



City of Ryde

Lifestyle and opportunity
@ your doorstep



Macquarie Park Forum

14 February 2019

Agenda

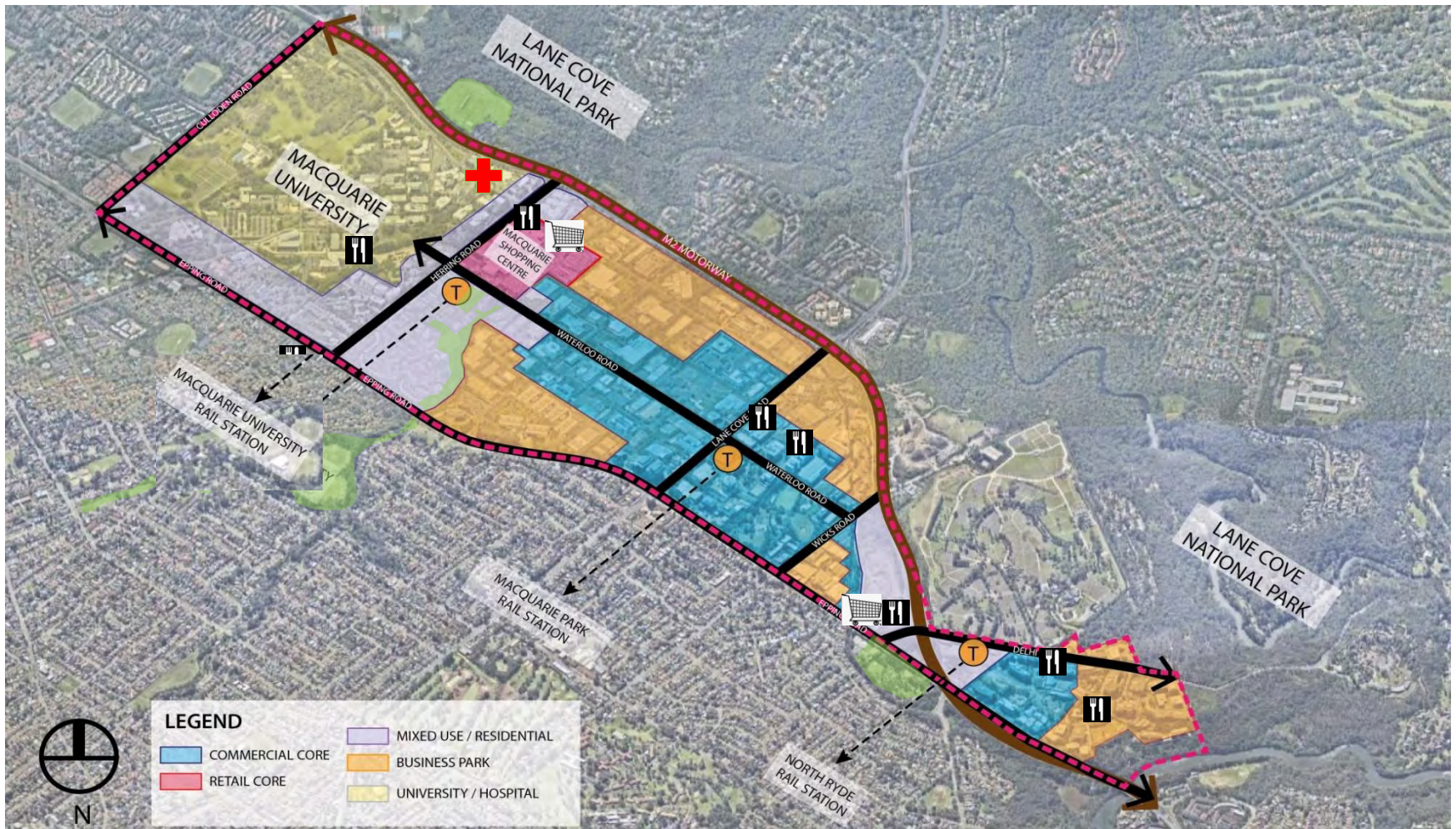
- Welcome / endorsement of previous minutes
- Development Update
- Macquarie Park Marketing Plan
- Special Levy –Projects 2018-19
- Macquarie Park Transport Access Plan - Sydney Metro
- Connect Update
- Venture Cafe
- General Business

Development Update



Figures and details are approximate.
Illustrations are conceptual only.
Applications under assessment are subject to change.

Existing Urban Structure



Construction along Waterloo Road...



Natura



Park One



Prime

112 Talavera Road



Planning Proposal and associated VPA forwarded to State Government recommending refusal. The State Government has yet to finalise the determination.

DA lodged under the current controls for: Part 6/part 27 storey residential/retail development.

Under Assessment to be considered by the Sydney North Planning Panel

Capital Investment Value \$67m

159-161 Epping Road



2x 15 storey residential
317 dwellings

CIV\$146m

Under Assessment to be
considered by the
Sydney North Planning
Panel

Cottonwood Crescent



Multiple applications received in Cottonwood Cres
Recent changes to the strata laws have made such applications easier.
Applications only recently lodged – assessment is ongoing – Sydney North Planning Panel

11 Khartoum Road

Macquarie Technology Centre

Concept – 5 commercial buildings around central open space and retail

Varying heights up to 10 storeys

Fine Grain Roads

CIV \$81m

Under Assessment

Sydney North Planning
Panel



Lifestyle and opportunity @ your doorstep

DA for Macquarie Park Shopping Centre



CIV \$195m redevelopment of the Herring Road Corner Podium site Station Plaza to activate ground plane.

AMP recently announced it would retain an Ice Rink. Amended plans yet to be submitted – assessment is on hold.

