

Appendix B

Urban Design Report



Powerhouse Ultimo Renewal Urban Design Report

This report has been prepared on the land and by the waterways of the Gadigal of the Eora nation. We pay our respect to the Traditional Owners, past, present and emerging, of this land on which Powerhouse Ultimo is situated.

It is a privilege to stand on Country and observe the footsteps, memories and echoes that exist here today. The stories remain in place and the First Nations' narratives are here to learn from. By doing so, we commit to a future that respects and acknowledges Aboriginal culture and history.



Source: Katherine Lu, Powerhouse Ultimo

Executive Summary

The site of Powerhouse Ultimo is owned by the Museum of Applied Arts and Sciences Trust and is known as 500 Harris Street, Ultimo, comprising six lots across approximately 2.4 hectares of land. The site includes the Ultimo Power House and Former Ultimo Post Office buildings (both listed on the NSW State Heritage Register), along with the 1988 Harris St extension, Harris Street forecourt and south-eastern entrance. No substantive works or changes in use are proposed to the Harwood Building located between Macarthur Street and Mary Ann Street. The project scope includes the renewal of existing heritage listed items to facilitate their ongoing adaptive reuse for the Powerhouse Museum and will include new built forms that are compatible with existing heritage items across the site.

The Powerhouse Ultimo Renewal is a transformative \$480-\$500 million investment by the NSW Government to establish a world-class museum that will significantly contribute to an important and developing part of Sydney. The renewal will see Powerhouse Ultimo deliver an expansive program with a focus on design and fashion, presenting exhibitions that showcase the Powerhouse Collection, international exclusive exhibitions and programs. The preliminary objectives of the development are to:

- Deliver an international standard museum that is complementary to Powerhouse Parramatta, Powerhouse Castle Hill and Sydney Observatory.
- Provide new and refurbished international standard spaces for museum operations, exhibitions, programs and associated industry and creative uses that will activate and engage audiences.
- Facilitate a national design excellence process that encourages a wide range of creative and innovative architectural responses to the site and functional brief.
- Integrate a vibrant creative industries precinct, that connects with its surrounds, responds to the changed and changing urban environment

and provides concurrent original and distinctive contemporary cultural experiences.

- Enable and support the development of the NSW creative industries and improve productivity through sustainable, flexible and affordable infrastructure that supports co-location and collaboration.
- Deliver a highly operational precinct that contributes to the NSW visitor and night-time economies.
- Ensure effective and efficient coordination with other government initiatives and represent value for money.
- Provide a connected and integrated interface with surrounding precinct developments, including The Goods Line, Harwood Building, Darling Square, UTS and Tech Central.

This Urban Design Report has been prepared on behalf of the Department of Enterprise, Investment and Trade (Create NSW) to support the Environmental Impact Statement (EIS) to accompany a Stage 1 (Concept) State Significant Development (SSD) Development Application (DA) for alterations and additions to Powerhouse Ultimo at 500 Harris Street, Ultimo.

The purpose of the Concept Proposal is to fulfill the requirement for and address the matters required by clause 7.20 of the Sydney Local Environmental Plan 2012, pursuant to section 4.23 of the Environmental Planning and Assessment Act 1979 (EP&A Act).

A separate Detailed (Stage 2) State Significant Development Application (SSDA) will be prepared and submitted following the completion of a National Design Competition.

Executive Summary

Process

The Powerhouse Ultimo Renewal is an ‘information and education facility’ with a capital investment value of more than \$30 million, and is classified as a State Significant Development (SSD) pursuant to Section 13(1) of Schedule 1 of State Environmental Planning Policy (Planning Systems) 2021.

The delivery of the Powerhouse Ultimo Renewal will occur in stages, comprising the following:

- Stage 1 – Concept DA establishing the planning, design, and assessment framework for the project including the indicative land uses, maximum building envelopes, general parameters for the future layout of the site, and strategies to guide the subsequent detailed design phases including Urban Design Guidelines and Design Excellence Strategy.
- Architectural Design Competition – A competitive design process to critically analyse and provide design alternatives for the project in accordance with the planning and development framework established for the site under the Concept DA. A winning design will be selected by a jury of experts and will inform the subsequent detailed design and assessment phase (Stage 2) of the project.
- Stage 2 – A Detailed DA confirming the ultimate architectural design and operation of Powerhouse Ultimo and assessing any associated planning and environmental impacts. This DA will seek consent for the detailed design, construction and operation of the proposed development and follows the same planning assessment and determination process as the Concept DA (Stage 1).

The Framework	The Vision	Delivery of the Vision
<div><p>Planning Framework (Stage 1) SSDA</p><p><i>Planning, design and assessment framework for the site, including:</i></p><ul style="list-style-type: none">- The building envelope- Indicative land uses- Strategies for managing environmental matters- Urban Design Guidelines- Design Excellence Strategy<p><i>All designs shown at this stage are for reference, and not for approval or construction.</i></p></div>	<div><p>Design Excellence</p><p><i>Competitive design process using the established planning, design and assessment framework to explore options and develop the vision for the future of Powerhouse Ultimo</i></p></div>	<div><p>Detailed Design (Stage 2) SSDA</p><p><i>Detailed architectural design using the competition winning scheme, consideration of the operation of the site, and a detailed assessment of any associated benefits and impacts.</i></p><p><i>Construction and operations to deliver the project can commence at the conclusion of this stage</i></p></div>

Executive Summary

Site Description

Powerhouse Ultimo is situated upon the lands of the Gadigal people of the Eora Nation. It is located within the City of Sydney Local Government Area and its primary address is 500 Harris Street, Ultimo.

The site of the Powerhouse Ultimo Renewal is owned by the Museum of Applied Arts and Sciences Trust and comprises six lots across approximately 2.4 hectares of land. The site contains two heritage-listed buildings, the ‘Ultimo Power House’ (c.1899-1905) and the ‘Former Ultimo Post Office including interior’ (c.1901), both are listed on the State Heritage Register under the Heritage Act 1997. Other buildings within the site include the former tram shed (Harwood Building) and the 1988 museum building fronting Harris Street (Wran Building). A café building has been constructed immediately to the south of the Power House at the northern end of The Goods Line. Located at the corner of Harris Street and Macarthur Street is a forecourt that previously acted as public entrance to the site.

The primary focus of the project is the museum to the north of Macarthur Street and bounded by Harris Street, Pier Street and the light rail corridor. Some enabling and minor decoupling works will occur within the broader Powerhouse Ultimo precinct.

No substantive works or changes in use are proposed to the Harwood Building located between Macarthur Street and Mary Ann Street.

Overview of Proposed Development

This Stage 1 (Concept) SSDA sets the parameters for the renewal of Powerhouse Ultimo, with the detailed design, construction, and operation of the project to be sought as a separate and future stage (Stage 2).

The project scope includes the renewal of existing heritage listed items to facilitate their ongoing adaptive reuse for Powerhouse Ultimo, and will include new built form that is compatible with existing heritage items across the site.

The renewal will see Powerhouse Ultimo deliver programming that showcases the Powerhouse Collection, international exclusive exhibitions and programs with a focus on design and fashion.

Concept approval is sought for the following:

- A maximum building envelope for any new buildings and alterations and additions to existing buildings retained on the site.
- Use of the new spaces and built form as an ‘information and education facility’ including exhibition, education, and back of house spaces, and a range of related and ancillary uses to contribute to the operation of Powerhouse Ultimo.
- Endorsement of Urban Design Guidelines and a Design Excellence Strategy to guide the detailed design of the future building, internal spaces, and public domain areas that will be the subject of a competitive design process and a separate and future DA (Stage 2).
- An updated Draft Conservation Management Plan to ensure that future development occurs in a manner that is compatible with, and facilitates the conservation of, the heritage values of the site.
- General functional parameters for the future design, construction, and operation of buildings and uses on the site including the principles and strategies for the management of transport and access, flooding, sustainability, heritage and the like.

