

#### ***Sustainability***

- Consider sustainability initiatives such as solar energy, water reservation, etc.
- Consider opportunities to use the air space above venues
- Government funding is more readily available for projects focused on sustainability outcomes



## ENTERTAINMENT CENTRE

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### ***Role***

- The precinct should continue to service existing functions as the region's largest event venue, and to continue to meet the needs of annual community events such as the Illawarra Business Awards and International Women's Day.
- Needs to be thought as an option show to international acts in metro markets (this requires greater capacity, and lower overheads)

### ***Capacity***

- The region is in need of a mid-sized room. There is nothing between WIN Entertainment Centre arena (5,000px), and IPAC (600px). Precinct to consider a second space which could be easily activated.
- WIN Entertainment Centre capacity needs to increase – a greater capacity (8,000 - 10,000px) would open opportunities for further content including internationals touring (incl. FELD content). This may reduce length of engagement and make Wollongong easier to fit in national routing more frequently.
- Still need to consider smaller crowds (be all things to all people). Flexible configuration to ensure venue remains feasible to facilitate crowds of 2,000px.
- Floor space of arena to be increased – crucial for both GA Standing and reserve seating floors.

### ***Design and configuration***

- Greater foyer space for consumer products (Merchandise & Sponsor Activations for ancillary revenue opportunities).
- Consider ways to create intimacy when using the venue for banquet events (it can seem cavernous) – eg automation to reduce ceiling height, add walls, etc.
- Venue needs to have cost-effective method of operation to ensure cost to end user can be reduced.
- Consider aesthetics - open up internal arena spaces to capture view of coastline
- VIP facilities required for other opportunities (i.e. private suites, and pre-show hospitality spaces)
- Smaller rooms for breakout will assist with conferencing
- Ancillary revenue important - VIP functions and Private Suites

## STADIUM

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### ***Capacity***

- Capacity of 20,000 - 30,000px crowds are difficult for promoters to break even
- Increased capacity may see venue viable for a larger scale event (ie Monster Jam)
- Region is in need of smaller stadium (adjunct to WIN Stadium) - approx. 4,000px - 6,000px

### ***Grandstands***

- There is an opportunity to redesign the area from the South, East and North of the area – the stadium requires complete redevelopment of these three frontages
- East Grandstand servicing stadium internally and foreshore externally
- Incorporate permeability into an eastern grandstand

### ***Sports Facilities***

- Multi-purposed changerooms between Stadium & Entertainment Centre (shared in North Stand)
- Opportunity to create gender neutral players facilities
- STGI Dragons Centre of Excellence - hard to have attached to a venue without compromising on space and flexibility
- Multi use venue - internal of stadium reserved for elite sport - and external of venues to be available to community groups, junior rep teams, etc
- East grandstand could facilitate share facilities (changerooms / warm up rooms), additional premium product offerings, etc
- Operating costs need to be low to appeal to community sporting groups
- Suggests multiple event opportunities with basketball content (NBL1 National Championships (SEP 2022), NBL1 East Series, 3on3 series, etc)

### ***Entertainment***

- Support for design to accommodate major concerts – pop up or plug and play approach
- Wollongong would only be considered for 2nd / option show, however permanent infrastructure would be required to reduce operating costs

### ***Alternatives***

- There is a significant opportunity around ‘small stadiums’ in regional centres such as Wollongong and Newcastle as an alternate to large-scale stadiums. These are adaptable to a wide range of sporting and other uses. Government funding is available for such projects.
- The Hill in the stadium could be a prime location to build an aquatic centre or similar and with a clever design could utilise the ocean views and beach
- Community spaces - skatepark, etc. Restaurants along boardwalk

## **TRAINING FIELD**

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- Carpark under training field – support for this concept however need to consider if there is sufficient information about the water table to allow that to be an option – this is flood prone land
- Broncos have parking under their new training facilities
- Consider opportunity to shuffle current facilities around and make better use of the entire space.
- Consider the height of any development on the training field site

- Support for public open space opportunities

## **CONNECTIVITY AND TRANSPORT**

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### ***Linkages***

- The precinct should better connect to Wollongong's Performing Arts Centre, particularly at the Burelli Street border. Integrating Council-owned facilities such as the Arts Centre into precinct planning would free up council land elsewhere in the city centre.
- We need to create linkages from the precinct back to the railway station, transport links and city centre, and parking is seen as 'dead space' - boulevard from the city to the venue that provides food and beverages choices before and after events.
- Connection from the Venues precinct through Lang Park on onto the Harbour will support broader activation

### ***Accessibility***

- Accessibility needs to be a priority - disability care is a growing pillar within the Illawarra and venues should be best practice, and not just minimum BCA & Disability standards.

