



**MACQUARIE
CENTRE
STAGE 1 CONCEPT DA**

PUBLIC ART STRATEGY

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FOR AMP CAPITAL
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DEVELOPMENT BACKGROUND



This report has been prepared on behalf of AMP Capital (AMPC) in support of a Stage 1 Development Application (DA) for the mixed use redevelopment of Macquarie Shopping Centre (Macquarie Centre). The Stages 1 DA seeks concept approval for the redevelopment of Macquarie Centre by establishing:

- Building envelopes and design parameters for future development on the site, including the proposed uses within the podium and tower components.
- The distribution of floor space across the site.
- Future pedestrian and vehicle connections to and within the site.

This report supports the proposed future redevelopment of the Macquarie Centre in relation to public art.

SITE DESCRIPTION

Macquarie Centre is approximately 11.25 hectares in area and is located at the corner of Waterloo Road, Herring Road and Talavera Road, Macquarie Park. The site is legally described as Lot 100 in DP 1190494.

The site is bound by Herring Road to the north west, Talavera Road to the north east, commercial uses to the south east and Waterloo Road to the south west. Located within the Macquarie Park Corridor, the site has excellent access to public transport, situated immediately adjacent the Macquarie University Railway Station and the Herring Road Bus Station. Located between the M2 Hills Motorway and Epping Road, the site also enjoys excellent vehicle connectivity.

Macquarie Centre was originally constructed in 1981. The centre has undergone various stages of redevelopment and extensions. A major refurbishment occurred in 2000, 2003 and most recently in 2014, creating a fresh food court, David Jones expansion, addition

of second full line supermarket (Coles), a value supermarket (Aldi), with new speciality food and convenience stores. Today Macquarie Centre is the largest shopping centre in NSW and the 8th largest shopping centre in Australia and includes a wide range of retail, entertainment and service offerings.

The shopping centre currently spans five levels accommodating 368 stores, including major retailers such as David Jones, Myer, Target, Big W, Aldi, Coles and Woolworths. The centre also houses a large number of mini major international retails stores including H&M, Zara, Uniqlo, Forever 21, GAP and Sephora. A number of entertainment offerings exist in the centre including a cinema complex and ice skating rink. The site currently has a gross floor area of 170,850m² and accommodates 4,755 car spaces.

DEVELOPMENT PROPOSAL

The Stage 1 DA seeks concept approval for the mixed use redevelopment of Macquarie Centre under s.83B of the *Environmental Planning & Assessment Act 1979*. The first stage will seek concept approval only for:

- Mixed use development to enable a range of land uses. The final mix of land uses will be subject to and determined under the relevant Stage 2 detailed DAs.
- Building envelopes for the proposed basement, expanded podium and tower forms.
- The four tower envelopes fronting Herring Road will have maximum heights ranging from 90m and 120m above existing ground level. The building envelope for Tower 1 is of sufficient dimensions to accommodate alternate tower forms.
- Maximum additional gross floor area (GFA) of 148,000sqm.
- The new retail podium along Herring Road will replace the existing structure. This will provide an active frontage with

separate pedestrian entries to Herring Road and the creation of a vibrant atrium space.

- The creation of 'Station Plaza' between the train station and shopping centre, framed by active uses and a landmark building known as the "Shard".
- The building envelopes for the proposed basement and upper levels of the expanded podium will accommodate a maximum of 2,175 additional car spaces.
- New vehicle and pedestrian access points.

The Stage 1 DA does not seek approval for

- Any works, including demolition, excavation, construction and public domain improvements.
- The final arrangement of land uses.
- Layout, mix and number of residential units.
- A specific number of car spaces (as this will be determined having regard to the final mix of land uses).
- The design of the building exteriors including facades and roofs.
- Public domain and landscape design.

Such approvals will be sought via subsequent development applications following receipt of development consent for the Stage 1 DA.

DEVELOPMENT BACKGROUND



FIGURE 1: AERIAL PHOTOGRAPH

The overview of the indicative mix of land uses within the proposed building envelopes is identified in Table 6 below.

COMPONENT

PROPOSED

Basement	Loading docks, car parking and associated vehicle circulation, waste rooms, utilities, future connection to existing train station (subject to consent from RailCorp) and retail premises.
Podium	Retail premises, commercial premises, food and drink premises, entertainment facilities, recreation facilities (indoor), recreation area, car parking and associated vehicle circulation, community uses (subject to further discussions with Council) and communal open space associated with the towers.
Tower 1	Mixed use development comprising commercial premises and/or residential accommodation and/or serviced apartments above a retail podium.
Towers 2, 3 and 4	Mixed use development comprising residential accommodation and/or serviced apartments above a retail podium.

PUBLIC ART OBJECTIVES + PROCESSES



The redevelopment of Macquarie Centre presents multiple opportunities for supporting the community of residents, workers, students and visitors to the area, which can be aided by a thoughtful, comprehensive approach to public art.

Public art in this development will serve to:

- build connectivity between key elements of the precinct
- create a sense of place, and
- provide a focus for community, offering public benefit to residents, workers, students and visitors.

The public art strategy for the project will focus on two key forms of intervention, linked to two sites: the [Station Plaza](#) and [Herring Road](#) approaches. Public art will also play a key role in the retail and residential zones.

PUBLICLY ACCESSIBLE ART

The public art strategy is designed to be compliant with the Ryde DCP 2014, Part 4.5 Macquarie Park Corridor, meeting the aspirations and objectives of the section covering Art in Publicly Accessible Places.

This strategy seeks to add to the beauty and amenity of the urban realm, enhance engagement and a sense of ownership in public space, create distinctive places with character which promote local identity, and which encourage investment, dwell-time and resident and consumer confidence. DCP objectives are:

1. To include site-specific integrated artworks in new developments in Macquarie Park Corridor.
2. To create a distinctive urban environment and sense of place
3. To reflect local character, cultural identity and the natural environment
4. To create spaces (whether publicly or privately owned) incorporating art that is original, creative and innovative in its design and use of form, technique and materials, and at the forefront of new ideas and sustainable practice.
5. To ensure that art in publicly accessible arts conforms to standards in regard to public safety is robust, durable and low maintenance.

