



INVITATION FOR EXPRESSIONS OF INTEREST

Valentine Avenue Substation
6 Valentine Avenue, Parramatta

Council Contact:
Jordan Saad, Leasing Officer
jsaad@cityofparramatta.nsw.gov.au
Submissions close:
2:00pm 12 December 2022



| PARRAMATTA

Acknowledging Dharug

We respectfully acknowledge the Traditional Owners and Custodians of the land and waters of Parramatta, the Dharug.

Parramatta has been home to the Dharug for over 60,000 years, and they maintain an ongoing connection to Country.

We know that Aboriginal people were the first people of our country, and that for thousands of generations they managed and nurtured the land and waters.

Even with the impacts of colonisation, Aboriginal and Torres Strait Islander people played a vital role in the

ecological, economic, social and cultural life of Parramatta; while maintaining a distinct culture built on the principles of Caring for Country, the primacy of family, and the dignity and governance of Elders.

We can learn from their resilience and community strength to ensure a socially sustainable future for all people in our City. Parramatta has always been an important meeting place for Aboriginal peoples, in particular, the Parramatta River.

City of Parramatta Council also recognises the significance of this area for all Aboriginal and Torres

Strait Islander peoples as a site of early contact between Aboriginal and Torres Strait Islander people and European colonists.

City of Parramatta Council is committed to the process of Reconciliation and to ensuring Parramatta a place of choice to live, work and play for Aboriginal and Torres Strait Islander peoples.

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01

PROJECT CONTEXT

It is an exciting time for the City of Parramatta which is seeing incredible growth and change driven by economic investment and major infrastructure works.

The Valentine Avenue Substation will be a key destination, a centre for local interaction and activity,

and a means to activate the street and surrounding properties in the Southern Precinct of Parramatta across various hours of the day.

The City of Parramatta is inviting Expressions of Interest from café and small bar operators to bring new life to the Valentine Avenue

substation with the primary objective of improving amenity and to create an environment that supports activation, vibrancy and a diversity of offerings in our progressive city.

02

OVERVIEW OF VALENTINE AVENUE & FUTURE VISION

The City of Parramatta (CoP), is located 24 kilometres west of the Sydney CBD, provides a range of goods and services within a Local Government Area (LGA), encompassing some 82 square kilometres and comprises a population of approximately 277,365 people from a range of diverse cultures, lifestyles and experiences.

The former electrical substation situated at 6 Valentine Avenue is located in the CBD's 'Southern Precinct'. It is surrounded by a mixture of commercial, hospitality and government owned/leased buildings to the south, west, and north-east of the site. The Parramatta train station is located to the north of the building, and

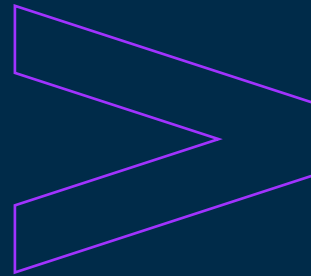
opposite Valentine Avenue is the Parramatta Station multi-storey carpark.

Valentine Avenue is currently a one-way thoroughfare from Parkes Street to Wentworth Street, however, as part of the Southern Precinct's upgrade works, there are planned works to widen the avenue, allowing for two-way traffic (as outlined in **Figure 1**).

These new works will include the re-alignment of kerbs to widen footpaths with the provision of new, high quality paved finishes, mature street tree plantings and pole top lighting. The kerb immediately in front of the substation will be brought forward (i.e. widened) by approximately

two meters to make way for a relocated bus stop. These changes are anticipated to increase footfall in the area and create a more amenable trading environment for any potential future operator.

Also in consideration for the CBD's Southern Precinct will be the capacity for night time activity, the City's night time economy is an integral part of its commercial, cultural and social fabric. Premises that operate into the night are an important part of social and street life that contribute to Parramatta's image as a city and play an important role in the City's economic growth.



03

THE SITE

Based on site-specific historical research undertaken for the site, the subject building is a former electrical substation that is thought to have been constructed on behalf of the former Prospect County Council in the period between 1957 and 1961. The building, known as "Substation No. 835", continued to operate until 2004 when the building became surplus to the requirements of the energy company responsible for its operation. All electrical equipment and machinery has

been removed and the building is essentially left vacant. No structural changes have been undertaken, which today retains the shape and footprint of the original building.

The Valentine Avenue substation is located on approximately a 220 square metre lot situated on the south-western side of Valentine Avenue, Parramatta. The existing single storey brick building has an approximate footprint of 50 square metres and maintains a frontage to Valentine

Avenue, set back nominally 5 metres from the kerb as pictured in **Figure 2**.

The site is Council Operational Land and is classified as B3 Commercial Core. The site does not contain a heritage listing.

