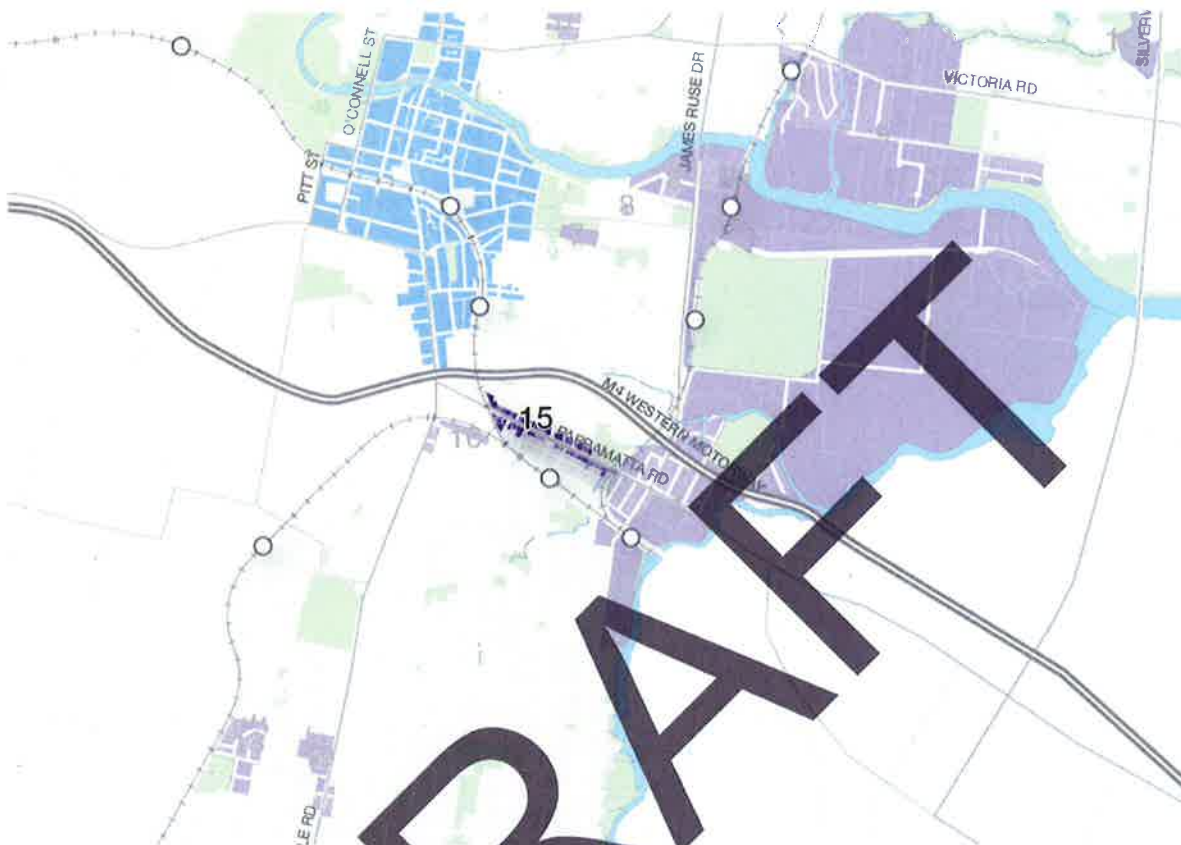
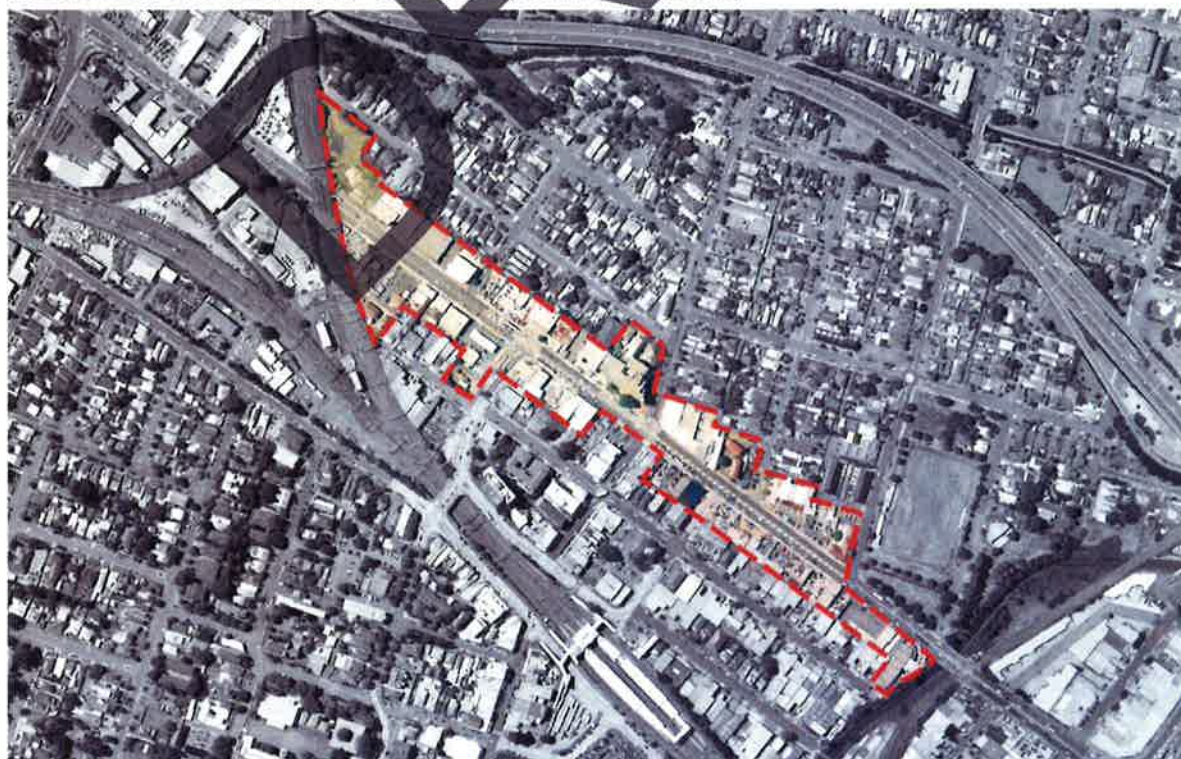


