

From: no-reply@planning.nsw.gov.au on behalf of [Planning Portal - Department of Planning and Environment](#)
To: [DPE PS ePlanning Exhibitions Mailbox](#)
Cc: [REDACTED]
Subject: Pyrmont Peninsula Place Strategy
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Attachments: [wha-pyrmont-submission-covering-letter.pdf](#)

Submitted on Sun, 13/09/2020 - 14:07

Submitted by: Anonymous

Submitted values are:

Submission Type

I am submitting on behalf of my organisation

Name

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I would like my submission to remain confidential

No

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Submission file

[wha-pyrmont-submission-covering-letter.pdf](#)

Submission

Please find a covering letter attached from the Western Harbour Alliance.

I agree to the above statement

Yes

{Empty}

**Western Harbour Alliance
c/o The Committee for Sydney
L27, 680 George Street
Sydney NSW 2000**

September 11, 2020

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

Dear Madam/Sir,

On behalf of the Western Harbour Alliance, I am pleased to submit our attached response to the draft Pymont Peninsula Place Strategy, and its supporting Economic Development strategy.

The Alliance congratulates the Government on these plans, and applauds the process of engagement and consultation that informed their development. The Alliance was gratified to recognise that the vision and many of the themes described these recent strategies both extend a consistent trajectory of recent Government commentary concerning the direction of the Precinct, and embrace, reflect, address and develop the vision and priorities identified by the Alliance in our own substantive Precinct planning work over the last several years.

In recognising the volume of feedback you may receive, and the time-challenged nature of the program, we have taken the opportunity to highlight here the key elements of the Alliance's response, for clarity and ease of reference:

1. Precinct Vision and strategic purpose: Western Harbour to be officially designated a "Sydney Signature Precinct"

The vision should reference the key role that Pymont and the Western Harbour does and should play in the State's Visitor Economy. The significant further contribution that an optimised Western Harbour can make as a "signature precinct", presenting the best of contemporary Sydney to Australia and the world, should be recognised explicitly.

2. Transport connectivity: provide certainty urgently on Pymont Metro station

The Pymont stop on Sydney Metro West is the crucial enabler of the Western Harbour. Urgent effort is required to provide the confidence and certainty of a firm commitment to this key piece of mass transit infrastructure, and to clarify the expectations of Government on the private sector in this regard. Prioritising and accelerating the enhancement of other transport modes is also essential if the Precinct's amenity for residents and its economic contribution is to be maximised in the years prior to Metro.

3. Appropriate sustainable growth and development: adopt Planning Controls providing a state significant planning framework for the identified key sites

The sub-Precinct approach provides an elegant response to the need to balance heritage with economic development and jobs. It provides the necessary flexibility to ensure that the planning controls applied are fit for purpose in each sub-precinct. The state significant framework should be applied, with consistent principles around the enabling of height and density, to the identified renewal sites, in line with the characterisation of the key sites as priority drivers of economic and employment growth.

4. A cultural hub for Sydney's 24-hour renaissance

Pymont, in particular the spaces adjacent to and connecting the existing cultural landmarks at the Australian National Maritime Museum and the Lyric Theatre, offers a significant opportunity to bolster the strong cultural offerings of the Precinct, to fully enable a strong and distinctively sophisticated cultural flavour to Sydney's re-emerging 24-hour proposition.

5. Public and green space: return Wentworth Park to the community as public space and parkland in 2027

World class waterfronts require green and innovative public spaces – particularly in a post-COVID19 world.

6. Governance and implementation: immediately progress and support the establishment of a Business Improvement District with a clear scope, mandate and endorsement to provide “a collaborative voice” and to drive economic contribution and productivity.

The quality Place Strategy deserves appropriate Governance to ensure its effective and timely implementation. Specific and substantial attention should be given immediately, to the comprehensive design of the most effective Governance arrangement to respond to all the layered and phased elements of the Place Strategy and Economic Development strategy. Enable the BID urgently to optimise the role of the Precinct in the State's COVID19 recovery.

7. Pymont in the context of the Western Harbour and surrounds: conduct deliberate, specific mapping analysis of current and desired visitor behaviours, to inform and enable whole-of-Precinct, and inter-precinct planning, activation and management, as well as planning for improved connectivity.

Pymont is even more valuable if optimised in the context of the surrounding and adjacent parts of the Western Harbour, which extends broadly from the Barangaroo Headland around the harbour front to Blackwattle Bay, and south to the Powerhouse Museum. PwC estimated that the incremental value to NSW of aligning and co-ordinating the planning, development, activation and promotion of this “super-precinct” would exceed \$2bn per year by 2025. This “value of alignment” could be considered *in addition to* the \$4.2bn to \$4.9bn of additional economic output estimated by PwC in the current Pymont Economic Development Strategy.

The Alliance's more complete responses to these priority elements are provided in the attached response document. In the meantime, we remain ready and able to provide any further thinking or detail that may be required. We welcome the direction and momentum that your work is providing, and look forward to a close collaboration in the period ahead, to bring the Vision and the opportunity for Pymont and the Western Harbour to fruition.

Yours faithfully,



Geoff Parmenter
Western Harbour Alliance