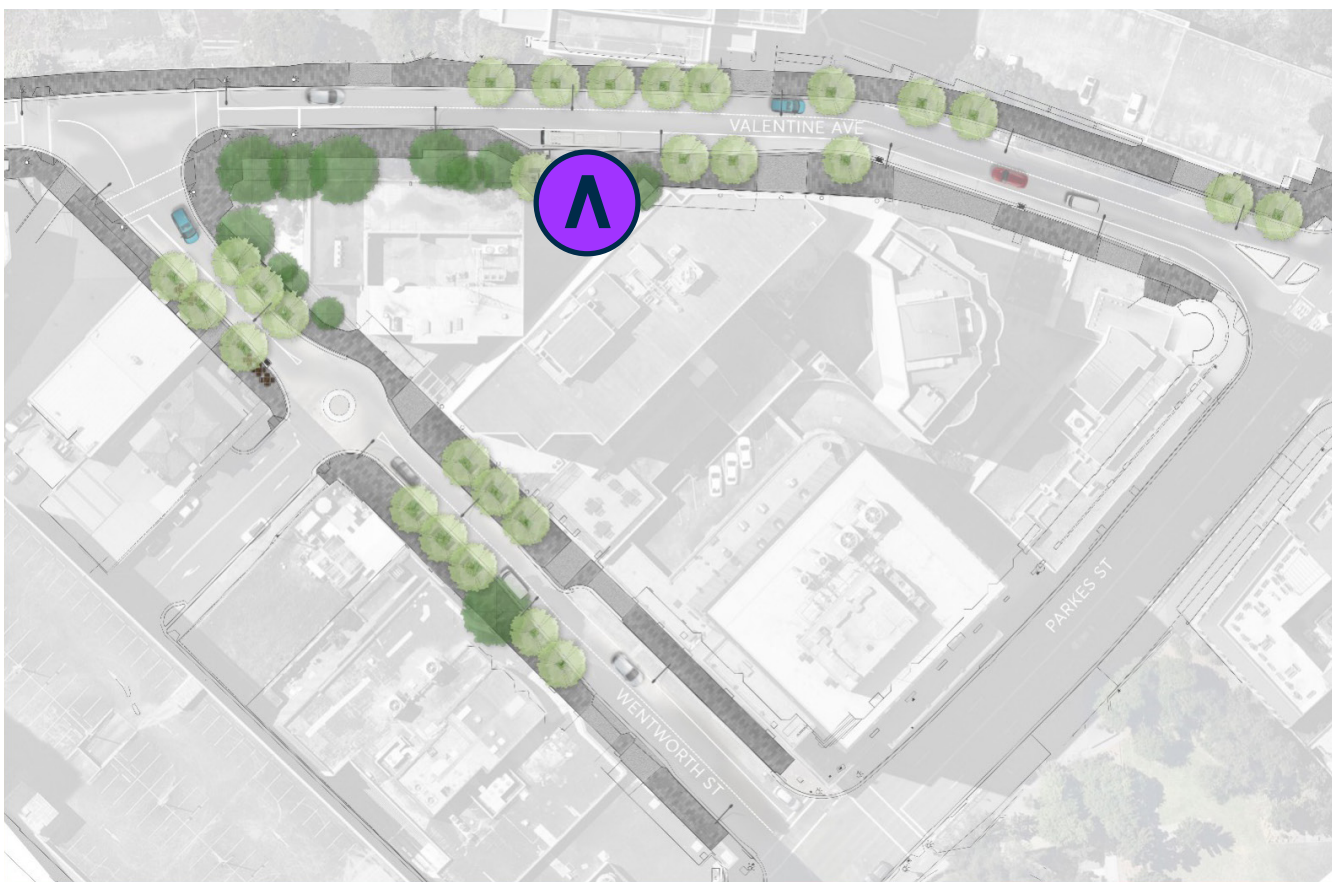


Figure 1: Southern Precinct works – Valentine Avenue Streetscape Upgrade

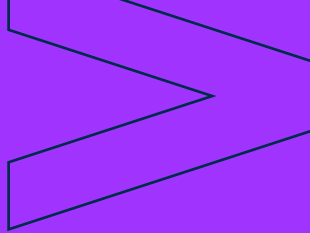


SUB-STATION No 11

Figure 2: Valentine Avenue Substation

04

STRATEGIC BACKGROUND



The CoP has identified the Parramatta Station Carpark and associated lanes as a key strategic site for urban renewal. Known as the CBD 'Southern Precinct', the area comprises an underutilised laneway network which circumnavigates the multi-storey carpark building of the Parramatta Station Carpark.

The Southern Precinct is expected to experience a large amount of development at its fringes, but not in its core. Therefore, the public domain in the core of this precinct will not experience an upgrade without intervention from CoP but will need to cater for the new demand that will arrive with the incoming population to these developments. This demand will come from the expected increase of 5,000 residents from new developments at three key sites over the next few years.

The CoP recognises the important role of premises that trade into the evening and night have in contributing to Parramatta's

image as a city and its economic growth. Residents, tourists and workers of the City are attracted to these places as a result of their diversity and vibrancy.

The Parramatta Night City Framework 2020-2024 identifies the proliferation of premises like late trading cafes and small bars as a means to provide the diversity and intimate fine grain venues that Parramatta CBD is lacking.

This project will improve pedestrian and vehicle access, amenity and safety in the CBD 'Southern Precinct'. The project will address concerns and perceptions regarding safety in the area and to also lift patronage in one of Councils underutilised carparks (Parramatta Station Carpark).

The proposed pedestrian and vehicle access and amenity improvements will in turn increase pedestrian movements and commercial activation throughout

the Parramatta Station Carpark and laneway network and, by improving access and awareness of the Carpark, increase carpark patronage.

The Parramatta City Southern Precinct Urban Renewal Plan was developed by CoP in 2014. As shown in **Figure 3**, the Plan identified 8 areas of focus within the precinct, including:

- East West Link
- North South Link
- Wentworth Street
- Parramatta Station Carpark
- Parks Street
- Valentine Avenue (Figure 4)
- Fitzwilliam Street
- Church Street

CoP has already delivered on some elements within the Plan, including a section of the North South Link known as Firehorse Lane.



