

# Stage 1 Neighbourhood Master Plan and Rezoning

## Public Art and Culture Study

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## Abbreviations

AJC: Allen Jack+Cottier Architects

CBD: Central Business District

DA: Development Application

DCP: Development Control Plan

DPE: Department of Planning and Environment

GCC: Greater Cities Commission

LEP: Local Environmental Plan

MPID: Macquarie Park Innovation District

MPIP: Macquarie Park Innovation Precinct

SISA: Strategic Infrastructure and Services Assessment

SME: Small and medium-sized enterprises

VPA: Voluntary Planning Agreements

WSP: Williams Sale Partnership Ltd

## Acknowledgement of Country

The authors acknowledge that Macquarie Park exists on lands owned by the Wallamattagal clan of the Dharug nation. The precinct, located between Turrumburra (Land Cove River) on the north and Burramatta (Parramatta River) further to the south, is a place named in reference to the snapper fish. Wallamattagal people have an ongoing connection to this place since the Dreamtime: from age-old maritime activities and harvesting, through to contemporary Aboriginal research, enterprise and cultural practices. We pay our respects to their Elders past present and future.



Snapper (Image courtesy Milne and Stonehouse and Chris Tobin)



## Definitions

### Activation

Defined as diverse human-focussed activity, the term 'place activation' is often used in a range of contexts and this broad usage can sometimes be confusing. We consider place activation as being comprised of activities that inspire people to connect with each other and the place in which they live, work or visit. Ideally, activation provides people with experiences that are imaginative, challenging, delightful or beautiful but most importantly these are experiences that are most powerful when inspired by the specific community and place in which they occur.

When viewed this way, the establishment of infrastructure (such as parks, swimming pools, community centres) cannot be considered activation in themselves. However, the outcome of their implementation may well be. Nonetheless, the goal of place activation is to build stronger communities and better places and, in this regard, it is probably best considered as an outcome of placemaking. As seen below, this is another term that also needs closer inspection.

### Culture

Throughout this document, we refer to culture in its broadest sense as a reflection and expression of customs, traditions, heritage and social character and this crosses a wide diversity of practices. This is appropriate because culture needs to be considered across a whole spectrum: from public domain events to heritage interpretation, to arts and creative sector partnerships, and also in cultural beliefs and practices from an Aboriginal perspective.

### Placemaking

This document does not propose a 'placemaking strategy'. However, the expression of arts and culture in public is highly linked to successful placemaking outcomes. While placemaking is a term that is widely used, the understanding it delivers is often unclear. This is because it covers a wide brief – including large infrastructure implementation, culture-led or 'creative placemaking', tactical urbanism by grass roots communities, as well a whole host of other combinations.

We recognise that activation concepts and projects will be most potent when they tie closely to place. Creative placemaking leverages heritage, community, arts and culture to create more interesting and vibrant places by using many activation tools such as creative partnerships, embedded arts in infrastructure (e.g., lighting, street furniture), heritage interpretation, community engagement and public art.



## Public Art (National Association of Visual Arts)

This study considers the arts broadly, encompassing different art forms, media, activities and experiences. However, given that public art is a key component of the briefed study, there is substantial emphasis on public art throughout this document. A popular perception can arise around public art as simply being visual ornamentation for landscape or architecture. We consider the broad-based National Association for the Visual Arts (NAVA) definition of public art to guide curatorial thinking. NAVA defines public art as:

*“Art that is made with the specific intention of being situated in the public domain, often outside, and intended to be accessible to a wide audience... (It) includes a wide range of art forms including free-standing sculptural artworks, murals, installations, integrated design projects (where artwork is integrated into the fabric of architecture or applied to buildings, for example), ephemeral art, socially engaged and artist-led participatory processes, and temporary performance works at festivals and cultural events. Public art can be permanent (lasting many years), or temporary (lasting a few hours, days or months)... The purpose of commissioning artwork varies, across diverse contexts that include urban renewal and place making, festivals, percent for art schemes or civic art collection. Public art contributes to our understanding and appreciation of local cultural and social heritage, enhances the natural and built environment, and helps to create meaning in public space” (2019).*

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## Executive Summary

At first inspection, Macquarie Park presents a challenging environment for humans. The area is dominated by cars and when one attempts to navigate its streets on foot, the experience can be lonely and alienating. Large floor plates occupied by corporate entities with impermeable buildings dominate the business park, each surrounded by an extensive car park that further alienates the pedestrian passer-by. The cultural life of this place – the various exhibitions, events and corporate activations that undoubtedly exist within the precinct – remains hidden from view.

Nonetheless, the entrepreneurial activity of these very businesses provides an innovative hub that is full of potential. In an era when the creation of innovation districts has become a key priority for governments state and federal, the fact that Macquarie Park already has this knowledge capital in place, as well as for a future place that is dynamic, people-friendly and culturally distinct.

In the immediate area around Macquarie Park there are precedents for change that demonstrate a clear capacity to create neighbourhoods that are people-friendly and where arts and culture have a positive impact. This is evident in completed projects like Lachlan's Line and also in projects closer to Macquarie Park that are still in development.

The potential here to develop a place where public arts and culture have a tangible and visible impact – upon current working populations and students as well as future residents and visitors. Ideally it will become a place whose emerging identity can be based upon principles of being open, inventive and distinctive.

Conversations with stakeholders in the preparation of this study have confirmed a collective aspiration about the role arts and culture can play in this emerging identity for Macquarie Park (refer Stakeholder Engagement summary in Section Two). Their feedback revealed a real enthusiasm for collaborative partnerships that contribute to a place where the public domain is activated by an arts and cultural program that gives voice and presence to local communities, be they workers, residents or students.

In Section One of this document, we jump straight into an overview of the key drivers and subsequent recommendations for the public arts and culture in Macquarie Park. The intention here is to identify strategic moves that can be implemented by a combination of NSW state government, the City of Ryde, by third party institutions such as Macquarie University as well as private developers. For this reason, and due to the long horizon of change that is implicit in this rezoning package, we proposed seven high-level recommendations:

1. Percent for art contributions
2. Activation governance
3. Differentiated activity hubs through arts and cultural programming
4. Public art at precinct entry points
5. Creative wayfinding and neighbourhood definition
6. Design excellence through inclusion of integrated public art
7. Public-facing arts and culture

These recommendations are brought to life in a brief inspection of three precedents for places that have already embraced innovation as a source of their emerging cultural identity: Lot Fourteen in Adelaide, One-north in Singapore, and Darling Square Library in Sydney.

Section Two provides the data that supports these proposals with a situation analysis based upon a snapshot of current and forecast public arts and cultural inclusions in the area. This analysis is then set against a backdrop of instrumental planning documents that will have an impact on potential future inclusions. Our hope, in putting this study together, is that public art and culture can provide a positive impact on Macquarie Park and help create a place that becomes dynamic, innovative and friendly for humans.



Laclans Line, KI Studio (Image courtesy KI Studio)

# Section One: Strategy



## At A Glance

This section provides the strategic framework for the public arts and culture at Macquarie Park. A vision statement is proposed at the outset and this is followed by driving principles and key objectives to deliver upon this vision. Some tangible recommendations and considerations are proposed at the end of this section to guide how public arts and culture might be implemented in the future.

## A Public Arts and Cultural Vision

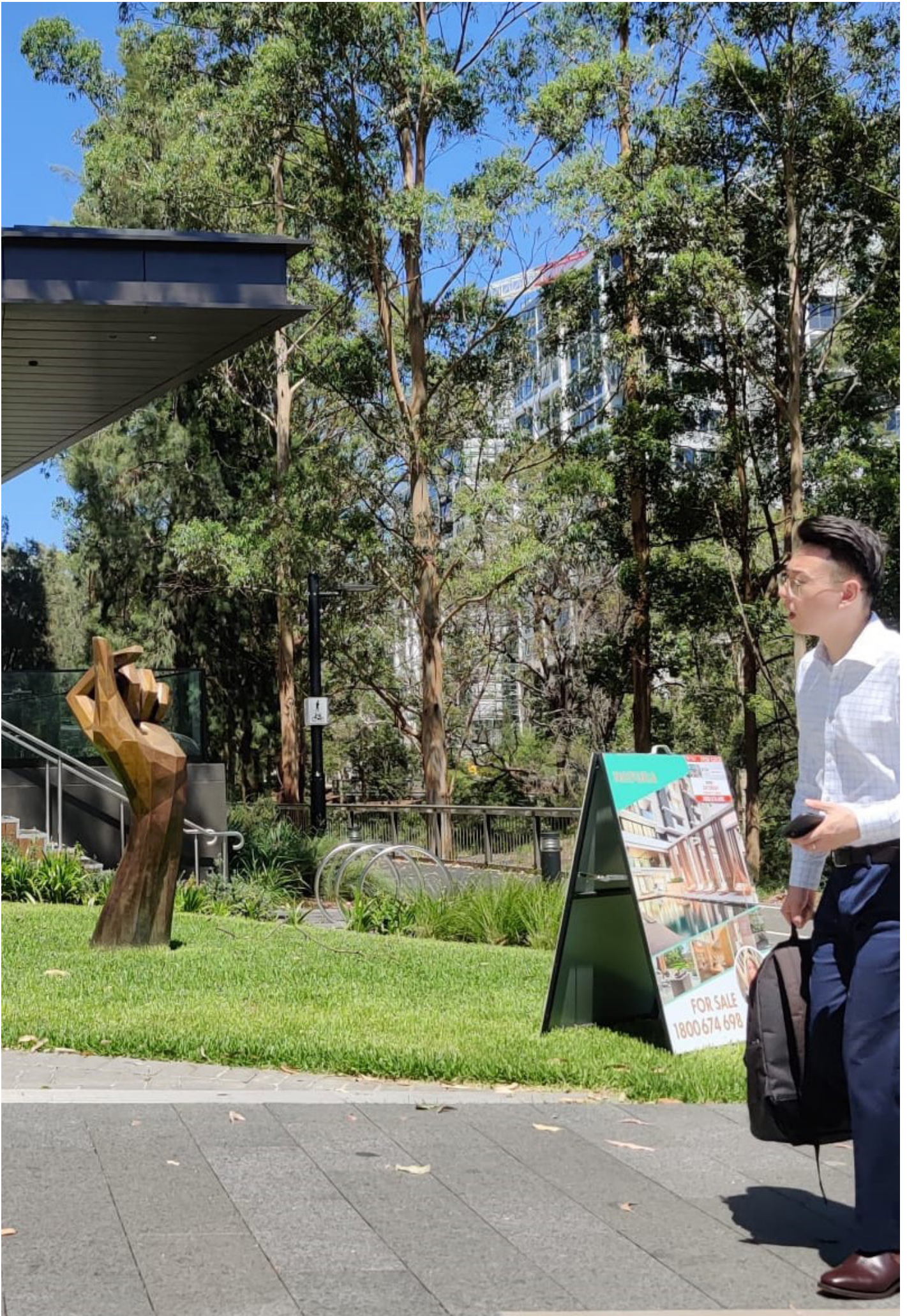
City People has proposed a vision statement for public arts and culture in Macquarie Park, drawing upon the vision aspirations of key stakeholders (e.g., City of Ryde, Macquarie University, Connect MPID) and upon the core tenets expressed in the vision statement crafted by Create NSW (Strategic Infrastructure and Services Assessment [SISA], 2021).

