



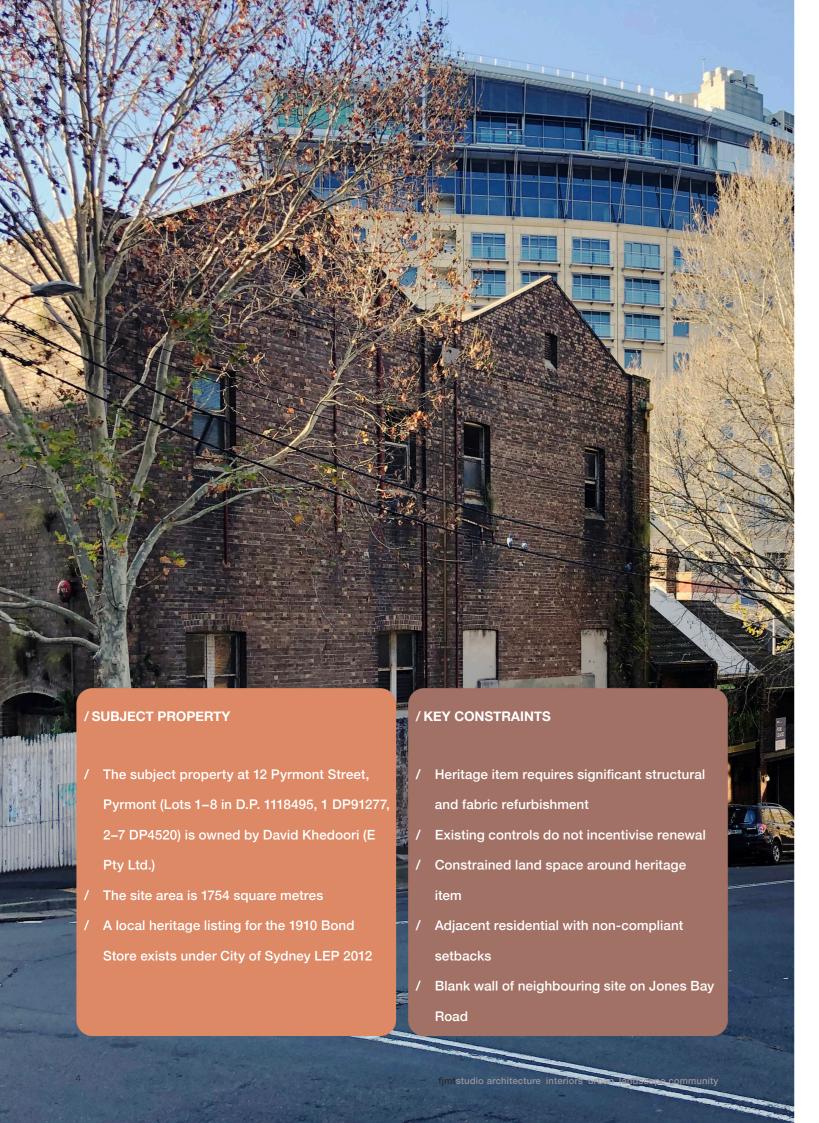
12 Pyrmont Street / Pyrmont Submission to draft Pyrmont Peninsula Place Strategy



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Executive Summary

As the owner of 12 Pyrmont Street, Pyrmont, David Khedoori (E Pty Ltd.) is pleased to provide the following submission to the Department of Planning, Infrastructure and Environment on the draft Pyrmont Peninsula Place Strategy.

This submission outlines the site renewal potential for 12 Pyrmont Street and the significant contribution that a renewed site can make to the future vision for Pyrmont.

It demonstrates potential alignment with the 10 Priorities, highlights the constraints that currently limit renewal, and identifies the unique opportunities that 12 Prymont Street presents

A non-residential mixed use proposition that will create a place of creativity, culture and heritage in the Darling Island subprecinct is outlined.

The submission proposes an approach to renewal that would see retention of, and access to, a significant local heritage item, and enhancement of the streetscape and public domain.

Sun planes to valued streets and public spaces in Pyrmont are recognised and assessed, and are able to be fully adopted in a renewal of 12 Pyrmont Street.

The submission has been prepared for and behalf of Issac Wakil and David Khedoori by fjmt studio and Graham Brooks Heritage.

12 Pyrmont Street has been in single family ownership for 35 years and has been inactive and inaccessible for the majority of that time.

A unique item of Pyrmont's working heritage is housed on the site. The 1910 Bond Store carries a local heritage listing and forms part of a local heritage cluster including St Bede's Catholic Church.

The building Bond Store has great internal spaces with potential to adapt to new uses. A double height hall would be ideally suited for functions and exhibitions. A broad top floor with exposed trusses and masonry walls would make a unique workplace for media, tech and entertainment enterprises.

The heritage item requires extensive work to bring it to its potential yet the existing controls do not provide incentive or support for the investment required. The site controls are currently half of neighbouring sites.

An integrated vision of heritage, new insertions and additions under adjusted controls that recognise the potential for a vibrant, collaborative and engaging place for work and entertainment is required to open up the site to access and enjoyment.

KEY OPPORTUNITIES

- / Retain, refurbish and repurpose loca heritage item
- / Open site for access through commercial uses
- / Support enhancement of Sub-Precinct 3
 (commercial, cultural and entertainment destinations)
- / Create a place of creativity, culture and heritage consistent with Direction 6

/ RECOMMENDATIONS

- / Provide sufficient uplift incentive to support refurbishment and renewal
- / Clarify inclusion of site in Darling Island subprecinct
- / Recommended Height Control: >RL90
- / Recommend FSR Control: >7.5:1

12 Pyrmont Street / Pyrmont

Isaac Wakil AO & Susan Wakil AO

/ Isaac Wakil AO & Susan Wakil AO

The Wakils have been generous philanthropists throughout their careers together, not only dedicating their time but also financial support.

In 2014 they formed the Susan & Isaac Wakil Foundation with proceeds from the sale of many of their property portfolio supporting The University of Sydney, The Sydney Modern Project and Opera Australia to name a few.

David Khedoori, Isaac and Susan's nephew has worked with Isaac for many years and is a Director on the Susan and Isaac Wakil Foundation.

Susan and Isaac are recognised for their distinguished service to the community and were named in the 2017 Australia Day Honours List acknowledging their valuable contribution to Health, Education, Medical Research and The Arts.



