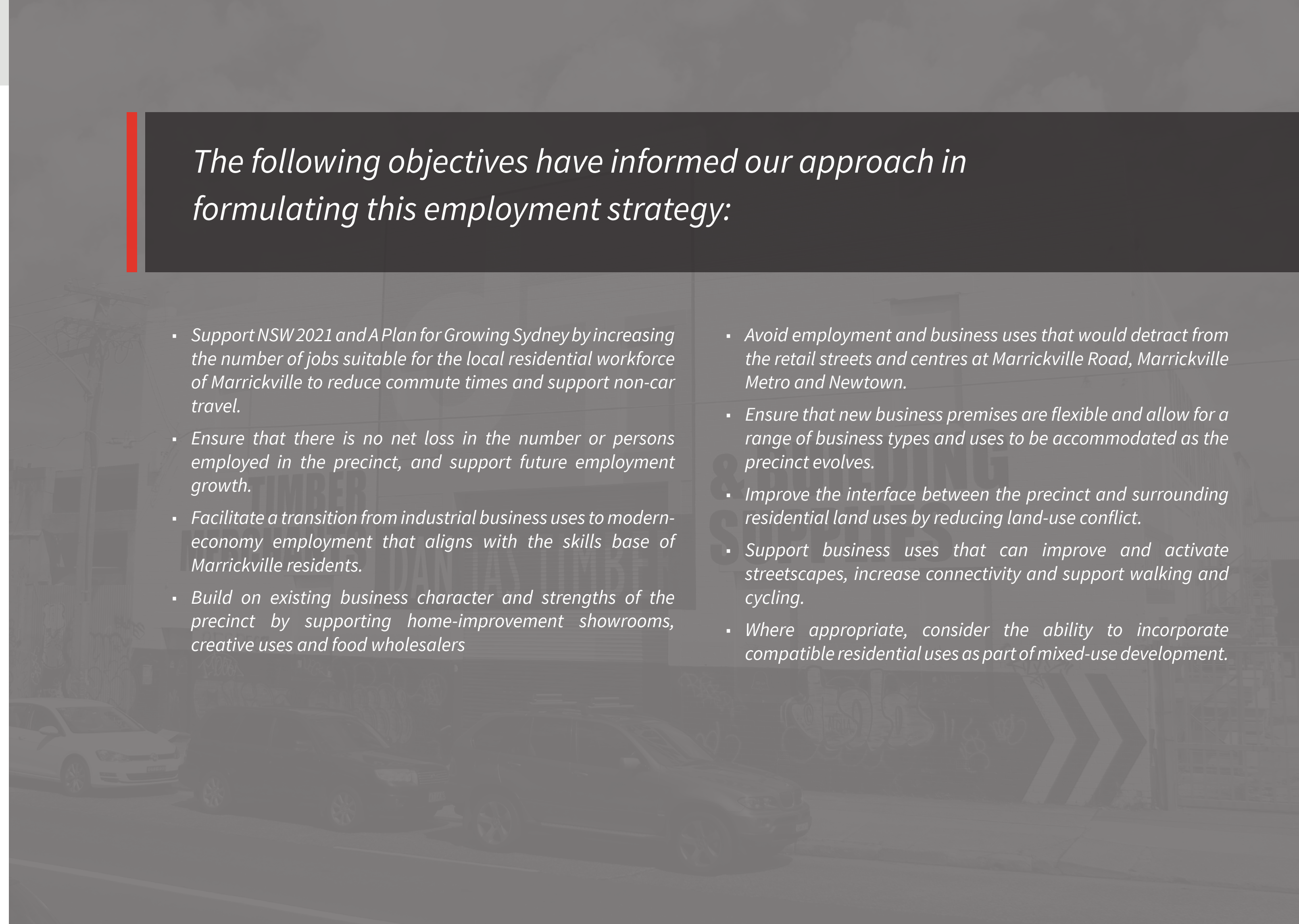




The following objectives have informed our approach in formulating this employment strategy:

- *Support NSW 2021 and A Plan for Growing Sydney by increasing the number of jobs suitable for the local residential workforce of Marrickville to reduce commute times and support non-car travel.*
- *Ensure that there is no net loss in the number or persons employed in the precinct, and support future employment growth.*
- *Facilitate a transition from industrial business uses to modern-economy employment that aligns with the skills base of Marrickville residents.*
- *Build on existing business character and strengths of the precinct by supporting home-improvement showrooms, creative uses and food wholesalers*
- *Avoid employment and business uses that would detract from the retail streets and centres at Marrickville Road, Marrickville Metro and Newtown.*
- *Ensure that new business premises are flexible and allow for a range of business types and uses to be accommodated as the precinct evolves.*
- *Improve the interface between the precinct and surrounding residential land uses by reducing land-use conflict.*
- *Support business uses that can improve and activate streetscapes, increase connectivity and support walking and cycling.*
- *Where appropriate, consider the ability to incorporate compatible residential uses as part of mixed-use development.*

5.2 EMPLOYMENT STRATEGY

JBA and the Victoria Road project team have identified a range of employment typologies that satisfy the overarching objectives of this employment strategy and support the evolution of the employment precinct in tandem with the needs of the local community.

To achieve the objectives for the Victoria Road Precinct, we have identified a number of targeted employment types that:

- reflect the broader economic and strategic planning trends,
- draw upon the existing strengths and character of existing businesses operating successfully within the precinct; and
- can reasonably be expected to be viable in the context of market demand, business preferences and the broader economic competition framework.



Figure 22: Employment Strategy Map
Source: JBA

5.2.1 Industrial Uses

Industrial Core

Industrial land around Fitzroy Street has been shown to be more suitable for continuing industrial activities, given the less-restrictive land use interface, easier vehicular access and underlying constraints from aircraft noise and potential flooding. The larger lot sizes in this area are conducive to continued industrial activities and support the more economically productive and employment-intensive land uses. Council could consider imposing minimum lot sizes throughout this core area to prevent land fragmentation and protect this industrial core.

Existing Industrial Businesses

It is necessary to recognise that a number of existing industrial premises in the peripheral areas provide necessary services to the local community, have existing capital investments in relation to their premises/equipment or otherwise have a desire to continue to operate throughout the Victoria Road Precinct. These services include uses ranging from automotive repairers to furniture manufacturers. The ability of these businesses to continue operating is protected under the Environmental Planning and Assessment Act 1979 through protections for existing use rights, and development controls and detailed site planning will need to ensure that these existing uses are allowed to continue unimpeded. Detailed planning controls should recognise that land uses within the precinct will change over time, and that a complete transition may take some 15-20 years.

5.2.2 Creative Industries, Arts & Recreation and Leisure Uses

Creative uses could include integrated design and light-manufacturing workshops, artist studios and galleries as well as other multi-function creative spaces. These uses are well-suited to the skills and employment pursuits of the local residential workforce, and can also provide a direct benefit to the community by supporting cultural engagement in the local area.

Community recreation and leisure uses could also be considered to cater to community needs for some larger sites, for example gymnasiums or other indoor recreation facilities (yoga studios, indoor sports), that complement existing public recreation facilities and contribute to the health of the Marrickville community. These uses can operate in noisy areas and parking can be provided on-site, and have little impact on the continued operation of established industrial precincts.

5.2.3 Active Corridor Uses

To improve the quality of the streetscape of Victoria Road, it is imperative to facilitate future development and land uses that activate the street. At the same time, it is essential that new development does not detract from the established retail main streets in Newtown and Marrickville. As such, this strategy builds on the existing character of the precinct to support active uses that are distinct from main-street retail uses.

Home Improvement Showrooms

The Victoria Road Precinct has an established presence in the home-improvement sector, with a number of wholesalers and light manufacturing businesses providing separate showrooms that are open to their distributors and the general public. These uses typically maximise their street presentation with direct line of sight into showrooms and display areas, injecting a greater sense of activity into the public domain.

Wholesale Food Retail

There are a number of specialist wholesale food retailers located throughout the precinct who service local restaurants and specialty food stores. A number of these businesses also conduct limited direct-to-public retail trade, often without development consent, with small informal ancillary retail spaces to support these operations. These businesses typically deal only in specific types of goods (cured meats, cheeses etc.) and would not compete with general grocery or supermarket businesses. Planning controls should be implemented to ensure that these operations remain as a genuinely ancillary operation to the predominant purpose of wholesale (not to public) retailing. Formalising planning controls to support these direct-to-public spaces will have the benefit of allowing businesses to regularise their operations and ensure improved built form outcomes that address the street.

