



13 November 2019

**To Whom it may concern**

Infrastructure NSW and  
NSW Planning

**Re: Submission to INSW and Planning NSW on the newly Proposed Sydney Fish Market:**

Following is a brief critique of the proposed Sydney Fish Market (SFM) development to be considered in conjunction with the document [Linked Here](#) created originally for review by the Greater Sydney Commission.

The link documents provided an example of various Alternative Redevelopment Solution which I and some of Australia's best-known architects proved that a significantly better outcome for the community, taxpayers and Government, is still available.

These Alternative Redevelopment Solutions have previously gained the support of all Land Stakeholders including the SFM Shareholders and Community until Urban Growth took over the project. In Urban Growth's eagerness, without the benefit of our tested revisions over the previous 10 years, they locked in a piecemeal development strategy by placing the SFM at the Head of Blackwattle Bay. In turn this blocked the opportunity to explore how other creative, Alternative Redevelopment Solutions could be considered if they had the benefit of utilizing all the Government controlled land in Blackwattle Bay.

While locking in the SFM development at the Head of Blackwattle Bay, along Bridge Road, it may have provided one possible redevelopment solution for SFM, but it didn't consider how this decision would impact how the rest of Blackwattle Bay and Wentworth Park would then connect into the surrounding areas.

Particularly because of the Premier's instruction to have Lucy Turnbull's Greater Sydney Commission (GSC) review Pyrmont and this specific area, and the GSC's subsequent advice to consider "Place Based" redevelopments as opposed to "Project Based" solutions, it means Infrastructure NSW can now reassess this precinct and consider Alternative Redevelopment Solutions that enable more creative solutions to evolve.

We believe, the Government should now review how all the Bridge Road land AND the existing SFM Land could be developed in one line, not as two separate projects.

Furthermore, as the Government has also agreed to relocate Hanson's Batching Plants and with Government Land running through the middle of the Hymix Land (also Hanson owned), it makes sense to relocate and include all this land in an overall integrated development strategy.

Utilising All the Bridge Road land, the existing SFM Land AND, the Hymix and RMS Land would make available approximately 70,000sqm metres to be tendered so "Alternative Redevelopment Solutions" could be explored.

Instead of having a "design competition" for a new SFM building to be designed at the Head of Blackwattle Bay, we can now have a "design competition" for all of Blackwattle Bay, how it is best integrated with Wentworth Park, the Rail and Road networks, and the local community. Best of all we demonstrated how, by relocating Bridge Road we can make Wentworth Park a new absolute waterfront park for Sydney. Wentworth Park with its view of the Anzac Bridge would bookend the new Pyrmont City West peninsular, just as how the Botanical Gardens with the Harbour Bridge bookends the Eastern flank of the City.

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Apart from the aesthetic appeal, the proposed SFM location locks in a development cashflow staging process that has caused the NSW Government to triple its financial commitment to \$750 million. To the contrary if our staged development cashflow strategy is adopted simple mathematics demonstrates that the entire development, a new Sydney Fish Market, more community initiatives such as an Indigenous Cultural Centre and an Aquaponic Centre of sustainable food production can all be achieved at No Cost to Government.

Under this model the Sydney Fish Market could own its facility as opposed to being a Leaseholder. This would unlock long term financial benefits that would help sustain and improve the Fishing Industry.

By having a whole of Bay Masterplan Strategy, the SFM, Indigenous Cultural Centre, Aquaponics Centre, the waterfront park and better transport and traffic solution all contribute to a new Tourist Destination that could tip Sydney from a 2-day Tourist Economy to a 3-day Economy.

### **Brief Comparison Summary**

#### **1. AGAINST - The proposed SFM Solution is a tragic lost opportunity for Sydney because:**

- a. Extending out over the harbour waters, the equivalent of 6 football field into Blackwattle Bay is not necessary;
- b. Building in front of the park, loses the view and accessibility;
- c. The 24.5-metre-high building is the equivalent of 8 Stories in front of the park
- d. Loading more traffic onto a 5 Lane Clearway in front of the park makes Pedestrian and Vehicle movement worse;
- e. It moves the SFM further away from Pyrmont - isolated;
- f. It moves SFM further away from the Light Rail stops;
- g. It means less Parking and with more housing density and tourism interest with less Transport accessibility means more cars
- h. It requires at least \$750 million to create an inferior outcome to what is possible
- i. It goes against the Blackwattle Coves Coalition's (BCC) advice, that promoted the "Integrated Development" of Blackwattle Bay NOT "Piecemeal Developments". This is comparative to GSC's advice for "Place Based" developments rather than "Project Based" developments (N.B. BCC is Community Group that collectively represented a number of Pyrmont, Ultimo and Glebe Community Groups)



## 2. Destination Blackwattle Bay example Integrated solutions we proposed:

- a. Were designed after many years of working with all stakeholders, including Local Community Groups, Government, Landowners, Leaseholders, Sydney Fish Market and some of the best Architects and consultants in Australia;
- b. Amongst other solutions, our preferred design places the SFM at the end of Miller St on a classic Sydney Pier, looking back east towards Wentworth Park and west towards the Anzac Bridge.
- c. It would be the shortest pedestrian route to the SFM from the CBD, the 501 Bus route and potentially re-joins a former tunnel under Bank Street directly linking the Light Rail into the proposed SFM location via a level and convenient pedestrian thoroughfare;
- d. A traffic solution by diverting the road under Wentworth Park adjacent the Light rail and diverting two ways, or potentially up onto an existing Anzac Bridge infrastructure nib;
- e. Transforms Wentworth Park into a new waterfront park making it accessible to the community, and with the Anzac Bridge, matches the Sydney Harbour Bridge and the Botanical Gardens to the east;
- f. The Iconic waterfront towers on B3 Bridge Rd would bookend this Western CBD precinct. A first for Sydney to possibly have a 6 Star hotel with beach front, and Sydney Harbour access leaving uninterrupted park views of the Anzac Bridge;
- g. Can be achieved at no cost outlay to Government but rather yielding circa \$2 billion surplus for taxpayers, should this development and cashflow strategy, be adopted;
- h. Finally, our solution became far more than simply a “project based” SFM solution. It evolved into an integrated “place based” solution for the whole of Blackwattle Bay. It acknowledges our indigenous heritage and community with a National Indigenous Cultural Centre which through the guidance of Destination NSW, we considered a priority for the location. In addition, a Community Watersports facility, a Heritage Fleet Museum and an Aquaponic Centre researching sustainable food production, with the intention of creating an awareness of the effects of climate change. All this results in a full day destination and importantly, a 3rd Day stay in Sydney for tourists yielding significant economic benefits for our Community, City, State and Country

Please see the [Dropbox Link here for further images, video's and explanations](#) from a body of work that spanned 10 years. It demonstrated a bankable and viable alternative that should be considered.

From my recent discussions with Directors at INSW I have come to learn that our Alternative Redevelopment Solutions have not been considered before now by INSW nor Urban Growth. To start over sounds onerous but to divert course with the combined effort and knowledge we have attempted to impart could ensure this important once-in-a-lifetime opportunity progressing to what is the optimum outcome for Sydney. We welcome the opportunity to discuss this further.

Regards

Robert Deans  
Chief Executive Officer

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