



New Sydney Fish Market

Green Travel Plan

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1 Introduction

1.1 Background

Sydney Fish Market is the largest of its kind in the Southern Hemisphere and among the three largest seafood markets in terms of variety in the world. The market sources product both nationally and internationally and trades approximately 14,500 tonnes of seafood annually with up to one hundred sustainable seafood species traded every day and approximately 500 species traded annually. The site attracts over 6 million visits each year.

A State Significant Development Application (SSD 8925) was approved in June 2020 for the new Sydney Fish Market (SFM) at the head of Blackwattle Bay. The approval allows for the following works:

- the construction of a new fish market including land and water-based structures.
- the use of the site for the fish market including waterfront commercial and tourist facilities and ancillary uses and the distribution of uses;
- a gross floor area of approximately 26,000m² as calculated according to the definition of GFA under SREP 26 (approximately 25,600m² as calculated according to the definition of GFA under the Standard Instrument).
- public domain works including promenades access to Blackwattle Bay and landscaping;
- pedestrian, cycle and road access and circulation;
- infrastructure provision and waste management;
- associated works as required.

The proposed uses comprise:

Below Ground Level

- Parking for the general public
- Parking for Small Rigid Vehicles (SRVs) during the operational period for the distribution and collection of seafood product
- Plant and storage;
- Waste Management facilities; and
- End of trip facilities.

Ground Level - Outside of Building Envelope

- Operational wharves including:
 - 15 berths for operational vessels;
 - Product loading and unloading areas
 - Public wharf for recreational vessels and potential future public ferry service.
- Vehicular access driveways; and
- Publicly accessible promenade.

Ground Level - Within Building Envelope

- Wholesale services space including product storage, refrigerated storage, storage and processing
- Auction floor and associated refrigeration and handling space.
- Loading dock including time-limited delivery and service vehicle parking area;
- Waste management facilities;
- Office space including Auction Hall; and
- Staff amenities, plant and storage.

Upper Ground Level (L1)

- Retail premises including fresh food retail, food and drink premises including harbourside dining;
- External/shared dining space;
- Ancillary public amenities and staff amenities; and
- Circulation areas.

Upper Level 2 (Mezzanine)

- Food and beverage outlets;
- The Sydney Seafood School;
- Tenant and subtenant office space; and
- Plant and storage space.

1.2 Site location and context

The site is located at the head of Blackwattle Bay between the Pyrmont Peninsula and the foreshore of Glebe, situated less than 2km west of Sydney's CBD and is partially within the City of Sydney Local Government Area.

The land to which the development application relates comprises Lots 3 - 5 in DP 1064339 part of lot 107 in DP 1076596 and part Lot 1 in DP835794. Works to connect to the existing waterfront promenade to the west of the site are located on Lot 3 in DP1018801. The development footprint is irregular in shape and has an area of approximately 36,800m². The site is partly on land above mean high water mark and partly on water below mean high water mark.

The site has a frontage to Bridge Road to the south and Blackwattle Bay to the north. Pyrmont Bridge Road is an arterial road that links to the Anzac Bridge to the north west of the site. Sydney Secondary College Blackwattle Bay Campus is immediately south west of the site and the existing fish market immediately north east. Located directly opposite the site to the south is Wentworth Park, separated by Bridge Road.

Located approximately 400m walking distance from the site are the Fish Market, Wentworth Park, and Glebe Light Rail stops which are serviced by the Dulwich Hill Line which is a 23 stop, 12.8-kilometre route running from Dulwich Hill to Central station via Pyrmont.

The site's former uses include a concrete batching plant at the Western end and concrete hardstand and wharf area at the Eastern end, which is currently vacant. The site includes wharves and land-based structures. Part of the site is the water of Blackwattle Bay. Works will be undertaken on Bridge Road and its intersections with Wattle Street and Wentworth Park Road.

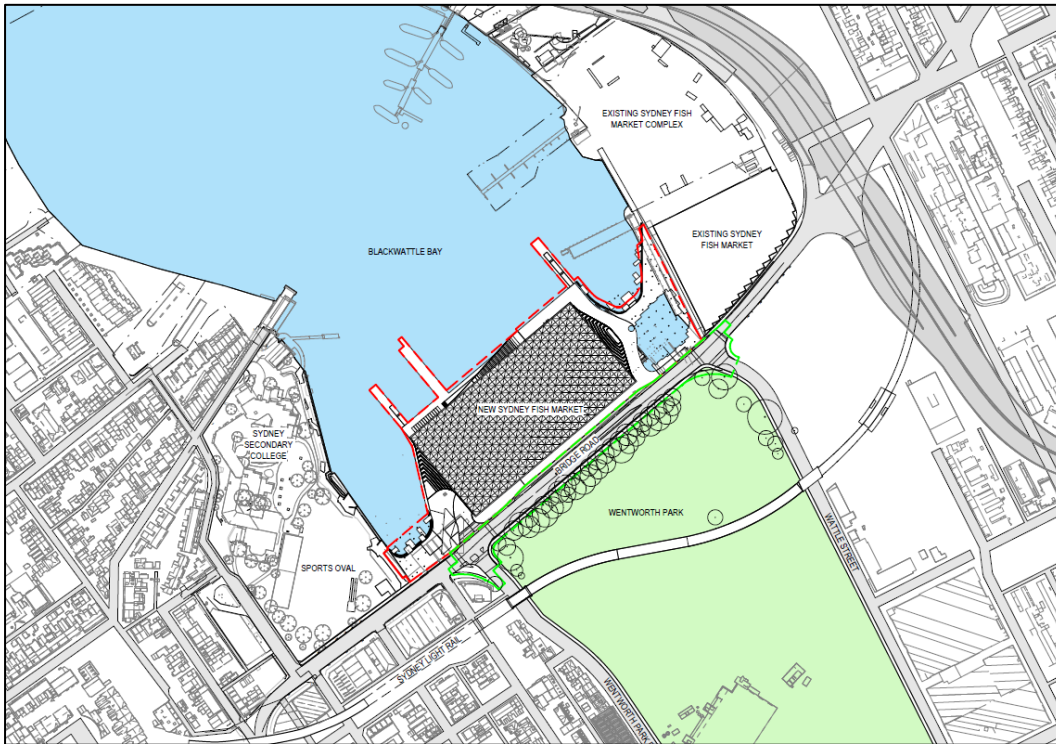


Figure 1 Site location

1.3 Report purpose

This Green Travel Plan (GTP) has been prepared to meet the statutory requirements of Condition D23 of the State Significant Development (SSD) of SSD 8925 approval relating to the project. The relevant consent condition is as follows:

Prior to occupation or commencement of the use, the Applicant shall prepare a detailed Travel Plan (TP) in consultation with and endorsed by the Sydney Coordination Office within TfNSW and Council. The Travel Plan shall include:

- a) Objectives and targets that would promote, encourage and support the alternatives to single occupant private vehicle trips and increase the mode share of active and public transport for staff and visitor access to the site throughout the day;*
- b) Program of measures to increase active transport use, encourage public transport use, reduce single occupancy vehicle trips, reduce the need to travel, particularly during peak periods. Under the proposed measures, specific actions need to be identified to support the forecast modal targets;*
- c) Program of measures to monitor and review bicycle parking and provide additional spaces over time, if required; and*
- d) A mechanism for a minimum 5 yearly review in consultation with TfNSW and Council.*

2 Site Transport Conditions

2.1 Pedestrian and bicycle network

The new Sydney Fish Market site has good accessibility from existing cycleways. The proposal includes the provision of a new off-road bicycle link along Bridge Road adjacent to the frontage of the site which will significantly improve connectivity for cyclists in the area.

The site can be accessed by pedestrians and cyclists from the south (via Bridge Road), from the west or from the east (via Blackwattle Bay promenade). Dedicated bicycle lanes are provided on the esplanade on Blackwattle bay which provide safe and convenient access from the site through to the Fish Market Light Rail Station and onto the Western Distributor. Figure 2 shows the cycling routes near the site.



Figure 2 Existing cycling infrastructure

Source: CoS Sydney Cycling Map

Based on distances and general traffic conditions (using data sourced from Google Maps), the time taken for cyclists to access the new Sydney Fish Market site from key locations is as follows:

- Central Station 10 minutes
- Wynyard 10 minutes
- Newtown 10 minutes
- Rozelle 15 minutes
- North Sydney 20 minutes
- Drummoyne 25 minutes
- Ashfield 30 minutes

The Bridge Road/ Wattle Street/ Pyrmont Bridge Road intersection, located immediately beyond the south-eastern corner of the future development, provides a signalised pedestrian crossing for pedestrians on all legs of the intersection except the north-eastern leg.



Figure 3 Existing pedestrian crossing on Bridge Road

2.2 Bus accessibility

The site is well served by various bus routes as shown in Table 1.