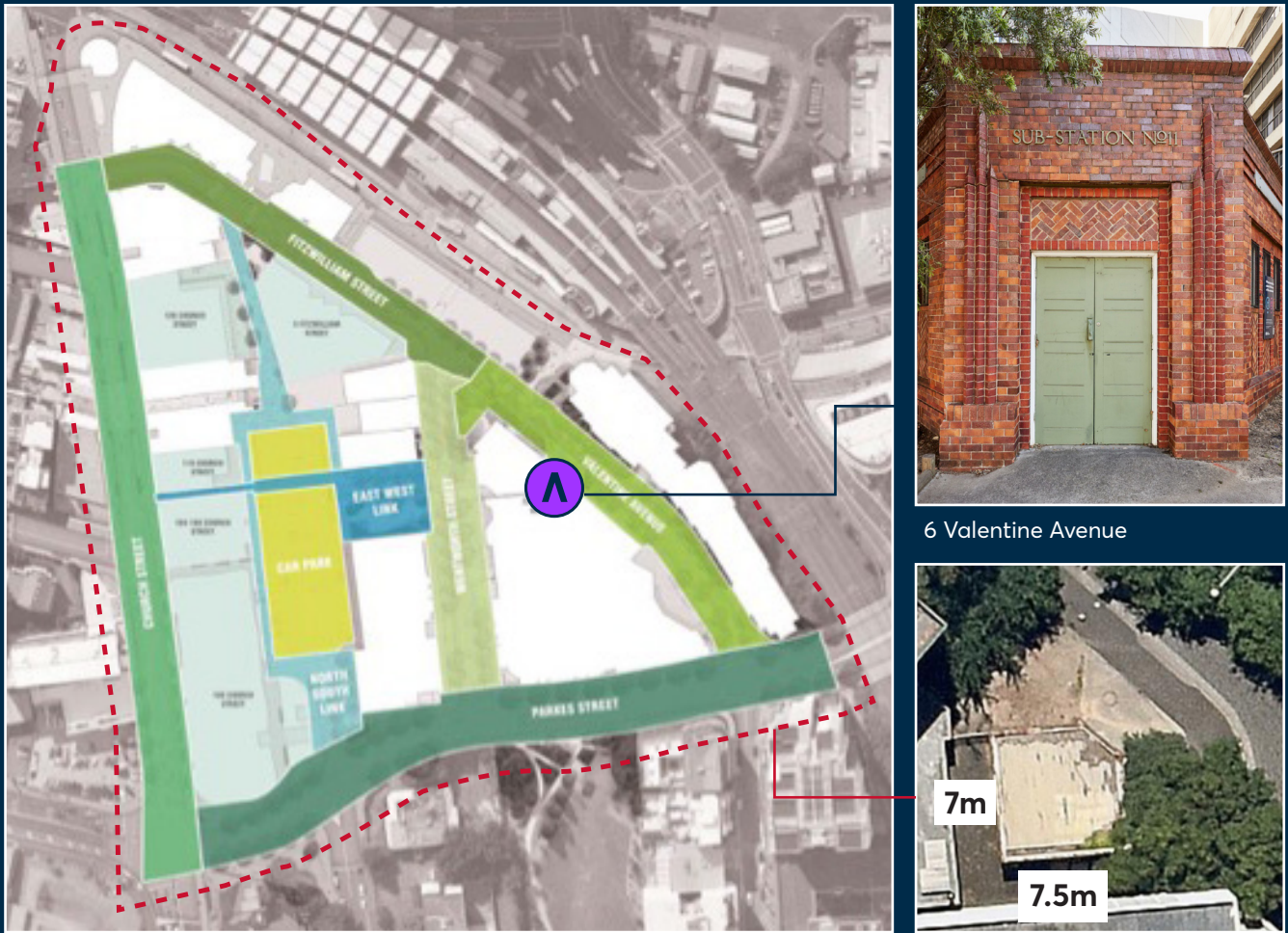


Figure 3: Parramatta City Southern Precinct Urban Renewal Plan Areas of Focus & Valentine Avenue Substation

The implementation of the East West Link project is linked to the proposed upgrades to Valentine Avenue. Currently, vehicles can drive around the perimeter of the carpark, creating potential conflicts particularly at points where cars cross over pedestrian paths to enter into the carpark. The Plan proposes to consolidate entry and exit points by including two entry points (Parkes Street

and Wentworth Street) and one direct exit proposed to Wentworth Street.

This reconfiguration results in change of vehicular circulation within the carpark. As a consequence, Valentine Avenue will be converted to two-way, to accommodate the traffic flow from the carpark. The conversion to two-way will allow for the

simultaneous undertaking of streetscape upgrades along Valentine Avenue, including the footpath adjacent to the Valentine Avenue substation.

The conversion to Valentine Avenue and streetscape works will commence in early 2023.

05

OVERVIEW OF WHAT THE SITE CAN SUPPORT

In order to identify the best use for the Valentine Avenue Substation, City of Parramatta Council undertook community consultation in July and August 2020, seeking initial ideas and feedback about a range of potential uses including small business uses. The use of the substation as a café and/or small bar was the preferred option by the community. Please refer to the Engagement Summary report separately attached, alternatively you can view the summary online at www.participate.cityofparramatta.nsw.gov.au/valentine-avenue-substation

Judicious openings cut into the western and southern walls create spatial flow and improved natural lighting without corrupting the value of the existing built fabric.

Minor alterations at a low cost mostly involve mechanical, electrical, and hydraulic improvements as well as replacing the existing doors and windows to ensure compliance with accessibility standards and ventilation requirements are met.

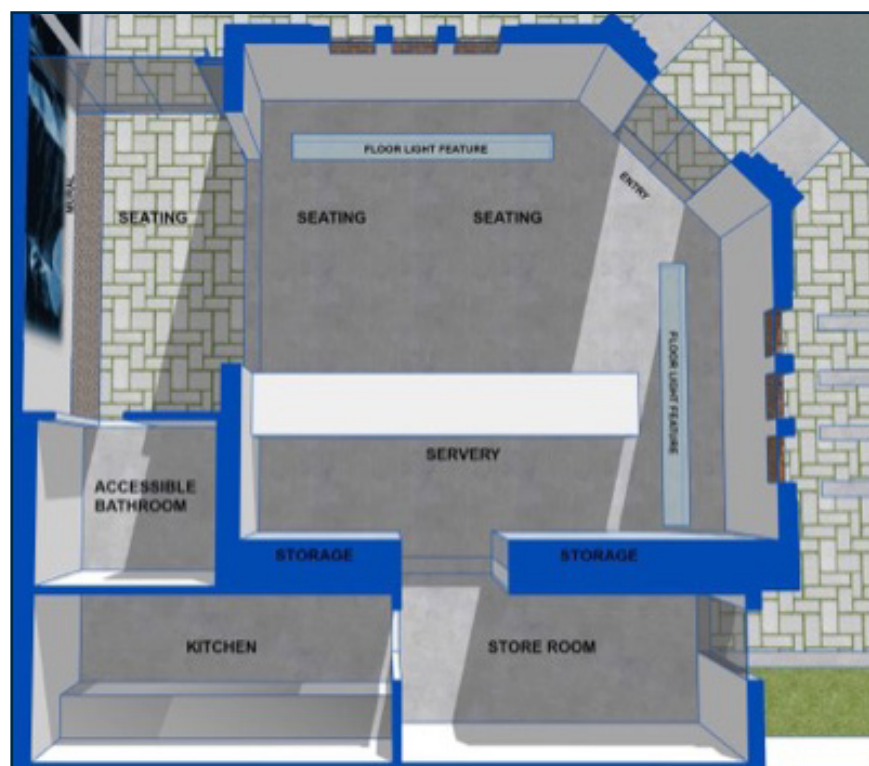
The possible road widening of Valentine Avenue will allow for the hardscaped surface to be landscaped to improve the aesthetics of the building and its surroundings. City of Parramatta Council will not be contributing to or undertaking any Capital or Fit Out Works. The building will be handed over in its current state (Cold Shell).

