



DRAFT

Pyrmont Peninsula Place Strategy

July 2020



Acknowledgement of Country

The Department of Planning, Industry and Environment acknowledges the traditional custodians of the land and pays respect to Elders past, present and future.

We recognise Australian Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to place and their rich contribution to society.

Aboriginal people take a holistic view of land, water and culture and see them as one, not in isolation to each other. The draft Pyrmont Peninsula Place Strategy is based on the premise upheld by Aboriginal people that if we care for Country, it will care for us.

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Draft Pyrmont Peninsula Place Strategy

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Minister's foreword

The Pyrmont Peninsula is a paradox. It is a site of some of the most intensive land use in all of Australia. A bustling port town at the dawn of the 20th century, a bustling urban village at the dawn of the 21st century. A place that is both a local home for thousands of residents, and a global destination for tourism, entertainment, innovation and technology. Pyrmont contains some of Sydney's most precious heritage, and some of Sydney's best urban renewal sites. These paradoxes are challenging, yet such constraints make the peninsula so dynamic, and so unique.

Throughout its history, the peninsula has had layers of complexity and ownership. But one thing is certain – it has always been a place where people live and work, and where they visit for entertainment and recreation. Over the centuries, quarries, railways, wharves, refineries, and power stations shaped Pyrmont's industrial base, making it a place that helped grow Sydney's and Australia's wealth while also being home to the community that worked there. Named after a German spa town, it was once a place where people would travel to for picnics.

Pyrmont has gone through a number of incarnations. In more recent decades it was transformed into commercial and entertainment precinct with pedestrian walkways and the Light Rail. But with its stellar harbour backdrop, accessibility to the city and grand heritage, it has understandably drawn more businesses and visitors alike.

Local residents have spoken to me about their passion for Pyrmont. About their enthusiasm to maximise opportunities to enhance foreshore access, walkability, access to public open space and to protect heritage items from demolition. Small business has also emphasised the need to improve streetscapes, promote pedestrian activity and strengthen access across the heart of Peninsula from Darling Harbour to Blackwattle Bay. The Western Harbour Alliance of major employers and



owners of the few remaining consolidated sites have also added the need to promote retail, entertainment, innovation and tourism destinations to welcome people from across Sydney, and all of the world.

Listening to everyone with a passion for Pyrmont there are some strongly consistent messages. Everyone accepts that change is inevitable – Pyrmont always has – but everyone agrees that the time is right to improve access to the harbour and to public spaces, to active and public transport, to education and jobs, and to provide a better built environment that respect the layers of history that have made Pyrmont the jewel that it already is.

Some say that Pyrmont is a village, some say it is an extension to the CBD. I reckon Pyrmont is both of these things, and more. Our plans for Pyrmont protect its past, and direct where change is going to occur, along with the public benefits that are necessary to ensure that as Pyrmont grows, it will become an even better place for more people to work, live and play.

Rob Stokes

Minister for Planning and Public Spaces

Executive summary

The Pyrmont Peninsula has always been a place of work and innovation – from the many docks and warehouses with goods for overseas destinations, to its sandstone quarries, sugar refining and freight handling. The next wave of work and innovation has already started on the Peninsula, one of the fastest growing jobs hubs in Greater Sydney, building on maturing arts, media and cultural industry job clusters.

The Pyrmont Peninsula is also a connecting place within the Innovation Corridor, which includes universities, a teaching hospital, international innovation companies and fast-growing start-ups. It is an intrinsic part of NSW's connection to global markets and new economy opportunities in information technology, high technology research and media.

This draft Place Strategy is positioning Pyrmont to be an attractor for global investment, driven by the connectivity of the Peninsula to Sydney's CBD, complementing and strengthening its position as a place at the cutting edge of the future of work, a place enlivened by creativity and design thinking, a globally connected place with jobs in arts, culture, entertainment, and the innovation economy. These industries will continue the tradition of the close connection between work and home that has shaped the history of the Peninsula.

Pyrmont's future growth builds on the work of those that came before us and the abundance of charm, its diversity and the wonderful natural attributes that make it such an attractive place to live, learn, connect, play and work. A place loved by both locals and visitors alike for its world-class cultural and entertainment offerings, the green open spaces that wind along the harbour, its stunning waterfront location and cherished heritage, with sandstone cliffs, tree-filled streets and heritage wharves.

As the Government finalises its planning for the Sydney Metro and the location of a potential station in Pyrmont, this draft Place Strategy will ensure new investment is harnessed to deliver jobs, as well as the public benefits needed to support the delivery of great places.

This draft Place Strategy is focused on the promise of the Pyrmont Peninsula and its capacity for continued innovation. This unique place, one of Sydney's jewels, sparkles with potential.

In March 2020, the views of the community, business and other stakeholders were sought on 10 key directions for Pyrmont to shape the future of the Peninsula. Those directions form the basis for this Place Strategy, informed by what we heard in that consultation process.

Those key directions for Pyrmont are:

1. Jobs and industries of the future
2. Development that complements or enhances that area
3. Centres for residents, workers and visitors
4. A unified planning framework
5. A tapestry of greener public spaces and experiences
6. Creativity, culture and heritage
7. Making it easier to move around
8. Building now for a sustainable future
9. Great homes that can suit the needs of more people
10. A collaborative voice

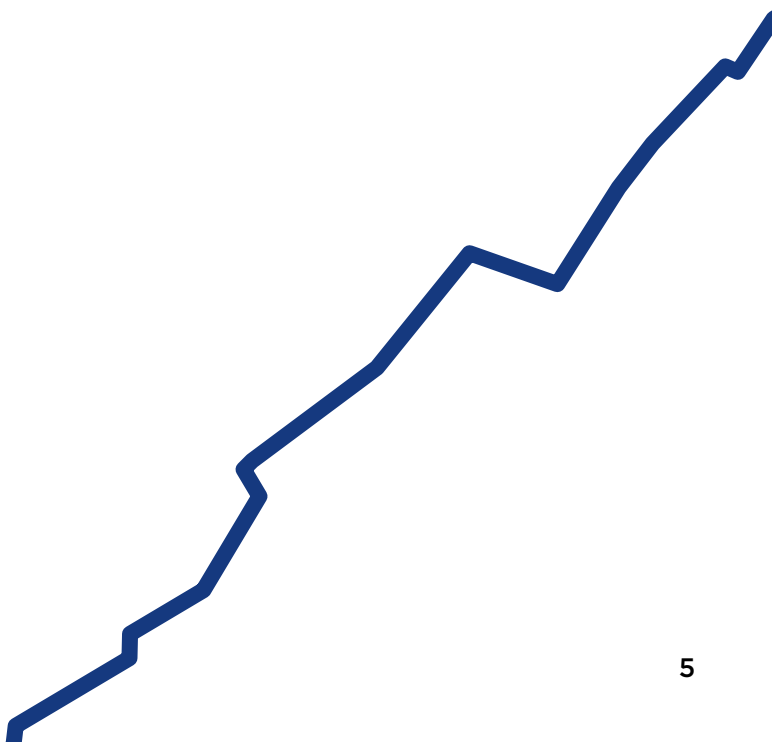
However, the draft Place Strategy aims higher – it sets out the Five Big Moves that articulate the ambition for the Pyrmont Peninsula to fully embrace its potential:

- 1.** Build and link a world class foreshore
- 2.** Enhance the opportunity to provide a vibrant 24-hour cultural and entertainment destination, with small bars, performance spaces, museums and other entertainment
- 3.** Realise the benefits of a new Metro station by making Pyrmont a destination, rather than the point where journeys start
- 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
- 5.** More, better and activated public spaces across the Peninsula

The draft Place Strategy also identifies 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. The key sites include:

- Blackwattle Bay
- The Star site at Darling Island
- Harbourside Shopping Centre
- UTS in Ultimo

To support this draft Place Strategy, new planning controls will be developed to identify the appropriate height and development potential of key sites, while also ensuring precious heritage, parklands and character are protected and public benefit is created.



01

Introduction



The Cadigal called it Pirrama. Our First Australians appreciated Pyrmont's abundance when the Peninsula's natural spring provided constant fresh water and food sources from the shoreline and harbour. After European settlement, this water source became known as 'Tinker's Well' and the place was named Pyrmont after the spa town in northern Germany. With the subdivision and clearing of Pyrmont almost 200 years ago, most archaeological sites associated with Aboriginal occupation were damaged or lost.

Modern times have seen Pyrmont navigate the ebb and flow of people living and working in the Peninsula. In the industrial age, it was known for its sandstone, steam power, sugar, ships - all innovative industries essential to Sydney's growth. It was also known for its slums, housing a population of almost 30,000 in the early 1900s. After World War Two, these industries fell into decline and the residential population sank with them - to almost 900 by the early 1990s - but renewal brought people back to the Peninsula.

Now, Pyrmont Peninsula is one of the fastest growing jobs hubs in Greater Sydney, harnessing the power of innovation in media, arts and culture. It is generating the jobs of the future as part of the emerging Innovation Corridor, which complements the tourism and entertainment attractions and the special character of the area. With anchors including Google, Network Ten, the ABC, Screen Australia, a cluster of media and advertising technology businesses, the education and creative hub of UTS, TAFE and the Powerhouse Museum, start-ups and the technology sector are already locating in the area.

In this information age, led by sectors critical to Sydney's prosperity - media, entertainment, creative industries and education - Pyrmont's population has grown to 20,000, with many from multicultural backgrounds. Pyrmont's future growth builds on its natural appeal, its charm, its proximity to the CBD and to one of the world's most stunning harbours, its history and creativity, natural attributes that make it such an attractive place to live, learn, connect, play and work.

This draft Place Strategy is focused on the promise of the Pyrmont Peninsula and its capacity to attract global investment in innovation and creative industries. It has always been a place of change and evolution. This unique place, one of Sydney's jewels, shimmers. It is full of potential.

The draft Place Strategy sets out a vision for Pyrmont at the forefront of the future of work, a place enlivened by innovation and creativity and design thinking, a globally connected place. It sits at the doorstep of the busiest central business district in Australia, yet is also a local place people call home in diverse housing types across heritage areas or to modern apartment buildings. Much of its appeal to business and locals is its stunning waterfront location and cherished heritage, with winding sandstone staircases, shady streets and green spaces.

We want to plan for Pyrmont's future in a way that embraces the opportunity presented by the area's character as a place generating the jobs of the future and a place for people to call home, and as a place that celebrates and enables what people love best about Pyrmont - its vitality, creativity, beauty, character, the blend of small and large scale, old and new.

We can create a future that builds on Pyrmont Peninsula's Aboriginal history and its history of industry and renewal. Innovative buildings from the Peninsula's various waves of investment, including the Powerhouse Museum and Frank Gehry's building at the University of Technology Sydney, demonstrate our aspirations for the future of the Peninsula.

The Pyrmont of the future will grow as a vibrant cultural and entertainment destination and as a well-connected place reinvigorated by a new Sydney Metro station with active transport options and sustainability at its core, graced by a beautiful waterfront promenade and new public and open spaces. Those public spaces will be both innovative and welcoming.

The draft Place Strategy is a suite of proposed directions and priorities informed by a broad range of stakeholders and by what we have learned about the place, its community and its connection to the rest of Sydney.

Drawing from the 10 Directions, the draft Place Strategy proposes a transformational vision for the area, along with Five Big Moves to realise the true potential of Pyrmont. It establishes our placemaking priorities for each of the Peninsula's sub-precincts. This draft Place Strategy ensures Pyrmont is a place that values its past and seizes the opportunity for a bright future.



About Pyrmont Peninsula

The Pyrmont Peninsula's long and evolving history of human habitation constitutes a 'continuity of place' – both contemporary and ancient, the old and the new.

Pyrmont Peninsula appears to form part of the boundary between the Cadigal and Wangal clans of the coastal Darug. Based on the early recordings of Governor Philip, the Cadigal lands stretch from the entrance of the harbour, along the south shore, to present day Darling Harbour. The Wangal lands extend from Darling Harbour westward along the south side of the harbour, to Rose Hill, which the local inhabitants called Parramatta (Kelleher Nightingale 2020).

The harbour foreshore area was rich in natural resources and a natural focal point for Aboriginal occupation in the landscape. The Peninsula's topography was characterised by harbour edge, creek lines and swampy bays, flat fields and bushland, which were places of occupation, hunting and fishing for millennia.

In the industrial age, Pyrmont Peninsula was known for its sandstone, steam power, sugar, ships - all essential to Sydney's growth. Early prosperity arose working close to the harbour with industries benefiting from sea access. As industry declined during the 20th century, so too did the number of people living in the area because the industrial waterfront lands disconnected Pyrmont from surrounding areas, which was further exacerbated when the Western Distributor was built.

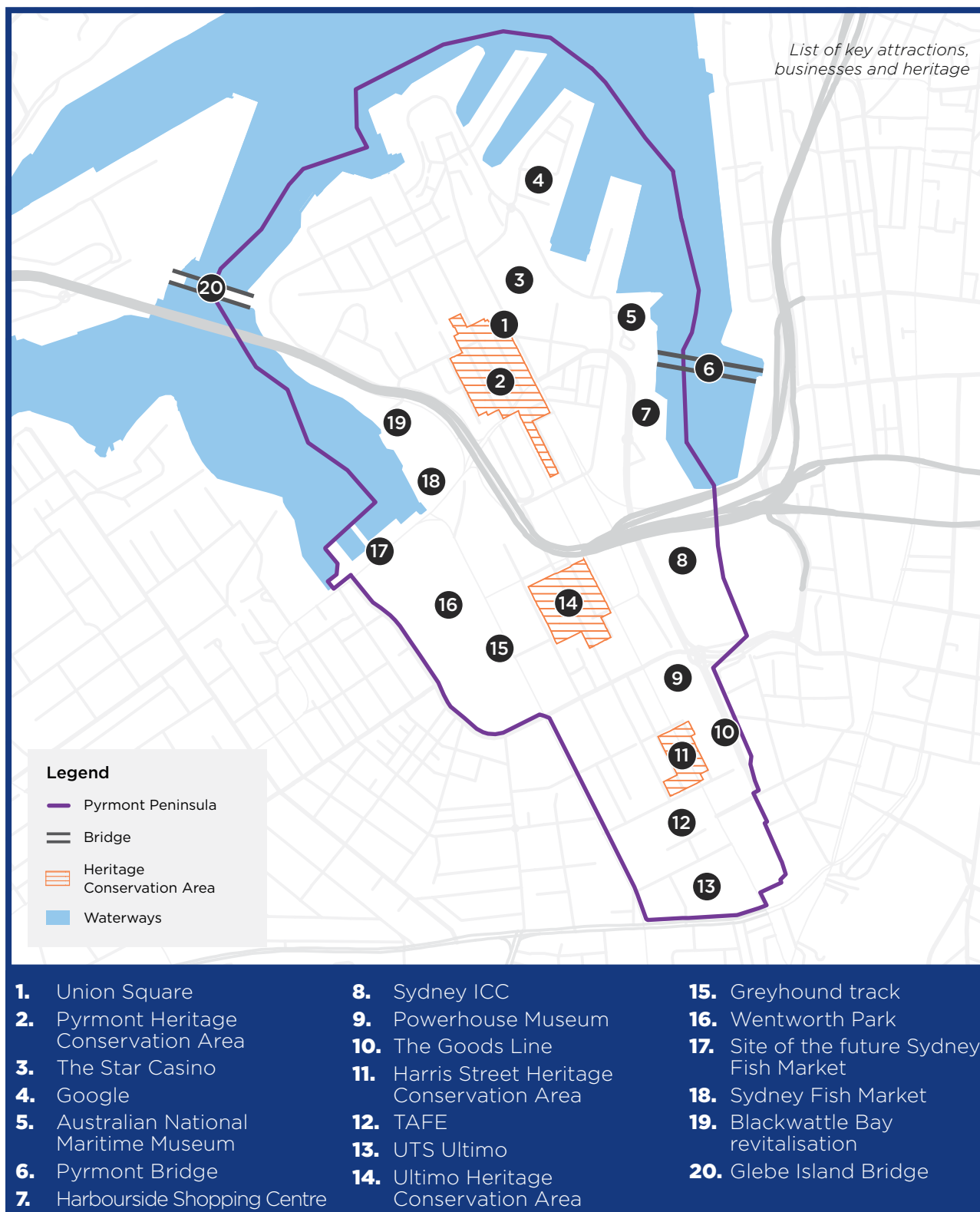
Pyrmont Peninsula's renewal in the late 20th century hinged on new connections. The development of Darling Harbour enabled pedestrian connections to the city and, more recently, the light rail supported a growing residential and business community. Over the past 30 years, the Peninsula transformed from a place characterised by industrial and working harbour activities to a genuine mixed-use precinct of historic buildings and places, social housing, creative industries and destinations attracting international visitors (refer to map on page 9).

In this document we have used the term *Pyrmont Peninsula* to refer to the study area, which comprises part or all of the suburbs of Pyrmont, Ultimo, Glebe and Sydney.

This mix means different things to different people. People enjoy its authentic sense of place, sense of community, attractive landscape and waterfront setting, and benefit from the economic foundation and energy of local jobs and connections to the Harbour CBD.