Table 1 Bus routes servicing the site

Bus Route	Route Description	Frequency		
		Weekday (Monday to Friday)	Saturday	Sunday & Public Holidays
389	Bondi Junction to Pyrmont	Every 5 - 30 mins (4:52am – 1:22am)	Every 15 - 30 mins (5:31am – 12:55am)	Every 15 - 30 mins (5:58am – 1:23am)
	Pyrmont to Bondi Junction	Every 5 - 30 mins (5:00am – 12:55am)	Every 15 - 30 mins (4:55am – 1:19am)	Every 15 - 30 mins (6:00am – 1:20am)
501	West Ryde to Central Pitt St via Pyrmont & Ultimo	Every 5 - 80 mins (4:22am – 4:22am)	Every 25 - 60 mins (4:00am – 3:37am)	Every 30 - 60 mins (4:02am – 12:46am)
	Central to West Ryde via Ultimo & Pyrmont	Every 6 - 60 mins (4:37am – 4:08am)	Every 25 - 40 mins (4:43am – 4:27am)	Every 30 - 60 mins (4:48am – 12:44am)
370	Leichhardt Marketplace to Coogee	Every 10 - 30 mins (5:39am – 12:53am)	Every 15 - 30 mins (7:10am – 1:08am)	Every 15 - 30 mins (7:40am – 11:05pm)
	Coogee to Leichhardt Marketplace	Every 5 - 30 mins (5:06am – 1:01am)	Every 15 - 30 mins (7:00am – 1:23am)	Every 15 - 30 mins (8:00am – 10:55pm)
431	Glebe Point to City Martin Place	Every 5 - 70 mins (4:50am – 3:24am)	Every 5 - 70 mins (5:23am – 3:20am)	Every 10 - 30 mins (6:50am – 11:34pm)
	City Martin Place to Glebe Point	Every 5 - 80 mins (5:23am – 4:05am)	Every 5 - 70 mins (5:54am – 4:06am)	Every 5 - 30 mins (7:03am – 12:07am)
433	Balmain Gladstone Park to Central Pitt St	Every 5 - 30 mins (5:06am – 12:27am)	Every 15 - 50 mins (4:53am – 12:24am)	Every 30 - 40 mins (6:20am – 10:16pm)
	Central Pitt St to Balmain Gladstone Park	Every 10 - 30 mins (5:39am – 12:15am)	Every 15 - 40 mins (5:41am – 12:23am)	Every 30 - 45 mins (7:40am – 10:56pm)

Note: Buses timetables are subject to frequent changes.

The new Fish Market site is within close walking distance of several bus stops along Harris and Miller streets. Bus route 389 stops twice along Harris Street, both within walking distance of the site. This route connects Pyrmont with Bondi Junction, and additionally services Town Hall Station and the suburbs of Woollahra, Paddington and Darlinghurst. Route 501 also stops on the western end of Miller Street, less than 500m walk to the new Fish Market site. This route provides access to the site from Haymarket and West Ryde.

Other bus routes nearby the site include the 370, 431 and 433 which are 750m away from the site on Glebe Point Road that go to Martin Place, Central Pitt Street, Coogee, Leichhardt and Balmain. These services are just within the 10-minute walking catchment from the new Sydney Fish Market site, making them within walking distance from the site.

Several bus services are within walking proximity to the New Sydney Fish Market site as shown in Figure 4.

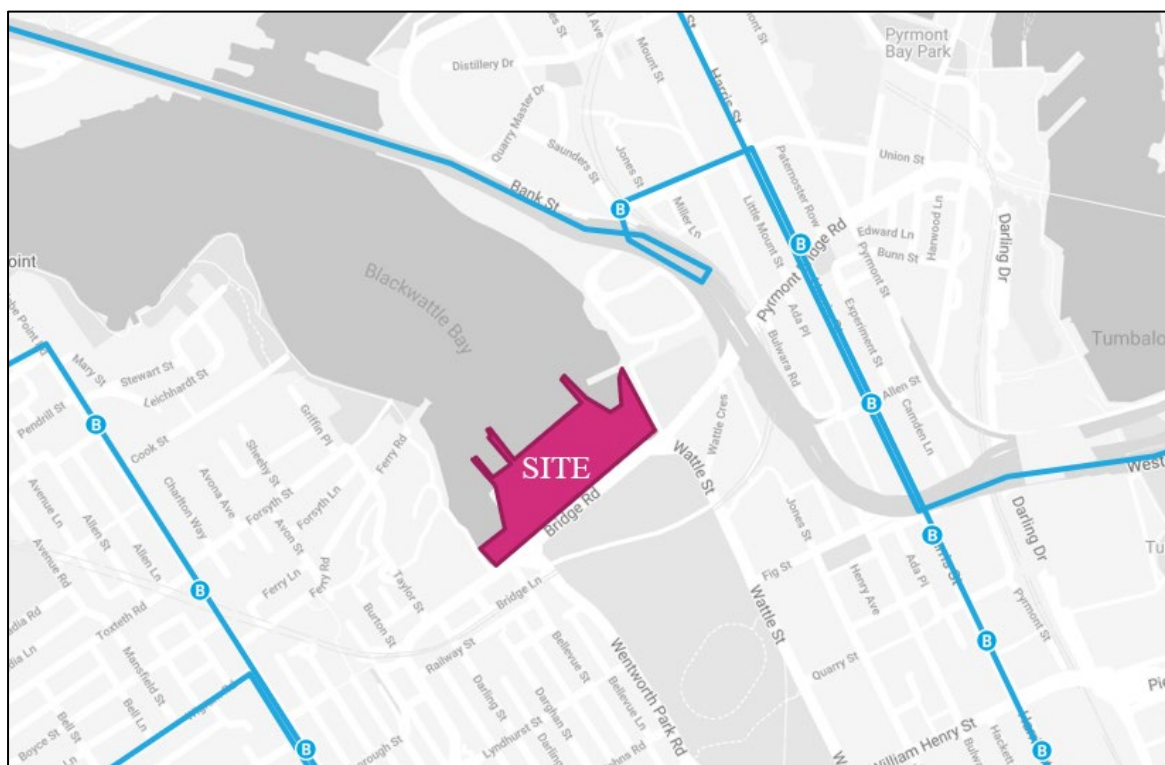


Figure 4 Bus routes near the site

2.3 Train accessibility

The closest railway stations to the existing and future Sydney Fish Market sites are Town Hall and Wynyard stations, which are both just under a 25-minute walk. The train services that operate from these stations are regular, running every few minutes, and run all day. The location of train stations with respect to the new Sydney Fish Market site can be seen below in Figure 5.



Figure 5 Train facilities surrounding the site

2.4 Light rail accessibility

The most accessible public transport mode to the new Sydney Fish Market site is the light rail. The inner west light rail line has three stops within easy walking distance to the new Sydney Fish Market site:

- Glebe light rail stop – 350m or 5 minutes walk from the site
- Wentworth Park light rail stop - 300m or 4 minutes walk from the site
- Fish Market light rail stop - 550m or 7 minutes walk from the site

This line follows the L1 line which goes from Central to Dulwich Hill. During peak times, the frequency of light rail services is every 5-8 minutes. The travel time to Central is 17 minutes, which is the closest train station to the site. The travel time to Dulwich Hill is 20 minutes from Wentworth Park stop.

The site location and surrounding light rail stops can be seen below in Figure 6.

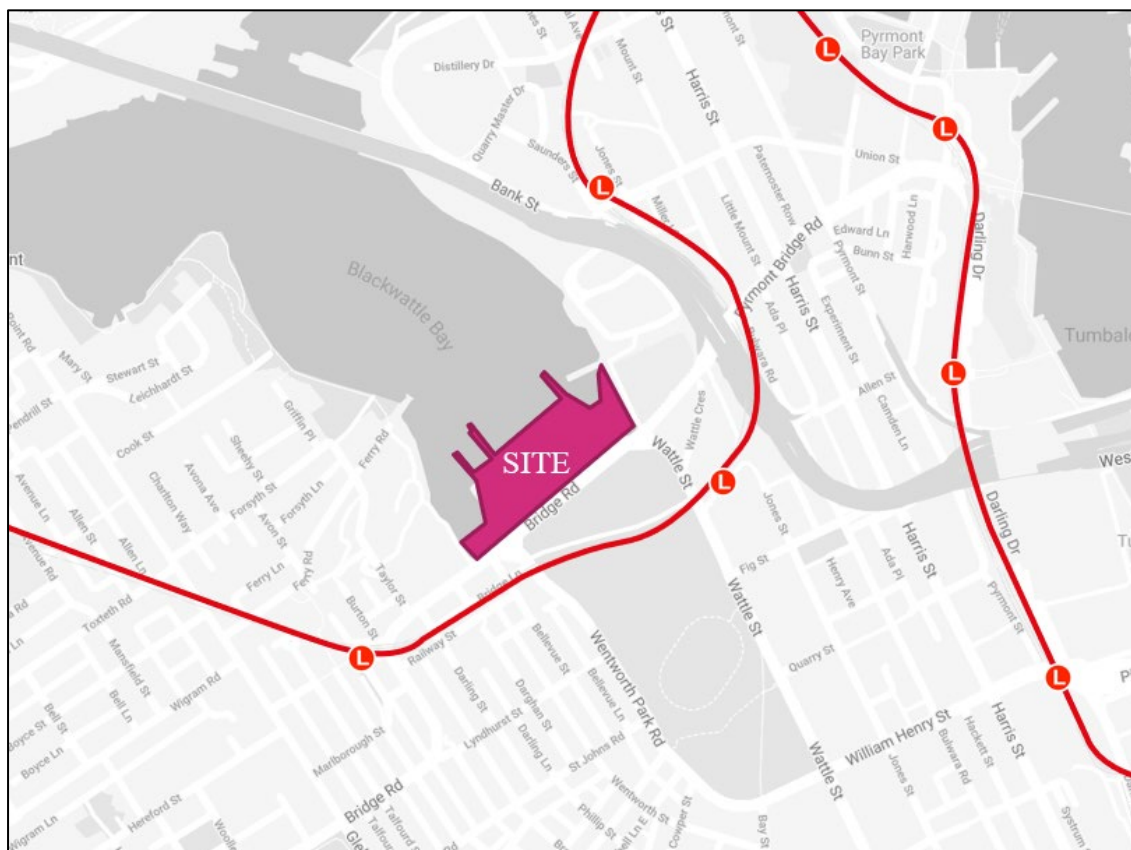


Figure 6 Light rail facilities surrounding the site

2.5 Ferry accessibility

Pymont Bay Ferry Wharf is located approximately a 15-minute walk away from the Fish Market and provides access for some patrons arriving from North Sydney or Circular Quay. The ferry stops can be seen in respect to the site below in Figure 7 and the Sydney Ferry Network is shown in Figure 8.

