

# Macquarie Park

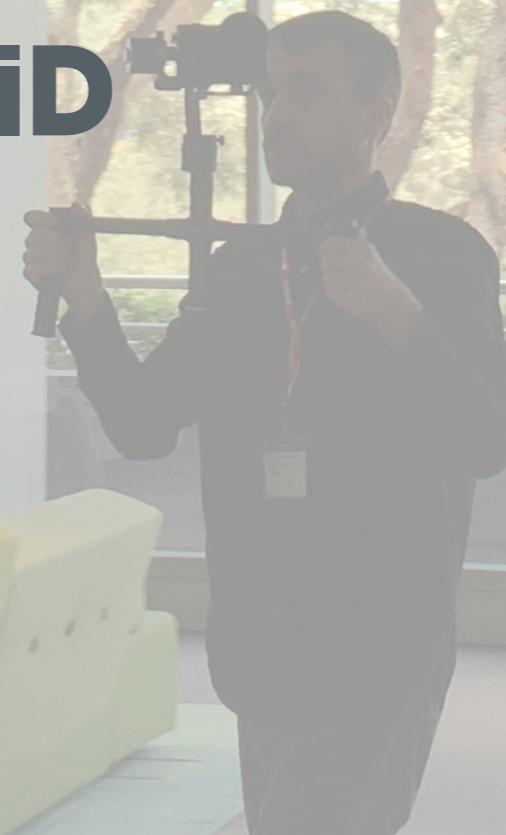
Strategic Investigation Area

*Macquarie Park Forum*

29.02.18

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# Introductions

*Dr Tim Williams - Cities Leader Australasia*

*Georgia Vitale - Urban Strategy*





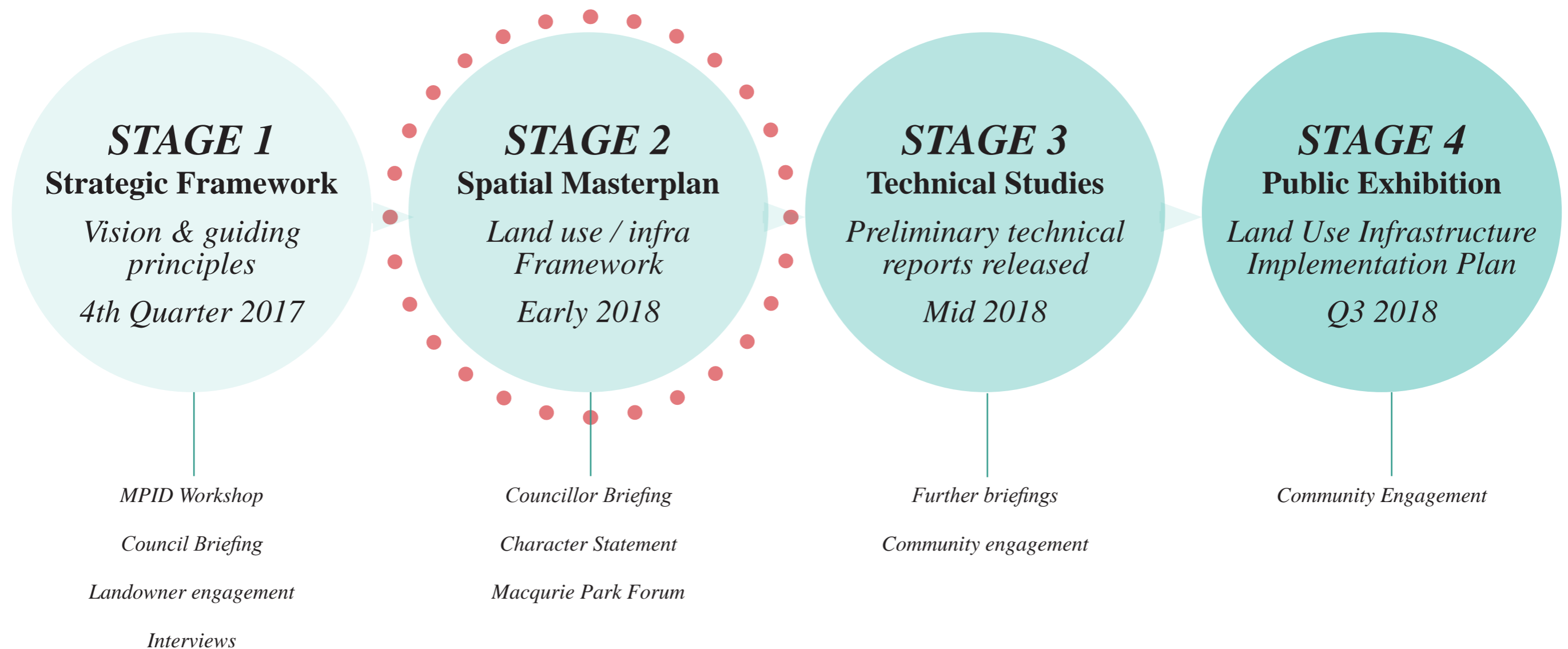
# Agenda

- Our role and program
- Why Macquarie Park and why now
- Update on ongoing engagement
- Share assets and catalysts
- Share the emerging vision and objectives
- Q & A