KEY THEMES FOR ARTISTIC INTERVENTION

The key themes have been identified to create a sense of place that defines and enhances the characteristics of the surrounding built and natural environments. These themes are:

- Innovation + technology - drawing on Macquarie Park's strength as a knowledge precinct, home to a leading university and Australian headquarters of global tech, telecommunications, engineering and biomedical companies
- Nature - drawing on links to local green spaces like Shrimpton's Creek, and larger nature reserves such as Lane Cove National Park
- An active public realm - drawing on the potential to create a social, lively place, at an accessible, human scale, with a distinctive local character and visual language

COMMISSIONING + IMPLEMENTATION PROCESS

A detailed public art brief will be developed for each of the key opportunities in future development applications: outlining the key themes, audience and usage, design context, place-making objectives, budgets and site sensitivities.

A shortlist of artists appropriate for each opportunity will be proposed by the public art curator for consideration, and for discussion with Ryde Council public art team. Following this meeting, final artist recommendations will be made by the public art curator.

Artists will be engaged directly by AMPC to develop, construct and install their artworks on the site. AMPC will work with the artists to secure development approvals for each of the works in the public realm.

The Public Art Strategy will aim to foster local talent and emerging artists in the design process to create socially sustainable, high quality, and locally relevant outcomes.



INTERVENTION SITES

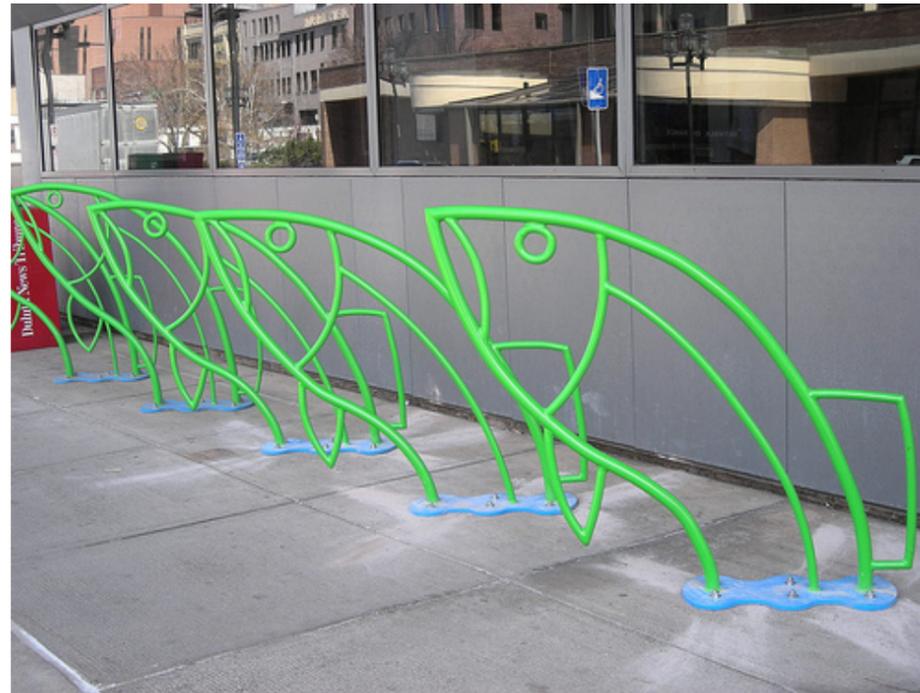
STATION PLAZA

In the [Station Plaza](#), the focus will be on integrated artist-led elements of integrated and functional art, which add amenity, personality and surprise. The aspiration is to deliver unique public realm elements which inspire a sense of ownership and engagement with a distinctive, welcoming and useful space.

It is proposed that these elements will take the form of exceptional benches and bike racks as permanent elements, and a suite of moveable urban furniture which allow for diverse and flexible uses of the Plaza.

One artist or collective will be commissioned to develop a concept and visual language for public realm interventions in the Plaza – these may extend into the laneways and other public spaces of the Centre, for continuity, where the project allows.

The appointed artist/s will work with the landscape architects to ensure an integrated, consistent outcome, and an installation methodology which meets with Council approval.

