



Sydney East JRPP

Thursday 23 May 2013

STRICTLY CONFIDENTIAL

History to date

Planning proposal submitted to Council	February 2011
Council rejects recommended amendments to Draft LEP	May 2011
Planning proposal submitted to Council	September 2011
Council rejects request to including subject site in Amendment 1 to Marrickville LEP 2011	17 April 2012
Sought DoPI to appoint alternate RPA for planning proposal	20 August 2012
Referred to PAC	15 October 2012
PAC recommendation for Gateway Determination	19 November 2012
DoPI seeks Council to fulfil role of RPA – Council's to accept/reject by 8 February 2013	14 December 2012
Council resolved conditional acceptance of RPA role	5 February 2013
Minister rejects Council conditional acceptance and appoints Sydney East JRPP as RPA	9 April 2013

What is Masters Home Improvement?

- **New, large format home improvement concept**
- **Comprises over 35,000 product lines**
- **Includes 19 departments covering all home improvement needs**
- **Comprises 3 distinct areas of building:**
 - General sales - including hardware, timber & building materials, décor & home decoration, kitchen and bathroom fittings.
 - Nursery - including landscaping and gardening products, pots, plants, equipment.
 - Trade sales – large material supplies, drive in customer loading area
- **150+ full time equivalent jobs**

Subject Site

- **Site area – approx. 3ha**
- **Frontages to Edinburgh Road & Sydney Steel Road**
- **Opposite Marrickville Metro shopping centre**
- **Site features existing factory buildings**
- **Current use/activities:**
 - Dairy Farmers (distribution facility)
 - Luxury Beverage (distribution and warehouse)
 - The Fire Company (warehouse)

Planning Proposal

The Hon Brad Hazzard MP, Minister for Planning and Infrastructure, on 9 April 2013 requested the planning proposal be considered as a site specific amendment.

The Marrickville Local Environment Plan 2011 is amended to allow:

- ‘hardware and building supplies’; and*
- ‘garden centre’;*

as additional uses within Schedule 1 for the land at 74 Edinburgh Road, Marrickville (Lot 202 in DP 1133999).

Rationale

- **Business concept requires large building footprint and site**
- **Sequential test demonstrates restricted land availability**
 - lack of suitably sized sites
 - limited sites with redevelopment opportunities
- **Large format retailing on Industrial Lands**
 - Existing Schedule 1 LEP provisions demonstrate scarcity of commercial zoned large land plots for large format retailing
- **Increase of industrial zoned land**
 - New Marrickville LEP 2011 increased industrial zoned land supply by 27% from 169ha to over 214ha
 - Demand for industrial employment falling
 - Subject site represents just 1.3% of all industrial zoned land in LGA
 - Proposal shall not compromise existing employment or industrial strategies
- **‘Hardware and building supplies’ use is compatible with industrial lands**
 - Initial exhibition of Marrickville LEP contained ‘hardware and building supplies’ within IN1 zone – since withdrawn

Planning Context

LEP amendment to add specific uses to existing IN1 zone (limited to the subject site):

- Would allow uses that are **compatible with the character of an Industrial zone**
- Is **consistent with the objectives** of the IN1 zone – ‘hardware and building supplies’ and ‘garden centre’ included in IN1 zones within Parramatta, Newcastle, The Hills and Penrith
- Seeks to provide for hardware and building supplies **as Marrickville Council had originally proposed and exhibited** in 2011 for the draft LEP
- A site specific amendment will ensure **no proliferation** of these uses on industrial lands – therefore **industrial lands protected**

Rezoning Justification

- PAC determines **no need for detailed strategic planning analysis** as allowing two additional uses on this individual site is **compatible and consistent with character and objectives** of zone
- **Net Community Benefit achieved:**
 - Proposal meets key elements of Metropolitan Strategy for Sydney 2036 and South Subregional Strategy with creation of 150+ operational jobs and up to 180 direct jobs during construction
 - Provides opportunity for urban renewal
 - Increased competition within home improvement sector
 - Reduced travel distances (reduces travel outside of LGA for home improvement needs)
 - Capitalise on existing transport linkages and infrastructure to site & surrounds
- **Council Employment Land Study 2008 provides supporting grounds and found:**
 - Decline in manufacturing sector
 - Policy changes needed to transform older employment lands to a wider range of employment land uses (to intensify employment activities)
 - Provision of wider range of uses may be appropriate to transition older stock

Case for change

- **Demonstrated lack of suitable sites** for a Home Improvement Centre within the LGA
- Added uses for specific site **consistent with IN1 objectives and surrounding character**
- Proposal will not erode and shall **preserve strategic position and purpose** of Sydenham Industrial Land precinct
- Site specific amendment shall **protect precinct from any proliferation**
- Metropolitan Strategy envisages the **changing needs of industrial lands** and employment generation
- Industrial land and building age **presents case for redevelopment/renewal**
- Change will provide a **positive employment impact**
- **Consistent** with Metropolitan Plan for Sydney 2036, relevant SEPPs, NSW Activity Centres Policy and Section 117 Directions

Council accepts case and supports planning proposal

