

WEST RYDE-MEADOWBANK RENEWAL STRATEGY

NOVEMBER 2023



ACKNOWLEDGEMENTS

The City of Ryde acknowledges the Traditional Custodians of this land—the Wallumedegal clan—and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

Publication and contact details

For more information on the West Ryde-Meadowbank Renewal Strategy go to:

www.ryde.nsw.gov.au/haveyoursay/WRMRS

or scan the QR code below



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01

INTRODUCTION OVERVIEW OF THE RENEWAL STRATEGY

WHY ARE WE DOING THIS?

Our promise to you: Lifestyle and Opportunity at your Doorstep.

Our 2028 Community Strategic Plan outlines our promise to the community which is to deliver 'A place of lifestyle and opportunity @ your doorstep'.

But we asked ourselves, despite the work that has been already done, are we delivering on this promise to our community?

We are bringing this strategy to the community for feedback to check we are on the right track, and to ask you to help us shape how we progress it.

The basis of this renewal strategy for West Ryde-Meadowbank is to develop actions to work towards making this promise a reality. It will take more work in collaboration with the community, key stakeholders and Government agencies to make it a reality.

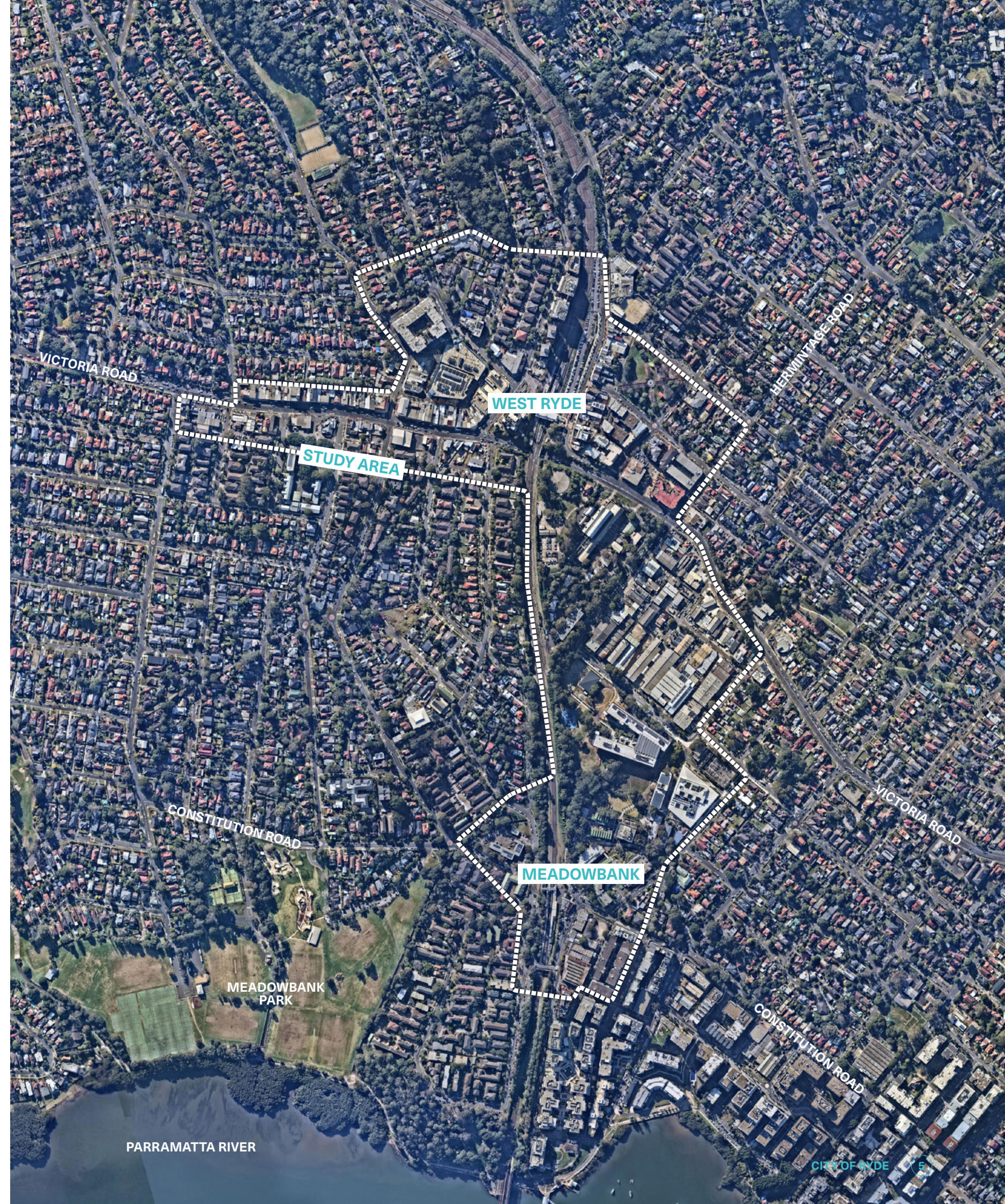
The outcome of this consultation will be to understand the concepts and project opportunities that the community and stakeholders are supportive of so that we can do further work to explore or develop these options, including new planning controls.

A sign of a thriving place is a high level of investment and development activity. However, we also need to make sure that investment and development activity is guided to deliver the right balance of lifestyle – with diversity of housing, things to do and places to go, and opportunity – with access to local jobs across a range of employment types including professional and technical services, hospitality, retail and health and education sectors.

West Ryde-Meadowbank has excellent connectivity with both heavy rail and high-frequency bus services, making it a place that is easy to get to. With the focus on increasing housing from the NSW Government, there is pressure on lands that are currently used for employment to be rezoned to residential. While this might make some sense in the short term, removing lands for jobs is only going to create bigger, long term issues where people have to travel long distances to get to work, placing pressure on our public transport systems, increasing congestion on our roads, and losing the opportunity to build West Ryde – Meadowbank into a destination.

The right approach is to strike a balance between places to live and play (i.e. lifestyle) and places to work (i.e. opportunity) in a variety of fields, including jobs that are critical to our future and in high demand, like cybersecurity and other Advanced Technology professions.

By delivering a renewal strategy with a vision for the future, and then following through with planning controls and design guidelines, we can give developers and investors clarity and signals of what to expect in terms of urban outcomes – which are both vital to reducing investment risk – and providing community with ownership over what their future place will look like.



A STRATEGICALLY IMPORTANT PRECINCT

The precinct of West Ryde-Meadowbank is strategically located between the commercial cores of Sydney CBD, Parramatta CBD, and the Macquarie Park Innovation District, and is only five (5) kilometres from Sydney Olympic Park.

With two train stations on the T4 line, a ferry service from Meadowbank, and rapid bus services from Victoria Road, it is a precinct that has all the tools it needs to facilitate renewal and drive housing—both market and affordable—on key transport corridors.

Both Meadowbank and West Ryde have excellent 'bone structure'. They have access to blue and green networks, transport services, retail and cafes, high quality education facilities, and some good streets that can drive activation and public life.

But their potential is currently hindered by the railway line and Victoria Road creating 'quadrants'; a dominance of vehicles on streets, including heavy vehicles; disjointed walking and cycling connections; a lack of high quality architecture and defined civic centres; and few places that are nice to just hang out in.

Currently, West Ryde and Meadowbank behave as dormitory or commuter suburbs. This means that people live here, but they leave in the morning for work and arrive back at night which creates problems for creating activation and a night-time economy.

The rise of the modern hybrid worker and the high proportion of professionals living here provides a unique opportunity to develop places for people to visit locally during the day or night. But this means we need to create job opportunities locally that support the workforce of professionals which then creates demand for activities before and after work, and on the weekend. It also means we need to create environments to work from, meet at, or even just somewhere to grab a coffee if you're working from home.

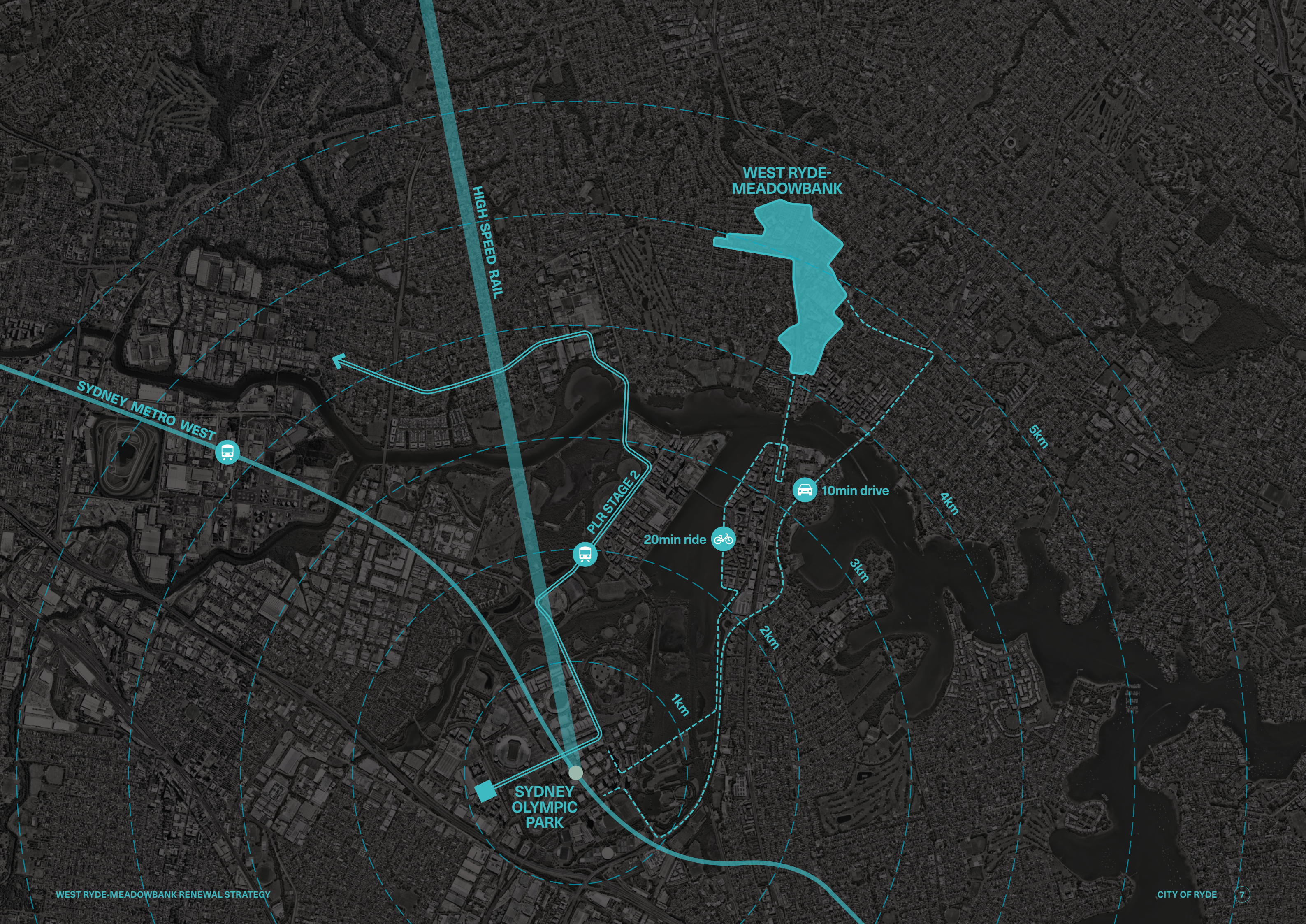
By having more things to do and places to go locally means that not only do people who already live here decide to stay local, but West Ryde-Meadowbank becomes the destination that people come to visit. In creating demand for other activities, there is the ability to create more jobs through the hospitality and retail sectors which supports a night time economy and daytime activation.

The West Ryde-Meadowbank Renewal Strategy is taking a fresh look on how to create a place that is a destination to live, work and play for generations to come.



The railway line and Victoria Road create 'quadrants' that disconnect the precinct and hinder its potential.





WEST RYDE-
MEADOWBANK

HIGH SPEED RAIL

SYDNEY METRO WEST

PLR STAGE 2

SYDNEY OLYMPIC PARK

20min ride

10min drive

5km

4km

3km

2km

1km

WEST RYDE-MEADOWBANK PROFILE

Population

West Ryde-Meadowbank is home to a majority of young, well-educated professionals, and this profile is forecast to continue.

The challenge for West Ryde-Meadowbank is to provide for these young professionals with the opportunity of local, high-paying jobs in industries that will support this workforce and deliver a diversity of housing stock that will support them as well as students and families.

The population of West Ryde-Meadowbank SA2 is on average younger and more educated than the average NSW or Australian resident. The working age population in 2021 accounted for 71.3% of the population, which is much higher than the Australian average of 64.7% (ABS, 2021).

Table 1 – Key demographics for West Ryde-Meadowbank (SA2) (Source: ABS, 2016 & 2021 Census)

Year	West Ryde – Meadowbank (SA2)		NSW		Australia	
	2016	2021	2016	2021	2016	2021
Population	19,375	20,102	7.48m	8.01m	23.40m	25.42m
Dwellings	8,180	9,119	3.06m	3.35m	9.90m	10.85m
Median Age	34	36	38	39	38	38
Bachelor's degree & above attainment	43.6%	48.1%	23.4%	27.8%	22.0%	26.3%

Ancestry

The populations of West Ryde and Meadowbank are culturally diverse, with large portions of residents with Chinese, Korean, English and Indian ancestry.

