

# Sydney Waterfront Development Concept



**CBRM\_E01-2017**

Request for Expression of Interest  
Redevelopment of Sydney Waterfront  
Closing Date: 16 Nov 2017



*Harbour Royale  
Development Ltd.*



# Harbour Royale Development Limited

## Sydney Waterfront Development Concept

*Response to CBRM Request for Expression of Interest CBRM\_EO1\_ November 16<sup>th</sup>, 2017*

### 1. Introduction

Harbour Royale Development Limited (HRDL) and its partners (detailed below) are pleased to respond to CBRM's Request for Expression of Interest. This document and the attached design sketches outline our vision for the development of the subject CBRM waterfront parcels within a larger project that incorporates the privately held and immediately adjacent lands. The result is an integrated and coordinated multi-use development that will maximize the existing value of CBRM land, attract new private sector investment (with associated tax revenues) and transform this important urban waterfront landscape into a modern, highly accessible people space that will redefine the Municipality's "downtown" experience.

The assumptions that underpin the development concept are further described below. We are confident in the overall concept and believe that the inherent design flexibility and potential for phased implementation will facilitate meeting the various business case requirements. We have paid close attention to the guidance provided in the various studies that have been commissioned by CBRM and the recommendations for future development on Sydney's waterfront. These and other best practice benchmarks related to "green" design will continue to guide the development group as the project advances into detailed design.

### 2. Reference Documents

Documents considered in the development of this proposal include:

- 'Sydney Harbourfront Conceptual Vision & Design', Ekistics Planning and Design, April 2014.
- 'Downtown Sydney Urban Core Plan' Ekistics Planning and Design, Final Report May 2017.
- 'Sydney Public Library Feasibility Study', Trifos Design, dmA and Breton Chartered Accountants, March 2016.
- 'Municipal Climate Change Action Plan for the Cape Breton Regional Municipality', CBCL, April 2014.

### 3. Development Vision

Our vision is to make the Sydney Waterfront a destination of choice, where people seamlessly work, play and live within an aesthetically beautiful, environmentally friendly and highly accessible landscape. The vision will be achieved by:

- integrating privately held lands that are adjacent to the CBRM waterfront parcels;
- improving connectivity to the existing boardwalk and ensuring that public waterfront access is maintained and encouraged;



- creating a diverse and interesting suite of experiential waterfront activities;
- being responsive to the key recommendations for intelligent urban waterfront renewal and design contained in the reference documents, and
- bringing together a highly regarded and experienced team of professionals with demonstrated track records in financing, facilities design, construction, project and operations management.

#### 4. Development Group

Sydney based **Harbour Royal Development Limited** (HRDL) will lead the development group. HRDL has developed five Class 'A' Sydney office buildings with a combined total of over 200,000 square feet. HRDL owns a parcel within the area of the proposed development lands currently approved for a multi-story apartment complex.

**Westmount Hotel Group** (WHG) has ownership interests in over 500 hotels worldwide including many operated under the InterContinental Hotels Group with the Holiday Inn brand. In particular, WHG has an ownership interest in Sydney's existing waterfront Holiday Inn hotel immediately adjacent to the proposed development lands. (<http://www.whg.com/about.php>)

**The Canderel Group** (Canderel) is a leading national Montreal based development and management company principally focused on office and industrial properties, residential condominiums and retail spaces. Canderel's portfolio includes in excess of 30 million square feet, and it is currently involved in advancing Sydney's Novaport development. (<https://www.canderel.com/>)

**Ambassatours Gray Line** (Ambassatours), owns Halifax based 'Murphy's on the Water' and is Atlantic Canada's largest land and water sightseeing and charter bus company. Ambassatours brings extensive water based tour, sightseeing, retail and associated waterfront development and operating experience and is currently partnering with the Sydney Port Development Corporation to improve Sydney's cruise passenger offering. (<https://www.ambassatours.com>)

**Trifos Design Consultants** (Trifos) is the leading Sydney based architectural design company with a broad provincial portfolio that includes many significant Sydney based projects that include CBU Campus Expansion, Marine Atlantic Passenger Terminal, Joan Harris Cruise Pavilion, the RBC and TD Buildings. ([www.trifos.com](http://www.trifos.com))