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1.0 Introduction

1.1 Project Context

On 4 July 2020 the NSW Government announced that Powerhouse Ultimo would be retained and renewed. The renewal includes the establishment of a Creative Industries Precinct that will be integrated into the operations of the Powerhouse Museum. The renewal of Powerhouse Ultimo will complement the museum’s flagship Powerhouse Parramatta, Powerhouse Castle Hill, and Sydney Observatory.

The Powerhouse Ultimo Renewal is a transformative \$480-\$500 million investment by the NSW Government to establish a world-class museum that will significantly contribute to an important and developing part of Sydney. The renewal will see Powerhouse Ultimo deliver exhibitions that showcase the Powerhouse Collection, international exclusive exhibitions and programs that support creative industries.



Aerial Image. Source: Powerhouse Ultimo

2.0 Strategic Review

2.1 Overview




The Powerhouse Ultimo site is located within the Pyrmont Peninsula on Gadigal and Wangal lands east of the Sydney CBD, adjacent to Darling Harbour and north of Central train station.

The project is informed by the Cultural Infrastructure Plan 2025+, which is the NSW governments guide for planning and delivery of cultural infrastructure across the state. It further supports the vision outlined in the Pyrmont Peninsula Place Strategy for an innovation corridor and transformation across the Pyrmont Peninsula.

The key strategic planning documents that inform and guide the parameters for the project are:

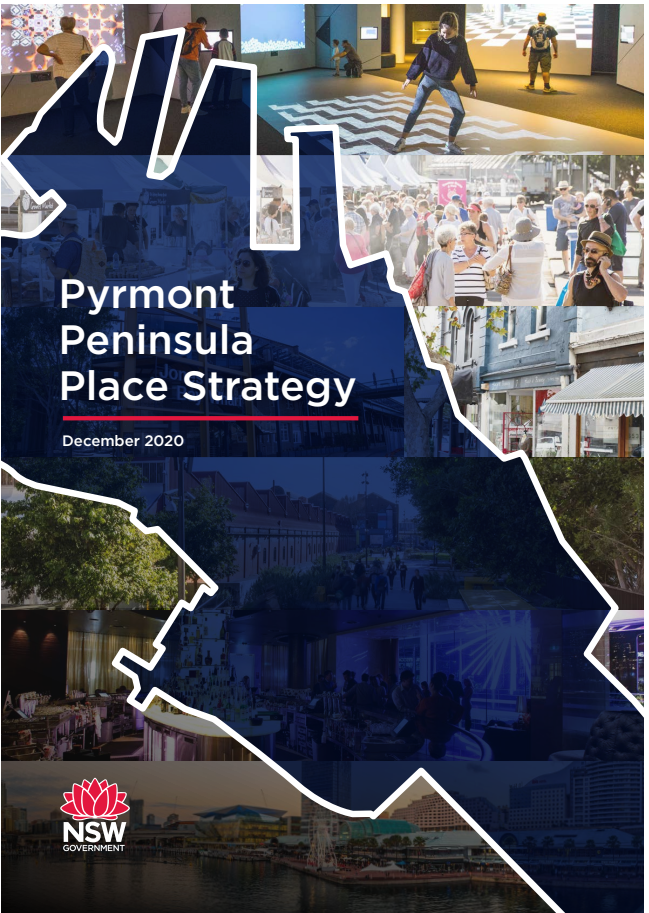
- Pyrmont Peninsula Place Strategy
- Greater Sydney Region Plan
- Eastern City District Plan
- Ultimo Sub-Precinct Master Plan (Draft)
- Cultural Infrastructure Plan 2025+
- Local Strategic Planning Statement – City Plan 2036 (City of Sydney)
- Better Places – GANSW
- Greener Places – GANSW
- Design Guide for Heritage – GANSW
- Designing with Country (Draft) – GANSW
- Connecting with Country (Draft) – GANSW

Key

-  Pyrmont Peninsula Place Strategy Extents
-  Ultimo Sub-Precinct Master Plan Extents
-  Powerhouse Ultimo Site



2.2 Pyrmont Peninsula Place Strategy



Powerhouse Ultimo is regarded as a significant contributor to the growth of knowledge-based jobs, innovation, cultural and community uses within the Pyrmont Peninsula. The project will create opportunities for new jobs and an enhanced public realm environment with improved connectivity to the site to its surrounding urban context.

The retention and reuse of the existing heritage buildings, the provision of a more integrated public space between the Powerhouse and The Goods line, as well as improved pedestrian connections around the site and street activation to Harris Street will contribute to achieving the aspirations of the Pyrmont Peninsula Place Strategy (PPPS).

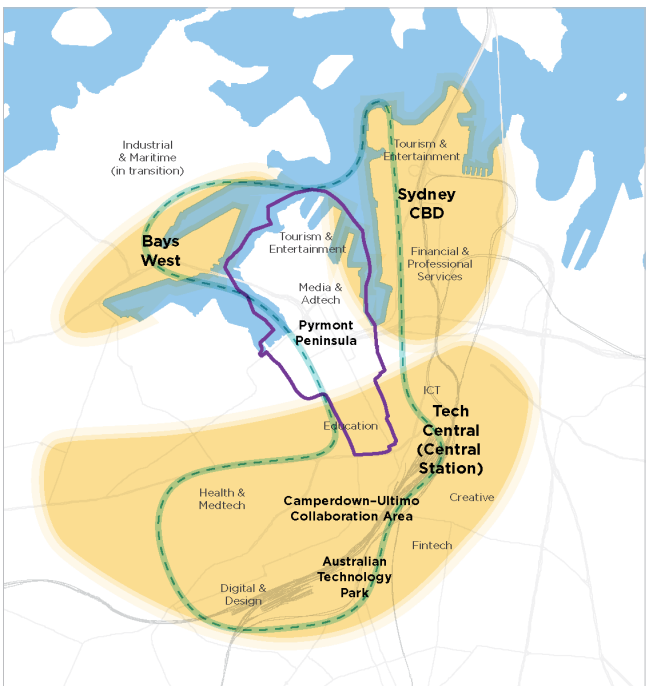
The PPPS outlines key directions for Pyrmont and suggests key aspirations around development, public realm, sustainability, community, and economy. It also sets out 'Five Big Moves', which are key to realising the ambition and potential of the Pyrmont Peninsula.

The PPPS Five Big Moves:

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 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.

Legend

- Pyrmont Peninsula
- Innovation Corridor
- Railway
- Roads
- Waterways



The Innovation Corridor diagram, Source: Pyrmont Peninsula Place Strategy, P42.

2.2 Pyrmont Peninsula Place Strategy Excerpt

08 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 indicative 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. This approach balances growth and change with character and place. 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.

Source: Hassell

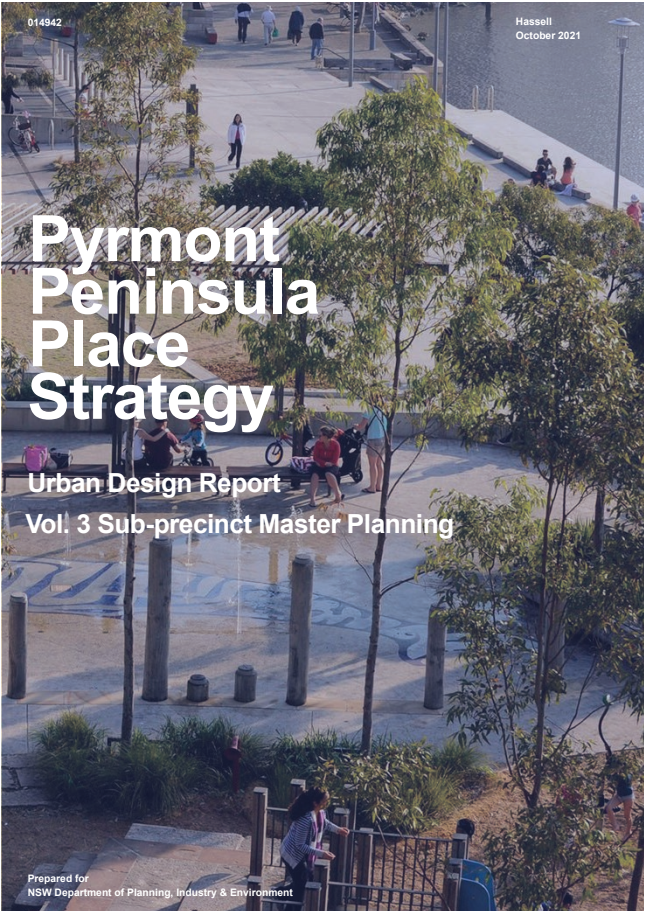
42 Pyrmont Peninsula Place Strategy

- 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.