### ***Transport and Parking***

- Parking needs to be considered against better public transport linkages that can be integrated into any new development.
- There is currently narrow pokey access to the potential car park which would need to consider broader transport network.
- Parking & accessibility is a big consideration for Feld's target market (families).
- Sufficient parking is required to ensure the functionality of the road network is not compromised and impact of events on local businesses is managed.

### ***Public and Active Transport***

- Integrated public transport that caters for buses to be integrated into the precinct but that prioritises pedestrians.
- Consider light rail to connect the precinct to the City centre and heavy rail
- It is a relatively constrained site, so emphasising active transport options could provide potentially more event and recreational spaces.
- Need to think about how people will move in and around the site and consider the relationship of active transport and public transport to the proposed car park.

### ***Transport Infrastructure***

- Provide for electric car charging stations and e-mobility infrastructure.
- The bus layover needs to be moved – TNSW is a key stakeholder.
- Consider the long term plans for Marine Drive (retain as a two-way road?) and parking areas accessed from Marine Drive.
- Consider possibility of incorporating the bus layover under a building.



- Any transport infrastructure needs to be well considered

## **GOVERNANCE AND DELIVERY**

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- Make site bankable on its own or convince State Government that it is worth putting money into something with spin off benefits
- There should be an international design competition with a blank canvas with no planning controls
- Bring in the right partners including opportunities for investment of private capital.
- Consider capacity to invest.

# Planning Context Paper

ILLAWARRA SPORTS AND ENTERTAINMENT PRECINCT

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# Planning Context

## Illawarra Sports and Entertainment Precinct

**Purpose:** Provide the context for the more detailed planning for the Illawarra Sports and Entertainment Precinct and Venues assets.

**Inclusions:**

- Precinct character statement and mapping to illustrate:
  - the key policy outcomes (Draft Planning Strategy)
  - key sites
  - council assets in the area (e.g. community and operational lands).
- An overview of the key planning outcomes identified for the Venues NSW assets and generally in the precinct that will guide the detailed planning process
- Our intended process for master planning of the key sites

This brief focuses on the Illawarra Sport and Entertainment Precinct and in particular the Venues NSW assets of the WEC, WIN Stadium and training field. The precinct also contains other key locations and sites including Wollongong Harbour, Flagstaff Hill, Lang Park, Andrew Lysaght Park, Belmore Basin, City Beach, Market Square and the Catholic Diocese site.

**Note: this document includes some information that is drawn from working policy documents that are yet to be endorsed by Council.**



## Introduction

### ***Precinct Character and Objectives***

The following information has been informed by the Draft City Centre Planning Strategy – Foreshore Precinct (see page 51 of CCPS) and Draft Wollongong DCP D13: Wollongong City Centre (see page 48-49). It is important to note that, while being informed by the adopted Wollongong City Centre Urban Design Framework, the development of these new statutory planning documents continues to be progressed and are yet to be endorsed by Council.

### ***Future Character***

The foreshore precinct is characterised by its natural setting. The continuous coastal edge and sand dune environment are complemented by the high-quality landscape design of Lang Park and connective public domain of the adjacent, heavily treed streets.

Active transport networks are well maintained and used. Public transport links the precinct to other key city areas. Pedestrians are prioritised throughout the precinct, especially at the foreshore edge.

Entertainment and sporting venues are integrated with Lang Park and provide flexible venues for play, training, festivals and relaxation.

The locality has a residential, leafy character with generous side setbacks and landscaping. Residential development in this precinct is high quality and of slender proportions, preserving views in both directions to the escarpment and ocean. Mixed civic, education and retail uses create a mixed-use precinct which serves residents and visitors alike.

Long views north to Flagstaff Hill, south to the steel works and Port Kembla and west to the escarpment, are significant to the identity and character of the Precinct.

### ***Objectives***

1. Development responds to and enhances the natural setting
2. Development considers and responds to Country
3. Views to the escarpment, foreshore and significant places are preserved.
4. Buildings have a landscape setting with appropriate side setbacks to allow view sharing for other buildings and pedestrians.
5. Tourism, recreational and cultural uses and activities are provided in appropriate locations.
6. Redevelopment of large format facilities opens up views and pedestrian links to the foreshore.
7. Large city blocks are made more permeable for pedestrians with new through block links
8. Architectural diversity is increased through smaller site development
9. The established Norfolk Pines along Lang Park are retained as landmarks.
10. Development along the foreshore is small footprint and low impact, reflecting the area's sensitive coastal and flood prone environment.



Foreshore Precinct Plan – Council Land Classifications

### ***Precinct – Key Moves***

The adopted Wollongong City Centre Urban Design Framework and the proposed Draft WCC Planning Strategy (not yet Council endorsed) provide an indication of the key changes that may apply to the Foreshore Precinct in the future. The following information has been informed by the Draft City Centre Planning Strategy – Foreshore Precinct (see page 51 of CCPS) and Draft Wollongong DCP D13: Wollongong City Centre (see page 50-51).

