
**13 DRAFT WEST RYDE-MEADOWBANK RENEWAL STRATEGY EXHIBITION
OUTCOMES AND ACTION PLAN**

Report prepared by: City Places Student Planner; Senior Coordinator – City
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REPORT SUMMARY

Following the Council meeting in November 2023, the draft *West Ryde – Meadowbank Renewal Strategy* (the draft Strategy) was placed on public exhibition between 30 November 2023 and 18 February 2024.

The draft Strategy sought to engage community and stakeholders early to seek feedback on the proposed future vision for West Ryde and Meadowbank before developing further work. This approach was to ensure any detailed development of an urban renewal strategy was in line with a community mandate.

Exhibition of the draft Strategy saw a very high level of engagement with 743 comments received (647 online survey responses, 17 written submissions, and 79 in-person submissions) and a 69% overall level of support for the draft Strategy's vision (i.e. people who 'agreed' or 'strongly agreed' with the vision). Over half the submissions received were from people under the age of 50 years.

Based on the feedback received, there is broad community support for the proposed future vision, and there are no major amendments required to the strategic direction. However, reflecting the feedback received, there will be some adjustments to the project boundary to ensure relevant sites are included or recognized for further development, including the Ryde Eastwood Leagues Club (the Club) site. The Club are a very important stakeholder for the area and their 35,000 members contributed to the feedback received.

This report is to advise Council on the feedback received, and to outline an Action Plan to finalise the draft Strategy with a view to seek Council endorsement in June 2024.

RECOMMENDATION:

That Council notes:-

- (a) The outcomes from the public exhibition period with an overall level of support of 69% for the proposed future vision for the West Ryde-Meadowbank Renewal Strategy.
- (b) The amendments made reflecting community and stakeholder feedback for the draft *West Ryde – Meadowbank Renewal Strategy*; and
- (c) The proposed Action Plan contained within this report, be utilised to guide a final West Ryde-Meadowbank Renewal Strategy is to be workshopped with Councillors prior to being reported to the June 2024 Council meeting for consideration.

ITEM 13 (continued)**ATTACHMENTS – CIRCULATED UNDER SEPARATE COVER**

- 1 West Ryde Meadowbank Renewal Strategy Engagement Report
- 2 West Ryde Meadowbank Renewal Strategy: Summary of Submissions and Proposed Directions

Report Prepared By:

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Report Approved By:

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ITEM 13 (continued)**Background**

The draft *West Ryde – Meadowbank Renewal Strategy* (the draft Strategy) has been developed to set a strategic vision for the future of two key town centres, West Ryde and Meadowbank, and the corridor that connects them, to deliver on our *Community Strategic Plan* vision of, “Lifestyle and Opportunity at your Doorstep”.

The draft Strategy considers and builds on previous works for the precinct including the Greater Cities Commission’s *Meadowbank Education and Employment Precinct Masterplan* (MEEP) and Council’s previous *West Ryde Draft Masterplan* (not endorsed by Council) and the *West Ryde Revitalisation Strategy*.

The approach to developing this draft Strategy is a deliberate departure from the way that masterplans or major place-based strategies are typically developed. Usually, by the time a strategic document goes on public exhibition, most of the detailed work has been done and the direction has been set, so the purpose of the public exhibition becomes endorsement, rather than genuinely seeking community feedback on the strategic direction and vision to then shape the detailed work.

For the draft *West Ryde – Meadowbank Renewal Strategy*, our approach to public exhibition was to seek feedback on the vision and strategic direction. This feedback will inform the strategic direction allowing staff to deliver a draft Strategy that genuinely reflects the needs and desires of the local community. Work to date has been significantly shaped by Councillors through workshops, and their feedback and direction is also integral to this important work.

Public Exhibition

At its meeting of the 28 November 2023, Council resolved:

- a) *That Council approves the West Ryde – Meadowbank Renewal Strategy to go on public exhibition between 30 November 2023 and 18 February 2024; and*
- b) *That staff report back to Council on the outcomes of public exhibition with a view to move forward with the detailed work and complete the Strategy for Council endorsement by June 2024.*

Community consultation was undertaken in alignment with Part (a) of the resolution during which the community could provide feedback via the online (image based) survey, email, post, or by attending a drop in sessions at:

- Ryde Wharf Markets on 10 December 2023;
- Anzac Park on 12 December 2023;
- West Ryde Marketplace on 14 December 2023; and
- Institute of Applied Technology (Meadowbank TAFE) on 1 February 2024.

ITEM 13 (continued)

The consultation was promoted through the City of Ryde's Have Your Say website, flyers to local residents and businesses, signs and decals around West Ryde and Meadowbank, eNewsletter to interested stakeholders, video on social media, and listings in the local newspaper and the Your City News eNewsletter.