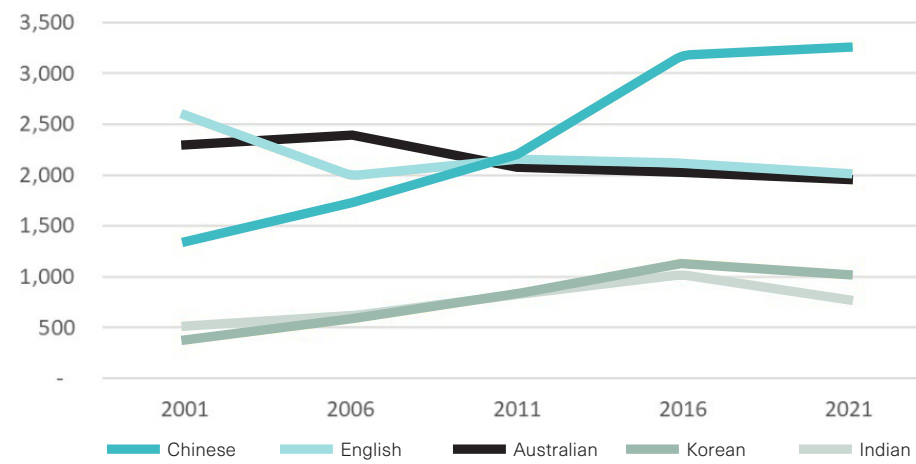


Figure 1 – West Ryde Ancestry (Profile ID, 2022)

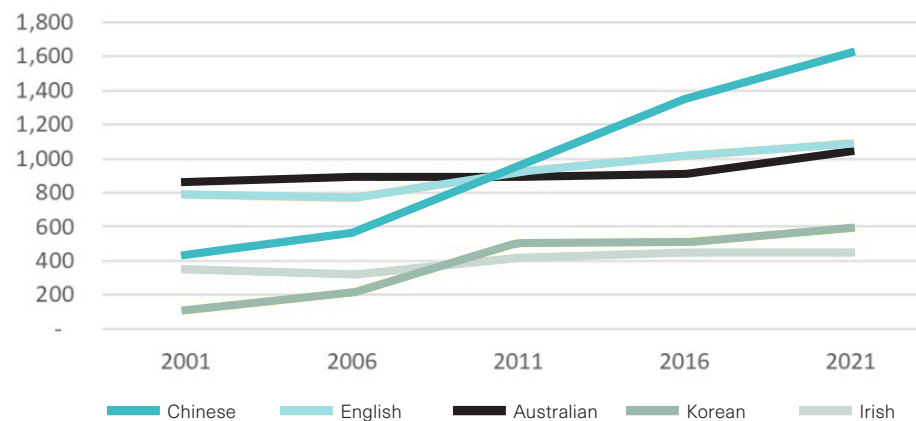


Figure 2 – Meadowbank-Melrose Park Ancestry (Profile ID, 2022)

Projections

The NSW Department of Planning projects that the precinct will grow by 2,211 from 22,020 people in 2021 to 24,231 people in 2041, a 0.48% increase. This projected growth rate is lower than the state projection of 0.95% growth.

The projection for West Ryde-Meadowbank is conservative as it is based on historical changes through migration and does not include planned development or latent development opportunities, which could provide housing and growth at a level greater than the historical growth rate. For example, the Parramatta Light Rail – Stage 2 corridor has enabled a significant development investment at nearby Melrose Park which will see population growth and new infrastructure including schools and shops.

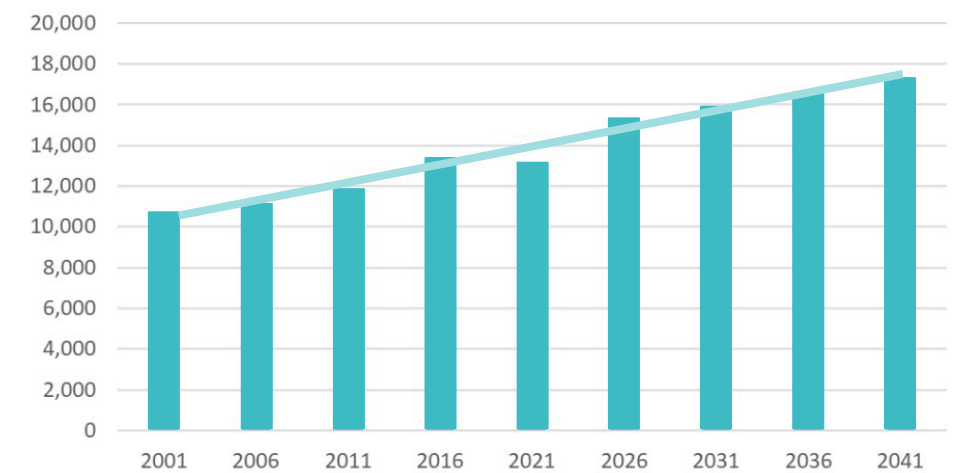


Figure 3 – West Ryde Population Forecast (Profile ID, 2022)

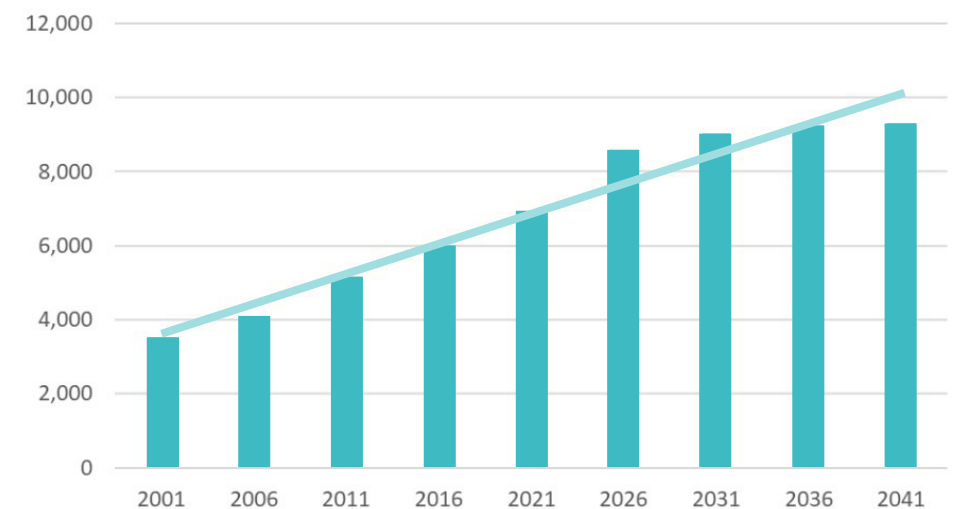


Figure 4 – Meadowbank Population Forecast (Profile ID, 2022)

Housing

In 2021 there was an estimated 9,119 dwellings in West Ryde-Meadowbank. The majority of these houses are flats or apartments (59.6%), with the other major housing stock being separate houses (23.2%) (ABS, 2021).

There was significant growth between 2016 and 2021 in the number of dwellings (939 additional dwellings), which was not reflected in the population growth (727 more residents). At an occupancy rate of 2.1 people per dwelling, a growth of 939 additional dwellings should see an additional 1,972 residents. This is a difference of over 1,200 people. It should be noted that an estimate of 2.1 persons per dwelling is lower than the 2016 and 2021 occupancy rate of 2.4, as the new housing stock has typically been apartments with fewer bedrooms on average than the former stand-alone housing stock it replaced.

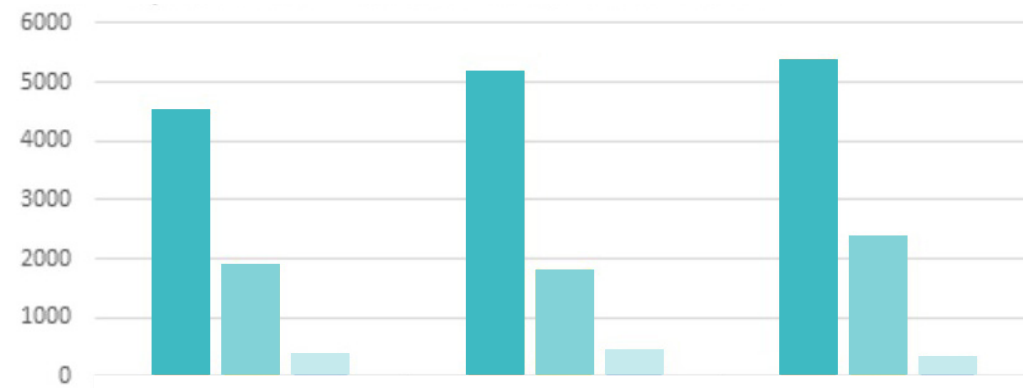
There was a significant change in the number and rate of unoccupied dwellings with 815 dwellings (9.2%) unoccupied in 2021 compared to only 525 (6.6%) in 2016 (ABS Census). During this period, there was also a change in household structure, with growing numbers of lone person households and decreases in family households.

Whilst changes in household structure may account for some of the differences the differences may be due to a combination of factors including the timing of completion of new dwellings and residents moving in, people living elsewhere during the pandemic and health restrictions, as well as property owners holding onto stock. Further analysis and monitoring would be beneficial to establish an understanding of why there is a gap between the increase in dwelling numbers and the increase in the population.

Future Community profile

This demographic profile forecasts that the West Ryde – Meadowbank community will continue to be young professionals into the future who are raising their families in the area.

The strategic need this profile presents is to provide high-paying professional jobs in the local area, amenity that supports young families including outdoor spaces, and night-time activities that are centred around food, culture and entertainment for all ages.

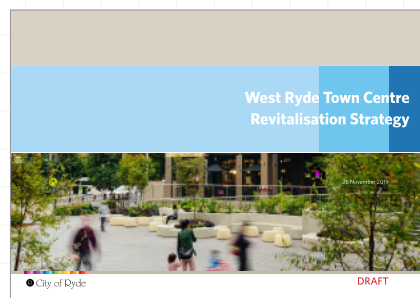
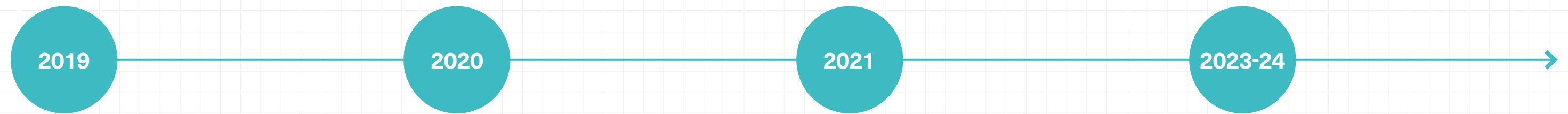


	2011	2016	2021
Family households	4495	5155	5365
Loneperson households	1861	1810	2354
Group households	342	429	336

Figure 5 – West Ryde-Meadowbank Household Structures 2011-2021

TIMELINE

The West Ryde - Meadowbank Renewal Strategy is building on the work that has come before it through Council's draft West Ryde Masterplan and the Greater Cities Commission's Meadowbank Education and Employment Precinct Masterplan



WEST RYDE TOWN CENTRE URBAN REVITALISATION STRATEGY

CITY OF RYDE

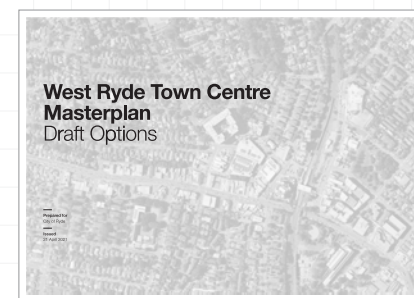
- The goal of the Strategy was aligned to the Greater Sydney Region Plan 2018 and the North District Plan 2018, addressing themes of Liveability, Productivity, and Sustainability. The Strategy identified the need to revise LEP and DCP clauses to address housing stress, public transport usage, active transport connectivity, business activation and enhancing night time economy.
- Through the consultation, there was general support for the redevelopment of the area and revitalisation set out in the Strategy. Existing and future traffic and parking concerns were raised by community. Concern was also raised regarding the future character of the area, unbalanced infrastructure provision including public domain and lack of open space.



MEADOWBANK EDUCATION AND EMPLOYMENT MASTERPLAN

GREATER CITIES COMMISSION

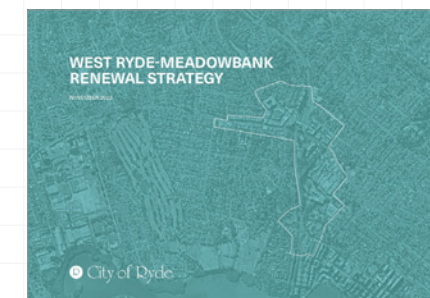
- Focused on ten targeted public domain improvements to support the Education and Employment precinct, anchored by the rebuilt TAFE and combined primary/secondary schools.
- Feedback received focussed on greater improvement to local access, active & public transport, heritage, local character and pedestrian improvements. Most of the participants expressed concerns over existing lack of transport infrastructure, issues with existing streets and pedestrian access, and concerns over accommodating the needs of new students, visitors and the current local residents.



WEST RYDE TOWN CENTRE DRAFT MASTERPLAN

CITY OF RYDE

- The Masterplan investigated the ideas set out in the Revitalisation Strategy and considered the land use and urban design changes required to promote renewal.
- Feedback from the consultation focused on 5 key areas; improved pedestrian and cyclist connections, community is comfortable with more height with well-designed and high-quality buildings, improved traffic flow and parking, provision of open space for social connections, attractive and activated public domain and connection to open space. There was support for draft masterplan Option 2 as it showcases more capacity to faster deliver change and greater public benefit.
- The Masterplan did not propose ways to offset traffic impact of the redevelopment and uplift.



WEST RYDE-MEADOWBANK RENEWAL STRATEGY

CITY OF RYDE

- This Strategy builds off all the Strategies and Masterplans above, incorporating community feedback and the support for Masterplan Option 2, this Strategy unifies the area into a single precinct
- Focuses on developing strategies to deliver on the outcomes in the Community Strategic Plan especially providing 'lifestyle' (including housing, amenity and high quality design) with 'opportunity' (including local professional jobs, world-class education) and responds to the feedback previously received
- Getting community feedback early to confirm the strategic direction and inform more detailed studies and development of planning controls

WHAT YOU TOLD US YOU WANTED FOR WEST RYDE AND MEADOWBANK



BETTER URBAN + ARCHITECTURAL DESIGN

Despite significant investments to date, both West Ryde (particularly on the western side) and Meadowbank are not living up to their full potential as places. The renewed streetscape on Ryedale Road in West Ryde is successful, but the train station and new commuter car park create some barriers to connection and drawing people in at all times of the day.

West Ryde on the western side of the station is generally lacking in amenity from a pedestrian perspective, but the likes of Graf Avenue between Chatham Road and the library with its laneway feel, restaurants, tree canopy and through-site links provide a glimmer of what is possible in this place.

Meadowbank has some shops around the train station but the public domain which provides access to/from the TAFE and education precinct is squeezed between a small and unnecessary car park and the bus turning area. Although the shops are located in beautiful (but partly rundown) buildings and have outdoor dining, they are still overwhelmed by the street.

Unfortunately, neither Meadowbank nor West Ryde are notable success stories in terms of built form design and/or building quality except for public buildings like the redeveloped Meadowbank TAFE with its Institute of Applied Technology Digital, or the heritage Sydney Water Pumping Station.

In your earlier feedback, you told us that more density isn't the problem. The problem is a lack of quality architectural and urban design, and management of traffic.

By integrating a principle of Design Excellence and Universal Design that will be carried through to more detailed work, we get to set the standard for what the community expects.



BETTER MANAGED TRAFFIC

West Ryde is characterised by traffic-dominated streets including heavy vehicles accessing the supermarket loading docks that face the street. Although congestion isn't as significant a problem away from Victoria Road, the focus on vehicles in place reduces the potential for walkable streets and to provide spaces for activities like outdoor dining, parklets or entertainment.

Meadowbank has less heavy vehicle impacts, but with the high density living, there is increasing pressure on Constitution Road as a collector to service the district, and this becomes congested. In both West Ryde and Meadowbank, the pedestrian environment is less than desirable, with a lack of crossing facilities on key desire lines, a high proportion of roundabouts which are not pedestrian-friendly, and in West Ryde there is a disproportionate amount of pedestrian-guardrail fencing which also diminishes the aesthetic of the place.

