

Updated August 2020

## Draft Pyrmont Peninsula Place Strategy

### Background

#### What is the Pyrmont Peninsula Place Strategy?

The Pyrmont Peninsula Place Strategy, when finalised, will set out a roadmap to transform the Pyrmont Peninsula. The draft strategy responds to the vision of providing opportunities for people to connect around the harbour, with jobs in technology, entertainment and creative industries and with the charm and heritage that makes Pyrmont a treasured destination for residents, workers and visitors alike. The draft place strategy provides guidelines for achieving this vision by setting out the land use, transport, open space, infrastructure and social infrastructure required to support the transformation of the peninsula over the next 20 years.

The Place Strategy is a high-level strategic document that will underpin more detailed plans to be released later in 2020.

#### Why do we need a Place Strategy for Pyrmont Peninsula?

The NSW Government recognises that in the past, planning in the area was done on an ad-hoc basis, with no wholistic strategy.

The purpose of the Place Strategy is establishing a plan for Pyrmont Peninsula's continuing evolution in ways that maximise its economic and social potential, while protecting the area's unique heritage, liveability and long-term sustainability. It has always been an area of jobs and housing and a Place Strategy ensure its potential for growth is unlocked for the benefit of all.

The Place Strategy will inform future planning controls for the Pyrmont Peninsula providing certainty and transparency for businesses and the local community.

#### What is a purpose of the draft Place Strategy?

The purpose of the Place Strategy is to develop a plan for Pyrmont Peninsula's continuing evolution. The draft informs a final Place Strategy, which will include economic development and investment attraction strategies, as well as sub-precinct master plans with analysis, recommendations and land use guidelines that support the business, housing, transport, open space and social infrastructure required to achieve the long-term vision.

The master plan will also propose a simplified planning framework that supports consistent, easy-to-understand, transparent decision making on future developments in the area.

Additionally, the Place Strategy will include a governance structure that gives private and public sector organisations and the community a voice in making decisions for the ongoing management of Pyrmont Peninsula.

#### What is a sub-precinct Master Plan?

A sub-precinct master plan provides more detailed planning guidance, including information on building height, sunlight access in public spaces and residential areas.

A sub-precinct Master Plan also provides analysis and land use guidelines for the business, housing, transport, open space and social infrastructure required to achieve the long-term vision.

Sub-precinct Master Plans are being prepared for areas in Pymont Peninsula. These plans will be exhibited for public feedback later in 2020.

## What is the timeline for this project? When will anyone know what they can/can't do on the Pymont Peninsula?

The draft Place Strategy is now out for feedback and consultation, which will be considered and inform the final Place Strategy and sub-precinct master plans. The sub-precinct master plans, which provide more specific planning guidelines for each area, such as housing targets, open space requirements and height limits, will be on exhibition later in 2020..

## How was the draft Place Strategy developed??

The draft Place Strategy was developed by the NSW Department of Planning, Industry and Environment working collaboratively with NSW Treasury, Transport for NSW, the City of Sydney, government agencies, key stakeholders and the community.

The draft strategy responds to the Greater Sydney Commission's [review of the Pymont planning framework](#) which recommended comprehensive and detailed planning for the area.

The draft strategy draws in the results of previous consultation including, most recently, on the 10 directions released in March 2020. The 10 directions defined the focus for the place strategy on encouraging new jobs, innovation and investment whilst also ensuring the area's long-term liveability and sustainability.

The draft Place Strategy was also developed in collaboration with technical advisors in the areas of transport, heritage, urban design, sustainability, infrastructure and social infrastructure.

Information about previous consultation and the 10 directions can be found on the department [website](#).

## Has the Bounce Group had input to the development of the draft Place Strategy?

Yes. The Bounce Group was formed in May 2020 to inform the development of the draft Pymont Peninsula Place Strategy. The group has met on three occasions and at least one further meeting is planned. Members of the group include local residents, small, medium and large businesses, youth and community group members, as well as heritage, environment, creative, tourism, design and innovation industry representatives, who have provided local knowledge and ideas to the development of the draft Place Strategy. For more information on the Bounce Group, visit the website [www.planning.nsw.gov.au/pymontpeninsula](http://www.planning.nsw.gov.au/pymontpeninsula).