Source: Pyrmont Peninsula Place Strategy - P42, 43

2.3 Ultimo Sub-Precinct Master Plan (Draft)



The Draft Pyrmont Peninsula Sub-precinct Master Plans are located within the Pyrmont Peninsula Strategic Framework Volume 03 - Urban Design Report. The Draft Ultimo Sub-precinct Master Plan identifies a series of character areas within the site as described below.

- Powerhouse Ultimo
- Goods Line North
- Goods Line South
- TAFE NSW - Ultimo

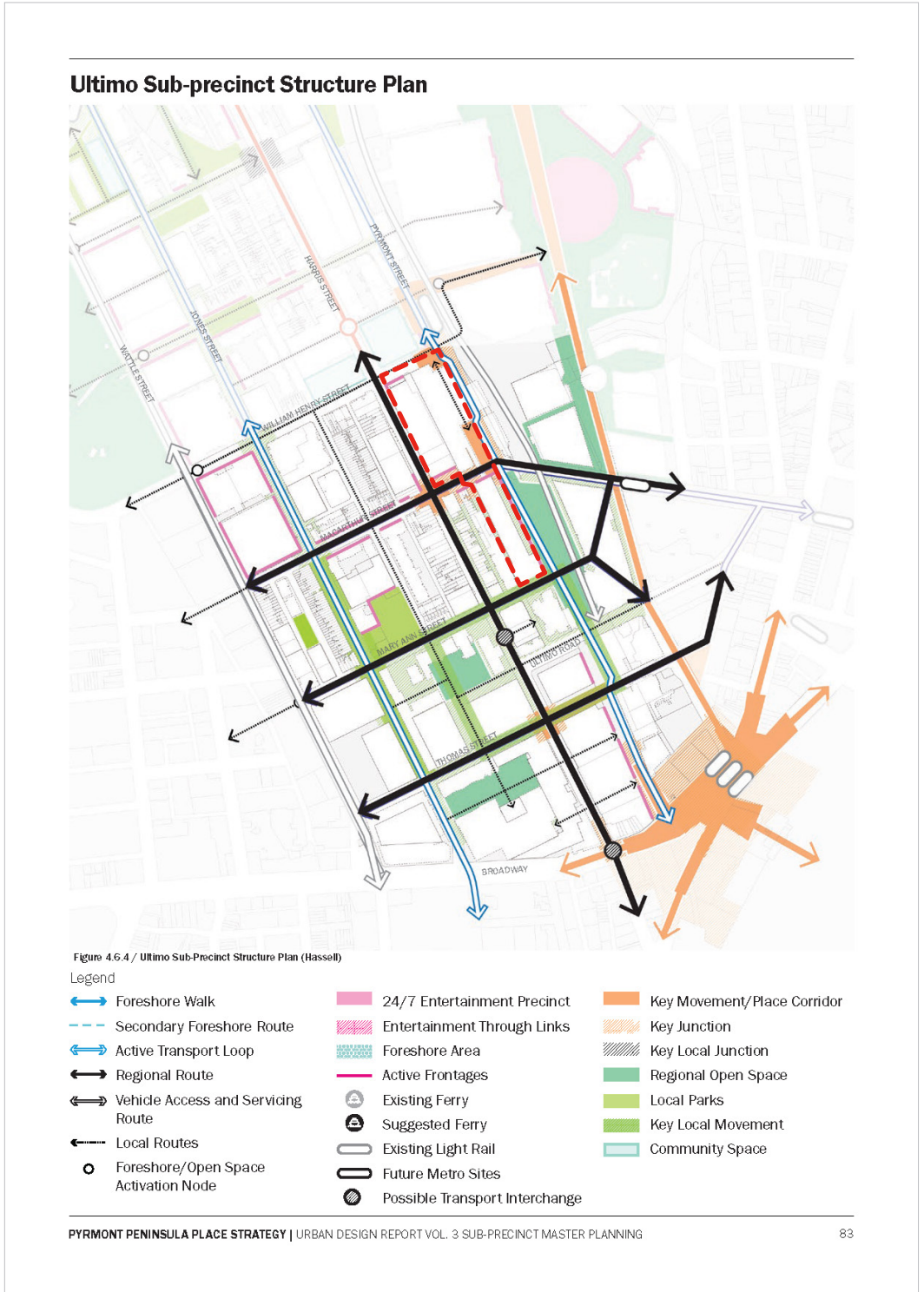
The Powerhouse Ultimo and Goods Line North character areas fall within the site. The proposed objectives associated with the site character area encourage future planning and development, which builds on the industrial heritage of the site, improves connectivity between the museum and the Goods Line and explores opportunities to improve community access to the museum by reorientating the museum towards the city.

The Goods Line North character area includes the extent of the Goods Line adjacent to the Harwood Building and Mary Ann Street and overlaps with the external courtyard located to the southeast of the Powerhouse Ultimo heritage buildings. The draft objectives associated with the Goods Line North support opportunities to extend the Goods Line north into Powerhouse Ultimo site to better integrate and engage Powerhouse Ultimo with the public realm and its surrounds.

Primary view corridors affecting the site are identified in the Report and include existing views north and south along Harris Street, along the Goods Line and south of the site along Mary Ann Street. Objectives around primary views include creating new views and maintaining existing views along streets and between buildings to support legibility and wayfinding, enhance existing character and visually connect people to the natural setting of the Peninsula.

