

Future Convention Centre

FUNCTIONAL REQUIREMENTS

The following Schedule sets out the minimum functional brief for convention centre venues, ancillary facilities and associated development in the immediate precinct of the centre in accordance with industry minimum requirements provided at meeting of 30 March 2006.

VENUES

Plenary Theatre Space

- Theatre venue for 2,500 to 3,000 patrons (potential for 3,300 patrons in flat floor standing mode for concerts).
- Adjacent to Exhibition Hall No1 to provide for use as stage and back-stage facilities.
- Theatre space is to be capable of accommodating two simultaneous conferences of 1,000 delegates and 600 delegates in conference mode and without use of Exhibition Hall No 1.
 - Acoustic isolation provisions.
 - Access points "off centre" in all configurations.
 - Symmetrical configuration for seating and stage in all configurations.
- Stage options are to include floor, proscenium, thrust and round configurations.
- Sound, lighting and vision equipment.
- Interpreter and press facilities for two of the theatres.
- Quality built character and fittings.
- Access for passenger, light commercial and small agricultural vehicles.
- Lock-down security capable.

Tiered Theatres

- 4 off Conference and meeting venues for 500 delegates.
- Located to allow use as breakout venues from Plenary Theatre Space.
- Configuration to provide for “meetings in the round” of 2000 delegates when combined into one venue.
 - Acoustic isolation provisions.
 - Access points of centre in all configurations.
 - Symmetrical configuration for seating and stage in all configurations.
- Sound, lighting and vision equipment.
- Interpreter and press facilities for two of the theatres.
- High quality built character and fittings.

Meeting Rooms

- 8 off Meeting Rooms
- Located to allow use as breakout venues from Plenary Theatre Space.
- Configured to provide meeting venues in a range of sizes accommodating (in total) 1,600 delegates or patrons.
- Located to allow use as breakout venues from Plenary Theatre Space.
- Quality built character and fittings.
- Flat floor configuration.
- Sound, lighting and vision equipment.

Boardrooms

- 4 off Boardrooms
- Located to allow use as breakout venues from Plenary Theatre Space.
- Configured to provide meeting venues in a range of sizes accommodating (in total) 400 delegates or patrons.
- Configured to allow use as boardroom with board table accommodating 25 and 25 visitor or aid positions.
- Located to allow use as breakout venues from Plenary Theatre Space.
- High Quality built character and fittings.
- Flat floor configuration.
- Sound, lighting and vision equipment.

Banquet Space

- Banquet space for 1,500 patrons in banquet mode and 1,000 patrons in ballroom mode.

- Capable of division into 4 off separate venues operating simultaneously.
 - Acoustic isolation provisions.
 - Access points for each divided space.
- Configured to allow for temporary dance floor and/or stage.
- High Quality built character and fittings.
- Flat floor configuration.
- Sound, lighting and vision equipment.
- Lighting and scenery support grids.
- Access for passenger, light commercial and small agricultural vehicles.

Exhibition Space

- 5,000m² of exhibition space
- Capable of providing banquet space for up to 3,000 patrons
- Capable of division into 4 off separate Halls operating simultaneously.
 - Acoustic isolation provisions.
 - Patron access points to each hall.
 - Loading dock access to each hall (minimum 3.6mW x 6.0mH).
 - Hospitality Suites and amenities to each hall.
 - Hall No1 (adjacent to Plenary Theatre Space) with ceiling height of 10.8m.
 - Hall Nos2, 3&4 with ceiling height 8.4m (minimum).
- Additional indoor use of foyer space and circulation space: 2,000m².
- Additional outdoor use of external concourse areas: 2000m².
- Flat floor configuration.
- Black-out capable built form.
- Access for passenger, light commercial, small agricultural and light to medium materials handling vehicles.

