

## Pyrmont Peninsula Place Strategy

Final effort to bring awareness to a better alternative

To Whom it may concern

This document is likely my final attempt to highlight a travesty that is likely to occur which has been facilitated by the NSW Government. I have passionately worked on the redevelopment of this precinct for now 20 years, when I was first invited by the Sydney Fish Market (**SFM**) and key stakeholders to assist. I write this not as an aggrieved developer, rather as a passionate and concerned citizen who from a professional standpoint knows that many of the great ideas and strategies that were collaboratively evolved, have been blocked from proper consideration by government authorities. I hope this document clearly demonstrates why I have persisted to raise this issue, why what is about to be constructed doesn't yield the best result for the taxpayer and the community, and how it could be much better, such that the reader feels absolutely compelled to help change this outcome.

The current plan to build the SFM at the head of Blackwattle Bay is an inferior choice of location that negatively influences how the entire precinct is developed. Since 2013, a better "Alternative development Strategy", first proposed by "Destination Blackwattle Bay" (**DBB**), had been developed and supported by leading Australian architects in consultation with Community Groups and Stakeholders. However, it has been blocked from proper consideration for over 7 years???

From when we first conceived the concept to amalgamate the site it continued to evolve not only as a development solution for the stakeholders, but as a world class destination. Blackwattle Bay provides an opportunity to be the Crown Jewel of our beautiful Harbour City, but despite our best efforts, unless a miraculous backflip occurs with your help, it will sadly be lost forever, it seems, intentionally sidelined.

Blackwattle Bay should bookend the new Western CBD expansion plans. Wentworth Park should become an absolute "waterfont" with the Anzac Bridge as a postcard backdrop, mirroring the Botanical Gardens waterfront and Harbour Bridge, as they bookend the Eastern edge of our CBD.

Blackwattle Bay has been marred with over 20 Years of failed development attempts and a checkered history that continues today, with over 7 years of questionable activity and litigation. The darkness that surrounds this bay goes back to the first settlers. This location is the boundary point of Old Sydney Town; Ground zero from where the first Australian Settler claimed dominion over the land, separating it from our First People – hence why we felt honoured to include a National Indigenous Cultural Centre – a Government initiative we were encouraged to include — yet missing from the proposed masterplan!

Now the fight to claim the right development path is off track and I believe this is the final chance to challenge the forbearance and integrity of those who can influence this outcome, to ensure we get the best outcome for our community and affected stakeholders.

The DBB team identified a better development cash flow recovery model, which would save taxpayers over \$1 billion against the current plan! By developing a tower on the existing Hanson batching plant at Bridge Rd, the proceeds from this would fuel the rest of the development. The signature element of this plan is to



relocate Bridge Road to enable the green of Wentworth Park to extend to the water's edge. This would provide local communities with a true waterfront park.

Concerningly, the current plan includes building a structure the equivalent of 6 football fields over the waters of Blackwattle Bay, with a 25 metre high, view blocking/overshadowing building in front of the park and causing Bridge Road to become a 5-lane clearway. Additionally, the car parking limit for the current building design (considerably different to what was initially proposed) has reduced the number of car spaces to what currently service the present SFM location! This, despite the planning forecast for SFM visitors to double in numbers over the next so many years.

The insistence that the SFM is to be built at the head of Blackwattle Bay continues to dictate how the rest of Blackwattle Bay and its connection to Pyrmont Peninsula is to be developed. The tail is wagging the dog but, in this instance, wagging the 'fish'.

Had the NSW Government allowed an "Integrated Solution", as prescribed by the collaboration of Community Groups, called the Blackwattle Cove Coalition, then better solutions could have emerged. Instead we have a "piecemeal development strategy". The primary justification seems to be the dramatic design of a huge new building. However, the reality is, it has prevented better solutions that utilize all the Government land, parks and water, to enable an integrated solution. Whether it was the 2014 International Summit, the Design Competition for the SFM Building, the Greater Sydney Commission review of Pyrmont Peninsula, the Bounce Committee or this final review, it has been dictated that the SFM must be relocated to the head of the bay.