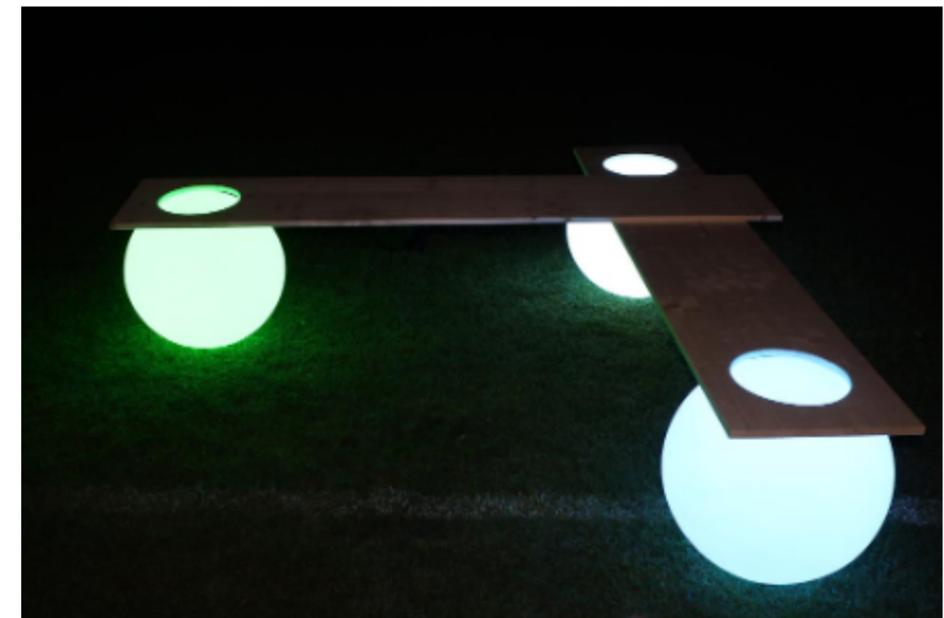
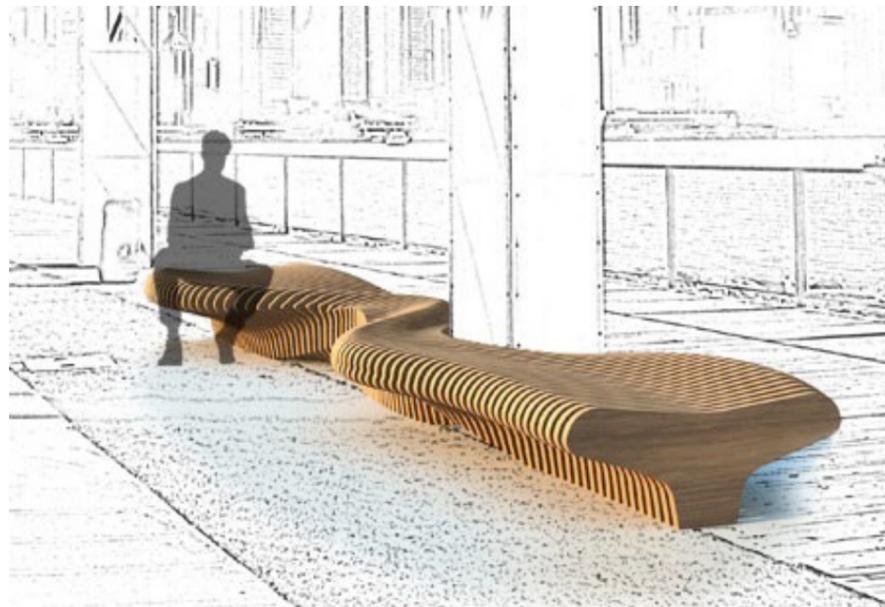
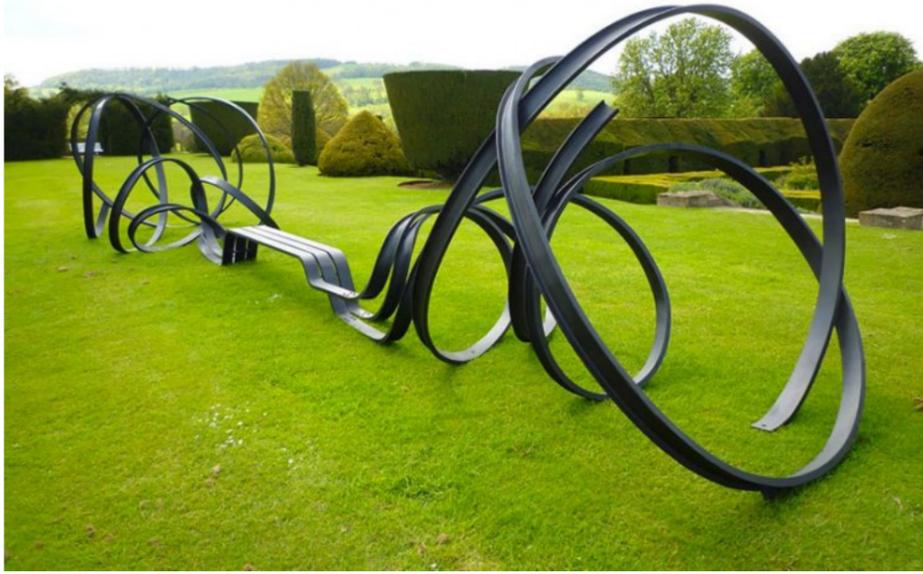


Transport Plaza reference images

Musician and avid cyclist David Byrne has designed bike racks for the Brooklyn Academy of Music: an interchangeable system of letters of the alphabet which can be assembled to spell words.



Transport Plaza reference images



Transport Plaza reference images



BUS by mmmm is a leisure space in the middle of the rhythm of the city

Skystation by Peter Newman encourages us to gaze up and gain a new perspective



Transport Plaza reference images



INTERVENTION SITES

HERRING RD + RETAIL ZONES

The more formal nature of the [Herring Road entries and retail spaces](#) will suggest a work or series of works that are a stand-out visual element, reflective of the nature of the activity and movement in the space.