There needs to be an approach to traffic management that leverages the precinct's access to existing mass transit and rethinks the way that parking is managed on-street and as part of any new development to reduce traffic and parking impacts over the long term.

Similarly, given West Ryde and Meadowbank are only 900m apart, it is an easy walk or cycle between them once the right connections are provided.



MORE OPEN SPACE

Meadowbank is an important active recreational space for the region, with its vast sportsfields, waterfront access, play and skate park, and cycleway along the river.

West Ryde, on the other hand, is lacking access to open space with ANZAC and Miriam Parks the only sizable green spaces in the area. While there are limited opportunities to increase open space in West Ryde as it currently stands, by setting a strategy this can unlock sites for redevelopment that include quality, public open spaces.

In high-density areas, there needs to be increased open space access to make the place liveable for people in all age groups. The Sydney Water site presents one of the most significant opportunities to create new public open space in the precinct, but of course, this requires access to it over Victoria Road which was outlined in the Meadowbank Education and Employment Precinct and is echoed in this renewal strategy.

Council has developed a data-driven validation tool to assess any new development application against open space needs to get open space in the right locations to support as many in our community as possible.



ACCESS TO LOCAL, PROFESSIONAL JOBS

The demographic profile of West Ryde – Meadowbank is strongly geared towards young, well-educated professionals, but there is a lack of local, high-paying jobs to support this demographic. As a result, people leave to go to work during the day, and when they return in the evening there are limited options for things to do.

This renewal strategy considers where and how we can unlock local high-paying professional jobs to support the young professionals in the area, and that will in turn create demand for new jobs in hospitality and retail as well as other supporting services.

It is creating local jobs to support the existing and forecast demographics of young professionals that will unlock much of the activation and economy that the community has called for and allow young professionals to continue living in West Ryde-Meadowbank.

Additionally, having access to local jobs and education opportunities expands the range of people who choose to live in West Ryde-Meadowbank, including families and students but also to open up opportunities for diverse housing types.



FAMILY-FRIENDLY NIGHT TIME ECONOMY

Community feedback on the West Ryde Masterplan was strongly supportive of creating a night-time economy to give people living and working in the area places to go to before after work, and on the weekend.

There was not a desire to make the area a bar or nightclub district, but instead providing a vibrant place with access to activities that are more focused on art, events and an 'Eat Street' culture.

Opportunities exist around Graf Avenue or the bus interchange in West Ryde, the Sydney Water precinct which has the opportunity for a 'Grounds of Alexandria' type experience, and along Railway Road in Meadowbank as a gateway to the education and employment precinct and the Parramatta River.



MORE WALKING AND CYCLING

In strategic planning for the City of Ryde, the community repeatedly provides feedback that they want less cars, and more walking and cycling.

Switching to active modes of transport provides benefits in terms of reduced congestion, but also significant health benefits in terms of reduced air pollutants, and incidental exercise from walking or cycling.

Additionally, there are public domain benefits where if the space between buildings can be reallocated from cars which take up a lot of space and carry few people, to walking which takes up little space or public transport which carries many people.

Not to mention the potential to give space back for footpath dining or parklets which provide important places for community connection, activations, and social cohesion.

The renewal strategy considers how to create key active transport connections that allow people to do what they need to do without getting into a car.

WEST RYDE-MEADOWBANK RENEWAL STRATEGY

Taking your feedback on board and with a refreshed perspective and approach, we have developed this Renewal Strategy with a vision to deliver on our community promise of lifestyle and opportunity at your doorstep.

The Strategy is built upon the earlier work of Council and the Greater Cities Commission, but takes this further with some of the thinking on how key actions can unlock catalytic sites and redevelopment to achieve better place and economic outcomes for generations.

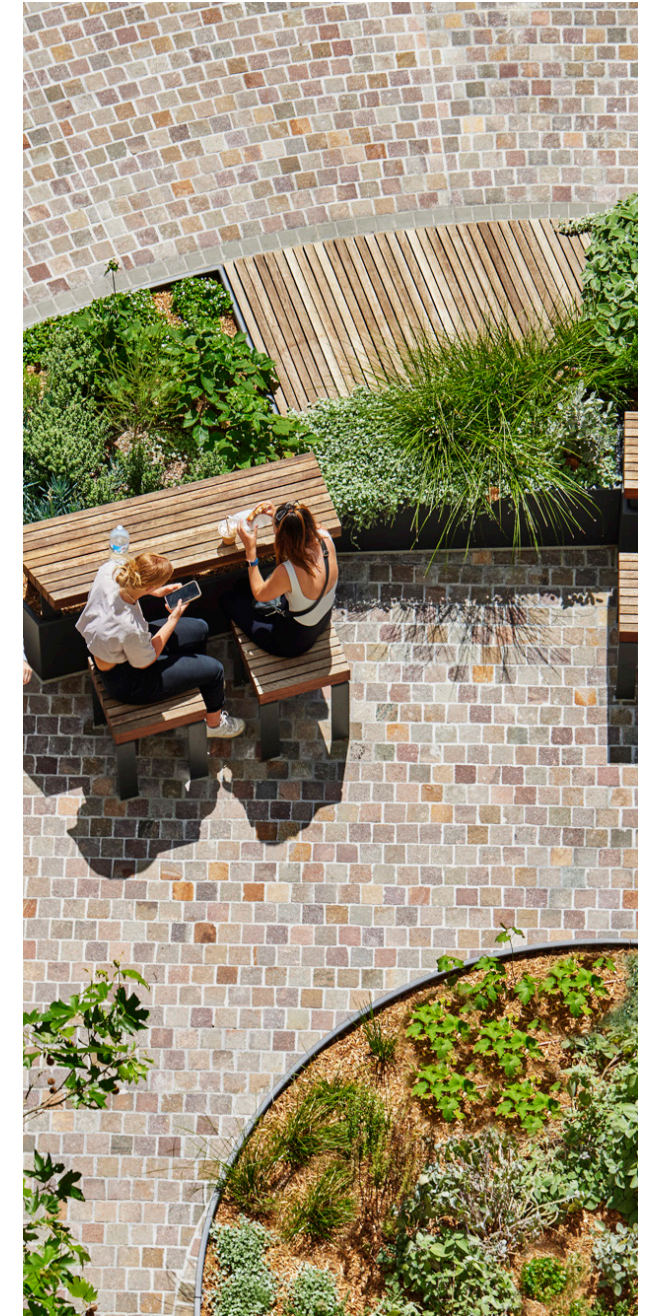
Making the Strategy outcomes possible will require collaboration and working closely not only with our community, but with stakeholders, the development sector, and public agencies. We are well on our way with this engagement, and it will continue as we develop the more detailed work including planning controls, but also during the delivery stages.

Thinking in a collaborative, co-designed way has been embedded in the Strategy, and we look forward to receiving your feedback to let us know whether you support this vision.

Our approach has been to develop a holistic approach to the Precinct, to think big and leverage opportunities from other projects, and to initiate engagement with industry and stakeholders early to align outcomes with work being done by others, and to what is possible.

The Strategy takes an intergenerational lens to its thinking, recognising that anything that is built lasts for longer than the usual 20 year horizon of a strategic document, and this must be front-of-mind when developing actions.

We want to know what you think, and if we're on the right track. Your feedback will help shape the strategic direction and inform the detailed studies and program of work that we develop to inform planning controls and an implementation program.





02 RENEWAL STRATEGY

DELIVERING THE VISION

STRATEGIC FRAMEWORK

VISION

An urban renewal strategy giving new life to West Ryde and Meadowbank's fabric.

PRINCIPLES

Principle 1
Unlocking opportunities
on your doorstep

Principle 2
Design excellence +
universal design

Principle 3
Co-designed +
delivered

Principle 4
Connecting + Designing
with Country

Principle 5
A net zero
precinct

PLACE TACTICS

Place Tactic 1
Vibrant civic centres

Place Tactic 2
A connected precinct

Place Tactic 3
Green + blue network

Place Tactic 4
Accessible places

Place Tactic 05
Streets for public life

Key moves

Key moves

Key moves

Key moves

Key moves

VISION: A PRECINCT OF PROGRESS

An urban renewal strategy giving new life to West Ryde and Meadowbank's fabric.

Elevation of place through new employment opportunities, cultural connections, world-class transport, design excellence, and high-quality built and natural environments.

With a focus on improving the quality of life for residents and the modern hybrid worker, the strategy fosters the creation of a vibrant precinct that leverages Meadowbank as an advanced technology hub with quality education alongside West Ryde as a hub for night time economy, and creativity, building on the City of Ryde's strengths of multiculturalism and harmony.

RENEWAL PRINCIPLE #1

UNLOCKING OPPORTUNITIES ON YOUR DOORSTEP

Opportunities on your doorstep can mean many things to many people.

For some, it could be about improving access to services, such as schools, medical services, retail, or childcare.

For others, it might be about being able to live and work locally (e.g. 15-minute neighbourhoods). Or it may be about having your favourite brunch spot around the corner, being easily able to get to a local park and generate some sweat, or just to unwind in a natural environment.

Regardless of who you are, we want West Ryde-Meadowbank to be recognised as a place where social, economic, environmental, and cultural opportunities become accessible to individuals, businesses, and other organisations.

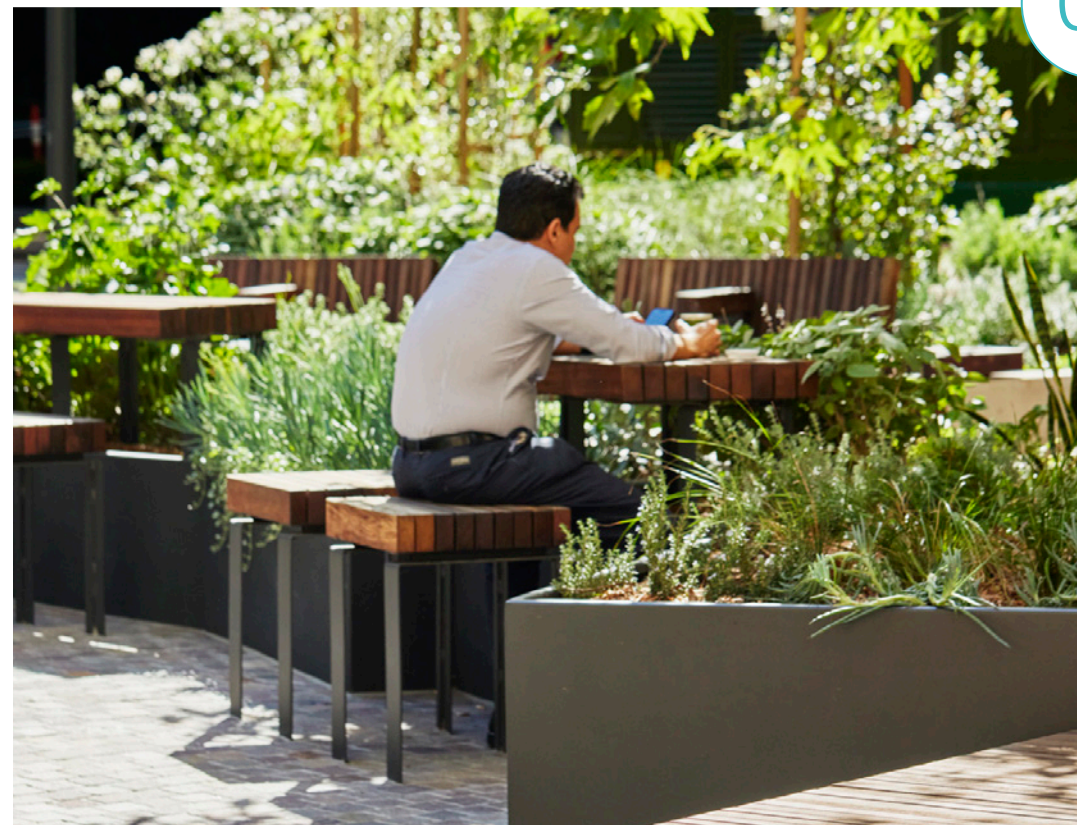
Key to this principle is to evolve the industrial lands at West Ryde into an advanced technology hub that will connect with the Institute of Applied Technology Digital (IATD) and be home to startups and scale ups in advanced manufacturing, software development and other innovative technologies, as well as maintaining some of the existing automotive, chemical and mechanical uses in the precinct.

The renewal strategy is also ensuring that there are suitable and well-located open spaces in the area that current and future residents can readily access. Making sure there are good connections through the area so that regardless of the mode of transport you use, it is easy to get to these spaces. We understand that an area with good options for passive and active recreation is one that is more liveable and good for the mind, body and soul.

Consistent with our Local Strategic Planning Statement, the target is to have all residents in West Ryde- Meadowbank to be within 200m of an open space that is at least 1,500sqm in size. Recreation is about providing lifestyle at your doorstep.



01



RENEWAL PRINCIPLE #2

DESIGN EXCELLENCE AND UNIVERSAL DESIGN

Design Excellence is a process and set of requirements to ensure a high quality, built and urban environments.

It is measured by the functionality, liveability, sustainability and public contribution of buildings and public spaces. In real terms, this is about creating foot traffic to support businesses, safe spaces for night time activities, building design and material choices that take into account natural cross-ventilation and climate lifecycle impact, or even simple actions like providing shade on the street and places to sit or rest.

It is universal in design ensuring that an environment's composition and design is accessible by all, regardless of size, age or ability. Design considers the physical and the sensory environment.

We will lead these approaches in both architecture/ built form and the public domain. We want people to visit West Ryde - Meadowbank and think: "Beautiful. Smart. Iconic. Inspiring."



02



RENEWAL PRINCIPLE #3

CO-DESIGNED AND DELIVERED

A bold, ambitious strategy cannot be designed or delivered by Council alone.

