



VICTORIA ROAD COMMERCIAL CORRIDOR

Scale 1:6000

DESIGN PRINCIPLES
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- Promote Victoria Road as the central commercial spine within the precinct => increase commercial floorspace & activity
- Use this street to establish the character of the precinct - an area of active street life.
- Use the Victoria Road spine as a link to connect existing commercial and retail strips such as Marrickville Road retail, Addison Road Commercial, Marrickville Metro, Enmore Road Mixed-Use
- Support these uses with increases in residential dwellings as well as spaces for new enterprises and 'start-ups' for local businesses.

- Existing retail or commercial centre
- Proposed commercial corridor at Victoria Road
- Victoria Road 'link' to connect existing retail and commercial strips



RICH & CHAPEL STREET CREATIVE PRECINCT
Scale 1:6000

DESIGN PRINCIPLES

RICH & CHAPEL STREETS CREATIVE PRECINCT

CREATIVE INDUSTRIES

- Marrickville already has a strong arts and creative sector. Support and increase creativity and innovation in the area by establishing a new artist quarter and initiating a public art program in the new creative precinct.
- Enhance the distinctive character of this precinct and support the development of creative industries (such as music, design, architecture, photography, performance, writing, radio, film, TV, advertising and visual arts) and their capacity to generate employment opportunities and to integrate the creative sector.
- Prioritise creative industries along Chapel & Rich Streets as there are some established creative businesses already in this area => re-use the heritage listed Sims metal factory at the end of Rich Street to become a new destination for the local residents for example as a market venue, exhibition space or community facility
- Encourage conversion of existing warehouses as well as upgrading of existing built forms with new infill developments

 Proposed Rich & Chapel St Creative Precinct



RESIDENTIAL DEVELOPMENT
Scale 1:6000

DESIGN PRINCIPLES

RESIDENTIAL AMENITY

- RESIDENTIAL AMENITY**
- Cluster new primarily residential development close to existing residential areas, open space, community facilities enhancing visual amenity to residents in addition to ensuring dwellings have good access to parks and recreational facilities. Increase residential and mixed use densities in these key locations.
 - Encourage active streets as important gathering places and focal points for the community. Public domain improvements will focus on amenity in these streets and narrow lanes and public art will be an important part of this amenity.
 - Provide more connections, explore the potential for the creation of new pedestrian links, and encourage and increase walking.

- Proposed predominantly residential precincts
- Proximity to existing residential precincts and/or public parks and/or community facilities
- Proposed community hub

DESIGN PRINCIPLES

VISION STATEMENT

Our vision for the Victoria Road Precinct is of a vibrant, diverse and sustainable mixed use precinct, enabled by a new urban framework that provides pedestrian, cyclist and vehicular permeability, interesting and appropriate built form, high quality public spaces and access to all the amenities that will make the precinct a highly desirable place to work and live.

The rezoning and renewal of this precinct provides the opportunity to make significant improvements to the public domain, develop new residential communities and increase employment opportunities. New retail and commercial space will provide a critical mass to support emerging creative and technology businesses that are attracted by affordable and flexible space.

A new urban framework will better organise the distribution of the uses so that each use is supported rather than conflicted by its proximity to other uses. From its early days the area has accommodated a mix of fine grain working class housing along with a coarser grain of commercial and industrial development. However the current mix of fragmented ownership, small sites but large blocks and poor access for heavy vehicles conflicts with the industrial zoning.

The new street network should connect and interface into the existing surrounding areas so that there is permeability to and from the heart of the precinct for both residents and businesses, without impacting on the surrounding existing industrial and commercial uses and their transport corridors. A high quality public domain will encourage pedestrian traffic and expansion of businesses into outdoor areas that will result in a lively, attractive and activated streetscape. Increased soft landscaping and street tree planting will provide a perceived buffer from traffic, increased microclimate comfort, scale and colour.

Victoria Road is envisaged as becoming an active mixed-use street, providing a connection between the established village centres of King Street, Newtown (to the north of the precinct) and Marrickville Road, Marrickville (to the south), giving a distinctive identity to the neighbourhood and providing a strong edge to existing parks and proposed open space areas.

New exciting residential development will be established close to existing residential areas, open space and community facilities which will ensure dwellings have good access to parks, amenities and recreational facilities. This new residential population will stimulate existing businesses and retail outlets in Marrickville. Mixed uses will increase opportunities for residents to work locally and use local retail and leisure facilities. Active uses such as cafes, studios and small retail opportunities which line the streets and face open spaces will assist in increasing activity levels and pedestrian traffic in the area. Showrooms could enhance and develop the theme of home improvement offerings and not be competitive with existing retail centres.