/Isaac & Susan Wakil, 2017



/Susan Wakil Health Building, Sydney University



/Portrait of Susan Wakil AO in the NPG, painted by Shen Jiawei in 2019

Design Team

first is one of Australia's foremost and awarded architectural practices and is dedicated to design excellence, innovation and the enhancement of the public domain.

/ Overall Studio

The multi-disciplinary fimt design studio explores the evolution of architectural form by synthesising place and programme through an elaboration of the tectonic. fjmt's work focuses on the spatial and organic interconnection of built form and site to embody shared values and aspirations.

From integrated studios in Sydney, Melbourne and the UK, fimt regularly undertakes public and private projects of varying scale, complexity and specialised character, from community buildings through to major cultural, research, commercial, residential, mixed-use development and master plans. fimt is the only Australian Practice to receive the prestigious World Architecture Festival World Building of the Year award and have won many other international prizes and awards for excellence and innovation in architecture and urban design. Such awards include the World Architecture Festival World Office Building of the Year (on two occasions), the AIA Sir Zelman Cowen Award for Public Architecture, Lloyd Rees Award for Urban Design, the Planning Institute of Australia Australia Award for Urban Design, the NZIA Architecture Medal, the RIBA International Award, City of Sydney Lord Mayor's Prize, Australian Development of the Year, Property Council of Australia and the Global Award for Excellence, Urban Land Institute.

/ Organisation History

The firm's origins are in the Philadelphia and New York offices of Mitchell/Giurgola Architects which, in 1979, entered the international design competition for Australia's New Parliament House. Upon winning this significant commission, a new firm, Mitchell/Giurgola & Thorp Architects (MGT), were established in Canberra in 1980. A second office was opened in Sydney in 1988, with Directors Richard Francis-Jones and Jeff Morehen subsequently joining Richard Thorp to head the office.

The practice proceeded to complete significant and challenging projects throughout Australia and South-East Asia, with the results being acclaimed through receipt of Australia's highest architectural and construction awards.

In 2002, MGT Sydney became Francis-Jones Morehen Thorp. The studio continues its commitment to design excellence, executing many complex commissions.

/ Heritage

Our approach to interventions and additions to heritage buildings is to ensure that contemporary architectural forms are carefully designed to form direct and clear relationships with the existing buildings in terms of scale, proportion and materiality while being uncompromisingly new.

We seek to create a new architectural layer on the site designed in the innovative and 'forward looking' spirit that underpinned the original buildings constructions. This 'layered' approach of placing new and old in a bold transforming relationship i.e. of related but 'opposite/dialectical' character, new and old, light and heavy, stone and glass. The outcome is a rich and complex assembly of form and spaces through which the layers and events of the site can be read and interpreted.

first has also established an excellent and effective relationship with the Heritage Council. Again, this relationship has been established with the Council as a working group and directly with the individual members themselves as with the City of Sydney Council, several Heritage Council members have independently been instrumental in selecting our studio as the consultant for development of sensitive heritage sites.

first has made numerous presentations to the Heritage Council with the work and recommendations of first being consistently well received by the Council. first have also been successful in obtaining approval from the Heritage Council for several sensitive heritage projects within the City of Sydney.

firmt's international reputation for architecture and urban design excellence together with direct experience of working with the Heritage Council has resulted in firmt being regarded as highly respected expert consultants.



/The Mint, Sydney Living Museums, NSW



/Auckland Art Gallery, New Zealand

GBA Heritage

GBA Heritage is widely recognised both nationally and internationally for our examination and resolution of complex heritage issues in a balanced and practical manner.

/ Overall Studio

GBA Heritage, formerly Graham Brooks and Associates, provide a unique combination of professional consulting services in conservation of the built environment, adaptive re-use of historic buildings, new development in sensitive locations, heritage asset management, expert advice on heritage issues, and planning for cultural tourism at heritage sites.

GBA Heritage has extensive experience working on a wide range of public and private sector buildings and places. Exploring, advocating and guiding their creative transition to ensure that such places retain their heritage significance and remain as productive entities in contemporary society.

The Director, Graham Brooks, is the Emeritus Chairman of the ICOMOS International Cultural Tourism Committee, and was the author of the ICOMOS International Cultural Tourism Charter (1999). He is assisted by Associate Director, Garry McDonald and an office of six experienced heritage consultants.

/Griffiths Teas Building

/ Organisation History

Graham Brooks and Associates Pty Ltd was formed in 1996 as a development of the heritage consultancy role formerly offered by Graham Brooks through Schwager Brooks and Partners, a Sydney based professional firm that was established in 1984. GBA Heritage offer heritage consultancy services throughout Australia and international heritage sites and historic cities. We concentrate on providing specialised heritage consultancy services to public and private sector property owners, national, state and local heritage agencies, developers, project managers and professional colleagues such as architects and urban planners, NGOs, national and international heritage and cultural tourism agencies. Our professional heritage consultancy services are well known for their examination and resolution of complex heritage issues in a balanced and practical manner.

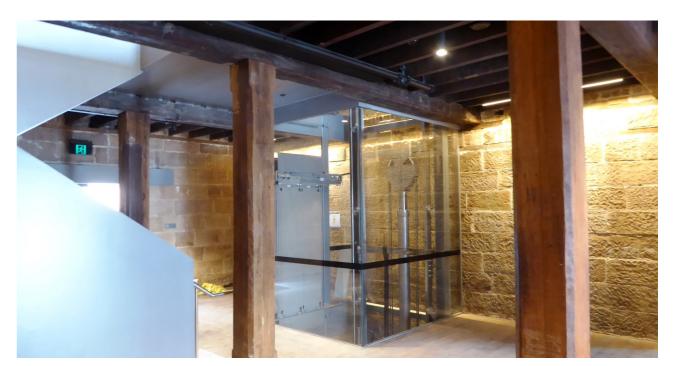
After almost 20 years, Graham Brooks and Associates Pty Ltd moved into a new phase of its corporate life in 2016, reflecting the consolidation of its strengths and its new generation of management, with the name of the corporate entity changing to GBA Heritage Pty Ltd. The firm now comprises professional heritage staff and administrative support.

/ Philosophy

We strongly believe that Heritage Conservation can be regarded as the management of change. It seeks to retain, protect and communicate that which is important in the historic built environment during the process of social, technical and economic development.