ANCILLARY FACILITIES

Internal Circulation and Foyers

- Appropriate space for patrons and delegates with clear routes to venues.
- Pre-function hospitality spaces
- Natural lighting and locational views.
- Opportunities for public artworks and Canberra Region arts and crafts.
- Primary vertical circulation by escalators. Convenient lift access for disabled persons circulation and freight transfer.
- Visual connection between all levels.
- Maximum of 3 floor levels.
- Access for passenger, light commercial, small agricultural and light to medium materials handling vehicles.
- Provision for security screening of patrons.
- Provision for hierarchy of security zones.

External Circulation and Breakout Spaces

- Appropriate space for patrons and delegates to gather formally and informally.
- Locational views.
- Opportunities to provide additional exhibition entertainment spaces
- Undercover set down and pickup adjacent to entry points.
 - Taxi and private vehicle bays.
 - Simultaneous set-down and pickup for three tourist coaches.
 - External reception stations.
- Provision for extension of internal security zone to portion of external area.
- CCTV surveillance capability.
- Access for passenger, light commercial, small agricultural and light to medium materials handling vehicles.

Ticketing Office and Reception

- Located adjacent to entry and foyer

Delegate Registration Spaces

- 3 off delegate registration spaces off foyer space and clearly visible from entry points.
 - Delegate Reception Space with seating and refreshment space.
 - Registration desk and office support.
 - Speaker reception space.

Café and Concessions

- “Hole in Wall” café point of sale located off foyers/circulation areas
- Access to external concourse

Green Room, Dressing Rooms Warm-up Space and amenities

- Located to provide primary facility to Plenary Theatre Space and Banquet Space
- Access to above independent of Exhibition Hall No 1
- Secure access.

Business Centre

- Located adjacent to Plenary Theatre Space Foyer
- Printing, photocopying, telephone, facsimile, secretarial services and computer facilities (workstations and laptop, wireless, WiFi and Bluetooth)

Press Centre

- Press facilities for Print, Radio and Television.
- Operate as management centre for larger press centre in exhibition space for large events.
- Ability to access separate from delegate entry points
- Printing, photocopying, telephone, facsimile, secretarial services and computer facilities (workstations and laptop, wireless, WiFi and Bluetooth)
- Media network connection capability.

Centre Administration

- Office accommodation for centre staff.
- Event management suites.
- Centre boardroom
- Staff facilities

Catering Facilities

- Facilities to support Banquet Space, Meeting Rooms, Boardrooms, Café, Concessions and Pre-function areas.
- Designated loading dock space and secure access.
- CCTV surveillance capability.

Loading Dock

- Access and circulation for articulated vehicles to individual Exhibition Halls, Banquet Space, Plenary Theatre Space and circulation spaces.

- Short stay bays for five articulated vehicles.
- Designated storage zones.
- Provision for temporary exhibition support facilities and communication stations.
- Waste and compacter facilities.
- Secure access control.
- CCTV surveillance capability.
- Staff amenities.

Vehicle Layover Facilities

- Convenient layover spaces for 12 tourist buses to provide for continuous setdown and pickup of patrons.
- Staging bays for 12 articulated vehicles during bump-in/out periods.
- Taxi queuing area for large events.
- CCTV surveillance capability.

Car Parking

- Passenger vehicle car parking for 1,500 vehicles.
 - 15 centre management spaces (secure, undercover).
 - 500 undercover visitor parking
 - 20 security access spaces (separate access to general parking access).
 - Provision for 100 temporary security access spaces.
 - 300 external spaces adjacent to centre.
 - 500 visitor spaces within 500m of centre (street, on-grade or structure).
- CCTV surveillance capability.

Security Provisions

- CCTV surveillance capability.
- Intrusion detection and monitoring.
- Progressive security zone lock down and surveillance system.
- Dedicated high security meeting rooms with dedicated access and egress provisions.
- Immediate precinct capable of temporary security perimeter.
- Access points configured to provide for visual manual, X-ray or magnetometer scanning of patrons and personal baggage when required by risk assessment.
- Loading Dock capable of temporary security perimeter and controlled entry.
- Controlled staff access and identity system.
- Vehicle intrusion strategy for building perimeter.

- Vehicle stand-off strategy.