## Exhibition of draft Place Strategy

### The draft strategy doesn't include technical or economic information. Where can I find it?

The draft Place Strategy is supported by an Economic Development Strategy (EDS) prepared by NSW Treasury, which forecasts future demand for employment floorspace in Pyrmont Peninsula and outlines opportunities to unlock business investment and create new jobs in media, technology, creative, and knowledge industries.

The draft Place Strategy is further supported by technical studies covering transport, heritage, urban design, environment and sustainability, social infrastructure, utilities, affordable housing, social infrastructure and open space, and infrastructure delivery.

Each of these reports is available on the department website

[www.planning.nsw.gov.au/pyrmontpeninsula](http://www.planning.nsw.gov.au/pyrmontpeninsula).

### How can I provide feedback on the draft Place Strategy?

The draft Pyrmont Place Strategy is now on exhibition for community feedback until midnight until midnight Sunday September 13, 2020. You can provide your feedback using any of the following options:

- Online by completing our survey at [www.planning.nsw.gov.au/pyrmontpeninsula](http://www.planning.nsw.gov.au/pyrmontpeninsula)
- Via the planning portal [www.planningportal.nsw.gov.au/pyrmont](http://www.planningportal.nsw.gov.au/pyrmont)
- Phone Service NSW 13 77 88
- Post your ideas, feedback and/or submissions to:  
Project Leader  
Pyrmont Peninsula Review  
Department of Planning, Industry and Environment  
Locked Bag 5022, Parramatta NSW 2124

### Can I comment on other matters affecting Pyrmont Peninsula?

The department is seeking your feedback on the draft Pyrmont Peninsula Place Strategy. Should you wish to provide additional information, please email [pyrmont.peninsula@planning.nsw.gov.au](mailto:pyrmont.peninsula@planning.nsw.gov.au).

### What is the approval process for the draft Place Strategy?

Following exhibition, community review and feedback will be considered and inform the final Place Strategy and the sub-precinct master plans that will include details on land uses and building heights. Both the final Place Strategy and sub-precinct master plans will be submitted to the Minister for Planning and Public Spaces for final determination.

## Will I have more opportunities to comment on the future for the Pymont Peninsula?

Following this exhibition, the Place Strategy will be finalised, alongside the master plans providing more detailed guidance on land use across the peninsula.

Yes. The implementation of the Place Strategy in the statutory planning system will be subject to further public exhibition in a later stage of the planning process.

## Can I comment on the Economic Development Strategy (EDS)?

Yes. If you would like to comment on the EDS, please include feedback in a submission that can be lodged through the department's [planning portal](#).

## Amenity considerations

### Does the draft Place Strategy propose to protect Pymont Peninsula's unique heritage?

Pymont Peninsula's unique heritage has been a key consideration from the beginning of the planning process, with the initial 10 Directions including to address the matters of strategic economic, social and environmental significance in the Pymont Peninsula including balancing the unique heritage of the area with growth.

The draft strategy is informed by technical studies that include studies of the peninsula's European heritage and Indigenous heritage. These studies make recommendations on how to balance growth and conservation and heritage values, as well as establish a framework for considering the broader physical, historical and cultural context of the Pymont Peninsula.

The draft Place Strategy also outlines seven sub-precincts within the peninsula that have evolved over time with their own unique character and identity. For each sub-precinct, the draft Place Strategy considers its character today and sets out the area's potential for the future. We also offer place priorities that could be the foundation for reaching that potential.

### When will building heights be decided?

The draft strategy specifies key parameters for new planning controls to apply to these sites:

- Blackwattle Bay
- The Star site at Darling Island
- the Harbourside Shopping Centre
- UTS Haymarket

### What building heights are being factored into the draft Place Strategy?

The urban design analysis supporting the draft Place Strategy defines an indicative building height strategy based on place outcomes, such as stepping down heights to the water, protecting sunlight access to streets and public spaces, and considering the interface with heritage conservation

areas. The height strategy investigations have informed the special considerations for key sites and will require further testing and refinement through the sub-precinct master plan process.

## What measures will be put in place to protect people's homes from overshadowing?

The draft Place Strategy promotes a future built form outcome that responds to the character and place attributes of the Peninsula. This includes maintaining sunlight access to public spaces and streets and considering the amenity of existing residences. This will be addressed in more detail in the sub-precinct master plans.

