



THE ENTRANCE PENINSULA COMMUNITY PRECINCT

ENCOMPASSING: THE ENTRANCE; THE ENTRANCE NORTH; LONG JETTY TOOWOON BAY; BLUE BAY; SHELLY BEACH & MAGENTA
www.theentranceprecinct.org

Ben Dunnet, Director, Armada Properties Pty Ltd's presentation, 19 June, 2012 at 7:00pm on "Proposal to develop WSC's Key Iconic Site No 5¹, Lakeside Plaza Denning St The Entrance"

Note: This document has been paraphrased from a recording of the guest speaker's presentation.
The recording is made for the sole purpose of producing a report and not retained.



The Chairperson of TEPCP, Vivienne Scott, gave Ben a warm welcome and stated that though this development has been a long term coming everyone here is waiting for something exciting and magical to happen.

Ben began by stating that the development has been a long time coming and that his family purchased Lakeside Plaza over twenty five years ago.

Over that time we have purchase adjoining properties so that we now have a considerable site of about 21,000 square metres in the town centre. With this large land area, there is the opportunity to do something special. We think that in addition to the new retail centre we can develop a new town

centre that would really provide a sustainable activity for the future of The Entrance.

We engaged the former Government Architect Chris Johnson² in 2010 to not only look at our site, but also the overall urban planning and urban regeneration of The Entrance. We concentrated on Precinct 6 of The Entrance Peninsula Planning Strategy³ We asked Chris to look at the whole of The Entrance and get his independent view about what could be done to revitalise the town from a big picture urban design perspective because the essential purpose of good planning is to encourage viable development at The Entrance. With Chris Johnson's input we then engaged Architectus⁴ architects to refine and add further design thinking to the site. We knew from WSC's Iconic Sites planning initiative lead by Stephen Ashton and Paul Bowditch that Council were



The Lakeside Development Site

¹ WSC's Draft Development Control Plan (DCP) 2012: Chapter 115 - Key (Iconic) Development Sites.

² Chris Johnson, Chief Executive Officer, Urban Task Force.

http://www.urbantaskforce.com.au/index.php?option=com_content&view=article&id=110&Itemid=24

³ [The Entrance Peninsula Planning Strategy](#)

⁴ Architectus brings together the experience of more than 200 leading architects, designers and planners with offices in Auckland, Brisbane, Melbourne, Shanghai and Sydney. <http://www.architectus.com.au/>

looking for development at The Entrance that represented quality; a sensible development that lasts for the future and would create be a better place for the community and visitors in the future.

So what we have done really does reflect the key criteria for Iconic sites in that it is a quality development for public benefit achieved by us giving up land to create a very large north facing piazza. In the winter time it will be sun drenched and be a place were people can enjoy their time, socialise and hopefully feel good about their town.

Ben then showed plans and artist's impressions that the architect had presented to Wyong Shire Council a couple of months ago, stating that the pictures spoke for themselves.



Artist's impression of Lakeside's large north facing piazza



No 1 Bligh Street Sydney

What the architects have done is that they haven't just looked at what's around The Entrance, and have research widely for best practice design around Australia and overseas. Their work at No 1 Bligh⁵ Sydney, has recently won a number of international awards and is an excellent example of the design quality Architectus is renowned for.

Ben described how they had looked at developments like the Rouse Hill Town Centre, that has gone on to set a new benchmark for town centre development, and has won numerous national and international awards.

The architects have built on Chris Johnson's design principles and have looked at successful developments that incorporate public spaces/piazas that have really worked, in arriving at features that would work for Lakeside. Then they developed architectural features that could create buildings that were a bit different, unique, so people can get excited about what is happening in The

⁵ Architectus, in association with Ingenhoven Architects (Germany), has created a highly sustainable office tower that has achieved 6 Star Green Star Office Design V2 Certified Rating from the Green Building Council of Australia. 1 Bligh is a 29 storey skyscraper that was completed in 2011. It can be accessed from Bligh Street, Bent Street and O'Connell Street. The building is an ecologically sustainable development with green features such as a naturally ventilated full height atrium, a double-skin façade with external louvres, solar panels on the roof for energy generation, air conditioning by chilled beams, rain water collection and a basement waste water recycling plant

Entrance. What you can see from our designs is that the towers will be lofted above the podium so that there will be a ten metre loft. (three stories open air space/void) to the start of the towers. At that level people will get a view out to the lakes and the ocean. We have fantastic natural beauty and that is what we believe The Entrance is all about. We need to have our man-made environment connect to our natural environment in a way that will be of economic benefit to the town.

