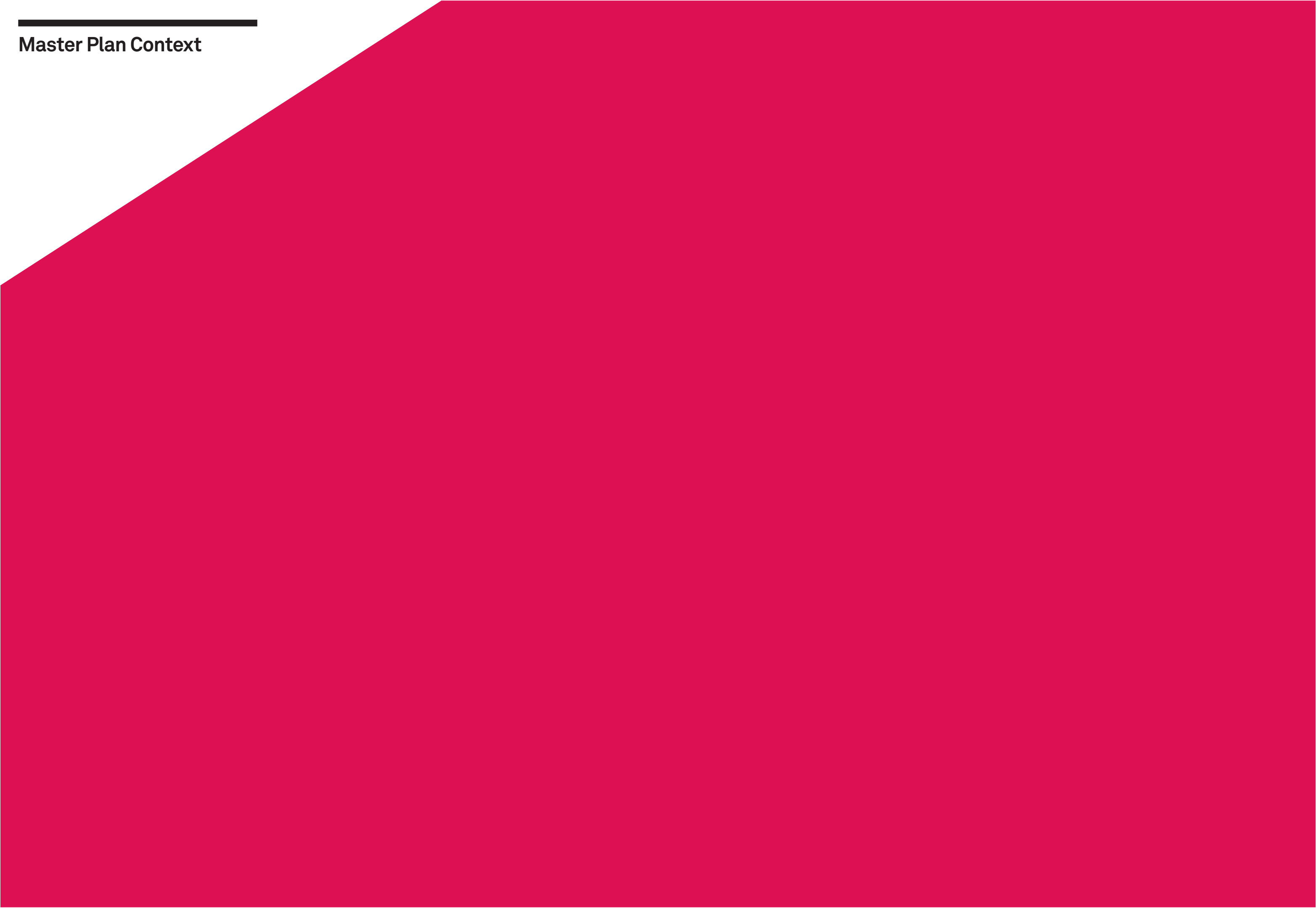


Master Plan Context





03 Master Plan Context
Park History

In 2016 we will celebrate the 150th anniversary of Moore Park’s dedication for public recreational purposes.

Summary below extraced from Moore Park Heritage Report by CAB Consulting. Refer to Volume 2 for full report

The area was originally part of Governor Lachlan Macquarie’s ‘Second Sydney Common’. After being set aside for public recreation space in 1866, it was renamed ‘Moore Park’ – after Charles Moore, who was Mayor of the City of Sydney at the time.

From the very beginning, Moore Park was the centre of Sydney’s recreation, sporting and entertainment activities. Within the first couple of years, the area was transformed through the creation of sports facilities, the Zoological Garden and the Showgrounds. The extensive Sydney tram system serviced Moore Park, with one of the largest annual drawcards to the Park being the Royal Easter Show (which was held at Moore Park for 115 years).

As Sydney’s population grew and the needs for outdoor recreation diversified, more ‘attractions’ were introduced to Moore Park, as long as they were considered to be ‘for the good of the community’.

By the end of the 19th century Moore Park was Sydney’s most popular sporting and entertainment precinct. It featured a cricket ground, sporting stadium, golf course, racecourse, showground and public sporting fields.

Throughout the 20th century the use of buildings within Moore Park evolved, with the growing importance of the Hordern Pavilion and Royal Hall of Industries as exhibition and event spaces. Interestingly, the Royal Hall of Industries has had periods of being used as a dance hall, ice skating venue and military administrative quarters to support the war efforts during times of global conflict.

Today Moore Park continues to be an important active green space for the City of Sydney.

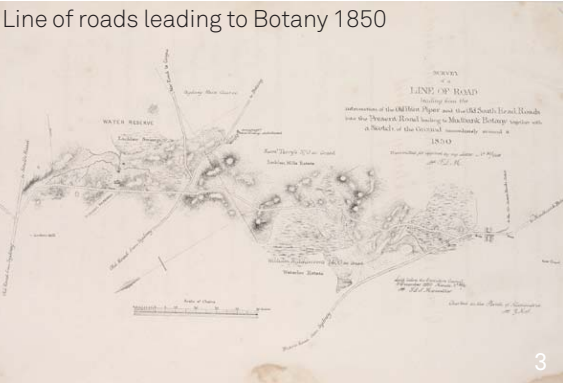
Second Sydney Common: Parish of Alexandria Map nd. c. 1830



Military Parades. ISN



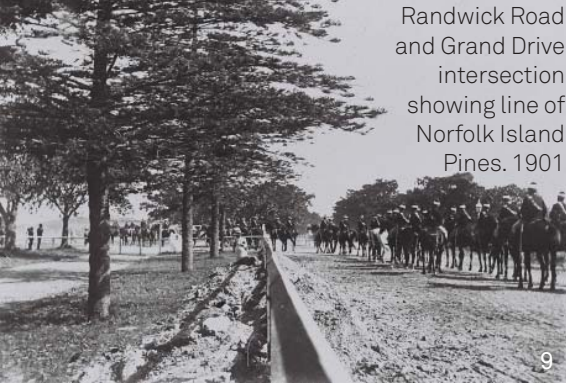
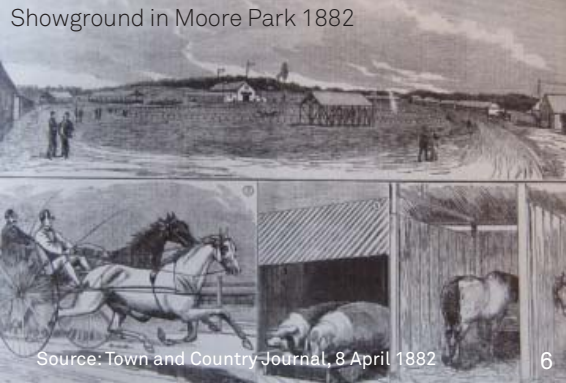
Line of roads leading to Botany 1850