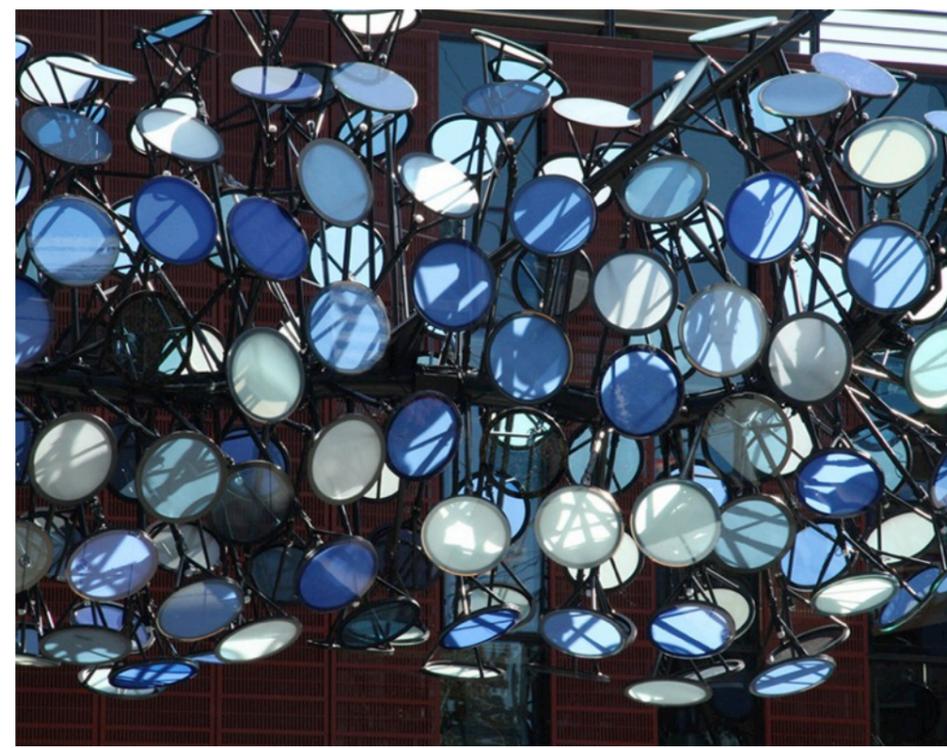
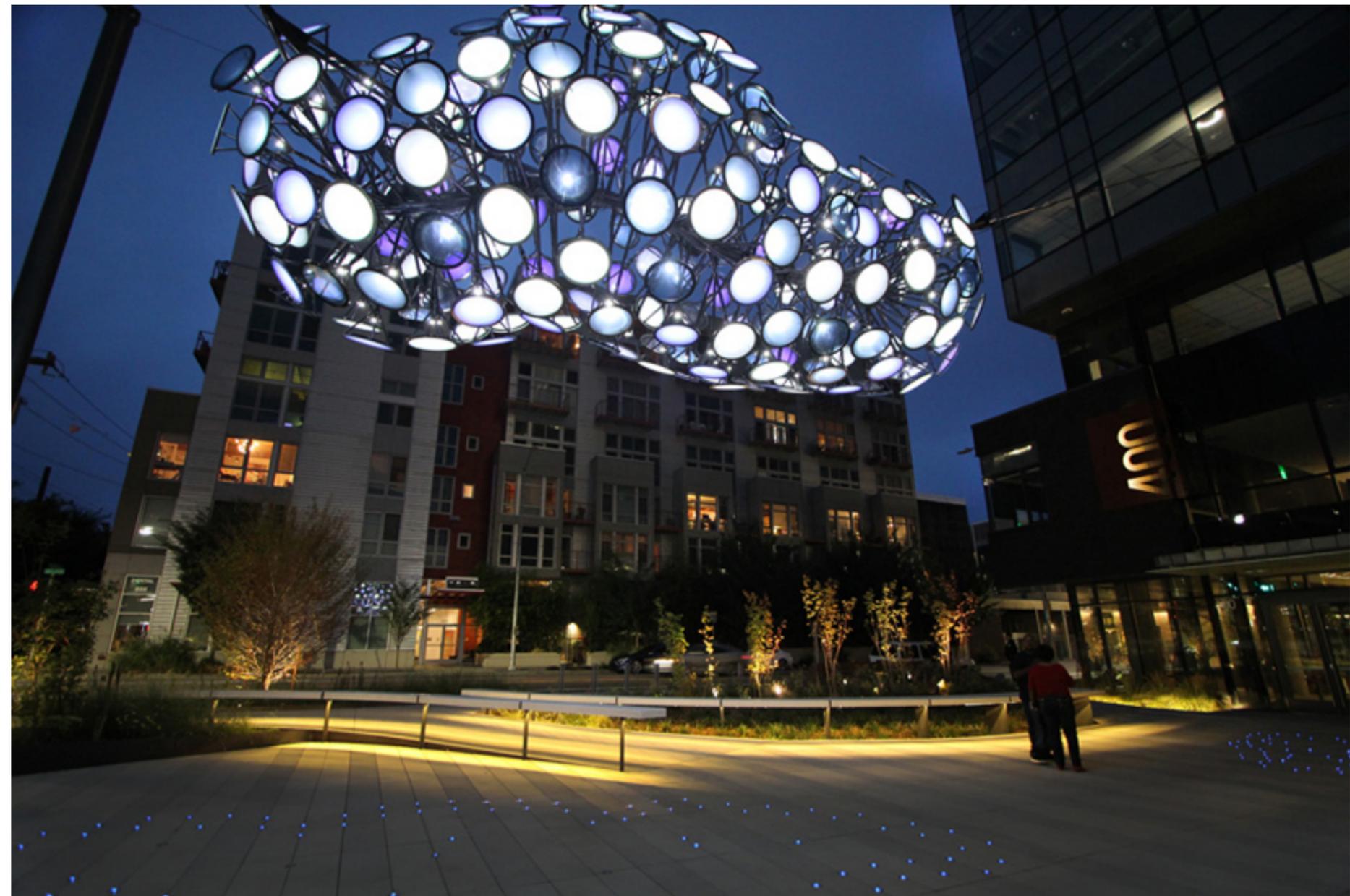
It is proposed that one or two art works be delivered in these locations, and that the works draw from the energy, human activity, and permeability of the site.

The works will be innovative, technologically advanced installations, which may use sensors to document movement on the site, or access data relating to traffic flows, social sharing and content creation, or the natural rhythms of the spaces around the centre.

The intention is to provide an entertaining, aesthetically sophisticated, and visually stimulating contribution to the retail environment, working with an artist or artists who are accomplished and engaging storytellers.