Figure 4: The image below is just an example of possible future modifications. The lessee can propose their own works to the building that differ to the example.

Small Cafe

A small café proposal retains the existing building with internal refurbishments allowing it to function as a small café. A kitchen, storeroom and a bathroom would be constructed in the space between the substation and the existing buildings along the property boundary.

The works required for this proposal could involve expanding the existing footprint of the building to allow additional floor space to the rear for services and amenities while preserving the heritage qualities of the current built fabric.



Small Bar

The small bar proposal, as with the small café proposal, involves retaining and refurbishing the existing building and adding amenities rooms to the south and west of the building adjacent to the property boundary. Additional bathrooms and services would be required over and above those required for the small café to meet code, compliance; however, it would open up the possibility for day and night trading. The landscaped area to the north of the building could potentially become utilised for extended capacity, activating the street

more than the alternatives. The works required for this proposal are more significant than the previous option, but the overall concept still maintains the existing building, which would require minor upgrade works to the HVAC system and BCA requirements. Accessible/ additional bathrooms would most likely be required as part of works.

The possible road widening of Valentine Avenue will allow for the hardscaped surface to be landscaped to improve the aesthetics of the building and its

surroundings. The north extension improves the commercial viability of the site and surrounding buildings while improving the aesthetics of the street.

City of Parramatta Council will not be contributing to or undertaking any Capital or Fit Out Works. The building will be handed over in its current state (Cold Shell).

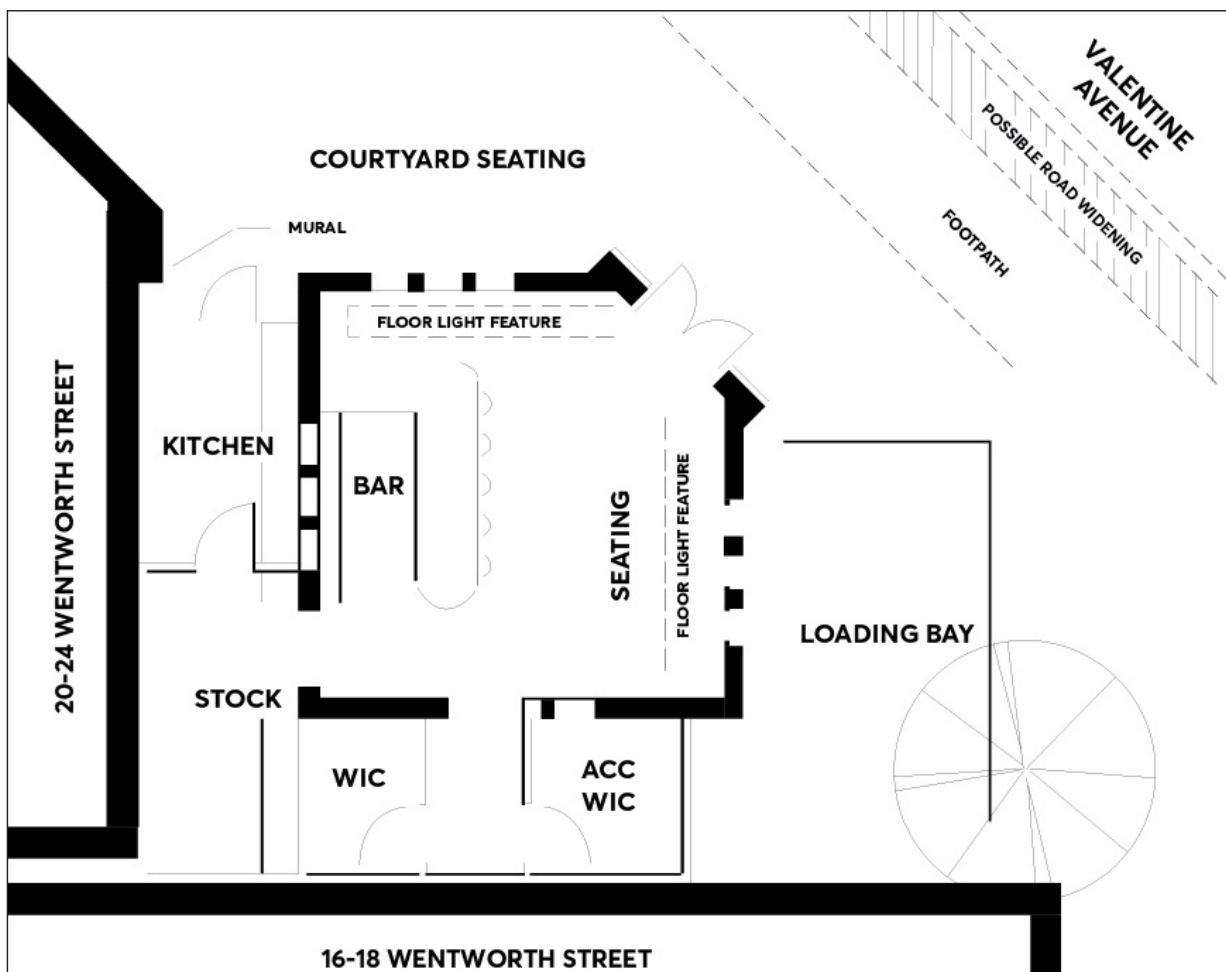
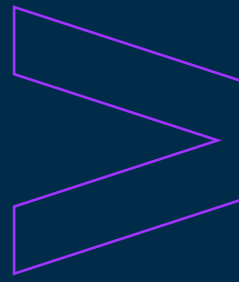


Figure 5: The image above is just an example of possible future modifications. The lessee can propose their own works to the building that differ to the example.