/Campbells Stores Refurbishment



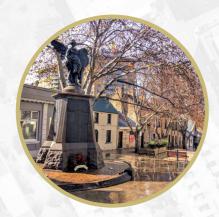
/Campbells Stores interior

Renewal Opportunities



VALUED HERITAGE ITEM

Inactive for 35 years and in need of significant restoration to protect the important heritage fabric. Building has a strong street presence and monumental interior spaces that can be opened to broader access and enjoyment.



SOLAR ENVELOPE & SUN PLANES

The solar planes indicatively described in the draft Pyrmont Peninsula Place Strategy protecting sunlight access to key public spaces and streets can be fully supported in the renewal of 12 Pyrmont Street.



COMMERCIAL, CULTURAL & ENTERTAINMENT DESTINATION

The qualities of the heritage item and potential for new complementary building forms can support a mix of non-residential uses for function, workplace, innovation and entertainment.



URBAN FORM

12 Prymont Street can establish relationships to existing built form on the peninsula, support the principle of stepping down to water's edge, and contribute to the future form of Pyrmont.



PLACE & LANDSCAPE

A place specific response that embraces the history of Pyrmont, the value of the heritage item and streetscape and enhances landscape and public domain quality would underpin renewal of 12 Pyrmont Street.



ACTIVE AND ENJOYABLE

Renewal of the site will provide new opportunities for activation, improving amenity and safety for the local Pyrmont community. Spaces at the street level will allow for experience of the heritage setting and will be enjoyed by workers and visitors to the future focused commercial functions.

Site & Context

The subject site is located in the north end of the Pyrmont Peninsula, adjacent The Star, Darling Island and alongside the Light Rail cutting. A significant opportunity exists for the site and heritage building to be transformed and integrated with the evolving urban context.

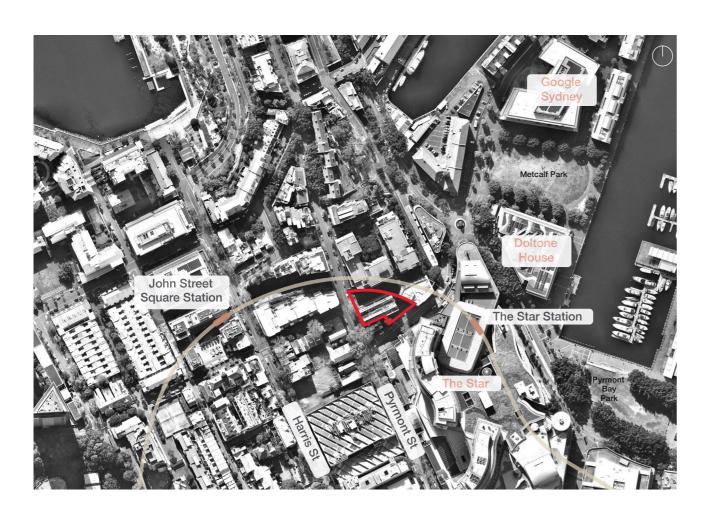
/ Site

12 Pyrmont Street, the subject site, is located on the east side of Pyrmont Street, close to the Jones Bay Road intersection at the Pyrmont Peninsula. The north-east boundary of the site is aligned with the easement of the light rail. The area of the site is 1754m2.

Adjacent to the site, the buildings at 14-18 Pyrmont Street are three two storey terraces back to the Federation period. The heritage items along the Pyrmont Street includes terraces, church and old building of the municipal council of Sydney.

Also in close proximity are the Doltone House, Google Sydney Office, and the Sydney Morning Herald Office.

The site is directly opposite The Star and adjacent to the Light Rail The Star Station. To the north and east, the site is surrounded by residential apartment buildings up to 7-9 storevs.



/ Existing Building

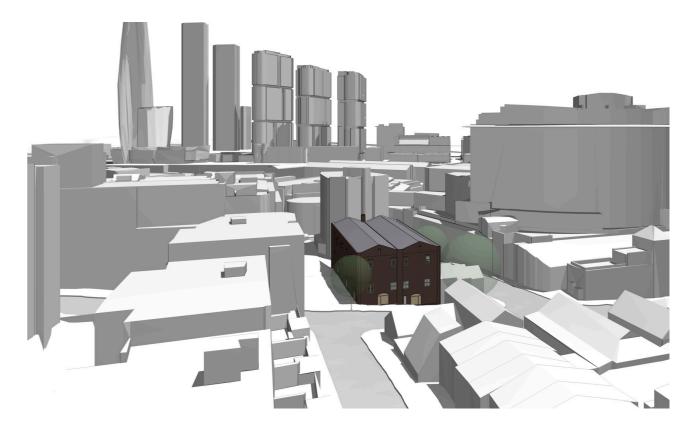
12 Pyrmont Street is a Federation style Warehouse constructed c.1910. The three storey building has an industrial street presence, constructed of face brickwork with sandstone detailing. It features a double gable roof concealed by a simple brick parapet. The interior space is characterized by the grand proportions of its double height southern cathedral space and expansive double width top floor creating further cathedral-like spaces.

The building retains industrial design features such as the timber hardwood post and beam construction, timber tongue and groove floors with exposed diagonally braced joists, large double cargo doors and intact roof trusses; all of which were characteristic of warehouses in the Federation period.









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12 Pyrmont Street / Pyrmont

/ Local Heritage Item

The existing building is listed as a heritage item in the Sydney Local Environmental Plan (LEP) 2012 with 14-18 Pyrmont St buildings, named as "Warehouse 'Slades Building' and Terrace Group Including Interiors".

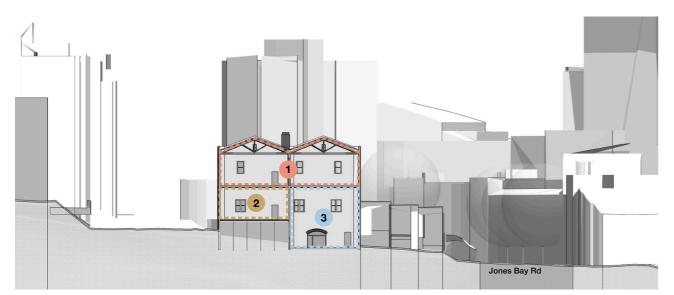
The Statement of Significance states: "... the buildings date from one of the key period of the development of Ultimo/ Pyrmont as warehousing precinct from the development of wharves and shipping in the area by the Sydney Harbour Trust. It is a good example of a Federation warehouse and terraces which makes a positive contribution to the streetscape."

The building has been under utilised as a warehouse for many years and due to the water ingress, strengthening works to the damaged timber trusses was carried out in 2018.