ACCESS TO CENTRE

- Convenient vehicle access from arterial road system.
 - Vehicle queuing for large events.
 - Priority access for coaches.
 - Priority access for VIPs
 - Separate back of house entry for loading dock and security drop-off points
- Convenient pedestrian access from public transport locations and adjacent accommodation facilities.
- Ability to secure precinct for high security events.

PROVISION OF ACCOMMODATION FACILITIES

- Close proximity to "upscale" hotel complex (high security capable) with minimum 300 rooms.
- Convenient and clear walking distance to existing and future accommodation developments in City.

DEVELOPMENT CHARACTER

- Strong and unique centre identity inherent in built form.
- High quality design respecting site context.
- Incorporation of Environmentally Sustainable Design principles
- Strong interior-exterior visual connections.
- Optimal response to local views and landscape features.
- Provision for future expansion of exhibition space (up to 10,000m²), loading dock and circulation spaces.
- Provision for additional theatres and meeting rooms up to 50% of proposed facilities.
- Clear and legible pedestrian connections to adjacent local precinct convenience shopping and facilities.
- Clear and legible pedestrian connections to City retail centre.

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Investing in Canberra's conference infrastructure

An industry position paper

Background

Canberra's business events and tourism industry is united in its push to ensure that the city's convention centre needs are solved practically and strategically for the long-term benefit of the industry and the community.

This paper represents the combined views of the industry's major peak bodies including the Australian Hotels Association (ACT Branch), Canberra Business Council, ACT & Region Chamber of Commerce and Industry, Canberra Convention Bureau, Meetings Events Australia (ACT), National Capital Attractions Association (NCAA) and Tourism Industry Council (ACT & Region).

The paper has been prepared to complement a submission to the City Redevelopment Taskforce titled *Canberra city: a redevelopment vision statement - a paper by members of the Canberra tourism and business events industry*. This submission outlined a vision for the tourism industry covering broad planning issues associated with the redevelopment of the city centre.

This paper has been developed to provide a clear understanding of the industry's position on the design and development of a new convention centre. It also provides guidance on critical issues to be considered during the planning and consultation phase for a new facility.

The centenary of Canberra in 2013 will be a time of celebration and an ideal time for a new centre to be showcased as the best and most modern facility of its type in Australia. As the meeting place of a nation, Canberra deserves a convention centre that meets its structural, logistical and operational needs, as well as its iconic status.

The national picture

Canberra is unique in that the declining quality of its existing business events infrastructure now has it standing well apart from its interstate rivals. In Adelaide, Cairns and Melbourne, extensive refurbishments and extensions have been undertaken since their centres were opened totalling hundreds of millions of dollars, while in Perth, Alice Springs and on the Gold Coast state-of-the-art new centres have opened in the last three years.

In other major cities, the level of state government investment in their convention facilities is well over the \$100 million mark, demonstrating the importance placed on the income generating capacity of these centres. Such facilities traditionally attract high yield events that inject enormous economic benefit into the community from direct expenditure on services including airlines, hotels, taxis, banking, restaurants and retail, as well as indirect expenditure on a host of businesses from service providers to caterers.

As the national and international market for business events continues to grow, the competition to secure a share of the meetings market heats up. Already further extensions and upgrades are planned for domestic facilities in cities including Melbourne and Darwin to ensure they can meet the capacity demands

of the future. Internationally, competition also continues to grow, particularly throughout the Asia Pacific and China where dozens of new facilities have and will be commissioned in the next few years.

Recommendations

Location

The city's convention centre must be just that – a convention centre located within close proximity (no more than five-minutes walk or a short shuttle ride) to the city's facilities including hotels, restaurants, shops, banking, transport and other amenities. Many cities have faced significant compromises on the choices available for siting their new convention facilities. Canberra has the opportunity to learn from the lessons of other cities and to avoid similar compromises. Unlike other major cities, Canberra has a good selection of undeveloped sites in the city centre with excellent potential for a convention facility. The advantage this opportunity provides should not be underestimated.