| 1800's   | 1830's  | 1840's   | 1850's - 60's   |
|--|---|--|---|
| <p>_Moore Park is located within a network of tracks from British Colonial occupation, which followed the new settlement at Sydney Cove to Botany Bay. These cut across the Botany Sands expanse and evolved into a weaving alignment among the sand hills, ponds and wetlands. The main track which once meandered through the study area was known as the Old Botany Road.</p> <p>_Moore Park comprised 378 acres (153 Ha) and provided a major portion of Sydney's Second Common as proclaimed by Governor Macquarie on the 5th October 1811.</p> | <p>_The Lachlan Swamps Water Reserve was established within the Common in 1837, its naming commemorating Governor Lachlan Macquarie's vision for establishing the commons.</p> <p>_Water was delivered by 1830 and was an incentive for relocating the Military Barracks to the north western edge of the Common.</p> <p>_Planning commenced in 1836 to relocate the Military Barracks from George Street, Sydney and a vertical bore sunk into the Tunnel Reserve.</p> | <p>_Victoria Barracks was constructed 1841 – 1846 using locally quarried sandstone and was occupied by British troops up until 1870. The military used the expanses of the Common for marching, drilling and military parades whilst the engineers utilised the ponds as exercises in bridge building.</p> <p>_In 1851 a grant of land within the Common was given to the British army for use as a soldiers cricket ground and a garden. The first match was played in 1854.</p> <p>_Another walled space was created in the south western corner of the Common for use as a cemetery. It was contained by the landforms of Mount Steel and Mount Rennie in an area now occupied by the Moore Park Golf Course.</p> | <p>_In 1850 the government proclaimed a new road from Botany Road to Coogee. This roadway became known as Randwick Road and from 1918 as Anzac Parade. A sandstone obelisk was erected on the parade and lines of centre planting of palms and later poplars on the road verges. Moore Park Road later linked Drivers Triangle with Old South Head Road c. 1875.</p> <p>_In order to maintain the road Trusts were established and appointed in 1854 and tolls instigated with the first Toll house built and opened in 1855 close to the existing toll house below Mount Steel. This toll house was replaced by a stone structure nearby which still exists and is now part of the Moore Park Golf Course grounds.</p> <p>_During March and April 1867 a considerable number of men were employed in levelling a portion of the Moore Park in preparation for the planting of ornamental trees and the laying out of recreation grounds.</p> |



03 Master Plan Context  
Park History



1870's 1880's 1890's 1900's 1930's onwards

\_In 1878 the old Military Cricket Ground became the NSW Cricket Association Ground. A new pavilion was constructed and the 12 acres of ground was enclosed by a nine foot high paling fence with a plantation of shade trees throughout the enclosed circle of ground. Two entrances were made directly off Randwick Road, one for vehicles and one for pedestrians.

\_By 1879 Cleveland Street was extended through Moore Park to join Randwick Road adjacent to the Toll house and was aligned to avoid one of the larger water bodies of the Park. The landform depression and pond were previously enclosed by a hardwood paling fence, which became the Zoological Gardens.

\_In 1881 The Royal Agricultural Society acquired ten acres of Moore Park adjacent to the Association Cricket Ground and the Rifle Range.

\_An extension of the tramline from Moore Park to Randwick was completed by the end of 1880

\_The Showgrounds first exhibition was held in 1882. The Showgrounds had a common boundary with the Cricket Ground and the Volunteers Rifle Range. Shade trees comprising Moreton Bay Figs and Monterey Pines were planted along these boundaries, to define territory and to screen competing activities.

\_The rapid development of organised sport in the latter half of the 19th Century was expressed in Moore Park in the 1880s. Australian Rules Football and English Association Football was played in 1880 in Moore Park. The course of the Australian Golf Club was established in 1882.

\_From the late 1870s the Councils of Woollahra and Paddington lobbied for the use of the Water Reserve as a public park. This was the favoured use by many people when the Water Reserve ended its usefulness as a water supply in 1886.

\_Following the closure of the Rifle Range in the 1890s the land along Moore Park Road became available. It had been used for sporting activities of cricket and football on an informal basis. The Military retained a portion and yet another portion was subdivided for housing (that area north of the Rifle Range boundary now marked by Poate Road) whilst the remainder became the second oval for the Sydney Cricket Ground and the Sydney Sports Ground.

\_A new road linked all of the sporting and Showground developments and connected with Lang Road to provide a network of roads to support the developed lands of Moore Park. The new road was called Driver Avenue and its name commemorates Richard Driver, a solicitor to the City Council who was instrumental in gaining control of the Military Cricket Ground for the NSW Cricket Association.

\_In 1917 Randwick Road was widened, the Norfolk Island Pines removed and a centre planting bed constructed for horticultural display, an obelisk erected, the original Moore Park gates relocated and its name changed to Anzac Parade.

\_The Zoological Society Gardens was removed to Taronga in Mosman from 1916. The site was replaced by Sydney Girl's High School between 1919 and 1921 and was later joined with Sydney Boy's High School opening in 1928.

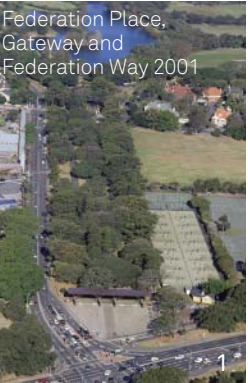
\_In 1926 the Moore Park Golf Club was constructed on top of Mount Rennie and the former toll house gained two wings for conversion to utilitarian functions for the golf course.

\_In the inter war period the Showground expanded significantly, a brick walled entity now occupying part of the former Rifle Range Reserve and extending up to Moore Park Road. At the time, it resembled a mediaeval walled village with an urban character in direct contrast to the grassy expanses of the rest of Moore Park.

\_In 1936 the Sydney Athletics Field in Moore Park south and dating from 1906 was renamed the E.S.Marks Field and many associated buildings constructed and a cinder track completed in 1947.

Images 1-12: Extracted from Moore Park Heritage report, by CAB Consulting Pty Ltd; refer to Volume 2