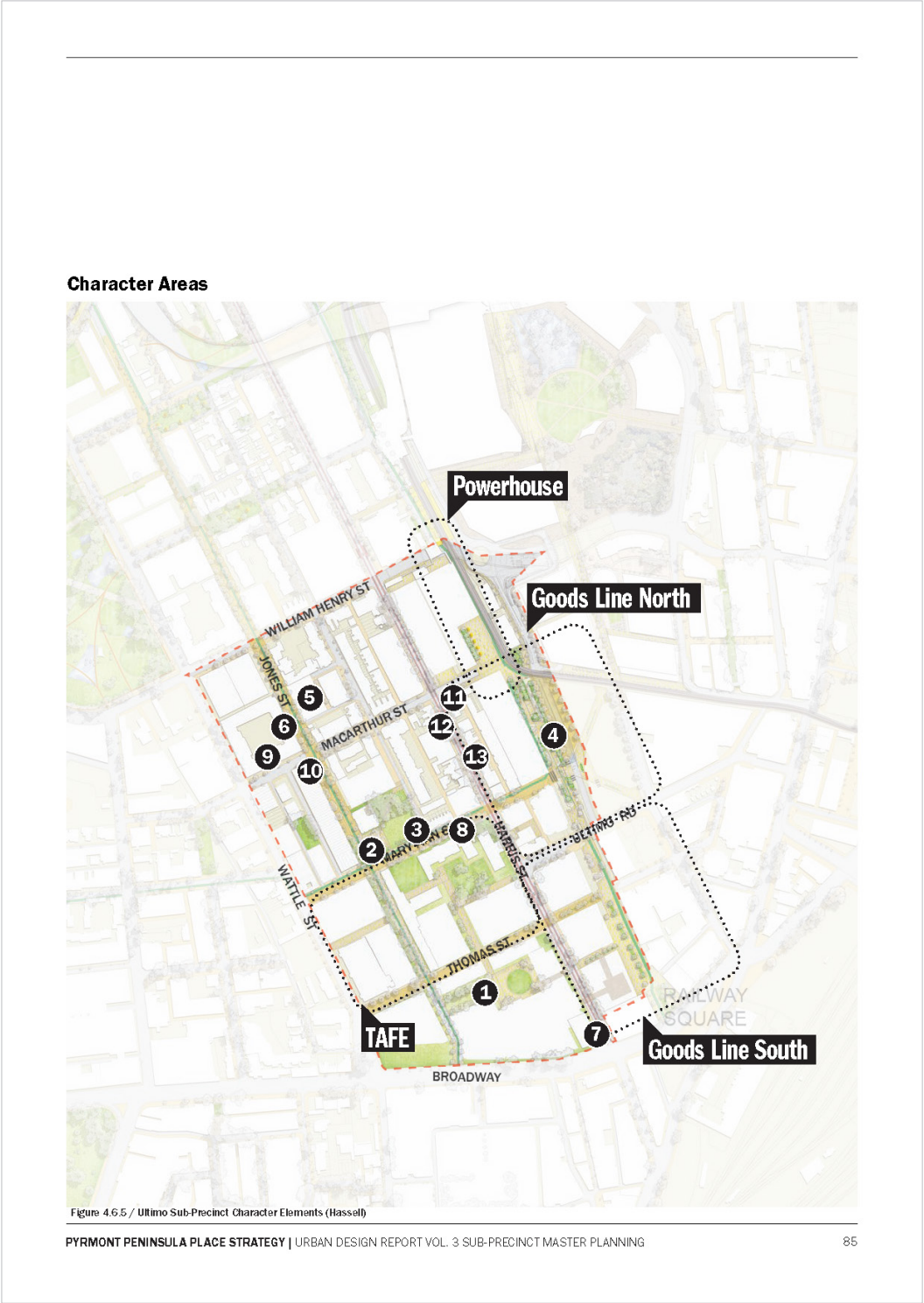
Powerhouse Ultimo is identified in the Peninsula Height Strategy as being within the Open Space Sun Access Control Zone. The site is therefore potentially subject to sun access provision controls, specifying that a merit based assessment should be completed for overshadowing of the Goods Line between 12pm and 2pm.

The Powerhouse Ultimo Renewal guidelines support the proposed objectives of the Ultimo Sub-precinct Masterplan (Draft) and create opportunities for new public space and improved pedestrian connections to the external area adjacent to the Goods Line as well as the existing Harris St forecourt.



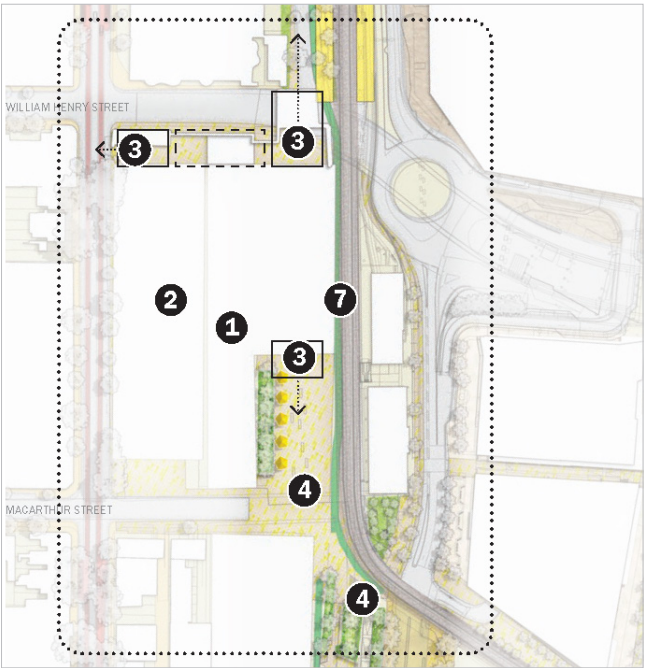
Source: Draft Ultimo Sub-Precinct Master Plan - P83

2.3 Ultimo Sub-Precinct Master Plan (Draft) Excerpts

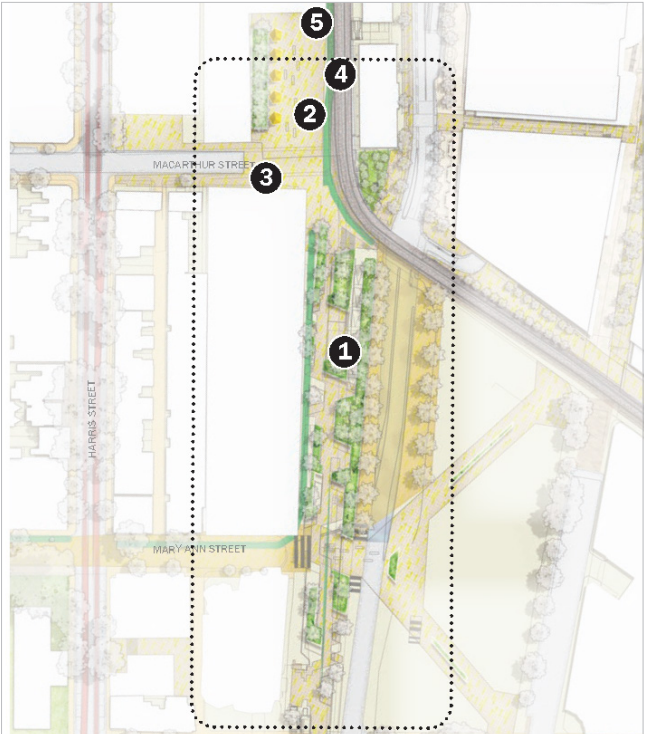


Source: Draft Ultimo Sub-Precinct Master Plan - P85

Powerhouse Ultimo Character Area



Goods Line North Character Area



Source: Draft Ultimo Sub-Precinct Master Plan - P88, P.90

Powerhouse Ultimo Character Area Objectives

A contemporary museum and creative industries precinct focused on design and fashion. Future planning and development of the Powerhouse Museum could contribute to:

1. Continue to leverage the industrial heritage history of the area to tell the story of the relationship between industry and the city's development.
2. Explore ways to support and connect to adjacent education, creative and knowledge industries.
3. Consider opportunities to improve community access to the museum and connectivity to public transport, facilities and open spaces.
4. Give consideration to improving the relationship between the museum and The Goods Line, reorientating the Museum towards the city.
5. Create cultural, creative and commercial opportunities to support innovative, entrepreneurial and knowledge-based jobs and create a 24hr precinct.
6. Investigate opportunities to improve access to Powerhouse spaces for community use.
7. Build on existing through-site links to improve connectivity between The Goods Line and Pyrmont Street.



Source: Draft Ultimo Sub-Precinct Master Plan - P.90

Goods Line North Character Area Objectives

Future planning and development of The Goods Line North could contribute to:

1. Further improve pedestrian connections to and from the original Goods Line to the surrounding Pyrmont Peninsula.
2. Extend The Goods Line north to facilitate a walking and cycling loop.
3. Further improve pedestrian connections to and from the original Goods Line to the surrounding Pyrmont Peninsula.
4. Further extend the Goods Line north into the Peninsula to facilitate an active transport loop, as well as south to Tech Central, to better connect Ultimo with the rest of the Innovation Corridor.
5. Consider opportunities to integrate the Goods Line North with the Powerhouse Museum site with potential connections underneath Pier Street to Pyrmont Street and north to Murray Street.