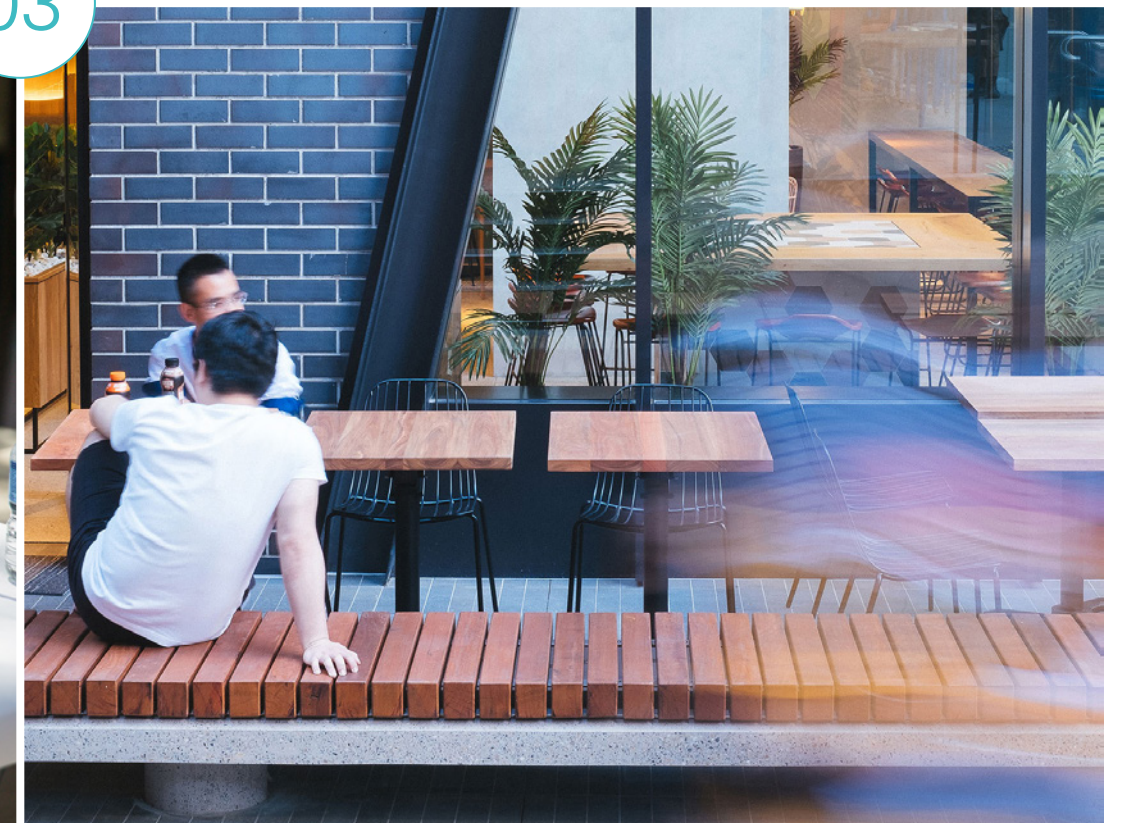
We must do it in partnership with others – community, agencies, staff, investors and stakeholders. Our approach is to embed co-design and delivery into every phase of this project as it is conceived and delivered to allow true collaboration and diverse perspectives.

We respect that there will be opposing perspectives and pressures to head in one direction over another, but at the heart of this strategy and the work that will follow is a commitment to do what is right for the community.

Co-design considers our past (history), present (needs and use) and future (communities). In our existing context, there is a huge focus on delivering new housing, and this strategy will help facilitate that as it develops, but it would be negligent of us to not make space for new jobs and this includes rethinking areas such as the West Ryde industrial lands as an Advanced Technology precinct.



03



RENEWAL PRINCIPLE #4

CONNECTING AND DESIGNING WITH COUNTRY

Leveraging the Government Architect's framework, we are embedding 'Country-centric' thinking as a fundamental design and delivery principle for how we reshape West Ryde - Meadowbank.

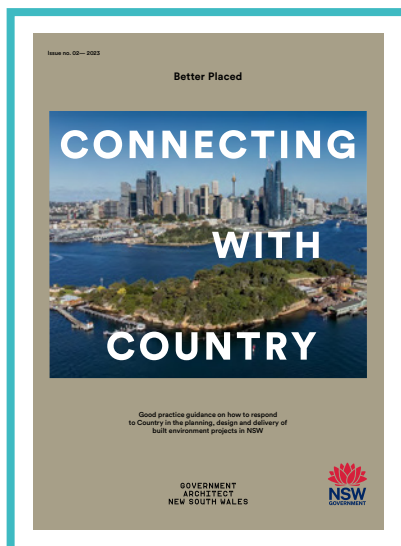
Instead of developing projects in the usual way that focuses on the phases of delivery or tasks, instead we will prioritise holistic thinking for designing to connect to place, environment, people and culture to 'Shape' and ensure 'Caring' for Country in all that we do. This approach considers the perspectives and knowledge of our First Nations people who successfully nurtured and sustained Country for millennia using this approach.

Adopting this approach will not only connect people through place, but provides additional benefits such as reducing risk from climate change, improving social cohesion and wellbeing outcomes for people who live here, or who come to visit.

In the context of this framework and West Ryde - Meadowbank, we are taking on board our First Nations connections to people and place and acknowledge history and change that has contributed to shaping our inter-cultural communities, and or collective future.

As part of this strategy, we are beginning on a journey of building a relationship with our local Dharug mob to work together as the project develops and embed lessons of caring into the future of this place.

The Connecting with Country Framework is a guide to good practice in responding to Country during the planning, design and delivery of the built environment.



04

The concept of creating a built environment that promotes environmental sustainability, climate change action, and healthy communities is not a new one. First Nations peoples around the world have long understood the importance of living in balance with the natural world, and have developed traditional practices and knowledge to support this way of life.

— Amanda McCarthy, Liz Dargin and Dillon Kombumerri
in *Connecting with Country Framework* (Government Architect NSW, 2023)



RENEWAL PRINCIPLE #5

A NET ZERO PRECINCT

Council has committed action on climate change, recognising the impact of on our city and its people, and the outcomes that will happen if rapid action is not taken to drastically reduce our emissions and limit the irreversible impacts.

If not prioritised, these impacts will extend into increased natural resource shortages and competition, species extinction, threaten basic human health, and deliver large scale economic impacts.

It is critical that we address emissions in our built environment by reducing emissions from development which is one of our largest sources of carbon emissions in the city behind electricity generation and transport.

One of our priorities to achieve Net Zero within the community is through designing to include renewable energy sources, leverage efficient technologies and low carbon construction material use in built structures and the urban domain.

We also act by building Net Zero performance standards into our policies, planning controls, consent conditions and delivery contracts for developments to improve climate resilience into the future.

This approach sets a standard that prioritises our community and environment long term, delivering smart and efficient design outcomes for all.

Private sector investment decisions are also being influenced by Net Zero, with Company Directors now having a fiduciary duty to consider the climate impacts of their decisions and the return-on-investment opportunity that is ESG (environmental, social and governance) means investing in a precinct with Net Zero as a principle is great for business and investor returns.



05

PLACE TACTICS

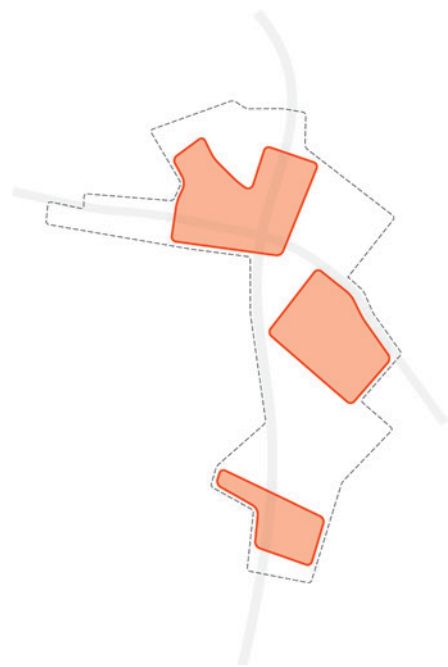
The Place Tactics are the outcomes from applying the strategy and how we realise the Vision through Key Moves.

We have developed five Place Tactics that bring together Key Moves that work together to deliver the place outcome.

- **Vibrant civic centres** where people want to live, work and play;
- **A connected precinct** for walking, riding and rolling;
- **Green and blue networks** that connect people to places and nature;
- **Accessible places** that reduce reliance on private vehicles; and
- **Streets for public life** to create safe, walkable neighbourhoods.

This Strategy focuses on how these Place Tactics are applied in the key areas of the West Ryde – Meadowbank precinct.

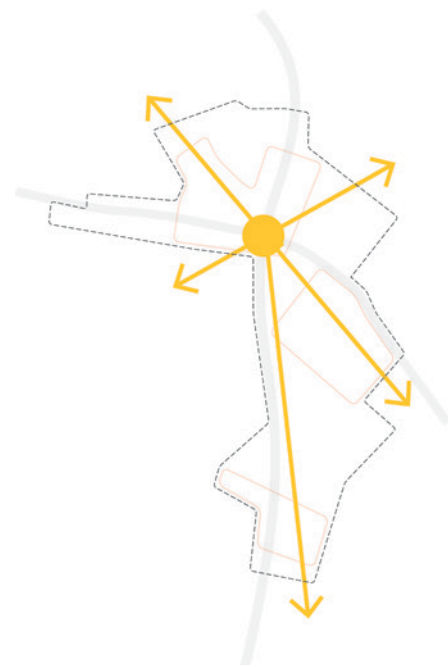
THE TACTICS



PLACE TACTIC 1

Vibrant civic centres

where people want to live/work/play



PLACE TACTIC 2

A connected precinct

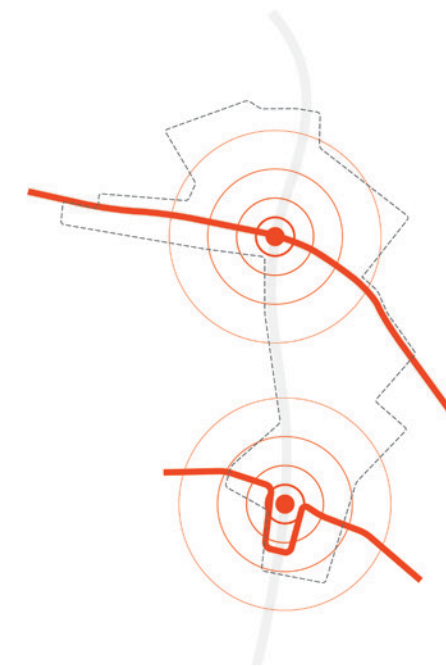
for walking, riding and rolling



PLACE TACTIC 3

Green and blue networks

that connect people to places and nature



PLACE TACTIC 4

Accessible places

that reduce reliance on private vehicles



PLACE TACTIC 5

Streets for public life

to create safe, walkable neighbourhoods

03

APPLYING THE PLACE TACTICS

KEY MOVES TO SHAPE THE PRECINCT

OVERVIEW OF PLACES

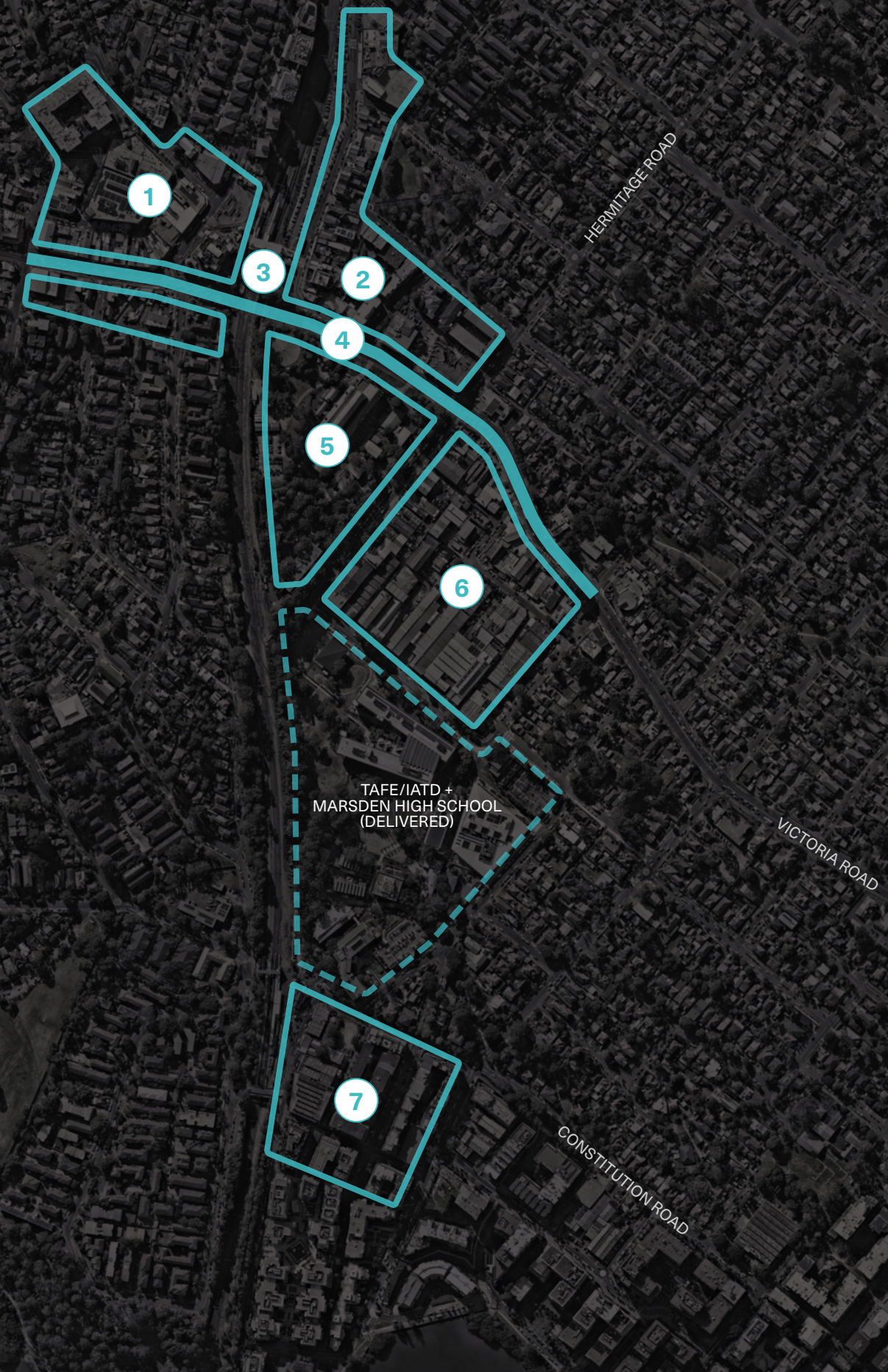
- 1 West Ryde town centre
- 2 Ryedale Road
- 3 West Ryde station
- 4 Victoria Road
- 5 Sydney Water site
- 6 West Ryde industrial lands
- 7 Meadowbank town centre

RYDE PARRAMATTA
GOLF CLUB

CONSTITUTION ROAD

MEADOWBANK
PARK

PARRAMATTA RIVER



WEST RYDE TOWN CENTRE

West Ryde town centre is a place with potential that has yet to be fulfilled.

The civic plaza in West Ryde between the Marketplace and Coles are underutilised due to a lack of visual connection with the broader place and lack of pedestrian-friendly streets. As a result, this civic plaza is often barren, despite significant investment to beautify it, and the streets are not welcoming as places to sit, people-watch, or have something to eat.

The streets in West Ryde centre are generally unpleasant places to be, with a lack of pedestrian crossing facilities, pedestrian fencing that dominates the streetscape, a focus on car parking or access to car parks, and streets that are compromised by heavy vehicles servicing loading docks.

A key opportunity is for the West Ryde Marketplace site to be redeveloped as a catalyst site which can resolve the critical issues of the loading dock in Anthony Lane and incentivise redevelopment of the shops along Victoria Road and West Parade. With Graf Avenue already demonstrating a tree canopy and access to many restaurants with through-site links to Victoria Road, this strategy provides a way to realise its potential as an Eat Street – like Spice Alley in Chippendale.