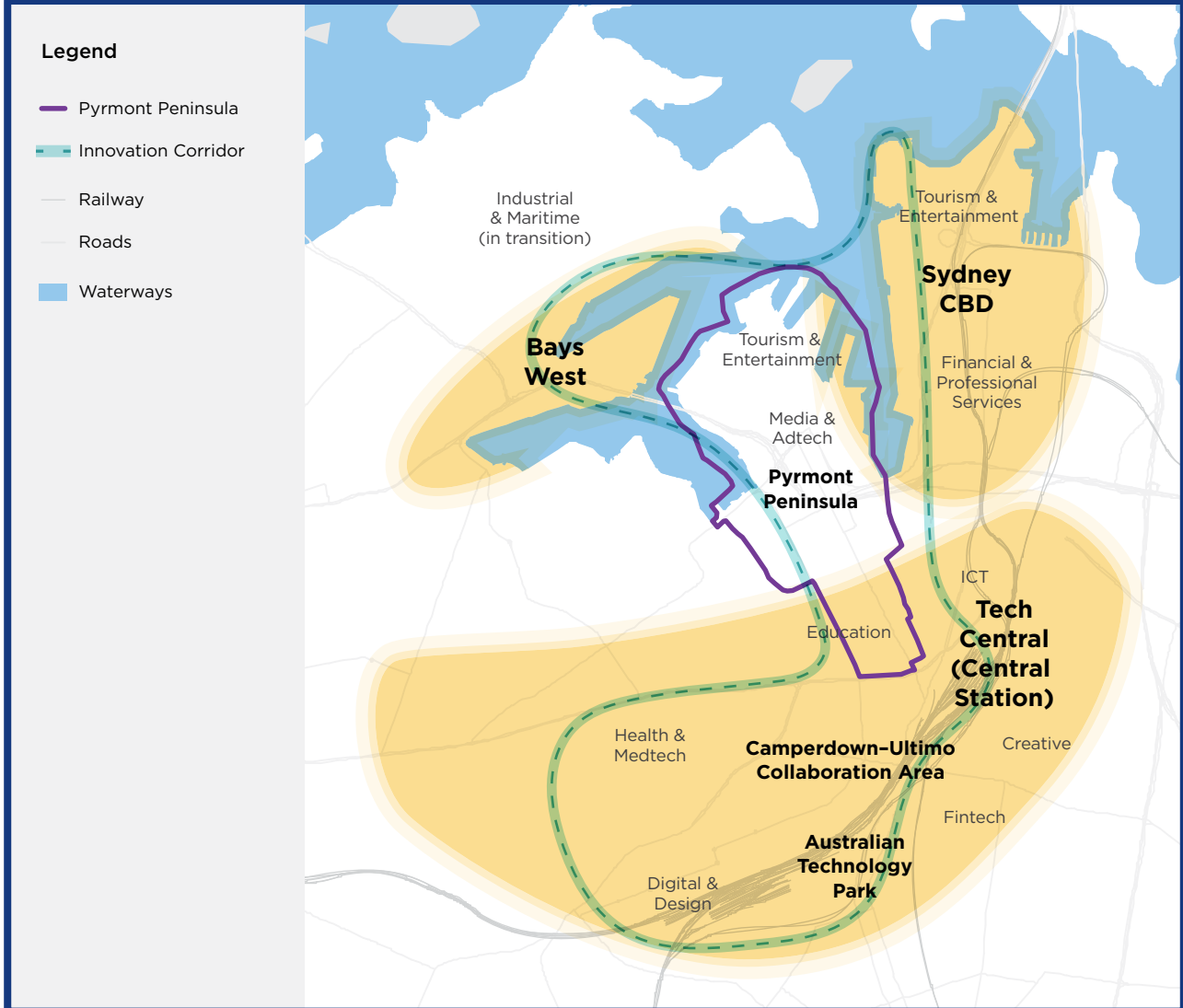
The area cascades, with areas of lower and medium rise buildings transitioning towards taller buildings on the fringes in Darling Harbour and to the south in Ultimo, creating

a sense of change and diversity. People enjoy a direct connection to the water and easily walk to the activity of the CBD. Advertising, technology and media businesses connect to the Innovation Corridor on the CBD's western edge now buzzing with the energy of start-ups, media and entertainment industries and new tech industries. Popular attractions bring visitors from across Sydney and the world.



The Innovation Corridor

The NSW Government's promotion of the emerging Innovation Corridor will increase connectivity across thriving new technology industries in Redfern, Eveleigh and the Australian Technology Park in the south, through to Camperdown-Ultimo and Tech Central via Pyrmont Peninsula and across the future Bays West precinct.



The Peninsula's evolution will be shaped by the NSW Government building upon its organic growth as a key jobs hub and cultural and entertainment precinct for Greater Sydney where the private sector wants to invest.

Recent transformations of consequence include the redevelopment of major sites including the ICC, Exhibition Centre and the Sofitel Hotel. Sydney Fish Market and Blackwattle Bay are also set for revitalisation and the Harbourside Shopping Centre redevelopment is proposed. The Government's recent decision to retain the Powerhouse Museum at Ultimo reflects the community's desire for cultural facilities in the Pyrmont

Peninsula. The Museum will grow as a key cultural asset and anchor for the education and creative industries in the area.

The Greater Sydney Commission (Commission), as part of its review of the current planning framework in 2019, noted the need for the Peninsula to continue to provide additional capacity for new jobs while improving and enhancing the very character that makes it an attractive and successful place. Above all else, the Commission's review noted the importance of a cohesive, overarching strategy to guide future activity.

About the draft Place Strategy

This draft Place Strategy creates a 20-year vision and planning framework to support the NSW Government's vision to transform the Pyrmont Peninsula while meeting the aspirations of the business, industry, visitors, local and future residents.

The draft Place Strategy sets out a planned and logical set of directions, planning responses, infrastructure and governance opportunities to guide the next wave of investment in Pyrmont so it harnesses public benefits while enabling investor certainty.

It takes the findings and recommendations of the Commission's review, combined with the further investigation and planning strategies undertaken by the Government, to create a place-based approach to the Peninsula's planning and development. This means rather than taking a site-by-site or ad hoc approach to planning where decisions are not necessarily aligned, we consider the Peninsula's many places and assess their potential against the broader ambitions for the area.

Built on the aspirations of business, industry, visitors, local and future residents, the draft Place Strategy is informed by our engagement with the community and stakeholders in early 2020 on the *10 Directions to Guide the Pyrmont Peninsula Place Strategy*. A report on this engagement is available at www.planning.nsw.gov.au/Plans-for-your-area/Priority-Growth-Areas-and-Precincts/Pyrmont-Peninsula

The draft Place Strategy is led by the NSW Government's draft Economic Development Strategy. This analysis finds a Sydney Metro station at Pyrmont offers potential for transformation, building on the Peninsula's existing character and attributes, anchors and attractors, proximity to the CBD and connections to the Innovation Corridor. This 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.

With a planning horizon of 2041, the strategy considers a preferred approach to address planning, design and development issues in Pyrmont Peninsula within the context of State and regional economic planning strategies and policies.

It establishes a platform around which the community, State and local government, business and other stakeholders can collaborate in pursuit of the agreed vision and, in turn, attract investment to take the Peninsula to the next level as an attractive place to live, work, learn, play and linger.

The draft Place Strategy will be finalised following consultation on this draft. Future land use plans and development proposals, both strategic and statutory, will need to respond to the draft Place Strategy.

Purpose

The Pyrmont Peninsula Place Strategy is designed to:

- identify and address essential matters of strategic economic, social and environmental significance to bring together the economic, environmental, public domain and urban design aspirations for Pyrmont in the one Strategy, harnessing public benefits from the Peninsula's economic transformation already underway
- promote the Peninsula as a jobs hub and economic driver for Greater Sydney, based on the future provision of a Sydney Metro station in the Peninsula
- build on existing cultural and entertainment offerings in the Peninsula
- identify sub-precincts that, based on their character, are more suitable for growth and change, and guide the location and type of new development in a way that meets expectations and balances the creation of new workplaces and additional homes so any economic development or change maintains or enhances Pyrmont's allure
- guide future development proposals to provide certainty of investment decisions aligned with the final Place Strategy (and identify those that require realignment) setting out public benefits to which investors must contribute
- establish a contemporary approach to deliver strong sustainability outcomes and design quality, active transport, urban greening, improvements to public and open space for public benefit
- establish a platform for multiple stakeholders to collaborate to deliver on the shared future vision for the Peninsula.

Structure

The draft Place Strategy consists of:

- a vision for the area
- background and context
- the 10 Directions
- 5 Big Moves that could bring greater benefits to the Peninsula
- A Structure Plan and specific, place-based priorities for each sub-precinct
- a framework for key sites
- details on infrastructure opportunities and implementation approaches
- an action plan.

These elements, once finalised, will be implemented to the extent possible by a statutory plan consistent with the final Pyrmont Peninsula Place Strategy.

Evidence base

The draft Place Strategy is informed by the following supporting technical studies (see Appendix B: Evidence Base on page 92 for a summary of technical studies):

- Economic Development Strategy
- Urban design analysis comprising Project Analysis Report and Strategic Framework
- Place-based Transport Strategy
- Social Infrastructure Assessment and Demographic Profile
- Phase 1 Engagement Report
- Affordable Housing Study
- Indigenous Cultural Heritage Report
- Non-Indigenous Cultural Heritage Study
- Infrastructure Delivery Opportunities Study
- Utilities Infrastructure Assessment
- Sustainability Framework Scoping Report



02

Background



Waves of innovation and evolution

Pymont's history is one of abundance and adaptability. The Pymont Peninsula sustained First Nations people with a freshwater spring and fish from the harbour. So much abundance, they named the south Tumbalong, or "a place where seafood is found", and the northern tip, Koodgi.

Pymont then served the early European colonists, particularly supplying the characteristic yellow block sandstone that defines many of Sydney's finest buildings today. As one of the first entry points to Australia from overseas, Pymont has always been heavily influenced by global trends across successive waves of investment that reinvented how the place functioned over the past 200 years.

The initial investments took advantage of the unique peninsula landform and waterfront access, becoming Sydney's working port. Wharves, warehouses and railways created Sydney's key freight and logistics hub in the early to mid-20th century. CSR established a refinery on what is today known as Jacksons Landing. Sydney's first coal-fired power station, on the modern-day site of The Star, supplied electricity to the city centre.

During World War II, Wentworth Park was a US Army base. When the *County of Cumberland Planning Scheme* was prepared in 1948 as Sydney's first metropolitan plan, it identified Pymont as part of the city's economic core, recognising not only its role as part of the Sydney CBD but its central role for all of Sydney.

However, as manufacturing, industry, warehouse and distribution shifted west in the late 1970s and early 1980s – attracted by cheaper land, new transport infrastructure and access to the growing worker population – Pymont's population and activity declined. The Western Distributor was opened in 1972 as a critical connection from the Sydney CBD to the suburbs but the Pymont flyovers isolated and divided the urban area below.



Source: Excerpt from the County of Cumberland Planning Scheme 1951

The redevelopment of Darling Harbour for the bicentenary celebrations in 1988 sparked a further wave of investment. Construction of the Powerhouse Museum in Ultimo, the Harbourside Shopping Centre and the National Maritime Museum subsequently attracted more activity and investment as the area became an attractive destination to visit and stay. The restoration of Pyrmont Bridge as a pedestrian and cycle bridge re-established connectivity between the CBD and Darling Harbour.

This connectivity was enhanced in the early 1990s by state and local planning in the Commonwealth Building Better Cities program, which focused on public transport, walking and cycling. The new City West Development Corporation, a new planning framework and an urban design strategy guided this investment.

This commitment also shifted Pyrmont from its industrial heritage to a mixed residential neighbourhood. Large industrial sites became new, high-density, fine-grain, mixed-use communities. Although Pyrmont was developing a new urban form, it drew on its long history as a place where people still lived close to where they worked.

The Inner West Light Rail, opened in 1997 on the alignment of the former Metropolitan Goods Railway Line, helped ensure the new mixed-use community could evolve with public and active transport supporting new development.

The collaboration under the Building Better Cities program is instructive as those efforts finely balanced the local authentic village and historic character that residents love, while also accommodating thousands of businesses, their workers and destinations attracting visitors and students from around the world.

A new wave of investment

Waves of investment have driven Pyrmont Peninsula's remarkable transformation from a productive wharf, freight and logistics hub to one of the most successful examples of mixed-use waterfront urban renewal. It is now characterised by start-up hubs and jobs in media, entertainment, cultural and creative industries, technology and education.

A new wave of investment is now likely to transform the Peninsula, building on its unique character and appeal. This includes NSW Government decisions and private sector investment proposals including the:

- new Sydney ICC and Sofitel Hotel
- redeveloped Sydney Fish Market at the head of Blackwattle Bay
- retention of the Powerhouse Museum at Ultimo
- potential Sydney Metro station
- the proposed redevelopment of Harbourside Shopping Centre
- next phase of master planning for UTS in Ultimo.

Responding with a strategic, place-based approach

We do not come to the task of preparing the Draft Pyrmont Peninsula Place Strategy with a blank page. Pyrmont Peninsula's layering of different functions, uses and activities contribute to an authentic, attractive place. A place rich in history, featuring heritage warehouse buildings, residential terraces, unique and quirky public and open spaces, tree-lined streets and a breathtaking waterfront promenade.

Its attractiveness was the catalyst for Pyrmont to change from a largely local place to a globally connected place over the last three decades.

The 2019 Greater Sydney Commission review identified the need to coordinate and align separate investment choices for the area. Rather than consider growth on a site by site basis, a place-based strategy will – like the approach taken in the early 1990s – ensure any change maximises public benefits and minimises any negative impacts, enabling good growth to unlock the Pyrmont Peninsula's potential. We know there is significant demand for growth in Pyrmont so it continues to grow as an industrial, entertainment, and tourist hub. The draft Place Strategy allows us to ensure we accommodate development in a way that contributes to Pyrmont continuing to be an attractive, unique urban place.

The plans for the Pyrmont Peninsula established by the City West Development Corporation and managed by the City of Sydney have done an excellent job directing Pyrmont's growth during the past 30 years. However, the current planning framework is inadequate to support further major growth on residual key sites.

This Place Strategy is essential in framing future development that responds to economic demand in a way that is sensitive to Pyrmont's existing dense, urban community. Our vision is for Pyrmont's growth to be an essential element of a Global Sydney creating jobs for the modern economy.

This requires us to think about the Pyrmont Peninsula within Sydney's broader economic and planning story, including how it can support the productivity of the Eastern Harbour City and contribute to the Innovation Corridor. This Place Strategy seeks to understand the unique characteristics and opportunities for each part of the Peninsula so it responds to the fine grain of the place and can accommodate new development on appropriate sites. It also requires a contemporary approach to securing public benefits that help realise the true potential of the Peninsula as a great place.

Almost 30 years since the City West Development Corporation's vision for Pyrmont Peninsula, this draft Place Strategy establishes a new vision to guide the next 20 years.

03

Context

Strategic Planning context

The draft Place Strategy is shaped by the overall strategic vision of the *Greater Sydney Region Plan* and the Eastern City District Plan. It also draws from strategic policy inputs (see Appendix A: Strategic policy context on page 89) and the findings of the Commission's review report.

The draft Place Strategy has also considered the following strategies and reports that relate to areas close to, or overlapping with, the Pyrmont Peninsula or the Innovation Corridor:

- *Central Precinct Draft Strategic Vision* (Transport for NSW 2020)
- *Camperdown-Ultimo Place Strategy* (Greater Sydney Commission, 2019)
- *Sydney Innovation and Technology Precinct Panel Report* (NSW Government, 2018)
- the future potential of Bays West

Economic context

The draft Place Strategy responds to the Commission's direction to "unlock the economic potential" of the Pyrmont Peninsula and has been led by the draft Pyrmont Peninsula Economic Development Strategy (economic strategy) prepared by NSW Treasury. The economic strategy describes the area's current economic character, analyses the drivers of growth and change, and forecasts future demand for new jobs and floor space, assuming a Sydney Metro station is delivered in Pyrmont in the next decade leading to the following forecasts:

- strong growth in jobs: an increase of 20,000 – 23,000 jobs to 2041
- a local economy that is approximately 60% larger by 2041 with \$4.2 - \$4.9 billion more economic output per year compared to current levels
- an increase in productivity by 7 per cent due to the growth in jobs in knowledge intensive industries
- greater supply of commercial buildings: an additional 600,000 – 800,000 square metres of floor space will be required across the Peninsula by 2041
- increased retail and residential development density associated with the provision of a Metro station, as well as more commuters coming in and out of the area
- an industry mix geared towards knowledge industries, with growth in many of the associated industries for which the Peninsula is recognised: tourism and entertainment, media and information technology (IT)

Importantly, the economic strategy notes the Sydney Metro station would have a significant impact on the Peninsula's connectivity and, therefore, its economic potential.

The economic strategy envisages the Peninsula will play a strong role in the NSW Government's Innovation Corridor, driving innovation through digital advertising technology and media to complement the emerging Tech Central and the Central to Eveleigh areas. It will create an environment fostering connections and collaboration between major institutions and industry (including start-ups and small businesses) to increase productivity through research and innovation, and enhance its role as an attractive waterfront tourism and entertainment district supporting the global attraction of the Sydney Harbour with a 24-hour economy.

The economic strategy makes 10 recommendations to Government to support the growth of the Peninsula in line with this envisaged future role:

1. Foster a collaborative/networking environment for companies and educational institutions within the Innovation Corridor. Increasing national and international competitiveness through innovation districts is a planning priority in the GSC's Eastern District Plan. As an example, Government should engage with anchor tenants in adtech (e.g. Google) to establish long term collaboration with businesses and industry across the Innovation Corridor.
2. Support local tertiary and vocational training institutions to offer courses that cater to the skills that the Innovation Corridor is likely to need (e.g. in media).
3. Strengthen and communicate the unique proposition of the Peninsula's 24-hour economy with globally significant events, arts, entertainment and recreation, pop-ups and cultural events.
4. Support appropriate and sustainable developments that increase and re-purpose the supply of commercial floorspace to accommodate projected employment in the area (for example, via the new development proposals in

Blackwattle Bay and Ultimo).

5. Consider actions to enable ongoing availability of affordable space for small business, startups and creative industries.
6. Provide a Sydney Metro station to realise the full economic potential of the Peninsula, driving economic growth, creating jobs and increasing visitation.
7. Strengthen active transport connections within the Peninsula including between open spaces and the foreshore, and deliver missing regional and local cycle infrastructure.
8. Establish a business improvement district to improve amenities and public domain.
9. Rejuvenate Harris Street and renewal sites including Blackwattle Bay, Darling Island and Tumbalong Park through new hubs of activity and enhanced shopfronts, streetscapes and public spaces.
10. Open up the foreshore and Wentworth Park for additional open space and improved waterfront access for recreational and cultural uses. This is critical to attracting creative and knowledge-based employers and providing quality places for new and existing residents.

These recommendations underpin the draft Place Strategy, which brings together additional evidence and analysis, including community feedback, to set out a vision and directions, place priorities and actions guiding the future of the Peninsula to support a strong and growing Harbour CBD.

Planning for the next phase of growth and change

The strategic planning framework 30 years ago leveraged:

- **Key sites:** there were a small number of significant development proposals, often on large sites that were no longer in use, such as the CSR factory in the Peninsula's north, which became Jackons Landing
- **Lower land values:** the area's derelict character, with disused industrial buildings and former warehouses lying idle, meant lower land values than those in comparable CBD fringe areas.
- **Investment in infrastructure:** investment in affordable housing, open spaces, amenities and services underpinned new residential, commercial and tourism development.
- **Latent potential:** disused wool stores, a harbourside setting, tree-lined streets and an abundance of former warehouses spurred redevelopment.

Today, most former warehouses foster unique residential or commercial/retail uses, often strata subdivided, and land values have risen considerably. Although much land on the Peninsula has significant constraints, a number of large sites remain that could accommodate focused growth and improve connections to surrounding neighbourhoods.

While today's is a different story to a quarter of a century ago, the need to sensitively integrate increased investment with Pyrmont's continually developing character remains. The 10 Directions offer a way to consider the aspects requiring attention if we're to successfully transform Pyrmont Peninsula.

04

Engagement

The draft Place Strategy has been developed through the Department of Planning, Industry and Environment's collaborative approach to precincts, which involves consultation with the community and businesses, the development industry and industry bodies, State agencies including the Greater Sydney Commission, Transport for NSW and the City of Sydney.

In normal circumstances this would have included, for example, face to face workshops. The COVID-19 pandemic has required us to take a different online approach, drawing from our early engagement on the 10 Directions and the formation of a 'Bounce Group' – our community and industry reference group.

Early engagement on 10 Directions

We released 10 Directions to Guide the Draft Pyrmont Peninsula Place Strategy in early 2020 and invited feedback from the community, local businesses and other stakeholders. Each direction was ranked either 'important' or 'very important' by most people who participated in the consultation, so we know they represent the right track for Pyrmont. A full report on our early engagement is available here

www.planning.nsw.gov.au/Plans-for-your-area/Priority-Growth-Areas-and-Precincts/Pyrmont-Peninsula

Feedback to the 10 Directions

We received a variety of views across important issues from our digital survey - sometimes there were directly opposing views on the same topic.