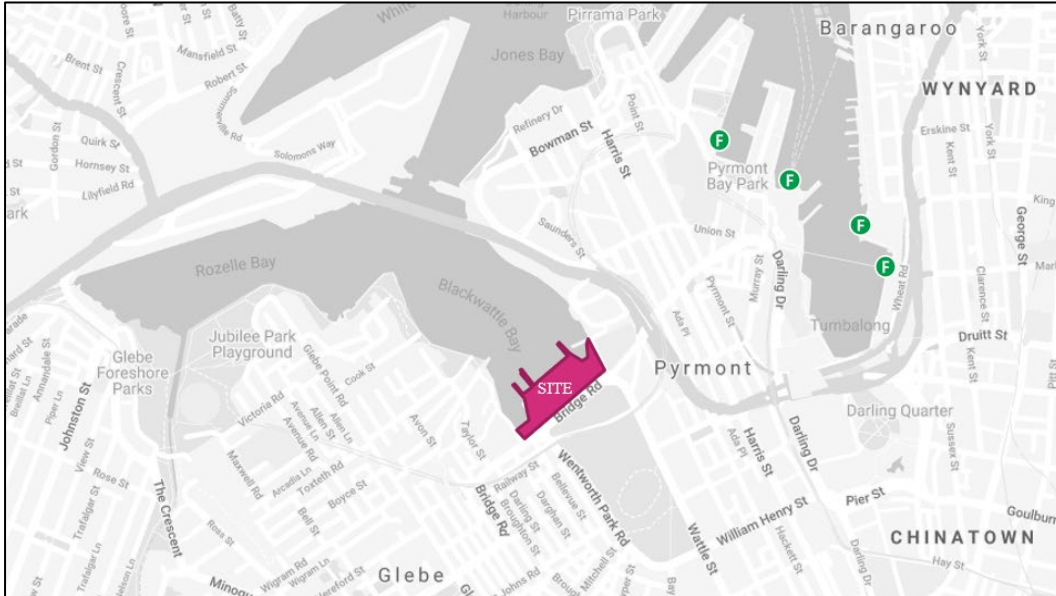


Figure 7 Ferry facilities surrounding the site

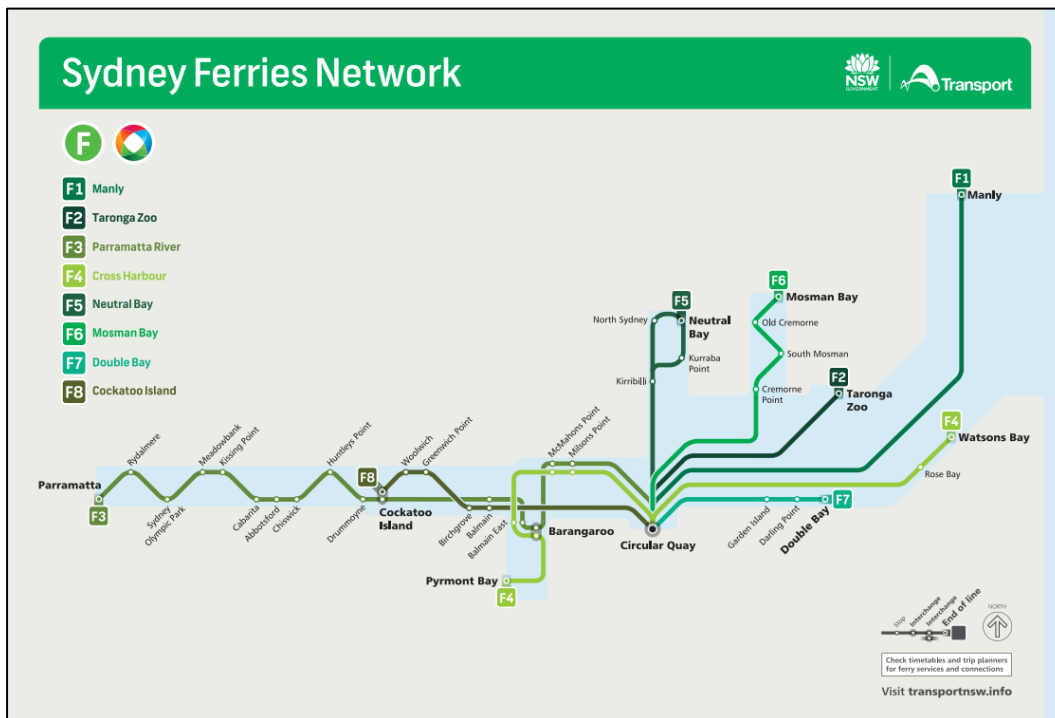


Figure 8 Sydney Ferries network

Source: Transport for NSW

2.6 Metro

Sydney Metro West is an underground metro railway that will link the Parramatta and Sydney CBDs. New metro rail will become the fastest, easiest and most reliable journey between the Sydney and Parramatta CBDs. It will double the rail capacity between Sydney’s two metropolitan centres: Parramatta and the Sydney CBD, able to move more than 40,000 people an hour in each direction. It will also offer a 20 minute travel time between these two centres.

The station at Pyrmont will be located between Pyrmont Bridge Road and Union Street – approximately ten minutes walk or 800m from the Sydney Fish Market. Another station will be located within the Bays West precinct which will potentially be accessible in future via the upgrade of the Glebe Island Bridge as an active transport connection. The provision of the Sydney Metro West service will significantly enhance public transport accessibility to the area and provide connections to future metro lines.

The Sydney Metro City and Southwest metro line (which opened in August 2024) connects to the Sydney Metro Northwest line at Chatswood station and provides significantly improved connectivity from the southwest and Sydney CBD to Chatswood and the northwest. The new Sydney Fish Market will also be approximately 25 minute walk from the Gadigal metro station adjacent to Town Hall, with services operating frequently throughout the day.

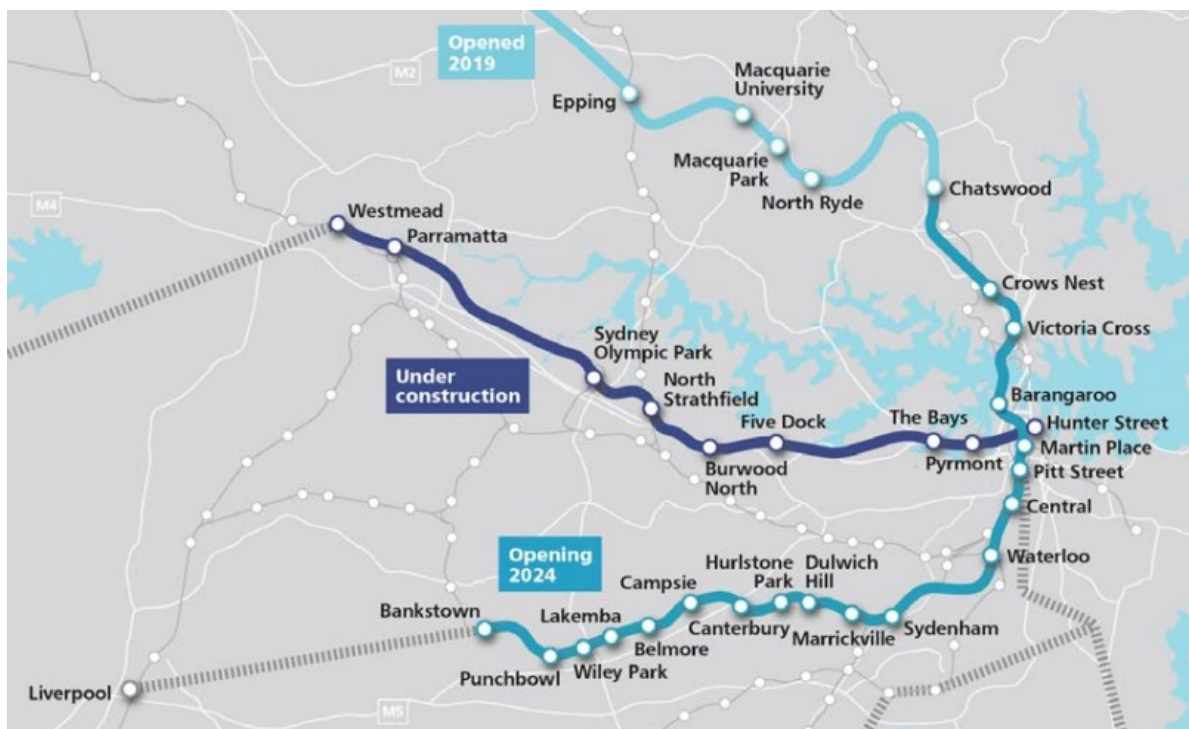


Figure 9 Sydney metro map

Source: Transport for NSW

2.7 Current travel behaviours

As part of the transport strategy prepared to support the Development Application for the New Sydney Fish Market, data was collected to understand current staff and visitor travel behaviours. Figure 10 and Figure 11 denotes the mode share for visitors and staff respectively, indicating private vehicle is currently the primary mode of transport used to access the site with walking also accounting for a significant proportion of trips.