### ***Public Domain & Connections***

1. Create a new City Beach arrival experience with an urban beach-side plaza that connects Lang Park, Crown Street and the beach.
2. Reconsider fencing to Rest Park to increase its permeability.
3. Consider including additional and improved play areas for children in Lang Park.
4. Consider opportunities to improve the southern interface of the park.
5. Remove the roundabout and move the bus layover from Marine Drive to prioritise pedestrian movement from Crown Street to the beach.
6. Manage the future interface with properties to the west of Lang Park to ensure appropriate interface between private residences and public parkland.
7. Extend the existing Blue Mile southwards to connect to Bank Street and back into the centre. Work with stadium to ensure this space is well activated with good surveillance to provide a safe and attractive link.
8. Reinforce pedestrian connections through Entertainment and Stadium sites to connect destinations and views.

### ***Land Use***

1. Engage with Venues NSW to discuss future redevelopment potential on the site, including active ground uses.

### ***Built Form***

1. Include opportunities to provide food and beverage attractors and amenities on the beach-front.
2. The street frontage to Market Street must preserve views west toward the Wollongong Courthouse and St Michael's Cathedral.
3. Redevelopment adjacent to the Post and Telegraph Office is to facilitate a landscaped setting for this listed building.
4. Site planning is to address the performance criteria of the Foreshore Management Plan and SEPP (Coastal Management) 2018.
5. Site planning is to address the impacts of the site's flood affectation without compromising street address or pedestrian experience.



## **Planning Overview**

The following is a selection Acts, SEPPs, Regional Plans, Local Environmental Planning Instruments and Local Strategies and Plans that are relevant to the future development of the Wollongong Venues NSW site.

### **1. Sporting Venues Authorities Act**

Under the Sporting Venues Authority Act, amendment enacted 1 December 2020, the use of Venues NSW's land for residential or tourist accommodation uses is prohibited without a legislative amendment. This has implication for the future development of the precinct, particularly for any proposal that includes a hotel.

See link: <https://legislation.nsw.gov.au/view/html/inforce/current/act-2008-065#sec.30A>

### **2. National Parks and Wildlife Act 1974**

The coastal areas of Wollongong are known to be rich in Aboriginal heritage and artefacts. The Act requires the conservation of objects, places or features (including biological diversity) of cultural value within the landscape, including, but not limited to places, objects and features of significance to Aboriginal people.

### **3. SEPP (State and Regional Development) 2011**

Development of Cultural, recreation and tourist facilities with a capital value of \$30M or more is considered State Significant Development under [SEPP \(State and Regional Development\) 2011 Schedule 1 13](#)

Should the development of the Venues NSW site be defined as an SSD Wollongong Council will have an advisory role in the assessment process. The consent authority for development deemed State Significant is the Minister for Planning, or their delegate, rather than the local authority.

It is noted that under the SEPP development control plans do not apply. The SEPP prevails over other environmental policy instruments.

### **4. SEPP Coastal Management**

Coastal SEPP (<https://www.legislation.nsw.gov.au/view/html/inforce/current/epi-2018-0106> ) The site is (mostly) within the Coastal Environment Area and wholly within the Coastal Use Area ([https://webmap.environment.nsw.gov.au/PlanningHtml5Viewer/?viewer=SEPP\\_CoastalManagement](https://webmap.environment.nsw.gov.au/PlanningHtml5Viewer/?viewer=SEPP_CoastalManagement).)

- Clause 13 outlines the matters of consideration for the Coastal Environment Area – including impact environmental values, coastal processes, water quality, vegetation, safe public access, Aboriginal heritage, use of surf zone.
- Clause 14 outlines the matter of consideration for the Coastal Use Area – including safe public access, overshadowing, wind funnelling, loss of views, visual amenity, Aboriginal, cultural and built heritage.
- Clause 15 is a catch all - development should not increase the risk of coastal hazards.
- Clause 16 directs that relevant provisions of a certified CMP must be considered. In our case the CZMP is the relevant certified document.

## **5. Coastal Zone Management Plan**

Ocean Inundation extent and reduced foundation capacity has been mapped across the site for the 2050 and 2100 climate change scenarios. The 2100 reduced foundation capacity extends approximately 30-40m into the eastern boundary of the Stadium/training ground portion of the site.

The [CZMP Management Study](#) defined and mapped the hazard levels resulting from beach erosion and shoreline recession risk (page 201). The 30-40m wide encroachment into the Venues NSW site is largely defined as having a low risk level at 2010. The [CZMP Implementation Action Plan](#) recommended that the parking area and ancillary buildings and minor football ground be relocated outside of the defined hazard zone. This has impact on the future of any vehicular accessibility from or parking on the eastern boundary of the site. It is understood that plans for any road access or permanent structures within this zone may not be supported and would need to be considered and tested through detailed future planning.