To better understanding the benefits of the DBB plan and the shortcomings of the current INSW plan, I invite you to view and compare the following images and notations. Please see what another solution could look like and ask yourself "why can't all Blackwattle Bay government land go out for tender?" to see what better solutions can emerge? Solutions that don't insist on the premise of the new SFM to be at the head of the bay. Please bear in mind that instead of **costing** the state government an initial \$750,000,000 - which is the case with the current government plan - our DBB plan demonstrated that more benefits are available to stakeholders (SFM, state and local governments, Indigenous Australian's and other local communities) and can actually **save** the state government \$1,000,000,000!! And because we have assembled the plan over the past decade, there need be no delay in making a change in policy direction, utilising what has been carried out to date, before it's all too late and we lose the chance to leave a better outcome for future generations.

Regards  
Robert Deans  
Deans Property



1. The proposed Sydney Fish Market building covers circa 42,000 sqm of Harbour waters (i.e. approx. 6 Football fields built over water )
  2. The complex is 25 Meters high (i.e. approx. 8 residential levels) & overshadows Wentworth Park & its heritage Peace Walk fig trees. See insert
  3. Bridge Road will become a busier 5 Lane clearway, denying easy pedestrian access and permanently separating Wentworth Park from the water.
- The proposed Sydney Fish Market, at the head of Blackwattle Bay, will be further from local customers, light rail, Metro, buses and the CBD.
- A poor development cashflow strategy - taking more time – Costing taxpayers \$750m (3 x more than originally proposed, yielding less parking). Why? when better options are still available.

Both Masterplans are still lines on a page - It's about time we consider the Alternative solution... a community & stakeholders led masterplan!



1. The DBB solution offers a once-in-a-lifetime opportunity for Sydney to create a new family friendly waterfront park for locals and visitors alike – events, regattas, picnics, sports fields - need more be said!
2. The DBB proposal puts the Sydney Fish Market closer to local customers, pedestrian visitors, the Pyrmont's light rail, and to buses.
3. It offered an Indigenous Cultural Centre honouring our Indigenous heritage and an Aquaponics Centre for sustainable food research and development. A goal was to create a third day visitor economy!

A tourism focal point complementing our iconic Sydney Fish Market.

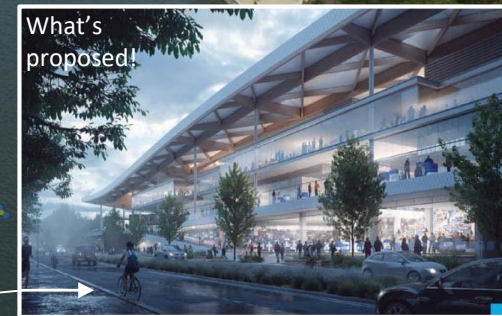
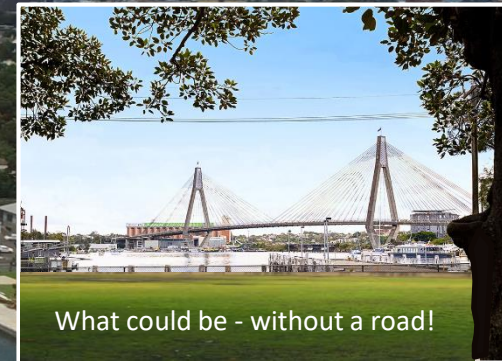
A better development cashflow strategy - No cost to taxpayers, saving \$750m and delivering \$300 million in infrastructure, all paid from the development proceeds!

Faster delivery of the development of Blackwattle Bay – Your choice!  
Blocked from consideration – unless you act.



# Footprint & Height of proposed Sydney Fish Market (Approx. 6 football field - 42,000sqm.)

This foreshore area is the width of Coogee beach.  
Maybe it should be a beach! Or at least a park to the water.  
A family friendly environment and a better financial outcome for the Community and stakeholders



Busier 5-lane clearway – a pedestrian nightmare! Would we allow this across the front of the Botanical gardens?

