"The urban renewal of the Bays Precinct is a once in a lifetime opportunity to harness the potential of the precinct and realise the benefits of revitalisation of this world-class location. We would like to see the strategic plan for the site balance the needs of the NSW economy, the community, land use, sustainability and the environment in a carefully planned way to encourage growth for the future. This is our chance to be bold and put all of our ideas on the table.

- Provide convenient access to high quality open spaces including parks, urban squares and children’s play areas with good connections to the broader pedestrian and bicycle network.
- Provide a ‘green heart’ in the Precinct where visitors can enjoy native flora, as well as access to inviting places for active and passive recreation.
- Develop a public realm strategy to identify key priorities for locals and tourists.
- Embrace arts and cultural initiatives, such as community art programs (think Sculptures by the Sea) that are low-cost, flexible and responsive to local needs to contribute to the vitality and essence of the Bays Precinct.
- Set the scene for rich interplay between locals and visitors through curated public art installations along pedestrian pathways throughout the Precinct.
- Utilise these initiatives to harness social cohesion and act as a catalyst for urban regeneration.

Cultural projects to support urban regeneration
• Design a mix of recreation facilities with the capability for spaces to evolve and change overtime, according to the needs of users – a summer time chess pit could turn into a winter open air ice skating rink or a harbour side amphitheatre could double as an outdoor theatre or cinema.
• Deliver a range of recreation & entertainment facilities that can be accessible to all ages and socioeconomic backgrounds such as public rock climbing walls.
• Utilise the harbour for active recreational activities, such as kayaking.
Flexible recreation spaces
• Extend the Sydney CBD to capture the eastern part of the Bays Precinct to offer more commercial and retail opportunities.
• Provide more jobs close to home by increasing density in the Precinct – use critical mass to create new neighbourhoods, which will also bring a new energy and vibrancy. Deliver social infrastructure to support new communities, such as schools and training facilities.
• Adaptive reuse of the White Bay Power Station to provide a space for education and learning or an employment hub.
• Support an interconnected, globalised economy through provision of spaces for knowledge based industries to accelerate innovation.
Opportunities for economic development and investment
• Build and enhance experiences that Sydney is renowned for – buskers along waterfront and fireworks displays on the harbour.
• Enhance Sydney’s nightlife through vibrant and energetic pop up style bars and late night cafes or night markets.
• Create an iconic monument that pays tribute to Aboriginal culture.
• Enhance the existing connection Sydneysiders have with harbour by providing complimentary new experiences – floating harbour bars. Creating an experience that is intrinsically Sydney
• Improve pedestrian access to the waterfront & encourage use of active modes of transport.
• Extend the Inner West Light Rail service to Balmain.
• Integrate transport modes.
• Improve access for people with a disability.
Transport planning & improving access

- Boost the NSW tourism industry by reinvigorating Sydney Harbour as Australia's number one tourism destination through an annual Bays Festival, celebrating the rich history of the Bays Precinct.
- Reaffirm Sydney as Australia's premier gathering place by creating an exciting, inviting, active and vibrant Precinct with diverse hospitality offerings.
- Capitalise on harbour views by providing opportunities for restaurants and boutique hotels along the foreshore, providing accommodation options for the users of the Overseas Passenger Terminal.

Boosting tourism in NSW

- Create authentic places for people to live, work and play that are centred on achieving environmentally sustainable objectives.
- Develop a Precinct-wide sustainability strategy that identifies key sustainability initiatives to reduce carbon emissions, recycle water and utilise renewable energies.
- Design all buildings within the Precinct to meet set environmental targets.

Building a sustainable future

- Design an iconic, waterfront, landmark building, featuring exceptional architecture & cutting edge sustainable solutions.
- Peer review concepts and final designs.
- Identify sites that are suitable for competitive design processes.
- Set-back buildings from the water’s edge by a minimum 30 metres."
The Bays Precinct - Call for Great Ideas | JBA Submission July 2015

The urban renewal of the Bays Precinct is a once in a lifetime opportunity to harness the potential of the precinct and realise the benefits of revitalisation of this world-class location.

We would like to see the strategic plan for the site balance the needs of the NSW economy, the community, land use, sustainability and the environment in a carefully planned way to encourage growth for the future. This is our chance to be bold and put all of our ideas on the table.

### Creating active communities through public open spaces
- Provide convenient access to high quality open spaces including parks, urban squares and children’s play areas with good connections to the broader pedestrian and bicycle network.
- Provide a ‘green heart’ in the Precinct where visitors can enjoy native flora, as well as access to inviting places for active and passive recreation.
- Develop a public realm strategy to encourage active and passive recreation.
- Provide a ‘green heart’ in the Precinct with good connections to the broader urban squares and children’s play areas.
- Provide convenient access to high quality open spaces including parks, urban squares and children’s play areas.