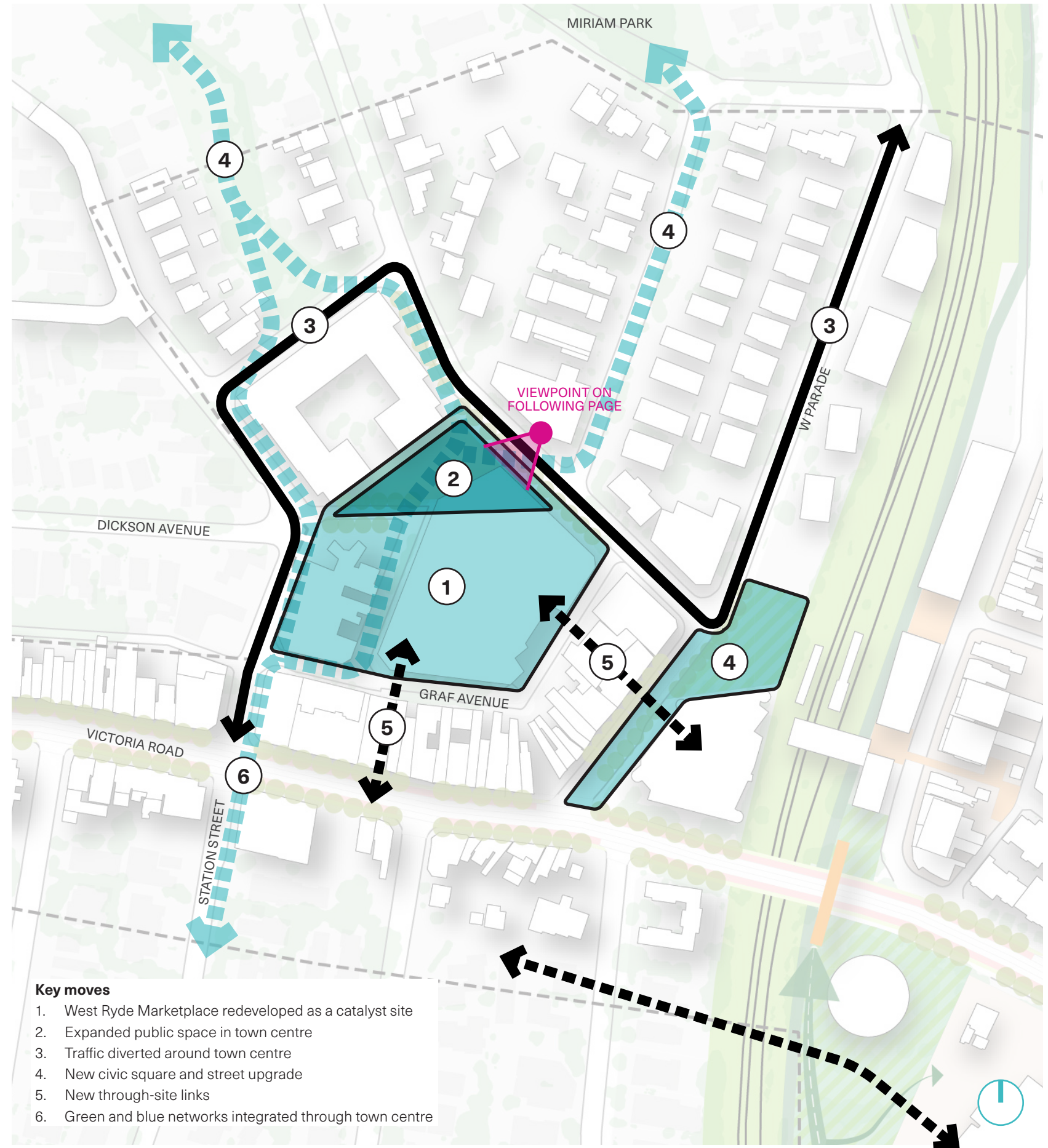
A key move that this Strategy proposes is to divert traffic from West Ryde town centre and reduce the impact of heavy vehicle movements – ideally through redevelopment which allows for a redesign of access points and streets.

The bus interchange land next to West Ryde station presents an opportunity for a new civic square that can be activated by food trucks, night markets, and live performances to build a family-oriented night-time economy in West Ryde. In addition, removing the need for buses along West Parade can see a potential expansion of this plaza onto the street.

The bus interchange would relocate along Victoria Road where most people are getting on the bus, and through development of the commuter car park land on Ryedale Road owned by the NSW Government, there is the opportunity to not only provide housing (including affordable housing) but fully integrate the train station with a bus interchange on Victoria Road like what you see at Chatswood station.



Spice Alley, Chippendale is an example of the redevelopment opportunity at West Ryde.



Indicative strategy diagram for West Ryde Town Centre.

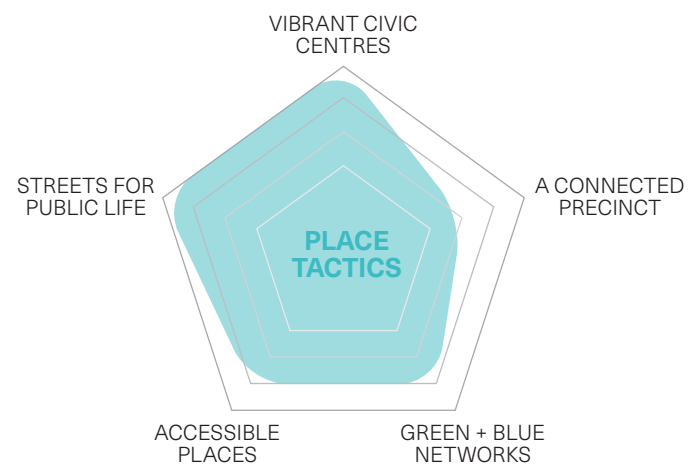
WEST RYDE TOWN CENTRE



EXISTING



INDICATIVE FUTURE CONCEPT



RYEDALE ROAD

On the eastern side of the train line in West Ryde, Ryedale Road has a lot of good things going for it. With two storey heritage frontages on most of the buildings giving the street a beautiful character, cafes, galleries and specialty stores, and along with a recent streetscape upgrade – all contribute to making a great place.

Just behind Ryedale Road is ANZAC Park, a key public open space for the West Ryde community, and subject to a masterplan adopted by Council in 2022.

Recently Transport for NSW delivered a commuter car park on Ryedale Road which has changed the way people use this place, with some shop owners saying it has decreased the number of people visiting as they are driving in to take the train in the morning, then getting straight back in their car and leaving in the evening.

We know great streets and vibrant places rely on people walking (not people driving) to activate it, stop and make a purchase, and create vibrancy.

With the NSW Government's strong impetus to provide more housing near public transport, the land that is being used for the commuter car park can be transitioned to high-density residential in the near future. This is a positive approach that can actually help provide more housing, including affordable housing, but also support the shops and quieten Ryedale Road as long as we provide the environment to support it.

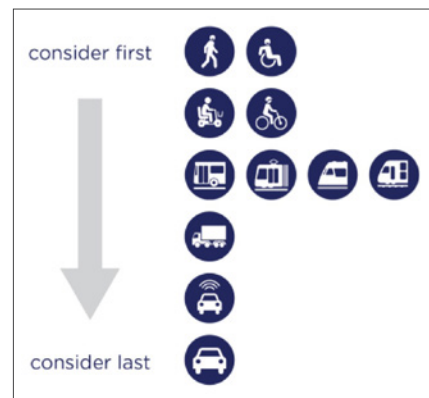
Similarly, there is an opportunity to create residential buildings along the eastern side of Ryedale Road, leveraging the heritage frontages, and setting back any height from the streetscape to keep the character of the place and the buildings at a human scale.

Designed well and supported by amenity such as shops and transport (much of which is already in place), West Ryde has the ingredients that allow for reduced car parking, giving streets back to people walking, and providing more space for outdoor dining and other active uses.

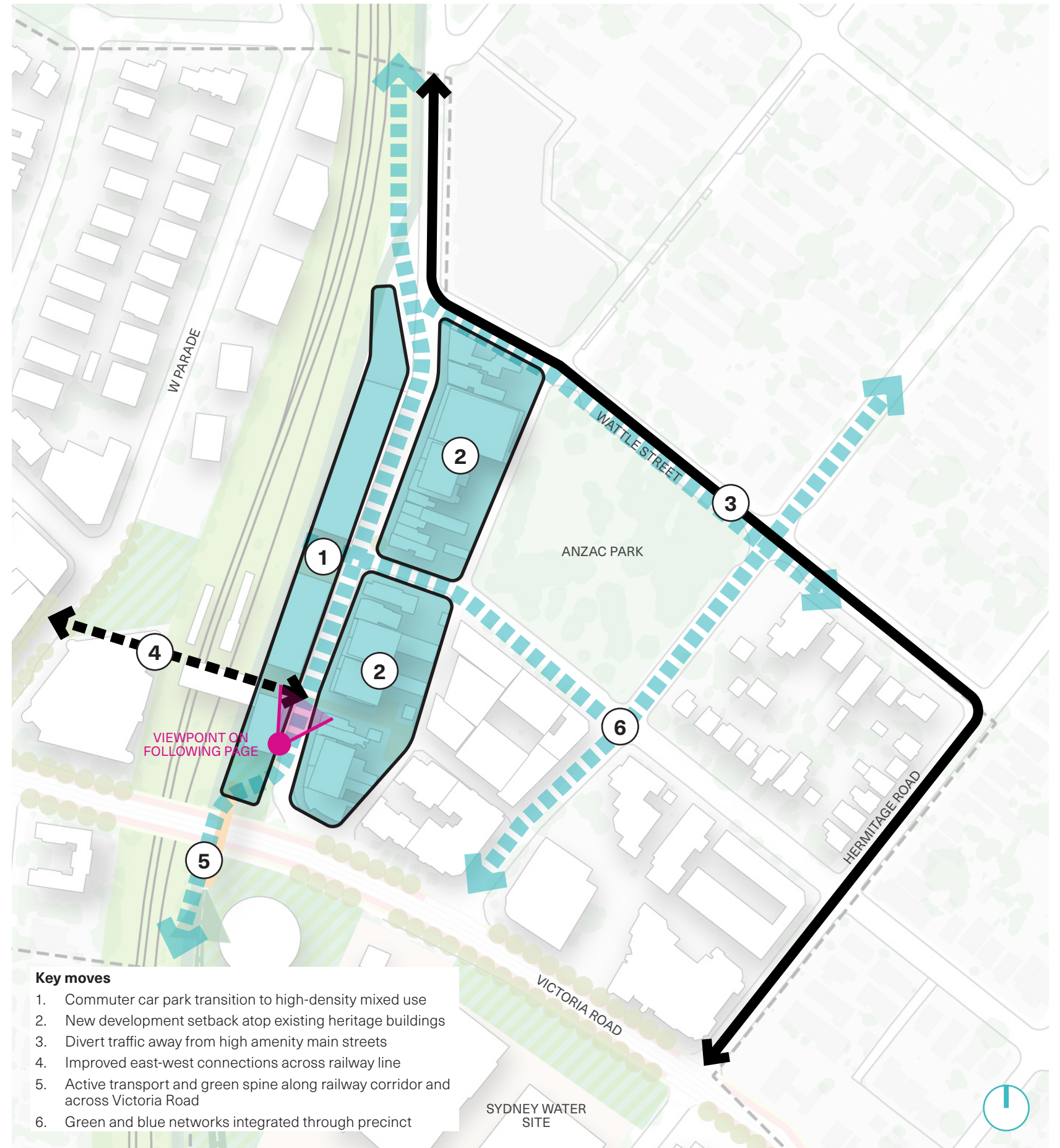
There are also opportunities to create more vibrancy by creating jobs in place through retail, food and beverage operations, and uses such as co-working spaces that support all-day and night-time activity – not just commuter activity.

As part of this Strategy, we will consider ways to divert traffic from the main streets, and instead walking, cycling and public transport, and seek opportunities for through-site links to better connect the east and west of West Ryde with the area of West Ryde south of Victoria Road, potentially through a connection from Anzac Avenue (subject to further investigation).

To help facilitate this, it is strategically important to achieve the active transport connection across Victoria Road – whether that is a bridge, a landbridge or some other integrated crossing – to connect West Ryde and Meadowbank to each other. The distance between the stations is less than one kilometre, making it a short walk or easy bike ride to get between the two. This active transport connection was also identified in the *Meadowbank Employment and Education Precinct Masterplan (MEEP)* by the Greater Cities Commission in 2020.



TfNSW road user space allocation hierarchy.



Key moves

1. Commuter car park transition to high-density mixed use
2. New development setback atop existing heritage buildings
3. Divert traffic away from high amenity main streets
4. Improved east-west connections across railway line
5. Active transport and green spine along railway corridor and across Victoria Road
6. Green and blue networks integrated through precinct

Indicative strategy diagram for Ryedale Road.

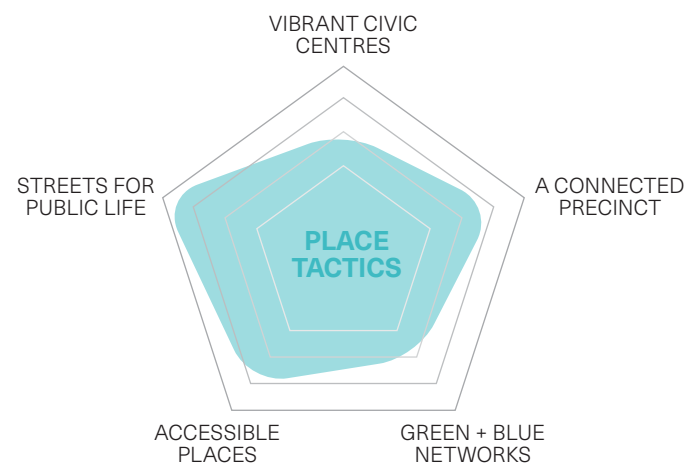
RYEDALE ROAD



EXISTING



INDICATIVE FUTURE CONCEPT



WEST RYDE STATION

In earlier work for this precinct, there was much talk of the active transport connection over Victoria Road, which is highly important. In developing this work, we wanted to explore opportunities that were truly city shaping and could make a significant difference to the experience of this place.

Two key factors that affect how West Ryde and Meadowbank work as places and their disconnection from each other are the train line and Victoria Road, both of which effectively split the precinct—and the community—into quadrants.

However, there is the potential to resolve these quadrants through a redevelopment of the Government-owned land next to the rail corridor, triggering the potential to integrate the West Ryde station with a new bus interchange and over-station development.

Not only would this provide the benefit of more housing next to public transport, but it would also improve accessibility in the precinct.