## **6. Draft SEPP Design and Place (on exhibition December 2021-February 2022)**

The proposed Design and Place SEPP will use a principle-based approach to guide the design and assessment of new development proposals of a range of types and all scales. The SEPP will give effect to the objects of the EP&A Act – (b), (e), (f), (g) and (h). The Design and Place SEPP will draw on existing and new guidance material, including the Draft Greener Places Design Guide, Urban Design for Regional NSW, Practitioner’s Guide to Movement and Place and the Apartment Design Guide. The SEPP will build on the seven objectives for a well-designed built environment, as defined in Better Placed: An integrated design policy for the built environment of NSW.

SEPP No 65 – Design Quality of Residential Apartment Development (2002) and SEPP (Building Sustainability Index: BASIX) 2004 will be repealed and their content will be relocated to the new Design and Place SEPP. The Apartment Design Guide and BASIX will be revised at the same time.

The proposed Design and Place SEPP will -

- Apply to development on urban land (excluding DAs for single dwellings, dual occupancies, subdivision of 2 lots, rural land unless converting to urban land)
- start with Country as a foundation for place-based design and planning
- deliver healthy and prosperous places that support the wellbeing of people, community and country
- enable the delivery of quality design, integrated outcomes and meaningful innovation for people and places in NSW
- create a strong and consistent framework for the design of the NSW built environment
- focus on sustainability and resilience
- standardise methods to evaluate good design, and consolidate the State’s approach to design review.

The SEPP will be accompanied by tools and guidance including -

- a revised Apartment Design Guide
- a new Urban Design Guide
- a new Design Review Guide for Local Government
- a new sustainability tool

*Relevance to the Venues NSW sites:* The incoming SEPP will influence the design review and planning assessment pathway of any development proposed in the Venues NSW sites. Development on the site will be classified as ‘urban design development’ under the SEPP, and as such will need to:

- demonstrate consistency with the SEPP’s design principles and considerations,
- demonstrate consistency with the Urban Design Guide – including the preparation of a Masterplan and Development Control Plan.
- be accompanied by a Design Verification Statement that verifies how the development achieves the objectives of the Urban Design Guide.
- be reviewed by a Design Review Panel

In addition, if the development is deemed State Significant, the Design Verification Statement will need to explain the involvement of Aboriginal Stakeholders in the design of the development.

## **7. Illawarra Shoalhaven Regional Plan 2041**

The Illawarra Shoalhaven Regional Plan 2020 contains the following themes, objectives, strategies and activities relevant to the precinct.

<b>Regional Plan</b>	<b>Relevant Strategies</b>
<b>Theme 1</b>	<b>A productive and innovative region</b>
<b>Objective 1</b>	<b>Strengthen Metro Wollongong as a connected, innovative and progressive City</b>
<p><i>Strategy 1.1:</i> Continue to strengthen Metro Wollongong through local strategic planning such as Wollongong City Council's Urban Design Framework. Strategic planning and local plans should consider opportunities to:</p> <ul style="list-style-type: none"> <li>• create a permeable and connected pedestrian network</li> <li>• encourage a diversity of housing including affordable housing and student housing around commercial priority areas</li> <li>• elevate the importance of design quality and design excellence outcomes</li> <li>• utilise green infrastructure to create a green network of open spaces</li> <li>• activate public domain to support investment and renewal.</li> </ul>	

Regional Plan	Relevant Strategies
	<p><i>Strategy 1.3:</i> Continue to revitalise and activate the Sports and Entertainment Precinct and foreshore in local strategic planning and local plans such as Wollongong City Council’s Urban Design Framework and precinct planning in collaboration with state agencies. Strategic planning and local plans should consider opportunities to:</p> <ul style="list-style-type: none"> <li>• improve the visual and physical access to the foreshore, including improving the pedestrian interface with the WEC, WIN Stadium, the beach and Lang Park</li> <li>• encourage broader uses of the Precinct during times outside of events</li> <li>• better utilise the WEC and WIN Stadium</li> <li>• improve access to public and active transport networks including links to Wollongong Train Station and event transport</li> <li>• embrace the location’s environmental setting by protecting key views, improving and activating public spaces and managing exposure to climate hazards.</li> </ul>
	<p><i>Collaboration Activity 1</i> Work with Venues NSW, Wollongong City Council and Department of Regional NSW on the revitalisation and activation of the Metro Wollongong Sports and Entertainment Precinct and foreshore.</p>
Objective 5	Create a diverse visitor economy
	<p><i>Strategy 5.1:</i> Create an environment for a diverse visitor economy. Strategic planning and local plans should consider opportunities to:</p> <ul style="list-style-type: none"> <li>• enhance the amenity, vibrancy and safety of centres and township precincts</li> <li>• create green and open spaces that are accessible and well connected and enhance existing green infrastructure in tourist and recreation facilities</li> <li>• support the development of places for artistic and cultural activities</li> <li>• protect heritage, biodiversity and agriculture to enhance cultural tourism, agri-tourism and eco-tourism</li> <li>• support appropriate growth of the night-time economy</li> <li>• provide flexibility in planning controls to allow sustainable agritourism and ecotourism</li> <li>• improve public access and connection to heritage through innovative interpretation</li> <li>• incorporate transport planning with a focus on active transport modes to connect visitors to key destinations</li> <li>• provide water services to meet the needs of visitors.</li> </ul>