**CBCL Limited** (CBCL) is Atlantic Canada's leading employee owned multi-discipline engineering group with eight offices and 300 employees throughout the region including a large office in Sydney. In addition to a very active civil engineering practice which has involved them in the design and project management of large scale infrastructure development projects, CBCL has significant experience and familiarity with CBRM municipal infrastructure. (<http://www.cbcl.ca>)

#### 5. Development Plan

*"Urban waterfronts are highly specialized and desired for downtown developments usually including multi-unit residential, specialty class A office space, entertainment spaces, important civic spaces like conference centres, libraries or galleries, and experiential retailing like specialty clothing, restaurants and pubs."* ('Downtown Sydney Urban Core Plan', Ekistics, Final Report May 2017, p.64)

## 5.1 Overview

There are three distinct components or development 'nodes' as depicted in the attached sketches and further described below. References to square footage and parking spaces are best current estimates.

### North Development Node

- An outdoor civic plaza, with primary access point at Nepean Street and extending to the Dorchester Street pedestrian grand stair "bridge" and concrete beach, containing three structures and integrated parking space.
- Immediately adjacent to the waterfront/boardwalk and connected to the Dorchester Street bridge is a 40,000 square foot two story regional public library.
- Immediately adjacent to the Esplanade are two circa 80,000 square foot towers; one residential with 47 units and an office tower directly accessed by pedestrians from the Dorchester Street pedway.
- The three structures are built on top of shared parking space (depicted in the gray shaded area) sized for approximately 218 vehicles.

### Center Development Node

This area is designed around the existing marina location and public harbour access. It will be the focal point for leisure based activity via a multi-level circa 18,000 square foot terraced structure that spills out onto a plaza and where ground level space is available for seasonal retail activity focused on tourists and cruise passengers. While the precise suite of activities will require further consideration, our experience tells us that the key to successfully engaging the public in this type of a setting is variety. Representative activities and associated facilities included in our vision are water tours and excursions, gift shop browsing, becoming a "destination point" for walkers or joggers on the boardwalk who would be drawn to a food kiosk, restaurant or brew pub, and a dedicated playground and/or splash zone to ensure that children are actively engaged.

The Dorchester pedestrian bridge and grand staircase invite people into this node and enable seamless pedestrian connectivity to the downtown. Strategically placed off ramps provide multiple points of egress designed to draw people into an interesting and active space. The harbour view is maintained at the prominent Dorchester/Esplanade downtown intersection.

### South Development Node

This area has been designed around the relocation of the existing Sydney casino, integrated into an expansion of the immediately adjacent Holiday Inn. Pedestrian traffic enters via the Esplanade into a shared entrance that connects all three structures and provides a walk through to the integrated waterside deck and boardwalk. Summary details include:

- 22,600 square feet Casino floor
- New eight storey 96 room hotel expansion
- Common atrium that connects the casino, new hotel space and existing Holiday Inn

- Parking for 250 vehicles which access the car parkade from the Esplanade (service vehicles can access the casino and hotel via the north end entrance)

## 5.2 Phase 1 Project Components

### 5.2.1 Residential Unit

This part of the design has been informed by HRDL's existing Development Plan Approval for an apartment complex within the development area. It is believed that the current demand will support a 47-unit structure. The unit will be privately owned and financed. It is anticipated that this part of the development would proceed immediately on receipt of CBRM development plan approval.

### 5.2.2 Casino Relocation/Hotel Expansion

A new waterfront location would be attractive to Sydney's existing casino operator Great Canadian Gaming (GCG). Currently, GCG is a tenant of CBRM at the Center 200 location where parking can be challenging. It is not uncommon to locate gaming activities on urban waterfronts in areas serviced by pedestrian walkways and hotels, and the proximity to the Joan Harris cruise passenger terminal is potentially a positive feature.

In the event that GCG was prepared to move and the financial terms that would support financing the structure could be successfully negotiated, WHG is willing to entertain an expansion of its existing Holiday Inn space. The new facilities would be privately owned and financed. In order for this project to advance, CBRM would first need to engage GCG around the terms associated with its current lease.

### 5.2.3 Library

The constraints associated with the existing McConnell Library location are well researched, documented and understood. This area of Sydney's waterfront has been previously advanced as the appropriate location for the library, from both a geographical perspective (locating an iconic piece of public infrastructure in a highly visible, high pedestrian traffic and desirable waterfront location), and an emotional perspective (providing a symbolic focal point for community learning and engagement in a historically significant part of town). This would be a publicly owned and financed undertaking. If requested, the development group would endeavour to support CBRM's financing effort/requirements.