Source: Draft Ultimo Sub-Precinct Master Plan - P.88

2.4 Local Strategic Planning Statement – City Plan 2036



The City of Sydney's City Plan 2036 is a Local Strategic Planning Statement, which outlines a 20-year vision for land use planning in the city, it identifies the planning priorities and actions required to achieve the vision for a Green, Global and Connected City.

It aligns with the NSW Government Strategic Plan and the City's Sustainable Sydney 2030. The Plan also informs planning tools and will guide future changes to the planning controls in the City's Local Environmental Plan (LEP) and Development Control Plans (DCP).

The renewal of Powerhouse Ultimo aligns with the planning priorities. It will contribute to central Sydney's economic role and support the Innovation corridor by providing a world class museum facility, creating new jobs and opportunities to support the creative, technology and knowledge industries.

The project will recognise and preserve the City's heritage by retaining the heritage listed Powerhouse Ultimo buildings and improve the built environment of the Ultimo precinct, strengthening pedestrian and cycling connections as well as aiming for a net zero energy, climate positive and triple bottom line approach to sustainability for proposed adaptive reuse and new development.

City Plan 2036 Vision themes:

Green

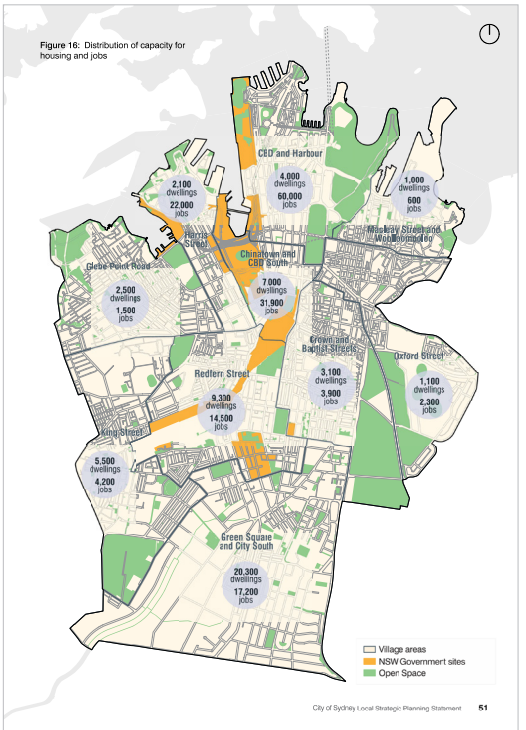
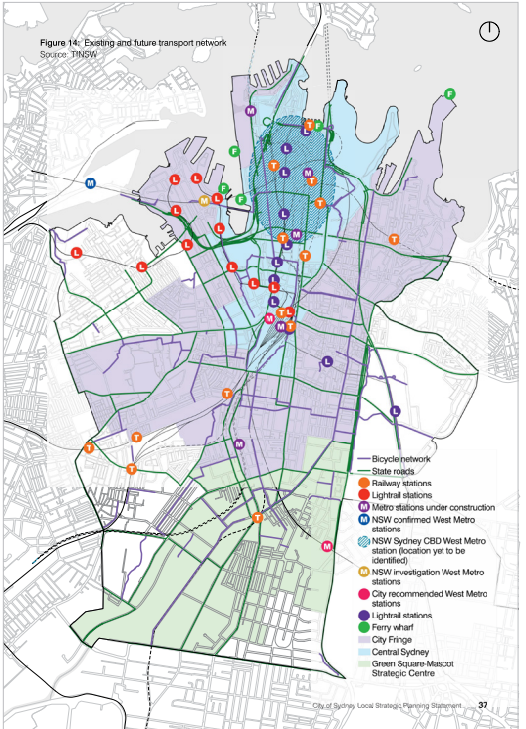
- With a low environmental impact, trees and open space, and for a healthy and resilient community.

Global

- In economic orientation and partnership, an open-minded outlook, and a diverse community.

Connected

- Physically by walking, cycling and high quality public transport through culture, place and social wellbeing, and to those with an interest in the city.



Source: Eastern City District Plan, 2008 - P37, 51

2.4 Local Strategic Planning Statement – City Plan 2036 Excerpt

Planning priorities

Infrastructure

I1

Movement for walkable neighbourhoods and a connected city
To plan local neighbourhoods so people have access to daily needs within a 5–10 minute walk, advocate for mass transit and transport services, ensure land uses match mobility investment and managing roads to reduce impacts and create great places.

I2

Align development and growth with supporting infrastructure
To use the necessary planning, funding and delivery mechanisms, provide local infrastructure, and collaborate with NSW Government on state infrastructure.

I3

Supporting community wellbeing with social infrastructure
To plan, collaborate and partner with others to deliver local infrastructure, such as open space and community and cultural facilities, and state infrastructure, such as health, education and emergency services for the wellbeing of our changing community.

Liveability

L1

A creative and socially connected city
To take a people-focused approach to planning and place making, create inclusive and accessible places and improve planning to support cultural activity and spaces.

L2

Creating great places
To plan for accessible local centres and high streets to be the heart of local communities, protect the character of our distinctive heritage neighborhoods and iconic places, and deliver design excellence and high amenity in the built environment.

L3

New homes for a diverse community
To implement Housing for All, the City's draft Housing Strategy, and contribute to housing Sydney's growing population with a range of housing types and tenures to support a diverse community including working with others for more affordable and social housing.

Source: City Plan 2036 - Local Strategic Planning Statement, March 2020 - P56-57

Productivity

P1

Growing a stronger, more competitive Central Sydney
To implement the draft Central Sydney Planning Strategy and prioritise space for business and enterprise activities while managing housing growth, providing infrastructure and guiding appropriate built form to create a world class city centre.

P2

Developing innovative and diverse business clusters in City Fringe
To grow knowledge-intensive business clusters with health, education, innovation, technology and creative industries in the Harbour CBD and prioritise those strategic land uses, and improve connections between business and institutions.

P3

Protecting industrial and urban services in the Southern Enterprise Area and evolving businesses in the Green Square-Mascot Strategic Centre
To continue protecting the strategically located Southern Enterprise Area for business, industry and services to support the District, Harbour CBD and international gateways of Sydney Airport and Port Botany while planning to accommodate the next generation of businesses in accessible locations.

Sustainability

S1

Protecting and enhancing the natural environment for a resilient city
To improve the city's waterways, biodiversity corridors, green spaces and tree canopy to support the environment and a healthy community.

S2

Creating better buildings and places to reduce emissions and waste and use water efficiently
To develop buildings and places that will be net zero energy by 2050, use water more efficiently, and help reduce waste.

S3

Increasing resilience of people and infrastructure against natural and urban hazards
To manage the risks to people and infrastructure from flooding and stormwater, contaminated land, noise, and the longer-term implications of sea-level rise.

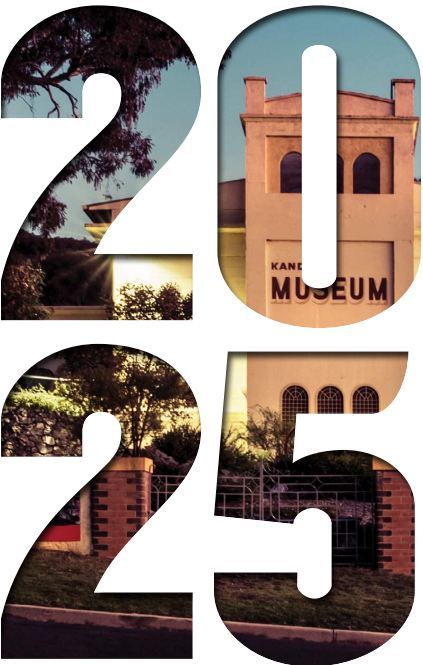
Governance and implementation

G1

Open, accountable and collaborative planning
To take a long-term strategic approach to planning, work with others and report on progress to deliver good public interest outcomes and achieve the vision in Sustainable Sydney 2030 and the Region and District Plans.