## Does the draft Place Strategy address creative and cultural outcomes in the Pymont Peninsula?

The draft Place Strategy considers multiple opportunities for increased spaces for the production and creation of the arts including upgrades to the Powerhouse Museum, and delivery of artist studios through private developments and adaptive reuse of heritage buildings and spaces.

The development of sub-precincts creates both local and peninsula wide creative and cultural opportunities.

## Why has Wentworth Park been included in the draft Place Strategy?

Including Wentworth Park in the draft Place Strategy provides an opportunity to respond to the demand for additional open space and recreation facilities in the longer term when the current lease of the site for greyhound racing expires in 2027.

## What about the harbour foreshore walk – when will it be delivered?

In line with *Big Move 1 A world-class harbour foreshore walk*, the draft Place Strategy includes an action to secure the final two links in the foreshore link, comprising the sections through Blackwattle Bay and near Darling Island (Action 2). The timing of delivery of the links will be subject to the timing of development in Blackwattle Bay and the Pirrama sub-precinct, and will require coordination between the various landowners, Council and Government agencies. The Infrastructure Delivery Plan will outline potential implementation options for the foreshore walk.

## How does the draft Place Strategy protect water uses?

While the draft Place Strategy considers land uses, it has also considered the way in which water is used around the Pymont Peninsula. Further work will be undertaken during and after exhibition to identify how recreational and commercial water uses can be better harmonised in the future.

## Transport considerations

### What is being done to make it easier for people to move around in the peninsula?

As part of Direction 7– making it easier to move around, the draft Place Strategy considers a place-based transport strategy to:

- prioritise walking and cycling as the preferred mode for local trips
- do so through strategic site redevelopments
- prioritise walking and cycling links that connect people to other parts of the Innovation Corridor
- 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 – and look to trial these models at sites 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 an associated increase in public transport capacity.

Our Big Move to rethink parking solutions for the Peninsula could also create new, more sustainable ways of moving around, especially in the face of new technology such as autonomous vehicles.

### Will there be a Metro station built at Pyrmont?

As part of our consultation on the 10 Directions, we understand how important it is to make it easier to get around, access jobs and services. Big Move 3 in the draft Place Strategy proposes the Pyrmont Peninsula is connected to the Sydney Metro West line.

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.

Sydney Metro has advised that if the Government was to go ahead with a station at Pyrmont, the location would subject to further planning and design work.

For more information, please contact Sydney Metro on 1800 612 173 or [sydneymetrowest@transport.nsw.gov.au](mailto:sydneymetrowest@transport.nsw.gov.au).

### Will the Goods Line connection be extended?

While the extension of the goods line has been identified as an initiative to improve active transport in the Pyrmont Peninsula and strengthen connections to Central Station, further investigation is needed.



## How will cyclists be accommodated on Pymont Bridge Road?

The draft Place Strategy has identified the need for a cycling link from Bridge Road to Pymont Bridge. Transport for NSW has investigated a cycle lane along Pymont Bridge Road between Wattle Street and Union Street and have advised that this would not be feasible in combination with the planned Blackwattle Bay redevelopment. Planning is currently underway to integrate a commuter cycle link through the Blackwattle Bay redevelopment between Bridge Road and Miller Street to provide a connection to Pymont Bridge.

## Will Glebe Island Bridge be reopened to the public?

Glebe Island Bridge has been identified as a critical component of the public and active transport networks in Pymont. The draft Place Strategy recommends that a public and active transport connection at Glebe Island Bridge should be investigated to connect Pymont to The Bays Precinct. Transport for NSW has committed to undertaking a feasibility and business case investigation to identify and assess options for connecting Pymont and The Bays Precinct at Glebe Island Bridge. It is not proposed that Glebe Island Bridge be reopened to traffic.

## How will parking in the Pymont Peninsula be affected by the draft Place Strategy?

On-street parking is within the jurisdiction of the City of Sydney. Any changes to on-street parking would be undertaken by council, however, the draft Place Strategy supports a reduction in on-street and off-street parking and suggests alternative solutions.

The draft Place Strategy recommends investigating decoupled parking, where private parking is grouped at multi-use sites in convenient locations, rather than being tied to individual developments.

## Specific site considerations

### Does the draft Place Strategy mean that proposed developments can now go ahead and there will be 45-storey towers on the waterfront or at Blackwattle Bay?

No, the draft Place Strategy is not a development approval process.