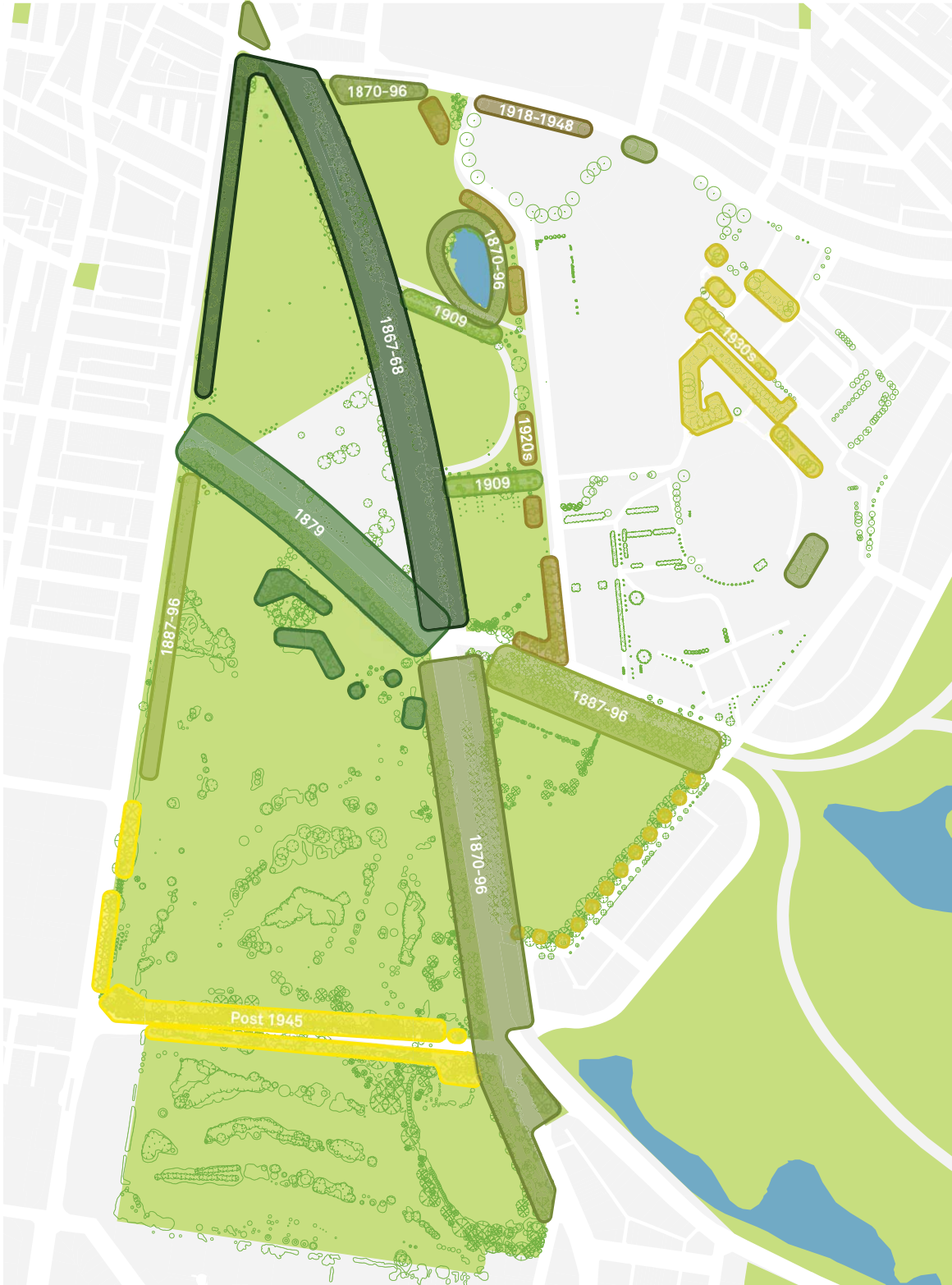
1990's onward      2000's onward

- \_ In 1990 Moore Park and the former Showground came under the care and management of the Centennial Park and Moore Park Trust.
- \_ In 1998 the Royal Agricultural Society moved its Showground to Homebush Bay and the facilities were utilised by Fox Studios as a working studio and public entertainment precinct. Also in the same year the Equestrian Centre facilities were refurbished by the CPMPT.
- \_ In 1999 South Dowling Street was widened and Anzac Parade modified to accommodate the Eastern Suburbs Distributor road infrastructure.
- \_ In 2001 The Grand Drive through Moore Park was renamed Federation Way with the gateway at the Cleveland Street Anzac Parade intersection reconfigured as an urban plaza named Federation Place designed by Tzannes Architects.
- \_ In 2002 the Moore Park Bus Interchange area was completed to the design of Spakman Mossop Michaels Landscape Architects. This included the row planting and toilet facilities based around Macarthur Drive and new planting on the Gregory Avenue alignment together with the conservation of some of the Hills Figs and the former tram shed building.
- \_ In 2004 the CPMPT relocated and restored the 1909 Bandstand Rotunda to the northern end of Moore Park West and in 2006 prepared a Plan of Management for 'the parklands'.
- \_ In 2009, A Korean War Memorial was opened in Moore Park.

Key Plantation Dates

The history and planning of tree planting is a defining aspect of Moore Park as it provides the area with its own unique landscape character. The quality of this character is inevitably affected by alterations to this landscape so strategies for removal or planting of trees must be carefully considered.

- \_ Along Anzac Parade, a plantation of an avenue of Fig Trees occurred before the beginning of 20th Century. A number of trees in this avenue will require removal due to the construction of the light rail.
- \_ Along the Eastern Distributor/South Dowling Street, there has been significant disturbance to the original plantation due to infrastructure demands. As such, the planting has lost its avenue nature and has led to a 'disruption' of character.
- \_ Original planting along Dacey Avenue, Federation Way/Lang Road, Cleveland Street remain in good condition.
- \_ The entertainment precinct has a relatively young and diverse planting arrangement
- \_ The Moore Park East Precinct is varied in its tree planting. There is a combination of both old and relatively young planting around the lakes and Park. However, along Driver Avenue the planting is not strongly defined.
- \_ Both Moore Park West Precinct and Robertson Road Precinct have sparse plantations where the trees in the region are mostly Ficus.
- \_ Moore Park Golf Course Precinct has a more diverse planting arrangement, with pockets of native planting.



Images 1-2: Extracted from Moore Park Heritage report, by CAB Consulting Pty Ltd; refer to Volume 2

Figure\_3.1. Key Plantation Dates Map

Source: CAB Consulting and HASSELL



03 Master Plan Context

Park History

Statement of Historical Significance

Moore Park together with Centennial Park comprise the remnant public open space of the former Sydney Common dedicated by Governor Macquarie in 1811 within the Botany Sands system.

The cultural landscape is distinctive, created by bold plantations which defined public roads, open grassed spaces and built spaces utilised for sporting or entertainment activities.

The Park is associated with active sport and leisure developing from early Military uses, including parades, training, gardening and sports, particularly cricket and football.

The design and layout of the Park is associated with Charles Moore (alderman and Mayor of Sydney), Charles Moore (Director of Sydney Botanic Gardens 1848 – 1896) and Joseph Henry Maiden (Director of Sydney Botanic Gardens 1896 – 1924).