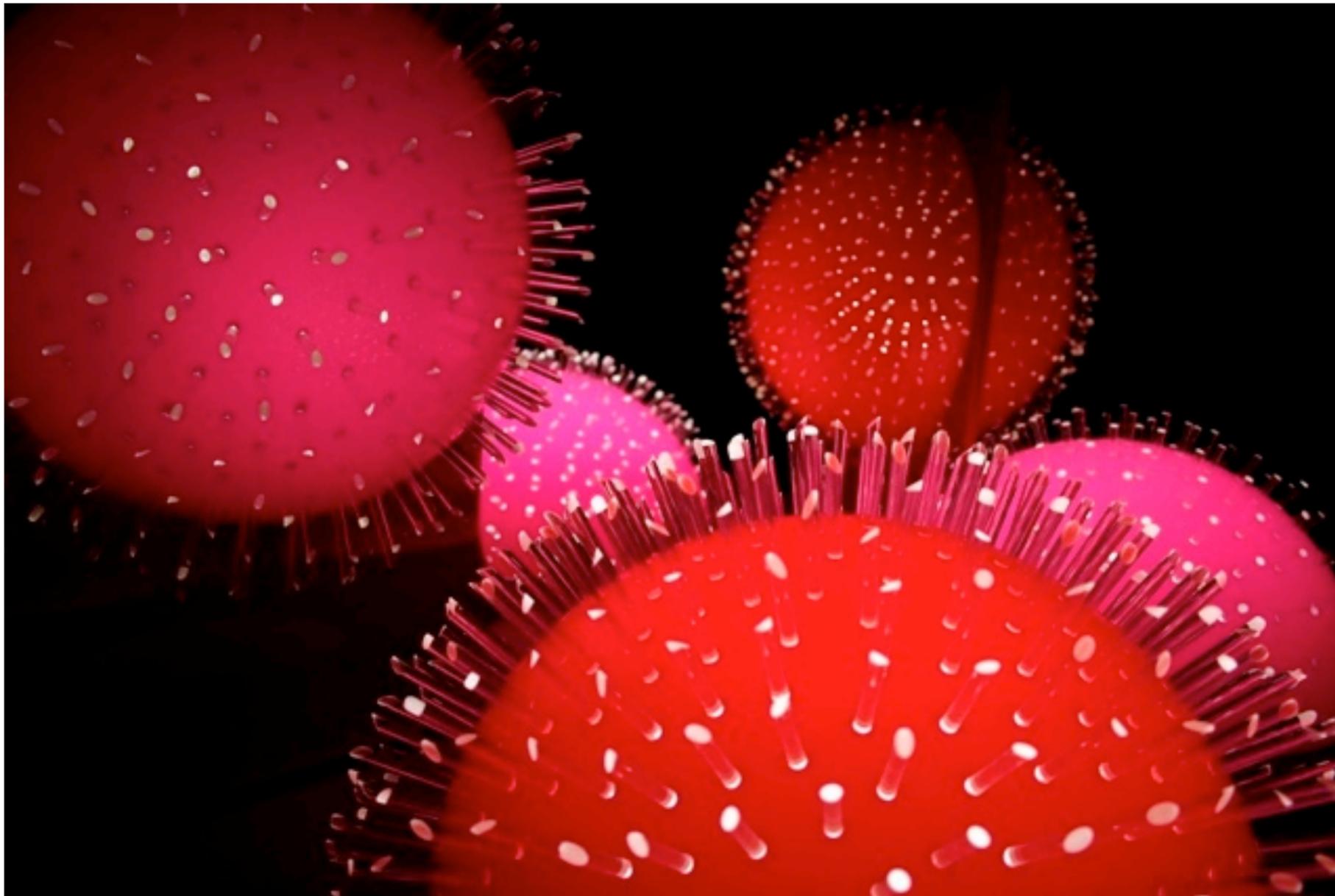
One artist or collective will be commissioned to develop a concept for artistic interventions in the entry locations, extending into the major new atrium space of the Centre. The resulting work may take the form of a series of works, visually leading visitors through the retail space.

The appointed artist/s will work with the project architects to ensure delivery and installation is seamless and integrated.



Dan Corson (USA), Clouds

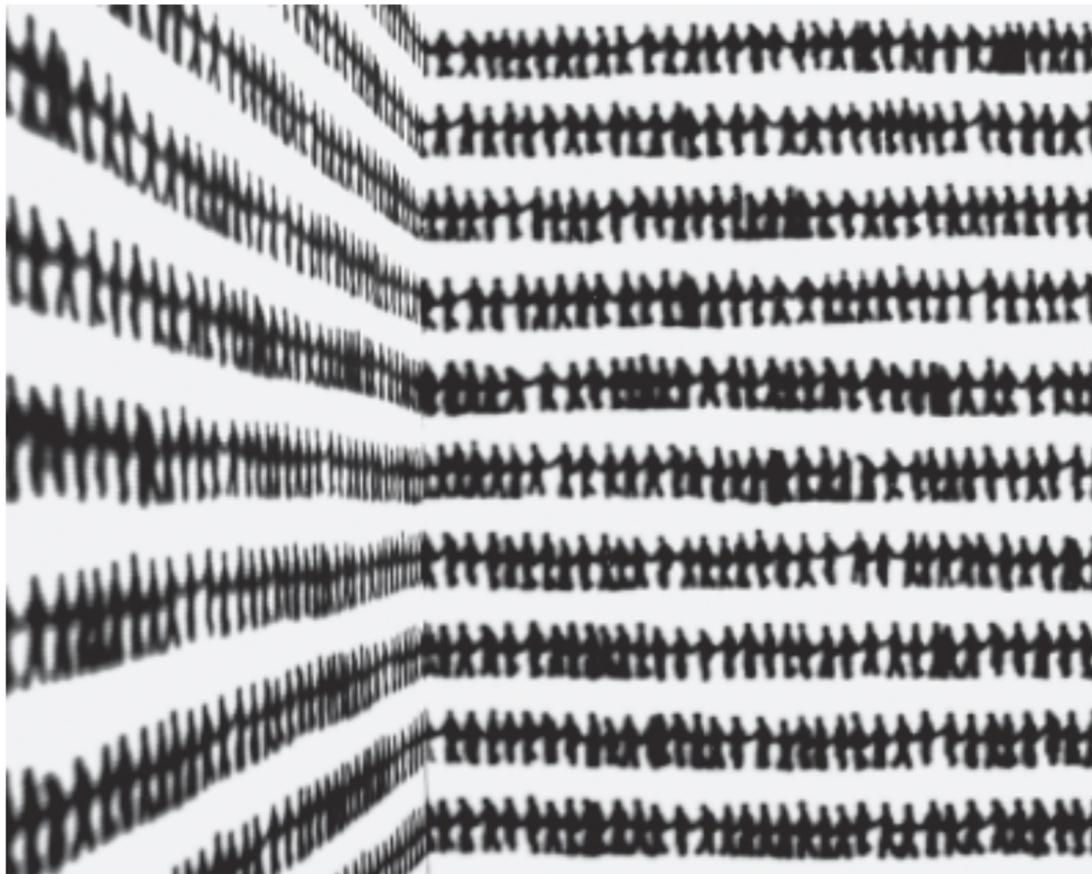
Nebulous is comprised of electronically controlled switch-glass, semi-transparent glass discs and LED fixtures: addressing Seattle's temperamental weather patterns and centrality to the digital economy.