45-61 Waterloo Road

Purchase of Central Park being negotiated with State Government
Remediation underway

10 storey commercial and retail
Fine Grain Roads

CIV \$135m

Approved by Sydney North
Planning Panel



85-91 Waterloo Road

Concept:

Stage 1 and 3 further buildings subject to future applications

11-14 storeys

Linear Park

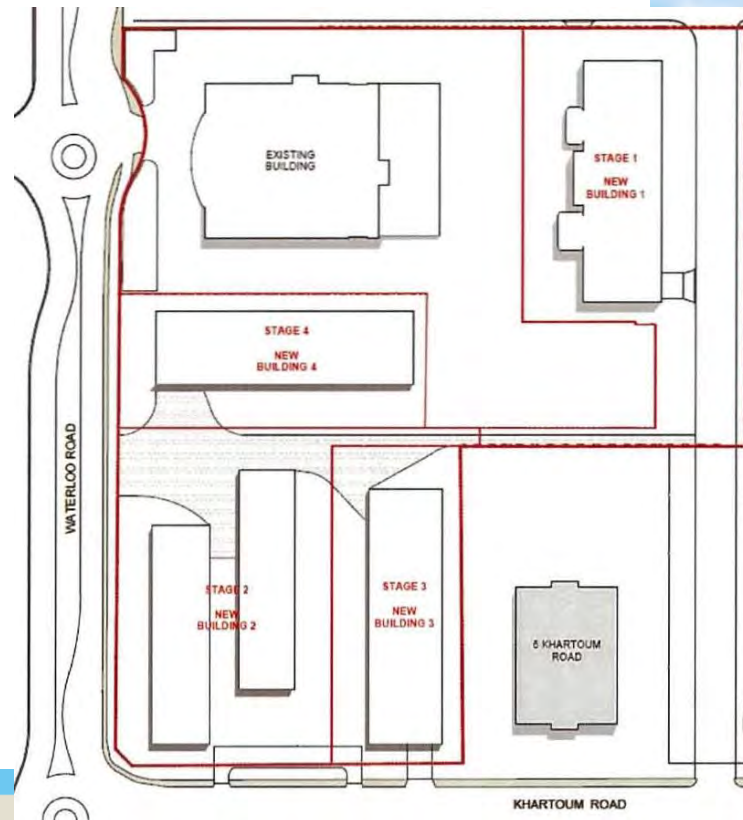
CIV \$200m

Stage 1:

13 storey

Approx 16,000sqm

Sydney North Planning Panel



192 Balaclava Road



4 storey teaching facility
'Clinical Education Building'

CIV \$29m

Sydney North Planning
Panel

17-23 Talavera Road



Data Centre upgrade

6storey addition

CIV \$67m

Lachlan's Line connection ..coming soon



Planning Reviews

DPE's Strategic Investigation of Macquarie Park is on hold.

The Greater Sydney Commission is conducting a review:

- Impact on Ryde LGA
- Alignment with Metro and District Plans
- Preliminary findings to Premier this month
- Report to Premier in May

UAPs – What can be done?

- Intersection Upgrades
- Appropriately designed bus interchange
- Embed higher design and environmental standards in contracts for remaining Lachlan's Line sites
- Deliver schools with open space – no further displacement of open space by additional dwellings
- Progress Council's Affordable Housing PP
- Deliver more open space on Ivanhoe site
- Deliver Central Park on Waterloo Rd
- Deliver connection across Shrimptons Creek
- Upgrade Shrimptons Creek Corridor including Epping Road underpass

GSC North District Plan

Actions

Responsibility

33. Strengthen Macquarie Park through approaches that:
- a. enable additional capacity for commercial floor space and maintain a commercial core
 - b. improve urban amenity as the centre transitions from business park to a vibrant commercial centre, including reducing the impact of vehicle movements on pedestrian and cyclist accessibility
 - c. deliver a finer grain road network to enhance pedestrian connections and provide new access points
 - d. promote design excellence in urban design by upgrading public areas
 - e. deliver an innovation ecosystem in Macquarie Park, capitalising on the relationship with Macquarie University and nearby high-tech and medical corporations
 - f. improve public transport connections to Parramatta and the District's other strategic centres, including the Northern Beaches Hospital.

NSW Department of Planning and Environment, State agencies, Greater Sydney Commission, NSW Health and City of Ryde Council

Recent History of Controls

- 2001-2004 Council initiated Masterplan
- 2006 Ryde LEP 137 – Macquarie Park Corridor
- 2010 Review of fine grain road and open space network
- 2013 North Ryde UAP
- 2014 Herring Road UAP
- 2015 Amendment 1 – incentive provisions
- 2015 Strategic Review
- 2017 Amendment 17 – reduction in parking rates