Equally, however, people were aligned on their love for Pyrmont's uniqueness, quiriness and beauty, and how the area could be improved – mainly by providing easier access and more public transport, pedestrian and cycling links to reduce traffic congestion.

People felt the following directions were most important:

1. Development that complements or enhances the area
2. Centres for residents, workers and visitors
3. A unified planning framework
4. A tapestry of greener public spaces and experiences
5. Creativity, culture and heritage

Bounce Group

We formed a 'Bounce Group', our community and industry reference group, through an open expression of interest process in May. The group represents the wider community, local business and industry representatives interested in developing the draft Place Strategy. It has met three times and contributed valuable local knowledge and feedback on ideas being developed as part of the Strategy.

05 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.



A host of conference, exhibitions, entertainment events at the ICC and surrounding hotels and movie premieres at the new IMAX cinema encourage a bustling 24-hour night-time economy within walking distance of the CBD along connected foreshore areas.

Pymont will be at the forefront of the future of work.

New jobs in media and advertising technology businesses, professional and knowledge services, creative and cultural industries and a visitor economy will ensure its future relevance and adaptability.

It will anchor and connect Sydney's Innovation Corridor, including the start-up and technology hub at the Tech Central, the financial technology cluster at Australian Technology Park, the medical technology specialisation in Camperdown, and the future Bays West precinct.

It will continue its tradition being a place where people live close to their work, as a desirable gateway to the CBD revitalised as a waterfront precinct and as a place connection around the harbour and linking the east to west.

A renowned and treasured cultural and entertainment precinct.

The Peninsula will blossom as a cultural and creative destination with the Powerhouse Museum, the Maritime Museum, the Lyric Theatre, and other cultural and creative uses extending the cultural ribbon along one of the world's most treasured harbours. Aspirations to link with the new Walsh Bay arts and cultural precinct, the Museum of Contemporary Art and around to the Opera House and Royal Botanic Gardens have been realised.

Pymont will consolidate its reputation as cultural and entertainment precinct, with the Sydney ICC, Harbourside Shopping Centre, The Star, the new Fish Market, media and tech businesses, creative industries and start-ups working alongside restaurants, cafes and bars.

This vision for Pymont embraces its potential as a key cultural and entertainment precinct within walking distance of the city, leveraging its cultural and creative assets – visitors can see local and global music at the ICC, the latest Broadway theatre or Australian musicals at the Lyric Theatre, take in historical marvels at the Maritime or Powerhouse Museums or delight at Frank Gehry's building from the Goods Line.



Green and connected.

The Peninsula will work to be a net-zero precinct and a sustainable place of choice for people to live, work and play. Connections to history and heritage, the character and charm of Harris Street village and Union Square and other tree-lined streets, the much-loved green and open spaces along the waterfront, and the network of smaller parks, pockets and views along the ridge line will be protected and enhanced as potential is unlocked.

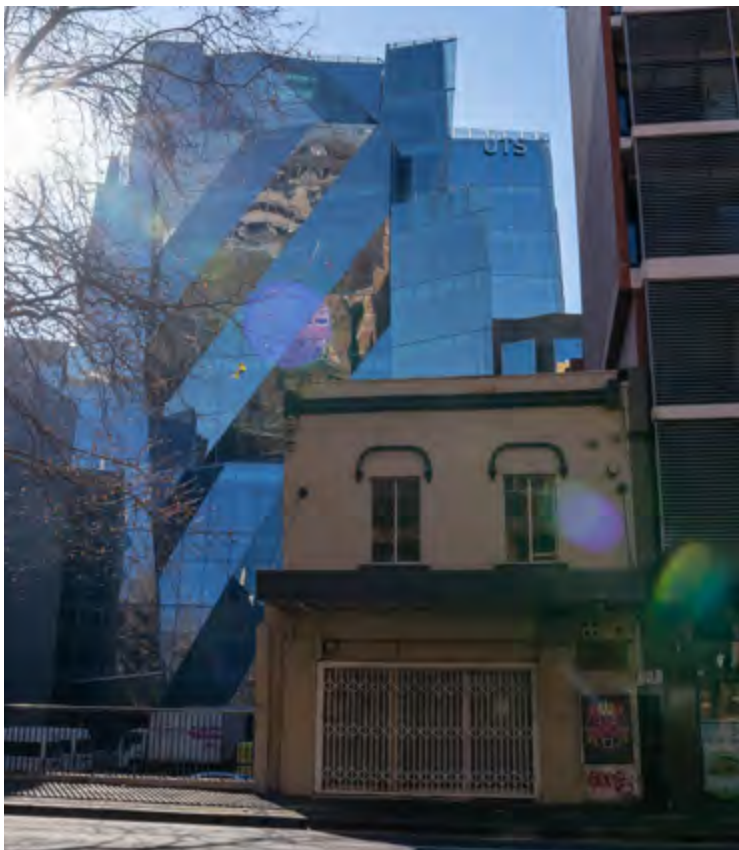
It will remain a place where the city meets the harbour, a waterfront destination showcasing the best of Sydney. At its heart will be an expanded harbourside promenade connected to innovative and inviting public spaces, waterfront vistas, wharves and cycleways, and a sustainable, living environment of urban canopy and welcoming green spaces.



Embracing a sensible approach to growth

will see more change, including taller buildings in Blackwattle Bay, Ultimo and the southern part of Darling Island and parts of Tumbalong Park, where opportunities exist to harness new investment connecting to public benefits such as foreshore walks, innovation or stronger arts and cultural results. Most growth will occur in Ultimo, where the Peninsula connects with current and planned future taller buildings in Haymarket and Central Station, Tech Central and Camperdown-Ultimo innovation precincts and Sydney's busiest transport interchange, Central Station.

Its unique charm and history will continue to be central to its aesthetic appeal – a place where sheer sandstone walls and squares, quaint, tree-filled streets of terraces and the spectacular waterfront inspire some of the most creative and future-focused business in our city. And a place where ease of mobility drives a more sustainable future.



A variety of building typologies

will deliver high quality design, from a range of taller buildings complementing the character and heritage of the area to smaller-scale urban warehouses and innovatively reused heritage buildings. Businesses will enhance the Peninsula's character – a competitive advantage – by delivering the highest quality in urban design and new buildings through design excellence, such as the Frank Gehry-designed Dr Chau Chak Wing UTS building on the Goods Line.

People will use public transport, walk or cycle

to get to and from the Peninsula.

A new Sydney Metro station will bring greater connectivity, an expanded labour pool and the impetus for strong economic activity. Better active transport connections, with more cycleways and improved ferry and bus services, will also enhance Pyrmont and its sustainability.



New employment spaces for making, creating and producing, and new affordable and social housing

will enrich the area's vitality with a genuine mix of places, experiences and communities. Social and other infrastructure, particularly public green and open spaces, a richer, broader tree canopy and integrated and decentralised parking options will make Pyrmont a leader in social and environmental sustainability.

A tapestry of publicly accessible open spaces

in pockets, rooftops, and neighbourhood and regional parks will weave with links to the foreshore and a stunning waterfront promenade, including seamless connections from the Sydney Fish Market to Walsh Bay and beyond.



06

10 Directions

The 10 Directions address matters of strategic economic, social and environmental significance in the Pyrmont Peninsula that will guide future growth and change to 2041.

These directions and the accompanying Structure Plan establish how growth and change could occur in Pyrmont supported by the future provision of a Sydney Metro station, which is expected to supercharge demand for employment uses in the area.

1 Jobs and industries of the future

Investment and innovation to boost jobs, creativity, tourism and night life

The draft Place Strategy creates the conditions to build on Pyrmont's existing success as a hub for the city's media, entertainment, creative, educational and start-up jobs. Pyrmont Peninsula's success as a mixed-use area underlines the importance of getting the mix right for the area's wider strategic intent as part of the Innovation Corridor.

The area is already home to the national broadcaster, the ABC, Network Ten, Radio 2GB, Screen Australia and one of the country's best journalism schools at UTS. These anchors have been pivotal in the creation of a cluster of media and advertising technology businesses in Pyrmont.

The start-up and technology sector have already moved to Pyrmont Peninsula, with Google Australia based at Darling Island and start-up builder, Fishburners, on Harris Street. Together with UTS Start-ups, a community of innovative, future-facing technology businesses is growing on the Pyrmont Peninsula.

Cementing the position of the Pyrmont Peninsula as a creative, tourism and entertainment precinct will also drive increased jobs in entertainment, culture and tourism. These jobs are key to the future of Pyrmont Peninsula as an attractor for investment in job-creating industries in a truly global city.

In response, the draft Place Strategy identifies sub-precincts that will be better suited to commercial, tourism and cultural development; where residential development should be limited; and other areas that will continue to be dominated by residential and supporting uses and will not be suitable for large-scale commercial, retail or sector development.

Consideration should also be given to encourage affordable business accommodation such as voluntary planning agreements attached to planning proposals. Ensuring ongoing affordable business premises as tenants change over time will require targeted intervention or specialised management approaches, such as those which have been developed to deal with the provision and management of affordable housing.

By adopting a place-making approach, we describe the future character of each sub-precinct and potential actions or interventions to achieve this future character. This will include recognising the value public spaces, character and connectivity contribute to economic development.

The *draft Economic Development Strategy* identifies the number of future jobs that could be expected in the Peninsula and the amount of additional floor space required (noting the uncertainty due to COVID-19). The Urban Design Analysis considers the types of spaces that could accommodate new, enhanced or expanded space for jobs and industries of the future.

The Structure Plan then brings these findings together to give an idea of where forecast jobs might be located based on our integrated approach.

"Better transport which will bring more facilities to the area like shops, cafes, small and big businesses, jobs and activities to the area."

Place Strategy response:

- Delivery of new major floor space capacity on larger sites around the harbour and park edge, within the Blackwattle Bay, Tumbalong Park and Darling Island sub-precincts
- Continued growth and diversification of uses around the Ultimo creative precinct to deliver spaces for employment, research and innovation
- Delivery of community outcomes (new public spaces, pedestrian connections and community facilities, and upgrades of existing streetscapes and historic buildings) within developments
- Investment in existing clusters of local enterprise and innovation (such as along Wattle and Harris Street) to retain a mix of affordable, flexible and collaborative workplaces
- Enhanced and activated connectors between ridge and edges providing for supporting retail and services

2 Development that complements or enhances that area

New or upgraded buildings fit with the Peninsula's evolving character

Pymont Peninsula's major commercial, entertainment, residential and retail buildings sit comfortably with terrace housing, smaller shops and heritage areas. They benefit from the area's proximity to the CBD but also the character and charm of surrounding buildings and public domain. Any changes in building forms and public domain must be sympathetic to, or enhance, that character. Quality design will be key to this happening.

Through the draft Place Strategy, we have identified sites that can catalyse major development and contribute to Peninsula's continued participation in a global economy. Whether through media, education, or tourism and entertainment, these industries will lead the development of these key sites in a manner that contributes to Pymont Peninsula's character and secures public benefit.

However, the patterns and type of recent development place some limits on the scope for future growth and change. There are fewer key sites available, with many old warehouses formerly in single ownership now converted to strata titled residential or commercial development.

The heritage conservation areas that create so much character and charm are likely to see gradual change only.

The draft Place Strategy sets a preferred scenario to balance growth and change with character and place, including the future provision of a Sydney Metro Station.

- The Urban Design Analysis assesses how and where growth and change could be accommodated, using established urban development and design principles as a filter (for example, protecting heritage items and areas, or excluding open space and public areas from the potential list of opportunity sites). It then considers filters such as connectivity and access to sunlight for existing and new open spaces, existing residents and to the harbour foreshore

- These findings are analysed against the demand identified in the *draft Economic Development Strategy* under each scenario to assess whether the type and quantum of floorspace identified can be accommodated
- Most demand will be met in the Ultimo, Blackwattle Bay, Darling Island and Tumbalong Park sub-precincts, particularly around larger sites, including the Blackwattle Bay revitalisation area, The Star, Harbourside Shopping Centre, and UTS in Ultimo. Growth and change are still expected in the other sub-precincts but not to the same extent. There will be balance between preservation of desirable qualities and growth

The building of a Sydney Metro station would amplify demand for commercial space, which aids the NSW Government's vision for Pymont as a key anchor to the Innovation Corridor. Land values would also increase.

Drawing on the findings of our evidence-base and *draft Economic Development Strategy*, the draft Place Strategy's overall direction will have implications for four large key sites held in single ownership (i.e. Blackwattle Bay, The Star, Harbourside, and UTS). While certain levels of growth may be possible based on the constraints analysis, any development must complement and enhance the broader Peninsula.

Further, our work on the sub-precincts has identified areas of the Peninsula are suitable to accommodate new jobs and homes and those with less potential to change due to constraints such as strata titles, heritage or amenity limitations, including protecting solar access to open space. We've also considered the streets, places, services and infrastructure requiring enhancements and improvements to accommodate future growth or changes.

The draft Place Strategy identifies the preferred land use and development future for the Peninsula, including the areas set to experience more growth and change and the potential building form based on protecting solar access to important public spaces and places, amenity analysis and local character considerations in each sub-precinct.

"Some of these places haven't changed much in a long-time – they need some renovation. The Sydney Fish Market and The Star City Casino and the Harbourside Shopping Centre all need to be bigger and better."

Place Strategy response:

- Identifies seven sub-precincts across the Peninsula based on existing (as well as potential) uses and character:
 - › Pyrmont village: a historic ridgeline village of fine grain shopfronts and terrace houses
 - › Pirrama: an industrial headland transformed into a mixed residential neighbourhood
 - › Darling Island: a harbour home of large commercial, cultural and leisure destinations
 - › Blackwattle Bay: a place that will significantly transform to become a new urban quarter and tourism destination
 - › Tumbalong Park: a regional destination for community, conventions and entertainment
 - › Wentworth Park: a park-side community of historic warehouses and terrace houses
 - › Ultimo: a centre for creativity and learning at the edge of Central Station
- Significant growth opportunity is identified for the Ultimo, Blackwattle Bay, Tumbalong Park and Darling Island sub-precincts subject to further studies, master plans and planning processes



3 Centres for residents, workers and visitors

New, lively and attractive centres for everyone to enjoy

Pymont Peninsula's centres, businesses, institutions and public places attract people not only from across the Pymont Peninsula but around the world. Better public transport and community facilities could bring greater energy to more areas across the Peninsula, beyond the hubs around UTS, TAFE, ABC and the ICC in the Peninsula's south, and Pymont village and the harbourfront in the north.

The draft Place Strategy considers the Peninsula both as a whole and then in terms of the seven sub-precincts. This recognises the character and potential of each place, and the ability to create the right concentrations of shops, services, cultural areas and work environments – places attracting more people and investment to exciting, busy centres that are safe, day and night.

The entertainment precinct will harness the potential of the Pymont Peninsula to deliver a vibrant night-time economy for both the community and visitors, connected to beautiful public and open spaces and cementing the Peninsula's identity as a cultural destination.

We have drawn from the analyses of social and utilities infrastructure to understand the mix of people and types of households that will be in Pymont in the future, and the capacity of existing infrastructure, such as community facilities, libraries, and electricity, to serve people in the future.

"[I love the] vibrant character of the suburb. It feels like a community existing in the midst of the city. The suburb is so quiet, and liveable while still being dynamic and exciting."

Place Strategy response:

- Harris Street rejuvenation through a new street-based transport route creating new hubs of activity at each stop, improving the safety and enjoyment of this important historic street
- Existing centres at the northern end of Harris Street (such as John Street and Union Street squares) are reinforced and enhanced through shopfront, streetscape and public space programs
- New centres of activity created at the southern end of Harris Street, with development of major sites delivering new connections and open spaces, activation of street frontages and its transformation into a high amenity pedestrian environment
- Renewal sites (within the Blackwattle Bay, Darling Island and Tumbalong Park sub-precincts) deliver new public spaces, shops and services to create smaller nodes of activity

4 A unified planning framework

Clearer rules delivering greater certainty and investment

Over time, a complex layering of planning authorities and frameworks has come to apply to the Pyrmont Peninsula. Although an important reason for this has been the need for major development to be considered as a state-significant scale, it has created confusion and uncertainty for residents and businesses.

The draft Place Strategy establishes a way forward while acknowledging existing planning processes. For example, the State Significant Precinct investigations for Blackwattle Bay could continue, with final plans or proposals required to be consistent with the final Pyrmont Peninsula Place Strategy, ensuring alignment with the Vision and 10 Directions and the sub-precinct place-making priorities in this Strategy. Once planning controls have been amended to implement the draft Place Strategy, key sites will be able to progress through State Significant planning pathways.

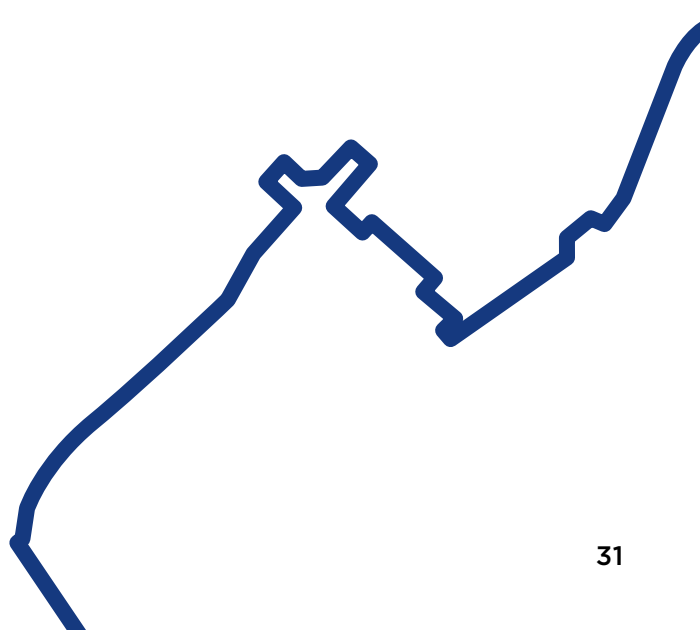
One of our Big Moves is how best we can work together and instil innovative approaches to both collaboration and funding. The Implementation chapter suggests considerations for a unified and contemporary system of planning controls that is fair, transparent, easy to use and easy to administer. For instance, there may be planning controls and frameworks which are now best owned and managed by the City of Sydney.

Detailed sub-precinct master plans will be prepared outlining the spatial components of the draft Place Strategy. The implementation of the master plans will require changes to land use zones, building height and density, and the introduction of provisions to ensure community infrastructure is delivered, through an amendment to the relevant planning instrument.

“The NSW Government needs to develop a new, more contemporary Vision for Pyrmont that will identify new development and growth areas, and encourage investment necessary to transform the entire precinct.”

Place Strategy response:

- The Structure Plan offers the opportunity to calibrate the statutory planning system around the delivery of the Place Strategy and in doing so, unifies and simplifies the planning system in the Peninsula. This opportunity and the mechanism/s for delivery are explored in Implementation on page 82



5 A tapestry of greener public spaces and experiences

Better spaces, streets and parks; a rich canopy of trees; and access to the foreshore

In cities around the world, public spaces serve as iconic, attractive, lively urban spaces that help make their economies globally attractive. Places like Washington Square Park at the heart of Greenwich Village in New York City or the Copenhagen waterfront contribute immeasurably to the global appeal of places but also their attractiveness as a place to live, work, invest or visit.