Tracy Sarroff (Aus)



Tracy Sarroff's light-based installations examine the intersections between science fiction, biotechnology and patterns evident in nature.



Michel Rovner (Israel), Canary Wharf station project

Sensors record movement: Michel Rovner's work representing trains arriving and departing, and the human activity that brings the station to life.



INTERVENTION SITES

BUILDING FOYERS

The [Building Foyers](#) of the Macquarie Centre redevelopment will also feature art works: visible, but more discrete, part of the daily lives of residents, workers and students.

These works will have their own brief, seeking a distinct aesthetic and outcome that encourages a more intimate connection in this emerging precinct.

It is proposed that these elements will take the form of interior features, particularly, striking lights. Sculptural, or reflective by day, glowing and creating a more subdued atmosphere by night.

A number of artists will be commissioned to develop a concept for each of the Foyer opportunities: allowing each building to have their own character.



Studio Roso (UK)

Fusing architecture, art and design, Studio Roso makes work that radiates the ephemeral nature of our environment.



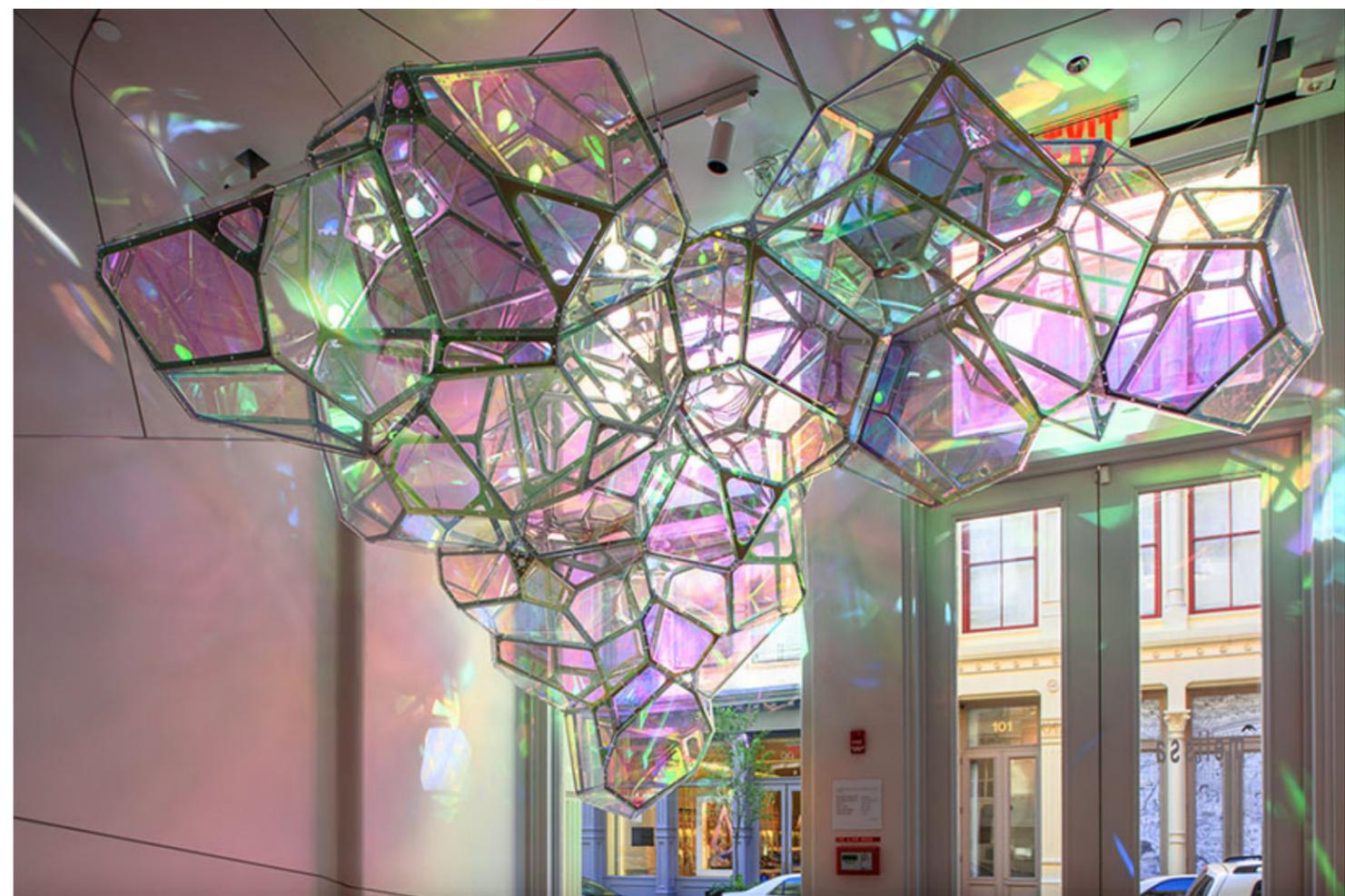
Mikala Dwyer (Aus)