Waterloo Rd Linear Park



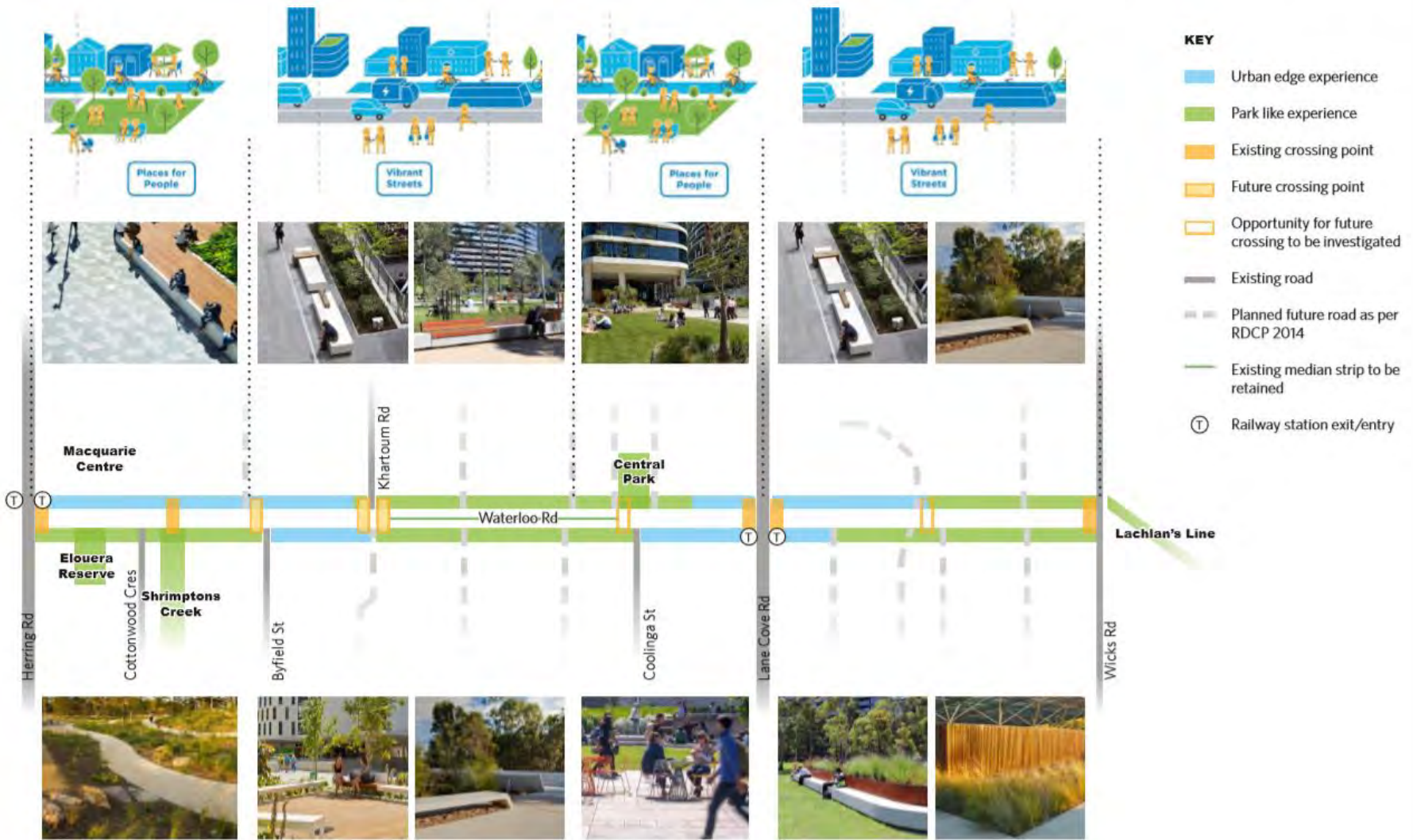
Location Plan

Vision:

The Linear Park will be a publicly accessible open space, which provides passive recreational opportunities and serves as a green spine through the city centre for all members of the public to use and appreciate.

Description:

- Location: within the street setback zone on either side of Waterloo Road
- Extent:
 - Eastern end: Macquarie University Station
 - Western end: intersection of Waterloo Road and Wicks Road
- Land ownership: privately owned and managed, publicly accessible
- Sizes:
 - Total length - approximately 1.9km
 - A minimum width of 10m, plus existing public domain (approx. 4-5m)



Macquarie Park Marketing Plan



Key Objectives

- Inward Investment
- Positioning & Promoting
- Enhancing Experience



Target Audience

Four distinct segments each with a clear focus and strategy.

- Employers – PPP style model
- Employees – enhance experience
- Investment Stakeholders – awareness/benefits
- Tech Start-ups – awareness/visits



Vision/Mission Statements



Vision

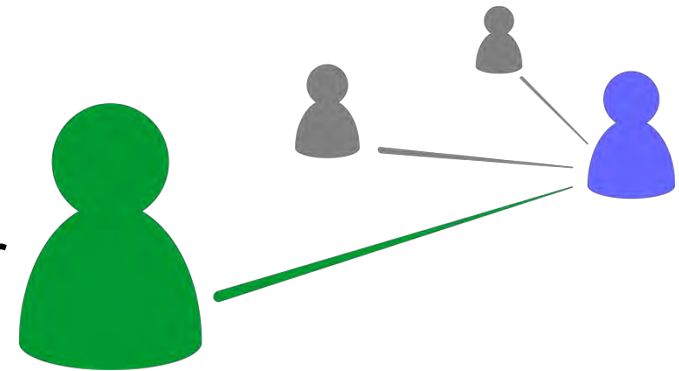
Macquarie Park is a globally recognised destination of innovation and leadership in business and lifestyle – a vibrant place that is creating a better tomorrow for all.

Mission

City of Ryde Council aims to respond to the challenges and capitalise on the opportunities to support, grow and position Macquarie Park as the place to be for innovation, business growth and opportunity.

Strategic Values

- Connections – People
- Collaboration – Working Together
- Communication – Best Stories



Action Items

- Regular visits & projects with key stakeholders e.g. NSW Trade & Investment, Austrade
- Host delegations, events, summits and hackathons
- Develop Fact Sheets – Positioning
- Develop Video Content – Promotion
- Build Content Library – Future Opportunities
- Develop Meet Macquarie Park Day & Night Guide



Tracking Success

Upward Trends...

