



Business Lands Assessment | Marrickville Local Government Area | October 2005

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Prepared for AMP Capital Shopping Centres

## TABLE OF CONTENTS

1. Introduction
2. Methodology / Approach to the Task
3. Study Area
4. Centres Analysis
  - 4.1 Marrickville Road
  - 4.2 King Street/Enmore Road
  - 4.3 New Canterbury Road South
  - 4.4 New Canterbury Road North
  - 4.5 Parramatta Road
5. Conclusion

## INTRODUCTION

This analysis has been prepared on behalf of AMP Capital Shopping Centres (AMPCSC) as part of preliminary research associated with the development of a Master Plan for the Marrickville Metro Shopping Centre.

The purpose of the analysis is to assess the land opportunities within the Marrickville Local Government Area on suitably zoned commercial land to establish a further full line supermarket and/or discount department store. Preliminary market analysis on behalf of AMPCSC identifies the opportunity to establish a further supermarket and discount department in the trade area of the Marrickville Metro.

This analysis is intended to support the contention that there are very limited existing opportunities within the Marrickville LGA with the appropriate commercial zoning to support a further supermarket and discount department. Such an analysis is important prior to considering whether further land and in particular industrial zoned land should be rezoned to facilitate such demand for retail use.

## METHODOLOGY / APPROACH TO TASK

The business lands assessment has been approached as follows:

### Step 1 – Define the study area.

The market assessment has defined the opportunity for a supermarket and discount department store in the primary and secondary trade area of the Marrickville Metro. This trade area is generally reflects the boundaries of the Marrickville LGA, but extends further eastwards into the City of Sydney.

The study area is defined on the plan overleaf and reflects the boundaries of Marrickville LGA with an eastward extension into the City of Sydney.

### Step 2 – Define the Commercial Zoned Land

The commercially zoned has been defined using data from the Marrickville LEP, South Sydney LEP and Leichhardt LEP. The zones identified (including the mixed use zone in South Sydney all permit retail shops.

### Step 3 – Define the Commercial Precincts

A total of 10 commercial precincts have been identified in the Marrickville LGA. Of the 10 precincts, only five commercial precincts contain the available land to support a supermarket or discounted department store. These are defined on the study area plan as “primary commercial precincts”.

The smaller ‘local neighbourhood’ commercial precincts are identified on the study area plan overleaf as “secondary commercial precincts”.

The large area of land zoned Mixed Use in Erskineville has been discounted for retail use given the zone objectives and established industrial character.

### Step 4 – Define the Parameters for Site Selection

With the five primary commercial precincts defined, the next step was to determine the site selection parameters. The following parameters have been used to determine “opportunity sites”:

- Sites in single ownership that have a minimum depth of 60 metres and an overall land size of 5,000sqm.
- Sites that could be combined to establish a land parcel with a depth of at least 60 metres and an overall land size of 5,000sqm.

(Note: The parcel size criteria are derived from standard store sizes provided by Kmart, BigW,

Target, Coles, Woolworths & Bilo and make allowance for the need for loading access).

### Step 5 – Analysis of Opportunity Sites

Using Geographical Information Systems (GIS), sites in separate or multiple ownerships that meet the parcel size criteria have been identified. The identified sites are contained in the Centres Analysis under section 4 of this report.

