

Learnings from a place-based application of data

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20 September 2023



Image credit: Wade Whittington

The Wynyard Park Microdistrict

Unique locations that concentrate the vibrancy, amenity and cultural buzz intrinsic in CBDs.

Using tactical interventions and collaborating with key city partners / stakeholder. Key features include:

1. **Micro:** Small with one brand, one identity and is easily measurable as one space
2. **Dense:** Location that maximises the cross-section and quantum of users / businesses
3. **Green:** Has existing or potential for green, sustainable and inclusive credentials
4. **Diverse:** Allows for a diverse range of offerings for local businesses and users
5. **Accessible:** Well connected by foot & public transport, fully accessible for everyone
6. **Branding potential:** Potential to amplify Sydney and Australia's brand as a place to visit, live and study

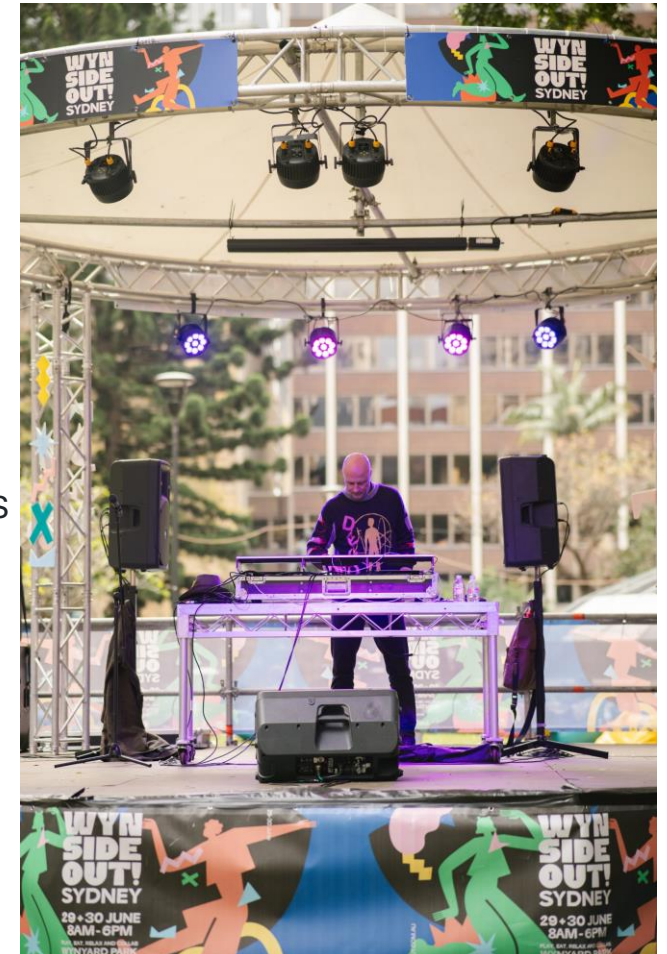


Image credit: Wade Whittington

Our partners



Delivery



Property & Development NSW
Transport for NSW



Data



Committee



Smart Places NSW



Wynside Out - measurable outcomes



35,372
visitors to Wynyard Park



+ 257 %
increase in visits to Wynyard
Park



+ 421 %
increase in weekly pedestrian
count in Sydney CBD
compared to week prior

Steps for developing a microdistrict

1 Identify

Assess site and potential

Wynyard Park identified via NSW Government's Alfresco Restart Fund due to green assets and surrounding users

3 Strategise

Governance, funding and brand

Wynside Out was funded through the Package with ongoing options to include private and public sector funding



2 Come Together

Co-creation of vision and objectives

A Microdistricts Committee was formed to deliver the short term activation following an EY wavespace™ session

4 Implement and assess

Data to measure and monitor success

The potential of the space and was “a real example of how government can work with the business community to transform an under-utilised space into a buzzing destination for workers, residents and visitors.” (Minister Stokes, 2022)



Our strategic approach to activation and community

Activation and community experience

Positioning a large-scale precinct as a destination of choice begins with vision and early programmed activation, which provides data, by testing possibilities, capacity and appetite.



Activation:

Co-creation of a comprehensive activation that spanned outdoor spaces and precinct partners' buildings. Testing capacity, various event formats, and the necessary infrastructure, gives insights that will guide the development of a long-term activation framework, inform strategy for future opportunities and maintain critical momentum for the precinct vision.



Awareness:

Emphasis on building awareness of the precinct as a cohesive, world-leading cultural destination. Through coordinated efforts across the precinct, we positioned the potential for the precinct, on a journey to become a renowned cultural hub, attracting visitors and residents alike.



Visitation and vibrancy:

Commitment to supporting businesses within the precinct, by driving increased visitation and enhancing vibrancy aligns with the long-term vision, ensuring continued growth and development.

Co-creating precincts

Partnering with government and stakeholders to deliver precincts that help communities thrive



Coffs Jetty Revitalisation

We're progressing a community-led master plan for the activation of the Coffs Harbour Jetty Foreshore.

This is an opportunity to create a vibrant and thriving foreshore precinct that is enhanced and activated for the benefit of the community, while maintaining the cultural and neighbourhood qualities the Coffs Harbour community value.

We're also delivering a brand new community building on the jetty foreshore, set to open mid-2023, with new public amenities, community spaces, café-style dining and improved waterfront access.



Macquarie Street East

Macquarie Street East – where Sydney's rich Aboriginal and modern history comes to life and arts and culture thrive. The vision to transform this iconic historical and culturally significant heritage precinct into a vibrant, connected and people-friendly arts, cultural and civic destination has been mapped in the master plan, released in March 2023.

A program of early works has commenced, including the removal of underutilised, modern additions to the historic Registrar General's Building to restore it to its original 1913 character, and create a new public square providing a gateway to The Domain, which will be named in honour of Her Majesty Queen Elizabeth II.



Parramatta North

Covering 42 hectares of government-owned land, the Parramatta North Precinct is a whole-of-government project empowering the vision for the Westmead Innovation District.

The rejuvenation is well underway with long dormant heritage buildings – some dating back to the 1820s – being returned to life with new spaces and ideas, transforming the precinct into a place of discovery, opportunity, reflection and experience. Best practice heritage conservation and adaptive re-use principles are being applied to protect these cherished spaces and places of historical significance.



Herbert Street, St Leonards

In partnership with NSW Health and the NSW Department of Education, we're developing a proposal for the revitalisation of the Herbert Street Precinct, within the southern campus of Royal North Shore Hospital, to deliver a vibrant mixed-use precinct.

Community and health related services and amenity will support the provision of a modern health and education hub delivering key worker housing, medical facilities, and education services alongside a revitalised, high quality public domain.

Activations and community experience

Visitation, vibrancy, awareness