Professional conference organisers will confirm that avoiding the necessity to continually coach delegates to and from a convention centre to hotels and other venues is a major incentive.

While a scenic view from the facility is desirable, more critical is appropriate and conducive surrounding landscaped areas, which can be used as a sanctuary for delegates between sessions, allowing them to network and re energise.

Moving the facility out of the city, perhaps to the lake's shores, would discourage delegates away from the city centre and remove valuable direct delegate expenditure from our economy. The preference of event organisers to offer delegates pedestrian access to the city's amenities is well documented and was also highlighted in the recent delegate satisfaction survey as part of the National Business Events Study released in March 2005.

If the facility were to be sited by the lake to take advantage of Canberra's views, a shuttle service would need to be provided to ensure it was linked with the city's centre and essential amenities. The service would need to run at 15-minute intervals at a minimum.

As in other cities, the facility needs to become a centre of interaction for Canberra. For example, locating the facility near London Circuit where the Legislative Assembly is placed would provide a valuable link to the Canberra Theatre and an active social hub. Moving it across Constitution Avenue to the site opposite the existing facility, or on or near City Hill, would also keep it centralised and allow room for expansion.

Infrastructure

Access must be easy for visitors, general traffic and large coaches and service trucks. That means having good pedestrian links from the city centre, good

access to transport including buses and taxis, good street and directional signage, and easy access for general traffic and over-sized delivery vehicles.

Loading docks must be of sufficient size and capacity to handle large deliveries and heavy vehicles, while load limits for paving, building access (including door size) and internal fit out must meet the most stringent specifications for major events.

A lot of work has already been done to scope and specify requirements for the development of new convention facilities. Meeting Events Australia for example has developed a *Guide to new convention centre development* which lists in detail the minimum requirements.

The proposed Centre for Dialogue could be one component of the development. It would make sense to share infrastructure such as back of house services, while creating an individual identity with its own characteristics to meet the needs of this specialised meeting facility.

Capacity

A minimum of 5,000 square metres of divisible exhibition floor space is required to meet the capacity requirements of major business events and conferences, and to allow facilities to be provided for up to 3,000 delegates.

Kitchen and other amenities must be designed to allow a range of different functions, including a minimum of two conferences of 600 to 1,000 delegates, to run concurrently.

Floor loading in and around the centre is also an important consideration to ensure industries such as defence and other heavy equipment exhibitions and displays can be catered for.

Concurrent conferences would require simultaneous use of plenary, stream and breakout sessions plus delegate registration/office secretariat, exhibition space and venues for catering. To meet these needs, large spaces need to be flexible to allow size to be altered, and need to be supported by a range of tiered and flat floor smaller support spaces.

Catering for a dinner of 1,000 delegates, with stage and dance floor, is also essential so a major event could hold plenary sessions, a trade exhibition and a dinner within the centre at the same time.

Based on estimates from Cox Humphries Moss architects, which has designed many convention centres in Australia and overseas (including Sydney, Brisbane, Perth, Canberra, Singapore, Durban in South Africa and Kuala Lumpur in Malaysia), the cost of the required fully fitted facility is \$4,500 per square metre. To meet the minimum requirements outlined above, an investment of some \$200 million would be required.

Security

Canberra's new convention centre must fit the city's national capital status and enable our city to host major national and international government and business events.

The centre must be the most secure facility of its type in Australia. It must meet international security standards and have full security systems in place to cater for global meetings, heads of state and other VIPs. The facility should support and compliment the new defence headquarters planned for Bungendore

All security initiatives should be designed in consultation with the Australian Federal Police, ASIO, DFAT, Department of Defence and other security experts.

Technology

The advanced technology features of the centre should set it apart from other similar facilities, reflecting the standing of Canberra as the national capital, and a leader in the hi-tech industry in Australia, and in some cases internationally.

A clean, green building would showcase Australia's already enviable reputation in environmentally sustainable building solutions and provide a showcase facility for Canberra. It should also feature the latest developments in terms of safety, security and fire, communications, audio visual and emerging technologies.