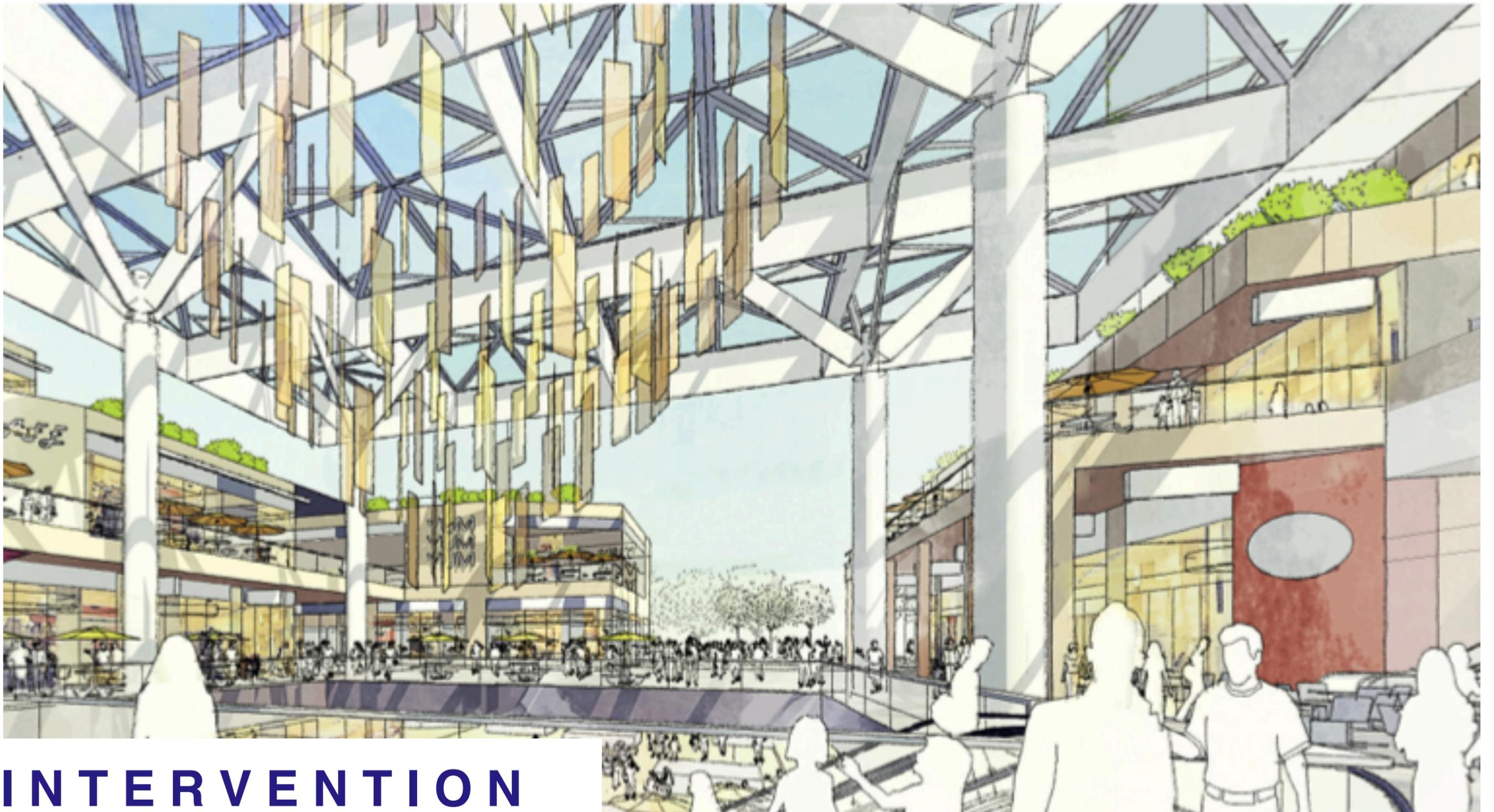
Domestic, humble but striking, Mikala Dwyer's Lamp for Mary is also a heartfelt monument for social storytelling



softlab (USA)

Highly refined, yet raw, the crystal acts as a kaleidoscopic lantern that creates an otherworldly atmosphere





INTERVENTION SITES

CONNECTING + WAYFINDING

The proposed transformation of the Macquarie Centre will require visual communication to shoppers and visitors, providing **wayfinding and connections** between existing and new areas.

Art works can play a key role in this: creating new landmarks to help navigate the spaces, and signifiers to help familiarity and memory.

It is proposed that these elements will be artist-driven, artists engaged to work with the interior architect and wayfinding designer to add a unique, visually distinctive language to the internal spaces of the Centre.

The proposed artists are artists with bold, graphic aesthetics: they will be invited to create works that connect with the past, present and future identity of this place.



Brian Robinson (Aus)