Pymont Peninsula serves residents, visitors, businesses, tourists and students. Beyond the many open spaces, plazas and forecourts, such as Pirrama Park, Wentworth Park and Union Square, is the allure of the harbour. Our consultation tells us these connections to the water are important to people and should be a foundation for how we think about the interaction of people, buildings and place.

Public space can enhance the attractiveness of Pymont as a place to invest, to live, to visit and so underpins the success of other key directions.

How and when people use and experience the Peninsula requires adaptable facilities, services and spaces that serve many purposes. The draft Place Strategy considers this at a sub-precinct level.

For example, one of our Big Moves is to develop an uninterrupted world-class foreshore walk incorporating the links to and from Walsh Bay and the new Sydney Fish Market. This will create a new destination for Sydney, while also reconnecting people with the harbour in a location previously limited to the public.

It would be an important component of the open space network, linking smaller intimate spaces with larger spaces used for sporting activities. Similarly, our ambition is to return Wentworth Park to the community as a beautiful, connected open space.

Beyond these places, the sub-precincts will be places where development needs to not only add facilities, open space and services to meet demand, they need to connect existing services and facilities to create networks capable of serving multiple purposes and audiences. In this way, links across the peninsula along shaded, pleasant streets will connect with new or existing parks, squares or facilities. Planning will focus on facilitating better connectivity and wayfinding.

Our Big Move 4 can also be a way to fully embrace the idea of a low-carbon precinct with a thicker urban tree canopy and cooler streets.

"[I love the] connection to the boats and water craft - from the Fish Market to the Dragonboats on the water."

Place Strategy response:

- A contiguous harbour foreshore parkland that provides for regional recreational and cultural uses, as well as spaces for the local community
- New public spaces delivered as large sites (such as Blackwattle Bay and Harbourside)
- New publicly accessible spaces created in the Ultimo creative precinct

6 Creativity, culture and heritage

Celebrating Pyrmont Peninsula's culture, heritage and connections to Country

Pyrmont Peninsula's arts, culture, creativity and heritage brings the area to life. Destinations like the Powerhouse Museum, the Maritime Museum and the Lyric Theatre attract global performances and exhibitions to Sydney. These venues connect around Sydney Harbour to the new Walsh Bay cultural precinct, the Museum of Contemporary Art and the Opera House. People enjoy the area's libraries and museums, its history, its architecture and the area's constant evolution.

The draft Place Strategy recognises the potential of the hub of creative industries in Ultimo, including links to the ABC and UTS.

As the sub-precinct with the scope for the greatest amount of growth and change, new development in Ultimo should explore opportunities to create new cultural experiences and facilities by drawing on this rich foundation for dynamic and engaging new uses.

The draft Place Strategy explores and celebrates the area's Aboriginal heritage and industrial past to reinvigorate more areas. Analysis of both Indigenous and European heritage have been produced and we will continue to engage with knowledge holders within the confines of the COVID-19 environment.

It also promotes using privately owned facilities for public purposes and exploring new models of access and ownership, particularly on larger sites.

"An extremely unique area within Sydney as there are no other areas that combine terrace houses with warehouse conversions. Pyrmont has its own character which has evolved naturally and reflects Sydney's inner city history."

Place Strategy response:

- Sydney Harbour foreshore walk as a continuous water-edge experience, connecting people to an understanding of place and of care for Country
- An interpretive connection between Pyrmont and Glebe Island Bridges, two significant heritage items that celebrate stories of industry and enterprise
- A 'market to museum' link between two water-based tourism destinations along Bridge Road, including improved pedestrian space, new crossings and signage
- Harris Street enhanced as the historic urban spine of the Peninsula, with heritage building enhancement, streetscape improvements and interpretive elements
- An integrated plan for the Ultimo creative precinct, including improved presence of, and access to, heritage buildings, enhanced open spaces and new pedestrian connections

7 Making it easier to move around

Safer, greener streets integrating with new public transport

The nature of the peninsula, at times, makes it difficult to traverse and has been shaped by its isolation. The escarpment created by former industrial activity, the Western Distributor, and large impermeable buildings frustrate people's ability to move around. Despite this, Pyrmont shows much higher rates of cycling and walking, and lower rates of car use, compared to Greater Sydney as a whole.

The arterial and sub-arterial road network means most traffic is moving people and goods to other locations. Delays and congestion may be exacerbated due to staged motorway construction in nearby areas; remedial works are being considered to ameliorate these impacts.

These constraints also limit the ability to adapt an already busy road network. In response, the draft Place Strategy, through the place-based transport strategy, considers how we can:

- prioritise walking and cycling as the preferred mode for local trips, including by creating better connectivity, making it easier to cross busy roads, escarpments and cuttings from past industrial uses, and service and transit corridors
- encourage walking and cycling through strategic site redevelopments, possibly by using planning bonuses to secure these benefits earlier
- prioritise walking and cycling links that connect people to other parts of the Innovation Corridor and to the foreshore promenade
- use maximum parking rates for different development types to discourage additional vehicles entering the Peninsula, while also reducing costs and heavy vehicle movements during construction, opening up road capacity for public transport and creating more walkable local areas
- build on early signs of market acceptance of decoupled parking – models where on-site parking is not available for residential

or commercial development, but provided locally in appropriate locations, on a commercial basis – and look to trial these models at sites affected by elevated arterial road infrastructure on the periphery of the Peninsula, where commercially operated car parks may have low utilisation rates at different times of the day

These options leverage a new Sydney Metro service, and associated development and increase in public transport capacity.

Our Big Move to rethink parking solutions for the Peninsula could create new, more sustainable ways of moving around, such as walking and cycling, and public transport, as well as leveraging new technology such as autonomous vehicles.

"It is very accessible to the city but feels secluded and welcoming. It reminds me of Soho or Greenwich Village in Manhattan. Truly Sydney's hidden gem."

Place Strategy response:

- Sydney Harbour foreshore walk as a continuous walking and cycling route linking the peninsula to the broader Harbour City
- Active transport corridors running along Jones and Pyrmont Streets, forming a "mid-level" loop around the Peninsula
- Strengthened east-west connections on Union Street, Bridge Road, Quarry and Maryann Streets, with wider footpaths and cycle lanes
- New and enhanced "ridge to harbour" walking links, especially through redevelopment sites, and with provision of new crossings, ramps and lifts at existing barriers to movement
- Investigation of a new street-based public transport link (such as bus or other mode) along Harris Street providing connectivity along the Innovation Corridor from Central to the Bays
- Safe and legible interchange between bus, light rail and ferry as well as a potential Metro station

8 Building now for a sustainable future

An adaptive, sustainable and resilient built environment

Today's Pyrmont Peninsula will be very different to the Peninsula of the future. Just as the 19th century wool stores were adapted as offices or homes, the buildings developed as the draft Place Strategy is implemented must be adaptable as technology and society changes. New buildings like UTS Central and Workplace6 at Darling Island have achieved 6 Star Green Star Building ratings that achieve world-leading excellence in sustainability in construction and operation. This direction applies not only to buildings but also to the infrastructure serving the Peninsula.

Our sustainability strategy has measured the Peninsula's performance against sustainability criteria relating to emissions, building performance, water, greening, waste and resilience. This analysis finds Pyrmont Peninsula has the foundations to create a genuine shift in terms of sustainability, affordability and inclusiveness.

Place Strategy response:

- Active transport corridors providing rapid local access to key employment, housing and recreation areas
- Harbour edge parkland to support social and ecological resilience (including flood and sea level rise mitigation)
- Comprehensive street and park tree planting program to achieve 25% canopy cover, reduce "heat island effect" and create a network of walkable comfortable public spaces
- Investigation of "multi-utility hubs" to be created on larger development sites, linked to road and light rail, and providing potential for a range of social and ecological outcomes, including precinct parking, energy and water systems, cultural and community spaces
- New buildings designed to high environmental standards, net-zero water and energy targets and providing for flexibility and future adaptation

9 Great homes that can suit the needs of more people

A diversity of housing types, tenure and price points

Pymont Peninsula is home to social housing, affordable housing and housing people can privately rent or buy, at a variety of housing types, tenures and price points. This diversity is important and is a focus of the draft Place Strategy and each sub-precinct.

This focus means long-term residents can stay in places they know, and a greater mix of people with different skills, backgrounds or needs can be part of a socially diverse Pymont Peninsula. This is a defining characteristic of Pymont, which housed workers in industrial and early social housing, such as Ways Terrace.

However, we recognise growth and change can have unintended consequences for certain groups. As an area's popularity increases and more people are attracted to it, competition for available space will normally see land values and rents rise. This can adversely impact existing residents and businesses who cannot compete on price. Consideration should be given to the retention of affordable business accommodation in the Peninsula.

The draft Place Strategy recognises the need to retain the affordable housing scheme in place on the Peninsula but considers whether it should be brought into line with similar strategies operating elsewhere in the City of Sydney, as well as the Region Plan. There is also a need to cater for student housing and facilitate housing diversity and affordability through new mechanisms, such as build-to-rent.

"Great community vibe, mix residential and commercial use with focus and emphasis on heritage. Low to medium density living means you get to know your neighbours."

Place Strategy response:

- Housing growth is focussed primarily in residential areas, across the ridgeline village and along the western side of the Peninsula at Pymont Village, Pirrama, Blackwattle Bay, Wentworth Park and Ultimo (northern) sub-precincts
- Housing is expected to be incremental under the planning system and in smaller developments of lower-scale, and compatible with the historic nature of these areas
- There may be opportunity for residential development in other locations where this does not undermine the vision of the area as a jobs hub and economic driver of Sydney (i.e. does not compromise the delivery of new commercial and employment floor space) in line with the Eastern City District Plan priority E7
- New housing provision should deliver a diversity to suit different household sizes, configurations and needs
- Affordability to ensure a mix of people can live on the Peninsula, including social, affordable rental and market housing
- Sustainability for reduced environmental impact and for better health and social outcomes
- Adaptability to suit changing needs over time

10 A collaborative voice

A cohesive, agreed approach to bring the best outcomes for Pyrmont Peninsula

Pyrmont Peninsula will be a part of the Innovation Corridor, a place interweaving entrepreneurship, creativity, start-ups, new jobs and great places. Successful innovation districts are governed collaboratively, with local, state, not-for-profit, community and private sector agreement on priorities, funding and programs.

Securing an enduring model of collaboration is critical to lift Pyrmont to the next level. A number of models are being considered, including an industry-led Business Improvement District, as proposed by the Western Harbour Alliance and the Committee for Sydney.

The potential to adapt international models of place governance in the Pyrmont Peninsula has been recognised with the establishment of the Western Harbour Alliance. The Alliance has made several governance-related suggestions, including establishing a local improvement fund. We have proposed contemporary governance models in our Big Moves and will also use feedback to this draft Place Strategy to create the shared vision that guide future growth and change in the Peninsula.

This is addressed in other parts of the draft Place Strategy, including Big Move 5, and in Implementation on page 82.

07

Five Big Moves for Pyrmont

This place strategy proposes Five Big Moves to unlock the potential of Pyrmont. These Big Moves offer exciting opportunities to bring the vision for the Peninsula to life. They are purposefully ambitious; they would require extensive and ongoing consultation and coordination. We need your feedback to let us know if these will move Pyrmont in the right direction.

BIG MOVE 1

A world-class harbour foreshore walk

The Pyrmont Peninsula sits on one of the world's most famous harbours. Completing the final links of the Sydney Harbour foreshore will create a unique and enviable walking and cycling track for tourists, visitors and new recreation opportunities for residents, connected to great public and open space.

The two final links required to complete the foreshore promenade are located between Jones Bay Wharf and Darling Island in the Darling Island sub-precinct and a new promenade as part of the revitalisation of Blackwattle Bay.



Tangible economic and community value will be created by connecting people along the foreshore from Walsh Bay to Darling Harbour and around to the new Sydney Fish Market at the head of Blackwattle Bay. It will provide 9.4 kilometers of uninterrupted foreshore promenade and create a new global destination for Greater Sydney.

This represents a significant placemaking outcome that can only be secured through collaborative partnership between the NSW Government, the City of Sydney, landowners, businesses and community.

The waterfront is also a backdrop showcasing the unique history, heritage and culture of this place, including opportunities to celebrate indigenous culture and storytelling. New opportunities to acknowledge and celebrate indigenous heritage and culture and the maritime and working harbour history of the Peninsula can be explored by new development onsite or across the Peninsula.

Action 1

Secure the final links of the Sydney Harbour foreshore link at Blackwattle Bay and Darling Island

Action 2

Encourage the acknowledgement and celebration of Aboriginal heritage and culture and working harbour history in new development and across the Peninsula

The Pyrmont Peninsula has all the right ingredients to cement its position as a world-class cultural and entertainment destination, a globally connected place and a jewel on Sydney Harbour within walking distance of the CBD.

It is part of the cultural ribbon, the uniquely Sydney foreshore link between the Royal Botanic Gardens and Opera House, the Museum of Contemporary Art, the Rocks, Barangaroo Headland and the new Walsh Bay arts and cultural precinct around to Pyrmont and the Powerhouse Museum, Australian National Maritime Museum, the ICC and Lyric Theatre. This cultural arc is home to some of our treasured places, such as the Rocks and Darling Harbour, retail and entertainment hubs at Harbourside Shopping Centre and The Star, and the existing and future Sydney Fish Market.

We want to embrace the placemaking opportunity for the Peninsula and leverage its strong cultural and entertainment assets to build its status as a cultural and entertainment destination of choice. In the future, Pyrmont will be a place buzzing with activity, attractions, restaurants, cafes, bars and retail – all contributing to a vibrant 24-hour economy within walking distance of the CBD that attracts new residents, workers and investors.

This means investigating opportunities to:

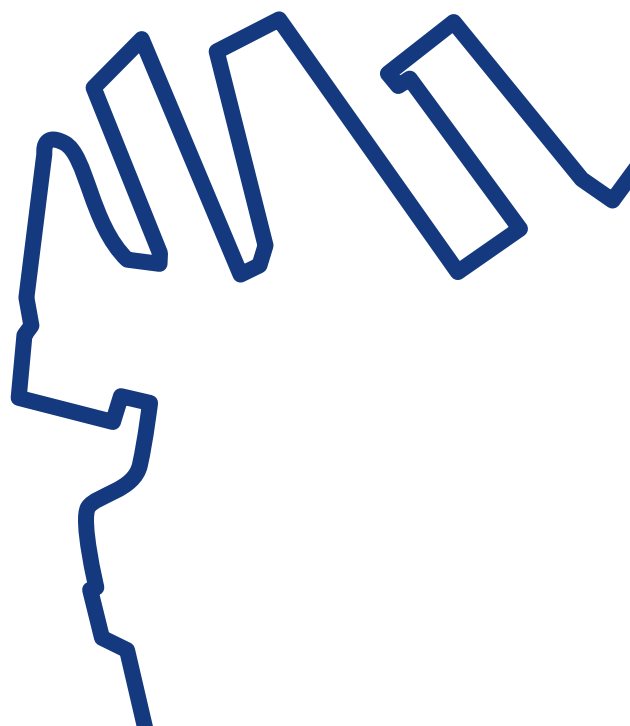
- provide new space for entertainment, events and cultural attractions as part of catalyst site redevelopment, including diversifying night-time experiences
- enable better connections through key sites to promote wayfinding and activate the public domain
- deliver streets as shared spaces that encourage outdoor dining
- enable cultural and creative uses, such as maker spaces, live music and child-friendly experiences supported by better public transport and connectivity

Action 3

Investigate the opportunity for new entertainment, events and cultural space in the Peninsula on key sites

Action 4

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



BIG MOVE 3 Connect to Metro

The Government's vision is for the Pyrmont Peninsula to be served by a Sydney Metro station. If we connect the Peninsula to Sydney Metro, we can take advantage of new public transport and supercharge the area for new jobs. Pyrmont will enhance its attraction as a complementary economic space to the Sydney CBD, linking opportunities for new economy jobs, as well as arts, entertainment and cultural activities.

A Sydney Metro station will make it easier for people to move around, to access jobs and services and to connect with other places across Greater Sydney. Businesses will more easily connect with other businesses and customers in places including Parramatta CBD, Westmead, Sydney Olympic Park and via interchange, North Sydney and Macquarie Park. The whole of Sydney will find it easier to get to Pyrmont, and Pyrmont residents will have more places they can get to within 30 minutes.

Given light rail is congested during peaks and the area's topography and layout make it difficult to travel into and around, a Sydney Metro connection could increase public transport use and overcome difficulty in reaching the Peninsula by car or otherwise. Pyrmont's growth is contingent on continually improving public transport, walking and cycling levels.

A Sydney Metro station will be a catalyst for attraction of new businesses and jobs, unlock the full economic potential of the Peninsula and act as an anchor for the Innovation Corridor.

The NSW Government is continuing to investigate the feasibility of building a Metro station in Pyrmont. This includes further industry engagement and transport and economic modelling to assess its feasibility and affordability.

Action 5

Build a Sydney Metro station in the Pyrmont Peninsula as an anchor for new development and connectivity

BIG MOVE 4 Low-carbon, high-performance precinct

This Big Move thinks differently about the infrastructure in place, and how future infrastructure can be provided in the Peninsula beyond what may be expected.

We could deliver a low-carbon, high-performance precinct through an integrated model of car parking that enables the reprioritisation of streets for pedestrians, cyclists, businesses and residents, or trees, through multi-utility hubs.

Given the high rates of walking and cycling, the low rates of car use and the possibility of better connections via a Sydney Metro station, this is the perfect place to showcase a real response to lowering carbon emissions under a precinct approach.

Our sustainability analysis has confirmed a range of positive benefits could be secured if new car parking (private and allocated) is provided in an integrated model within walking distance of people's homes. These benefits could be enhanced when co-located with other infrastructure, such as solar panels and precinct-scale battery storage, water recycling facilities or centralised waste services to deliver multi-utility hubs across the Peninsula.

Action 6

Investigate the delivery of multi-utility hubs and integrated models of car parking

Pymont Peninsula is perfectly suited to test and validate decoupled and precinct parking solutions that could shift the dial on what a sustainable precinct really means. This could achieve real progress towards a genuine low-carbon precinct, re-utilise public parking space for activity or open space, communal gardens and parks, or co-locate new parking solutions with other physical infrastructure such as solar, water recycling or waste services. Other benefits include:

- reduced construction costs, truck movements during construction and maintenance costs and better housing affordability
- carbon and energy reductions and better air quality
- more feasible development to attract investment and renewal
- the ability to reserve sites for future use if parking is no longer required (due to high public transport use or new technologies such as autonomous vehicles)
- less local traffic
- more active streets and places

BIG MOVE 5 More, better and activated public space

This move calls for more public space, improved quality of public space and better activation of our public spaces. In a dense urban area like Pyrmont, land is in high demand and we need new and innovative approaches in how we create and manage public space.

