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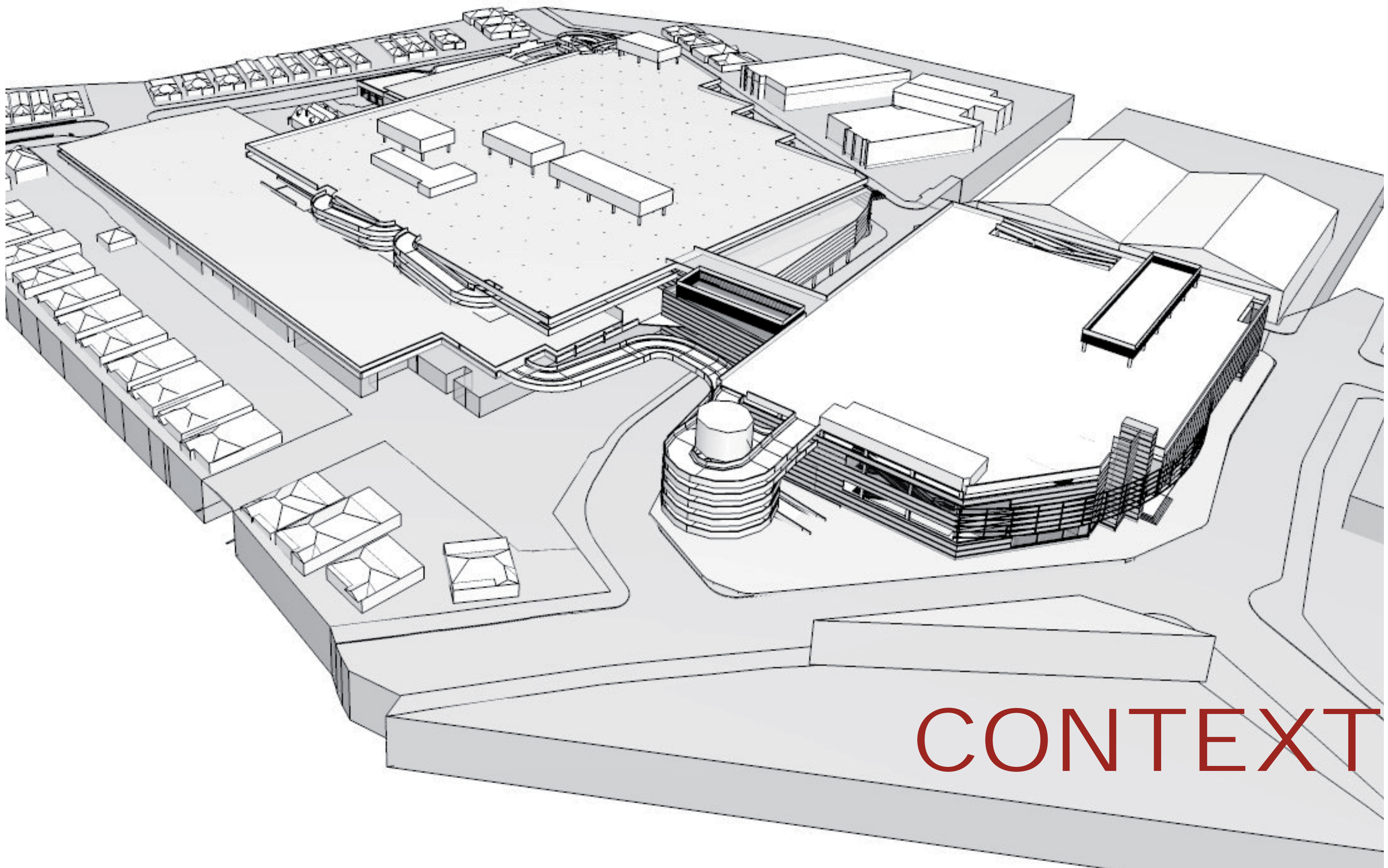
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Version	Status	Date	Author	Reviewer
1	Draft	20/5/2010	Esteban Insausti EI	Derrick Burrows DB
2	Planning Submission	26/5/2010	Esteban Insausti EI	Graham Jones GJ
3	Final Planning Submission	16/7/2010	Esteban Insausti EI	Graham Jones GJ