<b>Theme</b>	<b>A sustainable and resilient region</b>
<b>Objective 12</b>	<b>Build resilient places and communities</b>
<p>Strategy 12.3: Reduce the region's exposure to natural coastal hazards through implementing the NSW Government's Coastal Management Framework. Strategic planning and local plans should consider opportunities to:</p> <ul style="list-style-type: none"> <li>• transition existing certified coastal zone management plans to coastal management programs</li> <li>• implement and review certified coastal management programs to enable the sustainable use of coastal land for infrastructure and development and to improve the resilience of the region's coastal settlements to existing and future coastal hazards</li> <li>• ensure areas identified for development are consistent with limitations and agreed long-term management strategies in any certified coastal zone management plan or certified coastal management program</li> <li>• enable effective consideration of coastal hazards including consideration of climate change, with any certified coastal zone</li> </ul>	
<b>Theme</b>	<b>A region that values its people and places</b>
<b>Objective 23</b>	<b>Celebrate, conserve and reuse cultural heritage</b>
<p>Strategy 23.1: Identify, conserve and enhance cultural heritage values. Strategic planning and local plans should consider opportunities to:</p> <ul style="list-style-type: none"> <li>• engage Traditional Owners and the community early in the planning process to understand heritage values.</li> <li>• undertake heritage studies early to inform conservation and value add opportunities</li> <li>• apply adaptive reuse and heritage interpretation to create distinctive local places</li> <li>• manage and monitoring the cumulative impact of development on the heritage values and character of places.</li> </ul>	
<b>Objective 24:</b>	<b>Support major events, public art and cultural activities</b>
<p>Strategy 24.1: Support public art, major events and cultural activities. Strategic planning and local plans should consider opportunities to:</p> <ul style="list-style-type: none"> <li>• enhance and protect creative work and performance spaces, and related facilities</li> <li>• support the temporary use of vacant buildings for performance and creative work</li> <li>• support the night-time economy</li> <li>• facilitate opportunities for creative and artistic expression and participation with a minimum regulatory burden</li> <li>• encourage the diversification of uses, or activation of underutilised facilities</li> <li>• facilitate street art to enhance urban areas and contribute to the attractiveness of neighbourhoods.</li> </ul>	
<b>Theme</b>	<b>A smart and connected region</b>

Objective 28      Create connected and accessible walking and cycling networks
<p>Strategy 28.1: Improve and/or create connected and accessible walking and cycling networks. Strategic planning and local plans should consider opportunities to:</p> <ul style="list-style-type: none"> <li>• connect existing coastal walkways to enhance the user experience and link coastal towns and villages</li> <li>• integrate walking and cycling networks into the design of new communities</li> <li>• prioritise walking and cycling in areas around schools, health services, aged care facilities, sporting, cultural and recreational facilities</li> <li>• explore ideas from the Streets as Shared Spaces program.</li> </ul>

## 8. Illawarra Shoalhaven Regional Transport Plan – Future Transport 2056

The draft Illawarra Shoalhaven Regional Transport Plan 2056 identifies Wollongong as a Regionally Significant Centre that will undergo growth in housing and jobs and that will be a key destination for employment, education, retail and services. The draft Plan notes that activation of regionally significant precincts will influence future travel demand over the next 20 years.

Metro Wollongong is envisioned to provide an urban lifestyle where people can easily walk and cycle to shops, services, schools or work. The centre is anticipated to experience population growth and improved transport services, including between other regional centres and Greater Sydney, over time.

The cross-government Movement and Place framework seeks to create successful streets and roads by balancing the movement of people and goods with the amenity and quality of places. The framework considers the whole street including footpaths, from property line to property line. It takes into account the needs of all users of this space including pedestrians, cyclists, deliveries, private vehicles and public transport, as well as people spending time in those places.

Transport NSW proposes to use its Movement and Place Framework to inform development of a Place-based Transport Plan (“Place Plan”) for Metro Wollongong (Initiative 69) – this will be a collaboration between State Agencies and Wollongong Council.