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*Public arts and culture in Macquarie Park reflect its Country and the creativity and innovation of its communities. This strengthens enterprise, activates public places and fosters distinctive neighbourhoods for its residents, students and workers.*

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Public Art, Waterloo road, Artist Unknown (Image courtesy City People)



## Driving Principles and Key Objectives

The following three principles and their accompanying objectives aim to shape and inform arts and culture in the future precinct in multiple ways. They describe the characteristics that creative work should aspire to - whether it is a public art commission or programming in the public domain. At another level, they are the guiding principles that stakeholders should look to as they plan and develop the site – they should serve as a benchmark for not only the content of arts and culture but for the way that design will facilitate this expression and promote an activated innovation precinct

### OPEN

Cultural infrastructure and public arts programs in Macquarie Park are visible and accessible, both day and night.

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### INVENTIVE

Creativity fuels the knowledge capital of Macquarie Park. Innovation is on display and adds to the cultural and public life of the place.

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### DISTINCTIVE

Public arts and culture enhance the distinct identity of each Macquarie Park neighbourhood with reference to their physical character, community use and stories/memories.

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Flower, Sun, Moon, Head, Wilga Park, Artscape (Image courtesy City People)



## Recommendations and Considerations

This section consists of seven recommendations and considerations to integrate public art and culture into Macquarie Park Innovation Precinct. These recommendations are made to achieve the set principles of creating a precinct that is open, inventive and distinctive.





# 1 Percent for Art Contributions

10%

Many places around the world enforce a fixed percent contribution towards public art upon all new development projects. While acknowledged as a best practice contributions scheme in international jurisdictions in North America and Europe, fixed percentage developer contributions for public art are yet to become commonplace in Australia. Nonetheless, some jurisdictions have applied a 1% allocation for public development, including the City of Sydney and the Western Australian state government.

In terms of private development, the City of Vincent LGA in Western Australia is a leading benchmark with a 1% contribution (see summary table at Appendix 1). What is especially appealing about the City of Vincent model is the cash-in-lieu contribution option so that developer contributions for a particular project can be pooled for higher budget commissions in public spaces outside the project site. These public space commissions are then managed by local government.

The City of Ryde has already legislated a 'percent for art' control applicable in the Macquarie Park section of the DCP. This is a welcome move that is aligned to the aspirations for the precinct, however, the amount required by the control is quite low at only 0.1% of construction costs. It is noted that:

- Council has ambitions for a 1% public art contribution and this study supports this target, as this is on par with best practice planning scheme controls and other practices in Australian jurisdictions.
- A change to the threshold for which the existing control applies should be considered. First, the threshold should be changed to a project dollar value rather than a floorspace amount as the trigger. Second, the effective threshold should be much lower than at present, since currently it effectively applies very selectively, affecting only the largest developments. A project value of \$10m as the threshold, for example, would be appropriate. Thresholds that combine project values and development size may also be considered, for example, the City of Vincent uses a threshold of \$1.1m plus a threshold of 10 dwellings or more if the project is residential. It is understood that a change of this magnitude may require further consultation before being implemented in the control.
- A cash-in-lieu option for developers is added, modelled on the City of Vincent pooled contributions approach.
  - o Cash-in-lieu funds paid by MPIP developers are only to be used for delivery of higher budget public artworks within the MPIP area.
  - o Should internal resourcing be insufficient, Ryde Council could potentially outsource this public artwork delivery to a third party such as Create NSW.



## 2 Activation Governance

Strategic partnerships between state government, local government and precinct partners can create a cohesive program of public domain cultural offerings for visitors, workers and residents. In order to successfully deliver a unified and consistent precinct-based program of events and activation, a central organisation or committee must be responsible for planning and executive producing the program from a precinct-level view.

Macquarie Park has an existing advocacy and strategy partnership group for stakeholder organisations with interests in the precinct site—Connect MPID. Connect MPID is one option for the group that could lead activation governance and precinct programming. Alternatively, Macquarie University or the City of Ryde Council would be well-placed to develop the precinct activation program. The role of the body responsible for activation governance would be to:

- Liaise with precinct and external stakeholders willing to participate or partner in activation and event programming
- Establish a brand identity and communication channels for the MPIP (or MPID) events and activation program
- Curate and coordinate the calendar of major events and activations and ensure that all relevant smaller-scale programming that happens within the precinct is captured via the communication channels (web, social media, EDM)

Following formation of the activation governance structure, an Event or Place Activation Strategy for the MPIP should be prepared to guide the vision, direction and curatorial criteria.



Connect MPID, 'Summer Artisans Market' Eden Gardens  
(Image courtesy Connect MPID)

It is important to note that the governing organisation would not be signing up to produce and deliver events—it is a coordinating role (however, the organisation could also deliver specific activations and events within the program). The delivery of activation and event programming for MPIP will be highly collaborative. A priority for the governing group would be to forward plan a calendar of public domain or strongly public-facing events and activations, leveraging partnership and contribution opportunities including:

- Applicable state government grants (for example, Investment NSW recently established the Uptown grant program, which focuses on seeding coordination between clustered stakeholders to deliver activations in their area)
- Financial or in-kind contributions from corporate precinct partners / major employer anchors within the site
- Commercial activations or pop-ups with a genuine connection to the driving principles of the precinct—for example, where there is inclusion of innovative, interactive tech installations
- Partnerships with major developers in the precinct, including for both interim (i.e., during development) and opening activations
- Satellite versions of Council events held elsewhere in the LGA
- Introduction of an activation program-dedicated fund using a Business Improvement District-style voluntary levy for Connect MPID member organisations

Activation programming guided by the governance group should be phased to align with the development and emerging place profile of MPIP. In the short-term this could mean events or pop-ups aimed at an office worker audience. Family-oriented events would only be a longer-term programming inclusion, once a substantial quantum of residential developments have been completed and sold.



Macquarie University event  
(Image courtesy Macquarie University)



# 3 Differentiated activity hubs through arts and cultural programming



Activity Hubs





Events, public programs and public art offer the opportunity to create a distinctive sense of character for different areas of the precinct. There is an opportunity to align arts and cultural planning to the activity hubs in the structure plan for the Stage 1 neighbourhoods. The table below considers programming approaches aligned to the character and context of each activity hub.

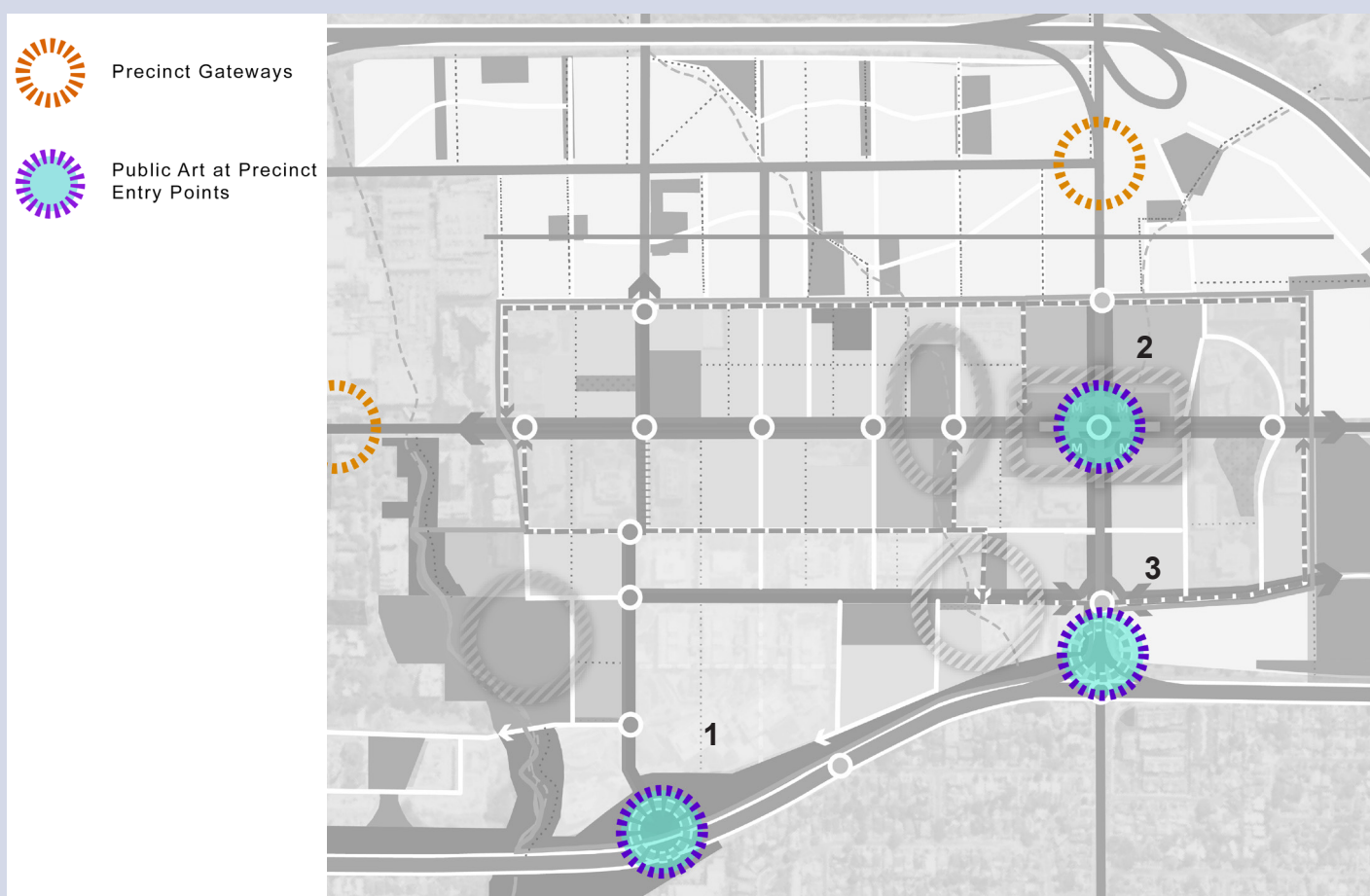
Activity Hub	Location	Recommended Programming
1. Outdoor Marketplace	Catherine Hamlin Park and perimeter, including along Harvest Street, plus perimeter of aligned open space on southern side of Waterloo Road, extending down to Giffnock Avenue.	<ul style="list-style-type: none"> <li>• Weekday and daytime activation programming (aligned to worker activity)</li> <li>• Markets and pop-ups</li> <li>• Temporary public artworks</li> <li>• Brand activations and interactive installations (curated to standard defined by governance group – see Recommendation 2 above)</li> </ul>
2. Green Piazza	Northern section of Drake Avenue before Giffnock Avenue—mixed use development fronting onto open space. Close by to Catherine Hamlin Park.	<ul style="list-style-type: none"> <li>• Smaller, more intimate scale compared to Catherine Hamlin Park</li> <li>• Acoustic and small-scale live music / concerts during daytime</li> <li>• Creative wayfinding that addresses the ephemeral water connection</li> </ul>
3. Neighbourhood Parkland	Along future grid of the residential precinct in the site's southwest, against open space around Shrimptons Creek.	<ul style="list-style-type: none"> <li>• Weekend-focused programming</li> <li>• Small community events</li> <li>• Walks on Country and knowledge-sharing</li> <li>• Weaving gardens, rest and yarning places should be considered in line with recommendations with the Connecting with Country Framework and should be appropriately positioned with respect to other activities and uses.</li> </ul>

Note: Names provided in the left column of this table are concepts to guide thinking and do not reflect official naming of any area.

# 4 Public Art at Precinct Entry Points

Public art commissions can act as landmarks and 'calling cards' for the precinct and high visibility gateway locations are the ideal sites for these major commissions. These commissions would be high-budget, strategic commissions that could be funded by a pooled developer contributions model as discussed above. This section focuses on public realm and infrastructure-integrated opportunity sites, however, any of the entry points could be alternatively addressed with an arts-integrating building design/treatment in a private development that is sufficiently close to the entry point and which delivers on the driving principles and key objectives Potential locations include:

- 1 Lyonpark Road precinct entry/exit from Epping Road:** A large-scale sculptural commission could be sited in the triangular pocket of parkland in this area, providing a landmark that makes the bounds of the precinct visible from Epping Road.