New Businesses - ABR

New Jobs – Economy id

New connections/partnerships

Investment enquiries/visits/takeups

Event participants

Content – stories collected/communicated



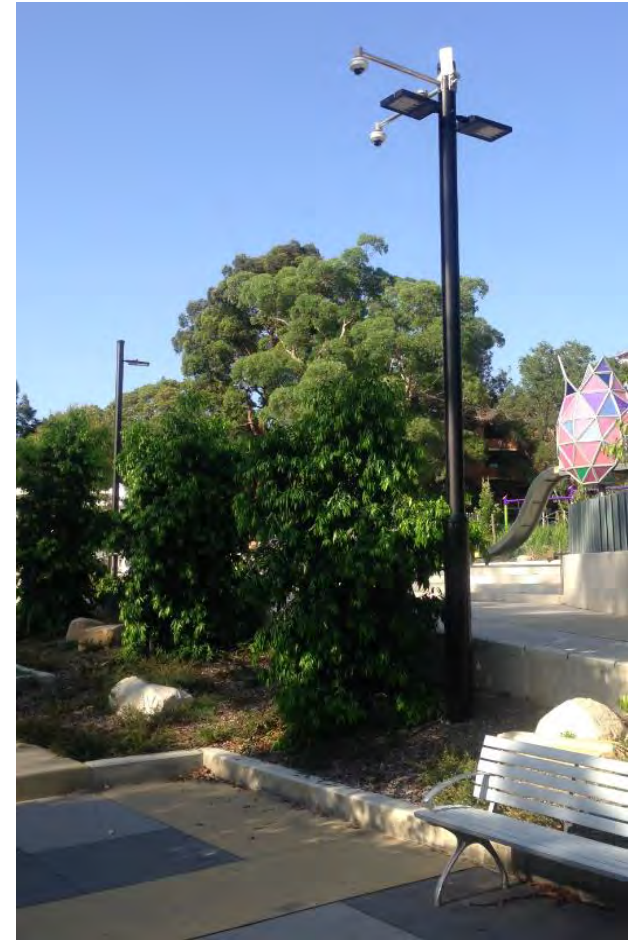
Macquarie Park Special Levy Projects



2018-19

- Deliver WiFi + CCTV + IoT – Shrimptons Creek
- Development of the Macquarie Park Marketing Plan
- Support Transport and Pedestrian Initiatives – CoHop 2 and lunchtime bus service (TBC)
- Extend Public Domain Upgrades - Khartoum Road (Q4)
- Embellishment Planting Program – focusing on Lyonpark Road, Giffnock Ave and Waterloo Road median
- Support Place Making Initiatives and events; including:
 - Innovation Showcase (21 Sept) /AMPCapital event at Thomas Holt Drive (6 Dec)/Buffalovale (Gin Distillery) event (7-14-21 Dec) /Venture Cafe (21 Feb '19)