## 9. Wollongong Local Environmental Plan 2009 – Relevant controls

### Land Use Zoning permissibility

The Foreshore Precinct includes a mix of:

- R1 General residential
- SP3 Tourist (WSEC, Stadiums and 6 lots to the north)
- B4 Mixed Use
- Re1 – Public Recreation (Market Square, Lang Park, Andrew Lysaght Park and the Foreshore)
- RE2 – Private Recreation (Wollongong Golf Club)
- IN4 – Working Waterfront (Belmore Basin)
- W2 – Recreational Waterways (Wollongong Harbour)
- W3 – Working Waterways (Belmore Basin)

These are shown on the [WLEP 2009 Land Zoning Map](#).

The Venues NSW site is within the SP3 Tourist zone.

The objective of this zone is to:

- To provide for a variety of tourist-oriented development and related uses.

Permissible uses (with consent) include:

- Advertising structures; Amusement centres; Aquaculture; Boat building and repair facilities; Boat sheds; Camping grounds; Caravan parks; Cellar door premises; Charter and tourism boating facilities; Centre-based child care facilities; Community facilities; Entertainment facilities; Food and drink premises; Function centres; Information and education facilities; Kiosks; Marinas; Markets; Moorings pens; Moorings; Neighbourhood shops; Recreation areas; Recreation facilities (indoor); Recreation facilities (major); Recreation facilities (outdoor); Registered clubs; Respite day care centres; Roads; \*Tourist and visitor accommodation; Water recreation structures

\* Note that the Sporting Venues Authorities act prohibits tourist and visitor accommodation on Venues NSW Land

### ***Building Heights***

LEP 2009 permissible heights in the precinct range between 8m and 48m. These are shown on the [WLEP 2009 Height of Buildings Map](#).

Two different height limits currently apply to the Venues NSW sites. The western half of the site is limited to 32m, and the eastern side to 24m. This is somewhat consistent with the graduation of height down from the western area of the city towards the foreshore and also assists in retaining afternoon sunlight to the foreshore (Blue Mile and beach area).

The approximate heights of existing structures are:

- Western Grandstand - 22m (in the 32m HOB area)
- Entertainment centre - 16m (in both the 32m and 24m HOB areas)

To provide an indication of potential changes that may apply to the height of building controls in the precinct in the future, the Draft WCC Planning Strategy (not yet Council endorsed) proposes to reduce the heights of the area west of the Venues NSW site, bound by Harbour, Crown, Corrimal and Bank Streets from 48m down to 32m.

The Draft Strategy does not propose changes to the heights permitted on the Venues NSW sites.

### ***Floor Space Ratio***

A range of floor space ratios currently apply across the precinct as mapped on the [WLEP 2009 Floor Space Ratio Map](#) and further detailed in [clause 4.4A](#). As follows:

- R1 residential – 1.5:1 (as mapped)
- SP3 Tourist – no FSR applied (as mapped)
- B4 Mixed Use – 1.5:1 (as mapped) for narrow sites, or between 2.5:1 and 3.5:1 depending on mix of residential and non-residential uses, for sites with a frontage wider than 20m.

The lack of a specified FSR for the Venues NSW site means that there is no numerical limit on Gross Floor Area for the site. Instead, this needs to be determined and justified through detailed master planning and built form studies to establish and appropriate scale of development for the site. Consideration of permeability, views, public domain provision and interfaces, solar access and precinct character will all be key considerations in this process.

To provide an indication of potential changes that may apply to FSR in the precinct in the future, the Draft WCC Planning Strategy (not yet Council endorsed) proposes to remove the variable ratios applied to the B4 area and instead apply fixed ratios to each site.

The Draft Strategy does not propose changes to the FSR on the Venues NSW site.

## Heritage

A detailed history of the site and its Aboriginal and European significance would be a part of the site investigation works which would inform the master planning process.

*Aboriginal:* The land and landscape of the Illawarra is central to the culture of the local Aboriginal people, including the coastal zone. Cardno (2010) make reference to a number of documents outlining the occupation of coastal areas, first contact with Europeans and the impact on the Aboriginal people, including local land rights struggles until the 1960s. Aboriginal objects and sites (listed or unlisted) are protected under the National Parks and Wildlife Act 1974.

*European:* The site sits just beyond the south east corner of the original 1830's Town Plan which spanned between Kembla and Harbour, and Crown and Smith Streets, and further extended down Harbour Street to Wollongong Harbour. From the 1860's onwards the town subdivision extended south, and then north in the 1890's, assuming the form we know today.

Prior to its use as a formal sports and entertainment venue, the Venues NSW site had a long history of use as the City's Showground. In 1911 the site was officially opened as a 'Stadium'. The three grandstands were built between 1992 and 2012. The Entertainment Centre was built in 1998.