PRECEDENT STUDY 1: SPECIALTY FOOD & DRINK OFFERING



Circa Café, Parramatta & Substation No. 152, Alexandria

Circa Café in Parramatta and Substation No. 152 in Alexandria are similar scale sites that have been adapted as local cafes.

In the case of Circa Café, existing elements with merit and interest have been retained and restored, while interesting furnishings and dramatic mural artworks have been artfully deployed to create a sense of atmosphere and identity.

Substation No. 152 is almost a like for like project with the Valentine Avenue site. A small disused substation has been repurposed as a café with an industrial feel that maintains and highlights the buildings' historical identity. A single horizontal cut into the fabric for a server and a new courtyard/garden space to the side of the site are modest and effective additions that don't

impact the heritage qualities of the original substation.

The design approach to both of these developments is applicable to the project at 6 Valentine Avenue. Careful amendments to the existing built fabric and colourful and meaningful finishes and furnishings can help to create and enhance the identity of the site and of the tenant.



Figures 6 & 7: Circa Café, Parramatta



Figures 8 & 9: Substation No. 152, Alexandria

PRECEDENT STUDY 2: SMALL BAR

The Baxter Inn, Sydney CBD

The Baxter Inn in Sydney is a similar scale business that is relevant to the subject property.

The Baxter Inn on Clarence Street in the city is found via a concealed alleyway, down a discrete staircase, through an anonymous door. It is the definition of a destination business, a speak easy that can only succeed if enough people seek it out. It does succeed based on the character and quality of the staff and the atmosphere, and the unique and specialty offerings.

The strategy employed by this precedent business are transferable to the subject site.

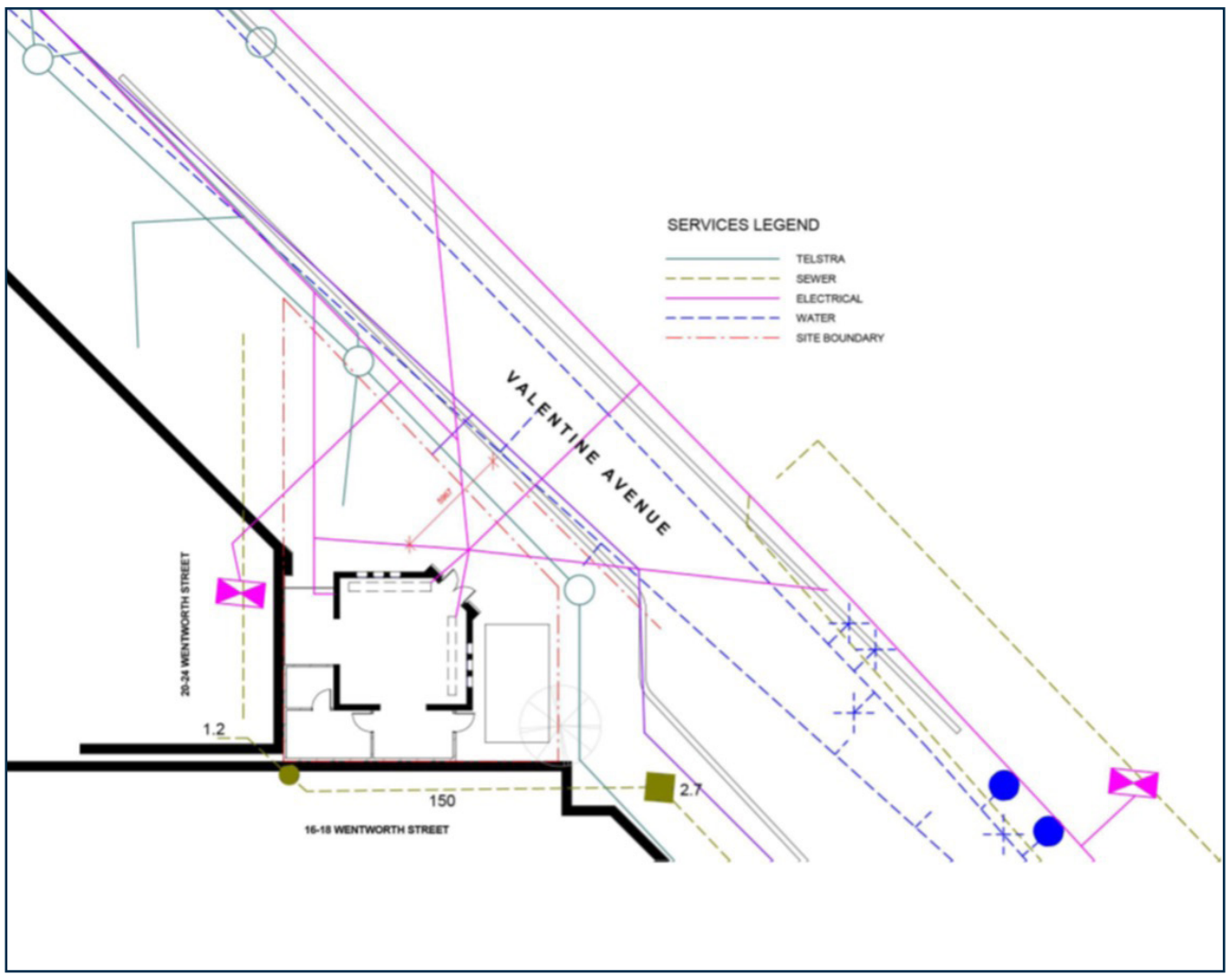


Figures 10 & 11: The Baxter Inn, Sydney



06 SERVICE SITE PLAN

Site plan with Before
You Dig Australia (BYDA)
services layout



07

HOW TO PREPARE YOUR SUBMISSION

To submit a response to the EOI, you should:

- a) Carefully read this information document;
- b) Attend the Onsite Inspection on the nominated date and time;
- c) Ensure that you understand the requirements;
- d) Prepare and submit the Applicant Cover sheet and Schedule of Return;
- e) Ensure your response is signed; and
- f) Lodge your response before 2:00pm, 12 December 2022.