Connected Spaces – Free Wifi + CCTV



Embellishment Planting



Cont'd



Pop Up Gin Bar



Macquarie Park Transport Access Plan



Connect Update



**CONNECT
MACQUARIE
PARK &
NORTH RYDE**

**MARK
AMES**





**GROWING
MACQUARIE PARK
& NORTH RYDE
WITHOUT
GROWING
CONGESTION**



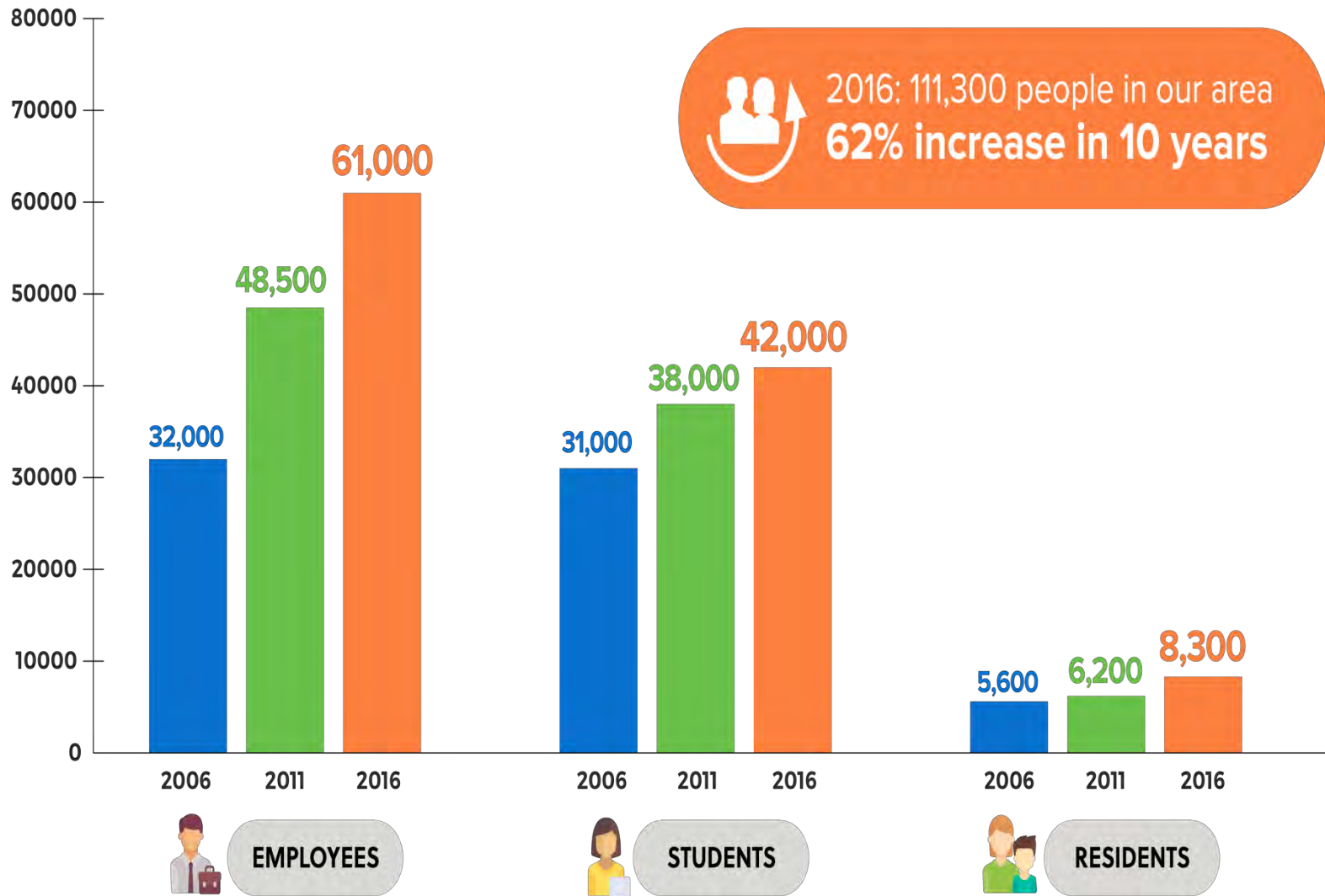
Hear now. And always



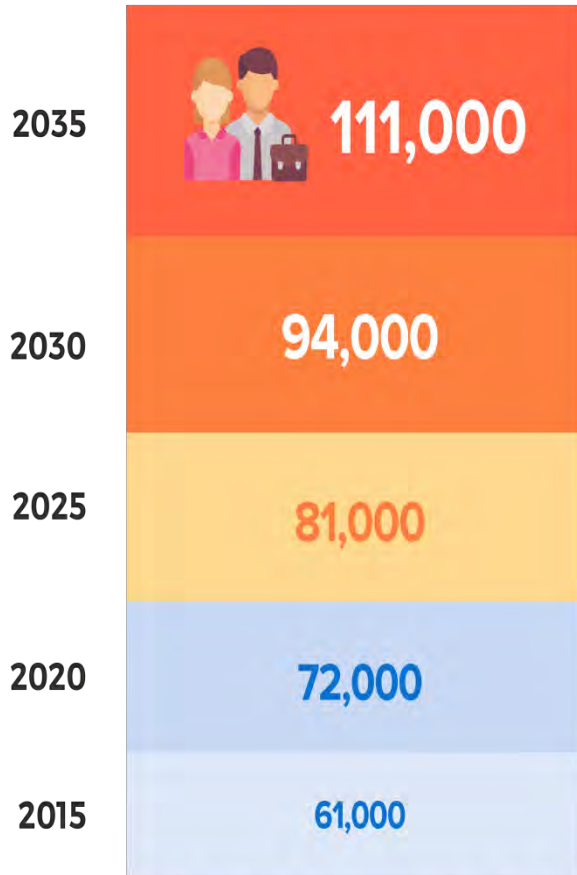
Connect Special Event



MACQUARIE PARK IS GROWING



FUTURE FORECASTS



27,350

Residents by 2036
(ABS forecast)



MACQUARIE

35,000

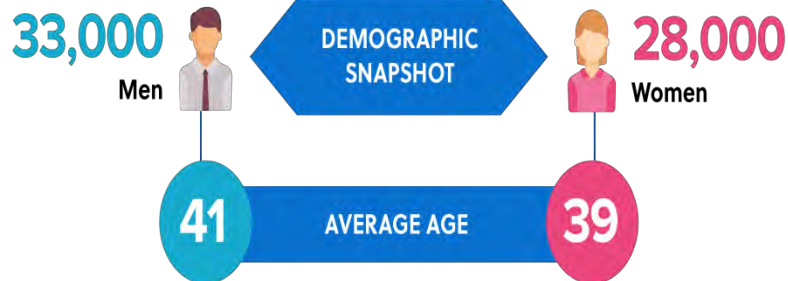
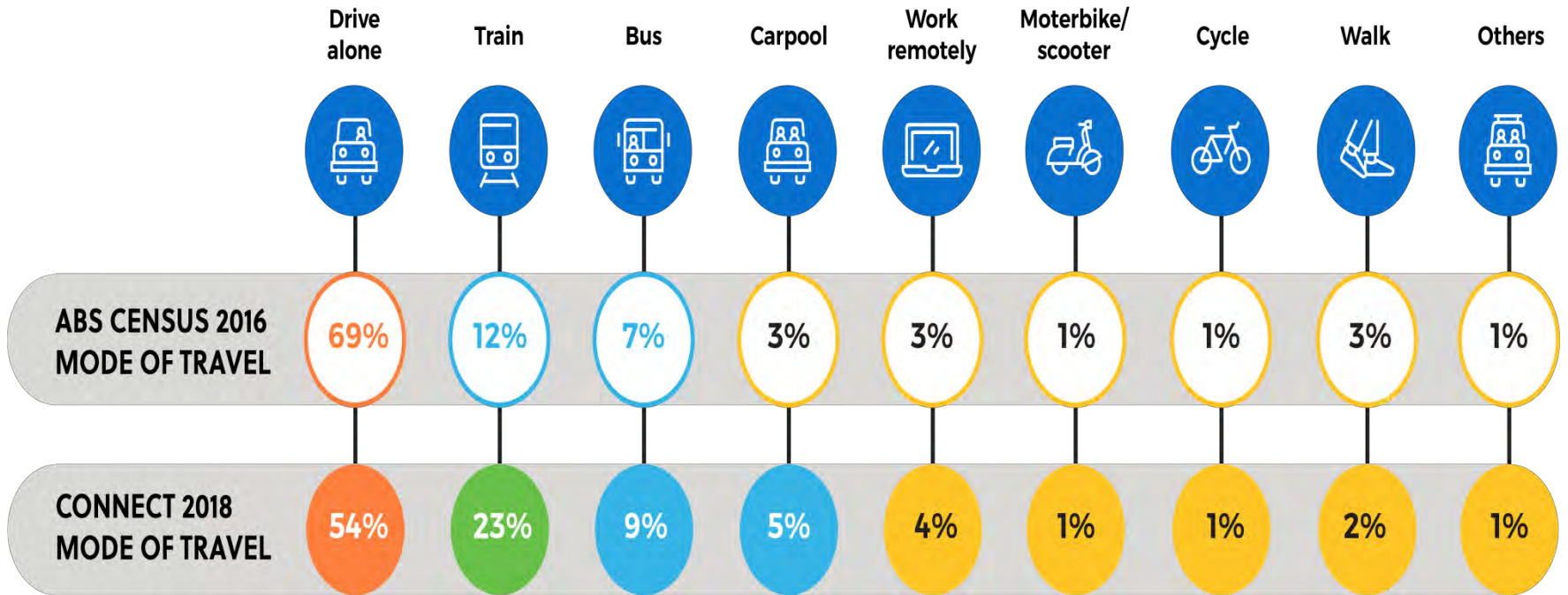
Daily visitors to
Macquarie Centre already



