

11 September 2020

Draft Pyrmont Peninsula Place Strategy
NSW Department of Planning, Industry and Environment
GPO Box 39 Sydney NSW 2001
Via email: pyrmont.peninsula@planning.nsw.gov.au

To whom it may concern,

Tourism & Transport Forum (TTF) is the peak industry group for the tourism, transport and aviation sectors, representing organisations from airlines and airports to hotel operators and entertainment venues.

I write in support of the *Pyrmont Peninsula Place Strategy* (Draft Strategy) which outlines a new 20-year vision for the evolution of Pyrmont Peninsula as a treasured cultural and entertainment destination as well as an innovative, connected cornerstone of economic growth and jobs for the future. I note that the exhibition period for this Draft Strategy ends at midnight this Sunday 13 September 2020.

This Draft Strategy outlines ten directions of which the first is 'the provision of jobs and industries of the future', the second being 'development that complements or enhances the area' and the fourth being 'a unified planning framework'. **As per previous TTF correspondence which supported the initial directions, TTF is supportive of these ten directions as outlined in this Draft Strategy.**

The Draft Strategy also sets out the 'Five Big Moves' that articulate the ambition for the Pyrmont Peninsula to fully embrace its potential. These are as follows; firstly building and linking a world class foreshore, secondly enhancing the opportunity to provide a vibrant 24-hour cultural and entertainment destination with small bars, performance spaces, museums and other entertainment, and thirdly, realising the benefits of a new Metro station by making Pyrmont a destination, rather than the point where journeys start.

The fourth 'Big Move' is creating a low carbon and high-performance precinct and maintaining the shift to a place where people walk and use public transport to connect to other places and the final 'Big Move' is the provision of additional and more activated public spaces across the Peninsula. **TTF is supportive of each of these 'Big Moves' including 24-hour tourism options and world class transport infrastructure, all five of which outline the ambition of the Draft Strategy to allow the Pyrmont Peninsular to embrace its full potential.**

Finally, the Draft Strategy identifies four key sites where development will drive new jobs while providing the impetus for the 'Big Moves' necessary to make the Peninsula a more connected and integrated part of the great Sydney Harbour foreshore. These key sites include the Star site at Darling Island, Blackwattle Bay, the Harbourside Shopping Centre and UTS in Ultimo. **TTF is supportive of the identification of these key development sites which should be able accommodate developments across a range of density and height levels, in order to support significant and future-proofing tourism related investment over the long term.**

As Sydney and NSW continues to successfully transition from the COVID-19 survival phase into the initial economic recovery phase and later a full recovery phase, the tourism and visitor economy will be critical to this rebound.

However, in order to meet this demand and welcome back visitors including from key markets at that later stage, fresh new tourism content across a range of density and height mixes will be required, which this Draft Strategy supports.

The timing right now is ideal for strategic and significant tourism investments including by the Star Entertainment Group and the Sydney Fish Markets to contribute to this perfect opportunity to enable an immediate intrastate soon interstate and later international visitor economy-led recovery across the Peninsular. It is critical that opportunities right now be harnessed in order to provide benefits in this critical period ahead.

Further, additional quality accommodation supply at various density and height levels is needed to enable the Precinct to become the tourism and entertainment hub of Sydney and allow Pyrmont to become a natural extension of the CBD. As the CBD grows towards the Precinct, a natural corridor will continue to emerge.

As the Draft Strategy is finalised, sensible transport links should also developed to ensure sustained growth and ability for easily transiting to and from the Precinct – this includes mass transit options in the form of a metro station in Pyrmont as part of Metro West, expansion of the L1 Dulwich Hill light rail and additional ferry services, particularly to the north of the Precinct such as Pirrama Park and to the west of the Precinct such as to the Fish Markets. It should also include planning for active transport options like creating a linkage to the Bays Precinct by transforming the old Glebe Island Bridge into a pedestrian and bicycle thoroughfare. Further, planning controls for this precinct, an area of major economic significance, should be exercised solely by the NSW Government.

As outlined previously, the visitor economy will be critical to the recovery process in the wake of COVID-19. That is why this Draft Strategy must allow for major tourism boosting projects across a wide range of density and height levels to proceed, whether they be joint private and government partnered infrastructure, economy boosting public transport projects, or a strong private sector driven accommodation pipeline at commercial levels, to meet what will be an upcoming rebounding of visitor demand.

With respect to next steps, again, TTF supports the summary actions of this Draft Strategy including Action 3 which is to investigate the opportunity for **new entertainment, events and cultural spaces** in the Peninsula on key sites, Action 4 which is to enable a **diversity of night-time experiences** in line with the City of Sydney's *An Open and Creative City* such as art and cultural performances, live music and child-friendly experiences, supported by **better public transport and connectivity** and Action 5 which is to **build a Sydney Metro station on the Pyrmont Peninsula as an anchor for new development and connectivity**. Tourism investment can enable Pyrmont to help NSW recover but only if the level of height and density can attract this commercial investment.

TTF will continue to work closely with the Department as it outlines the final version of the Strategy and prepares sub-precinct master plans based on implementing the vision, the ten Directions, the structure plan and the sub-precinct place priorities in the statutory planning system. TTF's contact on my behalf is TTF Manager Policy and Government Relations Lindsay Hermes and his details are [REDACTED] and [REDACTED].

Yours sincerely



Margy Osmond
Chief Executive
Tourism & Transport Forum