\* Approximate Scale

# We could do so much better than this!

The proposed outcome for Blackwattle Bay is at great loss to our community and all taxpayers.  
Better solutions for Pyrmont & Blackwattle Bay exist!

## The Pyrmont Peninsula Place Strategy - A costly misrepresentation

1. This community consultation, we hope is different because from my experience with these consultations previously, they are nothing more than “lip service”. We have professionally challenged the government and despite its public representation – it clearly has had no intention of considering change. Hence my last bold and open protest!
2. After 15 years of failed Sydney Fish Market development attempts by the NSW Government, a better more integrated development solution, known as “Destination Blackwattle Bay” (DBB), was revealed by our team in 2013 but questionable behavior led to Urban Growth taking over the project solution – i.e. expand the development footprint to allow Sydney Fish Market (SFM) to be developed in stages simultaneously with the rest of Blackwattle Bay.
3. The current inferior development strategy, to build the SFM at the head of Blackwattle Bay, has sadly influenced and blocked all “alternative” development solutions, such as the DBB solution, from consideration and now negatively influences how the entire precinct is developed.
4. Importantly, the strategy to build SFM at the head of Blackwattle Bay was considered and rejected by some of the best architects in Sydney. They identified that better alternatives which cost less and deliver more, are available. These solutions deserve proper exploration.
5. Urban Growth did not have the benefit of 11 years of research, community and stakeholder input that enabled a strategic amalgamation.
6. Although it adopted our amalgamation idea, it ignored our key inputs; missing the financial importance of cashflow strategies and the concept of bringing Wentworth Park to the water.
7. In 2014, at the International Summit, the “only” solution promoted was to relocate the SFM to the head of Blackwattle Bay.
8. Moving SFM to the head of Blackwattle Bay was commissioned by Brookfield Multiplex. It was designed by FJMT, which “curiously” is now the current Architectural firm for the Blackwattle Bay Masterplan.



**The proposed SFM is in the review area but is change actually possible? OR Lip Service only?**

**Building the SFM at the head of the bay has badly influenced how all of Pyrmont will be developed**

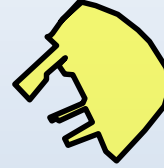
9. Project Management of the current Sydney Fish Market, is in the hands of Essence Project Management, who's director is also the representative that in 2014 rejected the DBB development strategy, in favour of the Brookfield Multiplex/ FJMT solution to move SFM to the head of Blackwattle Bay. However, the representative never met with the DBB development team nor viewed its plans. A fatal blow for DBB.
10. One might ask how the Government and these experts in their field, can about face on a development strategy when they have years invested into their idea? Isn't that the idea of a public review process!
11. The Greater Sydney Commission (GSC) review of the Pyrmont Peninsula, was initiated after the Star development was rejected and just prior to the Blackwattle Bay Masterplan being revealed. The adjacent review area included SFM and the head of Blackwattle Bay. However, once again there has been no attempt to consider an “Alternative solution” - A blatant and costly misrepresentation by NSW Government that will impact the future of Sydney forever.
12. The GSC Community Submissions closed on 18th Sept 2019, BUT at 7am 19th Sept 2019 the Premier announced the \$750 million commitment to advance this inferior SFM strategy. The Premier essentially ignored the 789 Pages of public submissions and failed to consider the GSC's own advice. In our opinion, these Community Submissions were simply to “go through the process”.
13. NSW Planning, in response to the GSC review that identified the need for “Place based solutions not Project based solutions” sought advice from a selected panel of community representatives called the “Bounce Committee” – I was proud to be chosen to participate on this panel to offer observations within this review process. Maybe finally an opportunity to effect change?????
14. At the first “Bounce Committee” meeting, the proposals of relocating the SFM to an alternate location and bringing the park to the water with the relocation of Bridge Rd were tabled.
15. After this meeting, instead of permitting consideration of this review, the convener, and the NSW Planning Representative were instructed to shut down any question of an “alternate location for the SFM”, & advised that it would not make the agenda and asked if I wanted to leave the group.
16. The Premier then announced Fast-tracking of the SFM building.

