

SHEPHERDS BAY URBAN RENEWAL

10. SUB REGIONAL EMPLOYMENT LANDS CONTEXT

The Employment Lands Report prepared by MacroPlan in 2004 for the MEA on behalf of Ryde Council indicates that there are a number of significant commercial centres providing employment for the LGA, namely:

- North Ryde/Macquarie Park corridor - 783,260sqm serving 39,000 workers;
- Rhodes - 141,470sqm serving 7,000 workers;
- Sydney Olympic Park/Homebush Bay - 101,260sqm serving 5,000 workers;
- Norwest - 311,630sqm serving 15,500 workers;
- Parramatta - 682,600sqm serving 34,000 workers.

When the DCP for the MEA was formulated in the mid to late 1990s, it was planned that the Concept Plan site contain significant employment land uses and hence zoned to permit mixed use development. According to the MacroPlan study in 2004, commissioned by Council, Shepherds Bay comprised some 20 hectares of land zoned for employment uses but was under-utilised.

Due to Ryde’s strategic location in Sydney’s North West growth centre, the demand for office floorspace is projected to continue to grow in the Inner North subregion. However the Employment Lands Assessment carried out on behalf of Council to support their review of the DCP, indicates that expansion plans at Macquarie Park and other centres including Rhodes and Sydney Olympic Park will adequately cater to the needs of commerce and industry well into the future without the requirement for additional employment uses in Shepherds Bay.

A high level retail demand assessment concluded that with existing retail floorspace and expansion plans in Top Ryde and Macquarie Centre, prepared by Hill PDA attached as **Annexure 10**, found that there is also adequate supply of retail floorspace available at the major regional and sub regional centres nearby to cater for future demand. They conclude that there is now only limited demand for local and leisure based retailing, small scale commercial and services in the Concept Plan site close to the waterfront and at activity nodes that will not impact on the viability of the retail uses in the adjacent Waterpoint development or nearby commercial centres.

The Shepherds Bay Concept Plan Market Assessment prepared by Hill PDA is attached as **Annexure 10**.

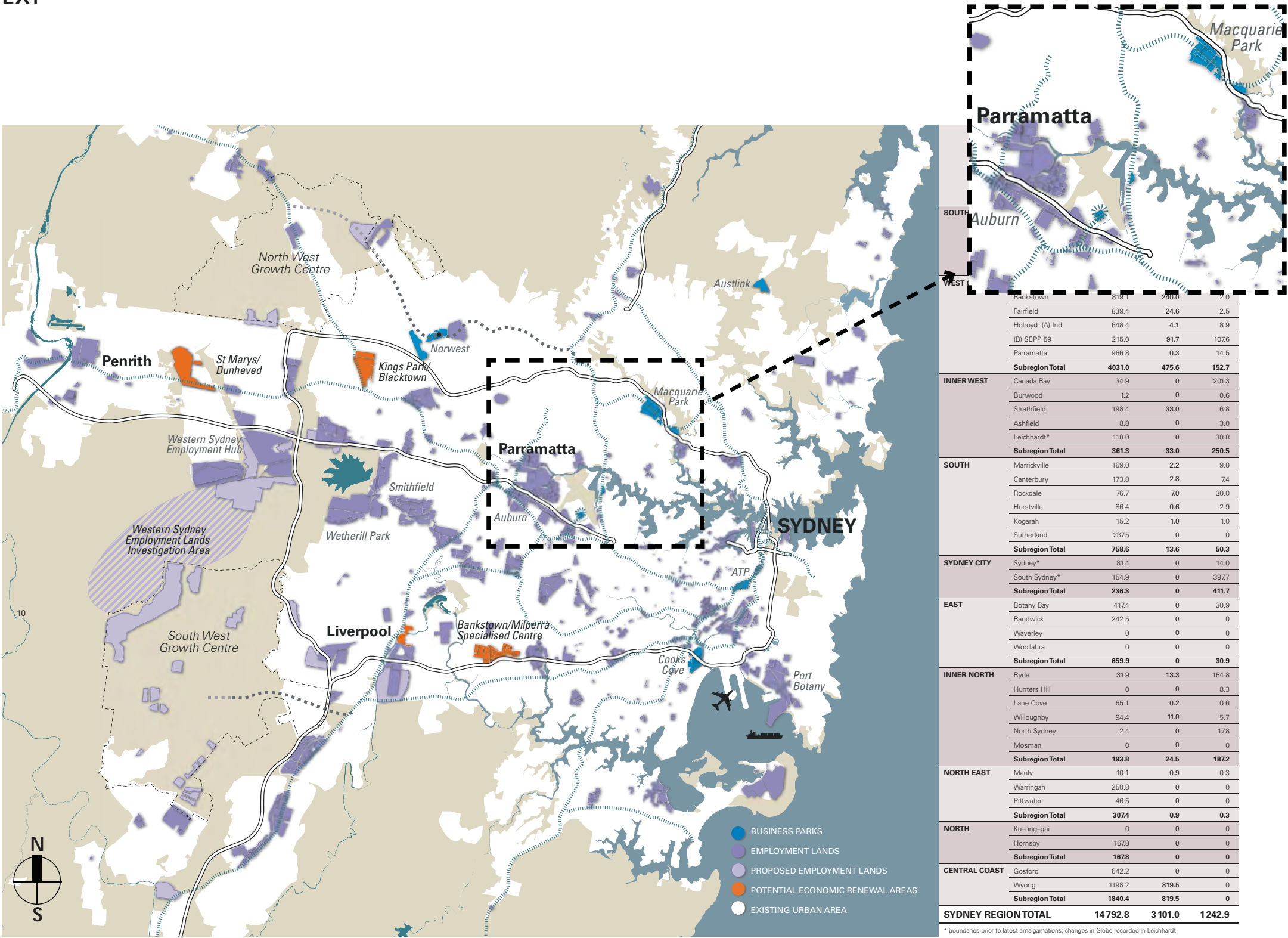


FIGURE 8. REGIONAL EMPLOYMENT AREAS
(Source: Metrostrategy, 2005)