



13 November 2019

Att: Director – Key Sites Assessment
Department of Planning, Industry and Environment
GPO Box 39, SYDNEY, NSW 2001

Reference: SSD-8924

Dear Sir/Madam,

SUBMISSION ON SYDNEY FISH MARKET- STATE SIGNIFICANT DEVELOPMENT APPLICATION- CONCEPT AND
STAGE 1 (SSD-8924) 1A, 1B and 1C BRIDGE ROAD GLEBE (BLACKWATTLE BAY)

I write to you in my capacity as Chief Executive Officer of Sydney Fish Market Pty Ltd. This letter is in response to the exhibited material in the State Significant Development Application for both the Concept and Stage 1 works for the renewal of the Sydney Fish Market and its relocation to new premises at Blackwattle Bay (SSD-8924). As you may be aware, Sydney Fish Market is the largest market of its kind in the Southern Hemisphere and with 500 seafood species sold, the third largest in terms of variety in the world. I believe that the proposed development exemplifies both excellence in design and functionality.

The new Sydney Fish Market will exhibit excellence in all its forms. It will undoubtedly improve the visitor experience; embody architectural excellence; and introduce a new level of sustainability not yet seen in Australia. It will create real connectivity with the Bays Precinct and surrounds; new public domain; and a better connection between Wentworth Park and the Harbour. The \$750 million investment into the NSW economy will create 240 new jobs annually.

The following represents a summary, from our perspective, of the main benefits of this truly iconic project.



SYDNEY FISH MARKET PTY LTD
ABN 24 064 254 306
BANK STREET, PYRMONT NSW 2009
LOCKED BAG 247, PYRMONT NSW 2009
TEL: +61 2 9004 1100
FAX: +61 2 9004 1177
WWW.SYDNEYFISHMARKET.COM.AU



1.0 - Rejuvenation Plan for Blackwattle Bay

The new site was selected by NSW Urban Growth following a detailed study of the Bays Precinct and the formulation and release by the NSW Government of the Bays Transformation Plan in 2015. The location of the new Sydney Fish Market maintains its historic connection to Blackwattle Bay and Sydney Harbour more broadly.

Converted to its current usage in 1969, the existing Fish Market is an old, ailing facility that has reached the end of its economic life. The new Sydney Fish Market will be purpose-built and is expected to have a final Capital Investment Value in the order of \$750 million.

The relocation of Sydney Fish Market to the adjacent location proposed, has a significant advantage in allowing the current operation to trade uninterrupted as a crucial outlet for the NSW fishing industry, and to supply the millions of consumers and visitors who frequent the Market annually.

2.0 - Enhancing the Bays Precinct

The new Site will open up the Blackwattle Bay waterfront along Bridge Road to public use, with the creation of an additional 12,000 sqm of new community open space along the Harbour, including a new foreshore promenade; Bridge Road promenade; and two new open spaces on either side of the new Sydney Fish Market. There will be an Urban Park to the east and a Local Plaza to the west.

The new Sydney Fish Market will be the landmark feature of the emerging Bays Precinct, and will not only serve as a world-class destination, but also as a landmark community hub, which will evoke a sense of pride for local residents, market professionals, customers and visitors. Importantly, the new building will ensure that a unique aspect of Sydney's 'Working Harbour' is maintained for future generations.

3.0 - Connection to Wentworth Park and the Harbour

Being located at the head of Blackwattle Bay, the public open space offers the opportunity to create distinctive spaces and experiences at the water's edge. The Design Excellence embodied in the new Sydney Fish Market's architecture, will create a visual connection to Blackwattle Bay from either side of Wentworth Park. This will improve on the previously obstructed, but indelible connection of Wentworth Park to Blackwattle Bay.

The new waterfront promenade and footpath along Bridge Road, will also be substantially widened to 11.5 metres. This will include a bus-waiting zone, as well as urban, green design elements.

4.0 - Architectural Excellence in Design and Sustainability

The development of the new Fish Market will create, in our view, an unrivalled new facility at the water's edge at Blackwattle Bay. The development, designed by world-class architects 3XN of Denmark, together with Sydney firms BVN and Aspect Studios, was the result of a Design Excellence process, achieved through a formal, international design competition. The built-form of the new Sydney Fish Market, is designed to recreate the spirit of the Harbour; evoking in its waved shape and form, the ebb and flow of the sea. The beauty of the design will allow this new structure to become an iconic landmark along Sydney Harbour. The building will also target a Green Building Council of Australia 6-Star Green-Star rating.

The building will consist of three levels and one basement level for car parking, with a development footprint of some 30,000 sqm. The new facility will provide industry-leading auction and wholesale facilities; office and commercial space; retail premises; new food and drink premises; back-of-house facilities; car and delivery vehicle spaces; and expanded facilities for culinary education. The new Sydney Fish Market will be purpose-built and will be supported by state-of-the-art back-of-house recycling and water management facilities, all under the one roof.