In total 743 comments were received from the community with 647 from the online survey, 17 written submissions and 79 in-person submissions.

Of the 647 survey responses, 85% were completed by residents within the City of Ryde with responses received across a broad range of ages and language backgrounds.

The online survey was structured on visualisations of the potential desired vision for six (6) places within the West Ryde-Meadowbank area. Respondents were asked to provide their sentiments towards the visualisations and identify what elements they liked most and what improvements could be made.

In general, the clear majority (69% overall) supported the vision outlined in the draft Strategy. The common supported elements are:

- Places that were green with landscaping
- Restaurants, shops and cafes
- Strong support for density with affordable housing included
- Priority for walking and cycling access and permeability
- A strong desire for vibrancy, especially in West Ryde
- Local job creation through the Advanced Technology Precinct
- The modernised vision for place

Key concerns include:

- Traffic management
- Density without infrastructure
- Parking management
- Not enough pedestrian access, especially at train stations
- How the West Ryde bus interchange will be managed
- Retention of some existing businesses in the Industrial area

Of these concerns, traffic, parking and density are interrelated. By proceeding to the next phase of investigations to realise the draft Strategy, Council would seek to mitigate these issues through interventions such as reducing parking rates, reallocating space for higher volumes uses (e.g. pedestrians or public transport) based on the Transport for NSW Road User Allocation Hierarchy and redirecting traffic out of the West Ryde and Meadowbank town centres.

ITEM 13 (continued)

An Engagement Report on the consultation is at **ATTACHMENT 1**, with the following providing a summary of these findings:

West Ryde Town Centre:

- Sentiment: 70% either agree or strongly agree.
- Liked Most – top 3:
 - Trees, plants, green and landscaping 26%
 - More restaurants/eating options variety 25%
 - Pedestrian focus/friendly/increased access 22%
- Improvements – top 3:
 - Role/inclusion of Ryde Eastwood Leagues Club 23%
 - Limit/no/less high rise/housing 20%
 - Traffic congestion/flow and safety 19%

Ryedale Road, West Ryde:

- Sentiment: 58% either agree or strongly agree.
- Liked most – top 3:
 - Trees, plants, green and landscaping 23%
 - Additional/affordable housing/density 18%
 - Opportunity for more/new shops 15%
- Improvements – top 3:
 - Role/inclusion of Ryde Eastwood Leagues Club 34%
 - More/keep parking 32%
 - Limit/no/less high rise/housing 15%

West Ryde Station:

- Sentiment: 71% either agree or strongly agree.
- Liked most – top 3:
 - Bridging Victoria Rd/connecting Meadowbank/West Ryde 28%
 - Pedestrian/cycle access/connections (general) 22%
 - Victoria Road changes/improved traffic 12%
- Improvements – top 3:
 - Improved traffic management/concerns 27%
 - Additional pedestrian access/pathways 20%
 - Additional active transport links/facilities 11%

Victoria Road, West Ryde:

- Sentiment: 67% either agree or strongly agree.
- Liked most – top 3:
 - Greenery, plants and trees 32%
 - More pedestrian friendly/improved footpaths/access 21%
 - Looks nicer/welcoming/lively/place to visit 17%
- Improvements – top 3:
 - Traffic congestion/management/concerns 29%
 - Bus interchange concerns/considerations 13%
 - Keep/need more lanes/widen road for cars 13%

ITEM 13 (continued)

West Ryde Advanced Technology Precinct:

- Sentiment: 69% either agree or strongly agree
- Liked most – top 3:
 - Local job creation and business opportunities 24%
 - Attract people/life to the area in a modern/welcoming space 18%
 - Cafes/dining and beverage options 15%
- Improvements – top 3:
 - Traffic/transport management 23%
 - Need adequate parking 19%

Support/retain existing businesses 13% Meadowbank Town Centre:

- Sentiment: 69% either agree or strongly agree
- Liked most – top 3:
 - Pedestrian friendly/focused/improved paths/access 28%
 - Additional trees, greenery and plants 22%
 - No cars/diverting/reducing traffic 16%
- Improvements – top 3:
 - Traffic/diverting/realignment concerns/considerations 42%
 - Pedestrian access/space/connections 17%
 - More shops 15%

When considering the community sentiment towards the visualisations, there is clear support for more detailed analysis to be undertaken. This analysis will include considerations of how to strengthen the preferred elements and potentially incorporate the suggested improvements.

Written Submissions

A total of 17 written submissions were received from a range of stakeholders including landowners, business owners, state government agencies, and interested parties.

ATTACHMENT 2 outlines the key elements of each written submission and the project team's response to each submission. These submissions have been anonymized to protect the privacy of the submitter.

