

11th September 2020

Project Leader
Pymont Peninsula Place Strategy
Department of Planning, Industry and Environment
Locked Bag 5022, Parramatta NSW 2124

Dear Sir/Madam,

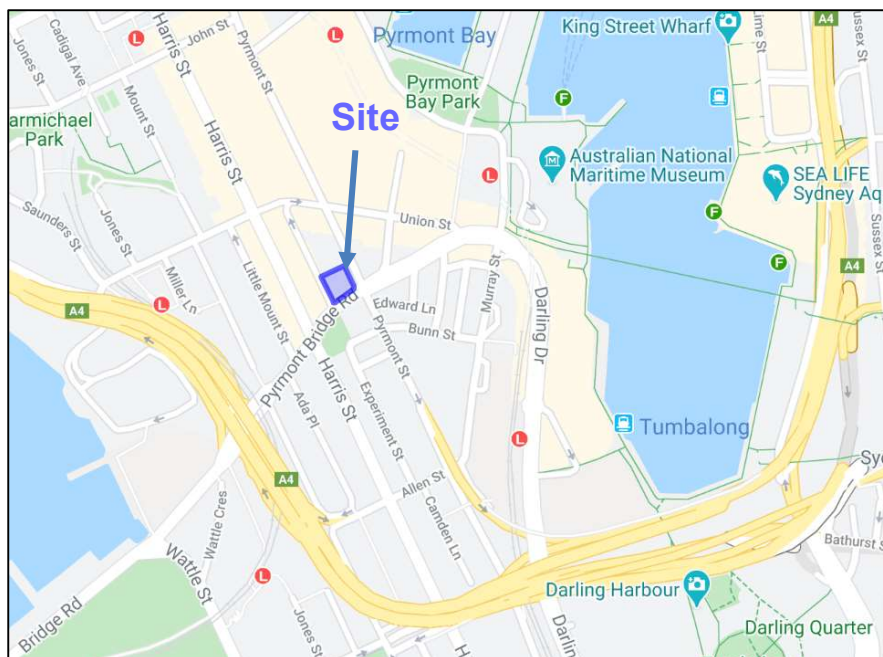
RE Pymont Peninsula: Draft Place and Economic Development Strategies

We refer to the Draft *Pymont Peninsula Place Strategy* (draft Place Strategy) and Final draft *Pymont Peninsula Economic Development Strategy* (draft Economic Development Strategy) released by the NSW Department of Planning, Industry and Environment (Department) which seeks feedback to refine the Place Strategy, which will guide transformation of Pymont Peninsula over the years to 2041.

Macroplan has reviewed these Strategies including the supporting studies on behalf of the landowners of 26-32 Pymont Bridge Road, Pymont (Figure 1). We are of the opinion that the Strategies have not acknowledged the contribution our client's site could have on the transformation of Pymont and the creation of jobs.

The subject site in question is located at 26-32 Pymont Bridge Road (Lot 10 DP 1028280) and is referenced in the below Figure with context to its urban surroundings.

Figure 1: Subject Site



Source: Nearmap (2020)

Vision Land have continued to engage and collaborate with the Department, through previous submissions with a core focus of value adding to the Pyrmont area. The precinct has a strong opportunity to supply office space for innovative and new economy businesses.

Our client has undertaken detailed analysis to prepare a vision for the subject site, which has regard for the strategic direction presented by the Department and the potential for the precinct to transform. The key elements to our vision are summarised below :

- This can be a landmark innovative “Avante Garde” development along the connecting corridor between the Sydney CBD and the new Sydney Fish Market and Blackwattle Bay precinct. It is a well-located site that can become a reference point within this sub precinct area of Greater Pyrmont. If enabled, the site has the potential to be the sub precinct's hub and a place where people can interact, work and meet close to public transport. Located at the centre of movement and activity, the site will move, house, connect and facilitate the mixing of locals, visitors and workers.
- It is a large relatively unconstrained site with the potential to be put forward as an opportunity to create an innovative and flexible development with capacity to adjust to changing needs. It can be used to set a benchmark for the creation of future employment opportunities at Pyrmont. High-tech and innovation companies could locate within this site, which has the potential for a well-designed ecosystem which fosters the emergence of start-up and innovation.
- Importantly, this well-located site could be used to create a development which not only has success in its own right, but one which can complement and support other sites in the adjacent, immediate, surrounding and broader precinct area. The intent would be to create a catalyst for the revitalisation of the surrounding area and create opportunities for new employment to locate in adjacent heritage buildings and the heritage areas.
- This large site has the potential to be used to assemble a variety of new employment opportunities in a development deliberately designed to be flexible and progressive leaving room for change around new technologies as they arrive. It could comprise a building which has spaces that are constantly changing, no one size fits all place responsive to global, national, Sydney centric changes and trends that can be accommodated and reflected in the unique story of Pyrmont.
- The development site has the potential to be attractive to major anchor institutions or high-profile champions seeking larger floorplates.
- For the above to happen it needs a locally inspired vision that details a future which responds to the opportunities at this strategic location in Pyrmont. An “Avant-Garde” (innovation) needs a response around functional design, enabled by innovative planning. This can be the start of a story for a successful part of Pyrmont.

It should also be noted that commercial office market will change significantly in a post-COVID 19 environment. Pyrmont presents a significant opportunity for future commercial tenants due to its proximity to the CBD (walking distance), strong local amenity and a highly desirable environment. Importantly the area will have strong transport connectivity, supported by a diverse range of land uses. The site and floor plate options, can provide a medium density office space environment, that has internal stairs to access different levels (no need for lifts) which can allow workers to socially distance as required by regulation.

Pymont Place Strategy Draft

Macroplan provides the below comments for consideration in the finalisation of the Strategies and the proposed sub-precinct plans.

1) Importance of the Economic Consideration

1.1) Optimising the Potential of Space

Land on Pymont Peninsula is very valuable. As the CBD has grown and expanded, its proximity to the CBD has seen its value rise. If a Metro Station were located on the Peninsula, the proximity factor would be substantially strengthened. But even in the absence of the Metro, the value will continue to rise.

The Plan has not had regard for density potential, nor the development constraints proposed by the Plan. The Plan imposes much lower density on the Peninsula and this appears to contradict the objective of complementing the CBD and the employment and housing objectives for the area. The Plan sets out other objectives which are said to support the preservation of, and maintain the ambience of, the Peninsula. The challenge is how to balance these objectives. In meeting that challenge, one clear avenue should be for the Plan to give due consideration to the merits of development of individual sites.

In some respects, The Plan has achieved this. For example, it specifically states that The Star City Casino, Sydney Fish Market and Harbourside Shopping Centre “all need to be bigger and better”. The study by Hassall (2020) highlighted the sites which (in their view) had the potential for redevelopment. It is not clear what criteria were used in defining which sites did or did not have potential for redevelopment. Given the implications for landowners, clear and objective criteria should be applied to such analysis. Even so, within the declared Pymont Village precinct, even sites identified as having potential for redevelopment have been limited in their right to redevelopment.

1.2) Economic Development Strategy

The Economic Development Strategy (2020) prepared for The Plan for Pymont highlighted the importance of four factors in determining the competitiveness of Pymont with other fringe CBD locations. Namely, connectivity, amenity, availability and cost of space, and potential for agglomeration.

Connectivity:

For the residents, Light Rail, ferry, buses, and pedestrian linkages proximate to the CBD (Wynyard, future Barangaroo and Town Hall stations) were highlighted as providing an adequate range of public transport options. The Ultimo end of the Peninsula has proximity to the Central location giving it high connectivity.

However, bearing in mind that 94% of workers came in from outside the Peninsula, from the perspective of workers commuting from other parts of Sydney connectivity to the other end of the Pymont Peninsula (e.g. Blackwattle), poor connectivity was considered a problem. Transferring from a train in Central to the Light Rail, for example, makes for a slow trip. Compared with other locations, it is not competitive on this front and it is difficult to see how

(outside the Ultimo area) the job projections would be achievable. This highlights the game-changing role which the proposed Metro station would make.

Amenity:

The heritage buildings (focussed on Pyrmont Village), the waterfront locations and presence of entertainment were highlighted as key attractions for the Peninsula. Amenity is clearly a strong point.

Availability and Cost of Space:

It was viewed as competitive but the reasons for the shift of two major media groups (Channel 7 and Nine Media) to alternate fringe locations was not fully explained. Floorspace availability and cost will continue to be a main focus of businesses in a post Covid-19 environment.

Potential for Agglomeration:

The Plan has highlighted the significant amount of IT and media companies in Pyrmont. In addition to a strong cluster of education facilities at the Ultimo end of the Peninsula, this is a premium location due to its proximity to Central Station. We would note that the success and growth of this Ultimo cluster is independent of a Pyrmont Metro station and the development of other locations on the Peninsula. Business agglomeration is a core focus of collaborative industries, which will continue to focus on key locations such as Pyrmont.

1.3) The Proposed Metro

The critical role of connectivity emphasises the importance of the proposed (possible) metro station. The Place Strategy for Pyrmont highlights an area under consideration for a metro station which lies within the Pyrmont Village area. To justify the capital cost of a new metro at that location, and the need from a travel-time perspective to minimise the number of stops between Westmead and Central, the objective would be to maximise Transport-oriented-Development (ToD) to lift the volume of traffic on the metro generated by the Pyrmont station. These would be the essential ingredients to a successful business case for a Pyrmont metro station.

Its proposed location is centred on the Pyrmont Village area. In the Plan for Pyrmont, for this area it has the stated objective of preserving its heritage, and the related objective of maintaining low density. Development is to be focussed on other areas, e.g. Blackwattle. Indeed, it is not clear that the Plan has been materially influenced by the potential location of a metro station. At the very least, it has not tried to balance these objectives (heritage) with the competing objectives necessary to meet a business case for a Pyrmont metro station.

In this regard, we would note that the Economic Development Strategy 2020 specifically highlighted the need for planning (zoning, density) to respond to a Metro.

1.4) Balancing Objectives

In terms of balancing the objectives for the Pyrmont Village area, the more fundamental point is that there are sites which could be redeveloped which could meet the objectives of both enhancing the heritage and ambience of the

area and providing some of the density which a metro would mandate. The subject site (discussed below) has no heritage significance. If not redeveloped – left in its current state – it is almost certainly detracting from the amenity of the Pyrmont Village area. If redeveloped in a manner sympathetic to the area, it would enhance the ambience and amenity of the Pyrmont Village area.

2) Optimising Infrastructure Investment

Blackwattle Bay, Darling Island and Pyrmont Village have been identified as potential metro station locations. The subject site is located within the metro station investigation area (Figure 2). The site is located within the Pyrmont Village sub precinct. The draft Place Strategy states (p74):

“A future Sydney Metro station could increase access and provide the impetus for some renewal, which must align with the character of Pyrmont Village.”

This statement is generally supported and development uplift around the metro station should be acknowledged in the Place Strategy priorities. The subject site is centrally located within the area that a new Metro rail station is likely to be developed and where future business interest will be generated.

This is a billion-dollar infrastructure investment package and an opportunity should be taken to maximise redevelopment and employment generating uses. Acknowledging the character of the village is a premium consideration, however it should not be implied this precludes sites suitable for redevelopment from being acknowledged, especially where positive development attributes exist. The suitability of the subject site as an economic generating asset and its context within Pyrmont is extensively discussed in “Precincts for Pyrmont (Section 5)” of this submission.

Places identified for significant renewal (i.e. “the places for economic innovation”) are generally located outside the metro investigation area. The Structure Plan needs to consider a more in-depth analysis (i.e. a site by site consideration) of the development opportunities within this investigation area to ensure Government optimises its return on investment. Opportunities to develop within heritage conservation areas should not be excluded as discussed in further detail below “Precincts for Pyrmont (Section 5)”.

The proposed Structure Plan has the subject site centrally located between areas hatched as being suitable for future development and the Harris St linear activation areas. Creating vibrancy and reinforcing the levels of activity along Harris Street can be enabled through a new development outcome and opportunity presented on the subject site. The structure plan needs to have more dialogue and conversations around specific opportunity sites that may exist in precinct plans particularly those that have not been entirely hatched in **Figure 2**.

Figure 2: Proposed Structure Plan for Pyrmont



Source: Draft Pyrmont Peninsula Place Strategy (July 2020); Macroplan (2020)

3) Precincts for Significant Renewal / Development

The draft Place Strategy's approach to transform Pymont is based on the urban design analysis and identifying key precinct areas for renewal rather than a vision to transform the whole Pymont Peninsula. The sub precincts identified for significant renewal / change are shown in the Structure Plan (refer to **Figure 2** above) and include the Ultimo, Blackwattle Bay, Darling Island and Tumbalong Park sub precincts (**Figure 4**). Place making and change opportunities also need to be reinforced around specific and relevant commentary for other precincts

The principle of identifying opportunities also needs to be applied for strategic sites in precincts. This needs to occur or be triggered when and where individual sites have positive attributes and/or no constraints. The subject site is such an example within the Village precinct the merits of which are extensively discussed in (6) below.

4) Heritage Conservation

Our client's site is located within the Pymont Heritage Conservation Area (C52) (PHCA) (**Figure 3**). The PHCA is identified as significant at a local level. The European Heritage report prepared by GML Heritage (July 2020) includes a statement regarding the cultural significance of the PHCA from the State Heritage Inventory form as follows (p31):

"The area dates from one of the key periods of layers for the development of Pymont as a direct result of subdivision of the Harris and Macarthur Estates. It is a good example of a mid to late Victorian working-class community consisting of both residential and commercial buildings which are largely intact and make a positive contribution to the streetscape."