## Blackwattle Bay Redevelopment

### Development Strategies that should be explored



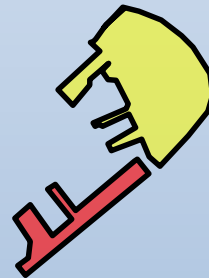
Hanson is split by RMS's old Miller St extension  
(Hence Hanson's previous willingness to relocate)



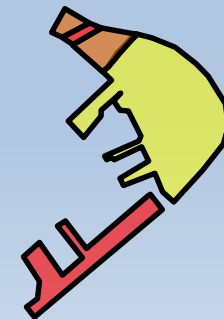
The existing prime SFM land – to be sold separately  
Why? – Who's gaining? – not the community!



A Design Competition was run, BUT only for a new SFM building, at this location! This blocked better "alternative development" strategies emerging – AND this now influences all future development in Pyrmont.  
This project-based solution is contrary to the GSC advice.



All the proposed & existing SFM land (Government land) should have been subject to a design competition. Why Not? It not too late to put all options out to tender!  
Allow the public to choose!

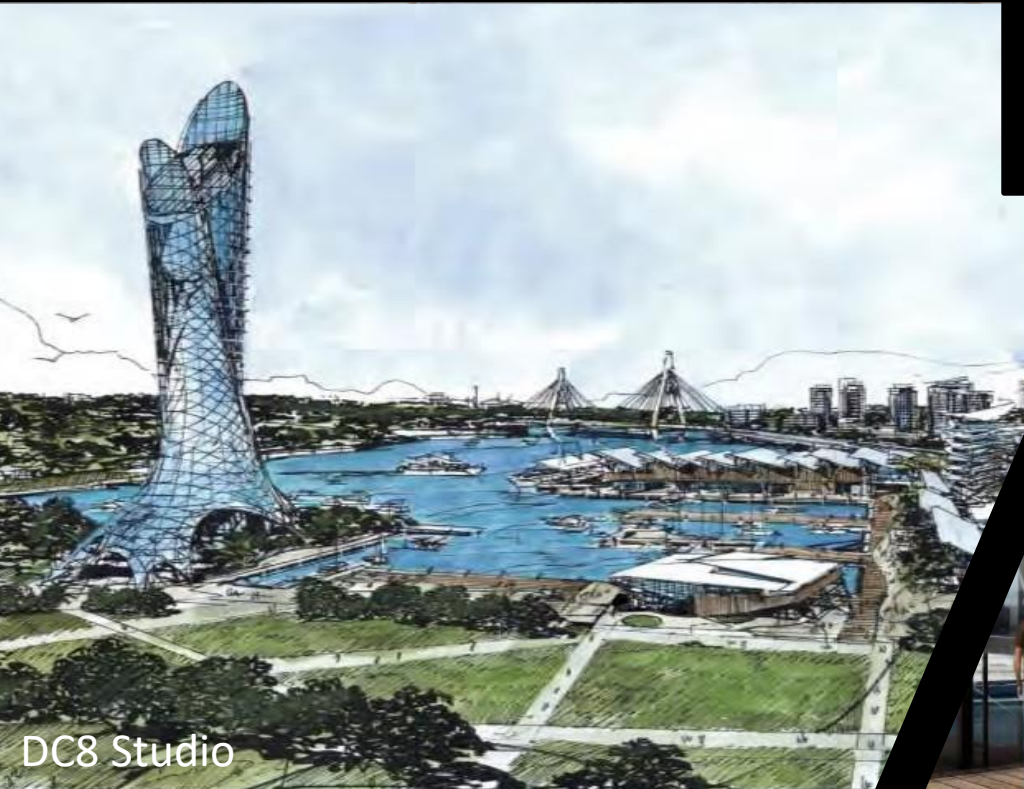


If Hanson is being relocated to Glebe Island which is on Government land, as was previously agreed, it would make good commercial sense to include their land in the tender or completion process. It hasn't – Why?  
Who benefits? – Not the community!