08

BACKGROUND INFORMATION

The Premise is currently vacant.

Council will facilitate an onsite inspection for potential applicants on 24 November and 7 December 2022 at 12:00pm to 1:00pm. Please contact the Contact Person to confirm your attendance. Applicants are encouraged to attend an onsite inspection.

Background Information is available in Section 3 to assist an applicant with preliminary information and orientation of the premises.

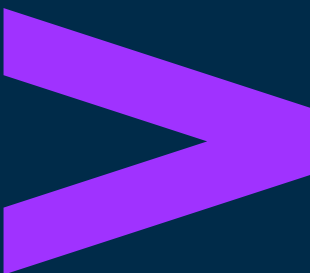
09

EVALUATION PROCESS

The following evaluation methodology will be used to assess responses:

- (a) Submissions are checked for completeness and compliance. Submissions that do not contain all information requested may be excluded from evaluation;
- (b) Submissions are assessed against the Selection Criteria; and
- (c) A recommendation is made to Council.

Following the close of the EOI the Council, at its sole discretion, may proceed to negotiate further terms with an Applicant. The issuing of an EOI does not commit the Council to proceeding with the EOI.



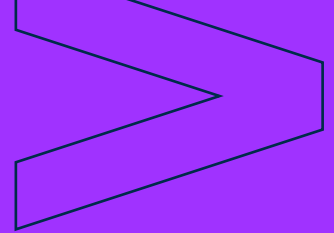
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SELECTION CRITERIA & PROCESS

OBJECTIVE	SELECTION CRITERIA	WEIGHT
<p>1. Legislative and Planning Controls</p> <p>Use consistent with zoning Parramatta Local Environmental Plan 2011, B3 Commercial Core and does not contain a heritage listing</p>	<p>Applicant must specify:</p> <p>a) Primary use of the Premises b) Compliance with legislative and planning controls.</p>	Mandatory
<p>2. Compliance with Lease</p> <p>Meet lease obligations</p>	<p>a) Applicant is to confirm acceptance of Council's standard lease agreement (Attached separately) b) Ability to undertake maintenance responsibilities and pay all Outgoings.</p>	Mandatory
<p>3. Duration of the Agreement</p> <p>Five (5) year term + 12 months + 12 months with monthly holding over</p>	<p>a) Applicant to confirm commitment to up to a five (5) years + 12 months + 12 months term; b) Applicant to confirm interest in monthly holding over.</p>	Mandatory
<p>4. Commercial and Financial Rent</p>	<p>Present detailed budget/projections to enable sustainable operation over seven (7) years</p>	50%
<p>5. Social and Recreational Demand</p>	<p>Additional proposed activities in the café and/or small bar operations to meet the recreational needs of the precinct and to increase social impact on identified needs of the local community. For example, but not limited to, employment and training opportunities for young people, migrants and other population groups that are unemployed or underemployed or the capacity for night time activity such as later trading hours or live entertainment programming into the evening/night.</p>	10%
<p>6. Experience</p> <p>Satisfactory evidence demonstrating experience with similar facilities</p>	<p>Experience running a successful café/small bar</p>	30%
<p>7. Innovation</p>	<p>Demonstration of a proactive, inclusive business model that balances revenue intake with staff well-being and environmental health (e.g. waste management and stock sources).</p>	10%
	Total	100%

11

CONDITIONS OF RESPONDING



11.1 Lodgement of submissions and Delivery Method

The EOI must be lodged by 2:00pm (Australian Eastern Standard Time) on 12 December 2022.

The documents must be in either hardcopy or electronic copy with hardcopies, placed in a sealed envelope clearly endorsed with the Premises address as shown on the front cover of this document and delivered to the Customer Service Centre on the ground floor, 126 Church Street, Parramatta

NSW 2150 (or at such other time and date as advised in writing).

Applicants must ensure that they have provided one signed original of their Submission (to be marked "ORIGINAL") and this must be **unbound and clipped** (not stapled). All pages must be numbered consecutively and the Submission must include an index.

11.2 Rejection of Submissions

A Submission may be rejected without consideration of its merits in the event that:

- a) It is not submitted before 2:00pm, 12 December 2022; or
- b) It is not submitted at the place specified in clause 11.1 or;
- c) If the Applicant canvasses any Councillors in any way.

11.3 Information to be Provided with the Submission

The Submission must include information and materials as set out in the Section 13 "Applicants Submission" being:

- a) Applicants Cover Sheet and
- b) Schedule of Return.





11.4 Clarification of Request

If an Applicant has any doubt as to the meaning of any part of this EOI or the scope of the work required thereunder, then an Applicant should seek to clarify any point of doubt or difficulty with the Contact Person before lodging a Submission. All requests for clarification must be made in writing and the Contact Person will, as far as practicable, respond in writing.

All questions and answers will be circulated to all Applicants, except where an Applicant has marked their request/s for clarification or further information "Confidential – not to be circulated to other Applicants".

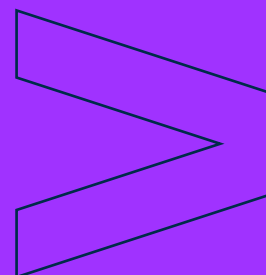
At its absolute discretion, the Council will respond to that specific request privately, providing that the principle of "equal availability of information to all Applicants" is not breached. If the Council is not prepared to respond privately, the Council will ask an Applicant to retract the query or remove its confidentiality requirement.