Figure 3: Pymont Heritage Conservation Area



Source: GML Heritage, Pymont Peninsula Place Strategy – Final Report (July 2020) [European Heritage Study]; Macroplan (2020)

Heritage is a consideration within this precinct but should not be a reason for prohibiting or precluding redevelopment from occurring. Site and locality considerations need to be considered in the context of renewal that is to occur. The redevelopment of the site should not offend the heritage character of the locality. It is not a heritage building, and further the site has been identified as a neutral site in terms of its heritage contribution.

On the other side of the road there is likely to be significant development. Our site is not listed as a heritage site and the current building does not contribute to the heritage character or significance of the area. With a redevelopment proposal we could enhance the character of the area. The building does not have the same heritage characteristics as the buildings on the other side of the road (137 Pymont Street), rather it is an interface point of the characteristics that they exhibit.

Opportunity to do a development that is more reminiscent of development on the other side of the road (104 Pymont Street). Development that is respectful of and enhances the heritage attributes of the area. A building that mirrors the buildings opposite the site which are at least 9 stories could contribute to a sense of arrival into this part of the village precinct.

Redevelopment of the site offers significant opportunities to make contributions to the street scape envisaged for Harris Street, road traffic prioritization has dominated the scale and pedestrian amenity of the intersection, however, this provides an opportunity to increase the height of the built form due to the size of the road intersection and integrated with development on the opposite side of the road (104 Pymont Street).

A sub precinct plan should undertake a finer grain analysis and identify our site for redevelopment. It is a site that can contribute to heritage through its redevelopment. A sub precinct plan should articulate this conversation (see also conversations in relation to (7) Village precinct Plans below and **(Figure 4)**).

Macroplan have attached an expert Heritage report at the Appendix, which has been specifically prepared for this submission. We note that there is a clear observation that “it is both reasonable and possible to consider larger built forms within the context of lower scaled areas and that a larger form does not by definition adversely affect heritage values”.

5) Precincts of Pyrmont Peninsula

Peninsula is identified as a collection of many places in the Place Base Strategy. The analysis has identified that the Peninsula is made up of seven sub precincts being Pirrama, Darling Island, Tumbalong Park, Pyrmont Village, Ultimo, Wentworth Park, and Blackwattle Bay, with each having evolved overtime with their own character and identity's

The subject site is located within the village precinct at the corner of Pyrmont Bridge Road and Pyrmont Street (See **Figure 3**) .

The **Place-Based Strategy** outlines:

Pyrmont Village best exhibits the place, built form, landscape, landscaping, land use mix and movement networks. Defining the overall character of the Peninsula. It offers pedestrian and cycling transport networks, street trees corner pubs, low to medium rise terraces and heritage buildings lovingly restored as offices, bars and shops.

Pyrmont Village is a ridgetop neighbourhood and a place of local culture and connexion. It extends from John Street in the North to the Western Distributor in the South, Pyrmont Street in the East and follows the Western Distributor and the elevated topography in the West.

More recent developments have included townhouses, medium rise apartments and commercial buildings between Pyrmont bridge road and the western distributor. The layering of different buildings, styles and typology sit comfortably and contribute to the unique built heritage of the area. The sub precinct is a diverse attractive and interesting place to be. It boasts restaurants, cafes, bars, and pubs near where people live and work. Street trees make it a pleasant and attractive environment for pedestrians, residence, tourist visitors and workers.

Union Square is the heart of the Village serving multiple functions as a destination gateway to the East and West of the Peninsula. It is a meeting place and point of orientation across the landscape that can be difficult to navigate as a pedestrian.

The village has a regular street pattern which facilitates local movement and connectivity across Peninsula. It is interrupted by the Western Distributor, and the Allen Street off-ramp and Pyrmont Bridge Road.

Figure 4: Sub Precincts of Pyrmont Peninsula



Source: Draft Pyrmont Peninsula Place Strategy (July 2020)

A successful Pymont will come from a collection of successful parts and Precincts. It requires the distilling of opportunities in each precinct, identifying key sites and opportunities and in turn bringing these together to present and create a new direction. A successful village precinct needs to not only protect the past but encourage the veins of trade to run through them and embrace the opportunities presented by the business world, a conversation continually reinforced in the broader Pymont plans and the Economic Development strategy .

It is important to identify catalyst sites at the precinct level, sites with attributes can value add to precincts and should be acknowledged as touch points for the sub precinct planning conversation. There will be opportunity sites at a precinct by precinct level which need to be acknowledged as potentially catalysts. The subject site on corner of Pymont Bridge Road and Pymont Street is such a site which will be near a future Metro Station. It provides an opportunity for urban innovation, and a new economic and employment offering, needing to be complemented by a process which is forward thinking giving capacity to move Pymont in the economic direction contemplated in the broader strategic planning conversation.

History by its very nature is cyclical and the situation occurring at Pymont is not dissimilar to many urban areas which continue to reinvent themselves and contribute to constructive change going forward. This key site within the village precinct deserves and needs to be acknowledged, not only for the role it can play within the precinct itself but also how such success in this precinct would also make a genuine contribution to the mix uses aspirations envisaged in the high level Pymont vision. The new Pymont Metro Rail Station identified in planning documents should be complemented by opportunities which should be created and enabled for the site.

This is a large site located within the Village, a precinct comprising many small fragmented lots, its value as a large lot should be acknowledged alongside its strategic location on Pymont Bridge Road an important access spine connecting the CBD of Sydney to significant development opportunities planned for Black Wattle Bay .The site is unique in that it presents opportunities from an employment, economic development and heritage perspective. This is an “Opportunity Site” for the village, redevelopment opportunities should be encouraged and acknowledged in the precinct plan. It has attributes which make it a fertile breeding ground to support entrepreneurs, new business and greater employment.

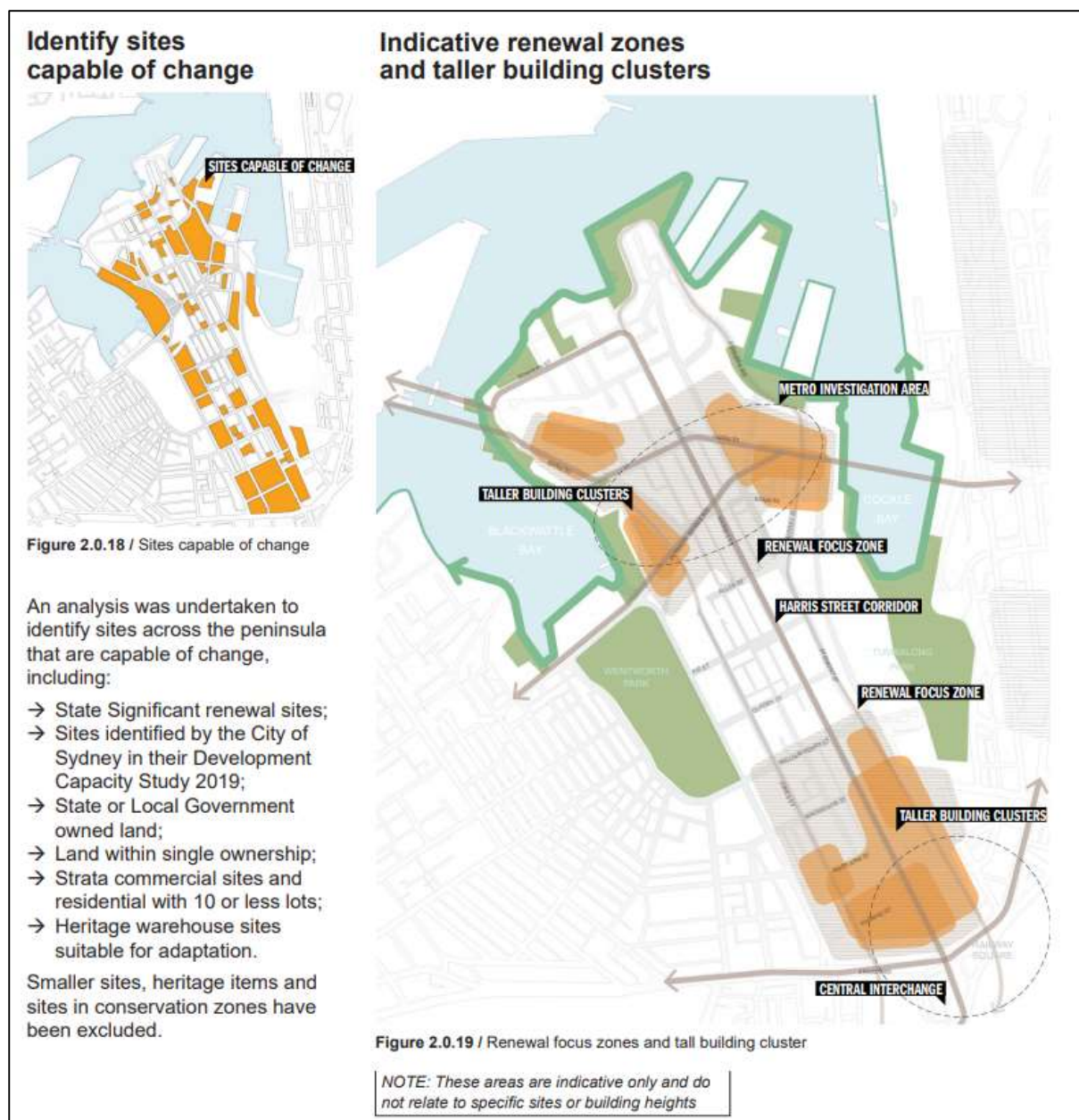
There is also a need for the draft Place Strategy to acknowledge a more fluid and transitioning of significant renewal sites already identified in adjoining precincts and how uses can be made to complement and support each other between precincts. For example, Darling Island sub precinct has been identified as a place for entertainment, tourism and innovation and land directly opposite within the Pymont Village sub precinct, a place of history innovation and culture (refer to p.48 and 72 of Place Strategy).

6) Sites Identified for Renewal and Change

The plan identifying “sites capable of change” (**Figure 5**) but has failed to acknowledge the fact that this large 1,500 m² the site comprises a building which although located in a heritage conservation area has not been acknowledged as a Heritage item. The site should be considered for its contributing redevelopment potential, it satisfies analysis criteria undertaken to identify suitable renewal sites across the peninsula namely:

- Land within a single ownership
- Strata Commercial sites and Residential 10 or less lots

Figure 5: Sites Capable of Change



Source: Hassell, Pyrmont Peninsula Place Strategy Vol.2 Strategic Framework Part B (July 2020) [Urban Design Strategic Framework]

Macroplan is of the opinion that our client's site is capable of change particularly in the context of the significant transformation proposed to occur on adjoining lands and the existing surrounding built form, however, it appears that the Place Strategy has not considered the site of having 'development potential' on the basis that the site is located in a heritage conservation area. This is dated thinking and does not align Firstly with the objective of promoting Employment and a new Economy, and secondly implies a presumption that there is conflict between Heritage and economic generating opportunities. This matter is identified in the Urban Design Strategic Framework report however, justification for excluding heritage conservation area in **(Figure 5)** from renewal opportunities is flawed.

Macroplan requests that the Place Strategy along the lines of contemporary planning approaches accepted in Heritage areas around the world acknowledges that there will be opportunities to redevelop specific sites within heritage conservation areas and that these sites will be considered and identified as part of the sub precinct master planning .This is a locality ripe for resurrection, new development, and economic opportunities, and presents opportunities to enhance the heritage but also contribute to the streetscape and character. It should be acknowledged as a site which has the potential to contribute to the materialization of a successful and vibrant precinct. A micro business/mix use hub within the precinct which is enabled to create a combination of interesting and creative parts alongside heritage, and a catalyst entry point into parts of the Village. A recipe of new opportunities entirely consistent with the broad objectives of the Pyrmont structure planning objectives around transformation and investment. Noting Pyrmont Village Place Priority 10 which discusses rejuvenation of Harris Street by creating new centres of activity as major sites are developed.

7) Connectivity

The draft Plan misses the opportunity to identify a key site and the role it can play for a signature development along a key pedestrian connection across the Peninsula, east and west and the future metro station.

Pyrmont Bridge Road is a key east-west connection corridor linking the redevelopment of the Sydney Fish Markets, Blackwattle Bay and Darling Harbour and the CBD. The site can play a significant new office/employment role and become an acknowledged Hub and identity Point.

Currently dominated by vehicle traffic, new pedestrian, and cycle pathway connections and streetscaping, can be presented by new developments on this significant pedestrian access corridor

8) Planning Implementation Framework

The draft Place Strategy identifies three planning approach to implement the transformation of the Pymont Peninsula as follows:

- **Consideration 1:** Set a state significant planning framework for key sites identified in the Place Strategy.
 - **Consideration 2:** Set a consistent planning regime for the Pymont Peninsula that responds to the appropriate planning authority and reduces complexity.
 - **Consideration 3:** Explore the review of State planning instruments where layering of development controls is unnecessarily complex and can be better managed by the City of Sydney
- **Refer to page 84 of the Place Strategy.**

Our detailed review of the planning implementation framework suggests “**Consideration 2**” is our preferred approach. This implementation can specifically allow for the inclusion of catalyst sites. It is particularly important that the plan acknowledges this contributing opportunity and roll this site on Pymont Bridge Road and Pymont Street can provide by making a specific reference and narrative, not just leave the site in a “Limbo” which would undermine the future contribution potential by a “business as usual planning approach”. A narrative of strategic intent and the functional opportunities presented by the site needs to be acknowledged in the plan. This is needed for the full potential of the site which is entirely consistent with the high-level goals to be achieved. This is an important aspect of a new Governance approach and is critical in ensuring valuable sites do not get lost because of a lack of critical and necessary strategic commentary, exposing the site to the whims of a standard zone and assessment process.