This redevelopment, which would include a rethink of West Ryde station, could potentially see the train platforms moved slightly to the south, bridging Victoria Road, which could significantly improve pedestrian connectivity to that station from the four quadrants. By using two station concourses, one north and one south of Victoria Road, the station will function as a key activity hub.

This concept for an integrated train/bus station with over-station development is in an early engagement stage with Transport for NSW and TAHE. However, we are asking for community feedback on whether an outcome of being able to move easily in all directions and resolve the ‘quadrants’ would be something we should explore further.

In addition, this redeveloped station and concourse could connect the community to the lifestyle of the Sydney Water precinct as well as the jobs in the Advanced Technology precinct.

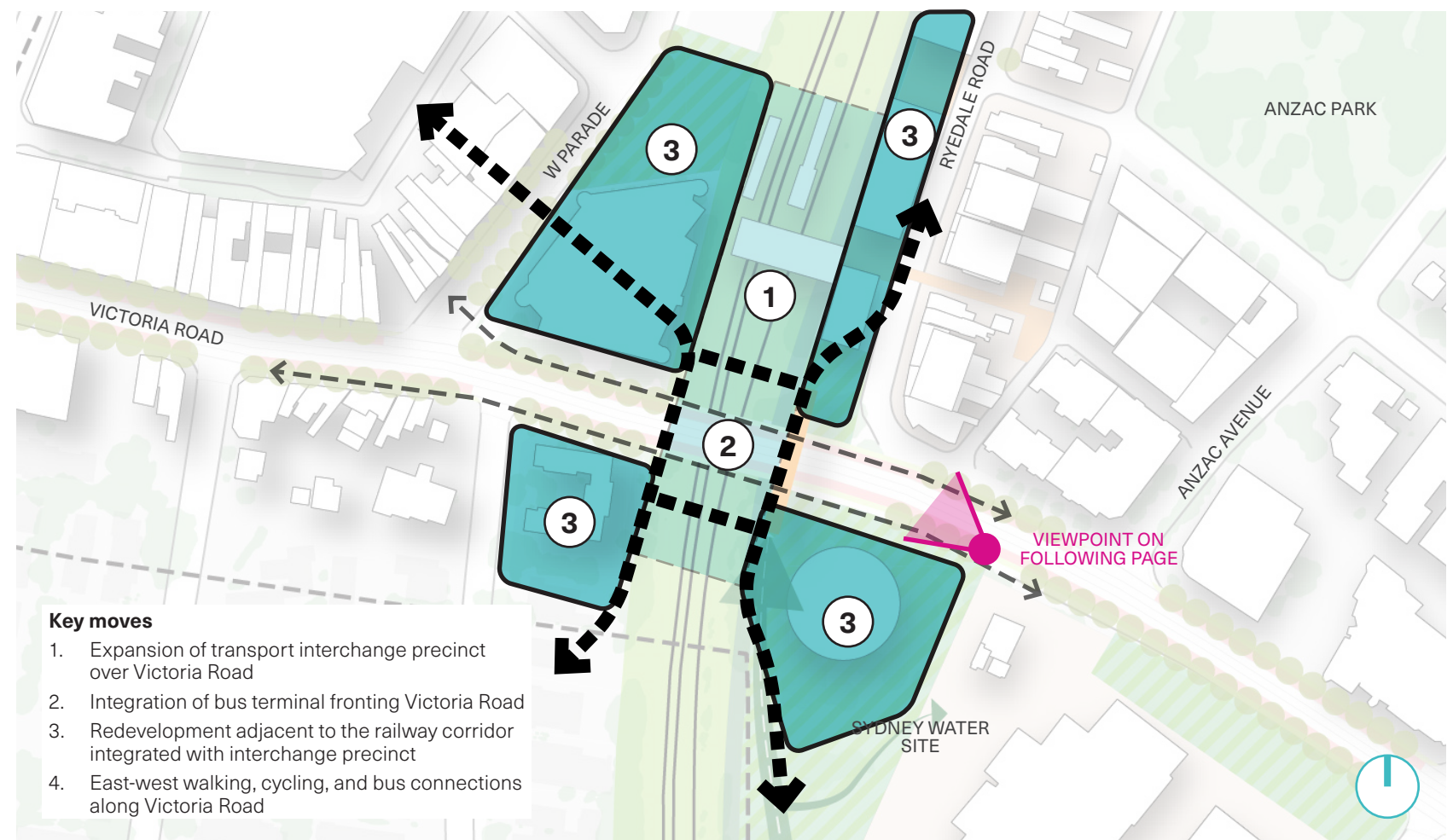
CASE STUDY

Chatswood Transport Interchange

Year: 2009

This comprehensive mixed-use infrastructure initiative breathed new life into the heart of Chatswood, delivering a complete overhaul of the previous railway station and bus interchange while minimising disruptions to operations throughout the construction phase.

The architectural resolution of the integrated station development seamlessly reconnects the eastern and western sectors of Chatswood.



Indicative strategy diagram for West Ryde Station.

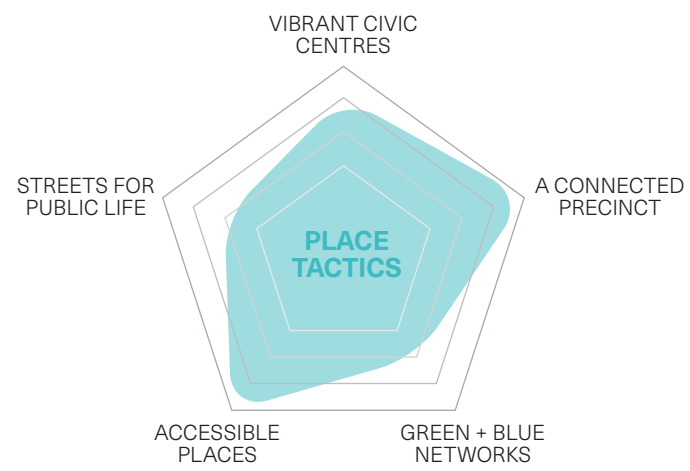
WEST RYDE STATION



EXISTING



INDICATIVE FUTURE CONCEPT



VICTORIA ROAD

Victoria Road currently serves many functions. It is a public transport corridor that connects Parramatta and Sydney, has a heavy traffic function carrying over 56,000* vehicle movements per day in 2022 (94% of which are cars), and is attempting to be a high street with shops and restaurants.

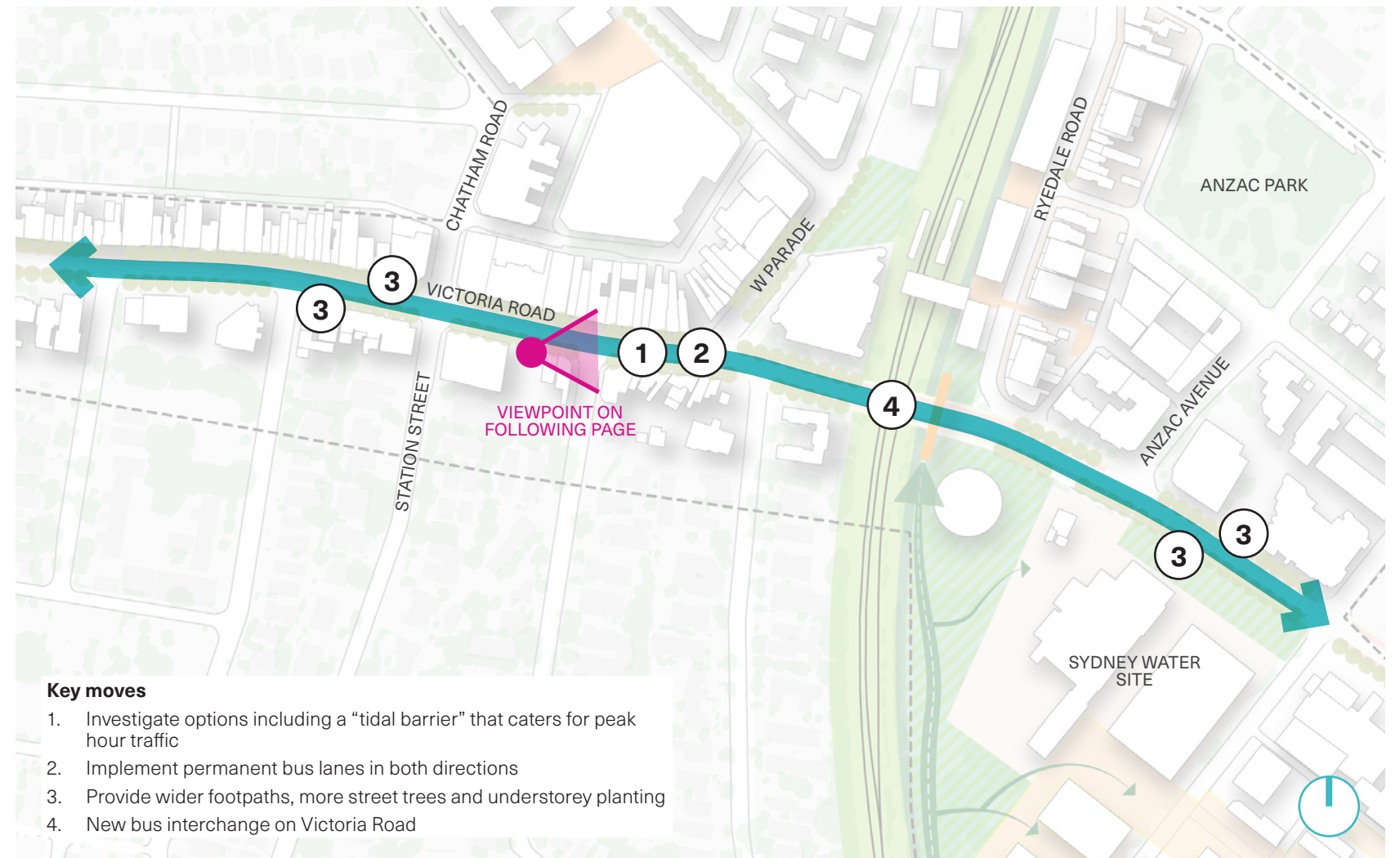
The corridor is noisy, dirty and lacks any green or street trees. There is a lack of activation of the shops, or they have attempted to turn their businesses to the rear lanes or are vacant.

Many shops have frontages that are designed for privacy (for example, with frosted glass or decals covering the windows) which do not invite people in or allow for interaction with the street.

There is an existing proposal within Transport for NSW to widen Victoria Road to three lanes in each direction, which is on hold, but we would like to explore other options through this strategy. We see the potential to get more out of Victoria Road by rethinking how the street is used and how to connect the community more effectively.

Victoria Road's traffic is heavily affected by the morning peak demand where about double the traffic is heading eastbound to Sydney than westbound to Parramatta. We can also see that the evening peak is much more of an even spread in both directions, but with about 25% less traffic in a single direction than the morning peak.

The issue with the proposed widening is that it creates 'induced demand' – if you create the extra space for cars, it will be filled. However, the opposite is also true – if the amount of space is constrained then people make alternative choices. In this case, the clear opportunity is to improve public transport, make it easier to access and to more places, and give it priority over cars.



Indicative strategy diagram for Victoria Road.

* Transport for NSW Traffic Permanent Classifier (station 51235 at Victoria Road, Ryde)

AN ALTERNATE WAY FOR FOR VICTORIA ROAD

Broadly speaking, when asked for feedback on the types of urban outcomes they want, community will often say 'less traffic and more walking and cycling'. The way to make this happen is to prioritise walking, cycling and public transport over cars, and as a result, widening a corridor to make way for more traffic is only going to make matters worse.

We are proposing an alternative way forward that we are seeking community support to explore in more detail in the later stages of this project.

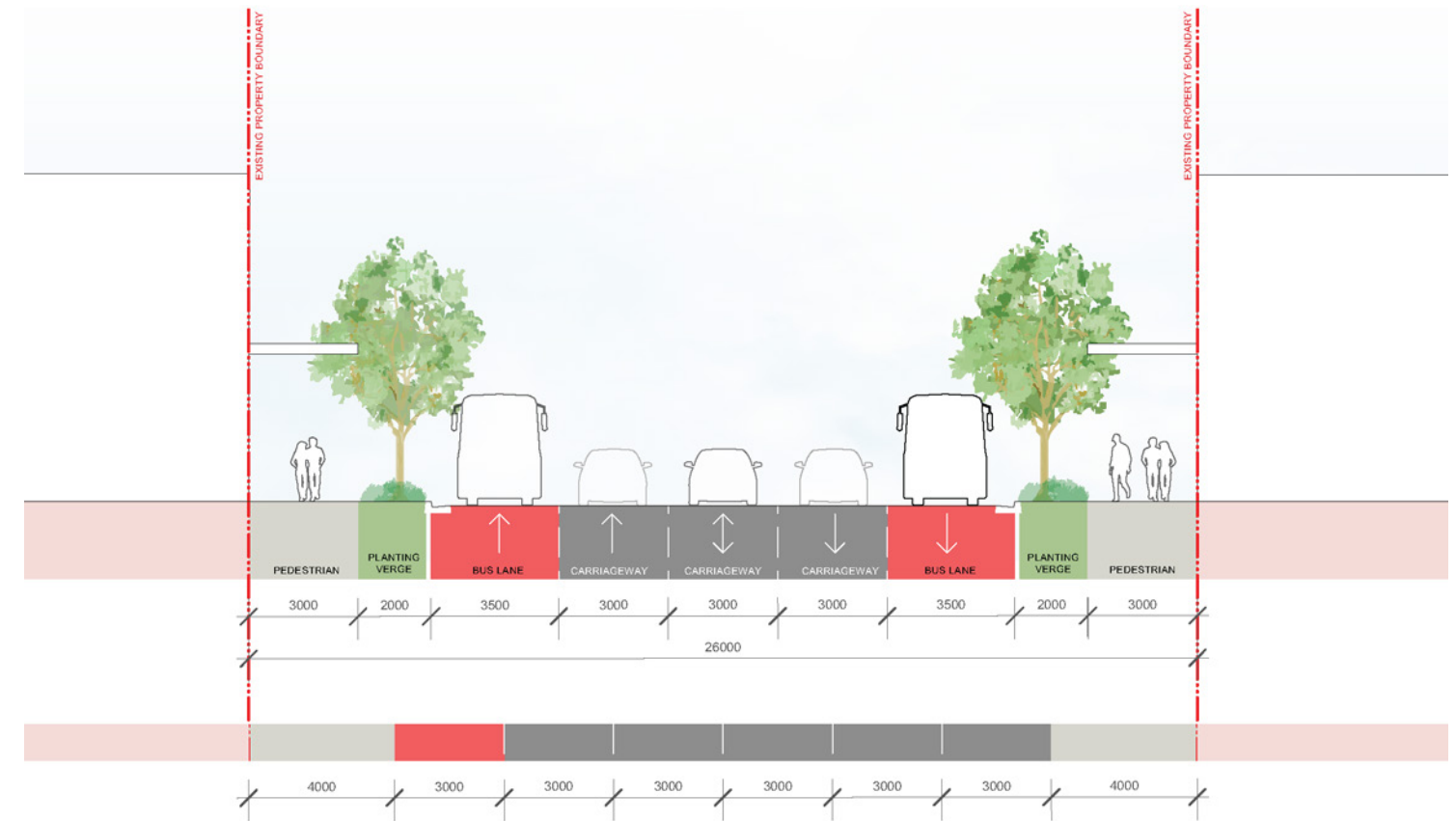
Right now, there is no incentive for shop owners or operators to invest and make their places better as there is no reason for people to be there with tens of thousands of vehicles roaring by.