Expanding public access to Wentworth Park

We propose to improve Wentworth Park as newly activated, publicly accessible open space as part of a larger and enhanced parkland.

Action 7

Investigate the return of Wentworth Park to the community as public open space

Making better use of public land

We could make better use of the land beneath the Western Distributor overpass for a range of temporary, pop up or permanent uses, such as indoor recreation facilities or space for events and meetings, creative or start-up spaces, or to showcase art, history and heritage.

Action 8

Investigate the temporary (pilot) or permanent use of land underneath the Western Distributor for a range of compatible uses

Across Melbourne, the removal of level rail crossings has done more than improve rail and traffic interfaces; it has already created opportunities for the land under elevated rail lines. For example, the removal of nine level crossings between Caulfield and Dandenong has allowed the creation of more than 22 hectares of open space, parklands and new community areas, as well as 17 kilometres of pedestrian and cyclist paths.

Creating new space

The interface between Darling Harbour and the Pyrmont Peninsula is hard; a change of level as well as road and rail corridors make moving between these two areas difficult, particularly further away from the Darling Harbour waterfront.

We could look to better utilise back of house areas of the ICC at Darling Drive and the light rail to create new space; this land, in the centre of a mixed-use precinct and global city, is not being used well. We could investigate options to build over the land, or redesign access, or both. New space could be made available for employment, recreation or to make it easier to move around, such as extending the Goods Line north to connect the Innovation Corridor or secure sustainability outcomes, including integrated parking and multi-function utility hubs (Big Move 4).

Action 9

Investigate the re-utilisation of land on Darling Drive through redevelopment

We could also look to secure temporary active transport measures implemented to provide additional capacity under Government COVID-19 restrictions for longer periods, or make them permanent and contribute to growing Greater Sydney's cycle network.

Action 10

Investigate the ongoing trial of temporary COVID-19 active transport measures beyond current Government guidelines

Structure Plan

The Structure Plan sets out the spatial interface of the vision, key Peninsula-wide directions, and identifies the areas of change. It sets a framework for the future of the Peninsula with movement and open space networks linking distinct neighbourhoods and places.

Growth and change have been distributed based on the forecast (ie. the future potential floor space that could be required based on assumptions) in the Economic Development Strategy, an amenity-led urban design analysis to consider potential capacity and a character-led analysis to consider those special and important elements of the Peninsula that should be protected or enhanced.

This Structure Plan sets the foundations to take the Peninsula to the next level as a jobs hub, while ensuring key placemaking and public benefit outcomes are secured with growth and change. It is focussed on the delivery of:

1. A diverse, connected, restorative public domain
2. An integrated movement network
3. Ridgetop village character and community
4. Significant renewal sites at parks and harbour edge



Regional harbour parkland

The harbour edge of the peninsula is a regional parkland that contains a diversity of spaces, activities and characters. This is an accessible, engaging and restorative place for locals, workers and visitors. It repairs the ecological functioning of the water edge and protects against flooding and storm events.



World class harbour foreshore walk

A continuous world class harbour foreshore walk links major event, tourism and entertainment destinations. Walking and cycling paths link the peninsula to the rest of the Eastern Harbour CBD. This harbour walk connects people to the water, to the history of this place, to country.



Harris Street

Upgrades to public transport, footpaths and shopfronts link existing clusters of businesses and homes along the peninsula's historic main street. This is a diverse, affordable, eclectic place of enterprise and economy - linking the peninsula to the broader Innovation Corridor.



Local open spaces

A connected network of smaller public spaces sit across the peninsula, providing moments of respite and places for the community to connect and engage.



Green walkable streets

All streets are green, walkable, comfortable places. New connections overcome barriers between the ridgeline and parks and water at the edges. Active movement corridors run east-west and north-south, linking people to major destinations in the peninsula beyond.



Places for economic innovation

Larger sites along the eastern and western edges, as well as Ultimo, provide the opportunity for significant renewal. New workplaces, homes, places for creativity and learning are created, along with new open spaces and pedestrian connections.



Transport integration

New and existing transport systems are integrated, with easy and legible interchange at key nodes.



Metro Investigation Area

Potential strategic station location currently being investigated.



THE BAYS

CBD

GLEBE

CENTRAL

Sub-precincts

The *places* of the peninsula

The Pyrmont Peninsula is a collection of many places. Our analysis suggests the Peninsula is made up of seven sub-precincts that have evolved over time with their own unique character and identities. We have identified these through our understanding of each sub-precinct character, the evidence base prepared to support the development of the draft Place Strategy and our early engagement with businesses, the community and the City of Sydney around the 10 Directions.

For each sub-precinct, we have considered its character today and the area's potential for the future. We also offer place priorities that could be foundations for reaching that potential.



Pirrama

A place of waterfront living and working harbour heritage



Darling Island

A place of entertainment and innovation



Blackwattle Bay

A place of transformation and renewal



Tumbalong Park

A place of attraction and interaction



Wentworth Park

A place of home, work and recreation



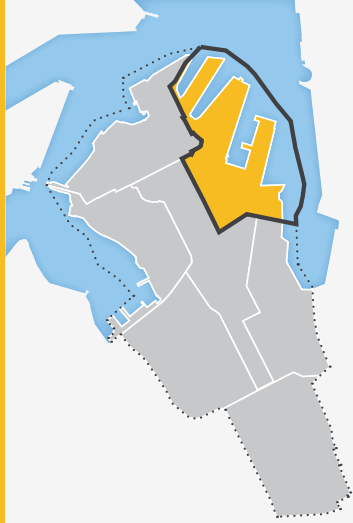
Pyrmont Village

A place of history, innovation and culture



Ultimo

A place of integration, innovation and creativity



Darling Island

A place of entertainment,
tourism and innovation.



Darling Island caters to jobs in the entertainment, tourism and innovation industries. It attracts international businesses and tourists with an active waterfront and views to the Harbour Bridge. It offers easy pedestrian and bike access to the CBD over Pyrmont Bridge, both light rail and ferry connections, and good access for private cars and freight trips.

Low and medium-rise buildings align with the area's sloping topography from Harris Street to the waterfront, where finger wharfs have been transformed into offices, restaurants, homes, many of which face onto Metcalfe, Ballaarat and Pyrmont Bay parks.

Darling Island hosts a mix of innovation, creativity, ad-tech and media businesses, including Google. The Star, Lyric Theatre, Australian National Maritime Museum, shops, cafes, bars and restaurants attract visitors and tourists during day and night.

Links to its history as a working waterfront and Sydney's maritime history can be found in the finger wharfs and along the waterfront where remnants of this heritage are preserved as public art.



Source: Destination NSW



At a Glance

By 2041

there could be up to:



600

more people



2,735

more jobs

Characteristics today

- Active waterfront and green open spaces.
- Heritage buildings and links to Sydney's maritime history.
- Low-medium rise buildings that suit the area's topography.
- The Star, Google HQ, Australian National Maritime Museum, mix of homes, shops and entertainment.

Opportunities and challenges for the future

- New spaces for tourism, entertainment, culture, creativity and innovation.
- Connecting people to each other and the foreshore.
- Enhanced permeability through large sites.
- New public open spaces and better street experiences through redevelopment.
- Balancing the needs of a globally attractive tourism, visitor and innovation hub, with the needs of local residents.
- Constrained public transport capacity, particularly light rail, would be alleviated with a Metro station.
- Better sight lines and views from within and around the area to the water.

Darling Island is set to evolve over the next 20 years. Tourism, visitor and innovation businesses will attract, invest and reinvent their offerings within a globally-focused entertainment destination.

The next 20 years will see more tourism and visitor attractions, creating new jobs and investment, including a thriving night-time economy. New job offerings will be designed to adapt to uncertainty, changing market preferences and new opportunities.

As the Innovation Corridor takes off, new businesses will be drawn to anchor organisations like Google and will be attracted to Darling Island's waterfront location and character.

While most change is expected in places like The Star, as new development, revitalisation or expansion occurs, Darling Island's character and attributes will be preserved and enhanced.

New buildings will be located, designed and integrated with the surrounding area – contributing to local character while also bringing broader benefits, such as new public places, landscapes or connections.

Source: Destination NSW

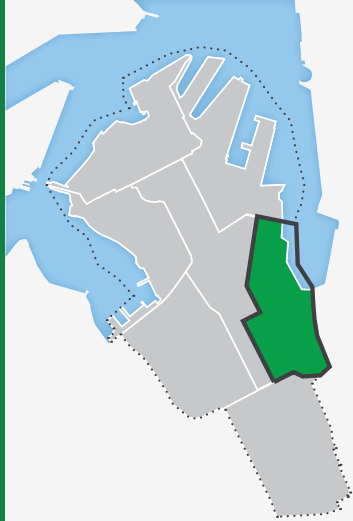


Darling Island

place priorities

1. Plan for new jobs in tourism, entertainment, culture, creativity and innovation within walking distance of a potential Sydney Metro station.
2. Create new or adapt space in older buildings for new workplaces and look to diversify Darling Island's tourism and visitor offerings.
3. Protect views to and from the harbour and from higher points such as Harris Street and Distillery Hill, including from public areas.
4. Create a continuous harbour foreshore walk, including the section around Jones Bay Wharf, and include clear wayfinding.
5. Investigate an interpretative heritage walk between Pyrmont and Glebe Island bridges (aligned with Union Street) to celebrate heritage and the history of industry and enterprise.
6. Create attractive, safe and connected streets for walking and cycling, particularly in back-of-house areas, with activity spurred on by shops, cafes, outdoor dining, public art, and community spaces.
7. Upgrade open space areas including:
 - a. add seating with power outlets and Wi-Fi in Metcalfe Park.
 - b. add a play space in Ballaarat Park with climbing elements, sensory gardens, playful public art and a safe pavement treatment to encourage jumping and play.
 - c. an outdoor fitness station in Pyrmont Bay Park or Metcalfe Park.
8. Create space for public indoor sports and recreation on rooftops or in space within podiums as sites are redeveloped, similar to the rooftop courts at Ultimo Community Centre.
9. Establish planning controls for renewal sites to encourage design excellence and 'open up' connections through large buildings and sites, better walking and cycling connections, reinstated harbour views, protected heritage items, green space, and precinct-wide infrastructure.
10. Transition building heights from Union Street (and higher land around Harris Street) to the foreshore so taller buildings are located to respect privacy, open space such as Union Square, views to and from the harbour, heritage items and existing buildings.
11. Provide limited residential development without compromising the sub-precinct's tourism, entertainment and commercial functions and include affordable housing in any residential development.
12. Upgrade walking and cycling access, particularly to the potential Sydney Metro station, and investigate a multimodal transport hub.
13. Improve walking and cycling connections, permeability, and wayfinding throughout the Peninsula and to public spaces, including between Point and Pyrmont streets and Pirrama Road, and to/from light rail stops.
14. Make it easier for people to traverse steep areas from the harbour to the ridgeline, such as at John Street (for example, add a walkway, stairs or a lift).
15. Transition Pirrama Road to a shared accessway for pedestrians, cyclists, buses, private vehicles and delivery vehicles and investigate a weekend or event-based pilot program.





Tumbalong Park

A place of attraction and interaction.

Source: Destination NSW





Tumbalong Park is home to world-class tourism and visitor attractions including the Harbourside Shopping Centre, the ICC, connections to waterfront areas at Darling Harbour, Tumbalong Park itself and the Chinese Gardens of Friendship. The sub-precinct's eastern boundary at Darling Square and Cockle Bay hosts contemporary workplaces that are just a short walk or ride to the CBD and close to busy night-time options.

Tumbalong Park features a large-scale built form and landscape that attracts and accommodates large gatherings of people for conferences, exhibitions, events and activities.

The sub-precinct is characterised by jobs in population-serving industries, with a mix of restaurants, cafes, bars and other entertainment activities people can access at the end of their working day in the CBD or Ultimo. It also includes student and residential accommodation, shopping and a celebration of maritime history and heritage showcased through public arts and other waterfront activities.

The elevated Western Distributor is a key feature of Tumbalong Park sub-precinct. While it removes traffic to allow a focus on pedestrians, it also creates a strong visual break to the waterfront.

It is not easy to connect to Tumbalong Park from other parts of the Peninsula, due to light rail infrastructure, back-of-house functions on Darling Street and the steep topography up to the ridgeline of Harris Street.



At a Glance

By 2041

there could be up to:



2,055

more people



2,870

more jobs

Characteristics today

- Global tourism destination.
- Public spaces from the waterfront to Tumbalong Park.
- ICC and Sofitel Hotel.
- Harbourside Shopping Centre.

Opportunities and challenges for the future

- Revitalising and renewing the global tourism offering to create new jobs in these industries.
- New spaces for tourism, cultural, creative and innovation businesses that integrate with the character of residential areas and needs of local residents.
- Better sight lines and views from within and around the area to the water.
- New opportunities to support the Innovation Corridor, as a meeting place to interact, share ideas and new ways of doing things.
- An activated and interesting street experience along streets characterised by back-of-house areas.
- Better east-west connections into the Peninsula.
- Innovative approaches to new infrastructure.

During the next 20 years, Tumbalong Park will be an integral part of the globally recognised tourism and visitor destination, Darling Harbour, and a meeting place for innovators, entrepreneurs and businesses.

Tumbalong Park will complement and support the Innovation Corridor, with visitor attractions and areas for large events, gatherings and conferences, creating jobs in tourism and supporting the night-time economy.

Tumbalong Park and Darling Harbour more broadly are at the end of a wave of major investment that revitalised the ICC and Exhibition Centre and included, or will include, The Ribbon, the Sofitel Hotel, Darling Square and Quarter, the redevelopment of Cockle Bay and the proposed redevelopment of Harbourside Shopping Centre, as well as the future tower cluster in Haymarket enabled by the draft Central Sydney Planning Strategy.

Businesses and asset owners will continue to invest in new and upgraded tourism, visitor and business offerings to attract the global tourism and visitor markets and respond to changing market preferences.

The pedestrian and cycling connection to the Sydney CBD around the foreshore from Darling Harbour across Pyrmont Bridge will continue to connect people and businesses.

As a place for people across the Innovation Corridor to interact and share new knowledge, ideas and processes, the Tumbalong Park sub-precinct will showcase work in creative industries, start-ups and research. Better physical and cultural links to the authentic character of the Peninsula will enhance these connections, together with excellent public spaces and public art installations showcasing Sydney's creative talent.

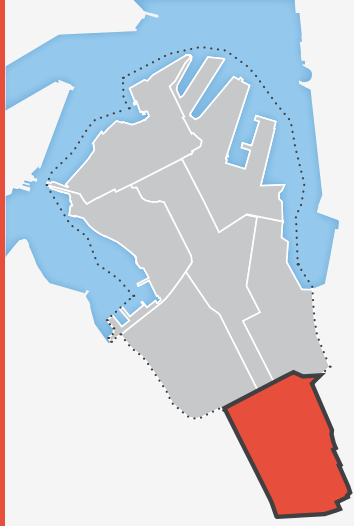
Investment in larger sites can be expected to flow on to smaller sites, particularly around the eastern side of the Peninsula along Darling Street.

Tumbalong Park

place priorities

1. Create new space for jobs in tourism and entertainment and supporting services, such as shops, restaurants, cafes and bars and transport, to create smaller activity areas.
2. Create a dynamic and safe night-time economy.
3. Provide new commercial space to cater for jobs in industries aligning with the Innovation Corridor.
4. Provide limited residential development without compromising the sub-precinct's tourism, entertainment and commercial functions and include affordable housing in any residential development.
5. Transition building heights from higher areas to the waterfront and open space so taller buildings are located to respect privacy, public space, such as the waterfront promenade, Pyrmont Bridge and Tumbalong Park, views, heritage items and existing buildings.
6. Encourage green building facades and rooftop gardens in new development.
7. Create publicly accessible, privately-owned space, such as multi-purpose courts on rooftops or in podiums or viewing platforms that showcase Sydney Harbour.
8. Investigate social infrastructure, such as communal meeting spaces and rooms, library space, work-based childcare services, a community gallery and/or a cultural production hub, and improve the experience of public spaces with public art installations.
9. Investigate a multi-utility hub that provides integrated car parking, energy production, water recycling and/or waste collection.
10. Create attractive, safe and easy-to-use streets, particularly behind the ICC.
11. Showcase the history and heritage of Darling Harbour and foreshore, including Aboriginal, and working and maritime history, in any new development.
12. Improve walking and cycling connections, permeability, and wayfinding throughout the Peninsula and to public spaces.
13. Improve east-west active transport connections from Tumbalong Park into the Peninsula and up to Harris Street by addressing the barriers of light rail and back-of-house areas on Darling Drive.
14. Extend the Goods Line north from Pyrmont Street and Murray Street to connect with the Union Street cycleway.
15. Use space to foster and encourage collaboration between companies, start-ups, researchers, creative and knowledge workers.





Ultimo

Ultimo is a place of education, creativity, and cultural innovation.



Ultimo sits on the southern end of the Peninsula. It is a place where major educational and cultural institutions integrate with homes and business; a place where old meets new and the powerhouse of Sydney's industrial heritage meets the new economy. Ultimo is already a thriving economic and jobs hub.

The sub-precinct is bound by Broadway in the south, Wattle Street in the west, William Henry Street in the north, and The Goods Line (and Darling Drive) in the east, with Harris Street as its spine. Central Station is the major public transport hub for this part of the Peninsula.

Anchor institutions include University of Technology Sydney (UTS), TAFE NSW Ultimo, Screen Australia, and the Australian Broadcasting Corporation (ABC), as well as the Powerhouse Museum. A number of private educational colleges leverage being close to these institutions.

The sub-precinct is characterised by a mix of large-format education and office workplaces, some within old wool stores, low to mid-rise apartments, and Victorian terrace houses. Open space is concentrated in a small number of public spaces, such as Mary Ann Street Park, as well as semi-public and private open spaces that add intimacy and variety to the area. The Goods Line is both a green space for people to spend time and a connector.

While north-south movement in Ultimo is relatively unconstrained, travelling east-west is challenged by the light rail corridor, heavy vehicle traffic on Harris Street and truncated east-west streets.



At a Glance

By 2041

there could be up to:



2,350

more people



8,700

more jobs

Characteristics today

- Anchors such as UTS, TAFE NSW Ultimo, ABC, Screen Australia and the Powerhouse Museum.
- A moderately dense built form, particularly around UTS.
- Semi-private open space within the educational institutions.
- The Goods Line and access to Central Station under George Street.
- High student population.
- Harris Street Heritage Conservation Area and heritage items.
- Heavy vehicle traffic along the Harris Street hinders the pedestrian or cyclist experience.
- Difficult east-west access.

Opportunities and challenges for the future

- Grow jobs in education, creativity and culture.
- Close to Central Station and Tech Central.
- Leverage the Powerhouse Museum and expand cultural uses.
- Redevelop sites for education, culture, creativity and innovation, as well as student housing.
- Better public and active transport and public areas along Harris Street.
- Better east-west active transport connections.
- Adaptive reuse of heritage buildings.

Ultimo will evolve into a bustling place of learning and creativity at the edge of Central Station, a prosperous creative jobs hub.

Ultimo will blend education, cultural, tourism, transport and employment hubs – the ingredients of an Innovation District. Innovation and entrepreneurship will be taught, tested and applied.