# Progress

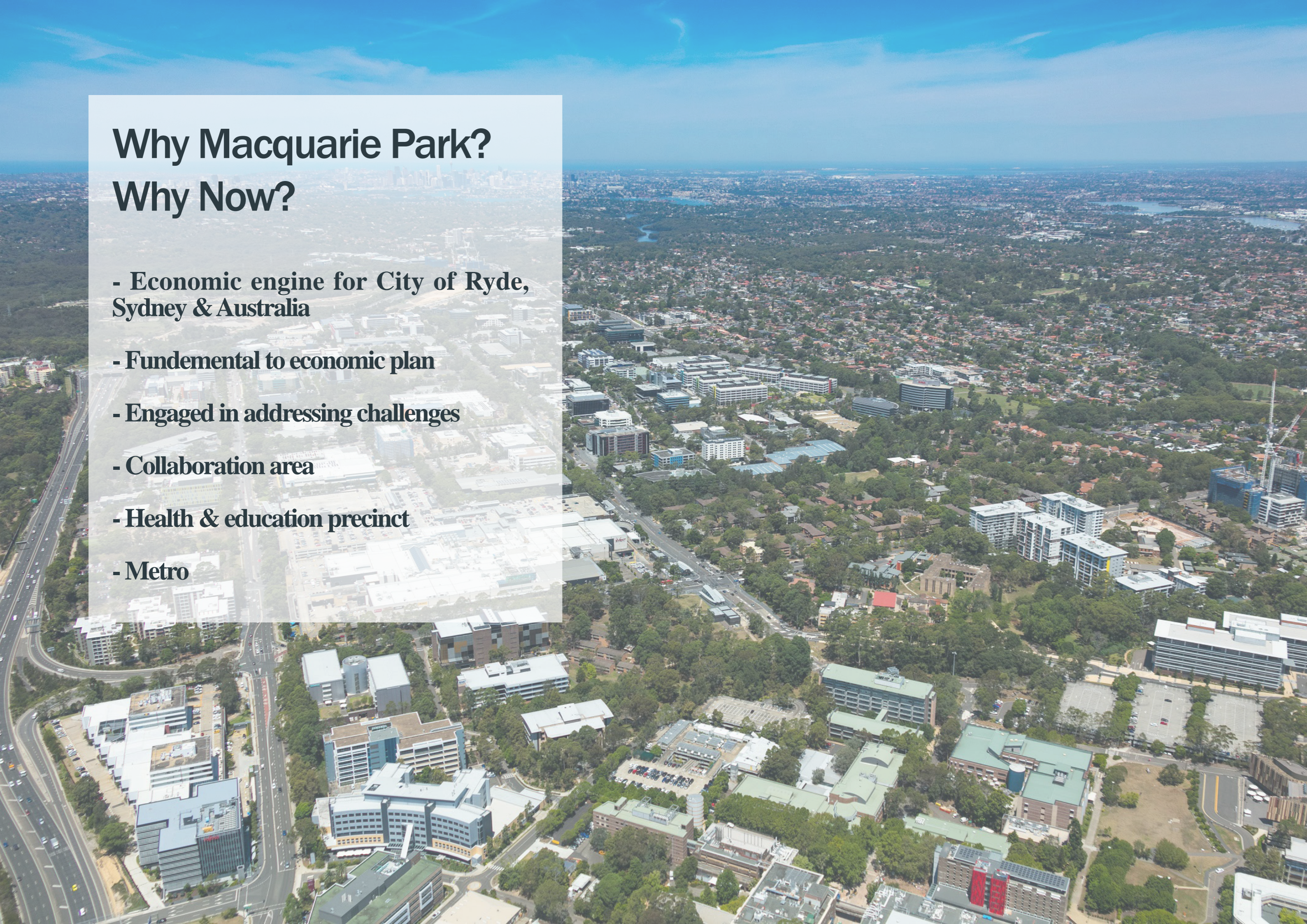
*Part way through Stage 2*





# Why Macquarie Park? Why Now?

- Economic engine for City of Ryde, Sydney & Australia
- Fundamental to economic plan
- Engaged in addressing challenges