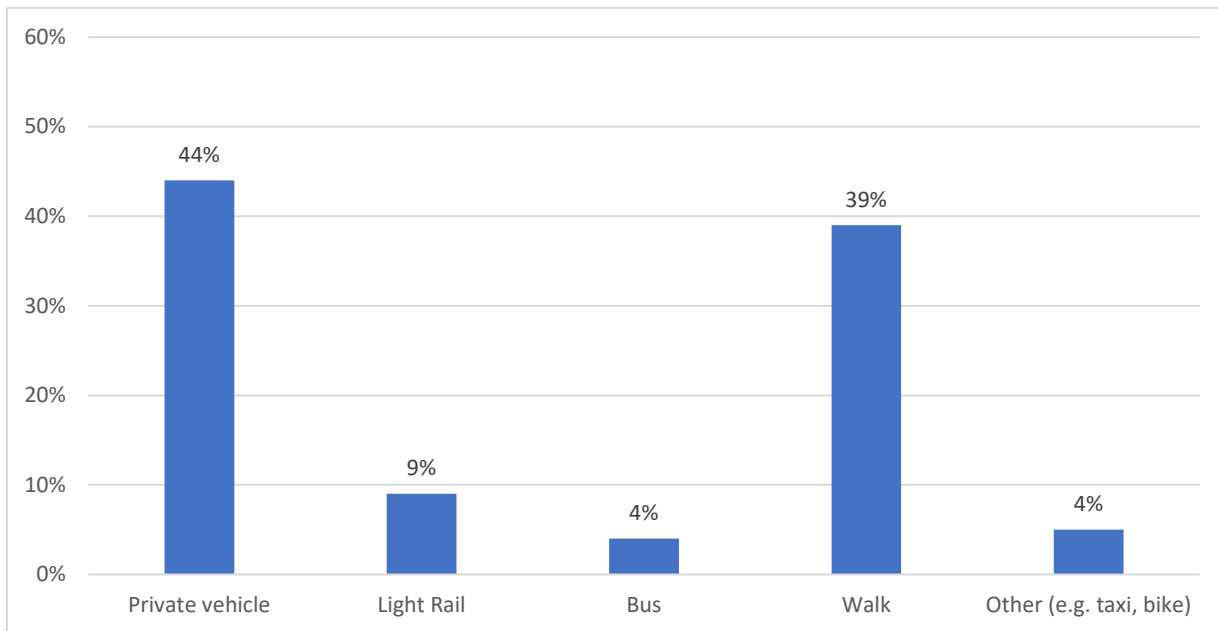


Figure 10 Current transport mode share of Fish Market visitors

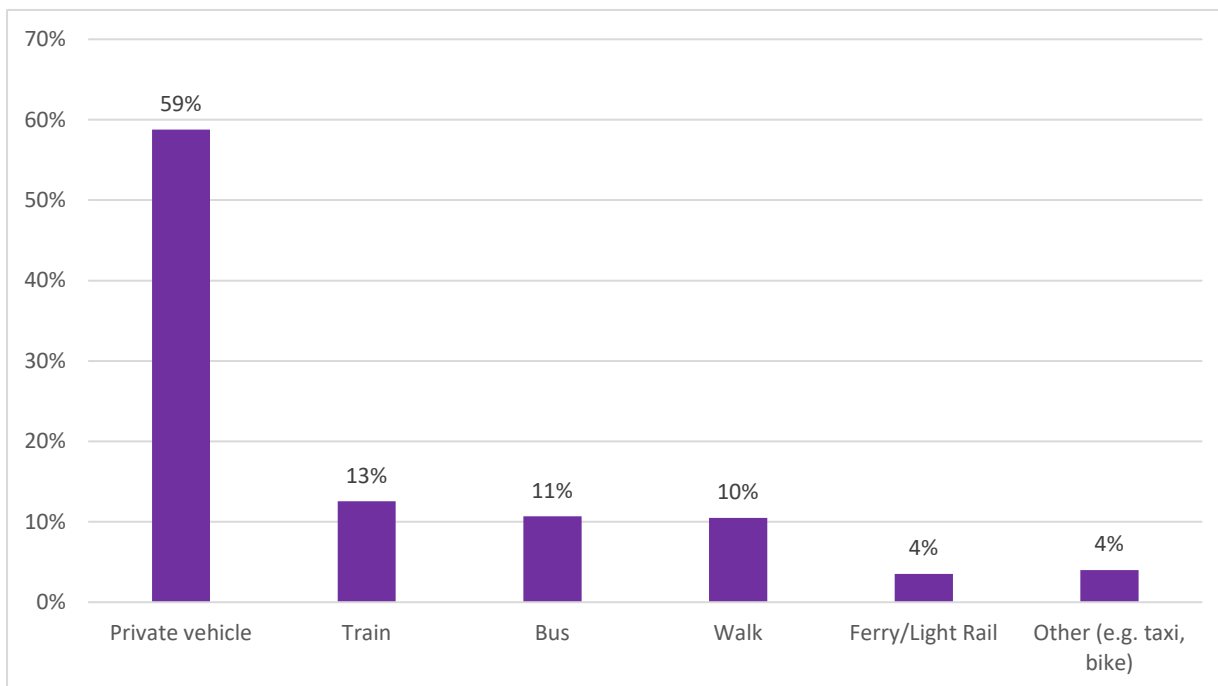


Figure 11 Current transport mode share of Fish Market staff

2.8 Car share and e-bikes

Nearby car share schemes will offer an alternative to private vehicle travel and will provide for a flexible, cost effective alternative. City of Sydney Council has reported that *“a single car share vehicle can replace up to 12 private vehicles that would otherwise compete for local parking”*.

There are numerous car share spaces, operated via different service providers in close proximity of the site as indicated in Figure 12. These car share spaces could be utilised by staff and visitors of the new Sydney Fish Market should they need to drive somewhere.

Share bikes are another potential option for visitors to travel to the site, with visitor bike parking available in the public domain.