The Council reserves the right not to answer requests for clarifying information made within five (5) days prior 2:00pm, 12 December 2022.

11.5 Costs of Expression of Interest

The Applicant will be responsible for all costs incurred by them in connection with their submission whether before or after the submission date and whether incurred directly by them or their advisors and regardless of whether such costs arise, as a consequence direct or indirect of

any amendments made to the EOI by the Council at any time. For the avoidance of doubt, the Council shall have no liability whatsoever to Applicants for the costs of any negotiations conducted in the event that the Council decides not to accept any Submissions.



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FURTHER BACKGROUND INFORMATION

Premises

The Premises is under the care and control of Council. The Premises is shown on the site plan at **Attachment 1** below.

Description

The Premises is described as being Lot 1 in Deposited Plan 610127 and is Council Operational Land.

Current Use

The Premises is currently vacant and not being utilised.

Future Use

It is Council's intention the Premises will be occupied by a tenant that will upgrade the Premises in order to facilitate a café and/or small bar. The Premises is situated on Operational land.

A Development Application (DA) approval for a Change of Use to use the Premise as a café and/or small bar is required and will be the responsibility of the lessee to obtain all relevant approvals at their own cost. However, any detailed designs of the interior

fit-out and the commercial kitchen will require a Construction Certificate (CC) and Occupation Certificate (OC) to be lodged and approved with the Principal Certifying Authority (PCA), before the café and/or small bar can commence trading. Council will provide the contact information of the project PCA to the successful licensee.

Zoning

The Premises is currently zoned Parramatta Local Environmental Plan 2011, B3 Commercial Core and does not contain a heritage listing.

Applicants should familiarise themselves about enquiries concerning relevant Planning Instruments and Development Approval requirements.

The specific permissible uses of the Premises can be viewed at: www.legislation.nsw.gov.au/view/html/inforce/current/epi-2011-0540

Classification

The Premises is classified as Operational in accordance with the Local Government Act 1993. The operational classification provisions of the Local Government Act 1993 provide the basis for the management and use (including leasing) of the Premises.

Available Services

Refer to the BYGA diagram listed on Page 13 above. Applicants should make enquiries and satisfy themselves as to the status, availability and capacity of the services to the Premises by contacting the relevant public utility authorities.

Proposed Lease

Terms and Conditions

Please refer to Draft Lease document separately attached.

13

APPLICATION SUBMISSION

13.1 Application Cover Sheet

The Chief Executive Officer
City of Parramatta Council
126 Church Street
Parramatta NSW 2150

I/We _____
(BLOCK LETTERS)

of _____
(ADDRESS)

ABN/GST Status: his: _____ ACN (if any):

Telephone No: _____ Facsimile No:

E-mail: _____

In response to the Lease of 6 Valentine Avenue, Parramatta:

I/We agree that I am/we are bound by, and will comply with this EOI, including without limitation, its associated schedules and attachments.

I/We agree that there shall be no cost payable by the Council towards the preparation and submission of this EOI irrespective of its outcome.

Dated this: _____ day of _____ 2022

Signature of authorised signatory of Applicant: _____

Name of authorised signatory (BLOCK LETTERS): _____

Position: _____

Address: _____

Witness Signature: _____

Name of witness: (BLOCK LETTERS): _____

Position: _____

Address: _____

13.2 Schedule of Return

Instructions

When completing the Schedule, Council requests that you provide answers (and additional information, where required) to all of the questions below. In doing so, Applicants are requested to:

- Assume that Council has no previous knowledge of your organisation, its activities or experience
- Provide a proposal with full details of the café/small bar services your business plan to provide, paying particular attention to the selection criteria.
- Further to this please address each question outlined below.

1. Legislative and Planning Controls:

a) Please state what the proposed primary use of the facility is and that is consistent with Parramatta Local Environmental Plan 2011:

.....

2. Compliance with Lease

a) Does the Applicant accept Council's standard Lease?

Circle: YES / NO

b) Is the Applicant committed to ongoing maintenance responsibilities including payment of all Outgoings?

Circle: YES / NO

3. Duration of the Lease Agreement

Does the Applicant accept up to a five (5) year term + 12 months + 12 months? Is the Applicant interested in monthly holding over?

4. Commercial and Financial Rent

Please provide detailed budget/projections information to enable sustainable operation of a café and/or small bar over a five (5) year term + 12 months+ 12 months.

Circle: YES / NO

a) Nominate the proposed Licensee (please provide full name and ABN):

b) Nominate a rental per annum, exclusive of GST: \$..... exclusive of GST per annum

c) Please attach last three years' profit and loss statements.

d) Please attach detailed Business Plan for the proposed operation/use of the Premises and summarise below:

MISSION/VISION STATEMENT	LIST MILESTONE AND DATE TO BE OF EXPECTED COMPLETION	ASSUMPTIONS	S.W.O.T ANALYSIS	FINANCIAL REFEREE CONTACT DETAILS (Organisation, Name and Phone Number)

e) Please provide at least two (2) professional financial referees to support your Application:

.....

.....

f) Please provide details of Insurances held by the Applicant:

.....

.....

g) What is the anticipated timeframe of commencement of operation after execution of the lease (consider potential upgrade works and relevant development consent and proposed use approval timeframes)? Please **attach** documents as necessary:

5. Social and Recreational Demand

a) How will your business help activate the Valentine Avenue Substation? A preference will be given to businesses that operate during peak usage hours (weekends as a minimum).

6. Experience

a) Has the Applicant had any previous dealings with City of Parramatta Council?

Circle: YES / NO

If YES, fill the table below:

PROJECT NAME	PROJECT ADDRESS	PROJECT DESCRIPTION	COUNCIL OFFICERS INVOLVED IN PROJECT	PROJECT TIMEFRAMES (i.e. project duration)

Has the Applicant had any previous tenant/landlord dealings with other organisations?