The draft Place Strategy identifies four sub-precincts based on our urban design analysis (Ultimo, Blackwattle Bay, Darling Island and Tumbalong Park) that we expect will experience the greatest growth and change over the next 20 years. These sub-precincts have the greatest capacity and potential for redevelopment within the parameters of our amenity analysis to protect public open spaces and places and the character of the area.

Within each of the four growth sub-precincts, there are one or more significant sites planned or with known aspirations for redevelopment that have the potential to be catalyst developments for growth and offer the opportunity to deliver strategic change.

While the final Place Strategy will indicate specified areas that have been shown from the technical studies to be capable of supporting development, the strategy also stipulates the requirements for

catalyst sites, including the requirement to deliver public benefit and to meet guidelines for transport, solar access, heritage and access.

The purpose of a Place Strategy is to ensure all planning decisions are made with consideration of the entire place, which in this instance is the Pymont Peninsula. So, sub-precinct master plans ensure any development takes into account all benefits or costs to the particular sub-precinct.

## What does this mean for the Star?

The Star is identified as a Key Site with potential to deliver strategic change in the Peninsula through broader public benefits. These additional public benefits could include public domain upgrades and converting Pirrama Road to a shared zone, providing buildings do not breach sun access.

The draft Strategy indicates these benefits could be delivered, without breaching or overshadowing, with one tower of up to 16 storeys on the northern end and another of up to 51 storeys on the southern end of the site.

## What is the impact of the decision to keep the Powerhouse Museum in Ultimo?

The draft Place Strategy acknowledges the Powerhouse Museum as one of the cultural centres that bring the Pymont Peninsula to life. The draft Place Strategy proposes the Ultimo sub-precinct leverage the retention of the Powerhouse Museum and expand cultural uses.

## How do other projects, like the Fish Market redevelopment, impact the draft Place Strategy?

The draft Place Strategy is being developed at the same time as several other projects that will shape the peninsula, including the new Sydney Fish Markets, the Western Harbour Tunnel and Sydney Metro West.

The department is working with NSW Government agencies to ensure Place Strategy planning proceeds alongside these and other emerging projects.

The purpose of the Place Strategy is to provide the framework for land uses across the peninsula.

## What is happening on Glebe Island? How will industrial developments on that site impact the draft Place Strategy?

Glebe Island will be the site of major infrastructure construction in the near term, including the WestConnex Interchange and The Bays Metro Station. Any new uses on Glebe Island required to facilitate these activities, or any interim land uses on Glebe Island, will undergo their own environmental assessment, separate from the preparation of the Pymont Peninsula Place Strategy.



## Infrastructure considerations

### What infrastructure is proposed for Pyrmont Peninsula in the draft Place Strategy?

A range of new and upgraded infrastructure will be needed for new residents, workers and visitors that will be enabled by the draft Place Strategy.

This includes new and upgraded open space, community and cultural facilities, transport, affordable housing, utilities and green infrastructure.

Appendix C of the draft Place Strategy outlines infrastructure opportunities that are required to make the Place Strategy vision a reality.

### How were the infrastructure needs and opportunities identified?

We have researched the current provision of infrastructure across the Peninsula and in neighbouring areas that service the Peninsula, identified gaps in service provision. These include public transport capacity, intersection congestion, and a lack of sports fields, galleries and cultural facilities. In identifying the infrastructure needs and opportunities, we have considered these gaps against expected future growth.

### When will the infrastructure be provided?

Infrastructure will be provided at the same time as development as far as possible. Indicative timeframes for when different types of infrastructure will be delivered is included in the supporting infrastructure studies and summarised in the Infrastructure Funding and Delivery Opportunities Study.

### How will the infrastructure be funded and delivered?

Infrastructure funding opportunities are outlined in the Infrastructure Funding and Delivery Opportunities Study. Mechanisms include local infrastructure contributions to fund offsite infrastructure and onsite provision of infrastructure by developers such as dedicating part of their site or floor space for new open space and community facilities. A range of parties will be responsible for delivering different types of infrastructure including state agencies, developers and the City of Sydney.

### What are the next steps for infrastructure delivery?

Feedback received from the draft Place Strategy public exhibition and ongoing discussions with agencies and the City of Sydney will be used to prepare an Infrastructure Delivery Plan including costs, funding and staging. An effective governance framework will also be established to ensure coordinated infrastructure delivery by agencies and stakeholders.