Almost by osmosis the area has become a beacon for creative industries such as theatres, studios, art galleries and entertainment production businesses. The vision aims to foster this trend and encourage the creation of a local artistic and creative hub.

The conversion of the area around the heritage-listed Sims metal factory into a community hub could accommodate spaces for childcare, school expansion and community halls and promote symbiosis between cultural & community facilities and creative industries. This area will establish and nurture community identity, social networks and participation in community life. It will be a lively meeting place with a spirit reflecting the creativity of the local neighbourhood.

Existing open spaces and parks within the precinct will be updated and promoted as green, active and attractive public places for the new residential areas. Strategically placed new 'pocket parks' will enhance the public domain and increase amenity for new residents. The inclusion of new through-site pedestrian links will increase permeability of the precinct and allow better activation of all areas. Both proposed and existing streets, laneways and shareways will now become hubs of activity, lined with live/work/creative/ active type development.

The scale of the proposed built form is generally 3 to 8 storeys, with opportunities for some signature taller forms around Wicks Park, Rich Street and the timberyard site where large landholdings would allow for such developments to be successfully accommodated without loss of amenity to the neighbouring areas.

Building envelopes have generally been configured to provide strong definition to existing and new streets and laneways.

The Victoria Road precinct presents an exciting possibility to provide a creative, livable and sustainable community that is well connected to the surrounding area. With the State and Local Government's view to increase residential and employment densities, diversity and mixed uses around established centres that are close to public transport this precinct can assist in realizing this objective.

As the precinct will be reshaped over a 15 to 20 year horizon, the proposed design with its mixture of uses allows for the gentle transformation of the precinct so that there is some melding between the current uses and the new uses during the transition phase.

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DRAFT MASTERPLAN



DRAFT MASTERPLAN ILLUSTRATIVE PLAN

**Block E, F, H, I, J, Q, S, U
New Creative Precinct**
Encourage conversion of existing ware-houses as well as upgrading of existing built forms with new infill developments
Support the development of creative industries and promote active ground floor uses from within the creative sector - such as music, design, architecture, photography, performance, writing, radio, film, TV, advertising and visual arts studios. Compliment these uses with residential dwellings on upper floors

Block G - Special use precinct
Allow for spaces for childcare, school expansion and community halls
Promote symbiosis between cultural & community facilities and creative industries
Encourage conversion of Sims Metal Factory into a 'rain, hail & shine' venue (village markets, exhibitions, community events, functions)

Block D
Medium density residential with landscaped communal courtyard/
Views to the school park will enhance visual amenity to residents in addition to good access to parks, schools, public transport and recreational facilities.

Mitchell Street
to be upgraded to shared road / plaza with street trees and pocket park

Block A
Low-rise residential

New shared road/ plaza
with street trees and pocket park

Block B
High density residential with signature 14+10 storey buildings & landscaped communal courtyard/
Views to Wicks Park and the CBD will enhance visual amenity to residents in addition to good access to parks, schools, public transport and recreational facilities.

Block K, L & M
Existing Industrial and Commercial (along Addison Road) to be retained

Victoria Road
Promote Victoria Road as the central commercial spine within the precinct =>
Encourage active street life with predominantly showrooms at ground floor and some commercial office space on level 1

Block P
Existing Residential and Industrial to be retained

Block R, T, V, W2
Existing Industrial to be retained

Block X
High density residential with signature 14 storey apartment block and landscaped communal courtyard/ Views to Wicks Park and the CBD will enhance visual amenity to residents in addition to good access to parks, schools, public transport and recreational facilities.

Block Z
High density residential with signature 12 storey apartment block and linear communal park/ Views to Wicks Park and the CBD will enhance visual amenity to residents in addition to good access to parks, schools, public transport and recreational facilities.

Wicks Park
Upgrade Wicks Park and promote as 'green, active and attractive public place' for the community and new residents.