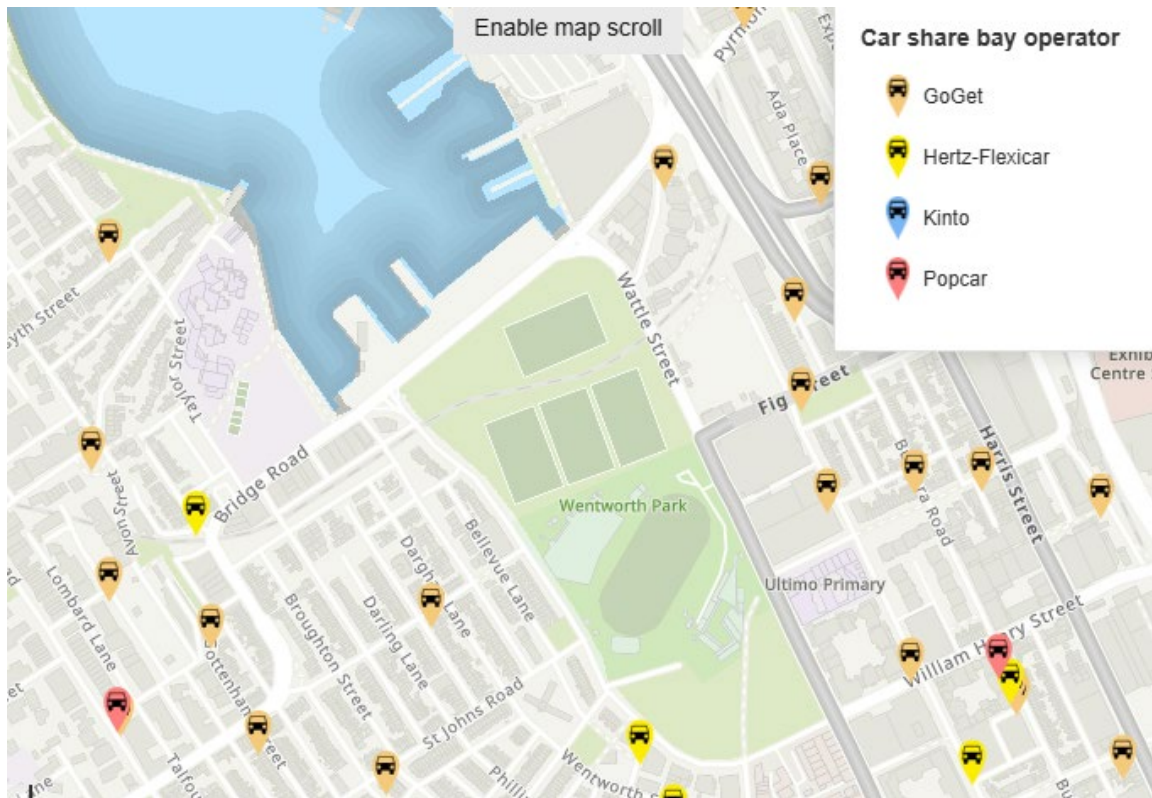


Figure 12 Nearby car share locations

Source: City of Sydney Council

3 Green Travel Plan Objectives and Targets

3.1 Purpose and objectives of the GTP

A GTP is a package of measures aimed at promoting and encouraging sustainable travel and reducing reliance on the private car. The GTP for the new Sydney Fish Market will assist in reducing car reliance by promoting alternative, sustainable modes of travel. The GTP aims to encourage and support the broader use of sustainable travel options by staff and visitors of the museum. It focuses on minimising the impact of travel to the museum on the local and wider transport network and encourages those accessing the museum to do so by sustainable modes of transport, thereby reducing car dependency for staff and visitors. The key objectives of the GTP are to:

- Achieve a high modal share for public transport, cycling and walking journeys for staff and visitors of the site;
- Reduce private vehicle dependency as a means of access to the new Sydney Fish Market;
- Ensure adequate facilities are provided at the site to enable users to travel by sustainable transport modes; and
- Raise awareness of, and actively encourage the use of, sustainable transport amongst users.

The GTP for the New Sydney Fish Market project responds to these objectives by providing for the following:

- Dedicated loading dock and servicing area within the site;
- Signalisation of the Bridge Road / Wentworth Park Road intersection to provide a dedicated entry and exit point to the site, including a dedicated pedestrian crossing point across the new car park / loading dock entry;
- Enhancements to the Wattle Street / Bridge Road intersection to remove the existing pedestrian island and provide an additional signalised pedestrian crossing on the eastern leg of the intersection;
- An enhanced pedestrian experience along Bridge Road, with a significantly widened footpath and boardwalk directly adjacent to the new site;
- New dedicated off-road cycling connection along Bridge Road adjacent to the frontage of the site;
- 60 bicycle parking spaces for staff (with associated end of trip facilities) within the basement of the building;
- Parking for 76 bicycles for visitors within the public domain; and

3.2 Mode share targets

Mode share forecasts have been developed for travel to the site. These mode share forecasts take into consideration:

- Existing travel behaviours for staff and visitors as detailed in the Transport Impact Assessment report prepared by Arup supporting the Development Application for the site;
- The public transport availability and proximity to the future Pyrmont metro station;
- The bicycle parking provision provided on-site for staff and visitors;
- The commitment to not to provide any additional car parking for staff or visitors compared to current conditions;
- Measures proposed as part of the Green Travel plan;
- Enhanced pedestrian environment around the site; and
- No dedicated staff car parking within the site, with staff to be charged for parking at rates equivalent to visitors

Separate staff and visitor mode share forecasts have been developed based on the above factors and have included both short term (0-5 years) and long term (5+ year) targets for these user groups.

The forecast mode share is outlined in Table 2. It is considered feasible that through application of the measures described in this GTP, the site may be able to achieve a mode shift away from private vehicle (single occupant) travel in the short and long term compared to current conditions. The mode share targets should be monitored over time and adjusted as needed based on actual travel behaviours as well as when future public transport projects come on line – in particular the Sydney Metro West project which is expected to be operational from 2032.

Table 2 Target mode shares (short term)

Mode of Travel	Target Mode Share – Short Term (0 – 5 years)		Target Mode Share – Medium Term (5+ years)		Change in mode share – short term to medium term	
	Staff	Visitors	Staff	Visitors	Staff	Visitors
Train / Metro	14.2%	1.4%	18.2%	2.8%	+4.0%	+1.4%
Bus	13.8%	7.5%	15.3%	9.0%	+1.5%	+1.5%
Ferry	0.1%	0.2%	0.1%	0.2%	0.0%	0.0%
Light rail	24.5%	14.8%	25.7%	15.5%	+1.2%	+0.7%
Car (driver)	32.4%	22.9%	25.2%	19.5%	-7.2%	-3.4%
Car (passenger)	5.0%	28.3%	4.3%	24.1%	-0.8%	-4.2%
Motorbike	0.3%	0.3%	0.3%	0.3%	0.0%	0.0%
Bicycle	5.0%	3.2%	6.3%	4.0%	1.3%	+0.8%
Walk	4.7%	21.4%	4.7%	24.6%	+0.0%	+3.2%
Total	100.0%	100.0%	100.0%	100.0%	-	-

4 Green Travel Plan Measures

4.1 Implementation of the GTP

Description of measure

With the transport options available to staff and other users including the police, couriers, engineers as well as visitors to access the site, this green travel plan has been prepared to promote the use of public transport, walking and cycling by patrons and employees for travel to and from work and for business-related trips.

Monitoring mechanisms

- Feedback from staff and visitors travelling to the site (via the annual travel survey) as to effectiveness and usefulness of Green Travel Plan
- Annual travel survey of staff and visitors to be conducted to understand travel patterns and trends for people accessing the new Sydney Fish Market site.

4.2 Staff induction

Description of measure

To ensure new members of staff are aware of the Green Travel Plan, all new staff members should be made aware of the Plan as part of their induction process, which will include:

- A brief introduction to the plan and its purpose;
- Tour of the site to include a visit to the bicycle parking areas and shower and changing facilities; and
- Establishment of transport information packs to new staff explaining the various ways (other than a motor vehicle) of travelling to and from the site

Monitoring mechanisms

- The new Sydney Fish Market site to maintain a record of a number of staff, police, couriers and engineers inducted through the updated process as a way of understanding their exposure to the green travel plan.
- The new Sydney Fish Market site to monitor the proportion of staff, police, couriers and engineers travelling to the building by non-car modes through an annual travel survey.

4.3 Car parking management strategy

Description of measure

The new Sydney Fish Market site proposes no increase in the number of on-site car parking spaces compared to current conditions. Further, it is recommended that parking for staff and visitors be charged at market rates in line with those at other nearby commercial car parks. Currently Sydney Fish Market staff have an arrangement with the operator of the site where parking is provided for permanent Sydney Fish Market staff and tenants, which encourages staff to drive to the site. The car parking could be prioritised on a needs basis, for example that priority parking spaces are to be reserved, and well located, for those who carpool.

Monitoring mechanisms

- The new Sydney Fish Market site to monitor the percentage of staff driving to the site through an annual travel survey

4.4 Cycling

Description of measure

Currently there are only 8 formal bicycle parking spaces provided in the existing Sydney Fish Market site. Aligning with the overall strategy of reducing reliance on private vehicle and managing the impacts on the road network, the future site will provide an enhanced level of bicycle parking for staff and visitors.

As part of the proposed development secure bicycle parking and end of trip facilities are proposed for staff of the new Sydney Fish Market. The proposal seeks to provide approximately 60 bicycle parking spaces for staff (with associated end of trip facilities) within the basement of the building. Bicycle parking for visitors will be in the form of U-rails which would be easily visible within the public domain of the site. 38 U-rails are proposed to be installed which would provide parking for 76 bicycles – representing a 950% increase compared to current levels.

All users of the site should be made aware of the bicycle parking areas.

Events such as National Bike Week and Bike2Work Days, which encourage the usage of bikes as a mode of transport, should be promoted.

Monitoring mechanisms

- The new Sydney Fish Market site to monitor the demand for bicycle parking at the site through an occupancy survey undertaken periodically. Potential for additional bike parking spaces to be provided should demand exceed supply.
- The new Sydney Fish Market site to monitor the percentage of staff cycling to the site through an annual travel survey

The bicycle parking and end of trip facilities are located in Basement level 1 accessed via a passenger lift located at ground level.