The building incorporates a range of design elements, including mezzanine floors, balconies, glass facades and amphitheatre-style stairs. The roof's triangular openings and the open and transparent design, aims to provide abundant natural light, to create a beautiful natural environment, which could become a milestone in built-form sustainability. The roof's outstanding design intends to utilise its geometry to accommodate photovoltaic cells, for the generation of solar energy, as well as rainwater collection and recycling of all non-drinkable water. Operational energy overheads will be reduced by the adoption of excess heat recovery and intelligent energy management systems.

The Design Excellence process has produced in its form, a new building that greatly contributes to its context as well as its function. As a result of the proposed eastern and western plazas, as well as the northern facade of the market, currently inaccessible areas will, in the new design, provide first-time opportunities for enhanced connection between the foreshore and Blackwattle Bay.

The Masterplanning of the site has also taken into account the significant Moreton Bay Fig Trees, planted along Wentworth Park by Charles Moore. To that end, the design specifically subverts the building height, to be below the tree line, thereby creating a sympathetic transition between the building and the Park.

5.0 - Improvements to the Visitor Experience

Sydney Fish Market is the largest of its kind in the Southern Hemisphere and is amongst the three largest seafood markets, in terms of variety, in the world. Sydney Fish Market sources products both nationally and internationally and trades approximately 13,000 tonnes of seafood annually through its auction, with up to one hundred sustainable seafood species traded every day and around 500 species traded annually.

The layout and design will physically separate the retail and operational functions of the Market but will increase visibility of each functional aspect. Visitors will be offered a unique and intimate first-hand experience of the seafood industry. As visitors ascend the escalator from the carpark or stroll Bridge Road they will witness the bustling wholesale floor, as they shop on the retail level they will be able to watch the dynamic early morning auctions and as they dine they will overlook boats unloading at the fishing wharves.

The existing retail floorspace will be increased by 93 % in the new layout, allowing for a greater variety of new culinary options, providing a vibrant new day and evening hub for locals and visitors alike.

The projected increases in international visitor numbers, will also serve to heighten awareness and raise the profile of Australian seafood on a global scale. The new Sydney Fish Market will be an international showcase for the entire Australian Seafood industry, similar to the Sydney Royal Easter Show's role as a showcase for Australian agriculture and produce.

Education will also be enhanced at the new Sydney Fish Market. In addition to expanded facilities for the Sydney Seafood School, expanded interactive educational initiatives at the new Sydney Fish Market, will encourage increased public interest and raise the profile of local product. Through the building's unique amphitheatre steps and surrounding areas, will also come opportunity for hosting events and exhibitions, such as Vivid, live music and performances, and static art displays. These can soon be staged at the water's edge.

6.0 - Economic Benefits

The new Sydney Fish Market is forecast to generate an additional 1.9 million visits within the first year of operation, raising total visitation to 6 million 5 years after opening. Some 1.46 million of these visitors, will be international tourists visiting Sydney.

In addition to increased visitation, the average spend per person, per visit on retail and food, is also forecast to increase by up to 35%. With the Fish Market's redevelopment forecast to generate

an additional \$179 million in retail spend in its first year of operation, the economic flow-on effects for the precinct and the NSW economy, will be substantial. According to Deloitte Access Economics, NSW's Gross State Product (GSP) is forecast to increase by an average of \$61 million per year relative to the present Gross State Product (GSP) due to the trading operations of the new Sydney Fish Market. This represents an average additional 242 full-time equivalent jobs created per year, for every year of operation.

The new building is expected to provide a substantial boost to the NSW fishing industry, benefitting communities along the entire NSW Coastline.

7.0 - Operational Benefits

Current Market operations will proceed uninterrupted at the existing facilities, until the completion of the new Sydney Fish Market. This was one significant advantage in selecting a site adjacent to the current site at Blackwattle Bay.

As a place that fosters innovation, the new Sydney Fish Market, will incorporate technological advances to the auction process, thereby increasing capacity for off-site bidding and more efficient temperature and atmospheric control at both the auction floor and storage facilities. These new technological features will ensure that product is better cared for than ever before in order to maximise quality. The improved dispatch areas and new storage and handling systems will increase the Market's operational efficiency and safety through improved design layouts and utilisation of infrastructure, thereby reducing transport costs and efficiency gains through systems optimisation.

There will also be purpose-built storage for wharf operations, improved amenities for local and visiting commercial fishers, and improved ice-production facilities, which will serve to better accommodate Sydney Fish Market's operations, as well as fishers' and tenants' needs. The visibility of the functioning wharves to the public will serve as an additional attraction for visitors and locals, providing an opportunity to observe those key functional aspects of the operation and industry firsthand.

