

Press release:

Plans for Rich Street Precinct lodged

Following the recently approved zoning controls for the Victoria Road Precinct in Marrickville, Danias Holdings are lodging plans to develop a new commercial and creative industries centre.

The first major development of the Victoria Road precinct will introduce a new creative arts and innovation Precinct centred on Rich Street which is adjacent to the Factory Theatre.

“The community and local businesses told us that they want to ensure the precinct supports the existing creative arts community”, Mr Macken said.

The Rich Street Precinct proposal will see over 13,000m² of new floor space dedicated to the creative arts, new start-up industries and local offices. Once completed, the precinct will house nearly 500 artists and creatives, in an environmentally friendly and sustainable location. Over 37% of the site will be new open space.

“The three new buildings will circle a new green park, allowing space for locals and workers in the precinct to relax and socialise. While much of the gritty industrial nature of the precinct will be preserved, new walkways and street tree plantings will help create a more accessible and friendlier precinct”, Mr Macken said.

During the consultation process for the Victoria Road Precinct Planning Proposal, we consulted extensively with the local creative industries and artists that currently work in the Precinct.

“They repeatedly told us that while they like the area, getting suitable commercial leasing was often a problem. That there was difficulty getting security of tenure, that many of the old warehouses were not fit for purpose, being either too big or too small for what they wanted to do”.

“Rich Street Precinct has been designed to meet the needs of local artists. There will be a mix of floor plates to cater for different creative industries, from small studios and pop-ups to flexible office spaces to larger workshops. One of the exciting parts to the design is there will also be open plan spaces, so artists can collaborate and share ideas”.

“Most importantly, the place will be affordable, allowing artists and creatives an easy way to get their foot in the door by having their own work place that suits their needs. And the local creative industry has spoken out in support of our plans.” (see attached quotes)

“Having a purpose-built place, with long term security of tenure, is essential if the Marrickville creative arts community is going to have a future long term”, Sean Macken said.

“Up until now we’ve had to make do, in disused warehouses, or in industrial parks. Places that often lack proper noise insulation, or even fire escapes”.

“Because of this it was often limited what you could do. You couldn’t always exhibit your works, provide training or share ideas”.

“The Danias Group have been providing space and resources for creative artists in Marrickville for decades. They know the sort of places they need and what will make the precinct thrive. It has been a long-term objective of the Group to create a home in the Precinct for our local creative industries and that dream is now becoming a reality”. Sean Macken said.

What local artists and creative businesses have said:

“We’re really excited to be working with The Danias Group through the planning stage. It’s an amazing thing, for a developer to be actively seeking advice and consultation with the artists on the ground. They are creating a purpose-built arts & creative hub -which will be a permanent and long-term home for artists of all disciplines. People will always be wary and even afraid of change, but the reality is, Marrickville is changing at a rapid rate and we need developers like Danias who are committed to meaningful consultation, but not only that, they are putting their money where their mouth is.” Deb Morgan (Artistic Director, Create or Die)

“This is a very exciting project for Sydney. It’s exactly what we need to maintain and nurture a thriving art scene” The Jezabels - Australian indie rock band

“A purpose-built arts hub is the perfect solution to cater for Marrickville’s already blossoming arts community,” Damien Leith (Musician)

“A place to collaborate and share ideas with other designers sounds perfect” Anna Quan – (Fashion Designer)

“About time...we have been waiting for a central arts hub for too long”. Saif Almurayati (Local Artist – Winner of the MUA Blake Prize for Human Justice)

“Our phone is running hot every day with people looking for creative space...we just can’t accommodate the demand” Todd Hodgson (Soundworks Studios)

“The heartbeat of Sydney’s underground art scene is Marrickville” Ben Eadie (October Sun – Sustainable Events Organizer)

"Building an arts hub in Marrickville is the perfect solution to accommodate the vibrant and growing arts community in the area. Artists will not only benefit individually from proximity to their peers, but the hub will also facilitate the production of greater creative output, including cross-disciplinary collaborations, that will enrich the wider community." Julie Koh, (2017 Sydney Morning Herald Best Young Australian Novelist and 2018 Stella Prize judge.

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