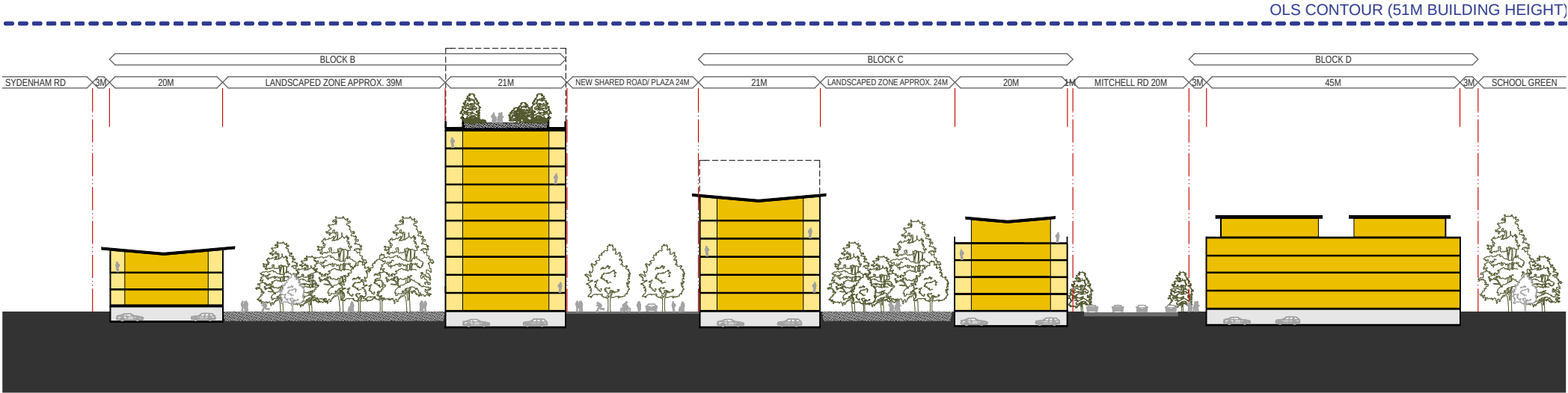


DRAFT MASTERPLAN

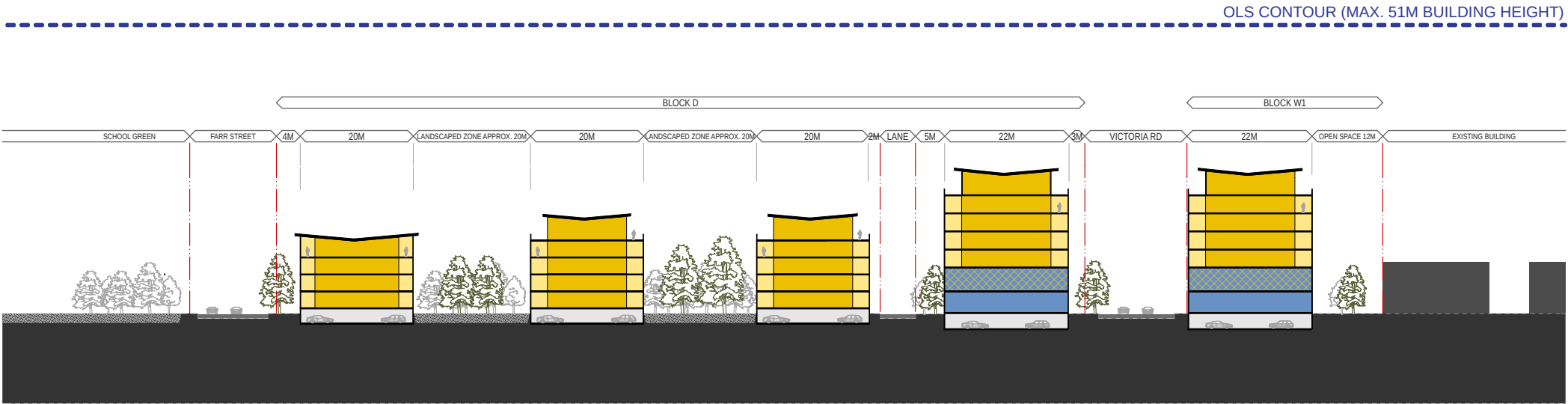
DIAGRAMATIC SITE SECTIONS



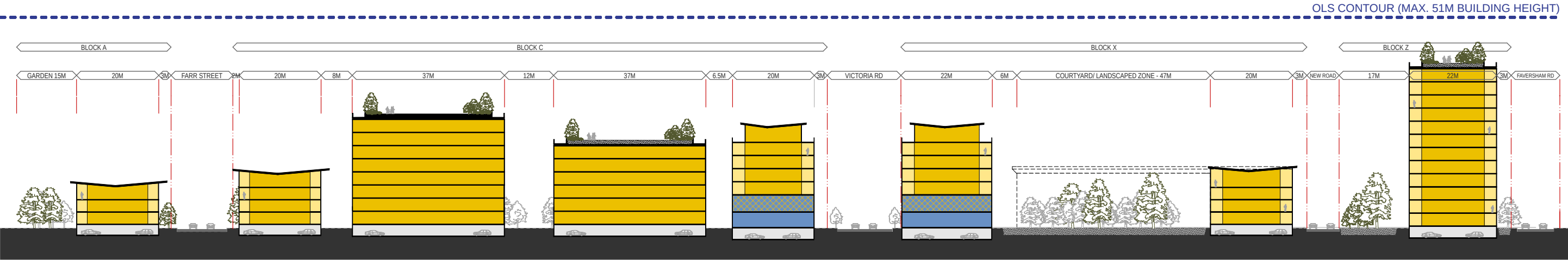
KEY PLAN_SITE SECTIONS