There appears to be a significant level of public support to source a new location for a public library. It is suggested that the vision embodied in this proposal would meet the key requirements identified in all of the above referenced reports.

### 5.2.4 Marine Activity Center

It is anticipated that the infrastructure to support this part of the development would span both development "phases". Ambassadors first year Harbour Hopper experience is encouraging, and the

intention is to re-offer in 2018. Consideration is actively underway with a view to expanding that offering and vessel complement to provide themed cruises and seasonal pop-up kiosk type activity. The outcome of these planning discussions would be incorporated into the Phase 1 development plan.

The objective is to build the brand over time to ensure the right-sizing and optimum design of the privately-owned activity center infrastructure. Ideas around theme parks for children would likely require some level of public sector funding support.

The importance of reserving the space and presenting a longer-term vision, notwithstanding a “soft” opening, cannot be overstated. The residents of CBRM will want to understand that this development is not just about infrastructure, but that a core principal is to create an activity based experience that is unique to waterside urban landscapes. It is suggested that successfully achieving the vision requires a thoughtful development strategy and an iterative planning process executed by a group with a proven track record.

### 5.3 Phase 2 Development

#### 5.3.1 Commercial Tower

The proponent is currently seeking an anchor tenant for this structure, which would be required in order to finance its construction. The location, across from the existing Commerce Tower makes this a logical and attractive location for corporate, government and institutional tenants in what would be the premier Sydney commercial space. HRDL believes that the demand for this space is likely to materialize within a three to five year timeframe. It would be privately financed and owned.

#### 5.3.2 Marine Activity Center

See the discussion under 5.1.4.

### 5.4 Parking

Adequate parking is key to all aspects of the development. Design features include:

- Ensuring that what is proposed is minimally invasive, doesn't block views or present any blank walls to the Esplanade.
- The Casino/Hotel parking façade at the boardwalk level will contain a mural depicting Sydney's historic Harbourfront.
- The open parking (Esplanade level) of the Casino/Hotel parkade can also be used as a space for entertainment or other public events.
- The shared library/residential/office tower parking can be phased as required to accommodate sequential construction of the buildings.

The appropriate allocation of construction costs between the private investors and CBRM require further discussion.

## 6. Conclusions

The mixed-use development strategy contained in the proposal is consistent with the guidance provided in the Request for Expression of Interest and the reference documents. In particular:

- It incorporates development plans from the owners of adjacent land parcels in an integrated design;
- It protects critical view planes from the downtown core;
- The parking required to support the investment is integrated in a minimally obtrusive way;
- A solution to CBRM's current library requirement is met with a "legacy" piece of public sector infrastructure in a highly desirable location that should encourage investment partnerships among all levels of government;
- It will bring people to live downtown in a high end residential offering consistent with the quality of the location;
- The proposed enhancements to the boardwalk/infotainment offering and relocation of the casino will substantially enhance the attractiveness of Sydney as a cruise destination and directly respond to the low scores that Sydney's downtown receives from cruise customer satisfaction surveys;
- The development activity will provide substantial opportunity for local suppliers and contractors, and increase the municipal tax base.
- Critically, the cumulative effect of the design components will meet citizens' expectations for public access to and enjoyment of revitalized waterfront property, in part through a landmark piece of public infrastructure that will provide a unique and enduring focal point for public engagement.









① PROPOSED AERIAL VIEW



SYDNEY WATERFRONT DEVELOPMENT  
 ESPLANADE, SYDNEY, NSW  
**PROPOSED AERIAL VIEW**  
 November 11, 2017  
 TDC No. 17-054

**Harbour Royale**  
 Development Limited



SHEET  
**A5**





1 EXISTING REFERENCE SITE PLAN  
SCALE 1" = 50'

- CATCH BASIN
- MANHOLE
- WATER VALVE
- LIGHT POLE
- UTILITY POLE

IF NOTES ELEVATION ABOVE  
ORDINARY HIGH WATER MARK (O.H.W.M.)