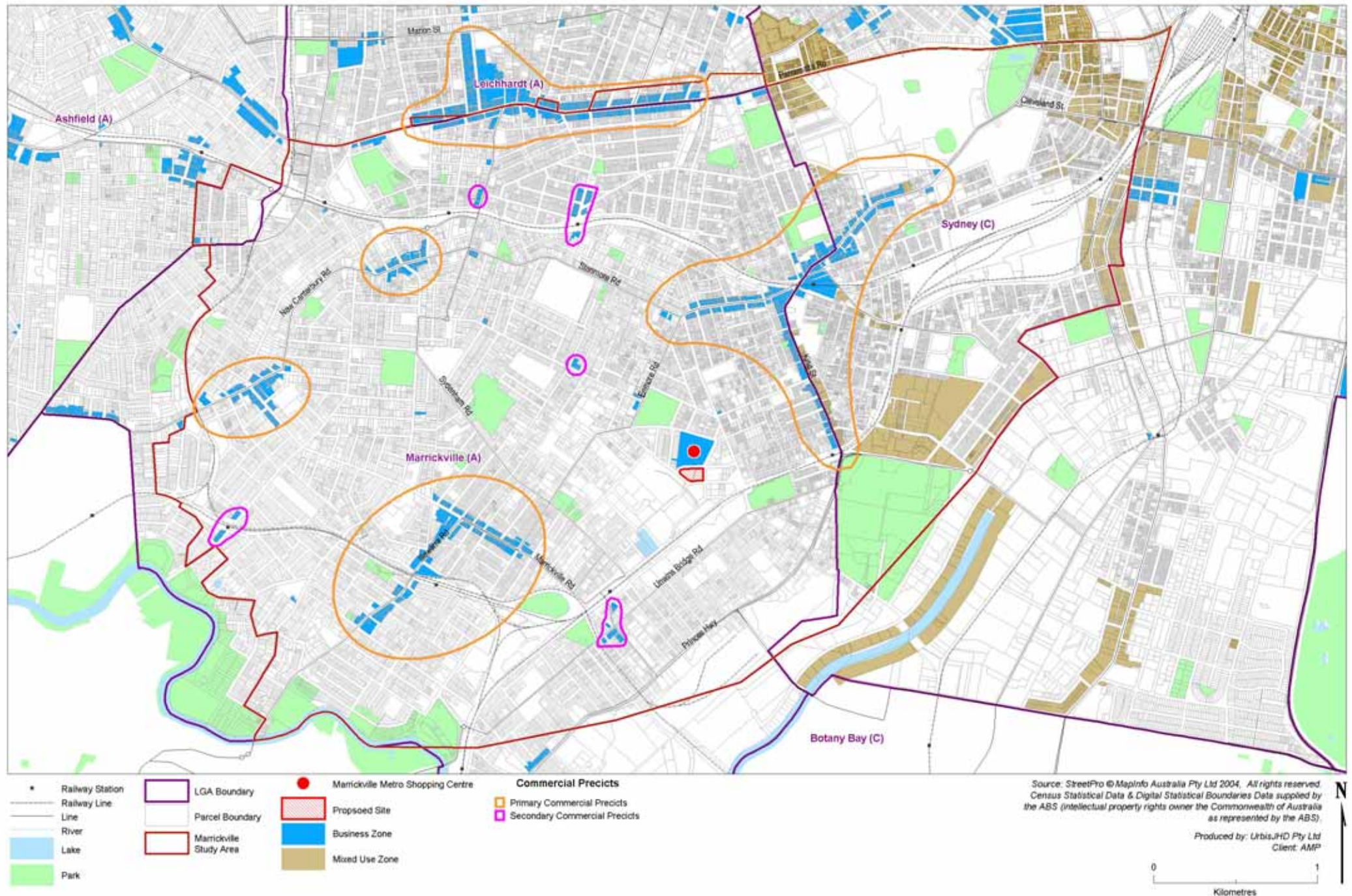
Each of the opportunity sites has been analysed to determine:

- Current use
- Site constraints such as residential interface or loading access.
- Heritage constraints
- Location within the centre.
- Overall suitability.

A detailed assessment has been provided for the opportunity sites in commercial precincts, 1, 2 & 3. There were no opportunity sites in commercial precinct 4 and precinct 5 was determined to be too constrained and distant from the site, with the opportunity sites all located on the north side of Parramatta Road.



