Attachment A: Business Park examples

Technology and Business Park developments have been occurring since the 1960s, initially focussed on research and development businesses. It is only recently that Technology and Business Parks have taken on a more vibrant role incorporating a range of semi-related commercial development activities. A most recent trend in the development of business parks is their proximity to airports. It is clearly recognised that with the increasing affordability of air travel coupled with advancement of telecommunications, business parks operating around large airport bases will become increasingly popular and profitable. A selection of successful technology and business parks are provided below. Each example includes a summary of the development, infrastructure and tenant range.

Dubai Silicon Oasis

Dubai Silicon Oasis is a technology park under development in Dubai, United Arab Emirates which was launched in October 2002.

This business centre takes place in Dubai at the prestigious Dubai Silicon Oasis, (“DSO”) a 7.2 sq km master-planned community, strategically located on Dubai’s Emirates Road and within easy access of Dubai International Airport, Jebel Ali Port and Dubai’s central business district. It is the only Free zone in Dubai designed as an integrated community, encouraging residents to live and work in the same area. This Centre occupies an area of 33,000 sq ft and comprises of 250 workstations of different sizes to fit different business purposes.

The Dubai Silicon Oasis is controlled by a 100% Government owned single–window authority.

Structure

The DSO Comprises of office towers, R&D and industrial zones, educational institutions, apartments and villas, hotels, healthcare and a range of lifestyle facilities. The Silicon Oasis compound consists of 560 villas, housing Emirates Airline Captains and First Officers and their families. The compound is broken into 4 blocks, entitled A, B, C and D blocks.

Pedestrian footpaths are located all around the complex. They are all landscaped with different varieties of plants and rock strips.
M1 Dandenong South Business Precinct

In recent years many businesses have opted to consolidate their operations and in suburban hub business areas. This is a response to several factors predominately to do with maximised efficiencies due to upgraded transport infrastructure and competitive pre-lease deals. The Dandenong Industrial Area which includes the precincts of Dandenong, Dandenong South, Hallam and Lyndhurst is a classic example of this. The introduction of the Citylink tollway and similarly construction of the Mitcham-Frankston by-pass has ensured the prosperity of this industrial complex.

Current Activities

In 2004 147,000m² was constructed in the Dandenong region, a 23% decline from the record levels experienced in 2003. This accounts for 20% of all metropolitan industrial construction. Some recent developments include L’Oreal distribution centre, Bunnings distribution centre and BAM Wines logistics. Most recent business investment has come in the form of logistics and distribution warehouses. Historically manufacturing and blue collar businesses have been prevalent in this region.

![Construction of L’Oreal Distribution Centre in Dandenong South](source: MacroPlan Australia)

Vacant industrial land in the Dandenong precinct is quite low. It is anticipated that at the current consumption rate by 2008 vacant industrial land will be down to 7.8%. The increasing demand for the land has been reflected in growth in price noticeably over the last 5 years.

Brindabella Business Park

Brindabella Business Park is located directly adjacent to Canberra’s main airport and approximately 7 minutes drive from the Central Business District.

The majority of tenants Brindabella Business Park are mainly of Professional Services, Government Departments and Consulting firms. A sample of these organisations include: Departments of Defence/Employment and Workplace Relations, Accenture, Deloitte, KPMG and NEC.

Facilities include; a day care facility for children, petrol/service station and globally recognised ‘Green Star’ buildings.
Transport Available via Bus Connection, Bicycle route (with shower and bike parking facilities) or Car to and from the Central Business District of Canberra and the Airport.

**Vision**

Canberra International Airport’s vision is to develop the Airport and Brindabella Business Park as a first-class facility to serve the region’s evolving transportation and corporate needs by maximising its contribution to the region’s economy.

**Figure 2. Brindabella Business Park**
Macquarie Business Park

Macquarie Business Park has is a leading high-tech industrial area in Australia, attracting electronic, scientific, computing, medical, communication and pharmaceutical companies. Many of these businesses have their headquarters outside the area, with the majority being overseas.