Ultimo's land ownership pattern, its location at the southern end of the Harbour CBD, proximity to Central Station, and the continued evolution of major educational and cultural institutions makes it a place of significant change. Development and renewal will capitalise on committed public and private investment in nearby areas, such as Tech Central.

The City of Sydney's draft Central Sydney Planning Strategy envisages taller buildings in Haymarket and there is an opportunity to expand this approach into Ultimo to create more employment space.

The Goods Line will be extended north into the Peninsula and south to Tech Central and beyond to better connect Ultimo with the rest of the Innovation Corridor.

Small, intimate and valued existing green spaces will be connected as sites are redeveloped and will resolve the ambiguity of semi-public spaces.

Heritage buildings, such as the old wool stores, will be adapted for creative industries and cultural uses.

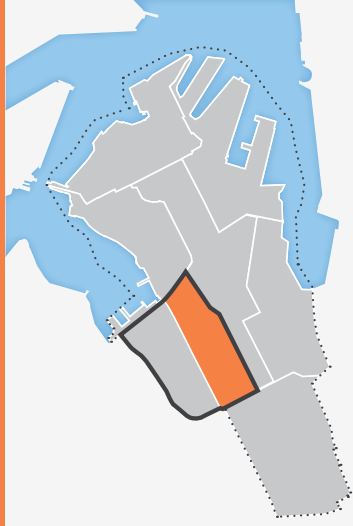
As educational institutions expand their facilities and services and look outwards to the community, redevelopment will blend learning, culture and enterprise within buildings and across sites. New student housing will be built for the area's many domestic and international students.



Ultimo place priorities

1. Support jobs growth within an Ultimo creative precinct centred around the Powerhouse Museum, TAFE NSW Ultimo, UTS and ABC:
 - a. grow and diversify spaces to be used for research and innovation.
 - b. reuse heritage buildings for creative, cultural and community uses.
 - c. create theatre, performance, production and rehearsal space.
 - d. enhance open spaces; for example, through public art, and public access to these spaces.
 - e. create a half court/multi-purpose court close to the Goods Line and Powerhouse.
 - f. build better pedestrian connections, particularly to and from the Goods Line and Darling Harbour.
2. Rejuvenate Harris Street as the historic urban spine of the Peninsula:
 - a. consider Streets as Shared Spaces.
 - b. create an intermediate public transport corridor along the Innovation Corridor from the Bays Precinct to Tech Central and Australian Technology Park.
 - c. investigate its conversion to two-way traffic.
 - d. widen footpaths, calming traffic, rationalising bus stops and providing new pedestrian crossings.
 - e. create active transport connections to Harris Street from surrounding areas.
 - f. improve the streetscape and activation, enhancing heritage buildings and increasing tree cover.
3. Celebrate Ultimo's heritage, particularly within or adjacent to heritage items and the Harris Street Heritage Conservation Area, and as heritage buildings are adapted for new uses.
4. Support clusters of enterprise and innovation, such as along Wattle and Harris streets, to retain a mix of affordable, flexible and collaborative workplaces.
5. Extend the Goods Line south to provide seamless access to and from Central Station.
6. Provide public outdoor courts as key sites are redeveloped.
7. Upgrade public open space along Jones Street, including Mary Ann Street Park, to incorporate:
 - a. play space with climbing elements, sensory gardens, playful public art and a safe pavement treatment to encourage jumping and play.
 - b. places for young people, such as skate-friendly areas, mirrors for dance and access to power, seating with Wi-Fi, and tables for individual/group study.
8. Establish planning controls for renewal sites to encourage design excellence, better walking and cycling connections and precinct-wide infrastructure.
9. Locate taller buildings so they respect privacy, public open space, views, heritage items and existing buildings.
10. Create new, or adapt, space in older buildings for contemporary jobs and industries.
11. Create better pedestrian links that overcome the difficult topography.
12. Consider closing Jones Street between Broadway and Mary Ann Street to create a linear park.
13. Develop a walking and cycling loop along Jones and Pyrmont streets to form an active loop around the Peninsula.
14. Widen footpaths and cycle lanes along Mary Ann Street.
15. Increase green space and tree canopy cover and encourage façade greening on Jones and Harris streets.
16. Widen the footpath along Wattle Street.
17. Consider converting Wattle Street to two-way traffic south of Fig Street to Broadway.
18. Provide shared accessways around UTS and TAFE NSW Ultimo for pedestrians, cyclists, vehicles and deliveries, potentially through a pilot program on weekends and during events.
19. Investigate a multi-utility hub for sustainable precinct-scale solutions, such as integrated parking, electric vehicle charging, battery storage, recycled water and organic waste systems, or bike facilities.





Wentworth Park

Wentworth Park is a place of home, work, recreation and community uses, set within historic buildings and a green landscape.



The sub-precinct falls steeply to Wattle Street and Wentworth Park, and is bound by Bridge and Pyrmont Bridge roads, the Western Distributor and William Henry Street.

It is a disconnected landscape due to the topography sloping from the ridgeline to Wattle Street, the large historic wool sheds between Jones and Wattle streets, the road network and the light rail corridor, as well as the Wentworth Park greyhound track.

It's mainly a residential area, with restaurants, cafes, retail and commercial businesses on ground floors, in podiums, and in corner buildings. Wattle Street is characterised by the robust and bold masonry construction of the wool store buildings that speak of the industrial past, and today accommodate a mix of commercial, creative and other professional and knowledge services.

Wentworth Park in the west, and smaller open spaces including Fig Lane Park and Quarry Green, frame the built-up areas. East of Jones Street, low to medium rise terraces and apartment buildings interact with street trees creating a green inner-city urban character.

The regular street pattern makes it easy for people to walk around, despite the topography. People can walk to the Pyrmont Village sub-precinct via Bulwarra Road under the Western Distributor to the north.

The Wentworth Light Rail Stop in the sub-precinct's north provides access around the Peninsula and west to Glebe and the Inner West. Bus services are available from Harris Street to Central Station and the CBD.



At a Glance

By 2041

there could be up to:



1,115

more people



1,200

more jobs

Characteristics today

- Mix of terraces and low to medium rise apartments.
- Ultimo Heritage Conservation Area (west of Bulwara Road) interfaces with Fig Lane Park and Quarry Green.
- Old Wool Stores along the Jones-Wattle Street corridor.
- Wentworth Park.
- Close to the new Sydney Fish Market.
- New Ultimo Public School.
- Built form responds to topography.
- Wentworth Park Light Rail.

Opportunities and challenges for the future

- Investigate the return of the Wentworth park greyhound track land and the temporary pop up school once their terms expire.
- The mix of residential and commercial space and building types can be carried forward.
- Enhance Wentworth Park for community, recreation and open space activities.
- The sloping land towards Wattle Street allows for stepping of building height.
- The Old Wool Stores can be reused while also telling the story of the area's heritage.
- Pedestrian access to the light rail stop can be improved.
- New walking and cycling connections need to address the topography, large impermeable buildings and busy roads.
- Busy roads hinder connections between the new Sydney Fish Market and Wentworth Park.

Wentworth Park's terraces and low to medium rise apartments will sit comfortably alongside creative employment spaces in historic urban warehouses, where workers and residents enjoy an easy walk to an enhanced Wentworth Park and the new Sydney Fish Market.

Wentworth Park will be a vital green space as the area changes. The lease at Wentworth Park for greyhound racing expires in 2027. This provides an opportunity to reuse this space for other community, recreation and open space activities and to reconnect the north and south of the park and return it to its original design intent.

Change will be focused along the Wattle-Jones Street corridor where old wool stores will become interesting spaces for creative industries, galleries and events. These urban warehouses will be places for the making, creating and production of new ideas, products or processes. Workers will need well-insulated buildings and businesses will need access to the regional and district road network for freight and logistics functions.

Building design will take advantage of the sloping land between Jones and Wattle streets and will not overshadow or detract from the amenity of Wentworth Park.

The new Ultimo Public School will bring activity to the neighbourhood and support small-scale services and amenities along Jones Street.

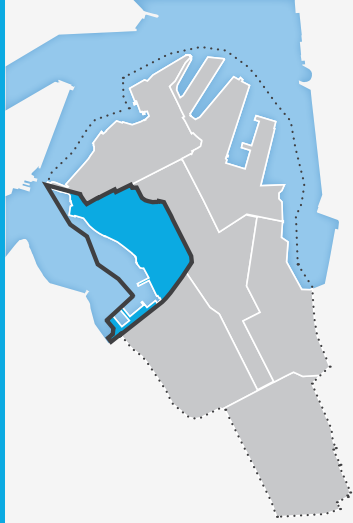
Better east-west and north-south walking and cycling paths will be located for people to connect to and between Wentworth Park, the new Sydney Fish Market, UTS, the Powerhouse Museum, The Goods Line and light rail.

Within the Ultimo Heritage Conservation Area, terrace buildings will continue to be used for housing, cafes and small creative enterprises. New commercial space will be opened through clever architectural design.

Wentworth Park place priorities

1. Investigate the return of the Wentworth park greyhound track land and the temporary pop up school once their terms expire.
2. Consider how the Old Wool Stores along Wattle-Jones streets can be used as urban warehouses for creative industries, including affordable employment and creative live/work/recreate space, and how redevelopment could create pedestrian connections between Jones and Wattle streets.
3. Transition building heights from Jones Street to Wattle Street in a way that does not overshadow Wentworth Park and at a scale matching the existing low to mid rise character.
4. Provide cultural production and rehearsal space as key sites are developed, including soundproof music rooms, communal meeting spaces and ground-level exhibition space.
5. Provide new play spaces with climbing elements, sensory gardens, playful public art and a safe pavement treatment to encourage jumping and play along the Jones Street walking and cycling route.
6. Celebrate the sub-precinct's heritage, particularly within or adjacent to heritage items and Ultimo Heritage Conservation Area and as heritage buildings are adapted for new uses.
7. Develop green streets by planning for green space, tree canopy cover and façade greening on Jones Street, Bulwara Road and Quarry Street.
8. Extend the Jones Street cycleway north to Pyrmont Bridge Road and provide a crossing of Pyrmont Bridge Road.
9. Widen the footpath along Wattle Street.
10. Consider allowing two-way traffic on Wattle Street south of Fig Street to Broadway.
11. Investigate a multi-utility hub close to the light rail stop and major roads for sustainable precinct-scale solutions such as integrated parking, electric vehicle charging, battery storage, recycled water and organic waste systems, or bike facilities.





Blackwattle Bay

Blackwattle Bay is a place of transformation and renewal.



Blackwattle Bay is defined by a rich and diverse history; it was a place of sustenance for Aboriginal people who fished in the bay, then became the source of the sandstone that characterises many of Sydney's early buildings. It was used for production and transportation in the 20th century, including offices, warehouses, a concrete batching plant, the Western Distributor, Anzac Bridge, the cycle connection to Rozelle and the base for a range of recreational watercraft.

The steep change in topography from Harris Street and Union Square to the waterfront, the areas under the Western Distributor and the supports for Anzac Bridge, as well as road and light rail infrastructure create barriers within the sub-precinct. Despite these challenges it is home to a significant cluster of media organisations, including Network Ten and NOVA Entertainment, as well as residential and industrial areas and working harbour activities, including the current Sydney Fish Market.

Open space is limited and primarily served by parks in other sub-precincts, including the harbour foreshore walk in Pirrama to the north and Wentworth Park to the south.

Redeveloping public and private land will address the missing link that will connect the harbour foreshore walk from Pirrama to Wentworth Park and the new Sydney Fish Market and beyond. It will reconnect Pyrmont with its western harbour edge. This will be a destination as much as a connection – a new urban quarter and a place of metropolitan significance.



At a Glance

By 2041

there could be up to:



2,055

more people



5,770

more jobs

Characteristics today

- An industrial working harbour with transport infrastructure, including the Western Distributor overpass, Anzac Bridge and the concrete batching plant.
- Sydney Fish Market, event boating and recreational boaters (dragon boats).
- A cluster of media businesses.
- Light Rail station.

Opportunities and challenges for the future

- Revitalisation can address the barrier of private land ownership to bring better connections to the foreshore a new urban quarter for jobs and some homes.
- A better public domain could include a new district-scale park, Aboriginal heritage interpretation and connections to Country, and better connections to other parts of the Peninsula.
- The cluster of media businesses can be strengthened with new employment floor space in the sub-precinct.
- Residential development is can be planned for in a way that does not compromise the objective of providing new space for jobs.
- New social infrastructure (recreation, community, library, gallery or events) can support growth through innovative approaches (integrated delivery).
- Access to a potential new Sydney Metro Station.

Blackwattle Bay will transform from industrial and infrastructure to a place attracting businesses and employees, visitors and tourists along the connected waterfront linking the new Sydney Fish Market east to the Western Harbour, Walsh Bay and beyond. Country will be reflected in well-designed public space areas connecting community and history around a new contemporary character. A potential new Sydney Metro station will provide enhanced access to this new urban quarter and entertainment precinct.

The new Sydney Fish Market will open at the head of Blackwattle Bay in 2024; the redeveloped site will showcase Aboriginal history and open spaces, while incorporating new office or residential buildings, and better movement networks.

Blackwattle Bay offers the greatest potential for change across the Peninsula. This opening of a large parcel of land for redevelopment, combined with neighbouring smaller privately-owned parcels to the north, could deliver a large proportion of the growth forecast across the Peninsula.

Current master plan scenarios developed by Infrastructure NSW set out three alternatives for the area's transformation. Significant public domain improvements, including the link between the Harbour Foreshore walk across the Western Harbour to Walsh Bay feature in all scenarios.

Private sector investment in the current Network Ten offices could integrate with the redevelopment of the former Sydney Fish Market to improve connectivity and public domain outcomes in the sub-precinct.

Future links to a potential Sydney Metro Station would set the scene for this part of the Peninsula to transform into a new urban quarter based around jobs and supporting the cultural and entertainment offerings of the waterfront through a public promenade and event and function uses.

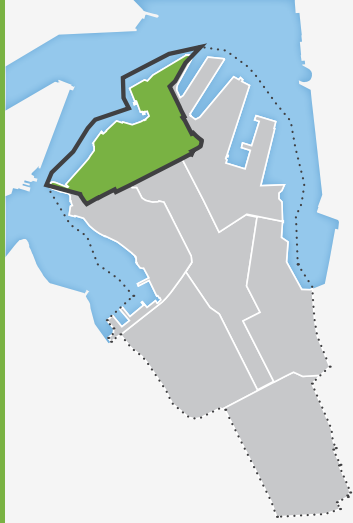
Blackwattle Bay's transformation will focus on public domain and open space improvements, better connections and the right mix of spaces for businesses and customers on the doorstep to a world-class tourist attraction, the new Sydney Fish Market.

Blackwattle Bay

place priorities

1. Redevelop Blackwattle Bay into a new urban quarter based around jobs, visitor and entertainment uses connected to public transport, including a potential Sydney Metro station, and anchored by the new Sydney Fish Market.
2. Provide commercial space for contemporary jobs and businesses to support the Innovation Corridor.
3. Investigate the establishment of new entertainment, events and cultural space in the redevelopment of Blackwattle Bay to support a vibrant 24-hour entertainment and cultural precinct.
4. Ensure any residential development does not compromise the quality and attractiveness of Blackwattle Bay as a place for commercial or entertainment uses and includes the provision of affordable housing.
5. Establish planning controls for renewal sites to encourage design excellence, better walking and cycling connections, reinstated harbour views, protected heritage items and green space, and precinct-wide infrastructure.
6. Establish controls to ensure development does not overshadow existing and future open space, including Wentworth Park, the western foreshore and any new open space created in major development sites.
7. Reprioritise street and traffic flows to promote pedestrian, cycling and public transport and provide improved active transport connections from Blackwattle Bay to other parts of the Peninsula.
8. Investigate a multi-utility hub for sustainable precinct-scale solutions such as integrated parking, electric vehicle charging, battery storage, recycled water and organic waste systems, or bike facilities.
9. Create a continuous harbourside foreshore promenade connecting to Darling Harbour, Barangaroo and Walsh Bay arts and cultural precinct in the east and the new Sydney Fish Market and Glebe to the west, and beyond.
10. Create a new public space of at least two hectares and use ground-level uses to showcase the area's Aboriginal and working harbour heritage.
11. Use Greener Places to guide the design of activated, safe and inclusive public areas.
12. Encourage green building facades and rooftop gardens in new development.
13. Provide publicly-accessible, privately-owned space, such as multi-purpose courts on rooftops or in podiums, or viewing platforms that showcase Sydney Harbour.
14. Provide a community venue, library, work-based childcare services, a community gallery and a cultural production hub.
15. Formalise the public boating facilities at Bank Street.
16. Create a precinct for young people that could include a skate park, basketball courts or other gathering areas, potentially using land under the Western Distributor.





Pirrama

Pirrama is a place of waterfront living and working harbour heritage.



Pirrama is predominantly a residential area, with apartment buildings and terrace housing within a sloping topography. The sub-precinct features public and private open spaces and some retail and commercial activities near Harris Street.

Pirrama forms the headland of the Peninsula and has strong Aboriginal and colonial heritage. Its landscape has been transformed from its natural condition due to an industrial past; it is now a thriving high-rise residential community.

The Jacksons Landing residential community welcomed its first residents in 2000. The area's public spaces include the waterfront headland, Pirrama Park. Buildings are set against the backdrop of the old sandstone quarry face.

Pirrama sub-precinct has some of the highest residential densities in the Peninsula, spread across private, social and affordable rental housing.

Residents enjoy access to some of Sydney's best foreshore parklands. A continuous foreshore walk from the east is unbroken between Pirrama Park in the north-east and Waterfront Park in the west. It terminates at Bank Street, where the historic Glebe Island Bridge once allowed a connection to White Bay.

Harris Street terminates at Pirrama Park and the waterfront - a key view - and connects Broadway through to the edge of the harbour. Visual and physical connections to the harbour from roads including Harris Street should be protected. The head of the Peninsula is prominent when viewed from Anzac Bridge and the bridge itself provides a stunning backdrop to the area.

The John Street Square Light Rail stop provides public transport access to Central Station, Glebe and the Inner West. The topography is interrupted by the old quarry face and light rail cutting.



At a Glance

By 2041

there could be up to:



190

more people



350

more jobs

Characteristics today

- An established urban community in a parkland setting on the waterfront.
- Good active transport connections and the waterfront promenade.
- Commercial uses and services in low-scale buildings that fit within the existing character.

Opportunities and challenges for the future

- Redevelopment of small lots and older buildings, including existing social housing sites, to increase affordable housing.
- A potential Sydney Metro station within walking distance.
- Walking and cycling links to Bays West.
- Addressing the steep topography.
- Improve or enhance infrastructure within the context of a place not expected to be subject to significant redevelopment.

Pirrama will be a place with fantastic harbour views, foreshore recreational spaces, a mix of housing types, tenures and price points, new commercial and retail development, prioritised walking and cycling and easier east-west connections.

There is some redevelopment potential in older buildings and sites. This could open the potential for social housing and other opportunities, such as walking access to a potential Sydney Metro station, a walking and cycling connection to Bays West via a new link in the vicinity of Glebe Island Bridge, large foreshore public parks and better access to smaller public parks.