5.2.4 Professional Offices and Local Services

There is a significant number of professional, home-based businesses operating in the Marrickville LGA, which is consistent with the high number of professional and skilled workers. As these businesses grow, they are normally faced with the prospect of relocating out of the Marrickville area into CBD-fringe locations such as Redfern and Surry Hill. Providing opportunities for these businesses to evolve and gradually grow in locally-based serviced or shared office spaces would assist in providing opportunities for local residents to keep their businesses local.

In addition to office premises, there is also the opportunity to accommodate professional service firms that deal directly with the public on an intermittent basis, such as legal practices, design firms and medical practitioners. These are all skilled occupations that align well with the employment and service needs of Marrickville's local population.

5.3 LAND USE COMPATIBILITY ANALYSIS

The employment strategy facilitates a transition in employment away from the intensive and noisy industrial uses to a more diverse range of less-offensive mixed business premises. This transition presents an opportunity to investigate the provision of new employment typologies as part of mixed use developments with housing.

5.3.1 Constraints Analysis

Aircraft Noise

Noise emitted by aircraft is decreasing as modern technologies and innovation allow the production of quieter, more efficient aircraft. New generation passenger aircraft, such as the Airbus A380 and Boeing 787 Dreamliner, emit less than half of the noise of the aircraft that they replace and are being brought into service quickly by major airlines. It is expected that further technological advances will continue this trend, and that the resultant impact of aircraft noise on urban areas and residential amenity will also decrease.

Aircraft noise is the most significant constraint on housing delivery within the Victoria Road Precinct, with the area otherwise enjoying a very high level of amenity through close proximity to public transport, leisure and recreational facilities, retail shopping streets, local centres and services.

The S117 Direction facilitates the delivery of new housing within the ANEF 25+ noise contours where an Aircraft Noise Strategy supports this action. The Department of Planning & Environment has advised Council and the Victoria Road project team that there is scope to develop an aircraft noise strategy that demonstrates how residential uses could be incorporated into areas of the Victoria Road Precinct within the ANEF 25-

30 noise contour. This Strategy would ensure that future development minimises the acoustic impact of aircraft noise through building design standards, whilst also ensuring that a high level of residential amenity is achieved for new dwellings through other design measures

or improvements to available facilities. The Victoria Road project team intends to work with Council to establish this strategy as planning for the Victoria Road Precinct progresses.

Flooding

A Preliminary Flood Study was prepared by WMA Water and accompanied the initial Planning Proposal for the Victoria Road Precinct. Flood constraints are most significant in the eastern and northern areas of the Sydenham-Marrickville Industrial Precinct, and pose less of a constraint around the southern and western sectors of the Victoria Road Precinct. Based on this advice, it is expected that suitable design solutions would not be a significant impediment to residential development in the western and south-western areas of the precinct to the west of Fitzroy Street.

Land Use Interface

Existing residential uses outside of the precinct, as well as community uses such as the Marrickville Public School, require sensitive treatment and this limits the extent and nature of future employment. Options for low-density employment and accompanying housing provides a good opportunity to improve the interfaces between these existing uses and the Victoria Road Precinct.

Interfaces between the core industrial precinct and areas with housing also need to be appropriately addressed to protect the integrity of these precincts. Design controls and a transition in residential densities is required to ensure that the legitimate operations of industrial businesses in this core area does not give rise to land use conflict.

5.3.2 Residential Overlay

Having regard to the constraints on the inclusion of housing within the Victoria Road Precinct, this residential overlay seeks to strategically position areas of housing to manage interfaces between uses, respect existing constraints and maximise the utilisation of land to meet strategic housing objectives.

Residential Apartment Buildings

The south-western corner of the Victoria Road Precinct is 800 metres from Sydenham Station and 400 metres from the Marrickville Road retail main-street. Community and recreational facilities are also located in close walking distance of this area. This block is the least constrained by aircraft noise, being located within the ANEF 25-30 noise contour, and can sustain higher residential densities subject to implementation of an Aircraft Noise Strategy. Employment proposed for this precinct is principally office-based employment, showrooms and limited local services to support the immediate residential population. These uses are highly compatible with residential apartments. Further urban design work should inform the desired development densities, however, we note that the high level of accessibility and amenity of this area should be capitalised upon.