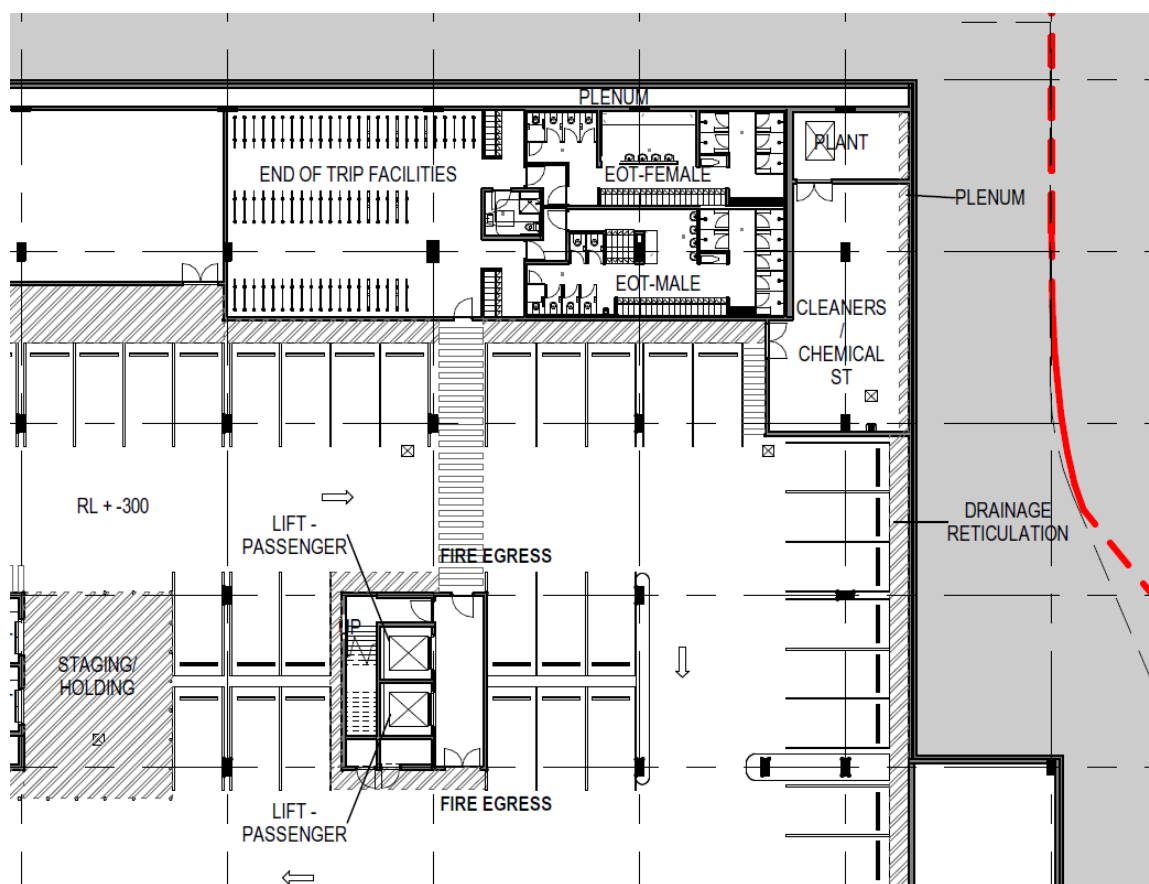


Figure 13 Bicycle parking and end of trip area

4.5 Bridge Road shared path

Description of measure

A key element of the project is to improve the pedestrian and cycling environment in and around the new Sydney Fish Market. The proposed shared path on Bridge Road will facilitate safer journeys for cyclists to and from the new Sydney Fish Market, as well as more broadly to other parts of Sydney. The provision of a shared path along the northern side of Bridge Road, which will primarily cater for recreational and less confident cyclists, aligns with the broader City of Sydney bike network.

The shared path will provide an off-road environment where recreational and less confident cyclists can safely travel. The path will include advisory pavement marking (in line with City of Sydney standards) to encourage considerate behaviour by cyclists, including travelling at speeds of no more than 10km/h and giving way to pedestrians at all times.

Monitoring mechanisms

- The new Sydney Fish Market site to monitor the number of staff and visitors utilising bicycle parking facilities as an indicator of success of the new Bridge Road shared path

4.6 Car pooling

Description of measure

Based on staff demographic information a high proportion of staff already resides within close proximity to the future site, making the site conducive to potential car pooling programs. This could involve a simple poster on the noticeboard or staff intranet page where staff would register their interest in car pooling by indicating where they live and their shift times.

Monitoring mechanisms

- The new Sydney Fish Market site to monitor the number of staff utilising car pooling to access the site through an annual travel survey

4.7 Off-site deliveries

Description of measure

To reduce the demand for on-site parking and travel to the Sydney Fish Market site, operators could consider greater promotion of off-site deliveries. This is similar to the current operations of Get Fish and Nicholas Seafood, which are online seafood markets. Seafood is purchased at the Sydney Fish Market and then delivered to the door of the customer on the day the order is made. Increased number of home deliveries would reduce the demand for on-site parking, particularly for short trips made by visitors to purchase seafood from a single operator.

Monitoring mechanisms

- Sydney Fish Market to monitor number / proportion of off-site deliveries made to customers

4.8 Transport access guide

The information provided within the GTP will be provided to staff and visitors in the form of a package of easy to understand travel information known as a Transport Access Guide (TAG).

TAGs provide customised travel information for people travelling to and from a particular site using sustainable forms of transport – walking, cycling and public transport. It provides a simple quick visual look at a location making it easy to see the relationship of site to train stations, light rail stations, bus stops and walking and cycling routes. Such TAGs encourage the use of non-vehicle mode transport

and can reduce associated greenhouse gas emissions and traffic congestion while improving health through active transport choices.

They can take many forms from a map printed on the back of business cards or brochures. Best practice suggests that the information should be as concise, simple and site centred as possible and where possible provided on a single side/sheet. If instructions are too complex, people are likely to ignore them.

A TAG has been prepared for the new Sydney Fish Market site in the form of a brochure and is provided in Appendix A. The facility will provide copies of the TAG to staff as part of their induction process, as well as potentially making the TAG available on the Sydney Fish Market website.

Monitoring mechanisms

- Travel surveys of staff
- Feedback from staff

4.9 Additional initiatives for further consideration

A number of additional initiatives that could be considered in the implementation of a GTP for the new Sydney Fish Market are noted below. These initiatives do not form part of this GTP however may be considered in future - subject to availability of funding and further internal discussions:

- Pre-loaded opal cards for new staff
- Salary sacrifice options for bicycle purchases
- Subsidised panniers or backpacks for staff who commit to active travel
- Incentives for participation in National Ride2 Work Day and Walk to Work Day.
- Funded Guaranteed Ride Home service for those choosing to car share for their commute.
- Review of wayfinding and signage /security upgrades between the site and bus stops/ferry, and cycling pathways and liaise with authorities for improvements where required.
- Information around the benefits (including health and financial) of active travel.

5 Implementation Plan

5.1 Management of the GTP

The Sydney Fish Market organisation and individual tenants within the site will be responsible for the implementation and management of the Green Travel Plan, and ensuring interest amongst employees is maintained, including:

- Communicating the travel plan to stakeholders;
- Promote awareness of the plan and associated initiatives;
- Providing travel information for staff and visitors;
- Developing and disseminating appropriate travel plan marketing information;
- To evaluate the benefit of the proposed measures to identify any changes required to the Travel Plan; and
- Overseeing the implementation and effectiveness of the Plan

In order to secure a successful Travel Plan, the Sydney Fish Market will continue to engage with key transport agencies and stakeholders such as Transport for NSW and City of Sydney Council. This will assist in designing and operating services which best support the needs of staff and visitors, and therefore promoting high levels of sustainable transport modes.

The Plan is a ‘living’ document, so measures excluded at this time could be reconsidered or reintroduced at any time in the future. It is recognised that travel needs, and patterns will change, and new measures will become available.

5.2 Measures for implementation

An implementation plan has been developed that includes all of the proposed actions within the GTP and how these will be monitored post occupancy. This implementation plan is summarised on the following page.

GREEN TRAVEL PLAN IMPLEMENTATION PLAN

GTP measure	Description	Outcome	How measure will be monitored	Timing for implementation	Responsibility	Data Collection Frequency (internal process run by SFM)
Car parking	No increase in car parking to staff and visitors to be provided as part of the future site development	Limit use of private vehicles as a mode of transport to Sydney Fish Market	- Travel surveys of staff	Immediately post occupation	SFM management team	Every years up to five years post occupancy
Car parking management strategy	Parking for staff and visitors be charged at market rates to minimise all day parking	Limit use of private vehicles as a mode of transport to Sydney Fish Market	- Travel surveys of staff	Immediately post occupation	SFM management team	Every years up to five years post occupancy
Transport Access Guide (TAG)	TAG to be developed and distributed to staff and visitors advising of the various sustainable transport options available. TAG to be updated as needed including when any new transport infrastructure and services are introduced	Greater use of sustainable transport modes	- Travel surveys of staff - Feedback from staff	Immediately post occupation	SFM management team	Every two years up to five years post occupancy
Promotion of GTP to staff	Staff to be advised of GTP (including bike parking and end of trip facilities) as part of their induction process. This will include a physical copy of the Transport Access Guide (TAG).	Greater awareness by staff of travel options available to access the Sydney Fish Market	- Feedback from staff	Immediately post occupation	SFM tenants	Every two years up to five years post occupancy

