

9.39

STRATEGIC CONTEXT MARRICKVILLE METRO







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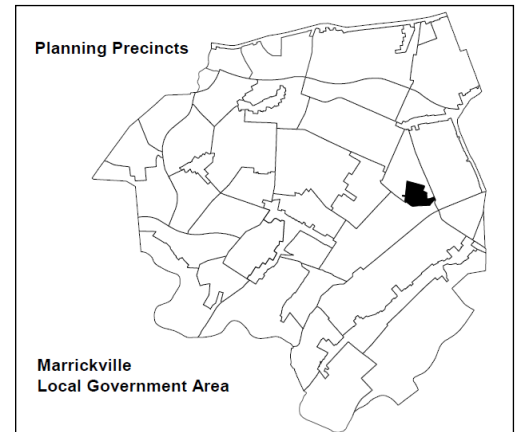
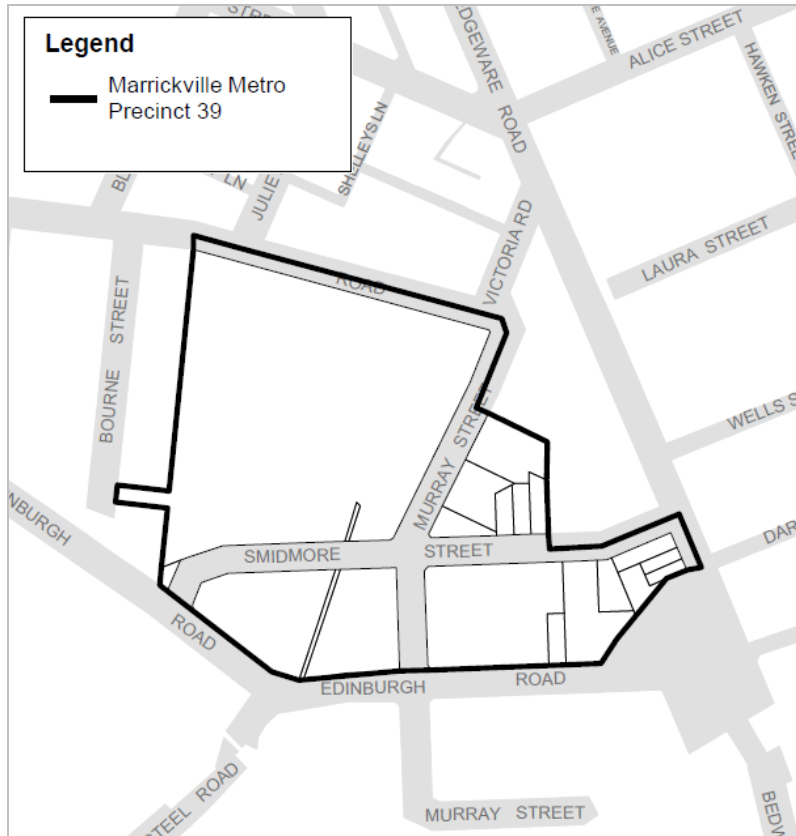




Part 9 Strategic Context

9.39 Marrickville Metro (Precinct 39)

Map of precinct



9.39.1 Existing character

This precinct consists of the Marrickville Metro shopping centre and its immediate surrounds in the suburb of Marrickville. It is bounded by Victoria Road to the north, Murray Street and Edgeware Road to the east, Edinburgh Road to the south and west. The precinct is largely industrial in nature, though it contains a sizeable commercial development known as the Marrickville Metro shopping centre.

The Marrickville Metro shopping centre is an internally focussed commercial development built on the site of a former woollen mill. From the 1890s large numbers of industrial companies were established in Marrickville. The first and largest woollen mill in Marrickville was Vicars, a family-run business established in 1893. Industry provided extensive employment for local men and women.