The redevelopment of land surrounding Wicks Park has the potential to significantly enhance the interface between this park and the surrounding areas by improving connectivity, causal surveillance and usage of this park. Located in the ANEF 25-30 noise contour, good residential amenity can be achieved subject to implementation of an Aircraft Noise Strategy. The employment land uses proposed for this area are predominately showroom and wholesale retail uses, which are generally compatible with residential apartments. Design consideration is also required to ensure that the interface between any residential component and the core industrial area to the north is appropriately managed.

Medium Density Residential Transition Areas

Medium density residential development, with the potential to include live-work style components, is recommended for sensitive interfaces along Far Street, Chalder Street and Chapel Street. This will allow for an appropriate transition between continuing industrial and other noisy uses, and facilitate improvements to streetscape treatments, casual surveillance and reduce the overall intensity of land use from the existing industrial uses. This will provide a significant improvement in the amenity and safety of the adjoining low-density residential uses and Marrickville Primary School. Located in the ANEF 25-30 noise contour, good residential amenity can be achieved subject to implementation of an Aircraft Noise Strategy, and the proposal to include housing in these areas is consistent with the good access to services, leisure and recreational facilities.

Future Live-work Investigation Area

The incorporation of residential development on land within the ANEF 30+ noise contour would require careful consideration and significant design and amenity testing. However, there may be a future opportunity to incorporate limited residential development as part of live-work arrangements that are compatible with the creative and leisure uses that are supported under this Employment Strategy. This may include the potential to establish housing as part of a creative 'noisy precinct', for example with artists living in dwellings attached to music recording studios or arts workshops.

We acknowledge, however, that the inclusion of housing in this area may not be supported by the Aircraft Noise Strategy in the short-term, and may need be subject to further detailed consideration at a later stage.



Figure 23: Residential Overlay Map
Source: JBA

Creative Uses, Recreation and Home Improvement Showroom Examples



Creative Uses, Recreation and Home Improvement Showroom Examples

Integrated Employment and Housing Examples



Integrated Employment and Housing Examples

6.0 RECOMMENDATION & IMPLEMENTATION

CONCLUSION

This Employment Strategy identifies a positive vision for employment in Marrickville, and seeks to ensure that there is a synergy between the employment needs of the local community and the types of employment provided in the areas employment precincts. Change takes time to occur, and the recommendations of this strategy are likely to play out in stages over a 15-20 year timeframe if implemented.

The strength of the Victoria Road Precinct as an industrial area has been in decline for a number of decades, and intervention is required to support the area's future contribution to employment and other strategic planning objectives. A significant disconnect has emerged between the business services and employment types offered within the precinct and the employment needs of the local residential workforces. As a result, local workers are forced to travel out of Marrickville for employment whilst businesses need to recruit from outside of the area to find suitable employees.

This Employment Strategy sets clear objectives for the future direction of employment and business in the Victoria Road Precinct, and ensures that these are aligned with the core strategic planning and infrastructure decisions of the NSW Government. If implemented, they will deliver significant economic, social and environmental benefits to the Marrickville community.

RECOMMENDATION

We respectfully recommend that this Employment Strategy for the Victoria Road Precinct be adopted by Council in lieu of the land-use recommendations made in the MELS, and that this Employment Strategy forms the basis for future land uses planning for the Victoria Road Precinct. As discussed throughout this report, we believe that our vision for the Victoria Road Precinct will have substantial economic and community benefits for the Marrickville LGA, and represents a superior outcome to the conservative, business-as-usual recommendations in the MELS.

PATHWAY FORWARD

JBA and the Victoria Road project team have taken on board the feedback received from the NSW Department of Planning & Environment and from Marrickville Council following a workshop between the parties held on 2 March 2015. In response, a revised Planning Proposal will be prepared that deals with the matters raised in the workshop and in this Employment Strategy.

This Employment Strategy does not include definitive recommendations for land use zones that should be implemented, nor does it include other detailed planning controls that would be required to support the realisation of this Employment Strategy. JBA and the Victoria Road project team will work with Council to develop these detailed planning controls, and these will be incorporated in the revised Planning Proposal that is submitted to Council.

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