/Heritage Map / City of Sydney LEP 2012





/Indicative Section of the Existing Building

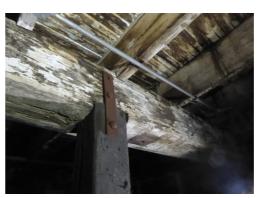


/Double Width Top Floor

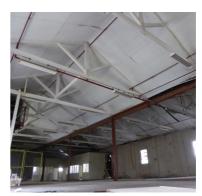




/Double Height Southern Cathedral Space



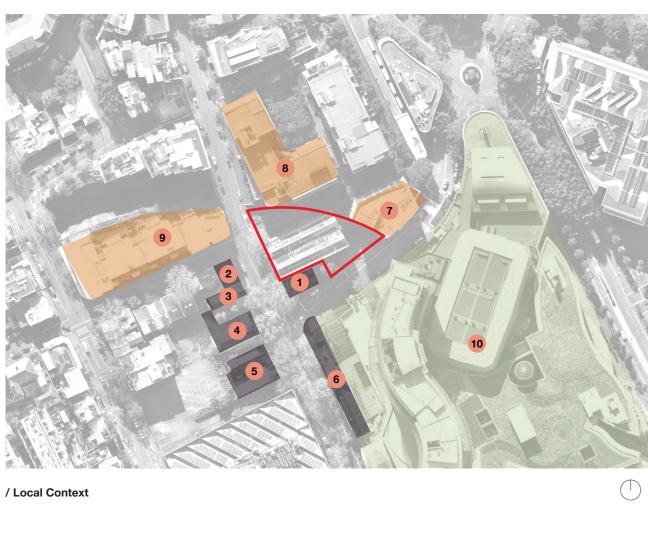
/Existing Timber Structure



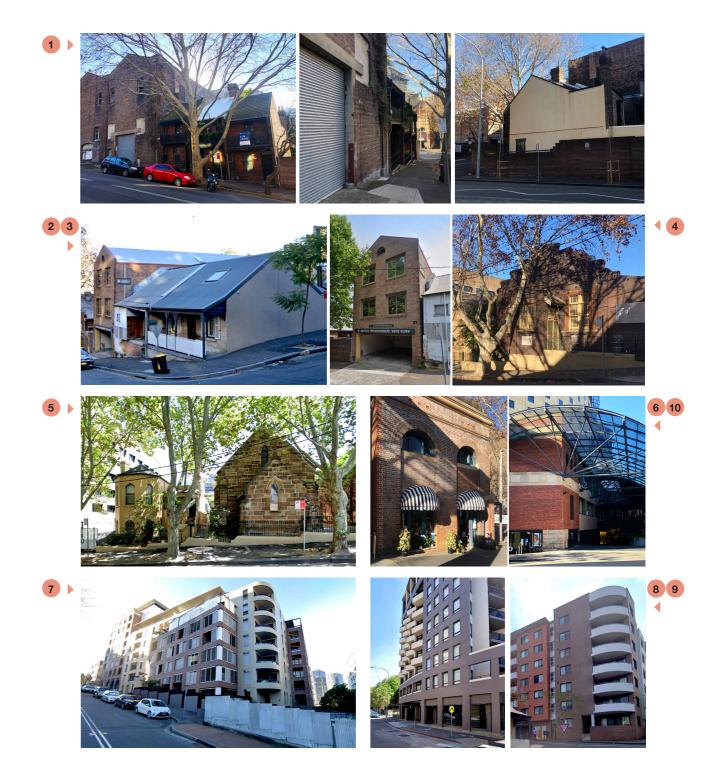
/Existing Trusses



/Existing Partition Wall







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12 Pyrmont Street / Pyrmont

/ Historic Settings

Pyrmont has a rich industrial history which was largely the result of the surrounding Harbour providing excellent access to wharves and docked ships. Since the first subdivision plans made by Edward Macarthur in 1836, the initial road structure and urban forms in the north end of the Pyrmont Peninsula have been established.

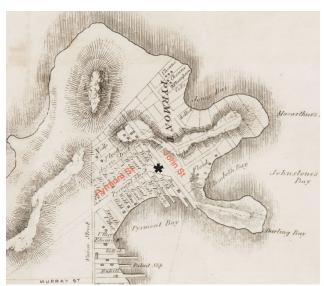
The area remained isolated until the construction of the first Pyrmont Bridge in 1857, connecting the peninsula to Market Street. A branch freight line of Sydney - Parramatta railway to Darling Harbour was operated from 1855. The former freight line was part of the oldest railway alignment in NSW, transporting goods from Darling Harbour to Redfern and formed a deep cutting from the yards near Jones Bay to the west.

The first large industrial establishment in the Pyrmont area was the Colonial Sugar Refinery (CSR) which moved from Chippendale to the end of the Pyrmont Peninsula in 1879. The move was instrumental in encouraging further industrial development in the locality.

In the following decades the area saw an industrial boom, with the popular Pyrmont Sandstone quarried nearby and numerous warehouses built, including twenty huge woolstores. At the dawn of Federation the new Pyrmont Bridge was constructed in 1899 and The Sydney Harbour Trust resumed all of Sydney's foreshore to rebuild and revolutionise Sydney's

Industrial expansion continued through to the Post War period, peaking again during WWII when goods such as wool were being stockpiled and a rapid building program commenced. In the 1970s, industry began to relocate to the outer suburbs of Sydney and the inner-city areas were deindustrialised.

Since the late twentieth century many of the remaining warehouses have been adaptively reused to bring new life into the area, while keeping its historic industrial character.



/Map of Pyrmont Peninsula, 1843, William Henry Wells, State Library of NSW



/Map of Pyrmont Peninsula, 1888

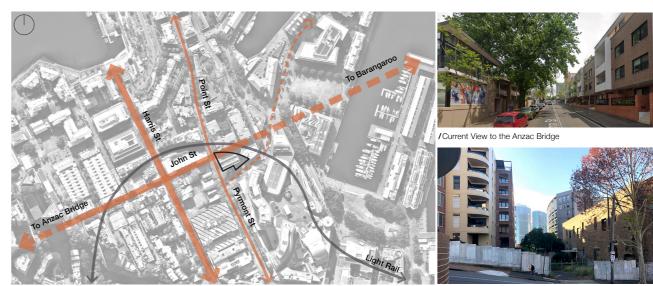


Subject Site



/Birds-eye View of Jones Bay Wharves, 1912, Sydney Harbour Trust (State Library of NSW)

/Photo of Jones Bay Wharves, 1937



/Key Streets and light Rail Alignment in the North End of the Pyrmont Peninsula

/Current View to the Barangaroo

Existing Planning Controls

The existing site controls limit opportunity for complementary development and prevent the economic refurbishment of the heritage item and renewal of the site.

