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Sydney Business Chamber

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Sydney Fish Market, Stage 1 SSD8924 and Stage 2 SSD8925

This submission has been prepared in support of the Development Applications currently on exhibit for the new Sydney Fish Market, Stage 1 SSD8924 and Stage 2 SSD8925 and addresses the relative merits of each. It is noted that the proposals are classified as State Significant Development, with the NSW Government committing \$750 million in funding for:

- 1) Demolition of the existing site and repairs to the sea wall
- 2) Construction and operation of a new fish market including land and water-based structures for the use of the site for the fish market including waterfront commercial and tourist facilities along with a functional wholesale fish market

This submission recognises that the vacation and potential opportunities of the existing site in not in scope here.

The Development Applications provide the opportunity to create an efficient, well-designed, purpose built and appropriately funded facility that is well integrated into the surrounding context of Blackwattle Bay and the future vision of the Western Harbour precinct. The proposed facility will provide an attractive and bespoke fish market and public space with transport connectivity to meet ongoing operational requirements and add value and amenity to the community.

The Sydney Business Chamber considers a new Sydney Fish Market to be a long overdue and vital addition to the Bays Precinct, the City of Sydney, and the whole of NSW due to the economic uplift and additional tourism that it will support. The existing fish market site is highly constrained and over time has become less and less fit for purpose. For many decades the existing structure has been in need of replacement with a more suitable, modern, connected and customer-focussed structure that meets the needs and wider aspirations of a global, growing city.

While the current fish market is a popular tourist destination and much loved location for Sydneysiders as somewhere to buy fresh seafood and enjoy casual weekend dining, the potential to capitalise increased local and tourism visitation through a fit-for-purpose fish market with greatly expanded public offer of leisure, retail, informal and formal dining and cultural experiences on the city's western harbour foreshore is significant. For instance, modelling shows a doubling of visitor numbers and create 242 jobs at the markets and lead to hundreds more in supply chains up and down the NSW coast. It's estimated the new market will benefit the NSW economy by around \$60 million annually. The world-leading design for the new project emerged from an international design competition and we consider it to be the ideal quality replacement, retaining historic links to the existing market while delivering a dynamic new Sydney icon that will be the jewel in the crown of the emerging Bays precinct, part of the new western gateway to the CBD.

The design of the new market flows seamlessly from foreshore to over-water, delivering an additional 12,000 sq metres of new public domain, a valuable open space for the local community and tourists alike - both domestic and international. It's estimated visitor numbers will double to over 6 million within five years of opening the new facility. The design allows for 60% of the site extending out over the water, maximising use of the land component in the total 40,000 square metre footprint.

Critically, relocating to the head of Blackwattle Bay will return currently inaccessible harbour foreshore to the people of Sydney. It will create much needed public amenity and access to new public space for performance arts and other cultural activities. It will open up 24/7 waterfront access for millions to enjoy while providing valuable employment and economic uplift.

Including new foreshore promenades and multi-use open spaces on both the eastern and western sides, the generous new open spaces will be accessible places for the local community 24 hours a day. The additional 93% of retail floor space will provide much needed variety of new dining options, providing for casual and more formal dining from day through into night. This area will also include a variety of fish mongers, restaurants, bars and the Sydney Seafood School. The development's inclusion of a harbour promenade, urban park, a local plaza and Bridge Road promenade is sympathetic to the area and will greatly improve night time activity, enhance tourism and provide job creation.

The proposal will also create new aspects and views of Blackwattle Bay and Wentworth Park, while the roof's large openings providing abundant natural light assisting the look and feel of an attractive natural environment.

The amphitheatre-style steps will add cultural richness, offering a venue for passive and active events and exhibitions including live music and other dramatic performances, as well as static art displays. These diverse cultural opportunities will not only enhance the position of the new Fish Market as a Sydney landmark, they will support local community cohesion, engagement and participation.

Of critical value and importance is entry and egress for the local and millions of visitors and as such the new facility will include operational innovations and allow for integrated and innovative transport solutions including trialling of on-demand ferry and bus services.

Connectivity and accessibility will be further improved as it is designed to provide better walkability and rideability, with new promenade cycle ways and wider footpaths. Enhancements to arterial roads and increased parking options will further assist in alleviating current congestion, as will the proximity to three light rail stations and the planned addition of the Bays Precinct Metro West station and new ferry wharf.

There will also be moorings for private charter ferries, cruise operators, water taxis and temporary moorings for private vessels. A distinct improvement over current arrangements, the proposal provides opportunity for improved efficiency and rationalisation of on-site parking in a location that experiences better access to the regional road system. In this respect, and despite its increased size, the proposal has the opportunity to improve the efficiency of traffic movements throughout the precinct, both for day to day operations as well as major events.

Additionally, it is noted that the current site, being dominated by parking and a substandard waterfront dining area has a low public domain value. Relocating to the new site will also provide the opportunity for a sensitive and appropriate redevelopment of the existing site in a manner that is able to enhance

the Blackwattle Bay foreshore for the public and provide a continuous and greatly improved pedestrian and cycle access links, while connecting more of Glebe and Pyrmont to direct harbour access.

In conclusion, the Sydney Business Chamber strongly supports the redevelopment of Sydney Fish Markets. It is long overdue as the market's extensive operations, local place and global reputation have outgrown the current site. The new facility will replace a tired, constrained and inefficient current facility and will provide improved public domain and access with a 'fit-for-purpose' building.

The design and development of the new facility is world-class, adding social and economic value to the community, the city and the State. There will be major economic uplift through both increased local and tourism visitation to the new Fish Market, along with an improved accessibility opportunity for continuous foreshore linkage from Glebe through Blackwattle Bay to Pyrmont and the city CBD.

Finally, to cater for the greatly increased numbers of visitors, transport connectivity and accessibility have been carefully considered and catered for with a combination of modes including, ferry, foot, bicycle, private car and vessel, plus light rail.

This submission is in support of growing our city of opportunity in line with the Sydney Business Chamber's mission of working to enhance Sydney as a competitive, global city. A division of the NSW Business Chamber, Sydney Business Chamber together with our counterpart in Western Sydney, represents over 145 leading corporations. We identify, develop and promote public policy issues that drive the economic growth and sustainability of our great city. Our members are multinationals, 'iconic' brands, and government agencies representing a broad cross-section of the Sydney economy. From retail, infrastructure, property, aviation, and education to tourism, banking, sport, and the arts. Our members are based within the CBD and the Greater Sydney Basin, they are often the first to feel the impacts of local changes. Sydney Business Chamber is a leading advocate for our members and looks forward to working with the Greater Sydney.

Yours sincerely,

A handwritten signature in blue ink that reads "K.O'Regan".

Katherine O'Regan
Executive Director