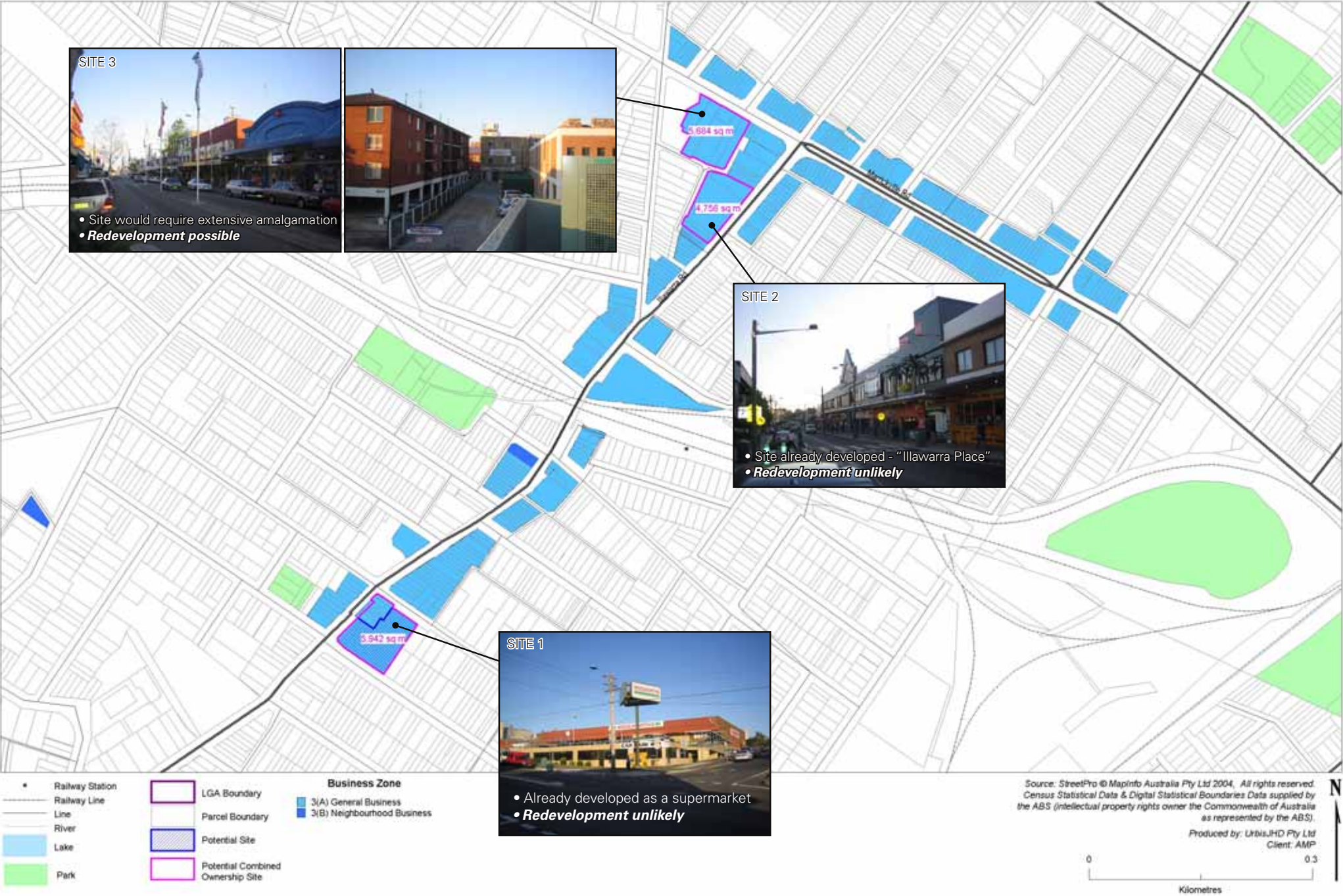
# STUDY AREA



Site No.	Address – Lot Details	Impact Assessment		Probability for Redevelopment		
		Opportunities	Constraints	Probable	Possible but unlikely	Not Likely
<b>Site 1</b>	459 Illawarra Rd, Marrickville Lot 2 P597038	Large site in single ownership.  Good vehicle access.	Site is already fully developed as a Woolworths supermarket.  Located at the southern periphery of the Illawarra Road, shopping strip, thereby providing limited convenience for customers.  Site is bordered by residential properties to the south and east.			<b>X</b>
<b>Site 2</b>	276 Illawarra Rd	Site has rear loading access.  Well located for retail use in the heart of the Marrickville shopping precinct.  and	Site is already developed as a retail centre known as "Illawarra Place", comprising a Foodworks supermarket, speciality shopping and roof top parking.  Borders residential properties to the west.			<b>X</b>
<b>Site 3</b>	310, 314, 318, 324B, 332 Marrickville Road	Located at northern periphery of the Marrickville Road shopping strip, but accessible and suitable for a supermarket or other retail use.  The site has good rear lane access for loading. , but	Requires extensive site amalgamation of the following lots: • Lot 8 DP 1054041 • 324B Marrickville Road • 318 Marrickville Road • 314 Marrickville Road • 310 Marrickville Road Part 332 Marrickville Road  Site borders a residential precinct to the south.  Would displace existing residential flats at the rear of one of the properties.  A heritage item is identified on land known as 332 Marrickville Road.		<b>?</b>	