The Governance framework for new planning is acknowledged in the plan however critical and important sites need to be identified where they can play significant and contributing roles to the changes sought for the peninsula, this should be acknowledged in a precinct by precinct narrative.

Spaces and places inherited from our past provide the platforms for innovation and initiatives for the present and the future. Providing jobs and economic development are an opportunity presented on this large site strategically located on Pymont Bridge Road within the Village Precinct. The subject sites location and the opportunities it presents should be specifically acknowledged as a catalyst opportunity for constructive change at this locality in the Village Precinct.

Should you wish to discuss the matters identified in our submission further, please do not hesitate to contact Daniela Vujic, Senior Strategic Planning Manager, on **0427 664 128** or myself on **0407 969 442**.

Yours sincerely,

Gary White
Chief Strategic Planner

Pymont Development Site - Images

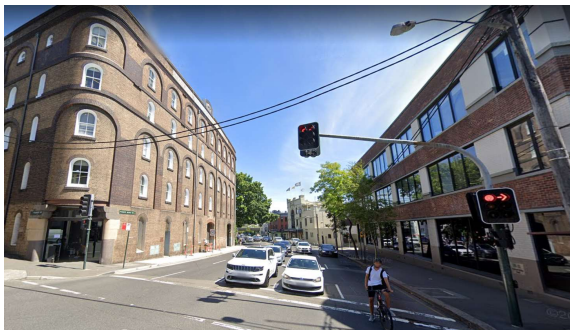
Figure 6: Three Storey Building Currently Occupying the Site (26-32 Pymont Bridge Road)



Source: Google Maps (2020)

Figure 7: Site Surrounds

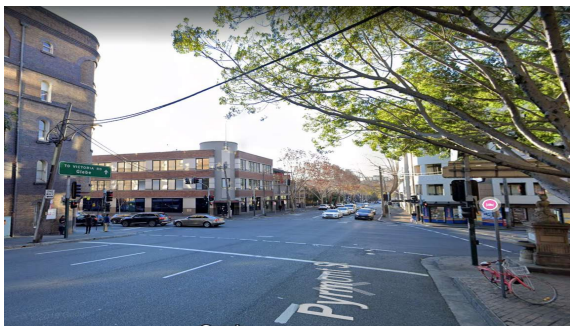
Pymont Bridge Road (South-West Direction)



Pymont Street (East Direction)



Pymont Street (North Direction)



Pymont Street (West Direction)



Source: Google Maps (2020)

Appendix A:

Heritage Submission

11 September 20

26-32 Pyrmont Bridge Road Pyrmont

Heritage Submission

Paul Davies Pty Ltd has been commissioned to provide a brief analysis of the above site within the context of the immediate area including the Pyrmont Village Heritage Conservation Area (HCA) as part of a submission from the owner to the Department of Planning, Industry and Environment.

The site on the corner of Pyrmont Street and Pyrmont Bridge Road is a mid to late twentieth century commercial building of 3 levels that occupies three street frontages. The principal street frontage is to Pyrmont Bridge Road where the building has some visibility when travelling from the south-west along the irregular alignment of that road. The building also fronts Pyrmont Street and is in two forms with a more recent addition to the north adjoining a row of terraces. The third street frontage is Paternoster Row to the west that is in effect the back of the building and provides vehicle access and servicing. Paternoster Row is a narrower street that contains a variety of built forms.

The site is within an HCA - Pyrmont Village - that is focussed on Harris Street and Union Street and the local retail and commercial buildings that are set around that public space. This area has a generally low scale of 2-3 storeys that extends along the north-south streets where terrace forms remain. The precinct has a reasonable level of integrity in relation to low scale early development that is seen in Harris Street, Union Street and the section of Pyrmont Street north of the subject site.

Pyrmont Bridge Road is a major cross-road where the patterns of the HCA to the north of the road are fragmented with only a remnant row of terrace houses in Harris Street extending the core character of the area further south.

The extension of the precinct to the south of Pyrmont Bridge Road along Pyrmont Street is of a very different character with a large warehouse building on the south-western corner (5 - 6 storeys) and the fire station further to the south across Gipps Street of 3 - 4 storeys. Both the warehouse building and the fire station occupy whole blocks and have four street frontages. While both buildings are clearly of high heritage value, they do not form part of the character of the HCA related to its 'village' form.

26 - 32 Pyrmont Bridge Road, while of a moderately low scale is one of the very few buildings within the HCA that is not of heritage value in relation to the village qualities of the area and which is capable of some form of redevelopment as a whole site. It is also sufficiently large (over 1,500m²) to allow a development form that is capable of responding to the area.

The building fronting the corner has been extended to the north by a recent infill structure of 3 - 4 levels that is an effective transition to the adjoining terraces to the north.

Within Pyrmont Bridge Road the building and site has a low scale in relation to developments to the south and east. Pyrmont Bridge Road introduces a very different character, form and scale to that seen in most of the HCA with a clear focus on the east west street from that provides a different scale and experience to the north south streets that contain mostly terrace housing.

Opposite the site, to the south, is the 4 - 5 storey traditional warehouse form, to the east are buildings ranging from 5 - 9 storeys that form the visual setting of the street and south along Harris Street (opposite and beyond the boundary of the HCA) are dense residential buildings of 8 and 9 stories. Not all sites have been redeveloped and some low-scale sites remain however, it is hard to imagine they will remain undeveloped into the future unless they are heritage listed.

There are then two distinct parts of the character of the precinct.

The main character is the village with smaller and older buildings running along the north south axis of the streets and within Union Square.

The secondary character is along the alignment of Pyrmont Bridge Road where the scale of development traditionally and more recently is larger, built close to the street alignment and frames the former main road into the city through the suburb. This character is substantially different to the village character.

We have been asked to consider from a heritage understanding what form of future development could be considered for the site at 26-32 Pyrmont Bridge Road.

The principles that should be considered in relation to possible future development of a site such as 26 - 32 Pyrmont Bridge Road are:


- i The site is capable of new development that occupies the lot, that is there are no heritage constraints arising from the existing building.
- ii The building frontage is principally to Pyrmont Bridge Road and the corner of Pyrmont Street.
- iii The Pyrmont Street and Paternoster Row frontages are not unimportant but the building is seen largely from Pyrmont Bridge Road noting that the varied alignment of the street allows three dimensional views of the site and building.
- iv The current building while not large is of a very different scale and form to the development otherwise found within the HCA.
- v Within the overall concept of development that transitions to adjoining development the site is clearly capable of a larger built form than is found generally in the HCA. That form is contextually related to the buildings opposite within the HCA (4 - 5 actual stories but a modern height reference of 6 - 7 stories) and the buildings to the east in Pyrmont Bridge Road which range up to 9 stories.
- vi The site can accommodate a different built form comfortably without adversely impacting the heritage values of the precinct.
- vii Any proposal for development should be based on a detailed and sound analysis of the site and context that sets out how a new built form can integrate into the locality and retain the heritage values of the precinct.

The analysis of the area undertaken to inform this has looked at the urban and heritage form of the precinct and the areas adjoining it to understand how the precinct was mapped and defined.

It appears clear that the building at 26 - 32 is included in the precinct because of the warehouse and fire station to the south of Pymont Bridge Road that are looped into the southern edge of the precinct even though they do not share the precinct village character. This contrasts to the other edges of the precinct where larger sites that do not form part of the village character are specifically excised from the HCA listing.

We also observe that it is both reasonable and possible to consider larger built forms within the context of lower scaled areas and that a larger form does not by definition adversely affect heritage values. This partly arises as the site is not what is traditionally understood as an infill site where the characteristics of adjoining buildings and sites determine the scale and form of the 'infill' development. As a corner site, in a view line on the bend in Pymont Bridge Road and with the context of the buildings opposite, the site is important in defining the rise in the road and the entry to the area to the north.

It is our assessment that if this site were proposed for development that it is capable of a form that is outside the proposed controls due to its size and specific location but that any such consideration would need to be informed by a detailed site and location analysis and would require a building of design excellence as the location is visually important not particularly to the heritage precinct but within Pymont more broadly. We would suggest that the site be considered for development with an envelope of up to 9 stories as that is consistent with nearby development and the character of Pymont Bridge Road. Any consideration of future development would be site based and would require a detailed site and area analysis to inform how to integrate a building into the location.


Paul Davies
Director



Appendix B:

Future Development Potential

Pymont Peninsula Precinct

Future development potential for 26-32 Pymont Bridge Road, Pymont

Prepared by **macroplan**
For **Vision Land**

June 2020

Important Notice

© MacroPlan Holdings Pty Ltd All Rights Reserved. No part of this document may be reproduced, transmitted, stored in a retrieval system, or translated into any language in any form by any means without the written permission of MacroPlan Holdings Pty Ltd. All Rights Reserved. All methods, processes, commercial proposals and other contents described in this document are the confidential intellectual property of MacroPlan Holdings Pty Ltd and may not be used or disclosed to any party without the written permission of MacroPlan Holdings Pty Ltd.

macroplan staff responsible for this report

Gary White, Chief Strategic Planner
Daniela Vujic, Senior Strategic Planning Manager

Version	Author(s)	Date	Review
Draft	DV, GW	06-06-2020	GW
Final Draft	DV	18-06-2020	DV
Final	DV	19-06-2020	DV

Contact

Level 10
580 George Street
Sydney NSW 2000
(02) 9221 5211
info@macroplan.com.au

Executive Summary

- Macroplan was commissioned by Vision Land to consider the future development potential and use of 26-32 Pyrmont Bridge Road, Pyrmont (the subject site) in the context of the Place Strategy being prepared for the Pyrmont Peninsula Precinct by the Department of Planning, Industry and Environment (DPIE).
- DPIE want to transform Pyrmont into the next jobs hub and economic driver of Sydney - an emerging Innovation Corridor that is part of a strong and competitive Harbour CBD.
- However, there is unlikely to be a single solution or approach to transforming Pyrmont into the next jobs hub and economic driver of Sydney. Rather, this change will need to come from a string of inter-connected activated spaces that will lead to the progressive delivery of jobs and amenity, which will drive long term growth in Pyrmont and connect people and places.
- Identifying 'catalyst sites' which allow for this change to occur will be critical for Pyrmont's transformation and achieving its longer term purpose and function within the Harbour CBD.
- There are a number of candidate sites for "catalyst developments" which could become a precursor for change and the basis for new development opportunities. These are sites which can make major contributions to the objectives and the employment economic development being sought for this part of the Harbour CBD. In addition, these catalyst sites can become the firing pins for the encouragement of the change and enhancement not only on specific sites but also adjacent areas and Pyrmont as a whole.
- Macroplan is of the opinion that the subject site is a standout candidate "catalyst site" which deserves to be acknowledged in the overarching planning framework currently being considered by DPIE due to its location and development ability. The site is at a key location in the context of the entire Pyrmont Peninsula precinct – at the centre of the "movement and place" sub precinct – and is worthy of uplift opportunities.
- The site will link the new activities and community of Blackwattle Bay and the new Sydney Fish Market with the regionally significant entertainment and tourism precinct around Darling Harbour and across to the bustling Sydney CBD.
- New economy jobs thrive on mixed uses, diversity and amenity and the subject site has the potential to deliver this through a landmark innovative development.
- The site is a large and relatively unconstrained piece of land (approximately 1500m² and three street frontages) with the potential to create an innovative and flexible development outcome with capacity to adjust to changing needs. It can be used to set a benchmark for the creation of future employment opportunities at Pyrmont. High-tech and innovation companies could locate within this site, which has the potential to deliver a well-designed ecosystem which fosters the emergence of start-up and innovation.
- Importantly, this well-located site could be used to create a development which not only has success in its own right, but one which can complement and support other sites in the adjacent, immediate, surrounding and broader precinct area. The intent would be to create a catalyst for the revitalisation of the surrounding area and create opportunities for new employment to locate in adjacent heritage buildings and the heritage areas.
- However, new development needs to have the capacity to be responsive and as such planning provisions will need to enable changes to occur – a mixing of old and new; connectivity between street life and commercial life of the building; and places which inspire people to be a part of. "Avant-Garde" (innovation) needs a response around functional design, enabled by innovative planning.
- The new planning framework for Pyrmont must be open to innovative solutions and ideas. It must facilitate the testing of ideas and uses within buildings and the sub-precincts. Flexible and adaptive planning and policy making is needed to enable the technological and market changes. An innovative place requires an innovative planning approach.

1. Background and Context: A Complex Planning Challenge

1.1 Outcome of GSC's Review

In August 2019, the GSC was requested to review the planning framework for the Western Harbour Precinct including the Pyrmont Peninsula. The GSC released a report in September 2019 and made three recommendations in their report as follows:

- 1) Align planning in the area with the Greater Sydney Region Plan and Eastern City District Plan to help achieve the wider objectives for the area
- 2) Develop a Place Strategy (economic strategy, master plan, planning framework and governance)
- 3) Implement the Place Strategy within 9-12 months

The Department of Planning, Industry and Environment (DPIE) have accepted all three recommendations made by the Commission and are in the process of preparing the Place Strategy. The strategy aims to transform Pyrmont into the next jobs hub and economic driver of Sydney.

"The NSW Government's strategic vision for the Western Harbour Precinct and Pyrmont Peninsula is articulated as an emerging Innovation Corridor that is part of a strong and competitive Harbour CBD in the Eastern Economic Corridor in the Greater Sydney Region Plan - A Metropolis of Three Cities."