Essential amenities

Simple, but essential amenities must be established in conjunction with the new facility and within close proximity. These include an after hours chemist, newsagent, grocery stores, internet cafe, bureau de change, drycleaner and laundromat.

City positioning and destination appeal

Canberra's position as the national capital should be reinforced through the centre, and the city promoted as *the* destination to conduct major business events, similar to the positioning Washington has adopted in the United States.

Our access to government decision-makers, the range of iconic attractions, our natural environment, the proximity to other major capital cities and ease of movement in and around the city is unmatched by other destinations.

The city also has an enviable list of knowledge-based organisations and facilities that lead the world in their field including the Australian National University, CSIRO, the John Curtin School of Medical Research, and Department of Defence. Yet Canberra has no facility to support the world-class standing of these organisations or to cater for their major international meetings, conferences or symposiums.

The opportunity also exists to stimulate downstream business through the facility. As Canberra's ability to host such major events and conferences grows, so too does its exposure to increased business opportunities and collaborations across a wide range of industries and sectors.

Accommodation

A mix of accommodation standards from three to five star hotels is required including all-suite hotels with self-catering amenities. The centre's development must include an upscale, international standard accommodation component as part of the complex.

High volume hotel options (300 rooms) make the best sense for conferences and events because organisers can secure large blocks of rooms, sometimes years in advance. Block bookings are also required across a range of different configurations, standards and price points.

Compelling evidence of the importance of collocating a hotel next to a convention centre is available from other cities.

Economic benefits

The Sustainable Tourism CRC's National Business Events Study shows that in 2003, Australia's overall estimated expenditure associated with business events was about \$17 billion. Canberra's share of that pie was 6% or \$990 million.

According to sources including MICE.net magazine, the business events sector is continuing to grow in Australia, however the study found that Canberra's market share had remained static.

While the ACT hosts a larger proportion of association and government events than other cities, Canberra's share of the corporate sector is much less than its interstate competitors. A new convention facility would enable Canberra to increase its share of the market as well as generate greater direct and indirect delegate expenditure.

If Canberra's share of the total business events market could be lifted from 6% to 7% (as measured in the 2003 business events study), the ACT would generate an additional \$200 million a year in expenditure.

Naturally funding for a concerted marketing effort would be required to grow this market sector and to ensure Canberra could capitalise on its potential.

More emphasis should be placed on attracting events from the corporate sector and the 'best-fit' international association events, and Canberra's share of major government events should also be targeted to halt the current loss of these opportunities to other cities.

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Complementing the CBD

Convention Centres do not generate pedestrian activity along city streets; they are buildings that have a large footprint and by necessity present solid continuous facades. The only real opportunity for these facilities to add to the vibrancy of the city's public realm is with a generous and well-furnished forecourt to the building entry. The requirements set out by Industry, especially for a high level of security, reinforces these attributes for any new Canberra facility.

Figure 1 depicts three possible CBD locations for a facility of the scale recommended by industry. The degree to which the facility will complement the CBD and meet the key issues varies with each site; clearly there will need to be a level of compromise.