Scale 1:8000



SITE SECTION 1
Scale 1:1000



SITE SECTION 2
Scale 1:1000



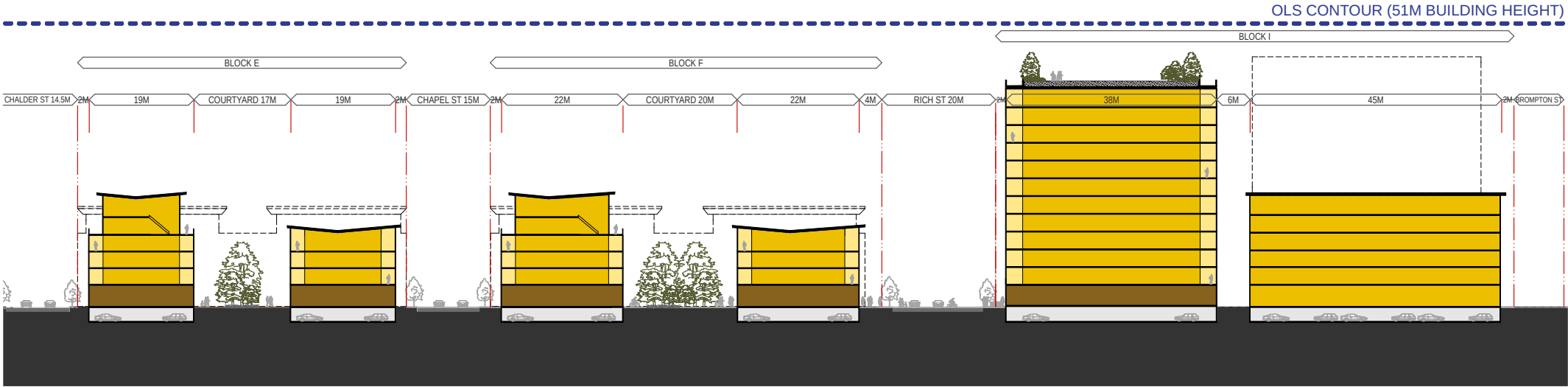
SITE SECTION 3
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DRAFT MASTERPLAN