RED	1.50' - 1.99'
PINK	2.00' - 2.49'
ORANGE	2.50' - 2.99'
YELLOW	3.00' - 3.49'
GREEN	3.50' - 3.99'
BLUE	4.00' - 4.49'

▲ ELEVATION 10.0'



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**A0**

**SYDNEY WATERFRONT DEVELOPMENT**  
ESPLANADE, SYDNEY N.S.  
**EXISTING SITE PLAN**  
November 11, 2017  
TDC No. 17-364







**SYDNEY WATERFRONT DEVELOPMENT**  
 ESPLANADE, SYDNEY, N.S.W.  
**PROPOSED LEVEL 1 PLAN**  
 November 11, 2017  
 TDC No. 17 354

- ☐ RESIDENTIAL APARTMENT TOWER
- ☐ COMMERCIAL OFFICE TOWER
- ☐ MARINE INTERPRETIVE RECREATION CENTRE
- ☐ REGIONAL LIBRARY
- ☐ CASINO & HOTEL TOWER
- ☐ VIEW TOWNS TO BE MAINTAINED

**Harbour Royale Development Limited**

**SHEET A1**









**SYDNEY WATERFRONT DEVELOPMENT**  
 ESPLANADE, SYDNEY, NS  
**PROPOSED LEVEL 3 PLAN**  
 November 11, 2017  
 TDC No. 17-054

- RESIDENTIAL APARTMENT TOWER
- COMMERCIAL OFFICE TOWER
- MARINE INTERPRETIVE RECREATION CENTRE
- REGIONAL LIBRARY
- CASINO & HOTEL TOWER
- VIEW PLANES TO BE MAINTAINED



SHEET  
**A3**



# RESIDENTIAL APARTMENT TOWER

LEVEL 1 - PUBLIC PARKADE (ELEV. 12')	n/a
LEVEL 2 - 5 APARTMENT UNITS (24')	10,700 sq ft
LEVEL 3 - 6 APARTMENT UNITS (36')	10,700 sq ft
LEVEL 4 - 6 APARTMENT UNITS	10,700 sq ft
LEVEL 5 - 6 APARTMENT UNITS	10,700 sq ft
LEVEL 6 - 6 APARTMENT UNITS	10,700 sq ft
LEVEL 7 - 6 APARTMENT UNITS	10,700 sq ft
LEVEL 8 - 6 APARTMENT UNITS	10,700 sq ft
LEVEL 9 - 6 APARTMENT UNITS	10,700 sq ft
<b>TOTAL</b>	<b>85,600 sq ft</b>

# COMMERCIAL OFFICE TOWER

LEVEL 1 - PUBLIC PARKADE (ELEV. 12')	n/a
LEVEL 2 - PRIVATE PARKING (24')	10,700 sq ft
LEVEL 3 - COMM. RENTABLE SPACE (36')	10,700 sq ft
LEVEL 4 - COMMERCIAL RENTABLE SPACE	10,700 sq ft
LEVEL 5 - COMMERCIAL RENTABLE SPACE	10,700 sq ft
LEVEL 6 - COMMERCIAL RENTABLE SPACE	10,700 sq ft
LEVEL 7 - COMMERCIAL RENTABLE SPACE	10,700 sq ft
LEVEL 8 - COMMERCIAL RENTABLE SPACE	10,700 sq ft
LEVEL 9 - COMMERCIAL RENTABLE SPACE	10,700 sq ft
<b>TOTAL</b>	<b>85,600 sq ft</b>