- Collaboration area
- Health & education precinct
- Metro





**\_Part of both the Eastern Harbour City and Central River City**

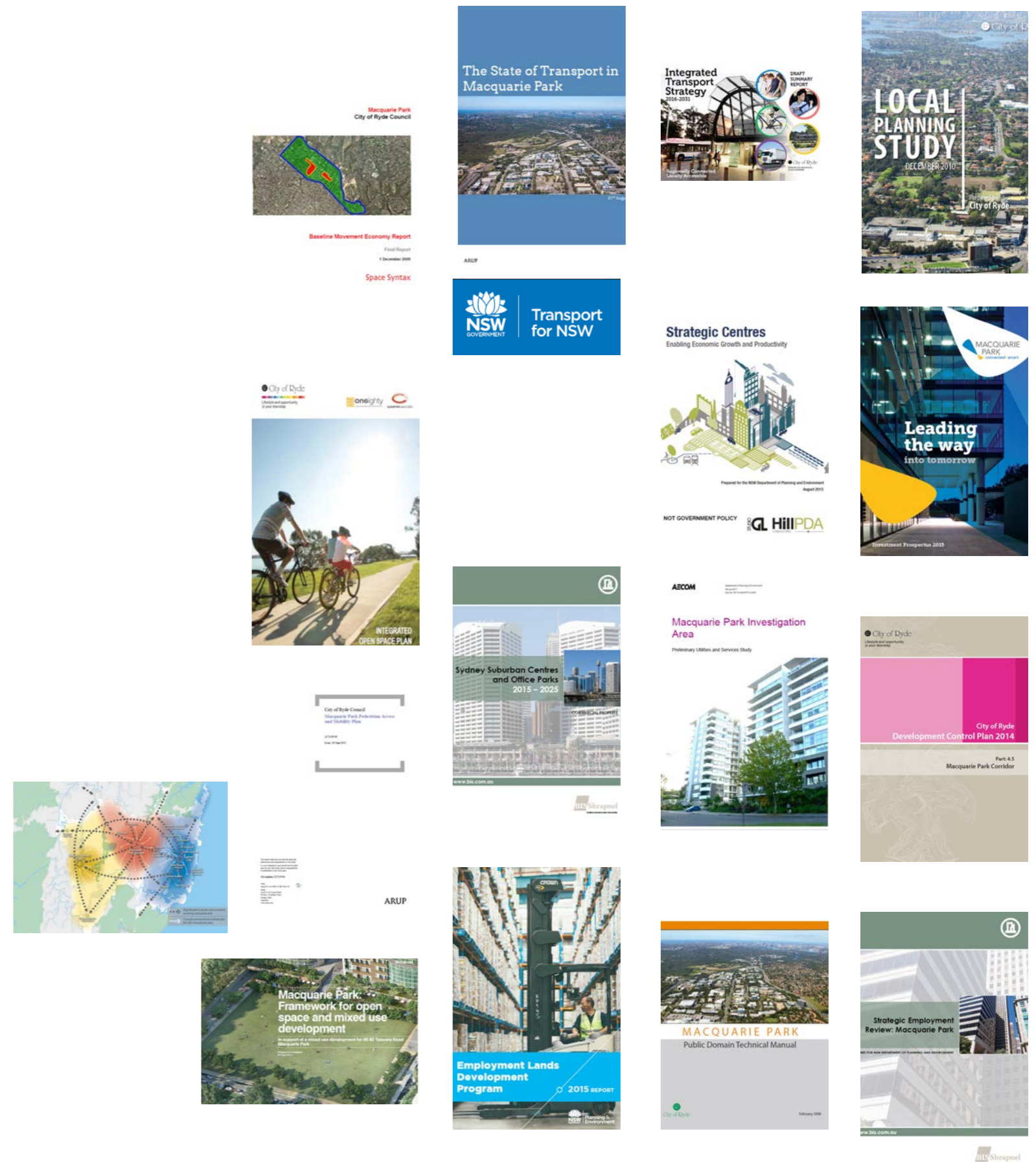
**\_Designated as a Strategic Centre and Collaboration Zone**