Several submissions were supporting the Ryde Eastwood Leagues Club's community drive to ensure the Club was included in the precinct boundary. The other submissions were broadly supportive of the vision and seeking to collaborate as the draft Strategy develops to ensure that their site plans align.

There was a submission with regard to the industrial lands in West Ryde and the proposal to transition them into an Advanced Technology Precinct. A submission from landowners in that area has proposed that a mixed-use outcome that favours residential is a preferred outcome. Staff have committed to meet with this group of 42 landowners after the March 2024 Council meeting.

ITEM 13 (continued)

While staff will investigate this as a potential option in good faith, it is important to be aware that there is a current 'retain and manage' policy in place for lands with an E4 – General Industrial zoning (as these lands are currently zoned) and a commitment in Council's own Local Strategic Planning Statement (LSPS) that these lands will remain industrial and would not be rezoned to mixed-use.

It is essential that in assessing options for rezoning, that Council strikes the right balance in terms of considering all perspectives yet ensuring the community's long-term interests are at the heart of decision-making to demonstrate responsible stewardship of place.

Given the feedback received, both online and written, there are no major changes required to the direction of the draft Strategy, but the boundary of the study area will be amended to include additional key sites, including but not limited to the Ryde Eastwood Leagues Club site.

Action Plan / Next Steps

Council staff have prepared an Action Plan to develop the next phases of work to finalise the draft West Ryde-Meadowbank Renewal Strategy.

ITEM 13 (continued)

A summary of the Action Plan is as follows:

Phase	Milestones	Timing	Actions
Technical Workstream and Continued Stakeholder Engagement	Technical Studies completed	April – mid May 2024	Urban Design Studies <ul style="list-style-type: none"> • Framework • Design principles and objectives • Context and Site analysis • Massing studies (to inform height/ FSR) • Street design intent
			Transport Studies <ul style="list-style-type: none"> • Movement & Place analysis (now and future) • Development parking rates • Corridor Planning (with TfNSW)
			Infrastructure Needs Assessment <ul style="list-style-type: none"> • Gap analysis to identify key infrastructure needs to enable growth • Includes social & cultural, and civil infrastructure
			Development Feasibility Study <ul style="list-style-type: none"> • Using the Urban Design Studies, test the development feasibility of the proposal • Will include target ranges for Affordable Housing in the precinct

ITEM 13 (continued)

			<p>Economic Analysis</p> <ul style="list-style-type: none"> • Identify the potential for job creation in the precinct as a result of the draft Strategy • Target job numbers and types • Will assist in demonstrating the opportunity for Industry 4.0/ Advanced Technology in the existing Industrial Lands
			<p>Stakeholder Engagement</p> <ul style="list-style-type: none"> • Continue to engage and collaborate with key stakeholders including an industry briefing and also meetings with all key landowners prior to Councillor workshop
			<p>Councillor Workshop</p> <ul style="list-style-type: none"> • A workshop will be held in late May with Councillors on the final Strategy's development and seek feedback prior to submitting it for consideration at the Ordinary June 2024 Council meeting
<p>Compilation of Documentation</p>	<p>Final Draft Strategy completed</p>	<p>June 2024</p>	<p>Updated visualisations</p> <ul style="list-style-type: none"> • Prepare updates to the existing visualisations based on the feedback received (e.g. no tidal barrier on Victoria Road)
			<p>Graphic Design</p> <ul style="list-style-type: none"> • To amend and add to the existing draft Strategy document for a cohesive look and feel

ITEM 13 (continued)

			Copywriting <ul style="list-style-type: none"> Updating, adding to and amending the copy and storytelling in the draft Strategy in response to feedback and the technical studies
Reporting	Council consideration of final Draft Strategy	June 2024	Prepare Council report <ul style="list-style-type: none"> Prepare report for Council endorsement of final draft Strategy

The action plan outlines various tasks to be completed prior to a report being tabled during the June 2024 Council meeting. Note: The studies undertaken in the Action Plan and the final Strategy will form the basis for the future planning proposal to rezone the West Ryde-Meadowbank area. It is expected, should Council choose to endorse the Strategy at the Ordinary Council meeting in June 2024, that a precinct-wide Planning Proposal process will immediately follow and is expected to take around 12 months to complete.

Conclusion

This report outlines the community and stakeholder feedback received from the community engagement undertaken in December 2023 – February 2024 on the *West Ryde-Meadowbank Renewal Strategy*.

The vision outlined in the draft Strategy was well supported by the community, with 69% overall either strongly agreeing or agreeing. Through incorporation of the community, stakeholder and Councillor feedback and further actions as outlined in this report and its attachments, Council's and the community's vision for the West Ryde-Meadowbank area will be clearly outlined when the *West Ryde-Meadowbank Renewal Strategy* is finalised and reported to Council for consideration at their Ordinary meeting on 25 June 2024.