/ City of Sydney LEP 2012

/ EXISTING CONTROLS

/ FSR 1.75:1

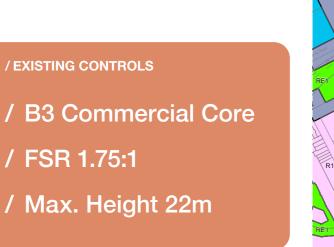
/ Max. Height 22m

The current City of Sydney LEP 2012 controls do not incentivise the renewal of 12 Pyrmont Street. The existing controls are more restrictive than sites directly adjacent. The refurbishment and repurposing of the existing heritage item will be costly and will need to be paired with increased development potential to make renewal economically viable.

/ Zoning

The site is within the B3 Commercial Core zone inclduing The Star site and heritage sites along the Pyrmont St in the City of Sydney LEP 2012.

The adjoining site to the north is R1 General Residential zone.





/Zoning Map / City of Sydney LEP 2012

/ FSR

The permitted maximum Floor Space Ration of the site is 1.75:1.

FSR of two large sites to the north within the R1 General Residential zone are 3:1 and 4:1 while the FSR of The Star site is 3.5. The FSR of the subject site is far below the neighbouring

/ Building Height

The permitted maximum building Height is 22m.

The permitted building height of the adjoining residential sites is from 30-40m. The Star site has building heights up to 65m.



/FSR Map / City of Sydney LEP 2012

/Building Height Map / City of Sydney LEP 2012

Pyrmont Peninsula Place Strategy Draft (PPPS)

The Pyrmont Peninsula Place Strategy aims to enable a transformation through innovation and investment to create the jobs of the future, while celebrating the rich heritage and charm of the peninsula. It envisages that "the Pyrmont Peninsula will be an innovative, creative and cultural precinct and an engine room of the Eastern Harbour CBD in 2041".

/ 10 Directions

The strategy has developed 10 key directions to guide the future transformation and development to 2041. It addresses matters of strategic economic, social and environmental significance and highlights the potential employment increase stimulated by the future provision of the new Pyrmont Metro

/ Structure Plan

The structure plan combines four key layers including open spaces, movement network, spine and local community and catalyst sites to deliver a better connected, more resilient and people-focused place in Pyrmont Peninsula.

The site is adjacent to The Star which has been identified as one of the significant renewal sites at the harbour edge and is also close to the Metro Investigation Area.





/ Sub-precincts

7 distinct sub-precincts have been identified in the PPPS and the site is located at the intersection of the Darling Island Precinct and the Pirrama Precinct. It can deliver a transition from Pirrama, a mixed residential neighbourhood, to Darling Island with large commercial, cultural and entertainment destinations.

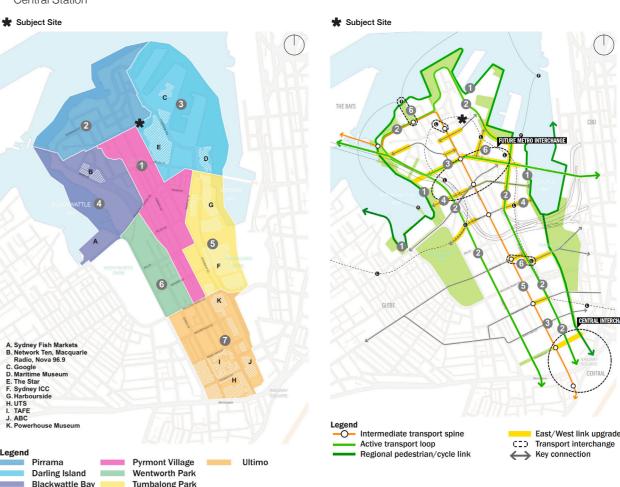
The 7 distinct sub-precincts are:

- 1. Pyrmont Village: a historic ridgeline village of fine grain shopfronts and terrace houses
- 2. Pirrama: an industrial headland that has transformed into a mixed residential neighbourhood
- 3. Darling Island: a harbour home of large commercial, cultural and entertainment destinations
- 4. Blackwattle Bay: a media hub, tourist destination and new mixed use quarter
- 5. Tumbalong Park: a celebration and event space for both local community and global visitors
- 6. Wentworth Park: a park-side community of historic warehouses and terrace houses
- 7. Ultimo: a centre for creativity and learning at the edge of Central Station

/ Movement Network

Prioritising safer, greener network for pedestrian and cyclist, the PPPS structure plan investigates new movement potential on the peninsula. A future metro interchange investigation area is highlighted in the plan which will affect the potential renewal of the subject site. A new east/west link along Jones Bay Rd has been identified potentially enhancing the connection of the site to Harris St and the eastern foreshore.

CENTRAL INTERCHANGE



/ Building Height Strategy

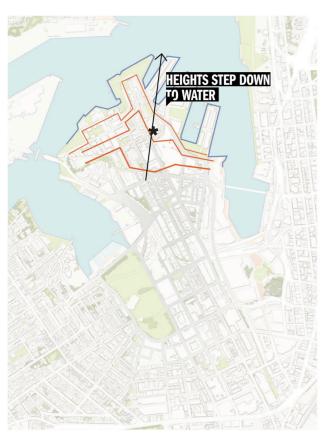
The building height strategies prioritise three matters including the special historic character of the peninsula, the amenity of key spaces, and streets and the sites that are capable of change.

Reinforce peninsula scale and character

The Peninsula Character Height Strategy demonstrates a stepping down of building height from the topographic height points within the peninsula to the harbour edge to protect the unique layered character of the peninsula. The site is addressed in the middle zone of the height distribution.

Protect amenity of streets and spaces

To protect the sunlight of the parks, plazas and main streets within the peninsula, the Peninsula Amenity Based Height Strategy applies solar access planes to inform potential new building envelopes. It is a key parameter to investigating the possible building envelope for the subject site.







Subject Site

/ Indicative Renewal Zones & Taller Building Clusters

The criteria of the sites that are capable of change in PPPS include:

- State Significant renewal sites;
- Sites identified by the City of Sydney in their Development Capacity Study 2019;
- State or Local Government owned land;
- Land within single ownership;
- Strata commercial sites and residential with 10 or less lots;
- Heritage warehouse sites suitable for adaptation.