**2 Macquarie Park Metro Station western exit and public realm at the intersection of Waterloo Road and Lane Cove Road:** both Metro exits are in the Gari Nawi (Saltwater Canoe) - Macquarie Living Station neighbourhood, however, only the station exit on the western side of the intersection is within the scope of the Stage 1 Neighbourhood Master plan. This exit includes a small square of public space abutting the intersection corner, meaning an appropriately scaled public art installation could feasibly enhance amenity and identity. One option for a commission could be integrated artist collaboration for the road fencing, including opportunities for patterns to direct attention towards the activity further down Waterloo Road. Creative lighting that addresses the architecture of the Metro exit could also be a strong, integrated identifying commission at night. Development of public art options on this site will require collaboration with Sydney Metro and Transport for NSW.

**3 Lane Cove Road entrance, after intersection of Epping Road and Lane Cove Road—proposed bicycle and pedestrian bridge:** the bridge proposed in the structure plan presents an opportunity for a striking infrastructure-integrated public artwork that could be enjoyed by pedestrians, cyclists and drivers passing beneath.

Major commissions for these entry points are an opportunity for an entry statement that is a significant site marker sculpture based on local Aboriginal design or meaning, as described in the Connecting with Country Framework



Turpin Crawford Studio, *Halo* (Image courtesy Jennifer Turpin )



# 5 Creative Wayfinding and Neighbourhood Definition

Wayfinding will be especially critical for the Macquarie Park Innovation Precinct since it will need to resolve a concentration of differing land uses as well as many different stakeholders' brand identities and private, site-related signage. Further, even as new developments and landscape works take place, there will be stretches of repetitive massing—owing to its origin as a business park—that present a challenge for pedestrian-friendly navigation.

Ideally public art and signage will be used in various ways to differentiate the three sub-neighbourhoods in Macquarie Park. The Woven Ways structuring of open space that addresses the riparian landscape also provides an important touchpoint for wayfinding and is an opportunity for both landmark iconography and artistic interpretation. Water references – as described in the Connecting with Country Framework – applied to wayfinding can mark gateways or zones that are important Country. Public wayfinding is a specialised scope that is typically directed and managed by local government and will form a key consideration at more mature stages of development. However, it is worth noting at this stage that creative wayfinding—the integration of public artworks into wayfinding—can be a powerful contributor to memorable, navigable places.



Stadium 1, Sports Precinct, Bangkok (Image courtesy City People)



Kerrie Poliness, Drying Green, *Stream*, (Image courtesy City People)



The use of appropriately curated, designed and sited public artworks can:

- Assist in the creation of distinctive neighbourhoods
- Provide landmarks and visual guidance that assist orientation without needing to refer to maps or signage
- Signage used to create differentiation between the three sub- neighbourhoods.
- Help to flag visibility of intended paths and activity nodes
- Directly address wayfinding and signage needs through a creative lens, for example through partnering with an artist for pavement-based applications
- Improve pedestrian safety and reduce traffic incidents

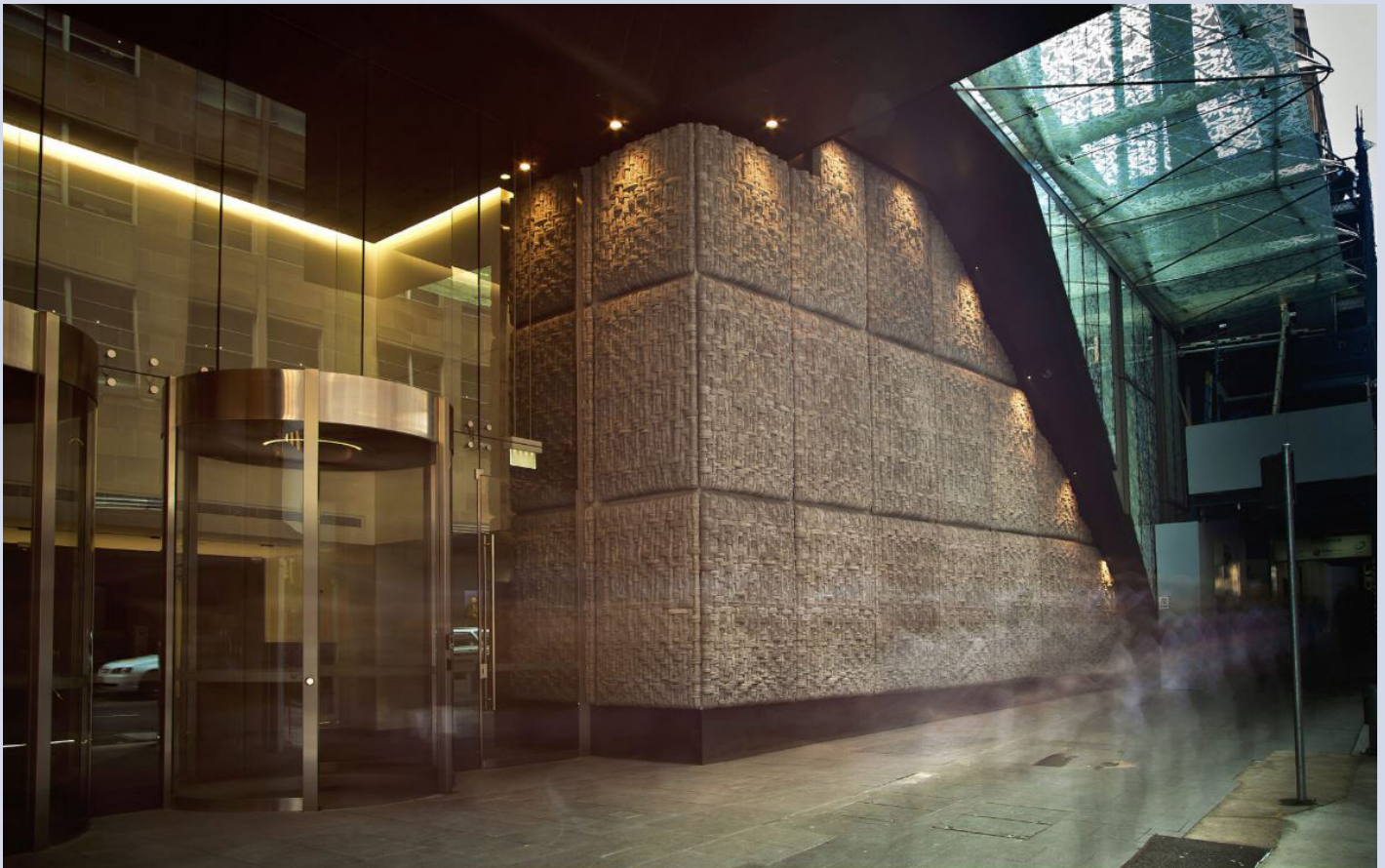
Indicative wayfinding pathways can be found on the MPIP Stage 1 Structure Plan with Arts and Cultural Overlay Map (pg 27)



## 6 Design Excellence Through Inclusion of Integrated Public Art

When artists are integrated within design teams on major architectural projects the outcomes can create distinctive neighbourhoods and help to develop a unique identity for the MPIP. In local planning legislation, design excellence is used to indicate local government expectations around high standards in architectural, landscape and urban design. There are many facets to an assessment of design excellence and many paths that design teams might take to demonstrate excellence to Council and a reviewing panel. One particular aspect that is seen in best practice—including in innovation precincts—is collaboration with artists on elements directly integrated into built form.

There are currently no design excellence requirements in the LEP for the Stage 1 Neighbourhoods. More broadly within Macquarie Park, design excellence criteria are applied by the LEP to a site along Talavera Road opposite the Macquarie University campus, northwest of the Stage 1 Neighbourhoods. However, the City of Ryde is currently implementing a more broad-based design excellence process through the formation of an Urban Design Review Panel that will have triggers for the review of proposals regardless of LEP inclusion (refer City of Ryde Local Strategic Planning Statement 2020, p. 114). It is recommended that integrated public art is given particular promotion by Council as a design excellence-fulfilling response in proposals for MPIP projects.



Dani Marti, Touch, Sydney, (Image courtesy Dani Marti)



Council's vision for design excellence notes that, in addition to natural, visual and architectural character, all development activity should contribute positively to the cultural character of the city (p. 113).

While it is rarer to observe artistic integrations in residential projects, strong precedents do exist, such as the light installation *Uno* by artist Robyn Backen at Green Square (below).

An integrated commission by a creative team that includes a local Aboriginal artist is an opportunity to connect the site and buildings to Country (through a tangible means of honouring this connection, as described in the Connecting with Country Framework)



Robyn Backen, *Uno*, Sydney (Image courtesy Robyn Backen)

# 7 Public Facing Arts and Culture



Green Square Public Library, Studio Hollenstein, (Image courtesy City People)



In order to have a lively precinct that delivers on being open, inventive and distinctive, it is critical that arts and culture has an unmissable public profile for workers, residents and visitors alike. As well as programming in public spaces, maintaining a public-facing arts and culture presence includes ensuring that social and cultural infrastructure is inviting to passers-by in the public domain. Should the Macquarie Centre redevelopment under the terms of the current VPA (which would see the provision of a library, creative hub/arts space and incorporated auditorium leased to Council) it is strongly recommended that the facility has street frontage and visible public access. This would achieve the best outcomes for activation of the public domain and contribution to the precinct's cultural life. Similarly, any future cultural infrastructure arising in developments within the precinct should receive similar public prominence as part of an active frontage.

Additionally, another means of contributing to the precinct's public cultural life is through collaboration with artists on street furniture and public domain infrastructure. Developers should be encouraged to deliver bespoke and place-specific elements like seating and lighting that contribute to high amenity and place character.



Jeppe Hein, Modified social benches, New York (Image courtesy Jeppe Hein)



## Vision

*Public arts and culture in Macquarie Park reflect its Country and the creativity and innovation of its communities. This strengthens enterprise, activates public places and fosters distinctive neighbourhoods for its residents, students and workers.*

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## Principles

Open

Inventive

Distinctive

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## Objectives

Cultural infrastructure and public arts programs in Macquarie Park are visible and accessible, both day and night.

Creativity fuels the knowledge capital of Macquarie Park. Innovation is on display and adds to the cultural and public life of the place.

Public arts and culture enhance the distinct identity of each Macquarie Park neighbourhood with reference to their physical character, community use and stories/memories.