A once in a lifetime opportunity – OUR LAST CHANCE!



Alternative  
Architectural  
Visions  
Not considered

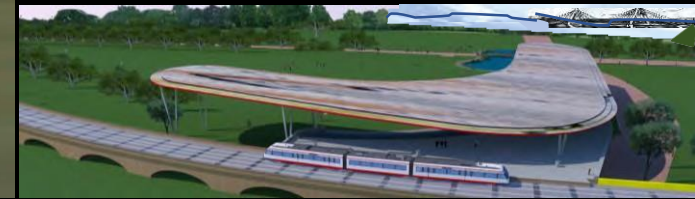


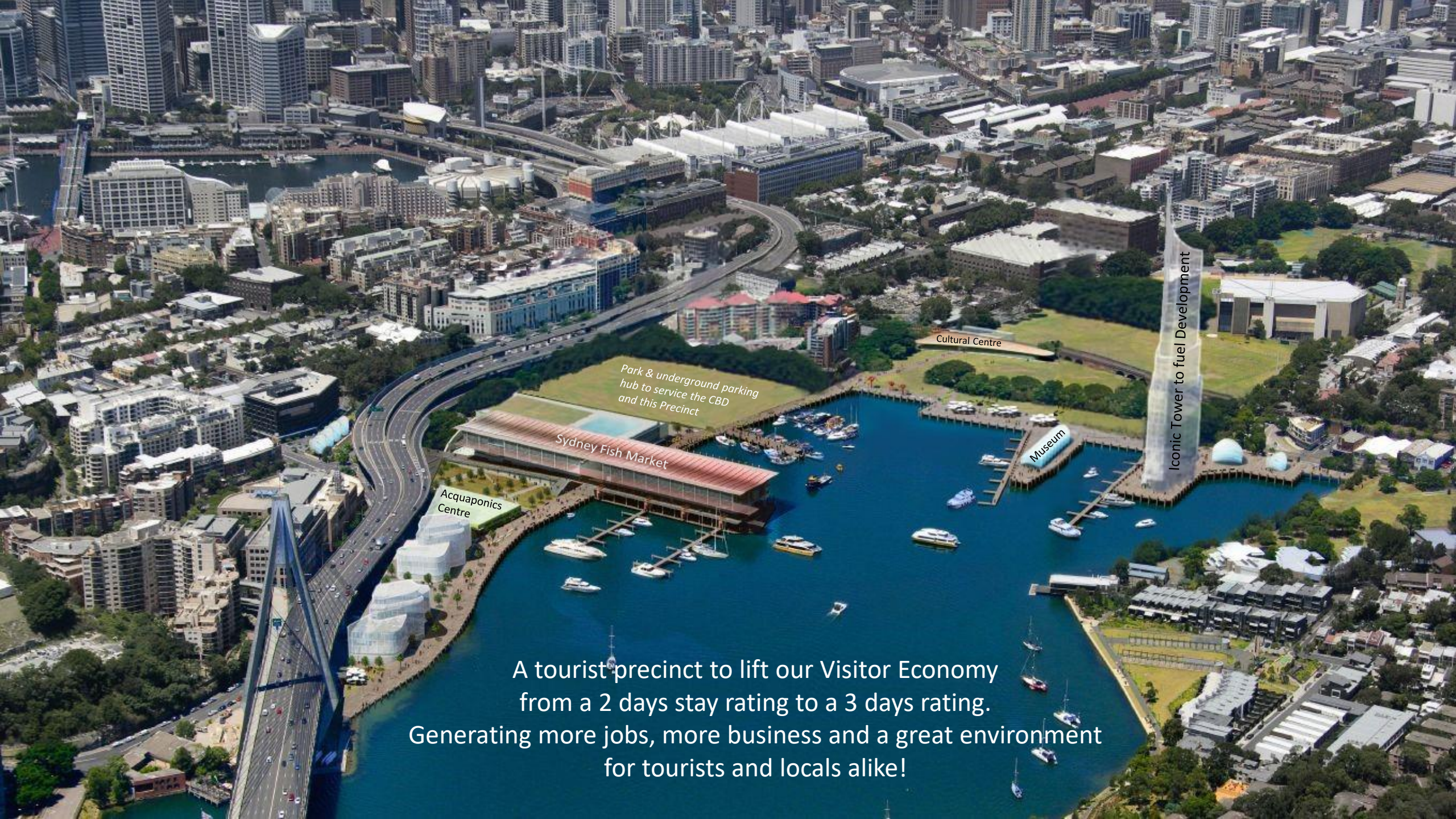
# A National Indigenous Cultural Centre



- The NSW Government encouraged the DBB team to include this National initiative – Where is it now?
- A meeting place to welcome all nations.
- An option was to create a Boomerang shaped building to connect to the berm and cover the road rise . An Iconic landmark as you fly into Sydney.
- It incorporated its own Light rail stop, gallery, shop and restaurant. Easily accessible for tourists, locals and school excursions.
- The Blackwattle Bay Cultural Centre was proposed at the juncture of land, sea and fresh water – An open-air amphitheatre, ideal for day and night-time events.
- A further tourism drawcard to compliment the already Iconic SFM. Paid for from development proceeds.
- A significant location in the history of occupation of our first settlers – A worthy location to honour our First People.

Its not to late to rethink all of Blackwattle Bay as and integrated community focused outcome!





Cultural Centre

Park & underground parking  
hub to service the CBD  
and this Precinct

Sydney Fish Market

Acquaponics  
Centre

Museum

Iconic Tower to fuel Development

A tourist precinct to lift our Visitor Economy  
from a 2 days stay rating to a 3 days rating.  
Generating more jobs, more business and a great environment  
for tourists and locals alike!