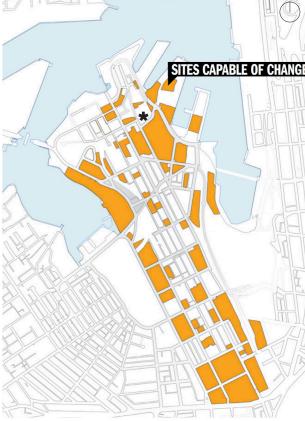
The subject site is a heritage warehouse site within single ownership which is capable of change.

In the PPPS draft, The Star site has been identified as one of the renewal focus zones, and towers on the northern and southern ends of the site are suggested up to RL 60m and RL 180m respectively.

The subject site is directly opposite The Star and will sit in the context of any future Star towers up to RL 180m.



* Subject Site



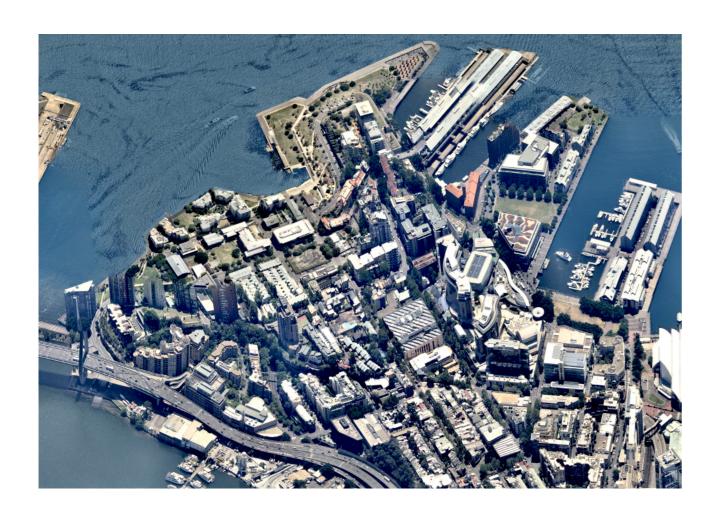
* Subject Site

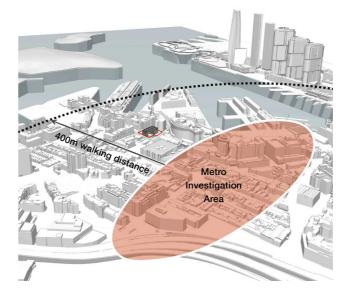
Site Opportunities & Constraints

Located close to the New Metro Investigation Area, The Star, and in between Darling Island the heritage core of Harris Street, the site has potential to be an exemplar of contemporary additions to a heritage warehouse in Pyrmont. The site has real constraints but with the right planning framework the best design solutions can be found and design excellence achieved.

/ Opportunities

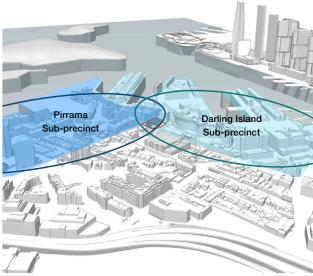
The site is well positioned to embrace both the history and future of Pyrmont. Site renewal can release an inaccessible heritage item and contribute to the commercial, cultural and entertainment focus of the Darling Island sub-precinct.





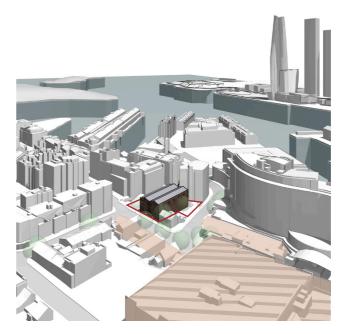
New Pyrmont Metro Station

A new Pyrmont Metro Station is being considered and the metro investigation area has been identified in the PPPS. The subject site is within 400m walking distance of the investigation area and is likely to be 5mins walk from the potential metro station.



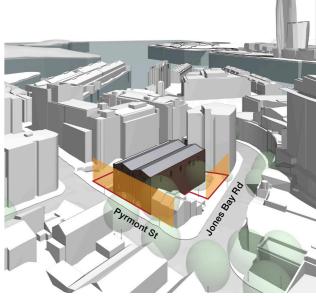
Intersection of Two Sub-precincts

The subject site sits between the Darling Island and Pirrama sub-precincts identified in the PPPS. It is recommended that the Darling Island sub-precinct boundary is adjusted to fully include the site area.



Heritage Assets & Historical Urban Context

The existing heritage warehouse building is sited in a local heritage cluster including St Bede's Catholic Church. The existing buildings contribute to a unique streetscape character that can be respected and maintained in a renewal of the site.



Street Frontage

The site has two street frontages facing Pyrmont Street and Jones Bay Road (which is identified as a key west east link in the PPPS). It has the potential to provide active frontages to make the streets more attractive and safer.

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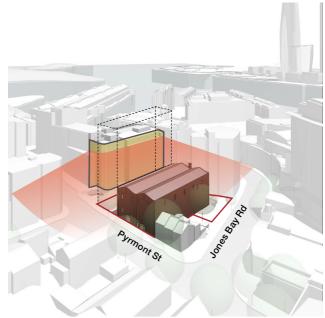
/ Constraints

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The existing heritage building and the site have laid dormant for the last 35 years. A number of site specific constraints impact the potential renewal of 12 Pyrmont Street.

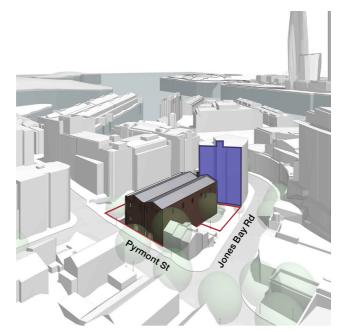






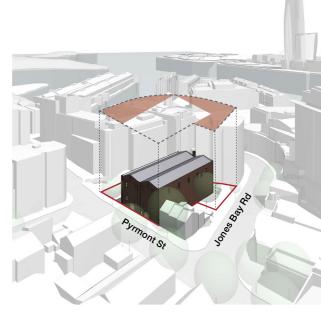
Building Separation & View Corridor of neighbouring Residential

The 7 storey apartment building to the north of the site exhibits non-compliant setbacks to the common boundary in relation to Apartment Design Guide. Maintaining amenity for the existing apartments including the privacy separation and outlook will constrain the development envelope on 12 Pyrmont Street.