GTP measure	Description	Outcome	How measure will be monitored	Timing for implementation	Responsibility	Data Collection Frequency (internal process run by SFM)
Bicycle parking	Dedicated secure bicycle parking are with complementary end of trip facilities. Bicycle parking area to be promoted to staff through their induction process, visitors via communication prior to arrival as well as through the TAG	Increase in number of staff and visitors cycling to the SFM	<ul style="list-style-type: none"> - Observations of bicycle parking area - Staff travel survey 	Immediately post occupation	SFM management team	Every two years up to five years post occupancy
Car pooling	Establish arrangements to facilitate car pooling between employees and provide for priority car parking for staff that car pool.	Reduced instances of single occupant private vehicle trips to the SFM	<ul style="list-style-type: none"> - Travel surveys of staff - Feedback from staff 	Within 3 months of initial occupation	Tenants	Every two years up to five years post occupancy
GTP support and advice	Time in staff meetings to share tips and support for staff wanting to start walking, cycling or using public transport to and from the SFM	Increase in number of staff and visitors using non-car modes of transport	<ul style="list-style-type: none"> - Staff feedback in meetings 	Immediately post occupation	Tenants	Ongoing as part of staff meetings
Flexible working	SFM and individual tenants to implement flexible working / work from home policy for staff where practical	Reduction in overall travel demand, particularly during peak hour	<ul style="list-style-type: none"> - Staff feedback 	Ongoing	Tenants	N/A

GTP measure	Description	Outcome	How measure will be monitored	Timing for implementation	Responsibility	Data Collection Frequency (internal process run by SFM)
Events	Participate in events that promote active travel such as National Walk to Work Day and National Cycle to Work Day	Increase in number of staff and visitors using non-car modes of transport	<ul style="list-style-type: none"> - Staff travel survey - Participation in events 	Ongoing	Tenants	Annual – five years post occupancy

5.3 Engagement techniques

Travel Plans are about impacting people’s travel habits and encouraging changes in travel behaviour, so keeping people engaged sits at the heart of developing and implementing a successful Travel Plan. Many techniques are available to engage with employees, visitors and other stakeholders and can involve a range of different levels of participation. These techniques, for further consideration by the Sydney Fish Market and individual tenants, include the following:

Table 3 Engagement techniques

Engagement Type	Examples
Printed materials	<ul style="list-style-type: none"> • Fact sheets • Newsletters • Brochures • Posters • Articles in local papers • Maps • Reports • Guides
Displays	<ul style="list-style-type: none"> • Signage • Banners • Noticeboards
Digital methods	<ul style="list-style-type: none"> • Internal messaging (such as from senior executive) • Website (intranet and/or internet) • e-Newsletters • Online / email discussion group or feedback
Events	<ul style="list-style-type: none"> • Travel clinics • Employee events • Launches • Open days • Field Trips
Meetings / workshops	<ul style="list-style-type: none"> • Executive • Employee • Precinct partners • Other stakeholders

5.4 Monitoring and review

In order for the Travel Plan to be effective it must be monitored on a regular basis (every two years) to ensure that the objectives are being met. The monitoring measures could include:

- Collecting data on employee travel patterns for trips to the site through travel surveys. This will be an internal process run and signed off by the Sydney Fish Market for the purposes of monitoring the success of the travel plan and whether any changes are required. A sample travel survey for staff has been developed and is provided in Appendix B and a visitor survey is provided in Appendix C;
- Utilisation of bicycle parking facilities within the Sydney Fish Market site; and
- General feedback from staff

In order for the Plan to be effective, it will be necessary to investigate feedback from employees to ensure that the Green Travel Plan is achievable. Any changes to mode shifts and staff achievements should be rewarded and recognised company-wide, and communicated with employees on a reoccurring basis, for example at quarterly workplace meetings.

A summary of the regular transport surveys undertaken for visitors and staff can be made available to both TfNSW and City of Sydney Council to monitor the effectiveness of the travel plan. Placemaking NSW as the operator of the Sydney Fish Market will regularly communicate with these agencies to consider any improvements that could be made to travel to and from the site.

Appendix A: Transport Access Guide



NEW SYDNEY FISH MARKET

Transport Access Guide (TAG)

Overview

The new Sydney Fish Market (SFM) is well serviced by Sydney's public transport network and has linkages to high-quality walking and cycling facilities.

This Travel Access Guide outlines the many travel choices available for you to travel to and from the new SFM.

Plan ahead



- Use the Transport Trip Planner to plan your public transport, walking and cycling journey: transportnsw.info



- Planning ahead is key. The Trip Planner on Transport Info and public transport apps such as [Opal Travel](#), [TripView](#) or [Citymapper](#) provide real time service updates, detailed service information, walking and cycling distances and accessibility details.



Prioritise public transport, walking or cycling



- The SFM is well serviced via various forms of public transport including bus, light rail and train. Using public transport can be a comfortable alternative to driving and contributes to your daily physical activity
- Walking or riding your bike as part of your daily commute is a great way to improve and maintain your physical health. Handy information about local bike routes and free resources including cycling maps are available on the [City of Sydney website](#).

TRAVELLING TO THE NEW SYDNEY FISH MARKET

Travelling to the new SFM can be made via a number of forms of sustainable transport. Active transport such as walking and cycling are healthy and environmentally conscious alternatives. However, if the distance of travel is an issue, consider using public transport in tandem with active transport.

WALKING



Walking is a great way to get moving travel to the SFM if feasible. Well established footpaths are provided on all key approach routes to the site including on both sides of Bridge Road. Safe pedestrian crossing points are provided across Bridge Road at the main entrance points. Fully accessible paths and vertical transport is available within the SFM.

CAR POOLING



Car pooling is a great way to reduce traffic congestion. Please consider your friends when travelling to and from work to arrange your schedules.

CYCLING



The site is connected to the broader regional cycling network, with the nearest cycle route in vicinity of the site runs along the Bridge Road. Numerous bicycle parking spaces are available for visitors within the site for use free of charge throughout the day. Building staff have access to secure bicycle parking and end of trip facilities within the site.

BUS



The site is within close walking distance of several bus stops along Harris and Miller streets. Bus route 389 & 501 stops along Harris Street, both within walking distance of the site. Other bus routes nearby the site include the 370, 431 and 433 which are 750m away from the site on Glebe Point Road that go to Martin Place, Central Pitt Street, Coogee, Leichhardt and Balmain.

FERRY



Pyrmont Bay Ferry Wharf is located approximately a 15-minute walk away from the Fish Market and provides access for some patrons arriving from North Sydney or Circular Quay.

METRO



Gadigal metro station is approximately 25 minutes away from the Sydney Fish Market, with metro services providing connectivity to key centres such as North Sydney, Chatswood and Macquarie Park

LIGHT RAIL



The most accessible public transport mode to the new Sydney Fish Market site is the light rail. The inner west light rail line has three stops within easy walking distance to the new Sydney Fish Market site, with the closest being the Wentworth Park stop which is only 300m walk away.

TRAIN



Town Hall and Wynyard stations are the closest rail stations to the new SFM which are both just under a 25-minute walk

DROP OFF



Dedicated drop off and pick up areas, including for taxis, are available outside of the main entry point on Bridge Road.



76 visitor bicycle parking spaces available within the site. Secure staff bicycle parking available within the site