# MARINE INTERPRETIVE RECREATION CENTRE

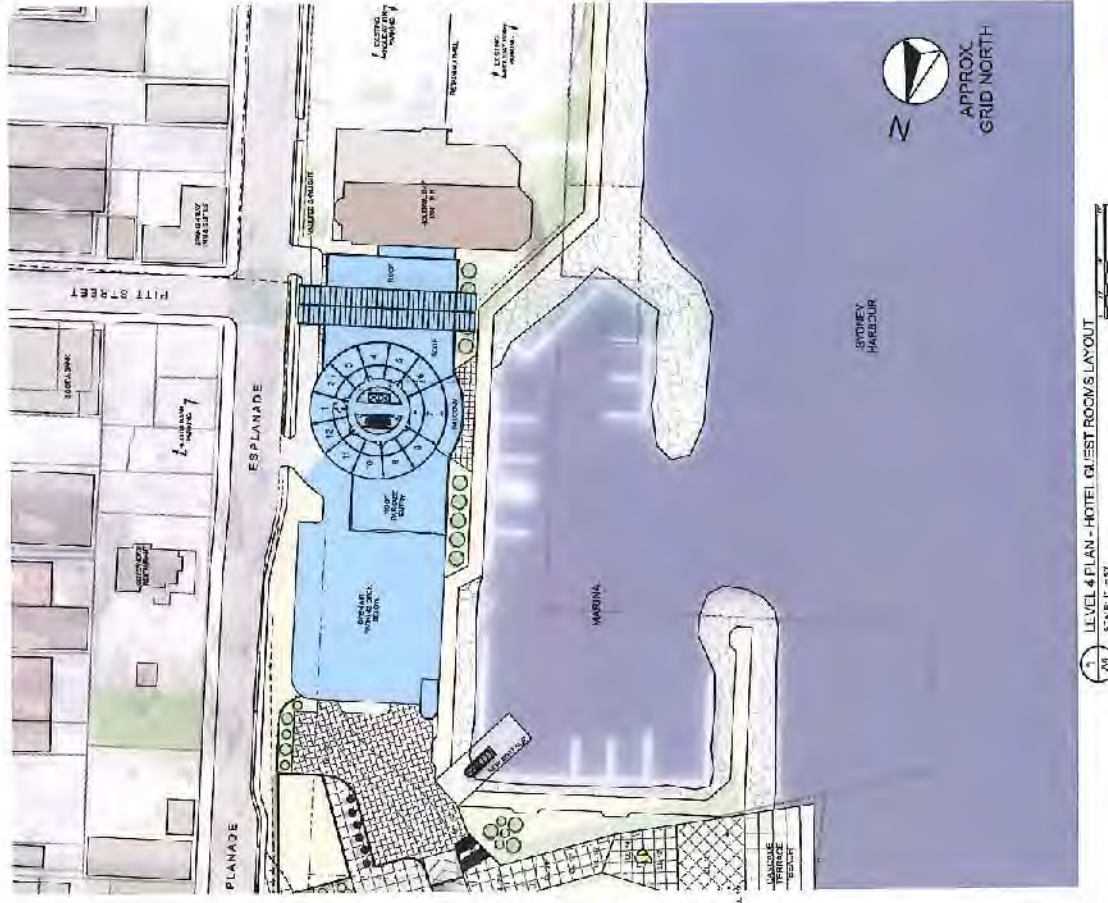
LEVEL 1 - RENTABLE SPACE (ELEV. 12')	7,400 sq ft
LEVEL 2 - RENTABLE SPACE (ELEV. 24')	5,300 sq ft
LEVEL 3 - RENTABLE SPACE (ELEV. 36')	5,300 sq ft
<b>TOTAL</b>	<b>18,000 sq ft</b>

# CASINO & HOTEL TOWER

LEVEL 1 - CASINO & HOTEL PARKING (ELEV. 12')	51,600 sq ft
LEVEL 2 - CASINO & HOTEL PARKING (24')	51,600 sq ft
LEVEL 3 - CASINO & HOTEL PARKING (36')	29,000 sq ft
and CASINO FLOOR (36')	22,600 sq ft
LEVEL 4: HOTEL GUEST ROOMS FLOOR 1	11,300 sq ft
LEVEL 5: HOTEL GUEST ROOMS FLOOR 2	11,300 sq ft
LEVEL 6: HOTEL GUEST ROOMS FLOOR 3	11,300 sq ft
LEVEL 7: HOTEL GUEST ROOMS FLOOR 4	11,300 sq ft
LEVEL 8: HOTEL GUEST ROOMS FLOOR 5	11,300 sq ft
LEVEL 9: HOTEL GUEST ROOMS FLOOR 6	11,300 sq ft
LEVEL 10: HOTEL GUEST ROOMS FLOOR 7	11,300 sq ft
LEVEL 11: HOTEL GUEST ROOMS FLOOR 8	11,300 sq ft
<b>TOTAL</b>	<b>245,200 sq ft</b>

# REGIONAL LIBRARY

LEVEL 1 - PUBLIC PARKADE (ELEV. 12')	n/a
LEVEL 2 - LIBRARY SPACE (24')	17,865 sq ft
LEVEL 3 - LIBRARY SPACE (36')	20,000 sq ft
<b>TOTAL</b>	<b>37,865 sq ft</b>



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SHEET  
A4

SYDNEY WATERFRONT DEVELOPMENT  
ESPLANADE, SYDNEY N.S.  
PROPOSED HOTEL GUEST ROOMS LAYOUT  
November 11, 2017  
TDC No. 17-364