EMPLOYEE GROWTH PREDICTIONS
(DEPARTMENT OF PLANNING / BIS SHRAPNEL, 2015)

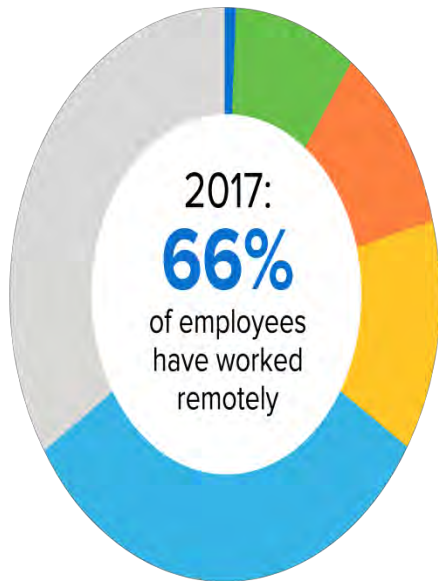


CONNECT IS HAVING AN IMPACT

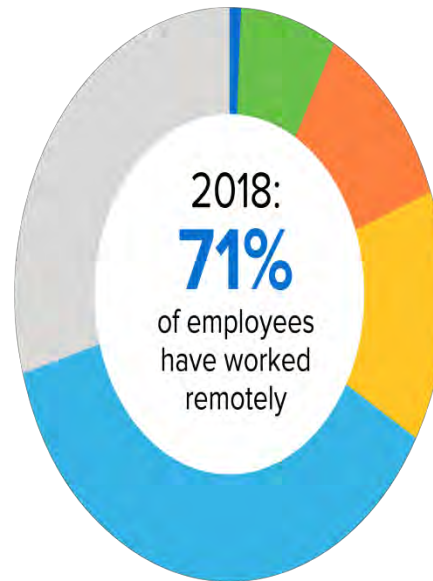


LET'S GET FLEXIBLE!

2017
REMOTE WORKING FREQUENCY



2018
REMOTE WORKING FREQUENCY



19%

of Connect member
employees work remotely
at least once a week



17%

decrease in the number
of member employees
who **never work remotely**

- | | | |
|----------------------|---------------------|-----------------------|
| Daily | Once per week | At least occasionally |
| A few times per week | A few times a month | Never |



MEMBER HIGHLIGHTS

FUJI XEROX 



Drive alone
decrease

66% ↓ 42%



Bus
increase

9% ↑ 22%



Train
increase

14% ↑ 20%

foxtel



87%
drop in staff
never working
remotely



6%
increase in
commute
satisfaction

FUJITSU



Employee's average
commute time
has reduced by
10mins



25%
increase in
commute
satisfaction

Metcash



Metcash launched an industry-leading
flexible working guide

"Team members have owned and initiated flexible
working with Leaders enabling and leading loudly"

Downer 
Relationships creating success



On average an additional 50 staff
able to park on site each day

OPTUS



4%
drop in
Drive alone,
Ride share



10.5%
increase in
Optus bus,
Public bus,
Station Link



MIDDAY BUS FEASIBILITY STUDY

Project background:

- Led by Connect, with support of City of Ryde
- Transport planning consultant completed initial feasibility

Transport benefits:

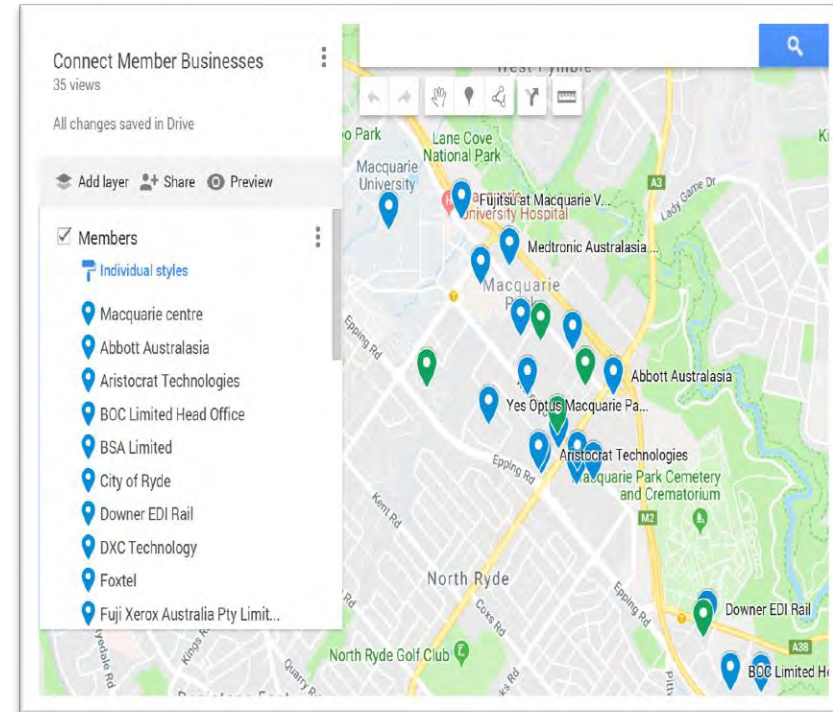
- Reduces midday congestion
- Less demand for parking in local area
- Supports non-driving employees (majority in Connect members)
- Supports economic activity

Background research:

- Data analysis of current intra-precinct rail ridership
- Identification of existing midday shuttles
- Discovery with CoR, MQU, Stockland, Dexus, Optus, AMP

Key findings:

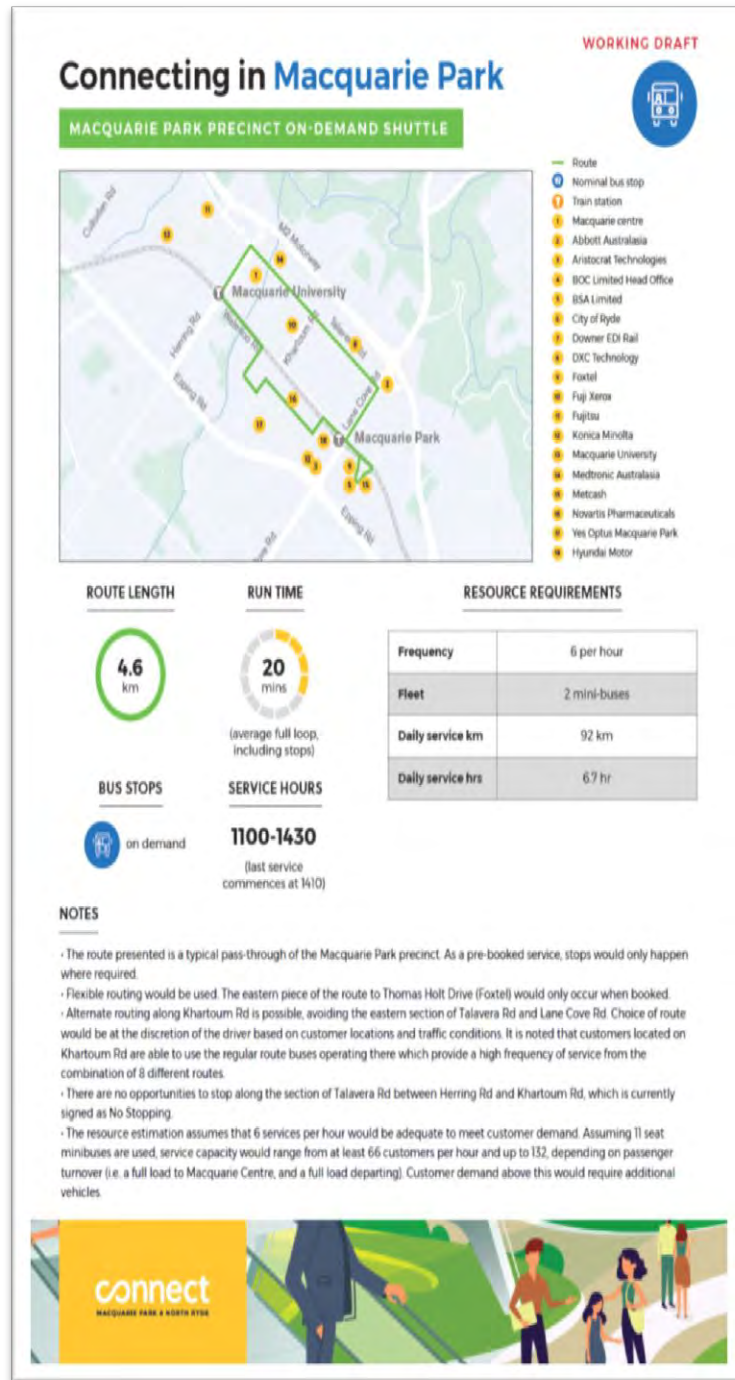
- Larger employees well served by existing



Midday Service Concepts

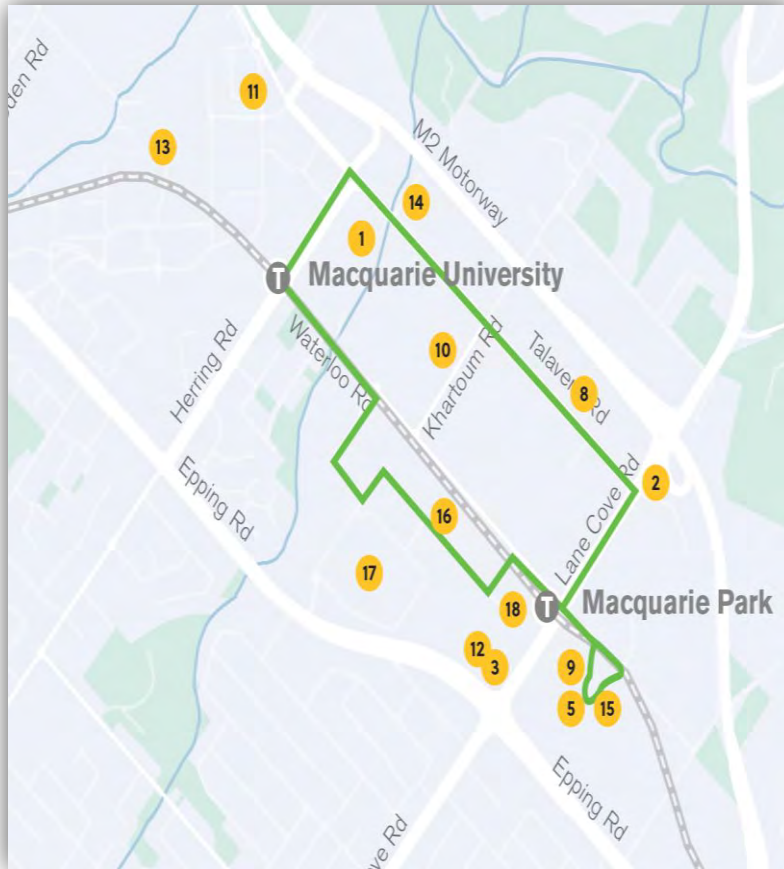
Based on the research, four initial outline concepts for midday shuttles were researched:

1. North Ryde to Macquarie Centre (*loop via Epping Road and M2 Motorway*)
2. North Ryde to Macquarie Centre (*via Waterloo Road*)
3. Optus to Macquarie Centre (*replicating current service*)
4. Central Macquarie Park Connector (*options for loop vs dynamic / on-demand*)