443

389
501

389
501

389
501

389
501

389
501

TRANSPORT ACCESS GUIDE

New Sydney Fish Market



Bus stop within 800m of site



Bus services



Light stop



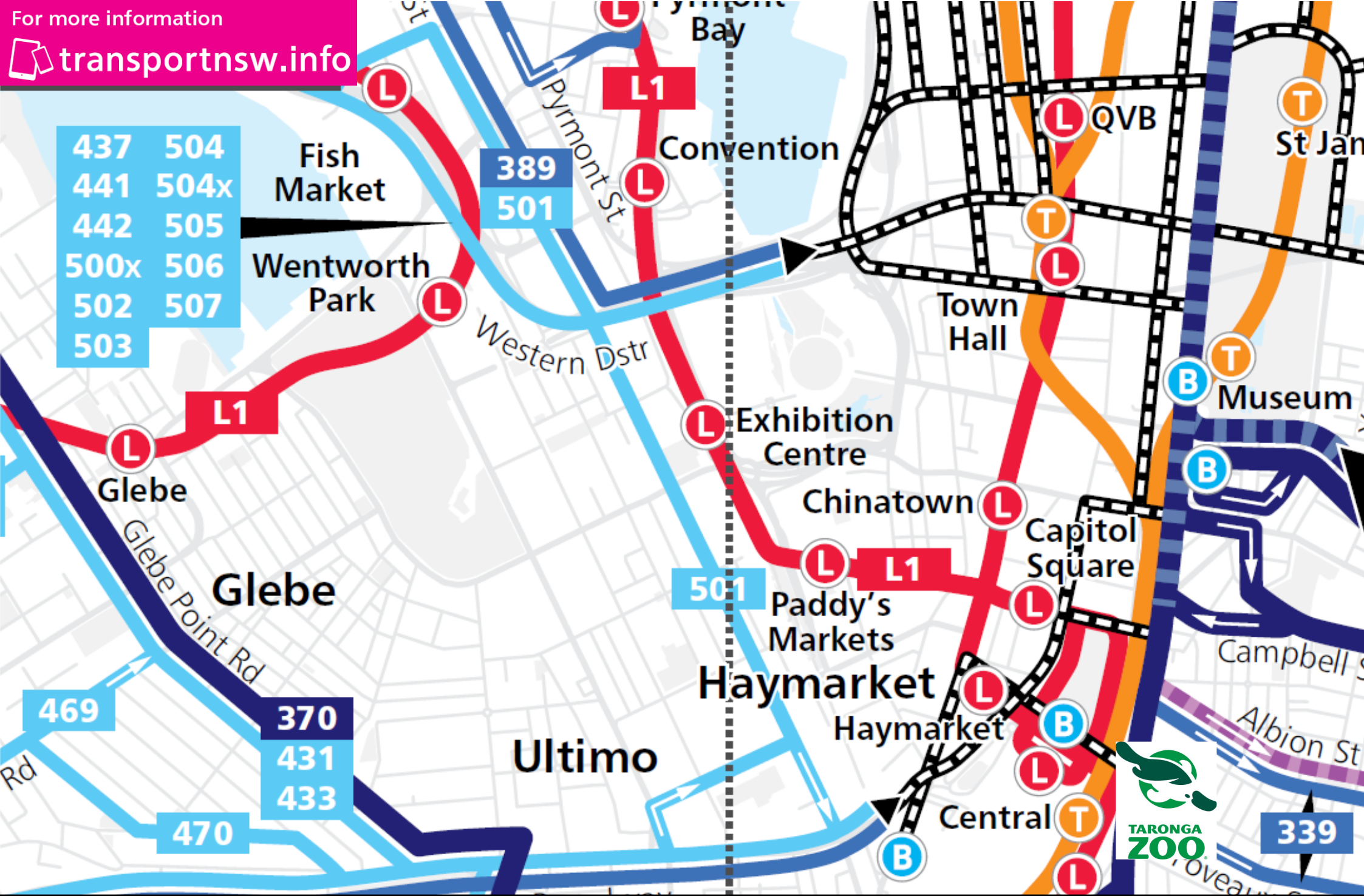
Future metro station



Key bicycle route

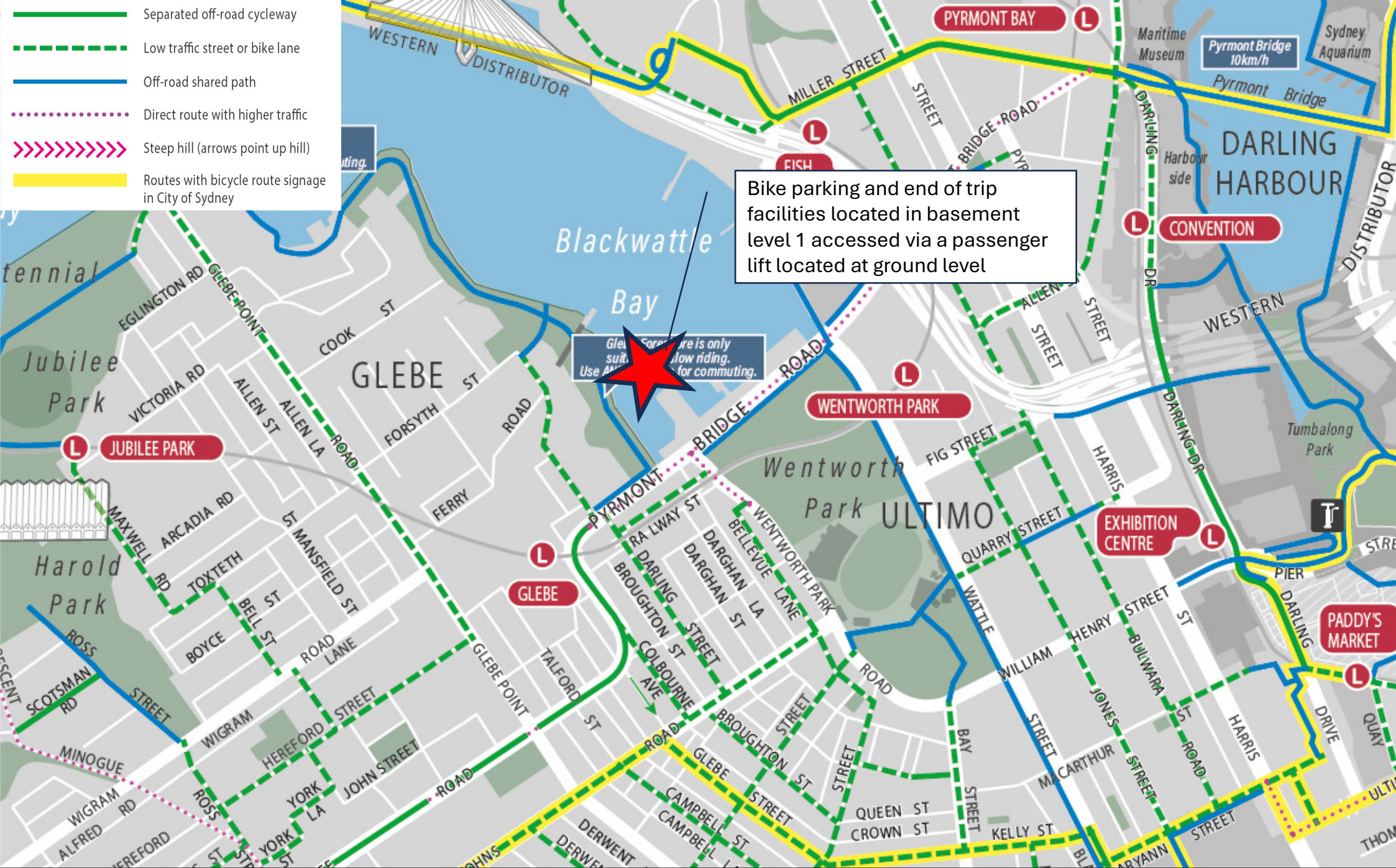


Site location



ACCESS VIA PUBLIC TRANSPORT

For up to date public transport timetables please visit transportnsw.info



CYCLING TO THE NEW SYDNEY FISH MARKET

76 bicycle parking spaces are available for visitors within the site, with bicycle parking located within the public domain

Showers, lockers and change areas are provided on-site for building staff, along with 60 secure bike parking spaces

New Sydney Fish Market 



DROP OFF & PICK UP OPPORTUNITIES

New Sydney Fish Market

Drop off and pick up opportunities are available all day along Bridge Road through the following zones

 General drop off / pick up

 Buses / Coaches

Appendix B: Sample Staff Travel Survey

Hello and welcome to the travel survey for the Sydney Fish Market! No matter whether you walk, cycle, drive or catch the bus to work – and even if you didn't come to work today – we need you to complete this!

It won't take more than 5 minutes, promise. We'll send through the results soon.

This survey will be updated regularly (or when future upgrades to the transport network come online) and forms part of our wider suite of Green Travel Plan initiatives including on-site bicycle parking, flexible working arrangements and improved wayfinding. Please talk to a representative from Human Resources for further information.

1. *What is your age in years?*

- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- Over 65

2. *In a typical week how many times do you travel to work to at the Fish Market?*

- Every day
- 4 days per week
- 3 days per week
- 2 days per week
- 1 day per week
- Less than 1 day per week

3. *What postcode do you typically commute to work from?*

4. *What is your normal shift time?*

- 7am to 3pm
- 9am to 5pm
- 3pm to 11pm
- Other

5. *What is your main mode of transport when travelling to and from the Sydney Fish Market?*

- Walk or run
- Bicycle
- Bus
- Metro
- Train & Ferry
- Train & Bus
- Taxi or Rideshare (e.g. Uber)
- Ferry
- Car (as driver/sole occupancy)
- Car (as driver with passengers)
- Car (as passenger)
- Motorbike or Moped

6. *Where do you park your car [if driver selected as mode of transport]?*

- In the on-site car parking area
- On surrounding streets

7. *Significant improvements are being made across the transport network in Sydney. These changes may have an impact on your journey to work. To improve your journey, how likely is it that you will choose another mode to travel to work, e.g. switching from driving to public transport or from public transport to walking or cycling?*

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely
- Not possible

8. *Please enter your postcode so we can better understand travel origin and destination patterns to inform future updates of the Green Travel Plan*

Appendix C: Sample Visitor Travel Survey

1. What is your age in years?

- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- Over 65

2. How did you arrive to the Sydney Fish Market today?

- Walk or run
- Bicycle
- Bus
- Metro
- Train & Ferry
- Train & Bus
- Taxi or Rideshare (e.g. Uber)
- Ferry
- Car (as driver/sole occupancy)
- Car (as driver with passengers)
- Car (as passenger)
- Motorbike or Moped

3. How did you leave the Sydney Fish Market today?

- Walk or run
- Bicycle
- Bus
- Train & Ferry
- Train & Bus
- Taxi or Rideshare (e.g. Uber)
- Ferry
- Car (as driver/sole occupancy)
- Car (as driver with passengers)
- Car (as passenger)
- Motorbike or Moped

4. How many people were in your travelling group?

- 1
- 2
- 3
- 4
- 5 or more

5. Where do you park your car [if driver selected as mode of transport]?

- In the on-site car parking area
- On surrounding streets

6. What is your home postcode?