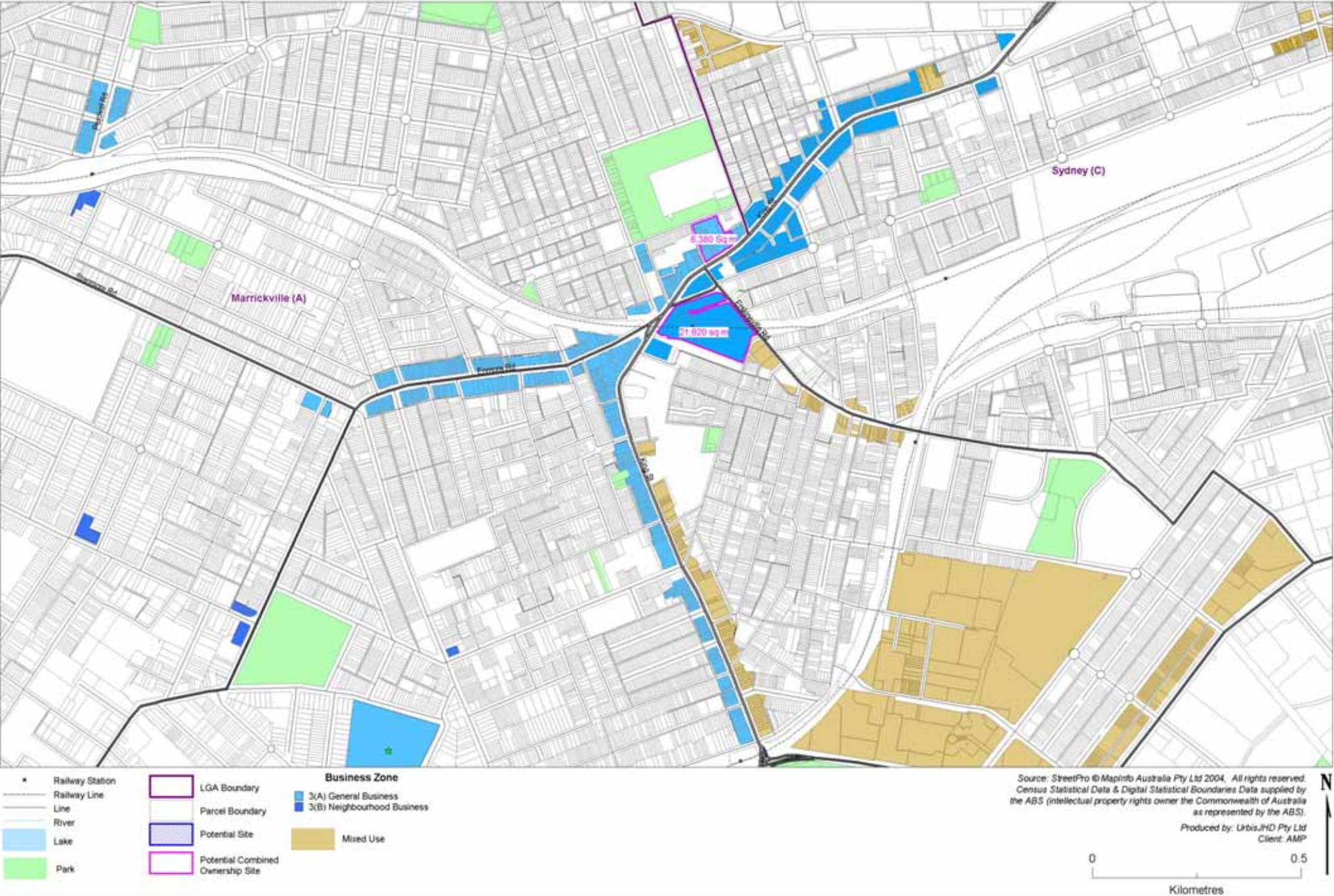
MARRICKVILLE ROAD



Site No.	Address – Lot Details	Impact Assessment		Probability for Redevelopment		
		Opportunities	Constraints	Probable	Possible but unlikely	Not Likely
<b>Site 4</b>	Lot 2/87612, Lot 2 DP 225489	Close proximity to the Newtown train station.	<p>The site is fully developed with residential flat buildings located on the land.</p> <p>The site is located within a Heritage Conservation Area</p>			<b>X</b>
<b>Site 5</b>		The site has good side and rear access from Lennox and Mary Street.	<p>Redevelopment of the site would require site amalgamation.</p> <p>An IGA supermarket and Dendy Cinema is already in existence.</p>		<b>?</b>	



KING STREET/ENMORE ROAD



Site No.	Address – Lot Details	Impact Assessment		Probability for Redevelopment		
		Opportunities	Constraints	Probable	Possible but unlikely	Not Likely
<b>Site 6</b>	18,20,24,26 Seaview Street, Dulwich Hill	<p>The site has good access for loading and frontage to Seaview Street.</p> <p>Rear part of the site comprises open lot car parking, providing a good opportunity for further retail development.</p>	<p>Requires extensive site amalgamation and includes land owned by Council.</p> <p>Part of the site is already developed as an IGA supermarket.</p>		<b>?</b>	