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CONTEXT





## Existing context

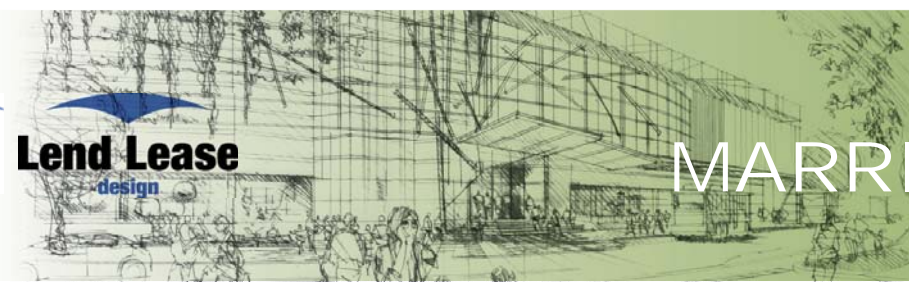
Marrickville Metro Shopping Centre is located at 34 Victoria Road, Marrickville. The Shopping Centre opened in November 1987 on the site of the former Vicars Woollen Mills Factory which had closed down in 1979. The existing Shopping Centre fronts Victoria Road to the north, Murray Street to the east and Smidmore Street to the south and is adjoined by single storey residential dwellings to the west. The Shopping Centre is predominantly a single level retail building and comprises major tenants being Kmart, Woolworths and Aldi as well as a range of speciality stores. Car parking is located at roof top level with existing vehicle ramp access from Smidmore Street and Murray Street.

The land at 13-55 Edinburgh Road is located to the south of Smidmore Street and is bounded by Edinburgh Road and Murray Street. This site is currently used as a warehouse with associated on grade car parking.

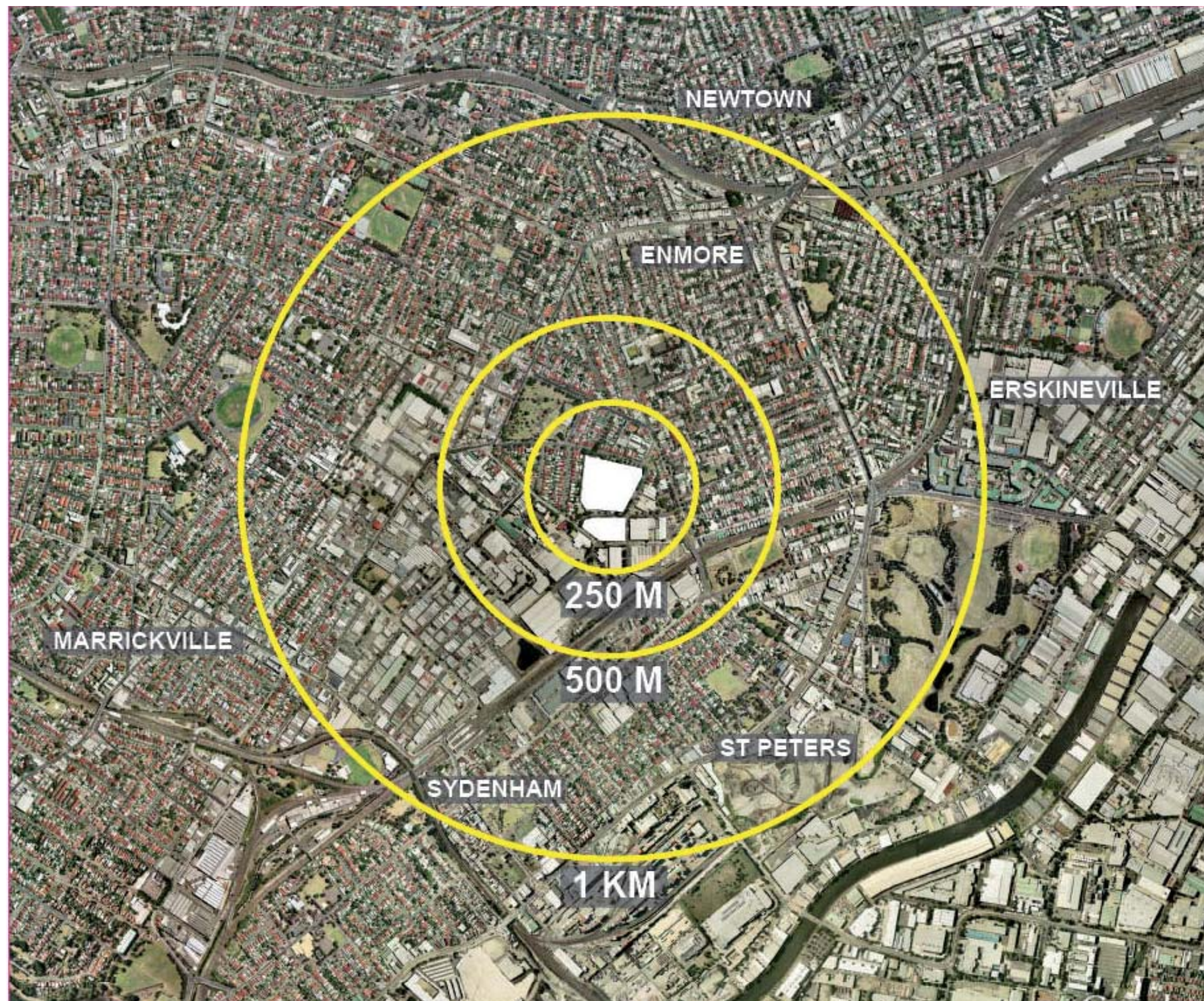
Marrickville Metro Shopping Centre is located within an established residential and industrial precinct bounded by small lot residential housing to the north and west, and predominantly industrial land comprising larger allotments with warehouse scale buildings to the south and east.