GSC, *Western Harbour Precinct including the Pyrmont Peninsula Planning Framework Review Report* (September 2019), p2

Figure 1.1: Pyrmont Peninsula Boundary Map



Source: Department of Planning, Industry and Environment website (2020)

1.2 Place Strategy for Pyrmont Peninsula

The Place Strategy will encompass:

- A simplified planning framework that co-ordinates the delivery of the Western Harbour Precinct and Pyrmont Peninsula Place Strategy.
- The development of a place-based master plan that addresses the planning priorities and actions of the Eastern City District Plan, including:
 - Identification and characterisation of the sub-precincts, including: Ultimo, Darling Harbour, Blackwattle Bay/Wentworth Park and Pyrmont and Harris Street Village
 - Development of principles to respond to the individual character and potential of the sub-precincts.
- The development of an economic strategy and industry attraction program that recognises the potential of the Western Harbour Precinct and Pyrmont Peninsula in growing a stronger and more competitive Harbour CBD.
- The establishment of collaborative and inclusive governance arrangements that include State Government, industry, council and community representation. These arrangements should focus on master planning and land use controls in the short term and on the transition to ongoing collaborative curation-of-place in the medium to long term.

The Place Strategy will be developed and shaped based on 10 initial directions.

Figure 1.2: 10 initial directions

1	Development that complements or enhances the area New or upgraded buildings fit with the Peninsula's evolving character
2	Jobs and industries of the future Investment and innovation to boost jobs, creativity, tourism and night life
3	Centres for residents, workers and visitors New, lively and attractive centres for everyone to enjoy
4	A unified planning framework Clearer rules delivering greater certainty and investment
5	A tapestry of greener public spaces and experiences Better spaces, streets and parks; a rich canopy of trees; and access to the foreshore
6	Creativity, culture and heritage Celebrating Pyrmont Peninsula's culture, heritage and connections to Country
7	Making it easier to move around Safer, greener streets integrating with new public transport
8	Building now for a sustainable future An adaptive, sustainable and resilient built environment
9	Great homes that can suit the needs of more people A diversity of housing types, tenure and price points
10	A collaborative voice A cohesive, agreed approach to bring about the best outcomes for Pyrmont Peninsula

Source: Department of Planning, Industry and Environment website (2020)

1.3 Current Planning Challenge

There are mixed views and counter opinions generated by multiple stakeholder interests, some of which directly conflict with each other, regarding the future of the Pyrmont Peninsula Precinct. The main sectors which have expressed views are government, industry, councils, members of parliament and a broad cross section of the community.

Some of the feedback from the consultation process highlights a particular interest in maintaining village character, heritage, perceived liveability, attractiveness and history of the locality. Strong views have been expressed through the consultation process which in part appear to be at odds with the primary goal of stimulating economic development employment and change for Pyrmont to be a new active part of the Harbour Central Business District (CBD).

An assumption which takes account of this complexity of opinions and views, is that much of the current built form and fabric would not be expected to change. Considering the conversations which have taken place in relation to Pyrmont over the last two years, from a planning perspective, it would be reasonable to conclude the basic physical fabric of the precinct may not substantially be changed.

As such, change will come about through the introduction and encouragement of different functional roles and elements rather than massive physical alteration, for example enabling the use of the heritage building stock for a variety of employment / job generating schemes. However, the maintenance of this existing fabric as part of functional change can be complemented, by the existence and fact, that within this fabric there are a number of sites which are developable and can be the basis for new development opportunities in the Precinct.

There are a number of sites which will not offend some of the concerns around heritage and character and in fact could make a contribution to attractiveness and vitality at key locations. Depending on the locality these “catalyst sites” can take on a role specially tailored to a particular sub precinct.

There is unlikely to be a single solution or approach to transforming Pyrmont into the next jobs hub and economic driver of Sydney. Rather, this change will need to come from a string of inter-connected activated spaces that will lead to the progressive delivery of jobs and amenity, which will drive long term growth in Pyrmont and connect people and places.

Progressive redevelopment across different precincts has the potential to encourage new pathways, links and amenity between each precinct, meaning the spaces between precincts will become activated over time. Identifying ‘catalyst sites’ which allow for this change to occur will be critical for Pyrmont’s transformation and achieving its longer term purpose and function within the Harbour CBD.

2. The Site and Locational Context

2.1 Site Context, Characteristics and Locality

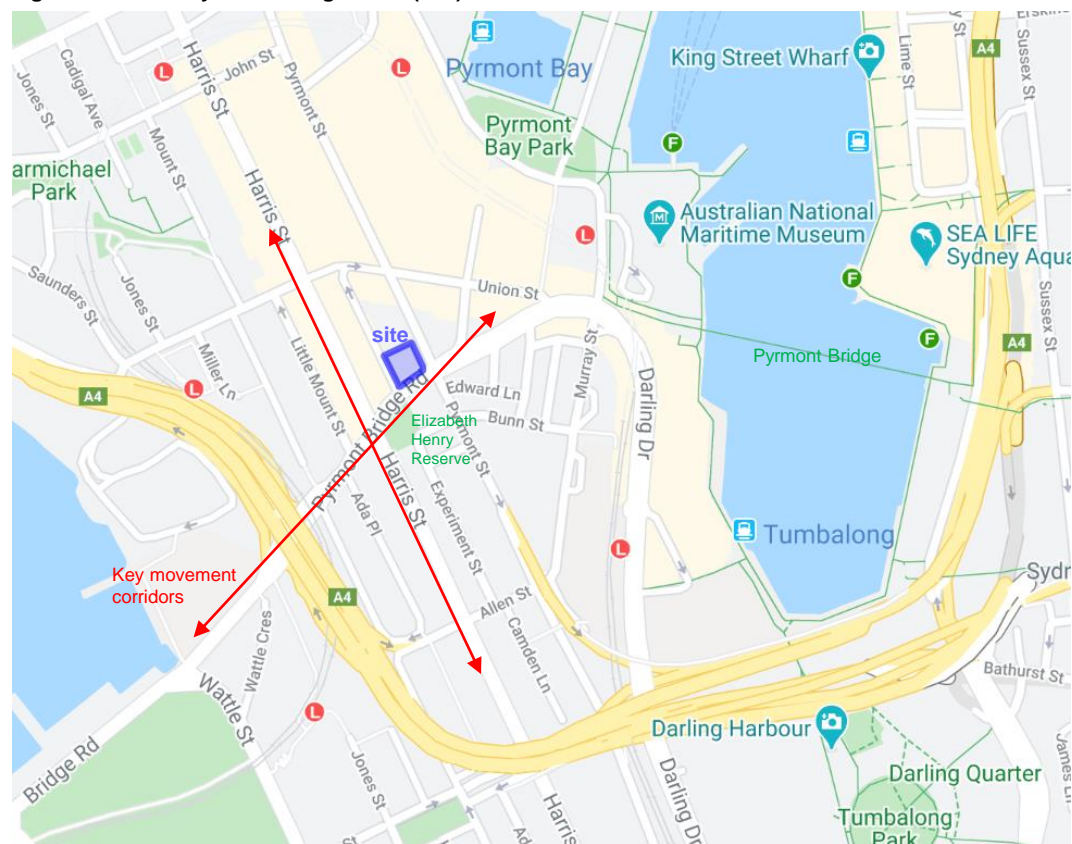
The subject site is located at 26-32 Pyrmont Bridge (Lot 10 DP1028280) and has street frontages to Pyrmont St and Paternoster Row. The site area is approximately 1,500m² and is located within the City of Sydney Council local government area (LGA).

Pyrmont Bridge Road and Harris Street are the key movement corridors within the Pyrmont Precinct. Pyrmont Bridge Road is the main east-west corridor through the Precinct and is the main exit road from ANZAC bridge into Pyrmont. The Road connects Pyrmont with the Sydney CBD to its east and Blackwattle Bay and Glebe to its west. The road facilitates vehicle, bicycle and pedestrian traffic and connects to the heritage listed Pyrmont Bridge which provides a direction pedestrian and cycling connection to the city with the site being approximately 600m from the western edge of the Sydney CBD. Harris Street provides the main north-south corridor through the Precinct and is located one block to the west of the subject site. This is the centre point of movement and activity through Pyrmont.

Pyrmont is also well serviced by public transport including light-rail and buses. A metro station including a location for the station has not been confirmed as yet for Pyrmont as part of the Sydney Metro West Project. Elizabeth Healey Reserve is located diagonally opposite the site and currently provides limited amenity and open space for the locality.

The subject site is currently being used for commercial / office and business uses (e.g. media and marketing) and occupies a 3 storey building. Land uses and building heights in the immediate vicinity of the site vary from low-density terrace style housing and commercial buildings (2-3 storeys) to medium and higher density commercial and residential buildings (6-9 storeys). High-rise development exists in proximity to the site at locations to the site's east mainly along Murray Street and Pirrama Road.

Figure 2.1: 26-32 Pyrmont Bridge Road (site)



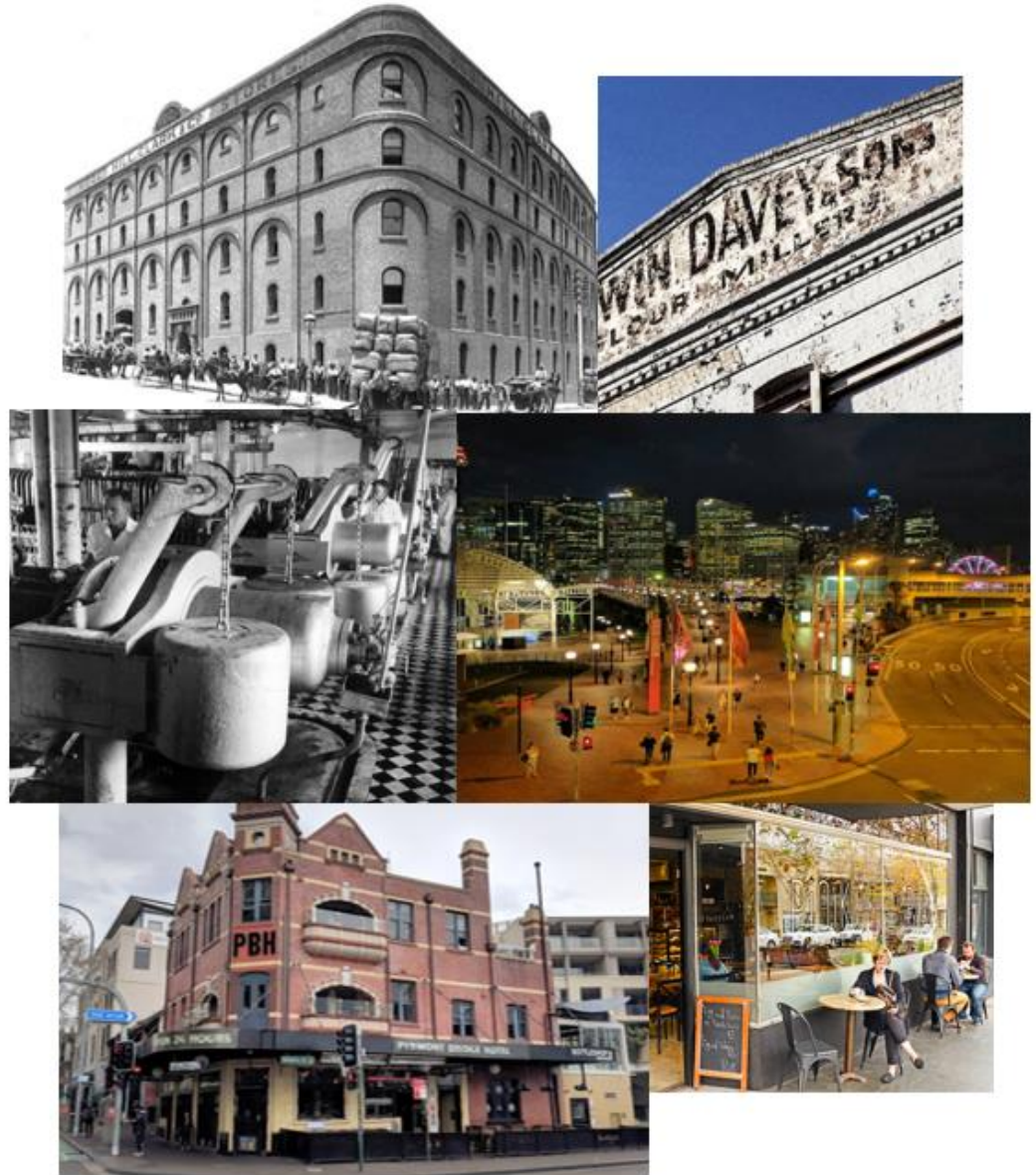
Source: Nearmap (2020)

2.2 Evolution of the Locality

In the early 1900s, the Pyrmont area was predominately an industrial precinct. Today the area is a mixed use precinct including residential, commercial, tourism, higher education and open space. There are remnants of the industrial buildings that have been transformed and adopted for today's business needs and start-up companies.

The eastern edge of the Pyrmont Precinct is home to regionally significant tourism and entertainment uses (e.g. International Convention Centre, Australian Maritime Museum and Star City Casino) and the Sydney Fish Market at Blackwattle Bay to its west (which is proposed for redevelopment). The southern end of the Precinct includes major educational institutions such as the University of Technology Sydney (UTS) and TAFE NSW in Ultimo.

Residential neighbourhoods are located throughout the Precinct, particularly within the northern part of Peninsula. Retail activity can be found in Pyrmont and Ultimo as well as the Harbourside Centre at Darling Harbour.