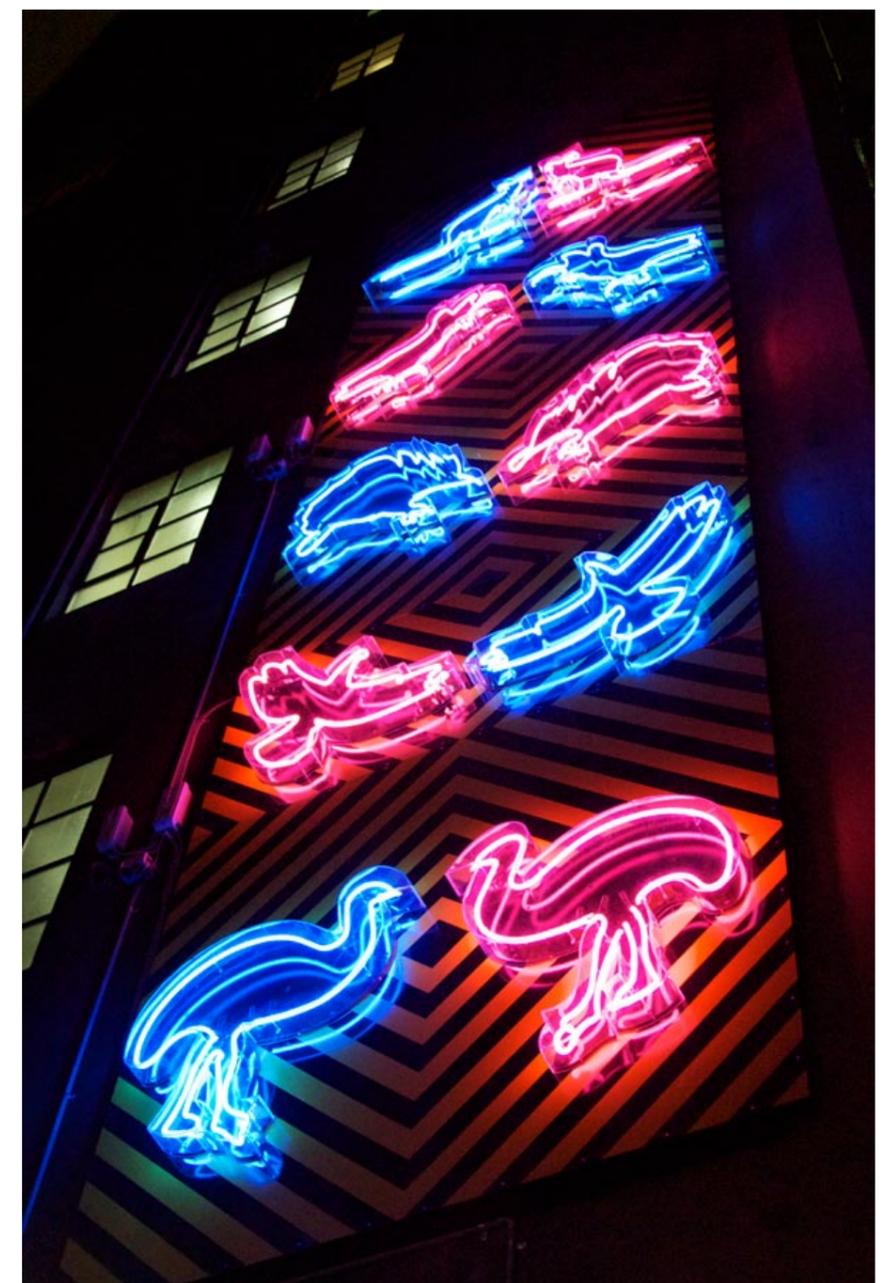
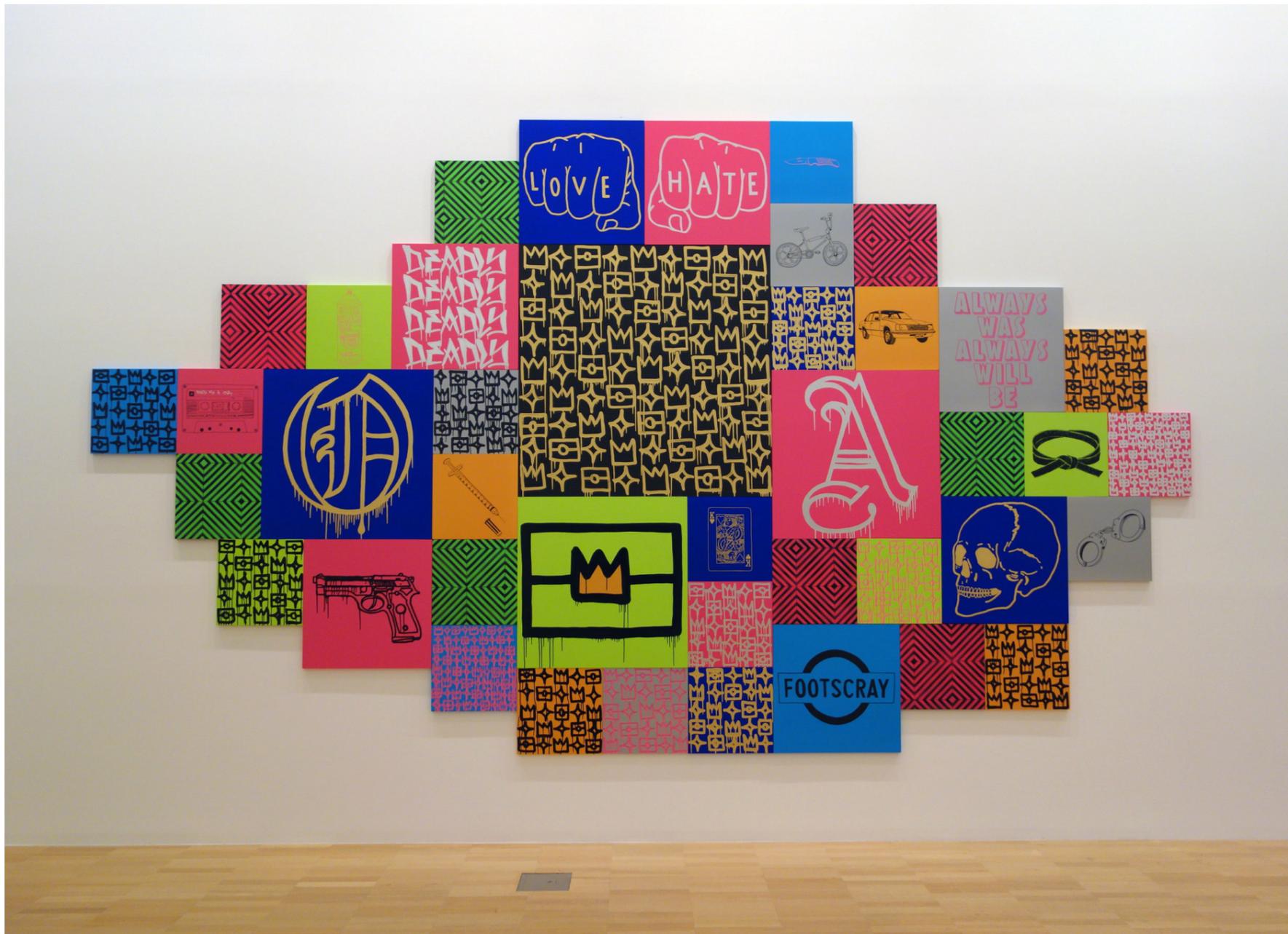
Robinson combines his Torres Strait Islander heritage with a passion for experimentation, as crossing the boundaries between contemporary and traditional styles, and between reality and fantasy.



Karla Dickens (Aus)



Working across mediums, and drawing on her Wiradjuri heritage, Karla Dickens fosters inter- and cross-cultural dialogue



Reko Rennie (Aus)

Using traditional geometric patterning that represents his Kamilaroi people, Rennie provokes discussion surrounding Indigenous culture and identity in contemporary urban environments.



PUBLIC ART STRATEGY

JESS SCULLY

CULTURAL STRATEGIST + PUBLIC ART CURATOR