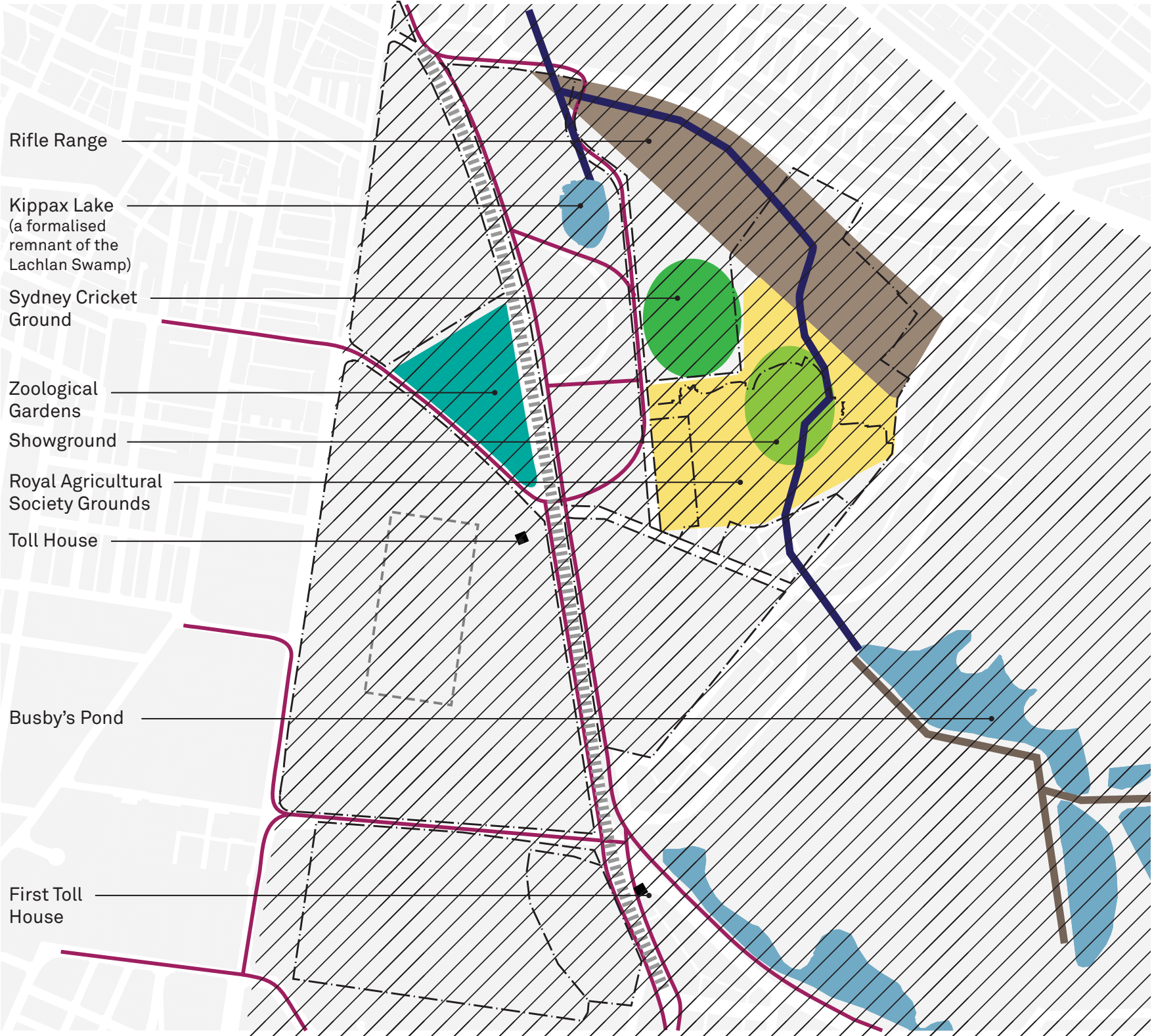
The Park also contain a number of commemorative structures and spaces which celebrate former Mayors of Sydney and sporting figures as well as the Great War of 1914 – 1918.

The Park was also the home of the Royal Agricultural Society's Showground from 1882 to 1997.

Source: CAB CONSULTING PTY LTD

- Anzac Parade (formerly Randwick Road) significance:  
\_Remnant of early road alignment  
\_Early tree planting  
\_First AIF paraded down road on their way to Circular Quay for overseas service
- The Sydney Common (until 1866)
- Tram Network
- Busby's Bore Shaft
- Dam Embankment
- Cemetery

\*Location of past uses are indicative only



Figure\_3.2. Historical Summary Map



03 Master Plan Context

Park Today

The Place

Moore Park is:

- \_One of three urban parks within Centennial Parklands stretching over 146 hectares
- \_Six distinct precincts, each with its own complexities and diverse users
- \_The “backyard” of a growing number of visitors, from Paddington to Green Square and the wider region
- \_Unique, comprising an entertainment and event precinct within an expansive area of open space
- \_A valuable metropolitan asset for active and passive recreation located in close proximity to Sydney’s CBD
- \_Plays a critical role in the environmental health of Sydney, providing much needed habitat and refuge for native flora and fauna, and filters excess stormwater runoff from the surrounding urban catchment.

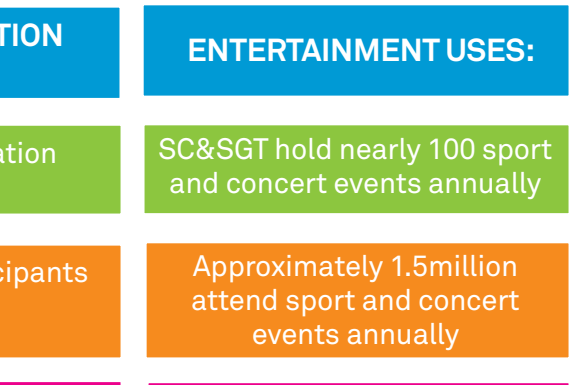
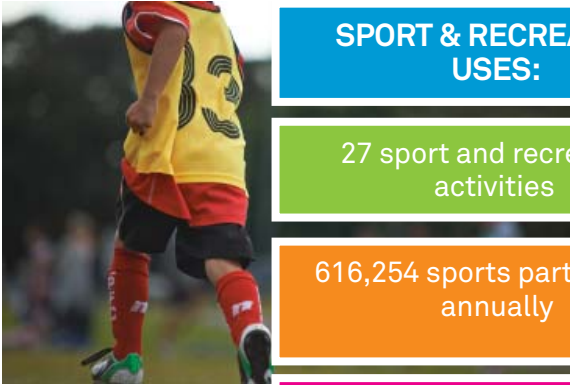
\_SITE LOCATION

Moore Park is located three kilometres south east of the Sydney Central Business District. It is of historical importance in the development of Sydney as a city, being part of Sydney’s Second Common, Moore Park has always been used for active recreation.

The Park is located within the City of Sydney Local Government Area (LGA), and is bordered by Randwick City Council LGA to the south and south east. Woollahra LGA is also closely located and sits to the north east of Moore Park at the edge Oxford Street.

Its surrounds are areas of great urban diversity, ranging from the federation homes around Centennial Parklands, to inner city terrace housing to the north in Paddington, Surry Hills and Redfern and the former industrial land to the south-west in Zetland and Alexandria.

It is largely associated with the geological unit referred to as the Botany Sands, a system of sand dunes and lakes formed in post glacial times. The nature of the place is also characterised by outcropping Hawkesbury Sandstone to the north and west as well as Wianamatta Shale at Drivers Triangle and Surry Hills to the west. Much of the natural topography has been modified for recreational use and sporting activities.



SPORT & RECREATION USES:

27 sport and recreation activities

616,254 sports participants annually

38,211 hours of booked participation in 2012/13

Sport and recreation use in the precinct is at capacity

Use is spread over elite and community groups

ENTERTAINMENT USES:

SC&SGT hold nearly 100 sport and concert events annually

Approximately 1.5million attend sport and concert events annually

Approximately 62 entertainment events held annually



The People

Recent in-park visitor research conducted by Taverner Research in 2013 and 2014 provides useful information about existing users of Centennial Parklands as a whole and Moore Park specifically. The report notes that the findings for Moore Park are not a true reflection of Moore Park users overall. Results are based on two sets of data taken from an online survey. The first data had 1,035 responses whilst the second had 1,073. In summary:

- \_Extrapolated data estimates that between 1.60 - 1.69 million people visited Centennial Parklands, of which, approximately 25 and 28 million visits were made.
- \_Amongst all respondents more than half were aware of Centennial Parklands prior to taking part in the research (50% - 57%)
- \_Moore Park was reported as the most visited park within Centennial Parklands with two out five surveyed indicating having visited or passed through at least once in the past 12 months.
- \_Location was determined as the key driver of visitation to Centennial Parklands, with the Eastern Suburbs having highest visitation figures. The City & Inner South, Inner South West and Inner West regions also had consistently high visitation figures where as Outer South West or Central Coast regions had the least.
- \_Younger people were the most likely to have visited Centennial Parklands, with more than 50% 16 - 24 year olds and 60% of 25 - 34 year olds having visited. Interestingly, the activities undertaken amongst visitors did not differ between younger or older respondents.
- \_At least half of all visits to Centennial Parklands occurred on weekends based on data collected across W1 and W2, with Saturday being the most popular day to visit (34-36%).
- \_Excluding weekends, there is a skew for visitations to occur later in the week (Monday, 6% to Friday 11%).
- \_The main reasons for visiting Centennial Parklands centred on enjoyment of the outdoors and the use of the three parks as a social meeting place
- \_Slightly less than one out of six (13-14%) visitors visited weekly, while less than two out of five (36-38%) visitors visited only once throughout the past 12 months.