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## Recommendations

Percent for Art Contributions

Activation Governance

Differentiated activity hubs through arts and cultural programming

Public Art at Precinct Entry Points

Creative Wayfinding and Neighbourhood Definition

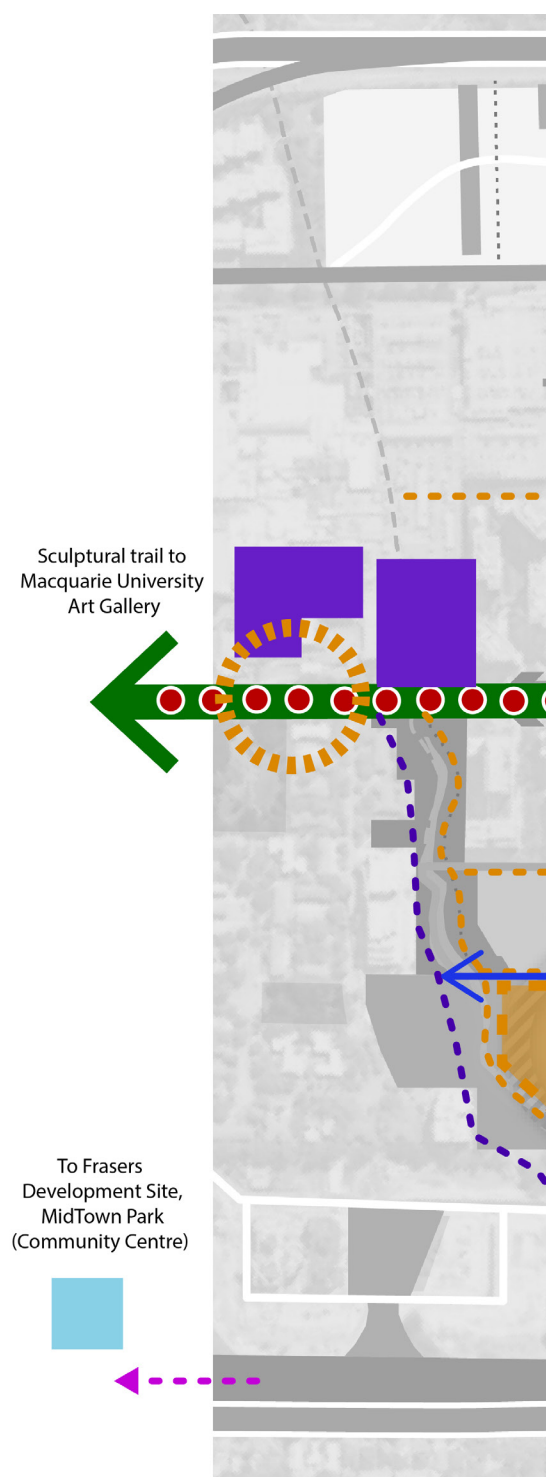
Design Excellence Through Inclusion of Integrated Public Art

Public Facing Arts and Culture



## MPIP Stage 1 Structure Plan with Arts and Cultural Overlay

This map overlays arts and cultural drivers onto the structure plan and key movement network elements. This includes marking which gateways are recommended for public art and how selected wayfinding opportunities may run along streets and through-site-links. Selected sites with proposed facilities and/or activation potential are highlighted, as well as the sculpture trail partnership between Macquarie University and Stockland.







## Next Steps: Implementation

This study is intended to be read in conjunction with the relevant section of the MPIP Stage 1 Design Guide. The relationship between the two documents is that the study establishes context, justification and recommendations while the Design Guide includes the actionable guidelines for achieving arts and cultural outcomes for the future precinct. Following the publication of this study and the associated Design Guide, a number of subsequent actions will need to occur in order to facilitate the recommendations herein. We have grouped these actions below:

### Controls:

- New developments in Macquarie Park to include a public art and culture statement that addresses the objectives and principles of this Public Art and Culture Study.
- New developments to demonstrate adherence to public art excellence goals including the allocation of a fixed percentage towards public art (noting ambition towards recommended 1%).
- New developments occurring on the sites identified within this study for public art (refer recommendation 4 above) to include provision for 'gateway' public art of high calibre.

### Mechanisms:

- Consider an amendment to the Local Infrastructure Contributions Plan (Section 7.11). It is recommended that Council consider amending the Local Infrastructure Contributions Plan to include specific reference to public art and culture programs. Best practice case studies for cities that produce excellent public art demonstrate the power and potential of dedicating development levies to this end. By allocating a specific category for public art or activation, Council would be able to use the funds to raise the quality and profile of its own commissions, and also to leverage these funds to generate significant partnerships for diverse activation or public art programs in Macquarie Park.
- Council to implement a public art strategy that reflects ambition towards 1% allocation for public art, appointment of a public art advisory panel and inclusions regarding the process of incorporating public art as part of development approval pathways (e.g., development consent provisions, voluntary planning agreements).
- Investigate a Business Improvement District (BID) and allocate levies towards an ongoing activation program. A BID could be established within Macquarie Park to support the program. Typically, these organisations, funded by levies paid by local businesses, provide additional funding to support services that are difficult to sustain from local government sources. Although its establishment will take time, for Macquarie Park this could be a viable source of ongoing support for a sustained activation program.





Burst, Wilga Park (Image courtesy City People)



# Section Two: Context and Research

## At A Glance

This section appraises the context for the implementation of public arts and culture at Macquarie Park. This includes an assessment of the relevant planning and policy drivers for cultural infrastructure, creative practice and public art and activation. The data on current public arts and culture is mapped within a 5-kilometre radius from the precinct centre; and finally, a summary is provided for the emergent themes evident from this study's key stakeholder engagement.

## Context Overview

In 2021, the Department of Planning and Environment issued a Place Strategy presenting a 20-year plan for the development of Macquarie Park as an innovation precinct. The Macquarie Park Innovation Precinct is a state government identified state-shaping precinct. The MPIP, along with Lachlans Line and the area previously subject to the state government's proposed Herring Road Urban Activation Precinct, comprise the Macquarie Park Corridor. The Macquarie Park Place Strategy and Strategic Master plan were finalised in August 2022 and set the framework for all future planning proposals for the precinct. This Public Art and Culture Study arises as a specialist study within the Stage 1 Rezoning studies package led by AJC Architects, which will provide detailed master planning, proposed rezoning and new planning controls to guide future development of three neighbourhood areas. The Stage 1 neighbourhoods include Butbutt (Heart) - Waterloo Park, Waragal Birrung (Evening Star) - Shrimptons Quarter and the western portion of Gari Nawi (Saltwater Canoe) - Macquarie Living Station.

The site and its context feature a range of activities and uses; however, the MPIP itself and its core is not currently substantially activated in terms of public life, pedestrian movement, leisure or third space opportunities. The precinct area is known for its business park and is a significant commercial hub, being the largest non-CBD office market in Australia (Arup 2021). As a business park geared towards discrete commercial operations, there is generally limited encouragement for employees to dwell in the area. The Macquarie University campus and the Macquarie Centre shopping complex are to the immediate northwest of the site. These are the substantial activity drivers in the general vicinity, however, in terms of transit these are separately serviced by a Metro stop at the university, which creates a sense of separation from the precinct site core. The office-dominated parts of the site are structured around private vehicle and 70% of people who work in Macquarie Park come by car (DPE 2021). In terms of arts engagement, the suburb has a greater proportion of creative industries employment than typical across the LGA or state (id 2019), driven by media production presences, including Foxtel and the ARN radio studios (for stations WSFM, KIIS, CADA). Private higher education provider Excelsia College has a small campus within the MPIP and historically the Macquarie University engineering faculty extended into the site although this property has since been vacated.

There is exceptional potential for arts and culture to fuel the business, public life and identity of the future Macquarie Park. In its Strategic Infrastructure and Services Assessment Report, Create NSW has identified the unique opportunity that the Innovation Precinct presents for collaborations between creative business, innovation and the arts (2021). Public-private partnerships are cited as a means to fund cultural outcomes and the public domain is identified as a potential cultural asset if it can be well-designed and thoughtfully programmed.

The Place Strategy suggests some key moves to improve the vibrancy and arts and cultural activation of the precinct such as:

- Integration of Dharug culture to make it more visible
- Investigating opportunities for new events, activation and active streetscapes
- Creating opportunities for worker / community interaction

Notwithstanding this potential, Create NSW's SISA report and response submitted to the Place Strategy, as well as Arup's commentary in the strategic master planning documentation, present a frank assessment of the current situation at Macquarie Park:

- Cultural programs, activation and arts and cultural infrastructure are all in deficit and those that do exist largely fall outside of the investigation area
- Pedestrian experience and the absence of arts and cultural offerings are a weakness for the precinct and make the place less attractive to workers and residents
- While the predominance of corporate campuses does allow for internal interactivity, their physical disconnection is an obstacle to precinct-wide collective arts and cultural experiences



On a positive note, at a strategic level (refer Appendix 2 below), levers do exist within the City of Ryde to assist with arts and cultural development within the precinct, including:

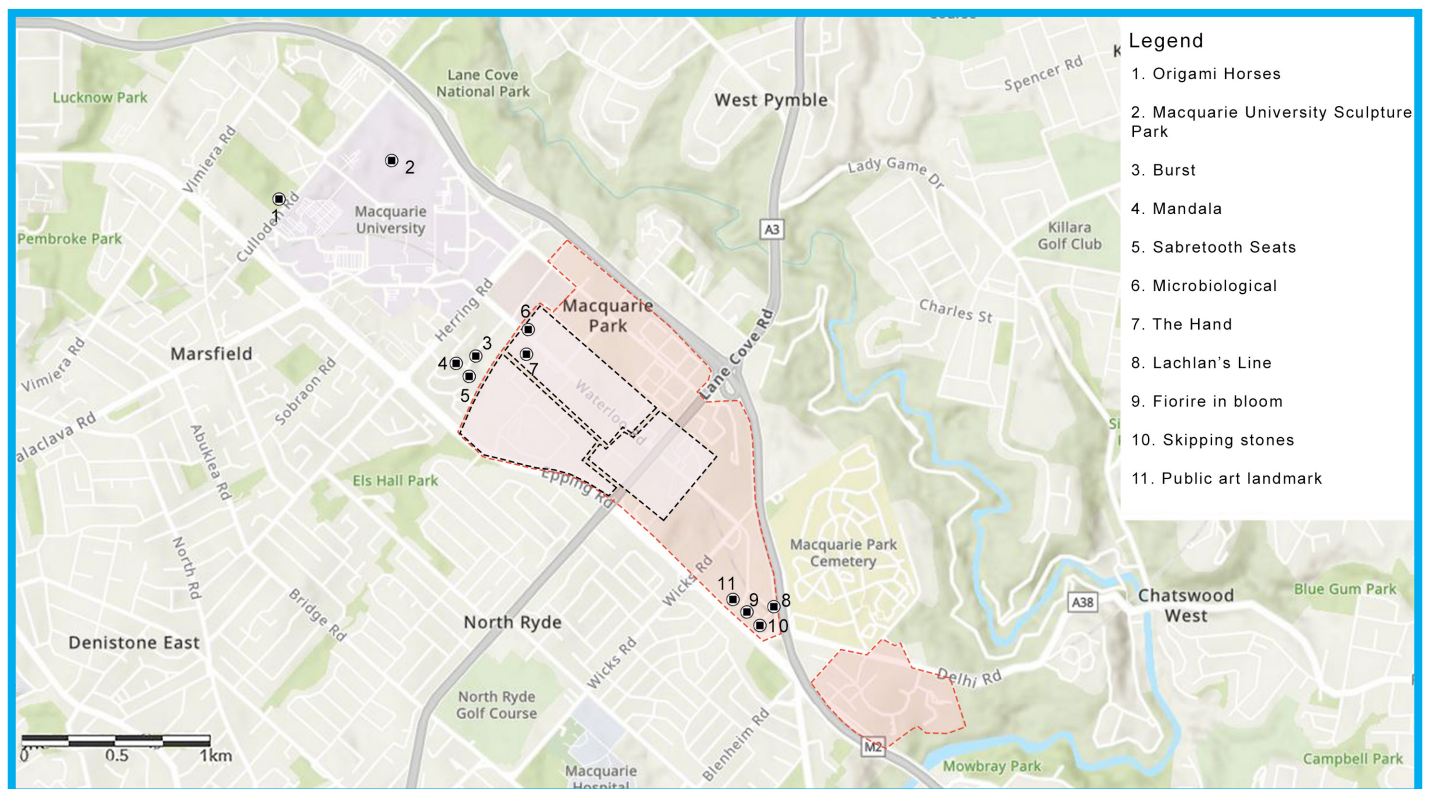
- Two objectives within City of Ryde Creativity Strategy prioritise activation of neighbourhoods through art and creativity
- The Development Control Plan makes provisions for public art as part of developments in Macquarie Park (triggered at a floorspace threshold of 10,000m<sup>2</sup>)