# NEW CANTERBURY ROAD SOUTH

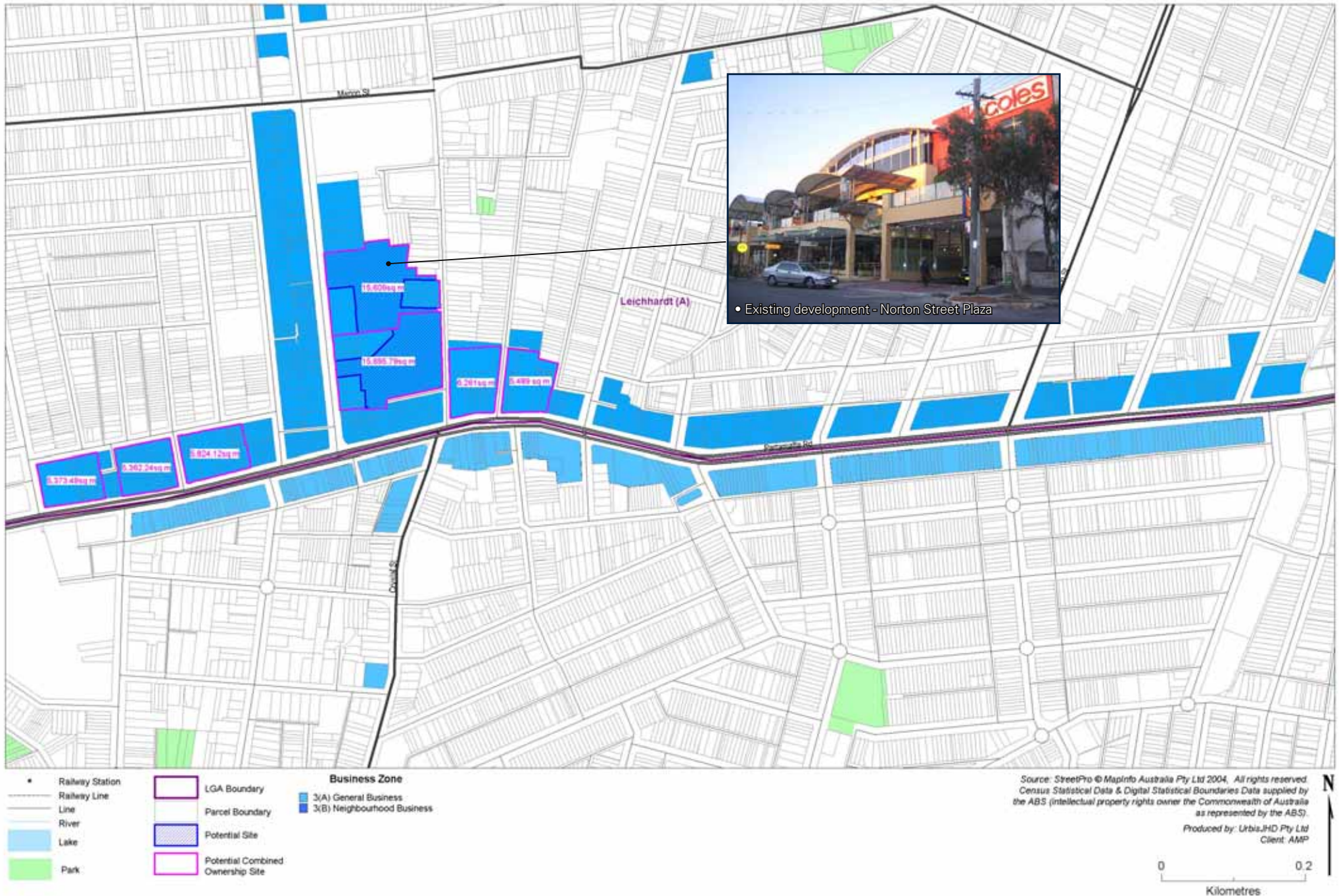


NEW CANTERBURY ROAD NORTH





# PARRAMATTA ROAD



## CONCLUSION

The analysis identifies that there are very limited opportunities to establish large format retail uses such as a full line supermarket or discount department store given the constraints of the local commercial areas within the Marrickville LGA.

The commercial precincts:

- Generally lack sufficient depth to enable a large format retail use.
- Have limited vehicle access for loading.
- Have sensitive residential interfaces.
- Are generally comprised of small land holdings, meaning that site amalgamation is essential.

With one or two exceptions, the sites identified during the mapping phase were all found to be developed when inspected. The majority of the sites had already been developed for retail uses including supermarkets and in one particular case, a residential development. This also included those sites not specifically highlighted in the assessment such as Norton Street Plaza. The remaining opportunity sites are in themselves constrained, requiring extensive site amalgamation and already accommodating well established uses that may prove commercially difficult to displace.