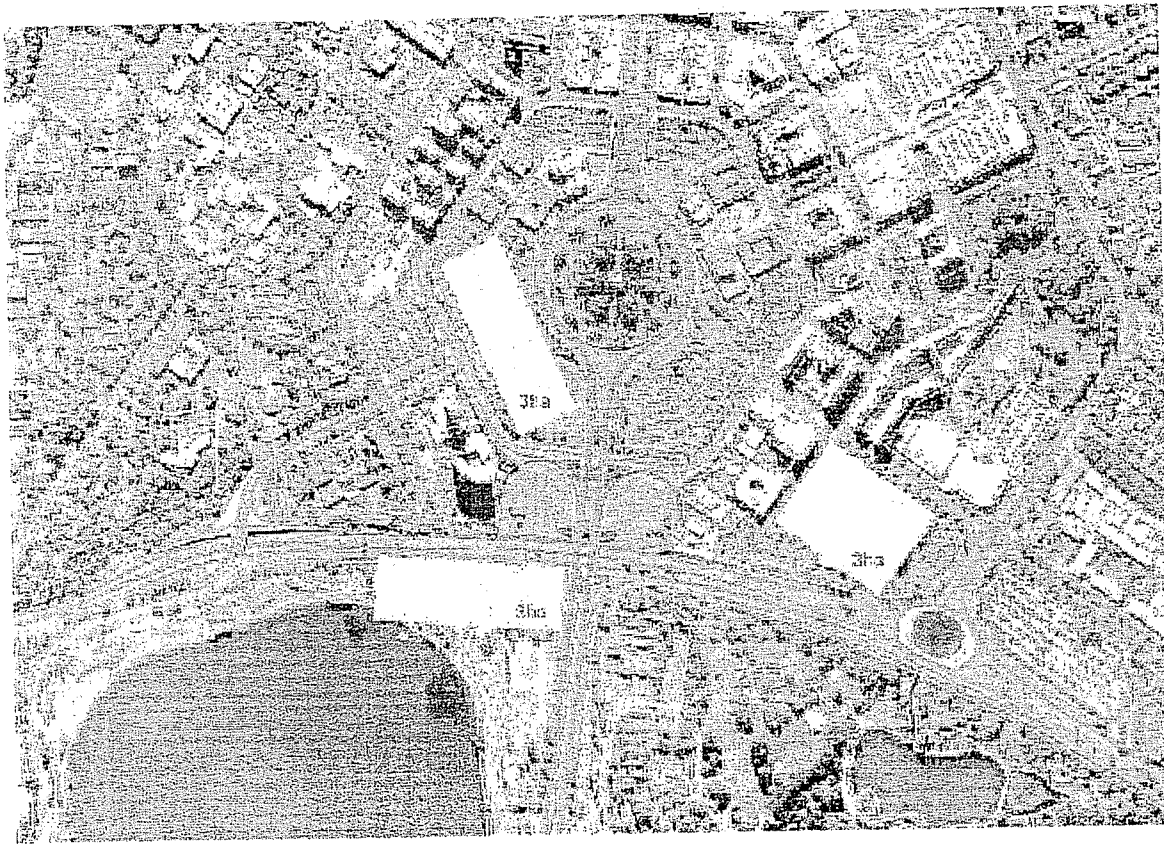


Figure 1: Potential Conference Centre Sites

Site within London Circuit. Placing a new facility adjacent City Hill within the circle of London Circuit would establish a 'super block' development comparable to the current Canberra Centre. This is contrary to the planning principles set out for this precinct where buildings of a smaller footprint and greater height will create more intensive, vibrant development and ultimately yield greater financial returns to Government through the sale of these premium blocks.

The development would be constrained and bounded by London Circuit and Vernon Circle. It is imperative for the vibrancy of the heart of City that these streets be fronted by commercial and retail uses so as to generate pedestrian activity – the solid, continuous facades of a secure convention centre would not

promote this pedestrian activity and the back of house service required could further sterilise street life.

To accommodate the servicing, security requirements and the total capacity required for the new facility would also require the relatively immediate modification of the road infrastructure in this precinct. Traffic and engineering feasibility studies being completed for Central Canberra are indicating that the minimum expenditure here would be in the order of \$80 million and even before this could be undertaken investment on improving the peripheral metropolitan road structure is necessary.

This location is in good proximity to the amenities offered in City but again feasibility studies undertaken for Central Canberra, indicate that the pedestrian connections and the public realm need to be significantly enhanced to assist people to 'find their way' and walk to, from and through this precinct.

Ensuring a high level of security for a new facility in this location could be compromised by existing adjacent development.

This location also does not allow for any other associated development to occur in proximity to the facility.

Figure 1 depicts a nominal site to the west of City Hill. This shows the issues outlined in regard to the creation of a 'super block' and the potential to sterilise pedestrian activity on the streets by placing such a large, single use development between London Circuit and Vernon Circle. In this particular location Edinburgh Avenue could not be extended nor any secondary access lane developed. The complex could only be achieved if it were to be constructed over the current western clover leaf intersection.