Given the scale of existing development, significant renewal is not anticipated, though some older buildings may experience redevelopment. A continued mix of housing, office and retail floorspace is expected.

Opportunities to improve east-west connections could include removing barriers to pedestrians along Bowman Street and John Street.

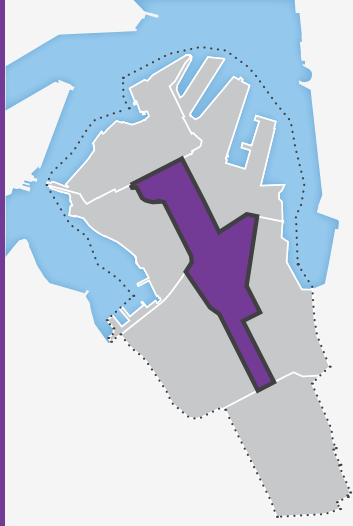


Pirrama place priorities



1. Retain existing development capacity under planning controls and the established low to medium-rise built form in the northern part of the Peninsula.
2. Protect views and access from Distillery Hill and Harris Street ridgeline to the waterfront and respect the fine grain street network.
3. Enhance public areas and active street frontages and bring more activity to Harris Street without compromising residential areas.
4. Sensitively adapt heritage buildings for residential and commercial uses.
5. Create a continuous harbourside foreshore promenade with a new active/public transport link to Bays West.
6. Improve and enhance east-west connections to Blackwattle Bay and Darling Island.
7. Improve access to smaller public parks that are difficult to access due to topography.
8. Recognise the Broadway to Pirrama Walk along Harris Street and celebrate the headland's Aboriginal and industrial past and the connection to water.
9. Restore/reinstate/interpret the historic Glebe Island Bridge structure to provide active transport access to Bays West.
10. Investigate an active public transport link along Harris Street to connect the Innovation Corridor from Central Station and Camperdown to Bays West via Pyrmont.
11. Improve pedestrian access to Bowman/Bank Street from Distillery Drive and John Street via stairs or a lift.
12. Improve wayfinding along the foreshore walk and within and around the steep topography.
13. Encourage green building facades and rooftop gardens in new development.





Pyrmont Village

Pyrmont Village is a place of history, innovation and culture.



Pymont Village best exhibits the place, built form, landscape, land use mix and movement networks defining the overall character of the Peninsula. It offers pedestrian and cycling transport networks, street trees, corner pubs, and low to medium-rise terraces and heritage buildings lovingly restored as offices, restaurants, bars and shops.

Pymont Village is a ridge-top neighbourhood and a place of local culture and connection. It extends from John Street in the north to the Western Distributor in the south. Pymont Street in the east and follows the Western Distributor and the elevated topography in the west.

More recent development has included townhouses, medium rise apartments and commercial buildings between Pymont Bridge Road and the Western Distributor. The layering of different buildings, styles and typologies sit comfortably and contribute to the unique built heritage of the area.

The sub-precinct is a diverse, attractive and interesting place to be. It boasts restaurants, cafes, bars and pubs near where people live and work. Street trees make it a pleasant and attractive environment for pedestrians, residents, tourists, visitors and workers.

Union Square is the heart of the village serving multiple functions: a destination; a gateway to the east and west of the Peninsula; a meeting place; and a point of orientation across a landscape that can be difficult to navigate as a pedestrian.

The village has a regular street pattern, which facilitates local movement and connectivity on areas of flatter land. It is interrupted by the Western Distributor, the Allen Street off-ramp and Pymont Bridge Road.



At a Glance

By 2041

there could be up to:



135

more people



1,380

more jobs

Characteristics today

- Fine grain, detailed historic built form and street trees
- A mix of homes, retail, restaurants, bars and small businesses in small and older buildings, mixed with new and contemporary designs within a predominant low-medium rise built form

Opportunities and challenges for the future

- A future Sydney Metro station could increase access and provide the impetus for some renewal, which must align with the character of Pyrmont Village
- Union Square to be enhanced and protected from overshadowing or development that reduces the sense of openness
- Heritage buildings can be sensitively reused to showcase the older built form and the sub-precinct's layers of history
- Harris Street could be rejuvenated as the heritage spine and innovation connector from Tech Central via Pyrmont to the future Bays West
- New east-west connections to the lower waterfront and parkland areas will better connect the Peninsula

Significant change is not anticipated in Pyrmont Village outside new space for jobs and some limited residential growth.

Space for new jobs will be secured across the Peninsula in different ways. In Pyrmont Village, new space for employment should respect the low to medium-rise building heights of existing development and the layering of heritage and new contemporary buildings that site comfortably with each other.

New residential growth is expected to be limited to a few sites with identified capacity. Higher densities are not likely to complement the character and sense of place of the Pyrmont Village and should be in other sub-precincts, in line with the Structure Plan.

The potential location of a Sydney Metro station could bring improvements and enhancements in connectivity and wayfinding, particularly in how pedestrians, cyclists and drivers move around, in connections to other parts of Pyrmont and to public spaces and economic connections could be built with the Innovation Corridor.



Pymont Village

place priorities

1. Support the mix of employment, homes, social infrastructure, entertainment and shops along Harris Street.
2. Enable streets as shared spaces with capacity for outdoor dining, walking and cycling and safe and accessible spaces for community to gather.
3. Showcase the area's character in any enhancements to public areas, infrastructure or new connections, including Aboriginal cultural heritage interpretation opportunities.
4. Protect Union Square as an important public space, including solar access and the sense of openness from views to the sky.
5. Ensure new development complements the low-medium rise-built form, heritage items and conservation areas, and the special qualities of Harris Street.
6. Preserve the heritage character and forms of the area and sensitively adapt heritage buildings to create affordable, flexible and collaborative space for local enterprise and innovation.
7. Protect views to and from the harbour and from Harris Street, including in public areas.
8. Upgrade walking and cycling access, particularly to the potential Sydney Metro station, and investigate a multimodal transport hub.
9. Create better east-west connections from Harris Street to the lower waterfront and parkland areas.
10. Rejuvenate Harris Street as the historic urban spine of the Peninsula by:
 - a. creating an intermediate bus or light rail corridor along the Innovation Corridor from the Bays Precinct to Tech Central and Australian Technology Park
 - b. investigating its conversion to two-way traffic
 - c. widening footpaths, rationalising bus stops and providing new pedestrian crossings
 - d. creating active transport connections to Harris Street
 - e. improving the streetscape, enhancing heritage buildings and increasing tree cover
 - f. installing heritage interpretative elements
 - g. creating new centres of activity as major sites are developed, with new connections and open spaces and busy street frontages to transform Harris Street into a pleasant pedestrian environment.
11. Improve the number of street trees and enrich the tree canopy copy, particularly in public areas and larger privately-owned properties at ground level, or on podiums and rooftops.
12. Provide a new local community gallery, cultural production hub and/or play space.



10

Framework for Key Sites

Responding to Finding 9 of the Commission's review report, we want to improve the coordination of significant projects planned to better contribute to place-based outcomes identified in the draft Place Strategy beyond the expected provision of infrastructure required to support a development scheme.

Significant Projects Planned or Underway

Finding 9 of the Commission's review report considered "the current [development] activity is substantial but characterised by a small number of large but disconnected projects, many on the edges of the review area". This limits the realisation of cumulative opportunities and benefits, such as connecting and activating the public domain and links between sub-precincts.

In line with the Greater Sydney Region Plan and the Eastern City District Plan, the draft Place Strategy has adopted a place-based planning approach that integrates the site-specific visions and aspirations of landowners and proponents with the precinct-wide place and public domain outcomes that would deliver high quality outcomes responding to the Peninsula's potential.

The draft Place Strategy delivers on the Commission's finding by improving the coordination of significant projects under a shared vision and strategy that is the product of a place-based approach to the planning, design and development of the Peninsula.

Based on our urban design analysis, we have identified four sub-precincts (Ultimo, Blackwattle Bay, Darling Island and Tumbalong Park) we expect will experience the greatest growth and change over the next 20 years, while still protecting parks, public spaces and the character of the area.

With the constraints on growth in other sub-precincts, these four growth sub-precincts have the greatest capacity to catalyse economic growth in the Peninsula. The key opportunity sites are:

- INSW's master plan scenarios to revitalise the current Sydney Fish Market and neighbouring sites at Blackwattle Bay
- The Star Entertainment Group's aspiration to redevelop its site in Darling Island
- Mirvac's proposed redevelopment of Harbourside Shopping Centre
- The University of Technology Sydney's plans to expand new teaching and complementary space into 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 a Big Move under the draft Place Strategy.

Some of these sites last underwent significant redevelopment 30-40 years ago, which means they now represent a significant generational opportunity to unlock the next wave of jobs and investment in a way that recognises Pyrmont's character and place while also delivering public benefits to improve and enhance the Peninsula. This forms an important consideration (amongst others) for all new development in the Peninsula.

Recognising each of these schemes are in different stages of planning or design and will have individual project objectives and feasibilities to consider, we propose to set out a clear approach to enable the integration of landowner and proponent aspirations with the Peninsula-wide vision, directions, Big Moves and place priorities of this strategy.

This approach sets the foundations to realise additional public benefits by coordinating and aligning site-specific developments under the draft Place Strategy and may involve mechanisms such as voluntary planning agreements. 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.

In some cases, incentives such as additional gross floor area (up to a maximum of 10%) may be available where the additional public benefits are of exceptional value or outcome.

This approach is based on the following principles:

- Transparency – being clear about the public benefits we are looking for and how key sites can help deliver these.
- Equity – any additional private gain must be appropriately balanced against the public benefit and be secured in the long-term (i.e. in perpetuity).
- Probity – the process is clear, transparent and accountable to the Place Strategy, which identifies the Big Moves and additional public benefit that have been identified from a place-based approach.

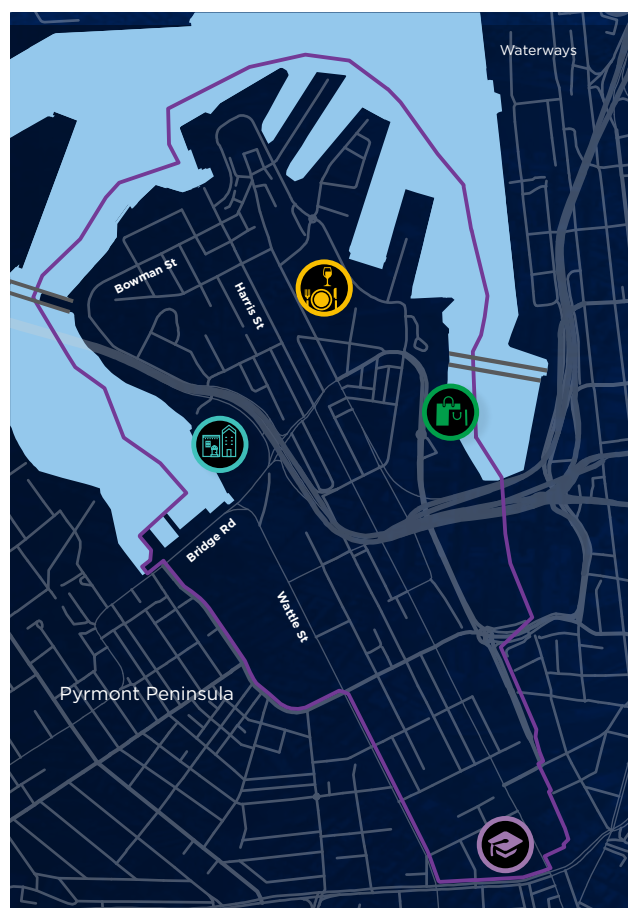
Each key site must deliver public benefits that contribute to both Peninsula-wide and sub-precinct outcomes over and above the necessary infrastructure to support growth.

In addition, each key site is expected to participate in a local business improvement district that takes responsibility for contributing to place management and governance in the Pyrmont Peninsula.

Peninsula-wide additional public benefit opportunities

- Deliver in whole, or in part, one or more Big Moves.
- Bring forward the delivery of critical unfunded, or precinct scale, infrastructure beyond the growth infrastructure requirements necessary to support the scheme.
- Connect and activate the public domain through new active transport connections through large sites, reinstate views to the harbour and deliver superior street and place activation.
- Provide opportunities for affordable workspace for creative industries, cultural uses, start-ups and researchers, maker and producer spaces to support the Innovation Corridor.

Key sites



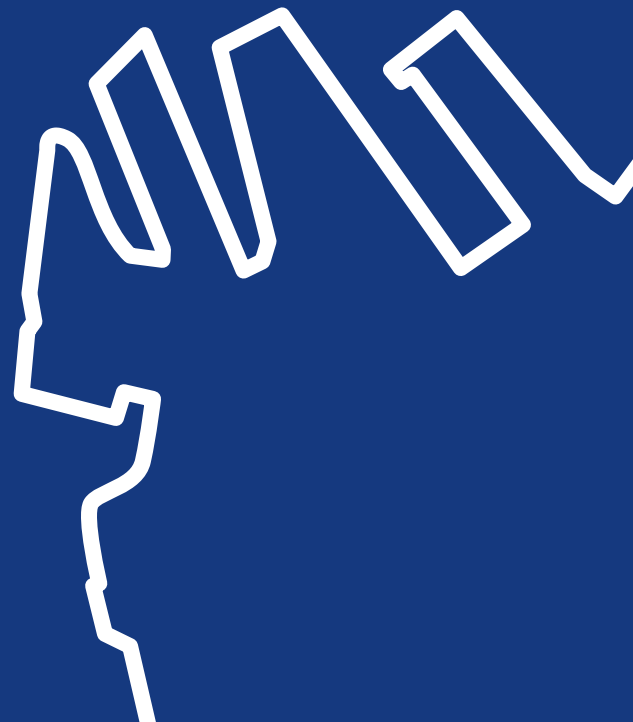
- | | | | |
|---|-----------------|---|-----------------------------|
|  | The Star |  | Harbourside Shopping Centre |
|  | Blackwattle Bay |  | UTS Ultimo/Haymarket |

Sub-precinct additional public benefit opportunities

Key Sites	Opportunities for additional public benefits	Special considerations
Blackwattle Bay	<p>deliver the Miller Street project to connect to the Light Rail station</p> <p>deliver the 'low-line' beneath the Anzac Bridge pylons and Western Distributor overpass, including a ribbon of activated, public open and recreational space, including formalised recreational boat facilities for Dragon Boats</p> <p>delivery of cultural and/or entertainment floorspace for recreation, meetings, events and new attractions</p>	<p>Sun access plane not breached, diversity of building heights with upper ranges limited to RL120 – RL 156 (Obstacle Limitation Survey)</p> <p>Prioritisation of the delivery of employment floorspace</p>
The Star	<p>enhance and improve streetscape interfaces on all boundaries of the complex, such as new retail or other active frontage uses, public domain interfaces and new publicly accessible privately-owned connections. Improved interaction with surrounding public spaces and green canopy.</p> <p>deliver the Pirrama Road shared zone, which includes lower speed limits, prioritises active transport (walking and cycling) by allocating road space for this function, reduces servicing and access functions, reduce street parking with on-site provision, moves tourist bus lay-overs away from Pirrama Road and better integrates with Pirrama Park</p>	<p>Sun access plane not breached</p> <p>Tower on northern end of the site below RL60</p> <p>Tower on southern end of site below RL180</p>
Harbourside	<p>deliver excellence in public open space outcomes by providing publicly accessible open space on rooftop areas and indoor space in podiums that could include indoor recreation infrastructure, viewing platforms, meeting rooms, or other space to support the Innovation Corridor</p> <p>improve and enhance east-west connections from Harris Street to the waterfront through large sites</p> <p>improve and enhance the events and gathering capacity of the public domain in the Tumbalong Park sub-precinct as a global tourism destination</p> <p>deliver a safe, activated and inviting streetscape interface on all boundaries, including proposed 'back of house' or service areas on Darling Drive that promote east-west connectivity from Harris Street to the waterfront</p> <p>deliver an appropriate built form outcome to Pyrmont Bridge</p>	<p>Protect solar access to the harbour foreshore public domain</p> <p>Prioritisation of the delivery of employment, entertainment and tourism floorspace</p> <p>Tower below RL170</p>
UTS Ultimo	<p>enhance east-west connections across Darling Drive</p> <p>contribution to extending the Goods Line north into the Peninsula and south to connect to Tech Central</p> <p>share social and other infrastructure with the community</p> <p>deliver an Innovation Corridor activation program to bring together knowledge and innovation workers across the Peninsula and neighbouring areas for formal and semi-formal events and activities encouraging collaboration, knowledge sharing and a dynamic community</p>	<p>Heights consistent with City of Sydney's approach to solar access in the draft Central Sydney Planning Strategy</p>

11

Infrastructure



We're adopting a contemporary approach to secure growth infrastructure that recognises:

- Costs of growth infrastructure are shared across the public and private sector.
- Development contributions alone may not be sufficient to fund the required infrastructure and other funding sources and approaches may 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.

We've researched current infrastructure across the Peninsula and in neighbouring areas that service the Peninsula and identified gaps in service provision. These include public transport capacity, intersection congestion, lack of sports fields, galleries and cultural facilities. We have considered these gaps against expected future growth and set out key infrastructure opportunities required to make the draft Place Strategy vision a reality (refer Appendix C: Key infrastructure opportunities on page 93).

We will refine and finalise these infrastructure opportunities into an Infrastructure Delivery Plan that investigates the staging, sequencing, delivery partners and mechanisms after receiving feedback on these opportunities during exhibition. A range of funding mechanisms will be tested and matched to infrastructure items and categories including investigating a local contribution regime and opportunities for direct negotiations for key sites to contribute to the delivery of public benefits. This may include options for innovative infrastructure funding mechanisms as determined through the Productivity Commissioner's review of contributions.

12

Implementation

Planning

Precinct-wide, place-based planning

Over time, a complex layering of planning authorities and frameworks has come to apply to the Pyrmont Peninsula. Although an important reason for this has been the need for major development at Pyrmont to be considered at a state significant scale, it has created confusion and uncertainty for residents and businesses.

The Commission's review identified a need for a place-based approach that considers the cumulative impacts of individual State significant developments. Combined, a collaborative governance and place-based planning framework can bring state and local development approval pathways together, allowing renewal on key sites and other development that supports the Peninsula's character and potential.

Current planning controls allow for some of the future built form envisaged in the Structure Plan, but in many cases updated planning controls will give greater certainty to all stakeholders.

Planning controls

The existing planning controls for the Peninsula are overlapping and potentially confusing. The following planning instruments apply to the Peninsula:

- *Darling Harbour Development Plan No. 1*
- *Sydney Regional Environmental Plan No. 26 – City West* (SREP 26)
- *State Environmental Planning Policy* (State and Regional Development) 2011 (SRD SEPP)
- *State Environmental Planning Policy No 70 – Affordable Housing* (Revised Schemes) (SEPP 70)
- *State Environmental Planning Policy* (State Significant Precincts) 2005 (SSP SEPP)
- *Sydney Regional Environmental Plan* (Sydney Harbour Catchment) 2005 (SHC SREP)
- *Sydney Local Environmental Plan 2012* (Sydney LEP)

Sydney LEP includes planning controls, including land use zoning, maximum building heights and floor space ratios for the entire Peninsula, with the exception of land in the

Darling Harbour area and Wentworth Park, as well as certain waterfront sites.