PRECINCT 15 - GRANVILLE (PARRAMATTA ROAD)



6.64 CONTEXT OF PRECINCT 15 - GRANVILLE (PARRAMATTA ROAD)



6.65 PRECINCT 15 - GRANVILLE (PARRAMATTA ROAD)

TABLE 6.66 PRECINCT 15 - GRANVILLE (PARRAMATTA ROAD)

	PRECINCT 14 - CLYDE	ALL PRECINCTS
NUMBER OF EMPLOYEES	239 (1.3% of All Precincts)	18,028
LAND AREA	5.82 ha (0.9% of All Precincts)	665.23 ha
EMPLOYMENT DENSITY	41 persons/ha	27 persons/ha
LAND EFFICIENCY (FSR)	0.45:1	0.33:1
VACANCY (% OF GFA)	4.4%	3.8%
CAR SPACES PER EMPLOYEE	1.01	1.08
KEY INDUSTRY	Administrative Services (34%) Retail Trade (34%) Wholesale Trade (9%)	Manufacturing (29%) Wholesale Trade (27%) Transport, Postal and Warehousing (14%)
KEY EMPLOYERS	AMWU - Other Administrative Services (34%) Rosehill Hotel - Pubs, Taverns and Bars (5%) Pure Aluminium - Furniture, Floor Coverings and Other Goods Wholesaling (10%)	
CURRENT ZONING	B6 Enterprise Corridor	
RECOMMENDED ZONING	B6 Enterprise Corridor	

Parramatta Road, Granville is a well-functioning employment precinct. It depends fairly heavily on consumer viability and traffic however it is placed well for this. The precinct is closely clustered around Parramatta Road, with limited depth into the adjoining side streets, but does enjoy close proximity to both Granville Train Station as well as regular bus routes operating along Parramatta Road.

It is our recommendation that this precinct retain its current zoning of B6 Enterprise Corridor as it supports and promotes businesses along main roads, encourages a mix of compatible uses, provides a range of employment uses, and maintains the economic strength of centres by limiting retailing activity.

Maintaining the zoning and current conditions allow it to contribute to the future supply of employment lands within the LGA. The current zoning also supports the long-term viability of the precinct as it is presently a well-functioning and valued precinct in the local area.

TABLE 6.67 SWOT ANALYSIS

STRENGTHS	WEAKNESSES
- Immediate access to Parramatta Road and the M4 Motorway - High level of consumer visibility and traffic for land fronting Parramatta Road	Noise due to close proximity to the train line disturbs the quiet enjoyment of occupants
OPPORTUNITIES	THREATS
Close proximity to both bus and train services increase benefit of any potential residential redevelopment	