2.5 Cultural Infrastructure Plan 2025+

Cultural Infrastructure Plan



The Cultural Infrastructure Plan 2025+ (the Plan) has been developed by Create NSW and is the NSW Government's guide for the planning and delivery of cultural infrastructure across the state. It provides an equitable approach to delivering cultural infrastructure to Greater Sydney, Regional NSW and other metropolitan cities.

The Plan discusses the importance of cultural infrastructure and its significant contribution to the social, civic and individual wellbeing of the community and the local, night-time and visitor economies.

The Powerhouse Ultimo Renewal will contribute to the significant investment into cultural infrastructure throughout the state. The renewal will expand and improve on the existing cultural infrastructure of Powerhouse Ultimo and the wider Ultimo creative industries precinct. It will provide the precinct with a vibrant, world-class museum, which will strengthen its ties to the community providing a more accessible, defined and engaging public realm that can be used for a range of programs and events that activate the city.

Strategic Priorities outlined in the Plan:

Strategic Priority 1

- Cultural infrastructure supports strong communities and economies in New South Wales.

Strategic Priority 2

- Access to space for community participation in culture.

Strategic Priority 3

- Cultural infrastructure for a collaborative and thriving sector

Strategic Priority 4

- Creating impact through partnerships and capacity building

Geographic Priorities outlined in the Plan:

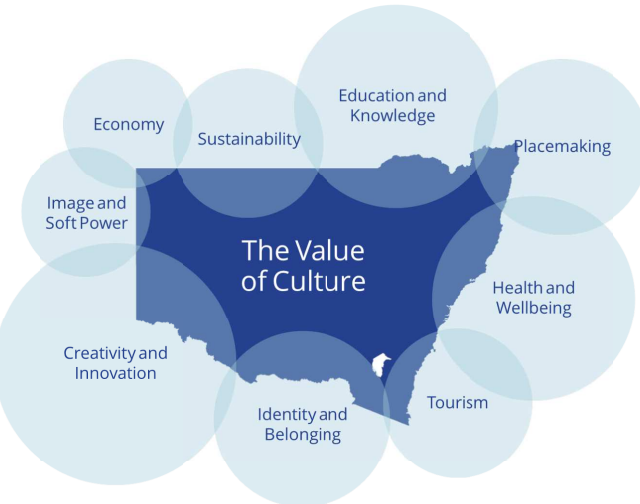
Geographic Priority 1

- Greater Sydney is recognised as a leading cultural destination of the Asia-Pacific.

Geographic Priority 2

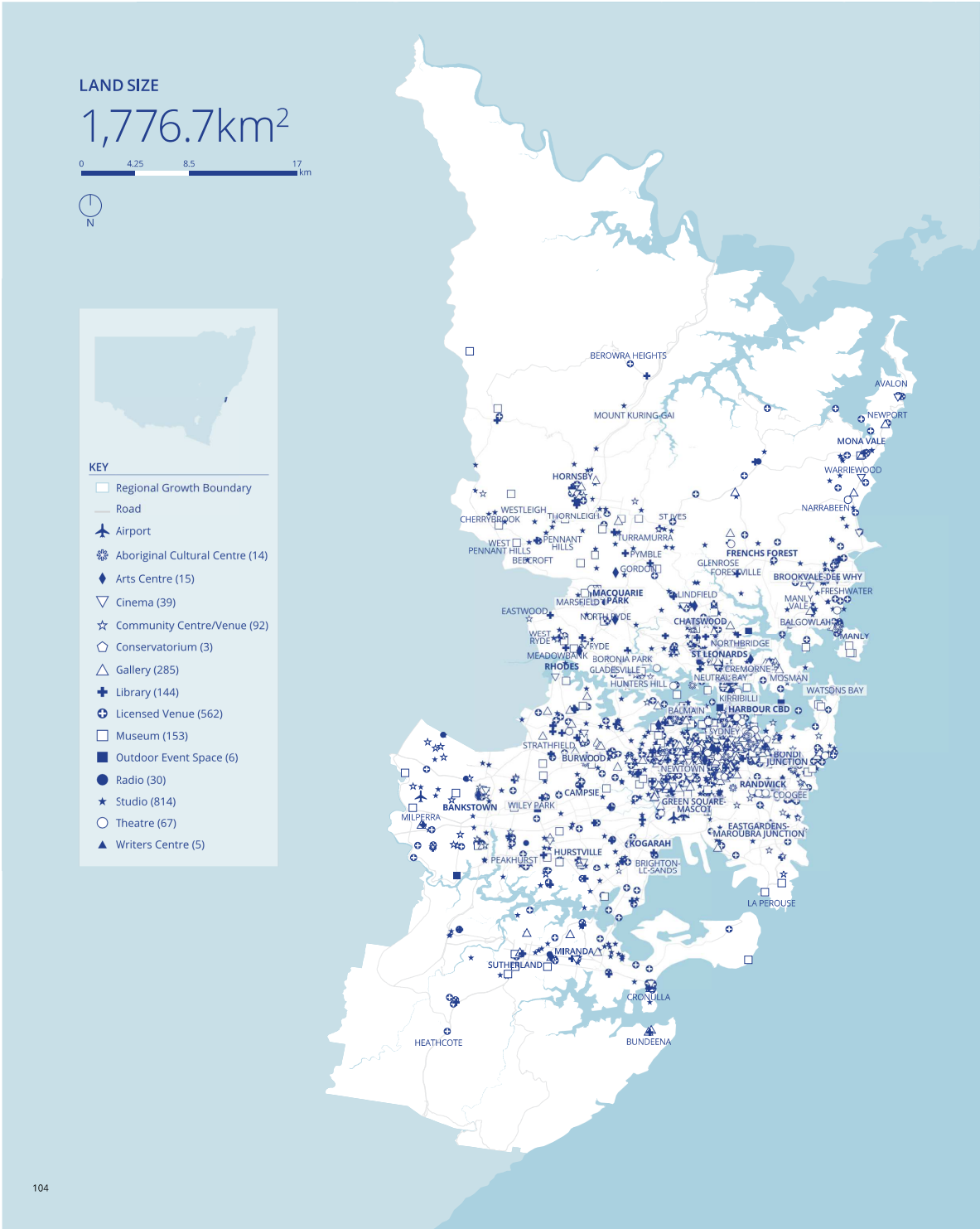
- Cultural infrastructure leverages the diversity and unique cultural identities across New South Wales

The Value of Culture



Source: Cultural Infrastructure Plan 2025+, P20

2.5 Cultural Infrastructure Plan 2025+ Excerpt



Source: Cultural Infrastructure Plan 2025+, P104 - 105

Eastern Harbour City

DEMOGRAPHY

Source: DPE

2016 population

2,641,000

2016–2036 population percentage change

Source: DPE

27%

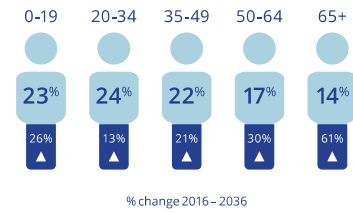
Aboriginal and Torres Strait Islander population

Source: Australian Bureau of Statistics

16,771

2016 Age group share of population

Source: DPE



WHAT WE HEARD

Source: consultation findings

Well resourced

Central Sydney has the densest provision of cultural infrastructure in the state and competes on the global stage as a cultural destination

Affordability

Affordability of space for living and working was highlighted as a challenge across the Sydney metropolitan area. Increasing rents and overall gentrification driven by rapid development is a key challenge to the creative community in the Eastern City

Grassroots

Increased affordable, accessible and fit-for-purpose spaces for the community and small-to-medium creative sector, particularly affordable production space