However, as Create NSW notes, there is limited expansion of funding within the local government budget to service its arts and cultural offering in a way that will work towards achieving its potential. The context and existing situation set the following challenge for this document: to identify locations, additional funding levers and potential programs or partnerships that can have a real impact on the

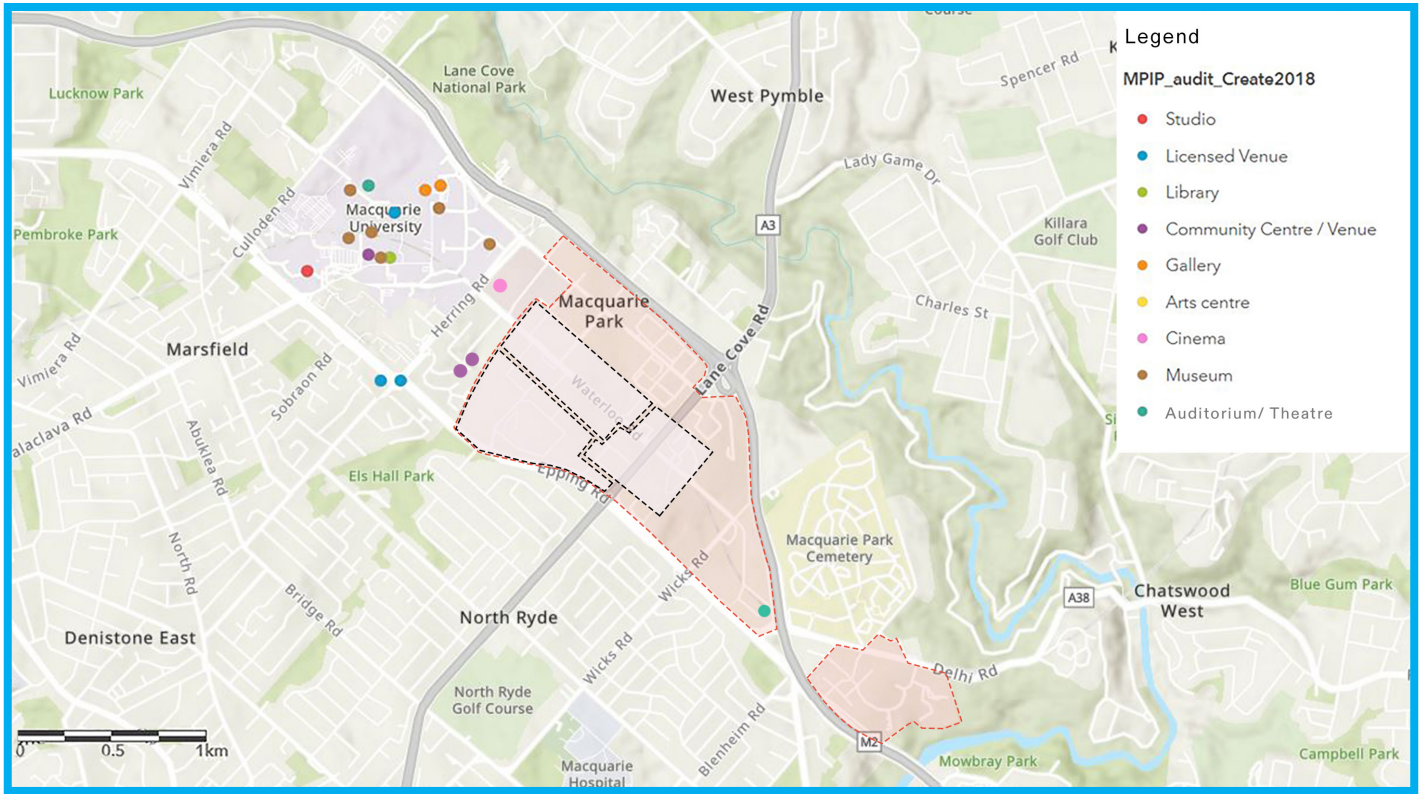
## Public Art and Cultural Infrastructure Assets

### Audit of Existing Public Art and Cultural Infrastructure Assets

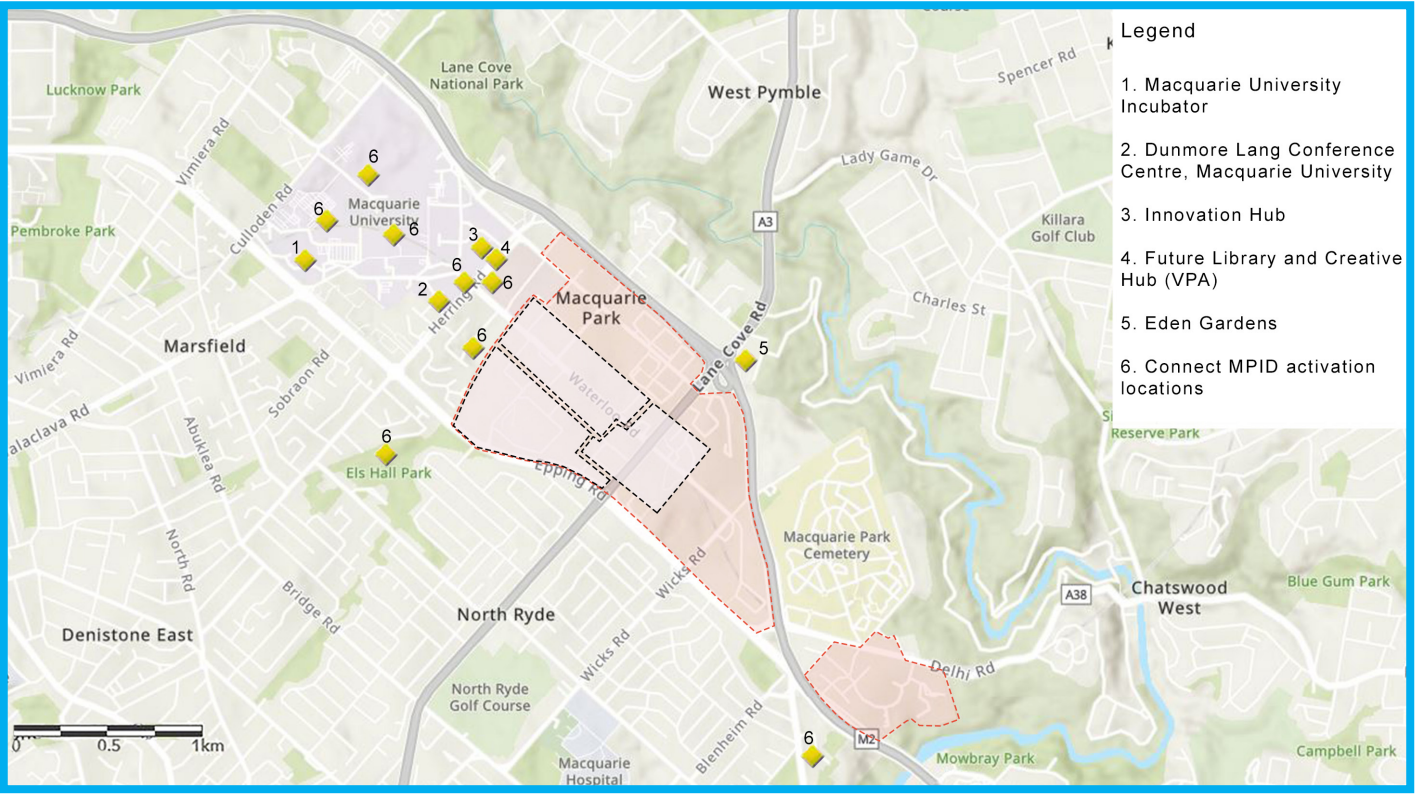
#### MAP 1: Public Art



MAP 2: Cultural Infrastructure



MAP 3: Innovation Infrastructure





## Cultural Infrastructure Data Table

Name	Type	Address
Insideout Gallery - Macquarie Hospital	Arts centre	Wicks Rd, North Ryde, NSW, 2113
Event Cinemas Macquarie	Cinema	Macquarie Shopping Centre, Cnr Herring & Waterloo Roads, North Ryde, NSW, 2113
North Ryde Library	Library	201 Coxs Road, North Ryde, NSW, 2113
NSW Schoolhouse Museum of Public Education	Museum	154 Cox's Road, North Ryde NSW 2113
Macquarie University Library	Library	Macquarie Walk, Macquarie Park NSW 2113, Australia
The Ranch	Licensed Venue	Epping Rd & Herring Rd, North Ryde NSW 2122, Australia
Jenny's Dance Centre	Studio	78 Agincourt Rd, Marsfield NSW 2122, Australia
Alexie Pigot Music Production	Studio	45 Patricia St, Marsfield NSW 2122, Australia
Stamford Grand	Licensed Venue	Cnr Epping Rd & Herring Rd Ryde North, NSW 2113
Ubar	Licensed Venue	Level 2, Campus Hub Macquarie Park, NSW 2113
North Ryde School of Arts Hall	Community Centre / Venue	201, Coxs Rd, North Ryde, NSW 2113
Macquarie University Art Gallery	Gallery	Faculty of Arts E11A Building, Eastern Road, Macquarie Park, NSW 2109
Macquarie University Museum of Ancient Cultures and Australian History	Museum	25C Wallys Walk, Macquarie University, NSW
Lighthouse Theatre	Theatre	11 Gymnasium Rd, Macquarie Park, NSW 2113
Macquarie University Biology Discovery Centre	Museum	6 Science Road, Macquarie University, NSW 2109
The Downing Herbarium	Museum	6 Wally's Walk, Macquarie University, NSW 2109
Macquarie University Sporting Hall of Fame	Museum	W10A Building Macquarie University, North Ryde, NSW 2109
Junior Science Academy	Museum	EMC Building, 3 Innovation Rd Macquarie Park, NSW 2109, Australia
The Lachlan and Elizabeth Macquarie Room	Museum	16 Macquarie Walk, Macquarie University, NSW 2109



Name	Type	Address
Lachlan's Line auditorium and outdoor stage (Central Park)	Community Centre / Venue	Jarvis Circuit, Macquarie Park, NSW
Y3A Media Hub	Studio	Building 10HA, 10 Hadenfeld Ave, Macquarie University, NSW 2109
The Governor Hotel (including ESS Bar)	Licensed Venue	9 Waterloo Road, Macquarie Park, NSW 2113
Walanga Muru pavilion	Community Centre / Venue	6 First Walk, Macquarie University
Sound Expression Music School	Studio	7 Avon Road, North Ryde, NSW 2113
Macquarie University Sculpture Park	Gallery	Macquarie University, NSW 2109
Wilga Park open-air amphitheatre (terraced with concrete seating walls)	Community Centre / Venue	Cottonwood Crescent, Macquarie Park, NSW 2113
Foxtel	Studio	5 Thomas Holt Dr, Macquarie Park NSW 2113
Hustle Media	Studio	Unit 3, Ground Floor/4 Talavera Rd, Macquarie Park NSW 2113
Australian Radio Network (ARN)	Studio	5 Thomas Holt Dr, Macquarie Park NSW 2113

## Public Art Provisions in City of Ryde Development Controls

### City of Ryde Macquarie Park Corridor Development Control Plan

The Macquarie Park Corridor has specific provisions for public art as part of place-specific controls in the City of Ryde DCP Part 4.5. The control sets both a trigger and 'percent for art'-style required relative budget commitment. For all new development exceeding 10,000m<sup>2</sup> floorspace, an amount equal to 0.1% of the construction cost must be allocated towards public art (capped at \$1.5m) (City of Ryde DCP Part 4.5, p. 42). The floorspace quantum that triggers public art is quite high, so as an estimate, 2-3 public art commissions could be anticipated per Neighbourhood in the future development pipeline—if the current approach continues to be administered. One of the recommendations in Section One outlines alternative pooled contributions approaches that would allow more flexibility in the curation and placement of public art at a precinct level.