**\_By 2036, the GSC has estimated that there will be about 19,500 additional jobs**

**\_Less of a transport node, but part of a highly connected transport network**

**\_Large floor plates across large plots of land, have continued to dictate the type of employer and business who reside there**

**\_Shortfall of open space, social infrastructure and other amenities**



# Engagement

*Baseline studies*

*2016 / 2017 DPE / Ryde public consultation*

*MPID roundtable*

*City of Ryde officers briefing*

*22 Landowner presentations*

*20 Business and user interviews*



A photograph of two men in a modern office setting. The man in the foreground is seated at a desk, working on a laptop and a mouse. He is wearing a black t-shirt and a watch. The desk is cluttered with papers, a keyboard, and a mouse. In the background, another man is seated at a desk, also working on a laptop. The office has large windows with a view of greenery outside. The walls are made of wood with horizontal slats. A whiteboard with sticky notes is visible on the wall behind the man in the background. A potted plant is on the left side of the frame.

*“There are a lot of businesses in this area and can certainly leverage the technology we are creating, so therefore it is a very good position to be in, to work with cutting edge science and technology businesses.”*

Michael, Start Up Owner



# Community Engagement

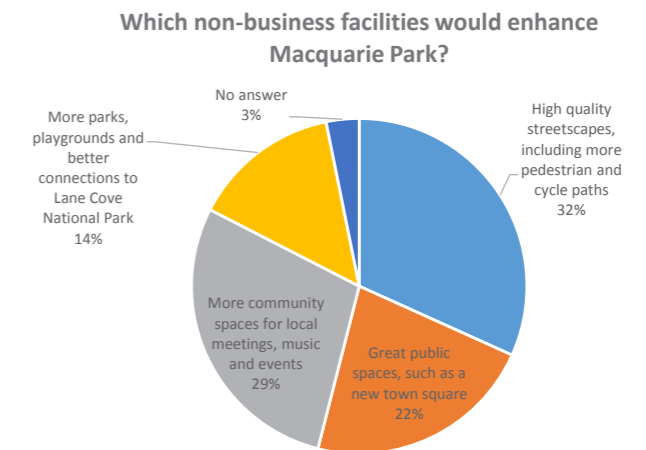
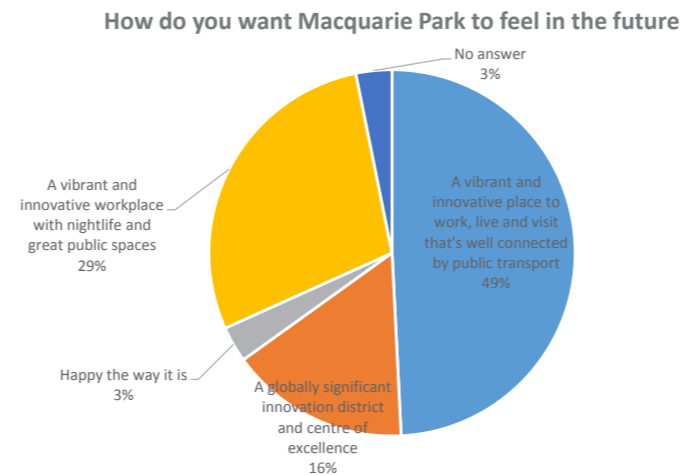
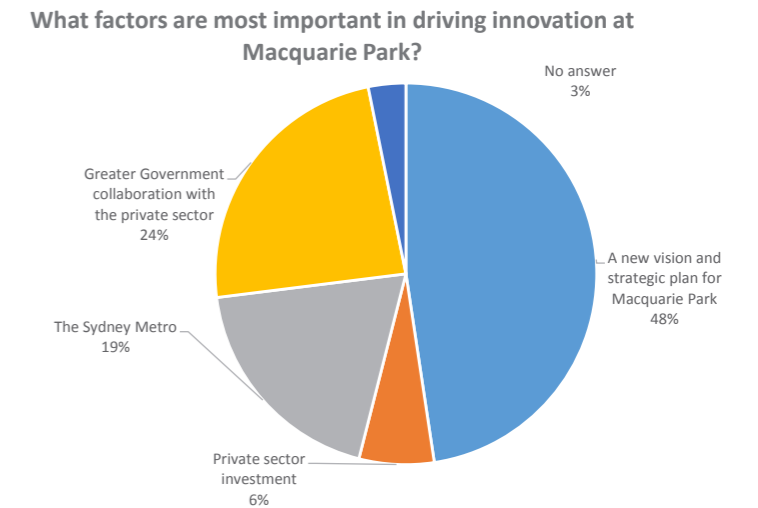
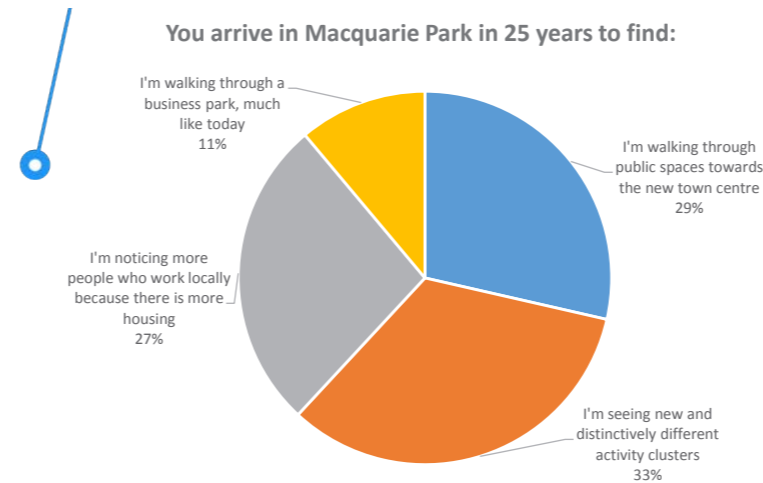
**\_Support for new activity clusters**  
**More people living and working locally**

**\_Innovative workplaces**

**\_Night life and great public spaces**

**\_More community spaces**

**\_Drive innovation through a new shared vision and plan**





# Business Engagement

\_Getting the balance right - not overplaying one use given the potential for harming long term play