2.1 The Site and Current Planning Controls

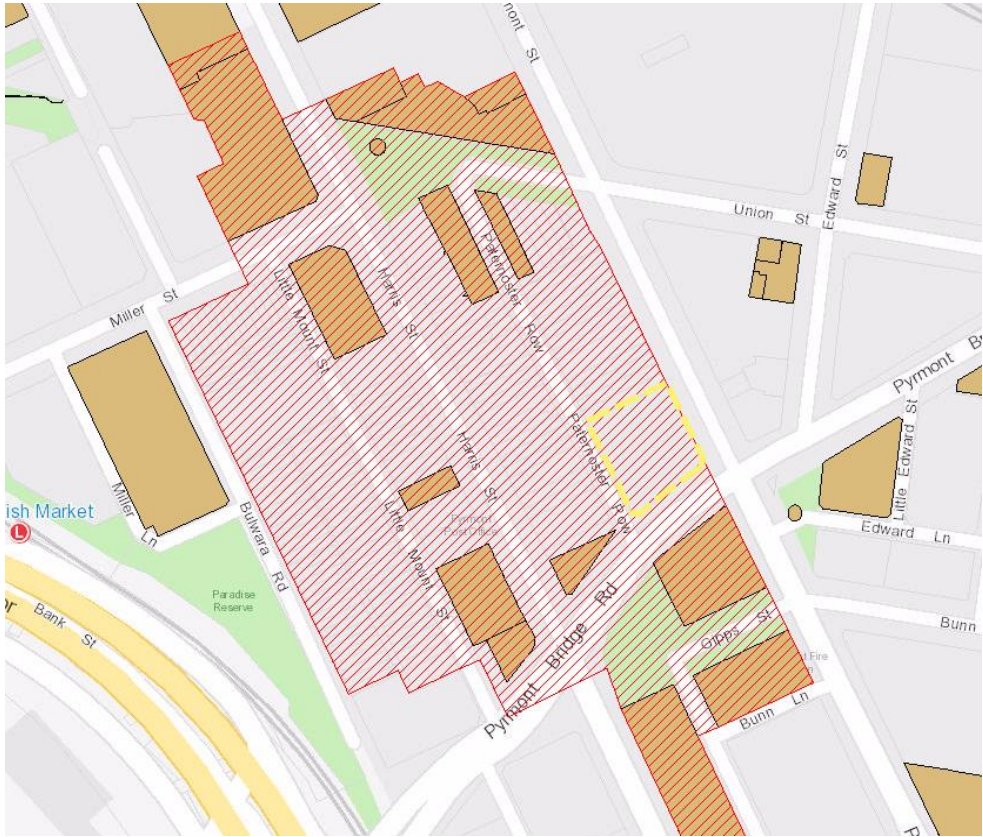
Planning Summary of 26-32 Pymont Bridge Road, Pymont	
Zoning	B4 Mixed Use
Floor Space Ratio	2:1
Height of Building	15m
Heritage	The site itself is not identified as heritage, however it is in a conservation area and has a number of heritage sites surrounding the subject site.
Minimum Lot Size	No minimum lot size

Figure 2.2: Three Storey Building Currently Occupying the Site



Source: Google maps (2020)

Figure 2.3: Heritage Conservation Map



Source: City of Sydney Council, Sydney Local Environmental Plan 2012

2.2 Infrastructure Investment and Urban Renewal

Significant investment and urban renewal is occurring within the Pyrmont Precinct and adjoining lands such as the Bays Precinct area. Government has been investigating opportunities to renew the Blackwattle Bay area for some time and is currently seeking feedback on three potential development scenarios for this area. The three precinct plan scenarios for Blackwattle Bay include:

- Scenario 1 – “Homes”: greater amount of floor space allocated to residential.
- Scenario 2 – “Balanced”: residential and commercial floor space are similar.
- Scenario 3 – “Jobs”: greater quantum of commercial floor space when compared to other land uses

In all scenarios, significant density is proposed along the eastern edge of Blackwattle Bay which forms part of the western edge of the Pyrmont Peninsula Precinct. Government has confirmed that Blackwattle Bay could accommodate up to approximately 250,000m² of Gross Floor Area which would support between 1000 to 1700 homes and 4000 to 7000 jobs. They also envisage the site could accommodate a range of building heights from low scale 3 to 45 storeys high.

In addition, a State Significant Development (SSD) Application for the construction of the new Sydney Fish Market at the head of Blackwattle Bay has been approved. This new mixed-use precinct will complement the established and evolving commercial, residential and entertainment industries that define Pyrmont and is located approximately 500m to the west of the subject site.

The Sydney Metro West corridor passes through Pyrmont however, government is still considering the option of a metro station at Pyrmont. A station location has been confirmed at Glebe Island (The Bays Station). A metro station in Pyrmont not only has the potential to benefit Pyrmont’s transformation but the Blackwattle Bay area.

Figure 2.4: Concept Drawing for Scenario 2 – “Balanced”

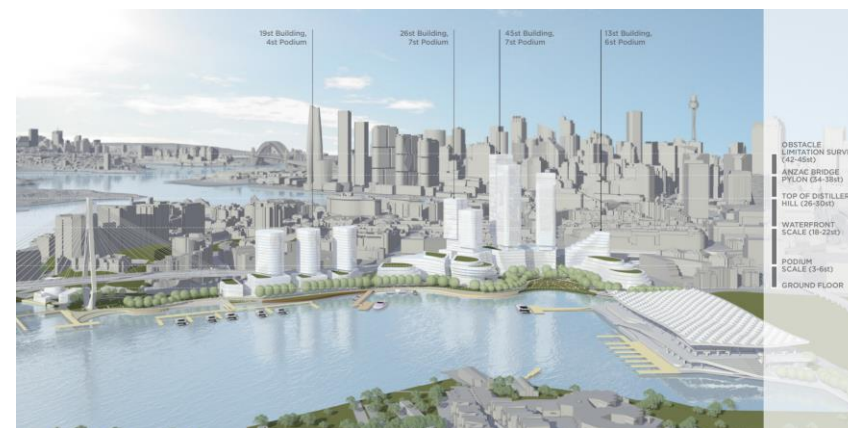
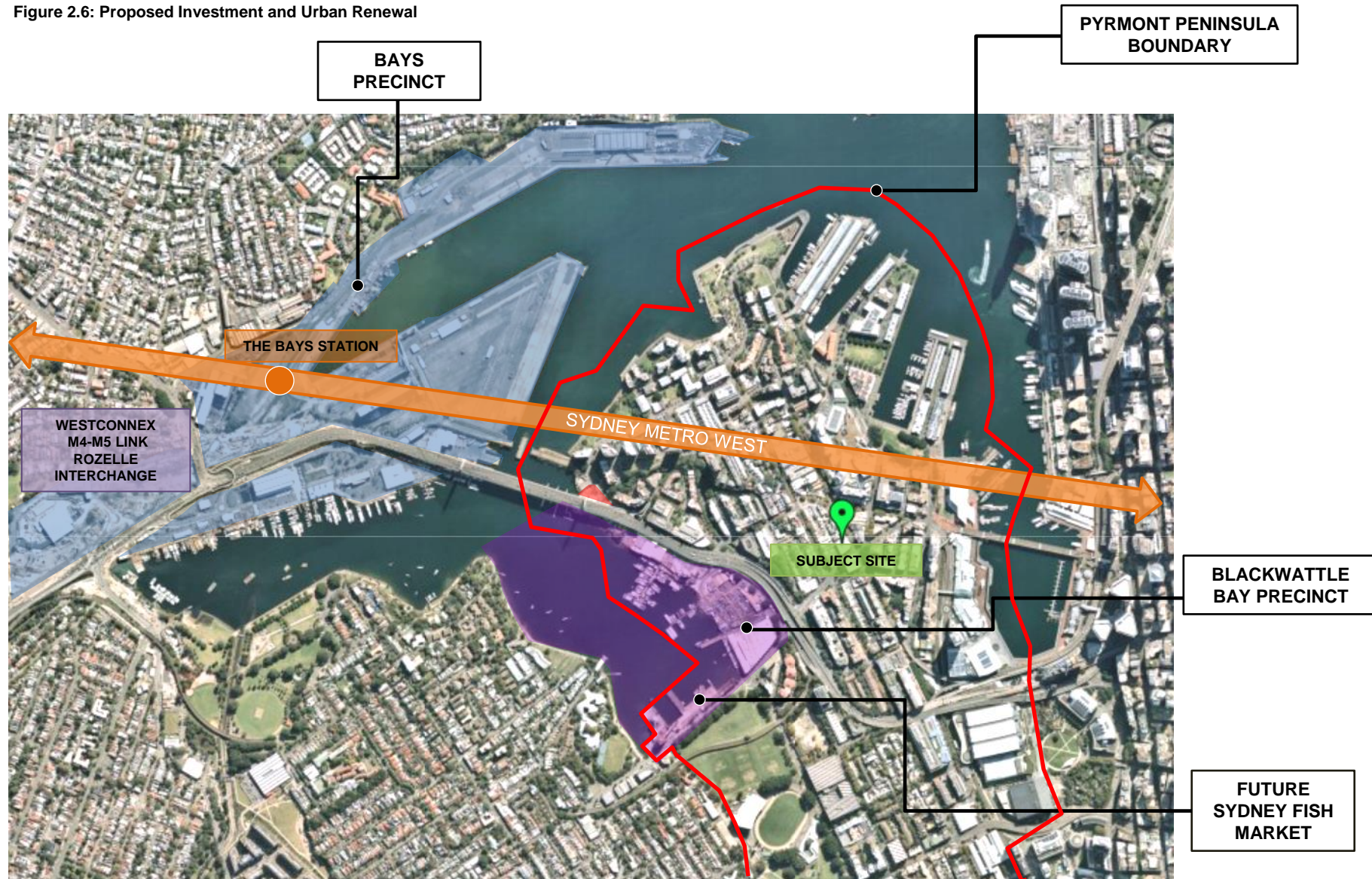


Figure 2.5: Proposed New Sydney Fish Market Development



Source: Infrastructure NSW, Revitalising Blackwattle Bay Boucher, May 2020

Figure 2.6: Proposed Investment and Urban Renewal



Various Sources: Infrastructure NSW, DPIE and Sydney Metro

2.3 SWOT Analysis

The following presents a SWOT analysis for the subject site to analyse Strengths, Weaknesses, Opportunities, and Threats (SWOT) relevant to the site and the Pyrmont locality.

<div>S</div> <div>Strengths</div> <ul style="list-style-type: none">• Site is located at the centre point of the north-south and east-west movement corridors through the Precinct.• It is approximately 500m from the new Sydney Fish Market and Blackwattle Bay area and 600m from the western edge of the Sydney CBD.• Proximity to transport and connectivity. Serviced by both light rail and buses.• Has three street frontages.	<div>W</div> <div>Weaknesses</div> <ul style="list-style-type: none">• Adjoins 2 storey terrace housings.• Located within a heritage conservation area.• Currently a “passing by” location rather than a place to stay with Pyrmont Bridge Road.
<div>O</div> <div>Opportunities</div> <ul style="list-style-type: none">• A landmark development providing high quality work space for innovative companies.• Benefits associated with the renewal and transformation of the Blackwattle Bay area including a new Sydney Fish Market precinct in close proximity to the site.• Improved public transport access should a metro station be included in the Pyrmont.• Potential for increased density and height without impacting on heritage fabric and locality.	<div>T</div> <div>Threats</div> <ul style="list-style-type: none">• Height and density restricted based on surrounding development.• Investment focused on the Blackwattle Bay renewal area.• Planning framework does not support innovative and flexible land use outcomes.

3. Demographic and Employment Profile

3.1 Demographic Snapshot of Pyrmont



Population

Pyrmont is flourishing in popularity as a place to live

- Over the last 10 years to 2018, the population grew from 19,304 to 24,645 residents.
- This reflects a 30% growth higher than that of Greater Sydney, with a compound annual growth of 2.5%.
- Between 2016 and 2018, Pyrmont has grown faster at 3.3% per annum compared to the last 10 years (2.5% growth).



Age Profile

Growth is evident across all age cohorts between the 2011-2016 intercensal period.

- Pyrmont residents are younger than residents of the Sydney LGA and Greater Sydney.
- The median age is 30 (compared to 32 for the LGA and 36 for Greater Sydney).
- 20-34 year olds are by far the dominant cohort representing 50% of the total population and is growing by 2% per annum.
- 65+ age cohort represents 7% of the total population, with an annual growth rate of 9%.



Income

Income has been consistently rising.

- Household income (weekly) has grown from \$1,672 in 2011 to \$1,939 in 2016.
- This reflects a \$267 or 16% growth in income over 5 years.
- Household income (weekly) in Pyrmont is \$13 more than Sydney LGA and \$189 more than Greater Sydney.



Family

There is a notable presence of couples without children in addition to lone person and group households

- Couples without children represent 59% of total households.
- Lone person and group households represent 30% and 19% respectively.



Tenure and Structure

Renting has fast become the dominant tenure among residents

- There are a total of 8,218 dwellings of which 5,239 are being rented in Pyrmont
- This reflects 64% of total dwellings in Pyrmont (34% more than Greater Sydney).
- 92% of dwellings are flats/apartments, with separate houses making up only 1% of dwellings.



Country of Birth

Pyrmont represents a diverse and multi-cultural mix of residents

- 1. **Australia** (36%, Greater Sydney - 66%)
- 2. **China** (21%, Greater Sydney - 5%)
- 3. **United Kingdom** (5%, Greater Sydney - 4%)
- 4. **South Korea** (5%, Greater Sydney - 1%)
- 5. **Thailand** (4%, Greater Sydney - 1%).