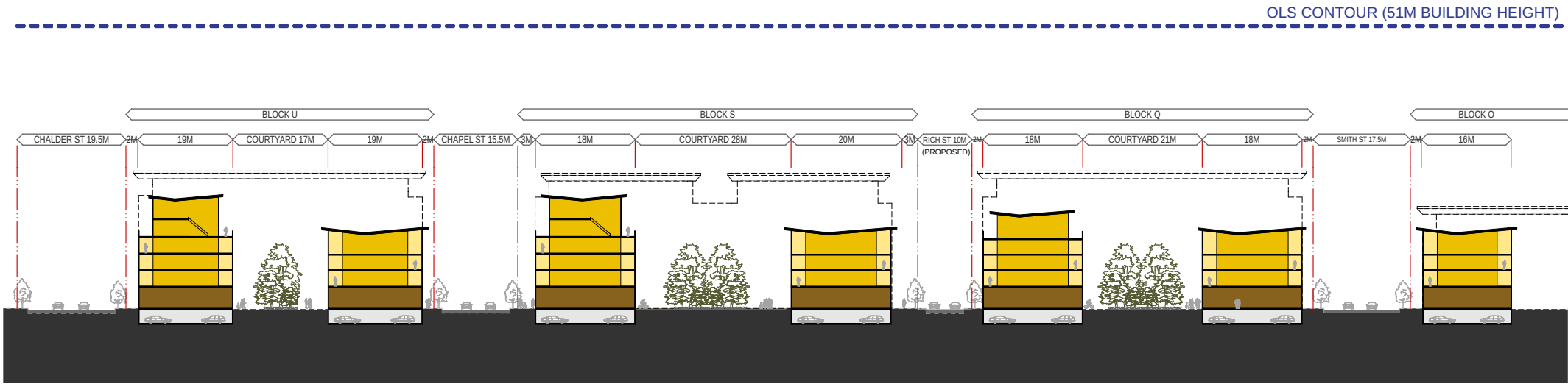
DIAGRAMATIC SITE SECTIONS



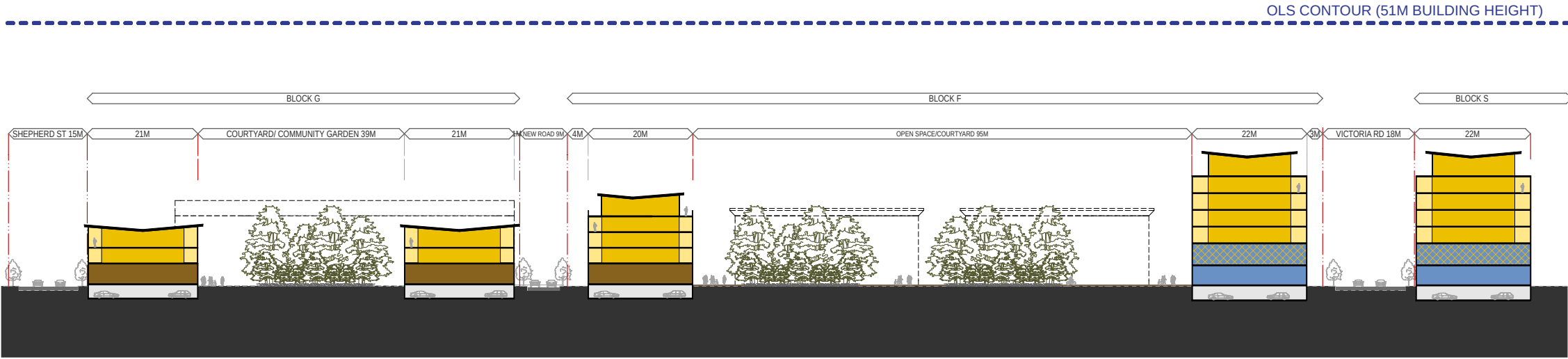
KEY PLAN_SITE SECTIONS
Scale 1:8000



SITE SECTION 4
Scale 1:1000



SITE SECTION 5
Scale 1:1000



SITE SECTION 6
Scale 1:1000



ILLUSTRATIVE MASTERPLAN KEYPLAN VIEWS

Scale 1:4000



① WICKS PARK



② DANIAS AVENUE



③ DANIAS AVENUE_POCKET PARK



④ RICH STREET



⑤ RICH STREET COURTYARD



⑥ VICTORIA ROAD

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DRAFT DEVELOPMENT CONTROLS

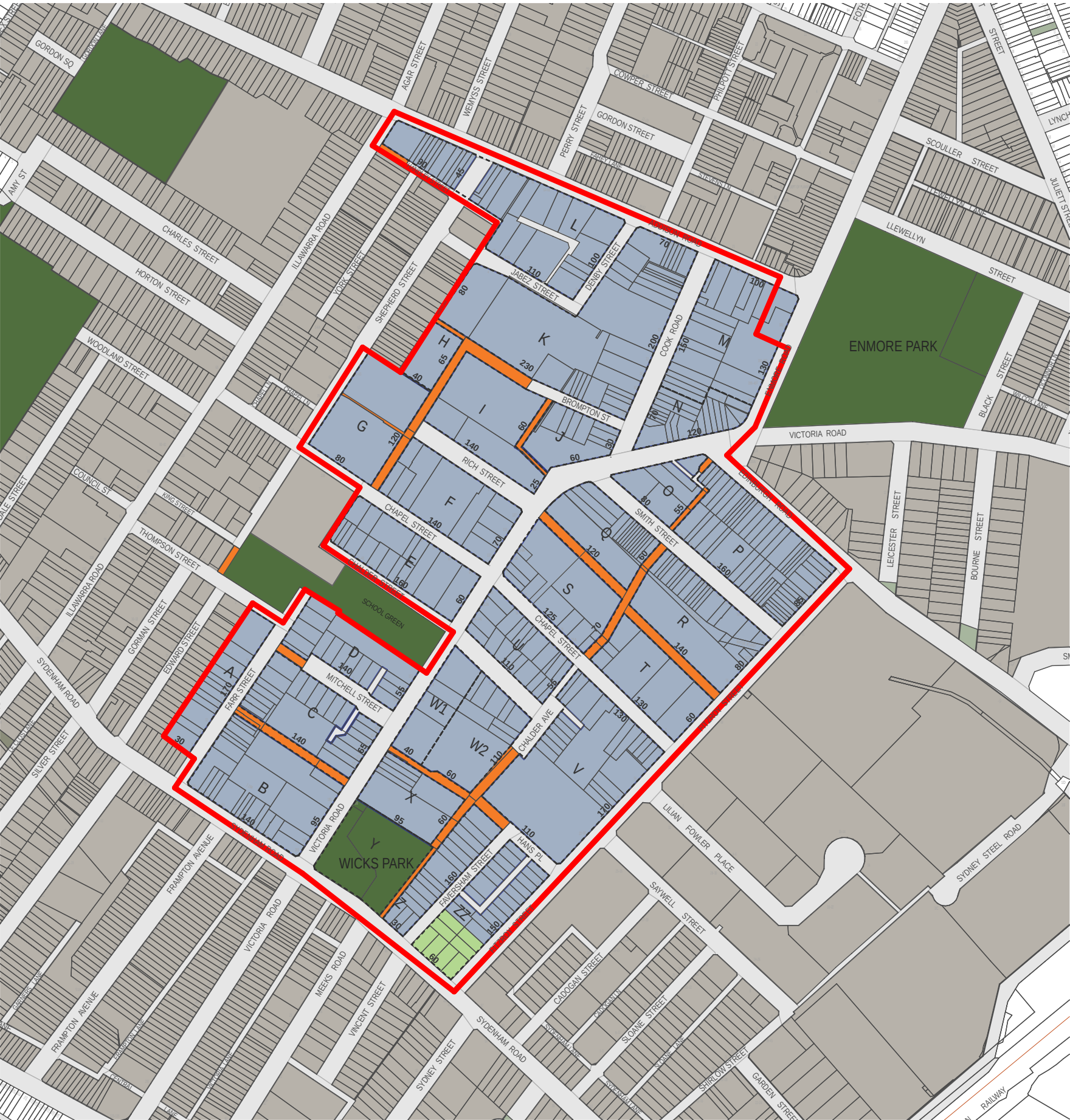


PROPOSED DEVELOPMENT CONTROLS

PROPOSED NEW CONNECTIONS