Initially it was largely an industrial area commencing in the mid 1960s with the rezoning of ‘Green Belt’ land to allow for industrial activities. During the same period, development Macquarie University began on adjacent land. This provided interaction between industry and Universities. Major attractions to the area are the prestige factor, well located in relation to the CBD, North Sydney, Chatswood and Parramatta, access (M2 and other major roads), university and CSIRO and an aesthetically pleasing environment.

The Macquarie Park Corridor now has around 770,000m² of office, industrial and warehouse floor space and a further 83,000m² of retail floor space in the Macquarie Centre (the major shopping and entertainment complex in the area). Around 350,000m² consist of offices, making the corridor the fourth largest concentration of office space in the metropolitan area (behind the CBD, North Sydney and Parramatta). Recent growth has been estimated at around 22,000m² per year.

Vision

- The impact of these high-tech businesses on the area has been to transform an industrial based employment area into a successful green business park.
- A premium location for globally competitive businesses with strong links to the university and research institutions
- A high quality, well designed, safe and liveable environment that reflects the natural setting
- Better integrated residential and business areas

Norwest Business Park, Sydney

Figure 3. Norwest Business Park, aerial shot

Source: Norwest Business Park

Norwest is a 377ha development site in Sydney, 35km west of the CBD. The development includes an international standard business park on 221ha, 35ha of lakes and parkland and the 122ha Bella Vista executive residential estates.
The site is located near the M2 Hills Motorway and provides convenient access to the greater metropolitan region of Sydney and the Sydney CBD. In particular, the planned Sydney Orbital road will offer easy access to key destinations across Sydney.

The key elements of infrastructure provided within Norwest includes:

- 132 room Norwest International Hotel, with conference, meeting and banqueting facilities
- Medical facilities
- Drive-thru business post office
- Complete IT, communication and energy infrastructure
- Fully integrated working and living environment
- Shopping centre with a Coles Supermarket, 35 specialty stores and a food court overlooking Norwest Lake

To date over 320 companies have relocated to Norwest Business Park, including major corporations like IBM, ResMed, BASF, C&W Optus, Sigma Pharmaceuticals, Wyeth Australia, Schneider Electrics and Woolworths Limited.

**Figure 4. Norwest Business Park, Land Use Plan**

Source: Norwest Business Park
Tally Ho Business Park

Figure 5. Public Transport and Tally Ho Business Park

The State Government declared the Tally Ho area as a Major Activity Centre. Tally Ho includes a major business park, with access to public transport and has opportunities to broaden the mix of land uses. The surrounding area also features a number of key sites that will be developed in the future and they will play a vital role in maximising the opportunities around Tally Ho.

Since the development of the Business Park, the Tally Ho has maintained a reputation for being a centre for high technology business and innovation. The integration of buildings with the landscape is an attribute that is valued amongst both workers and residents in the study area. The identity of Tally Ho is also aligned with its provision of health care, aged care and rehabilitation services. With the East Burwood Reserve being a regional attractor, the study area is also associated with major sporting events.

Economic Prospects

Tally Ho is recognised as a key eastern suburbs hub for knowledge workers. This could be supported by the formation of links, both physical and organisational, between educational institutions such as Deakin University and leading edge businesses located within the Tally Ho business park. The Tally Ho business park is characterised by business and commercial activity but competes for investment with adjacent Activity Centres that demonstrate a greater range of uses and services. Recently the City of Whitehorse has engaged in a revision of the urban design framework of the Tally Ho area. This plan highlights the emerging needs the encouragement of sustainable transport, attracting new business, improving the quality of local services and facilities and coordinating the development of vacant land.

Through this Urban Design process, the City of Whitehorse attracts a large variety of both traditional manufacturing businesses and technical/softer industry investors. Country Fire Authority, Vic Roads, Dual Technologies and Mercedes Benz Finance are among high profile tenants attracted to Tally Ho in the past few years. The latest deal is a 1085 sq m letting to AWA Services at $147 net per sq m.