

Submission to the Department of Planning, Industry and Environment

Regarding the draft Pyrmont Peninsula
Place and Economic Development Strategy

Project Leader
Pymont Peninsula Place Strategy
Department of Planning, Industry and Environment
Locked Bag 5022, Parramatta NSW 2124
Submitted online

Dear Project Leader,

Thank you for the opportunity to provide input to the Pymont Peninsula Place and Economic Development Strategy (the Strategy).

Create NSW and the Powerhouse Museum (Powerhouse) support the draft Strategy, and as part of the NSW Government are committed to working with the Department of Planning, Industry and Environment to embed the Ultimo Creative Industries Precinct within the Pymont Peninsula as a key cultural anchor.

About the Ultimo Creative Industries Precinct

A Final Business Case (FBC) is being prepared to consider options for the Ultimo Creative Industries Precinct – a renewal of the Powerhouse site at Ultimo. Development of the FBC is guided by the NSW Government's commitment to a world class museum anchoring the precinct, and direction to test options for a new 1,500 seat lyric theatre and creative industries spaces. Create NSW is leading the development of the FBC in partnership with the Powerhouse. It is expected to be completed by the end of 2020.

A precinct masterplan is being prepared as part of the FBC, responding to the site's strategic location at the junction of Darling Harbour and the Goods Line, and as an entry to Pymont from Ultimo. The masterplan also establishes principles for leveraging the heritage value of the site, managing its topography, and improving wayfinding and permeability. Improving public domain outcomes and pedestrian access across the site is a key focus to ensure the Ultimo Creative Industries Precinct is embedded within its surrounds and connects the eastern edges of Sydney's suburban fringe to the Central Business District. The unique fabric of the Power House and Post Office buildings and history of the site will be revealed and showcased.

The Ultimo Creative Industries Precinct will see the Powerhouse Museum in Ultimo as the anchor, ensuring a vibrant 24-hour precinct that integrates cultural, creative and commercial uses. It will be a place that provides rich cultural experiences, facilitates collaboration and partnership with industry and supports Sydney's diverse creative industries community.

Powerhouse Museum Ultimo

Powerhouse Ultimo is Australia's leading museum of science, design and innovation. Its home in the Ultimo Power Station will provide the context to tell the stories of the age of industrialisation and its ongoing impacts which continue to shape our world through its vast collection. The iconic Powerhouse Collection objects - the Boulton and Watt Engine, Locomotive No.1 and the Catalina Flying Boat - and the ideas they represent, frame periods of extraordinary innovation and creativity that influenced design, architecture, fashion and visual communication.

The Powerhouse Museum holds the stories of our great designers. From Florence Broadhurst whose work has influenced Akira Isogawa and Catherine Martin; to Jorn Utzon's original architectural models that inspire today's architects and designers; to Marc Newson's Lockheed lounge which has become an international design icon. The Powerhouse design archives provide extraordinary insight into the processes and thinking that connects creativity with industry.

The renewal of Powerhouse Ultimo will reflect the changing needs of the city and the communities that it serves. While carrying forward its legacy, Powerhouse Ultimo will continue to grow its collection while supporting new generations of designers and creative thinkers and continuing to connect audiences with Australian and international design innovation.

Response to the draft Pyrmont Peninsula Place Strategy outcomes

The Strategy recognises the importance of the existing creative industries community within the Pyrmont Peninsula, and the critical role they will have in making the Pyrmont Peninsula an innovative, creative and cultural precinct. Powerhouse Ultimo has developed a range of strategic partnerships with organisations such as UTS and will continue to act as a connection point between innovation, science and creative industries. The Ultimo Creative Industries Precinct is well placed to contribute to the sustainable growth of creative jobs and the creative industries economy in the Pyrmont Peninsula, through the provision of critical affordable workspaces.