An aerial photograph of Sydney, Australia, showing the Harbour Bridge, the Sydney Opera House, and the city skyline. The bridge is a prominent feature in the foreground, spanning the water. The city skyline is visible in the background, with numerous skyscrapers and buildings. The water is a deep blue, and the sky is clear.

## THE LOCATION

The World's best Harbour City;  
Our Indigenous Gadigal country;

A foreshore walk, a stroll to Sydney City;  
Easy access by road, rail and one day, ferry;  
The culinary delights of the Sydney Fish Market  
"catching" tourists and locals alike;

Wentworth Park views of the Anzac Bridge, hidden for years, yet  
'almost' at the waters edge;

The western edge of the new CBD, ready to bookend and mirror  
the Botanical Gardens and Harbour Bridge CBD's to the east

## THE CURRENT SITUATION

Underutilised, outdated, and unsustainable,

Still full of promise.

Development fatigue pushes us towards  
apathy and mediocrity.

A story still to be written and still time for change!

But shame, if we don't achieve the original aim!

## THE OPPORTUNITY

A day and night time family friendly environment

A World Class showcase for Australia,

A cultural hub of National importance;

A champion of our sustainable future;

A playground for all; A seafood feast; a tourist boon;

A new bankable Blackwattle Bay destination.

# INSW's SFM & Blackwattle Bay development Vs An Alternative Development Strategy

(Demonstrated as a viable alternative by the DBB integrated solution – unexplored!)