By the 1960s Vicars was suffering serious competition from other fabrics, and in the early 1970s the federal government substantially reduced tariffs on imports. Vicars Woollen Mills could no longer compete and the company was wound up. The Marrickville Metro shopping centre opened in 1987 on the site. Part of the brick factory wall was retained and is still visible along Victoria Road. The Mill House, built about 1860 and occupied by the Vicars family, was incorporated in the redevelopment. It is one of the oldest buildings in Marrickville and is a local heritage item.

The current shopping centre is a substantially enclosed and internalised centre with pedestrian entries from Victoria Road to the north and Smidmore Street to the south. Pedestrian access is also provided from the rooftop car parking areas down into the centre. Existing open loading dock areas exist along the frontage of Murray Street and from Smidmore Street. Access to the loading dock is poorly resolved and often leads to conflict between trucks, cars and pedestrians as large trucks must reverse into the loading dock from Murray Street. Two vehicle access ramps accessed off Smidmore and Murray Street provide car access to the roof top parking.

The site on the southern side of Smidmore Street from the Marrickville Metro shopping centre is a large industrial lot, containing a two storey industrial warehouse development built to the boundary and associated car parking. The block to the east contains a mix of large and smaller lots, predominantly containing two storey industrial buildings and associated car parking.

The precinct adjoins residential areas to the north, east and west. The operations of the shopping centre have the potential to impact on the amenity of residential areas by way of noise and other emissions, parking and traffic generation. Adjoining the precinct to the south-west is a large tract of industrial land which comprises a substantial portion of all industrially zoned land.

The road alignment in this precinct is very irregular. Access into the precinct is afforded from Edgeware Road and Edinburgh Road. Access via Victoria Road is blocked at its intersection with Juliett Street. Roads in this precinct tend to be quite narrow, with time restricted parking on both sides of the streets. Traffic calming devices have been installed such as pedestrian crossings and roundabouts, however the combination of traffic accessing the Marrickville Metro shopping centre and large vehicles accessing adjoining industrial areas leads to congestion within the constrained road network. Footpaths provide access for pedestrians, though access into the Marrickville Metro shopping centre from anywhere other than the internal car park is poorly considered.

Street plantings exist in the precinct and improve its overall amenity. This is particularly relevant to Victoria Road and Murray Street adjacent to the Marrickville Metro shopping centre, which contains a row of mature fig trees. Other embellishments include references, although limited, to the history of the current shopping centre site. Also prominent is Depression era brick footpaths which are evident throughout the area.

The land is generally flat reflecting its predominantly industrial use. There is a slight fall to the south from Edgeware Road towards the railway line. There are no open space areas in this precinct due to its industrial nature, however it is located in close proximity to Enmore Park and Camdenville Park.

The precinct does not contain any Heritage Conservation Areas.

In March 2012 the Planning Assessment Commission approved an application to authorise the use of the existing building for retail premises and business premises, and expand the Marrickville Metro Shopping Centre including a first floor addition to the existing building at 34 Victoria Road, a new 2 level retail building at 13-55 Edinburgh Road and two levels of rooftop parking above each building.

9.39.2 Desired future character

The desired future character of the area is:

1. To protect the identified Heritage Items within the precinct.



2. To protect the integrity and on-going retention of the existing industrial zoned land, particularly those identified as being of State significance.
3. To retain the existing employment generating land uses.
4. To ensure that the redevelopment of the Marrickville Metro shopping centre addresses existing conflicts between the operation of the centre and the amenity of surrounding residential areas.
5. To protect significant streetscapes and/or public domain elements within the precinct including landscaping, fencing, open space, sandstone kerbing and guttering, views and vistas and prevailing subdivision patterns.
6. To enhance existing streets and encourage pedestrian activity, where appropriate, through improvements to road infrastructure and landscaping.
7. To support pedestrian and cyclist access, activity and amenity including maintaining and enhancing the public domain quality.
8. To facilitate efficient parking, loading and access for vehicles that minimises impact to streetscape appearance, commercial viability and vitality and pedestrian safety and amenity.

9.39.3 Heritage Conservation Areas (HCAs)

There are no Heritage Conservation Areas contained within the precinct.

9.39.4 Precinct-specific planning controls

Nil

9.39.5 Site-specific planning controls

Nil