*Unless otherwise specified, all data reflects the 2016 ABS Census
Source: ABS Census (2011 & 2016), ABS Stat (2020)*

*For this assessment, macroplan looked at 'Pyrmont – Ultimo SA2' Statistical Area Level 2 (SA2) area.
SA2 is medium-sized general purpose area built up by the Australian Bureau of Statistics.*

Pymont has seen a 30% increase in white collar workers (between 2011-2016)*

**13%
increase in
total
population
over the next
5 years**

Population Projections

The population will increase from 24,816 people in 2021 to 28,151 people in 2026.
This reflects a compound annual growth rate of 2.6%.

Source: Transport Performance Analytics

**10,922
working
residents in
Pymont**

What industries do Pymont residents work in?

1. Accommodation and food – 17%
2. Professional, scientific and technical services - 16%
3. Financial and insurance services - 12%
4. Retail trade – 8%
5. Health care and social assistance – 7%

Pymont residents are mostly high income earners such professionals (33%), followed by managers (18%).

**35,339
people
work in
Pymont**

Which industries do workers in Pymont work in?

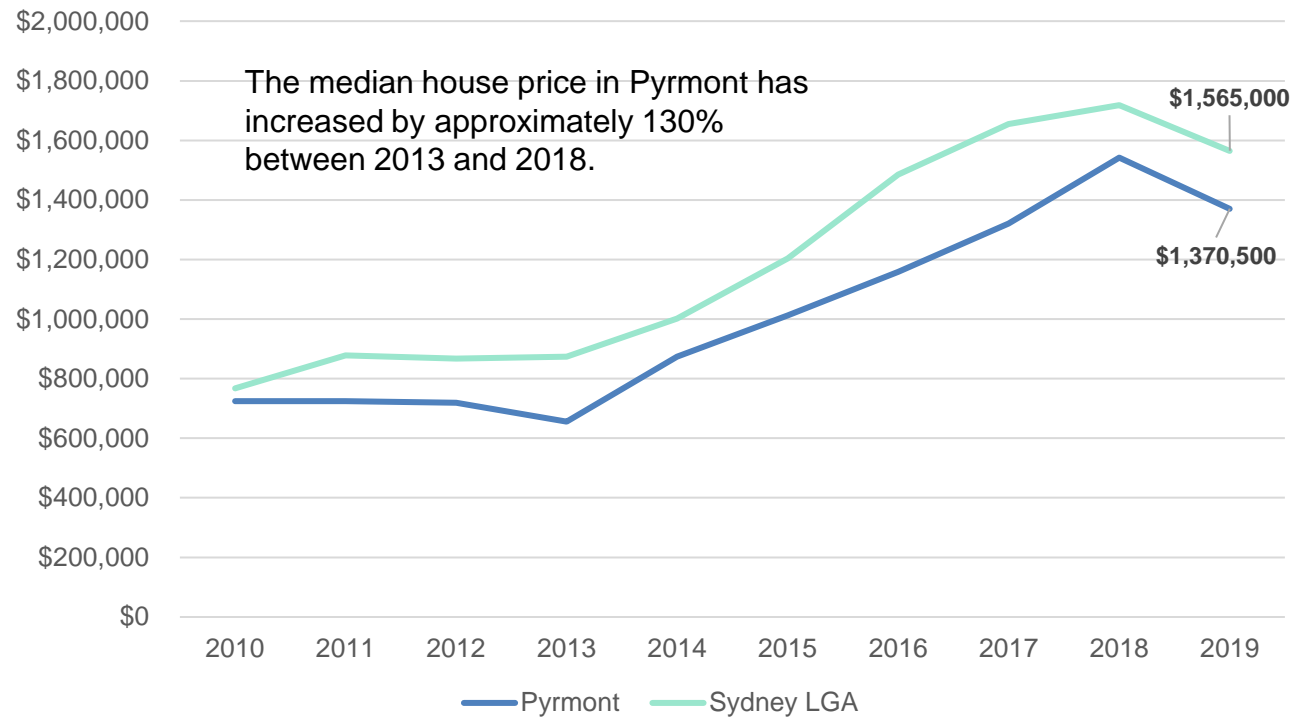
1. Information Media and Telecommunications – 20%
2. Professional, Scientific and Technical Services – 18%
3. Education and Training – 17%
4. Arts and Recreation Services – 11%
5. Accommodation and food services – 7%

Source: ABS Census (2016)

**30% of Pymont
residents also work
and live in
Pymont.**

* White collar workers refers to those workers employed within knowledge intensive and higher order industries such as professional, scientific and technical services.

3.2 Median House Prices, Pyrmont and Sydney LGA, December 2019



Source: CoreLogic RP Data (2020)

Vacancy Rate

2.8% (Dec 2019)
lower than previous year of
3.5%

Rental Yield (All Houses)

\$895 per week (Dec 2019)
11% lower than previous
year of \$1,006

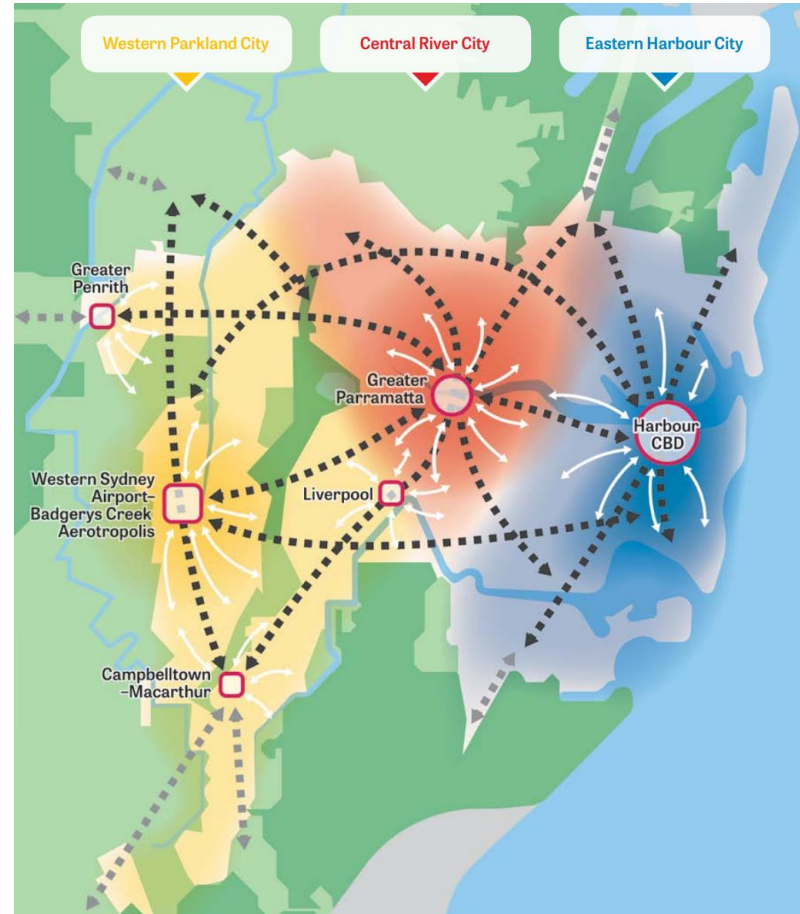
Source: SQM Research (2020)

4. Strategic Planning Context

4.1 A Metropolis of Three Cities: Greater Sydney Region Plan 2036

- The *Greater Sydney Regional Plan* (2018) sets the 40 year vision and planning priorities for a metropolis of three cities (i.e. Western Parkland City, Central River City and Eastern Harbour City). The subject site is located within the Eastern Harbour City.
- Broader priorities of the *Greater Sydney Regional Plan* are implemented through five District Plans. The subject site is located in the Eastern City District.
- The Plan identifies a centre hierarchy ranging from a metropolitan centres, to strategic centres to local centres. Where a centre sits in the hierarchy is based on its activity mix, scale and location.
- Metropolitan and strategic centres are identified as a focus for jobs growth and industry investment.
- Metropolitan centres are the economic focus of Greater Sydney, fundamental to growing its global competitiveness and where government actions and investment, including transport, will be focused. Pyrmont is located within the Metropolitan Centre of the Harbour CBD.
- Strategic centres enable access to a wide range of goods, services and jobs. Strategic centres are becoming increasingly important parts of the region's structure as both a place for employment but also to live.
- Local centres are a focal point of neighbourhoods. They provide essential access to day to-day goods and services and access to public transport. Infill development is encouraged on residential land around local centres.

Figure 4.1: Map of Greater Sydney's Three Cities



Source: Greater Sydney Commission, *A Metropolis of Three Cities: Greater Sydney Region Plan* (2018)

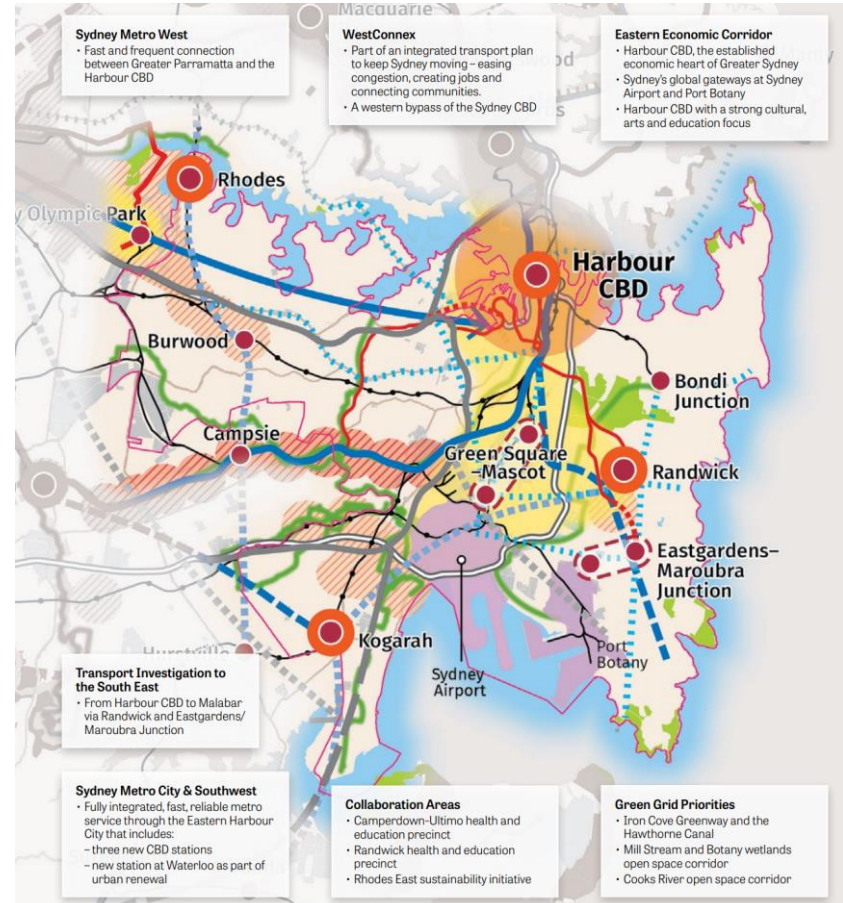
4.2 Eastern City District Plan 2036

- The *Eastern City District Plan* (2018) sets out the planning framework to support all levels of government to deliver jobs and social opportunities for the Eastern City.
- The Eastern City District will become more innovative and globally competitive, carving out a greater portion of knowledge intensive jobs from the Asia Pacific Region.

Vision for the Eastern City District

- Strengthening the international competitiveness of the Harbour CBD, supported by the Innovation Corridor, health and education precincts and the District's strategic centres
- Boosting innovation and creative industries alongside knowledge-intensive jobs growth
- Stimulating the night-time economy within a responsive regulatory environment
- Protecting international trade and freight routes
- Retaining industrial and urban services land
- Nurturing quality lifestyles through well-designed housing in neighbourhoods close to transport and other infrastructure
- Sustaining communities through vibrant public places, walking and cycling, and cultural, artistic and tourism assets
- Aligning growth with infrastructure, including transport, social and green infrastructure, and delivering sustainable, smart and adaptable solutions
- Being innovative in providing recreational and open space areas, and increasing urban tree canopy
- Transitioning to a low-carbon, high-efficiency District through precinct-scale initiatives
- Building effective responses to climate change and natural and urban hazards.

Figure 4.2: Map of Eastern City District

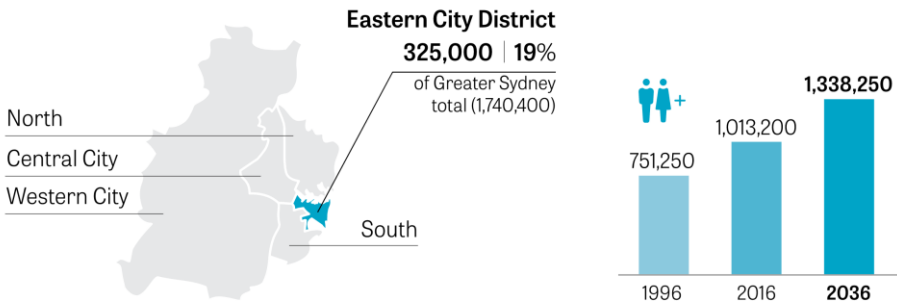


Source: Greater Sydney Commission, *Eastern City District Plan* (2018)

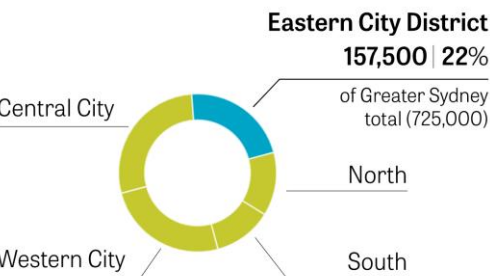
4.3 Eastern City District - snapshot

- Between 2016 and 2036, the Eastern City District is expected to grow by 325,000 to reach 1,338 250 people.
- An additional 157,500 homes and 904,500 jobs will be required in the District by 2036 to accommodate this growth.