We are about creating something special, not just another apartment building at The Entrance; a three story podium with "Oasis" level above creating a unique sense of space. It does not only have to look exciting, the development will have to provide real value to achieve the prices and rental values needed to make the project commercially viable. Improvements to the public infrastructure, first and foremost, the opening up of The Entrance Road through Long Jetty to improve travel times so people can live and work in The Entrance is also essential to be commercial viability of developments in The Entrance and economic sustainability of the town in the future.

When Chris Johnson looked at the site he said you could not ask for anything better. You have a waterfront town, land that slopes downward to the north. With such topography, many properties get north facing water views and share the solar access. In addition because the Lakeside Plaza site is large and we are placing the towers at the northern end the shadow line impact falls mainly on our site.

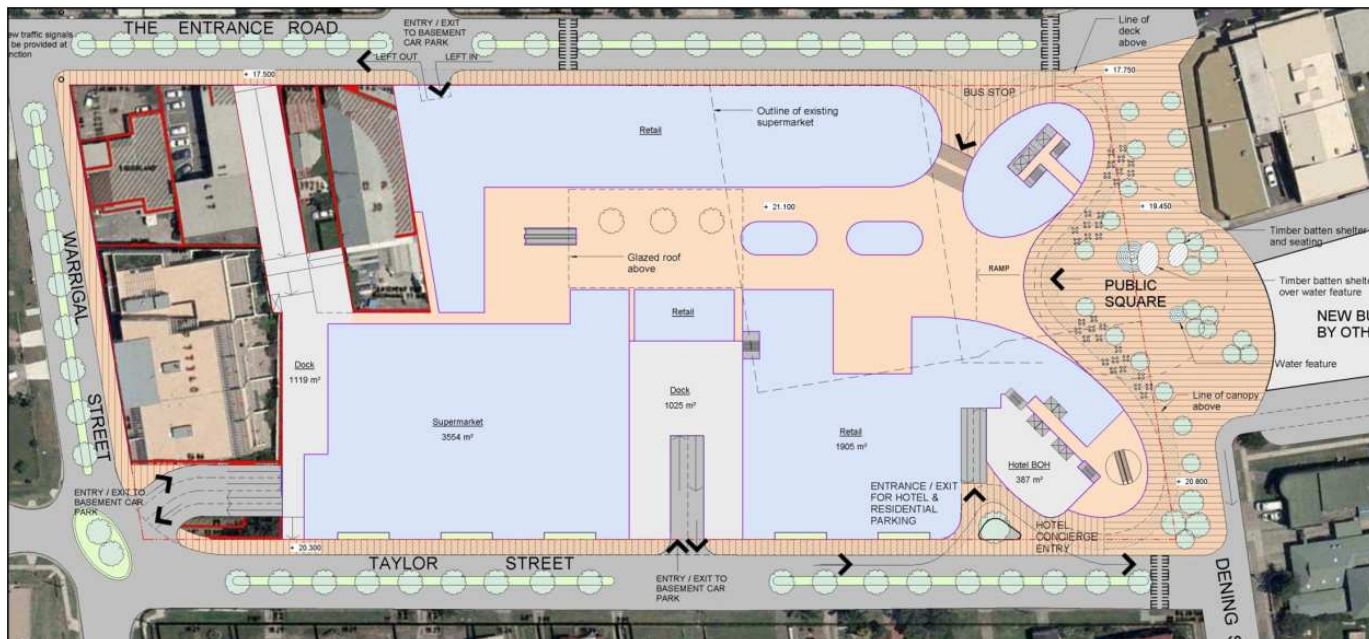
Ben then referred to The Entrance Masterplan as exhibited by council that showed the relationship the Lakeside development had with other proposed development in The Entrance.



Masterplan virtual model of The Entrance Town Centre showing Lakeside in the foreground

Chris Johnson looked at this relationship and saw that the junction of The Entrance Road and Dening Street is a focal point. The Entrance Road runs down to the waterfront and Dening Street leads to the beaches. He saw this as an important pivotal point for a landmark, iconic style development. Out of this came the philosophy that when combined with the Short Street site to the north, that there could be a shared contribution to creating a significant public space.

