

Draft Minutes

CITY OF RYDE

Environment & Planning

meeting Macquarie Park Interim Landowners
Forum

date: 4 September 2008 – 4pm to 6pm

venue: Stamford Grand Hotel , cnr Epping & Herring
Road, Macquarie Park

Chair: Sue Weatherley, A/General Manager

Attendees

Property Council	Kristin Pryce, Policy Officer
AMP Capital Investment	Peter Hunt, Project Director, Macquarie Centre
Winten	Anthony Otto, CEO
Dexus	Scott Hayward, Asset Manager
Stockland	Peter Morley, National Manager Development, Industrial & Commercial
TIDC	James White, Development Director
Macquarie University	Dale Clark, Project Director, Office of Major Projects Adrian Briggs, Property Investment Trust
Johnson & Johnson	Aaron Chandler, Consultant
City of Ryde	Andrew Cooper, Peter Nguyen, Lexie Macdonald, Paul William-Smith, Nick Chapman
RailCorp	Brett Inchley, GM Customer Service (North & West) Ian Davies, Manager Advertising & Information Presentation
KJA	Kathy Jones, CEO Alessandra Pinzone, Communications & Consultation Manager

Apologies

City of Ryde	Mike Whittaker
Investa	Rob Thomas
Property Council	Angus Nardi
Australand	Matthew Kuhn
ING	Rob Mackay
Goodman	Will Dwyer

1. Welcome/Introductions/apologies

Sue W. welcomed all present, including Aaron Chandler representing Johnson & Johnson, who have recently joined the Forum.

2. Minutes of last Forum meeting on 5 June

Minutes confirmed.

3. Forum Updates

Sue W. provided the following updates:-

3.1 DCP

Following adoption of the finalised DCP at Council's Committee of the Whole meeting on 3 June, the document was converted into Council's standard DCP format and posted on the Council website in early July. The website also contains various companion documents, including the 2004 Macquarie Park Masterplan, LEP 137 maps etc.

3.2 LEP

As advised previously, Council submitted an application to DoP in April requesting a s65 certificate to exhibit the draft LEP 2008 Amendment 1 – Macquarie Park. At that time the Department had two other LEP's from Ryde under consideration.

DoP asked to meet with Council planning staff on 29 July to discuss some of the background to the LEP eg anticipated growth in floor space, and some aspects of the proposed FSR incentive scheme eg the quantum of development that would materialise if all of the incentive FSR were to be taken up. Council have invested considerable time and effort in addressing the issues raised and will be meeting with DoP again on 23 September.

3.3 Public Domain Manual

Council planning and landscape architecture staff have been working hard to finalise the Public Domain Manual and to incorporate changes arising from the public submissions on the DCP eg location and specifications for cycle ways within the road corridor. The Manual is now finished and was posted on the Council website on 2 September.

3.4 Integrated Traffic and Movement Study

Traffic Study component

At the June Forum meeting Council's Senior Traffic Engineer presented the key elements of the Draft Traffic Study, which was on exhibition until early July. The Traffic component of the Integrated Traffic and Movement Study was then finalised, following consideration of submissions received eg from RailCorp, RTA, TIDC, the University, residents. A report was prepared for Council summarising the key points in the submissions raised and Council's proposed response.

The Traffic Report was adopted “in principle” by Council at the Committee of the Whole meeting on 19 August. Council also proposed that a Traffic and Transport Consultative Committee be established of relevant stakeholders to develop a plan to implement the recommendations in the Traffic Study. We envisage that the Committee will be an extension of the Stakeholders Reference Group established for the Study, with additional representation from interested parties eg STA and MoT.

Pedestrian Movement Study component

The Draft Final Report of the study will be completed by Space Syntax next week for consideration by Council officers. A meeting of the Stakeholder Reference Group will be convened soon after to review the draft report. It is anticipated that the Study will be recommending a number of additional pedestrian connections (over and above what’s already in the DCP). It will also identify where pedestrian traffic could be maximised and economic opportunities realised through street activation (eg shops, cafes etc). This level of fine grain urban design can probably best be realised through the master planning of large sites.

3.5 Public domain works around stations

Andrew Cooper, Council’s Manager Access, provided a 10 minute update on the public domain works which Council is undertaking around the three new stations (see Andrew’s ppt attachment 1). The works mainly comprise:-

- Laying granite pavers,
- Installation of multi-function pole lighting, and
- Re-locating underground services.

It is anticipated that most of the works will be completed prior to the opening of the stations.

4 Branding & Marketing Working Group

Paul introduced the item as follows:-

- After the “Visioning Workshop” involving Forum members on 3 April, KJA have been busy completing the Stage 1 Consultancy.
- A 3 page Summary of KJA’s Phase 1 Report was circulated to Forum members in advance of today’s meeting (see attachment 2).
- Kathy Jones, KJA’s CEO and Alessandra Pinzone, Communications & Consultation Manager, have been invited to present their work and findings to the Forum today.
- After discussions amongst Forum members, this item will be referred to the next meeting of the Marketing and Branding Working Group who will consider how best to progress the Marketing and Branding Project.

Copies of the KJA power point presentation can be provided to interested Forum members.