Circle: YES / NO

If YES, fill the table below:

PROJECT NAME & ADDRESS	PROJECT DESCRIPTION	ORGANISATION	PROJECT TIMEFRAMES (i.e. project duration)	CONTACT NAME AND PHONE NUMBER OF ORGANISATION

b) Does the proposed Licensee have a record in maintaining facilities of a similar nature?

Circle: YES / NO

If YES, please provide (no more) than three recent examples:

DATE OF TENANCY	ADDRESS	NATURE OF FACILITIES (e.g Recreational Sports Centre)	MANAGING AGENT CONTACT DETAILS	SPECIFIC RESOURCES ON-SITE	REASON FOR LEAVING

c) Please provide at least two (2) relevant landlord (or similar) referees to support your Application:

.....

.....

.....

7. Innovation

Please provide examples of how your business demonstrates the ability to be proactive in any of the following areas:

- a) Responsible/sustainable procurement;
- b) Curbing its environmental footprint, e.g. through recycling or managing its waste;
- c) Fostering staff wellbeing;

.....

.....

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14 ATTACHMENTS

The Premises

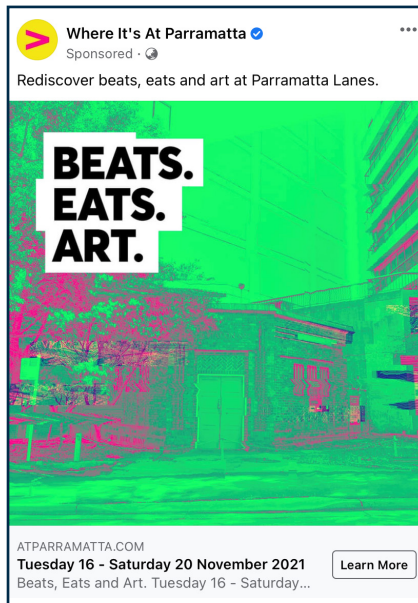
- SUBJECT SITE
- COMMERCIAL
- GOVERNMENT
- HOSPITALITY
- PARKING
- RESIDENTIAL/ACCOMODATION
- MAIN THOROUGHFARE
- MINOR THOROUGHFARE

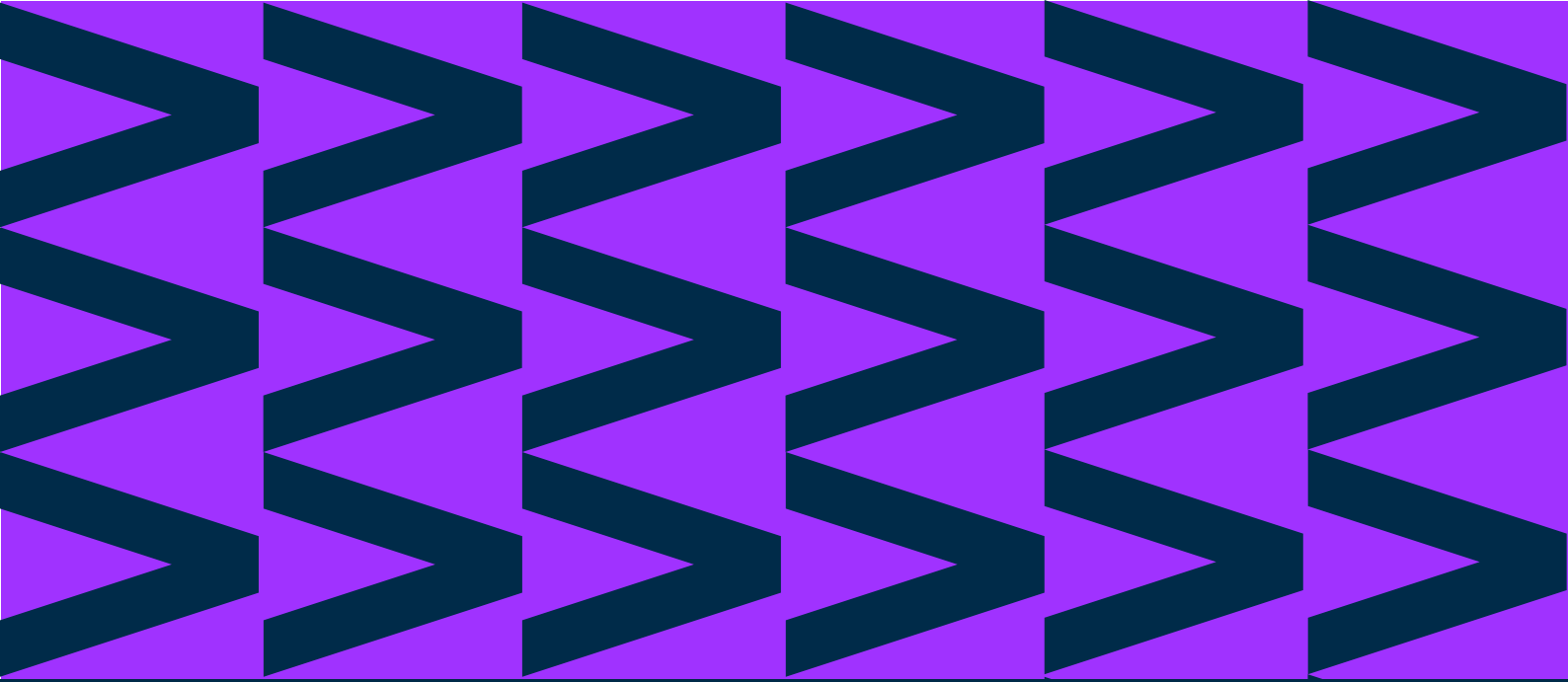




15 EVENTS

Valentine Avenue Substation was used as part of the arts trail during Parra Lanes in November 2021.





PARRAMATTA

Council Contact:
Jordan Saad, Leasing Officer
jsaad@cityofparramatta.nsw.gov.au
Submissions close:
2.00pm 12 December 2022