- \_Awareness of activities available at Centennial Parklands was highly varied with respondents mistakenly believing services never provided by Centennial Parklands were actually offered.
- \_Just under half (45%) of all respondents were unaware that Centennial Parklands is celebrating a milestone anniversary, with less than one out of five (18%) correctly identifying that 2013 marked the 125th anniversary of Centennial Parklands.
- \_In the Moore Park precinct, the Entertainment Quarter was the venue with the most visitors, with one out of five (19-20%) respondents indicating having visited within the past 12 months.
- \_Of those who had been to Centennial Park, 17% were unable to nominate a specific venue they visited, indicating they used the parklands as a thoroughfare or visited other venues not listed.
- \_Three main areas were identified as highly valued within the parklands; being a place to appreciate the beauty of nature, as a place 'to relax', and to enjoy the landscape. Being of environmental value and a place to spend time with others.
- \_Of those who had increased visitation, the main reasons expressed were: enjoyment of the environment (11-20%), finding it to be a calm and relaxing place(11-19%), the holding of social/family gatherings (11-18% ), attending more events offered by Centennial Parklands (11%)
- \_Positively, the main reasons nominated by visitors to explain their drop in visitation frequency, were circumstantial and not related to a lack of interest, dissatisfaction or issues with Centennial Parklands and its offerings.
- \_The time spent at the venues offered at Centennial Parklands varied from less than an hour to over 4 hours with the average time being approximately 2-3 hours
- \_The majority (71-77%) of visitors who had made purchases at Centennial Parklands reported having spent \$100 or less.

In a meeting with the Community Consultative Committee (April 2014) group members commented on the need to visit Moore Park at different times of day / week in order to obtain feedback from a cross section of park users. Existing networks, resident organisations and sporting groups will play an important role in accessing a range of users as part of the engagement process to support the Master Plan.

MANY STAKEHOLDERS AND USER GROUPS  
Balancing needs and interests



Figure\_3.3. Key Stakeholders by Grouping (source: Elton Consulting)



Population Growth

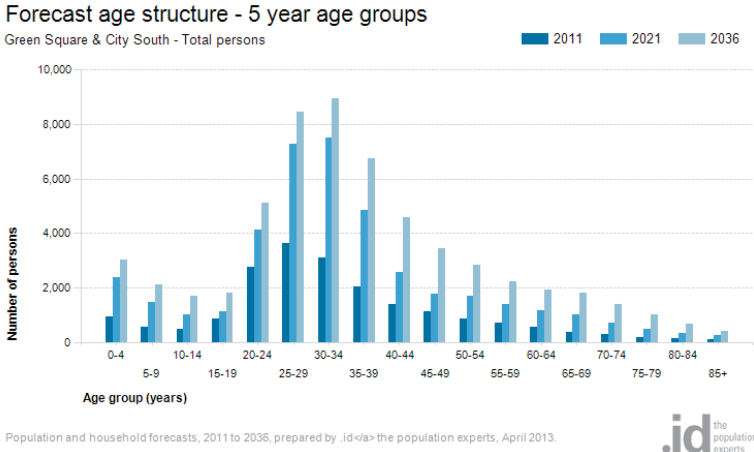
- \_Urban consolidation over the next 20 years in surrounding areas will see an increase of approximately 60,000 new residents in the areas surrounding the Park.
- \_Out of the three LGAs within or surrounding Moore Park, the City of Sydney is expected to experience the highest change in population growth to 2031 (49.2% as compared with 26.5% for Randwick LGA and 19.4% for Woollahra LGA).
- \_The most significant and fastest growing population growth within the City of Sydney will be experienced in the Waterloo-Zetland area. The current population is expected to be 245% greater in 2031 than it was in 2011.
- \_This large increase in population is due to the new housing and jobs that are being created for Green Square's transformation from an industrial area into a mixed use precinct.
- \_This rapid growing population in neighbouring areas is going to see increasing pressures and demands on the use of the Park and the existing road and transport network, particularly as existing areas of green space are eroded to make way for new development.

FORECAST AGE STRUCTURE

- \_In 2011, the dominant age group for persons living in the City of Sydney was 25 to 29, however this is expected to change to 30 to 34 by 2021.
- \_The Green Square and City South precinct are expected to experience a rapid increase in the mid 20 to early 30 age group to the year 2021.
- \_Household profile and dwelling type will see more families living in the city and 80% of the population living in an apartment.

(Source: NSW Department of Planning Future Population Projections (2011) extracted from Montemare Consulting Moore Park Master Plan Sports and Recreation Strategic Review report and <http://forecast.id.com.au>)

Dominant age group in Sydney expected to be 30 to 34 by 2031



‘Urban consolidation will see an increase of more than 60,000 residents in the areas surrounding the Park over the next 20 years, although with almost no sizeable green space provision.’



Waterloo-Zetland Area\_ 245.42% increase in population by 2031

Transportation

With population growth, transportation and access, demands and pressures will change for Moore Park. Integration with key transport initiatives and establishing the framework for better connections will be important for a successful outcome.