Population growth (2016–36)



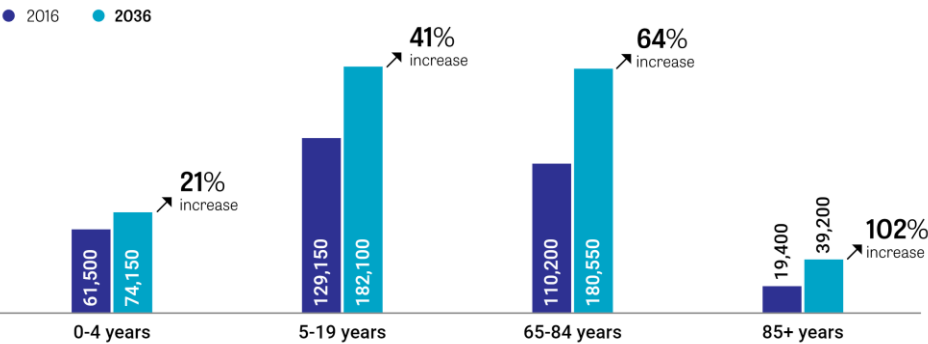
Housing growth (2016–36)



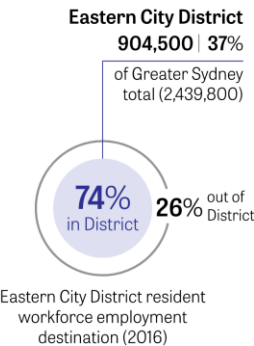
Housing type (2016)



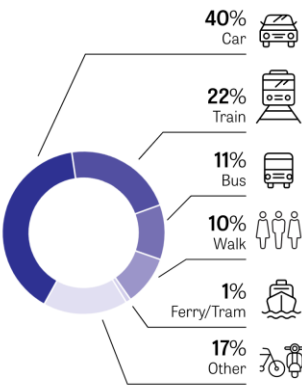
Population growth by age (2016–36)



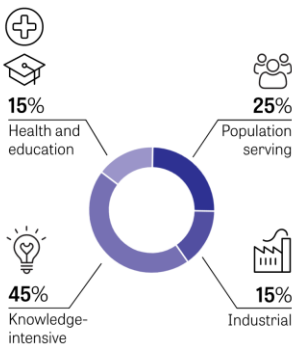
Jobs (2016)



Journey to work (2016)



Jobs by sector (2016)



Source: Greater Sydney Commission, Eastern City District Plan (2018)

4.4 Eastern City District – strategic narrative for Pyrmont area

Supporting creative enterprise and cultural expression

- The District's artistic and cultural experiences are supported by open space and recreational facilities. Creative industries – a core element of an innovative economy – have a growing role in the District's productivity, with creativity, entrepreneurship, technical ability and collaboration being essential skills for the future workforce.
- It is important that the capacity for creative industries, arts and cultural uses to locate near to major cultural institutions is protected, for example in the areas such as Ultimo-Pyrmont.
- The cultural vibrancy of the District is reinforced by night-time activities from popular eat streets, clubs and small bars to cinemas, arts and cultural activities. Stimulating and diversifying the night-time economy can support local economies and culture.
- Locations to consider for creative industries and cultural enterprise include under-utilised mixed use areas, ground level commercial or declining high streets, in particular providing better and more opportunities for creative industries to collaborate with health and education can also facilitate local innovation. Greater use of the public realm for temporary uses, and vacant or under-utilised commercial spaces for arts, events, and creative uses can support activation of places and encourage participation.

Creating and renewing great places and local centres and respecting the District's heritage

- Creating places with distinctive identities and functions can attract residents, workers, visitors, enterprise and investment. Great places exhibit design excellence and focus on, open space, a people-friendly public realm and recognise and celebrate the local character of the place and its people. The District's many great places includes the city high-rise areas of Pyrmont and the Sydney CBD.

- Improving liveability in urban environments requires a mix of high quality places that engage and connect people and communities. This includes co-locating activities and social infrastructure in mixed use areas.

Additional capacity for housing supply

- Opportunities exist to align growth with infrastructure investment. These include urban renewal opportunities to integrate with Sydney Metro projects.



Source: <https://concreteplayground.com/sydney/bars/momofuku-seiobo>

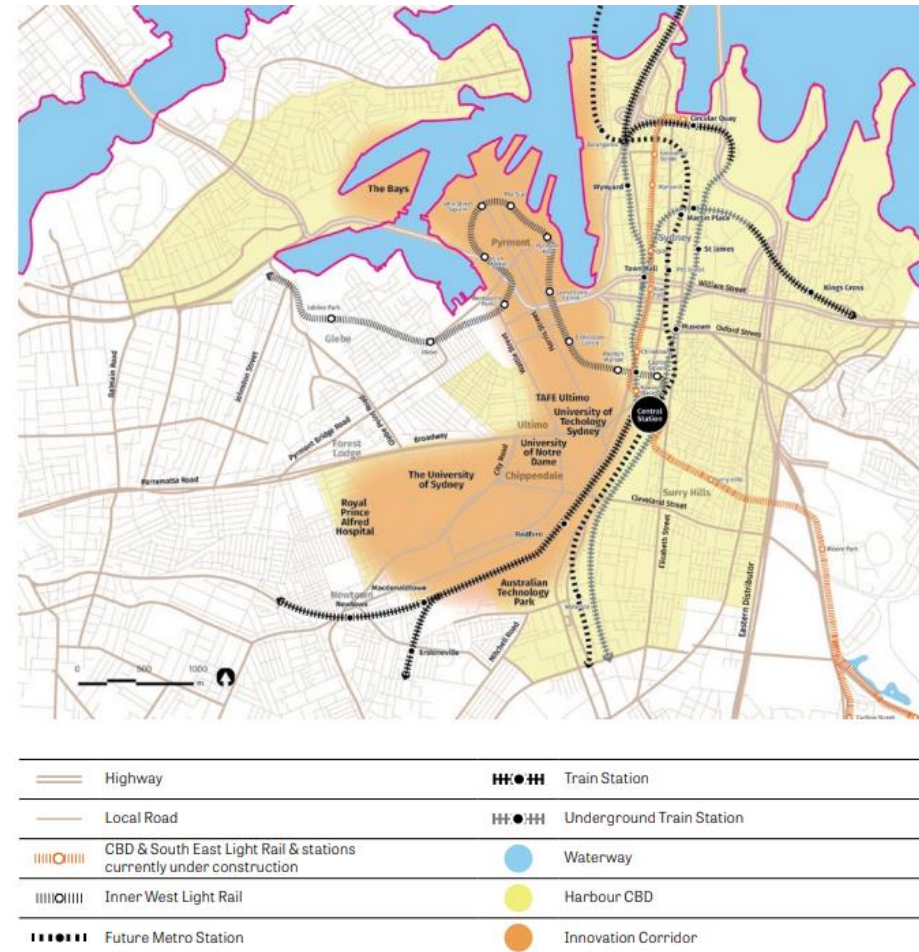
Growing a stronger and more competitive Harbour CBD

- The District has the highest proportion of knowledge and professional services workers in Greater Sydney. It also has the largest number of start-ups which are attracted to locations like Pyrmont.

Growing and investing in health and education precincts and the Innovation Corridor

- An innovation corridor is emerging along the western and southern fringes of the Harbour CBD (Figure 4.3).
- Digital innovation and start-ups rely on physical location and seek out spaces and locations which have character such as Pyrmont. These start-ups are attracted to a diverse pool of talent and expertise, research facilities, customers and investors as well as affordable and scalable office spaces.
- Competitive innovation precincts depend on high levels of amenity and walkability, with good transport connections as well as proximity to affordable and diverse housing options and a range of cultural, entertainment and leisure activities, including strong night-time activities. Urban regeneration projects should capitalise on opportunities to deliver cultural infrastructure, and walking and cycling connections, alongside these spaces.

Figure 4.3: Harbour CBD's Innovation Corridor



Source: Greater Sydney Commission, Eastern City District Plan (2018)

5. Planning Place Based Strategy – Moving Forward

5.1 How Change Will Occur – catalyst site

In amongst the complexity and challenges that Pyrmont presents, there are a number of candidate sites for “catalyst developments” which could become a precursor for change and the basis for new development opportunities. Not only on the catalyst sites themselves but general localities where buildings get repurposed and locality enhancements can follow. These are sites which can make major contributions to the objectives and the employment economic development being sought for this part of the Harbour CBD.

A number of sites do not offend some of the concerns around heritage and character and in fact could make a contribution to attractiveness and vitality at key locations. Depending on the locality these “catalyst sites” can take on a role specially tailored to a particular sub precinct. In various sub precincts these catalyst sites can become the firing pins for the encouragement of the change and enhancement not only on specific sites but also adjacent areas and Pyrmont as a whole.

Macroplan is of the opinion that the subject site is a standout candidate “catalyst site” which deserves to be acknowledged in the overarching planning framework currently being considered by DPIE due to its location and development ability.

5.2 Mixed Uses

New economy jobs thrive on mixed uses, diversity and amenity. Building and development needs to have the capacity to be responsive to this and as such planning provisions will need to enable changes to occur – a mixing of old and new; connectivity between street life and commercial life of the building; and places which inspire people to be a part of.

These places must offer quality environments, with a mix of public spaces and activities. In addition to the new employment there will be places to meet, celebrate, eat and drink, child care, health and well being facilities as well as small exhibitions and displays, entertainment and studios which can be sleeved in to create vibrance as part of their creative edge.

5.3 A New Planning Approach - Innovative Places need Innovative Planning

This is an opportunity to clearly articulate and implement a vision and strategy for the Pyrmont Peninsula. The new planning framework for Pyrmont must be open to innovative solutions and ideas. It must facilitate the testing of ideas and uses within buildings and the sub-precincts. Flexible and adaptive planning and policy making is needed to enable the technological and market changes.

An innovative place requires an innovative planning approach. Therefore an innovative Pyrmont has to be orchestrated by an innovative approach to planning. It must adopt a logical and principle based approach that enables change rather than being a prescriptive one size fits all list of uses that can occur in the precinct. This include adopting principles for specific sites.

The principles for planning at this location in Pyrmont is the proposition of the values sought of this innovative place articulated in the sites vision as opposed to a statutory rule to be followed along a single planning tranche – “Innovation needs Innovative Planning”.

5.4 Planning Principles Approach

Planning at Pyrmont should be based on principles which are relevant and applicable to this particular part of Sydney. The existing place characteristics of a particular place can be used to tell a story about that locality and the intent of the place going forward. Different principles should be framed for the sub precincts in addition to the overarching principles for Pyrmont. It needs to consider the elements of the sub precinct and establish the values that guide the evolution, behaviour and evaluation of new and emerging proposals and uses.

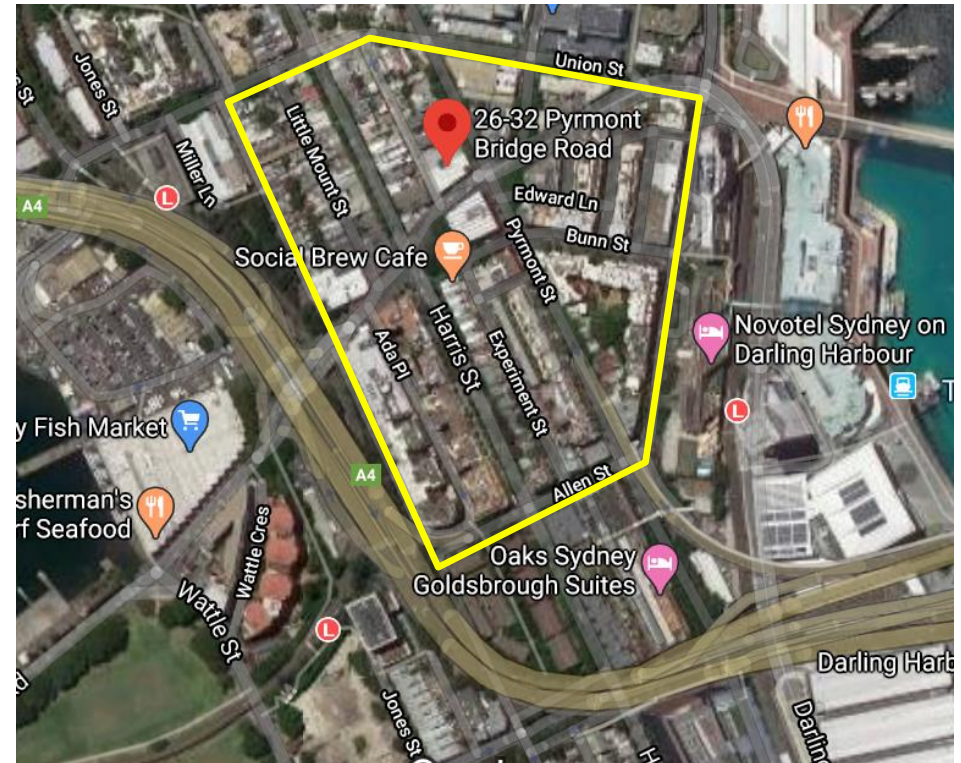
These sub precincts will have different drivers and attributes worthy of special and individual consideration. Each sub precinct needs to be looked at from the perspective of their potential contribution and future role in Pyrmont's economy. Conversations in relation to the principles for each precinct will help identify those sites which present opportunities

5.5 Sub Precinct – “movement and place”

Our site sits within the “movement and place” sub precinct at the centre of the Pyrmont Peninsula Precinct. It is at the centre of movement and activity and will continue to move, accommodate, connect and facilitate the mixing of locals, visitors and workers. The sub precinct will link the new activities and community of Blackwattle Bay and the new Sydney Fish Market with the regionally significant entertainment and tourism precinct around Darling Harbour and across to the bustling Sydney CBD. It already has a number of meeting places (e.g. pubs, cafes and bars) to do business and socialise. For some, it will be the regular meeting location to grab a drink or something to eat before heading home and for others it will be a place that they enjoy moving through and / or call home.

