

# Honeysuckle HQ

## FACT SHEET



Artist impression of the Promenade



## Overview

Honeysuckle HQ is a priority project for the Hunter and Central Coast Development Corporation (HCCDC) as part of Placemaking NSW. Honeysuckle HQ represents the final urban transformation opportunity for the Honeysuckle Urban Renewal Project.

We are seeking an experienced development partner to deliver our vision to transform final Honeysuckle lands into an enviable and vibrant destination where the new CBD meets the waterfront.

Named 'Honeysuckle HQ', the site aims to become a magnetic destination with quality connections that focuses on community, new economy and excellence, while enhancing the natural environment and local heritage.

Community input through the 2020 Honeysuckle Ideas engagement program guides our approach to finding an experienced and highly motivated development partner to create Honeysuckle's pinnacle offering.

A two stage process will aim to find a successful development partner, allowing us to first launch a Registrations of Interest (ROI) process to gather market feedback, before curating and launching a Call for Proposals (CFP) process next year.

Honeysuckle HQ includes two parcels of land, Honeysuckle Quays located on the waterfront and Honeysuckle Quarter, which is immediately adjacent to the light rail stabling area.



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Artist impression of the waterfront



## Vision and Place

In 2020, we invited the community to share its ideas and aspirations for how the development of Honeysuckle HQ should emerge, with a special focus on social, economic and environmental outcomes.

The feedback from the community engagement program was captured in the 'Honeysuckle Ideas' Outcomes Report, which is available on the [HCCDC website](#).

Community aspirations underpin the project vision and objectives and play an important role in defining the place priorities.



## Honeysuckle HQ Vision

Honeysuckle HQ will be a landmark and mixed-use destination that will anchor the city's enviable waterfront to the emerging CBD. With high quality architecture and design incorporating accessible and dynamic day and night offerings, it will enhance the city's cultural, social and economic objectives.

## Honeysuckle HQ Objectives

### Create a magnetic mixed-use destination

A landmark precinct that attracts people to work, live and play

### Create a great place that is connected

An enviable destination that links people to transport, place and the waterfront

### Respect and acknowledge heritage and culture

Care for Country and embrace the unique culture and history of Newcastle's waterfront

### Show excellence in design and sustainability

Quality urban and architectural design incorporating best practice sustainability

### Be people focused and accessible

A place for the whole community



Artist impression of the Piazza

## Place Priorities

To deliver on the Honeysuckle HQ vision and objectives, six Place Priorities have been identified.

### Priorities include:

- Master planning
- Sustainability
- Design and placemaking
- Social equity
- Heritage and culture
- Economic stimulation





## Honeysuckle Quays

The last remaining waterfront development site, Honeysuckle Quays, is located on the northern side of Honeysuckle Drive, at the Hannell Street intersection, within the Honeysuckle precinct of the Newcastle CBD.

**Area:** 2.14ha approximately

**Zoning:** B4 Mixed Use under the Newcastle Local Environment Plan 2012.

### Zoning objectives:

- To provide a mixture of compatible land uses.
- To integrate suitable business, office, residential, retail, and other development in accessible locations to maximise public transport patronage and encourage walking and cycling.
- To support nearby or adjacent commercial centres without adversely impacting on the viability of those centres.



## Honeysuckle Quarter

The gateway development site, Honeysuckle Quarter, is located on the southern side of Honeysuckle Drive, at the Hannell Street intersection, within the Honeysuckle precinct of the Newcastle CBD.

**Area:** 1.14ha approximately

**Zoning:** B3 Commercial Core under the Newcastle Local Environment Plan 2012.

### Zoning Objectives:

- To provide a wide range of retail, business, office, entertainment, community, and other suitable land uses that serve the needs of the community.
- To encourage appropriate employment opportunities in accessible locations.
- To maximise public transport patronage and encourage walking and cycling.
- To provide for commercial floor space within a mixed-use development.
- To strengthen the role of the Newcastle City Centre as the regional business, retail, and cultural centre of the Hunter region.
- To provide for the retention and creation of view corridors.

The remaining lands also features public domain, which will be transformed by HCCDC in line with the Honeysuckle Public Domain Concept Plan.

[hccdc.nsw.gov.au](http://hccdc.nsw.gov.au)



Artist impression of Laneway.



## Key Contact

**Contact** Project Leader, Steve Aebi

**Phone** 02 4904 2774  
**Email** [steve.aebi@hccdc.nsw.gov.au](mailto:steve.aebi@hccdc.nsw.gov.au)

### More information

[www.hccdc.nsw.gov.au/honeysuckleHQ](http://www.hccdc.nsw.gov.au/honeysuckleHQ)  
or email [info@hccdc.nsw.gov.au](mailto:info@hccdc.nsw.gov.au)