### City of Ryde Non-statutory Planning Guide for Public Art

The City of Ryde Public Art Guide for Developers is a non-statutory planning guide supplementary to Ryde Development Control Plan provisions for public art. The Guide directs the development of public art in accordance with the City of Ryde 2021 Community Strategic Plan. It features detailed process guidance for public art planning throughout the DA process, including the recommendation that developers engage Council in a pre-lodgement public art meeting. As the guiding documentation developed by Council is geared to the whole LGA, there is a gap regarding a place-specific curatorial and creative framework for Macquarie Park. The public art principles and assessment criteria defined in this guide are a good foundation, however, there are place-specific themes and values that should be consolidated into a framework. The best outcomes for public art will be guided by setting out strategic thinking for what public art should specifically tap into and achieve in the MPIP.

This document elaborates on expectations for public art compared to details provided in the DCP. In the guide, the City of Ryde recommends a 1% public art allocation rather than the 0.1% minimum required in the control in the DCP. These quantities should be reconciled so that the requirement is clear—in Section One of this report it is recommended that the percentage in the control is raised.

### Planned Cultural Infrastructure

An outline of planned cultural infrastructure is included in the Macquarie Park Strategic Infrastructure and Services Assessment Final Report prepared by the Greater Cities Commission in 2022. The report covers a planned cultural infrastructure pipeline, all of which are proposed initiatives rather than committed projects. None of the proposed facilities fall within the boundary of the Stage 1 Neighbourhoods. Moving outward from the site, the relevant planned cultural infrastructure includes:

- A library and creative hub earmarked in the VPA for the redevelopment of the Macquarie Centre shopping complex. Based on assumptions related to previous ownership, the report noted a delivery time frame of 2027–2036.
- Council has proposed a 'creative production space' and a 'creative gallery and event space' (p. 42) as potential commitments to be provided within any of the following precincts: Herring Road, North Ryde or the Macquarie Park Investigation Area. There is no certainty about delivery or that the MPIA would be nominated as the precinct for delivery.
- Outside the Macquarie Park Corridor, Council has proposed a City of Ryde Public Multimedia Lab (p. 45).

Other infrastructure provided as part of private development include community facilities at the Midtown MacPark development by Frasers to the immediate southwest of the Precinct. This is part of the project's Stage 2 construction set for completion Q1 2025.

## Situation Analysis Document Review

Document	Author	Key Context for Public Art and Culture
City of Ryde Local Environmental Plan	City of Ryde	<ul style="list-style-type: none"> <li>• Typically, public art assessment falls under review of Design Excellence criteria when a Design Excellence provision applies (for example, as part of a requirement to improve the quality and amenity of the public domain).</li> <li>• There are no LEP Design Excellence requirements for the Stage 1 Neighbourhoods indicated by maps in the LEP. However, Council is currently implementing a broader design excellence framework through formation of an Urban Design Review Panel that will have triggers for the review of proposals regardless of LEP inclusion (see City of Ryde Local Strategic Planning Statement 2020, p. 114). In line with this direction, some sites within the Stage 1 Neighbourhoods master plan are now identified for design excellence.</li> <li>• Relevant public art planning provisions occur in the DCP – see below.</li> </ul>
City of Ryde Development Control Plan	City of Ryde	<ul style="list-style-type: none"> <li>• The Macquarie Park Corridor has specific provisions for public art as part of place-specific controls in DCP Part 4.5.</li> <li>• The control sets both a trigger and 'percent for art'-style required budget commitment. For all new development exceeding 10,000m<sup>2</sup> floorspace, an amount equal to 0.1% of the construction cost must be allocated towards public art (capped at \$1.5m) (City of Ryde DCP Part 4.5, p. 42).</li> <li>• However, in the supplementary non-statutory Council document Public Art Planning Guide for Developers (see below), the City of Ryde recommends a 1% allocation rather than the 0.1% minimum (p. 6).</li> <li>• It is challenging to estimate the quantity of public art that will be triggered under the control prior to rezoning being resolved, however two to three commissions per neighbourhood would be likely.</li> <li>• Council's objectives and the content requirements for site-specific Arts Plans are set out in this document but the controls should be read in conjunction with the Public Art Planning Guide for Developers.</li> <li>• The controls note that 'public art may also be funded by the developer and located within public parks or the public domain' (p. 42), i.e., a private developer / Arts Plan could be the source of a commission that is located in open space or public realm.</li> </ul>



Document	Author	Key Context for Public Art and Culture
City of Ryde Public Art Planning Guide for Developers	City of Ryde	<ul style="list-style-type: none"> <li>• Provides detailed guidance for public art planning throughout DA process, including pre-lodgement public art meeting.</li> <li>• The document demonstrates good practice and a high standard of Council guidance for public art planning. However, best developer outcomes will be reached when the DCP and this document are supplemented with more place-specific parameters set by an MPIP Stage 1 public art strategy or framework to be written following the rezoning phase.</li> </ul>
City of Ryde Creativity Strategy 2019-2024	City of Ryde	<ul style="list-style-type: none"> <li>• The City of Ryde Creativity Strategy lists five Strategic directions to make creativity a part of everyday life in the City of Ryde.</li> <li>• The following two objectives are especially pertinent for the Public Art and Culture Study, the neighbourhoods' design and partnership models for creative infrastructure access: <ul style="list-style-type: none"> <li>o Objective 5.2 The City of Ryde's public spaces are activated through art and creativity.</li> <li>o Objective 5.3 Strategic partnerships increase opportunities to access creative spaces and places.</li> </ul> </li> <li>• A number of other objectives provide important context for arts and cultural planning for MPIP, including: <ul style="list-style-type: none"> <li>o Objective 1.2: Art, culture and creativity enable cross-cultural connection and exchange.</li> <li>o Objective 2.1: Creative participation is affordable and accessible for people of all ages, cultures, genders and abilities.</li> <li>o Objective 2.2: Festivals, events and creative programs bring our community together.</li> <li>o Objective 4.1: Our community is empowered and supported to kickstart their creative ideas and initiatives.</li> <li>o Objective 5.1: Our City has accessible spaces that enable creative production, participation and presentation.</li> </ul> </li> </ul>

Document	Author	Key Context for Public Art and Culture
Macquarie Park Place Strategy	DPE	<ul style="list-style-type: none"> <li>• Executive Summary provides existing site summary including strengths, plus gaps to be addressed by Stage 1 rezoning:</li> </ul> <p>“Macquarie Park has successfully developed as one of Australia’s largest non-CBD office markets, establishing a cluster of leading companies, a university and hospitals. Macquarie Park is home to Macquarie University, Macquarie University Hospital, Macquarie University Incubator and more than 180 large international and 200 small businesses</p> <p>... Macquarie Park is not currently set up for people and businesses to share ideas. It could be better connected to its traditional culture, nearby natural areas and wider Sydney.” (p. 4)</p> <ul style="list-style-type: none"> <li>• Big Move 4: ‘Prioritise and enrich the pedestrian experience: improving the quality of natural features and attributes of Country and how people move around’ (p. 6).</li> <li>• Big Move 6: ‘Connect to Country and deliver improved quality open spaces: creating more quality public open space and connections within the unique setting of Wallumattagal Country and its history as a place of higher learning’ (p. 6).</li> <li>• Key neighbourhood moves:</li> </ul>



Document	Author	Key Context for Public Art and Culture
		<p>Butbutt (Heart) - Waterloo Park (p. 43):</p> <ul style="list-style-type: none"> <li>o 'The new Transport for NSW headquarters building and associated open space forms an important new anchor. This cluster will be enhanced into high-profile science and technology buildings around Waterloo Road and connected to Macquarie Park Metro Station.'</li> <li>o 'The new Macquarie University Faculty of Engineering presents an opportunity to develop a cluster of public uses, with a whole life learning offer in a natural setting around the creek.'</li> <li>o 'A corridor with multiple walking trails, cycle ways and possible micro mobility corridors weaves through and across the neighbourhood.' Note: micro mobility corridors are important candidates for public art interventions to increase amenity, appeal and safety.</li> </ul> <p>Waragal Birrung (Evening Star) - Shrimptons Quarter (p. 47):</p> <ul style="list-style-type: none"> <li>o 'The interaction between a new residential community at the Ivanhoe Estate, linked by a new footbridge, and new commercial uses create an opportunity for cultural spaces to mix these previously separate users.'</li> <li>o 'Regeneration of Industrial Creek and better access to Shrimptons Creek creates opportunity to weave uses and places together between the university and business community.'</li> </ul> <p>Gari Nawi (Saltwater Canoe) - Macquarie Living Station (p. 51):</p> <ul style="list-style-type: none"> <li>o 'Intensive development should include cultural spaces and activity areas that benefit from evening footfall and Metro connections.' We are thinking that our study should provide comment on recommended cultural space type and siting in this neighbourhood's design?</li> <li>o 'The Sydney Metro station – including lower-level connections into the concourse from adjoining plots – will be optimised. Safe crossings will be planned for Lane Cove Road and woven ways through shared spaces will create better walking links.' Sydney Metro station improvements may mean public artwork commissioning.</li> <li>o 'The key intersection node allows views over the creeks lines to the river and National Park, providing a sense of connection to Country.'</li> </ul>
		<ul style="list-style-type: none"> <li>• Relevant actions (pp. 68 – 72):</li> <li>o 'Extend trading hours of core night time uses with temporary pop-ups near key interchanges after 5pm.'</li> <li>o 'Continue to engage the private sector actively in events and program development through initiatives such as the Venture Cafe.'</li> </ul>

Document	Author	Key Context for Public Art and Culture
		<ul style="list-style-type: none"> <li>o 'Promote entrepreneurship and provide opportunities for SMEs to increase their exposure to anchor institutions within Macquarie Park through initiatives such as the MPID and Macquarie Park forum.'</li> <li>o 'Promote outwards links (leveraging the Hearing Hub and medical research facilities) including local, regional and international networks to further develop Macquarie Park including using Macquarie Park as a test bed to promote innovation and trial of new technologies.'</li> <li>o 'Develop a private sector funding strategy for investments within Macquarie Park.'</li> <li>o 'Work to intensify venture capital presence.'</li> <li>o 'Continue to fund for programmed public spaces and events and create places and spaces for community and worker interaction.' City of Ryde identified as Lead for this action.</li> <li>o 'Develop strategic place-based infrastructure plans and supporting business cases.' Leads are government infrastructure agencies. Will Create Infrastructure prepare a plan?</li> <li>o 'Enhance lighting, signage, activity at ground level and new and existing public spaces to keep eyes on the ground at all times of the day.' City of Ryde identified as Lead for this action.</li> <li>o 'Make Dharug Culture more visible throughout Macquarie Park by exploring the integration of Dharug language and symbols on signage, wayfinding, building names, new street names and public art.' City of Ryde identified as Lead for this action.</li> <li>o 'Work with traditional custodians and knowledge holders to enliven the public realm with programming, activation and installations.' City of Ryde identified as Lead for this action.</li> <li>o 'Investigate opportunities to include Aboriginal representation in Macquarie Park governance structures.' Greater Cities Commission is Lead for this action.</li> <li>o 'Provide informal paths through and around buildings that take pedestrians away from major roads and into side streets and laneways that respond to natural features of Ngurra.' City of Ryde is Lead for this action.</li> </ul>
		<ul style="list-style-type: none"> <li>o 'Investigate the opportunity for new entertainment, events and cultural spaces.' City of Ryde and property owners identified as Leads.</li> <li>o 'Investigate opportunities to show and open up the creek spaces and historic lines both as open water and as places of increased biodiversity and green infrastructure.'</li> </ul>