Blank Wall of neighbouring building

The 9 storey residential building to the eastern boundary of the site presents a blank wall to the common boundary with 12 Pyrmont Street.



Site Constraints

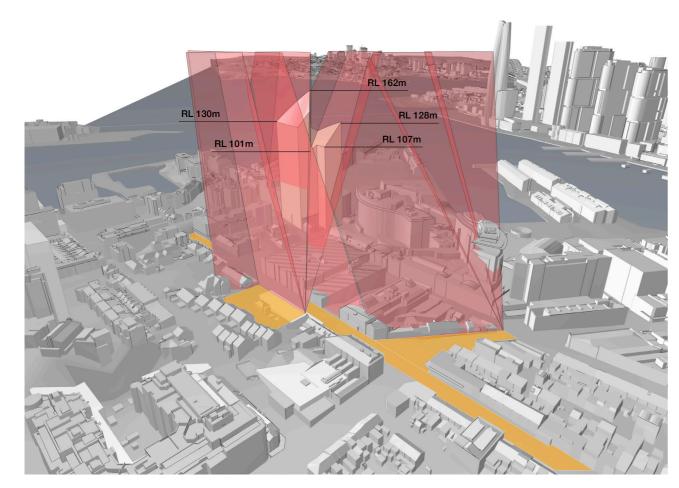
The topography of the site shows a change in elevation from the high point in the north-west corner to the low in the southeast corner. The site is also separated by the existing building into two irregular segments of vacant land which limits the footprint of the future built form.

Building Envelope

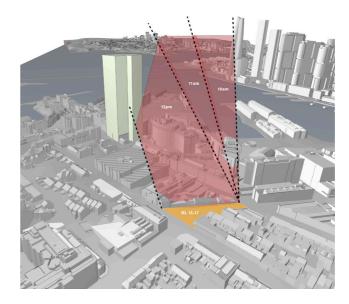
Based on the building height strategies outlined in the PPPS, a solar envelope has been developed to show the maximum renewal potential of the site.

/ Building Height

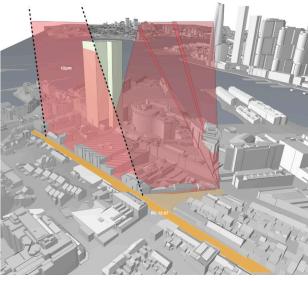
Aligned with the Peninsula Amenity Based Height Strategy, the new building envelope formed by the solar planes aims to protect the sunlight access to Union Square, Harris Street and Maybanke Park.



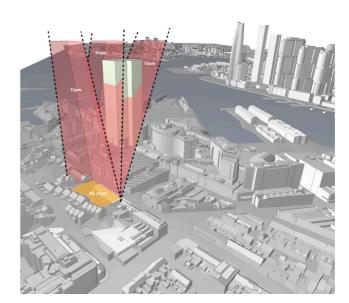
/Solar Envelope applied the integrated solar planes



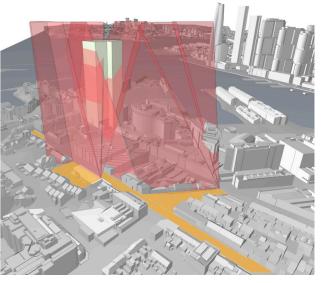
/10am-12pm solar planes to Union Square



/10am-12pm solar planes to Union Square and Harris Street



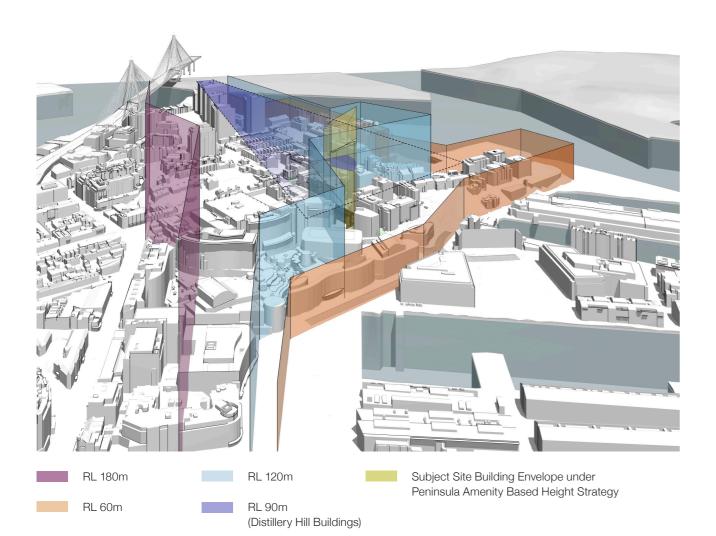
/10am-12pm solar planes to Maybanke Park



/Integrated 10am-12pm solar planes to Union Square, Harris Street and Maybanke Park

Potential Building Envelope under Peninsula Character Height Strategy

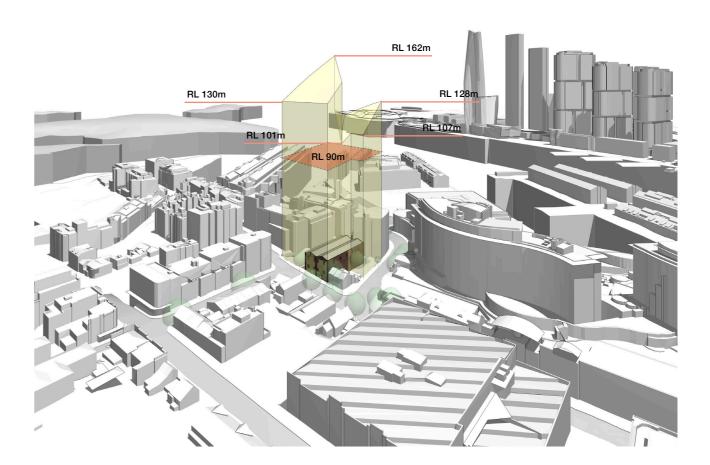
The strategy of building form stepping down towards the foreshore has been interpreted and suggests that the maximum building height of the site is in the medium range between RL60 and RL180. The existing Distillery Hill residential buildings at **RL90** building height present a mid height reference relevant to the subject site.