AMP Capital Investors (AMPCI) owns Marrickville Metro Shopping Centre and the land to the immediate south across Smidmore Street at 13-55 Edinburgh Road, Marrickville.

Lend Lease design has been engaged by AMPCI to prepare a masterplan design to accompany a Concept Plan Application under Part 3A of the Environmental Planning and Assessment Act 1979 for the proposed redevelopment of the Marrickville Metro Shopping Centre. The development is being considered under Part 3A of the Act as it satisfies the criteria described in Schedule 1 of the Major Projects State Environmental Planning Policy (Major Projects SEPP).



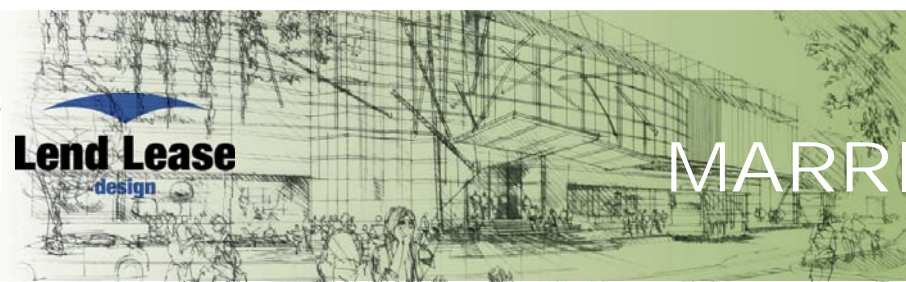
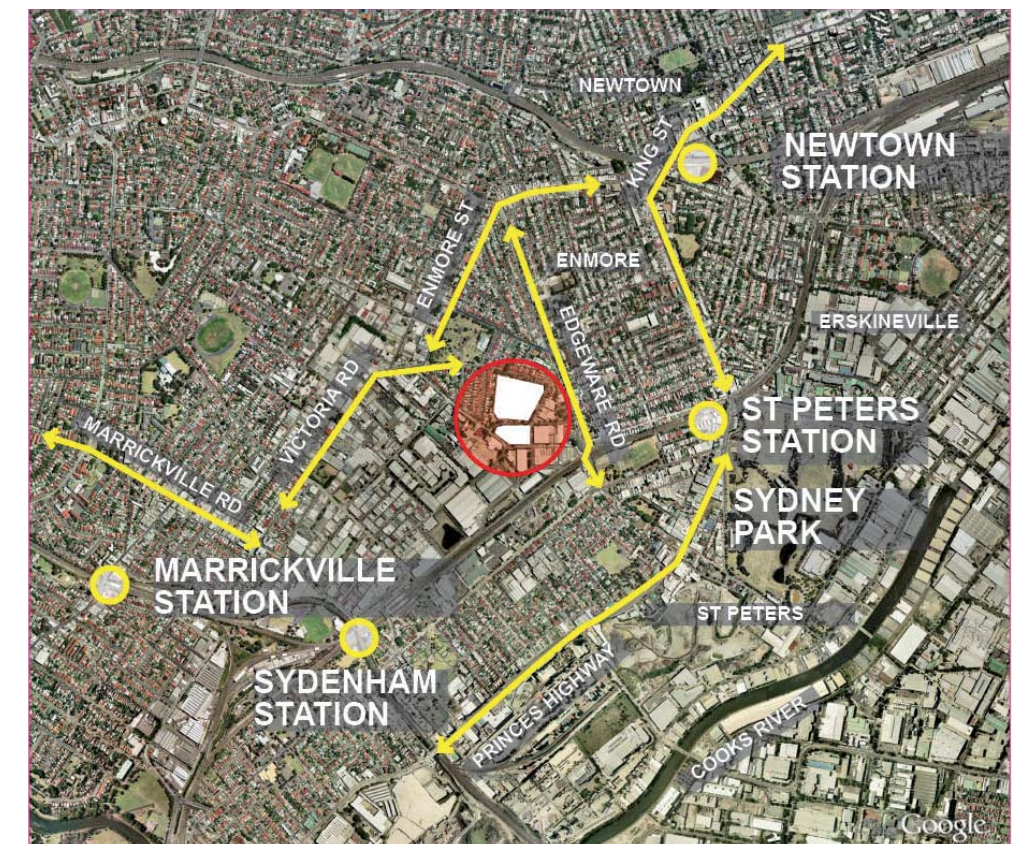




### Proximity

Marrickville Metro Shopping centre is centrally located within a highly urbanised catchment that includes Newtown and Enmore to the north, Erskineville to the east, Sydenham and St Peters to the south and Marrickville and Tempe to the west. Whilst there is an industrial belt immediately to the south of the site, the Shopping Centre is situated within a largely residential zone bounded by the western and southern railway lines.

Sydenham, Erskineville, St Peters and Newtown Railway Stations (see below) are within a 1km walk of the Shopping Centre.







## Neighbourhood Context

Marrickville Metro Shopping Centre by virtue of its location and size is a hub catering not only to the residential population but also to a greater diverse population. As such Marrickville Metro plays the role of a town centre. The improved facilities detailed in the proposal will facilitate the Shopping Centre precinct being used as such. Formal and informal events ranging from Citizenship ceremonies to weekend produce markets and special fetes can take place in either the Civic Space off Victoria Road or in the proposed Smidmore Plaza in the centre of the proposed development.

With recreation facilities such as Enmore Park and the Annette Kellerman Aquatic Centre to the north-west and Camdenville Park as well as Sydney Park further out to the south-east Marrickville Metro is well placed to cater for the local and visiting population using these amenities. Students and teachers from two nearby schools, St Pius School and Camdenville Public School, also use the Shopping Centre.





## Retail Context

Marrickville Metro Shopping Centre sits in the middle of a series of strip or High Street shopping. With King Street and Enmore Road, Newtown to the north, Marrickville Road to the west providing a High Street experience and the Princess Highway to the south providing bulky goods and specialist warehouse retail including a new IKEA store which is about to open.

Marrickville Metro Shopping Centre has been trading for nearly a quarter of a century and over that time has developed a reputation and a well known brand. Whilst set behind major roads the Shopping Centre is easily accessible for a wide range of customers across a large catchment.

The Shopping Centre is well serviced by four railway stations (Marrickville, Sydenham, St Peters and Erskineville) three of which are within 800 metres of the centre. A series of secondary roads feed the centre (see road hierarchy). The nearest comparable retail centre is Broadway to the north-east at Broadway.



# RETAIL CONTEXT