Document	Author	Key Context for Public Art and Culture
<p>Submissions in response to Macquarie Park Place Strategy</p>	<p>Various stakeholders</p>	<p>Create NSW</p> <ul style="list-style-type: none"> <li>• 'References to Aboriginal culture and heritage in the document could be reframed to express the idea of creating space for and engaging with contemporary "living" Aboriginal culture, rather than of celebrating heritage (which is a focus on the past). There are very few mentions of Aboriginal people themselves in the document and how they might engage with the spaces.' (p. 109)</li> <li>• "Creative businesses' are only mentioned once early in the document and could be expanded on given the potential alignment with innovation as we outlined in the Create NSW SISA report. There is much potential for alignment with the incubator hubs...' (p. 109)</li> <li>• 'Create NSW supports development of an 18-hour economy; however work on this could be started before the Year 6-10 mark, for example, through arts and cultural activation in key areas and open spaces. I believe Council has already looked at activating areas on a temporary basis. Suggest the 18-hour Strategy itself is developed in the early years.' (p. 109)</li> <li>• 'It is true that most cultural facilities are within the University but overall the cultural infrastructure in the area is limited (i.e. it is not "well serviced" in this respect).' (p. 113)</li> <li>• 'Create NSW notes a potential gap in terms of arts and culture in that cultural responsibilities are largely assigned to local government; however Ryde Council's social infrastructure strategy has already been renewed recently without inclusion of some proposals. Create NSW supports the inclusion of innovative approaches to delivering infrastructure, such as VPAs, other private partnerships % for art scheme, to achieve cultural outcomes in Macquarie Park.' (p. 116)</li> <li>• 'Public space, if designed properly, can function as a type of cultural infrastructure, allowing public art and cultural programming to occur from small to large scale.' (p. 117)</li> <li>• 'Art and culture can also be used to express new identities within a community. Excluding reference to expressing the culture of resident communities might lead to missed opportunity to promote inclusivity and open space for cultural exchange with non-local artists – something very enriching for local communities. This would be important given the diverse cultural demographic of the area.' (p. 117)</li> <li>• 'Support the inclusion of new arts spaces. Consideration needs to be given to how to attract to the area the creatives + arts and cultural organisations who will activate these spaces and deliver arts and cultural outcomes. This highlights the importance of encouraging these stakeholders through the provision of affordable living spaces (referenced in the Economic Development strategy) as well as the spaces to make the creative "product".' (p. 119)</li> </ul>



Document	Author	Key Context for Public Art and Culture
		<ul style="list-style-type: none"> <li>• 'Are the new ceremonial spaces for culture linked specifically to Aboriginal culture? If so, is this desire for these spaces based on consultation with relevant Aboriginal communities?' (p. 119)</li> <li>• Could the Design Criteria be updated to include the idea that that spaces are designed with activation and events in mind? Examples of what these might mean in terms of cultural infrastructure include: outdoor screens (permanent or space for temporary ones), staging, three-phase power and access to water. (p. 119)</li> <li>• 'Public art program should link into a cultural program for the whole of Macquarie Park and also consider Aboriginal culture as a key factor.' (p. 121)</li> <li>• 'In its SISA report Create NSW suggested development of a Cultural Framework for MP to ensure best practice and best outcomes.' (p. 121)</li> <li>• 'Create NSW supports the investigation of innovation and partnership to deliver cultural outcomes in Macquarie Park.' (p. 125)</li> <li>• Commentary is made for many of the Place Strategy actions – primarily making suggestions for implementation, from pp. 126-130.</li> </ul>
Macquarie Park Place Strategy – What We Heard Engagement Report	DPE	<ul style="list-style-type: none"> <li>• This summary report synthesises majority opinions across some of the major planning themes; the inputs for the report are the written submissions as well as public engagement sessions held during exhibition period of the strategy.</li> <li>• 'Submissions generally supported planning for an innovation precinct with a strong commercial focus and creating an 18-hour economy' (p. 10).</li> </ul>
Macquarie Park Strategic Master plan	ARUP	<ul style="list-style-type: none"> <li>• Macquarie Park is identified as a health and education precinct by the Greater Cities Commission (GCC) and is a key strategic centre to deliver job targets and support growth in Greater Sydney.</li> <li>• 6th largest CBD - More office space than Parramatta and North Sydney. More unused space and potential exists in Macquarie Park.</li> <li>• There is a need for places to meet, open spaces, more retail and cultural uses that can be occupied beyond 9-5. Placemaking will play an important role.</li> <li>• Currently the buildings are large and intimidating, with no connection to the public realm, with a lack of activity on the ground plane, there is a need for the urban form to adapt for collaboration and innovation.</li> </ul>

Document	Author	Key Context for Public Art and Culture
Wallumatta Macquarie Park Master plan – Draft Country Centred Design Framework and Report	Old Ways, New	<ul style="list-style-type: none"> <li>• Note: this document is not finalised.</li> <li>• The document details how Country Centered Design guides the application and implementation of the Macquarie Park Strategic Master plan. It is created to help apply the principles of Country Centered Design across the Macquarie Park project.</li> <li>• The vision is to improve the experience by reconnecting to the culture of this region</li> </ul> <p>Some of the key implementation elements discussed are:</p> <ul style="list-style-type: none"> <li>• Representing Wallamattagal Ngurra and its culture by providing guidelines for an innovative public art program.</li> <li>• Facilitating the leadership of knowledge holders and Traditional Custodians and active engagement and working with traditional custodians.</li> <li>• Community gardens – to collaborate with community, make Indigenous food, sharing methods.</li> <li>• Develop a program of Indigenous rangers to look after Lane Cove National Park.</li> </ul>
Placemaking Strategy – Macquarie Park (Strategic Master plan Appendix)	ARUP	<ul style="list-style-type: none"> <li>• The following place assets are identified: proximity to natural landscape, a world-class university and innovation hub, established anchor businesses, improved public transport connectivity, active and engaged business community, high-performing and nationally significant commercial centre, existing hub for retail and recreation (Macquarie Centre) (p. 223).</li> <li>• Night time uses / cultural offering limited – most uses after 5pm are gyms (p. 230).</li> <li>• ‘Within the Investigation Area, there are childcare facilities, medical facilities, a school and an emergency services facility, but there is no library, community hall or facility, and a lack of open space. The lack of social and cultural infrastructure is likely due to the lack of a residential population within the immediate area. Macquarie University has an array of facilities; however, due to growing demand from faculty, staff and students, the use of these facilities is increasingly limited to the use of these groups.’ (p. 231)</li> <li>• ‘The sense of safety in Macquarie Park is impacted by heavy traffic, busy roads and a lack of adequate lighting and activation on streets’ (p. 235).</li> <li>• Suggest Placemaking Principles (PDF file pages pp. 20–24) and placemaking delivery initiatives (PDF file pages pp. 25–32) are reviewed / considered during main Study drafting</li> </ul>

Document	Author	Key Context for Public Art and Culture
Macquarie Park Strategic Infrastructure and Services Assessment Final Report	Greater Cities Commission	<ul style="list-style-type: none"> <li>• Key cost finding for future cultural and community infrastructure needs estimated at \$153m – this includes regional community facilities, creative and event spaces and library facilities (p. 7).</li> <li>• Land use projection summary (refer p. 26) makes the following 2021 versus 2036 forecasts for the MPIA: 435% population increase (2,550 to 13,650), 5x increase in dwellings (1,000 to 5,400), 13.5% increase in jobs. Therefore the transformation of Macquarie Park is not only the build towards major innovation district status, the area will also undergo massive residential creation.</li> <li>• GSC provides following definition of cultural infrastructure: ‘theatres, galleries, museums, artist studios and other creative “making” spaces, libraries, archives, community halls, cinemas, and outdoor event spaces’ (p. 18).</li> <li>• The infrastructure and services proposals review notes a Central Park embellishment to be delivered by the City of Ryde (p. 40) within the investigation area; this may include a public artwork commission.</li> <li>• The report notes the intent / initiative status for the following cultural and community infrastructure for within the Investigation Area or Herring Road or North Ryde precincts: creative production space, creative gallery and event space (p. 42).</li> <li>• The following cultural and community infrastructure is planned by the City of Ryde outside the Macquarie Park Corridor (but informs context given catchment will include MPIP): Ryde Central regional community facilities, Top Ryde community services hub, library and public multimedia lab (p. 45).</li> </ul>
Macquarie Park Strategic Infrastructure and Services Assessment — Create NSW Report	Create NSW	<ul style="list-style-type: none"> <li>• Specialist sub-report prepared as part of the Strategic Infrastructure and Services Assessment process with a focus on creative and cultural infrastructure. Note: this is a sensitive document operating as an input to the main public report.</li> <li>• Create proposed a cultural vision statement for Macquarie Park: ‘A global innovation precinct fuelled by local talent to continuously evolve, Macquarie Park nurtures creative activity that feeds back into enterprise, provides activation and vibrancy both day and night for residents, workers and students, and strengthens its sense of Country, community and distinctiveness’ (p. 4)</li> <li>• The overview states that embedding arts and culture into Macquarie Park will contribute to three key outcomes: a strong and creative innovation economy; a unique sense of Country, place and identity; a vibrant and productive 24-hour economy (p. 5).</li> </ul>



Document	Author	Key Context for Public Art and Culture
		<ul style="list-style-type: none"> <li>• A 'non-build' option is the proposed preparation of a Macquarie Park Cultural Policy / Framework (p. 12).</li> <li>• The infrastructure options / opportunities discussed on p. 13 will be explored in relation to urban design detail when preparing the main study.</li> <li>• The cultural infrastructure mapping study concluded that: there is limited cultural infrastructure within the study area; there is no state-significant or regional-level cultural infrastructure; there are no public libraries; most of the publicly accessible cultural infrastructure is located within the Macquarie University campus; there are several regional cultural venues within 30 minutes' drive from Macquarie Park (including public galleries and theatres).</li> <li>• Identified cultural infrastructure in this report (including its detailed itemisation of Macquarie University sites) has been integrated into the data sources for our audit.</li> <li>• Notably, the Lachlans Line (outside MPIP) auditorium is assessed by Create as not fit-for-purpose for performance, due to its location between two residential buildings (p. 21). Suggest this is taken as an instructive case study for layout design.</li> <li>• The area's cultural infrastructure categories which will be in deficit by 2036 are: museums, art galleries and, most substantially, arts production/rehearsal/education spaces (p. 25).</li> <li>• The recommendations and proposals pp. 26 – 30 and opportunities pp. 33 – 37 will be explored in relation to urban design detail when preparing the main study.</li> <li>• Further studies section notes 'consideration of opportunities for partnering with the private sector for providing infrastructure required, e.g. through VPAs' (p. 38).</li> </ul>

## Strategic Alignment

This section reviews the content of this study against the guiding Big Moves set out by DPE in the Macquarie Park Place Strategy, providing a summary for how the study aligns to achieving the overarching strategy for Macquarie Park.