- EXISTING ROADS
- PROPOSED CONNECTIONS
- P47 BOUNDARY

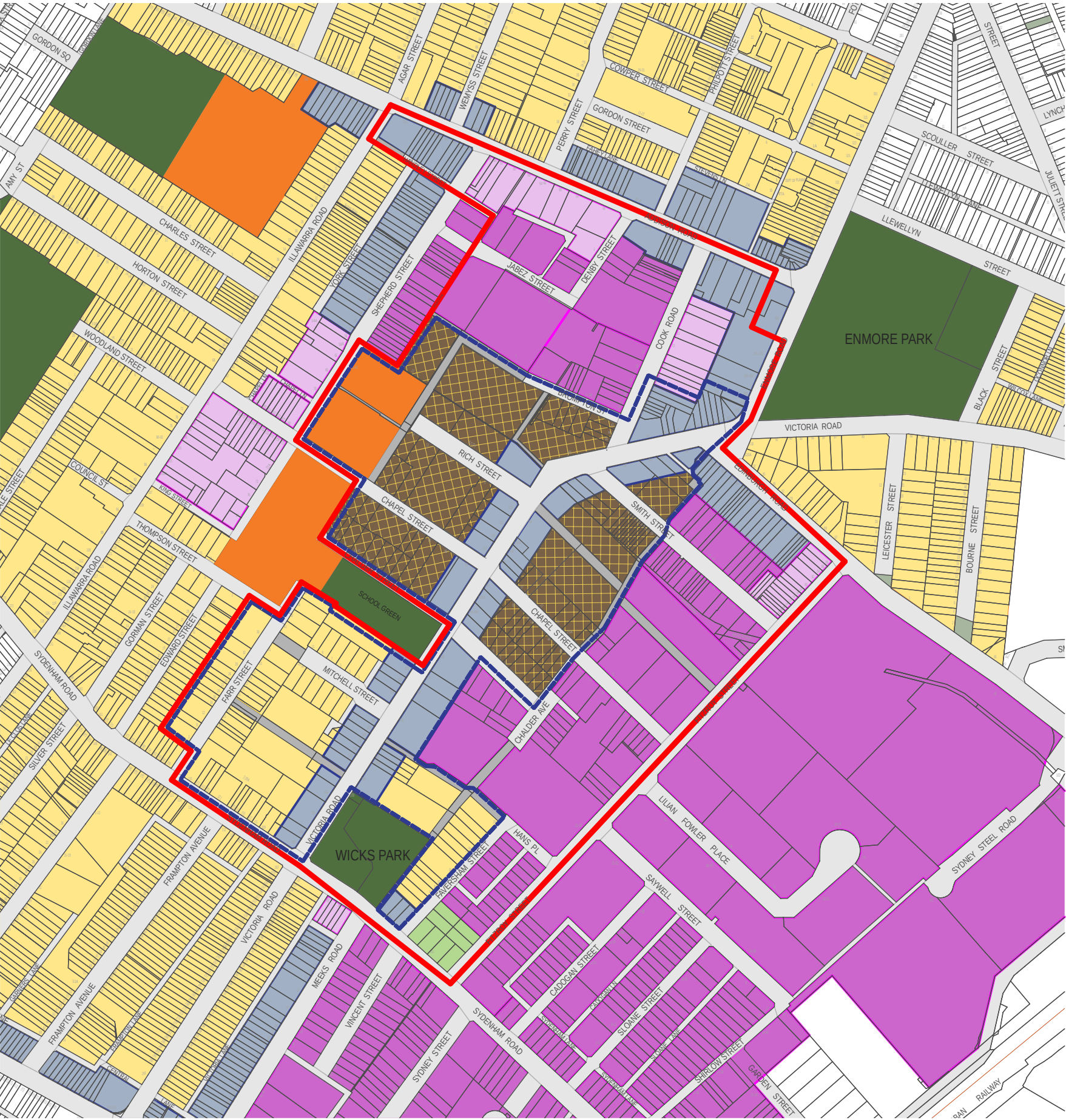
NEW CONNECTIONS_PROPOSED
Scale 1:5000



PROPOSED DEVELOPMENT CONTROLS

PROPOSED BLOCK STRUCTURE

PROPOSED NEW BLOCK STRUCTURE
Scale 1:5000



PROPOSED DEVELOPMENT CONTROLS

PROPOSED LAND USE DIAGRAM

- MIXED-USE (COMMERCIAL/ RESIDENTIAL)
- PROPOSED MIXED-USE (CREATIVE INDUSTRIES/ RETAIL/ RESIDENTIAL)
- RESIDENTIAL
- GENERAL INDUSTRIAL (EXISTING)
- LIGHT INDUSTRIAL (EXISTING)
- SPECIAL USE (EDUCATION, COMMUNITY, CULTURAL)
- PUBLIC PARK
- PRIVATE GREEN SPACE
- ROADS
- P47 BOUNDARY
- AREA FOR PROPOSED REZONING

PROPOSED USE DIAGRAM
Scale 1:5000



PROPOSED DEVELOPMENT CONTROLS

BUILDING HEIGHT

- 3** PROPOSED 3 STOREY BUILDING
- 4** PROPOSED 4 STOREY BUILDING
- 4+1** PROPOSED 4 STOREY BUILDING WITH 1 ADDITIONAL POP-UP STOREY
- 4+2** PROPOSED 4 STOREY BUILDING WITH 2 ADDITIONAL POP-UP STOREYS
- 6** PROPOSED 6 STOREY BUILDING
- 6+1** PROPOSED 6 STOREY BUILDING WITH 1 ADDITIONAL POP-UP STOREY
- 8-10** PROPOSED 8-10 STOREY BUILDING
- 12-14** PROPOSED 12-14 STOREY BUILDING
- EXISTING BUILDINGS
- PROPOSED LANDSCAPED AREA
- EXISTING ROADS
- PROPOSED CONNECTIONS (ROADS, PLAZAS, SHARED WAYS)
- P47 BOUNDARY