Planning and regulation

There are challenges associated with approval timeframes and operational uncertainty arising from planning and regulatory requirements

Creative industries

There is a critical mass of creative industries due to the locational advantage offered by the CBD, but affordability of property limits the ability of small organisations to create a base for their activity

Partnerships

Opportunities to partner with business and the corporate sector were identified as key strengths of the region

REGION PLAN ALIGNMENT

Source: GSC

Objective 6

Services and infrastructure meet communities' changing needs

Objective 7

Communities are healthy, resilient and socially connected

Objective 8

Greater Sydney's communities are culturally rich with diverse neighbourhoods

Objective 9

Greater Sydney celebrates the arts and supports creative industries and innovation

Strategy 9.1

Facilitate opportunities for creative and artistic expression and participation, wherever feasible with a minimum regulatory burden, including:

- arts enterprises and facilities and creative industries
- interim and temporary uses
- appropriate development of the night-time economy

Objective 12

Great places that bring people together

Objective 13

Environmental heritage is identified, conserved and enhanced

Strategy 22.1

Provide access to jobs, goods and services in Centres, including:

- attracting significant investment and business activity in strategic centres to provide jobs growth
- diversifying the range of activities in all centres
- creating vibrant, safe places and a quality public realm
- focusing on a human-scale public realm and locally accessible open space
- conserving and interpreting heritage significance
- providing for a diverse and vibrant night-time economy in a way that responds to potential negative impacts

Objective 23

Industrial and urban services land is planned, retained and managed

Objective 24

Economic sectors are targeted for success

Strategy 24.4

Provide a regulatory environment that enables economic opportunities created by changing technologies

REGION SPECIFIC OPPORTUNITIES

Investigating opportunities to:

- Upgrade, renew and maintain infrastructure supporting major cultural institutions
- Provide access to affordable space for the small-to-medium cultural sector, prioritising production space
- Establish cultural clusters in key Eastern City sites, such as Macquarie Street heritage precinct, Ultimo creative industries precinct, Carriageworks precinct
- Identify cluster opportunities in growth areas within the North and South City districts
- Establish a National Aboriginal Cultural Centre
- Invest in cultural infrastructure to support job creation and the creative industries
- Strategic co-location of cultural infrastructure with emerging centres of technology and innovation

2.6 Better Placed



Better Placed – An Integrated Design Policy for the Built Environment of New South Wales (2017) is a policy produced by the Government Architect NSW (GANSW), which seeks to promote good design and capture our collective aspiration and expectations for the places where we work, live and play.

It advocates for shared responsibility in the design of better built environment and public realm ‘places, spaces and outcomes’. It enables industry and Government to deliver good design by providing a framework which enables effective design processes to be established and supported in the planning system.

It defines what is considered a well-designed built environment as well as a methodology for good design, under the iterative design processes of ‘discover, create and deliver’. Better Placed creates a clear approach to ensure we get the value of good design that will deliver the architecture, public places and environments we want to inhabit now and into the future.

The Powerhouse Ultimo renewal will be an exemplar of design excellence utilising Better Placed as a foundational document informing the Design Excellence Strategy and Project Briefs.

Better Placed: NSW priorities:

- Health
- Climate resilience
- Rapidly growing population
- Changing lifestyle and demographics
- Infrastructure and urban renewal
- Providing consistent and timely review of major projects

Better Placed: Well-designed built environment attributes:

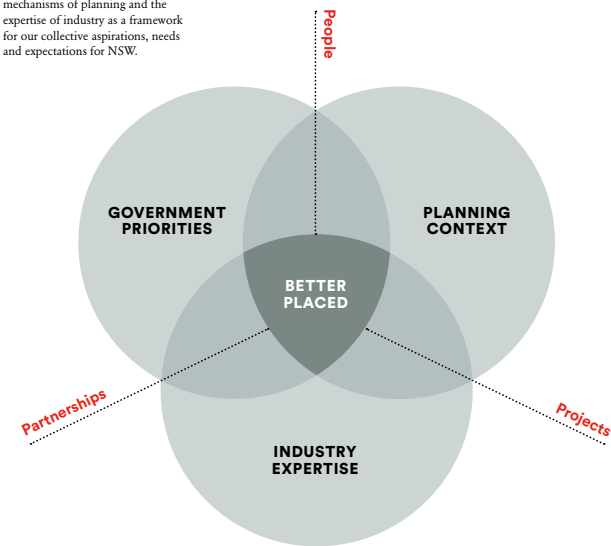
- Healthy
- Responsive
- Integrated
- Equitable and resilient

Better Placed: Design objectives for NSW

- Better fit
- Better performance
- Better for community
- Better for people
- Better working
- Better value

Context

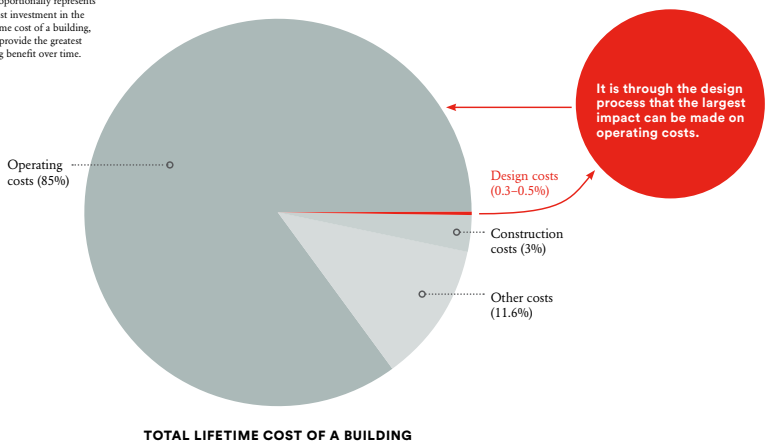
Better Placed sits at a nexus of State-wide priorities, the mechanisms of planning and the expertise of industry as a framework for our collective aspirations, needs and expectations for NSW.



Source: Better Placed - P15








The value of good design

Design proportionally represents the smallest investment in the total lifetime cost of a building, yet it can provide the greatest cost saving benefit over time.



Source: Better Placed - P50

2.6 Better Placed Excerpt

<p>2.6.1 Design Objectives for NSW</p>		<p>Seven distinct objectives have been created to define the key considerations in the design of the built environment. Achieving these objectives will ensure our cities and towns, our public realm, our landscapes, our buildings and our public domain will be healthy, responsive, integrated, equitable, and resilient.</p>											
													
<p>OBJECTIVE 1.</p>		<p>OBJECTIVE 2.</p>		<p>OBJECTIVE 3.</p>		<p>OBJECTIVE 4.</p>		<p>OBJECTIVE 5.</p>		<p>OBJECTIVE 6.</p>		<p>OBJECTIVE 7.</p>	
<p><u>Better fit</u></p>		<p><u>Better performance</u></p>		<p><u>Better for community</u></p>		<p><u>Better for people</u></p>		<p><u>Better working</u></p>		<p><u>Better value</u></p>		<p><u>Better look and feel</u></p>	
<p>contextual, local and of its place</p>		<p>sustainable, adaptable and durable</p>		<p>inclusive, connected and diverse</p>		<p>safe, comfortable and liveable</p>		<p>functional, efficient and fit for purpose</p>		<p>creating and adding value</p>		<p>engaging, inviting and attractive</p>	
<p>Good design in the built environment is informed by and derived from its location, context and social setting. It is place-based and relevant to and resonant with local character, heritage and communal aspirations. It also contributes to evolving and future character and setting.</p>		<p>Environmental sustainability and responsiveness is essential to meet the highest performance standards for living and working. Sustainability is no longer an optional extra, but a fundamental aspect of functional, whole of life design.</p>		<p>The design of the built environment must seek to address growing economic and social disparity and inequity, by creating inclusive, welcoming and equitable environments. Incorporating diverse uses, housing types and economic frameworks will support engaging places and resilient communities.</p>		<p>The built environment must be designed for people with a focus on safety, comfort and the basic requirement of using public space. The many aspects of human comfort which affect the usability of a place must be addressed to support good places for people.</p>		<p>Having a considered, tailored response to the program or requirements of a building or place, allows for efficiency and usability with the potential to adapt to change. Buildings and spaces which work well for their proposed use will remain valuable and well-utilised.</p>		<p>Good design generates ongoing value for people and communities and minimises costs over time. Creating shared value of place in the built environment raises standards and quality of life for users, as well as adding return on investment for industry.</p>		<p>The built environment should be welcoming and aesthetically pleasing, encouraging communities to use and enjoy local places. The feel of a place, and how we use and relate to our environments is dependent upon the aesthetic quality of our places, spaces and buildings. The visual environment should contribute to its surroundings and promote positive engagement.</p>	