<ul style="list-style-type: none"> <li>× The INSW SFM development might be ready to go but the Blackwattle Bay Masterplan, the new Metro location, and the Pyrmont Peninsula Planning Review are all not finished but they will all influence the SFM so why rush this piecemeal solution particularly if it will adversely influence these other major changes.</li> </ul>	<ul style="list-style-type: none"> <li>✓ The DBB Plans were first proposed in 2013. They matured after being reviewed by many of Australian's best architects in collaboration with Stakeholders, Community and Government Agencies. These plans demonstrate that an "alternative development strategy" is possible, is better, and should be explored!</li> </ul>
<ul style="list-style-type: none"> <li>× INSW Plans has views North West to Anzac Bridge and a 5-lane clearway to the South East.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB plans offered views to NW Anzac Bridge and enjoys SE views of the Fishing Fleet and Wentworth Park waterfront – even better solutions could emerge if given proper consideration.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW is a huge long-term leasehold burden on SFM shareholders.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB delivered SFM a peppercorn rent and income to support Fishing Industry.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW development solution cost taxpayers \$750 million and from past experience likely much more.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB development solution is \$1 billion or more better off for taxpayers</li> </ul>
<ul style="list-style-type: none"> <li>× INSW fills the area with residential building in an effort to pay for the development solution with the sale of Government land.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB solution fills the area with parks and community focused initiatives that generate billions in tourism dollars and a better community amenity.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW solution is good for developers.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB solution was focused on a good outcome for the community and the stakeholders.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW parking solution delivers the same inadequate amount of parking (461 Carspaces) than currently exists.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB provided 1000s of car spaces and a parking hub to service the CBD.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW solution places the SFM further away from the light rail, bus and pedestrian access to the City.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB solution provided Light Rail direct level access to the SFM Marketplace floor for grab and go shopping. AND potential Metro access.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW solution moves SFM further from the densely populated residential apartments of Pyrmont and Jackson Landing which burdens SFM businesses to be more tourist focused.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB moved SFM within walking distance of Jackson Landing which is great for Local patrons and the SFM small businesses that depend on these regular customers.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW increases traffic on Bridge Road and permanently separates Wentworth Park from easy pedestrians' access with a 5-lane clearway.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB solution relocates Bridge Road away from the foreshore area creating a family friendly park to the water, potentially a beach and a great open-air venue for Sydney.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW solution talks about Indigenous considerations.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB delivered a National Indigenous Cultural Centre to honours our Aboriginal Heritage that is a National Initiative that is well overdue since 1788.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW solution cost taxpayers over \$750 million by building out over 6 football fields of Blackwattle Bay waterways and on completion further years of development are loaded onto the existing SFM Site.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB included an Aquaponic centre for Research &amp; Development into sustainable food development. These tourist initiatives would compliment the SFM and the entire development would be delivered in less time.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW original plan was a hangover of Urban Growth and another developers grab after recognising the opportunity we created.</li> </ul>	<ul style="list-style-type: none"> <li>✓ DBB was focused on providing a family friendly day and night-time environment that created a 3rd day visitor economy.</li> </ul>
<ul style="list-style-type: none"> <li>× INSW solution is "Project Based" "Piece Meal" development solution that hobbles different planning strategies together and the insistence of putting SFM at the head of the Bay has dictated how the rest of the Blackwattle Bay and the entire Pyrmont Peninsular is developed.... or more appropriately can't be developed.</li> </ul>	<ul style="list-style-type: none"> <li>✓ The DBB team, of some Australia's best architects, considered and rejected this strategy.</li> <li>✓ The DBB development strategy replaced the Hanson Batching plant with a tower at the end of Wentworth Park Road and Bridge Road, away from the park and Peace Walk Fig tree view, which brings the debt recovery forward. The sale of this tower pays for the new SFM, so no further development of the existing site is not required. Hence more sport fields and an underground car park hub.</li> <li>✓ The DBB SFM Pier development is typical of Sydney's Jones Bay and Woolloomooloo Wharf's providing greater waterfront presence to the business and the whole development can be delivered in less time.</li> <li>✓ The DBB solution was a passionate vision that evolved in collaboration with the SFM, Stakeholders and community until it was taken over.</li> <li>✓ The DBB solution is an integrated whole of bay development solution that incorporated the park which the Blackwattle Cove Coalition of community groups, promoted as part of their Bays Precinct advice.</li> </ul>
<ul style="list-style-type: none"> <li>× The INSW plans are advance drawings for the SFM, yet they are only conceptual for the balance of Blackwattle Bay with years of further planning and development. (Lines on a page). The groundwork has just begun.</li> </ul>	<ul style="list-style-type: none"> <li>✓ The DBB Plans were also well advanced since 2013. The groundwork is the same for the whole development but the DBB solution demonstrated that more can be delivered to the community, tourism &amp; stakeholders for less taxpayer's money. We have made our best effort to inform this process. Now its over to you!</li> </ul>