\_Talent looking for places to work

\_Need an environment where workers can get out of the office and collaborate

\_Want to retain students who studied at Macquarie Uni as workers







*“We are implementing hydrogen in our motor vehicles and have the only refilling station in Australia.*

*With the introduction of hotels, restaurant, parkland, residential, schools it’s going to become like a community.”*

Gavin, Hyundai





*“I work here, I don’t live around here, but I think this park is fantastic. I can get out in the middle of the day, to get away from work. I know I can cycle here, it’s nice and safe. There is not too many cars. I can cycle for 40 minutes straight without stop. It’s a beautiful environment., trees, plenty of animals around. It’s lovely.”*

Richard, regular bike rider at Lane Cove National park



# Landowner engagement

*'... how do we supercharge the ecosystem?'*

*'... we'd start building tomorrow if we could...'*

*'... we have australia's first hydrogen charge point on our site....'*

*'... we're happy to wait to see what happens'*

*'... you can't spread the icing too thinly...'*

*'... Talavera Road is a car park after 5pm'*

*'... the university is committed wholeheartedly to making this work..'*

*'... residential just won't work in Macquarie Park'*

*'... commercial just won't work in Macquarie Park'*

*'... tall buildings are the only answer....'*



# Assets and Catalysts

*Distinctive existing qualities and characteristics of place*  
*Catalysts for Change*



# Assets of Place

*An 'asset of place' is a core function, quality or capability of Macquarie Park that...*