What we are proposing in essence is a completely new retail centre. The existing Coles is about 2,700 square metres. What we propose is a new a full line Coles supermarket with spacious areas; spacious aisles in an enjoyable, engaging shopping environment for convenience shopping. A full line Coles supermarket is between 3,500 and 3,800 square metres. The shopping centre will be significantly larger and will continue to focus on the day today shopping needs of the community. B We are not trying to be a Westfield, it's not about high fashion and electronics, it is all about day to day shopping in an attractive shopping environment that people enjoy spending time in. In describing the new proposal it is a big thing to knock over an existing shopping centre that already has income and is already performing. There has to be a good reason to do it. Over the years we have bought up properties along The Entrance Road and Taylor Street so that we now have a site of sufficient size to stage the development. There will be extensive underground parking.



At present Coles and the specialty stores are located on the north west corner of the site. In terms of facilitating redevelopment it is our plan to construct a new full line supermarket with specialty stores on the southern end of the site while the existing shops remain trading. In this way we could potentially relocate shops from the old to the new site upon its completion. It is only by having such a large parcel of land that we are able to do this. The above sketch shows the footprint for the retail, the residential tower and also a smaller tower that we are proposing to be a hotel.

We believe a hotel would bring enormous business benefits to The Entrance. The Entrance is only one hour and a quarter from Sydney and there is not many other Conferencing Centres that have this proximity to the Sydney CBD. We know that the one at the Mirvac development of Magenta Shores has been very successful. We are proposing as part of the hotel a large, multi function conference centre. The idea is to make the space as flexible as possible, currently it is proposed the have three sections that can be opened up to one big event. It is proposed that the conference centre would cater for seven hundred people. It would have large decks on either side, so we think this would be very exciting, not only for conferences, but for functions, exhibitions and all sorts of events.

We think the development has to be bold if it is to be of benefit to the overall town. It has to be noticeably different to the current stock of medium and high-rise buildings in The Entrance. We call the elevated podium level the "Oasis Level". It is a large area of landscaping, trees, coffee shops, swimming pools and viewing decks approximately fourteen metres (three stories) above the road level. The towers are the lofted ten metres above this level allowing for an amazing outlook across the lakes and across the ocean. The Oasis Level breaks up the monotony of the tall buildings, so that if you are standing on the street level and looking up you are going to see a much softer environment. You will look up and see trees; you are going to see people and activity not just a hard building façade. The architects have the idea that the podium level could incorporate a day spa area and other users with the overall design promoting a relaxing atmosphere - a drawcard for the hotel visitation and marketability of the residential apartments. The swimming pools and landscaping areas at the Oasis level would be very desirable and this could enhance the desirability of The Entrance as a tourism destination. So not only is it associated with residential and retail we believe that if done correctly, the lofting of the towers and the oasis level could contribute to the development being recognised for its tourist destination attributes as well.

We have put a revised proposal back to Council and that is in the process of moving forward this year. Following that we will be in a position to formalise our Masterplan DA and once approved we can get started with going ahead with the first stages of the development. I say again that it is only as a result of the long-term investment that we have in The Entrance and the huge effort we've made in acquiring

additional land over the years that the land is large enough to allow staging so that Coles would have continuity of trade over the development and the proposed allotment can be completed in stages

The Masterplan envisaged a bus interchange at the Ebb Tide Mall⁶ Iconic site. We know that it is important to get people in and out of The Entrance and a bus set down area has been proposed for The Entrance Road. We are very conscious of the viability of The Entrance depends upon getting people in and out. It is all about the travel times. If people are going to live in the Entrance they need to be able to get to the railway, to their jobs, within a reasonable and certain period of time. If people have to sit on a bus for an hour, to an hour and a half each way, people will simply not come here, they will go somewhere else. We have said many times and Council is aware of this, that the improvement to The Entrance Road through Long Jetty is probably the most important factor in revitalising The Entrance.

A comment was made about how the proposed planning for the Shire was to increase our population by one hundred thousand people. Ben rejoined by stating that it makes good sense to locate these people where the shops and services are, particularly with an aging population, whereby people can live in a secure place with immediate access to shops, services and facilities and remain close to where their families live.

This is the culmination of three years of work. You can see that what we are proposing is very different from the type of architecture that exists in The Entrance right now. We are talking about quality that shows there is something new and exciting happening in the Entrance.

TEPCP's Chairperson, Vivienne Scott thanked Ben for his presentation to a large round of applause from the fifty people present who believed that the development plans for the Lakeside Shopping Centre property were very exciting and everyone looked forward to them coming to fruition.

Note taker Doug Darlington

⁶ DCP No. 115 WSC Key (Iconic) Development Sites: Requirements - Development should incorporate a bus layover within the rear car parking facility with access from Torrens and Fairview Avenues