Current land use zoning generally reflects the mix of uses on the ground, predominantly R1 General Residential, B2 Local Centre, B3 Commercial Core, and B4 Mixed Use zones.

The approach to height and floor space provisions sees a range of controls applied in specific sites, depending on the individual buildings and streetscapes. This level of detail is supported by *Sydney Development Control Plan 2012* (Sydney DCP), with site-by-site controls providing a holistic design for the precinct.

Key development sites are, or have been, subject to State-led planning processes. Given the landownership structure, nature of the uses and future development aspirations, ongoing collaboration will be critical where State-led processes occur alongside local planning.

The current planning framework allowed for the last wave of renewal, and it has allowed the former City West Development Corporation and now the City of Sydney to manage development well. Today, a contemporary planning framework, implemented around the Place Strategy, could coordinate this next wave to provide benefits in more places for more people.

A unified planning system

Place-based planning coordinates the actions of different stakeholders through an established governance process. Redevelopment of opportunity sites, including key sites, may progress through existing council-led or State-led planning processes, but development outcomes will align with the Place Strategy.

While good governance will establish transparent local and State agency roles, public confidence in the planning system needs a unified planning framework. The following considerations pertain to a unified and contemporary system that is fair, transparent, easy to use and easy to administer. The considerations below are not mutually exclusive and may be implemented concurrently over time.

Consideration 1: Set a state significant planning framework for key sites identified in the Place Strategy

The draft Place Strategy identifies key sites as anchor points for major development to achieve the ambition of the strategy. Meeting these ambitions will necessitate changes in terms of land use zones and building height and density. The proposed framework will:

- Identify key sites as State significant precincts or State significant development under relevant State Environmental Planning Policies
- Provide a permissive, responsive zoning framework that permits a broad range of uses and responds to the needs of the Pyrmont Peninsula, identified in the draft Economic Development Strategy
- Specifies maximum gross floor area and building height controls that must be met in preparing master plans, planning proposals or development applications.
- Set a framework for the assessment of public benefit on key sites, potentially using the outcomes of the Productivity Commissioner's review of infrastructure contributions to pilot new or innovative infrastructure funding mechanisms

The *draft Central Sydney Planning Strategy* (CSPS) has already identified areas in Haymarket and Ultimo for development uplift. The Department will work with the City of Sydney to ensure the finalised CSPS reflects directions of the Place Strategy.

Consideration 2: Set a consistent planning regime for the Pyrmont Peninsula that responds to the appropriate planning authority and reduces complexity

The draft Place Strategy has found that in most parts of the Pyrmont Peninsula, the planning framework is working well but will need to be updated to implement the vision of the Place Strategy. Sub-precinct master plans will be prepared for public exhibition by the end of 2020 and outline the detailed planning, design and development requirements to implement the Place Strategy.

The City of Sydney has already identified the expanded use of the metropolitan centre zone (B8) in the southern part of Ultimo under the

draft Central Sydney Planning Strategy. There may be an opportunity to take an innovative and flexible approach to zoning across the rest of the Pyrmont Peninsula.

The following options are being explored for implementation:

- Introduce a Ministerial Direction under Section 9.1 of the *Environmental Planning and Assessment Act 1979*, to ensure all future rezonings are generally consistent with the Place Strategy and master plans
- Amend Sydney LEP, or relevant instrument/s, to change planning controls across the Peninsula, or in a staged manner (for example, over priority master plan areas or key sites)

Consideration 3: Explore the review of State planning instruments where layering of development controls is unnecessarily complex and can be better managed by the City of Sydney

Much of the confusion relating to various planning instruments relates to State policies made at various times, such as the *Darling Harbour Development Plan No. 1* or the *Sydney Regional Environmental Plan No. 26*, which apply to parts of the Peninsula. As part of the finalisation of the Place Strategy, we will explore opportunities to return planning controls in the precinct to the City of Sydney and allow them to be integrated into a single instrument.

Governance

Enduring collaboration will drive the implementation of the Place Strategy and Action Plan (see next chapter). The Commission's review report called for "The establishment of collaborative and inclusive governance arrangements that include State Government, industry, Council and community representation...[transitioning] to ongoing collaborative curation-of-place in the medium to longer term".

The draft Place Strategy establishes a shared vision and directions, Big Moves and actions around which stakeholder can collaborate to deliver improved place-making, development and community outcomes. A model of place governance and management is required to foster and facilitate this collaboration, focused on:

- Creating great places through the coordinated effort of many.
- Effectively engaging with residents and the broader community.
- Enabling collaboration with State and local government and key anchor institutions and businesses.
- Aligning infrastructure with development, worker and population growth.
- Outlining and delivering a logical road map for converting the Big Moves and actions into reality, as well as the many smaller infrastructure and place projects that require a collaborative approach.

Much of this strategy will require enduring collaboration across many organisations and people, including the State and local government, businesses and landowners and the community. New innovative and partnership approaches will secure the provision of infrastructure, including funding and financial models, particularly given the increasingly scarce land and ground level available.

Options for models of collaboration include:

- An industry-led Business Improvement District, proposed by the Western Harbour Alliance and the Committee for Sydney.
- An innovation district model based on the Camperdown-Ultimo Collaboration Area Place Strategy.
- A local government-led model that recognises the special focus and attention required in the Peninsula.

- A NSW Government-led model that coordinates and aligns across State agencies in consultation with local government, businesses and landowners and community.

There may be other models of collaboration proposed by stakeholders.

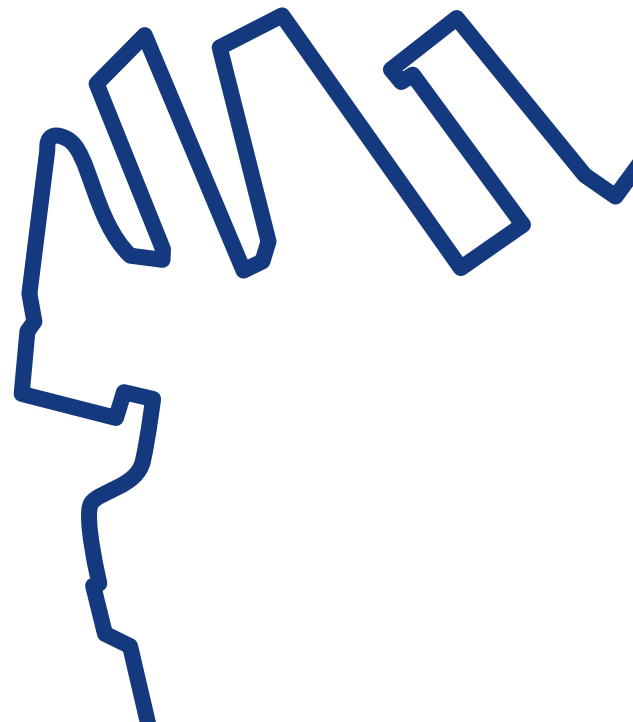
Any model for governance and collaboration will need to address the following issues:

- Introducing place management responsibilities, for example public open spaces owned and managed by different entities
- Rationalising the Revised City West Affordable Housing Program, with the affordable housing objectives of the Region Plan and City of Sydney's approach
- Fostering a collaborative/networking environment with companies in the Innovation Corridor, such as long-term collaboration between academia and business
- Securing public space and domain improvements through private sector investment that supports their competitive advantages
- Collaborating between State agencies to maximise public sector benefits and investment
- Establishing campaigns to communicate ongoing public investment in and around the area (industry attraction)
- Introducing whole-of-precinct sustainability initiatives, including multi-utility hubs, green and active streets, and improved building performance
- Using innovation and partnership approaches to provide local and regional infrastructure including funding and financial models or new open space and where there is increasingly scarce land at ground level
- Investing in community programs to co-create, program and care for open spaces
- Exploring a program of temporary street closures and the implementation of shared zones
- Investigating transport policy initiatives, including shared parking, parking pricing, transportation management associations, alternative freight arrangements, car-sharing and ride-sharing, and preparing for autonomous vehicles.

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Action Plan

The draft Place Strategy sets out Five Big Moves that represent game-changing economic, transport, entertainment, sustainability and public space outcomes for the Peninsula. They are inherently challenging and require the collaboration of multiple stakeholders to help unlock these opportunities and deliver significant benefits to the community, local businesses and other stakeholders.



Actions

1. Secure the final links of the Sydney Harbour foreshore link at Blackwattle Bay and Darling Island.
2. Encourage the acknowledgement and celebration of Aboriginal heritage and culture and working harbour history in new development and across the Peninsula
3. Investigate the opportunity for new entertainment, events and cultural space in the Peninsula on key sites
4. 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
5. Build a Sydney Metro station at Pyrmont Peninsula as an anchor for new development and connectivity
6. Investigate the delivery of multi-utility hubs and integrated models of car parking
7. Investigate the return of the Wentworth park greyhound track land and the temporary pop up school once their terms expire.
8. Investigate the temporary (pilot) or permanent use of land underneath the Western Distributor for a range of compatible uses
9. Investigate the re-utilisation of land on Darling Drive through redevelopment
10. Investigate the ongoing trial of temporary COVID-19 active transport measures beyond current Government guidelines

After receiving feedback from community and stakeholders, we will refine and validate these actions, and consider lead responsibilities as part of the governance arrangements.

Next steps

We want to hear your feedback on our draft Place Strategy over the next few weeks.

During this time, we will also work to refine and validate issues with stakeholders to report back to you in our final Place Strategy.

We are also preparing sub-precinct master plans based on implementing the vision, 10 Directions, structure plan and the sub-precinct place priorities in the statutory planning system.

The master plans will provide the necessary detail to inform updates to planning controls in areas where we expect the growth and change described in the Place Strategy.

The master plans and the implementation of the Place Strategy in the statutory planning system will be subject to a further process later this year.

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Appendix

Appendix A: Strategic policy context

State strategic policy context

NSW 2040 Economic Blueprint: Investing in the State's Future

Sets the direction for NSW's continued success in a changing world and expanding global economy and for more productive jobs in great places.

Global NSW

- Connected, Smart, Vibrant
- A roadmap to grow world-leading industries, create great places to live and work and connect NSW to the world by:
- accelerating growth of world-leading industries and businesses
- building an export culture amongst domestic businesses and support businesses to go global
- foster an environment conducive to investment that allows innovation to prosper
- put lighthouse precincts on the map as magnets for international investment in priority sectors
- develop the workforce of tomorrow
- deliver productive jobs in great places to live

Summary

The Place Strategy will provide more jobs in great places, to attract investment in priority sectors and support the productivity of Sydney and NSW.

Greater Sydney Region Plan – A metropolis of three cities 2036

The 40 year vision and 20 year plan to manage growth and change across Greater Sydney; a metropolis of three cities comprising the Eastern Harbour City, the Central River City and the Western Parkland City. The plan sets out 10 directions and objectives around the themes of infrastructure, liveability, productivity and sustainability.

Eastern City District Plan

The 20-year plan to manage growth and change in the context of economic, social and environmental matters for the Eastern City to fulfil the vision of the Greater Sydney Region Plan around 21 planning priorities.

Summary

The Place Strategy has been led by an economic development strategy that forecasts future demand for additional employment floor space required to 2041 to deliver the productivity objectives of the *Greater Sydney Region Plan* and *Eastern City District Plan*.

The Place Strategy also considers the other directions and objectives across the themes of infrastructure, liveability, productivity and sustainability.

Future Transport 2056

The 40 year vision, directions and outcomes framework for customer mobility in NSW, including customer focussed, successful places, a strong economy, safety and performance, accessible services and sustainability.

State Infrastructure Strategy 2036

The 20-year strategy sets out Infrastructure NSW's independent advice on the current state of NSW's infrastructure and the needs and priorities over the next 20 years.

Summary

The Place Strategy has been supported by a *Place-based Transport Strategy* developed in collaboration with Transport for NSW.

Net Zero Plan Stage 1: 2020 - 2030

The foundation for NSW's action on climate change and goal to reach net zero emissions by 2050. It outlines the NSW Government's plan to grow the economy, create jobs and reduce emissions over the next decade.

Summary

The Place Strategy has considered the matters of strategic significance across social, economic and environmental matters and incorporated these throughout the strategy under a sustainability framework.

Premier's Priorities

The Premier's priorities for 2019-2022 focus on improving education standards, improving the health system and creating a better environment.

Summary

Two of the Premier's Priorities are relevant to the Place Strategy:

Greener public spaces to increase the proportion of homes in urban areas within 10 minutes walk of quality green, open and public space by 10 per cent by 2023

Greening our city to increase the tree canopy and green cover across Greater Sydney by planting one million trees by 2022

Complementary outcomes in greener public spaces and greening our city will be pursued in Direction 5 to create a tapestry of greener public spaces and experiences as the Pyrmont Peninsula experiences growth and change.

Better Placed

Integrated design policy for the built environment of NSW creates a clear approach to ensure we get the good design that will deliver the architecture, public places and environments we want to inhabit now and those we make for the future.

Summary

The Place Strategy is supported by a strategic framework .

Greener Places

Greener Places is a design framework for urban green infrastructure and is supported by the *draft Greener Places Design Guide* and builds on the Sydney Green Grid strategy

Summary

The Place Strategy has considered *Greener Places*, the *draft Greener Places Design Guide* and opportunities to connect the Sydney Green Grid.

Movement and Place

The Government Architect NSW and Transport for NSW are collaboratively developing the Movement and Place Framework to provide a cohesive approach to balancing the movement of people and goods with the amenity and quality of places, contributing to the attractiveness, sustainability and success of our cities and towns.

Summary

The Place Strategy is supported by a Place-based Transport Strategy that applies the Movement and Place Framework to the Pyrmont Peninsula.

Local Strategic Policy Context

Sustainable Sydney 2030 and Community Strategic Plan 2017-2021

The City of Sydney's community strategic plan setting out a long-term vision for the City to be green, global and connected by 2030 with strategic directions and actions:

- A globally competitive and innovative city
- A leading environmental performer
- Integrated transport for a connected city
- A city of walking and cycling
- A lively and engaging city centre
- Vibrant local communities and economies
- A cultural and creative city
- Sustainable development, renewal and design
- Implementation through effective governance and partnership

City Plan 2036 (local strategic planning statement)

The 20-year local land use vision, priorities and actions to fulfil the vision and strategic directions of the *Greater Sydney Metropolitan Plan* and the planning priorities of the *Eastern City District Plan*.

Draft Central Sydney Planning Strategy

A 20 year growth strategy framed around 10 key moves that aims to revise and update planning controls to increase the capacity of the CBD and some city fringe areas to accommodate additional space for jobs in line with the City's vision to be green, global and connected.

Summary

City Plan 2036 identifies the review of planning controls in Pyrmont, the City will work with the NSW Government in its place-based review of Pyrmont and it should respect the existing character of the area, prioritise employment growth and economic development to deliver a genuine mixed-use precinct.

The Place Strategy has been developed considering the draft Central Sydney Planning Strategy and in collaboration with the City of Sydney.

Appendix B: Evidence Base

The draft Place Strategy is informed by supporting technical studies, detailed below.

Evidence base	Summary	Relevant directions
Economic development strategy	Describes the current economic character and drivers of growth and change, forecasts future demand for new jobs and floor space addressed in the Place Strategy and provides recommendations to Government to help ensure a strong economic future for the area.	2, 3, 6, 10
Urban design analysis including project analysis report and strategic framework	Considers the broader physical, historical and cultural context of the Peninsula and establishes a strategic framework and structure plan to guide the location of new jobs and floor space taking account of the heritage and character of the area with further detailed direction in sub-precinct master plans.	All
Place-based transport strategy	Identifies the opportunities, challenges, constraints and limitations of the current transport network and develops strategies for transport options to support new development (including the application of Movement and Place Framework to support reprioritisation of street uses) and provide recommendations to Government.	3, 7
Social Infrastructure Assessment	Investigates the current state of social infrastructure (community, cultural, recreation facilities and open space) within and servicing the area, describes future needs based on forecast growth and change to 2041 and identifies likely gaps and infrastructure requirements.	5, 6
Phase 1 Engagement Report and Bounce Group meetings	Considers the feedback from community and stakeholders, including residents and community group representatives, local businesses, landowners, industry associations and others on the 10 Directions to Guide the Pyrmont Peninsula Place Strategy published in March 2020 and in subsequent 'bounce group' meetings.	4, 10
Affordable housing (and feasibility testing)	Explores the opportunities to build on the provision of affordable housing in the Peninsula	9
Indigenous heritage	A baseline approach due to challenges engaging with knowledge holders in COVID-19 operating environment that identifies the importance of the area for Aboriginal people.	1, 6
European heritage	Provides a thematic historical analysis of the Peninsula, identifies heritage values and relationship to place and character and provides recommendations to Government to help manage growth and change while balancing the conservation of heritage values	1, 6
Infrastructure Delivery Opportunities Study	Identifies the range of infrastructure likely to be required in the area to support growth and change into the future, including potential funding and delivery mechanisms.	3, 7, 9
Utilities capacity assessment	Considers the servicing requirements to meet forecast growth and change across infrastructure utility providers	Most [as support]
Sustainability	Analyses the sustainability indicators of the Peninsula and sets in place a framework for targeted sustainability initiatives	8

Appendix C: Key infrastructure opportunities

Location	Description	Location	Description
Ultimo	Wattle St 2-way conversion	Pymont Village	Metro station and access
	Harris St and Regent Street 2-way conversion		New bus route
	New shared zones near UTS and TAFE		Intermediate transport corridor
	Jones Street (partial closure for new open space)		Rationalise Harris St bus stop
	New Harris St pedestrian crossing		Goods Line north cycling extension
	Harris St intermediate transport corridor		Miller St and Bank St cycleway
	Rationalise Harris St bus stops	Darling Island	Harris St localised footpath widening
	Goods Line southern active transport extension		Metro station and access
	Harris St and Wattle St localised footpath widening		New bus route
	Jones St new linear park		Indoor courts
	Mary Ann St park upgrade	Tumbalong Park	Upgrade existing public open spaces
	New half court/multi-purpose court at Goods Line/Powerhouse		Remove Western Distributor Pymont St ramp
	New indoor courts		Goods Line northern cycling extension
	Powerhouse Museum theatre and performance space	Pirrama	New urban park/plaza at Allen St
	New production and rehearsal space		Intermediate transport corridor along Harris St
Blackwattle Bay	Metro station access		Rationalise and relocate Harris St bus stops
	New bus route		Cadi Bay Wharf upgrade
	Pymont Bridge Rd crossing		Glebe Island Bridge link
	Cycling – Miller St, Bank St		Expand Carmichael Park
	Cycling – Pymont Bridge Rd	Wentworth Park	Wattle St 2-way conversion
	Blackwattle Bay foreshore active transport		Pymont Bridge Rd cycleway
	New district park		Wattle St localised footpath widening
	Glebe Island Bridge link		Wentworth park synthetic fields
	Skate etc beneath overpass		
	Community space		
	New library floor space		
	Medical centre		
	New production and rehearsal space		



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