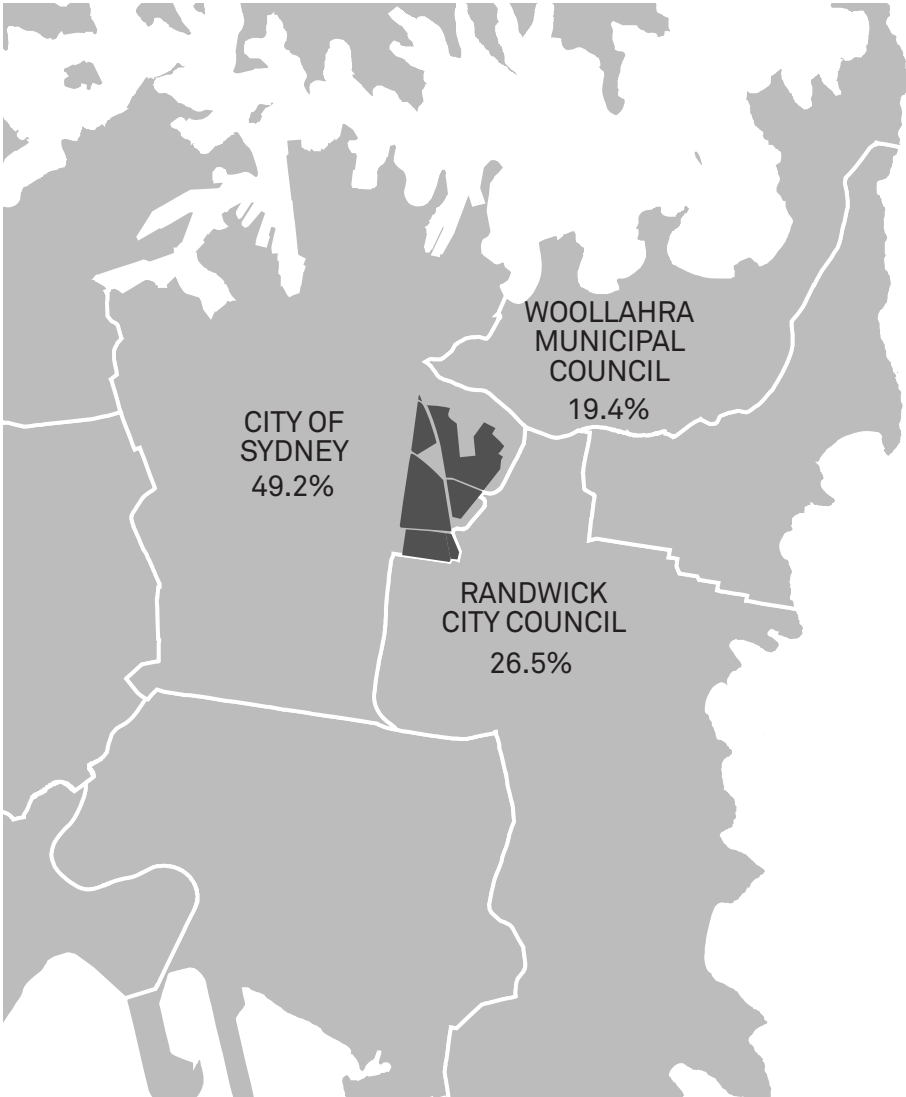
LIGHT RAIL

- \_A new light rail network will intersect the parklands creating both challenges and new opportunities.
- \_It will provide a high frequency service with the capacity to move up to 10,800 people per hour in each direction whilst maintaining normal operations and up to 13,900 in special event mode. In event mode the light rail system operates from an additional platform at Moore Park and Central that allows the 67m vehicles to terminate and return quickly. Both platforms have been built with this passenger capacity and operations in mind.

- \_Light rail will become a more preferred mode of travel than bus. It is quicker, more convenient, reliable, easily accessible, and easier to identify on route maps when planning a journey.
- \_Providing excellent pedestrian connections between the light rail stations and Moore Park destinations is of critical importance.

CYCLING AND WALKING

- \_Access to the precinct will improve for active transport modes with upgraded pedestrian facilities and improved cycle networks (such as the Anzac Parade shared path bridge) which are able to provide safe cycling and walking for a wider group in the community.



Figure\_3.4. Population growth forecast to 2031 in surrounding LGA's (Source: NSW Department of Planning Future Population Projections (2011))

03 Master Plan Context  
Trends & Future Changes

How, why, who with and when people participate in sport and recreation is a key consideration in the master plan process. From research conducted by Gemba Group in April 2014, the following trends and behaviours were identified.

Current consumer behaviours in sport and recreation across Sydney.

\_81% of the Sydney population have participated in a sporting activity in the last 12 months. 58% of these participants have done so on their own.

Rise of Group Exercise

\_Individuals are becoming increasingly time poor, and are fitting sport and recreation around their busy schedules. This has led to a rise in 24/7 gyms and a rise in group exercise participation. Group exercise participation has grown from 8.7% of the population in 2011 to 11.4% of the population in 2013 representing 38% growth.

Structured versus Unstructured

\_Unstructured participation in sport and recreation (not part of an organised program) is more popular than structured participation and makes up 76% of participation sessions amongst park users.  
\_This is an important consideration for future programming and facilities development.

Demographic Considerations

\_Australia will experience an ageing population for the next 50 years which will lead to changes in how individuals participate in sport.  
\_Younger generations are becoming more engaged with lifestyle, adventure and alternative sports such as skateboarding, rock climbing and BMX cycling.

Mass-participation Events

\_Mass-participation events of all kinds are gaining in popularity. Positioning Moore Park to capitalise on this industry trend should be considered as part of the master plan process.

High performance Sporting Facilities and Academies

\_There is a lack of high quality high performance sporting facilities to cater for the demand from professional sporting teams (including those demands of professional teams currently using Moore Park). The master plan process should consider the needs of both high performance teams currently using Moore Park and those outside the precinct without adequate facilities.

Motivations

\_Motivations for participation change during different life stages with fitness becoming the driving factor during adulthood at the expense of competition and social interactions.

Barriers to Sport and Recreation Participation

\_In planning sport and recreation facilities, barriers to participation need to be considered. For example, cost (equipment/facility hire/registration fees) is considered the highest barrier to participation in Sydney, and therefore any increases in fees and charges may have a detrimental impact on facility demand and therefore utilisation.

Market trends in sport & recreation to 2040 as summarised by research conducted by GEMBA Group, April 2014.

\_Across Australia, there is a growing trend of integrating high performance sport and professional teams with community sports facilities.  
\_There is also a growing trend of sport focused allied health services and medical practices being integrated into sports precincts and facilities. The master plan process should consider how high performance sport, community sport facilities and other commercial services can be integrated to improve the long term sustainability of sports facilities.  
\_To cater for peoples increasingly time poor lives, there has been rise in 24/7 gyms and a rise in group exercise participation. Over the next 25 years, these trends and changing consumer behaviours will continue to influence facility provision.  
\_The way in which people participate in golf is changing. Much like many traditional sports, people are moving away from a membership model and are seeking greater flexibility by opting for a 'pay to play' model. The traditional membership model of golf clubs is therefore under threat, and clubs will need to adapt by offering new and innovative models as well as varied formats of the game.

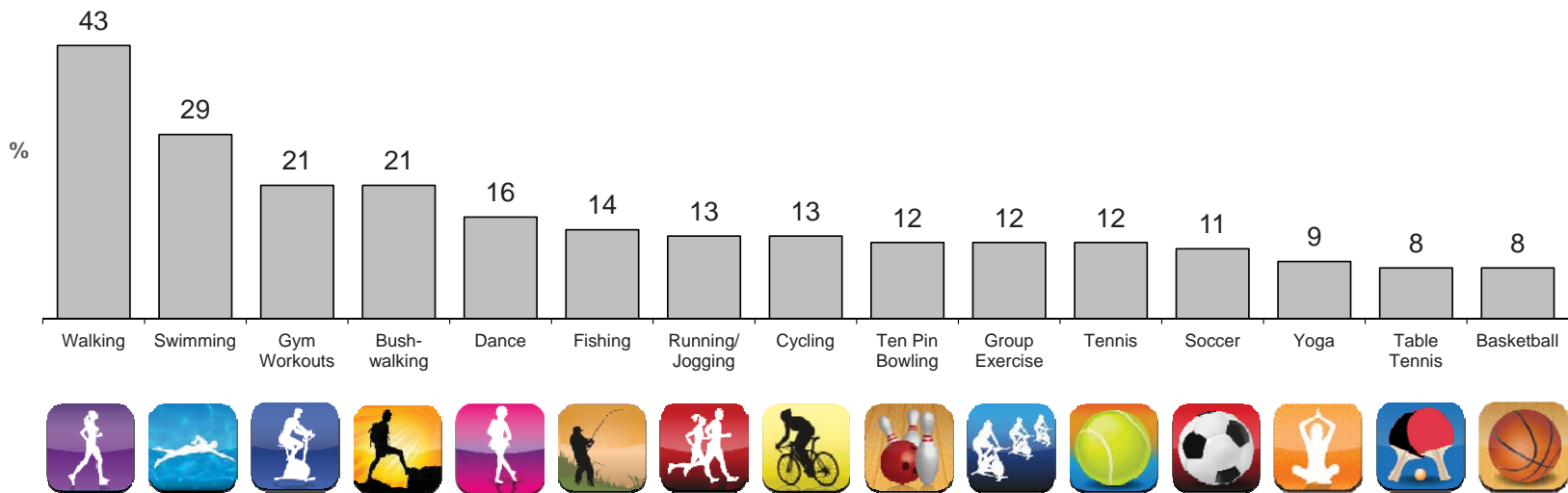
Current consumer behaviours in sport and recreation at Moore Park

\_Moore Park is currently seen as catering for more active structured sport and recreation participation, whereas the majority of local residents (76%) participate in unstructured participation (not part of an organised program).  
\_Moore Park is currently utilised by a spread of high performance professional teams as well as community sporting groups, with 27 varied sport and recreation activities conducted in the Park. As part of the master plan process, the specific needs of these sport and recreation user groups must be considered.  
\_Approximately 616,254 sporting participants use Moore Park annually, with over 38,000 hours of booked participation.

