

THE REJUVENATION OF MARRICKVILLE'S VICTORIA ROAD PRECINCT INTO A VIBRANT HUB BEGINS

Local businesses and landowners welcomed the NSW Government giving the final tick to the Victoria Road Precinct, by rezoning the area today.

The rezoning brings into force new planning controls which were developed in collaboration with local landowners, the former Marrickville Council and the local community.

A key outcome of the new zoning is to facilitate the precinct's evolution and transformation into a vibrant, mixed-use, precinct through the provision of new housing, increased employment growth and diversity, new creative industries, new and improved public open space and community uses.

For over six years, the Victoria Road Precinct has been the subject of several studies looking at how the area can be rejuvenated. It has been subject to two extensive community consultation processes and been reviewed twice by the Department of Planning and Environment.

"Victoria Road is the main gateway for Marrickville, but over recent years, as many of the traditional industries have left, it has grown tired" Planning consultant Sean Macken said.

"The former Marrickville Council identified the area as needing change as long ago as 2011. Since then we've been working with local residents and landowners on what this change might look like".

"We've worked closely with successive Councils, and through extensive community engagement to develop the final plans which have now been made law by the NSW Government."

"The Plans were exhibited twice to fully engage the locals and ensure the final scheme met the communities hopes and aspirations." Mr Macken said.

Under the new Plan, part of the precinct will be rezoned to permit a greater range of cleaner, greener and more creative industries.

In parts of the precinct, near the existing residential areas and Marrickville Public School, less heavy industrial uses will be encouraged such as galleries, local cafes and art studios.

"While many of the existing heavy industrial uses will remain, there is the opportunity to attract newer industries and enterprises that will better fit the needs of the local community. Industries such as the creative arts and innovative start-ups" Sean Macken said.

"In areas, less affected by aircraft noise, residential development will be permitted, although over 80% of the Victoria Road precinct will remain reserved for employment uses only.

Overall it is expected that around 1100 new dwellings and up to 6,000 new jobs could be provided for by 2036. It will also provide the biggest increase in affordable housing in Marrickville for decades.

The approval means that the commercial and creative industries centre at Rich St, currently on exhibition, can proceed. It will provide a permanent, purpose built home for creative industries, artists and start-ups.

"We've been working with Council staff and Departmental officials to resolve some of the complex planning and environmental issues, as well as to incorporate the local community's views." Mr Macken added

"Community input has overwhelmingly supported changes to the precinct with an unprecedented, 68% of submissions supporting the final scheme." Sean Macken said.

For more information contact Sean Macken 0417 238 212 or visit www.victoriaroadprecinct.com.au