

UDIA NSW Submission to Pyrmont Peninsula Place Strategy

The Urban Development Institute of Australia (UDIA) NSW is the peak body representing the interests of the urban development industry in New South Wales. We represent over 500 member companies that are directly involved in the industry including developers, strata and community managers, planners and lawyers.

UDIA NSW makes this submission into the draft Pyrmont Peninsula Place Strategy, which presents a cogent vision for the future of the Pyrmont Peninsula.

Vision

The draft Strategy has been developed *to enable a transformation that unlocks innovation and investment to create the jobs of the future, while celebrating the rich heritage and charm of the peninsula.*

It is informed by the [10 Directions to Guide the Pyrmont Peninsula Place Strategy](#), and engagement with the community and stakeholders in early 2020. The draft Place Strategy presents the preferred future vision, based on the provision of a Sydney Metro station in the Peninsula to accelerate the public and private benefits of the next wave of investment.

Metro

UDIA believes it is critical that the vision for an innovation corridor is achieved, however the advantage for the Eastern City cannot come at the expense of Western Sydney. We note that the economic strategy forecasts future demand for new jobs and floor space. Assuming a Sydney Metro station is delivered in Pyrmont in the next decade the Peninsula is likely to have or require the following by 2041:

- 20,000 – 23,000 more jobs;
- additional 600,000 – 800,000 sqm of employment floor space;
- 60% larger local economy (\$4.2 - \$4.9 billion more economic output per year);
- 7% productivity increase due to the growth in jobs in knowledge intensive industries;
- increased retail and residential development density based around the Metro;
- an industry mix geared towards knowledge, tourism and entertainment, media and IT.

UDIA recognises the critical importance of the Metro to the future of the Eastern City however the conversation cannot be limited to Pyrmont. It is critically important that there is Metro in the Central City as well. UDIA is advocating for an additional station at Camellia and believe it also has the potential to provide substantial uplift.

UDIA's future city Urban Pinboard technology is providing the long-term city visualisation and metrics to bring greater integration of transport and city shaping analysis, to ensure we make the right decisions to fuel Sydney's global competitiveness.

Metro should be provided at both Pyrmont and Camellia, even if it means a slight increase in the travel times.

Southern Enablers

There are two dynamics in Pyrmont; North of the expressway which receives views, growth, and potentially the metro, and South of the expressway. UDIA recommends further work to determine improved generators for the South, as we believe this could incorporate a combination of links to Central Station, an education cluster focussed on UTS and further leveraging of the Powerhouse museum as a significant cultural asset. UDIA sees a significant opportunity to connect the Peninsula to the edge of the new fintech hub at Central station.

UDIA recommends DPIE investigate additional transformative ideas for the south of the Peninsula, possibly culminating in a 'Big Move'.

Key Opportunity Sites

The Pyrmont strategy identifies a series of key opportunity sites in those precincts as:

- Blackwattle Bay revitalisation area;
- The Star;
- Harbourside Shopping Centre;
- UTS in Ultimo.

Each of these key sites have the potential to deliver strategic change in the Peninsula through broader public benefits, such as connecting and activating the public domain or contributing to the delivery of the Big Moves under the draft Place Strategy. The strategy aims to balance the need for solar access and greater heights in the Pyrmont Peninsula.

We understand the final Place Strategy will confirm public benefit expectations based on feedback from landowners on how they might be able to deliver these. There may be other key sites identified during the exhibition of the draft Place Strategy. UDIA supports ongoing conversation with landowners and would be pleased to support these continued conversations.

Critical to the success will be the finalisation of the strategy criteria as objective rules with tests clearly linked to policy intentions.

Housing Growth

Modest housing growth to service a population increase of 8,500 is focussed primarily in residential areas, across the ridgeline village and along the western side of the Peninsula at Pyrmont Village, Pirrama, Blackwattle Bay, Wentworth Park and Ultimo (northern) sub-precincts:

- Housing is expected to be incremental and in smaller developments of lower-scale, and compatible with the historic nature of those areas;
- New housing provision should deliver diversity, affordability, sustainability and adaptability.

UDIA recommends there is further consideration of large-scale transformations, particularly in the context of a metro opportunity. We recommend further consideration of student housing and build-to-rent, noting the proximity to university and workplaces.

Jobs Growth

The precinct requires an estimated 22,000 additional jobs over the next 20 years. UDIA supports the intent of the plan to ensure that Pyrmont retains its city-fringe nature and has a clear differentiation to the Sydney and Parramatta CBDs.

This can be retained with larger campus style spaces to support the technology precinct from Central to Eveleigh, as well as boutique spaces. Pyrmont has traditionally had a strong media and creative presence and has the possibility to flourish as a new media city.

Infrastructure

The plan recognises that there are infrastructure gaps in the precinct, and both the Department and UDIA agree that:

- Costs of growth infrastructure must be shared across the public and private sector;
- Development contributions alone are not sufficient to fund the required infrastructure and other funding sources will need to be identified;
- Securing unencumbered land at ground level for infrastructure will be increasingly challenging in an urban area like the Pyrmont Peninsula and requires different approaches.

UDIA looks forward to working collaboratively with the Department and Council to develop an approach to infrastructure that delivers amenity, while still enabling the progressive renewal of the precinct.

Conclusion

The clarity of this vision brings a spark of excitement to the industry. For too long Pyrmont has resisted some of the tides of change to pull the Peninsula in line with the creation of a global city in Sydney. Pyrmont is finally getting the chance to rise up and take its place as the innovation capital, with the potential scope of the innovation corridor running from the top of the Peninsula, across to the Bays precinct and south to the edge of the new fintech hub at Central Station.

We must consider the new wave of investment in the Peninsula in recent years, to see the rapid trajectory of change this area is undergoing and the role the Metro station will play in opening up Pyrmont and surrounds to the wider Sydney metropolitan area.

We would be pleased to discuss any of the above topics in greater detail if desired, please contact Kit Hale on 02 8330 6907 and [REDACTED] to arrange.