Macquarie Park Place Strategy – Big Moves	Study Elements
1. Drive transformation of Macquarie Park into an innovation district	<p>One of the key means of achieving this transformation is through talent attraction to the precinct. Activation and vibrancy driven by a strong arts and culture presence in public life is a key driver towards this, as shown in precedents profiled in this document including Lot Fourteen in Adelaide and one-north, Singapore. The study sets out a number of recommendations that will help shape the competitive profile of the precinct, including:</p> <ul style="list-style-type: none"> <li>• A contributions framework for best practice in public art commissioning (Recommendation 1)</li> <li>• Suggested governance and funding opportunities for activation programming (Recommendation 2)</li> <li>• Public spaces that encourage dwell time, encounter and interaction, including through creative wayfinding (Recommendation 5) and public-facing arts and culture (Recommendation 7).</li> <li>• Precinct identity definition through hero landmarks and architectural design through gateway-based and integrated public art (Recommendations 4 and 6).</li> </ul>
2. Scale and time new development to match infrastructure capacity	<p>This is aligned to the Open driving principle and Recommendation 7 around public-facing arts and culture. Cultural infrastructure should also be aligned to new development. Coming online for these assets goes beyond physical availability and also includes engaging local residents, commuting workers and visitors through programming (refer, for example, the Darling Square library precedent profile).</p>
3. Rebalance transport uses	<p>This Big Move is not expressly connected to this study's scope, however, encouraging active transport is linked to public space amenity – refer connections to Big Move 4 below.</p>

Macquarie Park Place Strategy – Big Moves	Study Elements
4. Prioritise and enrich the pedestrian experience	Elements such as public art, activation programming and creative wayfinding are important contributors to public space amenity and the pedestrian experience (see Recommendations section). This study highlights specific arts and cultural directions tailored to each activity hub in the structure plan (see Recommendation 3).
5. Create sustainable neighbourhoods within Macquarie Park, each with their own identity and role	Arts and culture will help to shape the different identities and roles of the neighbourhoods, including through distinct programming directions that address the specific activity hubs and their context (see Recommendation 3).
6. Connect to Country and deliver improved quality open spaces	The importance and value of opportunities for cultural expression includes First Nations living culture and this study recognises this in the proposed vision for public art and culture. The Connecting with Country study has been prepared for this package by WSP and provides detail around specific important sites and opportunities.



# Stakeholder Engagement Review

## Key stakeholder feedback

For the stakeholder engagement process for this study, City People conducted six one-hour interview sessions with targeted stakeholders. We also participated in a 'walk on Country' site visit during March 2023 (refer details at Appendix 5). The groups interviewed by City People included the following:

- City of Ryde
- Create NSW
- Macquarie University
- Transport for NSW
- WSP
- Connect MPID

The following themes emerged from this engagement process:

### 1. Partnerships

As a precinct founded on an agglomeration of business and tertiary organisations, strategic partnerships play a crucial role in the (albeit limited) cultural life of Macquarie Park. The following observations were made throughout the engagement process:

- Although all stakeholders acknowledged its access and permeability issues, Macquarie University, with its selection of performance venues, prominent art collection and visual art infrastructure and diverse events and activation programs (including a diverse and sustained program of start-up ecosystem events), was regarded as the most powerful magnet for local arts and culture offerings in the area.
- The National Park is an often unrecognised and underutilised asset within the precinct. Attempts to strengthen the physical links and cultural program ties to this natural asset (such as those made at Lachlans Line) were applauded. The connection with Aboriginal cultural practices (such as the cultural burning program initiated by Dr Jo Rey at Macquarie University) were seen as potentially strong for the area.
- Currently, any cultural offering at the Macquarie Centre does little to add to the public cultural life of the precinct because it all occurs within the closed environment of the shopping centre. If and when its redevelopment goes ahead, Macquarie Centre might prove to be a strong cultural partner if the cultural facility (earmarked within its VPA) is easily accessible to and visible from the public domain
- The Stockland development M Park has initiated a significant partnership with Macquarie University Gallery. The proposed outcome of this partnership will be a public art trail between Macquarie Park and the gallery / sculpture garden.

### 2. Activation of the Public Domain

With a projected 435% increase in population by 2036 and a 5x increase in dwellings, stakeholders recognised the need to activate the public domain of Macquarie Park, especially during the weekend and after office hours.

- Public art was identified as way to improve pedestrian experience.
- There was an enthusiasm for outdoor cultural infrastructure such as 'plug and play' outdoor stage infrastructure within the neighbourhood activity hubs in the public domain, especially those near the metro stations.
- Walking art trails or connecting with Country tours were seen as a positive way to encourage pedestrian experiences through the precinct.

- Public programs attached to cultural infrastructure planned for the future (e.g., Frasers Midtown cultural centre, skate park and Village Green) will impact pedestrian desire lines and visitation within the precinct.

### 3. Local Identity

Given its moniker as an 'innovation precinct' stakeholders identified the opportunity for arts and cultural projects to profile the precinct's identity:

- Embedding arts practice within innovative / entrepreneurial industries provides an opportunity to develop the precinct's profile and reputation
- Ideally there will be an opportunity to extend the public programs and events from the startup / entrepreneurial sector beyond their current location within the Macquarie University
- Creation of 'third spaces' within MPIP for startup / entrepreneurial communities to gather, stage events and socialise is an important opportunity to bring the innovation story of the precinct to life
- A cohesive public art plan for the precinct can help to bring the cultural assets of the precinct into a cultural offering throughout the precinct
- A space for industries to flourish by creating interdependencies between industries, giving support to innovation and collaboration - for example Haymarket
- First Nations cultural programs offer the opportunity to strengthen the distinct identity of the precinct.
- Finding ways to promote the natural assets of the local area (e.g., National Park) will assist MPIP to develop a unique offering.

Through the stakeholder engagement process some potential future locations were identified for public art and culture (including projects that are currently underway).

These locations have been included in the Structure Plan Arts and Culture overlay above (Section One).

# PRECEDENT WORK - 1

## Lot Fourteen, Adelaide

Distinctive gateway public art is used at Lot Fourteen, an innovation district on the site of the former Royal Adelaide hospital, where thousands of people will work, study, and visit. Lot Fourteen serves as a hub for innovation and brings together the state's top talents in the creative, hi-tech, and defence sectors.

Embedding art firmly into the innovation district, the precinct's public art brief lists the following requirements that need to be considered:

- site specificity
- exploration,
- technology
- future

The public realm at Lot Fourteen features public art and large trees that define routes, increase amenity, and assist in creating a sense of place. Feature public art at the frontage to the precinct sparks viewers' curiosity, and serves as a focal point and gathering place for guests and workers. The public realm improvements complete Lot Fourteen's cultural boulevard, give it a distinctive identity, and establish a gateway into the neighbourhood.





Sundari Carmody, One: All That We Can See (Sam Roberts), (Image courtesy Sundari Carmody)



Amok Island, Beware Swooping Birds, (Image courtesy Amok Island)

## PRECEDENT WORK - 2

### One-north, Singapore

The business park One-north in Singapore is a globally recognised innovation precinct, known for its unconventional clustering of various knowledge-based industries, successful start-up incubation environment and well-connected integration of recreational and leisure amenities. The one-north development is not a traditional business park – it includes residential properties, tertiary institutions, 16 hectares of parkland, destination restaurant and retail hubs and the Star Performing Arts Centre venue.

There are three main industry hubs within one-north: Biopolis, focused on biomedical research and development, Fusionopolis, for information and communications technologies, and Mediapolis, for media and ICT clustering.

The park areas in one-north are not only green links between the hub buildings. There are walks highlighting native flora and fauna, and the open spaces are used frequently for public events on nights and weekends. This public realm is made coherent with the inclusion of public art and activation zones that assist with intuitive wayfinding and provide collection points for visitors and workers. The one-north Festival, an annual science exhibition, engages the public with the activities of the hubs, presenting interactive displays, talks, experiments and 'behind-the-scenes' tours.





WOHA Life, One Singapore



Ju Ming, 12 Gentlemen, Singapore



## PRECEDENT WORK - 3

### Darling Square Library Public Program, Sydney

Darling Square Library was developed in public-private partnership between the City of Sydney, Sydney Harbour Foreshore Authority and Lendlease as part of the redevelopment of the Haymarket. The library is located adjacent to Ultimo, Sydney's original startup heartland, and in close proximity to the forthcoming TechCentral innovation district.

In developing the library's public program, the City of Sydney and Lendlease embraced the character of the communities that surround the area and the program content is curated so that it speaks directly to their interests. As a result, the library includes:

- An ideas lab makerspace workshop and multipurpose room
- A visiting entrepreneurs program
- Publicly accessible 3D printers, robotic and electronic kits

Any future cultural infrastructure (such as the library earmarked in a VPA for the Macquarie Centre redevelopment) would do well to consider such curatorial synergies in the development of its public programs.



Darling Square Library, Lunar New Year, Lendlease



Darling Square Library, Future T.B.D.

# Appendix



## At A Glance

Appendix 1: Percent for Art Schemes Comparison Table

Appendix 2: Stakeholder Engagement Attendees

## Appendix 1: Percent for Art Schemes Comparison Table

Jurisdiction	Mechanism	Application	Scope and Thresholds	Contribution and Delivery
City of Vincent (WA)	Statutory planning scheme	Public and private development	Commercial and Mixed Use developments over the threshold value (\$1,092,000 in 2020); residential developments over the threshold value that comprise of ten (10) dwellings or more and are zoned Centre, Commercial, Mixed Use or Residential R60 and above.	<p>1% of total project cost.</p> <p>Developer has two delivery options: procurement for own project or cash-in-lieu contribution. A 15% discount is applied if cash is contributed into the pooled contributions fund for City of Vincent public art projects on other sites.</p>
City of Ryde	Statutory planning scheme, via place-specific controls for Macquarie Park	Private development	All new development exceeding 10,000m <sup>2</sup> floorspace.	<p>0.1% of construction cost, capped at \$1.5m. Note: the non-statutory Council documentation recommends 1% rather than the minimum defined in the DCP.</p> <p>Delivery is either developer-procured on the site or may be delivered in public parks or public domain, funded by the contribution.</p>

<b>Jurisdiction</b>	<b>Mechanism</b>	<b>Application</b>	<b>Scope and Thresholds</b>	<b>Contribution and Delivery</b>
City of Sydney	Budget allocation	Public development	<p>The percent for art model is internally applied for the City's public works budget.</p> <p>In the context of private development, the City of Sydney does require development containing 'significant publicly accessible space' to commission permanent public artworks but there is no formal contribution amount set.</p>	1% of annual public works budget.
Government of Western Australia	State legislation	Public development	<p>New public works valued at over \$2m. For example in state infrastructure such as hospitals.</p> <p>Funded public art projects typically range from \$20,000 to \$400,000.</p>	Up to 1% of construction budget.



## Appendix 2: Stakeholder Engagement Attendees

- Dyalan Govender (Executive Officer City Places, City of Ryde)
- Naomi L'oste Brown (Senior Coordinator City Planning, City of Ryde)
- Lindsay Godfrey (Acting Manager City Life, Community Services, City of Ryde)
- Gabrielle Eade (Senior Project Manager - Development and Delivery, Create NSW)
- Juliana do Valles (Project Coordinator, Create NSW)
- Rhonda Davis (Senior Curator, Art Gallery, Macquarie University)
- Daniel Johnston (Research Partnerships Manager, Macquarie University)
- Stirling Wright (MPID Partnerships and Engagement Manager, Macquarie University)
- Hayden Sterling (A/Senior Manager Strategic Place Making & Precinct Activation Property and Place, Transport for NSW)
- Nasiha Kadavath (Planning Manager, Transport Planning, Transport for NSW)
- Michael Hromek (Technical Executive - Indigenous Design, Architecture and Knowledge, WSP)
- Mark Ames (General Manager, Connect MPID)
- Aunty Ros Fogg (Dharug Elder)
- Aunty Cheryl Goh (Dharug Elder)
- Uncle Colin Gale (Dharug Elder)

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