However, if we could investigate an option for Victoria Road where instead of widening, there could be a 'tidal barrier' system, similar to what exists in Drummoyne, so the barriers are shifted depending on the peak flow of the street.

Taking this type of approach would 'give back' enough space to be able to plant street trees, dedicate bus lanes and still have lanes for traffic that would shift depending on which direction the demand is in. These bus lanes could be serviced by relocating the existing western bus interchange on West Parade to below the redeveloped West Ryde station to further enhance the efficiency and attractiveness of public transport. Investigating this option should also consider reducing speeds and the potential for other public transport modes such as trackless trams or light rail.

By making the streetscape a more pleasant and safe environment, we can create a place that is activated like Gladesville or Newtown, but still has an important function for movement.

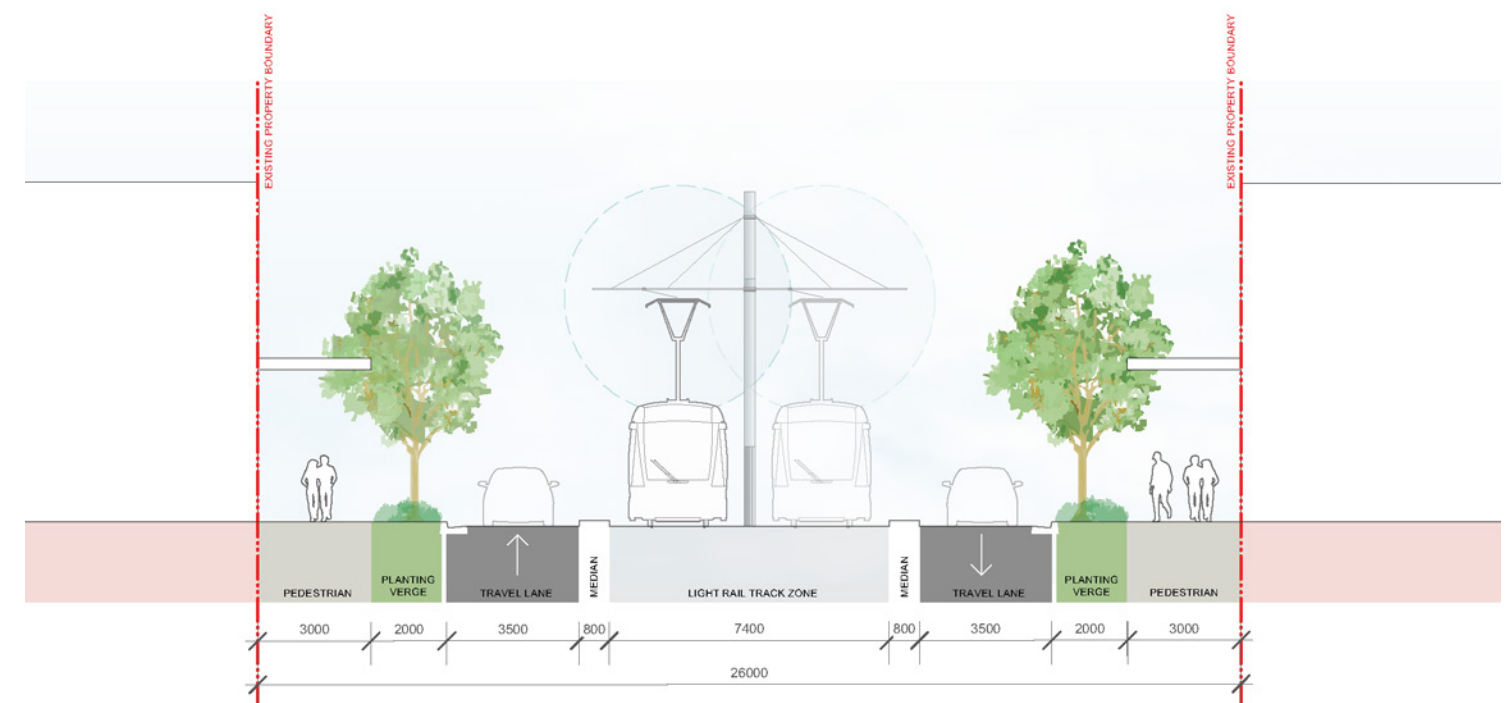
PROPOSED SHORT TERM



EXISTING



POTENTIAL LONG TERM

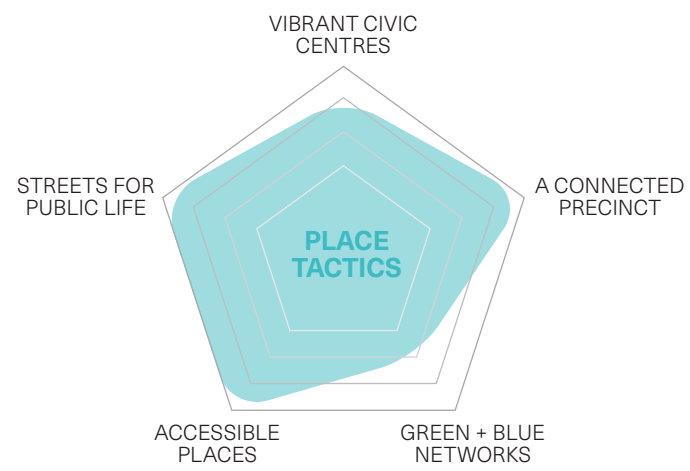




EXISTING



INDICATIVE FUTURE CONCEPT



SYDNEY WATER SITE

The opportunities for future use of the Sydney Water Lands were considered in the *Meadowbank Education and Employment (MEEP) Masterplan* prepared in 2020.

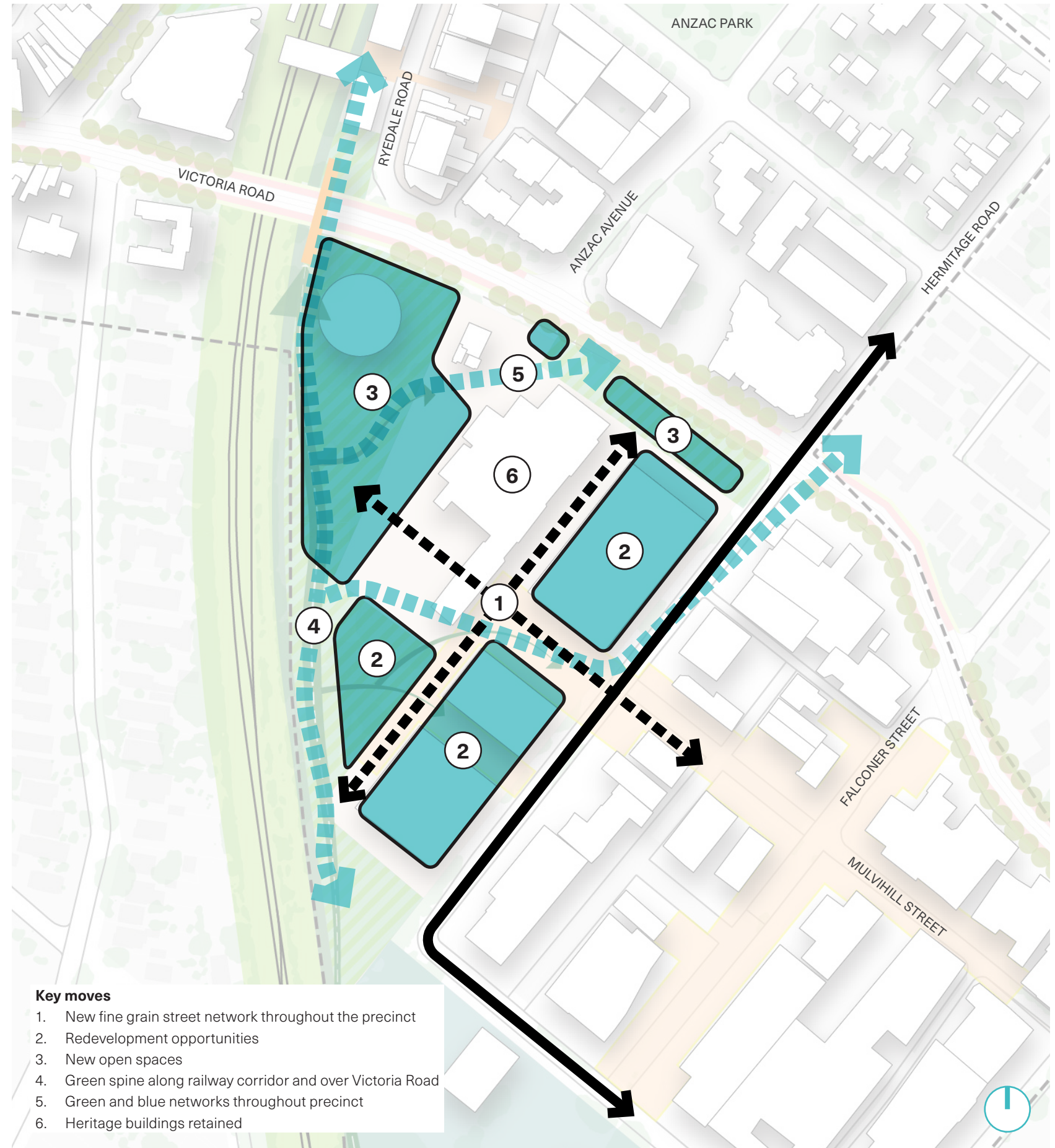
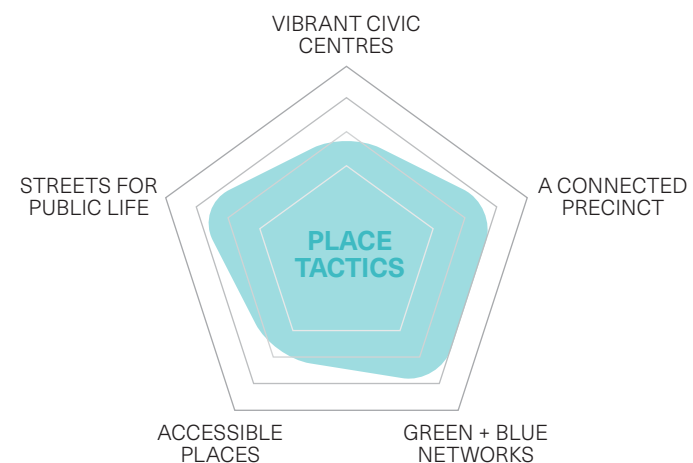
Sydney Water is a catalyst site to provide open space, housing (including affordable housing through mixed use development), a food and beverage precinct and connectivity across Victoria Road with an integrated active transport connection that will continue along the train line to Meadowbank, as well as into the Advanced Technology precinct.

The MEEP included the need to identify and deliver new areas of open space, specifically in the north-eastern corner (cnr Victoria Rd and Hermitage) and adjacent to the railway corridor. The provision of public open space on this site for passive recreation is critical to addressing the poor accessibility residents in this area have to open space identified in Council's *Open Space Future Provision Plan*. The provision of this infrastructure will improve the number of residents that are within 400m walking distance of an open space area, and meet an objective identified in Council's *Local Strategic Planning Statement*.

The location of public open space in the north-eastern corner of the site will help to protect a number of significant mature trees in this area, and has good solar access being at a higher elevation and positioned south of Victoria Road.

The open space connecting along the rail corridor will function as a significant connection between West Ryde and Meadowbank and beyond and needs to be substantial in size to ensure it can provide a functional space.

The architectural response to these open spaces should complement and encourage activation including food and beverage, with the heritage pumping station as a remarkable backdrop. Development of this site will need to include uses with active frontages to contribute energy to it, and add to its value as a destination.



Indicative strategy diagram for the Sydney Water site.

WEST RYDE ADVANCED TECHNOLOGY PRECINCT

Bringing into focus our community promise to deliver “lifestyle and opportunity at your doorstep” and the current pressures for housing increases, we need to make sure that we don’t create one problem in solving another.

There is existing pressure to convert the existing industrial lands at West Ryde into a residential suburb, but this will only exacerbate the situation that already exists in West Ryde and Meadowbank – we will create commuter suburbs that people leave in the morning and return to at night.

Incentives for retail, entertainment, activities or food and beverage will evaporate as there will not be a community in place to support them. We need to ensure the “opportunity” element of our promise is not forgotten, and that in our planning we take a responsible approach to create jobs, along with housing.