The increased wharf capacity, proximity of wharf to operations and purpose-built wharf layout, are all designed to maximise efficiency in the unloading and transportation of stock between vessels and the Market. The Fixed Loading and Unloading Wharf at the western end of the new Sydney Fish Market will now be able to comfortably accommodate fishing vessels of 15m (Trap & Line) and up to 25m (Trawl, Tuna & other vessels) lengths. The vessels are proposed to be berthed within a number of pens, oriented perpendicular to the promenade. Adequate waterway area is available in the new design for all vessels to perform turning manoeuvres safely.

8.0 - Site Functionality and Equity of Access

The functionality of the Market as a workplace will also be vastly improved with increased separation of the Market's functional and retail spaces. This separation of visitors and workers will improve safety onsite whilst an increased visibility of operations will increase interest and awareness in the industry.

The existing premises has been poorly designed in terms of both permeability and accessibility. Its layout also does not afford the less-mobile and disabled visitors appropriate and safe access to the various offerings at the Fish Market. The new premises will transform the old and difficult-to-access facilities into a new design layout which not only fully caters for the young, the old, and the disabled, but also in its design and siting, creates a new space that improves access and egress as well as car parking efficiency on site. The new design will also, for the first time, provide significant separation between car and truck movements. This will serve to prioritise visitors and minimise the current conflict between vehicular and pedestrian movements.

More specifically, in terms of access, the embodiment of Universal Design Principles will allow the design to promote increased equity and diversity thereby allowing for greater social inclusion. The new Sydney Fish Market will, by intention and design, cater for the needs of a broad range of users including the young and old, people with children or using prams, visitors in transit and people who are less abled or mobility impaired. It will deliver equitable and respectful access to all.

Loading dock functionality will also optimise operational efficiency with the introduction of mechanised materials-handling systems for receiving product. Also, during unpacking and sorting, allowing for more efficient access and egress for trucks, vans and delivery vehicles. Visitor parking and operational loading areas will be clearly separated to minimise the possibility of accidents involving visitors on foot.

Vehicular access to the site will be improved through traffic signal upgrades at the intersections of Wentworth Park and Bridge Roads, as well as at Wattle Street and Bridge Road. These will also provide safe pedestrian crossings. The design ensures zero net increase in parking and provides improved car parking facilities.

The site currently enjoys excellent and direct access to the Sydney Light Rail network. The new site will further benefit from the light rail network with three stops located within 400m of the new site ('Fish Market', 'Wentworth Park' & 'Glebe'). Notwithstanding, Transport NSW has released plans for an additional Bays Precinct Metro West Station as well as a possible stop in Pymont. There will also be magnificent new ferry-terminal facilities allowing additional site access by sea for visitors. These new and planned infrastructure upgrades will create multiple new public

transport conduits to access the new Fish Market and will greatly enhance the public transport experience to and from the site.

9.0 - Sydney Fish Market – A World Brand

The Sydney Fish Market brand remains a credible and reliable source of unique and high-quality seafood. It is estimated by Deloitte Access Economics, that the Sydney Fish Market brand and reputational goodwill alone contribute to an estimated 16% of the Market's total retail revenue.

The NSW Government has recognised the importance of the NSW seafood industry, through its significant investment in planning and designing the new Sydney Fish Market. As the foremost public showcase for the NSW seafood industry, the new Sydney Fish Market, will provide greatly improved visibility of the industry to the broader community. The expanded facilities of the new Sydney Fish Market will undoubtedly serve as the focal point for the NSW seafood industry.

10.0 - Conclusion

In summary, the Sydney Fish Market development proposal will, in our view, be a project of massive benefit to both the seafood industry as a whole, and to the State of NSW. This State Significant Development demonstrates high-quality outcomes that will deliver a new iconic project in the public interest. The architectural design itself will set a new standard in sustainability and product handling. It will also allow for much-needed rejuvenation of the Sydney Fish Market at Blackwattle Bay. The Proposal, through its design and siting, will combine international design excellence with functionality and sound economics to create a highly functional wholesale and retail environment. The proposed development will both physically and visually enhance the connection of Wentworth Park to Blackwattle Bay, paying significant respect to the Moreton Bay Fig Trees at Wentworth Park, and will create new views of Blackwattle Bay for residents and visitors.

Visitor parking and traffic safety onsite will be vastly improved by the separation of working and visitor areas thereby creating increased safety and ease of access for all workers and visitors. Circulation in the new building has been designed to maximise pedestrian access, give full and equitable disabled access, and produce a building with a reduced carbon footprint.

The Proposal contributes significantly to the NSW economy, boosting Gross State Product by a forecasted average of \$61 million per year and creating on-average a forecasted 242 additional full-time jobs per year. This new world-class facility will have an investment value of over \$750 million, and will undoubtedly produce an iconic Sydney landmark that will become a must-visit for both tourists and Sydneysiders alike.

The view of Sydney Fish Market Pty Ltd is that the Proposal is highly meritorious and should be supported.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'Greg Dyer', with a stylized flourish extending to the right.

Greg Dyer
Chief Executive Officer
Sydney Fish Market Pty Ltd