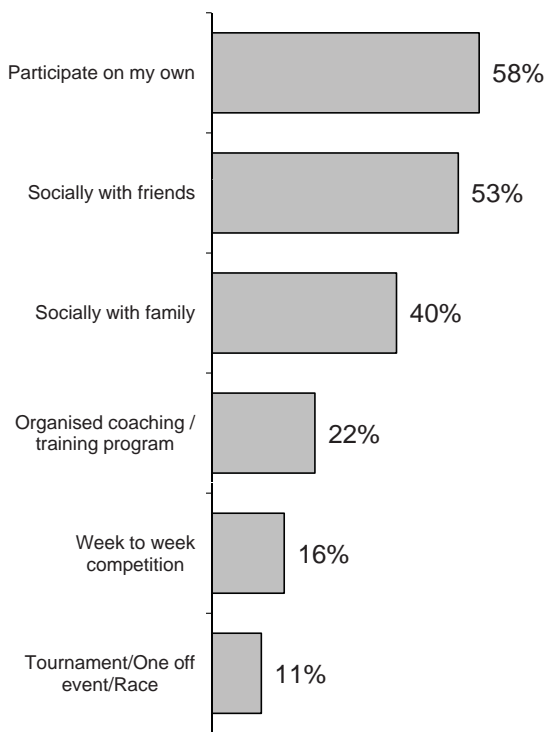
Analysing and assessing the demand for sporting, recreation and related development opportunities in Moore Park

\_Sport and recreation use in the precinct is currently at capacity, and with the expected growth in population over the next 25 years, this demand will increase.  
\_The rise in group fitness and fitness based events across Australia presents an opportunity to create destination specific areas within Moore Park to fulfil this demand. These destinations may include facilities such as exercise stations or running and cycling loops.

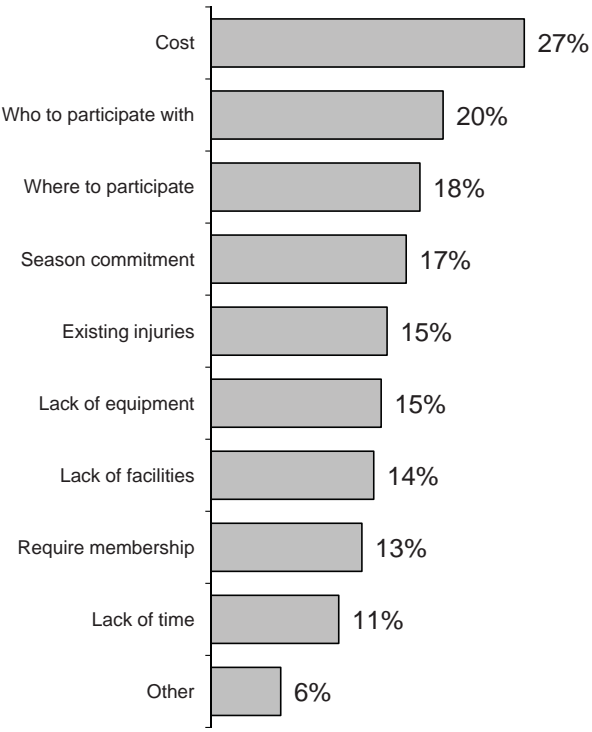
81% of the Sydney population have participated in a sporting activity in the last 12 months



Figure\_3.7. Top 15 Sports Participated in Sydney in Last 12 Months, ages 5-75, n=2970 (Source: Gemba Group, Moore Park Master Plan Strategic Briefing Workshop)



Figure\_3.5. Nature of Participation in Sport and Recreation in Sydney, n=7998 (Source: Gemba Group)



Figure\_3.6. Top 10 Barriers to Participation in Sport and Recreation in Sydney, n=7998. (Source: Gemba Group)



03 Master Plan Context

Trends & Future Changes

Current consumer behaviours in entertainment and social activities across Sydney as summarised by research conducted by Gemba Group, April 2014.

- \_The Moore Park master plan must consider consumer passion for sports and entertainment activities as this is a key driver of attendance. 59% of Sydney people are passionate about movies, followed by 41% for live music concerts. Additionally, Soccer, Rugby League and Cricket are the highest attended sporting events by local residents.
- \_43% of the Sydney population have attended an entertainment event in the last month.

Cinemas

- \_A large proportion of the Sydney population, across all age groups and genders, are fanatics of movies.
- \_Attendance levels at movie events has been strong in recent years.

Live Music Attendance

- \_Attending music gigs at a pub or a major music concert is twice as popular for the people of Sydney rather than attending a music festival.
- \_Music festivals appeal to the younger generation with 73% of Sydney people attending music festivals under the age of 40.

Demographic Considerations

- \_Younger generations are more engaged with theme parks and electronic gaming, whilst the older generations prefer live comedy and museums.

Motivations for Attending Events

- \_Motivations for attending entertainment events depend on the type of event, with culture and artists driving art galleries attendance while fun and relaxation are motivators for attending movies.

Current consumer behaviours in entertainment and social activities at Moore Park

- \_The Sydney Cricket & Sports Ground Trust (SC&SGT) hold nearly 100 sport and concert events annually, attracting approximately 1.5 million visitors. The master plan process needs to consider how to best integrate with and add value to these events held by the SC&SGT to benefit from these visitors.
- \_There are approximately 62 entertainment events held annually at Moore Park, with these mainly related to activations around sporting events. As part of the master plan process, the future objectives of Moore Park need to be determined and the needs and wants of a range of entertainment user groups considered.

43% of the Sydney population have attended an entertainment event in the last month



Figure\_3.8. Entertainment Activities Attended in the Last Month from People Living in Sydney (%)  
Ages 5-75, n=10019 (Source: Gemba Group, Moore Park Master Plan Strategic Briefing Workshop)



## 03 Master Plan Context

### Trends & Future Changes

#### Market trends in entertainment and social activities to 2040

- \_With the expected growth in population over the next 25 years, entertainment attendance will be expected to increase.
- \_Sydney will experience an ageing population for the next 50 years which will lead to changes to entertainment events which individuals attend.
- \_Entertainment events targeting consumers with diverse passions are becoming more common. These events are incorporating varied entertainment offers and consumer interests (i.e. music, food, wine, arts, culture) to offer a unique experience to attendees aimed at increasing attendance.
- \_Entertainment events are starting to incorporate other entertainment disciplines and interests to offer a unique experience to attendees.
- \_The future attendance at the cinema may be reduced as technology advances (home theatres/ projection systems), and the accessibility and availability of movie content at home becomes easier.