These same issues occur on a similar to the east. In addition an eastern site would close off opportunities to enhance and consolidate the cultural and administrative facilities for Canberra eg it would preclude the Canberra Theatre expanding and/or the construction of a new Legislative Assembly in association with a Government Office block in a prime location overlooking the lake and the Brindabellas.

Redevelopment of the Civic Pool site (potentially including the current facility). This site is listed on the ACT Heritage Register and any redevelopment to replace the Civic Pool must address this. Notwithstanding this, the development of a convention facility does afford an excellent opportunity to dramatically enhance the character and amenity of not only the pool site but this entire area of City East. The other advantages of this site include:

- The fact that this use and other complementary uses are already established in this precinct;
- Proximity and connection to the City commercial area is proven;
- There is access to open space with both Glebe Park and with some improvement of the pedestrian connections, to Commonwealth Park;
- The key street frontage is Constitution Avenue. Hence street frontage is limited and the facility can complement the activity to this street with a forecourt and will not be sterilising other city street frontages;
- Back of house, servicing functions could be developed off Parkes Way at a reasonable road infrastructure cost.

As with the site above further additional development in close proximity to the facility could be compromised.

Retaining and incorporating in the development the key items of heritage significance i.e. the entry pavilion, the pool itself and the landscape entry to the pool may address heritage issue on this site.

West Basin. With views to Parliament House, various National Institutions and over Lake Burley Griffin to the Brindabellas, this site provides the best opportunity to create an 'iconic' building, emphasising its presence in the National Capital.

As the site is not constrained by a number of street frontages and is essentially in a park, it can be designed to draw pedestrians to it, with a forecourt and plaza acting as a focal space within the basin. There is not the imperative to try to ensure there is street activity to every elevation – uses can be concentrated and this better suits this type of facility and allows the design of the facility itself greater flexibility in regard to servicing and achieving perimeter security.

Clearly this site is more remote for pedestrians, although taking a direct route it is little more than a kilometre from commercial/retail in City east. It would be important to significantly enhance the pedestrian access and public realm from City Hill down to this site. In the short term this can be achieved by signage, public transport and upgrading the pedestrian paths; in the long term it can be achieved through land bridges and development over Parkes Way.

While this site may not have the same proximity as the other two in regard to City, locating the facility here would establish a destination in West Basin and would help to enliven this precinct.

The facility in this location could be immediately serviced and accessed with only moderate improvements to the road infrastructure. However, as the precinct grew and expanded then it would be important to consider how land bridges could be developed to bring the city grid to that lake. This site does provide an opportunity for associated development to occur in proximity to the facility.

Summary

The matrix below summarises the strengths and weakness of the possible sites against the industry issues and the degree to which it can complement development in the CBD. This indicates that a site on the edge of City, rather than its centre, is preferable for this facility as:

- it will not sterilise pedestrian activity on City streets;
- there are less road infrastructure requirements necessary to immediately serve the facility;
- while the facility is slightly more remote improvements to the pedestrian network and public realm can overcome this;
- the central sites command premium land values and it is important to maximise the development of these;
- it allows for an iconic building to take advantage of the lake setting and in so doing establish a point of difference and a catalyst to development in West Basin.

	City Hill	Civic Pool	West Basin
Proximity to amenity of the City	good (3)	good (3)	moderate (2)
Canberra, as the Nation's Capital is the point of difference	moderate (2)	good (3)	high (4)
New facility must be the most secure of its type	moderate (2)	moderate (2)	good (3)
Capacity and infrastructure of the facility itself requires a site of approx 3 hectares	good (3)	good (3)	good (3)
Complement the City streets and urban planning of Canberra	poor(1)	good (3)	high (4)
Generate a catalyst for further development or redevelopment	moderate(2)	good (3)	good (3)
Road/parking and service infrastructure costs	poor(1)	good (3)	good (3)
	14	20	22
Ranking in preferred order	3	2	1