- Is comitted & long term*
- Is authentic to Macquarie Park*
- Is already a collective*
- Is ready to invest*
- Is adaptable to change*



*New and Existing Connectivity*



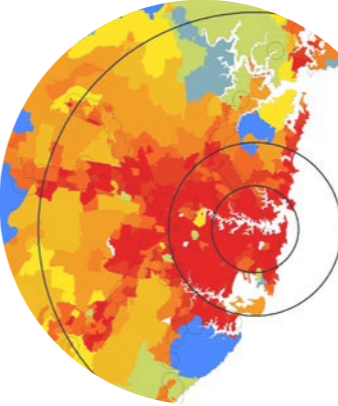
*Retail Anchor*



*MPID*



*The National Park*



*Global Sydney*



*Commercial Anchors*



*Macquarie University & Hospital*



*Collaborative Developers*



*Engaged Developers*



# Catalysts

*A 'catalyst' is a current or potential threat, innovation or action that influences change in Macquarie Park such as:*

- Decision making / indecision*
- Digital transformation*
- Climate change*
- Global competitiveness*
- Local competitiveness*
- Lower job density / automation*
- Housing affordability*
- Identity & brand*





**Emerging vision, objectives & indicators**



*Macquarie Park will be a place for people; characterised by its high levels of amenity, connectivity and the unique natural setting of the Lane Cove National Park.*

*Already home to world class organisations, Macquarie Park will raise its competitiveness and resilience through diversification and its ability to respond quickly to change. It will be a place to spark ideas, knowledge and creativity.*

*Macquarie University will continue to be a magnet for business and new partnerships.*

*Through this, Macquarie Park will strengthen its place in Sydney and Australia's 21st century competitive economy.*



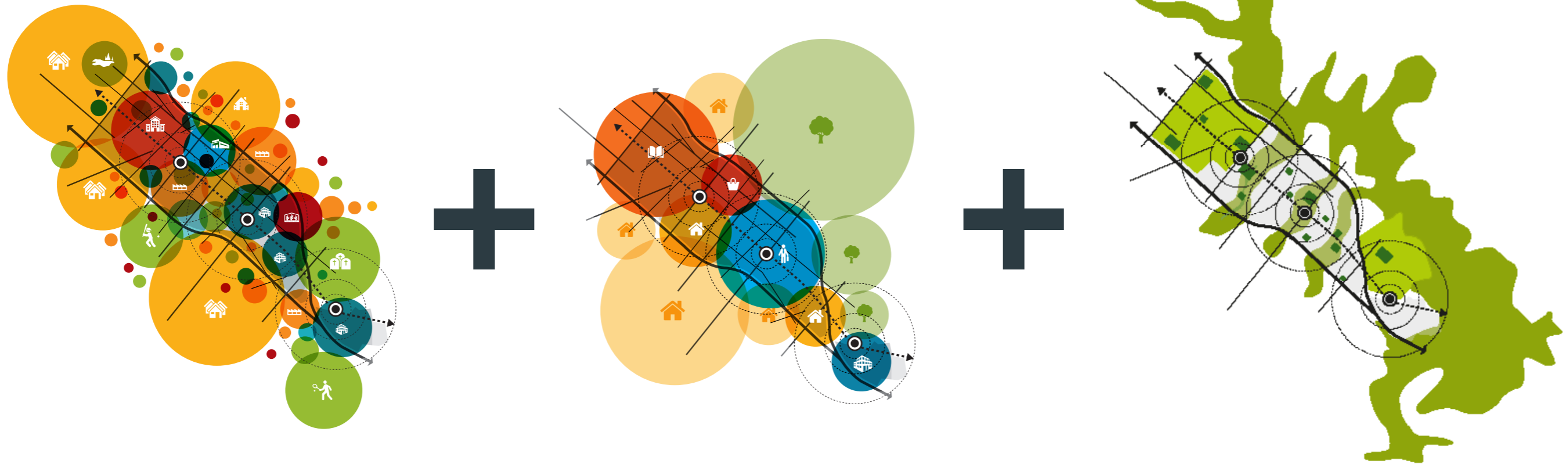
# Measures of success





# Next Steps

- *Ongoing engagement*
- *Integrated economic study*
- *Develop structure plan*
- *Implementation and delivery*
- *Retain people focus*





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