The place is a “living lab”, it is a place which leaves room for growth, change and new technology as it arrives. It is a smart place set to drive investment, knowledge, scientific and emerging new employment. Arts and culture, education centres, retail, places that assemble uses while continuing to maintain the amenity of the village. Residential uses will occupy parts of the locality along with employment. It will accommodate small scale advanced manufacturing, high-tech / technology companies, training and a variety of different start-up businesses – “office to industry” and “industry to entertainment”.

Figure 5.1: Indicative boundary of the “movement and place” sub-precinct



Source: Google maps (2020)

5.6 Planning Principles for the “movement and place” sub precinct

New development in the sub precinct should be guided by a set of principles that influence behaviour and evolution.

- **Coordinating activity** among and between stakeholders, tenants such as start ups, established companies, developers, investors as well as government departments and infrastructure providers.
- **Physical connection** to other parts of Sydney CBD, Pyrmont, sub precincts, buildings and streetscape.
- **Digital connectivity and infrastructure** for the Pyrmont Precinct.
- **Networking and collaboration** within localities, between buildings and within different sub precincts, Pyrmont and beyond. Pyrmont as a “collection of clusters”.
- **A place to meet, stay, enjoy and work**, encouraging locals, workers and visitors to socialise and enjoy the old and new character of this place.
- **Diversity of space and experiences** encouraging mixed use developments and an ecosystem that fosters the emergence of start-ups and innovation.

6. The Vision and Development Potential

6.1 Vision for the Site

This can be a landmark innovative “Avante Garde” development along the connecting corridor between the Sydney CBD and the new Sydney Fish Market and Blackwattle Bay precinct. It is a well-located site that can become a reference point within this sub precinct area of Greater Pyrmont. If enabled, the site has the potential to be the sub precinct's hub and a place where people can interact, work and meet close to public transport. Located at the centre of movement and activity, the site will move, house, connect and facilitate the mixing of locals, visitors and workers.

It is a large relatively unconstrained site with the potential to be put forward as an opportunity to create an innovative and flexible development with capacity to adjust to changing needs. It can be used to set a benchmark for the creation of future employment opportunities at Pyrmont. High-tech and innovation companies could locate within this site, which has the potential for a well-designed ecosystem which fosters the emergence of start-up and innovation.

Importantly, this well-located site could be used to create a development which not only has success in its own right, but one which can complement and support other sites in the adjacent, immediate, surrounding and broader precinct area. The intent would be to create a catalyst for the revitalisation of the surrounding area and create opportunities for new employment to locate in adjacent heritage buildings and the heritage areas.

This large site has the potential to be used to assemble a variety of new employment opportunities in a development deliberately designed to be flexible and progressive leaving room for change around new technologies as they arrive. It could comprise a building which has spaces that are constantly changing, no one size fits all place

responsive to global, national, Sydney centric changes and trends that can be accommodated and reflected in the unique story of Pyrmont.

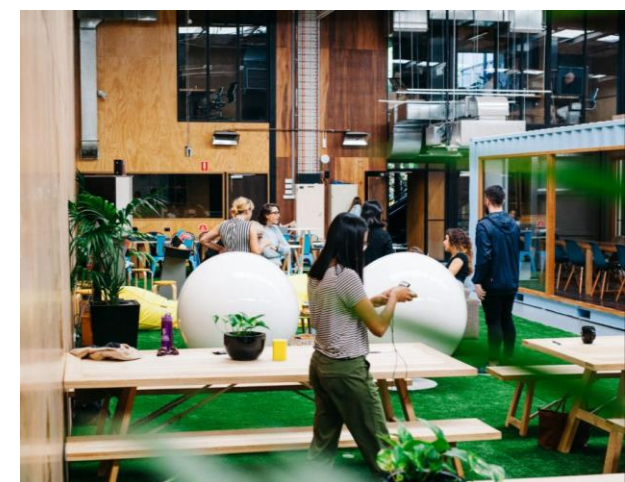
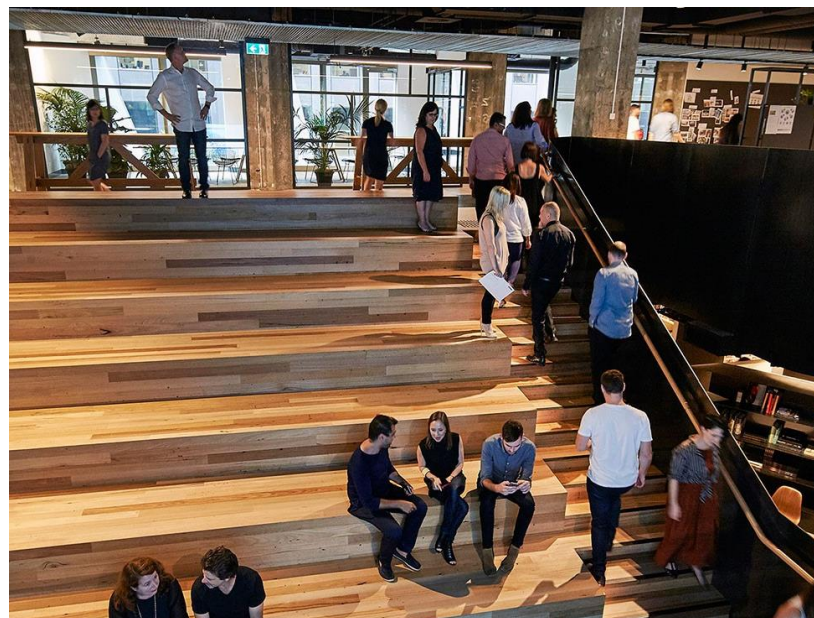
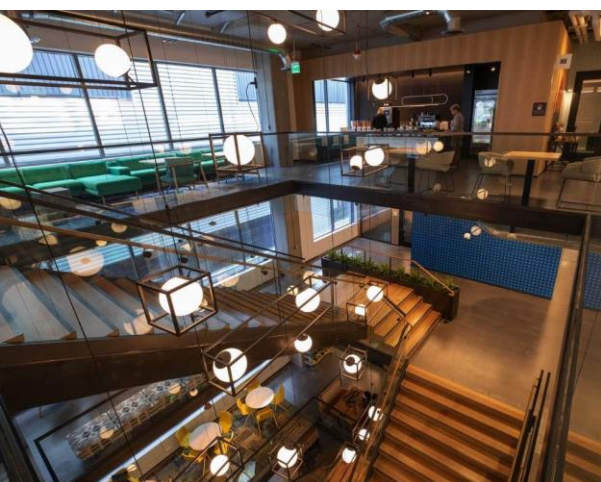
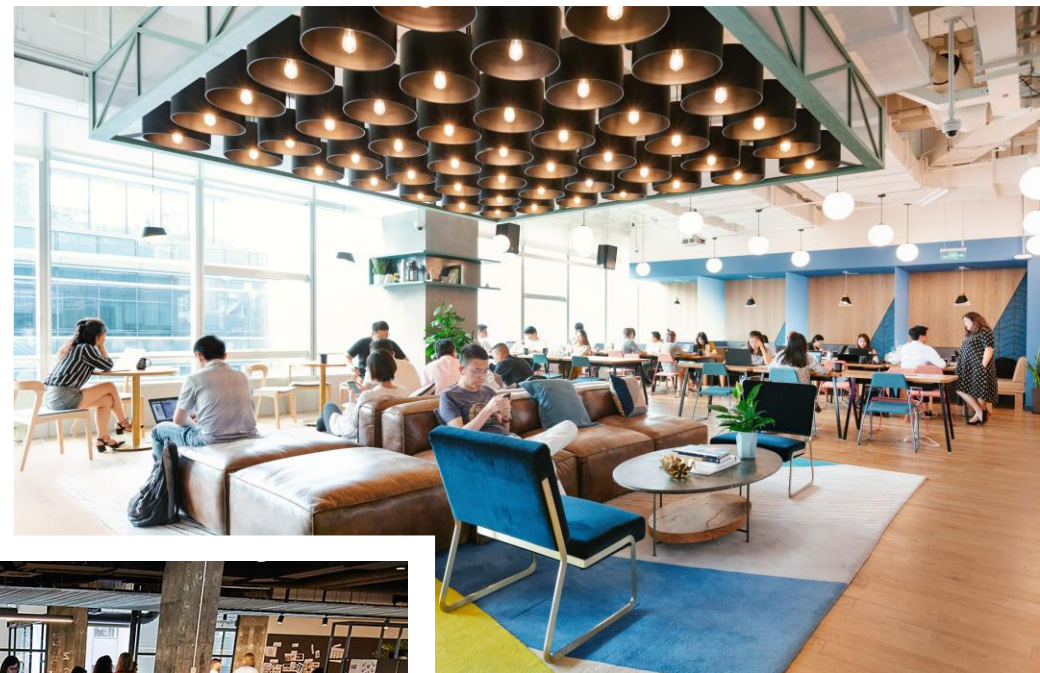
The development site has the potential to be attractive to major anchor institutions or high-profile champions seeking larger floorplates.

For the above to happen it needs a locally inspired vision that details a future which responds to the opportunities at this strategic location in Pyrmont. An “Avant-Garde” (innovation) needs a response around functional design, enabled by innovative planning. This can be the start of a story for a successful part of Pyrmont.



Avante-Garde Vision

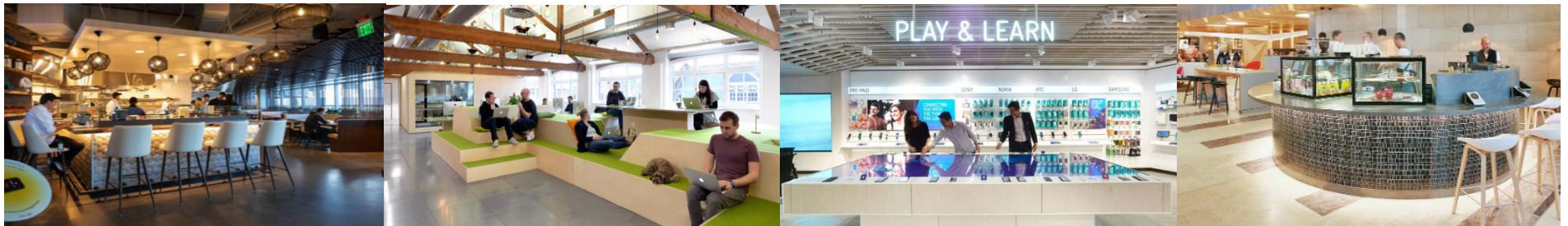
Avante-Garde is acknowledged as one of Pyrmont's successful mixed-use clusters. Success comes from an appealing sense of place and a design capable of accommodating and being responsive to change. An extraordinary business and employment environment, assembled to be flexible and progressive whilst respecting the past. This place is acknowledged as a landmark and one to meet, work and relax. It is a catalyst for the success in adjacent areas and is a place which invites people inside to stay or move through, connecting to other parts of Pyrmont or the Sydney CBD.



6.2 Site Design Principles

The site is at a key location in the context of the entire Pyrmont Peninsula precinct and is worthy of uplift opportunities and to be acknowledged as a landmark building within the sub-precinct.

- ❖ Exhibiting **Innovation and Focus on Design** – strong appealing sense of space with human centre that feels authentic to the brand.
- ❖ Catalyst Development which **benefits place, spaces and people**.
- ❖ Built form that **promotes activation** both within and to the public realm, exhibiting innovation through design and people friendly connected accessible place.
- ❖ Building **caters for the future and its users and is flexible and adaptable** – new office includes features typically found in hospitality settings such as restaurants, bars, fireplaces, games rooms, fitness areas and spas where spaces can also be adopted to other uses such as research and advanced manufacturing.
- ❖ Increases in **building height consistent with the principles and commentary for other catalyst development sites** (e.g. the redevelopment of Blackwattle Bay) is an important and necessary consideration if this site is to fulfil its potential as a catalyst development.
- ❖ Make the “innovation” of this building **accessible** to public experience with an in resident café bringing workers and community together. A meeting place and exhibition spaces to showcase the activities that are occurring in their neighbourhood, research, networking and collaboration spaces.
- ❖ Striking **Sustainability with a focus on building performance and employee well being** – a working environment moving from typical sterile and impersonal to inspired and wellness focused.
- ❖ **Affordability and variety** of commercial and residential options including multi-functional work spaces and indoor – outdoor access. No one size fits all.
- ❖ **Anchor tenant / high profile champion** with adequate large space or multiple floors that collaborates with other uses.
- ❖ Place where **people work, live, stay and play**.



MELBOURNE

Level 16
330 Collins Street
Melbourne VIC 3000
(03) 9600 0500

www.macroplan.com.au

SYDNEY

Level 10
580 George Street
Sydney NSW 2000
(02) 9221 5211

BRISBANE

Level 1
310 Edward Street
Brisbane QLD 4000
(07) 3221 8166

GOLD COAST

Level 2
89 - 91 Surf Parade
Broadbeach QLD 4218
(07) 3221 8166

PERTH

Level 1
89 St Georges Terrace
Perth WA 6000
(08) 9225 7200

macroplan