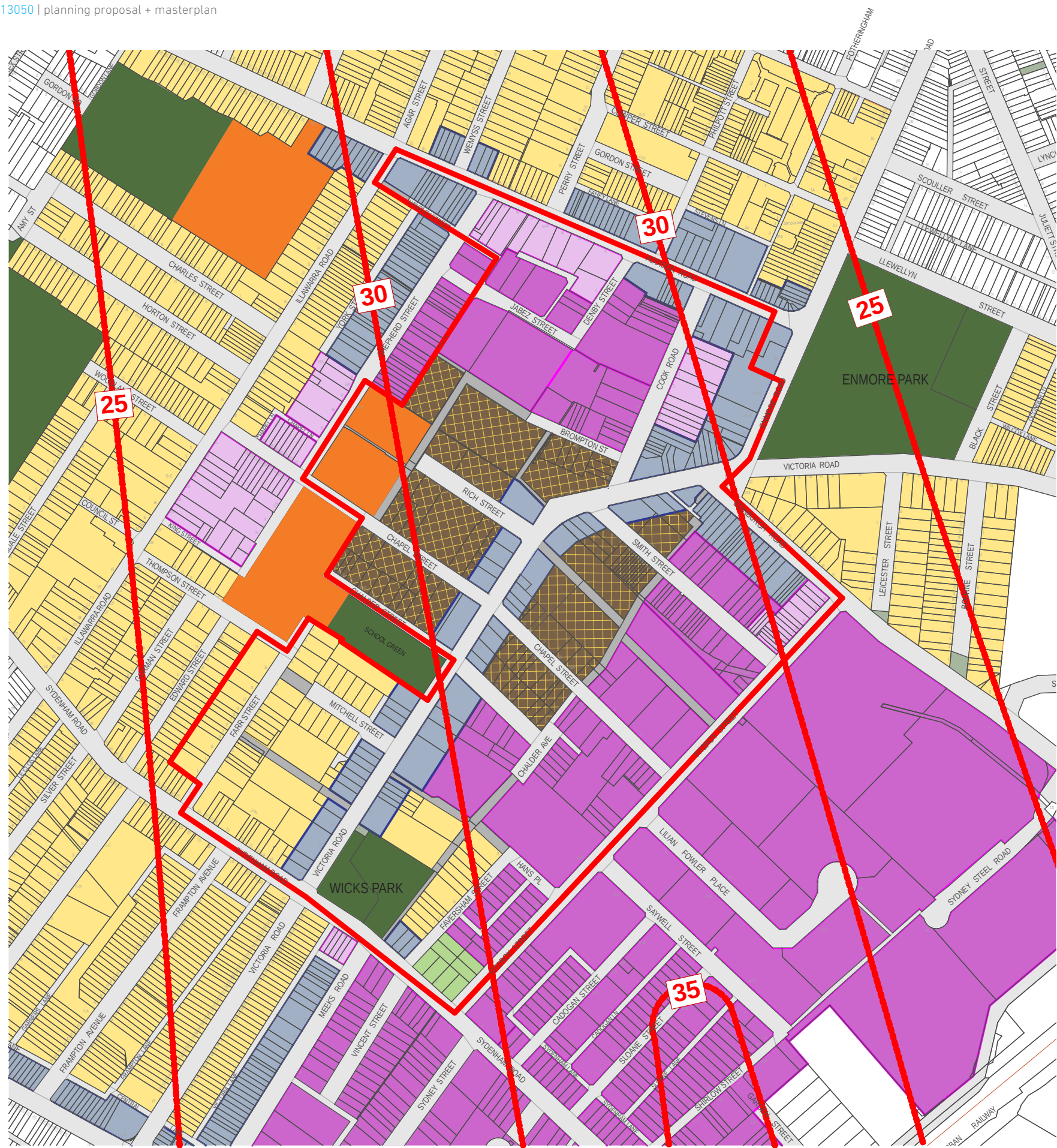
PROPOSED HEIGHTS
Scale 1:5000



PROPOSED DEVELOPMENT CONTROLS

PROPOSED FLOOR SPACE RATIO

PROPOSED FSR
Scale 1:5000



PROPOSED DEVELOPMENT CONTROLS

ANEF CONTOUR OVERLAY

- MIXED-USE (COMMERCIAL / RESIDENTIAL /)
- PROPOSED MIXED-USE (CREATIVE INDUSTRIES/ RETAIL/ RESIDENTIAL)
- RESIDENTIAL
- GENERAL INDUSTRIAL (EXISTING)
- LIGHT INDUSTRIAL (EXISTING)
- SPECIAL USE (EDUCATION, COMMUNITY, CULTURAL)
- PUBLIC PARK
- PRIVATE GREEN SPACE
- ROADS
- P47 BOUNDARY
- AREA FOR PROPOSED REZONING

ANEF CONTOURS OVERLAY
Scale 1:5000

VICTORIA ROAD PRECINCT MARRICKVILLE
PLANNING PROPOSAL + MASTERPLAN