Various points were made in the discussion, summarised as follows:-

- There was a general consensus amongst Forum members that the challenge will be to strike the right balance between marketing the benefits on offer in Macquarie Park now and the qualities which will be available in Macquarie Park in the medium to long-term. In

one sense we will be marketing an aspiration, as the reality of Macquarie Park today is different from what we will be promoting for the future.

- There may be some value in marketing Macquarie Park in stages, for example (a) as it is now (b) following the introduction of the new train service and (c) qualities to be realised in the medium to long term (eg vibrancy, “walkability”)
- The Macquarie Park “brand” needs a platform. It will consist of various components eg logo, website, the “business improvement district” model etc.
- Macquarie Park offers three main attractions namely the University, the Macquarie Shopping Centre and the business park. It may be that the Marketing and Branding Working Group should focus its efforts mainly on promoting the business park, to compliment the marketing already being done by the University and shopping centre.
- AMP and the University are both interested in contributing to the Marketing and Branding Working Group. The University is about to review its overall marketing strategy, so the timing is good. Both organisations may be able to assist in the follow-up focus group research proposed by KJA (eg interviewing shoppers/shopping staff and office workers)

5. Opening the Stations in 2009 – planning and communications

Sue welcomed RailCorp representatives, Brett Inchley, General Manager Customer Service (North & West) and Ian Davies, Manager Advertising & Information Presentation, and made the following introductory remarks:-

Last month the Forum had an interesting and enjoyable visit to the Macquarie University Station, courtesy of TIDC’s James White and colleagues. By Christmas operational responsibility for the three new rail stations will have passed from TIDC to RailCorp. Nick met with RailCorp’s marketing and communications team last week to commence the dialogue about the station openings and how Council and other stakeholders can work with or support RailCorp in the lead up to this important event.

Brett and Ian then provided a 15 min presentation (attachment 3), summarised as follows:-

- Some time during the first quarter of 2009 the “interim” ECRL service will commence, with the expectation that a fully integrated service will be implemented by mid 2009. The start date for the interim service will be announced by the Government closer to the time.
- The interim service will consist of a 15 min shuttle from Epping to Chatswood, in both directions. This will become a 30 min service during the night (eg from 9.30pm to approx 6am) The existing bus services to Macquarie Park will continue unchanged. Potentially a total of 8,000 commuters per hour could be transported on ECRL into/out of Macquarie Park at peak periods.
- By mid 2009 a new rail timetable will be announced which will fully integrate the ECRL into the City Rail network. A regular, 15 min (2 way) service will be introduced from Hornsby via ECRL and the North Shore Line to the City Circle. It is anticipated that a revised bus service will also be introduced at this time, which is likely to include bus timetable and route changes.
- RailCorp will be focussing its ECRL marketing to reach new customers amongst the student body and Macquarie Park workforce.
- RailCorp and Council have commenced regular discussions to ensure that appropriate arrangements are in place before the stations open. We will shortly be broadening the “station ready” discussions to include STA, MoT, RTA et al.

- RailCorp are planning to hold information sessions for employer groups in Macquarie Park before and after Christmas. An employers pack will be developed to assist employers in providing necessary information to employees and other potential ECRL customers.

Various comments were made in the discussion which followed:-

- It is essential to achieve good coordination between the ECRL train service and the local and regional bus services.
- Concerns were expressed about the potential for the “inadequacies” of the interim service to put people off. This could undermine customer take-up of the fully integrated train and bus services when they are introduced in mid 2009. The travelling public may also be confused by the promotion of what is effectively two different services – starting with an interim “shuttle service”, followed a few months later by a fully integrated service. It might be better to reserve the big marketing and promotional campaign for the launch of the fully integrated service in mid 2009.
- General agreement that AMP and the University, in particular, need to start getting the message out to shopping centre workers and students about the upcoming train service. Other Forum members eg Stockland expressed a willingness to help get the message out to Macquarie Park tenants and employees.
- It was recognised that the integrated service would need to become more frequent over time, as Macquarie Park grows and ECRL patronage increases.
- It was suggested that “City Scope”, the BIS Shrapnel Database, may be able to generate a list of commercial leases >3 years in Macquarie Park. This could be a useful resource for developing mailing lists of employer groups in Macquarie Park, to inform RailCorp’s marketing. The 2006 Census Data would also be a useful.

RailCorp agreed to take the Forum’s comments on board and to liaise with the MoT, STA et al re: outcomes from today’s Forum discussion. RailCorp indicated that at this stage they intend developing two separate marketing campaigns, for the interim service in the short term and for the fully integrated service in the medium term.

6. Other Business

6.1 CoR’s Community Engagement Workshop

Sue W. advised that Council has developed a new Draft Community Engagement Policy and Framework. A community workshop is being held at Council’s new Shepherd’s Bay Community Centre, at Meadowbank, from 6.30 to 8.30 on Tuesday 16 September to seek community input on the draft framework. Copies of the workshop flyer were circulated and Forum members are invited to attend.

6.2 Future Agenda items

Sue W. invited Forum members to suggest future agenda items for Forum meetings, and the following items were proposed:-

- Traffic management issues in the Southern Precinct and around the University, in particular Herring Road.
- Current changes in the development market.
- On-going discussion and information sessions about ECRL and bus services.

- Potential for Macquarie Park to be identified as an Australian Green Building Council model commercial precinct.

7. **Next meeting date to be advised.**