

Case Study Eight

Nbh at Lachlan

Macquarie Park, Sydney.

Developer: Greenland
PR Strategy, community engagement, media relations,
event management, social media

Project.

Spanning 8.5 hectares, the Lachlan's Line mixed-use precinct is located in the heart of Macquarie Park in Sydney's north-western suburbs. Announced in 2013 as part of the North Ryde Urban Activation Precinct, Lachlan's Line is a master-planned development set to provide significant new residential, retail, amenities and infrastructure to Sydney's northern growth corridor. UrbanGrowth NSW is the site master-plan developer and will deliver the required civil infrastructure, parks, roads, public art and play areas.

Greenland won the tender to develop the first two lots within Lachlan's Line in November 2014 which will consist of approximately 900 apartments across six towers ranging in height from seven to 17 storeys, and 6,000 sqm of ground floor retail. The Lachlan's Line precinct is an island site, bounded by Wicks, Epping and Delhi roads, as well as the M2 freeway. Greenland's site is located in the prime northern end of the precinct.

A key component of the Lachlan's Line precinct as well as Greenland's site, is a 6,000sqm vibrant, retail and commercial precinct to be known as Lachlan's Square. A bustling town-square, carefully curated shops and cafes, lush leafy parks, inspiring public artworks and other amenity such as gyms and a proposed childcare centre – nbh at Lachlan's Line is set to bring a new energy and character to north west Sydney.

Greenland's mixed-use community at Lachlan's Line as it is the only residential project at Macquarie Park currently under development to include a significant retail component. Media coverage to date have included a full page story in the AFR, television coverage on Seven and Ten News, extensive coverage in The Australian, The Australian Financial Review, Northern District Times, The Weekly Times and the Chinese media. Editorial coverage in targeted high-end property and lifestyle media on behalf of Highland Group's Whisper Bay residential development.

Capital's Role.

Capital was appointed for a 12 month period to manage all PR requirements to assist the sales targets of the selling agents. Key achievements in media coverage to date have included television coverage on Nine News, extensive coverage in The Australian, The Australian Financial Review and local newspapers, Northern District Times.