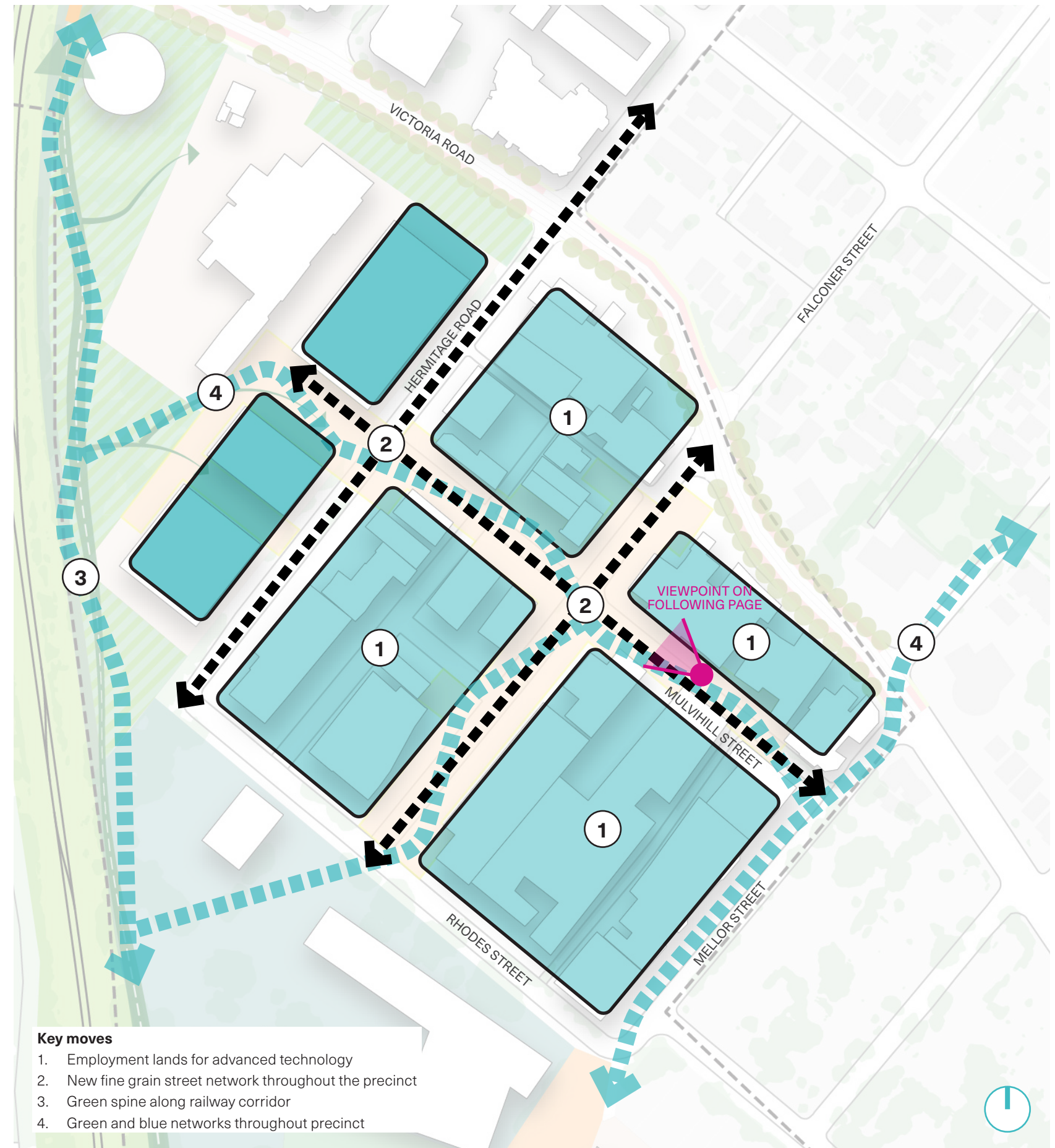
The demographic profile of the West Ryde – Meadowbank precinct is dominated by people working in the category of Professional, Scientific and Technical services (around 14% in 2021 and up 2 percentage points from 2011) followed by Healthcare and Social Services (around 12.5% in 2021), and almost half of residents have a university degree (over 10 percentage points above the NSW average) which is a very well-educated community.

By comparison, the West Ryde industrial lands are currently dominated by vehicle-focussed land uses such as panel beating shops. Many of these businesses only employ a handful of people and these industries account for around 2.5% of total jobs in the West Ryde – Meadowbank precinct and is in a steady decline.

It is important that we maintain some of these vehicle-related uses so that they can service the local community, but it is also important that from a strategic planning perspective, we have the foresight to create spaces for emerging businesses and job creation in Industry 4.0 which is the next industrial revolution geared toward robotics, automation, Internet-of-Things and other technologies.

In contrast to traditional industrial uses, Industry 4.0 or Advanced Technology uses are low impact. They are typically contained within the confines of the building and will create internal spaces for their work, rather than impacting the external environment. A variety of jobs are required within Advanced Technology businesses including manufacturing (for example, building space or medical device componentry, advanced 3D printing, robotics etc.), software developers, scientists, and sales and business development teams to name a few.

There is also an educational opportunity to showcase these industries by having glass frontages so that people can walk past and see the technologies at work.



Key moves

1. Employment lands for advanced technology
2. New fine grain street network throughout the precinct
3. Green spine along railway corridor
4. Green and blue networks throughout precinct

Indicative strategy diagram for the West Ryde Advanced Technology Precinct.

The West Ryde industrial lands are perfectly placed to leverage the Meadowbank TAFE and the Institute of Applied Technology – Digital (IATD) that is co-located at the TAFE. The IATD is home to the “first Cyber Range Training Centre in NSW” as announced by former Minister for Skills and Training, Alister Henskens, and is a partnership between TAFE NSW, Microsoft, the University of Technology Sydney, Macquarie University and Cisco, and supported by major companies including Salesforce, SAP and SAS.

These emerging industries are already proving to be some of the biggest growth areas for jobs in Australia. However, what these industries often need is the benefit of ‘clustering’ which is when similar business types are located close to each other, allowing for network benefits of information sharing, talent agglomeration, research and development partnerships with universities and industry, and accessing the next generation of talent through educational institutions.

To support this growing demand for Industry 4.0 in Australia, there is a need for more Advanced Technology precincts, and West Ryde industrial lands are an ideal location with the ability to provide jobs and industry partnerships.

In addition, an Advanced Technology precinct at West Ryde can provide much-needed spaces for startups and scaleups to prevent these companies going offshore, partnerships with our world-class universities including Macquarie University and businesses at Macquarie Park, international collaborations including agreement to enter into a Memorandum of Understanding with the Hsinchu Science Park Bureau in Taiwan, and importantly, to provide jobs in place for the existing and future residents.

In developing an Advanced Technology precinct, this would attract new investment including new building types and supporting uses such as food and beverage and entertainment.

From an urban form perspective, leveraging the existing street and laneway structure, with the potential to extend the existing Nook Lane and Falconer Streets through to Rhodes St and extend Mulvihill Street through to Hermitage Road which would open up the view corridor and permeability to the Sydney Water site.

These changes in the street structure would make the precinct more walkable, create a ‘front door’ from Victoria Road, provide a connection with the Sydney Water site and the future active transport link on the rail corridor between West Ryde and Meadowbank.

CASE STUDY

RMIT's Advanced Manufacturing Precinct

Year: 2011

The RMIT's Advanced Manufacturing Precinct is a key example of the type of businesses that could be attracted to the existing industrial lands at West Ryde.

The creation of the precinct involved the re-use of existing built infrastructure and was designed to support a focused local, national and global teaching and research perspective, reflecting the need for institutions to respond to these new trends and technologies

The precinct's Digital Manufacturing Facility brings together design and engineering. It focuses on 3D printing and design innovation of high value-add products in a range of industry applications including aerospace, defence, automotive, consumer, biomedical and dental, and manufacturing,

Specialising in the development, prototyping and commercialisation of new technologies, the facility provides work-based development for advanced technology professionals including engineers, technicians and designers and access to networks through research and industry partnerships.

The opportunity for the existing West Ryde industrial lands is to provide new jobs in the precinct, plus pathways for graduates from the Institute of Applied Technology Digital to work in their field of choice.



RMIT Advanced Manufacturing Precinct

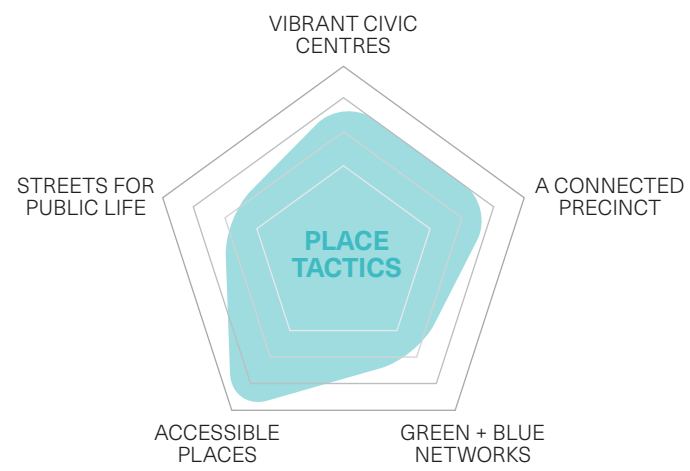




EXISTING



INDICATIVE FUTURE CONCEPT



MEADOWBANK TOWN CENTRE

At Meadowbank town centre, we want to leverage the improved connectivity from the active transport link along the rail corridor to create a destination and civic plaza at Railway Road. This will elevate this part of Meadowbank from being a train station entry to a town centre.

To enable this, pedestrians will have priority which means shops have more foot traffic, and by creating a public plaza and meeting space we open a gateway to the education precinct. As a result, demand is created for boutique retail and the potential for boutique accommodation to cater for visitors to the area and also nearby Sydney Olympic Park which can be easily accessed from here.

Right now, at the station plaza on the eastern side, there are some shops which are busy in the morning and after school, but not all day. The plaza area is squeezed in by a small car park next to the TAFE entry and a large bus turning circle at the corner of Railway Road and Constitution Road. The existing TAFE buildings facades do little to stimulate the area.

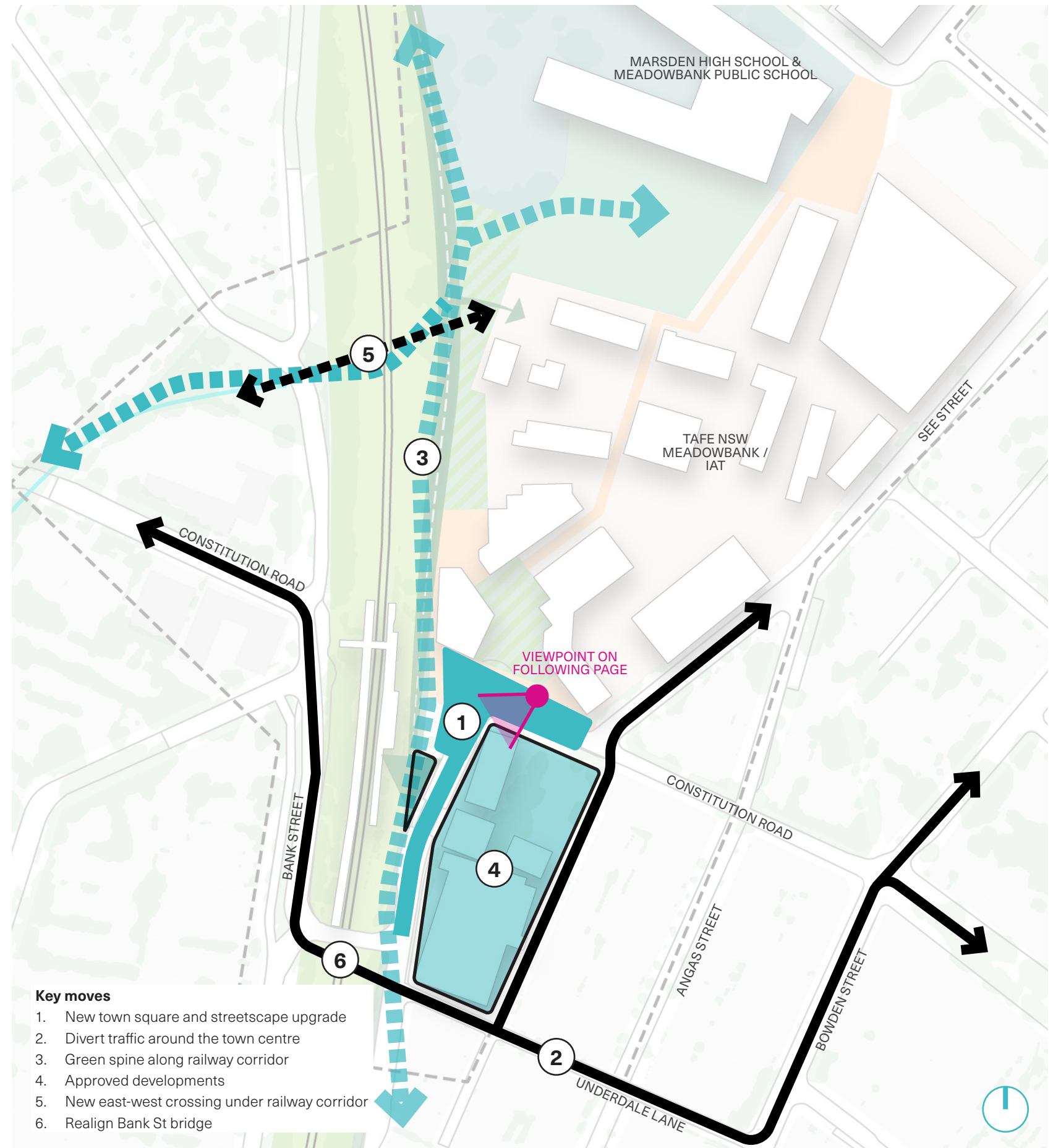
With a unique architectural retail development approved for 27 Railway Road and the approved redevelopment of the major remaining lot bounded by Railway Rd/ Constitution Rd/ Underdale Lane/ Faraday Lane, there is an opportunity to rethink the function and form of Railway Road to create a public plaza for the community.

If, through the Northern Sydney Freight Corridor (NSFC) or other projects or developments, there is an opportunity to reconfigure Meadowbank station and the Bank Street bridge, we would seek to realign the bridge with Underdale Lane and connect it to the upper section of Bank Street. In doing so, the roundabout at Bank Street/ Meadow Crescent and Constitution Road could be reconfigured as a signalised intersection with improved pedestrian crossing connectivity and safety.

Given the low frequency of buses in the area, there is the opportunity to service buses through dedicated bays on street and give the space from the turning circle and remove the small car park to allow an expansion of the plaza outside the station and potential new uses. To support this, Council would investigate diverting traffic on Railway Road between See Street and the Bank Street bridge which would open up the space for outdoor dining, walking and cycling while maintaining bus movements. Loading could be supported outside of peak hours as is common in many shared spaces.

Meadowbank is the gateway to the Parramatta River and to active recreation. Through this Strategy, we intend to use the existing landforms and natural systems as structuring elements for the precinct. This includes leveraging the existing Charity Creek as a pathway from the east side of the train line, underneath and across to the west into the sports fields and cycleways.

Realising this project will occur as the town centre redevelops. There is the opportunity to reconsider the TAFE relationship with the town centre, and even expand into that site.



Key moves

1. New town square and streetscape upgrade
2. Divert traffic around the town centre
3. Green spine along railway corridor
4. Approved developments
5. New east-west crossing under railway corridor
6. Realign Bank St bridge

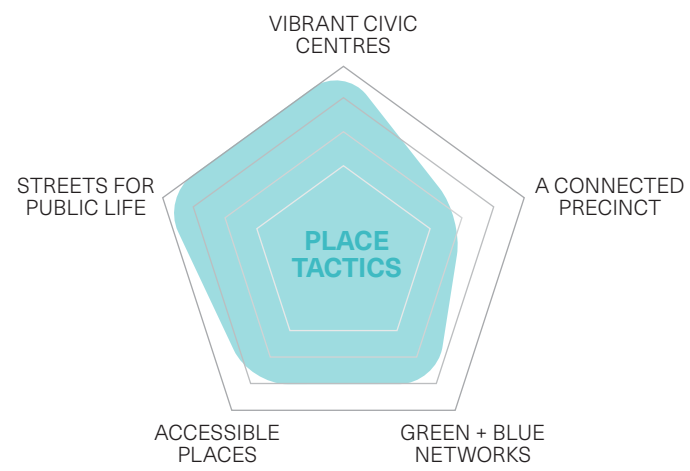
Indicative strategy diagram for Meadowbank Town Centre.



EXISTING



INDICATIVE FUTURE CONCEPT



04

NEXT STEPS WHERE TO FROM HERE

NEXT STEPS