There are a number of heritage listed items in and around the Venues NSW site, as mapped on the [WLEP 2009 Heritage Map](#) and detailed in [Schedule 5](#). Of most importance to this site is the heritage listing that apply to Andrew Lysaght Park. Andrew Lysaght Park (Old Catholic Graveyard) adjoins the Venues NSW site to the east of the Entertainment Centre and is heritage listed (6383 WLEP 2009). The listing applies to an area which overlaps the Venues NSW property, including an area of approximately 580m<sup>2</sup>. The listing can be viewed online through the [NSW Heritage Register](#).

<i>Item Name</i>	<i>Address</i>	<i>Significance</i>	<i>Item Number</i>
Gravestones	Lots 1–5 and 7, DP 1091530	Local	6383
Monument	Lots 1–5 and 7, DP 1091530	Local	6383
Former Roman Catholic cemetery*	Lots 1–5 and 7, DP 1091530	Local	6383

Andrew Lysaght Park is classified as 'Crown Land – Appointed' and was dedicated as a public park, and is required to be maintained by the trustee (*Andrew Lysaght Park Reserve Trust*), Wollongong City Council, as a rest park and is subject to the [Andrew Lysaght Park Plan of Management](#).

The Plan of Management requires uses to consider the specific provisions of the Old Roman Catholic Cemetery Act 1969 and the Wollongong Sportsground and Old Roman Catholic Cemetery Legislation Amendment (Transfer of Land) Bill 2001. Of note, this includes:

- that the Park "shall be maintained by the Council as a rest park and, notwithstanding anything in any other Act, but subject to the provisions of this Act, the Council shall not use that land or permit it to be used for any other purpose." and
- the Council must ensure that any use of the land:



- a) is limited to passive recreational activities that in the Council's opinion provide community benefit;
- b) does not unduly intrude on the recognition of and respect for the land as an old cemetery;
- c) does not involve any commercial activities, and
- d) subject to the preceding paragraphs, is consistent with any applicable plan of management adopted under the Crown Lands Act 1989.

The Venues NSW site is also in proximity to a number of other Heritage listed items including several listed Norfolk Pines and other structures in Lang Park, several churches in the precinct and the Wollongong Harbour Conservation Area. A review of the Heritage Schedule is currently underway however no new items are expected to be identified on or in the immediate vicinity of the Venues NSW site at this stage.

#### **10. Solar access**

The solar access controls for the Foreshore Precinct are illustrated in the [WLEP 2009 Sun Plane Protection Map](#). Sun Plane Protection applies to Market Square. There are no solar access controls applied to the Venues NSW site.

Protection of sunlight to key public spaces is an important principle of the adopted City Centre Urban Design Framework. It is noted that the Framework does not include the public foreshore areas as nominated Key Public Spaces that are intended to have formal Solar Access Protection under future LEP amendments. However, controls to limit additional overshadowing to Lang Park and the foreshore have been included in the draft DCP D13 chapter (not yet endorsed).

Any redevelopment of the Venues NSW site should consider how the built form can minimise overshadowing to the public open spaces surrounding the site (including east of the Blue Mile), particularly during high usage times (between the hours of 9am and 4pm).

Overshadowing impacts to Andrew Lysaght Park will also need to be considered, both from a public domain and a Heritage perspective.

#### **11. Wollongong Development Control Plan – Relevant Controls**

##### **Active Street Frontages**

WDPC chapter D13 requires active frontages around the full boundary of the Venues NSW site. The Draft Planning Strategy (based on the adopted City Centre Urban Design Framework) reduced this to the northern edge and corners, and the eastern edge (extending from Crown to in line with Stewart Street).

##### **Permeability**

WDPC chapter D13 notes 'existing pedestrian links' through the site in line with Stewart and Burelli Streets however these do not exist. The Adopted [Wollongong City Centre Urban Design Framework](#) notes them as new pedestrian connections and reinforces their importance to increase the permeability of the site both for movement and views through to the ocean.

##### **Flood Risk**

All areas within the 2100 Coastal Zone Inundation Extent not classified Medium Flood Risk or High Flood Risk Precinct are considered Low Risk. Tourist facilities in Low Risk zones are to have their Habitable flood level a minimum of 300mm above finished adjacent ground level ([Flood Management DCP](#)).

## **Access & Parking**

The site is 1.2km (approximately 17minutes walk or 6min cycle) from Wollongong Station. There is a bus stop on Crown Street adjacent to the WSEC which services from Stanwell Park to Albion Park. The site is not serviced by the free Gong Shuttle, which has its nearest stop approximately 530m away on Burelli Street (Arts Precinct). There are no dedicated taxi ranks along the boundaries of the site.