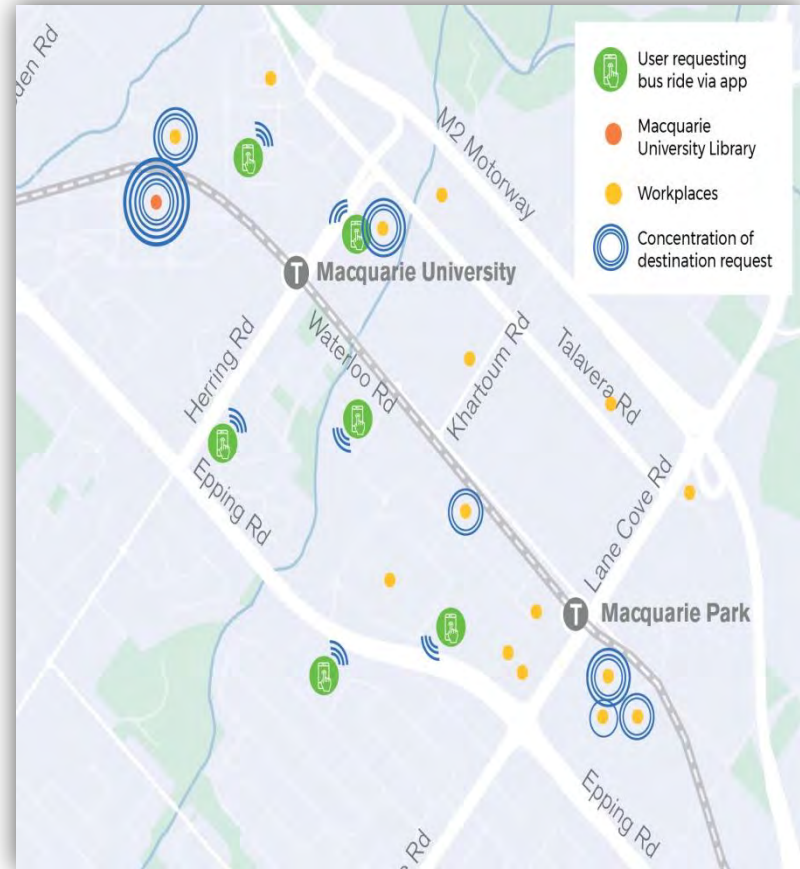


Fixed Route vs On-Demand

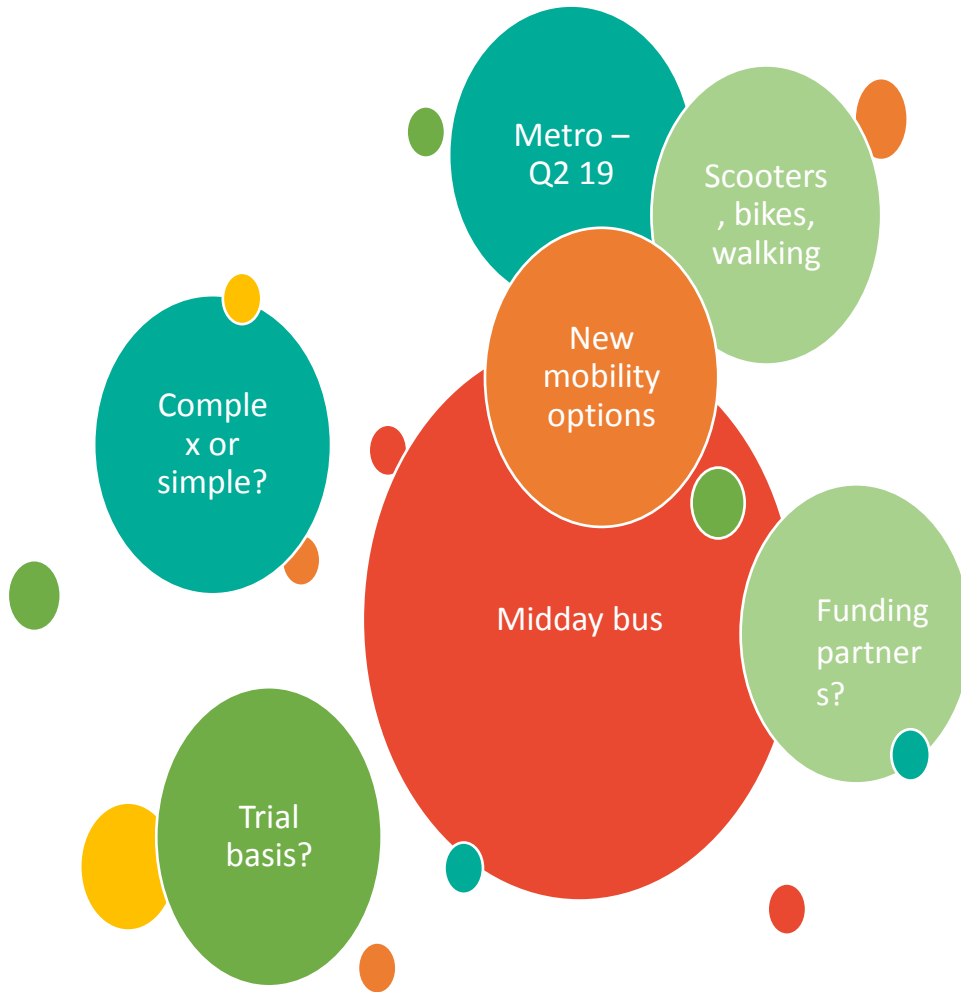
Fixed Route Concept



On-Demand Concept



Midday bus: challenges



BEHAVIOUR CHANGE CAMPAIGN - MARCH

- Interactive campaign, with competitions, prizes and social media
- Highlights transport options to beat traffic
- Focus on working together
- March campaign; elevator screens, posters, online
- **Let us know if you'd like to share!**





THE
RIGHT
RIDE
RIGHT
NOW



Carpooling that's going your way
Get started at cohop.com

COHOP

Dedicated car pooling platform for Macquarie Park & North Ryde

- Launched August 2018
- Free to use
- App-based
- Guaranteed ride home
- Look out for new





connectmacpark.com

Venture Cafe



General Business

Next meeting 9 May 2019

Venue: Optus