Ultimo was identified within the Strategy as a key enabler of cultural and tourism activities within the Pyrmont Peninsula, as well as a strategic driver of innovation. The vision for the Ultimo Creative Industries Precinct supports the precinct becoming an anchor point that will connect the Pyrmont Peninsula with the Innovation Corridor. The Ultimo Creative Industries Precinct is strategically situated to become the key connector to the Tech Central Precinct, creating a gateway between the broader Pyrmont Peninsula and the Innovation Corridor, via the Goods Line and rejuvenated Harris Street.

Connecting the Ultimo Creative Industries Precinct and the Tech Central Precinct will support the clustering of creative and tech businesses in the Pyrmont Peninsula, maximising collaboration, innovation and knowledge and skills spill over across industries. The Ultimo Creative Industries Precinct will create jobs and stimulate cultural vibrancy, creating a density of creative and commercial use that provides a critical mass for a successful, active precinct.

The structure of the Powerhouse site, including original buildings and more modern additions, responds to a context that no longer exists. Darling Harbour Live, a wholistic redevelopment of the Darling Harbour Precinct, has introduced significant new public spaces and placed emphasis on different connection points. The removal of the monorail and conversion of the line into light rail now adjoining the site, and the associated removal of the 1988 pedestrian walkway which directly connected to the Harris Street forecourt, are examples of how the factors influencing the original design of the site have changed over the last 30 years. The Powerhouse site now has the opportunity to better connect pedestrians from the Ian Thorpe Aquatic Centre to the major pedestrian spaces along the Goods Line, neither of which existed in the 1980's. These opportunities will significantly change the way the community approaches and engages with the Powerhouse site. As in 1988, a wholistic approach to renewal is required to make sense of the site in its current context.

The Darling Harbour revitalization, including the new Darling Harbour Square and library, and the Goods Line pedestrian link have brought thousands of visitors through the area. The Powerhouse will integrate with Darling Harbour through a new entrance onto the Goods Line. The renewed

precinct will provide a significant strategic opportunity to delivery new economic, cultural, tourism and educational opportunities in line with the Peninsula's transformation.

Key comments

In review of the draft strategy, Create and Powerhouse have noted:

- Ultimo Creative Industries Precinct is identified as part of a catalyst site, which is supported by Create NSW and the Powerhouse, recognising the important role the site plays as a cultural hub and its strategic location connecting Darling Harbour, Pyrmont and Ultimo.
- The Pyrmont Peninsula Place Strategy Strategic Framework highlights local open spaces and potential connections. These spaces and connections should be clearly articulated in the strategy as indicative, with precinct and site masterplans resolving how these objectives would be best achieved in practice. The objective to continue the Goods Line through the site as a strategic active transport route (Direction 7) and identification of a local open space over the part of the Powerhouse site where the Switch House is located (Direction 5) are examples of where site-specific consideration will complement the strategy. The underpass at William Henry Drive could provide an opportunity to improve access to and from the light rail through coordination of Government agencies.
- Create NSW and the Powerhouse support Direction 6 of the structure plan, celebrating the creative, cultural and historical character of place. The Harwood building, identified in the strategy as education uses (figure 2.6.1), is part of the Ultimo Creative Industries Precinct and is owned and managed by the Powerhouse with future use to be resolved in the FBC.
- Expanding late night trading to include cultural and creative institutions is an important part of diversifying the offer of our city into the evening and achieving a strong 24-hour economy. A core element of the vision for the renewed Powerhouse Ultimo is bringing the precinct to life through the evening.
- The creation of theatre, performance, production and rehearsal space aligns with the strategic need for increased theatre space in Sydney in order to attract first run shows. Compared to other major cities, Sydney is underserved for theatre venues, particularly those with larger capacities.

Create NSW and the Powerhouse look forward to working across Government to ensure the continued growth and success of the Pyrmont Peninsula.

Yours Sincerely



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Museum of Applied Arts and Sciences



Annette Pitman
Head of Create Infrastructure
Create NSW