### Cultural projects to support urban regeneration
- Embrace arts and cultural initiatives, such as community art programs (Think Sculptures by the Sea) that are low-cost, flexible and responsive to local needs.
- Set the scene for rich interplay between locals and visitors through curated public art installations along pedestrian pathways throughout the Precinct.
- Utilise these initiatives to harness social cohesion and act as a catalyst for urban regeneration.

### Opportunities for economic development and investment
- Extend the Sydney CBD to capture the eastern part of the Bays Precinct to offer more commercial and retail opportunities.
- Provide more jobs close to home by increasing density in the Precinct to create new neighbourhoods, which will also bring a new energy and vibrancy.
- Deliver social infrastructure to support the needs of users – a summer time chess pit could turn into a winter open air ice skating rink or a harbour side amphitheatre could double as an outdoor theatre or cinema.
- Deliver a range of recreation & entertainment facilities that can be accessible to all ages and socio-economic backgrounds such as public rock climbing walls.
- Utilise the harbour for active recreational activities, such as kayaking.

### Flexible recreation spaces
- Design a mix of recreation facilities with the capability for spaces to evolve and change overtime, according to the needs of users – a summer time chess pit could turn into a winter open air ice skating rink or a harbour side amphitheatre could double as an outdoor theatre or cinema.
- Build and enhance experiences that Sydney is renowned for – buskers along the foreshore, boutique hotels along the foreshore, rooftop bars.
- Enhance Sydney’s nightlife through vibrant and energetic pop up style bars and late night cafes or night markets.
- Create authentic places for people to live, work and play that are centred on achieving environmentally sustainable objectives.
- Develop a Precinct-wide sustainability strategy that identifies key sustainability initiatives to reduce carbon emissions, recycle water and utilise renewable energies.
- Design all buildings within the Precinct to meet set environmental targets.
- Design an iconic, waterfront, landmark building, featuring exceptional architecture & cutting edge sustainable solutions.
- Peer review concepts and final designs.
- Set back buildings from the water’s edge by a minimum 30 metres.

### Creating an experience that is intrinsically Sydney
- Design all buildings within the Precinct to meet set environmental targets.
- Extend the Sydney CBD to capture the eastern part of the Bays Precinct to offer more commercial and retail opportunities.
- Provide more jobs close to home by increasing density in the Precinct to create new neighbourhoods, which will also bring a new energy and vibrancy.
- Deliver social infrastructure to support the needs of users – a summer time chess pit could turn into a winter open air ice skating rink or a harbour side amphitheatre could double as an outdoor theatre or cinema.
- Deliver a range of recreation & entertainment facilities that can be accessible to all ages and socio-economic backgrounds such as public rock climbing walls.
- Utilise the harbour for active recreational activities, such as kayaking.

### Boosting tourism in NSW
- Boost tourism in NSW by reinventing Sydney Harbour as Australia’s number one tourism destination through an annual Bays Festival, celebrating the rich history of the Bays Precinct.
- Reaffirm Sydney as Australia’s premier gathering place by creating an exciting, inviting, active and vibrant Precinct with diverse hospitality offerings.
- Capitalise on harbour views by providing opportunities for restaurants and boutique hotels along the foreshore, providing accommodation options for the users of the Overseas Passenger Terminal.

### Transport planning & improving access
- Improve pedestrian access to the waterfront & encourage use of active modes of transport.
- Extend the Inner West Light Rail service to Balmain.
- Integrate transport modes.
- Improve access for people with a disability.

### Iconic & high quality design
- Improve pedestrian access to the waterfront & encourage use of active modes of transport.
- Extend the Inner West Light Rail service to Balmain.
- Integrate transport modes.
- Improve access for people with a disability.
- Design an iconic, waterfront, landmark building, featuring exceptional architecture & cutting edge sustainable solutions.
- Peer review concepts and final designs.
- Set back buildings from the water’s edge by a minimum 30 metres.

### Building a sustainable future
- Improve pedestrian access to the waterfront & encourage use of active modes of transport.
- Extend the Inner West Light Rail service to Balmain.
- Integrate transport modes.
- Improve access for people with a disability.
- Design an iconic, waterfront, landmark building, featuring exceptional architecture & cutting edge sustainable solutions.
- Peer review concepts and final designs.
- Set back buildings from the water’s edge by a minimum 30 metres.