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Better Placed / 2. Designing Better Places

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Source: Better Placed - P36

2.7 Design Guide for Heritage



The Design Guide for Heritage forms part of the Better Placed policy suite with a focus on heritage buildings, sites and precincts. It has been prepared by the Government Architect of New South Wales (GANSW) in collaboration with the Heritage Council of NSW and is informed by the overarching design objectives outlined in Better Placed as well as the principles that underpin the Burra Charter, the NSW Environmental Planning and Assessment Act 1979 (EP&A Act) and the NSW Heritage Act 1977.

The Design Guide for Heritage defines what is meant by a heritage place and discusses the importance of retaining, responding, and utilising heritage sites. It advocates for a considered, sensitive, and careful design response to achieve good outcomes in heritage places and acknowledges while design in heritage contexts can accommodate a variety of rich interpretation and architectural expression, respect for heritage significance must be maintained. New work must also meet technical and legislative requirements, while accommodating contemporary expectations of function and comfort.

The Powerhouse Ultimo renewal will retain and celebrate the existing heritage listed buildings including the heritage core and the Former Post Office, celebrating its history and significance. The principles and guidelines for heritage allow for adaptive re-use of the Powerhouse buildings, which demonstrates and acknowledges the ongoing development of contemporary museum practice that ensures the Powerhouse remains relevant and connected to its communities.

2.8 Greener Places



Greener Places is a draft Green Infrastructure policy produced by the Government Architect NSW to guide the planning, design and delivery of Green Infrastructure in urban areas across NSW. It aims to create a healthier, more liveable, and sustainable urban environment by improving community access to recreation and exercise, supporting walking and cycling connections, and improving the resilience of urban areas.

Greener Places builds on the Sydney Green Grid – the design-led Green Infrastructure strategy developed to create a network of high-quality green areas that connect town centres, public transport networks and major residential areas in Sydney. Greener Places is a state policy which is assessed against agreed criteria, enabling better opportunities for industry to embed the benefits of a greener approach to projects. This in turn will create better places and landscapes.

The Powerhouse Ultimo renewal seeks to create improved, engaging connections to the site and its surrounds. Public interfaces to the Goods Line, along Harris Street and connections to the Pier Street Underpass and light rail station beyond are identified as zones in the Project Guidelines.

2.9 Designing with Country

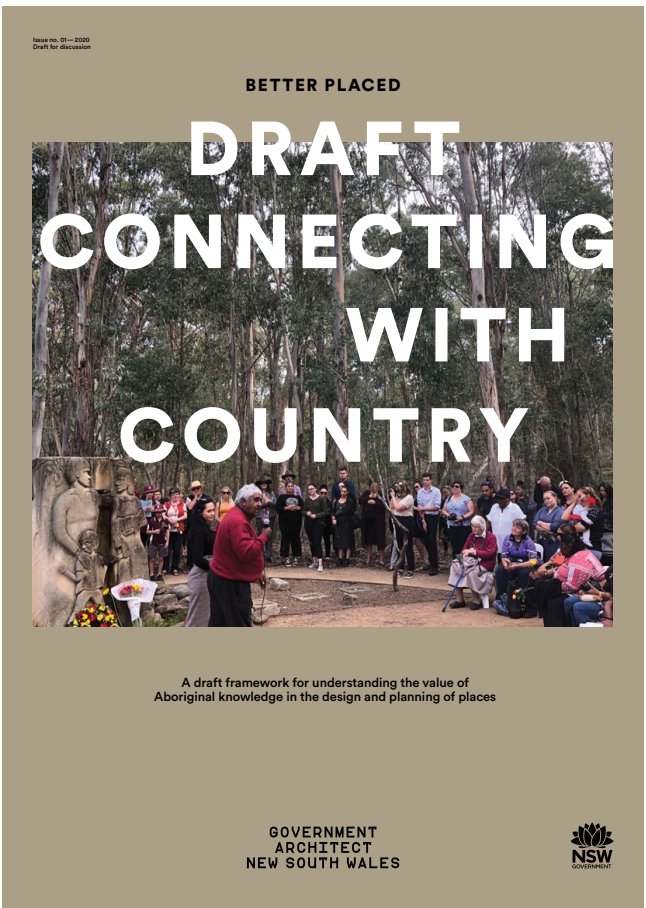


Designing with Country is a discussion paper, created by the Government Architect of NSW (GANSW), for stakeholders engaged in built environment projects that impact Aboriginal communities, their culture and heritage. It follows an amendment in 2018 to the NSW Environmental Planning and Assessment Act 1979, to promote good design of the built environment and sustainable management of built and cultural heritage, recognising, and including Aboriginal cultural heritage.

The discussion paper presents a series of articles, discussions, and case studies, which identify themes and strategies, such as Connection to Country, Country-centred design and cultural mapping to share the knowledge of Aboriginal places as well as places of shared cultural and heritage significance. Through research undertaken by GANSW, three essential elements of designing with Country are identified including: nature, people and design. These elements are seen to be binary and encompass aspects of biophillic design, passive design and architecture or urban design.

The discussion paper acknowledges the importance of developing a cultural framework to explore methods of connecting with Country, and cultural mapping. The Powerhouse renewal incorporates Designing with Country into its First Nations guidelines and supports the recognition of Aboriginal history and narratives on the site.

2.10 Connecting with Country



Connecting with Country is a draft framework for understanding the value of Aboriginal knowledge in design and planning of places as well and the delivery of built environment projects. It was prepared by the Government Architect NSW (GANSW) in 2020, as part of the Better Placed suite of documents.

The framework identifies a series of strategic long-term goals as well as a commitment to Country through strategies for connecting and principles for success. It expands on the meaning and importance of Country to Aboriginal people and provides a series of detailed strategies for Connecting with Country. It advocates for a whole of project life cycle approach to Aboriginal knowledge and engagement, addressing how Aboriginal perspectives and input can be incorporated at each project stage. The Powerhouse Ultimo Renewal supports the strategies in the Connecting with Country Draft Framework alongside Designing with Country through its First Nations principles and guidelines.

An abbreviated summary of the strategies in Connecting with Country include:

Strategy 1 Pathways for connecting

- Cultural expression
- Relationship with Country
- Learning from Country
- Knowledge sharing

Strategy 2 Considering project life cycles with an Aboriginal perspective

- Sensing – Start with Country (project formation)
- Imagining – Listening to Country (project design and conceptualization)
- Shaping – Designing with Country (project delivery)
- Caring for Country (project maintenance)

2.11 Sydney Green Grid



Sydney Green Grid shows the hydrological, recreational and ecological fragments of the city are mapped and then pulled together into a proposition for a cohesive green infrastructure network for greater Sydney.

This report builds on investigations undertaken by the Office of the Government Architect for the Department of Planning and Environment in the development of District Plans. It interrogates the vision and objectives of the Sydney Green Grid and uses a combination of GIS data mapping and consultation to develop an overview of the green infrastructure needs and character of each district.

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3.0 Site Analysis