#### Examples of World Class Sporting and Entertainment Precincts

- L.A. LIVE
- \_L.A. LIVE is the sports and entertainment district that surrounds the STAPLES Center and Nokia Theatre in Los Angeles. The precinct includes six live entertainment venues, a fourteen screen cinema, the GRAMMY Museum®, and nineteen dining places. The precinct also hosts a number of professional sporting teams including NBA teams LA Lakers and LA Clippers, along with NHL team LA Kings, and the WNBA team LA Sparks. The STAPLES Center, the premier sports and entertainment arena within the precinct, hosts over 240 events per year attracting over 4 million visitors annually.

Melbourne Park and Olympic Park Precinct  
Melbourne and Olympic Park Precinct (MOP) is a 40ha major event, sport and entertainment precinct. Collectively, MOP venues hosts around 600 events attracting more than 2.3 million ticket patrons per annum. The precinct also hosts a number of professional sporting teams including NRL team Melbourne Storm, Super Rugby team Melbourne Rebels and A League teams Melbourne Victory and Melbourne Heart.

What are some of the attributes that makes these world-class precincts?

- \_Integration of multiple sport and entertainment venues in one precinct
- \_Volume of events and precinct activation, and therefore total number of visitors
- \_Multiple and varied food, beverage and dining options
- \_Transport and accessibility, including proximity to the CBD and accommodation options

(Source: Gemba Group, 2014)



# 03 Master Plan Context

## Planning Context

### STATUTORY AND STRATEGIC PLANNING FRAMEWORK



#### Centennial Park & Moore Park Trust Act 1983

Objects of CPMPT

The objects of the CPMPT are:

- (a) To maintain and improve the CPMPT lands,
- (b) To encourage the use and enjoyment of the CPMPT lands by the public by promoting and increasing the recreational, historical, scientific, educational, cultural and environmental value of those lands,
- (c) To maintain the right of the public to the use of the CPMPT lands,
- (d) To ensure the protection of the environment within the CPMPT lands, and
- (e) Such other objects, consistent with the functions of the CPMPT in relation to the CPMPT lands, as the CPMPT considers appropriate.

#### Centennial Parklands Plan of Management, 2006 - 2016

The Plan of Management is a long term plan with a vision, strategic directions and individual precinct objectives aimed at responding to forecast issues and pressures facing Centennial Parklands over the next 10 years.

The six strategic directions of the Management Plan are:

- (1) Protect the Integrity of the Parklands
- (2) Conserve the Living Heritage of the Parklands
- (3) Ensure Equity of Access
- (4) Promote Cultural Diversity and Expression
- (5) Work in Partnership
- (6) Maintain Sound Business Practice

The Plan of Management is required to be reviewed and updated to ensure the CPMPT’s objectives continue to be met. The Plan of Management may require updating to reflect the outcomes of the Moore Park Master Plan process.

#### Centennial Parklands Strategic Plan, 2011 - 2016

The Strategic Plan 2011 – 2016 identifies the strategic goal, vision, core values and strategic priorities for the parklands and the management of the assets controlled by the Trust.

#### NSW Heritage Act 1977

The Heritage Act provides a statutory framework to ensure that NSW’s cultural heritage is adequately identified and conserved.

The parklands, including most of Moore Park (except the former Showground), is listed on NSW’s State Heritage Register. The NSW Heritage Act therefore applies to the land requiring consent from the NSW Heritage Council for any development activity which has the potential to impact the heritage significance of the place.

According to the NSW Heritage Office the parklands form “a unique place of exceptional national, state and local heritage significance [which] retains evidence of the original landforms and plays a vital role in sustaining natural processes and biological diversity on a scale that is rare in the inner urban environment.”

These heritage values need to be considered and reflected in the Master Plan preparation process.

#### NSW Environmental Planning & Assessment Act, 1979

The EP&A Act establishes the overall planning framework, both for the making of “plans” such as State Environmental Planning Policies (SEPPs) and LEPs, and for the environmental assessment and determination of development applications. It is the over arching legislation for land use planning in NSW.

Where a plan such as a SEPP or a LEP specifies that certain forms of development require development consent, then Part 4 of the EP&A Act applies. Part 4 also includes provisions for complying development; development without consent; and exempt development. Part 5 of the EP&A Act establishes the requirements for environmental assessment of activities that do not require development consent.

#### Infrastructure SEPP

The ISEPP (Division 12) establishes a range of maintenance, amenity and landscape works that can be undertaken without development consent (requiring a part 5 assessment) or development that is exempt from requiring any form of approval. Division 17 also establishes a framework for development that may generate significant parking demand or traffic generation that requires the concurrence or involvement of NSW Roads and Maritime Services in the assessment and determination process.

The ISEPP is a broad state-wide instrument that also applies to management of reserves by local councils, as well as identifying a range of development categories able to be undertaken by or on behalf of a range of government agencies. This is the primary planning instrument that applies to the parklands as it includes provisions that specifically relate to this land. This enables the CPMPT to undertake most works on the land as either *Exempt Development* or *Development Without Consent*.

#### SEPP 47 - Moore Park Showground

SEPP 47 applies to the former showground precinct which now includes Fox Studios, the Entertainment Quarter, the Hordern Pavilion, the Royal Hall of Industries and the Centennial Parklands Equestrian Centre.

The provisions of SEPP 47 identify land uses and activities on the land to which it applies that require development consent or which can be carried out without consent. The SEPP also provides a cap on the total quantum of floor space permitted on the land.

Amendments to SEPP 47 could be an appropriate mechanism to implement additional or alternate development outcomes on the land to which it currently applies.

#### Sydney LEP 2012

All of the Moore Park master plan study area is located within the City of Sydney LGA. The Sydney LEP 2012 zones the land (other than the land to which SEPP 47 applies) as RE1 Public Open Space.

The RE1 Public Open space permits a broad range of recreation uses, including indoor recreation facilities and stadiums. Land uses permitted with consent in addition to recreation uses include food and drink premises and child care centres.

Should the master plan process identify land uses as appropriate that are not currently permitted, amendments to the LEP could be sought to permit with development consent additional alternate land uses in specific locations.

(Source: SJB Planning)

### OPERATIONAL FRAMEWORK

|                                      |   |
|--------------------------------------|---|
| Conservation Management Plan, 2010   | Development Approvals Manual 2011       |
| Stone Maintenance Strategy, 2012     | Transport, Access and Parking Plan 2002 |
| MP Showground Conservation Strategy  | CPMPT Design Manual                     |
| Tree Management Plan                 | Ponds Management Plan 2012              |
| ESBS Vegetation Management Plan 2011 | Amenities Plan 2005                     |
| Education Plan 2012                  | Signage Plan 2004                       |
| Sports Strategy 2013                 | CPEC Strategy 2012                      |

# 03 Master Plan Context

## Planning Context

### Key Strategic Values and Directions

- \_ Moore Park to be seen as one parkland comprising six precincts. Although separated, the precincts should not be viewed in isolation, but as an integrated whole.
- \_ The key values and directions outlined in the CPMPT's statutory and strategic framework provide the basis for which the future ideas, initiatives and strategies developed in the Master Plan are assessed.
- \_ The key values of the Centennial Park & Moore Park Trust Act 1983 will be embraced across the whole parkland, tying the individual precincts together. Although not listed in the Centennial Park & Moore Park Trust Act, it may be useful to include two additional values, sporting and economic, in the objects of the Act, as they have high relevance to the future use of Moore Park.
- \_ The key strategic directions of the Centennial Parklands Plan of Management, 2006 - 2016 have equal status and are interrelated. Each of the directions will play a significant role in guiding future ideas, strategies and management within the six precincts.