Potential Building Envelope

Overlaying the solar envelope and the reference height of Distillery Hill, the diagram below proposes a development envelope for 12 Pyrmont Street. The proposed envelope protects the sunlight access of the key open spaces and streets required in the PPPS and will contribute to the layered peninsula character.

Built form within the development envelope will be constrained by an appropriate Floor Space Ratio. Based on preliminary studies, a minimum **FSR of 7.5:1** is considered necessary to balance the extensive work required to renovating the heritage item with contemporary commercial floor space consistent with the objectives of the sub-precinct.



Uses

Complementing other key sites in the sub-precinct, 12 Pyrmont Street will be rejuvenated through a layering of different functions, uses and activities focused on commercial, cultural and entertainment. It will be transformed to be an attractive place and a destination rich in history, featuring heritage warehouse building, unique urban plaza and variety of contemporary workspaces.

/ Potential Uses

The heritage warehouse will be transformed to accommodate a range of non-residential uses. Function room, exhibition and incubator spaces are imagined in the historic industrial scale space retaining the existing building character to respect and respond to the site history and historic urban context.

The new additional building volume/s are proposed to develop commercial uses comprising workplace, innovation, collaboration with integrated retail at the ground level to activate the ground plane.





Foyer
Reinterpret the
historic fabric and
feature the double
height space.





Exhibition
Provide cultural space attracting visitors to the site.





Retail
Activate the streets
and create attractive
places open to the
landscape.





Innovation
Attract innovative
organisations
through offer of
character, amenity,
quality and
convenience.





Incubator
Develop a responsive commercial environment that supports a range of business size and maturities and develops networks.



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Function Room
Create a
memorable suite of
function facilities in
the grand spaces
of the existing
warehouse.





Collaboration
Overlap foyer and breakout spaces of function centre with workplace settings to support collaboration opportunities.





Workplace
Embrace the broad space under the trusses of the existing warehouse and expand to include workplace accommodation in new building/s.



Alignment to PPPS

Bringing the valued heritage fabric of the 1910 warehouse back to life and introducing complementary commercial, cultural and entertainment uses to 12 Pyrmont Street will be aligned with the vision and directions of the draft Pyrmont Peninsula Place Strategy.

Pyrmont Peninsula Place Strategy draft (PPPS)			Alignment Statement	
Vision		In 2041, the Pyrmont Peninsula will be an innovative, creative and cultural precinct and an engine room of the Eastern Harbour CBD. It will connect to the Innovation Corridor and other innovation and job precincts via Sydney Metro and complement the Sydney CBD.	The renewal of the site will be employment focused and will accommodate creative and innovative businesses along with cultural and entertainment functions in support of the vision for the Pyrmont Peninsula.	
Direction	10	Jobs and industries of the future	The renewal will deliver increased employment.	
	2	Development that complements or enhances that area	The site will be a transitional area between Darling Island and Pirrama sub-precincts and will contribute to the future capacity for commercial uses of Darling Island.	
	3	Centres for residents, workers and visitors	As a renewal site, it will deliver new attractive spaces, activated frontage, high amenity places.	
	4	A unified planning framework	N/A	
	5	A tapestry of greener public spaces and experiences	Streetscapes, vistas and landscape opportunities will be integral with the site renewal.	
	6	Creativity, culture and heritage	The renewal is to retain and reuse the existing heritage building and to respect the local historical identity. The new spaces for creativity and culture will be delivered in the site.	
	7	Making it easier to move around	The renewal will activate the frontages of the Pyrmont Street and Jones Bay Road to support the active transport links.	
	8	Building now for a sustainable future	The new building will meet the high environmental standards, set net-zero targets, and provide for flexibility and future adaptation.	
	9	Great homes that can suit the needs of more people	The site will not include residential uses.	
	10	A collaborative voice	As a private development, it will support a collaborative approach to bring about the best outcomes for Pyrmont Peninsula.	
	1	Build and link a world class foreshore	N/A	
Big Moves	2	Enhance the opportunity to provide a vibrant 24-hour cultural and entertainment destination, with small bars, performance spaces, museums and other entertainment	Complementing The Star as an entertainment destination, the site will incorporate cultural and entertainment functions and be flexible to adapt the changes in the future.	
	3	Realise the benefits of a new Metro station by making Pyrmont a destination, rather than the point where journeys start	The site is located within the 400m walking distance to the metro investigation area and the potential metro station. The renewed site will be a new destination accessible by public and active transport.	
	4	Create a low carbon and high-performance precinct, maintaining the shift to a place where people walk and use public transport to connect to other places	Due to site constraints, parking will be minimised and the renewal will encourage use of public transport and active transport, and prioritise connections to areas beyond the site.	
	5	More, better and activated public spaces across the Peninsula	Opportunities to create new publicly accessible space on the site will be fully explored.	
Structure Plan		Building height - protect the amenity of parks, plaza and main streets and also stepping down to the foreshore.	New built form can be delivered within the solar envelope applicable to the site and can meet the objective of built form stepping down to the foreshore.	
Sub precinct		Darling Island - a harbour home of large commercial, cultural and entertainment destinations	Proposed uses including commercial, collaboration, incubator, exhibition and function spaces are complements to the Darling Island precinct.	

Conclusion & Recommendations Summary

12 Prymont Street is ready to be renewed and is able to embrace the future vision for the Pyrmont peninsula. A suitable development envelope and controls are required to achieve economic renewal of a constrained yet unique opportunity site including a valued heritage item.

/ Submission Recommendations

This submission makes the following recommendations for the Pyrmont Peninsula Place Strategy draft, in relation to the 12 Pyrmont Street site:

- Site Capable of change: The site presents significant renewal potential. It should be specifically identified in the final PPPS as a renewal site within the Darling Island sub-precinct for commercial, creative and cultural functions.
- 2. Height of Building: An increased building height is required to support renewal. The new building height should be informed by the solar planes under the PPPS building height strategies. A building height of at least 90m within the solar envelope is recommended.
- 3. Density: An increased floor space ratio is required to support renewal. With consideration to the strategic location of the site, the opportunity for comprehensive renewal and the condition of the existing heritage building, the FSR should be above 7.5:1 to allow economically feasible development.
- Meeting with PPPS team: Our team would be pleased to meet with PPPS representatives to discuss the site opportunities and framework for future development in more detail.

/ RECOMMENDATIONS

- / Provide sufficient uplift incentive to support refurbishment and renewal
- / Clarify inclusion of site in Darling Island subprecinct
- / Recommended Height Control: >RL90
- / Recommend FSR Control: >7.5:1

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