The site has vehicle access via Harbour Street to the west, Crown Street to the north, and a right of way over Council land (formerly Quilkey Place), and a small portion of Crown Land, to the east. The abovementioned coastal management hazards, the sensitivity and restrictions of the Andrew Lysaght Park area, as well as a strategic aim to better activate the foreshore facing side of the Venues NSW site (adopted through [the Wollongong City Centre Urban Design Framework](#)) strongly suggests that future vehicle access and loading should be concentrated along the Harbour Street boundary.

The site has a publicly accessible, paid parking area accessed off Harbour Street which accommodates approximately 90 cars – increasing the amount of onsite parking will need to be investigated as a part of future planning for the site. Nearby Stewart Street Council carparks (x 2 carparks) are used by patrons attending events at Venues NSW facilities, however it is noted that the future of the Stewart Street (east) car park is currently being investigated by Council, informally.

Redevelopment of the Venues site would require traffic modelling to generate an appropriate vehicle movement plan and parking requirements.

## **12. Design Process**

### ***a WCC design excellence process***

Consent for developments involving the construction of a new building or external alterations to an existing building in the City Centre is contingent on whether they achieve design excellence, as defined by the criteria set out in the [WLEP 2009 clause 7.18](#). However, the current LEP does not recognise that the mechanisms through which design excellence is demonstrated and assessed should differ in accordance with the assumed impact of the proposal, as expressed by certain thresholds or triggers.

Elevating the importance of design quality in the City Centre is a key principle of the adopted City Centre Urban Design Framework, and the Venues NSW site is identified as an existing key site that should be required to go through a master planning and design excellence process. The Draft WCC Planning Strategy (not yet Council endorsed) provides an indication of the potential design excellence process being envisaged for the site.

Under the proposed draft Strategy, the Venues NSW site is an example of a site which would trigger the need for a different mechanism. This is due to its significance – including its size, location and potential impact. In order to facilitate a better process to ensure design excellence on sites like the Venues NSW site, the Draft Strategy proposes that Key Sites and sites over 2500m<sup>2</sup> would require a Site Specific DCP (or Concept DA) be developed and approved prior to detailed design. We note that this requirement is in alignment with the proposed Design and Place SEPP, as discussed earlier.

A site specific DCP (or Concept DA) allows for key planning controls (DCP) and a high-level built form massing concept to be developed early in the design process and then determined by the consent authority, before moving into the development application stage. The detailed design and development applications then takes place on the basis of the approved Site Specific DCP/concept DA. This gives certainty to the developer and community on the type, scale and arrangement of the development, before investing in the detailed design work required for a DA.

The DCP/Concept DA would address site specific issues at a high level and include consideration of matters such as:

- built form (including any tower location)
- views and overshadowing
- development requirements
- cultural heritage
- land use mix
- building bulk/massing
- setbacks and street walls
- activation
- permeability
- vehicular and service access
- parking and circulation
- pedestrian/cycle network
- interface and public domain outcomes.

The proposed Draft City Centre Planning Strategy suggests that, for Key Sites such as the Venues NSW site, the following process would apply:

1. *Context Analysis and Design Principles:* Prepare early Analysis and Principles Drawings and review these with WCC Design Review Panel and WCC Development Assessment team.
2. *Master Planning & Built Form Massing:* Prepare a site specific DCP or Concept DA and review this with the WCC Design Review Panel. Lodge SS DCP/Concept DA with Council.
3. *Detailed Design:* Prepare Detailed Design Drawings for Pre-lodgement DA and DRP meeting.
4. *Finalisation:* Final DA submitted and assessed against design excellence criteria and other relevant controls.

Given the significance of this particular development, it is likely that the State Design Review Panel would take the place of the WCC DRP in reviewing this development.

#### **b State Design Review Panel**

Significant projects in NSW are recommended to be reviewed by the Government Architect State Design Review Panel (SDRP). They may or may not be 'State significant' according to the SEPP.

The NSW SDRP is an independent design quality evaluation process, in which a panel of design and built environment experts provide constructive feedback on the design of significant projects.

Projects are referred to the panel by Department of Planning, Industry and Environment (DPIE) assessment teams, or project teams may apply directly to GANSW to participate. Early engagement with the SDRP is strongly recommended and has been proven to deliver better design outcomes and support more timely assessments.

GANSW will invite local councils to nominate an appropriately qualified and independent professional to be their representative on the panel. This may be an individual who is already a member of a local design review panel.

A general guide to the SDRP can be found [here](#), it includes a helpful process diagram which outlines the indicative sequence of design review by project stages (page 7), similar to that proposed above.



## Our Wollongong Our Future

From the mountains to the sea...

We value and protect our environment

We have an innovative and sustainable economy

Wollongong is a creative, vibrant city

We are a connected and engaged community

**We have a healthy community in a liveable city**

We have affordable and accessible transport



**Wollongong City Council**

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